

Weiai Xu (Wayne), Ph.D.

Tenure-track Assistant Professor, Department of Communication
University of Massachusetts - Amherst
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Academic Positions

Assistant Professor, Department of Communication, University of Massachusetts – Amherst (fall 2016–present)
Postdoctoral Teaching & Research Associate, Department of Communication Studies, Northeastern University (fall 2015–summer 2016)

Education

Ph.D., Communication, State University of New York at Buffalo (2015)
M.A., Media Studies, University of Wisconsin at Milwaukee (2011)
B. A., Public Administration, Zhejiang University of Technology of China (2009)

Peer-Reviewed Journal Articles

- Wang, **Xu, W. W.**, Saxton, G.D., & Singhal, A. (2019). Social media fandom for health promotion? Insights from East Los High, a transmedia edutainment initiative. *SEARCH Journal of Media and Communication Research*, 11(1), 1-16.
- Li, J., **Xu, W. W.**, Wang, F., Chen, S., & Sun, J. (2018). Examining China's Internet Policies through a Bibliometric Approach. *Journal of Contemporary Eastern Asia*, 17(2), 237-253.
- Liu, W.L., Lai, C.H., & **Xu, W. W.** (2018). Tweeting about Emergency: A Semantic Network Analysis of Government Organizations' Social Media Messaging during Hurricane Harvey. *Public Relations Review*.
- Xu, W. W.**, & Saxton, G. D. (2018). Does Stakeholder Engagement Pay Off on Social Media? A Social Capital Perspective. *Nonprofit and Voluntary Sector Quarterly*, doi: 10.1177/0899764018791267.
- Xu, W. W.**, & Zhang, C. (2018). Sentiment, richness, authority, and relevance model of information sharing during social Crises—the case of# MH370 tweets. *Computers in Human Behavior*, 89, 199-206.
- Welles, B. F., & **Xu, W. W.** (2018). Network visualization and problem-solving support:

A cognitive fit study, *Social Networks*, 54, 162-167.

Liu, X. C. & **Xu, W. W.** (2018). Adoption of Ride-Sharing Apps by Chinese Taxi Drivers and Its Implication for the Equality and Wellbeing in the Sharing Economy. *Chinese Journal of Communication*.

Vishwanath, A., **Xu, W. W.**, & Ngoh, Z. (2018), How people protect their privacy on facebook: A cost-benefit view. *Journal of the Association for Information Science and Technology*, 69(5), 700-709.

Xu, W. W., Park, J. Y., & Park, H. W. (2017). Longitudinal dynamics of the cultural diffusion of Kpop on YouTube. *Quality & Quantity*, 51(4), 1859-1875.

Lee, J., & **Xu, W. W.** (2017). The more attacks, the more retweets: Trump's and Clinton's agenda setting on Twitter. *Public Relations Review*, 44(2), 201-213.

Barnett, G. A., Ruiz, J. B., **Xu, W. W.**, Park, J. Y., & Park, H. W. (2017). The world is not flat: Evaluating the inequality in global information gatekeeping through website co-mentions. *Technological Forecasting and Social Change*, 117, 38-45.

Barnett, G. A., **Xu, W. W.**, Chu, J., Jiang, K., Huh, C., Park, J. Y., & Park, H. W. (2017). Measuring international relations in social media conversations. *Government Information Quarterly*, 34(1), 37-44.

Xu, W. W., Park, J. Y., Kim, J. Y., & Park, H. W. (2016). Networked cultural diffusion and creation on YouTube: an analysis of YouTube memes. *Journal of Broadcasting & Electronic Media*, 60(1), 104-122.

Kwon, K. H., **Xu, W. W.**, Wang, H., & Chon, J (2016). Spatiotemporal diffusion modeling of global mobilization in social media: The case of the 2011 Egyptian revolution. *International Journal of Communication*, 10(1), 73-97.

Lee, K. S., Sang, Y., & **Xu, W. W.** (2015). The shaping of the network neutrality debate: Information subsidizers on Twitter. *International Journal of Communication*, 9, 1544-1562.

Xu, W. W., & Feng, M. (2015). Networked creativity on the censored Web 2.0: Chinese users' Twitter-based activities on the issue of internet censorship. *Journal of Contemporary Eastern Asia*, 14(1), 23-43.

Xu, W. W., Park, J. Y., & Park, H. W. (2015). The networked cultural diffusion of Korean Wave. *Online Information Review*, 39(1), 40-60.

Xu, W. W., Chiu, I., Chen, Y., & Mukherjee, T. (2014). Twitter hashtags for health - Applying network and content analyses to understand health knowledge sharing in a Twitter-based community of practice. *Quality & Quantity*, 49(4), 1361-1380.

Xu, W. W., Sang, Y.M., Blasiola, S., & Park, H.W. (2014). Predicting opinion leaders in Twitter activism networks: The case of the Wisconsin recall election. *American Behavioral Scientist*, 58(10), 1278-93.

Xu, W. W. & Feng, M. (2014). Talking to the broadcasters on Twitter - Networked gatekeeping in Twitter conversations with journalists. *Journal of Broadcasting & Electronic Media*, 58(3), 420-37.

Xu, W. W., Li, L., Stefanone, M. A., & Fu, R. (2014). Does social media users' commenting behavior differ by their local community tie? A computer-assisted linguistic analysis approach. *First Monday*, 19(1). doi: <http://dx.doi.org/10.5210%2Ffm.v19i1.4821>

Xu, W. W., Stefanone, M. A., & Rui, J. R. (2013). The benefits and burdens of network diversity: Political engagement on social networking sites. *First Monday*, 18(2). doi: <http://dx.doi.org/10.5210%2Ffm.v18i9.4822>

Peer-Reviewed Conference Proceedings

Kwon, K. H., Wang, H., Raymond, R., & **Xu, W. W.** (2015, July). A spatiotemporal model of Twitter information diffusion: an example of the Egyptian revolution 2011. In *Proceedings of the 2015 International Conference on Social Media & Society* (p. 4). ACM.

Stefanone, M. A., Saxton, G. D., Egnoto, M., **Xu, W. W.**, & Fu, R. (2015). Image attributes and diffusion via Twitter: The case of #guncontrol. *Proceedings of the 47 Annual Hawaii International Conference on Systems Science* (HICSS), pp. 1566-1575. January 6-9, Big Island.

Book Chapters

Blasiola, S., Sang, Y.M., & **Xu, W. W.** (2015). More than words: Technical Activist Actions in #CISPA. In Rambukkana, N (Eds.), *Hashtag Publics: The Power and Politics of Discursive Networks* (139). Peter Lang Publication.

Manuscripts in Progress

Liu, W.L., & **Xu, W. W.** (under review). Tweeting to (Selectively) Engage: How Government Agencies Target Stakeholders on Twitter during Hurricane Harvey. Submitted to *Disasters Journal*.

Liu, W.L. Lai, H.H, & **Xu, W. W.**, Stakeholder-Targeting and Networked Relationship Building on Social Media during Natural Disasters: The Case of Hurricane Harvey. In progress.

Conference Presentations

Wang, J., Li, H., **Xu, W. W.**, & Xu, W. (2019, September). *Imagining a Credit Society*:

Discourses of the Social Credit System in Chinese Media. Poster presented at the Boston University Fall Symposium - Preserving individual freedom in an age of socio-technical control via algorithmic rewards, Boston, MA.

Xu, W. W. (2019, May). *Mapping the identities and engagement in the Alt-Right and Antifa counterpublics: A social and semantic network approach*. Paper presented at the 2019 International Communication Association Annual Conference, Washington D.C.

Xu, W. W., & Lee, J. (2018, August). *Winning through Words? A Computational Linguistic Study of Presidential Candidates' Language Styles on Social Media in the Age of Populism*. Poster presented at AEJMC, Washington D.C.

Xu, W. W., & Liu, WL. (2018, August). *Tweeting to (Selectively) Engage: A Network Analysis of Government Organizations' Stakeholder Management on Twitter during Hurricane Harvey*. Paper presented at AEJMC, Washington D.C. (**Best Paper Award**)

Xu, W. W., & Zhang, C. (2018, May). *Sentiment, Richness, Authority, and Relevance Model of Information Sharing during Social Crises-the Case of #MH370 Tweets*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech Republic.

Xu, W. W., Liu, WL. (2018, May). *Stakeholder-Targeting and Networked Relationship Building on Social Media during Natural Disasters*. Paper presented at the ICA Embracing the Network Paradigm Preconference, Prague, Czech.

Liu, WL., Lai, C.H., Xu, W. W. (2018, May). *Tweeting about Emergency: A Semantic Network Analysis of Government Organizations' Social Media Messaging during Hurricane Harvey*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech.

Wu, C.S., & Xu, W. W. (2018, March). *Disadvantaged Communities, Unchained Leadership? Community Foundations' Strategic Use of Social Media for Social Change*. Paper presented at the 2018 American Society for Public Administration Annual Conference, Denver, Colorado.

Wu, C.S., & Xu, W. W. (2017, November). *The Place Dilemma of Community Foundations: "Equalizing" the Inequality?* Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Grand Rapids, Michigan. (**Best Paper Award**)

Xu, W. W., Saxton, G., & Guo, C. (2016, November). *Predicting Returns from Social Media Capital in Nonprofits' Online Stakeholder Targeting*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Washington D.C.

- Wu, C.S., & **Xu, W. W.** (2016, November). *Collective Action Framing by Rival Advocacy Groups in Hong Kong Occupy Central Movement*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Washington D.C.
- Xu, W. W.**, Saxton, G., & Guo, C. (2015, November). *Social Media-based Stakeholder-Targeting and Its Effect on Social Capital*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Chicago, IL.
- Xu, W. W.**, Ngoh, Z., & Vishwanath, A. (2015). *Enabling Protection Motivation in Heuristic-Systematic Defense against Email Phishing*. Paper presented at the Communication and Technology Division of the 2015 International Communication Association Annual Conference, San Juan, Puerto Rico. **(Best Paper Award)**
- Vishwanath, A., Ngoh, Z., & **Xu, W. W.** (2015). *Predicting Privacy Protection Behavior on Social Networking Sites*. Paper presented at the Communication and Technology Division of the 2015 International Communication Association Annual Conference, San Juan, Puerto Rico.
- Egnoto, M. J., **Xu, W. W.**, Saxton, G., & Stefanone, M., A. (2014, November). *What makes an Image worth a Thousand Words? A Content Analysis of #guncontrol – related Image Characteristics That Predict Sharing Behavior*. Paper presented at the Human Communication and Technology Division of the 100th Annual National Communication Association Conference, Chicago, IL.
- Xu, W. W.**, Chiu, I., Chen, Y., & Mukherjee, T. (2014). *Twitter Hashtags for Health as a Community of Practice*. Paper presented at the Medicine 2.0 Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research 2014. Maui, Hawaii.
- Xu, W. W.** & Feng, M. (2014). *The Networked Creativity in the Censored Web 2.0*. Paper presented at the 2014 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea. **(Best Paper Award)**
- Feng, M. & **Xu, W. W.** (2014). *Knowledge Sharing in and out of the Networked Authoritarianism*. Paper presented at the 2014 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.
- Wang, H., **Xu, W. W.**, & Saxton, G. (2014). *Cultivating a Fan Base on Facebook for Public Health Promotion: The Case of East Los High*. Paper presented at the Medicine 2.0 Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research 2014. Maui, Hawaii.
- Wang, H., **Xu, W. W.**, & Saxton, G. (2014). *Network Structures for A Better Twitter Community*. Paper presented at Social Media & Society Conference. Toronto, Canada.

- Park, J.Y., Kim, J.Y., **Xu, W. W.**, & Park, H.W. (2014). *A Social Network Framework to Analyze the Cultural Contents of Kpop across Countries*. Paper presented at the first European Social Networks Conference. Barcelona, Spain.
- Xu, W. W.** & Hamilton, A. (2013). *Social Media Targeting of Healthcare Experts for Knowledge Acquisition – An Evaluative Framework Integrating Network and Content Analyses*. Abstract presented at the 2013 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.
- Xu, W. W.** (2013). *Integrating Network and Content Analyses to Evaluate Healthcare Knowledge Sharing in Twitter Communities*. Abstract presented at the 2013 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.
- Stefanone, M.A. & **Xu, W. W.** (2013, October). *Does Social Media Users' Commenting Behavior Differ By Their Local Community Tie? A Computer-Assisted Linguistic Analysis Approach*. Paper presented at the 2013 71st annual New York State Communication Association Convention. Ellenville, New York.
- Xu, W. W.**, Stefanone, M.A., & Rui, J. (2013). *The benefits and burdens of network diversity: political engagement on social networking sites*. Paper presented at the annual conference of the International Communication Association (ICA), London, England.
- Xu, W. W.**, Sang, Y.M., & Blasiola, S. (2013). *Predicting opinion leaders in Twitter activism networks: The case of the Wisconsin recall election*. Paper presented at the annual conference of the International Communication Association (ICA), London, England. **(Best Paper Award)**
- Egnoto, M.J., **Xu, W. W.**, & Stefanone, M.A., (2013, November). *A quantitative look at the quintessential components of compliance gaining*. Paper presented at the 2013 annual convention of the National Communication Association. Washington, D.C.
- Yang, Z. J., Dudo, A., Kahlor, L., Liang, M. Allen Catellier, J. **Xu, W. W.**, & Mertel, J. (2012). *The climate change blame game: U.S. elite newspaper coverage of climate change*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Xu, W.** (2011). *The behavior of internet censorship in China*. Paper presented at the 2011 annual conference of the International Communication Association (ICA), Boston, MA.
- Xu, W.** & Feng, M. (2011). *Exotic disease or local disease? An analysis of H1N1 swine flu coverage on Chinese media*. Paper accepted at the Questioning Transnationalism: Culture, Politics & Media Conference, Royal Holloway, London, England.

Research Support, Honors and Awards

Networked Engagement in a Censored Web, supported by a grant for research on global media law and policy from the Center for Global Communication Studies (CGCS) at the Annenberg School for Communication at the University of Pennsylvania, \$2,000.00 (2015)

Best Paper Award, the Association for Research on Nonprofit Organizations and Voluntary Action (2017)

Best Paper Award, Association for Education in Journalism and Mass Communication (2018)

Top Student Paper Award from the Communication and Technology Division of International Communication Association (2013, 2015)

IMC Award by Asia Triple Helix Society (2014)

Chancellor Award of University of Wisconsin - Milwaukee (2010-2011, 2009-2010)

Kordus Award of University of Wisconsin - Milwaukee (2011)

Graduate Student Travel Award of University of Wisconsin – Milwaukee 2010

Invited Research Talks

Using Computational Methods to Detect Framing Differences Between Rivalry Advocacy Groups during Social Movements--The Case of Hong Kong's Occupy Central Protest – Computational Social Science Institute Lunch Seminar (4/7/2017, UMass-Amherst)

Panelist on ISSR Panel: "Social Science Research for Social Media" (10/26/2017, UMass-Amherst)

Involvements in National Grant Projects

Network Science Institute, Northeastern University, US Army Research Office grant (W911NF-14-1-0672) and US Army Research grant (W911NF-09-2-0053) (2015-2016)

SUNY-Research Fund, the Air Force Office of Scientific Research (AFOSR) supported project *Socio-Cultural Media Sharing as Conversations: Sensing and Modeling Behavior in Response to Environmental Changes* (2012-2013)

The program evaluation for TV show *East Los High*, supported by The Population Media Center (2013-2015)

The *Integrating Social and Systems Science Approaches to Improve Oral Health Equity* project supported by NIDCR and OBSSR (2014-2015)

Teaching

Department of Communication, University of Massachusetts – Amherst

COMM622: Quantitative Research Methods (Graduate Seminar) (Spring 2018, Spring, 2019)

Last updated: September, 2019

COM487DB: Survey/Digital Behavioral Data (fall 2016, spring 2017, fall 2017, spring 2019, fall 2019)

COM397SM: Social Media & Internet Communities (fall 2016, spring 2017)

COMM122: Introduction to Media Industries (fall 2017, spring 2018)

Guest Lectures:

COMM101

COMM621, Network Analysis, Spring 2017

COMM 797F Content Analysis, Content analysis using computers and algorithms, Spring 2017

Department of Communication Studies, Northeastern University

Quantitative Research Methods (spring and summer 2016)

Department of Communication, State University of New York at Buffalo

Lecture instructor

COM240: Survey of Mass Communication (spring 2014, fall 2014)

COM101: Principles of Communication (summer 2013, summer 2014)

Teaching Assistant

COM240: Survey of Mass Communication (2013)

COM631: Graduate Statistics (2013)

COM225: Interpersonal Communication (2013)

COM101: Principles of Communication (2011-2012)

Department of Journalism, Advertising and Media Studies, University of Wisconsin at Milwaukee

Teaching Assistant

JMC 242: Advertising in American Society (2009—2011)

Advising

Undergraduate:

Faculty advisor of honors thesis for Jenna Delvecchio

Faculty advisor of independent study for Jessica Gindelsky

Graduate:

Mentor, Comprehensive Exam Committee: Dasol Kim, Stephen Warren

Mentor, Thesis Committee: Congcong Zhang, Selim Yilmaz

Faculty advisor of independent study: Dasol Kim, Stephen Warren, and Congcong Zhang

Non-voting member, Dissertation Committee: Seongho An (Social Policy & Practices, University of Pennsylvania)

Service to the Field

Editorial experience:

Associate Editor of *Journal of Contemporary East Asia* (JCEA)

Member of the editorial board of *Social Media + Society*

Member of the editorial board of *Quality & Quantity*

Managing Guest Editor of the special issue entitled *Open (Big) Data as Social Change: Triple Helix Innovation toward Government 3.0 on Technological Forecasting and Social Change*

Manuscript reviewer for:

New Media & Society

International Journal of Communication

The Journal of the Association for Information Science and Technology

Journal of Interactive Advertising

Nonprofit and Voluntary Sector Quarterly

Nonprofit Management and Leadership

Online Information Review

Social Media + Society

Telematics and Informatics

Book reviewer for:

Mastering Social Media Mining with Python

Reviewer for academic conferences:

International Communication Association

International Conference on Computational Social Science

The Annual Hawaii International Conference on Systems Science (HICSS)

Service to the University

Governance Board Member, Master Program in Data Analytics and Computational Social Science, UMass-Amherst

Last updated: September, 2019

Research and Intellectual Life committee, Department of Communication,
UMass-Amherst (spring 2017-present)

Steering Committee, the Computational Social Science Institute (CSSI), UMass-
Amherst (spring 2017-present)