

# Xinyu Zhang

---

## CONTACT INFORMATION

zxinyu@msu.edu

## EDUCATION

**Michigan State University**, East Lansing, Michigan

Ph.D. in Communication Studies

Aug.2024 - Present

Advisor: Dr.Oh Yoo Jung

Relevant Coursework: Quantitative Methods, Foundations of Communication and Information

**Kent State University**, Kent, Ohio

M.A. in Communication Studies

Aug.2022 - May 2024

Advisor: Professor Nichole Egbert. GPA: 4.00.

Relevant Coursework: Health Communication, Qualitative Methods, Communication Theory, Computational Communication, Machine Learning, Communication and Mental Health, Statistics in Ed Services

**Renmin University**, Beijing, China

M.A. in Communication Studies

Aug.2020 - June 2022

Advisor: Professor Yan yan. GPA: 3.76.

Relevant Coursework: Computational Communication, Quantitative Research Methods in Media Studies

**Zhongnan University of Economics and Law**, Wuhan, China

B.A. in Business Administration

Sept. 2016 - June 2020

**National Taipei University**, Taipei, China

Non-degree Exchange Program

Sept. 2018 - Jan. 2019

## RESEARCH INTERESTS

**Area:** Communication Technology, Artificial Intelligence, Social Support, Health Messages Design, Sexual Identity; Feminism

- Platform Diagnosis and Algorithmic Pseudo-diagnosis.
- Trust in AI-Driven Self-Diagnosis and its Implications in Health Decisions
- Women Health and Health Message Design

## HONORS AND SCHOLARSHIP

🏆 2023 Top Paper Award: AEJMC: Commission on the Status of Women  
2023 Dr. Dominic Infante Communication Scholarship, Kent State University, \$2,000  
2023 Conference Travel Grant, Kent State University, \$880  
2022 Graduate Assistantship, Kent State University  
2021 Second Prize Academic Scholarship, Renmin University, 8000 CNY  
2018, 2019 National Endeavor Fellowship, 5000 CNY  
2016, 2017, 2018 Outstanding Volunteer Pioneer

## PUBLICATIONS

- [1] **Zhang, X.**, Zhu, J., Kenne, D. R., & Jin, R. (2025). Teenager substance use on reddit: Mixed methods computational analysis of frames and emotions. *Journal of Medical Internet Research*, 27, e59338.
- [2] **Zhang, X.**, Silva, D. E. (2024). "I feel like a fraud who acts like a feminist": The discussion themes and sexual scripts in the porn free women online forum. *Archives of Sexual Behavior*, 53(6), 2189–2203.
- [3] Zou, W., **Zhang, X.**, & He, J. (2023). Making Sense of Jiese: An Interview Study of Members from a Porn-Free Self-Help Forum in China. *Archives of Sexual Behavior*, 52(1), 385–397. (Corresponding author) [Impactor Factor: 4.2]
- [4] **Zhang, X.**, Zou, W. (2023). Shattering the Silence: Exploring the role of Chinese Online Sexual Health Influencers in Promoting Sex Education. *Sex Education*, 0(0), 1–16. [Impactor Factor: 2.4]
- [5] Zou, W., Tang, L., Zhou, M., **Zhang, X.** (2024). Self-disclosure and received social support among women experiencing infertility on reddit: A natural language processing approach. *Computers in Human Behavior*, 154, 108159. [Impactor Factor: 9.9]

## MANUSCRIPTS UNDER REVIEW

- [1] **Zhang, X.**, Silva, D. E. (Revise and Resubmit). "Help a Sister Out": Investigating the Thematic Features and Discussion of Sexual Scripts in Women's Online Pornography Abstinence Forums.
- [2] Zou, W.; Tang, L.; Zhou, M.; **Zhang, X.** (Under Review). Self-Disclosure and Received Social Support Among Women Experiencing Infertility on Reddit: A Natural Language Processing Approach.

## PEER-REVIEWED CONFERENCE PRESENTATIONS

- [1] **Zhang, X.**, Zou, W. (2023). Shattering the Silence: Exploring the Role of Chinese Online Sexual Health Influencers in Promoting Sex Education. Paper presented at the 109th Annual Conference of the National Communication Association, Maryland. The

*division of health communication*

[2] **Zhang, X.**, Silva, D. E. (2023). Exploring Thematic Features and Sexual Scripts in Women's Online Pornography Abstinence Forums. Paper presented at the *106th Annual Conference of Association for Education in Journalism and Mass Communication, Washington, D.C. The division of Commission on the Status of Women. First Place Student-Faculty Paper.*

[3] Egbert N., Noi S., Rindfleisch M., **Zhang X.** (2023). Uncertain Poets Describe Their Reactions to COVID-19 Vaccines. Poster presented at the *7th Biennial D.C. Health Communication Conference (DCHC).*

TEACHING  
EXPERIENCE

**Introduction to Human Communication**

*Instructor:* Kent State University

August 2023 - November 2023

- Designed and delivered engaging lectures, incorporating multimedia and real-world examples.
- Assessed student performance through presentations and written assignments.
- Conducted office hours, addressing individual concerns, and offering mentorship for students aspiring for careers in communication.

**Media Research Design and Thesis Writing**

*Graduate Assistant:* Renmin University

Feb. 2021 - Jul.2021

- Assistant for Professor Yanyan in Media research Design and The Thesis Writing.
- Led group discussions for 60 students enrolled in the course.
- Provided constructive feedback for students' performance, as well as designed interactive formats of class materials.

RESEARCH  
EXPERIENCE

**Combating Sexism & Mediating Racial Disparities in Health**

*Advisor:* Dr. Wenxue Zou

*Data Research Assistant*

July. 2022 – Apr. 2023

- Coding over 3,000 posts in online communities.
- Conducted data analysis and developed stepwise linear regression models.

**The Impact of Social Network Structures on Normative Influences in the Context of Gynecological Diseases (Thesis in progress)**

*Advisor:* Dr. Nicole Egbert

*Project Leader*

Jun. 2023 – Present

- Integrated social norms with communication and linked social network structures to normative experiences.
- Employed quantitative methods to analyze data and validate or refute hypotheses.

- Drafted and revised paper.

**How Health Anxiety Can Spread: A Content Analysis of Yangsheng Videos on Douyin (Directed Coursework of Quantitative Methods)**

Advisor: Dr. Silva, D. E.

*Project Leader*

Jan. 2023 – June 2023

- Employed content analysis to analyze data, derive insights, and validate or refute hypotheses.
- Drafted and revised paper.

**Silence and Narration: A Contrapuntal Analysis of Job Loss on Social Control and Family Identity in Chinese Families (Thesis)**

Advisor: Dr. Yan Yan

*Project Leader*

Nov. 2021 – June 2022

- Conducted 30 interviews in different regions, and coded interview texts by Nvivo.
- Conducted discourse analysis of transcripts.
- Wrote paper draft and revised.

**Mediated Romantic Relationship and Public Intimacy: The Domestication of Astrological Videos in Romantic Relationships**

*Project Leader*

Nov. 2022 – June 2023

- Investigated the impact of digital contextual variables on the emerging communication norms in romantic relationships.
- Analyzed the extent of user agency in the daily consumption of media.
- Authored an initial draft of a scholarly paper on the literature review and findings

**SKILLS**

**Research Skills:** Survey, Social Network Analysis, Experiment, Interviews, Archival Study

**Data Analysis:** Regression, Factor Analysis, Structural Equation Modeling, Content Analysis, Critical Discourse Analysis

**Programming:** Python, R

**Tools:** Github, WordPress, Qualtrics, Overleaf

**OTHER INTERESTS**

Reading, Cycling, Guitar, Movies