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EDUCATION

06/2030 (Exp.)	**Ph.D. in Media, Technology, and Society** Northwestern University, School of Communication **Advisor:** Yingdan Lu, Ph.D.
06/2025	**B.A. in Journalism (honors)** University of Wisconsin-Madison, School of Journalism & Mass Communication **Honor Thesis:** *Polarization and Echo Chambers in Nuclear Discourse: Social Media Dynamics During the Russia-Ukraine Conflict* **Advisor:** Dhavan V. Shah, Ph.D.
06/2025	**B.A. in Data Science** University of Wisconsin-Madison, School of Computer, Data & Information Sciences

RESEARCH INTERESTS

Computational social science

Large language models in social science

Multimodal data analysis

Misinformation detection and diffusion

PUBLICATIONS
U=UNDER REVIEW, J=JOURNAL, C=CONFERENCE

Under Review

[U.2] Lu, L., Yu, X., Xu, Z., Kwon, H., Reddy, A. P., Zhang, S., **Xin, H.**, Yang, F. ("Ellie"), Li, Y., & Yang, S. (2024). Foodie Traps: Discovering Visual Appeal Tactics in Facebook Cannabis Commercials. *(Under Review)*

[U.1] Lu, L., Tao, R., Kwon, H., Kang, J., Zhou, Y., **Xin, H.**, ... McLeod, D. (2025). Content and Effects of Visual Framing of the Black Lives Matter Movement: A Computer Vision Facilitated Analysis *(Under Review)*

Peer-reviewed Journal Articles

[J.4]   Sun, Y., Pendyala, V., Lian, R., **Xin, H.**, Patel, P., Bucy, E. P., & Shah, D. V. (2025). From Internet Meme to the Mainstream: Using Computer Vision to Track "Pepe the Frog" Across News Platforms. *Visual Communication Quarterly*, 1–25. https://doi.org/10.1080/15551393.2025.2455495

[J.3]   Lu, L., Tao, R., Kwon, H., Kang, J., Zhou, Y., **Xin, H.**, . . . McLeod, D. (2025). Visual Constructs of Conflict and Solidarity: The Role of Visual Framing on Public Perceptions and Engagement Intentions with Social Protests. *Visual Communication Quarterly*, 1–17. https://doi.org/10.1080/15551393.2025.2452959

[J.2]   Wang, X., Gu, Y., **Xin, H.**, Qiu, P., & Wang, J. (2022). The role of product cues and regulatory focus in the consumers' response to green products: The mediation effects of green attitudes. *Frontiers in Psychology*, 5972. https://doi.org/10.3389/fpsyg.2022.918248

[J.1]   Wang, J., Gu, Y., **Xin, H.**, & Wang, X. (2022). Influence of Appeal Type and Message Framing on Residents' Intent to Engage in Pro-Environmental Behavior. *International Journal of Environmental Research and Public Health*, 19(23), 15431. https://doi.org/10.3390/ijerph192315431

Conference Presentations

[C.4]   Duan, Z., Kim, J., **Xin, H.**, Li, J., Ryoo, Y., Bucy, E., Pevehouse, J., & Shah, D. (2024). Who shifts? Who reacts?: Analyzing attention allocation among social media publics in response to Russia's nuclear threats—A large language model approach. *Submitted for panel presentation. Generative AI for Computational Communication Research Panel Proposal, Computational Methods Division, International Communication Association Annual Conference*, Denver, U.S.

[C.3]   Sun, Y., Pendyala, V., Lian, R., **Xin, H.**, Patel, D. P., Bucy, E., & Shah, D. V. (2025). From Internet Meme to the Mainstream: Using Computer Vision to Track "Pepe the Frog's" Permutations Across News Platforms. *Computational Methods Division, 75th ICA Annual Conference, Denver, U.S.*

[C.2]   Kwon, H., Kim, S. J., Lu, L., Tao, R., Kang, J., Zhou, Y., **Xin, H.**, & McLeod, D. (2023). A Computational Analysis of Intermedia Agenda-Setting Regarding Black Lives Matter Across Four Types of News Media on Twitter. *NCA 109th Annual Convention, Mass Communication Division Research Escalators*

[C.1]   Gu, Y., & **Xin, H.** (2021). On Innovation and Practical Significance of Tourism & Travel Health QR Code in Digitalized Management Era. *2021 Summit Forum on Rules and Mechanisms of Public Relations in Social Media Era & 2021 Zhejiang Communication Annual Conference*. (Best Paper Award)

ACADEMIC EXPERIENCE

03/2025–Present	**Computational Media and Politics Lab (COMAP)** **Graduate Research Assistant**
03/2025–Present	**Computational Multi-Modal Communication Lab (CMMC)** **Graduate Research Assistant**
01/2023–05/2025	**Cognitive Effects Research Group (KEG)** **Undergraduate Research Assistant**
09/2023–05/2025	**Social Media and Democracy (SMAD)** **Undergraduate Research Assistant**
05/2024–05/2025	**Center for Communication and Civic Renewal (CCCR)** **Undergraduate Research Assistant**

PROFESSIONAL EXPERIENCE

06/2022–10/2022	**Social Communication Intern**, Weber Shandwick Worldwide, Interpublic Marketing Services (Shanghai) Ltd.
07/2021–09/2021	**Planner Intern, Planning Department**, Zhejiang AMC Co. Ltd.

HONORS, AWARDS & SCHOLARSHIPS

2025	James L. Baughman Senior Achievement Award
2025	Cedric & Ethel Parker Scholarship
2024	Scott Cutlip Scholarship
2022	China National Scholarship
2022	Academic Excellence Award (First-Class)
2021	Zhejiang Government Merit Scholarship
2021	Academic Excellence Award (First-Class)

SCHOOLS AND WORKSHOPS ATTENDED

2022	National University of Singapore, seminars on Media Communication and Public Relations
2021	Hong Kong Baptist University, workshop hosted by School of Communication
2020	Shanghai International Studies University, the 2nd Russia-Eurasia research workshop

September 11, 2025