

# Haohang (Otto) Xin

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## EDUCATION

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

## PUBLICATIONS

W=WORK IN PROGRESS, J=JOURNAL, C=CONFERENCE

### 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.

## Conference Presentations

- [C.3] 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. *75th ICA Annual Conference, Denver, U.S.*
- [C.2] 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. *75th ICA Annual Conference, Denver, U.S.*
- [C.1] 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, National Harbor, Maryland*

## Work in Progress

- [W.6] Lu, Y., **Xin, H.**, Chu, A., Peng, Y., Shen, C. (2025). Audio as Data: Computational Audio Analysis in Communication Research. (*Manuscript in preparation*)
- [W.5] **Xin, H.** (2025). Polarization and Echo Chambers in Nuclear Discourse: Social Media Dynamics During the Russia–Ukraine Conflict. (*Manuscript in preparation*)
- [W.4] Tse, T. C. H., Abbas, L., Duncan, J. D., Chen, X., Kang, J., Kwon, H., Lu, L., Sarante, C., Wang, Y. S., Tarr, C., Tuckett, H., **Xin, H.**, McLeod, D. (2025). Name-Calling in the 21st Century: A Typology of Slurs in an Era of Growing Incivility. (*Under Review*)
- [W.3] Wang, Y. S., Abbas, L., Duncan, J. D., Kwon, H., **Xin, H.**, Tuckett, H. G., McLeod, D. M. (2025). Affective Responses and Policy Support for AI: News Exposure Among the Next-Generation Workforce. (*Under Review*)
- [W.2] Lu, L., Yu, X., Xu, Z., Kwon, H., Reddy, A. P., Zhang, S., **Xin, H.**, Yang, F. ("El-lie"), Li, Y., & Yang, S. (2025). Visual Persuasion and Health Risk Normalization in Cannabis Marketing: A Multimodal AI Analysis of Food Cues and Engagement on Facebook. (*R & R*)
- [W.1] Lu, L., Tao, R., Kwon, H., Kang, J., Zhou, Y., **Xin, H.**, ... McLeod, D. (2024). Content and Effects of Visual Framing of the Black Lives Matter Movement: A Computer Vision Facilitated Analysis (*Under Review*)

## RESEARCH EXPERIENCE

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<b>Northwestern University</b>	Evanston, IL
03/2025–Present	<b>Computational Media and Politics Lab (COMAP)</b> Graduate Researcher
03/2025–Present	<b>Computational Multi-Modal Communication Lab (CMMC)</b> Graduate Researcher

<b>University of Wisconsin-Madison</b>	Madison, WI
05/2024–05/2025	<b>Center for Communication and Civic Renewal (CCCR)</b> Undergraduate Research Assistant
09/2023–05/2025	<b>Social Media and Democracy (SMAD)</b> Undergraduate Research Assistant
01/2023–05/2025	<b>Cognitive Effects Research Group (KEG)</b> Undergraduate Research Assistant

HONORS, AWARDS & SCHOLARSHIPS		
2025	James L. Baughman Senior Achievement Award	\$500
2025	Cedric & Ethel Parker Scholarship	\$1,000
2024	Scott Cutlip Scholarship	\$2,000
2022	China National Scholarship	\$1,500
2021	Zhejiang Government Merit Scholarship	\$800

SKILLS	
<b>Programming:</b>	Python, R, SQL, Bash, L <sup>A</sup> T <sub>E</sub> X
<b>Frameworks:</b>	Transformers, PyTorch, LangChain
<b>Languages:</b>	Mandarin (Native), English (Proficient)

November 14, 2025