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EDUCATION

- 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
Honor 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

U=UNDER REVIEW, 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.

International Journal of Environmental Research and Public Health, 19(23), 15431.
<https://doi.org/10.3390/ijerph192315431>

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*)

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. *75th ICA 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. *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, National Harbor, Maryland*

ACADEMIC EXPERIENCE

Northwestern University

Evanston, IL

03/2025–Present **Computational Media and Politics Lab (COMAP)**
Graduate Research Assistant

03/2025–Present **Computational Multi-Modal Communication Lab (CMMC)**
Graduate Research Assistant

University of Wisconsin-Madison

Madison, WI

05/2024–05/2025 **Center for Communication and Civic Renewal (CCCR)**
Undergraduate Research Assistant

- 09/2023–05/2025 **Social Media and Democracy (SMAD)**
Undergraduate Research Assistant
- 01/2023–05/2025 **Cognitive Effects Research Group (KEG)**
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

Programming Languages: Python, R, SQL, Bash, \LaTeX

Frameworks: Transformers, PyTorch, scikit-learn, LangChain, Google BigQuery

Technical Methods: Large Language Models, Causal Inference, Network Analysis, Topic Modeling

Languages: Mandarin (Native), English (Proficient)

September 17, 2025