Jennifer Shiyue Zhang

PhD Candidate in Communications and Media
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EDUCATION

University of Illinois Urbana-Champaign   **Urbana - Champaign, IL**
Institute of Communications Research   *Sep 2020 - May 2026*
Doctor of Philosophy in Communications and Media
- Dissertation: Are visuals more powerful? Examining the effectiveness of message format on debunking social media health misinformation
- Advisor: Dr. Leona Yi-Fan Su
- Committee Members: Drs. Kevin Wise, Sela Sar, and Michael A. Cacciatore

University of Illinois Urbana-Champaign   **Urbana - Champaign, IL**
Charles H. Sandage Department of Advertising   *Sep 2018 - Aug 2020*
Master of Science in Advertising
- Thesis: Outdoor sports brands' strategies for building on Instagram brand community
- Advisor: Dr. Leona Yi-Fan Su
- Committee Members: Drs. Kevin Wise and Sela Sar

China Jiliang University   **Hangzhou, China**
Bachelor of Arts in Advertising   *Sep 2012 - Jun 2016*

GRANT EXPERIENCE
External
National Science Foundation Advancing Informal STEM Learning Program ($754,239)   *2019 – 2023*
- Principle Investigators: Drs. Sara K. Yeo, Leona Yi-Fan Su, and Michael A. Cacciatore
- Served as Research Assistant and primary/sole graduate student co-author on multiple publications
- Assisted with preparing annual review materials for the NSF

Internal
Bart A. Cummings Gift Fund Mini-Grant for Dissertation Research ($1,200, Highest Award)   *Spring 2025*

AWARDS AND SCHOLARSHIPS
James Webb Young (JWY) Fund for Summer Research in Advertising ($1,600)   *Summer 2025*
S. Watson and Elizabeth Dunn Fellowship ($11,555)   *Spring 2025*
Institute of Communications Research's University Block Grant Fellowship ($11,500)   *Fall 2024*
James Webb Young (JWY) Fund for Summer Research in Advertising ($2,000)   *Summer 2024*
James Webb Young (JWY) Fund Graduate Student Research Award ($500)   *Spring 2024*
AEJMC 2023 First Place MCS Faculty Paper Award   *Summer 2023*
Lynne Blanton Student Travel Award ($1,000)   *Spring 2023*
Trading Academy Professional Curriculum Certification   *Fall 2019*
China Jiliang University Third-Class Scholarship (for top 10 percent of students)   *2016 & 2015*
China Jiliang University Second-Class Scholarship (for top 5 percent of students)   *2014*
China Central Television (CCTV) Outlook English Talent Competition Provincial: Second Prize *2014*
China Jiliang University First-Class Scholarship and Merit Student Award (for top 1 percent of students)   *2013*

PEER-REVIEWED PUBLICATIONS
#Graduate student co-author
[10] McKasy, M., Yeo, S. K., **Zhang, J. S.#,** Cacciatore, M. A., Allen, H. W., & Su, L. Y.-F. (2025). Support for regulation of enhanced geothermal systems research: Examining the role of familiarity, credibility, and social endorsement. *Geothermal Energy, 13*(1), 19. https://doi.org/10.1186/s40517-025-00346-5

[9] Yeo, S. K., Freiling, I., Yeon, J.#, **Zhang, J. S.#,** McKasy, M., Cacciatore, M. A., Su, L. Y.-F., & Siskind, S. R. (2025). Satire and perceptions of aggressiveness and trustworthiness in communication about renewable energy. *Science Communication.* https://doi.org/10.1177/10755470251345746

[8] Yeo, S. K., Cacciatore, M. A., Freiling, I., Su, L. Y.-F., **Zhang, J. S.#**, McKasy, M. & Choi, S. I.# (2025). Understanding knowledge among White, Black, and Hispanic audiences: Media attention and inequities in factual and perceived knowledge. *Mass Communication and Society.* https://doi.org/10.1080/15205436.2024.2440320

[7] Freiling, I., Cacciatore, M. A., Su, L. Y.-F., Yeon, J.#, Park, S.#, Du, W.#, **Zhang, J. S**.#, Yeo, S. K., & Siskind, S. (2024). Communicating about renewable energy with satire: The influence of gentle and harsh humor tones on perceived message credibility and information reliance. *Science Communication.* https://doi.org/10.1177/10755470241293361

[6] McKasy, M., Cacciatore, M. A., Yeo, S. K., **Zhang, J.S.#,** Cook, J., Olaleye, R.#, & Su, L. Y.-F. (2024). Engaging the dismissive: An assessment of strategies to support global warming action. *Public Understanding of Science, 33*(2), 227-240. http://doi.org/10.1177/09636625231186785

[5] Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., **Zhang, J. S.#**, & McKasy, M. (2023). The differential effects of humor on three scientific issues: Global warming, artificial intelligence, and microbiomes. *International Journal of Science Education, Part B*, *13*(1), 59–83. https://doi.org/10.1080/21548455.2022.2123259

[4] **Zhang, J. S.#**, & Su, L. Y.-F. (2022). Outdoor-sports brand communities on Instagram: How message attributes relate to consumer engagement. *International Journal of Advertising, 42*(6), 1088-1109. https://doi.org/10.1080/02650487.2022.2135346

[3] Gong, Z.#, Su, L. Y.-F., **Zhang, J. S**.#, Chen, T.#, & Wang, Y.-C. (2022). Understanding the association between date labels and consumer-level food waste. *Food Quality and Preference*, *96*, 104373. https://doi.org/10.1016/j.foodqual.2021.104373

[2] Su, L. Y.-F., McKasy, M., Cacciatore, M. A., Yeo, S. K., DeGrauw, A.#, & **Zhang, S. J.#** (2021). Generating science buzz: An examination of multidimensional engagement with humorous scientific messages on Twitter and Instagram. *Science Communication*, *44*(1), 30-59. https://doi: 10.1177/10755470211063902

[1] Jarreau, P. B., Su, L. Y.-F., Chiang, E. C.-L., Bennett, S. M., **Zhang, J. S.#,** Ferguson, M., & Algarra, D. (2021). COVID issue: Visual narratives about COVID-19 improve message accessibility, self-efficacy, and health precautions. *Frontiers in Communication*, *6*(164). https://doi.org/10.3389/fcomm.2021.712658

MANUSCRIPTS UNDER REVIEW / IN PROGRESS
#Graduate student co-author

[9] **Zhang, J. S.#**, Ji, A.#, Shao, J.#, & Su, L. Y.-F. (revise & resubmit). Changing food-related misperceptions and behavioral intentions: The roles of message format, information source, and perceived credibility.

[8] **Zhang, J. S**.#, Ji, A.#, Shao, J.#, Su, L. Y.-F., & Gong, Z.# (revise & resubmit). Correcting science misinformation on social media: A systematic literature review and future research agenda.

[7] Freiling, I., Yeo, S. K., Cacciatore, M. A., Allen, H. W.#, & **Zhang, J. S**.# (revise & resubmit). Where to reach audiences for science: Inattentives, traditional attentives, social attentives, and high attentives.

[6] **Zhang, J. S.#,** Rahman, N.#, Su, L. Y.-F., & Wang, Y-C. (preparing for submission). Understanding food safety knowledge among U.S. consumers.

[5] Ji, H.#, Huang, R.#, **Zhang, J. S.#**, Wang, J.# & Su, L. Y.-F. (preparing for submission). Exploring the Impact of Narrative Interactivity and Visual Styles on HPV Vaccination Communication Outcomes.

[4] Gong, Z.#, Su, L. Y.-F., **Zhang, J. S**.# & Shao, J.# (preparing for submission). Beyond Big-Brand Playbooks: A Large-Scale Analysis of Audience Engagement on Midwestern Farms' Facebook Accounts.

[3] Kazybayeva, A.#, Paltaratskaya, V.#, **Zhang, J. S.#** & Wise, K. (data analysis). Revisit Visual Metaphors in Advertising: Visual Attention, Comprehension, and Memory

[2] **Zhang, J. S.**[#] (data analysis). When Memes Win: Using Eye Tracking to Examine Corrective Message Format in Combating Textual and Visual Misinformation.

[1] Yang, G., **Zhang, J. S.**[#] **,** Troy, C., & Diddi, P. (data analysis). Greenwashing or Genuine? A Content Analysis of U.S. Fashion Brands' Recycling Programs.

CONFERENCE PRESENTATIONS

[16] Wang, J., **Zhang, J. S.**, Su, L. Y.-F., & Chen, M. (2025, December). *Exploring benefit and risk perceptions in public attitudes toward nanotechnology in food applications: A multidimensional analysis.* Society for Risk Analysis (SRA) Annual Meeting, Washington, DC.

[15] **Zhang, J. S.**, & Su, L. Y.-F. (2025, November). *More vivid, more deeply processed: Exploring the roles of message format in misinformation and correction of health misbeliefs.* 111st National Communication Association (NCA) Annual Convention, Denver, CO.

[14] Gupta, M., Kazybayeva, A., Paltaratskaya, V., **Zhang, J. S.**, Wise, K., & Peterson, M. (2024, August). *Visual attention, comprehension, and memory for visual metaphors in advertising.* Presented at the 107th Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

[13] Freiling, I., Su, L. Y.-F., Cacciatore, M. A., Yeon, J., Du, W., Park, S., **Zhang, J. S.**, & Yeo, S. K. (2024, August). *Communicating renewable energy using satire and its influence on perceived message credibility and information reliance.* Presented at the 107th Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

[12] Yeo, S. K., Freiling, I., Yeon, J., **Zhang, J. S.**, McKasy, M., Cacciatore, M. A., Su, L. Y.-F., & Siskind, S. (2024, June). *Satire and perceived trustworthiness in communicating about renewable energy.* Presented at the 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[11] **Zhang, J. S.**, Ji, R., Shao, J., & Su, L. Y.-F. (2023, August). *A systematic literature review of health, science, and environmental misinformation correction on social media.* Presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[10] Choi, S. I., **Zhang, J. S.**, Cacciatore, M. A., Yeo, S. K., & Su, L. Y.-F. (2023, August). *Science information seeking: Humor type, perceived mirth, information processing and seeking on artificial intelligence (AI).* Presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[9] ***** Yeo, S. K., Cacciatore, M. A., Freiling, I., Su, L. Y.-F., **Zhang, J. S.,** Choi, S. I., & McKasy, M. (2023, August). *Knowledge gaps: Media attention and factual, surveillance, and perceived science knowledge among White, Black, and Hispanic audiences.* Presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC. **(*Won 1st Place MCS Faculty Paper)**

[8] Allen, H. W., Freiling, I., Yeo, S. K., Cacciatore, M. A., & **Zhang, J. S.** (2023, August). *Reaching audiences for science: The role of social identity in attention to science content on social media.* Presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[7] **Zhang, J. S.**, Ji, R., Shao, J., & Su, L. Y.-F. (2023, May). *Effects of corrective messages on food safety-related misperceptions and behavioral intentions: The roles of message format, information source, and perceived credibility.* Presented at the 73th Annual Conference of the International Communication Association (ICA), Toronto, Canada.

[6] McKasy, M., Yeo, S. K., **Zhang, J. S.**, Cacciatore, M. A., Allen, H. W., & Su, L. Y.-F. (2022, December). *Social endorsement, credibility, and support for the regulation of research on enhanced geothermal systems.* Society for Risk Analysis 2022 Annual Meeting, Tampa, FL.

[5] **Zhang, J. S.,** Rahman, N., Su, L. Y.-F., & Wang, Y-C. (2022, August). *Examining food safety knowledge: The roles of media attention, trust, food habits/attitudes, and demographics.* Presented at the 105th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

[4] **Zhang, J. S.,** & Su, L. Y.-F. (2021, August). *Outdoor-sports brand communities on Instagram: How message attributes relate to consumer engagement.* Presented at the 104th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[3] McKasy, M., Cacciatore, M. A., Yeo, S. K., **Zhang, J. S.**, Cook, J., & Olaleye, R. M. (2021, August). *The impact of emotion and humor on support for global warming action.* Presented at the 104th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[2] Gong, Z., Su, L. Y.-F., **Zhang, J. S.**, Chen, T., & Wang, Y.-C. (2021, August). *How are food date labels associated with consumer-level food waste? A mixed-design experiment.* Presented at the 104th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[1] Su, L. Y.-F., McKasy, M., Cacciatore, M. A., Yeo, S. K., DeGrauw, A., & **Zhang, S. J.** (2020, May). *How attributes of humorous scientific messages predict engagement on Twitter and Instagram.* Presented at the 70th Annual Conference of the International Communication Association (ICA), virtual.

OTHER RESEARCH EXPERIENCE

National Science Foundation-Sponsored Humor in Science Communication Project (Award #*1906864*)
Principle Investigators: Drs. Sara K. Yeo, Leona Yi-Fan Su, and Michael A. Cacciatore   *Aug 2019 – June 2023*
- Contributed to multiple humor-related projects and publications, both completed and ongoing
- Assisted with generating research ideas, conceptualizing experimental designs, testing surveys, preparing IRB documents, analyzing data, and drafting manuscripts
- Collected faculty information from 131 R1 universities manually or via Python to establish a sampling framework

Content Analysis of Fashion Brands' Sustainability and Recycling Programs Project
Collaborators: Drs. Guolan Yang, Cassandra Troy, and Pratiti Diddi   *Jun 2025 – Present*
- Developed a systematic searching guideline for 108 apparel brands to identified qualified program webpages and built a sampling frame
- Applied the COM-B model as a theoretical framework to refine and finalize the codebook and coding sheet
- Leading the formal content analysis, including coder training and inter-coder reliability calculation

Facebook Engagement of Midwestern Farms and Farmers' Markets Project
Advisor: Dr. Leona Yi-Fan Su   *Aug 2024 – Present*
- Built a sampling framework of Facebook page URLs for 265 farms and 297 farmers' markets in Illinois, contributing one-fifth of the final sample of Facebook posts for analysis
- Applied Sheth's (1976) buyer–seller interaction framework to operationalize 70,803 Facebook posts in the agricultural context into three communication styles: task-oriented, interaction-oriented, and self-oriented
- Led a rigorous topic filtering process to merge 64 topics from BERTopic and 29 visual concepts from Concept Modeling into more refined categories, which were used for further data analysis

Visual Metaphors in Advertising Eye-Tracking Project
Advisor: Dr. Kevin Wise   *Sep 2023 – Present*
- Managed eye-tracking hardware (e.g., Tobii Pro X3-120) and software (e.g., iMotions) for lab-based biometric data collection
- Used iMotions to analyze biometric data and generate visual outputs such as heatmaps
- Mentored one Ph.D. student and two M.S. students in the use of biometric measures and the analysis of biometric data

TEACHING EXPERIENCE
Instructor of Record
   ADV 483 – Audience Analysis   *Spring 2026 & Fall 2025 & Fall 2023*
Teaching Assistant
   ADV 281 – Advertising Research Methods (2 Sections)   *Spring 2024*
   ADV 283 – Advertising and Brand Strategy (2 Sections)   *Spring 2023 & Fall 2022*
   ADV 150 – Intro to Advertising   *Spring 2022*

PROFESSIONAL EXPERIENCE

Yuexing Culture Development Co., Ltd.   **Beijing, China**
Outdoor Exploration Magazine's New Media Editor   *Feb 2018 – July 2018*
- Produced high-quality digital content for followers, including 30+ original blog articles sharing outdoor sports knowledge, introducing hiking trails, spotlighting legendary athletes, and covering other outdoor sports topics
- Authored 11 PR articles for outdoor sports brands (e.g., Arc'teryx, Columbia, and Decathlon) that went viral across WeChat, Zhihu, and Weibo, attracting more than 100,000 views per article
- Initiated and managed the weekly digital column *"Rhino Speak"* on WeChat, delivering industry news to outdoor sports brand marketers, professionals, and enthusiasts, sustaining over 10,000 views per article

Kibey Culture Media Co., Ltd   **Shanghai, China**
Echo App Business Development Manager   *Jul 2016 – Mar 2017*
- Developed trusted relationships with 7 leading consumer packaged goods (CPG) brands and 45 media agencies including Publicis, WPP, and Havas to foster partnerships and collaborative PR opportunities
- Partnered with consumer and lifestyle brands (e.g., Chivas, Monster, and Adidas Originals) to develop and launch campaigns, securing ¥200,000 (USD 30,000) in new advertising revenue for *echo* app within six months
- Promoted to manager after leading the Chivas branding campaign, which gained 20,000 new WeChat followers and generated additional ¥60,000 (USD 9,000) in one week for *echo* app

DDB China Group   **Shanghai, China**
Account Executive   *Jul 2015 – Sep 2015*
- Selected for DDB China Group's Future Bernbachs Internship Program, where my team won the pitch for a digital campaign launching Tsingtao Beer 1903 against seven other intern teams
- Provided research support for creative digital communication strategies for Volkswagen's SVW Lavida and Passat advertising campaigns, launched in July and October 2015, respectively
- Analyzed media habits and car-buying behaviors of consumers born in the 1990s to forecast best-selling car models for 2015-2016. Findings aided DDB Strategy Department in developing a national advertising campaign to boost Volkswagen's automotive sales

SERVICE

Journal Reviewer
   Journal of Communication Technology, 2025
   New Media & Society, 2024
Conference Reviewer
   National Communication Association Conference, Health Communication Division, 2025
   Association for Education in Journalism and Mass Communication Conference, Communication Theory and Methodology Division, 2025
   Association for Education in Journalism and Mass Communication Conference, Advertising Division, 2024, 2025
   International Communication Association Conference, Environmental Communication Division, 2024
   International Communication Association Conference, Health Communication Division, 2023, 2022, 2021
Graduate Representative, *College of Media Diversity Committee,* 2023 – 2024
Topic Editor & Coordinator, *Frontiers in Sports and Active Living*, Sep 2023 – Sep 2024
Student Representative, *Institute of Communications Research*, 2022 – 2023, 2024 – 2025
Student Volunteer, *International Communication Association* Conference, 2023

SKILLS

Languages: Native Chinese, Fluent English
Quantitative & Qualitative Research Skills
- Research design for web-based experiments and surveys on CloudResearch; Prolific; and Amazon MTurk
- Design of codebooks crowdsourcing task for quantitative content analysis
- Qualtrics programming with JavaScript
- Data collection using web scraping and APIs with R and Python
- Design questions of interviews and focus groups

- Qualitative data collection and analysis with MAXQDA
- Analysis of biometrics data with iMotion
- Audience analysis and advertising management using ComScore, MRI Simmons, Brandwatch
- Data analysis with SPSS, JASP, R, and Python

Multimedia Production
- Audio and video editing and production using Large Language Models (LLMs), Adobe After Effects, and Adobe Premiere Pro
- Graphic design and editing with Adobe Photoshop, Adobe Lightroom, CorelDRAW, and Canva
- Data visualization with Python and JavaScript