Rachel (Xiaoyue) Peng

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Research interests	Strategic communication, Social data analytics, Health communication, Media psychology

Skills

Programming languages
Proficient in Python, R
Software
LaTeX, Git, SPSS, SmartPLS, Amos, AutoCAD, Lumion, Adobe Illustrator

Education

Pennsylvania State University	State College, US
PhD in Mass Communications	
Minor in Social Data Analytics	Aug 2019 – Present
Mentors: Professors Fuyuan Shen, Burt L. Monroe, Jessica Myrick, Christopher Skurka.	

University of Electronic Science and Technology of China	Chengdu, China
MA in Public Administration	Aug 2016 – May 2019

Northwest Agriculture and Forestry University	Xi'an, China
BA in Landscape Architecture	Aug 2012 – May 2016

Grants

Principal investigator. *Big Data as a window into psychological traits: Investigating the link between risk perception, psychological traits and mitigating behavior.* The Center for Social Data Analytics Accelerator Doctoral Award. $5,000.   2021

Principal investigator. *Targeting and Tailoring: investigating the effects of trait-congruent personalized health campaign on social media.* The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. $1,900.   2021

Principal investigator. *Credibility judgement of health misinformation: exploring the effect of health literacy and information processing strategies.* The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. $1,300.   2021

Awards

Young Scholar Award, Pacific Telecommunications Council   2020

Scholarships

The Second Prize Scholarship, UESTC, China	2018
The Third Prize Scholarship, UESTC, China	2017
Outstanding Freshman Scholarship, UESTC, China	2016

Publications

Identifying smart city archetypes from the bottom up: A content analysis of municipal plans

Tang, Z., Jayakar, K., Feng, X., Zhang, H., **Peng, R. X.**. (2019).
Telecommunications Policy, 101834. https://doi.org/10.1016/j.telpol.2019.101834.

The influencing factors of NIMBY behavior: A qualitative meta-analysis (IN CHI-NESE)
Gong, Z., **Peng, R. X.**, Wang, H., Tang, Z. (2019)
Journal of Intelligence,2018(11). https://doi.org/10.3969/j.issn.1002-1965.2018.11.014

Public interest in continued use of Chinese government portals: A mixed methods study
Tang, Z, Gong, Z., Han, X., **Peng, R. X.**(2018)
Telematics and Informatics, 35(8), 2312-2325. https://doi.org/10.1016/j.tele.2018.09.011

Work under review   **Perceived Risk, Political Polarization, and Adherence to COVID-19 Mitigation Guidelines. equal contribution**
Block, R.*, *Burnham, M.*, *Kahn, K.*, **Peng, R. X.***, *Seeman, J.*, *Seto, C*.(2021)
Submitted to *Social Science & Medicine*, all author equal contribution.

Understanding Information Needs during COVID-19 : A Comparison Study between an Online Health Community and a Q&A Platform
Peng, R. X., Wang, R. Y. (2021)
Submitted to *Journal of Medical Internet Research*

How online searches fuel health anxiety: investigating the link between health-related searches, health anxiety, and future intention
Peng, R. X. (2021)
Submitted to *Computers in Human Behavior*

In technology we trust? A moderated mediation analysis of adoption intention toward e-health services
Peng, R. X., Wang, R. Y., Gong, Z. (2021)
Submitted to *Informatics for Health & Social Care*

Pro-vaxxers versus Anti-vaxxers: linguistic regularities and engagement of vaccine debate on Twitter
Peng, R. X., Wang, R. Y. (2021)
Submitted to *Journal of Computational Social Science*

Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity and sharing intention
Cheng, Z., Chen, J., **Peng, R. X.** (2021)
Submitted to *Social Media + Society*

Drivers of merger and acquisition activity: A quantitative investigation of the telecommunications industry
Bai, Y., **Peng, R. X.**, Wang, R., Jayakar, K. (2021)
Submitted to *International Journal on Media Management*

Vaxxers' community building: An Exponential Random Graph Modeling approach examining following networks on Twitter
Peng, R. X., Wang, R. (2021)
Presented at the Joint Conference of the International Network for Social Network Analysis (INSNA), and the Network Science Society (NetSci) 2021.

The "Chinese virus" in the polarized Twitterverse: a network analysis of the diffusion
Wang, R., **Peng, R. X.** (2021)
Presented at the Joint Conference of the International Network for Social Network Analysis (INSNA), and the Network Science Society (NetSci) 2021.

Tracking the Path of the Green Consumer: Surveying the Decision-Making Process from Self-Transcendent Values to Supportive CSR Intentions
Eng, N., Buckley. C., **Peng, R. X.** (2021)
Presented at the conference of National Communication Association (NCA) 2021.

Promoting COVID-19 Social Distancing on Social Media: The Persuasive Role of Threat and Controlling Language Representation.
Eng, N., Wang, R., **Peng, R. X.**, Cui, Z. (2021)
Presented at the conference of Association for Education in Journalism and Mass Communication (AEJMC) 2021.

Pro-vaxxer versus Anti-vaxxer: linguistic regularities and engagement rate on online vaccine debate
Peng, R. X., Wang, R. (2021)
Presented at the virtual conference of International Communication Association (ICA) 2021. **(Top Poster Award of Health Communication Division)**

Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity and sharing intention
Cheng, Z., Chen, J., **Peng, R. X.**. (2021)
Presented at the virtual conference of International Communication Association (ICA) 2021.

A comparison of pro- and anti-vaping groups' use of the dialogic communication potential of social media
Eng, N.,**Peng, R. X.** (2020)

Presented at the virtual conference of Association for Education in Journalism and Mass Communication (AEJMC) 2020.

The Chinese cultural tastes captured by pastoral-life vlogger: A case of Li Ziqi's YouTube video
Peng, R. X., Wang, R. (2020)
Presented at the virtual conference of National Communication Association (NCA) 2020.

Media representation of the gig economy: A mixed methods study of news content
Grzeslo, J., **Peng, R. X.** (2020)
Presented at the virtual conference of International Communication Association (ICA) 2020.

Drivers of merger and acquisition activity: A quantitative investigation of the telecommunications industry
Bai, Y., **Peng, R. X.**, Wang, R. Jayakar, K. (2020)
Presented at the virtual conference for Association for Education in Journalism and Mass Communication (AEJMC) 2020. **(Second Place Top Faculty Paper of Media Manager, Economics and Entrepreneurship Division)**

Factors Predicting Consistent Usage of E-Government Websites: A Combined Qualitative and Quantitative Approach
Peng, R. X. (2019)
Presented at the conference for Pacific Telecommunications Council (PTC) 2020, Hawaii, US. **(Young Scholar Award)**

Urban Competitiveness and the Smart City: An Empirical Analysis in a Developing Country Context
Peng, R. X. (2019)
Presented at Research Conference on Communications, Information and Internet Policy (TPRC) 2019, Washington, US. http://dx.doi.org/10.2139/ssrn.3445732

Conceptualizing implementation frameworks from the bottom up: A content analysis of smart city plans
Tang, Z., Jayakar, K., Feng, X., Zhang, H., **Peng, R. X.** (2018)
Presented at the International Telecommunications Society (ITS) Annual Convention 2018, Seoul, South Korea.

Research experience **The Institute for Information Policy**
Doctoral fellow   Sep 2019 – Present
• Coordinate semi-monthly research group meetings
• Carry out experiments and research according to protocols laid out by primary researchers

- Collect data; conduct statistical analyses of data sets
- Summarize project results; prepare progress reports for the PI and funding agency.

Prevention strategies for "Not In My Back Yard" conflicts

Funded by *National Science Foundation of China*

Research Assistant to P.I. Dr. Zhiwei Tang   May 2017 – Dec 2018

- Assisted in designing and implementation of various research topics
- Conducted semi-structured assessment interviews, involves a vast array of questionnaires designed for the purpose of gathering information relating to the experience of NIMBY
- Collected data, consolidating data, building models.

Design and implementation routines for the Smart Society

Funded by *National Science Foundation of China*

Research Assistant to P.I. Dr. Zhiwei Tang   March 2018 – Dec 2018

- Assisted in designing and implementation of various research topics
- Collected data, consolidating data, building models
- Coordinated weekly research seminars and research group meetings

Teaching experience
Instructor, COMM 428D-001: Research & Analytics

Pennsylvania State University   Fall 2021

- Course design and development, including developing instructional plan, preparing class sessions and lecture slides, constructing assignments and tests
- Create online materials, handouts and tutorials to enhance the student learning environment
- Advising, evaluating and assisting students
- Working with a diverse population of students, including many international students, and developed strategies for responding effectively

Teaching assistant, COMM 320: Introduction to Advertising

Pennsylvania State University   Fall 2019, Spring 2020, Fall 2020, Spring 2021

- Helped instructor Professor Birschbach with course logistics, including preparing lecture slides, grading assignments, constructing tests, leading discussions
- Used online learning management systems to organize content and communicate with students outside of class to encourage clarity and transparency
- Handling online synchronous class sessions

Teaching assistant, COMM 421W: Advertising Creative Strategies

Pennsylvania State University   Fall 2019, Spring 2020, Fall 2020, Spring 2021

- Helped instructor Professor Birschbach with course logistics, including preparing lecture slides, grading assignments, constructing tests, leading discussions
- Used online learning management systems to organize content and communicate with students outside of class to encourage clarity and transparency
- Handling online synchronous class sessions

Teaching assistant, COMM 424: Advertising Campaigns

Pennsylvania State University   Spring 2020, Spring 2021

• Helped instructor Professor Birschbach with course logistics, including preparing lecture slides, grading assignments, constructing tests, leading discussions

• Used online learning management systems to organize content and communicate with students outside of class to encourage clarity and transparency

• Handling online synchronous class sessions

Work experience   **Sichuan Journal of Public Administration**   Chengdu, China

Editor   Jan 2018 – July 2019

• Responsible for selection of columns; Review and arrangement of current manuscript content; Inspection and unification of editing standards

• Examination and review of proofs; Final compilation; Responsible for coordinating works between editors