

# Rachel (Xiaoyue) Peng

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**Research interests**      Strategic communication, Health Communication  
Computational social science, Social data analytics

**Methodology**      Experimental design, Survey research,  
Machine Learning, Natural Language Processing

**Skills**  
**Programming languages**  
Proficient in Python, R  
**Software**  
L<sup>A</sup>T<sub>E</sub>X, Git, SPSS, Amos, SmartPLS, 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, Heather Shoenberger.

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**  
**Co-Principal Investigator.** *Incorporating Algorithm Literacy and Digital Literacy into News Literacy Metrics.* News Literacy Penn State Summer grants. \$4,000.      2022

**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.      2022

**Principal Investigator.** *The Rise of Virtual Influencer: Investigating Virtual Influencer's Endorser Effectiveness.* The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. \$2,000.      2022

**Principal Investigator.** *Fake personalities, real impacts: Virtual influencers as new social media persona.* The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. \$2,000.      2022

**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 First Year Scholarship, Penn State, US 2019

The Second Prize Scholarship, UESTC, China 2018

The Third Prize Scholarship, UESTC, China 2017

Outstanding Freshman Scholarship, UESTC, China 2016

#### Selective Publications

**How online searches fuel health anxiety: investigating the link between health-related searches, health anxiety, and future intention**

**Peng, R. X.** (2022)

*Computers in Human Behavior* (Forthcoming)

**Perceived Risk, Political Polarization, and Adherence to COVID-19 Mitigation Guidelines**

Block, R., Burnham, M., Kahn, K., **Peng, R. X.**, Seeman, J., Seto, C. (2022)

*Social Science & Medicine* (Forthcoming)

**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.** (2022)

*Sustainability*, 14(3), 1106. <https://doi.org/10.3390/su14031106>

**Exploring Factors Influencing Scenarios Evolution of Not In My Backyard (NIMBY) crisis: A meta-analysis (IN CHINESE)**

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>

**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>.

**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>

Submitted  
for Publication

**Why fall for misinformation? The role of health consciousness, subjective and objective health literacy, and information processing strategies**

**Peng, R. X.**, Shen, F. (2022)

*Journal of Health Communication*

**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. (2022)

*Health Informatics Journal* (Revise & Resubmit)

**The Infinity Vaccine War: linguistic regularities and engagement of vaccine debate on Twitter**

**Peng, R. X.**, Wang, R. Y. (2022)

*Online Information Review*

**In technology we trust? A moderated mediation analysis of adoption intention toward e-health services**

**Peng, R. X.**, Wang, R. Y., Gong, Z. (2022)

*Informatics for Health & Social Care*

Conference  
Presentations

Why fall for misinformation? The role of health consciousness, subjective and objective health literacy, and information processing strategies

**Peng, R. X.**, Shen, F. (2022)

Accepted by the conference of Association for Education in Journalism and Mass Communication (AEJMC) 2022, Detroit, US.

How online searches fuel health anxiety: investigating the link between health-related searches, health anxiety, and future intention

**Peng, R. X.** (2022)

Presented at the conference of International Communication Association (ICA) 2022, Paris, France.

The Trump effect on 'Chinese virus': did Trump fuel the negativity in the Twitterverse?

Ryan, W., **Peng, R. X.** (2022)

Presented at the conference of International Communication Association (ICA) 2022, Paris, France.

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 virtual 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 virtual 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., Wang, R., **Peng, R. X.**, 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)**

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>

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)**

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.

### Teaching experience

**Instructor, COMM 420D: Research Methods in Ad and PR**

Spring 2022

**Instructor, COMM 428D: Research & Analytics**

Fall 2021

Pennsylvania State University

- 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, developed strategies for responding effectively

**Teaching assistant, COMM 320: Introduction to Advertising**

**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

**Guest lecturer, COMM 424: Advertising Campaigns**

Pennsylvania State University

Spring 2020, Spring 2021

- Topic: *Exploring the Current Use of Data Analytics in Digital Advertising*

**Research experience**

**Mapping approaches to governing cross-border data flows**

Funded by *National Social Science Foundation of China* (No.21XGL005)

Research Assistant to P.I. Dr. Huiping Zhang

Sep 2021 – Present

- Assisted in designing and implementation of various research topics
- Collected data, consolidating data, building models

**Design and implementation routines for the Smart Society**

Funded by *National Social Science Foundation of China* (No.10BGL08)

Research Assistant to P.I. Dr. Zhiwei Tang

March 2018 – May 2019

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

**Prevention strategies for “Not In My Back Yard” conflicts**

Funded by *National Social Science Foundation of China* (No.16BGL174)

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

**Work experience**

**Sichuan Journal of Public Administration**

Chengdu, China

Managing 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

**Services**

**The Institute of Information Policy**

Convener

Sep 2019 – Dec 2021

- Coordinate semi-monthly research group meetings
- Carry out 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