

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, 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
Grants	Northwest Agriculture and Forestry University	Xi'an, China
	BA in Landscape Architecture	Aug 2012 – May 2016
	Principal investigator. <i>Targeting and Tailoring: investigating the effects of trait-congruent personalized health campaign on social media.</i> The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. 2021	
	Principal investigator. <i>Credibility judgement of health misinformation: exploring the effect of health literacy and information processing strategies.</i> The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant. 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. (2019).	
	Telecommunications Policy, 101834. https://doi.org/10.1016/j.telpol.2019.101834 .	

The influencing factors of NIMBY behavior: A qualitative meta-analysis (IN CHINESE)

Gong, Z., **Peng, R.**, 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.** (2018)

Telematics and Informatics, 35(8), 2312-2325. <https://doi.org/10.1016/j.tele.2018.09.011>

Work under review

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

Peng, R., 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., 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.** (2021)

Submitted to *Social Media + Society*

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

Block, R. *, Burnham, M. *, Kahn, K. *, **Peng, R.** *, Seeman, J. *, Seto, C*. (2021)

Submitted to *Social Science & Medicine*, * indicated all authors contributed equally.

Drivers of merger and acquisition activity: A quantitative investigation of the telecommunications industry

Bai, Y., **Peng, R.**, Wang, R., Jayakar, K. (2021)

Submitted to *International Journal on Media Management*

Conference
Presentations

Vaxxers' community building: An Exponential Random Graph Modeling approach examining following networks on Twitter

Peng, R., 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.** (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.** (2021)

Accepted by 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.**, Cui, Z. (2021)

Accepted by 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., 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.** (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.** (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., 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.** (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.**, 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. (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.(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.** (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 Public Administration Journal

Editor Chengdu, China 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