Rachel (Xiaoyue) Peng

✉ rachelxpeng@gmail.com ⦿ rxpeng.github.io ☎ 512-216-9462

⌂ 8 Carnegie Building, University Park, PA 16802

Research interests	Strategic communication, Health Communication Computational health science
Methodology	Experimental design, Survey research, Machine Learning, Natural Language Processing
Skills	**Programming languages** Proficient in Python, R **Software** LaTeX, Git, SPSS, Amos, SmartPLS, AutoCAD, Lumion, Adobe Illustrator

Education

The 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, 107384. https://doi.org/10.1016/j.chb.2022.107384

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, 115091. https://doi.org/10.1016/j.socscimed.2022.115091

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 (Revise & Resubmit)

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)

Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity and sharing intention
Cheng, Z., Chen, J., **Peng, R. X.**, Shoenberger, H. (2021)
Journal of Information Technology & Politics

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.**, Shoenberger, H. (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)**

Teaching experience		
Instructor, COMM 420D: Research Methods in Ad and PR		Spring 2022
Instructor, COMM 428D: Research & Analytics		Fall 2021

Penn State
• 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
Penn State   Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2022
• 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
Penn State   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
• Data consolidation

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
• Data consolidation, data analysis
• 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
• Data consolidation, data analysis

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

The Institute of Information Policy Penn State

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