Anqi Shao

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EDUCATION

Ph.D. Candidate in Life Sciences Communication   9/2019-Present

Committee Members: Dr. Dietram Scheufele, Dr. Dominique Brossard,
Dr. Kaiping Chen, Dr. Amy Claessens, Dr. Yea-seul Kim
Ph.D. Minor in Political Science and Computer Science
University of Wisconsin-Madison, USA

Master of Science in Communication Science   2/2019

University of Amsterdam, the Netherlands

Bachelor of Science in Biology   6/2016

Fudan University, China

RESEARCH EXPERIENCE

Project Assistant   7/2023-Present

"Persuasive Effects of Calls to 'Do Your Own Research'"
Department of Life Sciences Communication, University of Wisconsin-Madison

- Conducted data modeling for a quantitative content analysis of the "Do your own research" ethos in digital media.
- Managed the setup and execution of an online experiment about the persuasiveness of "Do your own research", including the development of treatments and measures.

Research Assistant   7/2021-8/2022

"Reducing Bias in Human-AI Conversation"
Department of Life Sciences Communication, University of Wisconsin-Madison

- Designed an experiment study on human-computer interaction with large-language model (GPT-3) chatbots.
- Employed a variety of modeling techniques and deep learning methods for data analysis of the crowdsourced experiment.

Research Assistant   10/2017-1/2019

Amsterdam School of Communication Research

- Developed a machine learning model to classify vaccine-related misinformation in Dutch

RESEARCH INTEREST

computational social science, science communication, misinformation, identity politics, human-computer interaction

PUBLICATIONS

Duan, Z., **Shao, A.,** Yang, S., Chen, K., Hu, Y., Suh, Y., Kim, J., Lee, H., Liao, X. (2024). Vectionary: A Word-Embedding-Based Optimization Approach to Extracting Moral Appeals from Text. *Political Analyais (forthcoming)*

Chen, K., **Shao, A.**, Burapacheep, J., & Li, Y. (2024). Conversational AI and Equity: Assessing GPT-3's Communication with Diverse Social Groups on Contentious Topics. *Scientific Reports*.

Chen, K., Jin, Y., & **Shao, A**. (2022). Science Factionalism: How Group Identity Language Affects Public Engagement with Misinformation and Debunking Narratives on a Popular Q&A Platform in China. *Social Media+ Society*, 8(1). [all authors have equal contribution]

Wirz, C., **Shao, A.,** Bao, L., Howell, E. L., Monroe, H., & Chen, K. (2021). Media Systems and Attention Cycles: Volume and Topics of News Coverage on COVID-19 in the United States and China. *Journalism & Mass Communication Quarterly*.

Ho, P., Chen, K., **Shao, A.**, Bao, L., Ai, A., Tarfa, A., Brossard, D., Brown, L & Brauer, M. (2021). A Mixed Methods Study of Public Perception of Social Distancing: Integrating Qualitative and Computational Analyses for Text Data. *Journal of Mixed Methods Research*

Meppelink, C., Hendriks, H., Trilling, D., van Weert, J. C., **Shao, A.,** & Smit, E. S. (2021). Reliable or not? An automated classification of webpages about early childhood vaccination using supervised machine learning. *Patient Education and Counseling*, *104*(6), 1460-1466.

Howell, E. L., Kohl, P., Scheufele, D. A., Clifford, S., **Shao, A.**, Xenos, M. A., & Brossard, D. (2020). Enhanced threat or therapeutic benefit? Risk and benefit perceptions of human gene editing by purpose and heritability of edits. *Journal of Risk Research*, 1-17.

Chen, K., Bao, L., **Shao, A.**, Ho, P., Yang, S., Wirz, C., Brossard, D., Brauer, M., & Diprete Brown, L. (2020). How public perceptions of social distancing evolved over a critical period: communication lessons learnt from the American state of Wisconsin. *Journal of Science Communication*, *19*(5), A11.

MANUCRIPTS UNDER REVIEW

Chinn, S., Hassel, A., **Shao, A.,** (under review) What Does it Mean to 'Do Your Own Research'? A Comparative Content Analysis of DYOR Messages in Instagram and Facebook Posts about Women's Health, Food, and Vaccines. Paper in revise & resubmission to *New Media and Society*

Middleton, L., **Shao, A.**, Cate., A., Haugen, J, & Li, N. (in R&R). Benefits outweighing risks: Thematic content of U.S. agricultural news coverage on CRISPR technology between 2012 and 2022. Paper in revise & resubmission to *Agriculture and Human Values*

SELECTED CONFERENCE PRESENTATIONS
Computational social science
Shao, A. (2021, Aug). Influencers Alleviate Spiral of Silence, but Levitate Public Opinion Polarization? Preliminary Observations from an Agent Based Modeling Approach

[Conference presentation]. *Fourth Annual Politics and Computational Social Science (PaCSS) Conference*, Virtual

Shao, A., Chen, K., Duan, Z., Yang, S. (2022, Jun). The Reproductive Dynamics of Moral Appeal Expression on Social Media – Examining Public Discourse of COVID-19 Issues on Twitter [Conference presentation]. *ICA 2022 Regional Conference: Computational Communication Research in Central and Eastern Europe,* Virtual

Shao, A. (2020, Nov). Echoing Inside or Beyond the Walls: The #SciComm Discussion on Twitter [Conference presentation]. *106th National Communication Association (NCA) annual convention*. Virtual

Shao, A., Meppelink, C., Smit, E., Trilling, D., Weert, J., and Hendriks, H. (2019, May), Automatically distinguishing correct information from misinformation about vaccines: a supervised machine learning approach [Conference presentation] *69th Annual International Communication Association (ICA) Conference*.

Duan, Z., **Shao, A.,** Hu, Y., Lee, H., Liao, X., Suh, Y. J., Kim, J., Chen, K., Yang, S., Yang, K. (June 2024) Vec-tionaries to Extract Latent Message Features from Texts: A Case Study of Moral Appeals. [Conference presentation] 74th Annual International Communication Association Conference, Gold coast, Australia

Science & political communication

Shao, A., Wang, Y., (2023, April) Cutting "Long COVID" Stories Short: Did News Outlets Oversimplify the Uncertainty in Medical Research about Post-COVID Conditions? [Conference presentation]. *Public Communication of Science and Technology (PCST) Conference*, Rotterdam, the Netherlands

Shao, **A**., Xenos, M., (2022, Aug). Thematic and Semantic Shifts of Human Gene Editing in News Coverage through the CRISPR Baby Scandal. [Poster presentation]. *Association for Education in Journalism & Mass Communication (AEJMC) Conference*, Detroit, MI, United States.

Shao, A., Bao, L., Wirz, C., Monroe, H., Chen, K. (2021, Dec). "They are Facing a Catastrophe": Polarization and its trends in news coverage of COVID-19 case updates between the U.S. and China [Conference poster]. *SRA 2021 Annual Meeting*, Virtual

Shao, A., Chen, K., Jin, Y., (2021, August), How Group Identity Polarizes Public Deliberation on Controversial Science: Examining Public Discourse on GMO Misinformation and Counter-Narratives from a Popular Q&A Platform in China. Paper presented at the *Association for Education in Journalism and Mass Communication (AEJMC) annual conference*. Virtual.

Chinn, S., Hasell, A., **Shao, A.,** (June 2024) What Does it Mean to 'Do Your Own Research'? A Comparative Content Analysis of DYOR Messages in Instagram and Facebook Posts about Women's Health, Food, and Vaccines. [Conference presentation] 74th Annual International Communication Association Conference, Gold coast, Australia

Chen, K., **Shao, A**., Jin, Y., (2021) "I Am Better Than You": How Nationalism Strengthens Misperceptions. Accepted by *71st Annual ICA Conference, Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice*. Virtual.

Yang, S., Newman, T. P., Brossard, D., Bao, L., Mueller-Herbst, J. M., Okada, T**., Shao, A.,** Scheufele, D. A., & Xenos, M. A. (2021, May). Signs of March for Science: Did they tell the right story? Paper presented at *the Public Communication of Science and Technology (PCST) conference*, Aberdeen, Scotland. Virtual.

Health communication

Shao, A., Chen, K., Johnson, B., Miranda, S., Xing, Q. (2022, Aug). Ubiquitous Coverage, Differentiated Effects: Intermedia Agenda Setting and its Effects in Communicating Protective Behaviors to American Adults during the COVID-19 Pandemic [Conference presentation]. *Association for Education in Journalism & Mass Communication (AEJMC) Conference*, Detroit, MI, United States.

Chen, K., Bao, L., **Shao, A.,** Ho, P., Yang, S., Wirz, C.D., Brossard, D., Brauer, M., & Brown, L.D. (2020). How public perceptions of social distancing evolved over a critical time period: communication lessons learnt from the American state of Wisconsin. *2020 World Conference on Scientific Literacy: Special session "Scientific Literacy and public health crisis"*. Virtual.

INVITED PRESENTATIONS

Shao, A. (2023, Mar). *Implementation and Ethics of Automated Online Data Collection.* Invited talk at CMRG Brownbag, University of Wisconsin–Madison, School of Journalism and Mass Communication

FELLOWSHIPS, GRANTS, & AWARDS

LSC Professional Development/Travel Awards   2020-2023
UW Student Research Grant   2023

TEACHING EXPERIENCE

Teaching Assistant   8/2019-5/2023
Department of Life Sciences Communication, University of Wisconsin-Madison

Risk Communication, LSC 625   Spring 2023
Visualizing Science and Technology, LSC 350   Fall 2022
Research Methods in Communication Industry, LSC 250   Spring 2021
Marketing Communications for the Sciences, LSC 270   Fall 2020, Fall 2019
Science, Media, and Society, LSC 251   Spring 2020

ACADEMIC SERVICE & ACTIVITIES

Manuscript Reviewer, *Scientific Reports*, February 2023
Newsletter translator for Simplified Chinese, *Digital Journalism*, June 2024 -

REFERENCES

Dr. Dietram Scheufele	Dr. Dominique Brossard	Dr. Kaiping Chen
Taylor-Bascom Chair Professor	Professor & Chair	Assistant Professor
Department of Life Science Communication	Department of Life Science Communication	Department of Life Science Communication
University of Wisconsin-Madison	University of Wisconsin-Madison	University of Wisconsin-Madison
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