Anqi Shao

1545 Observatory Drive Madison, WI 53706
anqi.shao@wisc.edu • anqishao.com • (608) 338-9939

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   7/2024-Present
Science Communication Incubator Lab
Morgridge Institute for Research, University of Wisconsin-Madison

- Focused on implications for public understanding and civic engagement in AI-mediated science communication.
- Current projects involve the new science information ecosystem with generative AI, with a focus on AI hallucinations as a new type of misinformation, and a national survey on public perceptions of AI regulation.

Project Assistant   7/2023-06/2024
"Persuasive Effects of Calls to 'Do Your Own Research'"
Department of Life Sciences Communication, University of Wisconsin-Madison

- 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) powered AI 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

science communication, health communication, digital media effects, quantitative & computational methods for social science research, human-computer interaction

PEER-REVIEWED PUBLICATIONS

Shao, A., Chen, K., Johnson, B., Miranda, S., & Xing, Q. (forthcoming). Ubiquitous News Coverage and its Varied Effects in Communicating Protective Behaviors to American Adults in Infectious Disease Outbreaks: Evidence from a National Longitudinal Panel Survey. *Journal of Medical Internet Research*

Chinn, S., Hasell, A., & **Shao, A.** (2024). What does it mean to "do your own research?" A comparative content analysis of DYOR messages in Instagram and Facebook posts about reproductive health, food, and vaccines. *New Media & Society,* 14614448241293409.

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)*

Middleton, L., **Shao, A.,** Cate, A., Haugen, J., & Li, N. (2024). An Enthusiastic but Uncertain Welcome: Coverage of Risks, Benefits, and Social Contexts of CRISPR Technology in US Agricultural News 2012-2022. *Journal of Applied Communications*, *108*(2), 1.

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**. **[Co-first author, with equal contribution]** (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).

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.

SELECTED CONFERENCE PRESENTATIONS
Computational Social Science and AI models

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

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

Yang, S., Liao, X., **Shao, A.,** Chuang, Y., Gupta, D., Duan, Z., Kim, J., Lee, H., Suh, Y., Chen, K., Tackling the Challenge of Measuring Moral Appeals from Social Media Discourses: Comparing Dictionary, BERT, and Large Language Models. [Conference presentation] *International Conference on Computational Social Science 2024*, Philadelphia, Pennsylvania, United States

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*.

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., 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.

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

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

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

Jean A. Shipman Scholarship	2024-2025
LSC Professional Development/Travel Awards	2020-2024
UW Student Research Grant	2023

TEACHING EXPERIENCE

Teaching Assistant

Department of Life Sciences Communication, University of Wisconsin-Madison

Documentary Photography for The Sciences, LSC450	Spring 2025
Health Communication in the Information Age, LSC 617	Fall 2024
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

PROFESSIONAL EXPERIENCE

Research Internships   02/2019-08/2019
Primary Intelligence Department - market research and analysis   IQVIA, Shanghai
Market analysis & interview   ZS Associates, Shanghai

Marketing Internships   10/2014-06/2016
Issue Department – writing promotional materials   *China Daily*, Shanghai
Marketing & Communication Department – graphic design and writing   Fonterra, Shanghai

ACADEMIC SERVICE & ACTIVITIES

Manuscript Reviewer, *Scientific Reports*   02/2023
Newsletter translator for Mandarin Chinese, *Digital Journalism*   06/2024 – Present
Session Chair, "Social Media Repertoires and Psychological Well-Being", ICA2024   06/2024

REFERENCES

Dr. Dietram Scheufele
Taylor-Bascom Chair Professor
Department of Life Science
Communication
University of Wisconsin-Madison
Email:scheufele@wisc.edu
Phone:608.262.1614

Dr. Dominique Brossard
Professor & Chair
Department of Life Science
Communication
University of Wisconsin-Madison
Email: dbrossard@wisc.edu
Phone:608.263.3073

Dr. Kaiping Chen
Assistant Professor
Department of Life Science
Communication
University of Wisconsin-Madison
Email: kchen67@wisc.edu
Phone:608.262.0184