

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

- 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.

MANUSCRIPTS UNDER REVIEW

- Shao, A.**, Chen, K., Johnson, B., Miranda, S., Xing, Q. (Under review). 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. Paper submitted to *Journal of Medical Internet Research*
- Chen, K., **Shao, A.**, Burapachep, J., & Li, Y. (Under review). Conversational AI and Equity: Assessing GPT-3's Communication with Diverse Social Groups on Contentious Topics. Paper submitted to *Scientific Reports*. Available at: arXiv preprint arXiv:2209.13627.
- 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 submitted to *New Media and Society*
- Duan, Z., **Shao, A.**, Yang, S., Chen, K., Hu, Y., Suh, Y., Kim, J., Lee, H., Liao, X. (Under review). Vectionary: A Word-Embedding-Based Optimization Approach to Extracting Moral Appeals from Text. Paper submitted to *Journal of Communication Methods and Measures*
- Middleton, L., **Shao, A.**, Cate., A., Haugen, J., & Li, N. (Under review). Benefits outweighing risks: Thematic content of U.S. agricultural news coverage on CRISPR technology between 2012 and 2022. Paper submitted 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*.

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.
- 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

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

TEACHING EXPERIENCE

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| 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

REFERENCES

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