

Curriculum Vitae

Yuxin Li (she/her)

Graduate Student

School of Journalism and Communication, Nanjing University

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May 2023 updated

EDUCATION

Nanjing University (NJU), Nanjing, China

MA, Journalism: Sep 2021-Jun 2024 (Expected)

Advisor: Dr. Nainan Wen

CGPA: 4.56/5.00

Thesis: The "illusion of being informed": the effect of social media incidental news exposure on political and health knowledge levels (under writing)

Sichuan University (SCU), Chengdu, China

BA, Journalism: Sep 2017-Jun 2021

CGPA: 4.66/5.00 (top 10%)

Thesis: A Frame Content Analysis of Privacy Coverage on *Southern Metropolis Daily***RESEARCH FOCUS**

- Risk & health communication
- Media effects and psychology
- Misinformation
- Social media

CONFERENCE PAPERS AND POSTERS

4. **Li, Y.**, Gao, R., & Wen, N. (2023, August). Predicting Chinese women's HPV vaccination intention: the influence of norms and risk perception. Poster session will be presented to the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC, USA.
3. **Li, Y.**, Gao, R., Li, T., & Wen, N. (2023, July). How can social media improve HPV vaccination intentions? The mediating role of perceived risk and scarcity. Paper will be

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presented to the International Association for Media and Communication Research (IAMCR), Lyon, France.

2. Li, Y., Gao, R., Li, T., & Wen, N. (2023, May). How do social media affect Chinese women's intention to get HPV vaccines? Testing and expanding the influence of presumed influence model. Paper will be presented to the International Communication Association (ICA). Toronto, Ontario, Canada.
1. Li, Y. & Wen, N. (2022, August). A content analysis of COVID-19 vaccination videos and viewer responses on Chinese social media. Poster session presented at the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI, USA.

WORKING MANUSCRIPTS

3. Li, Y. (in preparation). The "illusion of being informed": the effect of social media incidental news exposure on political and health knowledge levels.
2. Li, Y., Gao, R., & Wen, N. (in preparation). Social amplification of HPV risk and promotion of HPV vaccine: the role of social media.
1. Gao, R., Li, Y., & Wen, N. (in preparation). Debunking COVID-19 vaccine misinformation on social media: The effectiveness of logic-based correction and humor appeals.

RESEARCH PROJECTS AND FUNDING

3. **Increasing Knowledge or Misperception? The Effect of Incidental News Exposure to Social Media and News-Finds-Me Perception**
Grants: Postgraduate Research & Practice Innovation Program of Jiangsu Province (8,000 RMB/ 1,100 USD)
Role: Principal Investigator
Duration: April 2023 - 2024 (Expected)
Highlights: Using two-wave panel data gathered from Nanjing University, this study aims to examine whether incidental news exposure (INE) to both health and political content on social media can influence college students' relative misperception and knowledge level and test the potential role of news-finds-me perception.
Outcomes: Yuxin's dissertation, aiming to finish manuscript writings in 2024 spring.
2. **Debunking Misinformation on Social Media: The Role of Logic-Based Correction and Humor Appeals**
Grants: Postgraduate Research Program of School of Journalism and Communication, Nanjing University (10,000 RMB/ 1,400 USD)
Role: Co-Investigator

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Duration: April 2023 - 2024 (Expected)

Highlights: To correct health misinformation on social media, this study conducted an experiment (N = 403) to examine the effect of logic-based evidence, humor appeals, and their interactions on message credibility and message engagement intention.

Outcomes: An ongoing research project, aiming to finish manuscript writings in 2023 fall.

1. How social media effect young woman's intention to get HPV vaccines? The Psychological and Social Mechanisms

Grants: Postgraduate Research Program of School of Journalism and Communication, Nanjing University (20,000 RMB/ 2,800 USD)

Role: Principal Investigator

Duration: April 2022 - 2024 (Expected)

Highlights: Based on theoretical guidance from the influence of presumed influence model (IPIM) and the social amplification of risk framework (SARF), this study conducted a nationally representative survey (N = 890) to investigate direct and indirect social media influences on risk perceptions of HPV and HPV vaccination intentions in mainland China.

Outcomes: Three manuscripts were accepted for international conferences, one of which is being prepared for submission to *journal of risk research*.

AWARDS

3. Huang J. Fellowship Award, 2022, Awarded by Nanjing University (5,000 RMB/ 900 USD)
2. Outstanding Student Honor, 2022, Awarded by Nanjing University
1. Top 10% Undergraduate Students of Sichuan University, 2021, Awarded by Sichuan University

TEACHING ASSISTANT EXPERIENCE

3. Research Design and Research Methodology (Graduate, Required, 2023 Spring). Nanjing University
2. Health Communication (Undergraduate, Elective, 2022 Fall). Nanjing University
1. Effective Dissemination and Communication (Undergraduate, Elective, 2021 Fall). Nanjing University

DATA ANALYTICAL SKILLS

Strong statistical skills with proficiency in *SPSS*, *AMOS*, and *STATA*

- Skilled in structural equation modeling, multilevel modeling (hierarchical linear modeling)

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ACADEMIC AND PROFESSIONAL AFFILIATIONS

3. International Communication Association (ICA)
2. Association for Education in Journalism and Mass Communication (AEJMC)
1. International Association for Media and Communication Research (IAMCR)