

Xiaoya Yang

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EDUCATION

Wuhan University, School of Journalism and Communication Doctor of Philosophy in Communication Supervised by Professor Shiwen Wu	09/2023 – Present
University of Pennsylvania, Annenberg School for Communication Visiting Ph.D. student in Communication Supervised by Professor Guobin Yang	09/2025 – Present
Wuhan University, School of Journalism and Communication Master of Arts in Communication Supervised by Professor Shiwen Wu	09/2020 – 06/2023
Central China Normal University, School of Journalism and Communication Bachelor of Arts in Communication	09/2016 – 06/2020
Wuhan University, School of Foreign Languages and Literature Bachelor of Arts in English	03/2017 – 06/2020

PUBLICATIONS

• Publications in English

- (1) **Yang, X.**, & Jin, Y. (2025). “Zheng Qinwen is the pure-blood ideal of Gu Eileen”: Exploring the sensemaking of elite female athlete identities on Chinese social media. *International Review for the Sociology of Sport*.
- (2) **Yang, X.**, & Jin, Y. (2025). Revisiting, contesting and reclaiming memory: A critical discourse analysis of sex education debates on Chinese social media. *Culture, Health & Sexuality*.
- (3) **Yang, X.**, Luo, C., Xu, Y., He, Y., & Zhao, R. (2025). Unpacking cyberchondria: The roles of online health information seeking, health information overload, and health misperceptions. *Telematics and Informatics*.
- (4) Zou, W., **Yang, X.***, Huang, L., & Qian, Z. (2025). Pain, warfare, and commodity: Metaphorical renderings of dysmenorrhea and the female body in young women’s narratives. *Health Communication*.
- (5) Zou, W., **Yang, X.***, & Liu, Z. (2025). Scientific tool or torture device? A relational dialectics theory approach to the speculum’s symbolism in China. *Journal of Social and Personal Relationships*.
- (6) Zou, W., **Yang, X.***, & Liu, Z. (2025). “A love-addled brain is an incurable malady”: Online debates on contemporary romantic relationships within a Chinese postfeminist context. *International Journal of Cultural Studies*.
- (7) Wang, Y.[†], **Yang, X.[†]**, & Liu, J. (2024). Navigating sensitive conversations: Patient-centered communication and politeness markers in Chinese online medical consultations. *Healthcare*.
- (8) Luo, C., **Yang, X.**, Zheng, H., He, Y., & Xu, Y. (2025). Linking incidental corrective information exposure to health misinformation correction intention: Testing an extended cognitive mediation model. *Asian Journal of Communication*. [Top Paper Award in International Communication Association (ICA) Annual Conference]
- (9) Zou, W., Liu, Z., & **Yang, X.** (2024). Reclaiming power or reinforcing inequities: Exploring egg freezing debates on social media. *Health Communication*.
- (10) Luo, C., Zheng, H., **Yang, X.**, Xu, Y., & He, Y. (2025). From search to share: Exploring the relationships between seeking health information from diverse online sources and health misinformation sharing. *Library & Information Science Research*.

- (11) Luo, C., Zheng, H., Tang, Y., & **Yang, X.** (2024). I assume others are influenced by health misinformation on social media: Examining the underlying process of intentions to combat health misinformation. *Online Information Review*.
- (12) Luo, C., He, Y., Xu, Y., **Yang, X.**, & Wang, H. (2023). How does loss-versus-gain message framing affect HPV vaccination intention? Mediating roles of discrete emotions and cognitive elaboration. *Current Psychology*.

• **Publications in Chinese**

- (1) **Yang, X.** & Wu, S. (2024). From “new things” to “new world”: The evolution of key conceptual metaphors of the Chinese internet (1994–2024) [从“新事物”到“新世界”：中国互联网的关键技术隐喻及其演变(1994—2024)]. *Media Observer [传媒观察]*.
- (2) Zou, W., **Yang, X.***, & Huang, L. (2024). Women’s perceptions and coping strategies for dysmenorrhea from the perspective of stigma management communication theory [污名管理沟通理论视角下女性对于痛经的认知与应对]. *Global Journal of Communication Studies [全球传媒学刊]*.
- (3) Wu, S. & **Yang, X.** (2025). “The internet once familiar”: Early imaginations of the Chinese internet and its history [“网络旧曾谙”：早期中国互联网想象与互联网历史]. *Journal of International Communication [国际新闻界]*.
- (4) Jin, Y., & **Yang, X.** (2025). Gentle disengagement from online habits: Adjustment of young people’s online behaviors and reshaping of daily life [数字轻戒断：青年数字行为的调适与日常生活重塑]. *China Youth Study [中国青年研究]*.
- (5) Wu, S., **Yang, X.**, & Feng, M. (2024). The history of internet celebrities: The accumulation, circulation, and monetization of online fame [网红的历史长歌：网络名声的累积、流通与变现]. *Xinhua Digest [新华文摘]*.
- (6) Xin, J., & **Yang, X.** (2022). “More interesting” short video: Research on the alienation of children’s media-based daily life [“更有意思”的短视频：儿童媒介化日常生活异化研究]. *News and Writing [新闻与写作]*.
- (7) Wu, S., **Yang, X.**, & He, Y. (2022). From expertise discourse to value ideals: Evolution of the concept of internet sharing in China (1980–2021) [从技术话语到价值理想：中国“网络共享”观念之演变(1980–2021)]. *Journalism & Communication Studies [新闻与传播研究]*.

AWARDS & HONORS

- **Top Paper Award**, Health Communication Division, International Communication Association (ICA) Annual Conference (2024).
- **National Scholarship**, Ministry of Education of the China (2022; 2018).
- **First Prize for Academic Innovation**, Graduate School of Wuhan University (2024).
- **Zhu Youjun Alumni Scholarship**, Central China Normal University (2019).
- **Dean’s Scholarship**, School of Journalism and Communication, Central China Normal University (2018).
- **First Prize**, 5th Guangdong Province Graduate Student Academic Forum in Communication (2021).
- **Third Prize**, 8th Jiangsu Province Graduate Student Research Forum in Communication (2021).
- **Outstanding Graduate**, Wuhan University (2023); Central China Normal University (2020).