

# Jennifer Shiyue Zhang

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**Research Interests:** Strategic Communication (ADV+PR) in General Arenas Plus Health and Science Communication

**Special Foci:** Social Media Content Create and Effects; Visual Persuasion; Humorous Content; Corporate Relationships

**Teaching Interests:** PR Principles; PR Campaigns; Communication Research Methods

## EDUCATION

### **University of Illinois Urbana-Champaign**

Charles H. Sandage Department of Advertising

*Doctor of Philosophy in Communications and Media*

**Urbana - Champaign, IL**

*Sep 2020 - May 2026*

- Dissertation: Are visuals more powerful? Examining the effectiveness of message format on debunking social media health misinformation
- Advisor: Dr. Leona Yi-Fan Su
- Committee Members: Drs. Kevin Wise, Sela Sar, and Michael A. Caciato

### **University of Illinois Urbana-Champaign**

Charles H. Sandage Department of Advertising

*Master of Science in Advertising*

**Urbana - Champaign, IL**

*Sep 2018 - Aug 2020*

- Thesis: Outdoor sports brands' strategies for building on Instagram brand community
- Advisor: Dr. Leona Yi-Fan Su
- Committee Members: Drs. Kevin Wise and Sela Sar

### **China Jiliang University**

*Bachelor of Arts in Advertising*

**Hangzhou, China**

*Sep 2012 - Jun 2016*

## PEER-REVIEWED PUBLICATIONS

### #Graduate student co-author

[10] McKasy, M., Yeo, S. K., **Zhang, J. S. #**, Caciato, M. A., Allen, H. W., & Su, L. Y.-F. (2025). Support for regulation of enhanced geothermal systems research: Examining the role of familiarity, credibility, and social endorsement. *Geothermal Energy*, 13(1), 19. <https://doi.org/10.1186/s40517-025-00346-5>

[9] Yeo, S. K., Freiling, I., Yeon, J. #, **Zhang, J. S. #**, McKasy, M., Caciato, M. A., Su, L. Y.-F., & Siskind, S. R. (2025). Satire and perceptions of aggressiveness and trustworthiness in communication about renewable energy. *Science Communication*. <https://doi.org/10.1177/10755470251345746>

[8] Yeo, S. K., Caciato, M. A., Freiling, I., Su, L. Y.-F., **Zhang, J. S. #**, McKasy, M. & Choi, S. I. # (2025). Understanding knowledge among White, Black, and Hispanic audiences: Media attention and inequities in factual and perceived knowledge. *Mass Communication and Society*. <https://doi.org/10.1080/15205436.2024.2440320>

[7] Freiling, I., Caciato, M. A., Su, L. Y.-F., Yeon, J. #, Park, S. #, Du, W. #, **Zhang, J. S. #**, Yeo, S. K., & Siskind, S. (2024). Communicating about renewable energy with satire: The influence of gentle and harsh humor tones on perceived message credibility and information reliance. *Science Communication*. Advanced online publication. <https://doi.org/10.1177/10755470241293361>

[6] McKasy, M., Caciato, M. A., Yeo, S. K., **Zhang, J. S. #**, Cook, J., Olaleye, R. #, & Su, L. Y.-F. (2024). Engaging the dismissive: An assessment of strategies to support global warming action. *Public Understanding of Science*, 33(2), 227-240. <http://doi.org/10.1177/09636625231186785>

[5] Yeo, S. K., Su, L. Y.-F., Caciato, M. A., **Zhang, J. S. #**, & McKasy, M. (2023). The differential effects of humor on three scientific issues: Global warming, artificial intelligence, and microbiomes. *International Journal of Science Education, Part B*, 13(1), 59–83. <https://doi.org/10.1080/21548455.2022.2123259>

[4] **Zhang, J. S. #**, & Su, L. Y.-F. (2022). Outdoor-sports brand communities on Instagram: How message attributes relate to consumer engagement. *International Journal of Advertising*, 42(6), 1088-1109. <https://doi.org/10.1080/02650487.2022.2135346>

- [3] Gong, Z.#, Su, L. Y.-F., **Zhang, J. S.#**, Chen, T.#, & Wang, Y.-C. (2022). Understanding the association between date labels and consumer-level food waste. *Food Quality and Preference*, 96, 104373. <https://doi.org/10.1016/j.foodqual.2021.104373>
- [2] Su, L. Y.-F., McKasy, M., Cacciato, M. A., Yeo, S. K., DeGrauw, A.#, & **Zhang, S. J.#** (2022). Generating science buzz: An examination of multidimensional engagement with humorous scientific messages on Twitter and Instagram. *Science Communication*, 44(1), 30-59. <https://doi.org/10.1177/10755470211063902>
- [1] Jarreau, P. B., Su, L. Y.-F., Chiang, E. C.-L., Bennett, S. M., **Zhang, J. S.#**, Ferguson, M., & Algarra, D. (2021). COVID issue: Visual narratives about COVID-19 improve message accessibility, self-efficacy, and health precautions. *Frontiers in Communication*, 6(164). <https://doi.org/10.3389/fcomm.2021.712658>

## **MANUSCRIPTS UNDER REVIEW / IN PROGRESS**

- [8] **Zhang, J. S.#**, Ji, A.#, Shao, J.#, & Su, L. Y.-F. (revise & resubmit). Changing food-related misperceptions and behavioral intentions: The roles of message format, information source, and perceived credibility. *Health Communication*.
- [7] **Zhang, J. S.#**, Ji, A.#, Shao, J.#, Su, L. Y.-F., & Gong, Z.# (under review). Correcting science misinformation on social media: A systematic literature review and future research agenda.
- [6] Freiling, I., Yeo, S. K., Cacciato, M. A., Allen, H. W.#, & **Zhang, J. S.#** (under review). Where to reach audiences for science: Inattentives, traditional attentives, social attentives, and high attentives.
- [5] **Zhang, J. S.#**, Rahman, N.#, Su, L. Y.-F., & Wang, Y.-C. (preparing for submission). Understanding food safety knowledge among U.S. consumers.
- [4] Ji, H.#, Huang, R.#, **Zhang, J. S.#**, Wang, J.# & Su, L. Y.-F. (preparing for submission). Exploring the Impact of Narrative Interactivity and Visual Styles on HPV Vaccination Communication Outcomes.
- [3] Gong, Z.#, Su, L. Y.-F., **Zhang, J. S.#** & Shao, J.# (preparing for submission). Beyond Big-Brand Playbooks: A Large-Scale Analysis of Audience Engagement on Midwestern Farms' Facebook Accounts.
- [2] **Zhang, J. S.#** (data collection and analysis). When Memes Win: Using Eye Tracking to Examine Corrective Message Format in Combating Textual and Visual Misinformation. **(Dissertation Studies 3 & 4)**
- [1] Yang, G., **Zhang, J. S.#**, Troy, C., & Diddi, P. (data collection and analysis). Greenwashing or Genuine? A Content Analysis of U.S. Fashion Brands' Recycling Programs.

## **CONFERENCE PRESENTATIONS**

- [17] Ji, H., **Zhang, J. S.**, Huang, R., Wang, J. & Su, L. Y.-F. (2026, June). *The Roles of Visual Style and Narrative Modality in HPV Vaccination Intentions*. Submitted to the 76th Annual International Communication Association Conference (ICA), Cape Town, South Africa.
- [16] Wang, J., **Zhang, J. S.**, Su, L. Y.-F., & Chen, M. (2025, December). *Exploring benefit and risk perceptions in public attitudes toward nanotechnology in food applications: A multidimensional analysis*. Society for Risk Analysis (SRA) Annual Meeting, Washington, DC.
- [15] **Zhang, J. S.**, & Su, L. Y.-F. (2025, November). *More vivid, more deeply processed: Exploring the roles of message format in misinformation and correction of health misbeliefs*. 111st National Communication Association (NCA) Annual Convention, Denver, CO. **(Dissertation Studies 1 & 2)**
- [14] Gupta, M., Kazybayeva, A., Paltaratskaya, V., **Zhang, J. S.**, Wise, K., & Peterson, M. (2024, August). *Visual attention, comprehension, and memory for visual metaphors in advertising*. Presented at the 107<sup>th</sup> Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.
- [13] Freiling, I., Su, L. Y.-F., Cacciato, M. A., Yeon, J., Du, W., Park, S., **Zhang, J. S.**, & Yeo, S. K. (2024, August). *Communicating renewable energy using satire and its influence on perceived message credibility and information reliance*. Presented at the 107<sup>th</sup> Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.
- [12] Yeo, S. K., Freiling, I., Yeon, J., **Zhang, J. S.**, McKasy, M., Cacciato, M. A., Su, L. Y.-F., & Siskind, S. (2024, June). *Satire and perceived trustworthiness in communicating about renewable energy*. Presented at the 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

[11] **Zhang, J. S.**, Ji, R., Shao, J., & Su, L. Y.-F. (2023, August). *A systematic literature review of health, science, and environmental misinformation correction on social media*. Presented at the 106<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[10] Choi, S. I., **Zhang, J. S.**, Cacciato, M. A., Yeo, S. K., & Su, L. Y.-F. (2023, August). *Science information seeking: Humor type, perceived mirth, information processing and seeking on artificial intelligence (AI)*. Presented at the 106<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[9] \*Yeo, S. K., Cacciato, M. A., Freiling, I., Su, L. Y.-F., **Zhang, J. S.**, Choi, S. I., & McKasy, M. (2023, August). *Knowledge gaps: Media attention and factual, surveillance, and perceived science knowledge among White, Black, and Hispanic audiences*. Presented at the 106<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC. (\*Won 1st Place MCS Faculty Paper)

[8] Allen, H. W., Freiling, I., Yeo, S. K., Cacciato, M. A., & **Zhang, J. S.** (2023, August). *Reaching audiences for science: The role of social identity in attention to science content on social media*. Presented at the 106<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

[7] **Zhang, J. S.**, Ji, R., Shao, J., & Su, L. Y.-F. (2023, May). *Effects of corrective messages on food safety-related misperceptions and behavioral intentions: The roles of message format, information source, and perceived credibility*. Presented at the 73<sup>th</sup> Annual Conference of the International Communication Association (ICA), Toronto, Canada.

[6] McKasy, M., Yeo, S. K., **Zhang, J. S.**, Cacciato, M. A., Allen, H. W., & Su, L. Y.-F. (2022, December). *Social endorsement, credibility, and support for the regulation of research on enhanced geothermal systems*. Society for Risk Analysis 2022 Annual Meeting, Tampa, FL.

[5] **Zhang, J. S.**, Rahman, N., Su, L. Y.-F., & Wang, Y.-C. (2022, August). *Examining food safety knowledge: The roles of media attention, trust, food habits/attitudes, and demographics*. Presented at the 105<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

[4] **Zhang, J. S.**, & Su, L. Y.-F. (2021, August). *Outdoor-sports brand communities on Instagram: How message attributes relate to consumer engagement*. Presented at the 104<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[3] McKasy, M., Cacciato, M. A., Yeo, S. K., **Zhang, J. S.**, Cook, J., & Olaleye, R. M. (2021, August). *The impact of emotion and humor on support for global warming action*. Presented at the 104<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[2] Gong, Z., Su, L. Y.-F., **Zhang, J. S.**, Chen, T., & Wang, Y.-C. (2021, August). *How are food date labels associated with consumer-level food waste? A mixed-design experiment*. Presented at the 104<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[1] Su, L. Y.-F., McKasy, M., Cacciato, M. A., Yeo, S. K., DeGrauw, A., & **Zhang, S. J.** (2020, May). *How attributes of humorous scientific messages predict engagement on Twitter and Instagram*. Presented at the 70<sup>th</sup> Annual Conference of the International Communication Association (ICA), virtual.

## **OTHER RESEARCH EXPERIENCE**

### **National Science Foundation-Sponsored Humor in Science Communication Project (Award #1906864)**

*Principle Investigators: Drs. Sara K. Yeo, Leona Yi-Fan Su, and Michael A. Cacciato*

*Aug 2019 – June 2023*

- Contributed to multiple humor-related projects and publications, both completed and ongoing
- Assisted with generating research ideas, conceptualizing experimental designs, testing surveys, preparing IRB documents, analyzing data, and drafting manuscripts
- Collected faculty information from 131 R1 universities manually or via Python to establish a sampling framework

### **Content Analysis of Fashion Brands' Sustainability and Recycling Programs Project**

*Collaborators: Drs. Guolan Yang, Cassandra Troy, and Pratiti Diddi*

*Jun 2025 – Present*

- Developed a systematic searching guideline for 108 apparel brands to identify qualified program webpages and built a sampling frame
- Applied the COM-B model as a theoretical framework to refine and finalize the codebook and coding sheet
- Leading the formal content analysis, including coder training and inter-coder reliability calculation

## **Facebook Engagement of Midwestern Farms and Farmers' Markets Project**

*Advisor: Dr. Leona Yi-Fan Su*

*Aug 2024 – Present*

- Built a sampling framework of Facebook page URLs for 265 farms and 297 farmers' markets in Illinois, contributing one-fifth of the final sample of Facebook posts for analysis
- Applied Sheth's (1976) buyer-seller interaction framework to operationalize 70,803 Facebook posts in the agricultural context into three communication styles: task-oriented, interaction-oriented, and self-oriented
- Led a rigorous topic filtering process to merge 64 topics from BERTopic and 29 visual concepts from Concept Modeling into more refined categories, which were used for further data analysis

## **Visual Metaphors in Advertising Eye-Tracking Project**

*Advisor: Dr. Kevin Wise*

*Sep 2023 – Present*

- Managed eye-tracking hardware (e.g., Tobii Pro X3-120) and software (e.g., iMotions) for lab-based biometric data collection
- Used iMotions to analyze biometric data and generate visual outputs such as heatmaps
- Mentored one Ph.D. student and two M.S. students in the use of biometric measures and the analysis of biometric data

## **TEACHING EXPERIENCE**

### **Instructor of Record**

*ADV 483 – Audience Analysis (35 Students and 31 Students)*

*Fall 2025 & Fall 2023*

### **Teaching Assistant**

*ADV 281 – Advertising Research Methods (2 Sections, 54 Students)*

*Spring 2024*

*ADV 283 – Advertising and Brand Strategy (2 Sections, 53 Students)*

*Spring 2023 & Fall 2022*

*ADV 150 – Intro to Advertising (245 Students)*

*Spring 2022*

## **PROFESSIONAL EXPERIENCE**

### **Yuxing Culture Development Co., Ltd.**

**Beijing, China**

*Outdoor Exploration Magazine's New Media Editor*

*Feb 2018 – July 2018*

- Produced high-quality digital content for followers, including 30+ original blog articles sharing outdoor sports knowledge, introducing hiking trails, spotlighting legendary athletes, and covering other outdoor sports topics
- Authored 11 PR articles for outdoor sports brands (e.g., Arc'teryx, Columbia, and Decathlon) that went viral across WeChat, Zhihu, and Weibo, attracting more than 100,000 views per article
- Initiated and managed the weekly digital column "Rhino Speak" on WeChat, delivering industry news to outdoor sports brand marketers, professionals, and enthusiasts, sustaining over 10,000 views per article

### **Kibey Culture Media Co., Ltd**

**Shanghai, China**

*Echo App Business Development Manager*

*Jul 2016 – Mar 2017*

- Developed trusted relationships with 7 leading consumer packaged goods (CPG) brands and 45 media agencies including Publicis, WPP, and Havas to foster partnerships and collaborative PR opportunities
- Partnered with consumer and lifestyle brands (e.g., Chivas, Monster, and Adidas Originals) to develop and launch campaigns, securing ¥200,000 (USD 30,000) in new advertising revenue for echo app within six months
- Promoted to manager after leading the Chivas branding campaign, which gained 20,000 new WeChat followers and generated additional ¥60,000 (USD 9,000) in one week for echo app

### **DDB China Group**

**Shanghai, China**

*Account Executive*

*Jul 2015 – Sep 2015*

- Selected for DDB China Group's Future Bernbachs Internship Program, where my team won the pitch for a digital campaign launching Tsingtao Beer 1903 against seven other intern teams
- Provided research support for creative digital communication strategies for Volkswagen's SVW Lavida and Passat advertising campaigns, launched in July and October 2015, respectively
- Analyzed media habits and car-buying behaviors of consumers born in the 1990s to forecast best-selling car models for 2015-2016. Findings aided DDB Strategy Department in developing a national advertising campaign to boost Volkswagen's automotive sales

## **GRANT EXPERIENCE**

### **External**

National Science Foundation Advancing Informal STEM Learning Program (\$754,239)

2019 – 2023

- Principle Investigators: Drs. Sara K. Yeo, Leona Yi-Fan Su, and Michael A. Caciato

- Served as Research Assistant and primary/sole graduate student co-author on multiple publications

- Assisted with preparing annual review materials for the NSF

### **Internal**

Bart A. Cummings Gift Fund Mini-Grant for Dissertation Research (\$1,200, Highest Award)

Spring 2025

## **AWARDS AND SCHOLARSHIPS**

James Webb Young (JWY) Fund for Summer Research in Advertising (\$1,600)

Summer 2025

S. Watson and Elizabeth Dunn Fellowship (\$11,555)

Spring 2025

Fall 2024

Institute of Communications Research's University Block Grant Fellowship (\$11,500)

Summer 2024

James Webb Young (JWY) Fund for Summer Research in Advertising (\$2,000)

Spring 2024

James Webb Young (JWY) Fund Graduate Student Research Award (\$500)

Summer 2023

AEJMC 2023 First Place MCS Faculty Paper Award

Spring 2023

Fall 2019

Lynne Blanton Student Travel Award (\$1,000)

2016 & 2015

Trading Academy Professional Curriculum Certification

2014

China Jiliang University Third-Class Scholarship (for top 10 percent of students)

2014

China Jiliang University Second-Class Scholarship (for top 5 percent of students)

2013

China Central Television (CCTV) Outlook English Talent Competition Provincial: Second Prize

2013

China Jiliang University First-Class Scholarship and Merit Student Award (for top 1 percent of students)

## **SERVICE**

### **Journal Reviewer**

*Journal of Communication Technology*, 2025

*New Media & Society*, 2024

### **Conference Reviewer**

*National Communication Association* Conference, Health Communication Division, 2025

*Association for Education in Journalism and Mass Communication* Conference, Communication Theory and Methodology Division, 2025

*Association for Education in Journalism and Mass Communication* Conference, Advertising Division, 2024, 2025

*International Communication Association* Conference, Environmental Communication Division, 2024

*International Communication Association* Conference, Health Communication Division, 2023, 2022, 2021

### **Graduate Representative, College of Media Diversity Committee**, 2023 – 2024

**Topic Editor & Coordinator**, *Frontiers in Sports and Active Living*, Sep 2023 – Sep 2024

**Student Representative**, *Institute of Communications Research*, 2022 – 2023, 2024 – 2025

**Student Volunteer**, *International Communication Association* Conference, 2023

## **SKILLS**

**Languages:** Native Chinese, Fluent English

### **Quantitative & Qualitative Research Skills**

- Research design for web-based experiments and surveys on CloudResearch; Prolific; and Amazon MTurk
- Design of codebooks crowdsourcing task for quantitative content analysis
- Qualtrics programming with JavaScript
- Data collection using web scraping and APIs with R and Python
- Design questions of interviews and focus groups
- Qualitative data collection and analysis with MAXQDA
- Analysis of biometrics data with iMotion
- Audience analysis and advertising management using ComScore, MRI Simmons, Brandwatch
- Data analysis with SPSS, JASP, R, and Python

### **Multimedia Production**

- Audio and video editing and production using Large Language Models (LLMs), Adobe After Effects, and Adobe Premiere Pro
- Graphic design and editing with Adobe Photoshop, Adobe Lightroom, CorelDRAW, and Canva
- Data visualization with Python and JavaScript