

YUAN, SHUPEI Ph.D.

Associate Professor & Director of Graduate Studies
Department of Communication, Northern Illinois University
Associate editor - *Science Communication*
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Research Focus: Strategic Science Communication, Public Perception and Engagement, AI Impact in Science, Risk and Environmental Communication

Appointments

Northern Illinois University (NIU), DeKalb, IL

- Director of Graduate Studies, Department of Communication 2024 - present
- Associate professor (tenured), Department of Communication 2021- present
- Assistant Professor (tenure-track), Department of Communication 2017 - 2021
- Affiliate Faculty, Institute for the Study of Environment, Sustainability & Energy 2019-present
- Affiliate Faculty, Northern Illinois Center for Community Sustainability 2021 - present

Michigan State University (MSU), East Lansing, MI

2013-2017

- Research and teaching assistant, Department of Advertising and Public Relations

Science Communication (journal)

2024 – present

- Associate editor

Education

Ph.D.	2017	Michigan State University	Media and Information Studies
M.A.	2013	Michigan State University	Advertising
B.A.	2011	South China University of Technology	Advertising

Grants and Funding

Received (External):

- 2025-2026, Page Center Legacy Scholar Grant. “Did AI Write This? Identifying and Overcoming Stereotypes and Biases in Human Detection of AI-Generated Self-Presentation. (\$6,250). Role: Co-PI
 - 2023-2024, Page Center Legacy Scholar Grant. “Licensed to greenwash? Exploring Sustainability-driven prosocial communication strategies. (\$4,650) Role: PI
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- 2022-2024, National Oceanic and Atmospheric Administration. “Understanding and Mitigating Future Weather and Climate Risks to American Agriculture”. (\$660,000) Role: Social science leading investigator
- 2021-2022, Page Center Legacy Scholar Grant. “Building an Audience-Centric Framework of Situational Corporate Social Advocacy Strategy”. (\$5,000) Role: co-PI
- 2017-2018, Rita Allen Foundation. “Overview of Organizational Support for Science Communication among Scientific Societies. (\$12,345) Role: PI

Received (Internal):

- 2024, T-RISE seed grant. Expanding Research Components of a STEAM-Focused College Bridge Program for High School Students with Disabilities (\$15,000), Role: co-PI
- 2023, Northern Illinois University student engagement fund. “Deepfake video in misinformation spreading” (\$1,800), Role: PI
- 2021, Northern Illinois University, great journey assistantship program (\$15,950). Role: PI.
- 2020, Northern Illinois University summer research and artistry, “Engaging undergraduate biology students in communicating science with the public” (\$12,000), Role: co-PI.
- 2019, Institute for the Study of Environment, Sustainability and Energy research fund (\$3000), Role: PI.
- 2019, Northern Illinois University student engagement fund. “Strategic science: A science video production” (\$2,100), Role: PI
- 2019, Northern Illinois University summer research and artistry. “A New Era of Scientific Citizenship: Advancing Public Engagement Strategies” (\$9,000) Role: PI
- 2019, Northern Illinois University summer researcher artistry. “Engaging undergraduate biology students in communicating science with the public” (\$14,000) Role: Co-PI
- 2018, Northern Illinois University. Class Engagement Grant (\$600) Role: PI
- 2017, Recipient, Dissertation completion fellowship, Michigan State University (\$6,000)
- 2016, Recipient, Communication Arts and Sciences summer research fellowship, Michigan State University (\$3,800)
- 2014, Recipient, Strosacker Health and Risk Communication research fellowship (\$5,000)
- 2014, Recipient, Communication Arts and Sciences summer research fellowship, Michigan State University (\$4,000)
- 2012, Recipient, Communication Arts and Sciences summer research fellowship, Michigan State University (\$2,000)

Shortlisted:

- 2022, Mercury Project, Social Science Research Council. Combat misinformation through faith community in Indonesia (Invited for full proposal). Role: co-PI
 - 2021, National Science Foundation/ Science of Science: Discovery, Communication, and Impact (SoS:DCI). Explore message styles in COVID vaccine communication (Invited for full proposal). Role: PI
 - 2021, Facebook. Combating science misinformation via strategic communication styles (Finalist). Role: solo PI
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Peer-Reviewed Journal Publications [Citations as 2025 Jul: 7709, h-index: 27, i10-index: 41]

* indicates the author was a student at the time of the project

- 2025 Kuehl, C., Alahmadi, E*, Buck, T., Guthrie, C*, Meyers, O*, Sedig, Q*, **Yuan, S.**, & Jones, H. P. (2025). Humans are helpful: Centering people in restoration messaging increases their likelihood of engaging in some restoration actions. *Restoration Ecology*. Advance online publication.
- Yuan, S.**, Chu, H. (2025). Whose Green Is Greener? Exploring the Effects of Corporate Carbon Emission Efforts on Purchase Intention. *Journal of Risk Research* (Just accepted).
- Chu, H., & **Yuan, S.** (2025). Carbon credit does not buy moral credit: Moral licensing and perceived hypocrisy of carbon emission offsetting and reduction. *Climatic Change*, 178, 48.
- Chu, H., & Yuan, S. (2025). Boomerang Effects of Green Polishing by High-Environmental-Impact Organizations. *International Journal of Business Communication*, 0(0).
- 2024 Lu, H., & **Yuan, S.** (2024). "I know it's a deepfake": the role of AI disclaimers and comprehension in the processing of deepfake parodies. *Journal of Communication*, jqae022.
- Chen, Y., Tsai, J., **Yuan, S.** (2024). Networked corporate advocacy in a polarized public arena: analyzing discourse networks of U.S. Fortune 500 companies on controversial issues. *Journal of Communication*.
- Xuan, Q*, **Yuan, S.** (2024). AI-powered Mental Health Communication: Examining the effects of affection expectations on health behavioral intentions. *Patient Education and Counseling*. 122, 108-142.
- 2023 Tsai, JY; **Yuan, S.**; Coman, I. (2023). Theorizing issue-driven public attention and expectations in audience responses to corporate sociopolitical activism: A mixed-method analysis. *Public Relations Review*, 49 (4), 102353.
- Yuan, S.**, Rui, J., & Xu, P*. (2023). Trust in scientists on COVID-19 vaccine hesitancy and vaccine intention in China and the US. *International Journal of Disaster Risk Reduction*, 103539.
- Yuan, S.**, & Lu, H. (2023). Don't Talk Climate Like This: Exploring the Moderating Effects of Comment Stance on Aggressive Climate Change Videos. *Environmental Communication*, 1-11.
- Yuan, S.**, Kuehl, C. (2023). Exploring the influence of aggressive and target-framing messages on pro-environmental behaviors. *Science Communication*, 45(2), 225-251.
- 2022 **Yuan, S.**; Chen, Y; Vojta*, S; Chen, Y* (2022). More aggressive, more retweets? Exploring the effects of aggressive climate change messages on Twitter. *New Media and Society* 26(8), 4409-4428.
- Coman, I., **Yuan, S.**, Tsai, JY. (2022). Toward an Audience-Centric Framework of Corporate Social Advocacy Strategy: An exploratory study of young consumers from Generation Z. *Sustainability*. 14, 4099.

- Lu, H., **Yuan, S.** (2022). Exploring the sequencing effects of fear-hope appeals on promoting MMR vaccination. *Health Communication (print-ahead-of-time)*.
- Yuan, S.**, Lu, H. (2022). Examining a conceptual framework of aggressive and humorous styles in science YouTube videos in contexts of climate change and vaccine. *Public Understanding of Science*. 31(7), 921–939
- Rui, J. R., **Yuan, S.**, & Xu, P*. (2022). Motivating COVID-19 mitigation actions via personal norm: An extension of the norm activation model. *Patient Education and Counseling*. 7, 2504-2511.
- Yuan, S.**, Kanthawala, S., Ott, T*. (2022). Listening” to Science: Science podcasters’ view and practice in strategic science communication. *Science Communication*. 44, 200-222.
- 2021 **Yuan, S.**, & Chu, H (2021). Vaccine for yourself, your community, or your country? Examining audiences’ response to distance framing of COVID-19 vaccine messages. *Patient Education and Counseling*. S0738-3991(21) 00563-2.
- Shivni, R*, Cline, C*, Newport, M*, **Yuan, S.**, & Bergan-Roller, H. E. (2021). Establishing a baseline of science communication skills in an undergraduate environmental science course. *International Journal of STEM Education*, 8(1), 1-15.
- Lu, H., & **Yuan, S.** (2021). What motivates information sharing about disaster victims on social media? Exploring the role of compassion, sadness, expectancy violation, and enjoyment. *International Journal of Disaster Risk Reduction*, 63, 102431.
- Yuan, S.**, & Besley, J. C. (2021). Understanding science bloggers’ view and approach to strategic communication. *International Journal of Science Education, Part B*, 1-15.
- Chu, H., **Yuan, S.**, & Liu, S*. (2021). Call them COVIDiots: Exploring the effects of aggressive communication style and psychological distance in the communication of COVID-19. *Public Understanding of Science*. 30(3), 240-257.
- Wack, J*, Jaeger, C*, **Yuan, S.**, & Bergan-Roller, H. E. (2021). A Framework & Lesson to Engage Biology Students in Communicating Science with Nonexperts. *The American Biology Teacher*, 83(1), 17-25.
- Hughes, M. C., Tang, Y., & **Yuan, S.** (2021). Collaboration Between Public Health and Marketing Experts as a Response to COVID-19. *Population Health Management*. 24(5), 537-539.
- 2020 Dudo, A., Besley, J. C., & **Yuan, S.** (2020). Science communication training in North America: Preparing whom to do what with what effect? *Science Communication*. 43(1), 33–63.
- Yuan, S.**, & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 20(2), 133-147.
- Yuan, S.**, Lu, H. (2020). “It’s global warming, stupid”: Aggressive communication styles and political ideology in science blog debates about climate change. *Journalism and Mass Communication Quarterly*. 97(4), 1003–1025. [Best article of the year finalist]

- 2019 **Yuan, S.**, Ma, W., Besley, J.C. (2019). Should scientists talk about GMOs nicely? Exploring the effects of communication styles, source expertise, and pre-existing attitude. *Science Communication*. 41(3), 267-290.
- Yuan, S.**, Dudo, A., Besley, J.C., (2019). Scientific Societies' Support for Public Engagement: An interview study. *International Journal of Science Education, Part B*. 9(2), 140-153.
- Hardy, B., Tallapragada, M., Besley, J.C., **Yuan, S.** (2019). The effects of the "war on science" frame on scientists' credibility. *Science Communication*. 41(1), 90-112.
- Yuan, S.**, Besley, J.C. (2019). Talking aggressively about GMOs? Examining the effect of aggressive risk communication with communicator's facial expression and gender. *Journal of Risk Research*, 21(12), 1592-1607.
- Lou, C., **Yuan, S.** (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*. 19(1), 58-73. [Best article of the year]
- 2018 **Yuan, S.**, Besley, J.C., Dudo, A. (2018). A comparison between scientists' and communication scholars' views about scientists' public engagement activities. *Public Understanding of Science*. 27(6), 708-730.
- Yuan, S.**, Besley, J.C., Ma, W. (2018). Be Mean or Be Nice? Understanding the Effects of Aggressive and Polite Communication Styles in Child Vaccination Debate. *Health Communication*, 34(10), 1212-1221.
- Dudo, A., Besley J.C, Kohlor, L., Koh, H., Copple, J., & **Yuan, S.** (2018). Microbiologists' public engagement views and behaviors. *Journal of Microbiology & Biology Education*. 19(1), 1-18.
- Peng, W., **Yuan, S.**, Ma, W. (2018). Moderating effects of app type on the intention of continued use of mobile apps among college students. *Int. J. Mobile Communications*. 16(6), 715-734.
- Besley, J.C., Dudo, A., & **Yuan, S.** (2018). Scientists' views about communication objectives. *Public Understanding of Science*. 27(6), 708-730.
- Besley, J.C., Dudo, A., & **Yuan, S.**, Lawrence, F. (2018). Understanding scientists' willingness to engage. *Science Communication*. 40(5), 559-590.
- Yuan, S.**, Besley, J., Lou, C. (2018). Does being a jerk work? Examining the effect of aggressive communication in the context of science blogs. *Journal of Risk Research*. 21(4), 502-520.
- 2017 **Yuan, S.**, Oshita, T., AbiGhannam, N., Dudo, A., Besley, J.C., Koh, H.E. (2017). Two-way communication between scientists and the public: a view from science communication trainers in North America. *International Journal of Science Education, Part B*. 7(4), 341-355.
- Kononova, A., **Yuan, S.** (2017). Take a break: Examining college students' multitasking activities during a study- or work- related task. *Journalism and Mass Communication Educator*. 72(2), 183-197.
- Kononova, A., **Yuan, S.**, Joo, E. (2017). The effects of argument quality, multitasking with Facebook, and polychronicity on health-protective behavioral intentions: reading about the flu online. *Health Communication*, 32(6), 759-767.
- 2016 Peng, W., Kanthawala, S., **Yuan, S.**, Hussain, S. (2016). A qualitative study of user perceptions of health and fitness mobile apps: Perceived benefits and barriers. *BMC Public Health*, 16(1), 1158.

- Kononova, A., Joo, E., **Yuan, S.** (2016). To switch or not to switch: Voluntary and forced multitasking with Facebook hinders recognition memory for the primary online task. *Computers in Human Behavior*, 65, 567-575.
- Besley, J., Dudo, A., **Yuan, S.**, Ghannam, N. (2016). Qualitative Interviews with Science Communication Trainers about Communication Objectives and Goals. *Science Communication*, 38(3), 356-381.
- Peng, W., **Yuan, S.**, Holtz, B. (2016). Exploring the challenges and opportunities of health mobile apps for individuals with Type 2 diabetes: a qualitative study. *Journal of Telemedicine and eHealth*, 22(9), 733-738.
- Yuan, S.**, Hussain, S., Hales, K., Cotten, S. (2016). What do they like? Communication preferences and patterns of older adults in the U.S.: The role of technology. *Educational Gerontology*, 42(3), 163-174.
- 2015 **Yuan, S.**, Ma, W., Kanthawala, S., Peng, W. (2015). Keep using my health apps: Discover users' perception of health and fitness apps with the UTAUT2 model. *Journal of Telemedicine and eHealth*, 21(9), 735-741.
- Kononova, A., **Yuan, S.** (2015). Double-dipping effect? How combining YouTube environmental PSAs with thematically congruent advertisement in different formats affects memory and attitude. *Journal of Interactive Advertising*, 15(1), 2-15.

Book Chapters

- Yuan, S.**, (2023). The Influence of Aggressive Communication Styles in Science Conversations. In Goodboy, A & Shultz, K (Ed). *Introduction to Communication Studies: Translating Scholarship into Meaningful Practice*. Kendall Hunt.
- Bennett, N., Dudo, A., **Yuan, S.**, Besley, J. (2019). Scientists, trainers, and the strategic communication of science. In Newman, T. (Ed.) *Theory and best practices in science communication training* (p.9-31). New York, NY: Routledge.

Peer-Reviewed Conference Paper

- Chu, H., Men, L. R., Liu, S., & **Yuan, S.** (2025, May). *Source heuristics and consequences of detecting AI-generated self-presentations* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Qian, X., **Yuan, S.**, & Bao, L. (2025, May). *Exploring flow: Understanding user interaction with science short videos* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Coman, I. A., Tsai, J.-Y., & **Yuan, S.** (2025, May). *Solving or causing polarization: Centering the role of political identity in CSA perceptions and expectations among politically polarized publics* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Yuan, S.**, & Chu, H. (2025, May). *Meeting expectations: Exploring public perceptions of corporate and governmental carbon reduction through expectancy violation* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.

- presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Liu, S., Chu, H., **Yuan, S.**, & Men, L. R. (2025, May). *Did AI write this? Effects of user experience and AI readiness on detecting AI-generated content* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Yuan, S.**, Bao, L., & Shao, A. (2025, May). *Human-machine justice in disaster response: How AI chatbots influence risk perception and public behavior* [Conference presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, United States.
- Yuan, S.** (2025, May). Exploring public engagement gratification in science videos. Manuscript presented at 2025 PCST biannual conference. Aberdeen, UK.
- Yuan, S.**, Bao, L. (2024, Dec.). Achieving Effective Two-Way Communication with AI Chatbots: Applications in Natural Disaster Communication. Manuscript presented at 2024 Society for Risk Analysis annual conference, Austin, TX.
- Yuan, S.**, Chu, H. (2024, Dec). Assessing Effects of Corporate Carbon Reduction Efforts via Public Expectation Violation. Manuscript presented at 2024 Society for Risk Analysis annual conference, Austin, TX.
- Chu, H. **Yuan, S.**, (2024, Dec). Public Perception of Carbon Emission Reduction Strategies: A Moral Psychological Perspective. Manuscript presented at 2024 Society for Risk Analysis annual conference, Austin, TX.
- Yuan, S.**, Chu, H. (2024, Aug). Whose Green Is Greener? Examining the Effects of Corporate's Insetting and Offsetting Carbon Emission Efforts on Purchase Intention. Manuscript presented at 2024 AEJMC annual conference, Philadelphia, PA.
- Chu, H., **Yuan, S.** (2024, Aug). Carbon credit does not buy moral credit: Licensing and hypocrisy of offsetting and reduction. Manuscript presented at 2024 AEJMC annual conference, Philadelphia, PA.
- Lu, H., **Yuan, S.** (2024, Jun). I know it's a deepfake": The role of AI disclaimers and comprehension in the processing of deepfake parodies. Manuscript presented at 2024 ICA annual conference. Gold Coast, Australia.
- Yuan, S.**, Chu, H (2023, Dec). Licensed to greenwash? Investigating corporations' approach to sustainability communication. Manuscript presented at 2023 Society of Risk Analysis annual conference, Washington DC.
- Yuan, S.**, (2023, Dec). Exploring weather information seeking and processing among Illinois Farmers. Manuscript presented at 2023 Society of Risk Analysis annual conference, Washington DC.
- Qian, X., **Yuan, S.** (2023, Aug). AI-powered mental health communication: Examining the effects of expectations on health behavioral intentions. Manuscript presented at 2023 AEJMC annual conference, Washington DC.
- Chen, Y., Tsai, J., **Yuan, S.** (2023, Aug). Network corporate advocacy in a polarized public arena: Analyzing a social advocacy network of US Fortune 500 companies on controversial issues. Manuscript presented at 2023 AEJMC annual conference, Washington DC.
- Yuan, S.** (2023, May). "Combat" Climate Change Misinformation: Examining the Effects of Aggressive Misinformation and Correction on Sharing Intention via Communicator Bias. Manuscript presented at 2023 International Communication Association annual conference, Toronto, Canada.

- Tsai, J., **Yuan, S.**, Coman, I. (2023, May). Developing an Issue-Driven Framework of Corporate Sociopolitical Activism: The Role of Solution Responsibility and Consumer Expectations. Manuscript presented at 2023 International Communication Association annual conference, Toronto, Canada.
- Yuan, S.**, Duan, R. (2023, May). Communicating E-cigarette on Instagram: Exploring the Effects of Emotional and Informational Anti-e-cigarette Visual Imagery. Manuscript presented at 2023 International Communication Association annual conference, Toronto, Canada.
- Chen, Y., **Yuan, S.**, Meng, J. (2023, May). The effects of message imitation and network structural mechanisms. Manuscript presented at 2023 International Communication Association annual conference, Toronto, Canada.
- Yuan, S.**; Chen, Y; Vojta, S; Chen, Y (2022, May). More Aggressive, More Retweets? Exploring the Effects of Aggressive Climate Change Messages on Twitter. Manuscript presented at 2022 International Communication Association Annual Conference, Paris, France.
- Chen, Y; **Yuan, S.**; Chen, Y; Vojta, S (2022, Aug). Serial participants and evolution of aggressive conversation networks about climate change on twitter. Manuscript presented at 2022 Association for Education in Journalism and Mass Communication, Detroit, MI.
- Yuan, S.**, Chu, H. (2021, Nov). Vaccine for yourself, your community or your country? Examining audiences' response to distance framing of COVID-19 vaccine messages" National Communication Association Annual Conference.
- Yuan, S.**, Hang, Lu (2021, May). Style matters: Communicating vaccination through aggressive and humorous YouTube videos. International Communication Association annual conference. Virtual.
- Yuan, S.**, Kuehl, C (2021, May). The planets on f*cking fire": Exploring the influence of aggressive and target framing messages on pro-environmental behaviors. International Communication Association annual conference. Virtual.
- Chu, H., **Yuan, S.**, Liu, S (2020, Dec). From your not-so-friendly neighborhood doctor: style, distance and risk communication in the time of COVID-19. Paper presented at Society for Risk Analysis Annual conference.
- Yuan, S.**, Duan, R (2020, Dec). To be worth a thousand words, explore the effects of emotional and informational images in anti-e-cigarette Instagram message. Paper presented at Society for Risk Analysis Annual conference.
- Yuan, S.**, Kuehl, C. (2020, Dec). Blaming the politicians? Exploring the effects of aggressive message in water conservation debate. Paper presented at Society for Risk Analysis Annual conference.
- Yuan, S.**, Besley, J. (2020 Aug). Understanding Science Bloggers' View and Approach to Strategic Communication: A Qualitative Interview Study. Paper presented at AEJMC annual conference.
- Yuan, S.**, Lu, H. (2019, Aug). "It's global warming, stupid": Aggressive communication styles and political ideology in science blog debates about climate change. Paper was presented at the Association for Education in Journalism and Mass Communication Annual Conference (AEJMC 2019) in Toronto, Canada.
- Lu, H., Yuan, S. (2020, May). What motivates climate change victim message sharing? Exploring the role of compassion, sadness, and enjoyment. Paper presented at International

- Communication Association annual conference.
- Yuan, S.,** Lou, C. (2019, Aug). A new era of para-social relationship: Mapping the value of social media influencers. Paper was presented at the Association for Education in Journalism and Mass Communication Annual Conference (AEJMC 2019) in Toronto, Canada.
- Yuan, S.** (2019, May). Be transparent during crises: Communicative transparency across organizations. Paper will be presented at International Communication Association (ICA) Annual Conference in Washington, DC.
- Yuan, S.** Besley, J.C., Dudo, A. (2019, May). Organizational support for science communication: A survey of scientific societies. Paper will be presented at International Communication Association (ICA) Annual Conference in Washington, DC.
- Yuan, S.,** Lu, H., (2018, Dec). No more niceness? Aggressive communication styles in climate change debates. Paper presented at Society for Risk Analysis (SRA) Annual Conference in New Orleans, LA.
- Yuan, S.,** Besley, J.C., Dudo, A. (2018, Aug). Engagement in Science: Exploring the view and engagement practice of scientists from different organizations. Paper was presented at the Association for Education in Journalism and Mass Communication Annual Conference (AEJMC 2018) in Washington D.C.
- Yuan, S.,** Dudo, A. (2018, Aug). Scientific societies' support for public engagement: An interview study. Paper was presented at the Association for Education in Journalism and Mass Communication Annual Conference (AEJMC 2018) in Washington D.C.
- Yuan, S.,** Besley, J., Ma, W. (2018, May). Should scientists talk about GMOs nicely? Exploring the effects of communication styles in GMO debate. Paper presented at International Communication Association (ICA) annual conference, Prague, Czech Republic.
- Yuan, S.,** Besley, J., Ma, W. (2018, May). Be nice or not? Understanding the effects of aggressive and polite communication styles in child vaccination. Paper presented at International Communication Association (ICA) annual conference, Prague, Czech Republic.
- Chen, L., **Yuan, S.** (2018, Mar). In Influencers, I Trust: How Social Media Influencer Content Value and Influencer Credibility Affect Consumers' Trust in Branded Content, Brand awareness, and Purchase Intentions. Paper presented at American Academy of Advertising annual conference, New York, NY.
- Koh,H., Dudo, A., Besley, J., **Yuan, S.** (2018, Feb). An Exploration of Normative Influence in Geoscientists' Willingness to Engage with the Public based on Three Communication Channels: Face-to-Face, Mediated, and Online Communication. Paper presented at AAAS annual conference, Austin, TX.
- Koh, H., **Yuan, S.,** AbiGhannam, N., Besley, J., & Dudo, A. (2017, August). "*Normative influence in scientists' willingness to engage with the public: Expanding the theory of normative social behavior (TNSB)*" Paper was presented at the Association for Education in Journalism and Mass Communication Annual Conference (AEJMC 2017) in Chicago, IL.
- Yuan, S.,** (2017, Aug). A Comparison between Scientists' and Communication Scholars' Views

- about Scientists' Engagement with the Public. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Chicago, IL.
- Besley, J., Dudo, A., **Yuan, S.** (2017, Aug). Understanding Scientists' Willingness to Engage. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Chicago, IL.
- Besley, J., Dudo, A., **Yuan, S.** (2017, May). Geophysical, Geological and Ecological Scientists' Views about Communication Objectives. Paper presented at International Communication Association (ICA) annual conference, San Diego, CA.
- Yuan, S.**, Besley, J. (2016, Dec). The effects of audience knowledge and risk perceptions as moderators for risk communication about vaccine safety. Paper presented at Society of Risk Analysis (SRA) annual conference, San Diego, CA.
- Besley, J., **Yuan, S.**, Dudo, A. (2016, Dec). Scientists' willingness to partake in public engagement as a function of controversy and riskiness. Paper presented at Society of Risk Analysis (SRA) annual conference, San Diego, CA.
- Yuan, S.**, Oshita, T. (2016, Aug). Please share your voice: Examining the effect of Two-way communication approach in crisis response messages. (1ST place top student paper). Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Minneapolis, MN.
- Peng, W., **Yuan, S.**, Ma, W. (2016, Aug). Moderating effects of app type on intention of continued use of mobile apps among young adults. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Minneapolis, MN.
- Yuan, S.**, Oshita, T., Ghannam, N., Koh, H., Dudo, A., Besley, J. (2016, Jun). Two-way Communication between Scientists and the Public: A View from Science Communication Trainers. Paper presented at International Communication Association (ICA) annual conference, Fukuoka, Japan.
- Oshita, T., **Yuan, S.** (2016, Mar). The Impacts of Two-way Communication in Crisis Response: Integrating the Excellence Theory of Public Relations, the Situational Theory of Problem Solving (STOPS), and the TCC (Trust, Confidence, and Cooperation) Model. Paper presented at International Public Relations Research Annual conference, Miami, FL.
- Hussain, S., **Yuan, S.**, Hales, K., Cotten, S. (2016, Mar). Slow but Steady: Older adults' Facebook use for intergenerational communication. Paper presented at American Society on Aging 2016 Annual Conference, Washington, D.C.
- Besley, J., Dudo, A., **Yuan, S.**, Ghannam, N. (2015, Dec). Qualitative Interviews with Science and Risk Communication Trainers about Communication Goals. Paper presented at Society of Risk Analysis (SRA) 2015 Annual Conference, Arlington, VA.
- Peng, W., Kanthawala, S., **Yuan, S.**, Hussain, S. (2015, Nov). Qualitative study of user perceptions of health and fitness apps: Benefits and barriers. Paper presented at American Public Health Association (APHA) annual conference, Chicago, IL.
- Kononova, A., **Yuan, S.**, Joo, E., Rhee, S. (2015, Aug). The effects of argument quality,

- multitasking with Facebook, and polychronicity on health-protective behavioral intentions. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) annual conference, San Francisco, CA.
- Yuan, S.**, Hussain, S.; Hales, K., Cotten, S (2015, May). Discover the communication preferences and patterns among older adults. Paper presented at International Communication Association (ICA) annual conference, San Juan, Puerto Rico.
- Besley, J., **Yuan, S.**, Zahry, N., Oshita, T (2015, May). Does being aggressive work? Examining the impact of aggressive communication in the context of nuclear energy. Paper presented at International Communication Association (ICA) annual conference, San Juan, PR.
- Hales, K., Hussain, S., **Yuan, S.**, Cotten, S. (2015, Mar). Communication contact and preferences among older adults: the role of technology. Paper presented American Society on Aging (ASA) annual conference. Chicago, IL.
- Yuan, S.**, Alhabash, S (2014, Aug). Effects of source credibility and virality on evaluations of crisis response strategies via Facebook. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Montreal, Canada.
- Yuan, S.**, Kononova, A (2014, Aug). Take a break: Examining college students' multitasking activities during study or work related task. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Montreal, Canada.
- Yuan, S.**, Joo, E., Kononova, A (2014, Jun). Double-dipping effect: Pairing persuasive YouTube videos with congruent and incongruent advertisements in different formats affects memory and attitudes of Internet users. Paper presented at International Conferences on Research in Advertising, Amsterdam, Netherlands.
- Yuan, S.**, Huh, J (2014, Nov). A discovery of health information seeking from online health community: content analysis of WebMD.com. Paper accepted by American Medical Informatics Association (AMIA) annual conference. Washington, D.C.
- Yuan, S.**, Besley, J (2014, Dec). New motivation for risk information seeking: the priming effects on activating risk information search. Paper presented at Society of Risk Analysis (SRA) annual conference, Denver, CO.
- Oshita, Y., **Yuan, S** (2014, Dec). See you there, again: Evaluate the success of science festival. Paper presented at the Society of Risk Analysis (SRA) annual conference, Denver, CO.
- Kononova, A., **Yuan, S.**, Joo, E (2014, May). Extended abstract: Goal refreshing and stimulation: Can media multitasking help keep focus while reading health-related information online? Paper presented at International Communication Association (ICA) annual conference, Seattle, WA.
- Tandoc, E., Takahashi, B., Laeeq, K., Oshita, T., Ran, D., **Yuan, S** (2014, Nov). Social media uses in environmental risks and crises: Reviewing the past and developing new theoretical considerations. Paper presented at National Communication Association (NCA) annual conference, Chicago, IL.

Saleem, A., McAlister, A., Hagerstrom, A., Quilliam, E., **Yuan, S.**, Rifon, N., Richards, J (2012, Aug). Between “Likes” and “Shares”: Effects of Emotional Appeal and Virality of Social Marketing Messages on Facebook. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Chicago, IL.

Commissioned Reports

- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, July). 2015/2016 Survey of ACS Members’ Public Engagement. Report in support of the American Chemical Society.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, July). 2016 Survey of ASBMB Members’ Public Engagement. Report in support of the American Society for Biochemistry and Molecular Biology.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, July). 2016 Survey of ESA Members’ Public Engagement. Report in support of the Ecological Society of America.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, May). 2015 Survey of GSA Members’ Public Engagement. Report in support of the Geological Society of America.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, March). 2015 Survey of APSA Members’ Public Engagement. Report in support of the American Political Science Association.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, March). 2015 Survey of AAAS Members’ Public Engagement. Report in support of the American Association for the Advancement of Science’s Center for Public Engagement with Science and Technology.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, March). 2015 Survey of ASM Members’ Public Engagement. Report in support of the American Society for Microbiology.
- Besley, J. C., Dudo, A., & **Yuan, S.** (2016, March). 2016 Survey of AGU Members’ Public Engagement. Report in support of the American Geophysical Union.

Awards or Honors

- 2020- 2021; 2023-2024. Page Center Legacy Scholar
- 2020. Journalism & Mass Communication Quarterly. Best article of the year finalist
- 2019-2020. NIU PI Academy External Mentorship Program
- 2019. Advertising Education Foundation Visiting Professor Program
- 2019. Journal of Interactive Advertising. Best article of the year.
- 2016, Public Relations Division Best Student Paper (1st place) Award at Association for Education in Journalism and Mass Communication, Minneapolis, MN
- 2016, Marie Louise Gephart Donnell outstanding Ph.D. student scholarship
- 2015, Marie Louise Gephart Donnell outstanding Ph.D. student scholarship
- 2014, Marie Louise Gephart Donnell outstanding Ph.D. student Scholarship
- 2016, Travel Grant Award Recipient, Association for Education in Journalism and Mass Communication, Minneapolis, MN
- 2015, Travel Grant Award Recipient, ICA San Juan, Puerto Rico
- 2015, Travel Grant Award Recipient, Environmental Science and Policy Program (ESPP)

- 2014, Travel Grant Award Recipient, Society of Risk Analysis (SRA) Denver
- 2014, Travel Grant Award Recipient, ICA Seattle, WA

Courses Taught

Northern Illinois University

- 2020- Special Topic: Science of Science Communication (Graduate)
- 2020- Environment, Health, and the Media (undergraduate)
- 2019- Independent study
- 2019- Public Relations Theory, Concept and Case (Graduate)
- 2018- Public Relations Writing (undergraduate)
- 2018- Advanced Public Relations (undergraduate)
- 2017- Principles of Public Relations (undergraduate)

Michigan State University

- 2016-2017 Advertising and Society (undergraduate)
- 2014-2016 Media Planning and Buying (undergraduate, Teaching Assistant)

Service

Conference officer Chair (2023 -2024), Society for Risk Analysis (SRA), Risk Comm Division
Social media committee (2019 -2022), AEJMC ComSHER division
Secretary (2022 - 2023), AEJMC ComSHER division
PF&R Chair (2023 -2024) AEJMC ComSHER division
Teaching Chair (2024-2025)AEJMC ComSHER division

Grant Reviewer National Science Foundation ad-hoc reviewer
National Science Foundation panel reviewer (EDU/DRL)
Natural Sciences and Engineering Research Council of Canada

Department, college, & University NIU:
2023- Steering committee- Northern Illinois Center for Community Sustainability
2023- Executive committee - Institute for the Study of Environment Sustainability & Energy
2023- DEI Executive committee – College of Liberal Arts and Sciences
2017- Department of Communication Graduate Committee
2021- Department Technology Committee
2021 Search committee - Director Institute for the Study of Environment, Sustainability & Energy
2017-2020 PRSSA faculty advisor
MSU:
2014- 2017 Graduate student representative

2013- 2017 Manager -SONA online human subject system

Journal Journal of Communication
Reviewer Human Communication Research
 Risk Analysis
 Public Understanding of Science
 Journal of Advertising
 Health Promotion Practice
 Science Communication
 Computers in Human Behavior
 Asian Journal of Communication
 Health Communication
 Media and Communication
 Internal Journal of Advertising
 Environmental Communication
 Journal of Science Communication
 International Journal of Science Education, Part B

Student **Chair**
Advising

- Charles Afful Maccarthy (Communication), 2026
- Xuan Qian (Communication), 2024 – *Thesis: The Role of Message Frames in Expectancy-Value Based Weight Management Intentions*
- Menghieng Ngor (Communication), 2024 – *Thesis: The Impact of Political Content Consumption from TikTok on Civic Engagement and Online Political Participation Among Gen Zs: A Case Study in Cambodia*
- Alexandria Tintlemaun (Communication), 2024 – *Comprehensive Exam*

Committee Member

- Kendall Rugebregt (Communication), 2023 – *Comprehensive Exam*
- Miftahul Jannat Mokarrama (Computer Science), 2023 – *Thesis: Measuring the Impact of Youth Research in the US Policy Documents*
- Cole Freeman (Computer Science), 2022 – *Thesis: The Emotions of Science: Using Social Media to Gauge Public Emotions Toward Research Topics*
- Ashiqur Rahman (Computer Science), 2022 – *Thesis: Analyzing Twitter Data to Identify (De)motivating Topics Related to COVID-19 Vaccine and the Role of Twitter Bots in It*
- Nicole Heffron (Communication), 2021 – *Comprehensive Exam*

- Professional Affiliations**
- 2014- Association for Education in Journalism and Mass Communication
 - 2014- International Communication Association (ICA)
 - 2014- Society for Risk Analysis (SRA)

Workshop Talk, &Activities

- 2025. **Moderator**, *Teaching Panel: Leveraging Large Language Models (LLMs) in the Classroom: Strategic Approaches for Faculty and Students*. Sponsored by the Communication Technology and Communicating Science, Health, Environment, and Risk Divisions. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA, August 2025
- 2023-2025. Secretariat General of the House of Representatives of the Republic of Indonesia Legislative Management Training
- 2023. Science communication training - NIU Trek Talk (Scientist- public engagement event)
- 2023. Science Communication Summit: Connecting Basic Science to Popular Science. Department of Energy
- 2022. Research seminar at Peking University HSBC business school (virtual)
- 2021. Science Communication Month, University of Calgary, Canada (virtual)
- 2020. South China University of Technology, China (virtual)
- 2019. Advertising Education Foundation visiting professor program. Chicago, IL
- 2018. China Research Institute for Science Popularization, Beijing, China.
- 2018. Organizational support for public engagement. Kavli Foundation. Chevy Chase, MD

Media mention

- Dolan, E (2021, Feb). New “COVIDiot” study explores the impact of using an aggressive style to convey public health messages. PsyPost.org
- Besley, et al., (2019, Jan). Calling it a ‘war on science’ has consequences. TheConversation.com
- Besley, et al., (2017, Sep). Science communicators must consider short-term objectives while keeping their eyes on the prize. TheConversation.com

Industry Experience

- 2012 -2013 E-learning Project Consultant, Office for Inclusion and Intercultural, MSU
- 2012- 2013 Communication and Marketing Executive, Leona Group; East Lansing, MI
- 2011-2011 Sports presentation director, 2011World University Olympic Games; Shenzhen, China
- 2010 -2011 Account Executive, Young & Rubicam Advertising Agency; Guangzhou, China
- 2010 -2011 Sports presentation deputy manager, 2010 Asian Olympic Games; Guangzhou, China