

XIAO Fan 肖凡

Postdoctoral Fellow

Department of Media Studies | Amsterdam School for Cultural Analysis

University of Amsterdam

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Research Interests

Creative Media, Grassroots Communities, Popular Gender Discourses, Creative Methodology

Professional Experiences

- **Postdoctoral Researcher** | Aug 2024 – present
Department of Media Studies, University of Amsterdam
Project: Resilient Cultures: Music, Art, and Cinema in Hong Kong and Mainland China
Principal Investigator: Prof. Jereon de Kloet
Funded by the European Research Council
- **Part-time Lecturer** | Jan 2024 – June 2024
School of Communication, Hong Kong Baptist University | AIDM7010 Media Psychology
- **Part-time Lecturer** | Sep 2023 – Jan 2024
Faculty of Social Science and Humanities, Beijing Normal - Hong Kong Baptist University | COMM7630 Qualitative Research Methods
- **Editorial Assistant** | Aug 2022 – Aug 2024
Communication & Society published by The Chinese University of Hong Kong Press
- **Research Assistant** | Jul 2018 – Aug 2018
Department of Economics, The Hong Kong University of Science and Technology
Project: Designing Performance Indicators for Career Incentives
Supervisor: Prof. Guojun He

Education

- **PhD Communication Studies**. Hong Kong Baptist University (HKBU) | 2019 - 2024
Supervisor: Dr. Dominic Yeo
Thesis: Consumerist Feminism in China: Women and Beauty Culture in E-commerce Live-Streaming
- **MA Global Communication**. The Chinese University of Hong Kong (CUHK) | 2017 - 2018
Thesis supervisor: Dr. Lokman Tsui
- **BA Journalism**. Sun Yat-sen University (SYSU) | 2013 – 2017
Thesis supervisor: Dr. Haiyan Wang

Journal Publications

- Qin, A. Y., Xiao, F., & Dai, L. (2025). Tell China's conspiracy well: Networks and narratives of anti-CCP YouTube conspiracy theorists. *Convergence*, <https://doi.org/10.1177/13548565251392612>
- Tse, T. & Xiao, F. (2025). "The last thing I would think about is how to dispose of it": Fashion competence and the circularity of inactive wardrobe items [co-first author]. *European Journal of Cultural Studies*, <https://doi.org/10.1177/13675494251343800>

- Xiao, F. & Huang, Y. (2024). From digital satire to feminist counterpublic discourse: A study of participatory mashups in china during the Covid-19 pandemic. *Global Storytelling: Journal of Digital and Moving Images*, <https://doi.org/10.3998/gi.5599>
- Xiao, F. & Yeo, T. E. D. (2024). Peer appraisal, participatory surveillance, and experiential mentoring: explicating communicative practices of participatory learning in an online support group for people with binge experiences. *Chinese Journal of Communication*, <https://doi.org/10.1080/17544750.2024.2333554>
- Xiao, F. (2024). Moderating for a friend of mine: Content moderation as affective reproduction in Chinese live-streaming. *Media, Culture & Society*, 46(1), <https://doi.org/10.1177/01634437231188465>
- Xiao, F. (2023). “We are snowflakes”: Minor transnationalism and the cultural resilience of slash fanfiction community in China. *Global Media & China*, 8(4), <https://doi.org/10.1177/20594364231188350>
- Chu, T. H. & Xiao, F. (2022). Applying stages of change model to examine online peer communication on binge eating. *Health Communication*, <https://doi.org/10.1080/10410236.2022.2129640>

Invited Lectures & Workshops

Digital Methods – ERC Methods Training Series, University of Amsterdam, Sep - Dec 2025

Minor Transnationalism & Cultural Resilience of Slash Fanfiction in China, University of Amsterdam, Nov 2025

Fan labor & digital media, Beijing Language and Culture University, Mar 2025

Qualitative analysis using MaxQDA, Beijing Normal-Hong Kong Baptist University, Apr 2025

Online celebrities and fandom culture, Hong Kong Baptist University, Mar 2025

Digital labor and platform economy, The University of Hong Kong, Apr 2024

Digital methods, Hong Kong Baptist University, Oct 2024

Visual network analysis, University of Wisconsin, Madison, Sep 2023

Cultural studies, Beijing Normal-Hong Kong Baptist University, Nov 2023

Conference Presentations (selected)

- Xiao, F. (2025). Materiality of trust: E-commerce beauty culture of young Chinese women. Paper presented at the *2025 Association of Internet Researchers Conference*, Niterói, Rio de Janeiro, Brazil.
- Xiao, F. (2025). Roundtable: Culture and Critique in Dangerous Times (role: chair and presenter). *Inter-Asia Cultural Studies (IACS) 2025 Conference*, Walailak University, Nakhon Si Thammarat, Thailand
- Xiao, F. & Yeo, T. E. D. (2024). A representative for all girls? The soft masculinity of male e-commerce streamers in the case of Li Jiaqi. Paper presented at the *74th Annual International Communication Association (ICA) Conference*, Gold Coast, Australia
- Huang, X., Xiao, F. & Fang, K. (2024). Who speaks for my childbirth? A mixed-method analysis of journalistic sourcing of reproduction issues in China between 2013 and 2022. Poster presented at the *74th Annual International Communication Association (ICA) Conference*, Gold Coast, Australia
- Xiao, F. (2023). Minor transnationalism and the slash fanfiction community in China. Paper presented at the *73rd Annual International Communication Association (ICA) Conference*, Toronto, Canada

- Xiao, F. (2022). Affective labor of reproducing atmosphere: Volunteer content moderation in Chinese game live-streaming. Paper presented at *the 72nd Annual International Communication Association (ICA) Conference*, Paris, France.
- Xiao, F., & Yeo, T. E. D. (2022). Social media strategies of information sharing and knowledge management: Qualitative analysis of a binge eating online forum as a community of practice. Poster presented at *the 72nd Annual International Communication Association (ICA) Conference*, Paris, France.
- Qin, A. Y., Xiao, F., & Dai, L. (2022). Tell China's story well: Anti-CPC YouTube influencers and their audience. Paper presented at *the 108th Annual National Communication Association (NCA) Conference*, New Orleans, USA.
- Xiao, F. (2021). “There has to be someone to speak up”: Participatory mashup as a symbolic resistance in China. Paper presented at *the 71st Annual International Communication Association (ICA) Conference*, Online.
- Xiao, F., Chen, D., & Qin, A. Y. (2021). Youth media consumption and creative pre-political resistances in China. Panel presented at *the #YouthMediaLife 2021 Conference*, University of Vienna, Online.
- Xiao, F. (2018). Do Internet users care about where their data are stored? An exploratory study of Internet users’ online privacy concern in China. Paper presented at *the 2018 International Chinese Sociological Association (ICSA) Asia Conference*, Hong Kong SAR, China.

Awards & Fellowships

2023 COMS Excellent Student Research Project Paper Award (HK\$4,000)

2023 Communication Postgraduate Student Research Grant, HKBU (HK\$ 8,000)

2019 – 2023 Postgraduate Studentship, HKBU

2018 Dean’s List, Faculty of Social Science, CUHK

2017 Recognition of Academic Excellence, School of Journalism & Communication, CUHK

2016 Best Graduation Project, School of Communication & Design, SYSU

2015 First Prize, Social Research Contest on Public Administration, Guangdong Province, China

2015 Second Prize Scholarship, School of Communication & Design, SYSU

Research Skills & Language Proficiency

Qualitative research: Digital ethnography, in-depth interview, reflexive thematic analysis

Digital methods: Natural language processing, social network analysis, visual network analysis

Programming: R, Python

Language proficiency: Mandarin (native), Cantonese (native), English (full professional proficiency)