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Research Interests

- Persuasion
- Health Communication
- Science Communication
- Information and Communication Technology

Refereed Journal Articles

Li, Z., & Shi, J. (2025) Message effects on psychological reactance: Meta-analyses. *Human Communication Research*. Online advance publication. https://doi.org/10.1093/hcr/hqaf016

Shi, J., Xia, X., Zhuang, H., **Li, Z**.*, & Xu, K. (2025). Empowering individuals to adopt artificial intelligence for health information seeking: A latent profile analysis among users in Hong Kong. *Social Science & Medicine*, *375*, Article 118059. https://doi.org/10.1016/j.socscimed.2025.118059

Li, Z., Shi, J., Zhao, Y., Zhang, B., & Zhong, B. (2024). Indirect media effects on the adoption of artificial intelligence: The roles of perceived and actual knowledge in the influence of presumed media influence model. *Journal of Broadcasting & Electronic Media*, *68*(4), 581–600. https://doi.org/10.1080/08838151.2024.2377244

Shi, J., **Li, Z**., Chen, L., & Tang, H. (2023). Individual and collective actions against climate change among Chinese adults: The effects of risk, efficacy, and consideration of future consequences. *Science Communication*, *45*(2), 195–224. https://doi.org/10.1177/10755470231151452

Conference Paper Presentations

Li, Z., Zhuang, H., Xia, X., & Shi, J. (2025, July). *When promoting the influenza vaccination backfires: The roles of psychological reactance, message fatigue, and normative perceptions*. Paper accepted for presentation at the International Association for Media and Communication Research Conference, Singapore.

Shi, J., Xia, X., Zhuang, H., **Li, Z.** (2025, June). *Adopting artificial intelligence for health information seeking: a latent profile analysis*. Paper presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.

Sun, Y., **Li, Z.**, & Wang, X. (2025, June). *Charting the terrain of narrative persuasion: A meta-review of 17 meta-analyses*. Paper presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.

Wang, L., **Li, Z.**, Li, Y., Yin, H., Wang, X., & Sun, Y. (2024, June). *Mapping the landscape of human papillomavirus (HPV) vaccine communication: An umbrella review*. Paper accepted for presentation at the International Association for Media and Communication Research Conference, Christchurch, New Zealand.

Cheng, Y., **Li, Z.**, & Shi, J. (2024, June). *A systematic review of moderators of normative influences*. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

Li, Z. & Shi, J. (2024, June). *Message effects on psychological reactance: A meta-analytic review*. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

Li, Z. (2023, May). *Understanding the effects of presumed media influence: A systematic review.* Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.

Shi, J., Smith, S. W., Su, Y., & **Li, Z**. (2023, May). *Peer normative social influence about vaping in China: An expansion of the "peer communication" conceptualization*. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.

Shi, J., **Li, Z.**, Chen, L., & Tang, H. (2022, August), *Predicting Individual Behavior and Collective Action Against Climate Change: Extending the RPA Framework*. Paper presented at the Association for Education in Journalism and Mass Communication Conference 2022. Detroit, USA