

Yan XU (Fiona) 許妍

Ph.D. Candidate

Bachelor of Arts

Qingdao University, Qingdao, China

Master of Communication and Media

Rutgers University, New Jersey, United States

Email Address:

YanXuFiona@life.hkbu.edu.hk

LinkedIn

www.linkedin.com/in/yan-xu-fiona

Research Interests:

Family Communication

Digital Media and Society

Qualitative Research

Book Chapter

Lee, L. W. Y., Mak, A. K. Y., & **Xu, Y.** (in press). *Stakeholder-Dialogic Approach on Green Performance: Big Data Sentiment Analysis of FTSE 100 Firms' Climate Action*. In *The Palgrave Handbook of Green HRM*. Palgrave Macmillan.

Conference Paper Presentation

Xu, Y. (2026, July). *The "Big Sister" Lifecycle: Intimacy, Exhaustion, and Disposability in Douyin Streaming*. Paper was presented within the programme of the Audience Section at the 2026 conference of the International Association for Media and Communication Research - IAMCR 2026 - hosted in University of Galway, Ireland, 28 June – 2 July, 2026.

Xu, Y. & Wang, X. (2025, July). *Beyond Paper Pieces: A Digital Ethnography Exploring the Persistence and Symbolism of Photocard Culture in China*. Paper was presented within the programme of the Popular Culture Working Group at the 2025 conference of the International Association for Media and Communication Research - IAMCR 2025 - hosted in Singapore by Nanyang Technological University, July 13-17, 2025.

Ao, S. H., Mak, A. K. Y., **Xu, Y.** (2025, July). *Emotion-Based Social-Mediated Crisis Communication Research Development: A Systematic Review*. Paper was presented within the programme of the Crisis, Security and Conflict Communication Working Group at the 2025 conference of the International

Association for Media and Communication Research - IAMCR 2025 - hosted in Singapore by Nanyang Technological University, July 13-17, 2025.

Xu, Y. & Shi, X. (2024, June). *Navigating Live Commerce Crisis Communication in the Post-COVID Era: Public Relations Lessons from the Florasis Eyebrow Pencil Incident*. Extended abstract to be presented at the 2024 ICA Preconference 'Impacts of Strategic Communication in an Interconnected World,' University of Technology Sydney, Australia, Jun 2024.

Mak, A. K. Y., Ao, S. H., **Xu,Y.**, Wang, Z. (2024, June). *Social-Mediated Polarizing Crisis Research: A Systematic Review on Theory Development and Case Analysis*. Paper to be presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia, Jun 2024.

Xu, Y. & Shi, X. (2024, June-July). *We share the same feelings: A Discourse and Frame Analysis of Weibo Responses in Two High-Profile Teen Bullying Cases*. Paper accepted at the 2024 International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.