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Research Interests:

- Persuasion
- Health, Environmental, Risk, Science (HERS) Communication
- Communication and Technology

Refereed Journal Article:

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, 118059.

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Zhuang, J., Shi, J., Rui, J., Xia, X., & Zeng, J. (2025). Refining the interaction between social norms and uncertainty about risk perceptions in health and environmental behaviors—A cross-cultural replication and extension. *Health Communication*, 1–14.

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Conference Paper Presentation:

Xia, X., Zhu, Y., & Shi, J. (2025, June 11-16). *The emergence and development of dynamic norms in environmental communication: A bibliometric analysis* [Paper presentation]. 75th Annual International Communication Association Conference (ICA), Denver, Colorado, USA.

Shi, J., Xia, X., Zhuang, H., & Li, Z. (2025, June 11-16). *Adopting Artificial Intelligence for Health Information Seeking: A latent profile analysis* [Paper presentation]. 75th Annual International Communication Association Conference (ICA), Denver, Colorado, USA.

Zhuang, J., Shi, J., Rui, J., **Xia, X.**, & Zeng, J. (2025). *Refining the interaction between social norms and uncertainty about risk perceptions in health and environmental behaviors – A cross-cultural replication and extension* [Paper presentation]. 75th Annual International Communication Association Conference (ICA), Denver, Colorado, USA.

Zhuang, J., Rui, J., Shi, J., Zeng, J., & **Xia, X.** (2025). *Normative compliance: Universal or culturally shaped? – Exploring the impact of cultural orientations on normative compliance in health and environmental contexts* [Paper presentation]. 75th Annual International Communication Association Conference (ICA), Denver, Colorado, USA.

Rui, J., Zhuang, J., Shi, J., Zeng, J., & **Xia, X.** (2025). *Collective efficacy mediates the relationship between perceived social norms and behavioral intention: Moderated by uncertainty avoidance and issues* [Paper presentation]. 75th Annual International Communication Association Conference (ICA), Denver, Colorado, USA.