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Research Interests:

- Public Relations
- Corporate communication
- Crisis Communication
- Health Communication

Refereed Journal Article:

Ye, Y., Li, Y., Yang, Z., & Gao, H. (2024). Perspectives on suicide among Chinese youth on internet platforms: A thematic analysis based on Comments from Bilibili users. *Death Studies*, 1-10.

Ye, Y., Wang, H., Ye, L., & Gao, H. (2024). Associations between Social Media Use and Sleep Quality in China: Exploring the Mediating Role of Social Media Addiction. *International Journal of Mental Health Promotion*, 26(5).

Ye, Y., Li, Y., Gao, H. (2024). Chinese young adults' perception of fertility: Emotional contagion in fertility policy discussions on Sina Weibo. *Social behavior and Personality* . 52(3), 13034E-13041E.

Ye, L., **Ye, Y.,** & Gao, H. (2023). Effectiveness of social video platforms in promoting smoking cessation among youth: A content-specific analysis of smoking cessation topic videos on the social platform Bilibili. *Tobacco Induced Diseases*, 21.

Conference Paper Presentation:

Han, B., **Ye, Y.,** Cao, R., Zhuang, H. (2025, June 12-16). *CSR Attributions and Crisis Types: Effects on Public Trust and Purchase Intentions* [Paper presentation]. International Communication Association (ICA), Denver, United States.