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Bachelor of Arts

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Master of Communication and Media

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Research Interests:

- Family Communication
- Digital Media and Society
- Qualitative Research

Conference Paper Presentation

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.

Xu, Y. (2023, July). *Emotional expression in social media: Analysis of the emotions expressed by netizens on Weibo and Twitter during the "Xinjiang Cotton" incident*. Paper accepted at the 2023 International Association for Media and Communication Research (IAMCR), Lyon, France.

Xu, Y. (2022, November). *Cyberbullying under COVID-19: Evaluating the effectiveness of cyberbullying prevention measures by social media platforms*. Paper to be presented at 2022 Australia & New Zealand Communication Association Conference.