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Research Interests:

- International communication
- Platformization of Journalism
- Media Effects

Refereed Book:

Luqiu, L. R., & Zhao, Y. (2026). *Chinese journalists turned YouTubers: Cases from Mainland China, Hong Kong, and Taiwan*. (1 ed.) (Routledge Focus on Journalism Studies). Routledge. <https://doi.org/10.4324/9781003658450>

Refereed Journal Article:

Xu, J., Yu, J., Zhou, W. A., Zhao, Y., & Shi, J. (2026). How corrective messages persuade in AI era: Message sidedness, source attribution, and psychological pathways in Health Misinformation Correction. *Front. Psychol.* 17:1800821. <https://doi.org/10.3389/fpsyg.2026.1800821>

Zhao, Y., Lin, Z., & Luqiu, R. L. (2026). How soft propaganda operates across the strait: Analysing the interplay between Taiwanese YouTubers and pro-Beijing news media. *Asian Studies Review*, 1-22. Advance online publication. <https://doi.org/10.1080/10357823.2026.2681167>

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 and Electronic Media*, 68(4), 581-600. <https://doi.org/10.1080/08838151.2024.2377244>

Conference Paper Presentation:

Zhao, Y., & Luqiu, L.R. (2026, August 5-8). *The duality of digital journalism: Recontextualizing professionals and platform-native commentators on YouTube* [Paper presentation]. 109th Association for Education in Journalism and Mass Communication Conference (AEJMC), New Orleans, Louisiana, United States.

Zhou, W., Xu, J., & **Zhao, Y.** (2026, June 4-8). *Restoring trust in the black box: How Explainable AI (XAI) rebuilds trust in automated journalism through transparency* [Paper presentation]. 76th Annual International Communication Association Conference (ICA), Cape Town, South Africa.

Xu, J., Zhou, W. A., Yu, J., & **Zhao, Y.** (2025, December 12-13). *Semantic mapping of the 'AI-Health' discourse on Weibo: A social computing analysis* [Paper presentation]. 6th International Conference on Social Computing (ICSC), Shanghai, China.

Zhang, B., Yang, L., **Zhao, Y.**, & Guo, S. Z. (2025, August 7-10). *US gun violence in the mind of Chinese netizens: The role of incidental exposure, news-finds-me (NFM) perception and need for cognition* [Paper presentation]. 108th Association for Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, California, United States.

Zhao, Y. (2025, July 13-17). *AI Anchors as transmitters of public diplomacy: Perceived credibility of environmental and political news in China* [Paper presentation]. International Association for Media and Communication Research Conference (IAMCR), Singapore.

Awards:

(2026, August) Third Place in Student Paper Competition, AEJMC Broadcast & Mobile Journalism Division, United States, August 5-8, 2026.

(2026, June) Dr. Wu Yee Sun Memorial Scholarship Fund, Hong Kong Baptist University, Hong Kong.