

# ZHOU, Xi Yuan

Ph.D. Student

## B.A. in Marketing

Shanghai Ocean University, Shanghai, China

## M.Sc. in Multimedia and Entertainment Technology

The Hong Kong Polytechnic University, Hong Kong

✉ 23483202@life.hkbu.edu.hk

## Research Interests:

- Health Communication
- Communication of Emerging Technologies
- Media Psychology
- Visual communication

## Refereed Journal Article:

Fung, T. K. F., Leung, H. M., **Zhou, X.**, & Zheng, S. (2025). "What might happen with generative AI?" Examining the role of prefactual thinking in the cognitive mediation model in the context of emerging technologies. *Science Communication*.  
<https://doi.org/10.1177/10755470251362368>

## Conference Paper Presentation:

**ZHOU, X.** & ZHU, C. (2024, March 29 - March 30). *How does the use of social media affect the mental health of adolescents?* [Paper presentation]. Emerging Media for Communicating SDGs (EMCSDGs), Hsinchu, Taiwan.

LYU, M. & **ZHOU, X.** (2024, June 30-July 4). *Unveiling Objectification in the Social Media Era: Exploring Gender Differences and User's Activity in Social Media Comment Sections* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

**ZHOU, X.** & QIU, Y. (2025, April 18 - April 19). *Understanding Public Perception of DeepSeek: A Text Mining Approach to Sentiment and Topic Analysis on Weibo* [Paper presentation]. Emerging Media for Communicating SDGs (EMCSDGs), Shanghai, China.

QIU, Y. & **ZHOU, X.** (2025, April 18 - April 19). *Political Cynicism in the Digital Age: A Systematic Review of Predictors and Outcomes* [Paper presentation]. Emerging Media for Communicating SDGs (EMCSDGs), Shanghai, China.

LU, Y., **ZHOU, X.**, & FENG, G. (2025, June 12 - June 16). *Self-disclosure and AI conversational agents in healthcare contexts: A systematic review and meta-analysis* [Paper presentation]. International Communication Association Annual Conference (ICA), Denver, United States.

Fung, K., Leung, H., **Zhou, X.**, & Zheng, S. (2025, August 08 - August 10). "What might happen with generative AI?": Examining the role of prefactual thinking in the cognitive mediation model in the context of emerging technologies [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, United States.

**Zhou, X.** (2025, August 08 - August 10). The path from depression to health behaviors: Insights from the stress and coping theory [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, United States.