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Research Interests:

- Health communication
- Persuasion
- Health psychology

Refereed Journal Article:

Zhou, Y., Chen, J., Guo, Z., & Xia, C. (2026). Examining the Effect of Multidimensional Distances on Antibiotic Risk Awareness and Preventive Behaviors. *Health Communication*, 1–14.

Chen, B. H. Y., **Zhou, Y.**, & Yang, L. (2026). The role of involution on Chinese youth pursuit of postgraduate education abroad: examine through the lens of normative social behaviour. *Asia Pacific Journal of Education*, 46(3), 905–918.

Conference Paper Presentation:

Chen, J., **Zhou, Y.**, Guo, S., & Xia, C. (2025). Examining the Effect of Multidimensional Distance Framing on Information-Seeking of Antibiotic Risk [Paper presentation]. International Association for Media and Communication Research (IAMCR), Singapore.

Chen, J., **Zhou, Y.**, & Xia, C. (2025). Examining the Effect of IP Location Display on Cross-cutting and Like-minded Discussions. International Association for Media and Communication Research (IAMCR), Singapore.

Zhou, Y., Chen, J., Guo, Z., Xia, C., & Lyu, S. (2024). Examine the Effect of Multidimensional Distances on Antibiotic Risk Awareness and Preventive Behaviors [Paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Denver.

Zhou, Y., Chen, J., Xia, C., & Guo, Z. (2024). Examine the effectiveness of distance cues on antibiotic risk perception [Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

Zhou, Y., Guo, Z., & Xia, C. (2023). Analysis of infodemic: A construal level of approach. [Paper presentation]. International Association for Media and Communication Research (IAMCR), Lyon, France.