

# ALVIN ZHOU

## Computational Social Science ∪ Strategic Communication

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## APPOINTMENTS

### University of Minnesota

- 2022+ Assistant Professor (Tenure Track), [The Hubbard School](#)  
Faculty Affiliate, [School of Statistics](#)  
Lab Affiliate, [Minnesota Computational Advertising Lab \(MCAL\)](#)

## EDUCATION

### University of Pennsylvania

- 2022 Ph.D. in Communication, The Annenberg School  
Concentration: Digital Media, Social Networks, & Computational Social Science  
Committee: Sandra González-Bailón, Yphtach Lelkes, & Michael X. Delli Carpini
- 2020 M.A. in Statistics and Data Science, The Wharton School
- 2019 M.A. in Communication, The Annenberg School

### University of Southern California

- 2017 M.A. in Strategic Public Relations, The Annenberg School  
Committee: Aimei Yang, Robert Kozinets, & Larry Gross

### Tsinghua University

- 2015 B.Eng. in Mechanical Engineering
- 2015 B.A. in Journalism

## PUBLICATIONS

<sup>E</sup> equal authorship | <sup>S</sup> student/mentee/advisee | <sup>C</sup> corresponding author when not lead-authored

### Journal Articles

- [15] Yang, A., Shin, J., Kim, H. M., **Zhou, A.**, Liu, W., Huang-Isherwood, K., Jang, E., Sun, J., Lee, E., Zhang, Y., & Dong, C. (2022+). Who says what in which networks: What influences social media users' emotional reactions to the COVID-19 vaccine infodemic? *Social Science Computer Review*.  
[SSCI, 2YIF 4.418, 5YIF 5.210] [\[doi\]](#)
- [14] Men, R. L., **Zhou, A.**, & Tsai, W.-H. S. (2022). Harnessing the power of chatbot social conversation for organizational listening: The impact on perceived transparency and organization-public relationships. *Journal of Public Relations Research*, 34(1-2), 20-44.  
[SSCI, 2YIF 4.167, 5YIF 5.730] [\[doi\]](#)

- [13] **Zhou, A.**, & Xu, S. (2022). Computer mediation vs. dialogic communication: How media affordances affect organization-public relationship building. *Public Relations Review*, 48(2), 102176. [SSCI, 2YIF 4.636, 5YIF 4.467] [\[doi\]](#) [\[preprint\]](#) [\[replication\]](#)
- [12] Shin, J., Yang, A., Liu, W., Kim, H. M., **Zhou, A.**, & Sun, J. (2022). Mask-wearing as a partisan issue: Social identity and communication of party norms on social media among political elites. *Social Media + Society*, 8(1), 20563051221086233. [SSCI, 2YIF 4.636, 5YIF 5.771] [\[doi\]](#)
- [11] Jaidka, K., **Zhou, A.**, Lelkes, Y., Egelhofer, J., & Lecheler, S. (2022). Beyond anonymity: Network affordances, under deindividuation, improve social media discussion quality. *Journal of Computer-Mediated Communication*, 27(1), zma019. [SSCI, 2YIF 7.432, 5YIF 10.170] [\[doi\]](#) [\[replication\]](#) [\[registration\]](#) [Lead Article]
- [10] **Zhou, A.**, & Xu, S. (2021). Digital public relations through the lens of affordances: A conceptual expansion of the dialogic principles. *Journal of Public Relations Research*, 33(6), 445-463. [SSCI, 2YIF 4.167, 5YIF 5.730] [\[doi\]](#) [\[preprint\]](#)
- [9] **Zhou, A.**, & Yang, A. (2021). The longitudinal dimension of social-mediated movements: Hidden brokerage and the unsung tales of movement spilloverers. *Social Media + Society*, 7(3), 20563051211047545. [SSCI, 2YIF 4.636, 5YIF 5.771] [\[doi\]](#) [\[replication\]](#)
- [8] Yue, C. A., Qin, Y. S., Vielledent, M., Men, R. L., & **Zhou, A.** (2021). Leadership going social: How U.S. nonprofit executives engage publics on Twitter. *Telematics and Informatics*, 65, 101710. [SSCI, 2YIF 9.140, 5YIF 8.456] [\[doi\]](#)
- [7] Yang, A., Shin, J., **Zhou, A.**, Huang-Isherwood, K. M., Lee, E., Dong, C., Kim, H. M., Zhang, Y., Sun, J., Li, Y., Nan, Y., Zhen, L., & Liu, W. (2021). The battleground of COVID-19 vaccine misinformation on Facebook: Fact checkers vs. misinformation spreaders. *Harvard Kennedy School (HKS) Misinformation Review*. [\[doi\]](#)
- [6] **Zhou, A.** (2021). Communicating corporate LGBTQ advocacy: A computational comparison of the global CSR discourse. *Public Relations Review*, 47(4), 102061. [SSCI, 2YIF 4.636, 5YIF 4.467] [\[doi\]](#) [\[preprint\]](#) [\[replication\]](#)
- [5] Wang, R., & **Zhou, A.** (2021). Hashtag activism and connective action: A case study of #HongKong-PoliceBrutality. *Telematics and Informatics*, 61, 101600. [SSCI, 2YIF 9.140, 5YIF 8.456] [\[doi\]](#)
- [4] **Zhou, A.** (2021). Causal effects of affordance change on communication behavior: Empirical evidence from organizational and leadership social media use. *Telematics and Informatics*, 59, 101549. [SSCI, 2YIF 9.140, 5YIF 8.456] [\[doi\]](#) [\[preprint\]](#) [\[replication\]](#)
- [3] Xu, S., & **Zhou, A.** (2020). Hashtag homophily in Twitter network: Examining a controversial cause-related marketing campaign. *Computers in Human Behavior*, 102, 87-96. [SSCI, 2YIF 8.957, 5YIF 10.097] [\[doi\]](#)
- [2] Jaidka, K., **Zhou, A.**, & Lelkes, Y. (2019). Brevity is the soul of Twitter: The constraint affordance and political discussion. *Journal of Communication*, 69(4), 345-372. [SSCI, 2YIF 5.750, 5YIF 8.609] [\[doi\]](#) [\[preprint\]](#) [\[replication\]](#) [Lead Article] [Media Coverage: [Washington Post](#), [Washington Examiner](#), [Phys.org](#)]
- [1] **Zhou, A.** (2019). Bring publics back into networked public relations research: A dual-projection approach for network ecology. *Public Relations Review*, 45(4), 101772. [SSCI, 2YIF 4.636, 5YIF 4.467] [\[doi\]](#) [\[preprint\]](#) [\[replication\]](#) [2020 PRIDE Article of the Year Award, Public Relations Division, NCA]

## Selected Ongoing Projects

- [8] **Zhou, A.**, Tsai, W.-H. S., & Men, R. L. (Under Review). Optimizing AI social chatbots to build consumer-brand relationships: The effects of profile design, communication strategies, and message framing.
- [7] **Zhou, A.**, Yang, T., & González-Bailón, S. (Under Review). The puzzle of misinformation: Exposure to unreliable content is higher among the better informed.
- [6] Wang, R., Liu, W., & **Zhou, A.** (Under Review). Mobilizing media attention in the era of networked publics: A contentious publicness framework.
- [5] **Zhou, A.**, Liu, W., & Yang, A. (Under Review). Playing politics or straight talk of science?: Comparing politicization of COVID-19 vaccines by U.S. politicians, medical experts, and government agencies on social media. [preprint] [replication]
- [4] Yang, A., **Zhou, A.**, Shin, J., Huang-Isherwood, K. M., Liu, W., Dong, C., Lee, E., & Sun, J. (Under Review). Sharing is caring?: How moral foundation frames drive the sharing of corrective messages and misinformation about COVID-19 vaccines.
- [3] Wang, R., **Zhou, A.**, & Dyer, T. (R&R). Division or solidarity? Analyzing #StopAsianHate narratives through a moral lens. *Chinese Journal of Communication*.
- [2] **Zhou, A.**, Capizzo, L. W., Page, T. G., & Toth, E. L. (R&R). Exploring public relations research topics and inter-cluster dynamics through computational modeling (2010-2020). *Journal of Public Relations Research*. [preprint] [replication]
- [1] **Zhou, A.**, Liu, W., Kim, H., Lee, E., Shin, J., Zhang, Y., Huang-Isherwood, K. M., Dong, C., & Yang, A. (R&R). Moral foundations, ideological divide, and public engagement with U.S. government agencies' COVID-19 vaccine communication on social media. *Mass Communication and Society*.

## Book Chapters

- [3] **Zhou, A.**, Men, R. L., & Tsai, W.-H. S. (2023+). The power of AI-enabled chatbots as an organizational social listening tool: Implications for public relations. In K. R. Place (Eds.), *Organizational listening: Building theory and practice for strategic communication*. Routledge.
- [2] Men, R. L.<sup>E</sup>, Vielledent, M.<sup>E</sup>, Yue, C. A.<sup>E</sup>, & **Zhou, A.**<sup>E</sup> (2023+). Digital corporate communication and stakeholder relationship management. In V. Luoma-aho & M. Badham (Eds.), *Handbook of digital corporate communication*. Edward Elgar Publishing.
- [1] **Zhou, A.**, & Men, R. L. (2022+). Theoretical models for corporate social media use. In C. H. Botan & E. J. Sommerfeldt (Eds.), *Public relations theory III*. Routledge.

## Book Reviews

- [2] **Zhou, A.** (2018). Review of *Society & the Internet: How networks of information and communication are changing our lives*, edited by Mark Graham & William H. Dutton. *Information, Communication & Society*, 21(12), 1769-1771. [doi]
- [1] **Zhou, A.** (2017). Review of *#Republic: Divided democracy in the age of social media*, by Cass R. Sunstein. *Journal of Communication*, 67(6), E12-E14. [doi]

## Refereed Conference Presentations

- [30] Yang, A., **Zhou, A.**, Shin, J., Huang-Isherwood, K. M., Liu, W., Dong, C., Lee, E., & Sun, J. (2022). *Sharing is caring?: How moral foundation frames drive the sharing of corrective messages and*

- misinformation about COVID-19 vaccines*. National Communication Association (NCA, Political Communication Division), New Orleans, LA.
- [29] Men, R. L., **Zhou, A.**, Jin, J., & Thelen, P. (2022). *Shaping corporate character via chatbot social conversation: Impact on organization-public relational outcomes*. Public Relations Society of America (PRSA) Educators Academy Summit, Grapevine, TX.  
[Top Faculty Paper Award]
- [28] Page, T. G., & **Zhou, A.** (2022). *Beyond reputation repair: A structural topic modeling analysis of the crisis communication paradigm in public relations scholarship*. Association for Education in Journalism and Mass Communication (AEJMC, Public Relations Division), Detroit, MI.  
[Top Faculty Paper Award, 1<sup>st</sup> Place]
- [27] **Zhou, A.**, Liu, W., & Yang, A. (2022). *Playing politics or straight talk of science?: Comparing politicization of COVID-19 vaccines by U.S. politicians, medical experts, and government agencies on social media*. Association for Education in Journalism and Mass Communication (AEJMC, Political Communication Division), Detroit, MI.  
[Also Presented at Midwest Political Science Association (MPSA), 2022]  
[Also Presented at World Association for Public Opinion Research (WAPOR), 2022]
- [26] **Zhou, A.**, & González-Bailón, S. (2022). *News localness and the consumption of digital local news (2017-2021)*. Politics and Computational Social Science (PaCSS), Cambridge, MA.
- [25] Wang, R., Liu, W., & **Zhou, A.** (2022). *Mobilizing media attention in contentious publicness: The case study of Hong Kong anti-extradition bill movement*. International Communication Association (ICA, Activism, Communication and Social Justice Interest Group), Paris, France.
- [24] Yang, A., Kim, H., **Zhou, A.**, Liu, W., Huang-Isherwood, K. M., Jang, E., Sun, J., Lee, E., Zhang, Y., Dong, C., & Shin, J. (2022). *Are you anxious or enthusiastic about COVID-19 vaccines?: Understanding publics' emotional reactions to misinformation and corrective messages through machine learning*. International Communication Association (ICA, Health Communication Division), Paris, France.
- [23] **Zhou, A.**, Liu, W., Kim, H., Lee, E., Shin, J., Zhang, Y., Huang-Isherwood, K. M., Dong, C., & Yang, A. (2022). *Moral foundations, ideological divide, and public engagement with U.S. government agencies' COVID-19 vaccine communication on social media*. International Communication Association (ICA, Mass Communication Division), Paris, France.
- [22] Shin, J., Yang, A., Liu, W., Kim, H., **Zhou, A.**, & Sun, J. (2022). *Politicization of masks: Communication of party norms among political elites on social media*. International Communication Association (ICA, Communication and Technology Division), Paris, France.
- [21] **Zhou, A.**, Capizzo, L. W., Page, T. G., & Toth, E. L. (2022). *Exploring PR paradigms through computational modeling: Refractions and recommitment in public relations research (2010-2020)*. International Communication Association (ICA, Public Relations Division), Paris, France.
- [20] **Zhou, A.**, Tsai, W.-H. S., & Men, R. L. (2022). *Optimizing social chatbots for organizational listening and relational outcomes: The effects of anthropomorphic cues, communication strategies, and message framing*. International Public Relations Research Conference (IPRRC), Orlando, FL.
- [19] **Zhou, A.**, Jaidka, K., Aneja, H., & Lelkes, Y. (2021). *Reply and reaction: How interactive features regulate communication dynamics on social media*. International Conference on Computational Social Science (IC2S2), Virtual.  
[Also Presented at Politics and Computational Social Science (PaCSS), 2021]
- [18] **Zhou, A.**, Yang, T., & González-Bailón, S. (2021). *Wanderers or diggers?: The structure of news navigation networks across ideologically diverse sources*. Networks: A Joint Sunbelt and NetSci Conference, Virtual.

- [Also Presented at Politics and Computational Social Science (PaCSS), 2021]
- [17] **Zhou, A.** (2021). *Communicating corporate LGBTQ advocacy: A computational comparison of the global CSR discourse*. International Public Relations Research Symposium (BledCom), Virtual.
- [16] Yue, C. A., Qin, Y. S., Vielledent, M., Men, R. L., & **Zhou, A.** (2021). *Leadership going social: How U.S. nonprofit executives engage publics on Twitter*. International Public Relations Research Symposium (BledCom), Virtual.
- [15] **Zhou, A.**, & González-Bailón, S. (2021). *Digital news consumption leading up to the U.S. 2020 election*. International Communication Association (ICA, Journalism Studies Division), Virtual.
- [14] **Zhou, A.**, & Xu, S. (2021). *Is mediated dialogue dead yet?: How media affordances affect organization-public relationship building*. International Communication Association (ICA, Public Relations Division), Virtual.  
[Top Faculty Paper Award, 2<sup>nd</sup> Place]
- [13] **Zhou, A.** (2021). *Causal effects of affordance change on communication behavior: Empirical evidence from organizational and leadership social media use*. International Communication Association (ICA, Communication and Technology Division), Virtual.
- [12] **Zhou, A.**, & Yang, A. (2020). *Bridging inter-movement networks: A structural analysis of movement spillover*. National Communication Association (NCA, Political Communication Division), Virtual.
- [11] Wang, R., **Zhou, A.**, & Bar, F. (2020). *Identifying network mechanisms underlying the use of #HongKongPoliceBrutality*. International Network for Social Network Analysis (SunBelt), Virtual.
- [10] **Zhou, A.** (2020). *Relationship management in an organizational network ecology: Toward the concept of public-public relationships*. International Communication Association (ICA, Public Relations Division), Virtual.
- [9] Jaidka, K., **Zhou, A.**, Lelkes, Y., Egelhofer, J., & Lecheler, S. (2020). *This SIDE of us: Experiments to improve deliberation by manipulating social media affordances*. International Communication Association (ICA, Computational Methods Interest Group), Virtual.  
[Also Presented at International Conference on Computational Social Science (IC2S2), 2020]
- [8] **Zhou, A.**, & Xu, S. (2019). *Expanding and repositioning the “ease of interface” dialogic principle: The role of affordances in digital dialogue and engagement*. International Communication Association (ICA, Public Relations Division), Washington, DC.  
[Robert Heath Award]  
[Top Faculty Paper Award, 1<sup>st</sup> Place]
- [7] **Zhou, A.**, & González-Bailón, S. (2019). *Revisiting ideological segregation on the web: A block model approach to audience network data*. International Communication Association (ICA, Computational Methods Interest Group), Washington, DC.
- [6] Jaidka, K., **Zhou, A.**, & Lelkes, Y. (2019). *The effect of technological affordances on the online political sphere: The case of Twitter character limit switch*. International Communication Association (ICA, Political Communication Division), Washington, DC.  
[Also Presented at Southern Political Science Association (SPSA), 2019]  
[Also Presented at American Political Science Association (APSA), 2019]
- [5] **Zhou, A.** (2019). *Networks of publics overlap: A network measure for social media campaign management*. International Public Relations Research Conference (IPRRC), Orlando, FL.
- [4] **Zhou, A.**, & Xu, S. (2018). *Bigger playground, better dialogues?: A large-scale examination of corporate Twitter communication in the 280-character era*. National Communication Association (NCA, Public Relations Division), Salt Lake City, UT.

- [Top Student Paper Award, 1<sup>st</sup> Place]
- [3] **Zhou, A.** (2018). *Bring publics back into networked public relations research: A dual-projection approach for network ecology*. International Communication Association (ICA, Public Relations Division), Prague, Czech Republic.
- [2] **Zhou, A., & Khan, A.** (2017). *Altruistic or “pinkwashed” CSR discourse: An analysis of corporate and non-profit LGBTQ values*. International Communication Association (ICA, Public Relations Division), San Diego, CA.
- [1] **Zhou, A.** (2016). *The emerging values of global CSR discourse: A cross-national big-data analysis of Fortune Global 500 companies’ LGBTQ values*. National Communication Association (NCA, Public Relations Division), Philadelphia, PA.  
[Top Student Paper Award, 3<sup>rd</sup> Place]

## AWARDS AND HONORS

### Academic Research Awards and Honors

- 2022 Top Faculty Paper Award, Educators Academy Summit, PRSA
- 2022 Top Faculty Paper Award, 1<sup>st</sup> Place, Public Relations Division, AEJMC
- 2021 Top Faculty Paper Award, 2<sup>nd</sup> Place, Public Relations Division, ICA
- 2020 PRIDE Article of the Year Award, Public Relations Division, NCA
- 2020 Page Legacy Scholar, The Arthur W. Page Center
- 2019 Robert Heath Award, Public Relations Division, ICA
- 2019 Top Faculty Paper Award, 1<sup>st</sup> Place, Public Relations Division, ICA
- 2018 Top Student Paper Award, 1<sup>st</sup> Place, Public Relations Division, NCA
- 2021-22 Annenberg Dissertation Fellowship, University of Pennsylvania
- 2017-21 Annenberg Summer Fellowship, University of Pennsylvania
- 2017-21 Annenberg Research/Teaching Fellowship, University of Pennsylvania
- 2017 Director’s Award for Excellence, University of Southern California
- 2016 Top Student Paper Award, 3<sup>rd</sup> Place, Public Relations Division, NCA
- 2013 Silver Award, College Student Physics Competition, Chinese Physical Society

### Travel and Other Awards and Honors

- 2022 Student Travel Grant, International Communication Association
- 2020 Student Travel Grant, International Communication Association
- 2019-20 GAPSAs Student Travel Grant, University of Pennsylvania
- 2019 Prestage-Cook Travel Award, Southern Political Science Association
- 2019 Student Travel Grant, ICA Computational Methods Interest Group
- 2017 Student Travel Grant, International Communication Association
- 2016 GSG Student Travel Grant, University of Southern California
- 2014 Student Leadership Award, Tsinghua University Student Union

## GRANT EXPERIENCES

- 2022 Co-PI for *An Integrated Framework of Digital Privacy Attitudes and User Engagement*  
Meta People’s Expectations & Experiences with Digital Privacy Grant (\$100,000)

- Submitted. PI: Rita Linjuan Men
- 2020 PI for *Digital Inequalities in Organizational Listening*  
The Arthur W. Page Center Page/Johnson Legacy Scholar Grant (\$9,900)  
Not Funded. Co-PI: Rita Linjuan Men & Tom Kelleher
- 2020 Co-PI for *Harnessing the Power of Chatbots for Organizational Social Listening*  
The Arthur W. Page Center Page/Johnson Legacy Scholar Grant (\$5,500)  
Funded. PI: Rita Linjuan Men; Co-PI: Wan-Hsiu Sunny Tsai
- 2019 Research Fellow for *Effects of Social Network Affordances on Political Discussion Health*  
Facebook Integrity Foundational Research (\$100,000)  
Funded. PI: Yphtach Lelkes
- 2018-20 Research Fellow for *Digital News and the Consumption of Information Online*  
National Science Foundation Grant (\$130,000)  
Funded. PI: Sandra González-Bailón

## INVITED PRESENTATIONS

### Invited Talks

- 2021 Rutgers University, Department of Communication [Declined]
- 2021 University of Maryland, Department of Communication
- 2021 University of Minnesota, The Hubbard School
- 2019 University of North Carolina at Chapel Hill, The Hussman School
- 2019 University of Tennessee at Knoxville, The Tombras School
- 2016 University of Southern California, The Annenberg School

### Invited Panels

- 2022 NCA Public Relations Division: *Public relations theory as practical map making: Making sense of paradigmatic and research trend studies for scholarship, pedagogy, and practice*
- 2022 PRSA Educators Academy Summit: *Teaching public relations & organizational listening: Reflecting upon pedagogical and research implications*
- 2021 Arthur W. Page Center Advisory Board Research Roundtable: *Harnessing the power of chatbots for organizational social listening*
- 2019 ICA Public Relations Division: *Public relations theory building and development*

## TEACHING

### University of Minnesota

- 2022+ JOUR 3275, Digital Strategy in Strategic Communication  
Fall 2022 (N=30\*2), Spring 2023 (N=30)

### University of Pennsylvania

- 2021 COMM 125, Introduction to Communication Behavior
- 2020 COMM 313, Computational Text Analysis
- 2019 COMM 226, Intro to Political Communication

- 2019 COMM 407, Social Networks
- 2019 COMM 130, Media Industries and Society

### **Guest Lectures**

- 2021 COMM 407, Social Networks, University of Pennsylvania
- 2021 MEJO 379, AD & PR Research, University of North Carolina at Chapel Hill
- 2019 COMM 226, Intro to Political Communication, University of Pennsylvania
- 2019 COMM 130, Media Industries and Society, University of Pennsylvania
- 2019 COMM 284, Public Relations Research, Measurement, and Evaluation, Drexel University

## **SERVICES**

### **University of Minnesota**

- 2022 Undergraduate Curriculum Committee, The Hubbard School

### **Review and Editorial Services**

Complete review history can be found on my [Publon](#)

- 2023+ Special Issue Editor (by chronological order):  
Computational Methods in Strategic Communication (with Toni G.L.A. van der Meer)
- 2019+ Ad-Hoc Journal Reviewer (by alphabetical order):  
*Chinese Journal of Communication; Communication Monograph; Convergence; International Journal of Human-Computer Interaction; International Journal of Press/Politics; International Journal of Public Opinion Research; Internet Research; Journal of Communication Management; Journal of Computational Social Science; Journal of Public Relations Research; Journal of Quantitative Description: Digital Media; New Media & Society; Political Communication; Public Relations Review; Social Science Computer Review; Telematics and Informatics; The Information Society*
- 2022+ Other Interdisciplinary Conferences (by alphabetical order):  
*International AAAI Conference on Web and Social Media (ICWSM); International Conference on Information Systems (ICIS)*
- 2022+ AEJMC Divisions: *Political Communication*
- 2017+ ICA Divisions: *Computational Methods, Political Communication, & Public Relations*
- 2016+ NCA Divisions: *Political Communication & Public Relations*

### **Conference and Other Services**

- 2022+ Panel Organizer (by chronological order):  
2023 ICA PRD PhD Student Workshop  
2022 ICA PRD PhD Student Workshop (with Timothy Coombs)
- 2022+ Diversity, Equity, and Inclusion (DEI) Taskforce, Computational Methods Division, ICA
- 2021-23 Student and Early Career Representative, Public Relations Division, ICA
- 2020-22 Social Media Committee, Public Relations Division, NCA
- 2019-20 Ad Hoc Fundraising Committee, Public Relations Division, NCA
- 2018-22 Group Coordinator, DiMeNet Research Group, University of Pennsylvania
- 2015-17 IJPC Manager, Norman Lear Center, University of Southern California