

# XIAO Fan

## Education

---

**Ph. D. in Communication Studies**, Hong Kong Baptist University (HKBU) (2019.9 – present)

Supervisor: Dr. Dominic Yeo

Thesis: Buying wisely or excessively? Examining consumerist post-feminism in Chinese live-streaming e-commerce (anticipated submission by *May 2024*)

**Visiting Ph.D. Researcher**, University of Amsterdam (2022.2 – 2022.8)

Host: Dr. Tommy Tse

**M.A. in Global Communication**, The Chinese University of Hong Kong (CUHK) (2017 - 2018)

Thesis supervisor: Dr. Lokman Tsui

**B.A. in Journalism**, Sun Yat-sen University (SYSU) (2013 – 2017)

Graduation project supervisor: Dr. Haiyan Wang

## Skills & Language Proficiency

---

**Qualitative Research Skills:** Digital Ethnography, In-Depth Interview, Reflexive Thematic Analysis, Multimodal Discourse Analysis

**Digital/Computational Methods:** Topic Modeling, Social Network Analysis, Visual Network Analysis, Data Visualization

**Programming languages:** R, Python

**Language Proficiency:** Mandarin (native), Cantonese (native), English (professional proficiency)

## Articles in Referred Journals

---

### *Gender Discourses & Consumer Culture*

**Xiao, F.** (2023). “We are snowflakes”: Minor transnationalism and the cultural resilience of slash fanfiction community in China. *Global Media & China*, 8(4), 480-505.

**Xiao, F.** & Tse, T. (*under review*). Hoarding “rubbish” or recyclable waste? Fashion competence and the circularity of inactive wardrobe items [co-first author]

**Xiao, F.** & Huang, Y. (*under review*). Participatory mashup and the articulation of feminist counterpublic discourses during the Covid-19 pandemic in China.

Huang, X., **Xiao, F.** & Fang, K. (*manuscript in preparation*). Journalistic sourcing and maternity narratives in China: Ten years after the end of one-child policy.

### *Digital Platform & Streaming Culture*

**Xiao, F.** (2024). Moderating for a friend of mine: Content moderation as affective reproduction in Chinese live-streaming. *Media, Culture & Society*, 46(1), 60-77.

**Xiao, F.** & Yeo, T. E. D. (*accepted*). Social media strategies of information sharing and knowledge management in online social support group as a community of practice. *Chinese Journal of Communication*.

Chu, T. H. & **Xiao, F.** (2023). Applying stages of change model to examine online peer communication on binge eating. *Health Communication*, 38(13), 3012-3021.

Qin, Y. A., **Xiao, F.** & Dai, L. J. (*under review*). Tell China's conspiracy well: Networks and narratives of anti-CCP YouTube influencers.

### Conference Presentations

---

**Xiao, F.** (2023). Minor transnationalism and the slash fanfiction community in China. Paper presented at the 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, Toronto, Canada

Qin, Y. A., **Xiao, F.** & Dubree, W. (2023). Under conspiracy videos we meet: Facts, norms, and communities in a transnational Sinophone conspiracy sphere. Poster presented at the 106<sup>th</sup> Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Washington, D. C., USA

**Xiao, F.**, & Yeo, T. E. D. (2022). "OMG all girls, buy this!": How China's Lipstick King peddles popular feminism and digital intimacy in e-commerce live-streaming. Paper presented at the Cultural Studies Association of Australasia (CSAA) 30<sup>th</sup> Anniversary Conference, Melbourne, Australia.

**Xiao, F.** (2022). Affective labor of reproducing atmosphere: Volunteer content moderation in Chinese game live-streaming. Paper presented at the 72<sup>nd</sup> Annual International Communication Association (ICA) Conference, Paris, France.

**Xiao, F.**, & Yeo, T. E. D. (2022). Social media strategies of information sharing and knowledge management: Qualitative analysis of a binge eating online forum as a community of practice. Poster presented at the 72<sup>nd</sup> Annual International Communication Association (ICA) Conference, Paris, France.

**Xiao, F.**, & Yeo, T. E. D. (2022). Collaborative coping: Social media strategies of information sharing and knowledge management in online support group as a community of practice. Paper presented at the 12<sup>th</sup> International Conference on Social Media & Society, online.

Qin, A. Y., **Xiao, F.**, & Dai, L. (2022). Tell China's story well: Anti-CPC YouTube influencers and their audience. Paper presented at the 108<sup>th</sup> Annual National Communication Association (NCA) Conference, New Orleans, USA.

**Xiao, F.** (2021). "There has to be someone to speak up": Participatory mashup as a symbolic resistance in China. Paper presented at the 71<sup>st</sup> Annual International Communication Association (ICA) Conference, Online.

**Xiao, F.** (2018). Do Internet users care about where their data are stored? An exploratory study of Internet users' online privacy concern in China. Paper presented at *the 2018 International Chinese Sociological Association (ICSA) Asia Conference*, Hong Kong SAR, China.

### ***Panel organization***

**Xiao, F.,** Chen, D., & Qin, A. Y. (2021). Youth media consumption and creative pre-political resistances in China. Panel presented at *the #YouthMediaLife 2021 Conference*, University of Vienna, Online.

### **Fieldwork Experiences**

---

#### **Live-streaming E-commerce: When Shopping becomes Media Experiences (2022 Fall – 2023 Spring)**

- Digital Ethnography on Chinese live-streaming e-commerce focusing on *Li Jiaqi* (China's #1 live-streaming seller) and his audience
- Explore how Li Jiaqi and his team construct gendered media experiences specifically catering for urban young Chinese women
- Understand gendered living experiences of urban young Chinese women with e-commerce live-streaming

#### **Social Media Backstage Intervention & Cultural Production (2021 Fall)**

- Participant observation as user researcher in *ByteDance Shanghai*
- Explored platform company's backstage interventions and their influences on cultural production
- Commissioned interviews with content creators as designated by the company

#### **Live-streaming Moderators: Affectionate Labor in the Digital Age (2019 Fall)**

- Digital ethnography of volunteer content moderator on *Bilibili Live-streaming*
- Explored how live-streaming fans contributed free labor to streamers as affectionate followers and infrastructural settings that enabled such work
- Interviewed content moderators and frequent viewers to understand the meanings of content moderation to the live-streaming community

### **Teaching Experiences & Invited Talks**

---

#### **Part-time Lecturer, Hong Kong Baptist University**

AIDM7010 Media Psychology (Spring 2024)

#### **Part-time Lecturer, Beijing Normal University & Hong Kong Baptist University United International College**

COMM7630 Qualitative Research Methods (Fall 2023)

#### **Guest Speaker, Beijing Normal University & Hong Kong Baptist University United International College**

"Cultural Studies". Guest lecture for MA course "COMM7010 Foundations in Communication Theories", November, 2023

### **Guest Speaker, University of Wisconsin, Madison**

“Visual Network Analysis”. A hands-on workshop of visual network analysis using Memespector and Google Vision API, September, 2023

### **Teaching Assistant, Hong Kong Baptist University**

COMM7090 Advanced Qualitative Research Methods (Spring 2020)

PRAD4006 Advanced Qualitative Communication Research (Fall 2019, Fall 2020)

### **Awards & Fellowships**

---

2023 Student Research Paper Award, Department of Communication Studies, HKBU (HK\$ 4,000)

2023 Communication Postgraduate Student Research Grant, School of Communication, HKBU (HK\$ 8,000)

2019 – 2023 Postgraduate Studentship, HKBU

2018 Dean’s List, Faculty of Social Science, CUHK

2017 Recognition of Academic Excellence, School of Journalism & Communication, CUHK

2016 Best Graduation Project, School of Communication & Design, SYSU

2015 1st Prize, Public Policy and Social Research Contest, Guangdong Province, China

2015 2nd Prize Scholarship, School of Communication & Design, SYSU

### **Research Activities**

---

#### **Digital Methods Summer School, University of Amsterdam (2022)**

Theme: Vision methodologies: New visual analysis online

Groups presentations:

- 4chan dark communities on Ukraine war: [Let's Play War: Inside 4chan's intergroup rivalry, contingent community formation, and fandomized war reporting Team Members](#)
- Multilingual Twitter networks on Ukraine War: [How \(long\) do we #standwithukraine?](#)

#### **Salzburg Academy on Media & Global Change (2018)**

Theme: Re-Imaging journalism: News and storytelling in an age of distrust

Group project: Tell me a story now: Imagining an inclusive journalistic site for user-generated stories

#### **Research Assistant, Designing Performance Indicators for Career Incentives (2018)**

The Hong Kong University of Science and Technology (Supervisor: Prof. Guojun He)

### **Ancillary Activities**

---

**Editorial Assistant** (2022.08 – present), *Communication & Society* (傳播與社會學刊, ICA Affiliate Journal, TSSCI indexed)

**Ad hoc journal reviewer** *Chinese Journal of Communication*, *Convergence: The International Journal of Research into New Media Technologies*, *Frontiers in Communication*, *Media Asia*