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Research Interests:

- Audience Studies
- Digital labor
- Social media
- Human development

Conference Paper Presentation

Qingyuan, Z., & **Xuan, L.** (2024, June). *Beyond the roadshow: How audiences' motivations for watching roadshows and their experiences shape fan loyalty to the film*. International Association for Media and Communication Research (IAMCR 2024), Christchurch, New Zealand.

Qingyuan, Z., & **Xuan, L.** (2024, May). *Failed Agendas and Audience Crisis of Trust: A Content Analysis of the Weibo Comment Sections of the British, French and German Embassies during the Israeli-Palestinian Gaza Conflict*. 2024 Tsinghua Forum on Communicating EU-China Relations, Beijing, China.