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## Research Interests:

- Social Media
- Sports Communication
- Cultural Studies

## Book Chapter:

**Qingyuan Zhao.** (2025). The Symbiosis of UGC and On-Demand Media: A Media Richness Perspective on How Chinese Streaming Platforms Become Social Streaming. In Chinese Social Media I. Routledge.

**Qingyuan Zhao,** Liang Nie., & Xiaying Xu. (2023). Netizen Sentiments and Demands in the Context of Normalized Epidemic Prevention and Control: A Comparative Study of Three Provincial Capitals in China. In S. X. B. Zhao, K. T. Chan, S. Çolakoğlu, Q. Zhang, & B. Yan (Eds.), Comparative Studies on Pandemic Control Policies and the Resilience of Society (pp. 309–333). Springer Nature. [https://doi.org/10.1007/978-981-19-9993-2\\_15](https://doi.org/10.1007/978-981-19-9993-2_15)

Xiaying Xu, & **Qingyuan Zhao.** (2023). What Are They Bullet-Screening About? A Content Analysis of Bullet Screen Comments about Crime Crackdown (2021). In H. Liu & X. Xu (Eds.), Chinese TV in the Netflix Era (pp. 37–56). Anthem Press.

## Conference Paper:

**Qingyuan Zhao.,** Xuan Luo., & Xiaying Xu. (2025, August 8). From Need Fulfillment to Media Experience: Movie Roadshow Loyalty via Dual Perspectives. The Association for Education in Journalism and Mass Communication (AEJMC 2025), San Francisco, USA. (Accepted)

Bowen Shan, & **Qingyuan Zhao.** (2025, August 8). When women sexually please women: Meinv videos on Chinese social media. The Association for Education in Journalism and Mass Communication (AEJMC 2025), San Francisco, USA. (Accepted)

Li, Hua., & **Zhao, Qingyuan**. (2025, June 13). Imagined Audiences: A Comparison Between Posters in the Chinese and American Markets of the Same Hollywood Films. International Communication Association (ICA2025), Denver, USA. (Accepted)

**Qingyuan, Zhao**, & Xuan, Luo. (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.

YanJun, He., Liming, Liu., & **Qingyuan, Zhao**. (2024, June). Work-Life Balance, Marriage Crisis, and Mother Guilt: A Feminist Critical Discourse Analysis of The Chinese Reality Show Sisters Who Make Waves. 74th Annual International Communication (ICA 2024), Gold Coast, Australia.

Xuan Luo., & **Qingyuan Zhao**. (2024, November). Mobility and Happiness:A Study of the Labor Process and Happiness of Digital Nomads. Colloquium on "Digital Equality and Commonality under New Technological Formations", Zhejiang University, Zhejiang, China.

Xuan Luo., & **Qingyuan Zhao**. (2024, November). The Urban Edge: Creating Relationships between Digital Nomads and Community Spaces. The 5th China Digital City Brand Hangzhou Forum, Hangzhou, Zhejiang, China.

**Qingyuan, Zhao**., & Xiaying, Xu. (2023, July). Changes in the power of bullet screen discourse systems on streaming media platforms: A content analysis of The Oath of Love and Crime Crackdown. The 15th National Conference of Communication in China, Suzhou, China.

Chai Lee, Lim., Jingyu, Han., & **Qingyuan, Zhao**. (2022, October). The affective assemblage: China's grandfluencers in Douyin. Asia-Pacific Communication Forum 2022 (APCF2022), Macao (Online).