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Research Interests:

- Crisis Communication
- Issue Management
- Emotions and Moods

Conference Paper Presentation:

Xu, Y. & **Shi, X.** (2024, June 30-July 4). We share the same feelings: A Discourse and Frame Analysis of Weibo Responses in Two High-Profile Teen Bullying Cases.[Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

Xu, Y. & **Shi, X.** (2024, June 16-17). Navigating Live Commerce Crisis Communication in the Post-COVID Era: Public Relations Lessons from the Florasis Eyebrow Pencil Incident[Paper presentation]. Preconference of the International Communication Association (ICA), Sydney, Australia.