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Bachelor of Arts

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Research Interests:

- Cancer Survivorships
- Celebrity Studies
- Qualitative Research

Conference Paper Presentation:

Xu, Y. & Shi, X. (2024, June). Navigating Live Commerce Crisis Communication in the Post-COVID Era: Public Relations Lessons from the Florasis Eyebrow Pencil Incident. Extended abstract to be presented at the 2024 ICA Preconference 'Impacts of Strategic Communication in an Interconnected World,' University of Technology Sydney, Australia, Jun 2024.

Mak, A. K. Y., Ao, S. H., **Xu, Y.**, Wang, Z., (2024, June). Social-Mediated Polarizing Crisis Research: A Systematic Review on Theory Development and Case Analysis. Paper to be presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia, Jun 2024.

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

Xu, Y. (2022, November). Cyberbullying under COVID-19: Evaluating the effectiveness of cyberbullying prevention measures by social media platforms. Paper to be presented at 2022 Australia & New Zealand Communication Association Conference.