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## **Research Interests:**

- Health Communication
- Game Study

## **Conference Paper Presentation**

LAI, Y., LAI, Z., YE, F. & ZHANG, Y. (2024, June 20-24). *Producing Exploitation: Idol Talent Shows in China Understanding How Patient-Centred Communication Improves Cancer Screening Among American Women: Roles of Health Self-Efficacy and eHealth Engagement* [Paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

LYU, Y. & ZHANG, Y. (2024, June 30-July 4). *'Crafting Home Away from Home: Sojourn Students' Experiences Between Mainland China and Hong Kong* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.