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Research Interests:

- Political Communication
- International Communication
- Cultural Studies
- Audience Studies

Book Chapter:

Qingyuan, Z. (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 Insider, Intercultural and Interdisciplinary Perspectives I* (1st Edition). Routledge. <https://www.routledge.com/Chinese-Social-Media-Insider-Intercultural-and-Interdisciplinary-Perspectives-I/XU-ZHAO-WANG/p/book/9781032916545>

Qingyuan, Z., Nie, L., & Xu, X. (2023). *Netizen Sentiments and Demands in the Context of Normalized Epidemic Prevention and Control: A Comparative Study of Three Provincial Capitals in China*. In *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

Xiaying, X., & **Qingyuan, Z.** (2023). *What are they bullet-screeing about? A content analysis of bullet screen comments about CRIME CRACKDOWN (2021)*. In *Chinese television in the age of Netflix* (pp. 37–56). Anthem Press. <https://doi.org/10.2307/jj.2225645.6>

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.

YanJun, H., Liming, L., & **Qingyuan, Z.** (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.

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.

Qingyuan, Z., & Xiaying, X. (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, L., Jingyu, H., & **Qingyuan, Z.** (2022, October). *The affective assemblage: China's grandfluencers in Douyin*. Asia-Pacific Communication Forum 2022 (APCF2022), Macao (Online).