

Zining Wang

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Education

- 09/2024-present **School of Journalism and Communication, Peking University**
PhD Student in Communication Studies
- **Research areas:** Computational communication, health communication, human-machine communication
 - **Fields of interests:** Multimodal analysis, network agenda setting, diffusion of misinformation & deepfake, human-AI interaction
 - **Awards:** Best paper of ICCA in NCA (2025), Best paper of ICCA in AEJMC (2025), Outstanding student in research of PKU
 - **Certificate of Computational Social Science Research:** Authenticated by the Graduate School of PKU and School of Computer Science at PKU
- 09/2021-07/2023 **School of Journalism and Communication, Peking University**
Master of Journalism and Communication
- **GPA:** 3.94/4 Ranking :1/45
 - **Relevant Courses:** Health Communication Research (A+), Research Methods of Journalism and Communication (A+), Case Analysis of Health Communication (A+)
 - **Awards:** Excellent Dissertation, Health Communication Scholarship for Youth of Excellence, Merit Student, Scholarship for Innovation in Science and Practice, Outstanding Graduate Award
- 09/2017-07/2021 **School of Journalism and Communication, Peking University**
Bachelor of Literature in the Specialty of Advertising
- **GPA:** 3.548/4.00 (grades of the double degree included) Ranking: 8/82 Comprehensive quality ranking: 2/82
 - **Relevant Courses:** Sociology of New Media (94.5/100), International Communication (91/100), Principle of Marketing (93/100), Introduction to New Media (95/100), Journalism Theories (94/100)
 - **Short-term visits:** Israel, Kyrgyzstan and Hong Kong
 - **Awards:** Merit Student Pacesetter, Leo KoGuan Scholarship, First Class Scholarship in PKU, Excellent of Graduate of PKU
- 09/2018-07/2021 **National School of Development, Peking University**
Bachelor of Economics in the Specialty of Economics
- **Double degree**
 - **Relevant Courses:** Health Economics (96/100), Public Finance (92/100), International Finance (90/100), Principles of Economics (91/100)

Publications

2025

- Xu, J., **Wang, Z.**, Luo, T., & Liu, S. (2025). Strategic Choices for Balancing Intimacy and Professionalism: Content Analysis of Chinese Podcasts on Himalaya. *Media and Communication*, 13.
- Wang, Z.**, Zhao, X., Xu, J., Li, J., Yang, F., Wu, J., Xie, R. (2025). The 3-level evaluation index system for health science popularization of hospitals' WeChat public accounts. *Chinese Journal of Health Education*, 41(10), 916-919+958.
- Chen, Y., **Wang, Z.**, Xu, J., Chen, X., Cai, Y., Chen, S., & Chan, K. S. (2025). A protection

motivation theory-based scale for e-cigarette use assessment among Chinese college students: Development and validation. *Tobacco induced diseases*, 23, 10.18332/tid/209411. <https://doi.org/10.18332/tid/209411>

Chen, Y., **Wang, Z.**, Jiang, S., Cai, Y., Xu, J., & Wang, Y. (2025). Interdisciplinary perspective-based behavioral prediction of e-cigarette use: A population-based study among Chinese college students. *Tobacco induced diseases*, 23, 10.18332/tid/204743. <https://doi.org/10.18332/tid/204743>

2024

Sun, M., Liu, S., Wei, W., **Wang, Z.**, Tian, X., Li, L., Wang, Y. (2024). Overview of the ten global conferences on health promotion and implications for future work. *Chinese Journal of Epidemiology*. [10.3760/cma.j.cn112338-20230922-00179](https://doi.org/10.3760/cma.j.cn112338-20230922-00179)

Chen, Y., **Wang, Z.**, Lius, S., Xu, J. (2024). Survey on the effectiveness of Anti-smoking Campaigns in social media. *Chinese Journal of Health Education*. [10.16168/j.cnki.issn.1002-9982.2024.05.003](https://doi.org/10.16168/j.cnki.issn.1002-9982.2024.05.003)

Chen, Y., Chen, X., **Wang, Z.**, Cai, Y., Liu, H., Xu, L., Xu, J. (2024) Development and reliability and validity analysis of online tobacco control course effect evaluation questionnaire. *Health Education and Health Promotion*. [10.16117/j.cnki.31-1974/r.202403307](https://doi.org/10.16117/j.cnki.31-1974/r.202403307)

2022

Wang, Z. and Xu, J. (2022) An empirical research on how to tackle Infodemic in China: stakeholders and algorithms. *Frontiers in Political Science*. 10.3389/fpos.2022.858093

Xu, J. and **Wang, Z.** (2022) Responses to Infodemic from global perspectives. *China Medical News*.

Conference presentations

Pathway Linking Health Information Acquisition to Self-Care Activities among T2DM Patients: A Moderated Mediation Study Focusing on Self-Stigma, **NCA**, Nov **2025**, Denver, USA (**Best paper of ICCA**)

From Information to Knowledge: Revisiting the Cognitive Mediation Model in the Context of Stroke Prevention, **AEJMC**, Aug **2025**, San Francisco, USA (**Best paper of ICCA**)

Richer and Colder, Make Cities Popular: A Multimodal Factors Analysis of Global Communication in City Branding Based on Evidence from Three Chinese Provincial Capitals' X Accounts, **ICA**, Jun **2025**, Denver, USA

A protection motivation theory-based scale for e-cigratte use prediction among Chinese college students: development and validation, **NCA**, Nov **2024**, New Orleans, USA.

Subjective and objective unified assessment model for digital health science popularization: a multi-layer perceptron based approach, **IAMCR**, Jun **2024**, Christchurch, New Zealand.

The multi-stage classification model of hospitals' WeChat public accounts' health emergency popularization, Annual Meeting of the Health Communication Committee of the **Chinese Association for History of Journalism and Communication**, Oct **2023**, Zhuhai, China.

Interdisciplinary perspective-based behavioral prediction of e-cigarette use: a research among Chinese college students, **IAMCR**, Jul **2023**, Lyon, France.

Tripartite Interaction in China's Infodemic Governance: Professional self-media, government and Internet users, **IAMCR** Crisis, Security and Conflict Communication Working Group, Jul **2022**, Beijing, China.

Global Comparative Analysis of National Regulations on Media against Infodemic, Annual Meeting of the Media Ethics and Laws Committee of the **Chinese Association for History of Journalism and Communication**, Nov 2021, Chongqing, China.

Projects involved

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| Current projects | <ul style="list-style-type: none">• Prediction of Rumor Spreading and Identification of Susceptible Internet Users• Mechanisms, Paths, and Methods of Public Opinion Guidance in Public Emergencies• Research on Regional Holistic Health Governance and Public Opinion Guidance Mechanisms in Public Emergencies Based on Large Models and Data Intelligence• Survey on Chinese Public Understanding of Food and Nutrition• Science Communication under Public Emergencies |
| Previous projects | <ul style="list-style-type: none">• Survey on Chinese Public Understanding of Type 2 Diabetes Mellitus• Survey on Chinese Public Understanding of Stroke• Status quo of Health Education and Internet Science Communication of Medical Institutions |

Skills

- Language: Mandarin (Native), English (Advanced, overall 7.5 in IELTS)
- Python: Content analysis (multimodal), machine learning (prediction and classification), network analysis (Graph Neural Network), and LLM fine-tuning
- Proficiency in Stata, Nvivo, LISREL, Citespace, and SPSS.
- Chinese-English interpretation (intermediate)
- Rapporteur (in 5+ conferences)
- Proficiency in working software such as Word, PowerPoint, Excel, etc.
- Interests: Calligraphy (grade 9); semi-professional bodybuilder (5th in Beijing College Students Competition); keyboard (grade 10)