

Ruosi Shao

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University of Oklahoma Health Sciences Center

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EDUCATION

Ph. D. Mass Communications

The Pennsylvania State University (Jul 2022)

Dissertation: “Bridging the Paradigm Gap Between CASA and Uncanny Valley:
Proposing A Motivated Cognition Approach for Human-Agent Social Interactions”

Advisor: Mike Schmierbach, Ph.D.

M.A. Mass Communications

Renmin University of China (May 2017)

Advisor: Di Zhang, Ph.D.

B.A. dual major in Journalism and International Relations

Renmin University of China (May 2015)

RESEARCH INTERESTS

Health Communication; Social Support; Emotion Regulation; Human-Computer Interaction; Social Robotics

PEER-REVIEWED PUBLICATIONS

Myrick, J., Waldron, K., Cohen, O., DiRusso, C., **Shao, R.**, Cho, E., Willoughby, J. F., Turrisi, R. (2022) The Effects of Embedded Skin Cancer Interventions on Sun-Safety Attitudes and Attention Paid to Tan Women on Instagram. *Frontiers in Psychology*. 08 Apr 2022, 13:838297. DOI: 10.3389/fpsyg.2022.838297 PMID: 35465513 PMCID: PMC9029166.

Shao, R., Shi, Z., & Zhang, D. (2021). Can Social Media Help Regulate the Emotional Burnout during the COVID-19 Pandemic?: A Multilevel Approach. *Journal of Medical Internet Research*. 16 Mar 2021, 23(3):e27015. DOI: 10.2196/27015 PMID: 33661753 PMCID: PMC7968478.

Wang, J., Yang, H., **Shao, R.**, Abdullah, S., & Sundar, S. S. (2020, April). Alexa as coach: Leveraging smart speakers to build social agents that reduce public speaking anxiety. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems* (pp. 1-13). <https://doi.org/10.1145/3313831.3376561>.

Myrick, J. G., Ahern, L., Shao, R., & Conlin, J. (2019). Technology Name and Celebrity Endorsement Effects of Autonomous Vehicle Promotional Messages: Mechanisms and Moderators. *Science Communication*, 41(1), 38-65. <https://doi.org/10.1177/1075547018819194>.

Zhang, D. Hu, B. & **Shao, R.** (2016). The Efficacy of Chinese News Coverage of Tobacco Control: A Comparison between Media Agenda and Policy Agenda. *International Journal of Communication*. 10(2016), 1601–1621.

CONFERENCE PRESENTATIONS

2021

Shao, R., Zhang, D., & Shi, Z. (2021, May 27-31) *Reconsidering Support Gaps: The Linear and Quadratic Effects of Support Gaps in the Covid-19 Lockdown*. Paper presented at the 71th Annual Conference of International Communication Association (ICA), Interpersonal Communication Division, Denver, CO, United States.

Shao, R., & Zhang, D. (2021, May 27-31) *Regulating Within and Across Levels: A Multilevel Approach to Emotional Regulation in the Covid-19 Pandemic*. Paper presented at the 71th Annual Conference of International Communication Association (ICA), Health Communication Division, Denver, CO, United States.

2020

Shao, R., & Sundar, S. S. (2020, May 21-25) *How Does Presence Persuade?: Testing Competing Theoretical Claims about Effects of Virtual Reality*. Paper presented at the 70th Annual Conference of International Communication Association (ICA), Information Systems Division, Gold Coast, Australia. **Top paper award—Information Systems Division**

Shao, R. (2020, May 21-25) *How does Network Density Influence Online Supportive Interaction?: A Structural Perspective*. Paper presented at the 70th Annual Conference of International Communication Association (ICA), Interpersonal Communication Division, Gold Coast, Australia.

2019

Gang, H., Zhang, D., & **Shao, R.** (2020, May 24-28) *Classification of Use of Online Health Information Channels and Variation in Motivations for Channel Selection: A Risk Information Seeking and Processing Perspective*. Paper presented at the 69th Annual Conference of International Communication Association (ICA), Health Communication Division, Washington D. C., United States.

Chen, C., DiRusso, C., Yang, H., **Shao, R.**, Krieger, M., & Sundar, S. S. (2019, August 7-10). *Alexa, Netflix and Siri: User perceptions of AI-driven technologies*. Paper presented at the 102nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.

Myrick, J., DiRusso, C., Cohen, O., Cho, E., & **Shao, R.** (2020, May 24-28) *Promoting health behavior change through self-compassion narratives: Development and application of a state self-compassion scale*. Paper presented at the 69th Annual Conference of International Communication Association (ICA), Health Communication Division, Washington D. C., United States.

2018

Yang, H. & **Shao, R.** (2018, Aug 6-9) *Human-like vs. Robot-like Voices: The Impact of Voice Cues of a Virtual Health Assistant and Health Information Sensitivity on Users' Perception and Behavioral Intentions*. Paper presented at the 2018 Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Communication Technology Division, Washington D. C., United States. **Second place in the Jung-Sook Lee student paper competition**

GRANTS, AWARDS, & FELLOWSHIPS

Research Grant/Funding

- 2020 Penn State Research Grant (\$ 2,000)
The Arthur W. Page Center for Integrity in Public Communication
Title of the project: "Utilizing Chatbot for Nonprofit Organization Advocacy"
- 2020 Don Davis Grant ((\$ 3,000)
Title of the project: "Emotional Transparency: Adopting the Cognitive Approach to Emotions to Cultivate Human Acceptance of Artificial Emotions"

Awards and Honors

- 2017 Outstanding Graduate Award, Ministry of Education, China
- 2014 Dean's list, Renmin University of China
Second-Prize Academic Scholarship, Renmin University of China
- 2013 Dean's list, Renmin University of China
Second-Prize Academic Scholarship, Renmin University of China
- 2012 Dean's list, Renmin University of China

TRAINING AND CERTIFICATION

Workshops

Introduction to Natural Language Processing (Text Analysis Pedagogy Institute, Summer, 2022)
Multilevel Models: Introduction and Application (Peking University, China, Summer 2016)
Regression Analysis: Introduction and Application (Peking University, China, Summer 2015)
Scale Construction and Application in Social Science Research (Peking University, China, Summer 2015)

Qualifications

Penn State University

COMM 502 Communication Curriculum and Pedagogy

COMM 602 Supervised Experience in College Teaching
Supervisor: Lee Ahern

OL 2050 Graduate Online Teaching Certificate

MEDIA COVERAGE

Hallman, J. (2020, May 14). Anxious about public speaking? Your smart speaker could help. *Penn State News*. Retrieved from <https://www.icds.psu.edu/anxious-about-public-speaking-your-smart-speaker-could-help/>