

Xinyue (Selene) Zhang

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Research Interests

Misinformation; AI-mediated communication; Computational social science

Education

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| 2025 – 2026
(expected) | University of Southern California – Los Angeles, CA, USA
M.S. in Data Science
GPA: 4.00/4.00 |
| 2024 – 2027
(expected) | Tsinghua University – Beijing, China
M.A. in Communication Data Science
<i>Dual Degree Program (in partnership with USC)</i>
GPA: 4.00/4.00 (Ranked 1/114) |
| 2020 – 2024 | Wuhan University – Wuhan, China
B.A. in Communication |

Publications

- [1] Liang Chen, Xinying Tan, **Xinyue Zhang**. *Guidance Misaligned? The Moderating Role of Perception Discrepancies in Parental Mediation Effects*. *Mass Communication and Society* (Accepted).

Under Review

- [1] Xinying Tan, **Xinyue Zhang**, Dajun Li, Liang Chen. *Extending the Technology Acceptance Model from a Perceived Risk–Benefit Perspective: Public Acceptance of AI-Based Rumor-Debunking Tools*. *Journalism Spring and Autumn* (Chinese-language journal; Revise and Resubmit).
- [2] **Xinyue Zhang**, Xintong Li, Yuxuan Li, Kun Tang. *Purification and Protection: How School and Family Sex Education Differentially Moderate the Effects of Pornography on Condomless Sex*. Under review at *Journal of Medical Internet Research*.

- [3] **Xinyue Zhang**, Zheyi Li, Hao Wang, Kun Tang. *Detecting the Risk of Sexual Victimization among College Students: A Large-Scale Machine Learning Approach*. Under review at *Computers in Human Behavior*.

Conference Presentations

- [1] **Zhang, X.**, Qiu, Q. (2026). *When Morality Kidnaps Science: How Moral Expressions Drive Engagement and Moral Contagion in Scientific Misinformation*. Accepted for oral presentation at the Annual Conference of the International Communication Association (ICA), Science Communication Division. **Top Student Paper Award**.
- [2] Miao, Y., **Zhang, X.** (2026). *Why We Share Falsehoods: Testing a Coalitional Account of Misinformation Sharing*. Accepted for presentation at the Annual Conference of the International Communication Association (ICA), Computational Methods Division.
- [3] Chen, L., Tan, X., **Zhang, X.** (2025). *Guidance Misaligned? The Moderating Role of Perception Discrepancies in Parental Mediation Effects*. Presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication and Society Division.
- [4] Dong, Q., **Zhang, X.**, Wang, X. (2024). *More Human or More Machine? The Effects of AI Involvement in Fact-Checking on Misinformation Correction*. Presented at the Annual Conference on Information Behavior Research.

Work in Progress

- [1] **Xinyue Zhang**, Yiting Miao. *Reviewing the Reviewers: Policy Framing and Error Trade-offs in LLM-Based Content Moderation*. Manuscript in preparation.

Honors & Awards

- 2026 Top Student Paper Award, Science Communication Division, International Communication Association (ICA).
- 2026 USC Annenberg Student Success Fund.
- 2025 Graduate Student All-Round Excellence Award (First Level), THU.
- 2024 Outstanding Graduate, WHU.
- 2024 Outstanding Undergraduate Thesis Award, WHU.
- 2024 Creative Learning Scholarship, WHU.
- 2024 Entrepreneurship Scholarship, WHU.

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| 2023 | Innovation Achievement Award (First Level), WHU. |
| 2023 | Outstanding Student Scholarship, WHU. |
| 2022 | Special Scholarship, WHU. |
| 2022 | Outstanding Student Scholarship, WHU. |

Research Experience

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| 2025.06 –
2025.12 | Vanke School of Public Health, Tsinghua University
Mentors: Prof. Kun Tang.
Contributed to the design of a randomized controlled trial (RCT) evaluating AI-assisted point-of-care ultrasound (POCUS) in East Africa. Developed qualitative interview protocols and analyzed survey data ($N = 71,644$) on sexual and reproductive health among Chinese college students, contributing to two manuscripts currently under review. |
| 2024.06 –
Present | Center for Global Health and Development, Tsinghua University
Mentors: Prof. Liang Chen.
Conducted quantitative analysis and visualization of social media data on public opinion dynamics. Analyzed matched and paired-sample datasets; contributed to manuscript preparation resulting in an accepted publication at <i>Mass Communication and Society</i> . |
| 2022.06 –
2024.06 | Media Research Center, Wuhan University
Mentors: Prof. Qingxing Dong.
Applied agent-based modeling (ABM) to simulate cross-platform misinformation diffusion. Designed and analyzed experimental studies on AI-assisted fact-checking and misinformation correction, leading to a conference presentation at ICA 2024. |

Technical Skills

Computational and AI-Based Analysis

Text mining, sentiment analysis, topic modeling (LDA), network analysis
LLM APIs, prompt engineering, retrieval-augmented generation (RAG), machine learning for classification and prediction

Empirical Research Methods

Experimental and survey design; quantitative statistical analysis
Qualitative interviews, focus groups, and thematic coding

Data Processing, Visualization, and Automation

API-based data collection, large-scale data processing

Data visualization with Tableau; workflow automation with n8n

Programming and Software Tools

R, Python, Stata; SPSS, Mplus, NetLogo; $\text{\LaTeX}$, Git