

Education

- Stanford University, Stanford, CA
(I took the leave of absence from 09/2011~01/2014)
Ph.D., Communication, 06/2015 (expected)
M.A., Political Science, 06/2014
Certificate, Summer Institute of Entrepreneurship, 07/2011
- Washington State University, Pullman, CA
M.A., Communication, 06/2009
- Nanjing University, Nanjing, China
B.A., Journalism (*Honors*), 06/2006

Research Interests

Political psychology, media effects, decision-making, human-computer interaction, attitude and behavioral change, mobile communication technology, survey & experiment methodology

Refereed Papers

- Zhou, Y., & Pinkleton, B. (2012). Modeling the effects of political information source use and online expression on young adults' political efficacy. *Mass Communication and Society*, 15(6), 813-830.
- Pinkleton, B., Austin, E., Zhou, Y., Willoughby, J., & Reiser, M. (2012). Perception of news media, external efficacy, and public affair apathy in political decision making and disaffection. *Journalism & Mass Communication Quarterly*, 89 (1), 23-39.
- Zhou, Y. (2007). Blog use and friendship development. *Journalism and Communication*, 13(2), 67-82. (paper written in Chinese)
- Zhou, Y. (2006). Reality tendency of virtual communication: A case study of motivation and effects of blog use. *Nanjing Social Science*, 220, 114-120. (paper written in Chinese)
- Zhou, Y. (2005). Media placation via livelihood news: Media motivation and effects. *Academia Bimestris*, 17(6), 174-178. (paper written in Chinese)

Conference Papers

- Zhou, Y. (2013). The influence of diversity of opinions within discussion groups on attitude changes in the Deliberation Polling. Paper presented to *the ICA (International Communication Association) 2013 Convention*. London, UK, June 2013.
- Zhou, Y. (2010). The role of communication in political participation: Exploring the social normative/cognitive processes related to political behavior. Paper presented to *the ICA (International Communication Association) 2010 Convention*. Singapore, June 21-25, 2009.
- Pinkleton, B., Austin, E., Fitts, J., Reiser, M., & Zhou, Y. (2009). Satisfaction with media performance and perceptions of media usefulness in political decision making and

disaffection. Paper presented to *the AEJMC 2009 Convention*. Boston, MA, U.S., August 5-8, 2009.

Zhou, Y. & Pinkleton, B. (2009). Modeling the effects of online information source use and expression on young adults' political efficacy. Paper presented to the *AEJMC (Association for Education in Journalism and Mass Communication) 2009 Convention*. Boston, MA, U.S., August 5-8, 2009.

Busselle, R., Bilandzic, H., & Zhou, Y. (2009). The influence of television fiction on real world victim sympathy: The roles of narrative engagement and counter-arguing. Paper presented to *the ICA 2009* Chicago, IL, May 21-25, 2009.

Busselle, R., Reich, S., Antony, M. G., Zhou, Y., & Bilandzic, H. (2009). Thinking while viewing: What thoughts during viewing can tell us about narrative experiences and effects? Paper presented to *the ICA 2009*, Chicago, May 21-25, 2009.

Zhou, Y. (2008). Exploring the impact of state surveillance on individuals' political expression in Chinese cyberspace. Paper presented at *the AEJMC 2008 Convention*, Chicago, IL, U.S. August 6-9, 2008.

Zhou, Y. (2007). Public discussion in virtual communities with the real name registration system: A longitude study in one China's campus BBS (2004~2006). Paper presented at the 5th China's Internet Research Conference, Texas A&M University. College Station, TX. U.S., May 19-20, 2007.

Zhou, Y. (2006, July). A longitude study of real name registration system in Chinese campus BBSs. Paper presented at Postgraduate Academic Conference 2006, Chinese University of Hong Kong, Hong Kong. (*paper written in Chinese*)

Research Experience

Center for Deliberative Democracy, Stanford University, 09/2009~09/2011

Berkman Center for Internet and Society, Harvard University, 06/2008~10/2008

College of Communication, Washington State University, 08/2007~08/2009

Computer-Mediated Communication Research Center, Nanjing University 5/05~6/06

Teaching Experience

Teaching Assistant

Communication Research Methods, Stanford University, Winter 2014

Experimental Research in Advanced User Interfaces, Stanford University, Fall 2013,

Media and Society, Washington State University, Fall 2008 & Spring 2009

Academic Service

Journal Reviewer

Journal of Computer-Mediated Communication (1)

Information, Communication and Society (1)

Mass Communication & Society (1)

Political Communication (2)

Conference Reviewer

International Communication Association (2010, 2011, 2013)

National Communication Association (2008)

Association for Education in Journalism and Mass Communication (2008, 2009)

Honors

Stanford Graduate Fellowship (Gerhard Casper Fellow), 2009-2015

(Four-year fellowship to outstanding students pursuing doctoral degrees in the sciences and engineering)

Washington State University Graduate Assistantship, 2007-2009

The Highest Award of Nanfang Daily National Journalism Fellowship, China, 2006

Nanjing University Academic Innovation Scholarship, 2005

Nanjing University People Scholarship, 2003-2006

Professional Experience

Founding Member and Senior Product Manger, Haipu, Beijing, 08/2011 – 11/2013

(I was the first founding team member of Haipu, a VC-backed startup to provide mobile personalized content service in China. I led the product design and management)

Journalist, Phoenix TV, Shanghai, 02/2006 – 12/2006

Journalist, Hong Kong Ta Kung Pao, Shanghai & Hong Kong, 07/2005 – 12/2005