

## 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