Qiaofei Wu (PhD)

School of Journalism and Communication, Beijing Normal University

Email: qiaofeiwu25@bnu.edu.cn

Research Foci

Social Implications of Digital Technologies (i.e., Social Media and Artificial Intelligence)

Risk, Uncertainty, and Decision-Making

Cultural Dynamics of Communication Effects

Academic positions

Beijing Normal University   Beijing, China

Assistant Professor   Nov 2025 – present

Education

National University of Singapore   Singapore

Ph.D. in Communication   Aug 2020 – Sept 2025

Under the NUS Research Scholarship

Tsinghua University   Beijing, China

M.A. in Communication   Sep 2017 – Jun 2020

Central University of Finance and Economics   Beijing, China

B.A. in Advertising   Sep 2013 - Jul 2017

Peer-Reviewed Publications

[9] Jiang, S., Zhuang, K., **Wu, Q.** & Lei, S. (2025). Understanding eHealth use among older adults in Singapore: the roles of personal, social, and cultural factors. *Chinese Journal of Communication*. doi:10.1080/17544750.2025.2589719

[8] Jiang, S., Zhang, L., & **Wu, Q.** (2025). How does misinformation affect health behavior? Examining the roles of information source, information processing, and health belief in the context of COVID-19. *Mass Communication and Society*, 1-18. doi:10.1080/15205436.2025.2569457

[7] Soto-Sanfiel, M. T., & **Wu, Q.** (2025).How audiences make sense of deepfake resurrections: A multilevel analysis of realism, ethics, and cultural meaning. *Computers in Human Behavior*, *174*:108822. doi:10.1016/j.chb.2025.108822

[6] **Wu, Q.**, Ngien, A., Jiang, S., & Dong, Y. (2024). Why communication matters? The roles of patient-provider communication and social media use in cancer survivors' meaning in life. *Computers in Human Behavior*, *156*:108218. doi:10.1016/j.chb.2024.108218

[5] **Wu, Q.**, Ngien, A., & Jiang, S. (2023). Descriptive norms and eHealth use among older adults: A cross-country comparative study. *Health Communication*, *39*(12), 2971-2982. doi:10.1080/10410236.2023.2297120

[4] Liu, S., **Wu, Q.**, Luo, X., Xu, J. & Chen, Y. (2023). Egoistic and altruistic behaviors in tobacco control campaign: the role of social media exposure, interpersonal communication and attitudes. *Frontiers in Communication*, *8*:1178413. doi:10.3389/fcomm.2023.1178413

[3] **Wu, Q.**, & Jiang, S. (2023). The effects of patient-centered communication on emotional health: Examining the roles of self-efficacy, information seeking frustration, and social media use. *Journal of Health Communication*, *28*(6), 349-359. doi:10.1080/10810730.2023.2208537

[2] Jiang, S., Liu, P. L., Ngien, A., & **Wu, Q.** (2022). The effects of worry, risk perception, information-seeking experience, and trust in misinformation on COVID-19 fact-checking: a survey study in China. *Chinese Journal of Communication*, *16*(2), 132-149. doi:10.1080/17544750.2022.2121931

[1] Zheng, H., Jiang, S., & **Wu, Q.** (2022). Factors influencing COVID-19 vaccination intention: The roles of vaccine knowledge, vaccine risk perception, and doctor-patient communication. *Patient Education and Counseling*, *105*(2), 277-283. doi:10.1016/j.pec.2021.09.023

Book Chapters

[1] **Wu, Q.**, Hu, M., Sun, C., Shi, Y., Zhang, X., & Cheng, X. Understanding the COVID-19 pandemic from the perspective of social media in China. In Chen, H., Liu, Z., Sun, M., & Jin, J. (Eds.), *Documenting the COVID-19 Pandemic: An Analysis of Social Big Data* (pp.73-174). Tsinghua University Press. (Forthcoming)

Refereed Conference Papers

[14] **Wu, Q.**, Lu, Q., Schulz, P. J., & Jiang, S. Health-related Social Media Use and Physical Activity Engagement: Unravelling the Role of Health Literacy and Network Homogeneity. Paper accepted for the 111th Annual Convention of the National Communication Association, Denver, Colorado, USA.

[13] Soto-Sanfiel, M. T., & **Wu, Q.** (2025). Deepfakes of deceased celebrities: factors explaining cognitive and affective attitudes towards them and their virality. Paper accepted for the 108th Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA., USA.

[12] Jiang, S., Zhuang, K., & **Wu, Q.** (2025). Factors Influencing Older Adults' eHealth Use: A Survey Study in Singapore. Paper accepted for the 75th Annual Conference of the International Communication Association, Denver, Colorado, USA.

[11] Soto-Sanfiel, M. T., & **Wu, Q.** (2025). Individual Responses to Deepfakes of Deceased Artists: A Complex, Layered Analysis. Paper accepted for the 75th Annual Conference of the International Communication Association, Denver, Colorado, USA.

[10] **Wu, Q.**, & Jiang, S. (2024). Linking Active and Passive WeChat Usage to Emotional Well-being: The Role of Perceived Social Support and Network Heterogeneity. Paper presented at the 110th Annual Convention of the National Communication Association, New Orleans, Louisiana, USA.

[9] **Wu, Q.**, & Jiang, S. (2024). Why Communication Matters? The Roles of Patient-Provider Communication and Health-Related Social Media Use in Cancer Survivors' Meaning in Life. Paper presented at the 110th Annual Convention of the National Communication Association, New Orleans, Louisiana, USA.

[8] Ngien, A., **Wu, Q.**, & Jiang, S. (2024). Linking Uncertainty Avoidance to Emotional Health: The Roles of Health-related Social Media Use and Perceived Patient-centredness. Paper presented at the 74th Annual Conference of the International Communication Association, Gold Coast, Australia.

[7] **Wu, Q.**, & Jiang, S. (2023). Descriptive norms and eHealth use among older adults: A cross-country comparative study. Paper presented at the 109th Annual Convention of the National Communication Association, National Harbor, Maryland, USA.

[6] **Wu, Q.**, & Cheng, X. (2023). Individual and contextual correlates of online political participation across 32 countries: The roles of media exposure, Internet penetration and democracy. Paper presented at Political Communication Preconference of the 73rd Annual Conference of International Communication Association: Comparative Digital Political Communication: Comparisons across Countries, Platforms, and Time. Toronto, Ontario, Canada.

[5] **Wu, Q.** (2023). Association between patient-centered communication and emotional Health: Examining the roles of self-efficacy, information seeking frustration and social media use. Paper presented at the 73rd Annual Conference of the International Communication Association, Toronto, Ontario, Canada.

[4] Liu, S., **Wu, Q.**, Luo, X., & Xu, J. (2022). Egoistic and altruistic behaviors in tobacco control campaign: The roles of social media exposure, interpersonal communication and attitudes. Paper presented at the 5th "Medicine, Humanity and Media" (MHM 2022) International Conference, Beijing, China.

[3] Jiang, S., Liu, P. L., Ngien, A., & **Wu, Q.** (2022). Promoting health fact-checking during the COVID-19 pandemic: The roles of worry, risk perception, and information seeking experience. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France.

[2] Jiang, S., Zhang, L., & **Wu, Q.** (2021). How does misinformation affect health behavior? Examining the roles of information source, information processing, and health belief in the context of COVID-19. Paper presented at the 107th Annual Convention of the National Communication Association, Seattle, Washington, USA.

[1] Chen, A., Hu, Y., & **Wu, Q.** (2019). Identification of nationalist and populist emotions in social media: Based a new massive text annotation approach for deep learning. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, D.C., USA.

Teaching Experience

Teaching Assistant

Quantitative Research Methods, National University of Singapore	Fall 2021 & Spring 2022
Media Survey and Statistics, Tsinghua University	Fall 2018

Other Research Experiences

Narrative, Messages and Health Campaign in Singapore, National University of Singapore   Singapore
Research assistant   Aug 2024 – Dec 2024

Deep and cheap fakes: effects on audience's attitudes, knowledges, and literacy, National University of Singapore   Singapore
Research assistant   Apr 2023 – May 2024

Digital Ageing Project, National University of Singapore   Singapore
Research assistant   Nov 2022 – Mar 2023

Natural Language Processing Laboratory, Tsinghua University   Beijing, China
Research assistant   Jul 2020 – Feb 2021

Research Center for New Media and Communication, Tsinghua University   Beijing, China
Research assistant   Oct 2017 – Jul 2020

Institute of Cultural Creative Industry Research, Renmin University of China   Beijing, China
Research assistant   Jun 2015 – Dec 2017

College Students' Innovation Project, Central University of Finance and Economics   Beijing, China
Team Leader   Apr 2015 – Jun 2016

Awards & Honors

Top Paper Award   Nov 2024
Health Communication Division, NCA 110th Annual Convention

Top Paper Award   Nov 2023
Chinese Communication Association, NCA 109th Annual Convention

Best Paper Award (Third Place)   Nov 2022
The 5th "Medicine, Humanity and Media" International Conference (MHM2022), Peking University

Research Scholarship   Aug 2020 – Aug 2024
National University of Singapore

Golden Prize Team in Summer Social Practice   Oct 2018
Tsinghua University

Outstanding Individual in Summer Social Practice   Oct 2014
Central University of Finance and Economics

Grants

2025 Student Caucus Travel Grant, USD$200   Nov 2025
National Communication Association (NCA)

2024 Student Caucus Travel Grant, USD$200   Nov 2024
National Communication Association (NCA)

Graduate Student Travel Grant (GSTG), SGD$2,000   Sep 2024
National University of Singapore

Graduate Research Support Scheme (GRSS), SGD$3,000, *PI*   Jun 2024
National University of Singapore
Project title: Public Responses to Health Messages about E-cigarettes in the U.S.

Conference Travel Grant, SGD$2,000   May 2023
National University of Singapore

Academic Service

Ad-hoc Journal Reviewer (in alphabetical order)
Frontiers in Psychology
Health Communication
JMIR Aging
Journal of Medical Internet Research
Patient Education & Counseling

Ad-hoc Conference Reviewer (in alphabetical order)
International Association for Media and Communication Research (IAMCR) Annual Conference
International Communication Association (ICA) Annual Conference
National Communication Association (NCA) Annual Convention

Skills

Statistical Programming/Markup Languages: R, SPSS, LaTeX, Markdown
Languages: Mandarin (Native); English (Proficient)