

郭羽 Yu Guo, PhD

Position: Associate Professor

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Current Position

Macau University of Science and Technology; Macau SAR, China;

July 2020 – now; Associate Professor; Faculty of Humanities and Arts;

September 2015 – June 2020; Assistant Professor; Faculty of Humanities and Arts;

Teaching Subjects:

(1) Undergraduate studies: New Media Communication and Society; Communication Theory; Integrated Marketing Communication (IMC); Public Relations; Japanese Studies

(2) Graduate studies: Advanced Quantitative Research Methods

Research Areas:

Digital media and society; Audience research; New media and gender studies

Education

Hokkaido University; Sapporo, Japan; October 2012 – September 2015,
PhD, Media and Communication Studies

Communication University of China; Beijing, China; September 2008 – July 2010,
Master of Arts, International Journalism

Communication University of China; Beijing, China; September 2004 – July 2008,
Bachelor of Arts, Japanese Studies

Journal Publication (peer reviewed)

Li, Y., **Guo, Y***. (2021). How do traditional media function in social learning about AI? Psychological and cognitive reactions to AI-powered communication, *Communication Studies (ESCI)*, Accepted and waiting for publication

Li, Y., **Guo, Y.**, & Chen, L. (2021). Predicting social support exchanging among male homosexuals who are HIV-positive in social media context: The role of online self-disclosure . *Journal of Homosexuality (SSCI, Q1)*, 1-17.

Li, Y., Guo, Y*., (2020). Online communication and cognitive risk: A study of risk information seeking in the social media environment. *Chinese Journal of Journalism and Communication (CSSCI)*, 4, 77-96

Guo, Y., Li, Y*. Chen, L. (2019). After Fukushima: How do news media impact Japanese public's risk perception and anxiety regarding nuclear radiation. *Environmental Communication (SSCI, Q1)*. published online

Guo, Y., Li, Y*. (2019). Online amplification of air pollution risk perception: The moderating role of affect in information. *Information, Communication & Society (SSCI, Q1)*, 21(1), 80-93

Chen, L., Shi, J., Guo, Y*., Wang, P., Li, Y. (2018) Agenda-setting on traditional versus social media: An analysis of haze-related content grounded in the extended parallel process model. *Internet Research (SSCI&SCIE, Q1)*, published online

Chen, L., Guo, Y*., & Shi, J. (2018). Social support seeking on social media among Chinese gay men living with HIV/AIDS: The role of perceived threat. *Telemedicine and e-Health (SCIE, Q2)*. published online

Li, Y., Guo, Y*. (2016). Be proactive for better decisions: Predicting information seeking in the context of earthquake risk. *International Journal of Disaster Risk Reduction (SCIE, Q1)*, 19, 75-83

Guo, Y., Li, Y*. (2016). Getting ready for mega disasters: The role of past experience in changing disaster consciousness. *Disaster Prevention and Management: An international journal (SSCI, Q4)*, 25(4), 492-505

Guo, Y*., (2016). Examining the moderating role of audience personality traits in the effect of microblogging usage on social capital. *Chinese Journal of Journalism and Communication (CSSCI)*, 7, 163-176

Guo, Y*., (2016). Online self-presentation and social capital: A study of the social media using behaviors from social cognitive perspective (in Chinese). *Journalism Quarterly (CSSCI)*, 4, 67-74

Guo, Y* & Ito, N., (2016). Examining the Wechat using behaviors from uses and gratification (in Chinese). *Journalism and Mass Communication Monthly (CSSCI)*, 8, 54-57

Guo, Y* & Ito, N., (2016).The relationship between social network sites use and perceived social capital: A mutual influence model., *Journal of Macau University of Science and Technology*, 10, 35-43

Guo, Y*., Li, Y., & Ito, N. (2014). Exploring the predicted effect of social network site use on perceived social capital and psychological well-being of Chinese international students in Japan. *Cyberpsychology, Behavior, and Social Networking (SSCI, Q1)*, 17(1), 52-58.

Note: * = Corresponding

Conference Proceedings (peer reviewed)

Li, Y., Guo, Y., & Ito, N. (2015). The role of information quality and efficacy beliefs in predicting Chinese people's information seeking about air pollution risk. *Proceedings of ISCRAM 2015 Conference*, Kristiansand, Norway, May 2015.

Li, Y., Guo, Y., & Ito, N. (2014). An exploration of a social-cognitive framework for improving the human-centric risk communication. *Proceedings of the 11th International ISCRAM Conference*, pp.399-403, Pennsylvania State University, Pennsylvania, USA, May 2014.

Book Chapters

Akira Ishikawa, Atsushi Tsujimoto, Naoya Ito, Akira Sakai, Yuji Hara, Shigeo Kawashima, Akira Saito, Yiwei Li, & Yu Guo, in A. Ishikawa & A. Tsujimoto (Eds.), *Uncertainty and Crisis Management*, World Scientific Publishing, Singapore.

Conference Papers (Selected)

Guo, Y., (July, 2019). How do traditional media function in social learning about new technology? An exploratory study of individuals' intention to interact with AI-powered communication robot. The Preconference of The International Association for Media and Communication Research (IAMCR), Madrid, Spain

Guo, Y et al., (June, 2018). How do media information impact Japanese people's perceptions and attitudes toward human-computer interaction. The 2018 International Communication Association (ICA) annual conference, Prague, Czech Republic

Guo, Y et al., (June, 2017). Reducing psychological distance of climate change: Examining an affective model of information seeking. The 2017 International Communication Association (ICA) annual conference, San Diego, USA

Guo, Y., Li, Y. (June, 2016). Predicament of online engagement: The role of local politics and confucianism in the relation between self-censorship and gay activism in China, International Communication Association (ICA), Fukuoka, Japan

Guo, Y. (July, 2016). Examining the Moderating Role of Personality Traits in the Effect of Microblogging Usage on Social Capital, The Annual Conference of Social Media and Society, University of London (Goldsmith), London, UK

Guo, Y., Li, Y., & Ito, N. (October, 2014). The Chinese paradigm of social relations online: Modeling the impact of trust and self-disclosure on social capital of loyal social media users. The 2014 International Communication Association (ICA) Regional Conference, Queensland University of Technology, Brisbane, Australia.

Research Grant

2021.11 to now, Research Grand for The Role of Media in Public Response to Epidemic Diseases: Communication Strategies, Civic Mobilization and Problems (PI), Higher Education Institutions of Macau SAR, GRANT_NUMBER: HSS-MUST-2021-02

2020.06 to 2021.05, Research Grant for The Role of New Technologies in Science Communication: Media and the Public's Acceptance (PI), Macau University of Science and Technology Foundation (Macau), GRANT_NUMBER: FRG-20-010-FA

2018.12 to 2019.05, Research Grant for Persuasive Communication for Public Risk: The Dynamic and Practice, Project Investigator (PI), Macau University of Science and Technology Foundation (Macau), GRANT_NUMBER: FRG-17-043-FA

2016.04 to 2017.04, Research Grant for Communicating Climate Change: The Impact of Social Amplification, Project Investigator (PI), Macau University of Science and Technology Foundation (Macau), GRANT_NUMBER: FRG-16-039-FA

2017.4 to now, Research Grant for Frontier Methods in Communication Research: Methodology and Application, Co-Project Investigator (Co-PI), Macau University of Science and Technology Foundation (Macau), GRANT_NUMBER: FRG-18-016-FA

Award

2020.9, LIB Academic Research Award, Macau University of Science and Technology, Macau

2018.9, Teaching Excellence Award (Rising Stars), Macau University of Science and Technology, Macau

2013.3, "The Earth is Your Stage" Award (Academic Award), Research Faculty of Media and Communication, Hokkaido University, Japan

Language & Skills

Chinese Mandarin (native); English; Japanese (JLPT-1)

Public Service

Reviewer of *New Media & Society* (SSCI), *Cyberpsychology, Behavior and Social Networking* (SSCI), *Environmental Communication* (SSCI), *Computer in Human Behaviors* (SSCI)