

## **Yu Guo, Ph.D.**

Position: Associate Professor

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## **Employment**

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: Integrated Marketing Communication (IMC); Public Relations;  
Japanese Studies

(2) Graduate studies: Advanced Quantitative Research Methods; Media Related Research

## **Research Area**

Digital media and society; Health, environmental and risk Communications; Media and gender studies;

## **Education Background**

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

### Peer Reviewed Journal Paper

Yang, X., Xu, Y., **Guo, Y\***, & Li, Y. (2023). An examination of the interplay of message framing and vaccine safety information sources on COVID-19 vaccination promotion. *Current Psychology* (SCI, Q3), 1-13.

**Guo, Y.**, Xiang, H., & Wang, Y\*. (2023). Understanding self-protective behaviors during COVID-19 Pandemic: Integrating the theory of planned behavior and O-S-O-R model. *Current Psychology* (SCI, Q3), 1-13.

**Guo, Y\***, Hou, Y., Xiang, H., & Chen, L. (2023). “Help Us!”: A content analysis of COVID-19 help-seeking posts on Weibo during the first lockdown. *BMC Public Health* (SSCI&SCI, Q2), 23(1), 710.

**Guo, Y\***, & Hou, Y. (2023). COVID-19 Pandemic as an Opportunity or Challenge: Applying psychological distance theory and the co-benefit frame to promote public support for climate change mitigation on social media. *Environmental Communication* (SSCI, Q2), 1-19.

Xiang, H., Li, Y., & **Guo, Y\***. (2023). Promoting COVID-19 booster vaccines in Macao: A psychological reactance perspective. *Social Science & Medicine* (SSCI, Q1), 116-128.

Li, Y., **Guo, Y\***, & Lin, H. (2022). Feminized virus: A content analysis of social media’s representation of HPV vaccine. *Social Media+ Society* (SSCI, Q1), 8(3), 20563051221104232.

Chen, L., Tang, H., & **Guo, Y\***. (2022). Effect of patient-centered communication on physician-patient conflicts from the physicians’ perspective: A moderated mediation model. *Journal of Health Communication* (SSCI, Q2), 27(3), 164-172.

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), 72(6), 1034-1052.

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, Q2), 69(13), 2233-2249.

**Guo, Y.,** Li, Y\*. & Chen, L. (2020). After Fukushima: How do news media impact Japanese public's risk perception and anxiety regarding nuclear radiation. *Environmental Communication* (SSCI, Q1). 14(1), 97-111

**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. (2019) 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), 29(4), 688-703

Chen, L., **Guo, Y\*.,** & Shi, J. (2019). Social support seeking on social media among Chinese gay men living with HIV/AIDS: The role of perceived threat. *Telemedicine and e-Health* (SCI, Q1). 25(7), 655-659

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* (SCI, 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, Q3), 25(4), 492-505

**Guo, Y.,** Hou, Y\*., & Fan, F. (2023). Exploring Risk Perception and Diffusion Based on the Social Amplification of Risk Framework: The case of the Fukushima Daiichi nuclear water discharge (in Chinese), *Global Media Journal* (CSSCI), 10(3), 82-98

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 & Communication* (CSSCI), 4, 156-175

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

**Guo, Y\*.,** (2016). Online Self-disclose and Social Capital: A study on social media using behaviors based on social cognitive theory (in Chinese). *Journalism Bimonthly* (CSSCI), 4, 67-74

**Guo, Y\*.,** Ito, N (2016). Examining the WeChat's Using Behaviors and Effects from Uses and Gratification Perspective (in Chinese). *Press Circles* (CSSCI), 8, 54-57

**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 Author*

### **Conference (Partial)**

**Guo, Y et al.,** (June 2020). A content analysis with the HPV vaccine coverage in Chinese social media? The 2020 International Communication Association (ICA) annual conference, Online, Paris, France

**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.** (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 Grands**

2023. 07 to now, Research Grant for Communication Strategies for Public Health and Environmental Risk Events: Psychological Distance Theory and Co-Benefits Frames (PI), Macau University of Science and Technology Foundation (Macau), GRANT\_NUMBER: FRG-23-020-FA

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-2021-023

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

2017.04 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**

2022. 08 Second Place of 2022 Teaching Ideas Award Competition ) , The Association for Education in Journalism and Mass Communication (AEJMC), United States

2020. 09, LIB Academic Research Award, Macau University of Science and Technology, Macau

2018. 09, Teaching Excellence Award (Rising Stars), Macau University of Science and Technology, Macau

2013. 03, “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)

### **Membership**

Member of International Communication Association (ICA) and The Association for Education in Journalism and Mass Communication (AEJMC)

### **Public Service**

1. Member of Teaching Learning Assessment Committee (2023) of Macau University of Science and Technology ;
2. Board Member of Faculty of Humanities and Arts (2022/2023), Macau University of Science and Technology;
3. Member of the Teaching Excellence Award Committee (2018/2019/2023);
4. Editorial Board Member of *Humanities, Communications and Social Sciences (SSCI)* ;  
Reviewer for *Environmental Communication (SSCI)*; *Computer in Human Behaviors (SSCI)*;  
*Health Communication (SSCI)*