

Yu Guo (郭羽), Ph.D.

Position: Associate Professor

Email: yuguo@must.edu.mo

ORCID iD: <https://orcid.org/0000-0003-0091-6126>

Research Areas

Health Communication; Environmental Communication; Gender, Sexuality and Media; Social Psychology and Media; Strategic Communication

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 (International Journalism)

Teaching Experience

July 2020 – at present, Associate Professor, Faculty of Humanities and Arts, Macau University of Science and Technology, Macau SAR, China

September 2015 – June 2020, Assistant Professor; Faculty of Humanities and Arts, Macau University of Science and Technology, Macau SAR, China

Teaching Subjects

For undergraduate students: Integrated Marketing Communication; Public Relations; Japanese Studies

For graduate students: Advanced Quantitative Research Methods (Ph.D. students); Science, Health and Risk Communication (MA students)

Professional Experience

October 2023 – at present, Editorial Board Member, *Environmental Communication* (SSCI, Q1 in Communication), Published by Taylor & Francis

December 2022 – at present, Editorial Board Member, *Humanities & Social Sciences Communications* (SSCI & AHCI, Q1 in Humanities, Multidisciplinary), Published by Springer Nature

Selected Journal Publication (peer reviewed, * = corresponding author)

1. **Guo, Y.**, Wang, Y., & Li, Y*. (2024). Online Health Information Seeking and Cyberchondria Among Men at Risk of HIV Infection: A moderated mediation model. *International Journal of Sexual Health* (SSCI, IF= 2.2, Q1 in Social Sciences, Interdisciplinary). Published online.
2. **Guo, Y.**, Wang, D., & Xiang, H*. (2024). The impact of Fitspiration content on women's body shame and sexual assertiveness: A PLS-SEM and multigroup analysis. *New Media & Society* (SSCI, IF= 4.5, Q1 in Communication), published online.
3. **Guo, Y.**, Xiang, H*., & Hou, Y. (2024). Coping with Unknown Health Crisis via Social Media: A Content Analysis of Online Mutual Aid Group in the Beginning of the COVID-19 Pandemic. *Disaster Medicine and Public Health Preparedness* (SCI & SSCI, IF= 1.9, Q3 in Public, Environmental & Occupational Health), 18, e211.

4. **Guo, Y.**, Wang, Y., & Li, Y*. (2024). Online health information seeking, health anxiety and cyberchondria among men who engage in sexual risk taking: The mediating role of medical consultation about HIV/AIDS. *Journal of Community & Applied Social Psychology* (SSCI, IF= 2.7, Q2 in Psychology, Social), 34(4), e2845.
5. **Guo, Y***, Zheng, Y., Xiang, H., Hou, Y., & Li, Y. (2024). The influence of online social support on health self-management among gay men living with HIV in China. *Journal of Community & Applied Social Psychology* (SSCI, IF= 2.7, Q2 in Psychology, Social), 34(5), e2870.
6. Yang, X., Xu, Y., **Guo, Y***, & Li, Y. (2024). An examination of the interplay of message framing and vaccine safety information sources on COVID-19 vaccination promotion. *Current Psychology* (SSCI, IF= 2.5, Q2 in Psychology, Multidisciplinary), 43(19), 17714-17726.
7. Li, Q., **Guo, Y.**, Ye, J., Qiu, Y., & Zheng, Y*. (2024). I'm trying to get my mind offline: ICT demands, online vigilance, disconnection, and subjective well-being among Chinese media employees. *Current Psychology* (SSCI, IF= 2.5, Q2 in Psychology, Multidisciplinary), 43(15), 13374-13385.
8. Xiang, H., Li, Y., & **Guo, Y***. (2023). Promoting COVID-19 booster vaccines in Macao: A psychological reactance perspective. *Social Science & Medicine* (SCI & SSCI, IF= 4.9, Q1 in Public, Environmental & Occupational Health), 332, 116-128.
9. **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* (SCI, IF= 3.5, Q1 in Public, Environmental & Occupational Health), 23(1), 710.
10. **Guo, Y***, & Hou, Y. (2024). 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, IF= 3.0, Q1 in Communication), 18(5), 519-524.
11. **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* (SSCI, IF= 2.5, Q2 in Psychology, Multidisciplinary), 43(13), 12071-12083.
12. **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 (社會風險放大理論視角下的風險感知與擴散：以日本福島核電站核污染水排放事件為例) [in Chinese]. *Global Journal of Media Studies* (CSSCI, 《全球傳媒學刊》), 03, 82-98.
13. **Guo, Y.**, Li, C., & Huang, G*. (2023). Visual Reconstruction under Sensory Immersion: The case study of the design practice of culture and tourism metaverse in Macau (感官沈浸下的視覺再造：以澳門文旅元宇宙的設計實踐為例) [in Chinese]. *Furniture & Interior Design* (PKU, 《家具与室内装饰》), 10, 58-63.
14. Li, Y., **Guo, Y***, & Lin, H. (2022). Feminized Virus: A content analysis of social media's representation of HPV vaccine. *Social Media + Society* (SSCI, IF= 5.5, Q1 in Communication), 8(3), 20563051221104232.
15. 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, IF= 3.1, Q1 in Communication), 27(3), 164-172.
16. 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, IF= 1.4, Q2 in Communication), 72(6), 1034-1052.

17. 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, IF= 2.4, Q1 in Social Sciences, Interdisciplinary), 69(13), 2233-2249.
18. **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, IF= 3.0, Q1 in Communication). 14(1), 97-111
19. Li, Y., **Guo, Y***. (2020). Online Communication and Cognitive Risk: A study of risk information seeking in the social media environment (網絡傳播與認知風險: 社交媒體環境下的風險信息搜索行為研究) [in English]. *Chinese Journal of Journalism and Communication* (CSSCI, 《國際新聞界》). 04, 156-175
20. **Guo, Y.**, Li, Y*. (2019). Online amplification of air pollution risk perception: The moderating role of affect in information. *Information, Communication & Society* (SSCI, IF= 4.2, Q1 in Communication), 21(1), 80-93
21. 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* (SCI & SSCI, IF= 4.7, Q1 in Telecommunications), 29(4), 688-703
22. 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, IF= 2.4, Q2 in Health Care Sciences & Services). 25(7), 655-659
23. 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, IF= 4.2, Q1 in Geosciences, Multidisciplinary), 19, 75-83
24. **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, IF= 1.9, Q3 in Environmental Studies), 25(4), 492-505
25. **Guo, Y***., (2016). Examining the moderating role of audience personality traits in the effect of microblogging usage on social capital (受眾的性格特徵對其微博使用與社會資本的調節效應研究) [in English]. *Chinese Journal of Journalism and Communication* (CSSCI, 《國際新聞界》), 7, 163-176
26. **Guo, Y***., (2016). Online self-presentation and social capital: A study of the social media using behaviors from social cognitive perspective (線上自我展示與社會資本: 基於社會認知理論的社交媒體使用行為研究) [in Chinese]. *Journalism Quarterly* (CSSCI, 《新聞大學》), 4, 67-74
27. **Guo, Y*** & Ito, N. (2016). Examining the Wechat using behaviors from uses and gratification (基於使用與滿足理論的微信使用行為與效果研究) [in Chinese]. *Journalism and Mass Communication Monthly* (CSSCI, 《新聞界》), 8, 54-57
28. **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
29. **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, IF= 4.2, Q1 in Psychology, Social), 17(1), 52-58.

Selected Conference Paper (peer reviewed in recent years)

Sun, Z., Xiang, H., Guo, Y., Li, Y., & Zheng, Y. (2024). *Investigating the Effects of Mobile Interface Design for Organ Donation Promotion Website: An Integrated Perspective of TIME and HSM*. The 74th Annual International Communication Association Conference, Gold Coast.

Li, Q., Zheng, Y., Guo, Y., & Li, Y. (2024). *These Are Teens We Wanted: Gender Stereotypes in Moral Education Textbooks for Youth in China*. The 74th Annual International Communication Association Conference, Gold Coast.

Li, Y., Guo, Y., Wang, Y., & Yang, X. (2024). *The Role of Customization and Interaction Techniques in Facilitating Social Support for Depressed Individuals*. The 74th Annual International Communication Association Conference, Gold Coast.

Zhang, X., Li, Q., Guo, Y., & Li, Y. (2024). *When Family Communication Hurts: Examining the Double-edged Effects of Family Relationships on Postpartum Depression*. The 74th Annual International Communication Association Conference, Gold Coast.

Zhang, X., Li, Q., Guo, Y., & Li, Y. (2024). *Be Perfect or Be Depressed: Idealized Motherhood on Social Media, Social Comparison, and Postpartum Depression*. IAMCR 2024, Christchurch.

Duan, X., Guo, Y., Wang, Y. & Sun, Z. (2024). *Understanding the Dynamics of Peace Journalism and Nuclear Weapons in conflicts: A Content Analysis of Nuclear Weapon States' News Coverage during the Russia-Ukraine War*. IAMCR 2024, Christchurch.

Xiang, H., Guo, Y., & Li, Y. (2023). *The Effects of Health Message Design on Psychological Reactance: An Experiment on Promoting COVID-19 Booster Vaccination*. The 73rd Annual International Communication Association Conference, Toronto.

Guo, Y., Wang, Y., Xiang, H., Hou, Y., & Li, Y. (2023). *Promoting PrEP among Chinese MSM: How the Design of HIV Prevention Campaign Messages Affects Adoption and Risk compensation*. The 73rd Annual International Communication Association Conference, Toronto.

Guo, Y., Wang, Y., & Li, Y. (2022). *Online Health Information Seeking and Cyberchondria Among Men at Risk of HIV Infection: A Moderated Mediation Model*. The 72nd Annual International Communication Association Conference, Paris.

Guo, Y., Sun, K., Wang, Y., & Li, Y. (2022). *Gendered Body with National Pride: A Content Analysis of Chinese Sports Magazine's Coverage of Athletes from 2000-2020*. IAMCR 2022, Beijing.

Research Grands

September 2022 – September 2024, The Myth of the Metaverse: Analyzing Digital Media Presentation and Audience Effects (PI), Digital Media, Key Laboratory of Sichuan Province, Sichuan Conservatory of Music, Chendu, China, GRANT_NUMBER: 9035

November 2021 – October 2023, Research Grand for The Role of Media in Public Response to Epidemic Diseases: Communication Strategies, Civic Mobilization and Problems (PI), Higher Education Fund of Macau SAR Government, Macau SAR, China, GRANT_NUMBER: HSS-MUST-2021-02

July 2023 – June 2024, 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 SAR, China, GRANT_NUMBER: FRG-23-020-FA

June 2020 – May 2021, 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 SAR, China, GRANT_NUMBER: FRG-20-010-FA

December 2018 – May 2019, Research Grant for Persuasive Communication for Public Risk: The Dynamic and Practice, Project Investigator (PI), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-17-043-FA

April 2017 – March 2018, Research Grant for Frontier Methods in Communication Research: Methodology and Application, Co-Project Investigator (Co-PI), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-18-016-FA

April 2016 – March 2017, Research Grant for Communicating Climate Change: The Impact of Social Amplification, Project Investigator (PI), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-16-039-FA

October 2011 – September 2015, The Ministry of Education, Culture, Sports, Science, and Technology (MEXT) Doctoral Scholarship, Tokyo, Japan

December 2014 – February 2015, Research Grant for Excellent Young Researchers, Graduate School of International Media, Communication, and Tourism Studies, Hokkaido University, Sapporo, Japan

December 2013 – February 2014, Research Grant for Excellent Young Researchers, Graduate School of International Media, Communication, and Tourism Studies, Hokkaido University, Sapporo, Japan

Award

July 2024, Best Research Output Award [in Chinese: 2024 年度科研之星獎], Macau University of Science and Technology, Macau SAR, China

June 2022, Teaching Ideas Competition Award (2nd place) [in Chinese: 2022 年度 AEJMC 教學理念獎], Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), Detroit, United States

November 2020, Outstanding Performance Award in Online Teaching [in Chinese: 2019/2020 年度線上教學傑出獎], Macau University of Science and Technology, Macau SAR, China

September 2020, Luso International Banking (LIB) Academic Research Award [in Chinese: 2020 年度澳門國際銀行學術研究獎], Macau University of Science and Technology, Macau SAR, China

September 2018, Teaching Excellence Award (Rising Stars) [in Chinese: 2018 年度教學傑出獎之明日之星], Macau University of Science and Technology, Macau SAR, China

March 2013, “The Earth is Your Stage” Award (Academic) [in Chinese: 2013 年度北海道大學學術優秀獎], Research Faculty of Media and Communication, Hokkaido University, Japan

Language & Skills

Chinese Mandarin (native); English (fluent); Japanese (fluent); Mplus; AMOS; SPSS

Membership

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

Public Service

1. Editorial Board Member of *Humanities and Social Sciences Communications* (SSCI, Q1)
2. Editorial Board Member of *Environmental Communication* (SSCI, Q1)
3. Member of Teaching Learning Assessment Committee (TLAC) of MUST (2022/2023)
4. Board Committee Member of FA (2022 to now)
5. Head Mentor of Students Affairs in the Major of Journalism and Communication (2024 to now)
6. Member of Teaching Excellence Award Committee of MUST (2018/2019; 2022/2023; 2023/2024)