

王迪



工作職稱： 副教授
學院/部門： 人文藝術學院
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教學領域

組織傳播、消費者行為、品牌研究、新媒體傳播

研究領域

健康傳播、社交媒體的傳播心理、新媒體的商業傳播

個人主頁:

<https://www.researchgate.net/profile/Di-Wang-3>

學歷

2009 年 – 2013 年	美國亞利桑那大學 / 傳播學 / 博士學位
2007 年 – 2009 年	澳門大學 / 傳播學 / 碩士學位
2003 年 – 2007 年	東北師範大學 / 廣播電視新聞學 / 學士學位

工作經驗

2021 年至今	澳門科技大學 / 人文藝術學院 / 副教授
2013 年至 2021 年	澳門科技大學 / 人文藝術學院 / 助理教授

學術成果

期刊文章:

1. Fang, Y., **Wang, D.** (2025). Evaluating the effectiveness of prenatal exercise promotion strategies on the Xiaohongshu platform: Health beliefs, information quality, and source credibility. *PLoS One* 20, (9): e0330829.
<https://doi.org/10.1371/journal.pone.0330829> (**SCIE Journal; Impact factor: 2.9 in 2023; Q1: MULTIDISCIPLINARY SCIENCES**)
2. **Wang, D.**, Li, Y., Mao, Z., He, M., Hon, C., & Liu, Z. (2025). Risk definers and social discourse of GM foods: A comparative analysis of the People's Daily and the New York Times. *The Journal of Macau University of Science and Technology*, 19 (1), 145-174. DOI: 10.58664/mustjournal.2025.03.005.
3. **Wang D.**, Lu J, Zhou J, & Wong (2024). Useful or not? The discussion of traditional Chinese medicine to treat COVID-19 on a Chinese social networking site. *BMJ Global Health*, 9, e014398.
<https://doi.org/10.1136/bmjgh-2023-014398> (**SSCI & SCIE Journal; Impact factor: 8.1 in 2022; Q1: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH**)

4. Li, Y., Li, X., Zhai, Y., **Wang D***, & Hon, C. (2024). Misinformation Features Detection in Weibo: Unsupervised Learning, Latent Dirichlet Allocation, and Network Structure. *IEEE Access*. 12, 166977-166987. DOI: 10.1109/ACCESS.2024.3494015.
<https://ieeexplore.ieee.org/document/10747342?source=authoralert> (**SCIE Journal; Impact factor: 3.4 in 2023; Q2: COMPUTER SCIENCE, INFORMATION SYSTEMS**)
5. **Wang D.**, Zhang X. (2024) Time, Body, and Emotion: The Construction Logic and Gender Differences of Online Shopping Live Streaming. *Journal of Anqing Normal University(Social Science Edition)*, 43 (6), 90-96. DOI: 10.13757/j.cnki.cn34-1329/c.2024.06.013 (In Chinese).
6. **Wang, D.**, Lu, J. & Zhong, Y. (2023). Futile or fertile? The effect of persuasive strategies on citizen engagement in COVID-19 vaccine-related tweets across six national health departments. *Social Science & Medicine*, 317,115591.
<https://www.sciencedirect.com/science/article/pii/S0277953622008978?dgcid=author> (**SSCI & SCIE Journal; Impact factor: 5.379 in 2021; Q1: SOCIAL SCIENCES, BIOMEDICAL**)
7. Mao, Z., **Wang, D.*** & Zheng, S. (2023). Health Belief Model and Social Media Engagement: A Cross-national Study of Health Promotion Strategies against COVID-19 in 2020. *Frontiers in Public Health*,11:1093648. doi: 10.3389/fpubh.2023.1093648 (**SSCI & SCIE Journal; Impact factor: 6.461 in 2021; Q1: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH; Corresponding author**).
8. Mao, Z., Peng, H., **Wang, D.**, He, M., & Zhou, K. (2023). Health, Concerns, and Finance: News Framing of Wearing Masks in China From 2001 to 2020. *International Journal of Communication*, 17, 801-818. (**SSCI Journal, Q2 in Communication; Impact factor: 1.637 in 2021**)
9. Xu, L., Chen, T., Hou, Z., Zhang, W., Hon, C., Wang, X., **Wang, D.**, Chen, L., Zhu, W., Tian, Y., Ning, H. & Wang, F. (2024). Knowledge Graph-Based Reinforcement Federated Learning for Chinese Question and Answering, *IEEE Transactions on Computational Social Systems*, 1-11, DOI: 10.1109/TCSS.2023.3246795. (**SCIE Journal; Impact factor: 4.747 in 2021; Q2: COMPUTER SCIENCE, CYBERNETICS**)
10. Chen, T., Zhang, B., Wang, X., Zhang, W., Hon, C., **Wang, D.**, Chen, L., Li, Q. & Wang, F. Y. (2023). Public Opinion Evolution in Cyberspace: A Case Analysis of Pelosi's Visit to Taiwan. *IEEE Transactions on Computational Social Systems*, 1-11. DOI: 10.1109/TCSS.2023.3239046 (**SCIE Journal; Impact factor: 4.747 in 2021; Q2: COMPUTER SCIENCE, CYBERNETICS**)
11. **Wang, D.** & Lu, J. (2022). How News Agencies' Twitter Posts on COVID-19 Vaccines Attract Audiences' Twitter Engagement: A Content Analysis. *International Journal of Environmental Research and Public Health*, 19 (5): 2716. <https://doi.org/10.3390/ijerph19052716> (**SSCI & SCIE Journal; Impact**

factor: 4.614 in 2021; Q1: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH)

12. Lyu, J. C., **Wang, D.*** & Mao, Z. & Ling, P. (2021). Evolution of media frames about e-cigarettes from 2004 to 2019: a content analysis of newspapers in China, *Health Education Research*, 15, 22, doi: 10.1093/her/cyab019. **(SSCI Journal, Impact factor: 2.221 in 2021; Q2 in Education; Q2 in Public Health, Environmental and Occupational Health; Corresponding author)**
13. **Wang, D.** & Mao, Z. (2021). A comparative study of public health and social measures of COVID-19 advocated in different countries. *Health Policy*, 125 (8), 957-971. <https://doi.org/10.1016/j.healthpol.2021.05.016> **(SSCI & SCIE Journal, Q2 in HEALTH POLICY & SERVICES; Impact factor: 3.255 in 2021).**
14. Lyu, J. C., **Wang, D.***, Huang, P. & Ling, P. (2021). News Media Coverage of E-Cigarettes: An Analysis of Themes in Chinese Newspapers. *International Journal of Communication*, 15 (2021), 1-22. **(SSCI Journal, Q2 in COMMUNICATION; Impact factor: 1.637 in 2021; Corresponding author)**
15. **Wang, D.** & Mao, Z. (2021). From Risks to Catastrophes: How Chinese Newspapers Framed the Coronavirus Disease 2019 (COVID-19) in its Early Stage. *Health Risk & Society*, 23(3-4),93-110. <https://doi.org/10.1080/13698575.2021.1901859>. **(SSCI Journal, Impact factor: 2.659 in 2021)**
16. **Wang, D.**, Lyu, J. C. & Zhao, X. (2020). Public Opinion about E-Cigarettes on Chinese Social Media: A Combined Study of Text Mining Analysis and Correspondence Analysis. *Journal of Medical Internet Research*, 22(10):e19804. doi:10.2196/19804**(SCIE Journal, Q1 in Health Care Sciences & Services and Medical Informatics, Impact factor: 7.077 in 2021).**
17. **Wang, D.** & Mao, Z. (2020). Who is more likely to spread rumors? A study of the relationship between critical thinking, health anxiety, helpfulness, exhibitionism, and health rumor transmission on WeChat among older adults in China. *Journal of Macau University of Science and Technology*, 14(2), 8-17.
18. **Wang, D.** (2019). A Study of the Factors Influencing Fans' Tipping Behavior to Talent Anchors on Live Webcast Platform. *Journal of Macau University of Science and Technology*, 13(1), 10-15. (In Chinese).
19. **Wang, D.** (2019). A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites. *The Educational Review, USA*, 3(10), 152-163.
20. **Wang, D.** (2019). A study of the relationship between narcissism, extraversion, body-esteem, social comparison orientation and selfie-editing behavior on social networking sites. *Personality and Individual Differences*, 146, 127-129. <https://doi.org/10.1016/j.paid.2019.04.012> **(SSCI Journal, Q2 in Social Psychology; Impact factor: 3.950 in 2021)**
21. **Wang, D.**, Zhu, F. (2018). A study of Factors Affecting Selfie Posting in Social Media. *Journal of Macau University of Science and Technology*, 12(2), 17-24.

(In Chinese).

22. **Wang, D.**, Li, H., Zhou, Z., Yang, J., Fan, C. (2018). A study of the impact of online consumer reviews on purchase intention. *Journal of Macau University of Science and Technology*, 12(1), 1-10. (In Chinese).
23. **Wang, D.** (2017). A study of the relationship between narcissism, extraversion, drive for entertainment, and narcissistic behavior on social networking sites, *Computers in Human Behavior*, 66, 138-148.
<http://dx.doi.org/10.1016/j.chb.2016.09.036> (SSCI Journal, Q1 in Communication; Impact factor: 8.957 in 2021)
24. **Wang, D.** (2016). Does avatar behavior in massively multiplayer online role-playing game reflect ideal self or actual self? *Journal of Macau University of Science and Technology*, 10(1), 35-43.
25. Conway, B. A., Kenski, K. & **Wang, D.** (2015). The Rise of Twitter in the Political Campaign: Searching for Intermedia Agenda-Setting Effects in the Presidential Primary, *Journal of Computer-Mediated Communication*, 20(4), 13-19. doi: 10.1111/jcc4.12124
<http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12124/abstract>(SSCI Journal, Q1 in Communication; Impact Factor: 7.432 in 2021)
26. **Wang, D.** (2015). A Study of Factors Affecting Consumer Memory and Evaluation of Brand Placement in Movies. *Journal of Macau University of Science and Technology*, 9(1), 21-29.
27. Conway, B. A., Kenski, K. & **Wang, D.** (2013). Twitter Use by Presidential Primary Candidates During the 2013 Campaign. *American Behavioral Scientist*, 1-15, doi: 10.1177/0002764213489014(SSCI Journal, Q2 in SOCIAL SCIENCES, INTERDISCIPLINARY; Impact Factor: 2.531 in 2021)
28. **Wang, D.** (2009) Grassroots get control of public discourse right and change the world, *China Media Research*, 5(4), 13-19.

書籍和報告:

王迪. (2015) 中國形象在美國媒體的變遷: 框架研究 1992 年至 2008 年《時代》雜誌中的中國形象, 第十三章。陳懷林主編的《筆尖上的中國: 中國事件和中國形象的新聞框架分析》。澳門: 澳門大學出版社。

會議論文:

1. **Wang, D.**, Yang, J. (2023). Public Opinion about Mask-Wearing Before, During and After the Implementation of the U.S. COVID-19 Mask Mandate: A Content Analysis of the U.S. Centers for Disease Control and Prevention's Twitter Account. Paper presented at the 7th International Conference on Communications and Future Internet (ICCFI 2023), August 4-6, 2023, Nagoya, Japan.
2. **Wang D.** (2022). How to Attract Twitter Engagement: A study of six National Health Departments' COVID. 19 Related Tweets. 2022 SJTU-ICA New Media Forum, 24 September, 2022, Shanghai, China.

3. **Wang D.** (2022). A study on the factors of middle-aged and elderly people reposting health rumors on WeChat. Published at the 2022 6th Cross-Strait and Hong Kong and Macao Journalism Seminar, September 8, 2022, Macau, China.
4. **Wang, D.,** Lu, J. (2022). How news agencies' Twitter posts on COVID-19 vaccines attract audiences' Twitter engagement— based on the Health Belief Model. Paper presented at the annual conference of the International Association for Media and Communication Research, IAMCR Online 2022, 11-15 July 2022, Beijing China.
5. **Wang, D. &** Mao, Z. (2021). From Risks to Catastrophes: How Chinese Newspapers Framed the Coronavirus Disease 2019 (COVID-19) in its Early Stage. Paper presented at the COVID-19 and Risk webinar, June 18, 2021.
6. Lyu, J.C., **Wang, D.,** Huang P., Ling, P. M. (2021). News media representations of e-cigarettes: a thematic analysis of newspaper coverage in China. Paper presented at the virtual 71st Annual ICA Conference, 27-31 May 2021. **Top Paper Award in Health Communication Division of ICA**
7. **Wang, D.** (2020). A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites. Paper presented at the 70th annual conference of International Communication Association (ICA). 21-25 May, 2020. Gold Coast, Australia.
8. Lyu, J.C., **Wang, D.,** Mao Z., Ling, P. M. (2020). Evolution of Media Frames about E-cigarettes from 2004 to 2019: A Content Analysis of Newspapers in China. Paper presented at the 70th annual conference of International Communication Association (ICA). 21-25 May, 2020. Gold Coast, Australia.
9. **Wang, D.** (2019). Who is more likely to spread rumors? A study of the relationship between critical thinking, health anxiety, helpfulness, exhibitionism, and health rumor transmission on WeChat among older adults in China. Paper presented at IAMCR MADRID 2019 Conference, July, 7–11, Madrid, Spain.
10. **Wang, D.** (2019). A study of factors that affect older adults' rumor transmission on Wechat. Paper presented at the Shenzhen Forum: Communication Innovation, New Media, & Digital Journalism, June, 27-29, Shenzhen, Guangdong, China.
11. **Wang, D.** (2018). A study of factors that affect the middle aged and the elderly spread rumors on Wechat. Paper presented at the 11th News and Communication Psychology Seminar and the 8th Annual Meeting of the Communication Psychology Committee of the Chinese Society of Social Psychology, June, 29-July, 1, Guizhou, China.
12. **Wang, D.** (2018). A Study of Factors Predicting Teenagers' Privacy Information Disclosure and Privacy Control on a Social Networking Site in China. Paper presented at International Trends and Issues in Communication & Media Conference, July, 18-20, Paris, France.
13. **Wang, D.** (2017). The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites. Paper presented at 15th Annual International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece.

14. Kenski, K., Conway, B. A. & **Wang, D.** (2013). Using Twitter to bypass traditional news? Intermedia agenda setting during the 2012 presidential primaries. Paper presented at the NCA 99th Annual Convention, November 21-24, 2013 in Washington DC.
15. Kenski, K. & **Wang, D.** (2011). Moderating Effect of age on relationships between Media Use and Political Knowledge, Efficacy and Participation. Paper presented at ICA 2011 Annual Conference, Boston, May, 2011.
16. **Wang, D.** (2010) How the China Image Changed in US Media: A Longitudinal Analysis of Reports in Time Magazine (1992-2008). Paper presented at NCA 2010 Annual Conference, San Francisco, Nov, 2010.
17. **Wang, D.** (2009) The representation of China in the western media. Guangdong Journalism and Communication Graduate Conference, Guangzhou. Jan. 2009.
18. **Wang, D.** (2008) Grassroots netizens get control of public discursive right and change the world—a contest of public discursive right on Tibet& Olympic issue. Paper presented at International Conference on Popular Culture and Education, Hong Kong. Dec 2008.
19. **Wang, D.** (2008) Inter-media agenda-setting analysis of the news coverage of North Korea nuclear crisis report in China and US. Paper presented at The Fourth Postgraduate Students' Joint Conference on Communication, Hong Kong. July 2008.
20. **Wang, D.** & Chang, X. (2008) Analysis of the media report on 2008 Taiwan presidential election and the movement of public opinion. Paper presented at The First Conference on Media and Current Political Situation Development in the Mainland, Hong Kong, Taiwan and Macau, Macau. June 2008.

研究項目

1. 2025 年：流行病預測預警輿情監控系統，廣州呼吸健康研究院，項目負責人。
2. 2025 年-2026 年：影響者-消費者一致性，影響者-產品一致性，影響者可信度和准社會關係在社交媒體影響者營銷中的作用，澳門科技大學研究基金。項目負責人。
3. 2024 年-2028 年：網絡輿論中經濟不確定性預期的傳導機制與幹預策略研究。國家社會科學基金。項目核心成員。
4. 2020 年-2023 年：新時代的財經新聞與國家政策傳播策略研究，中國教育部人文社科青年基金資助。項目核心成員。
5. 2022 年-2023 年，轉基因食品的風險定義者和社會話語分析——對《人民日報》和《紐約時報》的比較分析，澳門科技大學研究基金。項目負責人。
6. 2021 年-2023 年，各國衛生部門關於新冠疫苗的社交媒體帖子如何吸引受眾的參與互動，澳門高等教育基金“2021 年澳門高等院校人文社會範疇研究專項資助計畫”。項目負責人。
7. 2020 年-2021 年，從風險到危機：中國媒體早期報導如何框架構建新型冠狀病毒(COVID-19)，澳門高等教育基金“2020 年澳門高等院校人文社會範疇研究專項資助計畫”。項目負責人。

8. 2020 年-2021 年，中國新型冠狀病毒危機的議程設置：政府政策、媒體報導與網路輿論之間相互影響的大數據分析，澳門科技大學研究基金。項目負責人。
9. 2019 年-2020 年，青少年在社交網站上隱私保護意願決定因素的研究，澳門科技大學研究基金。項目負責人。
10. 2018 年-2020 年，傳播學前沿研究方法：方法論與應用舉隅，澳門科技大學研究基金資助。項目成員。
11. 2014 年-2016 年，影響社交媒體上的自戀行為的因素研究，澳門科技大學研究基金。項目負責人。
12. 2013 年-2014 年，動機對政治選擇性暴露和選擇性認知的影響研究，澳門科技大學研究基金。項目負責人。

專利

1. 王迪,李儀萍,翟玥璟,韓子天,楊子峰,李玄鋒 (2024) 一種運用大語言模型的公共衛生虛假信息識別方法
2. 王迪,李儀萍,翟玥璟,韓子天,楊子峰,李玄鋒 (2024) 一種用于識別公共衛生虛假信息的複合模型及構建方法
3. 王迪,李儀萍,翟玥璟,韓子天,楊子峰,李玄鋒 (2024) 基于大語言模型的公共衛生虛假信息處理方法

學術機構及社會任職

國際傳播學協會成員、美國國家傳播學協會成員，《民意研究國際期刊》審稿人、《廣播與電子媒體期刊》審稿人，美國國家傳播學協會政治分會審稿人。

專業資格認證及獎項

1. 2023/2024 澳門國際銀行學術研究獎,2024 年 6 月。
2. 國際傳播協會頒發的 ICA 健康傳播類別最佳論文獎，2021 年 5 月。
3. 澳門科技大學網路教學傑出表現獎，2020 年。
4. 廣東新聞與傳播學研究生大會最佳論文獎，廣東省教育辦公室授予，2009 年 1 月，深圳。