

Di Wang



Position: Associate Professor
Faculty: Faculty of Humanities and Arts
Email: dwang@must.edu.mo
Tel: (853) 8897-1965
Fax No.: (853) 2888-0091
Office: R322
Address: Avenida Wai Long, Taipa, Macau
Personal website: <https://www.researchgate.net/profile/Di-Wang-3>

Teaching Areas:

Organizational communication, consumer behavior, brand management, new media communication, etc.

Research Areas:

Health communication, communication psychology, and business communication

Academic Qualifications

2009 – 2013 Ph.D. / Communication / University of Arizona/ USA
2007- 2009 Master / Communication / University of Macau/ China
2003 - 2007 Bachelor / Broadcasting Journalism / Northeast Normal University/ China

Teaching Experiences

2021 - Present Associate Professor /Faculty of Humanities and Arts / Macau University of Science and Technology
2013 - 2021 Assistant Professor /Faculty of Humanities and Arts / Macau University of Science and Technology

Representative Publications

Journal Articles:

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.**, Mao Z., & Yao, X. (2024). Evaluating the World Health Organization's health promotion strategies: Sentiments, health beliefs, and the COVID-19 pandemic. *PLoS ONE*, 19(11): e0311825.
<https://doi.org/10.1371/journal.pone.0311825> (SCIE Journal; Impact factor: 2.9 in 2023; Q1: MULTIDISCIPLINARY SCIENCES)
 4. **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)
 5. 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)
 6. **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).
 7. **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)
 8. 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).
 9. 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)
10. 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: 4.5 in 2023; Q1: COMPUTER SCIENCE, CYBERNETICS)
 11. 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: 4.5 in 2023; Q1: COMPUTER SCIENCE, CYBERNETICS)
 12. **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)
 13. 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)
 14. **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).
 15. 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)
 16. **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)

17. **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**).
18. **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.
19. **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).
20. **Wang, D.** (2019). A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites. *The Educational Review, USA*, 3(10), 152-163.
21. **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**)
22. **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).
23. **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).
24. **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**)
25. **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.
26. 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)

27. **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.
28. 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)
29. **Wang, D.** (2009) Grassroots get control of public discourse right and change the world, *China Media Research*, 5(4), 13-19.

Book Chapters:

Wang, D. (2015). How the China Image Changed in US Media: A Longitudinal Analysis of Reports in Time Magazine (1992-2008), Ch.13. In H. Chen (Eds.), *China on the pen point: news frame analysis of China events and China's image*. Macau: UMAC Publications Centre.

Conference Proceedings:

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.

Research Grants/Projects

1. 2025: Epidemic prediction and early warning system based on public opinion. Principal Investigator.
2. 2025-2026: The role of influencer-consumer congruence, influencer-product congruence, influencer credibility, and parasocial relationship in influencer marketing on social media, funded by the Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.
3. 2024-2028: Research on the transmission mechanism and intervention strategies of economic uncertainty expectations in online public opinion. National Social Science Fund. Project Key Investigator.
4. 2020-2023: Research on Financial News and National Policy Communication Strategies in the New Era, funded by the Ministry of Education of the People's Republic of China. Project Key Investigator.
5. 2021-2023: Risk definer and social discourses of GM foods—a comparative analysis of the People's Daily and the New York Times, funded by the Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.
6. 2021-2023: How to attract new media audiences' participation: a study of six national health departments' Twitter accounts, funded by the Higher Education Fund of the Macao S.A.R. Government, "2021 Macau University Humanities and

- Social Science Research Special Funding Plan.” Principal Investigator.
7. 2020-2021: From Risks to Catastrophes: How Chinese Media Framed the Coronavirus Disease 2019 (COVID-19) in its Early Stage, funded by the Higher Education Fund of the Macao S.A.R. Government, “2020 Macau University Humanities and Social Science Research Special Funding Plan.” Principal Investigator.
 8. 2020-2021: Agenda setting of the COVID-19 crisis in China: big data analysis of the interplay between government policies, media reports and Internet public opinion, funded by Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.
 9. 2019-2020: A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites, funded by Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.
 10. 2018-2020: Frontier Research Methods of Communication Research: Methodology and Application Examples, funded by Faculty Research Grant of Macau University and Science and Technology. Project Key Investigator.
 11. 2014-2016: A Study on the Factors Affecting Narcissistic Behavior in Social Media, funded by Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.
 12. 2013-2014: A study of the Effect of Motivation on Political Selective Exposure and Selective Perception, funded by Faculty Research Grant of Macau University and Science and Technology. Principal Investigator.

Patents

1. Wang Di, Li Yiping, Zhai Yuejing, Han Zitian, Yang Zifeng, Li Xuanfeng (2024)
A method for identifying false public health information using a large language model.
2. Wang Di, Li Yiping, Zhai Yuejing, Han Zitian, Yang Zifeng, Li Xuanfeng (2024)
A composite model for identifying false public health information and its construction method.
3. Wang Di, Li Yiping, Zhai Yuejing, Han Zitian, Yang Zifeng, Li Xuanfeng (2024)
A method for processing false public health information based on a large language model.

Professional Qualifications and Awards

1. Luso International Banking Limited Academic Research Award, June, 2024.
2. Top Paper Award in Health Communication Division of ICA, awarded by International Communication Association, May, 2021.

3. Outstanding Performance Award in Online Teaching, awarded by Macau University of Science and Technology, 2020.
4. Best Conference Paper at Guangdong Journalism and Communication Graduate Conference, awarded by Guangzhou Province Office of Education. January, 2009.

Academic and Professional Membership

International Communication Association

National Communication Association, reviewer of the Political Division

Reviewer of International Journal of Public Opinion Research

Reviewer of Journal of Broadcasting & Electronic Media

Reviewer of the political division for National Communication Association annual conference