

LI Yihan



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Research & Teaching areas:

Digital Culture and Society, Platform Studies,
Participatory Culture, Visual Culture, China

Academic Qualifications

Ph.D, The Chinese University of Hong Kong
Master, Fudan University
Bachelor, Communication University of China

Teaching Experiences

2025 - Present Assistant professor / Faculty of Humanities and Arts / Macau University of
Science and Technology

Representative Publications

Journal Articles:

- Li, Y., Qu, J., & Fu, H*. (2025). Me, pet, and robot: How home-based surveillance robot constructed different types of telepresence. *Convergence: The International Journal of Research into New Media Technologies*, 0(0).
<https://doi.org/10.1177/13548565251345603>
- Li, Y., & Lee, F. L*. (2024). Social media and the negotiation of travel photo authenticity in the making of *wanghongjingdian* in China. *Tourist Studies*, 24(3), 221-245. <https://doi.org/10.1177/14687976241274807>
- Fu, H., Li, Y.*, & Lee, F. L. (2023). Techno-cultural domestication of online Tarot reading in contemporary China. *Media, Culture & Society*, 45(1), 74-91.
<https://doi.org/10.1177/01634437221104700> (***Corresponding author**)
- Li, Y., & Fu, H*. (2023). Sharing news about COVID-19: Media exposure, self-perceived knowledge, and the gap of perceived susceptibility of self/strangers. *International Journal of Communication*, 17, 6571-6591.
<https://ijoc.org/index.php/ijoc/article/view/19056>

Conference Proceedings:

Fan, J., Zhang, Q., & Li, Y. (2025, June 12-16). *Will social media platforms influence mental health differentially? A meta-analysis of the effect of Facebook, Instagram and WeChat*. The 75th Annual International Communication Association (ICA) Conference, Denver, Colorado, USA.

Li, Y. (2024, June 20-24). *Why do Chinese females curate their bodies in travel photography? Social media performances of femininity and self-authenticity*. The 74th Annual International Communication Association (ICA) Conference, Gold Coast, Broadbeach QLD, Australia.

Fan, J., Zhang, Q., & Li, Y. (2023, May 25-29). *The effect of social media use on mental health: A meta-analysis based on two-continua model of mental health*. The 73rd Annual International Communication Association (ICA) Conference, Toronto, Ontario, Canada.

Li, Y., Qu, J., & Fu, H. (2022, August 3-6). *The use of home-based surveillance robot for pets: Social telepresence of technological engagement, relational use, and embodied projection* [Poster presentation]. The 105th Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI., U.S.

Fu, H., Li, Y., & Lee, F. (2022, May 26-30). *Techno-cultural domestication of online Tarot reading in contemporary China*. The 72nd Annual International Communication Association (ICA) Conference, Virtual.