Yu Guo (郭羽), Ph.D.

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RESEARCH AREAS

Health, Environmental and Risk Communication; Digital Media Studies; Multimedia Communication; Artificial Intelligence and Society; Gender, Sexuality and Media

TEACHING AREAS

Integrated Marketing Communication; Public Relations; Digital Media Studies; Advanced Quantitative Methods of Social Science; Science, Health and Risk Communication; Japanese Studies

POSITIONS

2025 – present, Professor, Faculty of Humanities and Arts, Macau University of Science and Technology, Macau SAR, China

2020 – 2025, Associate Professor, Faculty of Humanities and Arts, Macau University of Science and Technology, Macau SAR, China

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

PROFESSIONAL EXPERIENCE

2023 – present, Editorial Board, *Environmental Communication* (**SSCI, IF = 4.1, Q1 6.2%** in Communication, ranking 14/227 in 2024), Taylor & Francis, Oxfordshire, United Kingdom

2022 – present, Editorial Board, *Humanities & Social Sciences Communications* (**SSCI & AHCI, IF = 3.6, Q1 7.0%** in Social Sciences, Interdisciplinary, ranking 19/271 in 2024), Springer Nature, London, United Kingdom

EDUCATION

Ph.D. in International Media and Communication, Hokkaido University, Sapporo, Japan

M.A. in International Journalism, Communication University of China, Beijing, China

B.A. in Japanese Studies (International Journalism), Communication University of China, Beijing, China

SELECTED JOURNAL PUBLICATIONS (* = CORRESPONDING)

31. Li Y., Zhang X., & **Guo Y***. (2026). Promoting mental health help-seeking through interactive mobile-based narratives: Effectiveness of a depression prevention program among college students. *Digital Health* (**SSCI & SCIE, IF = 3.3, Q1 20.4%** in Public, Environmental & Occupational Health), 12, published online.

30. **Guo, Y**., Sun, Z., Li, Y., Zheng, Y., & Xiang, H*. (2025). Exploring biased systematic processing in organ donation promotion in China: Effects of mobile interface features. *Health Communication* (**SSCI, IF = 2.7, Q1 15.9%** in Communication), published online.

29. **Guo, Y**., Li, Y*., Wang, Y., Hou, Y., & Xiang, H. (2025). 'For future gains': Examining the effectiveness of combined messaging techniques on PrEP uptake and sexual risk compensation among Chinese men who have sex with men. *Journal of Applied Communication Research* (**SSCI, IF = 1.7, Q2 37.9%** in Communication), *53*(6), 536-560.

28. **Guo, Y***., Duan, X*., & Yang, X. (2025). Valuing or devaluing nuclear weapons in the war journalism: A cross-national comparative content analysis of news coverage during the Russian war in Ukraine. *Humanities and Social Sciences Communications* (**SSCI & AHCI, IF = 3.6, Q1 7.0%** in Social Sciences, Interdisciplinary), *12*, published online.

27. **Guo, Y**., Wang, Y., & Li, Y*. (2025). Online health information seeking and cyberchondria among men at risk of HIV infection: A moderated mediation model. *International Journal of Sexual Health* (**SSCI, IF = 2.1, Q1 18.8%** in Social Sciences, Interdisciplinary), *37*(1), 102-115.

26. **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 = 4.3, Q1 5.3%** in Communication), *28*(2), 485-506.

25. **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 = 2.1, Q3 52.6%** in Psychology, Social), *34*(4), e2845.

24. **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 = 4.1, Q1 6.2%** in Communication), *18*(5), 519-524

23. **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 = 2.1, Q3 52.6%** in Psychology, Social), *34*(5), e2870.

22. 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 = 2.6, Q1 24.9%** in Psychology, Multidisciplinary), *43*(19), 17714-17726.

21. 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 = 2.6, Q1 24.9%** in Psychology, Multidisciplinary), *43*(15), 13374-13385.

20. **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* (**SCIE & SSCI, IF = 1.8, Q3 58.9%** in Public, Environmental & Occupational Health)*, 18*, e211.

19. Xiang, H., Li, Y., & **Guo, Y*.** (2023). Promoting COVID-19 booster vaccines in Macao: A psychological reactance perspective. *Social Science & Medicine* (**SCIE & SSCI, IF = 4.9, Q1 4.4%** in Public, Environmental & Occupational Health), *332*, 116-128.

18. **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* (**SCIE, IF = 3.5, Q1 18.1%** in Public, Environmental & Occupational Health), *23*(1), 710.

17. **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 37.8%** in Psychology, Multidisciplinary), *43*(13), 12071-12083.

16. **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: 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]. *Global Journal of Media Studies* (**CSSCI**, 全球傳媒學刊), *3*, 82-98.

15. 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 7.3%** in Communication), *8*(3), 20563051221104232.

14. 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 18.8%** in Communication), *27*(3), 164-172.

13. 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 22.7%** in Psychology, Interdisciplinary), *69*(13), 2233-2249.

12. **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 14.8%** in Communication). 14(1), 97-111.

11. 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 44.3%** in Communication)**,** *72*(6), 1034-1052.

10. Li, Y.，**Guo, Y*.** (2020). Online communication and cognitive risk: A study of risk information seeking in the social media environment [in Chinese: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]. *Chinese Journal of Journalism and Communication* (**CSSCI**, 國際新聞界)**.** *4*, 156-175.

9. **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 7.6%** in Communication)**,** *21*(1), 80-93.

8. 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* (**SCIE & SSCI, IF = 4.7, Q1 16.6%** in Telecommunications), *29*(4), 688-703.

7. 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* (**SCIE, IF = 2.4, Q2 41.2% in** Health Care Sciences & Services). *25*(7), 655-659.

6. 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* (**SCIE, IF = 4.2, Q1 13.4%** in Geosciences, Multidisciplinary), *19*, 75-83.

5. **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 67.1%** in

Environmental Studies), *25*(4), 492-505.

4. **Guo, Y*.**, (2016). Examining the moderating role of audience personality traits in the effect of microblogging usage on social capital [in Chinese: 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]. *Chinese Journal of Journalism and Communication* (**CSSCI,** 國際新聞界), *7*, 163-176.

3. **Guo, Y*.**, (2016). Online self-presentation and social capital: A study of the social media using behaviors from social cognitive perspective [in Chinese: 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]. *Journalism Research* (**CSSCI,** 新聞大學), *4*, 67-74.

2. **Guo, Y*** & Ito, N. (2016). Examining the WeChat using behaviors from uses and gratification [in Chinese: 基於使用與滿足理論的微信使用行為與效果研究]. *Journalism and Mass Communication Monthly* (**CSSCI，**新聞界), *8*, 54-57.

1. **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 11.8%** in Psychology, Social), *17*(1), 52-58.

GRANTS

2025 – present, Persuasion Effect of Media Campaigns from the Perspective of Human-machine Interactivity (**PI**), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-25-037-FA

2022 – 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, Chengdu, China, GRANT_NUMBER: 9035

2021 – 2023, 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

2023 – 2024, 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

2020 – 2021, 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

2018 – 2019, Persuasive Communication for Public Risk: The Dynamic and Practice

(**PI**), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-17-043-FA

2017 – 2018, Frontier Methods in Communication Research: Methodology and. Application (**Co-PI**), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-18-016-FA

2016 – 2017, Communicating Climate Change: The Impact of Social Amplification (**PI**), Macau University of Science and Technology Foundation, Macau SAR, China, GRANT_NUMBER: FRG-16-039-FA

2014 – 2015, Research Grant for Excellent Young Researchers, Graduate School of International Media, Communication, and Tourism Studies (**PI**), Hokkaido University, Sapporo, Japan

2013 – 2014, Research Grant for Excellent Young Researchers, Graduate School of International Media, Communication, and Tourism Studies (**PI**), Hokkaido University, Sapporo, Japan

AWARDS

2025, Top 5% Highly Cited Scholar [in Chinese: 2025 年度全國高被引學者 TOP5%], China National Knowledge Infrastructure (CNKI), Beijing, China

2024, Best Research Output Award [in Chinese: 2023/2024 年度科研之星獎], Macau University of Science and Technology, Macau SAR, China

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

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

2020, Luso International Banking (LIB) Academic Research Award [in Chinese: 2019/2020 年度澳門國際銀行學術研究獎], Macau University of Science and Technology, Macau SAR, China

2018, Teaching Excellence Award (Rising Stars) [in Chinese: 2017/2018 年度教學傑出獎之明日之星], Macau University of Science and Technology, Macau SAR, China

2013, "The Earth is Your Stage" Award (Academic Research) [in Chinese: 2012/2013 年度北海道大學學術優秀獎], Research Faculty of Media and Communication, Hokkaido University, Japan

SERVICE

2025 – present, Director of Academic Ethics Review Committee of FA

2018 – present, Teaching Excellence Award Committee Member of MUST

2024 – present, Director of Students Affairs in the Major of Journalism and
Communication

2022 – 2025, Faculty Board Committee Member of FA

2022 – 2023, Teaching Learning Assessment Committee Member of MUST

2020 – 2022, Graduate Students Committee Member of FA

2017 – 2018, Academic Integrity Committee Member of MUST