

單舟



職稱： 助理教授
學院/部門： 人文藝術學院
電郵地址： zshan@must.edu.mo
電話： (853) 8897-3436
傳真： (853) 2888-0091
辦公室： R315
郵寄地址： 澳門氹仔偉龍馬路

教研領域: 政治傳播，廣告公關，媒介法，混合研究方法

學歷

美國阿拉巴馬大學 / 傳播學 / 博士學位
倫敦政治經濟學院 / 媒介與傳播管理 / 碩士學位
武漢大學 / 英國文學（主修）新聞（輔修） / 學士學位

教學經驗

2024 – 今 澳門科技大學 / 人文藝術學院 / 助理教授
2021 - 2022 瓦爾多斯塔州立大學 / 傳播系 / 助理教授

研究項目

2025年11月 – 2026年11月 美國社會的政治極化與意見表達。項目負責人，澳門科技大學基金會，項目編號 FRG-25-090-FA，MOP 30,000。

學術成果

期刊文章：

Shan, Z., & Zhou, S. (2025). How Discussion Heterogeneity and Incivility Shape Political Polarization: Evidence from the American Public. *Global Journal of Media Studies*, 12(5), 134-158. DOI: 10.26599/GJMS.2025.9330060

Lowrey, W., & Shan, Z. (2018). Journalism's fortune tellers: Constructing the future of news. *Journalism*, 19(2), 129-145.
<https://doi.org/10.1177/1464884916670931>

Zhou, S., Maxwell, L.C., Kim, Y., & Shan, Z. (2017). More than a mistake: The role of political gaffes in presidential elections. *Communication & Society*, 42, 253-301.

Kim, Y., Liu, Y., & Shan, Z. (2017). Beyond touchdown: College students' sports participation, social media use, college attachment, and psychological

well-being. *Telematics and Informatics*, 34(7), 895-903.

<https://doi.org/10.1016/j.tele.2017.03.006>

Shan, Z. (2014). Equilibrium and cooperation: core value of Internet governance – an interview of Robin Mansell. *Social Science Abroad*, 6, 47-56.

專著章節：

Shan, Z., & Tang, L. (2017). Social Media and the Public Sphere in China: A Case Study of Political Discussion on Weibo after the Wenzhou High-Speed Rail Derailment Accident. In *Handbook of Research on Citizen Engagement and Public Participation in the Era of New Media* (pp. 410-425). IGI Global.

會議論文：

Shan, Z. (2024, October). Discussion Heterogeneity and Incivility on Opinion Expression. Paper presented at the annual conference of Fudan Journalism School.

Shan, Z. (2024, November). Effects of Discussion Heterogeneity and Incivility on Political Polarization: A Survey-Experiment Study. Paper accepted to be presented at the annual conference of NCA in New Orleans, LA.

Shan, Z., & Billings, A. (2023, August). Effects of Discussion Heterogeneity and Incivility on Opinion Expression: A Survey-Experiment Study. Paper presented at the annual conference of AEJMC in Washington DC.

Shan, Z. (2017, November). Effect of social media use for interaction on civic engagement among college students: examining mediating factors. Paper presented at the annual conference of National Communication Association in Dallas, TX.

Shan, Z. (2017, April). News source, issue types and discussion features on Social Media: A content analysis on Weibo reposts of social issues. Paper presented at the annual conference of Southern States Communication Association in Greenville, SC.

Shan, Z. (2017, April). Towards a conflicting Weibo sphere: an entertainment-oriented agenda and networked political deliberation. Paper presented at the annual conference of Southern States Communication Association in Greenville, SC.

Shan, Z. (2016, November). Revisiting drama in Sport Commentary: A content analysis on NFL, NBA, and MLB narrations. Paper presented at the annual conference of National Communication Association in Philadelphia, PA.

Lowrey, W., & Shan, Z. (2016, June). Journalism's fortune tellers: Constructing the future of news. Paper presented at the annual conference of the International Communication Association in Fukuoka, Japan.

Liu, Y., Shan, Z., & Kim, Y. (2016, June). Beyond touchdown: College students' sports participation, social media use, college attachment, and psychological well-being. Paper presented at the annual conference of the International Communication Association in Fukuoka, Japan.

Shan, Z., & Tang, L. (2016, April). Gendered discourse of beauty and female appearances: a critical discourse analysis on aesthetic procedures column in beauty magazines. Paper presented at the annual conference of Southern States Communication Association in Austin, TX.

Shan, Z. (2015, May). Social media and public sphere in China: A Case Study of Political Discussion on Weibo after the Wenzhou High-speed Rail Scandal. Paper presented at the annual conference of the International Communication Association in San Juan, Puerto Rico.