

单舟



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教研领域：政治传播，广告公关，媒介法，混合研究方法

学历

美国阿拉巴马大学 / 传播学 / 博士学位
伦敦政治经济学院 / 媒介与传播管理 / 硕士学位
武汉大学 / 英国文学（主修）新闻（辅修） / 学士学位

教学经验

2024 – 今 澳门科技大学 / 人文艺术学院 / 助理教授
2021 - 2022 瓦尔多斯塔州立大学 / 传播系 / 助理教授

研究项目

2025年11月 - 2026年11月 美国社会的政治极化与意见表达。项目负责人，澳门科技大学基金会，项目编号 FRG-25-090-FA，MOP 30,000。

学术成果

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.

专著章节

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.

会议论文:

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.