

# Zhou Shan



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Faculty : Humanities and Arts  
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**Teaching and Research Areas : Political  
Communication, Advertising and Public Relations,  
Media Law, Mixed Research Methods**

## **Academic Qualifications**

Ph.D / Communication / University of Alabama, U.S.

Master / Media and Communication Governance / Londen School of Economics

Bachelor of Arts / English Literature (major), Journalism (minor) / Wuhan University

## **Teaching Experiences**

2024 - Present Assistant Professor / Faculty of Humanities and Arts / Macau University of  
Science and Technology  
2021 - 2022 Assistant Professor / Department of Communication / Valdosta State University

## **Research Grants/Projects**

2025 – 2026 Political Polarization and Opinion Expression in the U.S Society. Principal  
Investigator, MUST FRG, FRG-25-090-FA, MOP 30,000.

## **Representative Publications**

### *Journal Articles:*

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.

*Book Chapters:*

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.

*Conference Proceedings:*

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.