

**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 = 3.8, Q1 10.6%** in Communication, ranking 24/227 in 2026), Taylor & Francis, Oxfordshire, United Kingdom

2022 – present, Editorial Board, *Humanities & Social Sciences Communications* (**SSCI & AHCI, IF = 4.8, Q1 3.3%** in Social Sciences, Interdisciplinary, ranking 9/275 in 2026), Springer Nature, London, United Kingdom

2026 – present, Editorial Board, *BMC Public Health* (**SCIE, IF = 4.4, Q1 13.5%** in Public, Environmental and Occupational Health, ranking 60/443 in 2026), 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)

34. Guo, Y., Xu, S., & Yang, X\*. (2026). Artificial intelligence in climate change journalism: Assessing perceived news credibility, readability, and influence on climate change mitigation intention. *Journalism Studies* (SSCI, IF = 3.8, Q1 10.6% in Communication), 1–24, published online.
33. Duan, X., & Guo, Y\*. (2026). How algorithmic responses influence public's perceptions of corporate social responsibility? An experimental study on conversational AI-enabled chatbot design. *Behaviour & Information Technology* (SSCI & SCIE, IF = 4.2, Q1 20.8% in Ergonomics), 1–19, published online.
32. Guo, Y\*., Wei, D., Xu, S., & Wang, Y. (2026). Employing comics storytelling to promote climate change mitigation: An experimental study grounded on the situational theory of public. *Risk Analysis* (SSCI & SCIE, ABS 4, IF = 4.0, Q1 12.9% in Social Sciences, Mathematical Methods), 46(4), e70234.
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., 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.
29. 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.
28. 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.
27. 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.
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 [in Chinese: 全球傳媒學刊] (CSSCI & PKU)*, 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 [in Chinese: 國際新聞界] (CSSCI & PKU)*, 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 [in Chinese: 國際新聞界] (CSSCI & PKU)*, 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 [in Chinese: 新聞大學] (CSSCI & PKU)*, 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 [in Chinese: 新聞界] (CSSCI & PKU)*, 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 TOP 5%], China National Knowledge Infrastructure (CNKI), Beijing, China
- 2024, Best Research Output Award [in Chinese: 2023/2024 年度澳門科技大學科研之星獎], Macau University of Science and Technology, Macau SAR, China
- 2022, Teaching Ideas Competition Award (2<sup>nd</sup> place) [in Chinese: 2022 年度新聞與大眾傳播教育協會教學理念獎], 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 年度澳門科技大學線上教學傑出獎], 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 年度澳門科技大學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

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