

王迪



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学院/部门：人文艺术学院
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教学领域

组织传播、消费者行为、新媒体传播

研究领域

健康传播、社交媒体的传播心理、新媒体的商业传播

个人主页:

<https://www.researchgate.net/profile/Di-Wang-3>

学历

2009 年 – 2013 年	美国亚利桑那大学 / 传播学 / 博士学位
2007 年 – 2009 年	澳门大学 / 传播学 / 硕士学位
2003 年 – 2007 年	东北师范大学 / 广播电视新闻学 / 学士学位

工作经验

2021 年至今	澳门科技大学 / 人文艺术学院 / 教授
2021 年 2026 年	澳门科技大学 / 人文艺术学院 / 副教授
2013 年至 2021 年	澳门科技大学 / 人文艺术学院 / 助理教授

学术成果

期刊文章:

1. Li, Y., Li, X., Poo, M. C.-P., Zhai, Y., Kamalian, L., Hon, C., & **Wang, D.*** (2026). Evaluating the efficiency and factual reliability of LoRA for health misinformation detection. *Scientific Reports*, 16, Article 18252. <https://doi.org/10.1038/s41598-026-48110-4>(**SCIE Journal; Impact factor: 4.2 in 2024; Q3**)
2. Lin, Z., Liu, R., Li, X., Zeng, Z., Deng, X., Yang, Z., Huang, Y., **Wang, D.**, & Hon, C. (2026). Chikungunya fever in Guangdong, China, 2025: Rapid spread and challenges. *Journal of Thoracic Disease*, 18(5), 571. <https://doi.org/10.21037/jtd-2025-1591>(**SCIE Journal; Impact factor: 2.1 in 2024; Q2**)
3. **Wang, D.**, Zhang, H., Wang, B., Lu, J., Zheng, Y. (2026). Trust and risk perception: A content analysis of public discussion on the rate of asymptomatic carriers of COVID-19 in China. *The Journal of Macau University of Science and Technology*, 19 (1), forthcoming.
4. Fang, Y., **Wang, D.*** (2025). Evaluating the effectiveness of prenatal exercise

promotion strategies on the Xiaohongshu platform: Health beliefs, information quality, and source credibility. *PLoS One* 20, (9): e0330829.

<https://doi.org/10.1371/journal.pone.0330829> (SCIE Journal; Impact factor: 2.6 in 2024; Q2: MULTIDISCIPLINARY SCIENCES)

5. **Wang, D.**, Li, Y., Mao, Z., He, M., Hon, C., & Liu, Z. (2025). Risk definers and social discourse of GM foods: A comparative analysis of the People's Daily and the New York Times. *The Journal of Macau University of Science and Technology*, 19 (1), 145-174. DOI: 10.58664/mustjournal.2025.03.005.
6. Li, Y., Li, X., Zhai, Y., **Wang D.***, & Hon, C. (2024). Misinformation Features Detection in Weibo: Unsupervised Learning, Latent Dirichlet Allocation, and Network Structure. *IEEE Access*. 12, 166977-166987. DOI: 10.1109/ACCESS.2024.3494015.
<https://ieeexplore.ieee.org/document/10747342?source=authoralert> (SCIE Journal; Impact factor: 3.6 in 2024; Q2: COMPUTER SCIENCE, INFORMATION SYSTEMS)
7. **Wang, D.**, Mao Z., & Yao, X. (2024). Evaluating the World Health Organization's health promotion strategies: Sentiments, health beliefs, and the COVID-19 pandemic. *PLoS ONE*, 19(11): e0311825.
<https://doi.org/10.1371/journal.pone.0311825> (SCIE Journal; Impact factor: 2.6 in 2024; Q2: MULTIDISCIPLINARY SCIENCES)
8. **Wang, D.**, Lu J, Zhou J, & Wong (2024). Useful or not? The discussion of traditional Chinese medicine to treat COVID-19 on a Chinese social networking site. *BMJ Global Health*, 9, e014398.
<https://doi.org/10.1136/bmjgh-2023-014398> (SSCI & SCIE Journal; Impact factor: 6.1 in 2024; Q1: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH)
9. **Wang D.**, Zhang X. (2024) Time, Body, and Emotion: The Construction Logic and Gender Differences of Online Shopping Live Streaming. *Journal of Anqing Normal University(Social Science Edition)*, 43 (6), 90-96. DOI: 10.13757/j.cnki.cn34-1329/c.2024.06.013 (In Chinese).
10. Mao, Z., **Wang, D.*** & Zheng, S. (2023). Health Belief Model and Social Media Engagement: A Cross-national Study of Health Promotion Strategies against COVID-19 in 2020. *Frontiers in Public Health*, 11:1093648. doi: 10.3389/fpubh.2023.1093648 (SSCI & SCIE Journal; Impact factor: 3.4 in 2021; Q1: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH; Corresponding author).
11. **Wang, D.**, Lu, J. & Zhong, Y. (2023). Futile or fertile? The effect of persuasive strategies on citizen engagement in COVID-19 vaccine-related tweets across six national health departments. *Social Science & Medicine*, 317, 115591.
<https://www.sciencedirect.com/science/article/pii/S0277953622008978?dgcid=author> (SSCI & SCIE Journal; Impact factor: 5.0 in 2024; Q1: SOCIAL SCIENCES, BIOMEDICAL)
12. Mao, Z., Peng, H., **Wang, D.**, He, M., & Zhou, K. (2023). Health, Concerns, and

- Finance: News Framing of Wearing Masks in China From 2001 to 2020. *International Journal of Communication*, 17, 801-818. **(SSCI Journal, Q2 in Communication; Impact factor: 1.637 in 2021)**
13. Xu, L., Chen, T., Hou, Z., Zhang, W., Hon, C., Wang, X., **Wang, D.**, Chen, L., Zhu, W., Tian, Y., Ning, H. & Wang, F. (2024). Knowledge Graph-Based Reinforcement Federated Learning for Chinese Question and Answering, *IEEE Transactions on Computational Social Systems*, 1-11, DOI: 10.1109/TCSS.2023.3246795. **(SCIE Journal; Impact factor: 4.5 in 2023; Q1: COMPUTER SCIENCE, CYBERNETICS)**
 14. Chen, T., Zhang, B., Wang, X., Zhang, W., Hon, C., **Wang, D.**, Chen, L., Li, Q. & Wang, F. Y. (2023). Public Opinion Evolution in Cyberspace: A Case Analysis of Pelosi's Visit to Taiwan. *IEEE Transactions on Computational Social Systems*, 1-11. DOI: 10.1109/TCSS.2023.3239046 **(SCIE Journal; Impact factor: 4.5 in 2023; Q1: COMPUTER SCIENCE, CYBERNETICS)**
 15. **Wang, D.** & Lu, J. (2022). How News Agencies' Twitter Posts on COVID-19 Vaccines Attract Audiences' Twitter Engagement: A Content Analysis. *International Journal of Environmental Research and Public Health*, 19 (5): 2716. <https://doi.org/10.3390/ijerph19052716> **(SSCI & SCIE Journal; Impact factor: 4.614 in 2021; Q2: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH)**
 16. Lyu, J. C., **Wang, D.***, Huang, P. & Ling, P. (2021). News Media Coverage of E-Cigarettes: An Analysis of Themes in Chinese Newspapers. *International Journal of Communication*, 15 (2021), 1-22. **(SSCI Journal, Q2 in COMMUNICATION; Impact factor: 1.5 in 2024; Corresponding author)**
 17. **Wang, D.** & Mao, Z. (2021). A comparative study of public health and social measures of COVID-19 advocated in different countries. *Health Policy*, 125 (8), 957-971. <https://doi.org/10.1016/j.healthpol.2021.05.016> **(SSCI & SCIE Journal, Q1 in HEALTH POLICY & SERVICES; Impact factor: 3.4 in 2024).**
 18. Lyu, J. C., **Wang, D.***, Mao, Z., & Ling, P. M. (2021). Evolution of media frames about e-cigarettes from 2004 to 2019: a content analysis of newspapers in China. *Health Education Research*, 36(4), 456-466. **(SSCI Journal, Impact factor: 2.0 in 2024; Q2 in Education & Education Research; Corresponding author).**
 19. **Wang, D.** & Mao, Z. (2021). From Risks to Catastrophes: How Chinese Newspapers Framed the Coronavirus Disease 2019 (COVID-19) in its Early Stage. *Health Risk & Society*, 23(3-4), 93-110. <https://doi.org/10.1080/13698575.2021.1901859>. **(SSCI Journal, Impact factor: 1.0; Q4 in PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH; Corresponding author).**
 20. **Wang, D.**, Lyu, J. C. & Zhao, X. (2020). Public Opinion about E-Cigarettes on Chinese Social Media: A Combined Study of Text Mining Analysis and Correspondence Analysis. *Journal of Medical Internet Research*, 22(10):e19804.

doi:10.2196/19804(SCIE Journal, Q1 in Health Care Sciences & Services; Impact factor: 6.0 in 2024).

21. **Wang, D. & Mao, Z. (2020).** Who is more likely to spread rumors? A study of the relationship between critical thinking, health anxiety, helpfulness, exhibitionism, and health rumor transmission on WeChat among older adults in China. *Journal of Macau University of Science and Technology*, 14(2), 8-17.
22. **Wang, D. (2019).** A Study of the Factors Influencing Fans' Tipping Behavior to Talent Anchors on Live Webcast Platform. *Journal of Macau University of Science and Technology*, 13(1), 10-15. (In Chinese).
23. **Wang, D. (2019).** A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites. *The Educational Review, USA*, 3(10), 152-163.
24. **Wang, D. (2019).** A study of the relationship between narcissism, extraversion, body-esteem, social comparison orientation and selfie-editing behavior on social networking sites. *Personality and Individual Differences*, 146, 127-129.
<https://doi.org/10.1016/j.paid.2019.04.012> (SSCI Journal, Q2 in Social Psychology; Impact factor: 3.950 in 2021)
25. **Wang, D., Zhu, F. (2018).** A study of Factors Affecting Selfie Posting in Social Media. *Journal of Macau University of Science and Technology*, 12(2), 17-24. (In Chinese).
26. **Wang, D., Li, H., Zhou, Z., Yang, J., Fan, C. (2018).** A study of the impact of online consumer reviews on purchase intention. *Journal of Macau University of Science and Technology*, 12(1), 1-10. (In Chinese).
27. **Wang, D. (2017).** A study of the relationship between narcissism, extraversion, drive for entertainment, and narcissistic behavior on social networking sites, *Computers in Human Behavior*, 66, 138-148.
<http://dx.doi.org/10.1016/j.chb.2016.09.036> (SSCI Journal, Q1 in Communication; Impact factor: 8.957 in 2021)
28. **Wang, D. (2016).** Does avatar behavior in massively multiplayer online role-playing game reflect ideal self or actual self? *Journal of Macau University of Science and Technology*, 10(1), 35-43.
29. **Conway, B. A., Kenski, K. & Wang, D. (2015).** The Rise of Twitter in the Political Campaign: Searching for Intermedia Agenda-Setting Effects in the Presidential Primary, *Journal of Computer-Mediated Communication*, 20(4), 13-19. doi: 10.1111/jcc4.12124
<http://onlinelibrary.wiley.com/doi/10.1111/jcc4.12124/abstract>(SSCI Journal, Q1 in Communication; Impact Factor: 7.432 in 2021)
30. **Wang, D. (2015).** A Study of Factors Affecting Consumer Memory and Evaluation of Brand Placement in Movies. *Journal of Macau University of Science and Technology*, 9(1), 21-29.
31. **Conway, B. A., Kenski, K. & Wang, D. (2013).** Twitter Use by Presidential Primary Candidates During the 2013 Campaign. *American Behavioral Scientist*, 1-15, doi: 10.1177/0002764213489014(SSCI Journal, Q2 in SOCIAL

- 32. Wang, D.** (2009) Grassroots get control of public discourse right and change the world, *China Media Research*, 5(4), 13-19.

书籍和报告:

王迪. (2015) 中国形象在美国媒体的变迁: 框架研究 1992 年至 2008 年《时代》杂志中的中国形象, 第十三章。陈怀林主编的《笔尖上的中国: 中国事件和中国形象的新闻框架分析》。澳门: 澳门大学出版社。

会议论文:

1. **Wang, D.** (2026). AI chatbots as personal fact-checkers: Verification accuracy and source referencing in individual AI fact-checking for health misinformation. Asia-Pacific Communication Forum 2026, 16-17 May, 2026, Macau.
2. **Wang, D., Lu, J.** (2025). Unveiling the Crucial Elements in Social Media Influencer Marketing in Health Promotion: The Importance of Influencer-Consumer Congruence, Influencer-Product Congruence, Credibility, and Parasocial Relationships. Paper presented at the annual conference of the International Association for Media and Communication Research, IAMCR 2025, 13-17 July 2025, Singapore.
3. **Wang, D.** (2025). Debunking of Health Misinformation: A Comparative Study of the Effectiveness of Artificial Intelligence Debunking and Manual Debunking. The 3rd Intelligent Communication and Cyberspace Governance Forum and the 1st Tianjin Graduate Academic Forum on Journalism and Communication, 14 June, 2025, Tianjin, China.
4. **Wang, D., Yang, J.** (2023). Public Opinion about Mask-Wearing Before, During and After the Implementation of the U.S. COVID-19 Mask Mandate: A Content Analysis of the U.S. Centers for Disease Control and Prevention's Twitter Account. Paper presented at the 7th International Conference on Communications and Future Internet (ICCFI 2023), August 4-6, 2023, Nagoya, Japan.
5. **Wang D.** (2022). How to Attract Twitter Engagement: A study of six National Health Departments' COVID. 19 Related Tweets. 2022 SJTU-ICA New Media Forum, 24 September, 2022, Shanghai, China.
6. **Wang D.** (2022). A study on the factors of middle-aged and elderly people reposting health rumors on WeChat. Published at the 2022 6th Cross-Strait and Hong Kong and Macao Journalism Seminar, September 8, 2022, Macau, China.
7. **Wang, D., Lu, J.** (2022). How news agencies' Twitter posts on COVID-19 vaccines attract audiences' Twitter engagement— based on the Health Belief Model. Paper presented at the annual conference of the International Association for Media and Communication Research, IAMCR Online 2022, 11-15 July 2022, Beijing China.
8. **Wang, D. & Mao, Z.** (2021). From Risks to Catastrophes: How Chinese Newspapers Framed the Coronavirus Disease 2019 (COVID-19) in its Early Stage.

Paper presented at the COVID-19 and Risk webinar, June 18, 2021.

9. Lyu, J.C., **Wang, D.**, Huang P., Ling, P. M. (2021). News media representations of e-cigarettes: a thematic analysis of newspaper coverage in China. Paper presented at the virtual 71st Annual ICA Conference, 27-31 May 2021. **Top Paper Award in Health Communication Division of ICA**
10. **Wang, D.** (2020). A Study of Determinants of Teenagers' Privacy Protection Intentions on Social Networking Sites. Paper presented at the 70th annual conference of International Communication Association (ICA). 21-25 May, 2020. Gold Coast, Australia.
11. Lyu, J.C., **Wang, D.**, Mao Z., Ling, P. M. (2020). Evolution of Media Frames about E-cigarettes from 2004 to 2019: A Content Analysis of Newspapers in China. Paper presented at the 70th annual conference of International Communication Association (ICA). 21-25 May, 2020. Gold Coast, Australia.
12. **Wang, D.** (2019). Who is more likely to spread rumors? A study of the relationship between critical thinking, health anxiety, helpfulness, exhibitionism, and health rumor transmission on WeChat among older adults in China. Paper presented at IAMCR MADRID 2019 Conference, July, 7-11, Madrid, Spain.
13. **Wang, D.** (2019). A study of factors that affect older adults' rumor transmission on Wechat. Paper presented at the Shenzhen Forum: Communication Innovation, New Media, & Digital Journalism, June, 27-29, Shenzhen, Guangdong, China.
14. **Wang, D.** (2018). A study of factors that affect the middle aged and the elderly spread rumors on Wechat. Paper presented at the 11th News and Communication Psychology Seminar and the 8th Annual Meeting of the Communication Psychology Committee of the Chinese Society of Social Psychology, June, 29-July, 1, Guizhou, China.
15. **Wang, D.** (2018). A Study of Factors Predicting Teenagers' Privacy Information Disclosure and Privacy Control on a Social Networking Site in China. Paper presented at International Trends and Issues in Communication & Media Conference, July, 18-20, Paris, France.
16. **Wang, D.** (2017). The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites. Paper presented at 15th Annual International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece.
17. Kenski, K., Conway, B. A. & **Wang, D.** (2013). Using Twitter to bypass traditional news? Intermedia agenda setting during the 2012 presidential primaries. Paper presented at the NCA 99th Annual Convention, November 21-24, 2013 in Washington DC.
18. Kenski, K. & **Wang, D.** (2011). Moderating Effect of age on relationships between Media Use and Political Knowledge, Efficacy and Participation. Paper presented at ICA 2011 Annual Conference, Boston, May, 2011.
19. **Wang, D.** (2010) How the China Image Changed in US Media: A Longitudinal Analysis of Reports in Time Magazine (1992-2008). Paper presented at NCA 2010 Annual Conference, San Francisco, Nov, 2010.

20. **Wang, D.** (2009) The representation of China in the western media. Guangdong Journalism and Communication Graduate Conference, Guangzhou. Jan. 2009.
21. **Wang, D.** (2008) Grassroots netizens get control of public discursive right and change the world—a contest of public discursive right on Tibet& Olympic issue. Paper presented at International Conference on Popular Culture and Education, Hong Kong. Dec 2008.
22. **Wang, D.** (2008) Inter-media agenda-setting analysis of the news coverage of North Korea nuclear crisis report in China and US. Paper presented at The Fourth Postgraduate Students' Joint Conference on Communication, Hong Kong. July 2008.
23. **Wang, D. & Chang, X.** (2008) Analysis of the media report on 2008 Taiwan presidential election and the movement of public opinion. Paper presented at The First Conference on Media and Current Political Situation Development in the Mainland, Hong Kong, Taiwan and Macau, Macau. June 2008.

研究项目

1. 2025 年：流行病预测预警舆情监控系统，广州呼吸健康研究院，项目负责人。
2. 2025 年-2026 年：影响者-消费者一致性，影响者-产品一致性，影响者可信度和准社会关系在社交媒体影响者营销中的作用，澳门科技大学研究基金。项目负责人。
3. 2024 年-2028 年：网络舆论中经济不确定性预期的传导机制与干预策略研究。国家社会科学基金。项目核心成员。
4. 2020 年-2023 年：新时代的财经新闻与国家政策传播策略研究，中国教育部人文社科青年基金资助。项目核心成员。
5. 2022 年-2023 年，转基因食品的风险定义者和社会话语分析——对《人民日报》和《纽约时报》的比较分析，澳门科技大学研究基金。项目负责人。
6. 2021 年-2023 年，各国卫生部门关于新冠疫苗的社交媒体帖子如何吸引受众的参与互动，澳门高等教育基金“2021 年澳门高等院校人文社会范畴研究专项资助计划”。项目负责人。
7. 2020 年-2021 年，从风险到危机：中国媒体早期报导如何框架构建新型冠状病毒(COVID-19)，澳门高等教育基金“2020 年澳门高等院校人文社会范畴研究专项资助计划”。项目负责人。
8. 2020 年-2021 年，中国新型冠状病毒危机的议程设置：政府政策、媒体报导与网路舆论之间相互影响的大数据分析，澳门科技大学研究基金。项目负责人。
9. 2019 年-2020 年，青少年在社交网站上隐私保护意愿决定因素的研究，澳门科技大学研究基金。项目负责人。
10. 2018 年-2020 年，传播学前沿研究方法：方法论与应用举隅，澳门科技大学研究基金资助。项目成员。
11. 2014 年-2016 年，影响社交媒体上的自恋行为的因素研究，澳门科技大学研究基金。项目负责人。
12. 2013 年-2014 年，动机对政治选择性暴露和选择性认知的影响研究，澳门科

技大学研究基金。项目负责人。

专利

1. 王迪,李仪萍,翟玥璟,韩子天,杨子峰,李玄锋(2024)一种运用大语言模型的公共卫生虚假信息识别方法。专利号:202411477507.6
2. 王迪,李仪萍,翟玥璟,韩子天,杨子峰,李玄锋(2024)一种用于识别公共卫生虚假信息的复合模型及构建方法。专利号:202411477509.5
3. 王迪,李仪萍,翟玥璟,韩子天,杨子峰,李玄锋(2024)基于大语言模型的公共卫生虚假信息处理方法。专利号:202411452425.6
4. 王迪,李仪萍,翟玥璟,韩子天,杨子峰,李玄锋(2024)一种运用大语言模型的公共卫生虚假信息识别系统。专利号:202411452424.1

学术机构及社会任职

国际传播学协会会员、美国国家传播学协会会员,《民意研究国际期刊》审稿人、《广播与电子媒体期刊》审稿人,美国国家传播学协会政治分会审稿人。

专业资格认证及奖项

1. 2023/2024 澳门国际银行学术研究奖,2024 年 6 月。
2. 国际传播协会颁发的 ICA 健康传播类别最佳论文奖,2021 年 5 月。
3. 澳门科技大学网路教学杰出表现奖,2020 年。
4. 广东新闻与传播学研究生大会最佳论文奖,广东省教育办公室授予,2009 年 1 月,深圳。