

Xiaochen Angela Zhang

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APPOINTMENTS

- 2025 – present Associate Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, OK
- 2019 – 2025 Assistant Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, OK
- 2015 – 2019 Assistant Professor, A. Q. Miller School of Journalism and Mass Communication, Kansas State University, Manhattan, KS

RESEARCH

Funded External Grant

Zhang, X. (PI 100%) CAREER: *Transactive Resilience: Improving Disaster Recovery through Collective Knowledge and Communal Capacity*. Sponsored by National Science Foundation CAREER program. **\$520,000** (Submitted July 2022; Funded June 2023; **Funding period September 2023 - August 2028**)

Peer-reviewed Publications

- Zhang, X. & Borden, J. (2024).** A Cross-Community Comparison of Antecedents of Hurricane Ian Risk Perceptions and Evacuation Behaviors. *Journal of Contingencies and Crisis Management*. DOI: 10.1111/1468-5973.70009
- Borden, J., & **Zhang, X. (2024).** Towards a conceptualization of corporate accountability: A consumer Perspective. *Management Communication Quarterly*. 30(1), 123-147.
<https://doi.org/10.1177/08933189231180132>
- Zhang, X. (2024).** Incorporating virtue ethics in public relations ethics education: lessons from a standalone public relations ethics course. *Journal of Public Relations Education*. 9(2), 38-59.
<https://journalofpreducation.com/?p=4075>
- Palomba, A., **Zhang, X.**, & Hedlund, D. (2024). Order of passive and interactive sports consumption and its influences on consumer emotions and sports gambling. *The Sport Journal*,
<https://thesportjournal.org/article/order-of-passive-and-interactive-sports-consumption-and-its-influences-on-consumer-emotions-and-sports-gambling/>

- Zhang, X.** & Borden, J. (2023). Linguistic Inference Framing: A Linguistic Category Approach to Framing Crisis. *Mass Communication & Society*. doi.org/10.1080/15205436.2023.2197884
- Zhang, X.** & Borden, J. (2023). Cross-Cultural Differences in Social Capital and Community Resilience Perceptions during the COVID-19 Pandemic. *Global Chinese*, 9(1), 69-96. <https://doi.org/10.1515/glochi-2023-0008>
- Goodin, A. S., Rogers, C. L., & **Zhang, X.** (2023). Public Responses to Emergency Energy Conservation Messaging: Evidence from the 2021 Winter Storm in Norman, OK. *Weather, Climate, and Society*, 15(2), 393-406. <https://doi.org/10.1175/WCAS-D-22-0087.1>
- Muturi, N., & **Zhang, X.** (2022). Risk Communication and Community Preparedness in the Context of Biotechnological Hazards: A Case of NBAF. *Journal of Community & Applied Social Psychology*, 33(3), 646-663. <https://doi.org/10.1002/casp.2673>
- Zhang, X.** (2022). What Constitutes Great IDEA? An Examination of Corporate Diversity Communication on Facebook and External and Internal Stakeholder Reactions. *Public Relations Review*, 48(5), 102254. <https://doi.org/10.1016/j.pubrev.2022.102254>
- Zhang, X.**, & Borden, J. (2022). How Legitimate are Corporate Social Advocacy Campaigns? An Examination of the Role of Legitimacy in Stakeholder Perceptions of CSA. *Journal of Marketing Communication*, 30(1), 123-147. <https://doi.org/10.1080/13527266.2022.2105931>
- Lee, H., **Zhang, X.**, Sung, Y., Lee, S., & Kim, J. (2022). Symmetry, Inclusion, and Workplace Conflicts: Conflict Management Effects of Two Leadership Strategies on Employee Advocacy and Departure. *Journal of Communication Management*, 26(3), 349-370. <https://doi.org/10.1108/JCOM-01-2022-0011>
- Zhang, X.** & Sung, Y. (2021). Communities going virtual: Examining the roles of online and offline social capital in pandemic perceived community resilience-building. *Mass Communication & Society*, 26(4), 539-565. <https://doi.org/10.1080/15205436.2021.1974046>
- Zhang, X.** & Cozma, R. (2021). Risk sharing on Twitter: Social amplification and attenuation of risk in the early stages of the COVID-19 pandemic. *Computers In Human Behavior*, 126, 106983. <https://doi.org/10.1016/j.chb.2021.106983>
- Zhang, X.** & Muturi, N. (2021). Organizational Legitimacy for High-Risk Facilities: Examining the Case of NBAF. *Public Relations Review*, 47(4), <https://doi.org/10.1016/j.pubrev.2021.102087>
- Zhang, X.** (2021). Understanding the cultural orientations of fear appeal variables: A cross-cultural comparison of pandemic risk perceptions, efficacy perceptions, and behaviors. *Journal of Risk Research*, 24, 432-448. <https://doi.org/10.1080/13669877.2021.1887326>
- Borden, J., **Zhang X.**, & Hwang, J. (2020). Improving automated crisis detection via an improved understanding of crisis language: Linguistic categories in social media crises. *Journal of Contingencies and Crisis Management*, 28(3), 281-290. doi.org/10.1111/1468-5973.12308
- Zhang, X.** & Shay, R. (2019). An examination of antecedents to perceived community resilience in disaster post-crisis communication. *Journalism and Mass Communication Quarterly*, 96(1), 264-287. <https://doi.org/10.1177/1077699018793612>

- Zhang, X., & Borden, J.** (2019). How to communicate cyber-risk? An examination of behavioral recommendations in cybersecurity crises, *Journal of Risk Research*, 23, 1336-1352. <https://doi.org/10.1080/13669877.2019.1646315>
- Borden, J. & **Zhang, X.** (2019). Linguistic crisis prediction: An integration of the linguistic category model in crisis communication. *Journal of Language and Social Psychology*, 38, 650-679. <https://doi.org/10.1177/0261927X19860870>
- Zhang, X., Borden, J., & Kim, S.** (2018). Understanding publics' post-crisis social media engagement behaviors: An examination of antecedents and mediators. *Telematics and Informatics*. <https://doi.org/10.1016/j.tele.2018.07.014>
- Zhang, X.** (2017). Effects of Twitter communication styles on consumers' brand personality perceptions, attitudes and purchase intentions. *International Journal of Internet Marketing and Advertising*, 11(2), 158-182.
- Zhang, X. & Kim, S.** (2017). An Examination of Consumer-Company Identification as a Key Predictor of Consumer Responses in Corporate Crisis, *Journal of Contingencies and Crisis Management*, 25(4), 232-243. <https://doi.org/10.1111/1468-5973.12147>
- Zhang, X. & Borden, J.** (2017). Linking Issue Management, Corporate Social Responsibility and Crisis Communication: Applying Balance Theory in Crisis and Issue Management, *Journal of Contingencies and Crisis Management*, 25(4), 209-222. <https://doi.org/10.1111/1468-5973.12136>
- Kim, S., **Zhang, X., & Zhang, B.** (2016). Self-mocking crisis strategy on social media; Focusing on Alibaba chairman Jack Ma in China. *Public Relations Review*, 42(5), 903-912. <https://doi.org/10.1016/j.pubrev.2016.10.004>
- Zhang, X., Tao, W., & Kim, S.** (2014). A Comparative Study on Global Brands' Micro Blogs between China and USA: Focusing on Communication Styles and Branding Strategies. *International Journal of Strategic Communication*, 8(4), 1-20. <https://doi.org/10.1080/1553118X.2014.886251>
- Zhang, X.** (2011). Communicating coffee culture through the big screen: Starbucks in American movies. *Comparative American Studies: An International Journal*, 9(1), 68-84. <https://doi.org/10.1179/147757011X12983070064953> [Undergraduate Thesis]

Peer-reviewed Book Chapters

- Place, K. R., & **Zhang, X.** (2024). Public Relations Ethics Education in Advanced Courses. In Culver K., & Kraft, N. (Eds.), *Teaching Media Ethics* (pp. 84-90). Lanham, MD: Rowman & Littlefield.
- Borden, J. & **Zhang, X.** (2019). "Do Not Use!" Ethical Implications of the 2014 Elk River Chemical Spill. In Hickerson, C. & Brunner B. (Eds.), *Cases in Public Relations: Translating Ethics into Action* (pp. 156-164). New York, NY: Oxford University Press.
- Kim, S., Hwang, J., & **Zhang, X.** (2016). The impact of organizations' ethical approaches in times of crisis. In Brunner B. (Eds.), *The Moral Compass of Public Relations* (pp. 125-136). Routledge, Taylor & Francis Group.

Grant Proposals

Funded Internal Grants

Tsetsura, K., **Zhang, X.**, & Hougen, D. (**Co-PI**). The Decision Environment of Resilient Communities. Data Institute for Societal Challenges ***Big Ideas Challenge Seed Grant Award***, Data Institute for Societal Challenges (DISC), University of Oklahoma, Norman, OK. **\$15,000** (received August 2021; **Funding period 2021-2022**)

Zhang, X. (PI) Towards Conceptualization and Development of a Two-dimension Social Media Engagement Scale. ***Junior Faculty Fellowship***, University of Oklahoma, Norman, OK. **\$7,000** (received March 2021; **Funding period: Summer 2021**).

Zhang, X. (PI) Course development and incorporating intellectual virtue into undergraduate course “Public Relations and Society”, ***Teaching Intellectual Virtual Project Award***, Institute for the Study of Human Flourishing and the Center for Faculty Excellence, University of Oklahoma, Norman, OK. **\$2,000** (received May 2021; **Funding period: Summer-Fall 2021**).

Zhang, X. (PI). Improving Online Community Knowledge Sharing: An Integration of Transactive Memory System with Community Resilience Research, ***Gaylord Faculty Enrichment Grant***, Gaylord College, Norman, OK. **\$2,961** (received November 2021)

Zhang, X. (PI) Unpacking social media’s role in bolstering social capital and subsequent community resilience. ***Gaylord Faculty Enrichment Grant***, Gaylord College, Norman, OK. **\$2,680** (received November 2019).

Zhang, X. (PI) Grant requested to develop graduate-level online course MC 760 Issues, Risk, and Reputation Management. Global Campus, Kansas State University, Manhattan, KS. **\$9,000** (received November 2018)

Zhang, X. (PI) *Leveraging social media to foster community resilience in post-crisis communication.* ***Faculty Enhancement Grant***. College of Arts and Science, Kansas State University, Manhattan, KS. **\$9,210** (received April 2018).

Zhang, X. (PI) *Post-crisis self-affirmation: Publics’ emotions and responses*, ***University Small Research Grant***, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS **\$3,920** (received April 2016).

Zhang, X. (PI) *Effects of self-affirmation on publics’ perception of crisis*, ***Faculty Development Award***, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. **\$2,332** (received Nov 2015)

External Grant Applications and Proposals

Kyprioti, Aikaterini P., Noyori-Corbett, C., Sadri, A., **Zhang, X. (Co-PI)**, & Lee, S. (2025). Community Resilience Without Borders: U.S.-Japan Knowledge Exchange for Disaster Preparedness and Recovery, Japan-U.S. Friendship Commission. **\$244,365** (Submitted: July 2025; under review)

Kyprioti, Aikaterini P., King, Farina N., **Zhang, X. (Senior Personnel)**, NSF R212: Developing Community-based Solutions for Overburdened Populations Confronting Compound Climate

Hazards in the Southern Great Plains Region, subaward of Texas A&M University, National Science Foundation. **\$39,951** (Submitted: Jan 2025; not funded)

Ebert, D., Pegion, K. V., Razzaghi, T., Venkatesan, T., Vogel, J. R., Weng, B., Wimberly, M., Yang, A., **Zhang, X. (Co-PI)**, “PIPP Phase II: Theme 2: Early Prediction of Infectious Diseases with Enhanced Modeling and Integrative Collaborations (EPIDEMIC),” Sponsored by Health Sciences Center, State. National Science Foundation (Not funded. Submitted: December 1, 2023).

Zhang, X. (PI) CAREER: Transactive Resilience: Improving Disaster Recovery through Collective Knowledge and Communal Capacity. Sponsored by National Science Foundation CAREER program. **\$598,847** (Not funded. Submitted: July 2021).

Siddique, Z. (PI), Song, L., Maher, E., Rogers, C., & **Zhang, X., (Co-PI)** “SCC-PG: Behavioral, social, and neuro-cognitive models of self-regulation for building occupants in smart connected communities to address grid challenges”. Sponsored by National Science Foundation Smart and Connected Communities Planning Grant. **\$149,824** (Not funded. Submitted: March 2021)

Tsetsura, K. Y., (PI), Shi, D., (Co-PI), Hougen, D., (Co-PI), **Zhang, X., (Co-PI)**, “Explicating the Decision Environment Model,” Sponsored by National Science Foundation, Federal. **\$369,115** (Not funded. Submitted: January 2021).

Amariuca, G., Wei, S., Cozma, R. & **Zhang, X. (Co-PI)** *Collaborative Research: Stochastic Modeling of Opinion Dynamics for Risk Communication in Social Networks: Understanding and Defending Against Influence Campaigns*. Sponsored by the National Science Foundation, DRMS. **\$825,000** (not funded, applied in 2020).

Zhang, X., (PI), Tefertiller, A., (Co-PI), "Linguistic Bias in Social Content as Driver of Affective Polarization," Sponsored by Facebook, Private. **\$72,124** (Not funded. Submitted: May 2020).

Zhang, X., (PI) Muturi, N., & Borden, J. *Turning the Red Tide: Bolstering Community Resilience via Sustainable Civic Engagement*. Sponsored by The National Academies of Science, Engineering, and Medicines, Gulf Coast Research Program, Thriving Communities Grant 5. **\$1,097,168**. (not funded, applied in 2018).

Book Review

Zhang, X. (2019). The Science Behind Risk Communication: Opportunities and Challenges in CBQ Critical Reviews Long Essays, *Communication Booknotes Quarterly*, 50, 32-34.

Invited Talks

Zhang, X. (2025, February). *Transactive Resilience: Community, Trust, and the Road to Recovery*. FEMA Region 6 Higher Education Collaborative Summit. (February 4, 2025). Arkansas State University, Jonesboro, AR.

Zhang, X. (2024, December). *Transactive Resilience: Community, Trust, and the Road to Recovery*. Disaster Response, Displaced Population, and Inclusive Resettlement in Japan and U.S.A. (December 6, 2024). Norman, OK.

Zhang, X. (2024, September). *Ethical Decision-Making in Strategic Communication: Preparing for Ethical Quandaries*. PRSA OKC chapter meeting (September 18, 2024). Oklahoma City, OK.

Zhang, X. (2022, April). *Agency, Trust, and the Road to Recovery*. Resilient Future Symposium, Interdisciplinary Perspectives on Climate Change, Migration & Habitation (April 13-14, 2022). Norman, OK.

Community-Engaged Research

Produced White Paper Research Reports:

Pendley, J., Ryu, S., **Zhang, X.**, Sadri, A., Miller, M., & Cheng, W. (2022). Internal Report: The Norman-University of Oklahoma Disaster Preparedness Charette.

Zhang, X., Pendley, J., Ryu, S., Sadri, A., & Miller, M. (2023). *The Norman Communication Needs Network (CNN) Social Network Survey Preliminary Results Research Report*. Report presented and distributed at the April 2023 Norman Community Needs Network Workshop.

Zhang, X. (2025). *The City of Norman/Cleveland County Disaster Response and Recovery Social Network Survey Results Research Report*. Report distributed prior to and at the May 2025 Norman Community Needs Network Workshop.

Organized Community Workshops

- *The 2022 Norman-University of Oklahoma Disaster Preparedness Charette/Workshop*. Conducted on Wednesday, June 8, 2022 at 1-4 p.m. at the Norman Public Library Central on 103 W Acres St, Norman, OK
- *The 2023 Norman Communication Needs Network (CNN) Disaster Preparedness Workshop*. Conducted on Tuesday, April 25 at 2-3:30 p.m. at the Well on 210 James Garner Ave, Norman, OK
- *The 2024 Norman Communication Needs Network (CNN) Disaster Preparedness Workshop*. Conducted on Tuesday, May 7 at 2-3:30 p.m. at the Well on 210 James Garner Ave, Norman, OK
- *The 2025 Norman Communication Needs Network (CNN) Disaster Preparedness Workshop*. Conducted on Tuesday, May 13 at 1-3 p.m. at the Well on 210 James Garner Ave, Norman, OK

Peer-reviewed Conference Presentations

Zhang, X. (2025, August). *Explicating the Concept of Transactive Resilience: Improving Cross-Sector Disaster Communication via Improving Cross-Sector Relationships*. Paper accepted and to be presented at the AEJMC conference, San Francisco, CA.

Zhang, X., Cozma, R., & Muturi, N. (2025, August). *Legitimacy-Building for a High-Containment Facility: A Longitudinal Study of Changes in Community Perceived Legitimacy, Trust, Risk and Preparedness*. Paper accepted and to be presented at the AEJMC conference, San Francisco, CA.

Molla, M., & **Zhang, X.** (2025, August). *Balancing Boundaries: Examining Journalistic Autonomy and Collaboration in Disaster*. Paper accepted and to be presented at the AEJMC conference, San Francisco, CA.

- Zhang, X.**, Cozma, R., Muturi, N., Pawlosky, K., Jacques, S., & Walker, J. (2025, June). *Effective Communication at a High-Containment Facility: How Information Consistency and Sufficiency Affect Knowledge and Community Preparedness for Potential Biological Hazards*. Paper presented at the ICA conference, Denver, CO.
- Zhang, X.**, Cozma, R., & Muturi, N. (2025, March). *How the creation of an onsite communications department changed community perceptions of a high-containment facility*. Paper presented at the AEJMC Midwinter Conference. Norman, OK.
- Zhang, X.**, Adesina, K., & Zimmerman, J. (2025, March). *The psychology of disaster social media rumors: An examination of rumors about the Federal Emergency Management Agency (FEMA) on X during Hurricane Helene*. Paper presented at the AEJMC Midwinter Conference. Norman, OK.
- Newcombe, K., Roy, S., & **Zhang, X.** (2025, March). *Earth, wind, and fire: A quantitative content analysis examining local and national newspaper responses to recent natural disasters*. Paper presented at the AEJMC Midwinter Conference. Norman, OK. [Top paper abstract in the Community Journalism Interest Group]
- Zhang, X.** (2024, December). *Disaster Communication Network Resilience: An Examination of Cross-Sector Disaster Response and Recovery Social Network*. Paper presented at the annual SRA conference. Austin, TX.
- Muturi, N., & **Zhang, X.** (2024, June). *Does Religiosity Matter? Examining Interpersonal Communication Influence on Self-Protective Behavior against Communicable Diseases*. Paper presented at the ICA conference. Gold Coast, Australia.
- Stone, E., & **Zhang, X.** (2024, March). *The effect of Generation Z's Social issue activism, motivations, and new media usage on brand activism*. Paper presented at the AEJMC Midwinter Conference. Norman, OK. [Supervised Undergraduate Honors Research]
- Zhang, X.**, Tsetsura, K., & Luoma-aho, V. (2023, August). Resilience to misinformation: Factors predicting misinformation efficacy across four countries. Paper presented at the AEJMC conference, Washington, D.C.
- Place, K., & **Zhang, X.** (2023, August). *Understanding Public Relations Ethics Education in Advanced Courses: A Qualitative Thematic Analysis of Course Syllabi*. Paper presented at the AEJMC conference, Washington, D.C. [First Place Paper, Teaching Category]
- Zhang, X.** (2022, August). *What Constitutes Great IDEA? An Examination of Corporate Diversity Communication on Facebook and External and Internal Stakeholder Reactions*. Paper presented at the AEJMC conference, Detroit, MI. [The 2022 Race in Public Relations Award]
- Zhang, X.** (2022, August). *Incorporating Virtue Ethics in Public Relations Ethics Education: Lessons from a Standalone Public Relations Ethics Course*. Paper presented at the AEJMC conference, Detroit, MI.
- Zhang, X.** (2022, May). *Towards Conceptualization and Development of a Two-dimension Social Media Engagement Scale*. Paper presented at the ICA conference (virtual participation), Pairs, France.
- Zhang, X.**, & Borden, J. (2021, August). *Linguistic Attribution Framing: A Linguistic Category Approach to Framing Crisis*. Paper presented at the AEJMC virtual conference.

- Lee, H. Lee, S., **Zhang, X.**, & Sung, Y. (2021, July). Symmetry, Inclusion, and Workplace Conflicts: Conflict Management Strategies on Employee Advocacy and Departure. Paper presented at the 28th International Public Relations Research Symposium (virtual), BledCom.
- Zhang, X.**, & Borden, J. (2021, May). *Cross-Cultural Differences in Social Capital and Community Resilience during the COVID-19 Pandemic*. Paper presented at the ICA virtual conference.
- Rogers, C., Goodin, A., & **Zhang, X.** (2021, April). *Smart Swarm responses to weather events?* Paper presented at the 2021 (virtual) Meeting of the Southern Regional Science Association, Norman, OK.
- Zhang, X.**, & Cozma, R. (2020, August). *Social Amplification of Risk before Coronavirus Was Declared an Epidemic: How Social Media Trust and Disinformation Concerns Affected Information Sharing*. Paper presented at the AEJMC virtual conference.
- Zhang, X.**, & Muturi, N. (2020, August). *Organizational Legitimacy for High-Risk Facilities: Examining the Case of NBAF*. Paper presented at the AEJMC virtual conference.
- Borden, J., & **Zhang, X.** (2020, August). *Towards a conceptualization of corporate accountability: A stakeholder perspective*. Paper presented at the AEJMC virtual conference.
- Cozma, R., & **Zhang, X.** (2019, August). *Combatting science myths: The effects of fact-checking and platform congruency on hostile media bias and news credibility perceptions*. Paper presented at the AEJMC annual conference, Toronto, Canada.
- Zhang, X.** & Borden, J. (2018, August). *Linguistic crisis prediction: An integration of linguistic categorization model in crisis communication*. Paper presented at the AEJMC annual conference, Washington, D.C.
- Borden, J. & **Zhang, X.** (2018, August). *Ultimate crisis? An examination of linguistics and ultimate attribution error in international organizational crisis*. Paper presented at the AEJMC annual conference, Washington, D.C.
- Zhang, X.** & Borden, J. (2017, August). *The effects of behavioral recommendations in crisis response and crisis threat on stakeholders' behavioral intention outcomes*. Paper presented at the AEJMC annual conference, Chicago, IL.
- Zhang, X.** (2017, August). *Issues management as a proactive approach to crisis communication: Publics' cognitive dissonance in times of issue-related crisis*. Paper presented at the AEJMC annual conference, Chicago, IL.
- Zhang, X.** & Shay, R. (2017, May). *When and how will we bounce back? An examination of antecedents to community resilience in disaster post-crisis communication*. Paper presented at the ICA annual conference, San Diego, CA.
- Shay, R., & **Zhang, X.** (2017, May). *Mark yourself as safe? Exploring the utility of Facebook's safety check feature*. Paper presented at the ICA annual conference, San Diego, CA.
- Zhang, X.**, Borden, J., Hwang, J. (2017, May). *What they did or who they are? An examination of Linguistic Intergroup Bias in media and public response to corporate crises*. Paper presented at the

ICA annual conference, San Diego, CA.

Zhang, X. & Borden, J. (2016, August). *Understanding publics' post-crisis social media engagement*. Paper presented at the AEJMC annual conference, Minneapolis, MN.

Zhang, X. (2016, May). *Effects of self-affirmation on publics' crisis perceptions*. Paper presented at the ICA annual conference, Fukuoka, Japan. **[2016 Bob Heath Top Paper Award at Public Relations Division of ICA]**

Zhang, X. & Borden, J. (2016, May). *Linking Issue Management, Corporate Social Responsibility and Crisis Communication: Applying Balance Theory in Crisis and Issue Management*. Paper presented at the ICA annual conference, Fukuoka, Japan.

Zhang, X. & Borden, J. (2015, August). *Ethical Approaches to Crisis Communication in Chemical Crises: A Content Analysis of Media Coverage of Chemical Crises from 2010 to 2014*. Paper presented at the ICA annual conference, San Francisco, CA.

Anderson, K., **Zhang, X.**, & Shintaro, S. (2015, August). *The Effects of Source Nationality and Authority on Source Credibility and Peace Messages: A Cross-National Comparison using the Diaoyu/Senkaku Island Dispute*. Paper presented at the AEJMC annual conference, San Francisco, CA.

Borden, J. & **Zhang, X.** (2015, August). *Attribution Error of Internal Stakeholders in Assessments of Organizational Crisis Responsibility: A Reintroduction of Weiner's Attribution Theory and Its Implications for Theory and Practice*. Paper presented at the AEJMC annual conference, San Francisco, CA.

Zhang, X. & Lee, M. (2015, May). *Effects of Crisis Response Strategies on Publics' Post-Crisis Attitude based on Individuals' Prior Attitudes: Applying Social Judgment Theory to Crisis Communication Management*. Paper presented at the ICA annual conference, San Juan, Puerto Rico.

Zhang, X. & Kim, S. (2015, May). *An Examination of Consumer-Company Identification as a Key Predictor of Consumer Responses in Corporate Crisis*. Paper presented at the ICA annual conference, San Juan, Puerto Rico.

Zhang, X. (2014, August). *Publics' preference-consistent and -inconsistent judgments of crisis response: A preliminary examination of expectancy contrast theories in crisis management*. Paper presented at the AEJMC annual conference, Montreal, Canada.

Zhang, X. (2014, May). *Influence of Twitter communication style on brand personality perceptions and attitudes*. Paper presented at the ICA annual conference, Seattle, WA.

Zhang, X. (2013, August). *When Tea Leaf Meets Coffee Bean: Consumer Identity, Global Brand and the Circuit of Culture*. Paper presented at the AEJMC annual conference, Washington, D.C.

Zhang, X. (2013, August). *Health-related Reality TV on Social Media: Opportunity for Social Marketing or TV Program Promotion?* Paper presented at the AEJMC annual conference, Washington, D.C.

Zhang, X., Tao, W. & Kim, S. (2013). *A Comparative Study on Global Brands' Micro Blogs between China and USA: Focusing on Communication Styles and Branding Strategies*. Paper presented at the AEJMC annual conference, Washington, D.C.

Zhang, X. (2013, March). *Branding across cultures: a social identity model for consumer-brand relationship*. Paper presented at the AEJMC Southeast Colloquium, Tampa, FL.

Zhang, X. (2011, October). *Breaking the taboo through social marketing: A case study of HIV/AIDS awareness campaign in China*. Paper presented at the 7th Annual Conference of the Social Science, Florida Society of the Social Science, Gainesville, FL.

Conference Panels

Zhang, X., Borden, J., Shay, R., Muturi, N., Cozma, R., & Mwangi, S. (2019, April). Rebuilding trust in an era of mass skepticism. Accusations on Audience Trust. Research Panel presented at the Broadcast Education Association annual conference. Las Vegas, NV.

Blackstone, G., **Zhang, X.**, Shay, R., & Borden, J. (2018, April). The Credibility Crisis: Leveraging Crisis Communication Theory to Mitigate the Effects of “Fake News” Accusations on Audience Trust. Research Panel presented at the Broadcast Education Association annual conference. Las Vegas, NV.

TEACHING

Assistant/Associate Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma, (August 2019 - present)

- Undergraduate courses:
 - JMC 4453/5453 Public Relations Research (25-45 students), Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Spring 2023, Fall 2023
 - JMC 3423 Public Relations Writing (12 students), Summer 2020
 - JMC 4413 Crisis Communication (25 students), Spring 2022, 2025
 - JMC 3453 Public Relations & Society (public relations ethics) (10-31 students), Fall 2021, 2022, 2023, 2024, 2025, Spring 2024, 2025
- Graduate courses:
 - JMC 5093 Intro to Research Methods (10-25 students), Fall 2022, 2023, 2024, 2025
 - JMC 5813 Ethics in Strategic Communication (online, 30-35 students), Summer 2022, 2023, 2024, 2025
 - JMC 6173 Communication Risk, Recovery and Resilience (seminar, 8 students), Spring 2024
- Guest Speaker:
 - Fall 2019 Dr. Aaron M. Wendelboe’s BSE 5333 Introduction to Emerging Infections and Bioterrorism (lectured on risk communication strategies)
 - Spring 2024 Dr. Change Sup Park’s JMC 5083 Mass Communication and Theory (lectured on social network theories and disaster response and recovery)

Assistant Professor, A.Q. Miller School of Journalism and Mass Communications, Kansas State University (August 2015 – August 2019)

- Undergraduate courses:
 - MC 180 Principles of Public Relations (60-100 students), Spring 2016, 2017, 2018, 2019 Fall 2016
 - MC 180 (online) Principles of Public Relations (19-44 students), Spring 2016, 2017, 2018, 2019, Summer 2016, 2017, 2018, 2019

- MC 396 Strategic Communications Research (41-48 students), Fall 2015, Spring 2016
- MC 645 Public Relations Campaign (20-43 students), Fall 2016, 2017, Spring 2017, 2018
- MC 690 Independent study: International Public Relations Practice – Interviewing Public Affairs Officers in the U.S. Embassy in Dublin, Ireland (1 student), Spring 2017
- Graduate courses:
 - MC 683 Reputation Management/Crisis Communication (Senior and graduate seminar) Fall 2017, Fall 2018
 - MC 740 Advanced Quantitative Research Methods (graduate seminar), Fall 2018
 - MC 760 Crisis/Risk Communication (online graduate), Spring 2019

Instructor, College of Journalism and Communications, University of Florida (August 2014–June 2015)

- PUR 3000 Principles of Public Relations (100-150 students), Fall 2014, 2015
- PUR 4800 Public Relations Campaign (26 students), Summer 2015

Teaching Assistant, College of Journalism and Communications, University of Florida (January 2013 – April 2014)

- PUR 3000 (online) Principles of Public Relations (2 semesters)
- PUR 6973 Public Relations Campaign (Masters’ capstone course): assisted with masters’ research projects (1 semester)
- PUR 4103 Visual Communication: taught class of 20 students Adobe Indesign, Photoshop and Illustrator in 3-hour lab every week (1 semester)
- ADV 3203 Advertising Design and Graphics (1 semester)

Student Advising

Undergraduate advising

- Honors thesis chair: Claire Gilpin (2021 – 2022), Emma Stone (2022- 2023)

Graduate Student advising:

- Dissertation Co-chair: Ajia Meux (2022 – 2023) Ajia Meux (2023) “Who asked for this?”: Authenticity and Race-Centered CSR
- Thesis/Thesis Project Chair: Danielle Golway (2016-2017), Wang Kaidi (2016 - 2017), Jana Thomas (2017 – 2019), Kayla McCullough (2020-2021), Bailey Straborn (2022 – 2022), Julia Dolmatova (2023-2023), Bright Qui (2023 - 2024), Jessica Zimmerman (2024 – 2025)
- Thesis/Thesis Project Committee: Jingyan Zhao (2016-2017), Ting Li (2017 – 2019), Quan Long (2017 – 2019), Ygal Kaufman (2020 – 2021), Mary Smith (2019- 2021), Nathan Sims (2021- 2022), Melinda Thompson (2021- 2022) Imaculada Adolfo (2021-2022), Audrey Williams (2022-2023), Anna Swafford (2022-2023), Aliana Head (2023-2024)
- Dissertation Committee: Loarre Andreu Perez (2019-2021), Ajia Meux (2020 – 2022), Emma Wang (2022), Hyelim Lee (2021 – 2023), Jasmine DeHart (2023), Jinhee Seo (2023-2024), Nate Fisher (2022 -2024), Sunha Yeo (2022-2025), Ashjan Zaila (2023-2025), Emily Guajardo (2024-present), Bemí Aderemi (2024-present), Laken DeBoard (2024-present)

Advised Student Research Awards

- The 2022 Arthur Page Student Case Study Competition 2nd Place winner: Stephen, G. & Chitwood, C. (2022) *Ben & Jerry’s: A Values-Driven Business in Conflict* (https://page.org/study_competitions)

EDUCATION

Ph.D. in Mass Communication, 2015

University of Florida College of Journalism & Communications, Gainesville, Florida

Concentration: Public Relations (strategic crisis communication)

Dissertation: *Issues management as a proactive approach to crisis communication: Consumers' cognitive dissonance and self-affirmation in times of corporate crisis.*

Committee Chair: Dr. Spiro Kiouisis

Committee Members: Dr. Sora Kim, Dr. Mary Ann Ferguson, Dr. Juan-Carlos Molleda and Dr. James Shepherd

M.A. in Mass Communication, 2012

University of Florida College of Journalism & Communications, Gainesville, Florida

Concentration: International/Intercultural Communication.

Thesis: *When tea culture meets coffee culture: The circuit of culture and coffee culture in China*

Committee Chair: Dr. Lisa Duke-Cornell

Committee Members: Dr. Michael Leslie and Dr. Juan-Carlos Molleda

B.A. in Journalism, 2010

Beijing Foreign Studies University School of English and International Studies, Beijing, China

Major: International Journalism

Minor: English Language and Literature

Thesis: *Communicating coffee culture through the big screen: Starbucks in American movies*

Committee Chair: Dr. Meirong Fu

PROFESSIONAL EXPERIENCE

Intern, Shands Eastside Community Relations and Education Coordination, Gainesville, Florida, May-Jun 2011

- Developed marketing strategies for the “2011 Golf Tournament” to raise money for local breast cancer awareness event
- Developed health marketing strategies for outreach to the east Gainesville community
- Made posters, fliers and post card reminders for the classes and other public events
- Coordinated between health educators and health class participants

Manager Assistant, Corporate Communication & Corporate Social Responsibility Department, BASF (China) Co. Ltd., Beijing, China, Feb-Jun 2010

- Conducted formative research and developed strategies in areas of corporate social responsibility
- Assisted with company's CSR programs in China: Golden Bee and “Kid's Lab” program
- Managed press release writing and translation (English and Chinese)
- Managed Daily Information Monitor (for crisis and issues management)
- Prepared press kit and conference presentations (English and Chinese)
- Designed publication for internal employee communication

Manager Assistant, Marketing Communication Office, Main Press Center of Beijing 2008 Olympic Games, Beijing, China, July-Sept 2008

- Assisted with coordination between Games partners/sponsors and journalists
- Led media tours for Olympic partners and sponsors (McDonald's, Johnson & Johnson, Omega,

- Bank of China, etc.)
- Responsible for Olympic partners and sponsors brand protection
- Handled press releases and conference room booking

AWARDS

2024 Teaching Excellence Award (July 2024)

Media Ethics Division, AEJMC, Philadelphia, PA.

2024 Early Career Award (April 2024)

Office of the Vice President for Research & Partnerships 2024 Research & Creative Activity Awards, University of Oklahoma, Norman, OK.

2023 First Place Paper, Teaching Category (Aug 2023)

The Public Relations Division, AEJMC, Washington, DC.

The 2022 Race in Public Relations Award (Aug 2022)

The Public Relations Division, AEJMC, Detroit, MI.

The 2020 Owen Kulemeka Teacher of the Year Teaching Award (Nov 2021)

Gaylord College, University of Oklahoma, Norman, OK

The 2021 Teaching Intellectual Virtual Project Award (May 2021)

Received funding and attended workshop for the development of undergraduate course “Public Relations and Society”, Institute for the Study of Human Flourishing and the Center for Faculty Excellence, University of Oklahoma, Norman, OK

The 2021 Junior Faculty Fellowship (March 2021)

Office of the Vice President for Research and Partnerships, University of Oklahoma, Norman, OK

The 2016 Bob Heath Top Paper Award (June 2016)

The Public Relations Division, International Communication Association, Fukuoka, Japan

University Small Research Grant Award (April 2016)

Kansas State University, Manhattan, KS

Faculty Development Award (Nov 2015)

Kansas State University, Manhattan, KS

Dissertation Research Fund Award (Jan 2015)

University of Florida College of Journalism & Communications, Gainesville, Florida

Outstanding International Graduate Student Award (Sept 2014)

University of Florida College of Journalism & Communications, Gainesville, Florida

International Student Travel Grant (May 2014)

Communication and Technology Division, International Communication Association, Seattle, WA.

Graduated with distinction (May 2012)

University of Florida College of Journalism & Communications, Gainesville, Florida

Outstanding Thesis (June 2010)

Beijing Foreign Studies University, Beijing, China

MEDIA COVERAGE OF RESEARCH

Norman Transcript Interview: “OU Professor Leads Study to Strengthen Disaster Communications”

https://www.normantranscript.com/news/ou-professor-leads-study-to-strengthen-disaster-communications/article_5abe7100-16bf-11ee-bc07-2b6dd1a520b6.html

News 9 Interview: “New Study from OU to Aid Community Recovery Efforts Post Disaster”

<https://www.news9.com/story/64a4e1ee6706890735fd6fb2/new-study-from-ou-aims-to-aid-community-recovery-efforts-postdisaster>

OU news: “Norman Organizations Partner to Improve Disaster Response and Recovery”

<https://www.ou.edu/news/articles/2024/may/norman-organizations-partner-to-improve-disaster-response-and-recovery>

SERVICE

Department

2024-present.	Member, Policy & Procedure Committee, Gaylord College, University of Oklahoma
2024-present	Member, Super PR search committee (two professor positions), Gaylord College, University of Oklahoma
2023-present	Member, Graduate Committee, Gaylord College, University of Oklahoma
2021-2023	Chair, Graduate Committee, Gaylord College, University of Oklahoma
2021-2024	Member, Technology Committee, Gaylord College, University of Oklahoma
2021-2023	Member, Search Committee (tenure-track position), Gaylord College, University of Oklahoma
2021	Member, Search Committee (graduate advisor position), Gaylord College, University of Oklahoma
2019-2020	Member, Faculty Development and Research & Creative Activity Grants Awards Committee, Gaylord College, University of Oklahoma
2017 –2019	Member, Graduate Executive Committee, A.Q. Miller School, Kansas State University
2017 – 2019	Member, Honors Program Committee, A.Q. Miller School, Kansas State University
2016 –2018	PRSSA Faculty Advisor, A.Q. Miller School, Kansas State University
2015 –2017	Member, Curriculum Committee, A.Q. Miller School, Kansas State University
2015 –2017	Member, Scholarship Committee, A.Q. Miller School, Kansas State University
2016 –2017	Member, Diversity Committee, A.Q. Miller, Kansas State University

University

2023-present	Member, Alumni and Foundation Recruitment Fellowship, University of Oklahoma
2024	Member, Gibbs College Seed Grant Program Review Committee, University of Oklahoma
2023	Member, Graduate Deans Mentoring Award Selection Committee, University of Oklahoma
2022-2024	Member, Faculty Steering Committee, Faculty Senate, University of Oklahoma
2016 –2017	University Small Research Grant Reviewer, Kansas State University

National/International

Grant Reviewer/Panelist

2021-present	Reviewer/panelist, multiple programs for the National Science Foundation
Spring 2024	Reviewer/panelist, The NSF funded advancing research impacts in society (ARIS) toolkit
2021/2025	Reviewer, Page/Johnson Legacy Scholar Grants, The Arthur W. Page Center, PennState

Journal Reviewer

2015-present	Journalism & Mass Communication Quarterly
2015-present	Chinese Journal of Communication
2017-present	Journal of Contingencies and Crisis Management
2017-present	Journal of Public Interest Communication
2018-present	Computers in Human Behavior
2018-present	International Journal of Communication
2019-present	Asian Journal of Communication
2019-present	Health Communication
2020-present	Management Communication Quarterly
2020-present	Information & Management
2021-present	Corporate Governance
2021-present	Journal of Public Relations Research
2021-present	Atlantic Journal of Communication
2022-present	Public Relations Review
2022-present	Risk Analysis
2022-present	Journal of Risk Research
2024	Journalism
2024-present	International Journal of Disaster Risk Reduction
2024	Journal of Applied Social Psychology
2024	Acta Psychologica
2024	Journal of Media Business Studies

Book/Book Chapter Reviewer

2019	Sage Publications Book proposal review
2021	Book award for the Media Management Division of AEJMC
2021	Elsevier Book proposal review
2021-2023	Routledge/Taylor & Francis Book Proposal Review

Editorial Board

2017-present	Journal of Public Interest Communication
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Conference Peer/Blind Reviewer

2014 –2023	ICA Public Relations Division
2014 –2023	AEJMC Public Relations Division
2020- present	AEJMC Mass Communication and Society Division
2021-present	AEJMC Midwinter conference Mass Communication and Society Division
2017 –2020	AEJMC Media Management, Economics & Entrepreneurship Division

Professional Organizations

2024-present.	Research Committee, Chair, Mass Communication & Society Division, AEJMC
2023-2024	Research Committee, Associate Chair, Mass Communication & Society Division, AEJMC
2022-2023	Midwinter Chair, Mass Communication and Society Division, AEJMC
2021-2022	Midwinter Co-Chair, Mass Communication and Society Division, AEJMC

2020-2021	Member, Research Committee, Public Relations Division, AEJMC
2017-2018	Membership Co-Chair, Media Management, Economics & Entrepreneurship Division, AEJMC
2017-2018	Member, Membership Committee, Public Relations Division, AEJMC
2013-2014	Membership Chair, Graduate Student Interest Group (GSIG), AEJMC

Other

2021-2023	Facilitator, Leadership Communication Lab Business Communication Simulation, Gabelli School of Business, Fordham University
2023	Discussant, Social Media, Race, and Community Knowledge Practices: An Interdisciplinary conference, virtual, Oct 23-24, 2023
2022	Discussant, Refereed Paper Session “Antecedents & Factors of Effective Communication During COVID-19”, MC&S division, AEJMC, Detroit, MI.

Community Engagement Services

2021-present	Member and lead researcher, Norman Community Needs Network
2021-present	Member, Community Engagement Community of Practice, University of Oklahoma
2021	Member, AEJMC Public Relations Division Community Giveback Event

Professional Affiliations

2012-present	Association for Education in Journalism and Mass Communication
2013-present	International Communication Association
2016-2019	Public Relations Society of America
2017-2019	Broadcast Education Association

SKILLS AND LANGUAGES

Computer skills:

- Proficient with Microsoft Office, SPSS, Amos, PROESS, UCINET, Brandwatch, Nvivo
- Knowledge of Python, R, Adobe InDesign

Languages:

- Chinese: native language
- English: bilingual proficiency