

Curriculum Vitae

Yinjiao Ye

Associate Professor
Department of Communication Studies
University of Rhode Island
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EDUCATION

Ph.D. in Mass Communication, College of Communication & Information Sciences, the University of Alabama, Tuscaloosa, 2006

Advisor: Jennings Bryant, Regan Chair of Broadcasting

Minor: Statistics

M. A. (2002), B. A. (1999) in Journalism, School of Journalism & Mass Communication, Huazhong University of Science & Technology, China, 2002

ACADEMIC APPOINTMENT

Department of Communication Studies, University of Rhode Island

2012-present: Associate Professor, with tenure

2006-2012: Assistant Professor

RESEARCH INTERESTS

Social Media, Health Communication, Media Effects

TEACHING EXPERIENCE

COM 100 Communication Fundamentals

COM 210 Persuasion

COM 310 Topic in Communication: Content and Effects of Media Advertising

COM 310 Topics in Communication: Social Media in Health Promotion

COM 381 Research Methods in Communication

COM 382 Communication Theory

COM 502: Communication Research Methods

COM 520 Media Seminar: Health Communication

HONORS AND AWARDS

University of Rhode Island, 2006- present

2016 Third place in Open Research Competition, Chinese Association of Journalism and Communication

2014 Service Award, Chinese Communication Association

2014 Best 10 Articles of 2014 in *Journalism and Communication Research*

2011 Harrington School Project Grant, Harrington School of Communication & Media

2009 Outstanding Paper Travel Award in Non-student Category, HINTS Data Users Conference, National Cancer Institute

2008 Career Enhancement Grant Program award, Council for Research, URI

2006 First place in Open paper competition, Research Division, Broadcast Education Association

2002 Graduate Council Fellowship, University of Alabama

2001 Outstanding Graduate Student in Academics

Guanghua Scholarship

2000 Outstanding Graduate Student in Academics

Guanghua Scholarship

1999 Outstanding Graduate

1997 Outstanding Undergraduate Student in Academics

1996, 1997, 1998, 1999

Outstanding Undergraduate Student in Academics, Morals and Health

1997 Desheng Scholarship
 1996, 1997, 1998, 1999
 Renmin Scholarship

GRANTS

- 2013 Evaluator, Evaluation of *House Parties: Experiential Marketing for Global Aid* project. Bill and Melinda Gates Foundation, Communications program (total award: \$100,000; subcontract award: \$16,500)
- 2011 Principal investigator (with Kristina E. Ward), *A content analysis of television medical dramas' portrayal of illness, medical treatment, patients and health professionals*. Harrington School Project grant, Harrington School of Communication and Media, URI (\$4,750)
- 2008 Principal Investigator, *A content analysis of television medical dramas' portrayal of illness, medical treatment, patients and health professionals*. Career Enhancement Grant Program of the Council for Research, University of Rhode Island (\$4,421)
- 2003-2005 Telecommunications Needs Assessment and Comprehensive Telecommunication Plan for State of Alabama, Appalachian Regional Development Commission, \$160,000. (PI, Jennings Bryant; worked as a research assistant)
- 2002-2004 Evaluation of Implementation and Impact of Alabama Science, Math, and Technology Initiative, NASA, \$216,000. (PI, Jennings Bryant; worked as a research assistant)
- 2003 Tuscaloosa Campaign to Prevent Teen Pregnancy Project (worked as a research assistant)
- 2003 Evaluation of Krackeroo Kids, Media Solutions, \$2,500. (PI, Jennings Bryant; worked as a research assistant)

PUBLICATIONS

Refereed Journal Articles

- Ye, Y. (under review). Differences in nutrition intake and physical activity between users and non-users of social media. Submitted to *Journal of Health Communication*.
- Ye, Y., Xu, P., & Zhang, M. (2016). Social media, public discourse, and civic engagement in modern China. *Telematics and Informatics: Special issue on Social media in China*. SSCI journal; impact factor 2.261 (Thomson Reuters Journal Citation Reports 2016)
- Gu, L. L., Skierkowski, D., Florin, P., Friend, K., & Ye, Y. (2016). Facebook, Twitter, & QR Codes: An exploratory trial examining the feasibility of social media mechanisms for sample recruitment. *Computers in Human Behavior*. Published online February 23, 2016
[doi:10.1016/j.chb.2016.02.006](https://doi.org/10.1016/j.chb.2016.02.006)
 SSCI journal; five-year impact factor: 3.724.
- Wang, L., Mundorf, N., Ye, Y., Lei, W., & Shimoda, K. (2015). The impact of class discussions on attitudes of Chinese students in the US towards culture and sustainability. *China Media Research, Special Issue: Sustainability, Resilience, and Global Communication, 11*, 110-115.
- Ye, Y. (2014). The role of illness factors and patient satisfaction in using online health support groups. *Health Communication, 29*(4), 355-363. DOI: 10.1080/10410236.2012.757526. Epub 2013 Jul 11. SSCI journal; five-year impact factor: 1.927; ranking: 17 / 79 (Communication)
- Zhang, M., & Ye, Y. (2014). Intermittent adoption of new communication technologies: Evidence from eastern and western. *Journalism and Communication Research, 21*, 78-98.
[Best 10 Articles of 2014 in Journalism and Communication Research]

- Zhou, S., Xu, J., & Ye, Y. (2013). Effect of complimentary and conflicting commentary on sports enjoyment. *International Journal of Sport Communication*, 6, 173-184.
- Ye, Y. (2011). Correlates of consumer trust in online health information: Findings from the Health Information National Trends Survey. *Journal of Health Communication*, 16(1), 34-49.
SSCI journal, five-year impact factor: 2.949; Ranking: 9 / 79 (communication)
[Featured in *Neurology Now* (October/November 2011). University of Google: How to find trustworthy medical information online.]
- Ye, Y. (2010). A path analysis on correlates of consumer trust in online health information: Evidence from the Health Information National Trends Survey. *Journal of Health Communication*, 15, supplement 3, 200-215.
SSCI journal, five-year impact factor: 2.949; Ranking: 9 / 79 (communication)
- Ye, Y. (2010). Beyond materialism: The role of health-related beliefs in the relationship between television viewing and life satisfaction among college students. *Mass Communication & Society*, 13(4), 458-478.
SSCI journal; five-year impact factor: 1.542; ranking: 37 / 79 (communication)

[Featured in numerous media worldwide, including U.S.A., United Kingdom, Canada, Japan, India, etc. An example: *Watching medical dramas may be bad for your health* at <http://www.foxnews.com/health/2010/10/01/watching-medical-dramas-bad-health/>]
- Ye, Y., & Ward, K. (2010). The depiction of illness and related matters in two top-ranked primetime network medical dramas in the United States: A content analysis. *Journal of Health Communication*, 15(5), 555-570.
SSCI journal, five-year impact factor: 2.949; Ranking: 9 / 79 (communication)
- Zhou, S., Ye, Y. & Xu, J. (2009). Social and Psychological functions of media entertainment: Present theories and future research. *Communication & Society*, 10, 157-178.
- Ye, Y., & Zhou, S. (2007). Is it the content or the person? An examination of sex appeal in promos and sexual self-schema. *Journal of Promotion Management*, 13, 55-73.
- Zhou, S. & Ye, Y. (2006). Focusing on the African-American experience. *China Media Research*, 2 (1), 107-112.
- Shi, C., & Ye, Y. (2000). The strategies for Chinese television in the age of the Internet. *Journalism Frontier*, 8, 57, 49.
- Ye, Y. (1998). The content and effects of radio talk shows. *Chinese Broadcasting*, 10, 16-17.

Books

- Chen, G-M., Peng, W., Ye, Y., & An, R. (2010). *Communication research methods*. Taiwan: Wiseman Publishing.

Book Chapters

- Ye, Y., & Zhang, M. (in press). Intermittent use of social media: Facebook and Weibo use, their predictors and social and political implications. In Xue, K. (Ed.) *Social media in China*. Sage Publications.
- Zhou, S., Xu, J., & Ye, Y. (2015). Entertainment research effects. In Wei, R., Zhou, S., & Lo, V. (Eds). *Media effects and social change*. Beijing: Renmin University Press.

- Ye, Y., & McGwin, K. (2013). The impact of Facebook on participation in music subcultures, in Kun Zhang (Ed.), *Journalism and Information Communication Forum* (Vol. 2012) (pp.94-105). Wuhan: Huazhong University of Science and Technology Press.
- Zhou, S., Xu, J., Ye, Y., & Zhou, P. (2010). Effects of culture-congruent visuals on affect, perception and purchase intention –a comparison of U.S. and Chinese viewers. In M. B. Hinner (Ed.), *The interface of business and culture*. New York: Peter Lang.
- Ye, Y., & Zhou, S. (2008). Is it the content or the person? An examination of sex appeal in promos and sexual self-schema, in T. Reichert (Ed.), *Investigating the use of sex in media promotion and advertising*. Binghamton, NY: Haworth Press. (Reprint)
- Zhou, S., Ye, Y., & Xu, J. (2007). Effects of cultural congruent visuals on affect, perception and purchase intention, in F. C. Blumberg (Ed.), *When East meets West: Media research and practice in US and China*, pp. 117-129. UK: Cambridge Scholar Press.
- Zhou, S., Ye, Y., & Xu, J. (2007). TV and radio research, in S. Lu. & J. Hong. (Eds.) *Frontiers of Western Mass Communication Research*. Beijing: People's University Press.
- Zhou, S. & Ye, Y. (2006). Focusing on the African American experience. In X. Zhong & S. Zhou (Eds.), *Continuity & change: Perspectives on journalism & mass communication education*. Beijing: Communication University of China Press, pp. 67-74. (Reprint)
- Bryant, J., & Ye, Y. (2005). Myths of media entertainment. In F. Krotz & P. Rössler (Eds.), *Myths of the medium company: The media society and its myths* (pp.205-223). Annette Maucher, Konstanz: UVK Publishing House.

Other Publications

- Zhou, S., Ye, Y., & Xu, J. (2005). On the social and psychological functions of entertainment. *Modern Advertising*, 10, 37-38.

Reports/White papers

Bill and Melinda Gates Foundation Grants, Communications program

- Ye, Y., Shimoda, K., & Latima, M. (2015). Effects of house parties on knowledge, emotion and engagement related to Because I am A Girl campaign: Experiential marketing for global aid. Report to the Plan International USA. Kingston, RI.

Tuscaloosa Campaign to Prevent Teen Pregnancy Project

- Reber, B. H., Gower, K. K., Ye, Y., & Cummins, G. (2003, October). *The Tuscaloosa Campaign to Prevent Teen Pregnancy, Inc. 2003 Public Awareness Study*. Report to The Tuscaloosa Campaign to Prevent Teen Pregnancy, Inc. Tuscaloosa, AL: Institute for Communication Research. [40 pp.]

Evaluation of Implementation and Impact of Alabama Science, Math, and Technology Initiative, NASA, \$216,000, 2002-2004. (PI, Jennings Bryant)

- Ye, Y., & Maxwell, M. E. (2005, June). AMSTI implementation: Spring 2005 survey of UAH 1 administrators and teachers. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication and Information Research. [25 pp.]
- Ye, Y., & Maxwell, M. E. (2005, June). AMSTI implementation: Spring 2005 survey of UAH 2 administrators and teachers. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication and Information Research. [40 pp.]

- Maxwell, M. E., & Ye, Y. (2005, June). AMSTI implementation: Spring 2005 survey of UNA 1 administrators and teachers. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication and Information Research. [37 pp.]
- Maxwell, M. E., & Ye, Y. (2005, June). AMSTI implementation: Spring 2005 survey of UNA 2 administrators and teachers. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication and Information Research. [33 pp.]
- Miron, D., Kwon, J., Maxwell, M., Ye, Y., Chu, A., Cummins, G., Mackay, J., & Bryant, T. (2004, September). *UNA AMSTI Summer Institute 2004*. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [67 pp.]
- Kwon, J., Maxwell, M., Miron, D., Ye, Y., Chu, A., Cummins, G., & Mackay, J. (2004 September). AMSTI Summer Institute 2004 learning survey. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [49 pp.]
- Kwon, J., Miron, D., Maxwell, M., Ye, Y., Chu, A., & Cummins, G. (2004, September). UAH AMSTI Summer Institute 2004. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [97 pp.]
- Miron, D., Ye, Y., Cummins, G., Maxwell, M., Dinu, L., Davies, J., & Kwon, J. (2004, January). Evaluation of AMSTI implementation: Fall 2003 site visits: University of North Alabama. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [35 pp.]
- Miron, D., Maxwell, M., Ye, Y., Cummins, G., Dinu, L., Kwon, J., & Davies, J. (2004, January). Evaluation of AMSTI implementation: Fall 2003 site visits: The University of Alabama, Huntsville: Year One. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [33 pp.]
- Miron, D., Kwon, J., Cummins, G., Maxwell, M., Dinu, L., Ye, Y., & Davies, J. (2004, January). Evaluation of AMSTI implementation: Fall 2003 site visits: The University of Alabama, Huntsville: Year Two. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [38 pp.]
- Miron, D., Maxwell, M., Ye, Y., Chu, A., Cummins, G., & Hong, Y. (2003, October). UNA first-year AMSTI Summer Institute 2003. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [111 pp.]
- Miron, D., Maxwell, M., Ye, Y., Chu, A., Hong, Y., Cook, T., Kwon, J., Chisholm, J., & Cummins, G. (2003, October). UAH second-year AMSTI Summer Institute 2003. Report to Alabama State Department of Education. Tuscaloosa, AL: Institute for Communication Research. [120 pp.]
- Telecommunications Needs Assessment and Comprehensive Telecommunication Plan for State of Alabama, Appalachian Regional Development Commission, \$160,000, 2003-2005. (PI, Jennings Bryant)**
- Carpenter, C., Bryant, J., Cummins, G., Davies, J., Dent, J., Dinu, L., Givens, S. B., Hornsby, K., Butler, N., Clifton, K., Maxwell, M., Miron, D., Cho, S.-h., Smith, B., & Ye, Y. (2004, May). Full text of focus groups on Alabama broadband network. Report to Alabama Department of Economic and Community Affairs. Tuscaloosa, AL: Institute for Communication Research. [236 pp.]
- Cummins, R. G., & Ye, Y. (2004, March). Public safety stakeholders focus group report: Dothan, AL. Report to the Alabama Telecommunications Strategic Planning Project. Tuscaloosa, AL: Institute for Communication Research. [5 pp.]

Evaluation of Krackeroo Kids, Media Solutions, \$2,500, 2003. (PI, Jennings Bryant)

Bryant, J., Cummins, G., Ye, Y., & Han, S. H. (2003, November). Evaluation of the pilot episode of Krackeroo Kids: Comparisons with Blue's Clues and Cro. Report to Media Solutions and Krackeroos. Tuscaloosa, AL: Institute for Communication Research. [13 pp.]

Refereed Conference Proceedings

Wang, L., Mundorf, N., & Ye, Y. Service culture in international exhibition management –a case study. *Proceedings of the 2015 International Conference on Management Science and Management Innovation, Guilin, China.*

Zhou, S., Xu, J., & Ye, Y. (2009). Effects of congruent commercials on visualizers. *Proceedings of the 2009 Asian-Pacific Conference of the American Academy of Advertising, Beijing, China.*

Ye, Y. (2006). The use of informational and emotional appeals in Chinese and U.S. television commercials. *Proceedings of the 2006 Conference of the American Academy of Advertising, Reno, NV.*

Refereed Conference Papers

McGwin, K., & Ye, Y. (2014, May). Social media and subcultures: The relation of Facebook usage to subcultural identity. Paper presented to the 2014 annual International Communication of Association conference.

Zhou, S., Xu, J., & Ye, Y. (2012, November). Complimentary and conflicting commentary on sports enjoyment. Paper presented to the 2012 annual conference of the National Communication Association, Orlando, FL.

Ye, Y. (2011, August). Toward a theoretical understanding of using online health support groups: Motivation, ability, and doctor-patient communication satisfaction. Paper presented to the 2011 annual conference of the Association of Education in Journalism and Mass Communication, St. Louis, MO.

Zhou, S., Xu, J., & Ye, Y. (2010, June). Self-construal, congruent visuals, and their effects on perception and purchase intention. Paper presented to the Mass Communication Division at the 2010 annual convention of the International Communication Association, Singapore.

Ye, Y. (2009, September). *Antecedents of consumer trust in online health information: Findings from the Health Information National Trends Survey*. Paper presented to at the HINTS Data Users conference—Partners in Progress. Silver Spring, Maryland
(outstanding paper travel award; the only travel award in non-student category by the National Cancer Institute).

Ye, Y. (2009, May) A content analysis of the portrayals of health risks in two top-ranked television medical dramas in the U.S. Paper presented to the Mass Communication Division at the 2009 annual conference of the International Communication Association, Chicago, IL.

Zhou, S., Ye, Y., & Xu, J. (2008, May): *Visuals and visualizers: Effects of culture-congruent commercials on U.S. and Chinese viewers*. Paper presented to the Visual Communication Studies Division at the 2008 annual convention of the International Communication Association, Montreal, Canada.

Ye, Y. (2008 May). *Television pharmaceutical advertising: Portrayals of health risks, health-related perceptions, and life satisfaction*. Paper presented to the Mass Communication Division at the 2008 annual convention of the International Communication Association, Montreal, Canada.

- Zhou, S., Xu, J., Ye, Y., & Zhou, P. (2007, May). *Effects of culture-congruent visuals on affect, perception and purchase intention—A comparison of U.S. and Chinese viewers*. Paper presented to the Visual Studies Division at the 2007 annual convention of the International Communication Association, San Francisco, CA.
- Ye, Y. (2007, May). *Beyond materialism: Television news coverage of health risks, health-risk perceptions, health-related self-efficacy beliefs, and life satisfaction*. Paper presented to the Mass Communication Division at the 2007 annual convention of the International Communication Association, San Francisco, CA.
- Zhou, S., Ye, Y., & Xu, J. (2006, August). *Effects of culture-congruent visuals on viewers' affect perception and purchase intention*. Paper presented to the Advertising Division at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Ye, Y. (2006, June). *Health risk information, health involvement, and life satisfaction: An exploration of the effects of portrayals of health risks in television medical dramas on college students' life satisfaction*. Paper presented to the Health Communication Division at the 2006 annual conference of the International Communication Association, Dresden, Germany.
- Ye, Y., & Zhou, S. (2006, June). *An examination of sex appeal in promos and sexual self-schema*. Paper presented to the Mass Communication Division at the 2006 annual conference of the International Communication Association, Dresden, Germany.
- Ye, Y. (2006, April). *Television viewing and life satisfaction: The effects of perceived health risks and perceived self-efficacy in maintaining personal health on viewer's life satisfaction*. Paper presented to the Research Division at the 2006 annual conference of the Broadcast Education Association.
[first place in the Open paper competition]
- Ye, Y. (2006, March). *The use of informational and emotional appeals in Chinese and U.S. television commercials*. Paper presented at the 2006 annual conference of the American Academy of Advertising, Reno, NV.
- Ye, Y. (2005, September). *Emotional appeals as Eastern, Western, or universal? The incorporation of product category into a comparative study of U.S. and Chinese television ads*. Paper presented to the Advertising Division at the annual conference of the Global Fusion, Athens, OH.
- Ye, Y. (2005, August). *Reducing children's media-induced fright: A meta-analysis of the effectiveness of coping strategies*. Paper presented to the Mass Communication and Society Division at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX.
- Ye, Y. (2005, May). *A meta-analysis of age and gender differences in children's media-induced fright*. Paper presented to the Mass Communication Division at the annual conference of the International Communication Association, New York, NY.

MAJOR PROFESSIONAL ACTIVITIES

Editorial Board Member

Mass Communication and Society (2009-present), SSCI journal
Asian Journal of Communication (2013-present), SSCI journal
Journal of Mass Communication and Journalism (Fall 2011-present)

Journal Reviewer

Journal of Communication
Journal of Broadcasting and Electronic Media
Journalism and Mass Communication Quarterly

Journal of Health Communication
Health Communication
Asian Journal of Communication
Journal of Trust Research

Secretary/treasurer

The Chinese Communication Association (2006 August-2013 August).

The International Association for Intercultural Communication Studies (June 2009-May 2011)

PROFESSIONAL ORGANIZATIONS

International Communication Association

Association for Education in Journalism and Mass Communication

Chinese Communication Association

American Academy of Advertising

Broadcast Education Association