

CURRICULUM VITAE

Louise Ying-Chia Hsu
Lecturer of Strategic Communication
School of Journalism & Mass Media,
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AREAS OF EXPERTISE

Social media and message design; Risk perceptions and at-risk populations; Media psychology and eye tracking; Science and environmental communication; Social network analysis

EDUCATION

- Ph.D., Edward R. Murrow College of Communication, 2024
Washington State University, Pullman, WA, USA
Specialization in Risk, Science, and Environmental Communication
- M.A., Institute of Communication Studies, 2013
National Yang Ming Chiao Tung University, Hsinchu, Taiwan
Specialization in Media Effect and Information Processing
- B.A., Department of Advertising and Public Relations, 2007
Fu Jen Catholic University, New Taipei City, Taiwan
Specialization in Advertising and Marketing

TEACHING

Journalism and Mass Media, University of Idaho

- 2024 Fall JAMM 367: Social Media Management and Analytics
2024 Fall JAMM 520: Social Media and Analytics
2024 Spring JAMM 365: Trends in Social Media

Edward R. Murrow College of Communication, Washington State University

- 2023 Fall COMSTRAT 485: PR Management and Campaign Design
2021 Spring COMSTRAT 381: Creative Media Strategies and Techniques for Advertising
2020 Fall COMSTRAT 380: Advertising Principles and Practices
2019 – 2021 COM 105: Communication in Global Context
2020 Fall COM 102: Public Speaking in the Digital Age (Instructor-of-record)
2019 – 2020 COM 101: Media and Society

Department of Communication and Technology, National Yang Ming Chiao Tung University

- 2017 Fall Research design and online surveys on Qualtrics
2016 Spring Statistics and Statistical Computing Language R
2015 Fall Human Computer Interaction

RESEARCH

Research Interests

My research interests include Risk, Science, and Environmental Communication. I apply various methodological approaches, such as psychophysiological measures and social network analysis, to investigate how individuals make subjective judgments about a risk or hazard to better understand and predict human beings' responses to novel risk events in society, as well as their health decision-making process.

Several of my ongoing research projects include Alzheimer's Disease communication and risk perceptions, social media use and information preferences for health communication with Native Americans, and social media messages about COVID-19 with Indigenous people.

My current work examines the variations in risk perception about wildfire smoke hazards to design effective smoke warning messages to timely inform the public and also assist at-risk populations in making proper health decisions to reduce the potential harm of wildfire smoke hazards.

Peer-Reviewed Journal Articles (13)

13. Lee, Y.-I., Mu, D., **Hsu, Y.-C.**, Wojdyski, B., & Binford, M. (2024). Misinformation or Hard to Tell? An Eye-Tracking Study to Investigate the Effects of Food Crisis Misinformation on Social Media Engagement. *Public Relations Review*. (2022 Impact Factor: 4.1)
12. Lee, Y.-I., **Hsu, Y.-C.**, Phua, J., Wu, T-Y., & Hachman, S. J. (2024). Encouraging positive dialog toward COVID-19 vaccines on social media using hope appeals, celebrity types, and emoticons. *Mass Communication and Society*.
<https://doi.org/10.1080/15205436.2024.2324872> (2022 Impact Factor: 3.0)
11. Boyd, A. D., Railey, F. A., **Hsu, Y.-C.**, Kirkpatrick, A. W., Fyfe-Johnson, A., Muller, C., Buchwald, D. (2023). Social media use among American Indian and Alaska Native People: Implications for risk communication strategies. *International Journal of Indigenous Health*, 18(1),1-10. <https://doi.org/10.32799/ijih.v18i1.39403>
10. Lin, C.-C. & **Hsu, Y.-C.** (2023). The new ethical thinking in CGI immersive journalism. *Convergence: The International Journal of Research into New Media Technologies*.
<https://doi.org/10.1177/13548565231176177> (2022 Impact Factor: 2.8)
9. David, P., **Hsu, Y.-C.**, & Tao, C.-C. (2022). Gain in quantity and novelty of work in intermittent task switching. *The Information Society*, 38(4), 227-239.
<https://doi.org/10.1080/01972243.2022.2075504> (2022 Impact Factor: 3.5)
8. Boyd A. D., Railey, A. F., Kirkpatrick, A. W., **Hsu, Y.-C.**, Muller, C., & Buchwald, D. (2022). Communication about Alzheimer's Disease and research among American Indians and Alaska Natives. *Alzheimer's & Dementia: Translational Research & Clinical Interventions*, 8(1), e12302. <http://dx.doi.org/10.1002/trc2.12302> (2022 Impact Factor: 5.38)
7. Borah, P., Kim, S., & **Hsu, Y.-C.** (2022). "Masks don't work": COVID-19 misperceptions and theory-driven corrective strategies on Facebook. *Online Information Review*, 47(5), 880-905. <https://doi.org/10.1108/OIR-11-2021-0600> (2022 Impact Factor: 4.03)
6. Huang, H. C., Li, H., & **Hsu, Y.-C.** (2022) Coping, COVID knowledge, communication, and HBCU student's emotional well-being: Mediating role of perceived control and social connectedness. *Journal of Community Psychology*, 50(6), 2703-2725.
<https://doi.org/10.1002/jcop.22824> (2022 Impact Factor: 2.3)

5. Kirkpatrick, A., Park, M., Domgaard, S., Zhao, W., Steinberg, C. & **Hsu, Y.-C.** (2021). Vaccine videos and information sharing: The effects of framing, evidence type, and speaker expertise. *Journal of Health Communication*, 26(9), 608-617. <https://doi.org/10.1080/10810730.2021.1983892> (2022 impact factor: 4.4)
4. Borah, P., Hwang, J., & **Hsu, Y.-C.** (2021). COVID-19 vaccination attitudes and intention: Message framing and the moderating role of perceived vaccine benefits. *Journal of Health Communication*, 26(8), 523-533. <https://doi.org/10.1080/10810730.2021.1966687> (2022 impact factor: 4.4)
3. Borah, P., Irom, B., & **Hsu, Y.-C.** (2021). "It infuriates me": Examining young adults' reactions to and recommendations to fight misinformation about COVID-19. *Journal of Youth Studies*, 25(10), 1411-1431. <https://doi.org/10.1080/13676261.2021.1965108> (2022 impact factor: 1.9)
2. Lai, C.-H., & **Hsu, Y.-C.** (2019). Understanding activated network resilience: A comparative analysis of co-located and co-cluster disaster response networks. *Journal of Contingencies and Crisis Management*, 27(1), 14-27. <https://doi.org/10.1111/1468-5973.12224> (2022 impact factor: 4.24)
1. **Hsu, Y.-C.** & Lin, H.F. (2014). The impact of QR code design on advertising effect. *Journal of Design*, 19(4), 67-90. (Taiwan Humanities Citation Index Core, THCI) [Chinese]

[Prepared Manuscripts for Journal Submissions]

Hsu, Y.-C., Wei, R., & Tao, C.-C. Exploring factors accounting for risks to scams on mobile phones: Significance of reciprocal expectancy.

Book Chapters (1)

Tao, C.-C. & **Hsu, Y.-C.** (2021). *Public opinion mining about the Hakka policy by applying sentiment analysis*. In Chang, W.-A., Pang, M.-L. & Hsu, W.-D. (Eds.), *Hakka and community research* (pp. 282-311). National Yang Ming Chiao Tung University Press. [Chinese]

Conference Papers and Presentations (27)

27. Robinson-Tay, K., **Hsu, Y.-C.**, & Boyd, A. (2024, August). *Health information seeking behavior among American Indian and Alaska Native Peoples* [Poster presentation]. Association for Education in Journalism and Mass Communication (AEJMC) conference (Minorities and Communication Division), Philadelphia, PA, USA.
26. Lee, Y.-I., Mu, D., **Hsu, Y.-C.**, Wojdyski, B., Binford, M., & Sun, S. A. (2023, August). *Misinformation or hard to tell? An eye-tracking study to investigate the effects of food crisis misinformation on social media engagement* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) conference (Visual Communication Division), Washington, D.C.
25. **Hsu, Y.-C.**, Kruger, J. G., Ellenwood, R., Willoughby, J., & Boyd, A. D. (2023, May). *Modeling health behaviors on Instagram: A content analysis of Indigenous influencers' COVID-19 messages* [Paper presentation]. International Communication Association (ICA) conference (Intercultural Communication Division), Toronto, Canada.
24. Lee, Y.-I., **Hsu, Y.-C.**, Phua, J., & Wu, T.-Y. (2023, May). *Modality vs. bandwagon cues in vaccine communication on social media: Effects of hope, celebrity images, and reaction icons on attitudinal and behavioral engagement* [Paper presentation]. International Communication Association (ICA) conference (Communication & Technology Division), Toronto, Canada.

23. Boyd, A.D., **Hsu, Y.-C.**, Muller, C., Bolls, P., Galvind, J., & Buchwald, D. (2022, September). *Advancing Alzheimer's Disease communication and recruitment science among American Indians and Alaska Natives* [Paper presentation]. The University of Washington Alzheimer's Disease Research Center (UW ADRC) annual research symposium, Seattle, WA, USA.
22. Mayeda, A., **Hsu, Y.-C.**, Kirkpatrick, A., Willoughby, J. F., & Boyd A. D. (2022, August). *Bad for me or bad for the planet? An experiment examines the effect of drought framing on risk perception and water mitigation behavior* [Poster presentation]. Association for Education in Journalism and Mass Communication (AEJMC) conference (Communicating Science, Health, Environment, & Risk Division), Detroit, MI, USA.
21. Lee, Y.-I., **Hsu, Y.-C.**, Phua, J., Wu, T-Y., & Hachman, S. J. (2022, August). *How does hope appeal, celebrity types, and emoticons encourage positive dialog towards COVID-19 vaccines?* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Conference (Mass Communication & Society Division), Detroit, MI, USA.
20. Hsuan, H.C., & **Hsu, Y.-C.** (2022, May). *Vaccination intention among HBCU students: Significance of trust, perceived severity, benefits, barriers, and COVID vaccine information from health belief model perspective* [Paper presentation]. International Communication Association (ICA) conference (Health Communication Division), Paris, France.
19. Lee, Y.-I., Bolls, P., Mu, D., **Hsu, Y.-C.**, McKinnon-Crowley, J., Boyd, A. D., & Steinberg, C. (2022, April 7-9). *The impact of emotional appeals and university branding on students' response to Covid-19 messages* [Poster presentation]. Kentucky Conference on Health Communication, Lexington, KY, USA.
18. **Hsu, Y.-C.**, Railey, F. A., Kirkpatrick, A. W., Boyd, A. D., Fyfe-Johnson, A., Muller, C., & Buchwald, D. (2021, December). *Social media use among American Indian and Alaska Native People: Implications for risk communication strategies* [Paper presentation]. Society for Risk Analysis Annual Conference. Virtual conference.
17. Borah, P., Irom, B., & **Hsu, Y.-C.** (2021, November). *Examining young adults' reactions to and recommendations to fight misinformation about COVID-19* [Paper presentation]. National Communication Association (NCA) conference (Mass Communication Division), Seattle, WA, USA.
16. Chang, P.-C. & **Hsu, Y.-C.** (2021, August). *How social shoppers adopt information: The moderating role of social homophily and content provider motivation* [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) conference (Communication Technology Division). Virtual conference.
15. Borah, P., Kim, S., & **Hsu, Y.-C.** (2021, April). *"Masks don't work": COVID-19 misinformation perceptions and corrective strategies on Facebook* [Poster presentation]. D.C. Health Communication conference, Washington, D.C., USA. Virtual conference.
14. Kim, S., Borah, P., & **Hsu, Y. -C.** (2021, April). *Misinformation correction strategies to facilitate mask wearing and information seeking intentions during the COVID-19 crisis* [Poster presentation]. D.C. Health Communication conference, Washington, D.C., USA. Virtual conference.
13. Park, M., **Hsu, Y.-C.**, Domgaard, S., Zhao, W., & Steinberg, C. (2020, August). *Brokerage combating misinformation: Examinations of health discussion networks and attitude toward child vaccination* [Paper presentation]. Association for Education in Journalism

- and Mass Communication (AEJMC) conference (Communicating Science, Health, Environment, & Risk Division). Virtual conference.
12. Hsuan, H.C., David, P., **Hsu, Y.-C.**, & Tao, C.-C. (2020, May). *Emotion and time assessment: High arousal images facilitate the assessment of time passed quickly and memory* [Paper presentation]. International Communication Association (ICA) conference (Information Systems Division). Virtual conference.
 11. **Hsu, Y.-C.**, Kononova, A., Lin, C.-H., Muraro, I. S., Park, N.-R., & Hirsch, J. P. (2019, May). *Blending in or standing out? The effects of brand familiarity in native and traditional advertising mobile videos on brand attitudes, memory, and purchase intention* [Poster presentation]. International Communication Association (ICA) conference (Communication & Technology Division), Washington, D.C., USA.
 10. David, P., **Hsu, Y.-C.**, & Tao, C.-C. (2019, May). *Multitasking boosts productivity and novelty* [Paper presentation]. International Communication Association (ICA) conference (Information Systems), Washington, D.C., USA.
 9. **Hsu, Y.-C.**, & Chang, P.-C. (2019, May). *Social shopping in social media groups: the significance of attitude towards information and social norm on information adoption* [Paper presentation]. International Communication Association (ICA) conference (Communication & Technology Division), Washington, D.C., USA.
 8. **Hsu, Y.-C.**, Wei, R., & Tao, C.-C. (2018, May). *Exploring factors accounting for risks to scams on mobile phones: Significance of reciprocal expectancy* [Paper presentation]. International Communication Association (ICA) conference (Communication & Technology Division), Prague, Czech.
 7. David, P., **Hsu, Y.-C.**, & Tao, C.-C. (2018, May). *Attention allocation to persistent and intermittent tasks in multitasking: Conflicting assessments between self-reports and eye fixations* [Paper presentation]. International Communication Association (ICA) conference (Information Systems), Prague, Czech., Prague, Czech.
 6. **Hsu, Y.-C.**, & Wei, R. (2017, June). *Examining predictors and mediators of vulnerability to telecommunications fraud among senior citizens in Taiwan* [Paper presentation]. The 14th ITS Asia-Pacific Conference, Kyoto, Japan.
 5. David, P., Totzkay, D., Kanthawala, S., Jia, F., & **Hsu, Y.-C.** (2017, May). *Music, multitasking, and mood management* [Poster presentation]. International Communication Association (ICA) conference (Information Systems), San Diego, CA.
 4. Lai, C.H., & **Hsu, Y.-C.** (2016, April). *A comparative analysis of humanitarian relief networks after two natural disasters* [Paper presentation]. International Sunbelt Social Network conference, Newport Beach, CA, USA.
 3. **Hsu, Y.-C.**, & Tao, C.C. (2015, June). *Network structure and well-being: A reach centrality account of popularity* [Paper presentation]. International Sunbelt Social Network conference, Brighton, UK.
 2. **Hsu, Y.-C.** & Lin, H.F. (2013, July). *Did anyone scan the QR code? How to design the QR code? The impact of QR code design on advertising effect* [Paper presentation]. The annual conference of the 2013 Chinese Communication Society, Taipei County, Taiwan. [Chinese]
 1. **Hsu, Y.-C.**, & Lai, C.C. (2011, July). *A new type of viral marketing: examining the sharing intention on Facebook from the theory of reasoned action* [Paper presentation]. The annual conference of the 2011 Chinese Communication Society, Hsinchu, Taiwan. [Chinese]

PROFESSIONAL EXPERIENCE & TRAINING

Research Projects in Academics

- 2022 – present **Research Coordinator**, National Institutes of Health Research Grant, Alzheimer's Disease communication and recruitment science among American Indians and Alaska Natives (PI: Dr. Amanda Boyd)
- 2021 – 2022 **Research Assistant**, COVID-19 vaccine project, Edward R. Murrow College of Communication, Washington State University (PI: Dr. Yen-I Lee)
- 2016 – 2019 **Visiting Researcher**, College of Communication Arts and Sciences, Michigan State University (Two research projects: Multitasking and attention allocation, working with Dr. Prabu David; the media effect of native advertising, working with Dr. Anastasia Kononova)

Working with Research Centers and Non-Profit Organizations

- 2023 – present **UX Researcher**, ClimTo, a smartphone app that crowdsourced climate responses, enabling individuals to generate candidate climate mitigation actions (Founder: Dr. Anne Pisor).
- 2021 **Summer Intern**, AgClimate.net, Center for Sustaining Agriculture and Natural Resources, Washington State University (Conducting the evaluation of a climate science blog content and the effectiveness of communication strategies, including email campaign and social media marketing; Project Advisors: Dr. Paul Bolls and Dr. Sonia Hall)
- 2015 **Project Assistant**, Department of Communication and Technology, National Yang Ming Chiao Tung University (Disaster preparedness project funded by Global Disaster Preparedness Center, American Red Cross; I worked with Dr. Chih-Hui Lai (PI), who was an Assistant Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. I helped recruit participants and schedule the interviews, as well as created the summary report "*State of Social Media Technologies for Disaster Preparedness in Asia Pacific Region.*")

Working with Industry

- 2016 – 2017 UX testing (PI: Chen-Chao Tao) This usability testing was funded by Yahoo! The aim of this study is to assess the usability of the new home page and mobile application using an eye tracker (Tobii X300) and a mixed-method approach.
- 2015 The effects of pre-roll streaming ads (PI: Chen-Chao Tao): This study, funded by Yahoo!, aims to investigate the media effects of streaming ads on attention using the Tobii Pro Nano eye tracker and the retrospective think-aloud method.
- 2014 – 2015 Mobile apps usability testing (PI: Chen-Chao Tao): Funded by Yahoo!, we conducted usability testing on two mobile applications: Yahoo and Taobao.
- 2014 Mobile advertising evaluation (PI: Chen-Chao Tao): Funded by Yahoo!, this study investigates the effects of native ads and banner ads on attention and purchase intention.

Working with Government Institutions

- 2015 – 2016 **Senior Research Associate**, Communication and Cognition Lab, Hsinchu, Taiwan. Opinion mining project: examining the eWOM of Hakka policy, which

was funded by Hakka Affairs Council, Taiwan. This project examines (Chen-Chao Tao, PI) the trend of public opinion and insight towards Hakka policy by using sentiment analysis. Based on the data from online forums and Facebook fan pages, we identified the impact factor of each keyword by calculating TF*IDF and PMI.

2013 – 2015 **Project Manager**, Taiwan Communication Survey funded by Ministry of Science and Technology, Taiwan. I worked with Dr. Ching-Ching Chang (PI) and Dr. Chen-Chao Tao (co-PI). I developed a computer-assisted personal interviewing (CAPI) system, including a mobile application and survey questionnaire web-based system, trained the interviewers, and monitored the data quality. Additionally, I collaborated with InsightXplorer, a research company, to collect URLs for identifying patterns in users' online behaviors.

Professional Development and Learning: Workshops/Courses

2022 “An Introduction to Machine Learning for the Social Sciences” held by Learning and Performance Research Center, Washington State University, May 31 – June 1, 2022. [online]

2020 “Simplifying ego-centered network analysis in R with Egor” held at the 2020 XL Sunbelt Conference of the INSNA, Paris, France, June 22, 2020. [online]

2019 “Data Carpentry workshop.” Participant in the workshop on the introduction of R studio, held at the Washington State University, Pullman, USA, October 10 - 11, 2019.

2016 “From Words to Networks: Text-based/Semantic Network Analysis” held at the XXXVI Sunbelt Conference, LA, US, April 2016.

2015 “Intro to ego-networks with R” held at the XXXV Sunbelt Conference, Brighton, UK, June 2015.

2014 “Entertainment Media Workshop” held at the National Yang Ming Chiao Tung University, Hsinchu, Taiwan, July 2014.

SERVICE

Service to the University

2022 – 2023 Vice President. *COMMGRAD Student Association*, Washington State University
 2022 Fall Hiring Committee Member, Administrative Services Information Systems (ASIS)
 2021 – 2022 Treasurer. *COMMGRAD student association*, Washington State University.

Service to the Profession

2021 Editorial Assistant, *International Journal of Public Opinion Research*
 2017 – 2018 Editorial Assistant, *The Journal of Information Society*
 2010 – 2012 Executive Assistant, *Chinese Communication Society Association* (Taiwan)

Mentoring and Advising

2023 Mentor-Mentee Program, Taiwanese Young Researcher Association
 Mentor (1 undergraduate student)

SKILLS

Analysis Statistics: AMOS, PROCESS, R Studio, SAS, SmartPLS, SPSS, Stata,
 Networks: E-net, NodeXL, UCINET

	Qualitative: NVivo, Dedoose
Survey	Qualtrics, SurveyMonkey, REDCap, CommSurvey, MediaLab
Marketing	Google Analytics, Keywords research tools, Audience listening tools
Graphics	Lightroom, Illustrator, Photoshop, InDesign
Multimedia	Davinci Resolve, Premiere Pro
Biometrics	iMotions, Tobii Pro Lab Software