

Yanmengqian (Alison) Zhou

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University at Buffalo, State University of New York
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Education

Ph.D., Communication Arts and Sciences Pennsylvania State University	August, 2022
M.Phil., Communication Studies & Gender Studies Chinese University of Hong Kong	July, 2017
B.A., Broadcast Journalism Shanghai International Studies University	June, 2014

Academic Appointments

2024-present	Assistant Professor Department of Communication, University at Buffalo
2022-2024	Assistant Professor Department of Communication Studies, Louisiana State University
2017-2022	Graduate Research and Teaching Assistant Department of Communication Arts and Sciences, Pennsylvania State University
2015-2017	Graduate Research and Teaching Assistant School of Journalism and Communication & Gender Studies Program, Chinese University of Hong Kong

Peer-Reviewed Journal Articles (* indicates student co-author)

- Zhou, Y., & Li, S. S.** (2026). Responses to position-disconfirming meta-advice in the context of conflicting vs. consistent co-presenting messages: The role of reactance and perceived norms. *Communication Research*. Advance online publication.
<https://doi.org/10.1177/00936502261430977>
- Zhou, Y., & High, A. C.** (2026). Associations between interactions with support providers and depression during times of isolation: Integrating perceived support and media multiplexity. *Journal of Social and Personal Relationships*, 43(3), 793–814.
<https://doi.org/10.1177/02654075251390044>
- Zhou, Y., *Jupina, M. M., *Gibbs, E., *Mesquita, B., & Farrell, E. L.** (2025). Leveraging communication to combat antibiotic resistance: A longitudinal test of a video-based

- intervention to improve providers' stewardship skills. *Antibiotics*, 14(12), 1270. <https://doi.org/10.3390/antibiotics14121270>
- Zhou, Y.**, *Jupina, M. M., Farrell, E. L., *Wang, S., & *Mesquita, B. (2025). The persuasive impact of narrative richness in antibiotic stewardship communication: The roles of emotions, psychological distance, and self-referencing. *Science Communication*. Advance online publication. <https://doi.org/10.1177/10755470251385494>
- *Jupina, M. M., **Zhou, Y.**, *Mesquita, B., *Gibbs, E., & Farrell, E. L. (2025). International students' experiences with U.S. healthcare providers and antibiotics: Quantitative and qualitative data. *Journal of American College Health*. Advance online publication. <https://doi.org/10.1080/07448481.2025.2550380>
- Zhou, Y.**, & Farrell, E. L. (2025). On the interdependence of conflicting advice messages: An extension of advice response theory. *Communication Quarterly*, 73(4), 452–471. <https://doi.org/10.1080/01463373.2025.2519264>
- Zhou, Y.**, Acevedo Callejas, M. L., & Farrell, E. L. (2025). Addressing related but competing risks: Effectiveness of an antibiotic stewardship intervention during COVID-19. *Risk Analysis*, 45(9), 2597–2609. <https://doi.org/10.1111/risa.70039>
- Li, R., **Zhou, Y.**, Shen, L., & Li, W. (2025) Racial influences, social media usage, and vaccine hesitancy: A national survey across vaccine topics. *Journal of Racial and Ethnic Health Disparities*. Advance online publication. <https://doi.org/10.1007/s40615-025-02332-w>
- Zhou, Y.**, Li, Y., & Dillard, J. P. (2025). Pushing reactance theory: An examination of the reactance process in the context of advice. *Motivation Science*, 11(2), 149–157. <https://doi.org/10.1037/mot0000327>
- Zhou, Y.**, & Shen, L. (2024). Processing of misinformation as motivational and cognitive biases. *Frontiers in Psychology*, 15, 1430953. <https://doi.org/10.3389/fpsyg.2024.1430953>
- Zhou, Y.**, & Farrell, E. L. (2024). Understanding responses to conflicting advice on COVID-19. *Health Communication*, 39(8), 1582–1593. <https://doi.org/10.1080/10410236.2023.2227429>
- Zhou, Y.**, Li, R., & Shen, L. (2024). Targeting COVID-19 vaccine-hesitancy in college students: An audience-centered approach. *Journal of American College Health*, 72(9), 3526–3535. <https://doi.org/10.1080/07448481.2023.2180988>
- Zhou, Y.**, Li, R., & Shen, L. (2023). Psychological profiles of COVID vaccine-hesitant individuals and implications for vaccine message design strategies. *Vaccine: X*, 13, 100279. <https://doi.org/10.1016/j.jvacx.2023.100279>
- Zhou, Y.**, & High, A. C. (2023). Language use in online support provision: The impact of others' supportive messages, support seeking strategy, and channel publicness. *Journal of*

Computer-Mediated Communication, 28(2), zmac038.
<https://doi.org/10.1093/jcmc/zmac038>

Acevedo Callejas, M. L., **Zhou, Y.**, Farrell, E. L., & Foley, K. (2023). Providers' shared decision-making as a predictor of healthcare outcomes for college-aged adults managing upper respiratory tract infections. *Patient Education and Counseling*, 108, 107619. <https://doi.org/10.1016/j.pec.2022.107619>

Sun, G., Manzanares, K., Foley, K. A., **Zhou, Y.**, & MacGeorge, E. L. (2023). Antibiotic stewardship with upper respiratory tract infection patients at student health centers: Providers' communication experiences and strategies. *American Journal of Infection Control*, 51(2), 154–158. <https://doi.org/10.1016/j.ajic.2022.05.013>

Zhou, Y., Myrick, J. G., Farrell, E. L., & Cohen, O. (2023). Perceived risk, emotions, and stress in response to COVID-19: The interplay of media use and partisanship. *Risk Analysis*, 43(8), 1572–1586. <https://doi.org/10.1111/risa.14044>

Zhou, Y., Acevedo Callejas, M. L., Li, Y., & MacGeorge, E. L. (2023). What does patient-centered communication look like?: Linguistic markers of provider compassionate care and shared decision-making and their impacts on patient outcomes. *Health Communication*, 38(5), 1003–1013. <https://doi.org/10.1080/10410236.2021.1989139>

Brinker, D., Foley, K., **Zhou, Y.**, Acevedo-Callejas, M. L., Li, Y., & Farrell, E. L. (2022). Use of a smartphone medication reminder application to support emerging adult adherence to non-antibiotic treatment for viral upper respiratory tract infection. *Journal of Primary Care and Community Health*, 13. <https://doi.org/10.1177/21501319221129732>

Zhou, Y., & Shen, L. (2022). Confirmation bias and the persistence of misinformation on climate change. *Communication Research*, 49(4), 500–523. <https://doi.org/10.1177/00936502211028049>

Shen, L., & **Zhou, Y.** (2021). Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link. *Health Communication*, 36(11), 1405–1416. <https://doi.org/10.1080/10410236.2020.1761074>

Zhou, Y., Acevedo Callejas, M. L., & MacGeorge, E. L. (2020). Targeting perceptions of risk from injudicious antibiotic use: An application of the risk information seeking and processing model. *Journal of Health Communication*, 25(5), 345–352. <https://doi.org/10.1080/10810730.2020.1762140>

Zhou, Y., MacGeorge, E. L., & Myrick, J. G. (2020). Mental health and its predictors during the early months of the COVID-19 pandemic experience in the United States. *International Journal of Environmental Research and Public Health*, 17(17), 6315. <https://doi.org/10.3390/ijerph17176315>

Brinker, D. L., **Zhou, Y.**, Acevedo Callejas, M. L., & MacGeorge, E. L. (2020). Increasing

information seeking about antibiotic risks: Testing a clinical intervention message using the Risk Information Seeking and Processing Model (RISP). *Science Communication*, 42(2), 218–243. <https://doi.org/10.1177/1075547020914610>

Morley, V. J., Firgens, E. P., Vanderbilt, R. R., **Zhou, Y.**, Zook, M., Read, A. F., & MacGeorge, E. L. (2020). Factors associated with antibiotic prescribing for acute bronchitis at a university health center. *BMC Infectious Diseases*, 20(1), 177. <https://doi.org/10.1186/s12879-020-4825-2>

Foley, K. A., MacGeorge, E. L., Brinker, D. L., Li, Y., & **Zhou, Y.** (2020). Health providers' advising on symptom management for upper respiratory tract infections: Does elaboration of reasoning influence outcomes relevant to antibiotic stewardship? *Journal of Language and Social Psychology*, 39(3), 349–374. <https://doi.org/10.1177/0261927X20912460>

Zhou, Y., MacGeorge, E. L., & Hackman, N. M. (2019). Parent-provider communication and antibiotic prescribing for pediatric ear infections. *Communication Research Reports*, 36(2), 170–178. <https://doi.org/10.1080/08824096.2019.1586666>

Ji, Y., **Zhou, Y.**, & Kim, S. (2017). A moderated mediation model of political collective action in Hong Kong: Examining the roles of social media consumption and social identity. *Asian Journal of Communication*, 27(5), 497–516. <https://doi.org/10.1080/01292986.2017.1336777>

Cambridge Element

Zhou, Y., & Shen, L. (2025). *Persistence of misinformation: Biased cognitive processing and polarization*. Cambridge University Press.

Book Chapters (* indicates student co-author)

Farrell, E. L., **Zhou, Y.**, & *Vu, N. C. (forthcoming). Advice response theory. In K. Magsamen-Conrad & M. Venetis (Eds.), *The handbook of interpersonal communication theory: Communicating in a diverse world*. Edward Elgar Publishing.

Zhou, Y., & Youngvorst, L. J. (forthcoming). Self-report measurement in social support research. In M. H. Faw, J. R. Pederson, A. J. Holmstrom, & A. C. High (Eds.), *The Routledge handbook of supportive communication*. Routledge.

Farrell, E. L., Feng, B., Guntzviller, L. M., & **Zhou, Y.** (forthcoming). Advice and informational support. In M. H. Faw, J. R. Pederson, A. J. Holmstrom, & A. C. High (Eds.), *The Routledge handbook of supportive communication*. Routledge.

†**Zhou, Y.**, †Youngvorst, L. J., & †High, A. C. (forthcoming). Social support. In E. M. Sumner, A. Ramirez, J. A. Hall, & B. McEwan (Eds.), *The handbook of relational and computer-*

mediated communication. Routledge. (†All authors contributed equally.)

Zhou, Y., & Yang, C. (forthcoming). Latent class and latent profile analysis. In L. Shen (Eds.), *Quantitative research methods in communication science*. De Gruyter.

MacGeorge, E. L., & **Zhou, Y.** (2022). Social support, supportive communication, and health. In T. L. Thompson & N. G. Harrington (Eds.), *The Routledge handbook of health communication* (3rd ed., pp. 136–148). Routledge/Taylor & Francis Group.

Conference Presentations

Wang, R., Ophir, Y., & **Zhou, Y.** (June, 2026). *Demystifying the double black box: Theorizing and testing the effects of transparency messages around AI Journalism*. Paper accepted for presentation at the 2026 Annual Conference of the International Communication Association, Cape Town, South Africa.

Zhou, Y., & Youngvorst, L. J. (November, 2025). *A latent profile analysis of support seeking goals among individuals with mental distress: Linking profiles to seeking via goal appraisals*. Paper presented at the 111th Annual Convention of National Communication Association, Denver, CO.

Zhou, Y., Jupina, M. M., Farrell, E. L., Wang, S., & Mesquita, B. (November, 2025). *The persuasive impact of narrative richness in antibiotic communication: The roles of emotions, psychological distance, and self-referencing*. Paper presented at the 111th Annual Convention of National Communication Association, Denver, CO.

Zhou, Y., & Li, S. S. (June, 2025). *Navigating conflicting (meta-)advice on interpersonal influence: The role of reactance, perceived norms, and party identification*. Paper presented at the 2025 Annual Conference of the International Communication Association, Denver, CO.

Zhou, Y., Jupina, M. M., Gibbs, E., Mesquita, B., & Farrell, E. L. (June, 2025). *Effectiveness of a video-based intervention in improving providers' antibiotic stewardship communication skills: A longitudinal test*. Paper presented at the 2025 Annual Conference of the International Communication Association, Denver, CO.

Zhou, Y., & High, A. C. (November, 2024). *Associations between interactions with support providers and depression: Integrating perceived support, verbal rumination, and media multiplexity*. Paper presented at the 110th Annual Convention of National Communication Association, New Orleans, LA.

Zhou, Y. & Farrell, E. L. (November, 2023). *Self-focused goals for providing social support: Patterns and influences on self-rated and coded quality of supportive messages*. Paper presented at the 109th Annual Convention of National Communication Association, National Harbor, MD.

- Li, R., **Zhou, Y.**, Shen, L., & Li, W. (August, 2023). *Racial influences, social media usage, and vaccine hesitancy: A national survey across vaccine topics*. Paper presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Zhou, Y.** (May, 2023). *Interdependence of conflicting advice messages: A test of competing models*. Paper presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.
- Zhou, Y.**, Acevedo Callejas, M. L., & Farrell, E. L. (May, 2023). *Addressing related but competing risks: Effectiveness of an antibiotic stewardship intervention during COVID-19*. Paper presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.
- Zhou, Y.**, & MacGeorge, E. L. (May, 2022). *On the responses to conflicting advice*. Paper presented at the 2022 Annual Conference of the International Communication Association, Paris, France.
- Zhou, Y.**, Li, R. & Shen, L. (May, 2022). *Profiles of COVID vaccine-hesitant individuals and vaccine message design strategies*. Paper presented at the 2022 Annual Conference of the International Communication Association, Paris, France.
- Zhou, Y.**, & MacGeorge, E. L. (November, 2021). *Responses to conflicting advice on COVID-19: A multilevel model*. Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.
- Zhou, Y.**, & High, A. C. (November, 2021). *Language use in online support provision: The impact of others' supportive messages, support seeking strategy, and channel publicness*. Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.
- MacGeorge, E. L. & **Zhou, Y.** (November, 2021). *Supportive communication and health*. Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.
- Zhou, Y.**, & Shen, L. (November, 2020). *The persistence of misinformation about climate change as confirmation bias*. Paper presented at the 106th Annual Convention of National Communication Association (virtual convention).
- Shen, L., & **Zhou, Y.** (November, 2020). *Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link*. Paper presented at the 106th Annual Convention of National Communication Association (virtual convention).
- Zhou, Y.**, Acevedo Callejas, M. L., Li, Y., & MacGeorge, E. L. (May, 2020). *What does patient-centered communication look like?: Linguistic markers of provider empathy and shared*

decision-making and their impacts on patient outcomes. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Zhou, Y., Acevedo Callejas, M. L., MacGeorge, E. L. (May, 2020). *A video intervention on patients' risk perceptions of injudicious antibiotic use: An application of the Risk Information Seeking and Processing Model*. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Li, Y., MacGeorge, E. L., **Zhou, Y.**, & Cannava, K. (May, 2020). *Provider talk about upper respiratory infections and antibiotic treatment: Effects of tailoring on the basis of linguistic abstraction*. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Zhou, Y., MacGeorge, E. L., & Foley, K. A. (October, 2019). *Patient efforts to influence treatment decision in URI visits: Associations with antibiotic prescribing and evaluations of care*. Paper presented at the 2019 International Conference on Communication in Healthcare, San Diego, CA.

Zhou, Y. & MacGeorge, E. L. (May, 2019). *"I wanted to impart a little bit of me on her and that she remembers me": Self-focused goals for providing support*. Paper presented at the 2019 Annual Conference of the International Communication Association, Washington, DC.

Zhou, Y., MacGeorge, E. L., Brinker, D. L., Foley K. A., & Bethman C. (May, 2019). *Explaining diagnosis and treatment in outpatient visits for Upper Respiratory Tract Infections: Providers' strategies and their implications for antibiotic stewardship*. Paper presented at the 2019 Annual Conference of the International Communication Association, Washington, DC.

MacGeorge, E. L., **Zhou, Y.**, Foley K. A., Brinker, D. L., Bethman C., Acevedo-Callejas, M., & Venetis, M. K. (April, 2019). *The "magic fix": Nature and potential consequences of health care providers' talk about antibiotics in acute care visits*. Paper presented at the 2019 D.C. Health Communication Conference, Washington, DC.

Zhou, Y. & MacGeorge, E. L. (November, 2018). *Parental perceptions of patient-provider communication, visit outcomes, and antibiotic prescribing for acute otitis media*. Paper presented at the 104th Annual Convention of National Communication Association, Salt Lake City, UT.

Shen, L., Emily, C., **Zhou, Y.**, Li, Y. (May, 2018). *The dark side of narrative effects: Resistance against scientific evidence and the persistent influence from misinformation*. Paper presented at the 2018 International Communication Association Preconference Long-term Effects in Narrative Communication Research, Prague, Czech Republic.

Zhou, Y. (May, 2017). *Young Chinese females' viewing of sexually explicit video: Femininity, sexuality, and the politicized experience*. Paper presented at the 2017 Annual Conference of the International Communication Association, San Diego, CA.

Zhou, Y. & Sun, J. (August, 2016). *Online feminism in China: Voicing for women on social networking site*. Paper presented at the 2016 Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Ji, Y. & **Zhou, Y.** (August, 2016). *The moderating effect of social identity on collective political action in Hong Kong: A communication mediation approach of social networking service use*. Paper presented at the 2016 Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Honors and Awards

2023	<i>Top Four Papers, Interpersonal Communication Division</i> Annual Conference of the International Communication Association
2022	<i>Dissertation Award</i> Department of Communication Arts & Sciences, Penn State University
2021	<i>Dissertation Research Award</i> College of Liberal Arts, Penn State University
2021	<i>Carroll C. Arnold Award for Excellence in Research</i> Department of Communication Arts & Sciences, Penn State University
2021/2019	<i>Specialized Training Award</i> Department of Communication Arts & Sciences, Penn State University
2020	<i>Liberal Arts Teaching and Research Scholarship</i> College of Liberal Arts, Penn State University
2017-2019	<i>Graduate Scholar Award</i> Department of Communication Arts & Sciences, Penn State University
2015-2017	<i>Postgraduate Studentship</i> School of Journalism and Communication, Chinese University of Hong Kong
2012	<i>Outstanding Student Award</i> Shanghai International Studies University
2010-2014	<i>Academic Excellence Scholarship</i> Shanghai International Studies University

Awarded Grants

Funder: Louisiana Board of Regents Support Fund, 2024 Research Competitiveness Subprogram
 Project Title: Identifying and testing communication strategies that promote accurate health decision-making in the face of conflicting advice
 Role: Principal Investigator
 Amount: \$177,774
 Awarded: April 2024 (**awarded but declined due to change of employment**)

Funder: Louisiana State University – 2023 Council on Research Summer Grant
 Project Title: Responses to conflicting advice on interpersonal health advocacy: The effects of

preexisting opinion, advisor identity, and issue politicization
 Role: Principal Investigator
 Amount: \$6,000
 Awarded: March 2023

Unfunded Proposals

Funder: National Science Foundation
 Project Title: *When scientific guidance changes: Designing communication strategies to support public decision-making and trust in science*
 Role: Principal Investigator
 Amount: \$340,051
 Submitted: December 2025

Funder: National Science Foundation
 Project Title: *Collaborative Research: SAI: Strengthening power infrastructure resilience through integrated physical modeling and social behavior intervention*
 Role: Principal Investigator
 Amount: \$354,899
 Submitted: April 2025

Funder: Merck & Co. Investigator Studies Program
 Project Title: *Identifying information sources/channels that deliver health information to build vaccine confidence without creating message fatigue and vulnerability to misinformation*
 Role: Co-Principal Investigator (PI: Lijiang Shen)
 Amount: \$241,156
 Submitted: August 2024

Teaching Experiences

University at Buffalo

2024/2025	Research Methods
2024/2025	Principles of Persuasion
2025/2026	Interpersonal Communication
2026	Health Communication

Louisiana State University

2024	Independent Research in Communication Studies (Graduate)
2023	Interpersonal Health Communication (Graduate)
2023/2024	Health Communication
2022/2023/2024	Interpersonal Communication
2022/2023	Persuasive Communication

Pennsylvania State University

2020	Communication & Information Technology [Teaching Assistant]
2020	Interpersonal Communication
2019	Quantitative Methods for Comm Research [Teaching Assistant]
2017	Effective Speech

Chinese University of Hong Kong

2016 Summer	Love & Intimate Relationships [Teaching Assistant]
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Service

Editorial Board Member

- *Communication Methods and Measures* (2025-present)

Ad hoc Journal Reviewer

- *American Psychologist*
- *Annals of Behavioral Medicine*
- *Applied Psychology: Health and Well-Being*
- *Atlantic Journal of Communication*
- *BMC Public Health*
- *Communication Methods and Measures*
- *Communication Research*
- *Communication Theory*
- *Health Affairs*
- *Health Communication*
- *Human Communication Research*
- *Information, Communication and Society*
- *Journal of Computer-Mediated Communication*
- *Journal of Digital Social Research*
- *Journal of Health Communication*
- *Journal of Language and Social Psychology*
- *Journal of Social and Personal Relationships*
- *Patient Education and Counseling*
- *Risk Analysis*
- *Science Communication*
- *Social Media + Society*

Reviewer for Professional Conferences

- International Communication Association
- Kentucky Conference on Health Communication
- National Communication Association

University and Departmental Service

University at Buffalo

- Brown Bag Co-coordinator, Department of Communication (2025-present)
- “From Social Media Feeds to AI Systems: Rethinking Persuasion” Symposium Co-organizer, Department of Communication (2026)
- PhD Admissions Committee, Department of Communication (2024-present)

- PhD Dissertation Committee: Byeong Hyeon Lee (2026-present)

Louisiana State University

- University Faculty Senate (2023-2024)
- Equity and Justice Committee, Department of Communication Studies (2023-2024)
- PhD Dissertation Committee: Ocean Wang (2023-2024)

Professional Training and Development

2023	LSU Office of Research & Economic Development Summer Grant Writing Institute
2021	2021 National Communication Association Doctoral Honors Seminar
2021	Social Network Analysis with Stats Camp
2020	Certified to teach Penn State World Campus courses online
2019	Longitudinal Data Analysis using SEM with Statistical Horizons

Professional Memberships

National Communication Association
International Communication Association