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Tenure-track Assistant Professor, Department of Communication
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Academic Positions

- Assistant Professor, Department of Communication, University of Massachusetts – Amherst (fall 2016–present)
- Postdoctoral Teaching & Research Associate, Department of Communication Studies, Northeastern University (fall 2015–summer 2016)

Education

- Ph.D., Communication, State University of New York at Buffalo (2015)
- M.A., Media Studies, University of Wisconsin at Milwaukee (2011)
- B. A., Public Administration, Zhejiang University of Technology of China (2009)

Peer-Reviewed Journal Articles

Xu, W.W., & Saxton, G. D. (2018). Does Stakeholder Engagement Pay Off on Social Media? A Social Capital Perspective. *Nonprofit and Voluntary Sector Quarterly*, doi: 10.1177/0899764018791267.

Xu, W.W., & Zhang, C. (2018). Sentiment, richness, authority, and relevance model of information sharing during social Crises—the case of# MH370 tweets. *Computers in Human Behavior*, 89, 199-206.

Welles, B. F., & **Xu, W.W.** (2018). Network visualization and problem-solving support: A cognitive fit study, *Social Networks*, 54, 162-167.

Liu, X. C. & **Xu, W.W.** (forthcoming). Adoption of Ride-Sharing Apps by Chinese Taxi Drivers and Its Implication for the Equality and Wellbeing in the Sharing Economy. *Chinese Journal of Communication*.

Vishwanath, A., **Xu, W.W.**, & Ngoh, Z. (2018), How people protect their privacy on facebook: A cost-benefit view. *Journal of the Association for Information Science and Technology*, 69(5), 700-709.

Xu, W.W., Park, J. Y., & Park, H. W. (2017). Longitudinal dynamics of the cultural diffusion of Kpop on YouTube. *Quality & Quantity*, 51(4), 1859-1875.

- Lee, J., & **Xu, W.W.** (2017). The more attacks, the more retweets: Trump's and Clinton's agenda setting on Twitter. *Public Relations Review*, 44(2), 201-213.
- Barnett, G. A., Ruiz, J. B., **Xu, W.W.**, Park, J. Y., & Park, H. W. (2017). The world is not flat: Evaluating the inequality in global information gatekeeping through website co-mentions. *Technological Forecasting and Social Change*, 117, 38-45.
- Barnett, G. A., **Xu, W.W.**, Chu, J., Jiang, K., Huh, C., Park, J. Y., & Park, H. W. (2017). Measuring international relations in social media conversations. *Government Information Quarterly*, 34(1), 37-44.
- Xu, W.W.**, Park, J. Y., Kim, J. Y., & Park, H. W. (2016). Networked cultural diffusion and creation on YouTube: an analysis of YouTube memes. *Journal of Broadcasting & Electronic Media*, 60(1), 104-122.
- Kwon, K. H., **Xu, W.W.**, Wang, H., & Chon, J (2015). Spatiotemporal diffusion modeling of global mobilization in social media: The case of the 2011 Egyptian revolution. *International Journal of Communication*, 10(1), 73-97.
- Lee, K. S., Sang, Y., & **Xu, W.W.** (2015). The shaping of the network neutrality debate: Information subsidizers on Twitter. *International Journal of Communication*, 9, 1544-1562.
- Xu, W.W.**, & Feng, M. (2015). Networked creativity on the censored Web 2.0: Chinese users' Twitter-based activities on the issue of internet censorship. *Journal of Contemporary Eastern Asia*, 14(1), 23-43.
- Xu, W.W.**, Park, J. Y., & Park, H. W. (2015). The networked cultural diffusion of Korean Wave. *Online Information Review*, 39(1), 40-60.
- Xu, W.W.**, Chiu, I., Chen, Y., & Mukherjee, T. (2014). Twitter hashtags for health - Applying network and content analyses to understand health knowledge sharing in a Twitter-based community of practice. *Quality & Quantity*, 49(4), 1361-1380.
- Xu, W.W.**, Sang, Y.M., Blasiola, S., & Park, H.W. (2014). Predicting opinion leaders in Twitter activism networks: The case of the Wisconsin recall election. *American Behavioral Scientist*, 58(10), 1278-93.
- Xu, W.W.** & Feng, M. (2014). Talking to the broadcasters on Twitter - Networked gatekeeping in Twitter conversations with journalists. *Journal of Broadcasting & Electronic Media*, 58(3), 420-37.
- Xu, W.W.**, Li, L., Stefanone, M. A., & Fu, R. (2014). Does social media users' commenting behavior differ by their local community tie? A computer-assisted linguistic analysis approach. *First Monday*, 19(1). doi: <http://dx.doi.org/10.5210%2Ffm.v19i1.4821>

Xu, W.W., Stefanone, M. A., & Rui, J. R. (2013). The benefits and burdens of network diversity: Political engagement on social networking sites. *First Monday*, 18(2). doi: <http://dx.doi.org/10.5210%2Ffm.v18i9.4822>

Peer-Reviewed Conference Proceedings

Kwon, K. H., Wang, H., Raymond, R., & **Xu, W.W.** (2015, July). A spatiotemporal model of Twitter information diffusion: an example of the Egyptian revolution 2011. In *Proceedings of the 2015 International Conference on Social Media & Society* (p. 4). ACM.

Stefanone, M. A., Saxton, G. D., Egnoto, M., **Xu, W.W.**, & Fu, R. (2015). Image attributes and diffusion via Twitter: The case of #guncontrol. *Proceedings of the 47 Annual Hawaii International Conference on Systems Science* (HICSS), pp. 1566-1575. January 6-9, Big Island.

Book Chapters

Blasiola, S., Sang, Y.M., & **Xu, W.W.** (2015). More than words: Technical Activist Actions in #CISPA. In Rambukkana, N (Eds.), *Hashtag Publics: The Power and Politics of Discursive Networks* (139). Peter Lang Publication.

Manuscripts in Progress

Liu, WL., Lai, C.H., & **Xu, W.W.** (under review). Tweeting about Emergency: A Semantic Network Analysis of Government Organizations' Social Media Messaging during Hurricane Harvey. Revise and Resubmit at *Public Relations Review*.

Liu, WL., & **Xu, W.W.** (under review). Tweeting to (Selectively) Engage: How Government Agencies Target Stakeholders on Twitter during Hurricane Harvey. Submitted to *Disasters Journal*.

Liu, W.L. Lai, H.H, & **Xu, W.W.**, Stakeholder-Targeting and Networked Relationship Building on Social Media during Natural Disasters: The Case of Hurricane Harvey. In progress.

Xu, W.W., & Lee, J. Winning through Words? A Computational Linguistic Study of Presidential Candidates' Language Styles on Social Media in the Age of Populism. In progress.

Conference Presentations

Xu, W.W., & Lee, J. (2018, August). *Winning through Words? A Computational Linguistic Study of Presidential Candidates' Language Styles on Social Media in the Age of Populism*. Poster presented at AEJMC, Washington D.C.

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- Xu, W.W., & Liu, W.L.** (2018, August). *Tweeting to (Selectively) Engage: A Network Analysis of Government Organizations' Stakeholder Management on Twitter during Hurricane Harvey*. Paper presented at AEJMC, Washington D.C. (**Best Paper Award**)
- Xu, W.W., & Zhang, C.** (2018, May). *Sentiment, Richness, Authority, and Relevance Model of Information Sharing during Social Crises-the Case of #MH370 Tweets*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech.
- Xu, W.W., Liu, W.L.** (2018, May). *Stakeholder-Targeting and Networked Relationship Building on Social Media during Natural Disasters*. Paper presented at the ICA Embracing the Network Paradigm Preconference, Prague, Czech.
- Liu, W.L., Lai, C.H., **Xu, W.W.** (2018, May). *Tweeting about Emergency: A Semantic Network Analysis of Government Organizations' Social Media Messaging during Hurricane Harvey*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech.
- Wu, C.S., & **Xu, W.W.** (2018, March). *Disadvantaged Communities, Unchained Leadership? Community Foundations' Strategic Use of Social Media for Social Change*. Paper presented at the 2018 American Society for Public Administration Annual Conference, Denver, Colorado.
- Wu, C.S., & **Xu, W.W.** (2017, November). *The Place Dilemma of Community Foundations: "Equalizing" the Inequality?* Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Grand Rapids, Michigan. (**Best Paper Award**)
- Xu, W.W., Saxton, G., & Guo, C.** (2016, November). *Predicting Returns from Social Media Capital in Nonprofits' Online Stakeholder Targeting*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Washington D.C.
- Wu, C.S., & **Xu, W.W.** (2016, November). *Collective Action Framing by Rival Advocacy Groups in Hong Kong Occupy Central Movement*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Washington D.C.
- Xu, W.W., Saxton, G., & Guo, C.** (2015, November). *Social Media-based Stakeholder-Targeting and Its Effect on Social Capital*. Paper presented at the annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action, Chicago, IL.
- Xu, W.W., Ngoh, Z., & Vishwanath, A.** (2015). *Enabling Protection Motivation in Heuristic-Systematic Defense against Email Phishing*. Paper presented at the Communication and Technology Division of the 2015 International Communication

Association Annual Conference, San Juan, Puerto Rico. **(Best Paper Award)**

Vishwanath, A., Ngoh, Z., & **Xu, W.W.** (2015). *Predicting Privacy Protection Behavior on Social Networking Sites*. Paper presented at the Communication and Technology Division of the 2015 International Communication Association Annual Conference, San Juan, Puerto Rico.

Egnoto, M. J., **Xu, W.W.**, Saxton, G., & Stefanone, M., A. (2014, November). *What makes an Image worth a Thousand Words? A Content Analysis of #guncontrol – related Image Characteristics That Predict Sharing Behavior*. Paper presented at the Human Communication and Technology Division of the 100th Annual National Communication Association Conference, Chicago, IL.

Xu, W.W., Chiu, I., Chen, Y., & Mukherjee, T. (2014). *Twitter Hashtags for Health as a Community of Practice*. Paper presented at the Medicine 2.0 Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research 2014. Maui, Hawaii.

Xu, W.W. & Feng, M. (2014). *The Networked Creativity in the Censored Web 2.0*. Paper presented at the 2014 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea. **(Best Paper Award)**

Feng, M. & **Xu, W.W.** (2014). *Knowledge Sharing in and out of the Networked Authoritarianism*. Paper presented at the 2014 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.

Wang, H., **Xu, W.W.**, & Saxton, G. (2014). *Cultivating a Fan Base on Facebook for Public Health Promotion: The Case of East Los High*. Paper presented at the Medicine 2.0 Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research 2014. Maui, Hawaii.

Wang, H., **Xu, W.W.**, & Saxton, G. (2014). *Network Structures for A Better Twitter Community*. Paper presented at Social Media & Society Conference. Toronto, Canada.

Park, J.Y., Kim, J.Y., **Xu, W.W.**, & Park, H.W. (2014). *A Social Network Framework to Analyze the Cultural Contents of Kpop across Countries*. Paper presented at the first European Social Networks Conference. Barcelona, Spain.

Xu, W.W. & Hamilton, A. (2013). *Social Media Targeting of Healthcare Experts for Knowledge Acquisition – An Evaluative Framework Integrating Network and Content Analyses*. Abstract presented at the 2013 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.

Xu, W.W. (2013). *Integrating Network and Content Analyses to Evaluate Healthcare Knowledge Sharing in Twitter Communities*. Abstract presented at the 2013 Daegu Gyeongbuk International Social Network Conference (DISC). Daegu, South Korea.

Stefanone, M.A & **Xu, W.W.** (2013, October). *Does Social Media Users' Commenting Behavior Differ By Their Local Community Tie? A Computer-Assisted Linguistic Analysis Approach*. Paper presented at the 2013 71st annual New York State Communication Association Convention. Ellenville, New York.

Xu, W.W., Stefanone, M.A., & Rui, J. (2013). *The benefits and burdens of network diversity: political engagement on social networking sites*. Paper presented at the annual conference of the International Communication Association (ICA), London, England.

Xu, W.W., Sang, Y.M., & Blasiola, S. (2013). *Predicting opinion leaders in Twitter activism networks: The case of the Wisconsin recall election*. Paper presented at the annual conference of the International Communication Association (ICA), London, England. **(Best Paper Award)**

Egnoto, M.J., **Xu, W.W.**, & Stefanone, M.A., (2013, November). *A quantitative look at the quintessential components of compliance gaining*. Paper presented at the 2013 annual convention of the National Communication Association. Washington, D.C.

Yang, Z. J., Dudo, A., Kahlor, L., Liang, M. Allen Catellier, J. **Xu, W.W.**, & Mertel, J. (2012). *The climate change blame game: U.S. elite newspaper coverage of climate change*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Xu, W. (2011). *The behavior of internet censorship in China*. Paper presented at the 2011 annual conference of the International Communication Association (ICA), Boston, MA.

Xu, W. & Feng, M. (2011). *Exotic disease or local disease? An analysis of H1N1 swine flu coverage on Chinese media*. Paper accepted at the Questioning Transnationalism: Culture, Politics & Media Conference, Royal Holloway, London, England.

Research Support, Honors and Awards

- *Networked Engagement in a Censored Web*, supported by a grant for research on global media law and policy from the Center for Global Communication Studies (CGCS) at the Annenberg School for Communication at the University of Pennsylvania, \$2,000.00 (2015)
- Best Paper Award, the Association for Research on Nonprofit Organizations and Voluntary Action (2017)
- Best Paper Award, Association for Education in Journalism and Mass Communication (2018)
- Top Student Paper Award from the Communication and Technology Division of International Communication Association (2013, 2015)
- IMC Award by Asia Triple Helix Society (2014)
- Chancellor Award of University of Wisconsin - Milwaukee (2010-2011, 2009-

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2010)

- Kordus Award of University of Wisconsin - Milwaukee (2011)
- Graduate Student Travel Award of University of Wisconsin – Milwaukee 2010

Invited Research Talks

- *Using Computational Methods to Detect Framing Differences Between Rivalry Advocacy Groups during Social Movements--The Case of Hong Kong's Occupy Central Protest* – Computational Social Science Institute Lunch Seminar (4/7/2017, UMass-Amherst)
- Panelist on ISSR Panel: "Social Science Research for Social Media" (10/26/2017, UMass-Amherst)

Involvements in National Grant Projects

- Network Science Institute, Northeastern University, US Army Research Office grant (W911NF-14-1-0672) and US Army Research grant (W911NF-09-2-0053) (2015-2016)
- SUNY-Research Fund, the Air Force Office of Scientific Research (AFOSR) supported project *Socio-Cultural Media Sharing as Conversations: Sensing and Modeling Behavior in Response to Environmental Changes* (2012-2013)
- The program evaluation for TV show *East Los High*, supported by The Population Media Center (2013-2015)
- The *Integrating Social and Systems Science Approaches to Improve Oral Health Equity* project supported by NIDCR and OBSSR (2014-2015)

Teaching

Department of Communication, University of Massachusetts – Amherst

- COMM622: Quantitative Research Methods (Graduate Seminar) (spring 2018)
- COM487DB: Survey/Digital Behavioral Data (fall 2016, spring 2017, fall 2017)
- COM397SM: Social Media & Internet Communities (fall 2016, spring 2017)
- COMM122: Introduction to Media Industries (fall 2017, spring 2018)
- Guest Lectures:
COMM101
COMM621, Network Analysis, Spring 2017
COMM 797F Content Analysis, Content analysis using computers and algorithms, Spring 2017

Department of Communication Studies, Northeastern University

- Quantitative Research Methods (spring and summer 2016)

Department of Communication, State University of New York at Buffalo

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Lecture instructor

- COM240: Survey of Mass Communication (spring 2014, fall 2014)
- COM101: Principles of Communication (summer 2013, summer 2014)

Teaching Assistant

- COM240: Survey of Mass Communication (2013)
- COM631: Graduate Statistics (2013)
- COM225: Interpersonal Communication (2013)
- COM101: Principles of Communication (2011-2012)

Department of Journalism, Advertising and Media Studies, University of Wisconsin at Milwaukee

Teaching Assistant

- JMC 242: Advertising in American Society (2009—2011)

Advising

Undergraduate:

- Faculty advisor of honors thesis for Jenna Delvecchio
- Faculty advisor of independent study for Jessica Gindelsky

Graduate:

- Mentor, Comprehensive Exam Committee: Dasol Kim, Stephen Warren
- Mentor, Thesis Committee: Congcong Zhang, Selim Yilmaz
- Faculty advisor of independent study: Dasol Kim, Stephen Warren, and Congcong Zhang
- Non-voting member, Dissertation Committee: Seongho An (Social Policy & Practices, University of Pennsylvania)

Service to the Field

Editorial experience:

- Associate Editor of *Journal of Contemporary East Asia* (JCEA)
- Member of the editorial board of *Social Media + Society*
- Managing Guest Editor of the special issue entitled *Open (Big) Data as Social Change: Triple Helix Innovation toward Government 3.0 on Technological Forecasting and Social Change*

Manuscript reviewer for:

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- *New Media & Society*
- *International Journal of Communication*
- *The Journal of the Association for Information Science and Technology*
- *Journal of Interactive Advertising*
- *Nonprofit and Voluntary Sector Quarterly*
- *Nonprofit Management and Leadership*
- *Online Information Review*
- *Social Media + Society*
- *Telematics and Informatics*

Book reviewer for:

- *Mastering Social Media Mining with Python*

Reviewer for academic conferences:

- *International Communication Association*
- *International Conference on Computational Social Science*
- *The Annual Hawaii International Conference on Systems Science (HICSS)*

Service to the University

- Research and Intellectual Life committee, Department of Communication, UMass-Amherst (spring 2017-present)
- Steering Committee, the Computational Social Science Institute (CSSI), UMass-Amherst (spring 2017-present)