

Yan Jin

**C. Richard Yarbrough Professor in
Crisis Communication Leadership
Professor of Public Relations**
Department of AdPR
Director & Co-Founder
Crisis Communication Think Tank

Grady College of Journalism and
Mass Communication
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Education

Ph.D. in Journalism, with **M.A. in Statistics (Minor)**, University of Missouri-Columbia

M.A. in Journalism, University of Missouri-Columbia

B.A. in Advertising, Peking University, China

Academic Positions

University of Georgia (UGA), Athens, GA, August 2014-present

Grady College of Journalism and Mass Communication:

- Endowed Professorships:
 - **C. Richard Yarbrough Professor in Crisis Communication Leadership** (August 2022-present)
 - **Georgia Athletic Association Professor** in Grady College (November 2018-August 2022)
- **Professor of Public Relations** (Tenured, August 2018-present), Department of Advertising and Public Relations
- **Director, Crisis Communication Think Tank** (August 2022-present)
- **Business and Corporate Communications Track Head**, The Communication and Media (CAM) Fellows Program, Cox International Center (August 2022-present)
- **Associate Director, Center for Health & Risk Communication** (August 2014-present)
- Administrative Appointment: Assistant Department Head, Advertising and Public Relations (August 2017-May 2023)
- Associate Professor of Public Relations (Tenured, August 2014-July 2018), Department of Advertising and Public Relations

Virginia Commonwealth University (VCU), Richmond, VA, August 2005-June 2014

Richard T. Robertson School of Media & Culture:

- Associate Professor of Public Relations (Tenured, July 2011-June 2014)
- Assistant Professor of Public Relations (August 2005-June 2011)
- Founder and Executive Director, Center for Media+Health (2013-2014)
- Administrative Appointments: Associate Director for Research and Outreach (2013-2014), Interim Director (2011-2013), Assistant Director (2010-2011), Graduate Director (2008-2010), Program Director and Advisor for Strategic Public Relations Masters Program (2008-2010), Undergraduate Public Relations Sequence Coordinator (2008-2010)

Honors and Awards

Overall Achievement Recognitions

- C. Richard Yarbrough Professor in Crisis Communication Leadership, named in August 2022
- A Top 6 “Most Published Author” in social media research in public relations scholarship (2010-2020)¹, *Public Relations Review*, 2022

¹ Roth-Cohen, O., & Avidar, R. (2022). A decade of social media in public relations research: A systematic review of published articles in 2010–2020. *Public Relations Review*, 48(1), 102154. [see p. 4 for the mention]

- A Top 6 “Most Published Author” in *Public Relations Review* and A Top 16 “Most Cited Author” in *Public Relations Review* articles², *Public Relations Review*, 2021
- Kitty O. Locker Outstanding Researcher Award³, Association for Business Communication (ABC), 2019
- A Top 27 “Most Cited Public Relations Author”⁴, *Journal of Public Relations Research*, 2019
- Georgia Athletic Association Professorship in Grady College, UGA, named in November 2018
- Kriehbaum Under-40 Award⁵, for Outstanding Achievement in Research, Teaching and Public Service, Association for Education in Journalism and Mass Communication (AEJMC), 2014
- A Top 2 “Most Productive Scholar” in Crisis Communication⁶, *International Journal of Strategic Communication*, 2014
- Elected Member, Arthur W. Page Society⁷, 2016
- Fulbright Specialist Roster Member⁸ (2017-2020), U.S. Department of State, Bureau of Educational and Cultural Affairs, 2017

Research Honors and Awards

- *Journal of Communication Management* Emerald Professional Impact Award at the 24th European Public Relations Education and Research Association (EUPRERA) Congress, 2022
- Visiting Fellowship, Jyväskylä University, Finland, Summer 2022
- Emerald Literati Award for Excellence – Highly Commended Paper, *Corporate Communications: an International Journal*, 2019
- Best Faculty Paper, PR Division, International Communication Association Conference, 2018
- *Asian Journal of Communication* Best Paper Award, International Communication Division, AEJMC, 2017
- Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, 2013, 2016, 2017, 2019, 2020, 2022, 2023
- “Superstar Researcher” Recognition, Office of the Provost, UGA, 2016, 2017
- Best of *Public Relations Journal* Award (Top 5 Papers in the journal, 2015-2016), Public Relations Society of America (PRSA) International Conference, 2016
- The International ABERJE Award, International Public Relations Research Conference (IPRRC), 2016, 2018
- Top 5 Best Faculty Paper, PR Division, International Communication Association Conference, 2015
- Boston University Award for the Top Paper About PR and the Social and Emerging Media, IPRRC, 2015
- IPR Top 3 Papers of Practical Significance Award, IPRRC, 2014, 2015
- Best Presentation Award, Corporate Communication International’s (CCI) Conference on Corporate Communication, 2014
- IPRRC Top 6 Articles (PR Research Showcase Presentations), PRSA International Conference, 2013
- First Place Outstanding Poster Award, PR Division, AEJMC Conference, 2013
- Top Paper Award, IPRRC, 2004, 2005, 2006, 2009
- Excellence in Research Award, College of Humanities and Sciences, VCU, 2008
- Top Paper Award, PR Division, AEJMC Conference, 2007
- Top Paper Award, Newspaper Division, AEJMC Conference, 2004

² Page, T. G., & Capizzo, L. W. (2021). From “an open field” to established “waves”: Public relations scholarship through the lens of *Public Relations Review*. *Public Relations Review*, 47(5), 1021-15. [see p. 6-7 for the mentions]

³ This international award is given annually, which "recognizes and encourages excellence in business communication research" and is awarded to an "ABC member whose research has made an outstanding contribution to the business communication discipline" (www.businesscommunication.org).

⁴ Ki, E.-J., Pasadeos, Y., & Ertem-Eray, T. (2019). Growth of public relations research networks: a bibliometric analysis. *Journal of Public Relations Research*, 31(1-2), 5-31. [see p. 12 for the mention]

⁵ This national award is given annually, recognizing the recipient’s outstanding achievement in research, teaching, and public service.

⁶ Ha, J. H., & Boynton, L. (2014). Has crisis communication been studied using an interdisciplinary approach? A 20-year content analysis of communication journals. *International Journal of Strategic Communication*, 8(1), 29-44. [see p. 38-39 for the mention]

⁷ Page Society membership consists “primarily of chief communication officers of Fortune 500 corporations and leading non-profit organizations, the CEOs of the world’s foremost public relations agencies, and academics from top business and communications schools who have distinguished themselves teaching and/or studying corporate communications” (www.awpagesociety.com/site/membership).

⁸ Members are eligible to be matched with projects designed by international host institutions.

- Academic Scholarship Award for Outstanding Research, Annual Summit on the Future of Measurement for Professional Communicators, 2004
- Top Paper Award, PR Division, National Communication Association Conference, 2003

Teaching Honors and Awards

- Top 5 Teaching Paper, PR Division, AEJMC Conference, 2017
- Faculty Advisor for Honorable Mention Team, Bateman Case Study Competition, Public Relations Student Society of America, 2017
- Service-Learning Project Award, Service Learning Program, VCU, 2013
- Outstanding Faculty Member, Richard T. Robertson School of Media & Culture, VCU, 2008 and 2010
- Center for Teaching Excellence Small Grant Award, College of Humanities and Sciences, VCU, 2010
- Faculty Advisor for Winning Cases, Case Study Competition in Corporate Communications, Arthur W. Page Society, 2005 (First Place), 2006 (Second Place)

Service Recognition

- “2016 Top Reviewer” Recognition, *Journalism and Mass Communication Quarterly*, 2017

RESEARCH:

Scholarly Publications

Google Scholar Citation Summary (as of June 15, 2023): Citations: 10075; h-index: 45; i10-index: 102

Scholarly Books (3)

- **Yan Jin** and Lucinda Austin (2022). *Social Media and Crisis Communication, Second Edition* (Eds.), Routledge.
- **Yan Jin**, Bryan Reber, and Glen Nowak (2021). *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds.), Routledge.
- Lucinda Austin and **Yan Jin** (2017). *Social Media and Crisis Communication* (Eds.), Routledge. Featured by **IPR's Digital Media Research Center**.

Refereed Journal Articles (109)

1. Elise Karinshak and **Yan Jin** (in press). “AI-driven Disinformation: A Framework for Organizational Preparation and Response.” *Journal of Communication Management*.
2. Wenqing Zhao, **Yan Jin**, and Elise Karinshak (in press). “Effects of Risk Disclosure and Call to Action on Young Adults’ Responses to Dietary Supplement Advertising.” *International Journal of Pharmaceutical and Healthcare Marketing*.
3. **Yan Jin** (2023). “The Best of Both Worlds: The Crisis Communication Think Tank (CCTT) Approach to The Quest for Crisis Management Keystone.” *Journal of Contingencies and Crisis Management*. doi: 10.1111/1468-5973.12469
4. Augustine Pang, **Yan Jin**, and Glen T. Cameron (2023). “The Contingency Theory of Strategic Conflict Management: Review from Three Decades of Theory Development, Extension and Application.” *Journalism and Communication Monographs*, 25(2), 193–214. doi: 10.1177/15226379231167141
5. Sungsu Kim, Sung In Choi, Chiara Valentini, Mark Badham, and **Yan Jin**. (2023). “How Motivation to Reduce Uncertainty Predicts COVID-19 Behavioral Responses: Strategic Health Communication Insights for Managing an Ongoing Pandemic.” *American Behavioral Scientist*. doi: 10.1177/00027642231164051
6. Sung In Choi, Jingyu Zhang, and **Yan Jin** (2023). “The Effects of Threat Type and Gain-Loss Framing on Publics’ Responses to Strategic Environmental Risk Communication.” *Corporate Communications: an International Journal*, 28(3), 363-380. doi: 10.1108/CCIJ-09-2022-0109
7. Yen-I Lee, Xuerong Lu, Taylor Voges, and **Yan Jin** (2023). “Fending off Unverified Accusation with Narratives: The Role of Primary and Secondary Narratives in Organizational Response Effectiveness in an Ongoing Crisis.” *Journal of International Crisis and Risk Communication Research*, 6(1), 33-64.

doi: 10.30658/jicrcr.6.1.2

8. Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim (2023). "Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication." *Health Communication*, 38(7), 1305-1317. doi: 10.1080/10410236.2021.2006394 **Included in National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
9. Taylor Voges, **Yan Jin**, LaShonda Eaddy, and Shelley Spector (2023). "Effective Communication Management in a Public Health Crisis: Lessons Learned about COVID-19 Pandemic through the Lens of Health Communication Executives." *Journal of Communication Management*, 27(1), 64-83. doi: 10.1108/JCOM-12-2021-0137
10. Sung In Choi, Sungsu Kim, **Yan Jin**, Chiara Valentini, Mark Badham, Elanor Colleoni, and Stefania Romenti (2022). "Effects of Individuals' Cultural Orientations and Trust in Government Health Communication Sources on Behavioral Intentions During a Pandemic: A Cross-Country Study." *Health Communication*. doi: 10.1080/10410236.2022.2159975
11. Seoyeon Kim, Lucinda Austin, Brooke Liu, and **Yan Jin** (2022). "Exploring Differences in Crisis Literacy and Efficacy on Behavioral Responses during Infectious Disease Outbreaks." *Public Relations Review*, 48(3), 102204. doi: 10.1016/j.pubrev.2022.102204 Featured by **Institute for Public Relations (IPR).**
12. Elanor Colleoni, Stefania Romenti, Chiara Valentini, Mark Badham, Sung-In Choi, Sungsu Kim, and **Yan Jin** (2022). "Does Culture Matter? Measuring Cross-Country Perceptions of CSR Communication Campaigns about COVID-19." *Sustainability*, 14, 889. doi: 10.3390/su14020889
13. Taylor Voges, **Yan Jin**, Xianyan Chen, and Bryan Reber (2022). "What Drives a Tough Call: Determining the Importance of Contingency Factors and Individual Characteristics in Communication Executives' Stance Decision-Making through a Conjoint Analysis." *Public Relations Review*, 48(1), 102141. doi: 10.1016/j.pubrev.2021.102141
14. Xuerong Lu, Santosh Vijaykumar, **Yan Jin**, and Daniel Rogerson (2022). "Think Before You Share: Beliefs and Emotions that Shaped COVID-19 (Mis)information Vetting and Sharing Intentions among WhatsApp Users in the United Kingdom." *Telematics and Informatics*, 67, 101750. doi: 10.1016/j.tele.2021.101750
15. Santosh Vijaykumar, Daniel Rogerson, **Yan Jin**, and Mariella Silva de Oliveira Costa (2022). "Dynamics of Feedback Behaviours to Social Peers Sharing COVID-19 Misinformation on WhatsApp in Brazil." *Journal of the American Medical Informatics Association*, 29(1), 33-42. doi: 10.1093/jamia/ocab219 **Included in National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
16. Augustine Pang, **Yan Jin**, Youngji Seo, Sung In Choi, Hui-Xun Teo, Phuong D. Le, and Bryan Reber (2022). "Breaking the sound of silence: Explication in the use of strategic silence in crisis communication." *International Journal of Business Communication*, 59(2), 219-241. doi: 10.1177/23294884211046357
17. Youngji Seo, Silvia Ravazzani, Hyoyeon Jun, **Yan Jin**, Alfonsa Butera, Alessandra Mazzei, and Bryan Reber (2021). "Unintended Effects of Risk Communication: Impacts of Message Fatigue, Risk Tolerance, and Trust in Public Health Information on Psychological Reactance." *Journal of International Crisis and Risk Communication Research*, 4(3), 517-544. doi: 10.30658/jicrcr.4.3.3
18. Yen-I Lee, Xuerong Lu, and **Yan Jin** (2021) "Uncertainty Management in Organizational Crisis Communication: The Impact of Crisis Responsibility Uncertainty and Attribution-based Emotions on Publics' Further Crisis Information Seeking." *Journal of Communication Management*, 25(4), 437-453. doi: 10.1108/JCOM-02-2021-0018
19. Santosh Vijaykumar, **Yan Jin**, Daniel Rogerson, Xuerong Lu, Swati Sharma, Anna Maughan, Bianca Fadel, Mariella Silva de Oliveira Costa, Claudia Pagliari, and Daniel Morris (2021). "How Shades of Truth and Age Affect Responses to COVID-19 (Mis)information: Randomized Survey Experiment among WhatsApp Users in UK and Brazil." *Humanities and Social Sciences Communications*, 8, 88. doi: 10.1057/s41599-021-00752-7
20. Hyoyeon Jun and **Yan Jin** (2021). "The Conceptualization of Risk Tolerance and Scale Development for Measuring Publics' Tolerance of Individual Health Risks." *Journal of International Crisis and Risk Communication Research*, 4(1), 29-72. doi: 10.30658/jicrcr.4.1.2
21. **Yan Jin**, Yen-I Lee, Brooke Liu, Lucinda Austin, and Seoyeon Kim (2021). "How College Students Assess the Threat of Infectious Diseases: Implications for University Leaders and Health Communicators." *Journal of International Crisis and Risk Communication Research*, 4(1), 129-164. doi: 10.30658/jicrcr.4.1.5

22. Yuan Zhang, Yifeng Lu, **Yan Jin**, and Yubin Wang (2021). "Individualizing Mental Health Responsibilities on Sina Weibo: A Content Analysis of Depression Framing by Media Organizations and Mental Health Institutions." *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 14(2), 163-175. doi: 10.1080/17538068.2020.1858220
23. **Yan Jin**, Irina Iles, Lucinda Austin, Brooke Liu, and Gregory Hancock (2020). "The Infectious Disease Threat (IDT) Appraisal Model: How Perceptions of IDT Predictability and Controllability Predict Individuals' Responses to Risks." *International Journal of Strategic Communication*, 14(4), 246-271. doi: 10.1080/1553118X.2020.1801691
24. Sungsu Kim, **Yan Jin**, and Bryan Reber (2020). "Assessing an Organizational Crisis at the Construal Level: How Psychological Distance Impacts Publics' Crisis Responses." *Journal of Communication Management*, 24(4), 319-337. doi: 10.1108/JCOM-11-2019-0148
25. Sungsu Kim and **Yan Jin** (2020). "Organizational Threat Appraisal by Publics: The Effects of Perceived Temporal Distance on Health Crisis Outcomes." *International Journal of Communication*, 14, 4075-4095.
26. **Yan Jin**, Toni van der Meer, Yen-I Lee, and Xuerong Lu (2020). "The Effects of Corrective Communication and Employee Backup on the Effectiveness of Fighting Crisis Misinformation." *Public Relations Review*, 46(3), 101910. doi: 10.1016/j.pubrev.2020.101910. Featured by **IPR's Organizational Communication Research Center**.
27. Brooke Liu, Lucinda Austin, Yen-I Lee, **Yan Jin**, and Seoyeon Kim (2020). "Telling the Tale: The Role of Narratives in Helping People Respond to Crises." *Journal of Applied Communication Research*, 48(3), 328-349. doi: 10.1080/00909882.2020.1756377 Featured by **Communication Currents ("Crisis Narratives during a Hypothetical Public Health Crisis", 6/11/2020), National Communication Association**.
28. Xuerong Lu and **Yan Jin** (2020). "Information Vetting as a Key Component in Social-Mediated Crisis Communication: An Exploratory Study to Examine the Initial Conceptualization." *Public Relations Review*, 46(2), 101891. doi: 10.1016/j.pubrev.2020.101891
29. Toni van der Meer and **Yan Jin** (2020). "Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source." *Health Communication*, 35(5), 560-575. doi: 10.1080/10410236.2019.1573295 Included in **National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine**.
30. Youngji Seo, Marilyn Primovic, and **Yan Jin** (2019). "Social Media Strategies for Overcoming Stakeholder Social Media Fatigue: A Dialogue Approach." *Journal of Business Strategy (Special Issue of Corporate Communication – Transformation of Strategy)*, 40(6), 40-48. doi: 10.1108/JBS-04-2019-0071
31. Yen-I Lee, Yuan Zhang, **Yan Jin**, Sungsu Kim, Ernest Martin Jr., and Joshua Smith (2019). "Opening the Minds' Eye: The Pivotal Role of Sympathy in Depression Coverage Effectiveness." *Communication Studies*, 70(5), 633-653. doi: 10.1080/10510974.2019.1650086
32. Itsaso Manias-Muñoz, **Yan Jin**, and Bryan Reber (2019). "The State of Crisis Communication Research and Education Through the Lens of Crisis Scholars: An International Delphi Study." *Public Relations Review*, 45(4), 101797. doi: 10.1016/j.pubrev.2019.101797
33. Yi-Ru Regina Chen, Alice Yang Cheng, Flora Hung-Baesecke, and **Yan Jin** (2019). "Engaging International Publics via Mobile-Enhanced CSR (mCSR): A Cross-National Study on Stakeholder Reactions to Corporate Disaster Relief Efforts." *American Behavioral Scientist*, 63(12), 1603-1623. doi: 10.1177/0002764219835258
34. **Yan Jin**, Lucinda Austin, Santosh Vijaykumar, Hyoyeon Jun, and Glen Nowak (2019). "Communicating about Infectious Disease Threats: Insights from Public Health Information Officers." *Public Relations Review*, 45(1), 167-177. doi: 10.1016/j.pubrev.2018.12.003
35. Alice Yang Cheng, Yi-Ru Regina Chen, **Yan Jin**, and Flora Hung-Baesecke (2019). "When CSR Meets Mobile SNA Users in Mainland China: An Examination of Gratifications Sought, CSR Motives, and Relational Outcomes in Natural Disasters." *International Journal of Communication*, 13, 319-341.
36. Jeanine Guidry, Sungsu Kim, Michael Cacciatore, **Yan Jin**, and Marcus Messner (2019). "Dissecting the Root of Vaccine Misinformation on Pinterest: A Content Analysis of Vaccine-Related Pins by Influential Social Media Accounts." *Electronic Journal of Communication*, 29 (1&2).
37. Yen-I Lee and **Yan Jin** (2019). "Crisis Information Seeking and Sharing (CISS): Scale Development for Measuring Publics' Communicative Behavior in Social-Mediated Public Health Crises." *Journal of International Crisis and Risk Communication Research*, 2(1), 13-38. doi: 10.30658/jicrcr.2.1.2

38. Sungsu Kim, Ivanka Pjesivac, and **Yan Jin** (2019). "Effects of Message Framing on Influenza Vaccination: Understanding the Role of Risk Disclosure, Perceived Vaccine Efficacy, and Felt Ambivalence." *Health Communication*, 34(1), 21-30. doi: 10.1080/10410236.2017.1384353 Included in **National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
39. Alice Yang Cheng, **Yan Jin**, Flora Hung-Baesecke, and Yi-Ru Regina Chen (2019). "Mobile Corporate Social Responsibility (mCSR): Examining Publics' Responses to CSR-Based Initiatives in Natural Disasters." *International Journal of Strategic Communication*, 13(1), 76-93. doi: 10.1080/1553118X.2018.1524382
40. Juan Meng, **Yan Jin**, Yen-I Lee, and Solyee Kim (2019). "Can Google Analytics Certification Cultivate PR Students' Competency in Digital Analytics? A longitudinal Pedagogical Research." *Journalism & Mass Communication Educator*, 74(4), 388-406. doi: 10.1177/1077695818816916
41. **Yan Jin**, Lucinda Austin, LaShonda Eaddy, Shelley Spector, Bryan Reber, and Camila Espina (2018). "How Financial Crisis History Informs Ethical Corporate Communication: Insights from Corporate Communication Leaders." *Public Relations Review*, 44(4), 574-584. doi: 10.1016/j.pubrev.2018.06.003
42. Yen-I Lee, **Yan Jin**, and Glen Nowak (2018). "Motivating Influenza Vaccination among Young Adults: The Effects of Public Service Advertising Message Framing and Text versus Image Support." *Social Marketing Quarterly*, 24(2), 89-103. doi: 10.1177/1524500418771283
43. Wenbo Li, Glen Nowak, **Yan Jin**, and Michael Cacciatore (2018). "Inadequate and Incomplete: Chinese Newspapers' Coverage of the First Licensed Human Papillomavirus (HPV) Vaccine in China." *Journal of Health Communication*, 23(6), 581-590. doi: 10.1080/10810730.2018.1493060 Included in **National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
44. May Kennedy, Donna McClish, Resa Jones, **Yan Jin**, Diane Wilson, and Diane Bishop (2018). "Effects of An Entertaining, Culturally Targeted Narrative and An Appealing Expert Interview on the Colorectal Screening Intentions of African American Women." *Journal of Community Psychology*, 46(7), 925-940. doi: 10.1002/jcop.21983
45. LaShonda Eaddy and **Yan Jin** (2018). "Crisis History Tellers Matter: The Effects of Crisis History and Crisis Information Source on Publics' Cognitive and Affective Responses to Organizational Crisis." *Corporate Communications: an International Journal*, 23(2), 226-241. doi: 10.1108/CCIJ-04-2017-0039 **2019 Emerald Literati Award for Excellence – Highly Commended Paper.**
46. Jeanine Guidry, Lucinda Austin, Kellie Carlyle, Karen Freberg, Michael Cacciatore, **Yan Jin**, and Marcus Messner (2018). "Welcome or Not: Comparing #Refugee Posts on Instagram and Pinterest." *American Behavioral Scientist*, 62(4), 512-531. doi: 10.1177/0002764218760369
47. **Yan Jin**, Augustine Pang, and Joshua Smith (2018). "Crisis Communication and Ethics: The Role of Public Relations." *Journal of Business Strategy*, 39(1), 43-52. doi: 10.1108/JBS-09-2016-0095
48. Santosh Vijaykumar, Glen Nowak, Itai Himelboim, and **Yan Jin** (2018). "Virtual Zika Transmission After the First US Case: Who Said What and How It Spread on Twitter." *American Journal of Infection Control*, 46(5), 549-557. doi: 10.1016/j.ajic.2017.10.015
49. Carly Epstein, Laura Garcia, Rachel Kent, Jessica Podolin, and **Yan Jin** (2018). "Ben & Jerry's Sends Out an S.O.S.: An Analysis of Ben & Jerry's Global Climate Activism." *Case Studies in Strategic Communication*, 7. <http://cssc.uscannenberg.org/cases/v7/>
50. **Yan Jin**, Yuan Zhang, Yen-I Lee, and Yunbing Tang (2018). "Learn After Reading: Effects of News Framing and Responsibility Attribution on Chinese College Students' Perceived Efficacy in Identifying Others and Themselves with Depression." *Asian Journal of Communication*, 28(1), 55-73. doi: 10.1080/01292986.2017.1318936
51. Jhih-Syuan Lin, Yen-I Lee, **Yan Jin**, and Bob Gilbreath (2017). "Personality Traits, Motivations, and Emotional Consequences of Social Media Usage." *Cyberpsychology, Behavior, and Social Networking*. doi: 10.1089/cyber.2017.0043 Included in **National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
52. Jeanine Guidry, Linda Haddad, **Yan Jin**, and Yuan Zhang (2017). "#Hookah, #Shisha, #Narghile: The Portrayal of #waterpipe Smoking on Instagram." *Journal of Healthcare Communications*, 2(3). doi: 10.4172/2472-1654.100074

53. Jeanine Guidry, **Yan Jin**, Caroline Orr, Marcus Messner, and Shana Meganck (2017). “#Ebola on Instagram and Twitter: How Health Organizations Address the Health Crisis in Their Social Media Engagement.” *Public Relations Review*, 43(3), 477-486. doi: 10.1016/j.pubrev.2017.04.009
54. **Yan Jin**, Juan Meng, and Bruce Berger (2017). “The Influence of Communication Leadership Qualities on Effective Crisis Preparedness Strategy Implementation: Insights from a Global Study.” *Communication Management Review*, 2(1), 8-9. doi: 10.22522/cmr20170118
55. **Yan Jin**, Jhih-Syuan Lin, Bob Gilbreath, and Yen-I Lee (2017). “Motivations, Consumption Emotions, and Temporal Orientations in Social Media Use: A Strategic Approach to Engaging Stakeholders Across Platforms.” *International Journal of Strategic Communication*, 11(2), 115-132. doi: 10.1080/1553118X.2017.1285769 Featured by **IPR’s Digital Media Research Center**.
56. Yuan Zhang and **Yan Jin** (2017). “Thematic and Episodic Framing of Depression: How Chinese and American Newspapers Framed a Major Public Health Threat.” *Athens Journal of Mass Media and Communication*, 3(2). <http://www.athensjournals.gr/media/2016-1-X-Y-Zhang.pdf>
57. **Yan Jin**, Julia Fraustino, and Brooke Liu (2016). “The Scared, the Outraged, and the Anxious: How Crisis Emotions, Involvement, and Demographics Predict Publics’ Conative Coping.” *International Journal of Strategic Communication*, 10(4), 289-308. doi: 10.1080/1553118X.2016.1160401
58. Brooke Liu, Julia Fraustino, and **Yan Jin** (2016). “Social Media Use During Disasters: How Information Form and Source Influence Intended Behavioral Responses.” *Communication Research*, 43(5), 626-646. doi: 10.1177/0093650214565917 **SAGE Publishing’s Top Ten Most Read Communication and Media Studies Articles of 2016** (us.sagepub.com/en-us/nam/communication-and-media-studies-top-ten).
59. Yuan Zhang, **Yan Jin**, Sean Stewart, and Jeannette Porter (2016). “Framing Responsibility for Depression: How U.S. News Media Attribute Causal and Problem-Solving Responsibilities When Covering a Major Public Health Problem.” *Journal of Applied Communication Research*, 44(2), 118-135. doi: 10.1080/00909882.2016.1155728
60. Juan Meng, **Yan Jin**, and Flora Hung-Baesecke (2016). “The Role of Leadership Development in Issues Management: An Online Survey of Communication Practitioners in the Greater China Area.” *International Journal of Strategic Communication*, 10(5), 410-425. doi: 10.1080/1553118X.2016.1223080
61. Jeesun Kim and **Yan Jin** (2016). “Understanding Emotionally Involved Publics: The Effects of Crisis Type and Felt Involvement on Publics’ Emotional Responses to Different Consumer Product Crises.” *Corporate Communications: An International Journal*, 21(4), 465-482. doi:10.1108/CCIJ-10-2015-0064
62. Sing-Bik Ngai and **Yan Jin** (2016). “The Effectiveness of Crisis Communication Strategies on Sina Weibo in Relation to the Acceptance of the Strategies by the Chinese publics.” *Journal of Business and Technical Communication*, 30(4), 451-494. doi: 10.1177/1050651916651907
63. Jeanine Guidry, **Yan Jin**, Linda Haddad, Yuan Zhang, and Joshua Smith (2016). “How Health Risks Are Pinpointed (or Not) on Social Media: The Portrayal of Waterpipe Smoking on Pinterest.” *Health Communication*, 31(6), 659-667. doi: 10.1080/10410236.2014.987468 Included in **National Center for Biotechnology Information’s (NCBI) PubMed, U.S. National Library of Medicine**.
64. Yuan Zhang, **Yan Jin**, Jeannette Porter, and Sean Stewart (2016). “Thematic or Episodic? How U.S. Print and Broadcast Media Framed the Public Health Issue of Depression in the Past Three Decades.” *Electronic Journal of Communication*, 26 (1&2). <http://www.cios.org/www/ejc/v26n12toc.htm>
65. Augustine Pang, **Yan Jin**, and Benjamin Meng-Keng Ho (2016). “How Crisis Managers Define Ethical Crisis Communication Practice in Singapore: Identifying Organizational Factors that Influence the Adoption of Ethical Stances.” *Media Asia*, 43(3-4), 191-207. doi: 10.1080/01296612.2016.1276316
66. Jeanine Guidry, Yuan Zhang, **Yan Jin**, and Candace Parrish (2016). “Portrayals of Depression on Pinterest and Why Public Relations Practitioners Should Care.” *Public Relations Review*, 42(1), 232-236. doi: 10.1016/j.pubrev.2015.09.002
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- Augustine Pang and **Yan Jin** (2015). “Can’t we just get along? Looking for a conflict management strategy that works? Contingency theory could hold the key...” *Communication Director* magazine.
- Lucinda Austin and **Yan Jin** (2015). “Improving Media Relationships in Times of Organizational Crisis.” The Arthur W. Page Center for Integrity in Public Communication.
- Brooke Liu, Julia Fraustino, and **Yan Jin** (2015). “How Audiences Use Social Media to Navigate Crisis Information.” *Communication Currents: Knowledge of Communicating Well*, 10(1), National Communication Association.
- **Yan Jin** (2014). “‘When You Are Falling...Dive.’ – A Psychological Approach to Understanding Conflicts and Crises on Social Media.” Social Science for Social Media Research Center, Institute for Public Relations.
- Lucinda Austin, Brooke Liu, and **Yan Jin** (2012). “How Audiences Use Social Media to Navigate Crisis Information.” *Communication Currents: Knowledge of Communicating Well*, 7(3), National Communication Association.
- **Yan Jin** (2010). “At the Fork of the Road: A Research Review of Public Relations in China (2003-2008).” *Media Asia*, 36(2), 63-71.
- **Yan Jin** (2010). “Under Pressure: Coping with Stress from Work-Life Conflict.” *Public Relations Tactics*.

Awarded Grant Projects

Total To Date: \$1.69M

Total Direct To Date: \$268.21K

- Co-Principal Investigator, “Social Media Influencers, Emotional Flow, and Elevation Uplift Narrative Persuasion on Mental Health Prosocial Communication: A Media Psychophysiology Approach.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$5K, 2023-2024. [PI: Yen-I Lee]
- Principal Investigator, “The Power of Myth and Truth: Uncovering the History and Growing Role of Native Americans in Public Relations.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$7.04K [direct], 2022-2023. [Co-PIs: Shelley Spector and Taylor Voges]
- Co-Principal Investigator, “Combatting Infodemics through Evidence-based Misinformation Management Strategies” (75F40121C00088). Food and Drug Administration (FDA): total \$224.478K [direct \$156.222K], 2021-2024. [PI: Brooke Liu]
- External Collaborator and Advisory Member, “COVID-19 Voices in Finnish News Media in the Global Context: A Comparative Study of News Media’s Roles and Public Perceptions in Pandemic Communications across Five Countries.” Grant awarded by Helsinki Sanomat Foundation in Finland to Jyväskylä University School of Business & Economics (JSBE) at University of Jyväskylä: €150K (\$184K), 2021-2022. [PI: Chiara Valentini]
- Principal Investigator, “Ethical and Effective Multi-Agency Public Crisis Communications: Lessons Learned from Recent U.S. History and through the Lens of Practitioners Who Fought in the Trench Warfare against the COVID-19 Pandemic.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4.5K [direct], 2020-2021. [Co-PIs: Shelley Spector and Lashonda Eaddy]
- Principal Investigator, “What Makes Social Movement Campaigns Go Viral on Social Media? The Role of Narrative Features and Cultural Influences.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4K [direct], 2019-2020. [Co-PIs: Yen-I Lee and Xuerong Lu]

- Co-Principal Investigator, “Misinformation Vulnerabilities among Elderly during Disease Outbreaks.” WhatsApp Research Awards for Social Science and Misinformation: \$49.614K, 2019-2020. [PI: Santosh Vijaykumar]
- Co-Principal Investigator, “Understanding the Social Media Engagement and Relationship Outcomes of Mobile Corporate Social Responsibility (mCSR): A Comparative Study.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4K, 2017-2018. [PI: Alice Yang Cheng]
- Principal Investigator, “Factors Affecting Production and Spread of Crisis Information during Infectious Disease Outbreaks (IDOs): Insider Insights on the Risk Amplification through Media Spread (RAMS) Model.” Pilot funds from Owens Institute for Behavioral Research (OIBR), UGA: \$4.4K [direct], 2017.
- Co-Principal Investigator, “Misinformation in Times of Crisis.” Grant from Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands: €3,080 (\$3K), 2017. [PI: Toni G.L.A. van der Meer]
- Co-Principal Investigator, “Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication.” Seed grant from Hussman School of Journalism and Media Research Center, University of North Carolina-Chapel Hill: \$5K, 2017-2018. [PI: Lucinda Austin; Co-PI: Brooke Liu]
- Principal Investigator, “Yesterday is Tomorrow: How History Informs Ethical Crisis Communication.” Grant from Arthur W. Page Center for Integrity in Public Communications: \$10K [direct], 2016-2017. [Co-PIs: Shelley Spector, Bryan Reber, and Lucinda Austin]
- Principal Investigator, “Getting the Word Out about Zika: Visuals, Text, Fear, and Reassurance.” Ad hoc research fund from Department of Advertising and Public Relations, UGA: \$2K [direct], 2016.
- Co-Principal Investigator, “Crisis Information Generation and Spread: Examining the Influence of Traditional and Social Media in Ethical and Effective Crisis Response and Recovery.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$3K, 2013-2014. [PI: Lucinda Austin]
- Principal Investigator, “Creating a Center for Media+Health: A Collaborative Hub for Health Communication Science and Practice.” Quest Innovation Fund, President’s Office, VCU: \$50K [direct], 2013- 2014. [Co-PIs: Marcus Messner, Ernest Martin, and Scott Sherman]
- Lead Investigator, “Social Media During Disasters.” Grant from U.S. Department of Homeland Security (DHS) through the National Consortium for the Study of Terrorism and Responses to Terrorism (START), University of Maryland: \$165K, 2013-2014. [PI: Brooke Liu]
- Co-Principal Investigator, “Ethics in Business Crisis Communication: Unearthing Organizational Factors that Influences the Adoption of Ethical Stances during Crises.” C. R. Anderson Research Fund (CRARF), Association for Business Communication (ABC): \$3.354K, 2012-2014. [PI: Augustine Pang] (2016 Exemplary Work Recognition, C.R. Anderson Research Fund)
- Lead Investigator, “Cross-Cultural Study: Leadership in Public Relations.” Plank Center for Leadership in Public Relations: \$50K, 2011-2012. [PIs: Bruce Berger and Juan Meng]
- Co-Investigator, “Refining Entertainment Education for Cancer Literacy in African American Women” (1R01CA129420-01A2). National Cancer Institute, National Institutes of Health: total \$887K [direct \$18K], 2009-2011. [PI: May Kennedy]
- Principal Investigator, “Emotional Leadership as a Key Dimension of PR Leadership: A Strategic Conflict Management Perspective.” Plank Center for Leadership in Public Relations: \$7.32K [direct], 2007-2008.
- Principal Investigator, “Effects of Different Emotions on Publics' Responses in Crisis.” College of Humanities and Sciences Scholarship Enhancement Awards, VCU: \$4.34K [direct], 2007-2008.

Research Affiliations

- Affiliated Researcher, Cognitive and Health Infodemics Research Programme (CHIRP), Northumbria University, Newcastle upon Tyne, UK, 2022-present
- U.S. Project Lead, European Public Relations Education and Research Association (EUPRERA) COM-COVID Network, 2020-present
- Co-Founder, Crisis Communication Think Tank (CCTT), UGA, 2018-present
- Faculty Affiliate, Owens Institute for Behavioral Research (OIBR), UGA, 2016-present

- Associate Director, Center for Health and Risk Communication (CHRC), UGA, 2014-present
- Affiliated Researcher, National Consortium for the Study of Terrorism and Responses to Terrorism (START), University of Maryland, 2013-present
- Graduate Faculty (appointment type: temporary member/committee), University of Alabama, 2019-2025
- Affiliate Faculty, Richard T. Robertson School of Media & Culture, VCU, 2014-present
- Advisory Board Member, Center for Media+Health, VCU, 2014-2016

International Visiting Scholarships

- Visiting Fellow, Jyväskylä University School of Business & Economics, Jyväskylä, Finland, Summer, 2022
- Visiting Scholar, Department of Psychology, Northumbria University, Newcastle upon Tyne, UK, November 4, 2019
- Visiting Fellow, Università IULM, Milan, Italy, November 6, 2018
- Visiting Professor of Communication Science, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands, October 3-6, 2016
- Visiting Scholar, School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong, June 5, 2014

Refereed Conference Papers

[Listed below are conference papers since joining UGA.]

- Wenqing Zhao, Xuerong Lu, **Yan Jin**, and Toni van der Meer. (2023, August). “Pushing Hands and Buttons: The Effects of Corporate Social Issue Stance Communication and Online Comment (In)Civility on Publics’ Emotional and Behavioral Responses.” Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington D. C.
- Xuerong Lu and **Yan Jin**. (2023, May). “There Is a Time for Everything in Organizational Corrective Communication: The Effects of Correction Placement Timing and Refutation Detail Level on Combating Crisis Misinformation.” International Communication Association (ICA) Conference, Toronto, Canada.
- Chiara Valentini, Elanor Colleoni, **Yan Jin**, and Sung In Choi. (2023, May). “Public’s Health Information Consumption During a Prolonged Pandemic: The Competing Roles of Journalists and Digital Influencers and Their Effects in Combating Message Fatigue.” ICA Conference, Toronto, Canada.
- Karen Robayo Sanchez, **Yan Jin**, and Vivian Medina-Messner (2023, March). “How Hispanic and Latino Young Adults Respond to COVID-19 Crisis Information on Social Media: Opportunities of Overcoming Digital Inequality Threat to Public Health.” International Public Relations Research Conference (IPRR), Orlando, FL.
- LaShonda Eaddy, Aravind Sesagiri Raamkumar, Santosh Vijaykumar, **Yan Jin**, Xuerong Lu, and Swati, Sharma. (2022, October). “The Trust Factor: Rethinking Multinational Companies’ & Health Organizations’ Impact on Public Health and Safety Crises.” The 9th European Communication Conference (ECC), Aarhus, Denmark.
- Elise Karinshak, Cameron Shook, Morgan Ford, Taylor Voges, **Yan Jin**, Bryan Reber, and Seth Arenstein. (2022, October). “Expectations versus Reality: How Crisis Statement Essentials Are Evaluated by Gen Z Stakeholders and Crisis Managers.” The 9th ECC, Aarhus, Denmark.
- Elise Karinshak and **Yan Jin**. (2022, September). “Knowing Thy Enemy and Fight the Good Fight: A Futurist Framework for Communication Management in Response to Disinformation Campaigns Driven by Emerging AI Technologies.” The European Public Relations Education and Research Association (EUPRERA) Annual Congress, Vienna, Austria. **Journal of Communication Management Emerald Professional Impact Award.**
- Ja Kyung Seo and **Yan Jin**. (2022, August). “Mask-wearing as an Unspoken Statement of One’s Identity during the COVID-19 Pandemic.” AEJMC Conference, Detroit, MI.
- Taylor Voges, Solyee Kim, LaShonda Eaddy, Jeonghyun (Janice) Lee, Sara Ervin, **Yan Jin**, Bryan Reber, and Seth Arenstein. (2022, May). “Threat Assessments and Organization Resources for DEI and Ethics: Practitioner Insights on Sticky Crises.” ICA Conference, Paris, France.

- Taylor Voges, **Yan Jin**, LaShonda Eaddy, and Xuerong Lu. (2022, May). “Responding to Fire Ignited from Outside: Explicating “Crisis Spillover” through the Multi-Layered Lens of Organizational Crisis Communication.” ICA Conference, Paris, France.
- Ivanka Pjesivac, Leslie Klein, Wenqing Zhao, Xuerong Lu, and **Yan Jin**. (2022, May). “Factors that Impact COVID-19 Conspirational Beliefs and Health-Related Behaviors.” ICA Conference, Paris, France.
- Sung In Choi, Sungsu Kim, **Yan Jin**, Chiara Valentini, Mark Badham, Stefania Romenti, and Elanor Colleoni. (2022, May). “Trust and Cultural Factors Shaping COVID-19 Vaccination Intentions across Six Countries.” ICA Conference, Paris, France.
- LaShonda Eaddy, Santosh Vijaykumar, Xuerong Lu, **Yan Jin**, Aravind Sesagiri Raamkumar, and Swati Sharma. (2022, March). “Trust: The Shrouded Public Health Threat.” International Crisis and Risk Communication Conference (ICRCC), Orlando, FL.
- Youngji Seo, Wenqing Zhao, Sung In Choi, **Yan Jin**, Brittany Shivers, and Elise Karinshak. (2022, March). “How Emotional Appeals in Health Promotion Messages and User-generated Comments Impact COVID-19 Vaccination Intention: The Mediating Role of Psychological Reactance.” IPRRC, Orlando, FL.
- Sung In Choi, **Yan Jin**, Chiara Valentini, Mark Badham, and Sungsu Kim. (2022, March). “How Diverse Publics’ Perceptions of Health Information Channel Credibility and COVID-19 Risk Impacted Their Preventive Behavioral Intention: Insights from a U.S. National Survey.” IPRRC, Orlando, FL.
- **Yan Jin**, Silvia Ravazzani, Alessandra Mazzei, Alfonsa Butera, Bryan Reber, Youngji Seo, Hyoyeun Jun, Amisha Mehta, and Jacob Riley. (2021, September). “Naivety or Carelessness? A Study on Individuals’ Resistance to Health Risk Communication and Health Risk Prevention.” European Communication Conference (ECC). [virtual]
- Farrah Youn-Heil and **Yan Jin**. (2021, August). “A New Conceptual Model for Understanding Interracial Communication Apprehension: How Does Racial Representation in Television-Entertainment Media Impact Interracial Conversation?” AEJMC Virtual Conference.
- Taylor Voges, LaShonda Eaddy, Shelley Spector, and **Yan Jin**. (2021, August). “Effective Health Risk Communications: Lessons Learned about COVID-19 Pandemic through the Lens of Practitioners.” AEJMC Virtual Conference.
- Taylor Voges, **Yan Jin**, Xianyan Chen, and Bryan Reber. (2021, May). “Strategic Decision-Making for Public Relations: Determining the Importance of Contingency Theory Factors through a Conjoint Analysis.” Virtual ICA Conference.
- Taylor Voges, LaShonda Eaddy, Shelley Spector, and **Yan Jin**. (2021, May). “Tracing the Caring Relationships Found Within Three Virus Outbreaks: A Public Health Communications Perspective.” Virtual ICA Conference.
- Yen-I Lee, Xuerong Lu, and **Yan Jin**. (2021, May). “The Roles of Perceived Uncertainty of Crisis Responsibility and Attribution-based Crisis Emotions on Publics’ Information Seeking about an Organizational Crisis.” Virtual ICA Conference.
- Amisha Mehta, Hyoyeun Jun, Youngji Seo, **Yan Jin**, and Jacob Riley. (2021, May). “Uncovering Layers in Health Risk Communication: The Roles of Risk Tolerance, Message Fatigue, and Trust.” Virtual ICA Conference.
- Yen-I Lee, Xuerong Lu, and **Yan Jin**. (2021, May). “The Effects of Responding Strategy with Crisis Narratives on Effectiveness of Communicating Ongoing Crisis of Sexual Harassment.” Virtual ICA Conference.
- Sung In Choi, Kyu Ha Choi, and **Yan Jin**. (2021, May). “Infectious Disease Risk (IDR) Perception and Prospective Tourists’ Travel Intention to a Mega-Sport Event Host Country: The Mediating Role of Risk Information Seeking.” Virtual ICA Conference.
- Xuerong Lu, Yen-I Lee, and **Yan Jin**. (2021, March). “Understanding the Role of Crisis Narratives in the Virality of #MeToo Movement Messages: Insights from Large-scale Twitter Data.” ICRCC. [virtual conference]
- Candace Parrish, LaShonda Eaddy, and **Yan Jin** (2020, September). “Controversial Fashion and Corporate Crisis Learning: An Analysis of the Recent History of Diversity-Related Crisis Events in the Global Fashion Industry.” The Corporate Communication International (CCI) Conference on Corporate Communication, Milan, Italy. [virtual conference]

- Taylor Voges, W. Scott Guthrie, **Yan Jin**, and Bryan Reber (2020, September). “Best Practices for Corporate Communication Research Collaboration between University Research Groups and Industry Businesses and Organizations: A Structure and Function Analysis.” The CCI Conference on Corporate Communication, Milan, Italy. [virtual conference]
- **Yan Jin**, Toni van der Meer, Yen-I Lee, and Xuerong Lu. (2020, May). “The Effects of Corrective Communication and Employee Backup on the Effectiveness of Fighting Crisis Misinformation.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Yen-I Lee and **Yan Jin**. (2020, May). “The Strategic Role of Visuals and Cultural Appeals in Help-Support Campaigns: Engaging Chinese Immigrants in Depression Communication on Social Media.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Xuerong Lu, Yen-I Lee, **Yan Jin**, and Toni van der Meer. (2020, May). “To Vet, or Not: That Is the Process: Scale Development for Measuring Individuals’ Information Vetting.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Brooke Liu, **Yan Jin**, Lucinda Austin, Erica Kuligowski, and Camila Young. (2020, March). “Advancing Crisis Communication Effectiveness: Integrating Crisis Communication and Social Media Scholarship with Practice.” ICRCC, Orlando, FL.
- Xuerong Lu and **Yan Jin**. (2020, March). “Integrating Strategy and Dosage: A New Conceptual Formula for Assessing Intended and Unintended Effects of Health Risk Communication.” ICRCC, Orlando, FL.
- LaShonda Eaddy, Lucinda Austin, Xuerong Lu, and **Yan Jin**. (2020, March). “True or False: How Parents Decide to Seek, Vet, or Share Infectious Disease Outbreak Information.” ICRCC, Orlando, FL.
- Sung In Choi, Jingyu Zhang, and **Yan Jin**. (2020, March). “The Effects of Threat Type and Gain-Loss Framing on At-Risk Publics’ Responses to Environmental Risk Communication.” IPRRC, Orlando, FL.
- **Yan Jin**, Silvia Ravazzani, Bryan Reber, Alessandra Mazzei, Jacob Riley, Hyoyeun Jun, Youngji Seo, Alfonza Butera, and Amisha Mehta. (2019, October). “Resistance to Change Is Futile? The Quest for Understanding Psychological Barriers in Health Risk Communication: Insights from a National Survey in the U.S.” The 6th International Crisis Communication Conference (Crisis6), Leeds, UK.
- Augustine Pang, **Yan Jin**, Youngji Seo, Sung In Choi, Hui-Xun Teo, Phuong D. Le, and Bryan Reber. (2019, October). “Use of Strategic Silence in Crisis Communication: Examining Publics’ Perceptions, Acceptance, and Evaluation of Organizational Reputation.” Crisis6, Leeds, UK.
- **Yan Jin**, Alessandra Mazzei, Bryan Reber, Silvia Ravazzani, Jacob Riley, Hyoyeun Jun, Youngji Seo, and Alfonza Butera. (2019, September). “The Problem of Tolerable Risks and Resistance to Change: A Conceptual Model for Overcoming Hidden Barriers for Strategic Risk.” European Public Relations Education and Research Association (EUPRERA) Congress, Zagreb, Croatia.
- Sungsu Kim, **Yan Jin**, and Bryan Reber. (2019, September). “The Effects of Psychological Distance on Publics’ Response to an Organizational Crisis: An Exploratory Approach of Construal Level.” EUPRERA Congress, Zagreb, Croatia.
- Xuerong Lu, **Yan Jin**, and Taeyeon Kim. (2019, August). “Information Vetting as a Key Component in Social-mediated Crisis Communication: An Exploratory Study.” AEJMC Conference, Toronto, Canada.
- Irina Iles, Yan Jin, Lucinda Austin, and Brooke Liu (2019, April). “Coping with Outbreaks: Toward an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication.” D.C. Health Communication Conference, Washington, DC.
- Hyoyeun Jun and **Yan Jin**. (2019, March). “Health Risk Tolerance as a Key Determinant of (Un)willingness to Behavior Change: Conceptualization and Scale Development.” ICRCC, Orlando, FL.
- Xuerong Lu, **Yan Jin**, LaShonda Eaddy, Lucinda Austin, Brooke Liu, and Toni van der Meer. (2019, March). “Crisis Information Vetting in Social-Mediated Crisis and Risk Communication: A Conceptual Framework.” ICRCC, Orlando, FL.
- Lucinda Austin, Glen Cameron, Matt Harrigan, **Yan Jin**, Timothy Sellnow, and Toni van der Meer. (2019, March). “A Framework for Understanding Misinformation and Rumor: Analysis of Social Media Crises and Misinformation Characteristics.” ICRCC, Orlando, FL.
- Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim. (2018, October-November). “Understanding Public Response to Infectious Disease Threats: How Emotional Coping Drives Information Seeking and Protective Action Taking Behaviors in Public Health Crises.” ECC, Lugano, Switzerland.

- Itsaso Manias Muñoz, **Yan Jin**, and Bryan Reber. (2018, October-November). "International Delphi Study on Crisis Communication Research and Education." ECC, Lugano, Switzerland.
- Lucinda Austin, Brooke Liu, Seoyeon Kim, and **Yan Jin**. (2018, August). "Exploring Differences in Crisis Literacy and Efficacy on Behavioral Responses during Infectious Disease Outbreaks." AEJMC Conference, Washington, DC.
- Sungsu Kim, **Yan Jin**, and Bryan Reber. (2018, July). "Crisis Nearby or Faraway: Exploring the Influences of Psychological Distance of Crisis." International Public Relations Research Symposium (BledCom), Bled, Slovenia.
- Lucinda Austin, Brooke Liu, **Yan Jin**, and Seoyeon Kim. (2018, July). "How Publics Respond During Infectious Disease Outbreaks: Blame and Information Seeking." BledCom, Bled, Slovenia.
- LaShonda Eaddy, Shelley Spector, Lucinda Austin, **Yan Jin**, Bryan Reber, Camila Espina, Miquel Morales, and Rosanna Plasencia. (2018, July). "Public Relations during Financial Crises: How Lessons from the Great Depression Informed Responses to the Great Recession?" International History of Public Relations Conference, Bournemouth University, Dorset, UK.
- **Yan Jin**, Lucinda Austin, Santosh Vijaykumar, Hyoyeon Jun, and Glen Nowak. (2018, May). "Communicating about Infectious Disease Threats (IDTs): Insights from Public Health Information Officers (PIOs)." ICA Conference, Prague, Czech Republic.
- **Yan Jin**, Lucinda Austin, LaShonda Eaddy, Shelley Spector, Bryan Reber, and Camila Espina. (2018, May). "How Financial Crisis History Informs Ethical Corporate Communication: Insights from Public Relations Leaders." ICA Conference, Prague, Czech Republic.
- Alice Yang Cheng, **Yan Jin**, Flora Hung-Baesecke, and Yi-Ru Regina Chen. (2018, May). "Mobile CSR Activities in Crises: An Examination of Gratifications, CSR Motives, Social Media Use on Mobile Devices, and Relationship Outcomes." ICA Conference, Prague, Czech Republic. **PR Division Best Faculty Paper**
- Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim. (2018, May). "Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication." ICA Conference, Prague, Czech Republic.
- Wenbo Li, Glen Nowak, **Yan Jin**, and Michael Cacciatore. (2018, May). "Media Portrayal of China's First HPV Vaccine: A Content Analysis." ICA Conference, Prague, Czech Republic.
- Brooke Liu, Lucinda Austin, and **Yan Jin**. (2018, March). "Telling the Tale: The Role of Narrative Persuasion in Helping People Respond to Crises." ICRCC, Orlando, FL.
- Sungsu Kim and **Yan Jin**. (2018, March). "The Influences of Temporal Distance toward Organizational Threat on Publics' Responses in the Context of Health Crisis." IPRRC, Orlando, FL. **The International ABERJE Award**
- Toni van der Meer and **Yan Jin** (2018, February). "Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source." Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- **Yan Jin**, Juan Meng, and Bruce Berger. (2017, October). "Effective Crisis Communication Leadership: Key Dimensions and Predictors Assessed by Global Communication Leaders." The 5th International Crisis Communication Conference (Crisis5), Lisbon, Portugal.
- Sungsu Kim, **Yan Jin**, Bryan Reber, Augustine Pang, and Glen T. Cameron. (2017, October). "The Publics' Response Continuum in Crisis Communication: Extending the Contingency Theory of Strategic Conflict Management." Crisis5, Lisbon, Portugal.
- **Yan Jin** and Augustine Pang. (2017, September). "Hope and Pride as Antidotes to Negative Crisis Emotions: Integrating 'Halo' in Temporal Framing in Crisis Communication." The CSR (Corporate Social Responsibility) Communication Conference, Vienna, Austria.
- Yen-I Lee and **Yan Jin**. (2017, August). "Crisis Information Seeking and Sharing (CISS): Scale Development for Measuring Publics' Communicative Behavior in Social-Mediated Public Health Crises." AEJMC Conference, Chicago, IL.
- Yuan Zhang, Yifeng Lu, **Yan Jin**, and Yubin Wang. (2017, August). "Individualizing Depression Responsibilities on Chinese Social Media: Analyzing the Weibo Framing of Three Key Players." AEJMC Conference, Chicago, IL. **International Communication Division Asian Journal of Communication Best Paper Award**

- Hanyoung Kim, Sungsu Kim, and **Yan Jin**. (2017, August). “Consideration of Future Consequences and Persuasion: The Processing of Message about Intertemporal Behaviors.” AEJMC Conference, Chicago, IL.
- Juan Meng, **Yan Jin**, Yen-I Lee, and Solyee Kim. (2017, August). “Integrating Web and Social Analytics into Public Relations Research Course Design: A Longitudinal Pedagogical Research on Google Analytics Certification.” AEJMC Conference, Chicago, IL. **PR Division Top Teaching Paper Award**
- **Yan Jin**, Shelley Spector, Bryan Reber, Lucinda Austin, LaShonda Eaddy, Camila Espina, Miquel Morales, and Rosanna Plasencia. (2017, June). “Treading Troubled Water: Lessons from Public Relations Practice in the Great Depression.” CCI Conference on Corporate Communication, New York, NY.
- Joost W. M. Verhoeven and **Yan Jin**. (2017, June). “Organizational Conflicts and Emotions on Social Media.” CCI Conference on Corporate Communication, New York, NY.
- Sungsu Kim, Ivanka Pjesivac, and **Yan Jin**. (2017, May). “Effects of Message Framing on Influenza Vaccination: Understanding the Role of Risk Disclosure, Perceived Vaccine Efficacy, and Felt Ambivalence.” ICA Conference, San Diego, CA.
- **Yan Jin**, Yen-I Lee, Jeanine Guidry, Marcus Messner, Shana Meganck, and Jay Adams. (2017, March). “Coping with Zika: How Health Crisis Appraisal Predicts Intended Preventive Behavior.” ICRCC, Orlando, FL.
- Wenbo Li, **Yan Jin**, and Glen Nowak. (2017, March). “News Media Portrayal of HPV Vaccine Before Its First Implementation in China: A Content Analysis.” ICRCC, Orlando, FL.
- LaShonda Eaddy, John Brummette, and **Yan Jin**. (2017, March). “Repeat Crises: How Crisis History Affects Stakeholder Attributions and Coping.” IPRRC, Orlando, FL.
- Augustine Pang and **Yan Jin**. (2016, October). “How Crisis Managers Define Ethical Crisis Communication Practice: A Comparative Study of Public Relations Practitioners in East and West.” Association for Business Communication (ABC) International Conference, Albuquerque, NM.
- Lucinda Austin and **Yan Jin**. (2016, October). “Approaching Ethical Crisis Communication with Accuracy and Sensitivity: Exploring Common Ground and Gaps between Journalism and Public Relations.” Best of *Public Relations Journal* presentation. Public Relations Society of America (PRSA) International Conference, Indianapolis, IN. **Best of Public Relations Journal Award**
- **Yan Jin**, Jeanine Guidry, Caroline Orr, Bart Wojdyski, Yen-I Lee, Jay Adams, Marcus Messner, Shana Meganck, and Kellie Carlyle. (2016, September-October). “Getting the ‘Picture’ Out About Zika: Effects of Framing, Image Type and Source on Emotions and Intended Preventive Behaviors.” EUPRERA Congress, Groningen and Amsterdam, Netherlands.
- Jeanine Guidry, Caroline Orr, Kellie Carlyle, Marcus Messner, **Yan Jin**, and Karen Freberg. (2016, September-October). “Welcome Or Not: Comparing The #Refugees Conversation on Instagram and Pinterest.” EUPRERA Congress, Groningen and Amsterdam, Netherlands.
- Itai Himelboim, Glen Nowak, Santosh Vijaykumar, and **Yan Jin**. (2016, August). “The Spread of Zika Twitter Conversation: The Role of Content Amplifiers.” Centers for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Yen-I Lee, **Yan Jin**, and Glen Nowak. (2016, August). “Inseparable Duos: The Effects of Message Framing and Presentation on College Students’ Responses to Flu Vaccine Public Service Advertisements.” AEJMC Conference, Minneapolis, MN.
- **Yan Jin**, Yuan Zhang, Yen-I Lee, and Yunbing Tang. (2016, June). “The Effects of News Framing and Issue Attribution on Chinese College Students’ Responses to Depression Coverage.” ICA Conference, Fukuoka, Japan.
- Yi-Ru Regina Chen, Alice Yang Cheng, **Yan Jin**, Flora Hung-Baesecke, and Chunxiao Li. (2016, June). “Corporate WeChat Communication in China: Examining Institutional Factors, Media Richness, Content Type, and Public Engagement.” ICA Conference, Fukuoka, Japan.
- Itai Himelboim, Bryan Reber, and **Yan Jin**. (2016, April). “Informing Crisis Communication Preparation and Response through Network Analysis: Social Mediators and Mediated Content in Airlines’ Twitter Networks.” International Network for Social Network Analysis Meeting, Newport Beach, CA.
- **Yan Jin**, Lucinda Austin, Jeanine Guidry, and Candace Parrish. (2016, March). “Picture This and Take That: Strategic Crisis Visuals and Visual Social Media in Crisis Communication.” ICRCC, Orlando, FL.

- LaShonda Eaddy and **Yan Jin**. (2016, March). “Crisis History Tellers Matter: The Effects of Crisis History and Crisis Information Source on Publics’ Cognitive and Affective Responses to Organizational Crisis.” IPRRC, Miami, FL.
- Jeanine Guidry, Caroline Orr, Sungsu Kim, Michael Cacciatore, **Yan Jin**, and Marcus Messner. (2016, March). “Dissecting the Root of Vaccine Misinformation on Pinterest: Examining Anti-Vaccine Organizations’ Conflict Strategies and Risk Communication.” IPRRC, Miami, FL. **The International ABERJE Award**
- Jeanine Guidry, Sungsu Kim, **Yan Jin**, Yuan Zhang, and Caroline Orr. (2015, October-November). “Depressed on Pinterest: How Pinterest Users Respond to Pins About Depression in the Light of Social Support and Coping.” American Public Health Association Conference, Chicago, IL.
- **Yan Jin** and Lucinda Austin. (2015, October). “A Cocreative Approach to Social Mediated Crisis Communication: Communicating Health Crises Strategically on Social Media.” The 4th International Crisis Communication Conference (Crisis4), Helsingborg, Sweden.
- Augustine Pang and **Yan Jin**. (2015, October). “Contingency Theory of Strategic Conflict Management: From a ‘Grand’ Theory of Public Relations to Dominant Crisis Theory.” Crisis4, Helsingborg, Sweden.
- **Yan Jin**, Augustine Pang, Glen T. Cameron, Bryan Reber, and Fritz Cropp. (2015, October). “Mapping Contingency Factors in Public Relations Practice: A Conjoint Approach to the Contingency Theory of Strategic Conflict Management.” EUPRERA Congress, Oslo, Norway.
- **Yan Jin**, Yuan Zhang, Yen-I Lee, Ernest Martin, and Joshua Smith. (2015, August). “The Effects of Framing and Attribution on Individuals’ Responses to Depression Coverage.” AEJMC Conference, San Francisco, CA.
- Itai Himelboim, **Yan Jin**, Bryan Reber, and Patrick Grant. (2015, August). “Informing Crisis Communication Preparation and Response Through Network Analysis: An Elaboration of the Social-Mediated Crisis Communication model.” AEJMC Conference, San Francisco, CA.
- Glen Nowak and **Yan Jin**. (2015, March). “When the Trouble Is Doubled: An Assessment of the Center for Disease Control and Prevention’s Ebola Communication and Reputational Crisis Management.” ICRCC, Orlando, FL.
- Bob Gilbreath, **Yan Jin**, and Jih-Syuan Lin. (2015, June). “Motivations and Choices for Information Seeking and Sharing on Different Social Media Platforms: A Comparison of Pinterest, Instagram and Facebook.” CCI Conference on Corporate Communication, New York, NY.
- Shana Meganck, Lauren Stewart, and **Yan Jin**. (2015, June). “Engaging Alumni Mindfully: Building Organic Connection Between Capacity, Communication Quality and Donor Relations.” CCI Conference on Corporate Communication, New York, NY.
- **Yan Jin**, Julia Fraustino, and Brooke Liu. (2015, May). “The Scared, the Outraged, and the Anxious: How Crisis Emotions, Involvement, and Demographics Predict Publics’ Conative Coping.” ICA Conference, San Juan, PR. **PR Division Top Five Best Faculty Paper**
- Lucinda Austin and **Yan Jin**. (2015, May). “Media Professionals’ Views of Ethical Social Media Engagement during Crises.” The Preconference: Ethical Stakeholder Engagement: A Showcase of Projects from the Arthur W. Page Center. ICA Conference, San Juan, PR.
- Yuan Zhang, **Yan Jin**, Jeannette Porter, and Sean Stewart. (2015, May). “Framing Responsibility for Depression: How U.S. News Media Attribute Causal and Problem-Solving Responsibilities When Covering a Major Public Health Issue.” ICA Conference, San Juan, PR.
- Jeanine Guidry, Linda Haddad, **Yan Jin**, Yuan Zhang, and Jerome Niyirora. (2015, April). “Waterpipe Tweeting: How People Talk about Waterpipe Smoking and Its Risks on Twitter.” D.C. Health Communication Conference, Fairfax, VA.
- Jeanine Guidry, Yuan Zhang, **Yan Jin**, and Candace Parrish. (2015, April). “Communicating Depression on Pinterest: Portrayals of Depression and Why Public Relations Practitioners Should Care.” Southern States Communication Association Conference, Tampa, FL.
- Lucinda Austin, **Yan Jin**, and Brooke Liu. (2015, March). “Crisis Information Generation and Spread: Examining the Influence of Traditional and Social Media in Crisis Response and Recovery.” IPRRC, Miami, FL. **Boston University Award for the Top Paper About PR and the Social and Emerging Media**

- Jeanine Guidry, Marcus Messner, **Yan Jin**, Shana Meganck, and Jerome Niyirora. (2015, March). “#Ebola on Instagram: How Health Organizations Address the Health Crisis in Their Visual Social Media Engagement.” IPRRC, Miami, FL. **IPR Top Three Papers of Practical Significance Award**
- Yen-I Lee and **Yan Jin**. (2015, February). “Media Platforms, Health Interests, and Individual Factors in Predicting Health Mobile App Use: A Conceptual Framework.” The Media+Health Symposium at Virginia Commonwealth University, Richmond, VA.
- Yuan Zhang and **Yan Jin**. (2014, November). “Framing Responsibilities for Depression: How Chinese and U.S. Newspapers Attribute Causal and Problem-Solving Responsibilities When Covering a Major Public Health Threat.” National Communication Association (NCA) Conference, Chicago, IL.
- Jeanine Guidry, Yuan Zhang, and **Yan Jin**. (2014, October). “Framing Public Health Issues with Images: How Pinterest Tells Stories of Depression.” Digital Disruption to Journalism and Mass Communication Theory Conference, Brussels, Belgium.

Invited Presentations and Talks at Academic/Professional Meetings

International

- **Yan Jin** (co-chair and discussant). “Leading Strategic Communication through Turbulent Times: How the Contingency Theory Advances Practice in the Management of Crises, Conflicts and Complex Public Relations Issues.” Public Relations Division, International Communication Association (ICA) Conference. May 26, 2023. Toronto, Canada.
- **Yan Jin** (lead speaker). “Doing More Good with the ‘Trust’ Capital? The Role of Business in Pandemic Communication.” Pandemic Communication Seminar. May 22, 2023. Helsinki, Finland.
- **Yan Jin** (invited speaker). “Crisis Communication” Webinar, Logeion, Netherlands. May 8, 2023. [virtual]
- **Yan Jin** (invited panelist). “The Role of Emotion in Crisis Communication and Strategic Conflict Management.” Emotions Webinar/Ethics Month, Global Alliance. February 16, 2023. [virtual]
- Taylor Voges, LaShonda Eaddy, **Yan Jin**, Xuerong Lu, and Christen Buckley. “Refining the Definition of Crisis Spillover: Reconceptualization and Insight Generation via an Expert Panel”, in Research Symposium “The Spillover Effect of Crises: Understanding When and Why Crises Spread from One Organization to Another”. Erasmus University, Rotterdam, the Netherlands. November 11, 2022. [virtual]
- **Yan Jin** (invited speaker). “Communication Management in Public Health Crisis.” Sydney Lecture Series (Organizer: M. Kent). October 28, 2022. [virtual]
- **Yan Jin** and Chiara Valentini. “Coping with Emotional Burnout and Uncertainty Fatigue: Managing Public Communication in COVID-19”, in Panel “How to Address Prolonged Crises via Ongoing Risk Communication: Multi-Country Insights from Empirical Studies on COVID-19 Pandemic Messaging and Public Responses” (Chair: C. Valentini). The 9th European Communication Conference (ECC). October 21, 2022. Aarhus, Denmark.
- Glen T. Cameron and **Yan Jin**. “Understanding and Leading through Crises: The Contingency Theory and Beyond.” Korean Academic Society of Public Relations (KASPR) Distinguished Lecture. October 6, 2022. [virtual]
- **Yan Jin**, Sung In Choi, Mark Badham, Chiara Valentini, and Sungsu Kim. “Feelings and Healings in Different Spaces and Phases: How Individuals Cope with the COVID-19 Threat Cognitively, Affectively and Conatively”, in Panel “One Global Pandemic, Many Divergent Citizens’ Responses: Public Attitudes Toward COVID-19 Vaccination” (Chair: S. Romenti). The European Public Relations Education and Research Association (EUPRERA) Annual Congress. September 21, 2022, Vienna, Austria.
- Chiara Valentini, **Yan Jin**, Elanor Colleoni, Stefania Romenti, and Sungsu Kim. “Dramatizing COVID-19: How Exposure to Biased Content from News Media and to Other Sources Shape Individuals’ Emotional Responses to Pandemic Information”, in Panel “One Global Pandemic, Many Divergent Citizens’ Responses: Public Attitudes Toward COVID-19 Vaccination” (Chair: S. Romenti). The EUPRERA Annual Congress. September 21, 2022, Vienna, Austria.
- **Yan Jin** (invited seminar speaker). “Effects of Social-Mediated Crisis Communication & (Mis)information Management: Insights from Theory-based Experimental Studies.” Jyväskylä University School of Business & Economics (JSBE), May 16, 2022. Jyväskylä, Finland.

- **Yan Jin** (invited speaker). “Crisis (Mis)information Management: Theoretical and Practical Insights from the Perspective of Strategic Communication.” CRITICAL AI and Crisis Interrogatives (CRAI-CIS) Research Lab, Aalto University. May 11, 2022. Helsinki, Finland.
- **Yan Jin** (invited panelist). “Fighting Misinformation and Managing Conflicts in Public Crisis Communication: Lessons Learned from Recent U.S. History and Current COVID-19 Pandemic”, in Panel “Distant but connected. The communication and social aspects of COVID-19” (Chair: S. Jedrzejewski). The 8th ECC. September 8, 2021 [virtual].
- **Yan Jin** (invited panelist). “Managing the (Un)controlled Burn: Crisis Fighters’ Ongoing Battle against Pandemic-Infodemic Dual Threat”, in “How Public Relations Contributed to Fighting the Pandemic: Lessons from the Application of Crisis and Risk Communication” (Chairs: W. T. Coombs and S. J. Holladay). BledCom 2021 (the 28th International Public Relations Research Symposium). July 3, 2021 [virtual].
- **Yan Jin** (invited panel discussant). “Public Response to COVID-19 Communications from Government, Business and Media: A Cross-National Study” (Chair: C. Valentini). BledCom 2021. July 3, 2021 [virtual].
- Chiara Valentini, **Yan Jin**, Mark Badham, Sung In Choi, and Elanor Colleoni. “News Media Role in Public Knowledge of COVID-19: A Finnish, USA and Italian Comparative Study” in “Learnings from the COVID-19 Pandemic: Cross-cultural Differences in Risk and Crisis Communication Strategies” (Chairs: S. Romenti and A. Moreno). ICA Virtual Conference, May 2021.
- **Yan Jin** (keynote speaker). “‘Sticky Crisis’ Challenges: Advancing Theory and Practice in Managing Complex and Recurring Crisis Issues.” Keynote panel for #Crisis2021 series, Crisis Communication Section, European Communication Research and Education Association (ECREA), February 5, 2021. [virtual session]
- **Yan Jin** (invited panelist). “Risk and Health Communication in the Age of Social Media and the Roles of Pharma Companies and Their Employees in This Debate” at the “Informed and Protected” event. Sanofi Italia, November 6, 2018, Milan, Italy.
- **Yan Jin** and Bryan Reber. “Corporate Crisis Communication and Social Media.” Department of Journalism, University of Basque Country, October 24, 2017, Basque Country, Spain.
- **Yan Jin**. “Making Sense Sensibly and Vividly: The Strategic Role of Emotions and Visual Social Media in Crisis Communication.” Amsterdam School of Communication Research (ASCoR), University of Amsterdam, October 5, 2016, Amsterdam, Netherlands.
- **Yan Jin**. “Social-Mediated Crisis Communication and Public Emotions: Implications for CSR Communication.” Amsterdam School of Communication Research (ASCoR), University of Amsterdam, October 3, 2016, Amsterdam, Netherlands.
- **Yan Jin**. “The Role of Emotion in Crisis Communication.” *Communication Seminar Series*, School of Journalism and Communication, Chinese University of Hong Kong, June 5, 2014, Hong Kong.

Domestic

- **Yan Jin** (invited panelist). “Cross-national, Cross-Disciplinary, and Cross-institutional Collaboration: Scholarly Network in Public Relations.” Luncheon panel organized by Graduate Student Committee, Public Relations Division, AEJMC Conference, Detroit, MI. August 4, 2022.
- **Yan Jin** (invited panelist). “Meaningful Mentoring: Navigating Mentor-Mentee Relationships”, virtual mentorship panel sponsored by the Plank Center. Public Relations Division, AEJMC, April 27, 2022.
- **Yan Jin** (invited panelist). “Misinformation: How Can Communication Faculty Fight Back?” Virtual panel, Public Relations Division, AEJMC, February 17, 2022.
- **Yan Jin** (invited presenter). “Crisis Misinformation and Corrective Communication: Evidence-based Insights for Effective Infodemic Management.” Research Roundtable, Association for Business Communication (ABC) Annual International Conference, October 18-23, 2021. [virtual]
- **Yan Jin** (invited panelist). “PR in a Post-Pandemic World”, virtual luncheon organized by Graduate Student Committee, Public Relations Division, AEJMC Virtual Conference, August 6, 2021.
- Shelley Spector, LaShonda Eaddy, Taylor Voges, and **Yan Jin**. “The Role of PR in Protecting Public Health: A History of Pandemic Communications from the 1918 Flu to the 2020 Coronavirus.” Public

Relations Society of America (PRSA) International Conference, Nashville, TN, October 26-29, 2020.
[virtual conference]

- **Yan Jin** (invited panelist). “Communicating about and for Survival: Pre-conference Workshop for Emerging Crisis Communication Researchers.” National Communication Association (NCA) Conference, Baltimore, MD, November 13, 2019.
 - Shelley Spector, **Yan Jin**, and Bryan Reber (invited speakers). “Research Insights on Corporate Communications.” Aflac Inc., Columbus, GA, August 23, 2019.
 - **Yan Jin** (invited panelist). “Finding Your Niche.” Graduate Student Career Panel, PR Division, AEJMC Conference, Toronto, Canada, August 9, 2019.
 - **Yan Jin** (keynote speaker). “‘Sticky Crisis’ Challenges: Advancing Theory and Practice in Managing Complex and Recurring Crisis Issues.” International Crisis and Risk Communication Conference (ICRCC), Orlando, FL, March 11-13, 2019.
 - **Yan Jin**. “Examining Influences and Message Effects in Social-Mediated Crisis Communication.” UGA Department of Sociology Fall 2018 Colloquium Series, Athens, GA, September 21, 2018.
 - **Yan Jin**. “Crisis Emotions and Social-Mediated Crisis Communication.” Crisis Communication Think Tank (CCTT), Athens, GA, April 19, 2018.
 - **Yan Jin**, Cheryl Procter-Rogers, and Juan Meng. “Avoiding Minefields in a Crisis: A Global Perspective for PR Leaders.” PRSA International Conference, Atlanta, GA, November 9-10, 2015.
 - Hua Jiang, Hongmei Shen, and **Yan Jin**. “Coping Strategies for Practitioners in Management of Work-Life Conflicts.” PRSA International Conference, Atlanta, GA, November 9-10, 2015.
 - **Yan Jin**. “Building a Program of Research.” College of Nursing, University of Florida, Gainesville, FL, November 3-4, 2014.
 - **Yan Jin**. “Effective Communication in the Work Place.” The HIGHER Ground Women's Leadership Development Program, Virginia Commonwealth University, Richmond, VA, May 1, 2014.
 - Lucinda Austin and **Yan Jin**. “Social Media and Crisis Communication: Explicating the Social-Mediated Crisis Communication Model.” New Agendas Conference, Moody College of Communication, University of Texas-Austin, Austin, TX, April 3-5, 2014.
 - Brooke Liu, Julia Fraustino, and **Yan Jin**. “Social Media Use During Disasters.” National Communication Association (NCA) Conference, Washington D.C., November 21-24, 2013.
 - Marcus Messner, **Yan Jin**, Shana Meganck, Scott Quarforth, Sally Norton, and Vivian Medina-Messner. “140 Characters Towards a Better Health: An Exploration of the Twitter Engagement of Leading Nonprofit Communication.” PRSA International Conference, Philadelphia, PA, October 26-29, 2013. **Public Relations Research Showcase Presentations: Top Six Articles**
 - **Yan Jin**. “Developing Future Leaders.” Public Relations Leadership Summit in Honor of Betsy Plank, sponsored by The Plank Center for Leadership in Public Relations, IBM and Heyman Associates, Chicago, IL, November 1, 2012.
 - **Yan Jin**. “Publics’ Emotional Responses in Crises and Conflicts.” National Conference of State Legislatures staff sections, The Senate and House Clerks' Offices, Richmond, VA, October 13-15, 2011.
 - **Yan Jin**. “A Call for Identity: Public Relations’ Role in China’s Strategic Communication Education.” Panelist for “Public Relations Education in Pan-Chinese Regions: Curriculum Evolution and Program Development.” AEJMC Conference, San Francisco, CA, August, 2006.
 - **Yan Jin** and Augustine Pang. “Measuring the Emotions of Public Relations Practitioners.” Keynote talk invited by PRSA Chapter in Spokane, WA, September 29, 2005.
 - Augustine Pang, **Yan Jin**, and Glen T. Cameron. “Strategic Communication in Crisis Governance: Analysis of the Chinese Government’s Crisis Communication Strategies during the Severe Acute Respiratory Syndrome (SARS) Crisis.” PRSA International Conference, New York, NY, October 23-26, 2004.
- Showcasing the Best of Public Relations Research**
- **Yan Jin**. “Perceived Interactivity Effects,” Preconference Panel on Interactivity, American Academy of Advertising (AAA) Conference, Baton Rouge, LA, March 25-28, 2004.

Reviewer of Scholarly Publications and Research Grants

Special Issue Editor

- *Journal of Contingencies and Crisis Management*: “Crisis Management Keystone” Special Issue, 2023-2024 [co-editors of the special issue: Mike Pfarrer and James Carson]
- *Public Relations Review*: “Theory Advancing Practice: The Contingency Theory in the Strategic Management of Crises, Conflicts and Complex Public Relations Issues” Special Issue, 2020-2023 [co-editor of the special issue: Augustine Pang]
- *Journal of International Crisis and Risk Communication Research*: “COVID-19 Crisis and Risk Communication” Special Issue (Volume 4, Issue 2, 2021: <https://stars.library.ucf.edu/jicrcr/vol4/iss2/>), 2020-2021

Editor, Proceedings of CCI Conference on Corporate Communication, 2016-2019

Editorial Boards

- *Journal of Contingencies and Crisis Management*, 2023-present
- *International Journal of Strategic Communication*, 2023-present
- *Journal of Communication Management*, 2023-present
- *Asian Journal of Communication*, 2020-present
- *International Communication Research Journal*, 2019-present
- *Public Relations Review*, 2018-present
- *Communication Research*, 2018-present
- *Journal of International Crisis and Risk Communication Research*, 2017-present
- *Journal of Public Interest Communications*, 2017-present
- *Journal of Public Relations Research*, 2009-present
- *Journal of Applied Communication Research*, 2019-2020
- A special issue of *Computers In Human Behavior* (“Social Media and the Crisis Lifecycle”), 2014

Reviewer for Scholarly Journals

Journal of Contingencies and Crisis Management (2006-present), *Asian Journal of Communication* (2007-present), *Communication Research* (2009-present), *Journal of Public Relations Research* (2009-present), *Public Relations Review* (2009-present), *Journal of Management Education* (2011-present), *Global Media Journal* (2012-present), *Corporate Communications: An International Journal* (2012-present), *Journalism and Mass Communication Quarterly* (2013-present), *International Journal of Business Communication* (2013-present), *Mass Communication and Society* (2015-present), *International Journal of Strategic Communication* (2015-present), *Journal of Communication* (2016-present), *Journal of Business Research* (2016-present), *International Journal of Environmental Research and Public Health* (2016-present), *Chinese Journal of Communication* (2016-present), *Public Relations Journal* (2017-present), *Journal of Applied Communication Research* (2017-present), *Journal of International Crisis and Risk Communication Research* (2017-present), *Journal of Public Interest Communications* (2017-present), *Communication Studies* (2018-present), *Health Communication* (2018-present), *Journal of Health Communication* (2018-present), *International Journal of Business Communication* (2018-present), *Journal of Communication Management* (2019-present), *Management Communication Quarterly* (2019-present), *Journal of NonProfit and Public Sector Marketing* (2020) (special issue on Crisis Communication in the Public Sector), *Negotiation and Conflict Management Research* (2020) (special issue on Negotiation and Conflict Management in Public Relations and Strategic Communication), *Journal of Risk Research* (2020-present), *Risk Analysis* (2020-present), and *International Communication Research Journal* (2020-present), *Journal of Broadcasting & Electronic Media* (2022-present), and *Harvard Kennedy School (HKS) Misinformation Review* (2023-present).

Reviewer for Book and Book Proposals

- Review of *International and Intercultural Public Relations: A Campaign Case Approach*, by Michael Parkinson, Daradirek "Gee" Ekachai (Allyn & Bacon, 2005). *Journalism Studies*, 8(1), 165-167, 2007

- Review of book proposals: Rowman & Littlefield Publishing, 2019; Peter Lang Publishing, 2018; Wiley-Blackwell, 2009; Blackwell Publishing, Inc., 2006

External Reviewer for Research Grants

- Seed Funding Program Promoting Interdisciplinary Research, School of Emerging Technologies (SET), Towson University, 2022
- National Institute for Health Research (NIHR) Applied Research Collaboration North East and North Cumbria, UK, 2021
- Austrian Science Fund (FWF), 2021, 2022
- Decision, Risk, and Management Sciences (DRMS) Program, National Science Foundation, 2021
- Arthur W. Page Center for Integrity in Public Communication, Penn State University, 2021, 2022
- Main Referee, Swiss National Science Foundation (SNSF), Evaluation Committee of SNSF special call on coronaviruses, 2020
- The Leverhulme Trust, United Kingdom, 2019
- Research Council, University of Leuven, Belgium, 2014

External Reviewer for Encyclopedia Entry, Oxford Research Encyclopedia of Communication, 2017

TEACHING:

Instruction at the University of Georgia (UGA)

Courses Taught

- JRCM 8160: Crisis Communication and Strategic Conflict Management (Graduate)
- JRCM 8151: ADPR Theory (Graduate)
- JRCM 9010: Mass Communication Theory (Graduate)
- FYOS 1001: Strategic Health and Risk Communication (Freshman Seminar)
- ADPR 3510: Public Relations Research (Undergraduate)
- ADPR 3850H: Public Relations (Undergraduate Honors)
- ADPR 5120: Crisis Communication (Undergraduate)
- ADPR 5910: Public Relations Administration (Undergraduate)
- ADPR 5990H: ADPR Health (Undergraduate Honors)
- ADPR 5110: ADPR Health (Undergraduate)
- ADPR 5950/7950: Public Relations Campaigns (Undergraduate Capstone)
- JRCM 5080: International Mass Communication (Undergraduate Grady@Oxford Program)

Study Abroad Program

- Grady Faculty, Grady@Oxford Study Abroad Program, UGA at Oxford University Program, Oxford, United Kingdom, Summer 2016

New Course Design and Curriculum Innovation

- Crisis Communication and Strategic Conflict Management, Grady College, Spring 2024
- ADPR Health, Department of Advertising and Public Relations, Grady College, Spring 2016

Courses Taught at Other Institutions

Virginia Commonwealth University

- MASC 683: Strategic Public Relations in a Global Environment (Graduate)
- MASC 672: Strategic Public Relations Research & Evaluation (Graduate)
- MASC 439: Public Relations Campaigns (Undergraduate Capstone, Service-Learning)
- MASC 425: Public Relations Research (Undergraduate, Service-Learning)
- MASC 335: Public Relations Production (Undergraduate)
- MASC 323: Public Relations (Undergraduate)

- MASC 104: Public Relations Lab (Undergraduate)
- CMST 301: Service Seminar: Community Engagement and Youth Health (Undergraduate, Service-Learning)

University of Missouri-Columbia

- J405/J8018: Advanced Research in Strategic Communication (Graduate)
- J334/J4258 & J7258: Global Communications (Undergraduate)

Public Teaching and Invited Guest Lectures

International Public Teaching

- Jyväskylä University, Jyväskylä, Finland: “Crisis Preparedness”, Master-level Course “Crisis Communication Management”, School of Business & Economics (JSBE) (March 13, 2023)
- Jyväskylä University, Jyväskylä, Finland: “Crisis Management Effectiveness and Resilience Building in Post Crises”, Master-level Course “Crisis Communication Management”, School of Business & Economics (JSBE) (March 31, 2022)
- Ramon Llull University, Barcelona, Spain: “Stakeholder Management in Crises,” M.A. Course “Stakeholder Relations”, Blanquerna School of Communication, MA in Global Communication, Leadership and Corporate Diplomacy (January 14, 2022)
- Università IULM, Milan, Italy: “Crisis Communication”, Economics and Marketing Department (November 6, 2018)
- The Hong Kong Polytechnic University, Hong Kong: “Corporate Communication: Past and Present”, M.A. in Bilingual Corporate Communication, Department of Chinese & Bilingual Studies (February 2, 2016)
- Ramon Llull University, Barcelona, Spain: “Crisis Communication and Stakeholder Engagement,” M.A. Course “Stakeholder Relations and Communication”, Blanquerna School of Communication (December 11, 2015)

Domestic Public Teaching

- University of Maryland: “Risk and Crisis” Graduate Seminar (May 4, 2023)
- Penn State University: “Crisis Communication Theory”, Doctoral Seminar (October 3, 2022)
- University of San Francisco: “Public Health Crisis Communication”, Honors College Crisis Communication Seminar (November 2, 2021)
- College of Charleston: “Crisis Communication”, Master-Level Crisis Communication Course (recorded on February 26, 2021)
- New York University: “Crisis Communication”, Specialties in PR, Public Relations & Corporate Communications Graduate Program (November 16, 2020)
- University of Central Florida: “Managing Uncertainty in Crisis Communication”, Online Undergraduate Crisis Communication Class for both Strategic Communications minor and Mass Media minor (recorded on March 11, 2020)
- Penn State University: “Crisis Communication Theories”, Public Relations Theory, Bellisario College of Communications (September 14, 2018)
- Virginia Commonwealth University: “Research on Social Mediated Crisis Communication”, Social Media Research (Honors), Richard T. Robertson School of Media and Culture (November 21, 2017)
- University of Maryland: “The Contingency Theory of Public Relations and Strategic Conflict Management”, Introduction to Public Relations (online course), Department of Communication (November 1, 2016)
- San Diego State University: “Construct Explication and Theory Building”, *Meet the Scholars* Skype series, Advanced Theory, School of Journalism & Media Studies (February 23, 2015)
- Baruch College (NYC): “Work-life Conflict and Emotional Leadership”, (September 17, 2016; September 19, 2015)

Dissertation and Thesis Committees at UGA

- Dissertation Chair: LaShonda Eaddy (completed 2017, currently Assistant Professor at Penn State University), Yen-I Lee (completed 2019, currently Assistant Professor at Washington State University),

Sungsu Kim (completed 2019, currently Assistant Professor at Kookmin University, South Korea), Hyoyeun Jun (completed 2020, currently Assistant Professor at Salve Regina University), Xuerong Lu (completed 2022, currently Assistant Professor at Oregon State University), Youngji Seo (completed 2022, currently Assistant Professor at Syracuse University), Taylor Voges (completed 2023, currently Consultant at Ketchum), Sara Ervin Smith (2020-present), Wenqing Zhao (2022-present)

- Thesis Chair: GuangLun Hsing (2023-present)
- Dissertation Committee Member: Matthew Klein (2022-present), Sung In Choi (2020-present), Hanyoung Kim (completed 2022), Camila Espina Young (completed 2020)
- Thesis Committee Member: Caroline Nixon (2022-present), Jeong Hyun Lee (completed 2019), Victoria Knight (completed 2018), Wenbo Li (completed 2017), Hyoyeun Jun (completed 2016)

Dissertation Committees at Other Institutions

University of Alabama

- Dissertation Committee Outside Member: Jonathan Graffeo, Department of Advertising & Public Relations (2019-present)

University of North Carolina-Chapel Hill

- Dissertation Committee Outside Member: Seoyeon Kim, School of Media and Journalism (completed 2019)

Virginia Commonwealth University

- Dissertation Co-Chair: Robin Ashworth (completed 2012)
- Dissertation Committee Member: Meghan Rosatelli (completed 2011), Jaffar Alalwan (completed 2012), Adam Dean (completed 2013), Sean Stewart (completed 2014), Linda Gupta (completed 2016), Lulu De Panbehchi (2009-2014)

Advising and Mentoring at UGA

Graduate Advising

- Faculty Co-Advisor, Crisis Insights & Analytics Lab (formerly Crisis Research Group), 2018-present
- International Visiting Scholar: Itsaso Manias-Muñoz (Ph.D. Candidate, University of the Basque Country), Supervised Research Project on Crisis Communication, Spring 2017
- Ph.D. Advisees: LaShonda Eaddy, 2014-2017; Yen-I Lee, 2014-2019; Sungsu Kim, 2015-2019; Hyoyeun Jun, 2017-2020; Xuerong Lu, 2018-2022; Youngji Seo, 2018-2022; Taylor Voges, 2020-2023; Sara Ervin Smith, 2019-present; Wenqing Zhao, 2022-present
- M.A. Advisees: Ruoyu Sun, 2015-2016; Celeste Reyna, 2015-2017; Cara Anne Anderson, 2018-2019; Jun Fu, 2021-present; Madison Abrams, 2021-present; Rachel Deal, 2022-present; Shivansh Anand, 2022-present; Marye Greer, 2022-present; GungLun Hsiang, 2022-present; Meagan Perry, 2022

Undergraduate Research Mentoring

- Faculty Mentor, UGA Foundation Fellows, 2020-present
 - Faculty Mentor, Honors Internship, Summer 2020
 - Faculty Advisor, Public Relations Student Society of America Bateman Competition, 2016, 2017 and 2018
 - Faculty Advisor, Case Study Competition in Corporate Communication, Arthur W. Page Society and Institute for Public Relations, 2016 and 2017
 - Faculty Mentor, Creative Consultants (student-run PR agency), 2014-2017
 - Mentor, Center for Undergraduate Research Opportunities (CURO) Honors Scholars Program, Fall 2016, Fall 2020
 - Supervisor, Research Projects for Turner Program Fellows, Summer 2015
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SERVICE:

Service to the University of Georgia (UGA)

- Business and Corporate Communications Track Head, The Communication and Media (CAM) Fellows Program, Cox International Center, Grady College of Journalism and Mass Communication, 2022-present
- Director and Co-Founder, Crisis Communication Think Tank (CCTT), Grady College of Journalism and Mass Communication, 2018-present
- Assistant Department Head of Advertising and Public Relations, August 2017-May 2023
- Member, Bylaws Revision Committee, Grady College of Journalism and Mass Communication, 2023
- Webinar Lead (10/8/2020), “Hilton Effect: How a 100 Years Young Company Transforms Travel with Purpose,” *Driven by Purpose* virtual series, Department of Advertising and Public Relations, 2020
- Selected Member, UGA’s Award for Excellence in Teaching Selection Committee, 2022, 2023
- Selected Member, University Review Committee (Professional & Applied Studies), 2018-2021 (one of the area sub-committee chairs, 2019-2020), 2022-2025
- Member, International Visiting Scholars Committee, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, 2017-present
- Member, UGA Foundation Incentive Scholarship Award Review Committee, Office of International Education, 2017-2019
- Faculty Affiliate, UGA Owens Institute for Behavior Research (OIBR), 2016-present
- Invited Faculty, Academic Affairs Faculty Symposium, UGA Teaching Academy, 2017
- Associate Director, Center for Health and Risk Communication, 2014-present
- Chair, Undergraduate Curriculum Committee, Grady College of Journalism and Mass Communication, 2016-2021 (Member: 2015-2021)
- Member, Graduate and Research Committee, Grady College of Journalism and Mass Communication, 2016-2022
- Member, Professional Awards Committee, Department of Advertising and Public Relations, 2014-2019

Selected Service to Virginia Commonwealth University (VCU)

- Advisory Board Member, The Robertson School of Media and Culture (2019-2021)
- VCU Faculty Fellow, ASPIRE (Academic Scholars Program in Real Environments) Program (2013-2014)
- VCU University Committee Member: Community Engagement Council (2013-2014), Career Services Council (2013-2014), Service Learning Advisory Council (2008-2014), Graduate Council (2006-2008)
- Robertson School Administrative Services: Graduate Director (2008-2010), Program Director and Advisor for Strategic Public Relations Masters Program (2008-2010), Undergraduate Public Relations Sequence Coordinator (2008-2010)
- Robertson School Committee Chair: Executive Advisory Committee (2010-2013)

Recent Service to Professional Community

Service to Professional Organizations

- International Public Relations Research Conference
 - Member, Board of Directors, 2023-present
- The Arthur W. Page Society
 - Member, Page Southeast Advisory Cabinet, 2021-present
- Centre for Employee Relations and Communication (CERC), Università IULM, Milan, Italy
 - Invited Member, Scientific Committee, 2020-present
- National Communication Association (NCA)
 - Invited Member, Special Taskforce on the Feasibility of a New NCA Center on Communication Excellence, 2016-2019
- Public Relations Society of America (PRSA)
 - Member, Committee on Work, Life, and Gender, 2010-2016
 - Member, National Research Committee, 2012-2014

- Association for Education in Journalism and Mass Communication (AEJMC)
 - Discussant, Scholar-to-Scholar Session: “Public Relations in the time of COVID-19: Crisis Communication and Organizational-Public Relationships”, Public Relations Division, 2021
 - Discussant, Scholar-to-Scholar Session: “Theoretical Advancements in Crisis Communication Research: Crisis Response Strategies”, Public Relations Division, 2020
 - Communications Committee Member, Public Relations Division, 2015-2018
 - Conference Paper Reviewer, 2020-present
- International Communication Association (ICA)
 - Appointed Member, Robert Heath Award Committee, Public Relations Division, 2022-present
 - Conference Session Chair: “Current Research in Crisis Communication”, Public Relations Division, 2021; “PR and COVID-19”, Public Relations Division, 2022; “Addressing Misinformation and Benefits of Information”, Public Relations Division, 2023
 - Conference Paper Reviewer, Public Relations Division, 2019-present
- Corporate Communication International (CCI)
 - Member, Board of Trustees, 2019-2020
 - Advisory Board Member, 2013-2020
- Association for Business Communication (ABC)
 - Elected Member, Publications Board, 2022-present
 - Member, Research Committee, 2013-present
- The Robertson School of Media and Culture, Virginia Commonwealth University
 - Member, Advisory Board, 2019-2020
- European Public Relations Education and Research Association (EUPRERA)
 - Senior Scholar, Paper Development Workshop (PDW), 2022
 - Reviewer, EUPRERA Congress Scientific Committee, 2020-present
- European Communication Research and Education Association (ECREA)
 - Senior Scholar Respondent, PhD Workshop, ECREA 2022 Pre-conference, Crisis Communication Section and the Young Scholars Network (YECREA), 2022
 - Reviewer, Crisis Communication Division, 2022-present
- World PR Forum Research Colloquium
 - Reviewer, 2019-2020
- National Public Health Information Coalition (NPHIC)
 - Judge, Excellence in Health Communications Awards, 2015
- The Museum of Public Relations
 - Member, Board of Directors, 2023-present
 - Member, Board of Trustees, 2018-2022
 - Board of Advisors, 2015-2022

Professional Clients Served through Experiential Learning at UGA (2014-present)

- PR Campaigns: eBay (Spring 2017, Spring 2018), The Home Depot (Spring 2016)
- PR Research: Dekalb Medical (Fall 2016), The Home Depot (Fall 2015), The Museum of Public Relations (Spring 2015), UGA’s Center for Health and Risk Communication (Fall 2014)
- ADPR Health: Publicis Health (Spring 2017), Amgen (Spring 2016)