

Xudong Yu

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ACADEMIC POSITIONS

Assistant Professor Department of Communication, University of North Dakota	2023 – Present
Postdoctoral Fellow Amsterdam School of Communication Research, University of Amsterdam	2022 – 2023

EDUCATION

PhD Communication, University of California, Davis Committee: Magdalena Wojcieszak (Chair), Jaeho Cho, Amber Boydston, and Seth Frey	2017 – 2022
MJC Journalism and Communication, Renmin University of China	2015 – 2017
BA English, University of International Relations	2011 – 2015

PUBLICATIONS

- Yu, X.**, Wojcieszak, M., & Casas, A. (2023). Partisanship on social media: In-party love among American politicians, greater engagement with out-party hate among ordinary users. *Political Behavior*. <https://link.springer.com/article/10.1007/s11109-022-09850-x>
- Yu, X.**, Gil-Lopez, T., Shen, C., & Wojcieszak, M. (2022). Engagement with social media posts in experimental and naturalistic settings: How do message incongruence and incivility influence commenting?. *International Journal of Communication*. 16, 5086-5109. <https://ijoc.org/index.php/ijoc/article/view/18200/3935>
- Wojcieszak, M., Casas, A., **Yu, X.**, Nagler, J., Tucker, J. (2022). Most users do not follow political elites on Twitter; those who do show overwhelming preferences for ideological congruity. *Science Advances*. 8(39), eabn9418. <https://www.science.org/doi/10.1126/sciadv.abn9418>
- Calabrese, C., Zhang, J., & **Yu, X.** (2022). Perceptions of PrEP on Twitter: A theoretically guided content analysis on the behavioral determinants of PrEP uptake. *Health & New Media Research*. 6(1), 65-102. <https://doi.org/10.22720/hnmr.2022.6.1.065>

Wojcieszak, M., Sobkowicz, P, **Yu, X.**, & Bulat, B. (2022). What Information Drives Political Polarization? Comparing the Effects of In-group Praise, Out-group Derogation, and Evidence-Based Communications on Polarization. *The International Journal of Press/Politics*. 27(2), 325-352 <https://doi.org/10.1177/19401612211004418>

Acic, I., Stevens, H., **Yu, X.**, & Taylor, L. (2021). How Gay Men Discuss Their Bodies Online: A Content Analysis. *Communication Research Reports*. 38(5), 325-335. <https://doi.org/10.1080/08824096.2021.1976630>
*2020 ICA Mass Communication Top Student Paper

Yu, X., Wojcieszak, M., Lee, S., Casas, A., Azrout, R., & Gackowski, T. (2021). The (null) effects of happiness on affective polarization, conspiracy endorsement, and deep fake recognition: Evidence from five survey experiments in three countries. *Political Behavior*, 43, 1265-1287. <https://doi.org/10.1007/s11109-021-09701-1>

Wojcieszak, M., Winter, S., & **Yu, X.** (2020). Social norms and selectivity: Effects of norms of open-mindedness on content selection and affective polarization. *Mass Communication & Society*, 23(4), 455-483. <https://doi.org/10.1080/15205436.2020.1714663>

CONFERENCE PRESENTATIONS

Yu, X., Haroon, M., Menchen-Trevino, E., & Wojcieszak, M. (2023, May). *Incentivizing news exposure on YouTube: Algorithmic approach*. Paper presented at the 73rd Annual Conference of the International Communication Association, Toronto, Canada.

Calabrese, C., Oh, Y, & **Yu, X.** (2023, May). *Examining Discussions Related to Transgender Athletes on Twitter: A Natural Language Processing Approach*. Paper presented at the 73rd Annual Conference of the International Communication Association, Toronto, Canada.

Yu, X., Barnehl, H, & Wojcieszak, M. (2023, February). *News users vs. entertainment users: who are they and what do they consume?*. Paper presented at the 25th Etmaal Conference, Enshcedde, the Netherlands.

Yu, X., Wojcieszak, M., & Boydston, A. (2022, May). *Attacking the out-party much more than praising the in-party: A systematic analysis of 50 partisan media from 2010 to 2020*. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France.

Yu, X., Wojcieszak, M., & Casas, A. (2022, May). *Partisanship on social media: In-party love among American politicians, greater engagement with out-party hate among ordinary users*. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France.

- Xiang, Y., Yegiyan, N., **Yu, X.**, & Wojcieszak, M. (2022, May). *Psychophysiological Foundation of The Polarization Effect: The Role of Aversive Motivational System*. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France.
- Calabrese, C., Zhang, J., & **Yu, X.** (2021, August). *Perceptions of HIV pre-exposure prophylaxis on Twitter: Examining beliefs and barriers with the approval of Descovy*. Extended abstract accepted to the 104th Association for Education in Journalism and Mass Communication Annual Conference, Virtual.
- Yu, X.**, Wojcieszak, M., & Casas, A. (2021, May). *Affective polarization on social media: How do politicians discuss politics on Twitter and how do citizens react to it*. Work in progress presented at the 71st Annual International Communication Association Conference, Virtual.
- Wojcieszak, M., Casas, A., **Yu, X.**, Tucker, J., & Nagler, J. (2021, May). *Echo chambers revisited: The (overwhelming) sharing of in-group politicians, pundits and media on Twitter*. Paper presented at the 71st Annual International Communication Association Conference, Virtual.
- Wojcieszak, M., Casas, A., **Yu, X.**, Tucker, J., & Nagler, J. (2021, April). *New Take on Echo Chambers, New Evidence on Media Bubbles*. Paper presented at the NYU Center for Social Media and Politics Annual Conference, Virtual.
- Yu, X.**, Wojcieszak, M., Lee, S., Casas, A., Azrout, R., & Gackowski, T. (2020, May). *The (null) effects of happiness on affective polarization and misinformation beliefs: Evidence from five survey experiments in three countries*. Paper presented at the 70th Annual International Communication Association Conference, Virtual.
- Wojcieszak, M., **Yu, X.**, Casas, A., Woolley, S., Tucker, J., & Nagler, J. (2020, May). *"Ingroup filtering" of outgroup messages online: Its prevalence and effects*. Paper presented at the 70th Annual International Communication Association Conference, Virtual.
- Acic, I., Stevens, H., & **Yu, X.** (2020, May). *How Gay Men Discuss Their Bodies Online: A Content Analysis*. Paper presented at the 70th Annual International Communication Association Conference, Virtual.
- Yu, X.**, Wojcieszak, M., Lee, S., Casas, A., Azrout, R., & Gackowski, T. (2020, April). *The (null) effects of happiness on affective polarization and misinformation beliefs: Evidence from five survey experiments in three countries*. Paper presented at the 78th Annual Midwest Political Science Conference. *Canceled due to COVID-19.
- Yu, X.** (2016, July). *The Relationship between Social Media and Opinion Polarization: A Research on China's Weibo Users*. Paper presented at the Seventh Global Communication Forum, Guiyang, China.

HONORS AND AWARDS

Michael Haley Travel Grant (\$1,000) International Communication Association	2023
Conference Travel Grant (\$100) Communication Science and Biology Interest Group of ICA	2022
Michael Haley Travel Grant (\$800) International Communication Association	2022
Conference Travel Grant (\$800) Department of Communication, University of California, Davis	2022
Dean's Graduate Summer Fellowship (\$5,000) College of Letters and Science, University of California, Davis	2021
Conference Travel Grant (\$800) Department of Communication, University of California, Davis	2021
Department Dissertation Award (\$1,000) Department of Communication, University of California, Davis	2020
Top Student Paper Award (with Acic, I. and Stevens, H.) Mass Communication division, International Communication Association	2020
Conference Travel Grant (\$800) Department of Communication, University of California, Davis	2020
Graduate Student Association Travel Award (\$500) Graduate Student Association, University of California, Davis	2020
Communication Research Grant (\$500) Department of Communication, University of California, Davis	2018
Outstanding Graduate Student School of Journalism and Communication, Renmin University of China	2016
Third-class Scholarship (~\$1200) School of Journalism and Communication, Renmin University of China	2016

TEACHING

2023 International & Global Communication

2017 - 2022 Teaching Assistant (Guest lecturing, leading discussions, designing and grading assignments and exams)
Interpersonal Communication Competence; Political Communication; Strategic Communication & Public Relations; Media Effects; Empirical Methods;
Interpersonal Communication; Analysis of Media Messages; Communication Campaigns