

Jiun-Yi Tsai, PhD

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Academic Positions

2025- Associate Professor, Public Relations, University of Oklahoma
2022-2025 Associate Professor, School of Communication, Northern Arizona University
2016-2022 Assistant Professor, School of Communication, Northern Arizona University
2014-2015 Postdoctoral Scholar, Center for Strategic Communication
Hugh Downs School of Human Communication, Arizona State University

Education

PhD Mass Communications, University of Wisconsin–Madison
MA Mass Communication, University of Florida
Specialization: Public Relations (Graduated with Distinction)
BA Radio and Television, National Chengchi University, Taipei, Taiwan
Distinction: Summa Cum Laude

Research Interests

Health communication, Media processes and effects, Corporate social advocacy, Social media use, Digital media analytics, User engagement, Mixed methods

Refereed Publications

Journal Article

(* denotes graduate student authors at the time of submission/publication)

26. Chen, Y., **Tsai, J.**, & Yuan, S. (2025). Networked corporate advocacy in a polarized public arena: Analyzing discourse networks of US Fortune 500 companies on controversial issues. *Journal of Communication*, 75(2), 148-160. <https://doi.org/10.1093/joc/jqae046> [JCR impact factor: 6.1.; Q1 in Communication]

25. Liang, C., Chen, S., Lee, S., & **Tsai, J.** (2024). Risk communication and public accountability during the Covid-19 pandemic: A thematic analysis of journalists' questions at the CECC's daily news briefings during the period of Level 3 Alert. *The Journal of Science & Health Law*, 29(1), 37-98.
<https://www.airitilibrary.com/Article/Detail/P20220608001-N202411190001-00002>

24. **Tsai, J.**, Yuan, S., Coman, I. (2023). Theorizing issue-driven public attention and expectations in audience responses to corporate sociopolitical activism: A mixed-method analysis. *Public Relations Review*, 49(4). <https://doi.org/10.1016/j.pubrev.2023.102353> [JCR impact factor: 4.1; Q1 in Communication]

23. Yang, C-c., & **Tsai, J.** (2023). Asians and Asian Americans' social media use for coping with discrimination: A mixed-methods study of well-being implications. *Helion-Psychology*, 9(6), e16842.
<https://doi.org/10.1016/j.heliyon.2023.e16842> [JCR impact factor: 3.4; Q1 in Multidisciplinary Sciences]

22. **Tsai, J.**, Shih, T., Tsai., T., Lee, S., & Liang, C. (2023). Individualism, economic development, and democracy as determinants of COVID-19 risk information on 132 government websites. *Preventive Medicine Reports*, 34. <https://doi.org/10.1016/j.pmedr.2023.102242> [JCR impact factor: 2.4; Q2 in Public Health]

21. **Tsai, J.**, Sweeter, J., & Hitt, A. (2022). Cross the stage: Underrepresented students' challenges and mentoring needs in strategic communication programs. *Journal of Public Relations Education*, 8(4), 91-127.

20. Coman, I., Yuan, S., & **Tsai, J.** (2022). Toward an audience-centric framework of corporate social advocacy strategy: An exploratory study of young consumers from Generation Z. *Sustainability*, 14(7), 4099. <https://doi.org/10.3390/su14074099> [JCR impact factor: 3.9; Q2 in Environmental Sciences]

19. Chadha, M., Kown, K. H., & **Tsai, J.** (2022). An examination of affiliate and network Television channels' Facebook use for addressing audiences' critical information needs. *Electronic News*, 16(3), 164-186. [JCR impact factor: 1.0; Q3 in Communication]

18. Chiang, P., Yang, C-c., & **Tsai, J.** (2022). Emotional response and behavioral coping associated with experienced and media discrimination among Asians and Asian Americans in the United States. *Race and Social Problems*. doi: 10.1007/s12552-022-09362-7 [JCR impact factor: 3.1; Q1 in Interdisciplinary Social Sciences and Sociology]

17. **Tsai, J.**, Sweeter, J., & Candello, E. (2022). Examining response engagement in online interactions between US government agencies and citizens. *Journal of Communication Management*, 26(1), 1-17. [JCR impact factor: 3.1; Q1 in Communication]

16. Pan, S., Yang, C-c., **Tsai, J.**, & Dong, C. (2021). Experience of and worry about discrimination, social media use, and depression among Asians in the U.S. during COVID-19: Cross-sectional survey study. *Journal of Medical Internet Research*. doi: 10.2196/29024 [JCR impact factor: 7.08; Q1 in Medical Informatics and Health Care Services]

15. **Tsai, J.**, *Bosse, R., *Sridharan, N., & Chadha, M. (2020). Reclaiming the narratives: Situated multidimensional representation of underserved Indigenous communities through citizen-driven reporting. *Journalism*, 23(10), 2132-2152. doi: 10.1177/1464884920983261 [JCR impact factor: 3.19; Q1 in Communication]

14. Yu, N., Pan, S., Yang, C-c., & **Tsai, J.** (2020). Exploring the role of media sources on COVID-19-related discrimination experiences and concerns among Asian people in the U.S.: Cross-sectional survey study. *Journal of Medical Internet Research*. doi: 10.2196/21684 [JCR impact factor: 7.08; Q1 in Medical Informatics and Health Care Services]

13. **Tsai, J.**, Phua, J., Pan., S., & Yang, C-c. (2020). Intergroup contact, COVID-19 news consumption, and the moderating role of digital media trust on prejudice toward Asians in the United States: Cross-sectional study. *Journal of Medical Internet Research*. doi: 10.2196/22767 [JCR impact factor: 7.08; Q1 in Medical Informatics and Health Care Services]

12. Yang, C-c., **Tsai, J.**, Pan, S. (2020). Discrimination and well-being among Asians/Asian Americans during COVID-19: The role of social media. *Cyberpsychology, Behavior, and Social Networking*, 23(12), 865-870. [JCR impact factor: 6.14; Q2 in Social Psychology]

11. Liu, W., Xu, W., & **Tsai, J.** (2020). Developing a multi-level organization-public dialogic communication framework to assess social media-mediated disaster communication and engagement outcomes. *Public Relations Review*, 46(4), 1-9. [JCR impact factor: 4.64; Q1 in Communication]
10. Adame, B., Adame, E., *Liu, Y., *Postenher, K., **Tsai, J.**, & Corman, S. (2020). Promoting the development of evidence-based concussion education for Power-5 collegiate athletes: The influences of organizational elements on perceived vestedness. *Communication & Sport*, 8(6), 852-869. [JCR impact factor: 3.18; Q2 in Communication]
9. *Liu, Y., **Tsai, J.**, & *Chen, Y. (2019). Beyond altruism: Framing organ donation in a 19-year review of Chinese news coverage. *Journal of Health Communication*, 24(12), 878-888. [JCR impact factor: 2.74; Q2 in Communication]
8. Corman, S. R., Adame, B., **Tsai, J.**, Ruston, S., Beaumont, J., *Kamrath, J. K., *Liu, Y., *Postenher, K., Tremblay, R., & *van Raalte, L. (2019). Socioecological influences on concussion reporting by NCAA Division 1 athletes in high-risk sports. *PLOS One*, 14(5). doi: 10.1371/journal.pone.0215424 [The first four authors contributed equally. [JCR impact factor: 3.75; Q1 in Multidisciplinary Sciences]
7. Alashri, S., **Tsai, J.**, Koppela, A. R., & Davulcu, H. (2018). Snowball: Extracting causal chains from climate change text corpora. *Proceedings of International Conference on Data Intelligence and Security (ICDIS)*, 234-241.
6. Cheng, C., **Tsai, J.**, Yang, E., Esselman, R., Kalcic, M., Xu, X., & Mohai, P. (2017). Risk communication and climate justice planning: A case of Michigan's Huron River watershed. *Urban Planning*, 4(2), 34-50. [Scopus CiteScore: 2.7; Q2 in Urban Studies]
5. *Alashri, S., *Alzahrani, S., **Tsai, J.**, Corman, S., & Davulcu, H. (2016). Climate change frames detection and categorization based on generalized concepts. *International Journal of Semantic Computing*, 10(2), 147-166. [Scopus CiteScore: 1.5; Q1 in Linguistics & Language]
4. *Alashri, S., **Tsai, J.**, *Alzahrani, S., Corman, S., & Davulcu, H. (2016). Climate change frames detection and categorization based on generalized concepts. *Proceedings of the IEEE 10th International Conference on Semantic Computing*, 276-283. [Impact factor: 1.36; Acceptance rate of 28%; #17 in Computational Linguistics in Google Scholar Metrics]
3. *Lu, Y., Steptoe, M., Burke, S., Wang, H., **Tsai, J.**, Davulcu, H., Montgomery, D., Corman, S. R., & Maciejewski, R. (2016). Exploring evolving media discourse through event cueing. *IEEE Transactions on Visualization and Computer Graphics*, 22(1), 220-229. [JCR impact factor: 5.23; Q1 in Computer Science, Software Engineering]
2. Liang, X., **Tsai, J.**, Mattis, K., Konieczna, M., & Dunwoody, S. (2014). Exploring Attribution of Responsibility in a Cross-National Study of TV News Coverage of the 2009 United Nations Climate Change Conference in Copenhagen. *Journal of Broadcasting & Electronic Media*, 58(2), 253-271. [JCR impact factor: 2.99; Q1 in Communication]
1. Konieczna, M., Mattis, K., **Tsai, J.**, Liang, X., & Dunwoody, S. (2014). Global journalism in decision-making moments: A case study of Canadian and American television coverage of the 2009 United Nations Framework Convention on climate change in Copenhagen. *Environmental Communication-A Journal of Nature and Culture*, 8(4), 489-507. [JCR impact factor: 3.39; Q2 in Communication]

Book Chapter

1. **Tsai, J.** (Accepted). AI slop or authenticity: Ethics considerations of J. Crew's AI-generated advertisements. In Brunner, B., & Hickerson, C. (Eds.), *Cases in Public Relations: Translating Ethics into Action*. Cognella Academic Publishing.

Work in Progress

Under review

9. Lee, Y., Hsu, C., **Tsai, J.**, & Y, J. F. Keep it to myself: A qualitative exploration of cultural influences on coping strategies and GenAI perspectives in mental health support among Asian international students.
8. **Tsai, J.**, *Y, J. F., Lee, Y., & Hsu, C. Meta-analysis of AI-powered chatbots and mental health outcomes: The impact of interface features and functional roles.
7. **Tsai, J.**, Sweeter, J., & Hitt, A., *Jutilla, M., & *Ewert, C. Enhancement or replacement: Impact of experiential teaching interventions of generative AI on students' literacy and critical thinking.
6. Chen, Y. & **Tsai, J.** The spread of toxicity in climate change discussions: An AI-powered analysis of elite, organizational, and individual-directed toxicity on Twitter/X.

To be submitted

5. **Tsai, J.**, & *Mehta, P. Tweeting for impact: The role of dialogic communication and health topics in public engagement with Top U.S. hospitals.
4. **Tsai, J.** & Chen, Y. The impact of identity cognition and social presence cues on retweeting with corporate's social advocacy discourse of identity-based issues.
3. Coman, I., **Tsai, J.**, & Yuan, Y. Solving or causing polarization: Centering the role of political identity in CSA perceptions and expectations among politically polarized publics.
2. **Tsai, J.** Leveraging generative AI for culturally sensitive vaccination messages in Latinx communities: An exploratory study.
1. *Vondracek, C. & **Tsai, J.** The impacts of message framing and interactivity on social media posts about beef nutrition on consumer emotion.

Grants & Funding

External Research Grants (Awarded)

Received in total: \$931,500

2021-2025 Co-Investigator, NIH-Native American Research Centers for Health (1S06GM142121-01)
 “Navajo Genetic Toolkit: A culturally-tailored guide for engagement and oversight of genetic research” PI: Katrina Claw (Award: **\$466,500**)

2021-2022 Principal Investigator, Waterhouse Family Institute Research Grant, Villanova University
 “Identity gaps and approach-oriented social media coping: Mediators between COVID racial discrimination and stress” (Award: **\$10,000**)

2021-2022 Principal Investigator, Page/Johnson Legacy Scholar Grant, Pennsylvania State University
 “Building an audience-centric framework of situational corporate social advocacy strategy: A mixed-methods approach” (Award: **\$5,000**)

2021-2022 Principal Investigator, Online News Association Research Prize
 “Resilience together: Exploring indigenous ways of coping with the COVID-19” (Award:

\$15,000)

2018-2019 Principal Investigator, Online News Association Challenge Fund
“Media Justice: Cultivating a citizen-based news ecosystem for underserved rural indigenous communities” (Award: **\$35,000**)

2016-2019 Co-Investigator, NCAA-Department of Defense Mind Matters Research Grant
“Changing the culture of concussion reporting among college athletes: The role of vested interests, organizational culture, and cultural narrative” PI: Steve R. Corman. (Award: **\$400,000**)

Internal Research Funding

2025 Principal Investigator, Faculty Enrichment Grant, Gaylord College
“Conceptualizing the relationship between Gen AI use, psychological processes, social support and well-being: A National Panel Study” (Award: 6,000, under review)

2025-2026 Principal Investigator, Scholarly Awards, NAU
“Mind the trust gap: Leveraging generative AI for culturally sensitive vaccination messages in Latinx Communities” (**Award: \$10,000**, declined due to employment change)

2021-2022 Principal Investigator, College of Social and Behavioral Sciences Research Award, NAU
“A health equity framework of designing Wearable Skin-Inspired Sensor Systems (WSISS) for remote healthcare among underserved Hispanic communities” (Award: **5,000**)

Selected Awards and Honors (since 2016)

Awards and Honors

2025 Top Pedagogy Research Paper, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference

2022 Finalist for Most Promising New Research Scholar, Northern Arizona University

2019 Scholar of the Year, College of Social & Behavioral Sciences, Northern Arizona University

2019 Top Faculty Paper Award, Public Relations Division, International Communication Association Annual Conference

2019 Top Faculty Paper Award, Organizational Communication, Western States Communication Association Annual Convention

2018 Second Place Open Competition Paper Award, Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference

2018 Exemplary Performer Faculty, College of Social & Behavioral Sciences, Northern Arizona University

2018 Nomination for Most Promising New Scholar Award by School of Communication, Northern Arizona University

2018 Gold Axe Educator of Influence on Graduating Senior, Nominated by my undergraduate research assistant, Northern Arizona University

2017 Early Career Researcher Award, Arthur M. Sackler Colloquia on the Science of Science Communication by the National Academy of Science

2017 Kopenhaver Center Fellow, Center for the Advancement of Women in Communication at the AEJMC

Invited Presentations

Tsai, J., Sweeter, J., & Hitt, A. (2025, March). *Harnessing AI in the strategic communication classroom and workplace*. Oral presentation at Northern Arizona University AI week: Transformation through Artificial Intelligence in Learning.

Tsai, J. (2024, November). Strategic health communication in digital/AI age. Oral presentation at College of Communication. National Chengchi University, Taipei, Taiwan.

Tsai, J. (2023, August). *Leverage generative AI in public relations education*. Oral high-density presentation at AEJMC annual conference, Washington, DC.

Tsai, J. (2021, October). *Who am I rolling up shirt sleeves for? Understanding motivations for getting COVID-19 vaccines in racial minorities*. Oral presentation at the American Public Health Association Annual Meeting & Expo, Denver, CO.

Tsai, J. (2021, June). *Multidimensional representation of underserved Indigenous people*. Oral presentation at NAU Summer Seminar Series.

Tsai, J. (2020, October). *Exploring the effects of intergroup contact, COVID-19 news consumption, social media use, and intergroup contact on prejudice toward Asian Americans: A cross-sectional study*. Oral presentation at the American Public Health Association Virtual Annual Meeting & Expo.

Tsai, J. (2019, April). *Cultivating a citizen-based news ecosystem: A case study of NAU's media justice project*. Oral presentation at 2019 Native Broadcast Summit, Chandler, Arizona.

Tsai, J. (2017, September). *Exploring the influence of organizational norms on sports-related concussion management for NCAA Division 1 collegiate athletes*. Poster presentation at the Arizona Wellbeing Commons Research Initiative Kickoff Meeting, Tempe, Arizona.

Tsai, J. (2015, September). *Developing event cueing analytics for media framing analysis: The case of climate change in West Africa*. Oral presentation to the Intelligence Community Research Symposium by National Geospatial-Intelligence Agency, Washington, DC.

Refereed Conference Papers (N= 50)

50. **Tsai, J.**, Sweeter, J., & Hitt, A., *Jutilla, M., & *Ewert, C. (2025, August). *Enhancement or replacement: Impact of experiential teaching interventions of generative AI on students' literacy and critical thinking*. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA. * **Top Pedagogy Paper Award Winner**.

49. **Tsai, J.**, Sweeter, J., & Hitt, A. (2025, August). *Generative AI in campaign creation: Sharpening ethical reasoning and critical thinking*. Great Ideas for Teaching Competition. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

48. **Tsai, J.**, & Chen, Y. (2025, June). *The impact of identity cognition and social presence cues on retweeting with corporate's social advocacy discourse of identity-based issues*. International Communication Association Annual Conference, Denver, CO.

47. Coman, I., **Tsai, J.**, & Yuan, Y. (2025, June). *Solving or causing polarization: Centering the role of political identity in CSA perceptions and expectations among politically polarized publics*. International Communication Association Annual Conference, Denver, CO.

46. Chen, Y., & **Tsai, J.** (2025, June). *The diffusion of toxicity: Examining interpersonal, elite, and organizational-directed toxicity in climate change discussion networks*. International Communication Association Annual Conference, Denver, CO.

45. **Tsai, J.**, & Mehta, P. (2023, August). *The impact of dialogic communication and health topics on public engagement with U.S. hospitals on Twitter*. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

44. Chen, Y., **Tsai, J.**, & Yuan, S. (2023, August). *Networked corporate advocacy in a polarized public Arena: Analyzing a social advocacy network of US Fortune 500 companies on controversial issues*. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

43. **Tsai, J.**, Yuan, S., Coman, I. (2023, May). *Developing an issue-driven framework of corporate sociopolitical activism: The role of solution responsibility and consumer expectations*. International Communication Association Annual Conference, Toronto, Canada.

42. Yang, C-c., & **Tsai, J.** (2023, March). *Using social media to cope with discrimination Among Asian and Asian American emerging Adults*. SRCD 2023 Biennial Meeting, Salt Lake City, UT.

41. **Tsai, J.**, Yuan, S., & Coman, I. (2022, May). *Testing the impact of attributions of solution responsibility, issue identification and advocacy fit on audience responses to CSA efforts*. International Communication Association Annual Conference, Paris, France.

40. **Tsai, J.**, Martin, N., Head, K., & Guidry, J. (2022, April). *Predicting COVID vaccine uptake in racial minorities: The role of information sources, attitude, and norms*. Kentucky Conference on Health Communication, Lexington, KY.

39. Chiang, P., Yang, C-c., & **Tsai, J.** (2022, January). *Emotional and behavioral impacts of experienced racial discrimination and media discrimination among Asian Americans: Overt or subtle*. Annual Conference of the Society for Social Work and Research, Washington, DC.

38. **Tsai, J.**, Lee, S., & Liang, C. (2021, October). *Compare government health communication in Taiwan and New Zealand during COVID-19: A Computational analysis*. American Public Health Association Annual Meeting & Expo, Denver, CO.

37. Coman, I., **Tsai, J.**, & Yuan, S. (2021, August). *Toward an audience-centric framework of situational corporate social advocacy strategy: A pilot study*. Association for Education in Journalism and Mass Communication Annual Conference (virtual).

36. **Tsai, J.**, Bosse, R., Sridharan, N., & Chadha, M. (2020, August). *Seeing 360-Degree: Toward a framework of authentic representation of underserved Indigenous communities through citizen-driven reporting*. Association for Education in Journalism and Mass Communication Annual Conference (virtual).

35. **Tsai, J.**, Xu, W., & Liu, W. (2019, May). *Examining government use of social media and public engagement outcomes during natural disasters*. International Communication Association Annual Conference, Washington, D.C.

34. Liu, W., Xu, W., & **Tsai, J.** (2019, May). *Developing a multi-level organization-public dialogic communication framework to access social media-mediated disaster communication and engagement outcomes*. International Communication Association Annual Conference, Washington, D.C. * **Top Faculty Paper Award**.

34. Cheng, C., Mu, L., & **Tsai, J.** (2019, May). *Climate justice and public attitudes toward climate actions in USA*. Environmental Design Research Association Annual Conference, Brooklyn, NY.

33. **Tsai, J.**, Clifford, R., & Bagshaw, K. (2019, March). *Thank you for responding! Testing a multi-level framework of government agencies' communication on Facebook and the impact on public engagement*. International Public Relations Research Conference, Orlando, FL.

32. **Tsai, J.**, Sweeter, J., Candello, E., & Bagshaw, K. (2018, August). *Examining efficiency and effectiveness in online interactions between United States government agencies and their publics*. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC. * **Second Place Paper Award Winner**.

31. **Tsai, J.** (2018, May). *Using text mining to demystify causes and consequences of climate change in online news discourse*. International Communication Association Annual Conference, Prague, Czech Republic.

30. **Tsai, J.**, Chadha, M., & Kown, K. H. (2018, May). *Exploring the effects of local TV news Facebook page posts on audience engagement*. International Communication Association Annual Conference, Prague, Czech Republic.

29. Adame, B., **Tsai, J.**, Ruston, R., Beaumont, J., Liu, Y., Posteher, K., Kamrath, J. K., & Corman, S. R. (2018, April). *Collegiate athletes' vestedness in perceived concussion and head impact risks*. Kentucky Conference on Health Communication, Lexington, KY.

28. **Tsai, J.**, Cheng, C., & Esselman, R. (2017, December). *Integrating the socioecological perspective in predicting willingness to take actions to mitigate climate change impacts: A case for Michigan's Huron River watershed*. Society of Risk Analysis Annual Meeting, Arlington, VA.

27. **Tsai, J.**, Liu, Y., Kamrath, J., Ruston, S., Posteher, K., & Corman, S. R. (2017, November). *Exploring the influence of organizational norms on sport-related concussion management for NCAA Division I collegiate athletes*. American Public Health Association Annual Meeting & Expo, Atlanta, GA.

26. Liu, Y., **Tsai, J.**, Kamrath, J., Ruston, S., Posteher, K., & Corman, S. R. (2017, November). *Understanding concussion education in NCAA Division I collegiate sports*. American Public Health Association Annual Meeting & Expo, Atlanta, GA.

25. Corman, S. R., Adame, B., **Tsai, J.**, Ruston, R., Beaumont, J., Kamrath, J. K., Liu, Y., Posteher, K., Tremblay, R., & van Raalte, L. (2017, November). *Changing the culture of concussion reporting among college athletes: The role of vested interests, organizational culture, and cultural narrative*. National Communication Association Annual Convention, Dallas, TX.

24. Cheng, C., **Tsai, J.**, Yang, E., Esselman, R., Kalcic, M., Xu, X., & Mohai, P. (2017, October). *Climate justice, risk communication, and planning: A case for Michigan's Huron river watershed*. Association of Collegiate Schools of Planning 57th Annual Conference, Denver, CO.

23. Cheng, C., **Tsai, J.**, Yang, E., Esselman, R., Kalcic, M., Mohai, P., & Xu, X. (2017, June). *How voices inform design for climate justice and green infrastructure: A case for Michigan's Huron river watershed*. Environmental Design Research Association 48th Annual Conference, Madison, WI.

22. **Tsai, J.**, Liu, Y., Kamrath, J., Posteher, K., Van Raalte, L., & Corman, S. (2017, March). *Exploring organizational culture and concussion reporting in NCAA Division 1 collegiate sports*. International Association of Communication and Sport 10th Summit on Communication and Sport, Phoenix, AZ.

21. Liu, Y., **Tsai, J.**, & Chen, Y. (2016, November). *How organ donation is represented in newspaper articles in China: A 15-Year review of Chinese news coverage of organ donation from 2000 to 2015*. National Communication Association Annual Convention, Philadelphia, PA.

20. **Tsai, J.**, Liu, Y., & Chen, Y. (2016, June). *A long way to go: Framing analysis of Chinese newspaper coverage of organ donation shortage and barriers, 2000-2015*. International Communication Association Annual Conference, Fukuoka, Japan.

19. Corman, S. R., **Tsai, J.**, & Brewer, G. A. (2016, June). *A matter of degree: Testing an alternative approach to content analysis in media framing research*. International Communication Association Annual Conference, Fukuoka, Japan.

18. **Tsai, J.**, Corman, S. R., Nolen, M., & Fleischer, K. (2015, August). *Toward a nuanced typology of media discourse of climate change, impact, and adaptation: An analysis of West African online news and social media*. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

17. **Tsai, J.**, & Corman, S. R. (2015, July). *Risks and solutions of climate change in West African: Analysis of framing trends in media*. World Congress on Risk 2015 by Society of Risk Analysis, Singapore.

16. **Tsai, J.** (2014, August). *Why I seek information: An integrative approach to explore the impact of discrete emotion on information seeking about flood risks*. Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada. *** Second Place Student Paper Award Winner**.

15. **Tsai, J.** (2014, April). *Predicting influenza vaccination behavior: The interplay between social influences, health information seeking and protection motivation theory*. Kentucky Conference on Health Communication, Lexington, KY.

14. **Tsai, J.** (2013, August). *Risk perceptions, worry, and information-seeking experiences/behaviors: Evidence from the 2012 Health Information National Trends Survey*. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

13. Konieczna, M., Mattis, K., **Tsai, J.**, Liang, X., & Dunwoody, S. (2011, November). *Domesticity versus global journalism: A two-country comparison of coverage of the Copenhagen climate change conference*. Midwest Association for Public Opinion Research Convention, Chicago, IL.

12. **Tsai, J.**, Liang, X., Mattis, K., Konieczna, M., & Dunwoody, S. (2011, August). *News valence and attribution of responsibility in a cross-national study of TV news coverage of the 2009 UN climate change conference in Copenhagen*. Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO.

11. Mattis, K., Konieczna, M., Liang, X., **Tsai, J.**, & Dunwoody, S. (2011, June). *Uncertainty rhetoric in U.S. television news coverage of the Copenhagen climate change conference*. Association for Environmental Studies and Sciences Annual Meeting, Burlington, VT.
10. Liang, X., **Tsai, J.**, Mattis, K., Konieczna, M., & Dunwoody, S. (2011, May). *Rethinking attribution of responsibility in a cross-national study of TV news coverage of the 2009 global climate Meeting in Copenhagen*. International Communication Association Annual Conference, Boston, MA.
9. Abril, E. P., Borah, P., **Tsai, J.**, & Kim, Y. (2010, November). *Protecting one's own or getting turned-off? Testing the prospects for deliberation of TV news shows*. Midwest Association for Public Opinion Research Convention, Chicago, IL.
8. **Tsai, J.** (2010, June). *Communicating climate change: Explore the U.S. climate scientists' roles in policy-making process*. International Communication Association Annual Conference, Singapore.
7. Hillback, E., Dudo, A. D., **Tsai, J.**, Scheufele, D. A., Brossard, D., & Dunwoody, S. (2009, December). *RISP model and nanotechnology*. Society of Risk Analysis Annual Meeting, Washington, DC.
6. **Tsai, J.** (2009, August). *Gender differences in risk perceptions: An exploratory meta-analysis*. Association for Education in Journalism and Mass Communication Annual Conference, Boston, MA.
5. Borah, P., Anderson, A., **Tsai, J.**, & Gunther, A. (2009, August). *Attention to exemplars: Moderating effects of information processing and personal involvement in exemplification*. Association for Education in Journalism and Mass Communication Annual Conference, Boston, MA.
4. Shih, T., & **Tsai, J.** (2008, December). *Media representation of risks associated with nanotechnology and its cultural implication*. Society of Risk Analysis Annual Meeting, Boston, MA.
3. **Tsai, J.**, & Shih, T. (2008, November). *Comparing media representation of nanotechnology in the U.S. and Taiwan and its cultural implication*. Midwest Association for Public Opinion Research Convention, Chicago, IL.
2. **Tsai, J.** (2008, August). *Credibility of corporate blogs and impact on attitude toward a company*. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL. *** Second Place Student Paper Award Winner**.
1. Shen, F., & **Tsai, J.** (2006, August). *Framing SARS in China*. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA. *** Second Place Student Paper Award Winner**.