

# Jiun-Yi Tsai, PhD

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## Academic Positions

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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

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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

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

## Refereed Publications

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### 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. *Heliyon-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., \*Posteher, 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**

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### 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**

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### *External Research Grants (Awarded)*

**Received in total: \$931,500**

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| 2021-2025 | Co-Investigator, NIH-Native American Research Centers for Health (1S06GM142121-01)<br>"Navajo Genetic Toolkit: A culturally-tailored guide for engagement and oversight of genetic research" PI: Katrina Claw (Award: <b>\$466,500</b> )  |
| 2021-2022 | Principal Investigator, Waterhouse Family Institute Research Grant, Villanova University<br>"Identity gaps and approach-oriented social media coping: Mediators between COVID racial discrimination and stress" (Award: <b>\$10,000</b> ) |
| 2021-2022 | Principal Investigator, Page/Johnson Legacy Scholar Grant, Pennsylvania State University<br>"Building an audience-centric framework of situational corporate social advocacy strategy: A mixed-methods approach" (Award: <b>\$5,000</b> ) |
| 2021-2022 | Principal Investigator, Online News Association Research Prize<br>"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)

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#### *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 Kopenhagen Center Fellow, Center for the Advancement of Women in Communication at the AEJMC

## Invited Presentations

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**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)

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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., Posther, 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., Posther, 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., Posther, 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., Posther, 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 57<sup>th</sup> 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 48<sup>th</sup> Annual Conference, Madison, WI.
22. **Tsai, J.**, Liu, Y., Kamrath, J., Postheher, 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 10<sup>th</sup> 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.**