

# Ruoxiao Su

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## EDUCATION

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May 2027 (expected)	University of Texas at Austin, TX, U.S. <b>Ph.D., Organizational Communication &amp; Technology</b> <i>Advisor:</i> Dr. Keri K. Stephens <b>M.S., Statistics (pursuing)</b>
June 2023	University of Science and Technology of China (USTC), Hefei, China <b>Master, Journalism &amp; Communication</b> <i>Advisor:</i> Dr. Mengxiao Zhu
June 2020	<b>B.E., Polymer Materials &amp; Engineering; B.A., Communication</b>

## EXPERTISE

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<b>Research Skills</b>	Interdisciplinary and international collaboration, Project management, Study design, Literature reviews, Critical thinking, Data collection, Quantitative analysis, Computational analysis, Qualitative analysis, Research writing and presentation
<b>Data Analysis</b>	<ul style="list-style-type: none"><li>• Human-Centered Data Collection: Survey, Experimental, Eye tracking, Social media data</li><li>• Qualitative Analysis: Interview, Focus group, Coding, Content analysis</li><li>• Quantitative Analysis: Regression, ANOVA, Structural equation model</li><li>• Computational Analysis: Natural language processing, Machine learning, BERT, Deep learning, Large language model, Transformer, Classifier, Social network analysis, Agent-based modeling</li><li>• Data Visualization</li><li>• Phonetics Analysis</li></ul>
<b>Programming Technology Language</b>	R, Python (pandas, numpy, etc.), C/C++, MATLAB, NetLogo MS Office, SPSS, Adobe Audition, Premiere, Photoshop, Gephi, Praat, Canvas Chinese, English, Japanese

## PEER-REVIEWED JOURNAL ARTICLES

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- Su, R., Stephens, K. K., McGlone, M. S., Jia, M. (2024). One HPV vaccination message does not fit all: Differences between young adults deciding to be vaccinated and parents deciding for their children. *Health Communication*. <https://doi.org/10.1080/10410236.2024.2417115>
- Zhu, M., Su, R., Liu, L., Contractor, N. (2024). Communicate or not: Exploring the different effects of instrumental and expressive networks on thriving at work. *Journal of Management & Organization*. <https://doi.org/10.1017/jmo.2024.5>
- Zhu, M., Liu, L., Su, R., Contractor, N. (2023). Revisiting the effects of social networks on enterprise collaboration technology use: A fuzzy-set qualitative comparative analysis approach. *Decision Support System*. <https://doi.org/10.1016/j.dss.2023.114017>

## CONFERENCE PAPERS

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**Su, R.**, Stephens, K. K., McGlone, M. S., Jia, M. (2025, June). When agentic pneumonia meets older adults: Will it persuade older adults to vaccinate or backfire?. *International Communication Association (ICA) Conference*, Denver, CO, U.S.

Jung, S., **Su, R.** (2025, June). 'Thank you all for following my journey': Exploring the self-narratives and user engagement of disability community on TikTok. *International Communication Association (ICA) Conference*, Denver, CO, U.S.

**Su, R.**, Stephens, K. K., McGlone, M. S., Jia, M. (2024, November). One HPV Vaccination Message Does Not Fit All: Differences Between Young Adults Deciding to be Vaccinated and Parents Deciding for Their Children. *National Communication Association (NCA) Conference*, New Orleans, LA, U.S.

**Su, R.** (2024, November). Females are More Socially Embedded: Understanding Knowledge Hiding from a Social Network Approach. *National Communication Association (NCA) Conference*, New Orleans, LA, U.S.

**Su, R.**, Liu, L., Zhu, M., Su, C., Xu, Q. (2023, May). A daily study on the relationship between work-family conflict and knowledge hiding: Moderating roles of social networks. *73<sup>rd</sup> Annual International Communication Association Conference (ICA)*. Toronto, Canada.

Liu, L., Zhu, M., **Su, R.**, Wang, X., Xu, Q. (2023, May). Investigating the role of advice relations on employee creativity: A social network perspective. *73<sup>rd</sup> Annual International Communication Association Conference*. Toronto, Canada.

**Su, R.**, Zhu, M., Liu, L., DeChurch, L., Contractor, N. (2022, May). Explaining thriving at work and job satisfaction: Exploring the different roles of the instrumental and the expressive networks. *72<sup>nd</sup> Annual International Communication Association Conference*. Paris, France.

Liu, L., Zhu, M., **Su, R.**, DeChurch, L., Contractor, N. (2022, May). Understanding the dynamic role of social networks in technology-based collaboration in responding to the COVID-19 pandemic. *72<sup>nd</sup> Annual International Communication Association Conference*. Paris, France.

Chen, X., Yao, Y., **Su, R.** (2021, July). Digital self-disclosure and social support—Online health community use for families with autism. *China Sociology Association Annual Conference*. Chongqing, China. (presenter)

## RESEARCH EXPERIENCE

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- 2024 – present    **Research Assistant**, UT Austin, Moody College of Communication  
*Identifying How to Communicate Uncertainty and Risk Through Visualization of Flood Data*. Research conducted with Dr. Keri Stephens (PI).
- Conducted literature reviews and drafted practical recommendations for visualizing flood risk information for laypeople and technical persons
  - Developed assessment criteria for flood data dashboards and evaluated major tools
  - Designed an experiment to test the most effective visualization of flood risks
- 2023 – present    **Research Assistant**, UT Austin, Moody College of Communication  
*Messaging Strategies for Increasing HPV Vaccination Intentions*. Research conducted with Dr. Keri Stephens (PI) and Dr. Matthew McGlone.
- Conducted experimental data analysis (ANOVA, regression, and factorial design)
  - Composed the manuscript and submitted to peer-review journal (under minor revision)
- 2022 – 2023      **Research Assistant & Project Coordinator**, USTC  
*Multimodal Communication of HPV Vaccine on Social Media*. Research conducted with Dr. Mengxiao Zhu and Dr. Cuihua Shen.
- Scheduled project meetings
  - Managed 100GB+ multimodal big data set on the online server
  - Involved in theoretical development
  - Analyzed multimodal media with computational methods (Whisper and BERTopic) and phonetics analysis methods
  - Wrote the manuscript (in progress)
- 2022              **Research Assistant & Project Coordinator**, USTC  
*Misinformation Spreading on Social Media*. Research conducted with Dr. Yongdong Zhang (PI) and Dr. Mengxiao Zhu (Co-PI).
- Analyzed large-scale social media user behavioral data
  - Simulated misinformation spreading models with agent-based modeling (NetLogo)
  - Composed research reports of over 30,000 words

## TEACHING EXPERIENCE

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- SP 2025            **Teaching Assistant**, UT Austin  
*Course: Digital Communication*
- FA 2024            *Course: Working Virtually*
- SP 2024            *Course: Interpersonal Communication Theory*
- FA 2023            *Course: Nonverbal Communication*

	<b>Teaching Assistant, USTC</b>
SP 2022, FA 2022	<p><i>Course:</i> Social Network Analysis</p> <ul style="list-style-type: none"> <li>• Collaborated with the international teaching team</li> <li>• Organized weekly teaching meetings</li> <li>• Held lab sessions, and tutored student class projects</li> </ul>
FA 2019, SP 2020, FA 2020, SP 2021, FA 2021	<p><i>Course:</i> Safety in the Chemical Lab</p> <ul style="list-style-type: none"> <li>• Designed virtual experiment platform</li> <li>• Managed class materials on the MOOC platform</li> <li>• Analyzed student online engagement data</li> <li>• Hosted remote lectures for students from 5+ universities</li> </ul>

## TEACHING EVALUATION

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FA 2024, Working Virtually

- “During our lectures, she was always very approachable and helpful in any way we needed related to the course content.”
- “She was very knowledgeable about the subject”
- “I loved when she presented to the class.”

## PROFESSIONAL SERVICE

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<b>Lab Manager</b>	OPTIC Lab, Moody College of Communication, UT Austin, June 2024 – present
<b>Outreach Assistant</b>	College of Natural Sciences, UT Austin, Summer 2024
<b>Volunteer</b>	National Communication Association Conference, November 2023
<b>Mentor Assistant for Undergraduate Students</b>	School of Chemistry & Materials Science, USTC, September 2020 – June 2023
<b>Session Host and Volunteer</b>	International Communication Association (ICA) Regional Hub in Hefei, China, May 2022
<b>Volunteer</b>	ICA Regional Hub in Hefei, China, May 2021
<b>Vice Chief of Secretary</b>	Graduates’ Union of School of Humanities & Social Sciences, USTC, September 2020 – August 2021
<b>Volunteer</b>	Committee of International Student Admissions, International College, USTC, November 2020 – April 2021

