Xin Ma, M.A.

Ph.D. Candidate
Department of Communication
University of Maryland, College Park
Email Address: xinma@umd.edu
Research Interests: Strategic Communication, Risk and Crisis Communication, and Public Relations

EDUCATION

University of Maryland   College Park, MD, U.S.
Ph.D. in Communication   2020–anticipated 2024
Advisor: Dr. Brooke Fisher Liu

Sun Yat-sen University   Guangzhou, China
M.A. in Journalism and Communication   2018–2020
Advisor: Dr. Liang Chen

Zhengzhou University   Zhengzhou, China
B.A. in Radio and Television   2014–2018

University of Michigan   Ann Arbor, MI, U.S.
Certificate in Inter-university Consortium for Political and Social Research (ICPSR) Program   2019

RESEARCH

Publications

1. **Ma, X.**, Ma, L., & Liu, B. F. (accept). Should relationships be at the heart of public relations?: A meta-analysis of the antecedents and outcomes of organization-public relationships. *Public Relations Review*. (SSCI Journal, Q1 in Communication, 2022 Impact Factor = 4.2)

2. Niu, R., & **Ma, X (corresponding author).** (2023). Warranted inferences of mediation and possibility of a threshold effect: Verifying the mediating effects of anger in Situational Crisis Communication Theory. *Public Relations Review*, *49*(5), 102372. https://doi.org/10.1016/j.pubrev.2023.102372 (SSCI Journal, Q1 in Communication, 2022 Impact Factor = 4.2)

    ***(Top Three Student Papers: First Place in Public Relations Division in ICA 2023)**

3. **Ma, X.**, Yang, Y., Tong, L., Zhang, Y., & Zheng, E. (2023). Loneliness, purpose in life, and protective behavior: Examining cross-sectional and longitudinal relationships in older adults before and during COVID-19. *The Journals of Gerontology, Series B: Psychological Sciences and Social Sciences*, gbad117. https://doi.org/10.1093/geronb/gbad117 (SSCI Journal, Q1 in Multidisciplinary Psychology, 2022 Impact Factor = 6.2)

4. **Ma, X.**, Yang, Y., & Chen, L. (2023). Promoting behaviors to mitigate the effects of climate change: Using the Extended Parallel Process Model at the personal and collective level in China. *Environmental Communication*, *17*(4), 353-369. https://doi.org/10.1080/17524032.2023.2181134 (SSCI Journal, Q2 in

Last updated Oct. 8, 2023

Communication, 2022 Impact Factor = 2.7)

5. **Ma, X.** & Chen, L. (2023). Seeking online health information for aged parents in China: A multigroup comparison of Comprehensive Model of Information Seeking based on eHealth literacy levels. *International Journal of Communication*, *17*, 2326-2347. (SSCI Journal, Q3 in Communication, 2022 Impact Factor = 1.7)

6. Liu, B. F., Atwell Seate, A., Kim, J. Y., **Ma, X.**, Lee, S., & Hawblitzel, D. (2023). Blue or stormy skies?: The roles of strategic risk communication in protecting communities before, during, and after severe weather. In H. D. O'Hair & M. J. O'Hair (Eds.), *Communication and catastrophic events: Strategic risk and crisis management.* Wiley Blackwell.

7. Yang, Y., **Ma, X.**, & Myrick, J. (2023). Social media exposure, interpersonal communication, and tampon use: A multigroup comparison based on network structure. *Journal of Health Psychology*, *28*(4), 343-355. https://doi.org/10.1177/135910532211203 (SSCI Journal, Q2 in Clinical Psychology, 2022 Impact Factor = 3.2)

8. Liu, B. F., Atwell Seate, A., Kim, J. Y., Hawblitzel, D., Lee, S., & **Ma, X.** (2022). Relationships are built on sunny days: Uncovering quiet weather communication strategies. *Weather, Climate, & Society*, *14*(1), 223-236. https://doi.org/10.1175/WCAS-D-21-0096.1 (SSCI Journal, Q3 in Environmental Studies, 2022 Impact Factor = 2.2)

9. **Ma, X.**, & Yuan, C. (2022). Technologies of refuge and displacement: Rethinking digital divides, by Linda Leung. *Journalism & Mass Communication Quarterly*, *99*(4), 1171-1172. https://doi.org/10.1177/1077699019849580 (SSCI Journal, Q2 in Communication, 2022 Impact Factor = 3.6)

10. Chen, L., Wang, P., **Ma, X.**, & Wang, X. (2021). Cancer communication and user engagement on Chinese social media: Content analysis and topic modeling study. *Journal of Medical Internet Research*, *23*(11), e26310. http://dx.doi.org/10.2196/26310 (SCI Journal, Q1 in Medical Informatics, 2022 Impact Factor = 7.4)

Peer-reviewed Conference Presentations

1. **Ma, X.** & Xia, S. (2023 May). *Building community resilience and calling for collective actions: How organizations and publics communicate disaster aid on Weibo*. Paper presented at the 73rd Annual Conference of the International Communication Association (ICA), Toronto, Canada.

   ***(Top Three Student Papers: Third Place in Public Relations Division)**

2. **Ma, X.**, Yang, Y., & Chen, L. (2022 May). *Promoting personal mitigation intention using the Extended Parallel Process Model from personal and collective perspectives in China*. Paper presented at the 72nd Hybrid Annual Conference of the International Communication Association (ICA), Paris, France.

3. Yang, Y., **Ma, X.**, & Myrick, J. (2021 August). *Social media exposure, interpersonal communication, and tampon use: A multigroup comparison based on network structure.* Paper presented at the 2021 Virtual Conference of the Association for Education in Journalism and Mass Communication (AEJMC).

4. **Ma, X.**, & Chen, L. (2021 May). *Seeking online health information for aged parents in China: A multigroup comparison of Comprehensive Model of Information Seeking based on eHealth literacy levels*.

Last updated Oct. 8, 2023

Paper presented at the Virtual 71st Annual Conference of the International Communication Association (ICA).

5. Chen, L., **Ma, X.**, & Wang, X. (2019 May). *Cancer communication on Chinese social media: Extracting topics using text analytics*. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), Washington DC, U.S.

Ongoing Research

1. Dai, M., Xia, S., Calabrese, C., **Ma, X.,** & Chen, T. (under review). Behavioral and demographic factors associated with STI testing adherence among Non-Single Men who have sex with men (MSM) in the United States.

2. **Ma, X.,** Xia, S., & Liu, B. F. (under review). Building community resilience and calling for collective actions: How organizations and publics communicate disaster aid on Weibo.

   ***(Top Three Student Papers: Third Place in Public Relations Division in ICA 2023)**

3. **Ma, X.,** Tang, H., & Chen, L. (manuscript writing). The effects of the illusion of knowing and factual knowledge on knowledge and pro-environmental behavior changes: A longitudinal survey.

4. Tao, P., & **Ma, X. (corresponding author).** (manuscript writing). How transilience conceptually differs from self-efficacy and resilience.

5. He, Y., & **Ma, X. (corresponding author).** (data collection). Cross-sectional and longitudinal relationships among climate change beliefs, worry, and scientific consensus in China.

6. Lu, J., **Ma, X. (corresponding author).** (data collection). The longitudinal relationships between organization-public relationships and social media engagement.

7. **Ma, X.,** Liu, B. F., & Zhang, J. (data collection). The role of emotions in how publics respond to crises: A meta-analysis.

8. **Ma, X.** (dissertation project, in preparation). How do repeated exposures of self and other framing climate change messages impact pro-environmental behaviors?: A longitudinal experiment.

9. **Ma, X.** (dissertation project, in preparation). Can public segments be changed by repeated exposure to climate change messages?: A longitudinal experiment based on the Situational Theory of Problem Solving.

Funded Project Experience

1. **Researcher** from January 2021-August 2021. "**How Should Forecasters Warn about Tornadoes? Providing a Scientifically-validated Risk Communication Toolkit for the National Weather Service.**" National Oceanic and Atmospheric Administration (NOAA): $371,382. September 2020-August 2023. Award No. NA20OAR4590454 [PI Anita Atwell Seate; Co-PIs Ji Youn Kim, Brooke Fisher Liu, & Daniel Hawblitzel].

TEACHING

Course Taught

Last updated Oct. 8, 2023

COMM201 Introduction to Public Relations, Fall 2023

Teaching Assistant, one section, 53 students

COMM107 Oral Communication: Principles and Practices, Spring 2023, Fall 2022, Spring 2022, Fall 2021

Instructor of Record, two sections, 19 students per section

SERVICES

Review Services for Journals

Environmental Communication (2023)

Health Communication (2023)

Journal of Medical Internet Research (2023)

Review Services for Conferences

International Communication Association (ICA) Environmental Communication Division (2023)

ICA Public Relations Division (2022)

ICA Health Communication Division (2021)

HONORS & AWARDS

Top Student Paper Award, Public Relations Division, 73rd ICA Annual Conference, May 2023

Top Paper Award, The 707th PhD Academic Forum of Tsinghua University, Beijing, China, May 2023

ARHU Travel Grant ($400), College of Arts and Humanities, University of Maryland, 2023

COMM Department Travel Grant ($750), Department of Communication, University of Maryland, 2023

ARHU Summer Fellowship ($1,700), College of Arts and Humanities, University of Maryland, 2022, 2023

Dean's Fellowship ($25,000), Department of Communication, University of Maryland, 2020-2024

Ph.D. COURSEWORK

Advanced Statistics and Methods

Applied Measurement (Department of Measurement, Statistics, and Evaluation, Yang Liu)

Quantitative Methods in Communication Research (Department of Communication, Jiyoun Kim)

General Linear Models I (Department of Measurement, Statistics, and Evaluation, Ji Seung Yang)

General Linear Models II (Department of Measurement, Statistics, and Evaluation, Ji Seung Yang)

Causal Inference & Evaluation Methods (Department of Measurement, Statistics, and Evaluation, Peter Steiner)

Exploratory Latent & Composite Variable Methods (Department of Measurement, Statistics, and Evaluation, Gregory Hancock)

Last updated Oct. 8, 2023

Structural Modeling (Department of Measurement, Statistics, and Evaluation, Gregory Hancock)

Longitudinal Data Analysis (Department of Epidemiology and Biostatistics, Xin He)

Public Relations

Seminar in Public Relations Management (Department of Communication, Brooke Liu)

Risk and Crisis Communication (Department of Communication, Brooke Liu)

Global Public Relations (Department of Communication, Sun Young Lee)

Public Relations Publics (Department of Communication, Erich Sommerfeldt)

Communication Science

Communication Theory (Department of Communication, Kang Namkoong)

Science Communication (Department of Communication, Jiyoun Kim)

TRAINING & WORKSHOPS

Inter-university Consortium for Political and Social Research (ICPSR) Summer Program in Quantitative Methods of Social Research, Ann Arbor, MI, U.S. (July-August 2019)
- Courses completed:
1. Statistics and Data Analysis II: The Basics of Regression
2. Structural Equation Models with Latent Variables
3. Introduction to Computing
4. Introduction to Python
5. Introduction to the R Statistical Computing Environment
6. Introductory/Review Lectures on Matrix Algebra

Intermediate Python for Data Science, DataCamp, August 2019

Introduction to Python, DataCamp, August 2019

Quantitative Methods, Provided by University of Amsterdam, Coursera, May 2019

Writing in the Sciences, Provided by Stanford University, Coursera, December 2018

SKILLS

Data Analytics: R, SPSS, Python, Amos, Mplus

REFERENCES

Professor Brooke Fisher Liu
Advisor in the Ph.D. program
Department of Communication, University of Maryland
bfliu@umd.edu

Associate Professor Liang Chen
Advisor in the Master's program
School of Journalism and Communication, Tsinghua University

Last updated Oct. 8, 2023

chenliang@tsinghua.edu.cn

Associate Professor Sun Young Lee
Dissertation committee member in the Ph.D. program
Co-Director of Graduate Studies
Department of Communication, University of Maryland
sunlee@umd.edu

Last updated Oct. 8, 2023