

Zhihuai (Randy) Lin

Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
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EDUCATION

- 2028 (Expected) **Ph.D. in Media and Communicaton**
University of North Carolina at Chapel Hill, USA

- 2024 **M.Phil. in Communication**
Hong Kong Baptist University, Hong Kong
 - Master’s Thesis: Exploring the Role of Political Agenda: Triadic Network Agenda-Setting on Asylum Seekers and Refugees Issues in Hong Kong
 - Committee: Dr. Rose Luqiu, Dr. Yin Zhang, Prof. Hsuan-ting Chen, Prof. Steve Guo (Chair)

- 2022 **M.A. in Global Communication**
The Chinese University of Hong Kong, Hong Kong

- 2021 **B.Comm. in Journalism, Data and Media Communication Concentration**
Hong Kong Baptist University, Hong Kong (Graduation with First Class Honours)

RESEARCH FOCUS

- **Media Effects**, i.e., uses and effects of digital media, digital media and social change
- **Human-Computer Interaction**, i.e., psychology of human-AI interaction; influences of generative AI on interpersonal communication
- **Digital Public Health**, i.e., persuasion techniques and health advocates
- **Computational Social Science**, i.e., social network analysis, data scraping, natural language processing, text mining, applied machine learning, large language models

RESEARCH POSITIONS

- 2025–present **Graduate Research Assistant**
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
 - Supervisor: Prof. Shannon C. McGregor
 - Graduate Affiliate Researcher to Center for Information, Technology, and Public Life (CITAP)

- 2025–present **Graduate Research Assistant**
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
 - Supervisor: Prof. Spencer Barnes

- 2024 **Graduate Research Assistant**
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill

◦ Supervisor: Dr. Eva Zhao

2024 **Graduate Research Assistant**
Faculty of Humanities, The Education University of Hong Kong
◦ Supervisor: Prof. John Erni

2022–2024 **Graduate Research Assistant**
School of Communication, Hong Kong Baptist University
◦ Supervisor: Dr. Yin Zhang

2020–2021 **Undergraduate Research Assistant**
Department of Journalism, Hong Kong Baptist University

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

*Note: * Corresponding Author; † Equal Contribution.*

- [J1] Ng, Y.-L.*† & **Lin, Z.**† (2024). Biophilia Gratification: Evidence from Nature-related Posts and Images on Social Media. *New Media & Society*. <https://doi.org/10.1177/14614448241303776>
- [J2] **Lin, Z.** & Ng, Y.-L.* (2024). Unraveling Gratifications, Concerns, and Acceptance of Generative Artificial Intelligence. *International Journal of Human–Computer Interaction*. <https://doi.org/10.1080/10447318.2024.2436749>
- [J3] Wang, X., **Lin, Z.**, Shi, J.*, & Sun, Y. (2024). Opinion leadership and sharing positive and negative information about vaccines on social media: A mixed-methods approach. *Journal of Health Communication, 29*(11–12), 693–701. <https://doi.org/10.1080/10810730.2024.2426810>
- [J4] Ng, Y.-L.*† & **Lin, Z.**† (2024). Between Technological Utopia and Dystopia: Online Expression of Compulsory Use of Surveillance Technology. *Science and Engineering Ethics, 30*(19). <https://doi.org/10.1007/s11948-024-00483-3>
- [J5] Ng, Y.-L.*† & **Lin, Z.**† (2022). Exploring Conversation Topics in Conversational Artificial Intelligence-based Social Mediated Communities of Practice. *Computers in Human Behavior, 134*, 107326. <https://doi.org/10.1016/j.chb.2022.107326>

Refereed Conference Presentations

- [C1] **Lin, Z.** (2025). When AI Opens Up: Understanding the Dynamics of Reciprocal Self-Disclosure in Human-AI Relationships. Paper to be presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.
- [C2] **Lin, Z.** & Zhang, Y. (2025). Exploring the Role of Political Agenda: Triadic Network Agenda-Setting on Asylum Seekers and Refugees Issues in Hong Kong. Paper to be presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.
- [C3] Su, K. & **Lin, Z.** (2025). Persuade Wisely, Keep Fit Effectively: A Computational Analysis of Opinion Leadership and Persuasion Tactics Using Elaboration Likelihood Model. Paper to be presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.
- [C4] Zhao, X., **Lin, Z.** & Wong, C.-W. (2025). Examining the Roles of Modality and Cultural Tailoring in GenAI-Human Disaster Communication for Hispanic and Latino Communities. Paper to be presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.
- [C5] You, L., **Lin, Z.**, Zhao, X. & Wang, X. (2025). Organizational sociopolitical engagement in network ecology: Roles of organizational size, industry type, and political ideology. Paper to be presented at the 75th Annual International Communication Association Conference, Denver, Colorado, USA.

- [C6] **Lin, Z.** & Ng, Y.-L. (2024). Why Are Users Drawn to ChatGPT? Unraveling the Motivations, Concerns, and Acceptance of Generative Artificial Intelligence. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.
- [C7] **Lin, Z.** (2024). Exploring the Impact of Media Use on Trust in Chinese Government: The Mediating Role of Authoritarian Personality. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.
- [C8] Ng, Y.-L. & **Lin, Z.** (2024). Biophilia Gratification: Evidence from Nature-related Posts and Images on Social Media. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.
- [C9] **Lin, Z.** (2024). Perceived Self-Efficacy, Governmental Paternalism, and Trust in Government: Navigating the Credibility of Government Debunking Efforts in China. Paper presented at the Emerging Media for Communicating SDGs Conference, Hsinchu, Taiwan.
- [C10] **Lin, Z.** (2023). The “Othered” Africa: African Narratives Construction by Chinese Self-Media. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.
- [C11] Ng, Y.-L. & **Lin, Z.** (2023). Anonymous Online Expression of Society-wide, Compulsory Contact Tracing App Use: A Structural Topic Modeling Approach. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.
- [C12] Zhang, Y., **Lin, Z.**, Tong, C. & Ho, S. (2023). How Dynamic Patterns Help? A Cumulative Logic for Improving Tokenization Data Pre-processing of Online User-generated Content. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.
- [C13] Ng, Y.-L. & **Lin, Z.** (2022). Exploring Conversation Topics in Conversational Artificial Intelligence-Based Communities of Practice: A Latent Dirichlet Allocation Approach. Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.

GRANTS

- 2025 ABIDE Research Grant (US\$4,800), Hussman School of Journalism and Media’s ABIDE (Access, Belonging, Inclusion, Dignity and Excellence) committee, University of North Carolina at Chapel Hill
- 2023 Research Postgraduate Travel Grant (HK\$8,000), Hong Kong Baptist University

AWARDS & HONORS

- 2023 Reaching Out Award (ROA) (22-23), Hong Kong SAR Government
- 2021 Class Valedictorian of the 62nd Commencement, Hong Kong Baptist University
- 2021 Scholastic Award (20/21), Hong Kong Baptist University
 ◦ Students awarded the First Class Honours and is in the top 2% of graduates.
- 2021 Merit of Student Writing (English) Category, 25th Human Rights Press Awards
- 2020 Winner of Best in New-media Reporting, 2020 Campus News Awards, China Daily
- 2020 Winner of Best in English News Writing, 2020 Campus News Awards, China Daily
- 2020 Winner of Student Writing (English) Category, 24th Human Rights Press Awards

FELLOWSHIPS & SCHOLARSHIPS

2024–2028	William G. Arey, Jr. Fellowship, University of North Carolina at Chapel Hill <ul style="list-style-type: none">◦ 4 years of tuition support, stipend, health insurance, and travel fund
2022–2024	Master of Philosophy Fellowship (HK\$192,000), Hong Kong Baptist University
2024	Commercial Radio 50th Anniversary Scholarship (HK\$20,000), Hong Kong Baptist University
2022	Academic Excellence Scholarship (HK\$15,000), The Chinese University of Hong Kong
2021	Kan Hing Communication Scholarship (HK\$10,000), Hong Kong Baptist University
2021	School of Communication Scholarship (20/21) (HK\$10,000), Hong Kong Baptist University
2020	School of Communication Scholarship (19/20) (HK\$10,000), Hong Kong Baptist University
2019	SCE Scholarship (HK\$5,000), Hong Kong Baptist University

TEACHING POSITIONS

2024	Graduate Teaching Assistant Hussman School of Journalism and Media, University of North Carolina at Chapel Hill <ul style="list-style-type: none">◦ Teaching Assistant to Dr. Eva Zhao◦ Course: Advertising and Public Relations Research (MEJO379)
2023–2024	Graduate Teaching Assistant School of Communication, Hong Kong Baptist University <ul style="list-style-type: none">◦ Teaching Assistant to Dr. Yuner Zhu◦ Course: Big Data Analytics for Media and Communication (COMM7780)
2020–2021	Undergraduate Teaching Assistant Department of Journalism, Hong Kong Baptist University <ul style="list-style-type: none">◦ Teaching Assistant to Mr. Billy Ho◦ Course: Multimedia Storytelling (COMM3400)

PROFESSIONAL SERVICE

Discipline Specific: Journal

2024–present	<i>Cyberpsychology, Behavior, and Social Networking</i> (SSCI) × 13 times
2024	<i>New Media & Society</i> (SSCI) × 2 times
2024	<i>Social Science Computer Review</i> (SSCI) × 1 time

Discipline Specific: Conference

2024–present	Reviewer, Communication & Technology Division, International Communication Association
2021–present	Reviewer, Computational Methods Division, International Communication Association

School Service: University of North Carolina at Chapel Hill

2025	Panelist, Admitted Ph.D. Student Life Panel, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
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School Service: Hong Kong Baptist University

- 2021 Fact-Checker, HKBU Fact Check, Hong Kong Baptist University
- 2019–2021 Class Representative, Data and Media Communication Concentration, Department of Journalism, Hong Kong Baptist University
- 2019–2021 Portal Builder & Manager; Data Visualization Story Editor & Journalist, “Data Story” Portal (<https://datastory.hkbu.edu.hk>), The Young Reporter, Hong Kong Baptist University