

Qinyan Gao

The University of Texas at Austin | Moody College of Communication
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EDUCATIONAL BACKGROUND

- Ph.D.** Interpersonal Communication, May 2023 (expected). The University of Texas, Austin, TX.
Advisor: René Dailey.
- M.A.** Advertising, May 2018. The University of Texas, Austin, TX.
Thesis: The interplay between goal framing and message framing in advocating sunscreen use.
Supervisor: Kathryn Pounders. *Reader:* Brad Love.
- B.A.** Communication with emphasis in Mass Media (*Cum Laude*), May 2016. University of Missouri, Columbia, MO.
Awarded Outstanding Senior in Mass Media.

CONFERENCE, PAPERS & PUBLICATIONS

- Gao, Q.** (2021). Negotiating masculinity: Privacy management and communication work of men disclosing infertility to social network. Presented at National Communication Association (NCA), Seattle, WA.
- Gao, Q.** (2020). Hope or Fear? The interplay between emotion and regulatory focus in health messages. Presented at National Communication Association (NCA).
- Gao, Q.** (2020). Child emotion socialization and health outcomes from same-sex parented families in Australia and the United States. Presented at National Communication Association (NCA).
- Gao, Q.** (2019). The impact of family of origin family communication patterns on stress coping styles in stigmatized relationships. Presented at NCA (National Communication Association), Baltimore, MD.
- Gao, Q.** & Pounders, K. (2018). The interplay between goal framing and message framing in advocating sunscreen use. Presented at SMA (Society for Marketing Advances), West Palm Beach, FL.

GRANT EXPERIENCE

Contributor, Center for Sports Communication & Media, The University of Texas at Austin. Ongoing. Team leader: Natalie Brown-Devlin.

- Established cases of politics in sports discourse, theories, method, and survey design in the quantitative team.
- Produced professional annual reports for public access designed for sports media and industry.

Graduate Research Assistant, Center for Health Communication, The University of Texas at Austin. Texas Health and Human Services (HHSC) grant *Development of Interactive Recourses to Promote*

Coping and Reduce Substance Use Disorders among Texas Families. 2021-2022. Supervisor: Michael Mackert. Value: \$18,000,000.

- Conducted literature review and environmental scan, developed survey items, and hosted other formative research and evaluation activities.

Graduate Research Assistant, Faculty Innovative Center, The University of Texas at Austin. *Thinking beyond the four years: Assessing a program for coaching career success*, 2019-2022. PI: Brad Love. Value: \$15,000.

- Wrote a manuscript examining the effectiveness of Vick Center's ongoing efforts for students to build personal development skills relevant to thriving post-graduation.

RESEARCH IN PROGRESS

Gao, Q. (dissertation in progress). Toward a communication framework of relational stigma management in nontraditional relationships.

Gao, Q. (successfully defended). The Impact of family of origin communication patterns on stress coping style in stigmatized relationships.

Gao, Q. & Pounders, K. (manuscript ready for publication). Hope or Fear? The interplay between emotion and regulatory focus in health messages.

Lindstadt, C., & **Gao, Q.** (manuscript completed & data analysis in progress). Explores the interaction between gender, regulatory focus and self-construal in memorable sexual consent messages.

Gao, Q. (literature analyzed). Emotion socialization and nonverbal behaviors of children with physical disabilities.

Gao, Q. (literature analyzed). Child emotion socialization and health outcomes from same-sex parented families in Australia and the United States.

Gao, Q., & Krawietz, C. (manuscript completed). Imagined interactions: How does computer-mediated support messages promote intrinsic motivation?

ACADEMIC APPOINTMENTS

Assistant Instructor, The University of Texas at Austin

Fall 2021 Professional Communication Skills (Ethics Flag)

- Lectured two sessions MWF on professional career development and speech skills.
- Coached student individually to improve their understanding of key concepts and navigating professional communication resources.

Teaching Assistant, The University of Texas at Austin

Fall 2022
& Spring 2019 Lying and Deception (Ethics Flag), with Joe Cutbirth

- Coached students on academic writing of qualitative interviews; proctored weekly quizzes and exams.

Spring 2022 How People Talk, with Dr. Jürgen Streeck

- Lectured and coached students with content analysis.
- Spring 2021 Communicating for Philanthropy and Development (Writing Flag)
Internship in Communication and Leadership, with Dr. Jennifer Barbour
 - Evaluated student performance and provided constructive feedback for weekly reports and final project.
- Summer 2020 Data Analysis & Graphics Using R, with Steven Hernandez
 - Managing technical issues with Zoom participation and troubleshooting.
 - Facilitating discussions and answer questions one-on-one throughout the online course.
- Fall 2020
& Spring 2020 Nonverbal Communication (Global Cultures Flag), with Dr. René Dailey
 - Individual discussions with students to improve their understanding of nonverbal communication in intercultural context.
- Fall 2019 Language, Culture and Communication in Hip-Hop, with Dr. Jürgen Streeck
 - Lectured the language and style of Hip-Hop from a cultural perspective; facilitated discussions and in-class activities.
- Spring 2019 Communication and Sports, with Dr. Michael Butterworth
 - Provided weekly feedback for discussion posts and monitored class activities.
- Spring 2018
& Fall 2017 Media Foundation (Writing & Quantitative Reasoning flags), with Lisa Dobias
 - Taught weekly labs to facilitate discussion and critical thinking for students to develop writing and quantitative reasoning skills.
 - Coached student individually to improve their understanding of key concepts and navigating data resources in media planning.
- Summer 2017 Advertising Research, with Dr. Robert Lewis
 - Designed interactive format of class materials; evaluated student performance and provided constructive feedback for final project.

Communication Tutor

- Spring 2017 The University of Texas Athletics
 - Tutored undergraduate athletes to complete tasks and develop study skills to master working knowledge of communication and succeed in academic courses.

Research Assistant, University of Missouri

- Spring 2016 *Family communication patterns and physical well-being: Impact on stress response and recovery.* Ryan Maliski (PI)
 - Managed participant schedules and assist *emWave* equipment.
 - Provided feedback to improve the experimental design and data collection.

AWARDS AND HONORS

- *General ISSS Financial Aid Award*, \$7000-9500/year. The University of Texas at Austin, 2021-2022, 2019-2020 & 2018-2019
- NCA Student Caucus Travel Grant, \$175. NCA Diversity Council, 2021 & 2019
- *Graduate Student Travel Award by Division of Diversity and Community Engagement*, \$250. The University of Texas at Austin, 2020
- *Best Paper Award*, Society of Marketing Advances Conference, \$500. West Palm Beach, FL, 2018
- *Outstanding Senior in Mass Media Award*, with featured article. University of Missouri, 2016
- *Dean's List*, University of Missouri, 2014-2016
- *Dean's Honors*, \$9,000. Macau University of Science and Technology, 2012-2014

SERVICE ACTIVITIES

- **Hearing Officer**, Student Conduct Board, Office of Dean of Students, 2020-present
- **Representative**, Moody Graduate Communication Council, 2019-2020.
- **Representative**, Communication Studies Graduate Community, 2019-2020.
- **Session facilitator**, Society for Marketing Advances conference, West Palm Beach, FL., Nov. 2018.
- **Reviewer**, Society for Marketing Advances - Consumer Behavior Track, Nov. 2018.
- Wrote 4 recommendation letters for undergraduate students in Moody College of Communication.

PROFESSIONAL EXPERIENCE

Graduate Assistant

- Fall 2018 University Ombuds Office, Austin, TX
- Individual counseling with students in a confidential setting to discuss university-related concerns as well as communication coaching.
 - Manage social media outlet and marketing efforts; assist outreach events and activities.

Production Assistant

- Summer 2016 Jiangsu Broadcasting Corporation, Nanjing, China
- Arranged interview schedules with guest speakers, built relationships with partner organizations and health professions as well as finalized post-production tasks.

Income Tax Assistant

- Spring 2016 U.S. Department of Treasury-IRS, Columbia, MO
- Conducted intake interviews to fully understand taxpayer's situation and prepare tax returns for non tax-residents.

Fundraising Coordinator

Spring 2016 Montessori School Fundraising Project, Columbia, MO

- Planned events including profit share, *go fund me* website, sponsorship from local businesses, and raffle ticket sales to support Montessori School education program, raised \$3,000 during the course of a semester.

CERTIFICATIONS

- Portfolio in Applied Statistical Analysis
- Google AdWords certified
- Grade X certificate in piano performance, *The Music Examination Committee of the Chinese Musicians Association*.

PROFESSIONAL AFFILIATION

- Western States Communication Association, 2020-present
- Moody Graduate Communication Council, 2019-present
- Communication Studies Graduate Community, 2019-present
- National Communication Association, 2019-present
- International Communication Association, 2019-present
- Society of Marketing Advances, 2018-present
- Lambda Pi Eta National Communication Honor Society, 2015-present
- Advertising Graduate Council, 2016-2018