

# Ruoxiao Su

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## EDUCATION

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- May 2027 (expected) University of Texas at Austin, TX  
**Ph.D., Organizational Communication & Technology**  
*Advisor:* Dr. Keri K. Stephens
- June 2023 University of Science and Technology of China (USTC), Hefei, China  
**Master, Journalism & Communication**  
*Advisor:* Dr. Mengxiao Zhu
- June 2020 **B.E., Polymer Materials & Engineering; B.A., Communication**

## EXPERTISE

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- Research Skills** Interdisciplinary and international collaboration, Project management, Study design, Literature reviews, Critical thinking, Data collection, Quantitative analysis, Computational analysis, Qualitative analysis, Academic writing and presentation
- Data Analysis**
- Human-Centered Data Collection: Survey, Experimental, Eye tracking, Social media data
  - Qualitative Analysis: Interview, Focus group, Coding, Content analysis
  - Quantitative Analysis: Regression, ANOVA, Structural equation model
  - Computational Analysis: Natural language processing, Machine learning, BERT, Deep learning, Large language model, Transformer, Classifier, Social network analysis, Agent-based modeling
  - Data Visualization
  - Phonetics Analysis
- Programming Technology** R, Python (pandas, numpy, etc.), C/C++, MATLAB, NetLogo
- Language** MS Office, SPSS, Adobe Audition, Premiere, Photoshop, Gephi, Praat, Canvas  
Chinese, English, Japanese

## PEER-REVIEWED JOURNAL ARTICLES

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\* Corresponding author

Zhu, M., **Su, R.\***, Liu, L., Contractor, N. (in press). 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. (in press). 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> (Impact Factor: 7.5)

## CONFERENCE PAPERS

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**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

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 (in progress)

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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**Teaching Assistant, UT Austin**

SP 2024

*Course:* Interpersonal Communication Theory

FA 2023

*Course:* Nonverbal Communication

**Teaching Assistant, USTC**

SP 2022, FA  
2022

*Course:* Social Network Analysis

- Collaborated with the international teaching team
- Organized weekly teaching meetings
- Held lab sessions, and tutored student class projects

FA 2019, SP

*Course:* Safety in the Chemical Lab

2020, FA 2020,

SP 2021, FA

2021

- Designed virtual experiment platform
- Managed class materials on the MOOC platform
- Analyzed student online engagement data
- Hosted remote lectures for students from 5+ universities

## PROFESSIONAL SERVICE

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**Lab Manager**

OPTIC Lab, Moody College of Communication, UT Austin, June 2024 – present

<b>Graduate 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