

Siyuan Ma

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Education

- 2022 (expected) **Michigan State University**
Ph.D. Candidate, Communication
Advisors: Drs. Tai-Quan Peng (Chair), Daniel Bergan, Dustin Carnahan, Kenneth Frank
- 2018 **Beijing Normal University**
M.A., Journalism & Communication
Advisors: Drs. Hongzhong Zhang (Chair), Jianqiang Yu, Yanhua Qin
- 2016 **Beijing Normal University**
B.Sc., Educational Technology

Careers

Michigan State University

08/2018--Present Department of Communication Teaching Assistant

Beijing Normal University

02/2018--06/2018 School of Journalism & Comm. Teaching Assistant
09/2016--06/2018 School of Journalism & Comm. Research Assistant
02/2016--06/2016 School of Educational Technology Undergraduate Teaching Assistant
07/2013--06/2015 School of Educational Technology Undergraduate Research Assistant

Research Areas

My research interest is seated at the intersection of computational communication and social media studies. My current research focuses on the cause and effect of polarization, misinformation, as well as other attitudinal changes from a dynamic perspective on social media. I also have applied computational communication methods to a variety of contexts, including politics, public health, global south studies, and digital journalism studies.

Peer-Reviewed Journal Publications

- Ma, S., & Zhang, H.** (2021). Opinion expression dynamics in social media chat groups: An integrated quasi-experimental and agent-based model approach. *Complexity*, 2021. <https://doi.org/10.1155/2021/2304754> (SSCI/SCI Impact Factor = 2.82)
- Ma, S., Zhu, Y., & Bresnahan, M.** (2021). Chinese international students' face concerns, mental health stigma, and help seeking intentions. *Health Communication*, 1-9. <https://doi.org/10.1080/10410236.2021.1910167> (SSCI Impact Factor = 3.20)
- Danowski, J., van Klyton, A., Peng, T. Q., **Ma, S.**, Nkakleu, R., & Biboum, A. (2022). ICT development, interorganizational networks, and corruption in Africa. *Quality and Quantity*. (forthcoming. SSCI Impact Factor = 1.68).
- Lee, S., **Ma, S.**, Meng, J., Zhuang, J., & Peng, T. Q. (2022). Detecting Sentiment toward Emerging Infectious Diseases on Social Media: A Validity Evaluation of Dictionary-Based Sentiment Analysis. *International Journal of Environmental Research and Public Health*, 19(11), 6759. <https://doi.org/10.3390/ijerph19116759> (SSCI Impact Factor = 3.79)
- Zhang, R., Gong, J., **Ma, S.**, & Xu, J. (2022). Analytical advances through open science: An automatic coding mechanism for open-ended questions in journalism surveys. *Digital Journalism*, 1-22. <https://doi.org/10.1080/21670811.2022.2037006> (SSCI Impact Factor = 7.99)
- Ulusoy, E., Carnahan, D., Barry, R. C., Bergan, D. E., **Ma, S.**, Ahn, S., & McGraw, J. (2021). Flooding the zone: How exposure to implausible falsehoods shapes subsequent belief judgments. *International Journal of Public Opinion Research*, 33(4), 856-872. <https://doi.org/10.1093/ijpor/edab022> (SSCI Impact Factor = 2.11)
- Ma, S.** & Jiang, W. (2018). How to legislate algorithm-based news recommendation: Experience from foreign countries. *The Press*, 63(5), 106-108. (in Chinese)
- Yu, J. & **Ma, S.** (2018). Analyzing profit model of newspaper companies with profit weight: Taking Zhejiang Newspaper Media, Borei Communication, Huawei Media, and New York Times (2012-2016) as examples. *Chinese Journal of Journalism & Communication*, 58(5), 129-144. (in Chinese)
- Zhang, H., He, Y., & **Ma, S.** (2018). The mediation effect of credibility on media use and social confidence: A comparative study on official and personal social media accounts. *Journalism Bimonthly*, 38(4), 98-107+154-155. (in Chinese)
- Zhang, H., **Ma, S.**, & Han, X. (2016). A comparison of netizens' trust between central and local governments in China. *Journalism & Communication*, 38(S1), 78-84+127. (in Chinese)

Book Chapters (all published in Chinese)

Wang, Y. & **Ma, S.** (2023, expected). *Applied Communication in Education*, Beijing: China Higher Education Press. (co-first author) (in press, in Chinese)

Ma, S., & Wang, Y. (2020). Chapter Six: Paradigm shift of mass communication effect studies. (Eds.), *Applied Communication in Science Venues*, Beijing: Science and Technology of China Press. (in Chinese)

Wan, A., **Ma, S.**, & Wang, S. (2017). Chapter Three: Publishing techniques in ancient Greek and ancient Rome. (Eds.), *Publishing History in China and Foreign Countries*. Beijing: China Higher Education Press. (in Chinese)

Manuscripts Under Review

Ma, S., Bergan, D., Carnahan, D., Ahn, S., Virtue, I., & McGraw, J. (2022). The Influence of fact-checking on policymaker social media posts about the Trump Impeachment: A field experimental replication (minor revise). *Human Communication Research*.

Ma, S. (2022). Moderated by inconsistent definition and media environment: A meta-analysis of selective exposure effects on polarization. *Communication Research*.

Ma, S. (2022). Reducing the influence of algorithm-based news recommendation on selective exposure and polarization. *Journal of Broadcasting and Electronic Media*.

Ma, S., Wang, Y., Shu, Z., Duan, Z., & Sun, L. (2021). Development and validation of the Internet literacy scale. *Social Science Computer Review*.

Zhu, Y., Bresnahan, M., Yan, X., **Ma, S.** (2022). A thematic analysis of online comments in Fox News about stigma associated with wearing face masks in public during the COVID-19 pandemic. *Journal of Health Communication*.

Van Der Heide, B., Ulusoy, E., **Ma, S.**, Earle, K., Mason, A., & Dai, Y. (2021). Interpersonal media effects: Two studies of the effects of observing communication with content creators on YouTube. *Communication Research*.

Manuscripts in Progress

Ma, S. & Han, J. (manuscript completed). I wish I did not say that: Analyzing the deleted tweets of congress legislators in America.

Ma, S., Zhang, X., Jiang, Y., Deng, Y., & Xu, J. (manuscript completed). Appealing to extreme emotion and misinformation: Do Trumpian campaign strategies lose efficacy in the 2020 election?.

Bergan, D., Virtue, I., **Ma, S.**, Caitlin, F., Harrison, J., & Ahn, S. (manuscript completed). Can people use party cues to make accurate judgments?: Ecological rationality and political heuristics.

Mason, A., Earle, K., Van Der Heide, B., **Ma, S.**, & Ulusoy, E. (manuscript completed). A wise one in the crowd? The effects of message source similarity and majority message valence in online reviews.

Bao, H., **Ma, S.**, & Yan, X. (data collection). The Good, the Bad: Moral rhetoric in political news.

Conference Presentations

Ma, S. & Han, J. (2022, May). *I wish I did not say that: Analyzing the deleted tweets of congress legislators in America*. Paper presented at 72nd meeting of the International Communication Association, Paris, France.

Ma, S. (2021, November). *A meta-analysis between selective exposure and polarization*. Paper presented at 107th Annual National Communication Association Conference, Seattle, WA, USA.

Ma, S. (2021, November). *Reducing the influence of algorithm-based news recommendation on selective exposure and polarization*. Paper presented at 107th Annual National Communication Association Conference, Seattle, WA, USA.

Ma, S., Bergan, D., Carnahan, D., Ahn, S., Virtue, I., & McGraw, J. (2021, October). *The influence of fact-checking on policymaker social media posts about the Trump Impeachment: A field experimental replication*. Paper presented at Annual Conference of American Political Science Association, Seattle, WA, USA.

Ulusoy, E., Carnahan, D., Barry, R. C., Bergan, D. E., **Ma, S.**, Ahn, S., & McGraw, J. (2021, May). *Flooding the Zone: How exposure to implausible falsehoods shapes subsequent belief judgments*. Paper presented at 71st meeting of the International Communication Association, Denver, CO, USA.

Van Der Heide, B., Earle, K., Ulusoy, E., **Ma, S.**, & Mason, A. J. (2020, November). *A wise one in the crowd? The effects of message source similarity and majority message valence in online reviews*. Paper presented at 106th Annual National Communication Association Conference, Indianapolis, IN, USA.

Ma, S., & Zhang, H. (2020, May) *Encouraging willingness to speak out: Perceived peer support and opinion dynamic in social media groups*. Paper presented at 70th meeting of the International Communication Association, Gold Coast, Australia.

Lee, S., **Ma, S.**, Meng, J., Zhuang, J., & Peng, T. (2020, May) *Detecting sentiment toward emerging diseases on social media: An empirical comparison between human coding and dictionary-based approach*. Paper presented at 70th meeting of the International Communication Association, Gold Coast, Australia.

Van Der Heide, B., Ulusoy, E., **Ma, S.**, Earle, K., Mason A., & Dai, Y. (2020, May) *Interpersonal media effects: Two studies of the effects of observing communication with*

content creators on YouTube. Paper presented at 70th meeting of the International Communication Association, Gold Coast, Australia.

Mason, A., Earle, K., Van Der Heide, B., **Ma, S.**, & Ulusoy, E. (2020, May) *Social media literacy: Definitions, origins, and development*. Paper presented at 70th meeting of the International Communication Association, Gold Coast, Australia.

Ma, S., Duan, Z., & Sun, L. (2017, August). *Development, validity and reliability of urban teenagers' network literacy scale*. Paper presented at 100th meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, USA.

Awards & Honors

Summer Research Fellowship Award, Michigan State University, 2021 and 2022

National Academic Scholarship, Ministry of Education of China, 2015 and 2017

Honor Student at Beijing Normal University (Only 10 of 2300 fourth-year undergraduates), 2016

Funded Research Experience

10/2020--Present Estimating the impact of immediate versus delayed corrections on belief accuracy. (Grant application and research team member)
Funded by Trifecta Initiative Core Area (TICA) at Michigan State University

02/2017--04/2017 Chinese netizens' satisfaction degree towards NPC & CPPCC meetings in 2017. (Grant application and research team member)
Funded by Secretary Office of Congress, People's Republic of China

08/2016--02/2017 Satisfaction Degree of Public Service in Macau (Research Assistant)

Teaching Experience

Michigan State University

Teaching Assistant:

COM 830: Applied Communication Research II (Spring 2021, Graduate-level course)

COM 300: Methods of Communication Inquiry (Fall 2020, Fall 2021)

COM 275: Mass Communication (Spring 2022)

COM 100: Human Communication (Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Summer 2020)

Guest Lecture Speaker:

CAS 825: Mass Communication & Public Health (Fall 2019, 2020, Graduate-level course)

- Computational methods for health research (Social network analytic approach)

COM 475: Communication Campaign Design & Analysis (Fall 2019, Spring 2020)

- Computational methods for health research (Social network analytic approach)

Skills

Computational methods (e.g., Data mining, Machine learning, Social network analysis)

Programming software (e.g., R, Python, C, C++)

Quantitative research methods (e.g., Survey, Lab/Field experiment, Content analysis)

Statistical analysis (e.g., Regression analysis, ANOVA, SEM, Multi-level modeling)

Services

Academic Colloquium Committee Member, The Association of Graduate Students in Communication, Michigan State University.

Primary duties: Help invite scholars and organize academic colloquiums for graduate students in department of communication at MSU.

Michigan State University, 2021-2022 (expected)

Reviewers for ICA and NCA.

Volunteer teacher in senior/junior school summer camps in 9 different provinces of China

Primary duties: More than 100 hours' teaching about preparing college entrance exam;

Investigation of social media literacy.

Beijing Normal University, 2013-2021

Committee Member, Students' Committee of Beijing Normal University

Primary duties: Communication between Students' Union and the departments of BNU, Financial expenditure audit of Students' Union.

Beijing Normal University, 2015-2016

President of Students' Union, Faculty of Education at Beijing Normal University

Beijing Normal University, 2014-2015

Referees

Dr. Tai-Quan Peng, Associate Professor at MSU. (Advisor).

Email: pengtaiq@msu.edu

Dr. Daniel Bergan, Associate Professor at MSU. (Committee member).

Email: daniel.e.bergan@gmail.com

Dr. Dustin Carnahan, Assistant Professor at MSU. (Committee member).

Email: carnaha9@msu.edu

Dr. Kenneth Frank, Professor at MSU. (Committee member).

Email: KENFRANK@msu.edu

Dr. Hongzhong Zhang, Professor at BNU. (Master degree advisor).
Email: zhanghz9@126.com