

# Anqi Shao Ph.D.

1545 Observatory Drive Madison, WI 53706  
anqi.shao@wisc.edu • anqishao.com • (608) 338-9939

## EDUCATION

### **Doctor of Philosophy in Science Communication**

8/2025

Ph.D. Minor in Political Science and Computer Science

University of Wisconsin-Madison, USA

- **Dissertation:** *Beyond Misinformation: Understanding AI Hallucinations in Science Communication*
- **Committee Chair:** Dr. Dietram Scheufele
- **Committee Members:** Dr. Dominique Brossard, Dr. Kaiping Chen, Dr. Amy Claessens, and Dr. Sharon Li

### **Master of Science in Communication**

2/2019

University of Amsterdam, the Netherlands

### **Bachelor of Science in Biology**

6/2016

Fudan University, China

Minor in Journalism

## APPOINTMENTS

### **Postdoctoral Research Scholar**

9/2025 -

The Arizona Water Innovation Initiative (AWII)

Global Institute of Sustainability and Innovation, Arizona State University

## TEACHING EXPERIENCE

### **Teaching Assistant**

Department of Life Sciences Communication, University of Wisconsin-Madison

Science, Media, and Society, LSC 251

Spring 2020, Summer 2025

Documentary Photography for The Sciences, LSC450

Spring 2025

Health Communication in the Information Age, LSC 617

Fall 2024

Risk Communication, LSC 625

Spring 2023

Visualizing Science and Technology, LSC 350

Fall 2022

Research Methods in Communication Industry, LSC 250

Spring 2021

Marketing Communications for the Sciences, LSC 270

Fall 2020, Fall 2019

## RESEARCH EXPERIENCE

### **Project Assistant**

7/2024-8/2025

Science Communication Incubator Lab

Morgridge Institute for Research, University of Wisconsin-Madison

**Project Assistant**

7/2023-06/2024

“Persuasive Effects of Calls to ‘Do Your Own Research’”

Department of Life Sciences Communication, University of Wisconsin-Madison

**Research Assistant**

7/2021-8/2022

“Reducing Bias in Human-AI Conversation”

Department of Life Sciences Communication, University of Wisconsin-Madison

**Research Assistant**

10/2017-1/2019

Amsterdam School of Communication Research

**RESEARCH INTEREST**

science communication, public opinion, strategic communication, human-machine communication, computational social science

**PEER-REVIEWED PUBLICATIONS**

**Shao, A.** (2025). New sources of inaccuracy? A conceptual framework for studying AI hallucinations. *Harvard Kennedy School Misinformation Review*.

**Shao, A.**, Chen, K., Johnson, B., Miranda, S., & Xing, Q. (2025). Ubiquitous News Coverage and its Varied Effects in Communicating Protective Behaviors to American Adults in Infectious Disease Outbreaks: Evidence from a National Longitudinal Panel Survey. *Journal of Medical Internet Research*

Chen, K., **Shao, A.**, Burapachee, J., & Li, Y. (2024). Conversational AI and Equity: Assessing GPT-3’s Communication with Diverse Social Groups on Contentious Topics. *Scientific Reports*.

Chinn, S., Hasell, A., & **Shao, A.** (2024). What does it mean to “do your own research?” A comparative content analysis of DYOR messages in Instagram and Facebook posts about reproductive health, food, and vaccines. *New Media & Society*, 14614448241293409.

Duan, Z., **Shao, A.**, Yang, S., Chen, K., Hu, Y., Suh, Y., Kim, J., Lee, H., Liao, X. (2025). Vectionary: A Word-Embedding-Based Optimization Approach to Extracting Moral Appeals from Text. *Political Analysis*

Middleton, L., **Shao, A.**, Cate, A., Haugen, J., & Li, N. (2024). An Enthusiastic but Uncertain Welcome: Coverage of Risks, Benefits, and Social Contexts of CRISPR Technology in US Agricultural News 2012-2022. *Journal of Applied Communications*, 108(2), 1.

Chen, K., Jin, Y., & **Shao, A.** (2022). Science Factionalism: How Group Identity Language Affects Public Engagement with Misinformation and Debunking Narratives on a Popular Q&A Platform in China. *Social Media+ Society*, 8(1). [all authors have equal contribution]

Wirz, C., **Shao, A.**, Bao, L., Howell, E. L., Monroe, H., & Chen, K. (2021). Media Systems and Attention Cycles: Volume and Topics of News Coverage on COVID-19 in the United States and China. *Journalism & Mass Communication Quarterly*.

Ho, P., Chen, K., **Shao, A.**, Bao, L., Ai, A., Tarfa, A., Brossard, D., Brown, L & Brauer, M. (2021). A Mixed Methods Study of Public Perception of Social Distancing: Integrating

Qualitative and Computational Analyses for Text Data. *Journal of Mixed Methods Research*

- Meppelink, C., Hendriks, H., Trilling, D., van Weert, J. C., **Shao, A.**, & Smit, E. S. (2021). Reliable or not? An automated classification of webpages about early childhood vaccination using supervised machine learning. *Patient Education and Counseling*, 104(6), 1460-1466.
- Howell, E. L., Kohl, P., Scheufele, D. A., Clifford, S., **Shao, A.**, Xenos, M. A., & Brossard, D. (2020). Enhanced threat or therapeutic benefit? Risk and benefit perceptions of human gene editing by purpose and heritability of edits. *Journal of Risk Research*, 1-17.
- Chen, K., Bao, L., **Shao, A.**, Ho, P., Yang, S., Wirz, C., Brossard, D., Brauer, M., & Diprete Brown, L. (2020). How public perceptions of social distancing evolved over a critical period: communication lessons learnt from the American state of Wisconsin. *Journal of Science Communication*, 19(5), A11.

### **WORKING MANUSCRIPTS**

- Yuan, S., **Shao, A.** Bao, L., (working paper). Human-Machine Justice in Disaster Response: How Just Conversations with AI Chatbots Work—and When They Don't
- Eom, D., Renner, J., Zhu, E., **Shao, A.**, Choi, S., Newman, T., Brossard, D., & Scheufele, D. A. (working paper). Augmentation or autonomy? Key influences on AI opposition and regulatory support.

### **SELECTED CONFERENCE PRESENTATIONS**

#### **Human-Machine Communication**

- Bao, L., **Shao, A.**, & Yang, S. (2025, Jun). Does ChatGPT Make users feel more informed and engaged with science than Google Search? The mediating roles of perceived contingency and elaboration. [Conference presentation]. *75th Annual ICA Conference*, Denver, CO.
- Yuan, S., **Shao, A.**, & Bao, L., (2025, Jun). Human-Machine Justice in Disaster Response: How AI Chatbots Influence Risk Perception and Public Behavior [Conference presentation]. *75th Annual ICA Conference*, Denver, CO.

#### **Computational Social Science**

- Shao, A.** (2021, Aug). Influencers Alleviate Spiral of Silence, but Levitate Public Opinion Polarization? Preliminary Observations from an Agent Based Modeling Approach [Conference presentation]. *Fourth Annual Politics and Computational Social Science (PaCSS) Conference*, Virtual
- Shao, A.**, Chen, K., Duan, Z., Yang, S. (2022, Jun). The Reproductive Dynamics of Moral Appeal Expression on Social Media – Examining Public Discourse of COVID-19 Issues on Twitter [Conference presentation]. *ICA 2022 Regional Conference: Computational Communication Research in Central and Eastern Europe*, Virtual
- Yang, S., Liao, X., **Shao, A.**, Chuang, Y., Gupta, D., Duan, Z., Kim, J., Lee, H., Suh, Y., Chen, K., (2024, Jul) Tackling the Challenge of Measuring Moral Appeals from Social Media Discourses: Comparing Dictionary, BERT, and Large Language Models. [Conference presentation] *International Conference on Computational Social Science 2024*, Philadelphia, Pennsylvania, United States

- Shao, A.** (2020, Nov). Echoing Inside or Beyond the Walls: The #SciComm Discussion on Twitter [Conference presentation]. *106<sup>th</sup> National Communication Association (NCA) annual convention*. Virtual
- Shao, A.**, Meppelink, C., Smit, E., Trilling, D., Weert, J., and Hendriks, H. (2019, May), Automatically distinguishing correct information from misinformation about vaccines: a supervised machine learning approach [Conference presentation] *69th Annual International Communication Association (ICA) Conference*.

### Science & Political Communication

- Shao, A.**, Wang, Y., (2023, April) Cutting “Long COVID” Stories Short: Did News Outlets Oversimplify the Uncertainty in Medical Research about Post-COVID Conditions? [Conference presentation]. *Public Communication of Science and Technology (PCST) Conference*, Rotterdam, the Netherlands
- Shao, A.**, Xenos, M., (2022, Aug). Thematic and Semantic Shifts of Human Gene Editing in News Coverage through the CRISPR Baby Scandal. [Poster presentation]. *Association for Education in Journalism & Mass Communication (AEJMC) Conference*, Detroit, MI, United States.
- Shao, A.**, Chen, K., Jin, Y., (2021, Aug), How Group Identity Polarizes Public Deliberation on Controversial Science: Examining Public Discourse on GMO Misinformation and Counter-Narratives from a Popular Q&A Platform in China. Paper presented at the *Association for Education in Journalism and Mass Communication (AEJMC) annual conference*. Virtual.
- Chen, K., **Shao, A.**, Jin, Y., (2021) “I Am Better Than You”: How Nationalism Strengthens Misperceptions. Paper presented at *71st Annual ICA Conference, Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice*. Virtual.
- Yang, S., Newman, T. P., Brossard, D., Bao, L., Mueller-Herbst, J. M., Okada, T., **Shao, A.**, Scheufele, D. A., & Xenos, M. A. (2021, May). Signs of March for Science: Did they tell the right story? Paper presented at *the Public Communication of Science and Technology (PCST) conference*, Aberdeen, Scotland. Virtual.

### Health communication

- Chinn, S., **Shao, A.**, & Hasell, A. (2025, Jun). Persuasive Impact of Calls to “Do Your Own Research” [Conference presentation]. *75th Annual ICA Conference*, Denver, CO.
- Chinn, S., Hasell, A., **Shao, A.**, (2024, Jun) What Does it Mean to 'Do Your Own Research'? A Comparative Content Analysis of DYOR Messages in Instagram and Facebook Posts about Women's Health, Food, and Vaccines. [Conference presentation] *74th Annual International Communication Association Conference*, Gold coast, Australia
- Shao, A.**, Chen, K., Johnson, B., Miranda, S., Xing, Q. (2022, Aug). Ubiquitous Coverage, Differentiated Effects: Intermedia Agenda Setting and its Effects in Communicating Protective Behaviors to American Adults during the COVID-19 Pandemic [Conference presentation]. *Association for Education in Journalism & Mass Communication (AEJMC) Conference*, Detroit, MI, United States.
- Chen, K., Bao, L., **Shao, A.**, Ho, P., Yang, S., Wirz, C.D., Brossard, D., Brauer, M., & Brown, L.D. (2020). How public perceptions of social distancing evolved over a critical time period: communication lessons learnt from the American state of Wisconsin. *2020*

*World Conference on Scientific Literacy: Special session “Scientific Literacy and public health crisis”*. Virtual.

## **INVITED PRESENTATIONS**

Shao, A. (2023, Mar). *Implementation and Ethics of Automated Online Data Collection*.  
Invited talk at CMRG Brownbag, University of Wisconsin–Madison, School of  
Journalism and Mass Communication

## **FELLOWSHIPS, GRANTS, & AWARDS**

<b>Jean A. Shipman Scholarship</b>	2024-2025
<b>LSC Professional Development/Travel Awards</b>	2020-2024
<b>UW Student Research Grant</b>	2023

## **PROFESSIONAL EXPERIENCE**

<b>Research Internships</b>	02/2019-08/2019
Primary Intelligence Department - market research and analysis	IQVIA, Shanghai
Market analysis & interview	ZS Associates, Shanghai

<b>Marketing Internships</b>	10/2014-06/2016
Issue Department – writing promotional materials	China Daily, Shanghai
Marketing & Communication Department – graphic design and writing	Fonterra, Shanghai

## **ACADEMIC SERVICE & ACTIVITIES**

Manuscript Reviewer, <i>Scientific Reports</i>	02/2023
Newsletter translator for Mandarin Chinese, <i>Digital Journalism</i>	06/2024 – Present
Session Chair, "Social Media Repertoires and Psychological Well-Being", ICA2024	06/2024

## **TOOKIT**

**Research skills:** experiment design, survey design and programming, computational methods, prompt engineering, quantitative content analysis, mixed-method studies

**Data analysis & visualization:** R, Python, Tableau, SPSS

**Programming:** Python (for natural language processing and machine learning pipelines, and API integration), HTML (for web design), NetLogo (for agent-based modeling)

**Learning management systems:** Canvas, Blackboard, Peerceptiv

**Languages:** English (fluent), Mandarin Chinese (native), Japanese (intermediate)

## **REFERENCES**

Dr. Dietram Scheufele Taylor-Bascom Chair Professor Department of Life Science Communication	Dr. Dominique Brossard Professor Department of Life Science Communication	Dr. Kaiping Chen Associate Professor Department of Life Science Communication
---	--	--

University of Wisconsin-  
Madison  
Email: [scheufele@wisc.edu](mailto:scheufele@wisc.edu)  
Phone: 608.262.1614

University of Wisconsin-  
Madison  
Email: [dbrossard@wisc.edu](mailto:dbrossard@wisc.edu)  
Phone: 608.263.3073

University of Wisconsin-  
Madison  
Email: [kchen67@wisc.edu](mailto:kchen67@wisc.edu)  
Phone: 608.262.0184