

CURRICULUM VITAE

Luye Bao

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EDUCATION

- Ph.D. 2022, University of Wisconsin–Madison, Mass Communications
(Ph.D. Minor in Quantitative Research Methods)
M.A. 2017, Renmin University of China, Media Economics
B.A. 2014, Renmin University of China, Journalism (Minor in Economics)

ACADEMIC APPOINTMENTS

2022-Pres. Assistant Professor, Peking University HSBC Business School

AREAS OF RESEARCH

Strategic Communication on Science, Technology, Health, and Environmental Issues

HONORS & AWARDS

2020 Top 3 Faculty Paper Award (with M. N. Calice, D. Brossard, & D. A. Scheufele), ComSHER
Division, Association for Education in Journalism and Mass Communication (AEJMC)

PUBLICATIONS

Refereed Journal Articles

1. Calice, M. N., **Bao, L.**, Beets, B., Brossard, D., Scheufele, D. A., Feinstein, N. W., Heisler, L., Tangen, T., & Handelsman, J. (accepted). A triangulated approach for understanding scientists' perceptions of public engagement with science. *Public Understanding of Science*.
2. **Bao, L.**, Krause, N. M., Calice, M. N., Scheufele, D. A., Wirz, C. D., Brossard, D., Newman, T. P., & Xenos, M. A. (2022). Whose AI? How different publics think about AI and its social impacts. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2022.107182>
3. **Bao, L.**, Calice, M. N., Brossard, D., Beets, B., Scheufele, D. A., & Rose, K. M. (2022). How institutional factors at U.S. land-grant universities impact scientists' public scholarship. *Public Understanding of Science*. <https://doi.org/10.1177/09636625221094413>
4. Calice, M. N., Beets, B., **Bao, L.**, Scheufele, D. A., Freiling, I., Brossard, D., Feinstein, N. W., Heisler, L., Tangen, T., & Handelsman, J. (2022). Public engagement: Faculty lived experiences and perspectives underscore barriers and a changing culture in academia. *PLOS ONE*. <https://doi.org/10.1371/journal.pone.0269949>
5. Calice, M. N., **Bao, L.**, Freiling, I., Howell, E. L., Yang, S., Xenos, M. A., Brossard, D., Newman, T. P., & Scheufele, D. A. (2021). Polarized platforms? How partisanship shapes perceptions of “algorithmic news bias.” *New Media & Society*. <https://doi.org/10.1177/14614448211034159>

6. Wirz, C. D., Shao, A., **Bao, L.**, Howell, E. L., Monroe, H. L., & Chen, K. (2021). Media systems and attention cycles: Trends and topics in news coverage of COVID-19 in the U.S. and China. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990211049455> [*Media coverage*]
7. Ho, P., Chen, K., Shao, A., **Bao, L.**, Ai, A., Tarfa, A., Brossard, D., Brown, L. D., & 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*, 15(3), 374–397. <https://doi.org/10.1177/15586898211020862>
8. Campbell, T., Shaw, B., Hammond, E., **Bao, L.**, Yang, S., Jurich, P., & Fox, S. (2021). Qualitative interviews of practitioners of Buddhist life release rituals residing in the United States: Implications for reducing invasion risk. *Management of Biological Invasions*, 12(1), 178-192. <https://doi.org/10.3391/mbi.2021.12.1.12>
9. 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. *Journal of Science Communication*, 19(05). <https://doi.org/10.22323/2.19050211> [*Media coverage*]

Research Reports

1. Calice, M. N., **Bao, L.**, Newman, T. P., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2022). *U.S. Public Attitudes on Artificial Intelligence*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <https://osf.io/k82d6>
2. Newman, T. P., Howell, E. L., **Bao, L.**, Beets, B., & Yang, S. (2020, August). *Landscape assessment of public opinion work on use of AI in public health*. Washington, DC: AAAS Center for Public Engagement with Science and Technology. Available from https://www.aaas.org/sites/default/files/2021-01/AAAS%20AI%20Landscape_Public_2020.pdf
3. Rose, K. M., Holesovsky, C. M., **Bao, L.**, Brossard, D., & Markowitz, E. M. (2020, January). *Faculty Public Engagement Attitudes and Practices at Land-Grant Universities in the United States*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from https://scimep.wisc.edu/wp-content/uploads/sites/178/2020/02/Faculty-Public-Engagement-Report_Jan-2020.pdf
4. Holesovsky, C. M., **Bao, L.**, Rose, K. M., Brossard, D., & Markowitz, E. M. (2020, January). *Faculty Public Engagement Attitudes and Practices at the University of Wisconsin-Madison and other Land Grant Institutions*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <https://scimep.wisc.edu/wp-content/uploads/sites/178/2020/01/UW-Faculty-Public-Engagement-Report-Jan-2020.pdf>

REFEREED CONFERENCE PAPERS & PRESENTATIONS (PAST THREE YEARS)

1. Middleton, L., Beets, B., **Bao, L.**, Scheufele, D. A., Brossard, D., Feinstein, N. W., Heisler, L., Tangen, T., & Handelsman, J. (2022, August). *Are universities walking the talk? Exploring what really drives scientists to engage with the public*. [Conference presentation]. 2022 AEJMC 105th Conference, Detroit, MI.
2. Yang, S., Krause, N. M., **Bao, L.**, Calice, M. N., Newman, T. P., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2022, May 26-30). *In AI we trust: The interplay of media use, political ideology, and trust in shaping emerging AI attitudes* [Poster presentation]. 72nd Annual ICA Conference, Paris, France.
3. Calice, M. N., Beets, B., **Bao, L.**, Scheufele, D. A., Freiling, I., Brossard, D. (2021, November 16-19). *Public engagement: Scientists' lived experiences and perspectives underscore barriers and a changing culture in academia*. [Conference presentation]. Science & You Conference, Metz, France.

4. **Bao, L.**, Calice, M. N., Krause, N. M., Wirz, C. D., Scheufele, D. A., Brossard, D., Newman, T. P., & Xenos, M. A. (2021, August 4-7). *Communicating AI: Segmenting audiences on risk and benefit perceptions*. [Poster presentation]. 2021 AEJMC 104th Conference, Virtual.
5. Calice, M. N., **Bao, L.**, Beets, B., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2021, August 4-7). *A triangulated approach for understanding scientists' perceptions of public engagement with science*. [Poster presentation]. 2021 AEJMC 104th Conference, Virtual.
6. **Bao, L.**, Howell, E. L., Calice, M. N., Freiling, I., Scheufele, D. A., Newman, T. P., Brossard, D., & Xenos, M. A. (2021, May 27-31). *How ideology and media use predict conspiracy theory beliefs in the U.S.* [Conference presentation]. 71st Annual ICA Conference, Virtual.
7. Calice, M. N., **Bao, L.**, Freiling, I., Howell, E. L., Yang, S., Xenos, M. A., Brossard, D., Newman, T. P., & Scheufele, D. A. (2021, May 27-31). *New gatekeepers, old partisan patterns: How partisanship shapes perceptions of "algorithmic news bias."* [Conference presentation]. 71st Annual ICA Conference, Virtual.
8. **Bao, L.**, Calice, M. N., Brossard, D., & Scheufele, D. A. (2020, August 6-9). *Are productive scientists more willing to engage with the public?* [Conference presentation]. 2020 103rd AEJMC Conference, Virtual. * **Awarded Top 3 Faculty Paper in ComSHER Division.**
9. **Bao, L.**, Calice, M. N., Rose, K. M., & Brossard, D. (2020, August 6-9). *Structures of engagement: How institutional structures at U.S. land-grant universities impact science faculty public engagement*. [Poster presentation]. 2020 AEJMC 103rd Conference, Virtual.

TEACHING

PHBS Health Communication: From Research to Practice
 Science, Media & the Public
 AI in Journalism & Communication

SERVICE

2020-22 International Liaison, Environmental Communication Division, ICA
2021-Pres. Ad-hoc Reviewer: New Media & Society, Public Understanding of Science, ICA