

# Haohang (Otto) Xin

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## EDUCATION

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- 06/2030 (Exp.)     **Ph.D. in Media, Technology, and Society**  
Northwestern University, Department of Communication Studies, School of Communication  
**Advisor:** [Dr. Yingdan Lu](#)
- 06/2025            **B.A. in Journalism (Honors)**  
University of Wisconsin-Madison, School of Journalism & Mass Communication  
**Advisor:** [Dr. Dhavan V. Shah](#)
- 06/2025            **B.A. in Data Science**  
University of Wisconsin-Madison, School of Computer, Data & Information Sciences

## PUBLICATIONS

J=JOURNAL, C=CONFERENCE, U= UNDER REVIEW, W=WORK IN PROGRESS,

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### Journal Articles

- [J.5]                Lu, L., Yu, X., Xu, Z., Kwon, H., Reddy, A. P., **Xin, H.**, Zhang, S., Yang, E. F., Li, Y., & Yang, S. (2026). Foodie traps within Facebook cannabis promotional posts: Deploying multimodal deep learning AIs to monitor audience engagement. *Drug and Alcohol Dependence*, 283, 113128. <https://doi.org/10.1016/j.drugalcdep.2026.113128>
- [J.4]                Sun, Y., Pendyala, V., Lian, R., **Xin, H.**, Patel, P., Bucy, E. P., & Shah, D. V. (2025). From Internet Meme to the Mainstream: Using Computer Vision to Track “Pepe the Frog” Across News Platforms. *Visual Communication Quarterly*, 1–25. <https://doi.org/10.1080/15551393.2025.2455495>
- [J.3]                Lu, L., Tao, R., Kwon, H., Kang, J., Zhou, Y., **Xin, H.**, . . . McLeod, D. (2025). Visual Constructs of Conflict and Solidarity: The Role of Visual Framing on Public Perceptions and Engagement Intentions with Social Protests. *Visual Communication Quarterly*, 1–17. <https://doi.org/10.1080/15551393.2025.2452959>
- [J.2]                Wang, X., Gu, Y., **Xin, H.**, Qiu, P., & Wang, J. (2022). The role of product cues and regulatory focus in the consumers’ response to green products: The mediation

effects of green attitudes. *Frontiers in Psychology*, 5972. <https://doi.org/10.3389/fpsyg.2022.918248>

- [J.1] Wang, J., Gu, Y., **Xin, H.**, & Wang, X. (2022). Influence of Appeal Type and Message Framing on Residents' Intent to Engage in Pro-Environmental Behavior. *International Journal of Environmental Research and Public Health*, 19(23), 15431. <https://doi.org/10.3390/ijerph192315431>

### Conference Presentations

- [C.7] Lu, Y., **Xin, H.**, Chu, A., Peng, Y., Shen, C. (2026). Audio as Data: Measuring Audio Categories and Objects in Political Communication *12th International Conference on Computational Social Science (IC2S2), Burlington, VT*
- [C.6] Lu, Y., **Xin, H.**, Chu, A., Peng, Y., Shen, C. (2026). Audio as Data: Measuring Audio Categories and Objects in Political Communication *122nd APSA Annual Meeting & Exhibition, Boston, MA*
- [C.5] Lu, Y., **Xin, H.**, Chu, A., Peng, Y., Shen, C. (2026). Audio as Data: Computational Audio Analysis in Communication Research *76th ICA Annual Conference, Cape Town, South Africa*
- [C.4] Tse, T. C. H., Abbas, L., Duncan, J. D., Chen, X., Kang, J., Kwon, H., Lu, L., Sarante, C., Wang, Y. S., Tarr, C., Tuckett, H., **Xin, H.**, McLeod, D. (2026). Name-Calling in the 21st Century: A Typology of Slurs in an Era of Growing Incivility. *76th ICA Annual Conference, Cape Town, South Africa*
- [C.3] Duan, Z., Kim, J., **Xin, H.**, Li, J., Ryoo, Y., Bucy, E., Pevehouse, J., & Shah, D. (2024). Who shifts? Who reacts?: Analyzing attention allocation among social media publics in response to Russia's nuclear threats—A large language model approach. *75th ICA Annual Conference, Denver, U.S.*
- [C.2] Sun, Y., Pendyala, V., Lian, R., **Xin, H.**, Patel, D. P., Bucy, E., & Shah, D. V. (2025). From Internet Meme to the Mainstream: Using Computer Vision to Track "Pepe the Frog's" Permutations Across News Platforms. *75th ICA Annual Conference, Denver, U.S.*
- [C.1] Kwon, H., Kim, S. J., Lu, L., Tao, R., Kang, J., Zhou, Y., **Xin, H.**, & McLeod, D. (2023). A Computational Analysis of Intermedia Agenda-Setting Regarding Black Lives Matter Across Four Types of News Media on Twitter. *NCA 109th Annual Convention, National Harbor, Maryland*

### Under Review

- [U.1] Lu, Y., **Xin, H.**, Chu, A., Peng, Y., Shen, C. (2025). Audio as Data: Measuring Audio Categories and Objects in Political Communication. (*Under Review*)

## Work in Progress

[W.2]                **Xin, H.**, Lu, Y. (2026). Dynamic Validity in Political Panel Survey Simulation (*Data Analysis*)

[W.1]                **Xin, H.**, Lu, Y. (2026). Authoritarian International Propaganda (*Data Analysis*)

## HONORS, AWARDS & SCHOLARSHIPS

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2025	James L. Baughman Senior Achievement Award	\$500
2025	Cedric & Ethel Parker Scholarship	\$1,000
2024	Scott Cutlip Scholarship	\$2,000
2022	China National Scholarship	\$1,500
2021	Zhejiang Government Merit Scholarship	\$800

## RESEARCH EXPERIENCE

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**Northwestern University** Evanston, IL

03/2025–Present    **Computational Media and Politics Lab**  
Graduate Researcher

03/2025–Present    **Computational Multi-Modal Communication Lab**  
Graduate Researcher

**University of Wisconsin-Madison** Madison, WI

05/2024–05/2025    **Center for Communication and Civic Renewal**  
Undergraduate Research Assistant

09/2023–05/2025    **Social Media and Democracy**  
Undergraduate Research Assistant

01/2023–05/2025    **Cognitive Effects Research Group**  
Undergraduate Research Assistant

## SKILLS

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**Programming:** Python, R, SQL, Bash,  $\LaTeX$

**Frameworks:** Transformers, PyTorch, LangChain

**Languages:** Mandarin (Native), English (Proficient)

May 30, 2026