

Nan Li

Curriculum Vitae

Annenberg Public Policy Center
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EDUCATION

- Post-doctoral Fellow Annenberg Public Policy Center, University of Pennsylvania, 2016
- Ph.D. Mass Communications (minor in Science & Technology Studies)
University of Wisconsin-Madison, 2015
- M.S. Science Communication, University of Wisconsin-Madison, 2011
- B.A. Journalism, Fudan University (Shanghai, China), 2009

PUBLICATIONS

Peer Reviewed Journal Articles

- 2015 **Li, N.**, Brossard, D., Su, L Y-F., Liang, X., Xenos, M., & Scheufele, D. A. Policy decision-making, public involvement and nuclear energy: what do expert stakeholders think and why? *Journal of Responsible Innovation*. doi: 10.1080/23299460.2015.1104175
- 2014 Wang, Y., **Li, N.**, & Li, J. Media coverage and government policy of nuclear power in the People's Republic of China. *Progress in Nuclear Energy*. 77, 214-223.
- 2014 **Li, N.**, Anderson, A. A., Brossard, D., & Scheufele, D. A. Channeling science information seekers' attention? A content analysis of top-ranked vs. lower-ranked sites in Google. *Journal of Computer-Mediated Communication*. 19(3), 562-575.
- 2013 Runge, K. K., Yeo, S. K., Cacciatore, M. A., Scheufele, D. A., Brossard, D., Xenos, M. A., Anderson, A. A., Choi, D-H., Kim, J., **Li, N.**, Liang, X., Stubbings, M. Su, L. Y.-F. Tweeting nano: How public discourse about nanotechnology develops in social media environments. *Journal of Nanoparticle Research*, 15(1), 1-11.

Manuscripts under Review

- Under review **Li, N.**, Akin, H., Su, L. Y-F., Brossard, D., Xenos, M., & Scheufele, D.A. Tweeting disaster: A content analysis of online discourse about nuclear power in the wake of the Fukushima Daiichi nuclear accident. *Information, Communication & Society*.

FELLOWSHIPS AND AWARDS

- 2015 Joan Bossert Post-doctoral Fellowship, Annenberg Public Policy Center.
- 2015 Jan Terry Scholarship Award, UW-Madison.
- 2014 Vilas Conference Presentation Awards, UW-Madison.
- 2014 Student Travel Award, International Communication Association.
- 2013 Nelli McCannon Life Sciences Communication Award, UW-Madison.
- 2012 Nelli McCannon Life Sciences Communication Award, UW-Madison.
- 2011 International Academic Achievement, UW-Madison.

CONFERENCE PRESENTATIONS

Papers

- 2016 Lull, R. B., Akin, H. A., **Li, N.**, Hilgard, J., Landrum, A. R., Barnhart, K. R., . . . Jamieson, K. H. (2016). Can a progressive Pope sway skeptics? Tracking public opinion on Pope Francis and climate change. Paper accepted to the 71st annual conference of the *American Association for Public Opinion Research*, Austin, TX, USA.
- 2015 **Li, N.**, Akin, H., Howell, E., Brossard, D., Scheufele, D. A., Xenos, M. A. “Fracking” communication and public perception: A multi-level modeling approach. International Association for Media and Communication Research (IAMCR), Montreal, Canada. July 12-16.
- 2015 **Li, N.**, Brossard, D., Scheufele, D. A., Su, L. Y.-F., Wilson, P., & Scopatz, A. Visualizing scientific data for lay audiences: Effects of graphical characteristics on comprehension and confidence in data quality. International Communication Association (ICA), San Juan, Puerto Rico. May 21-25.
- 2014 Wang, Y., **Li, N.**, Li, J., Chen, R. News media framing of nuclear power in China from 2004 to 2013, The 22nd International Conference on Nuclear Engineering (ICNE), Prague, Czech Republic, July 7-11.
- 2014 **Li, N.**, Su, L. Y.-F., Liang, X., Brossard, D., & Scheufele, D. A. Policy decision-making, public involvement and nuclear energy: What do expert stakeholders think and why? International Communication Association (ICA), Seattle, WA, May 22-26.
- 2013 **Li, N.**, Brossard, D., & Scheufele, D. A. What do government and non-profit stakeholders want to know about nuclear fuel cycles? A semantic network analysis approach. Society for Risk Analysis (SRA), Baltimore, MD, December 8-11.
- 2013 **Li, N.**, Akin, H., Su, L. Y.-F., Xenos, M. A., Scheufele, D. A., & Brossard, D. Using Twitter to assess public opinion about nuclear power pre- and post-Fukushima. International Communication Association (ICA), London, UK, June 17-21.
- 2012 **Li, N.** Television, knowledge and nuclear power: Examining the cultivation effect of genre-specific television viewing on risk perception of nuclear power. Midwest Association of Public Opinion Research (MAPOR), Chicago, IL, November 16-17.

- 2012 Yeo, S. K., Anderson, A. A., **Li, N.**, Runge, K. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. Exploring the interplay of values and use of information channels on public opinion of nuclear energy. The Behavior, Energy & Climate Change Conference (BECC), Sacramento, CA, November 11-14.
- 2012 Su, L. Y. -F., **Li, N.**, Scheufele, D. A., Brossard, D. & Xenos, M. A. Seeking information about complex science: The interplay of risk-benefit perceptions and prior knowledge. Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, August 10-13.
- 2012 **Li, N.**, & Brossard, D. Do conflicting cues create uncertainty and fear? Exploring the effects of balanced news on perceptions of nanotechnology. International Communication Association (ICA), Phoenix, AZ, May 24-28.
- 2012 Yeo, S. K., **Li, N.**, & Runge, K. K., Brossard, D., Scheufele, D. A. & Xenos, M. A. The opinion dynamics surrounding nuclear energy in the U.S.: Exploring the interplay of risk perceptions, values, mass media use and knowledge on public support for nuclear energy. American Association for Public Opinion Research (AAPOR), Orlando, FL, May 17-20.
- 2011 **Li, N.**, Anderson, A., Ladwig, P., Brossard, D. & Scheufele, D. A. Search engines as “gatekeepers”: Exploration of the online information about nanotechnology. International Communication Association (ICA), Boston, MA, May 26-30.
- 2011 Tsai, J., Liang, X., Konieczna, M., **Li, N.**, & Dunwoody, S. Rethinking attribution of responsibility in a cross-national study of TV news coverage of the 2009 global climate meeting in Copenhagen. International Communication Association (ICA), Boston, MA, May 26-30.
- 2011 **Li, N.**, Han, C., Kim, J. & Shah, D. Effects of Internet use on the contentment level in older adults: A digital divide perspective. Crossover Conference, Madison, WI, April 7.

Posters

- 2016 **Li, N.**, Hilgard, J., Scheufele, D. A., & Jamieson, K. H. Even the Pope Has Difficulty Convincing People of Climate Change. American Association for the Advancement of Science (AAAS) Annual Meeting, Washington D.C. February 12-16.
- 2015 **Li, N.**, Brossard, D., Scheufele, D. A., Su, L. Y.-F., Wilson, P., & Scopatz, A. Visualizing the nuclear fuel cycle: Effects of graphical characteristics on comprehension and confidence in data quality. American Association for the Advancement of Science (AAAS) Annual Meeting, San Jose, CA. February 12-16.
- 2013 **Li, N.**, Brossard, D., Xenos, M. A., & Scheufele, D. A. Is deliberative science possible? Examining the links between informational factors, science knowledge, and attitude extremity. American Association for Public Opinion Research (AAPOR), Boston, MA. May 16-19.
- 2013 Su, L. Y.-F., Liang, X., **Li, N.**, Scheufele, D. A., Brossard, D. & Xenos, M. A. (2013, May). Public sentiments online: New tools of measurement combining human- and

computer-based coding. American Association for Public Opinion Research (AAPOR), Boston, MA. May 16-19.

TALKS

- 2015 Understanding everything survey research can tell us about public perception: Papal Encyclical Surveys as a case study. University of Pennsylvania. Philadelphia, PA. October 22.
- 2013 Next-generation fuel cycle user experience Thrust 1 Status. Cyclus development meeting. Salt Lake City, UT. October 3-4.
- 2013 Next-generation fuel cycle user experience Thrust 1 Status. Next-generation fuel cycle simulator workshop. Austin, TX. April 18-19.

RESEARCH EXPERIENCE

- July 2015 – July 2016 **Post-doctoral Fellow**, Science of Science Communication, Mentors: Kathleen Hall Jamieson, Dietram A. Scheufele (2016 fall), Dan Kahan (2016 spring)
I design and analyze multiple nationally representative surveys on climate change as well as large-scale experiment on genetically modified organisms. I write and prepare manuscripts for journal and book publications.
- Sept. 2012 – Jun. 2015 **Graduate Research Assistant**, Next Generation Fuel Cycle Simulator User Experience (U.S. DOE Grant #: NEUP-120341), PIs: Dominique Brossard, Dietram A. Scheufele, Paul Wilson
I coordinated the development of a national survey with policy stakeholders and a laboratory experiment testing the effects of data visualizations. I drafted research reports, presented findings and maintained communications with third parties.
- Feb. – Aug. 2012 **Student Hourly Assistant**, Next Generation Fuel Cycle Simulator User Experience (U.S. DOE Grant #: NEUP-120341), PIs: Dominique Brossard, Dietram A. Scheufele, Paul Wilson
I analyzed 168 U.S. Congressional public hearings minutes and other policy documents to identify key stakeholders involved in making decisions on nuclear energy.
- 2012 – 2015 **Affiliate Member**, Science, Media and the Public (SciMeP) Lab, UW-Madison. Advisors: Dominique Brossard, Dietram A. Scheufele, Michael A. Xenos.
I contribute to the development of a national survey testing the effects of online comments on public perception of science. I also conduct research on online representation of controversial scientific issues and public opinion dynamics.

TEACHING EXPERIENCE

University of Wisconsin-Madison, Teaching Assistant

Risk communication (fall 2013)

Contemporary technologies and their social effects (fall 2011, spring 2012)

Fudan University, Student Lecturer

Media Literacy and Children (spring 2008)

PROFESSIONAL EXPERIENCE

2008 Reporter (intern), *China Business News*, Shanghai, China
2008 News assistant (intern), Associated Press Television, Beijing, China.
2007 Website editor (intern), *China Youth Daily*, Beijing, China.
2007 Reporter (intern), *China Youth Daily*, Beijing, China.
2006-2009 Reporter, editor, *Fudan Youth*, Shanghai, China

REVIEW

2015 Manuscript referee for the International Communication Association (ICA)
2010 Manuscript referee for the American Association for Public Opinion Research (AAPOR)
2010 Manuscript referee for the International Communication Association (ICA)

PROFESSIONAL ASSOCIATIONS

Membership since 2014 American Association for the Advancement of Science (AAAS)
Membership since 2014 Society for Risk Analysis (SRA)
Membership since 2011 International Communication Association (ICA)
Membership since 2011 Midwest Association for Public Opinion Research (MAPOR)
Membership since 2011 American Association for Public Opinion Research (AAPOR)