

Xiaoyu Chen, PhD

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Updated in August 2026

Profession/Work Experience

- | | |
|-------------------|---|
| 2024.3 – current | School of Cultural Heritage and Information Management
Shanghai University, Shanghai, China
Associate Professor of Information Resources Management |
| 2024.5 – 2025.8 | School of Information Management, Nanjing University, Nanjing, China
Visiting Scholar |
| 2021. 11 – 2024.2 | School of Cultural Heritage and Information Management
Shanghai University, Shanghai, China
Assistant Professor of Information Resources Management |
| 2021.01 – 2021.07 | School of Business, Singapore University of Social Sciences, Republic of Singapore
Associate Lecturer of Business Program |
| 2016.07 – 2016.12 | Xinhua News Agency, Hubei Branch (Wuhan), China
Assistant Data Analyst |

Research interests

1. Cultural heritage informatics
2. Sociocultural, socioeconomic and socioenvironmental impacts of digital technologies including GenAI, AR, VR and XR
3. User information behavior, User cyberpsychology, User-generated content

Education

- | | |
|-----------------|--|
| 2017.01-2021.01 | Nanyang Technological University, Singapore
Doctor of Philosophy (Information Studies)

Thesis Title: “Study of Online Celebrities Who Sell Knowledge: Perceived Attractiveness and Users’ Willingness to Pay”

Thesis Advisory Committee: Alton Chua (advisor), L.G. Pee (co-advisor), Joanna Sin (member), and Ben Choi (member)
(Date of Conferment: October 2021) |
| 2013.09-2016.06 | Wuhan University, China
M.Phil. in Information Science

Thesis Title: “Study of User Information Behavior Characteristics and Transferring Mechanism in a Social Q&A Community” |

2009.09-2013.06

Huazhong Agricultural University, China

B.B.A in Information Management & Information Systems

Refereed Monograph/Book Chapter

- **Chen, X.** (2024). *Attraction of Knowledge Celebrities: How They Draw Users to Pay for Knowledge*. **Routledge**. London and New York. <https://doi.org/10.4324/9781032669779>
- **Chen, X., & Chua, A. Y.** (2024). The role of influencer endorsements in users' willingness to pay for knowledge products: An empirical investigation. In D. Raban & J. Włodarczyk (Eds.), *The Elgar Companion to Information Economics* (pp. 379-394). Edward Elgar Publishing. <https://doi.org/10.4337/9781802203967.00029>

Refereed Journal Papers (*corresponding author)

- **[J26]** Zhao, H., Zhao, Y., Liu, W., & **Chen, X***. (2026). Why do players make in-game purchases? A dual perspective of goal-setting and flow experience. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-01-2026-0216>
- **[J25]** Li, C., **Chen, X.**, & Wei, L*. (2026). Ladders to better health? Identifying the cognitive pathways and barriers to value attainment in wearable health device usage. *Digital Health*. <https://doi.org/10.1177/20552076261452392>
- **[J24]** Fu, S., Song, J., & **Chen, X***. (2026). Repetition and modality in information trustworthiness judgments: Investigating the illusory truth effect in multimodal health information environments. *Journal of the Association for Information Science and Technology (JASIST)*, 77(4), 640-658. <https://doi.org/10.1002/asi.70046>
- **[J23]** **Chen, .X**, Wang, C., & Liu, Y*. (2026). Interplay of intrinsic and extrinsic motivations for Q&A behaviour on an academic social networking site: qualitative evidence from Researchgate. *Journal of Documentation*, 82(1), 174–196. <https://doi.org/10.1108/JD-06-2025-0154>
- **[J22]** **Chen, X***, & Chua, A. Y. (2025). From attraction to monetization: How knowledge influencers trigger users' willingness to subscribe to knowledge products?. *Internet Research*, 35(6), 2218-2225. <https://doi.org/10.1108/INTR-07-2023-0595>
- **[J21]** **Chen, X.**, Wang, C., & Zheng, H*. (2025). Turning livestreaming viewers into game players: Exploring the impact of game streamers on viewer video game engagement based on an extended means-end chain framework. *International Journal of Human-Computer Interaction*, 41(9), 5648-5662. <https://doi.org/10.1080/10447318.2024.2365026>
- **[J20]** Xia, S., Zhang, Z., Fu, S*, & **Chen, X.** (2024). Measuring knowledge contribution performance of physicians in online health communities: A BP neural network approach. *Journal of Information Science*, 50(6), 1382-1399. <https://doi.org/10.1177/01655515221121946>
- **[J19]** Zheng, H., Zhao, L., Luo, C., Fu, S., **Chen, X** & Liang, S*. (2024). Understanding user engagement in mobile health applications from a privacy management perspective. *Health Promotion International*, 39(4), daae103. <https://doi.org/10.1093/heapro/daae103>
- **[J18]** Chen, Y., **Chen, X***, Li, S., & Fu, S. (2024). From seeking to learning: Understanding contextual factors associated with users' self-regulated learning on Q&A platforms. *Library & Information Science Research*, 46(2), 101297. <https://doi.org/10.1016/j.lisr.2024.101297>
- **[J17]** **Chen, X***. (2023). Investigating users' sustained information seeking on academic social networking sites. *Aslib Journal of Information Management*, 75(6), 1129-1151. <https://doi.org/10.1108/AJIM-04-2022-0219>
- **[J16]** Zheng, H., **Chen, X.**, Jiang, S., & Sun, L. (2023). How does health information seeking from different online sources trigger cyberchondria? The roles of online information overload

and information trust. *Information Processing & Management*, 60(4), 103364.
<https://doi.org/10.1016/j.ipm.2023.103364>

- [J15] Ou, M., Zheng, H*, Kim, H. K., & Chen, X. (2023). A meta-analysis of social media fatigue: Drivers and a major consequence. *Computers in Human Behavior*, 140, 107597.
<https://doi.org/10.1016/j.chb.2022.107597>
- [J14] Chen, X*, Chua, A. Y., & Pee, L.G. (2022). Who sells knowledge online? An exploratory study of knowledge celebrities in China. *Internet Research*, 32(3), 916-942.
<https://doi.org/10.1108/INTR-07-2020-0378>
- [J13] Fu, S., Chen, X*, Zheng, H., & Ou, M. (2021). Understanding health information literacy of mHealth apps users from digital wellbeing perspective: Evidence from regression analysis and fsQCA. *Library & Information Science Research*, 43(3), 101108.
<https://doi.org/10.1016/j.lisr.2021.101108>
- [J12] Li, C., Chen, X*, & Bi, X. (2021). Wearable activity trackers for promoting physical activity: A systematic meta-analytic review. *International Journal of Medical Informatics*, 152, 104487. <https://doi.org/10.116/j.ijmedinf.2021.104487>
- [J11] Fu, S., Chen, X*, & Zheng, H. (2021). Exploring an adverse impact of smartphone overuse on academic performance via health issues: A stimulus-organism-response perspective. *Behaviour & Information Technology*, 40(7), 663-675.
<https://doi.org/10.1080/0144929X.2020.1716848>
- [J10] Fu, S., Chen, X., & Deng, S*. (2021). Relating health information literacy self-efficacy to information technology use and health status: A large-scale study among Chinese undergraduates. *Canadian Journal of Information and Library Science*, 44(1), 38-69.
<https://doi.org/10.5206/cjilsrscib.v44i1.11012>
- [J9] Zhao, H., Fu, S., & Chen, X*. (2020). Promoting users' intention to share health articles on social media: The role of confirmation bias. *Information Processing & Management*, 57(6), 102354. <https://doi.org/10.1016/j.ipm.2020.102354> (Note: authors have equal contribution; 2021 ASIS&T SIG-SM Best Paper Award)
- [J8] Chua, A.Y*, & Chen, X. (2020). Rumor retransmission on Twitter: Message characteristics, user characteristics and retransmission outcomes. *Journal of Digital Information Management*, 18(1), 21-32. <https://doi.org/10.6025/jdim/2019/18/1/21-32>
- [J7] Lou, C.,* Tan, S. S., & Chen, X. (2019). Investigating consumer engagement with influencer-vs. brand-promoted ads: The roles of source and disclosure. *Journal of Interactive Advertising*, 19(3):169-186. <https://doi.org/10.1080/15252019.2019.1667928>
- [J6] Chen, X*, Chua, A. Y., & Deng, S. (2018). Comparing the web and mobile platforms of a social Q&A service from the user's perspective. *Aslib Journal of Information Management*, 70(2):176-191. <https://doi.org/10.1108/AJIM-06-2017-0149>
- [J5] Deng, S*, Lin, Y. , Liu, Y., Chen, X. & Li, H. (2017). How do personality traits shape information-sharing behaviour on social media? Exploring the mediating effect of generalised trust. *Information Research*, 22(3), paper 763. Retrieved from <http://InformationR.net/ir/21-1/paper763.html>
- [J4] Chen, X*, Deng, S., et al. (2016). Exploring the relationship between information characteristics and users' behavior in a Chinese social Q&A community: Evidence from Zhihu. *Geomatics and Information Science of Wuhan University*, 40: 101-105.
- [J3] Liu, Y., Deng, S*, Hu, F., & Chen, X. (2015). The impacts of unique service resources and habit on e-service loyalty in a highly competitive market. *Journal of Systems and Information Technology*, 17(4), 336-350. <https://doi.org/10.1108/JSIT-06-2015-0050>
- [J2] He, W., Chen, X*, Li, Y., & Qiu, Y. (2015). What leads to readers' satisfaction with the mobile news apps service? An investigation into the roles of content originality and user

experience. *Journal of Data and Information Science*, 8(3), 76-89.

- [J1] Chen, X., & Deng, S*. (2014). Influencing factors of answer adoption in social Q&A communities from users' perspective: Taking Zhihu as an example. *Journal of Data and Information Science*, 7(3), 81-95.

Refereed Conference Papers

- [C13] Peng, M., Wang, C., & Chen, X. (2025). Impulse Buying Unleashed: The Roles of Streamer Gender and Product Type in Influencer-Led Livestream Shopping. In *International Conference on Information Management* (pp. 32-44). Cham: Springer Nature Switzerland. (My student as the first and second authors)
- [C12] Zeng, C., & Chen, X. (2024,). Will creative labor lost their jobs? A social informatics study of the “No to AI Generated Images” campaign. In *International Conference on Information Management* (pp. 93-105). Cham: Springer Nature Switzerland. (My student as the first author)
- [C11] Chen, X., & Yang, R. (2024). Understanding users' decision-making on privacy disclosure from a configurational perspective: Perceived Values, privacy concerns, cognitive style, and trust. In *Proceedings of the 19th International Conference on Information* (iConference 2026): pp. 96-105. https://doi.org/10.1007/978-3-031-57850-2_8
- [C10] Chen, X., He, Y., Zheng, H., Lu, J. (2023). Audience video game engagement in a live streaming context: Examining the role of perceived influence of game streamers from the self-determination perspective. In *Proceedings of the 18th International Conference on Information* (iConference 2023): pp. 257-267. https://doi.org/10.1007/978-3-031-28032-0_22
- [C9] Chua, A.Y., & Chen, X. (2022). Online “helpful” lies: An empirical study of helpfulness in fake and authentic online reviews. In *Proceedings of the 17th International Conference on Information* (iConference 2022): pp. 91-99. https://doi.org/10.1007/978-3-030-96957-8_10
- [C8] Chen, X., & Chua, A. Y. (2021). Exploring the perceived attractiveness of online celebrities who sell knowledge: A self-branding perspective. In *Proceedings of 84th Annual Meeting of the Association for Information Science and Technology* (ASIS&T 2021): pp.60-69. <https://doi.org/10.1002/pr2.436>
- [C7] Zheng, H., Chen, X., & Fu, S. (2020). An exploration of determinants of cyberchondria: A moderated mediation analysis. In *Proceedings of 83rd Annual Meeting of the Association for Information Science and Technology* (ASIS&T 2020): e214. <https://doi.org/10.1002/pr2.214>
- [C6] Chen, X., & Chua, A. Y. (2020). Reviewing the landscape of research on influencer-generated content. In *Proceedings of 6th International Conference on Information Management* (ICIM 2020): pp. 244-248. IEEE. doi:10.1109/ICIM49319.2020.244706
- [C5] Zheng, H., Chen, X., & Duan, X. (2019). An overview of altmetrics research: A typology approach. In *Proceedings of 21st International Conference on Asian Digital Libraries* (ICADL 2019): pp. 33-39. Springer, Cham. doi:10.1007/978-3-030-34058-2_4
- [C4] Chen, X., Zheng, H. (2019). Who sells knowledge online? Understanding online identities of knowledge influencers on a pay-for-knowledge platform. Paper presented at the *17th Chinese Internet Research Conference* (CIRC 2019): June 28, 2019: National University of Singapore, Singapore.
- [C3] Chen, X., Lou, C., & Fu, S. (2018). Analyzing high-quality social media discussion content: an information-seeking and sense-making approach. Paper presented at the *68th Annual Conference of the International Communication Association* (ICA 2018), Prague, Czech Republic.
- [C2] Lou, C., Tan, S.S., & Chen, X. (2018). Mining influencer marketing messages:

investigating consumer responses to brand- vs. influencer-generated ads. In ***Proceedings of the American Academy of Advertising Annual Conference*** (AAA 2018): New York, USA.

- [C1] Kong, W. Y., **Chen, X.**, Bañas Alvarez, K., Ho, S. S., & Cummings, C. L. (2017). Exploring the impacts of food technology beliefs, evaluations, and media consumption on attitudes toward nanofood in Singapore. Paper presented at ***6th Annual International Conference on Journalism & Mass Communications*** (JMComm 2017), Singapore.

Refereed Conference Poster

- [P5] Wang, Y., Wang, C., & **Chen, X.** (2025). Does Trust Matter? Unpacking Creative Workers' Deep Use of Generative AI in Human-AI Interaction. Poster presented at iConference 2025 (Virtual Program): 11-14 March, 2025: Indianan University, USA. ([My student as the first and second authors](#))
- [P4] Zheng, W., **Chen, X.**, & Wang, L. (2024). Understanding User Satisfaction and Engagement with an Online Historical and Cultural Game from a User Experience Perspective. ***Proceedings of the Association for Information Science and Technology***, 61(1), 1177-1179. <https://doi.org/10.1002/pr2.1223> ([My student as the first author](#))
- [P3] Yang, R., **Chen, X.**, & Fu, S. (2023). Unlocking privacy paradox in social media from a configurational perspective. In ***Proceedings of 86th Annual Meeting of the Association for Information Science and Technology (ASIS&T 2023)***, pp. 1197-1199. ([My student as the first author](#))
- [P2] He, Y., **Chen, X.**, & Wang, L. (2023). How digital events promote intangible cultural heritage? A user experience perspective. In ***Proceedings of 86th Annual Meeting of the Association for Information Science and Technology (ASIS&T 2023)***, pp. 974-976. ([My student as the first author](#))
- [P1] Chua, A. Y., & **Chen, X.** (2021). Analyzing readers' responses to fake news on Facebook. In ***Proceedings of 84th Annual Meeting of the Association for Information Science and Technology (ASIS&T 2021)***, pp. 694-696. <https://doi.org/10.1002/pr2.532>

Refereed Workshop Paper

- [W2] Yang, R., & **Chen, X.** (2023). Unlocking the privacy paradox on social media platforms from a configurational perspective: Perceived values, privacy concerns, cognitive style and platform trust. Paper presented at the ***2023 ASIS&T Annual Meeting***: 27-31 October, 2023: London, UK. ([Second Place, SIG-III International Paper Contest Award](#))
- [W1] **Chen, X.**, & Fu, S. (2019). Who sells knowledge to you? Understanding online identities of knowledge influencers on a pay-for-knowledge platform. Paper presented at the ***13th China Summer Workshop on Information Management (CSWIM 2019)***: June 29-30, 2019: Shenzhen, China.

Doctoral Consortium

- [DC1] **Chen, X.** (2021). Online celebrities who sell knowledge: Perceived attractiveness and users' willingness-to-pay. In the ***16th International Conference on Information (iConference 2021)***, Virtual Event, Beijing, China.

Selected Working Projects

- [WP5] "Cultural and creative work in the age of AI"
- [WP4] "Information production and information value in the age of AI"
- [WP3] "Influencer marketing in the age of AI"
- [WP2] "Disinformation and misinformation in the age of AI"
- [WP1] "Cultural heritage informatics and tourism in the age of AI"

External Funds/Grants

- **Shanghai Pujiang Program, Shanghai Municipal People's Government** (PI, grant number: 23PJC047, CNY ¥150,000, ongoing)

- **Shanghai Planning Office of Philosophy and Social Science** (PI, grant number: 2024VQH027, CNY¥100,000, finished)
- **The Development Research Center of Shanghai Municipal People's Government** (PI, grant number: 2024-Z-R04, CNY ¥80,000, finished)
- **Shanghai Soft Science Research Project, Shanghai Municipal Science & Technology Commission** (PI, grant number: 23692118000, CNY ¥50,000, finished)

Teaching

- **Instructor**, School of Cultural Heritage and Information Management, Shanghai University
 - ❖ Information Organization (Undergraduate core)
 - ❖ Human Information Behaviour (Undergraduate selective)
 - ❖ Managing Information and Misinformation in a Connected World (Undergraduate selective, co-teaching with Dr Alton Chua, 2021-2022 Summer School)
 - ❖ Research Methods of Library and Information Studies (MLIS core)
 - ❖ Information Organization and Retrieval (Master of Research core)
- **Teaching Certificate**: “Recommend to Teaching” by Teaching, Learning and Pedagogy Division at Nanyang Technological University
- **Instructor**, Wee Kim Wee School of Communication & Information, Nanyang Technological University
 - ❖ Fundamentals of Research (Undergraduate Core, Jan 2020 – May 2020)
 - ❖ Class size (36)
 - ❖ Teaching feedback (4.62/5.00)
- **Teaching Assistant**, Wee Kim Wee School of Communication & Information
 - ❖ Make Sense of Big Data (Undergraduate Core, Aug 2020 - Dec 2020)
 - ❖ Foundation of information analytics (Undergraduate Core, Aug 2019 - Dec 2019; Jan 2019 - May 2019)
 - ❖ Knowledge Management Practices & Implementation (Master of Knowledge Management Core, Aug 2018 - Dec 2018)
 - ❖ Web Design & Technologies (Undergraduate Core, Jan 2018 - May 2018)
 - ❖ Media & Society in the Digital Age (Undergraduate Selective, Aug 2017 - Dec 2017)
- **Teaching assistant**, Department of Information Management Science, Wuhan University
 - ❖ Human Information Behaviour (Postgraduate Selective, 2014 - 2016)

Honors and Awards

- DIM Best Reviewer Award (Data and Information Management, 2024)
- Best Poster Reviewer at ASIS&T annual meeting, 2nd place (2024)
- ASIS&T SIG-ILS Paper Competition, Best Paper Award in Sociotechnical Concerns (2023)
- ASIS&T SIG-III International Paper Contest Award, 2nd Place (2023)
- Shanghai Leading Talents Project (Overseas) (2022)
- Shanghai University Early Career Research Award (2022)
- ASIS&T SIG-KM Symposium Best Dissertation Talk (2022)
- Chinese Government Award for Outstanding Self-finance Students Abroad (2021)
- ASIS&T SIG-SM Inaugural Best Paper Award-Winner (2021)
- Research Scholarship Awarded by Nanyang Technological University (2017 – 2021)

Professional Services

- Technical Program Committee Member
 - ❖ International Conference on Information Management (ICIM)
 - ❖ European Advanced Educational Technology Conference (EAET)
 - ❖ International Conference on E-Business and Internet (ICEBI)
 - ❖ International Conference on Asian Digital Libraries (ICADL)

- ASIS&T Social Media Chapter, Communication Officer (2020-2021)
- ASIS&T Asia Chapter, Webmaster (2024-current)
- Member of the iSchools Asia-Pacific Next Generation Committee (2025-current)
- Editorial Review Board
 - ❖ Information Processing & Management (2025-current)
 - ❖ Scientific Reports (2024-current)
 - ❖ Creators and Influencer Studies (2026-current)
- Ad hoc Journal Reviewer
 - ❖ ACM Journal on Responsible Computing (2025)
 - ❖ Applied Economics (2024)
 - ❖ Aslib Journal of Information Management (2018 – current)
 - ❖ Australasian Journal of Information Systems (2022)
 - ❖ Behaviour & Information Technology (2023 – current)
 - ❖ Computers & Education (2025)
 - ❖ Computers in Human Behavior (2019 – current)
 - ❖ Data and Information Management (2023 – current)
 - ❖ Decision Support Systems (2022 – current)
 - ❖ Digital Health (2022 – current)
 - ❖ Digital Transformation and Society (2022-current)
 - ❖ Electronic Commerce Research (2025-current)
 - ❖ Electronic Commerce Research and Applications (2022- current)
 - ❖ Electronic Library (2025-current)
 - ❖ European Journal of Information Systems (2025)
 - ❖ Lancet Digital Health (2022)
 - ❖ Frontiers in Psychology (2021 – 2022)
 - ❖ History Archives (2026-current)
 - ❖ Industrial Management & Data Systems (2023 – current)
 - ❖ Information & Management (2021 – current)
 - ❖ Information Processing & Management (2020 – 2024)
 - ❖ Information Technology & People (2021 – current)
 - ❖ International Journal of Human-Computer Interaction (2024 – current)
 - ❖ International Journal of Human-Computer Studies (2026)
 - ❖ International Journal of Medical Informatics (2025)
 - ❖ Internet Research (2021 – current)
 - ❖ Journal of Advertising (2021)
 - ❖ Journal of the Association for Information Science and Technology (JASIST) (2021 – current)
 - ❖ Journal of Consumer Behaviour (2020 – 2021)
 - ❖ Journal of Information Science (2022 – current)
 - ❖ Journal of Interactive Advertising (2021)
 - ❖ Journal of Medical Internet Research (2022)
 - ❖ Journal of Systems and Information Technology (2017 – 2019)
 - ❖ Knowledge Management Research & Practice (2019 – 2020)
 - ❖ Library and Information Science Research (2025 – current)
 - ❖ Online Information Review (2019)
 - ❖ Social Science & Humanities Open (2024)
 - ❖ Social Science & Medicine (2024)
 - ❖ Sustainable Futures (2025)
 - ❖ Telecommunications Policy (2025-current)

- ❖ Telematics and Informatics (2024-current)
- Ad hoc Conference Reviewer
 - ❖ Annual Conference of the Association of Internet Researchers: AoIR 2021, 2022, 2023
 - ❖ Annual Meeting of the Association of Information Science & Technology: ASIS&T 2023, 2024, 2025, 2026
 - ❖ European Conference on Information Systems: ECIS 2023, 2024
 - ❖ Hawaii International Conference on System Sciences: HICSS 2024
 - ❖ International Conference on Information: iConference 2023, 2024, 2025, 2026
 - ❖ International Communication Association Annual Meeting: ICA 2020, 2023
 - ❖ IEEE International Conference on Information Management: ICIM 2021, 2022, 2023, 2024
 - ❖ International Conference on Information Systems: ICIS 2021, 2023, 2024
 - ❖ Pacific Asia Conference on Information Systems: PACIS 2021, 2023, 2024, 2026
 - ❖ Wuhan International Conference on E Business: WHICEB 2021, 2024, 2025
- Student Reviewer Training Program: Journal of Advertising (2020 – 2021)
- MIS Quarterly (MISQ) Virtual Reviewer Development Workshop (5 Dec 2020)
- Membership
 - ❖ American Academy of Advertising (AAA)
 - ❖ American Academy of Management (AoM)
 - ❖ Association for Information Science & Technology (ASIS&T)
 - ❖ Association for Information Systems (AIS)
 - ❖ Association of Internet Researchers (AoIR)
- Shanghai University
 - ❖ Undergraduate Innovation Project Supervision
 - ❖ Master Theses Supervision
- Nanyang Technological University
 - ❖ Residential Mentor of Hall of Residence 13 (August 2019 – July 2021)
 - ❖ Master Theses Supervision (AY 2019 - 2020; AY 2020 - 2021)

Computer Skills

- Statistical data analysis: SPSS, R, STATA
- Structure equation modeling (SEM): PLS, AMOS, R
- Qualitative comparative analysis (QCA): R
- Qualitative and quantitative text analysis: R
- LDA topic modeling: R
- AI for research & work: ChatGPT, Gemini, Qwen, DeepSeek

Languages: English, Chinese (Mandarin)