

WENWEN CAO

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EDUCATION

University of Minnesota

- 2028* Ph.D. in Mass Communication, Hubbard School of Journalism and Mass Communication
Advisors: Drs. Jisu Huh & Alvin Zhou
Affiliation: **Minnesota Computational Advertising Lab (MCAL)**
- 2024+ Research Assistant

University of Melbourne

- 2023 M.A. in Marketing Communication
Thesis: *Exploring Chinese Young Consumers' Emotional Response to Femvertising*
Advisor: Dr. Wonsun Shin

Southwest University

- 2021 B.Eng. in Software Engineering
Thesis: *Weibo Text Sentiment Analysis based on Deep Learning*

RESEARCH

UR = Under Review P = Peer-reviewed Presentation NP = Invited and Non-Peer-Reviewed Presentations PP = Preprint

Work in Progress

- [UR1] **Cao, W.**, & Shin, W. (R&R). Femvertising Beyond the West: Affective, Attitudinal, and Behavioral Responses among Young Chinese Consumers.
- [PP1] Sudheendra, S. M., Zhang, Z., Cao, W., Huh, J., & Srivastava, J. (2025). Beyond Citations: A Cross-Domain Metric for Dataset Impact and Shareability. arXiv preprint arXiv:2511.12966.

Presentations

- [P11] **Cao, W.** (2026). *Between Fuels and Dampeners: Emotional Trade-offs in Retweet Network of Controversial Advertising*. American Academy of Advertising (AAA) Conference, Austin, TX.
- [P10] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Consumer Perceptions of Data-Driven Ad Personalisation and Privacy Regulations*. Australian and New Zealand Marketing Academy (ANZMAC) Conference, Sydney, Australia.

- [P9] **Cao, W.** (2025). *Emotion in Motion: How Discrete Emotions and Their Intensity Drive the Diffusion of Gendered Controversial Advertising on Social Media*. Association for Education in Journalism and Mass Communication (AEJMC) Conference (Advertising Division), San Francisco, CA.
- [P8] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Empowering or Hindering? How Today's Digital Media Consumers Really Feel About Data Privacy Issues and Privacy Protection Regulations*. Association for Education in Journalism and Mass Communication (AEJMC) Conference (Mass Communication & Society Division), San Francisco, CA.
- [P7] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Behind the click: Unveiling consumer perceptions about data privacy and data-driven advertising personalization*. International Conference on Research in Advertising (ICORIA), Rotterdam, Netherlands
- [P6] **Cao, W.** (2025). *Does Body Positivity Sell? Understanding Consumer Reactions Toward Body Positivity Campaigns on Social Media*. International Association for Media and Communication Research (IAMCR) Conference, Singapore.
- [P5] **Cao, W.**, & Shin, W. (2025). *Empowering Ads, Empowered Responses: Unveiling the Emotional and Behavioral Impact of Femvertising in China*. American Academy of Advertising (AAA) Conference, Pittsburgh, PA.
- [P4] **Cao, W.** (2024). *"Equally objectifying all genders": Gender and self-presentation differences among 'edge-touching' influencers on Douyin*. Association for Education in Journalism and Mass Communication (AEJMC) Conference (International Communication Division), Philadelphia, PA.
- [P3] **Cao, W.** (2024). *Empowering ads, empowered responses: Unveiling the emotional and behavioral impact of femvertising in China on social media*. Association for Education in Journalism and Mass Communication (AEJMC) Conference (Advertising Division), Philadelphia, PA. **[Top Student Paper Award]**
- [P2] Wang, H., Wang, D., & **Cao, W.** (2024). *Can disconnection make us discuss politics freely? A moderated-mediation model of cross-cutting exposure on social media political expression via politically motivated unfriending and blocking contingent upon fear of social isolation*. International Communication Association (ICA) Preconference on "Digital Asia", Gold Coast, Australia.
- [P1] **Cao, W.** (2020). *A Louvre emergency escape model based on ant colony algorithm*. 2020 International Conference on Data Processing Techniques and Applications for Cyber-Physical Systems.
- [NP1] **Cao, W.**, & Sun, J. (2025). *Feeling Machines: How Emotional Expression in GenAI Chatbots Shapes Consumer Decisions*. Navigating the GenAI Landscape: A UMN Forum for Exploration and Discovery, Minneapolis, MN.

Awards and Honors

- 2026 Selected Doctoral Participant, ANA Educational Foundation Visiting Professor Program (VPP), American Academy of Advertising (AAA) & ANA Educational Foundation
- 2026 Graduate Student Travel Scholarship, American Academy of Advertising
- 2025 Dan Wackman First-Year Graduate Student Research Award, University of Minnesota
- 2025 Diversity and Inclusion Career Development/MCSD Fellowship, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication (AEJMC)
- 2025 Shea Fellowship, University of Minnesota
- 2024 Travel Grant, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

- 2024 Top Student Paper Award, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)
- 2021 Outstanding Undergraduate Thesis, Southwest University (China)
- 2021 Outstanding Graduates, Southwest University (China)
- 2019 Honorable Mention of MCM, Consortium for Mathematics and its Applications
- 2019 First Class Scholarship, Southwest University (China)
- 2019 First Prize of Province Level, China Undergraduate Mathematical Contest in Modeling
- 2018 Advanced Student in Culture & Arts Activities, Southwest University (China)

TEACHING

University of Minnesota

Teaching Assistant

- 2026 JOUR 3004, Info for Mass Communication
- 2025 JOUR 4274W, Advertising in Society
- 2025 JOUR 4251, Psychology of Advertising
- 2024 JOUR 1501, Digital Games and Society

Guest Lectures

- 2025 JOUR 4251, Psychology of Advertising, University of Minnesota
Topic: Behavior

SERVICE

Review

Journal Reviews (by alphabetical order, 5 original manuscripts reviewed):

Journal of Advertising Research (x4); *Journal of Interactive Advertising* (x1);

Conference Reviews (by alphabetical order, 6 original manuscripts reviewed):

International Communication Association (ICA) — Mass Communication & Society (x3), Computational Methods (x2), *Association for Education in Journalism and Mass Communication (AEJMC)* — Advertising (x1)

Community Service

- 2026+ Communications Committee, American Academy of Advertising (AAA)
- 2025+ Social Media Manager, Journal of Advertising
- 2025-2026 Graduate Student Interest Committee, American Academy of Advertising (AAA)
- 2024+ Graduate Student Representative, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

Departmental Service

- 2022 Student Member in Arts student Forum, University of Melbourne
- 2022 Orientation Welcome Centers Volunteer, University of Melbourne

ADDITIONAL SKILLS

Computational & Analytical Methods: Survey design, quantitative modeling, text analysis, visual content analysis, social network analysis

Programming & Software: RStudio, Python, SPSS, $\text{\LaTeX}$

Languages: Mandarin (native), English (fluent)