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EDUCATION

University of Wisconsin-Madison

Master of Arts in Communication Arts

2021 - 2024

Doctoral Candidate in Communication Arts

2024 – Now (2026 expected)

- Dissertation: *Epistemic Enclaves Beyond Borders: Constructing Knowledge and Building Trust in the Hong Kong Diaspora*
- Committee: Pan Zhongdang (advisor), Lucas Graves, Lori Lopez, Lyn van Swol, Jing Wang
- Minor: Methodology in Political Science, Journalism and Mass Communication

The Chinese University of Hong Kong

Master of Philosophy in Communication

2019 – 2021

- Thesis: *Translated Protest Violence: The Dynamics between Protesters and Media on Legitimizing Radicalization in the Hong Kong Anti-ELAB Movement*
- Committee: Francis Lee Lap Fung (advisor), Clement So, Kecheng Fang

Bachelor of Social Science in Journalism and Communication

2015 – 2019

RESEARCH INTERESTS

- Understanding political engagement via epistemic dispositions and technological affordances
- Civic resistance, resilience and engagement via sociocultural infrastructures and digital media
- Media sociology and journalism in the contexts of political contestation and hybrid regimes

PUBLICATIONS AND MANUSCRIPTS

Journal Articles

- Koo, A.Z.X. & **Shea, C.S.Y.** (2026). Repressor on leashes: Hybridized practice of pro-regime media in Hong Kong. *Digital Journalism*. <https://doi.org/10.1080/21670811.2026.2700589>. (Acceptance rate: 10%)
- **Shea, C.S.Y.**, Witzling, L., Shaw, B. & Wolnik, D. (2026). Integrating farmers markets into a communication infrastructure model: The moderating role of physical community spaces for civic engagement. *Information, Communication & Society*. <https://doi.org/10.1080/1369118X.2026.2665795> (Acceptance rate: 10.1%)
- Witzling, L., Shaw, B., **Shea, C.S.Y.** & Wolnik, D. (2026). A food-related lifestyle segmentation: Understanding consumer interest in farmers markets in the U.S. *British Food Journal*, 128(13), 568-583. <https://doi.org/10.1108/BFJ-10-2025-1419> (Acceptance rate: 21.2%)
- **Shea, C. S. Y.**, & Ismangil, M. (2025). “Hong Kong will never die as long as there are bookstores”: Independent bookstores in Hong Kong amidst diminishing political opportunities. *Social Sciences and Humanities Open*, 12, Article 102199. <https://doi.org/10.1016/j.ssaho.2025.102199>
- **Shea, C.S.Y.**, Jiang, Y. & Leung, W.L.Y. (2022). David vs. Goliath: Transnational grassroots outreach and empirical evidence from the #HongKongProtests Twitter network, *Review of Communication*, 22(3), 193-212, <https://doi.org/10.1080/15358593.2022.2106793>

- **Shea, C.S.Y.** & Lee, L.F. (2022). Public diplomacy via Twitter: Opportunities and tensions, *Chinese Journal of Communication*, <https://doi.org/10.1080/17544750.2022.2081988>

Manuscripts under Review

- Ephemerality and controversial news sharing in the United States
- Understanding SNAP Participants' barriers and motivations to attending farmers markets: Implications for outreach and policy

SELECTED CONFERENCE PRESENTATIONS

(Conference presentations based on published articles are not listed to avoid duplication)

- **Shea, C. S.Y.** (2025, June). Managing the Ephemerality of Shared News Online: Issue Controversy, Individual Perceptions, and Technological Features. Paper presented at the 75th Annual **International Communication Association (ICA) Conference**, Denver.
- Shaw, B.R., Witzling, L., **Shea, C.**, & Wolnik, D. (2025, June). Data-driven messaging strategies to increase SNAP benefit usage at U.S. farmers markets. Presented at the **Association for the Study of Food and Society and the Agriculture, Food and Human Values Society Conference**. Corvallis, OR.
- Shaw, B. R., **Shea, C.**, Witzling, L., & Wolnik, D. (2025, March). Data-driven messaging grows attendance: Insights from a nationally representative survey on farmers market participation. Paper presented at the **InTents Farmers Market Pros Summit**, San Diego, CA.
- **Shea, C. S.Y.** (2023, May). Translating the Protest Violence: Legitimizing Radicalization in Traditional and Alternative News Media in the Hong Kong Anti- ELAB Movement. Paper presented at the 73rd Annual **ICA Conference**, Toronto. *Top Student Paper Award*.
- **Shea, C. S.Y.** (2022, May). Tripartite Pathways on Legitimizing Radicalization: A Case Study of Hong Kong Anti-ELAB Movement. Paper presented at the **ICA 72nd Annual Conference**, Paris.

RESEARCH EXPERIENCE

University of Wisconsin-Madison, Life Science and Communication

- **Project Assistant to Prof. Bret Shaw** (2025 Jan – present) – Serve as primary data analyst for a USDA grant on farmers market communication strategies; conducted quantitative analysis, co-authored scholarly outputs, prepared conference presentations, and collaborated on toolkit production and practitioner outreach.

University of Wisconsin-Madison, Communication Arts

- **Research Mentor** (2025 August – present) – Supervise and train undergraduate research assistants in experiment execution and coding.

The Chinese University of Hong Kong, Journalism and Communication

- **Research Assistant to Prof. Francis Lee** (2019–2021) – Contributed to three research projects analyzing 1) mobilization, 2) narrative construction and 3) public diplomacy participation of the 2019 Anti-ELAB movement. Responsibilities included designing and analyzing on-site surveys with SPSS during months of protests, transcribing and analyzing in-depth interviews and authored preliminary reports summarizing key findings.
- **Research Assistant to Prof. Gary Tang** (2020) – Empirically analyzed the structural and situational composition of a key political ideology (mutual construction) on survey and secondary data and wrote up a digest chapter for the book on “yellow economic circle.”

Hong Kong Institute of Asia-Pacific Studies

- **Research Assistant** (2017) – Conducted content analysis of three years of newspaper coverage as part of the longitudinal Hong Kong Quality-of-Life Project.

TEACHING EXPERIENCE

University of Wisconsin-Madison, Communication Arts

- Instructor of Record, *CA 272: Interpersonal Communication* (Fall 2026)
- Teaching Assistant, *CA 260: Communication and Human Behaviors* (Fall 2024) – interdisciplinary course combining rhetoric and communication science; ~80 students across 4 sections
- Teaching Assistant, *CA 272: Interpersonal Communication* (Fall 2023, Spring 2024, Spring 2026) – writing-intensive, [asynchronous online course](#) fulfilling University Communication B requirement; ~60 students across 3 sections
- Teaching Assistant, *CA 325: Mass Media and Human Behaviors* (Fall 2022, Spring 2023) – upper-level theory course on media effects; ~80 students across 4 sections

The Chinese University of Hong Kong, Journalism and Communication

- Teaching Assistant, *COMM 2160 Communication Research Methods* (Spring 2020, 2021) – large lecture (~120 students); led tutorials on research design, quantitative methodology, and SPSS; ***Outstanding Teaching Assistant Award***
- Teaching Assistant, *COMM 2600 Introduction to Journalism* (Fall 2019, 2020) – practical reporting and news writing course, ~80 students across 4 sections

APPLIED RESEARCH OUTREACH

- **Farmers Market Communication Toolkit** (2025). Co-authored with Wolnik, D., Witzling, L. & Shaw, B. for the *Farmers Market Coalition*. Developed evidence-based resources for farmers markets managers and educators to support outreach and engagement with diverse audiences.
- **Commentary** on Radicalization and Policing in Hong Kong (2019). Published in *Initium Media* (in Chinese). Collected and analyzed on-site survey to offer insights on the public perception of “woleifei” and “yungmo” during the Anti-ELAB movement.
- **Social Science Night 2019 TV Series** (2019). *Radio Television Hong Kong*. Contributed background research and scripts across communication, political science, economics, and psychology for 30+ televised public education episodes.
- **VeriNews Project** (2018). Co-founder of media literacy prototype; semi-finalist in Hong Kong Social Enterprise Challenge.

SELECTED SCHOLARSHIP, AWARDS & SERVICE

- Risser Award for Excellence, awarded for one student in Communication Science and Rhetoric, Politics, and Culture, UW-Madison (2026)
- Elliott Dissertation Scholarship, UW-Madison (2025)
- Baxter Research Award, UW-Madison (2024, 2025, 2026)
- Graduate Student Representative, Department of Communication Arts, UW-Madison (2023-2024)
- Top Student Paper Award, Journalism Studies Division, ICA (2023)
- Charles Chester Pearce Scholarship, UW-Madison (2023)
- Competitive Communication Science Research Funding, UW-Madison (2022)
- Helen K. Herman Scholarship, in recognition of excellence in research, teaching and extra-curricular activities, UW-Madison (2022)
- Graduate School Fellowship (Non-dissertator), UW-Madison (2021-2022)
- Lion Dr. Francis K. Pan Scholarship, CUHK (2020)

SKILLS

Trained as a mixed-method scholar, integrating qualitative, quantitative, and computational approaches to address research questions.

- **Quantitative & Computational Methods:** Survey design, experiments, content analysis, causal inference (OLS, HLM, SEM), NLP, web scraping, social network analysis
- **Qualitative Methods:** Ethnography, in-depth interviews, discourse analysis, (both online and offline) focus groups
- **Software & Tools:** R, SPSS, Excel, Latent Gold, LaTeX/Overleaf, MS Office, Adobe Illustrator, Photoshop
- **Languages:** Cantonese (native), Mandarin (native), Teochew (native), Japanese (proficient)
- **Certification and Licenses:** ACE certified personal trainer (2025)