

# Guoyan Wang (Ruby)

Dr. Guoyan Wang is a full professor at Soochow University. She is the director of the Science Communication Centre and the Dean of the Digital Communication Department. She has been a member of the scientific committee of the PCST network since 2018, and serves as Secretary General of China's PCST Society. She graduated from the University of Science and Technology of China and has been a visiting scholar at Cambridge University, Manchester University, Seoul National University and Australia National University.

Guoyan's research and practice are focused on science communication. She has published more than 70 journal papers, including leading journals such as *Public Understanding of Science*, *Science Communication*, *New Media & Society*, *Science as Culture*, *Science & Education*, etc. In addition, she served as a member of the editorial advisory board of *Public Understanding of Science* and the deputy director of the youth editorial board of the Chinese Journal *Studies on Science Popularization*. She has presided over 16 research projects, including the Key Project of China National Social Science Fund, China National Science Fund, and Korea Foundation for Advanced Studies.

As to the practice of science communication, she has designed more than 120 scientific visualization artworks as cover images from leading journals such as *Nature*, *Science* and *Cell*. Ruby's given a speech about science communication on China Center Television intitled 'Reunion of Science and Art'.

## 1. Science Communication Speech on China Center Television

In August 13, 2017, Wang gave a speech on China Center Television Channel 2 (CCTV2) intitled "Reunion of Science and Art". She made a vivid presentation on the beauty of frontier science which lies unexpected in our everyday life. This TV Program made her well known in the field of science communication and popularization in China.



[Wang Guoyan' s full speech on CCTV2 with English subtitles](#)

## 2. Artworks as top journal covers

As science communication practice, Ruby has helped lots of researchers in designing cover of top journals, such as *Nature*, *Science*, *Cell*, *PNAS*, Many of which are also used as scientific breakthrough news images.



[More artworks on ScienceNet Blog](#)

## Education

**Doctor of Philosophy, 2011-2016**

Department of Science Communication, USTC

**Master of Arts, 2002-2005**

Department of Science Communication, USTC

**Bachelor of Arts, 1997-2001**

Department of Information Management, USTC

## Main Research projects

1. **Key Project of Chinese National Funding of Social Sciences:** A study of image perception and narrative in frontier scientific visualization (2020-2022)
2. **National Natural Science Fund of China:** Epidemic prediction study based on public psychological and behavioral hybrid big data. (2023-2026)
3. **National Natural Science Fund of China:** Interactive practice about double carbon science communication for middle school students in Yangtze River Delta. (2022-2023)
4. **Korea Foundation for Advanced Studies:** Theoretical and quantitative research on visual representations of cutting-edge science. International Scholar Exchange fellowship program. (2017-2018)
5. **China National Fund of Social Science:** Visual communication research on the

cutting-edge science achievements (2014-2017) .

## **Main Articles**

1. **Guoyan Wang\***, Jane Gregory, Xi Cheng and Yuting Yao, Cover stories: an emerging aesthetic of prestige science, *Public Understanding of Science*. 2017, 26(8):925–936. DOI:10.1177/0963662517706607 (SSCI, Q1) [Click for News](#)
2. **Guoyan Wang\***, Lingfei Wang, Jiafei Shen. Food to Politics: Representations of genetically modified organisms in cartoons on the Internet in China, *Public Understanding of Science*, 2021, 30(3): 274-284. DOI: 10.1177/0963662520983564 (SSCI, Q1) [Click for News](#)
3. Jin, Xinyi; Zhang, Zhuoyue; Gao, Bowen; Gao, Shuqing; Zhou, Wenbo; Yu, Nenghai; **Wang, Guoyan\***. Assessing the perceived credibility of deepfakes: The impact of system-generated cues and video characteristics. *New Media & Society* (SSCI, Q1) [Click for News](#)
4. **Guoyan Wang\*** Junfei Du. One Hundred Thousand Whys, A Classic in Chinese Book History, *Science Communication*. 2018, Vol. 40(5) 678 –688. DOI: 10.1177/1075547018792570 (SSCI, Q1) [Click for News](#)
5. Lingfei Wang, Yueqi Yuan, Guoyan Wang\*. The construction of civil scientific literacy in China from the perspective of science education. *Science & Education*, Doi:10.1007/s11191-022-00367-7. (SSCI, Q2) . [Click for News](#)
6. **Guoyan Wang**, Guangyuan Hu, Chuanfeng Li, Li Tang\*, Long live the scientists: Tracking the scientific fame of great minds in physics, *Journal of Informetrics*, 2018, 12(4) : 1089-1098. DOI: 10.1016/j.joi.2018.08.008 (SSCI, Q1) [Click for News](#)
7. **Guoyan Wang\***, Science Communication: Social Perceptions and Cognitive Changes of Controversial Technologies, *Public Understanding of Science*, 2020 29(8): 893-895. DOI:10.1177/0963662520965096 (SSCI, Q1)
8. **Guoyan Wang\***, What Is Science? Science as Technology? What does science mean for the Chinese? *Science as Culture*. 2021, 30 ( 2 ) : 315-319. DOI 10.1080/09505431.2021.1884218. (SSCI, Q1) [Click for News](#)
9. **Guoyan Wang\***, Li Li\*, Lingfei Wang, Zhi Xu. The effect of governmental health measures on public behavior during the COVID-19 pandemic outbreak, *International Journal of Health Policy and Management*. 2021 (131) : 1-9. DOI: 10.34172/IJHPM.2021.131, 11<sup>th</sup> September, Online First. (SSCI, Q1) [Click for News](#)

10. Xi Cheng, Li Tang, Maotian Zhou, **Guoyan Wang\***. Coevolution of COVID-19 Research and China's Policies, *Health Research Policy and Systems*. (2021) 19:121. DOI : 10.1186/s12961-021-00770-6 (SSCI, Q1) [Click for News](#)

11. **Guoyan Wang\***, Jiafei Shen, Mengmeng Yue, Yena Ma, Shuyang Wu; A computational study of empty space ratios in Chinese landscape painting from 618–2011. *Leonardo*, 2022; 55 (1): 43–47. DOI: 10.1162/leon\_a\_02105, (A&HCI) [Click for News](#)

12. **Guoyan Wang\***. Wall Slogans: the Communication of China's Family Planning Policy in Rural Areas , *Rural History*, 2018, 29(1):99–112. DOI: 10.1017/S095679331800002X (SSCI, Q1)

13. Xi Cheng, Qiyuan Chen, Li Tang, Yue Wu, Haoran Wang, **Guoyan Wang\***. Rapid Response in an Uncertain Environment: Study of COVID-19 Scientific Research under the Parallel Model, *Risk Management and Healthcare Policy*, DOI: 10.2147/RMHP.S351261, 2022;15:339-349. (SSCI, Q2)

### **Monographs**

1. *Science Image Communication*, University of Science and Technology of China Press, June 2014. ISBN 978-7-312-03445-9
2. *Culture of Digital Video*, University of Science and Technology of China Press, ISBN 978-7-312-03564-7
3. *Data Journalism*, University of Science and Technology of China Press, ISBN 978-7-312-05512-6
4. **Frontier Scientific Visualization: Image Cognition and Narrative**, Science Press (Beijing), In Press.

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