University of Missouri-St. Louis

From the SelectedWorks of Yan Tian

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UMSL Faculty Expertise

Available at: https://works.bepress.com/yan-tian/20/
Yan Tian
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Research Capabilities:
Amos
Audience Analysis
Confirmatory Factor Analysis
Content Analysis
Evaluation
Experimental Studies
Exploratory Factor Analysis
Languages:
  Chinese
  English
Multilevel Confirmatory Factor Analysis
Path Analysis
SPSS
Statistical Methods
Structural Equation Modeling
Survey

Research Interests:
Health Communication
Media Effects

Biographical Narrative:
Yan Tian's research focuses on audience analysis and media effects in health contexts. She has published articles in leading journals such as Health Communication, Journal of Health Communication, and Human Communication Research. She regularly teaches courses in communication theories, research methods, and global media.