

Networked Huawei Agendas During the U.S.-China Trade Conflict: The Interrelationships Between Huawei, the News Media, and Public Tweets

ZAHEDUR RAHMAN ARMAN
Framingham State University, USA

This study examines interrelationships among Huawei's networked agendas, the U.S. and Chinese news media agendas, and Twitter users' agendas on Twitter during the U.S.-China trade conflict. Social network analysis is used as a theory and method to analyze Huawei tweets, news media tweets, and public tweets. This study explored whether Huawei's direct network agenda setting (NAS) to Twitter users is more successful than the news media's network agenda setting to Twitter users. This study is among the first to explore cross-nation NAS and network intermedia agenda setting (IAS) effects on Twitter. It also found that the U.S. media did not follow Huawei's networked agendas, but the Chinese media followed the corporation's agendas during the U.S.-China trade conflict. The theoretical and practical implications of the findings are discussed.

Keywords: strategic communication, network agenda building, network agenda setting, network intermedia agenda setting, social network analysis

The strategic communication of a corporation tends to be regarded as successful when its agendas resonate with the agendas of both news media and consumers (Schultz, Kleinnijenhuis, Oegema, Utz, & Van Atteveldt, 2012). Corporations have a long history of influencing and persuading news media to cover their products and services positively. In the age of social media, corporations not only communicate with the news media but also engage in direct discussions with consumers. As a result, the line between traditional one-way communication and digital two-way communication becomes blurred (PricewaterhouseCoopers [PwC], 2018). This issue creates a new and complex environment for corporations' agenda-building and agenda-setting scholarship as myriads of stakeholders are integrated into a single platform. In this new environment, examining only the relations between a corporation's agenda and news media agenda cannot capture the full complexity of agenda setting.

Corporations' strategic communication messages on social media contribute to influencing news media and shaping consumers' cognitive minds about them (Etter, Ravasi, & Colleoni, 2019). News media outlets acquire essential information from corporations' social media pages or accounts. One study showed that news media get 78% of their information from blogs, 42% from Twitter, and 36% from Facebook (Kiousis & Ragas, 2016). On the other hand, consumers (80%) expect that corporations will interact with their customers through social networking sites in meaningful ways (Kenan, 2022).

Zahedur Rahman Arman: armanzahed@gmail.com

Date submitted: 2022-01-13

Copyright © 2022 (Zahedur Rahman Arman). Licensed under the Creative Commons Attribution Non-commercial No Derivatives (by-nc-nd). Available at <http://ijoc.org>.

Most of the literature related to agenda setting focuses on the relationship between corporations and news media (Lllia, Bantimaroudis, & Meggiorin, 2016; Schultz et al., 2012), and news media and consumers (Vargo, 2011; Vargo, Guo, McCombs, & Shaw, 2014). On social media platforms, corporations can set agendas for their consumers without the help of news media, but this connection has not been discovered yet.

Multinational corporations work in different countries, and their agendas can be interlinked with those countries' news media agendas. For example, Schultz and colleagues (2012) argued that British Petroleum's (BP) associative agendas were partly interlinked to the U.S. and UK's news media agendas. The British and American media operate using a liberal media system model (Asekun-Olarinmoye, Oriola, Akilla, & Ade-Johnson, 2018). However, how a corporation's networked agendas interlink with the news media's networked agendas in two countries with different media systems has not yet been examined.

To fill these gaps, this study examines the NAS processes of Huawei, the largest telecommunication vendor globally (Costa, 2019; Fung, 2019), using a network analysis perspective. It investigates a case where three sources—Huawei, news media, and Twitter users—were part of the agenda setting processes. The NAS model offers important implications for the scholarship of organizational strategic communication (Kiousis & Ragas, 2015). However, to date, most NAS research has been conducted only from the perspective of political communication. This article thus makes several contributions to the field of strategic communication and NAS literature. First, it fills a research gap in the field of strategic communication with which corporations build and set agendas for the news media and consumers as a part of repairing organizational legitimacy during a crisis. Second, it adds to the scholarship of NAS processes in terms of how the whole process works on the social networking platform. Third, it contributes to the agenda setting literature by showing how corporate agendas correlate with the news media agendas of two different countries where different media systems exist. Finally, it contributes to the efficacy of social network theory and methodology from the perspective of corporations' strategic communication.

Network Agenda Setting

This study uses NAS and network IAS to examine the interrelationship between the networked issue agendas of Huawei, the U.S. and Chinese news media, and Twitter users' agendas on the Twitter platform. These theories are widely used in the strategic communication field (Etter & Vestergaard, 2015; Kiousis & Ragas, 2015; Lllia, Bantimaroudis, & Meggiorin, 2016).

Corporations communicate with news media or consumers on different issues through social networking sites, where each issue may relate to other issues. These related issues can be better understood by examining network agenda-building and NAS models. If corporations' networked issue agendas resonate with the networked issue agendas of news media or consumers, then NAS effects occur. Agenda-setting theory argues that there is a strong correlation between the salient issues presented in mass media and the importance attributed to these issues by the public (McCombs & Shaw, 1972). The first level of agenda is the transmission of salient objects, while the second level of agenda is the transmission of salient attributes of those objects (McCombs, Llamas, Lopez-Escobar, & Rey, 1997). The third level of agenda setting argues that there are relationships between the attributes and/or objects presented in the media text that can

impact the public's cognitive network (McCombs, Shaw, & Weaver, 2014). According to Guo (2012), cognitive networks are a type of communication network wherein social media users make connections between two issues or attributes without realizing that they have actually made those connections.

When public relations practitioners send agendas to different stakeholders and constituencies to influence the news media or the public, it is called network agenda-building (Kiousis & Ragas, 2015; Schweickart, Neil, Kim, & Kiousis, 2016). This is used to measure the relationship between issues and attributes that are presented in the media content and in the public relations practitioners' messages (Guo, 2015). A mutually beneficial relationship exists between corporations' strategic communications and news media (Schultz et al., 2012). Corporations have their own issue agendas (Dutton, 1997), which they communicate to the media outlets as a part of an information subsidy to influence their consumers (Curtin, 1999).

Media outlets get information from corporations as a part of their "information subsidy," and it reflects in their content. On the other hand, news media use that content to tell people what to think about by providing consumers with a precise agenda of networked attributes. If consumers and the news media have similar degrees of networked issue attributes, then the news media NAS process is successful. However, suppose the networked issue attributes discussed in the news media resonate with the consumers' networked issue attributes, there is a relationship between the news media and consumers. Guo and McCombs (2011) argued, the networked issue agendas of the news media are transmitted to their users' cognitive minds, and consumers follow the agendas of news media on social networking sites. As an example, Vargo (2011) measured the first- and second-level agendas of television newscasts and newspapers on the issues of BP oil and the mortgage and housing crisis for Twitter users. He found a weak relationship between news media salience and the consumer's salience on both issues on Twitter.

Social networking platforms such as Twitter provide an opportunity for corporations to communicate directly with consumers without building agendas through traditional news media. On the other hand, consumers can also express their opinions on the corporations' products on that platform. Most of the agenda-setting studies to date have concentrated on the relationship between corporations and the news media, and the news media and consumers (Llila, Bantimaroudis, & Meggiorin, 2017; Schultz et al., 2012; Vargo, 2011; Vargo, Cuo, McCombs, & Shaw, 2014). Only a few studies have focused directly on the relationship between corporations and consumers. For instance, Strömbäck and Kiousis (2010) examined the relationships between presidential speech and presidential approval of audiences from a political-strategic communication perspective. Their study found positive connections between news conferences and foreign-policy job approval and between presidential speeches and foreign-policy job approval. The authors also found more positive connections between news conferences and the public's foreign-policy job approval than between presidential speeches and the public's foreign-policy job approval. However, Stromback and Kiousis's (2010) study concentrated on the relationship between political organizations and the public, not between corporations and consumers.

During a crisis, corporations create a discussion board to reply to their consumers' tweets, as the main objectives of strategic communication are to build, nurture, and maintain corporation-consumer relationships (Ehling, 1992). Bruning and Ledingham (1999) argued that professional, personal, and community relationships existed between corporations and consumers. On Twitter, these three types of

relationships are very possible. Tahamtan, Potnis, Mohammadi, Singh, and Miller (2022) conducted a study on the mutual influence of the World Health Organization (WHO) and Twitter users during COVID-19 by using a network-setting theory. They found significant and strong correlations between the WHO agenda network and the agenda network of Twitter users.

Network IASs

Network IASs measure the salience of issue agendas between different news media instead of examining the issue agendas that exist between the news media and the public (Du, 2013). News media keep an eye on what other news media publish on their platforms. If the issue agendas of one news media resonate with the issue agendas of another media, it is assumed that there is an IAS. The previous literature has documented empirical evidence for IASs in different media (King, 1994, 1997; Lim, 2006; Lopez-Escobar, Llamas, McCombs, & Lennon, 1998; McCombs & Shaw, 1972; Reese & Danielian, 1989). For instance, McCombs (2005) argued that elite journalists or media outlets have the power to set the agendas of other media outlets. However, Vargo and Guo (2017) found that elite media outlets follow the online partisan media instead of setting intermedia agendas.

In another study, Guo and Vargo (2017) analyzed 4,708 news sites from 67 countries around the world and found that powerful (core) countries have more power to set the media agenda of less powerful (peripheral and semi-peripheral) countries. They also found that the information structure was not U.S. centric. Guo and Vargo (2017) compared the U.S. media and the Chinese media and found that the U.S. media influenced Chinese media in covering issues from different continents. On the other hand, the Chinese media affected the U.S. media in their coverage of some neighboring countries such as the Philippines, Thailand, Indonesia, South Korea, and Malaysia. In another study, Su (2022) investigated network IASs between elite U.S. newspapers and Twitter on the 2020 Black Lives Matter movement. He argued that elite newspapers are more influential. His research also investigated two dimensions of the attribute agenda: Substantive (subtopics) and affective (tonality) attributes in both U.S. newspapers and Twitter, and argued that the IAS effects on both attributes have declined significantly (Kioussis, Bantimaroudis, & Ban, 1999; Su, 2022). There is thus a gap in the literature of IAS about how news media try to set the agenda of other news media from a cross-country perspective.

The Huawei Case

Huawei has developed fifth-generation mobile telephony, one of the modern world's most important technologies, and one that promises to revolutionize the entire global economy (Johnson & Groll, 2019). This technology has turned into a geopolitical battleground of domination between the United States and China (Johnson & Groll, 2019). The U.S.-China trade conflict and the U.S. ban on Huawei are both consequences of this geopolitical battle, which has also impacted corporate business globally. The corporation predicted that the U.S. ban would cost \$30 billion in revenue over the next two years (Long, 2019). Such a crisis clearly threatened Huawei's organizational goals (Seeger, Sellnow, & Ulmer, 1998).

This study selects the U.S. ban on Huawei, headquartered in China, to examine the NAS and network IAS on the Twitter platform for three reasons. First, the U.S. and Chinese newspapers widely

covered the case to manage public opinion globally. Second, the U.S. ban on Huawei is the world's two most powerful countries' fight over the most important next-generation communications technology that has political and economic consequences (Madrigal, 2019). Third, the corporation tried to repair its organizational legitimacy through media attention and direct communication with consumers via Twitter after the U.S. ban (Patriotta, Gond, & Schultz, 2011).

This article examines how Huawei sets its networked issue agendas to convince the news media and consumers worldwide to repair its organizational legitimacy on Twitter. To understand the networked issue agendas of Huawei during the U.S.-China trade conflict and how those issue agendas have resonated with the U.S. news media, the Chinese news media, and Twitter users' issue agendas on Twitter, the following research questions are offered here:

RQ1: What were the networked issue agenda strategies of Huawei during the U.S.-China trade conflict on Twitter?

RQ2: Which issue agenda held the dominant position in Huawei, the U.S. news media, the Chinese news media, and Twitter users' agenda networks?

The current study compares the agenda-building process of Huawei within the Chinese news media and the U.S. news media as that corporation works in both countries. This study predicted positive correlations between Huawei's network issue agenda and both the U.S. and the Chinese news media's agendas. This prediction is based on a previous study that found a partial positive relationship between the associative frames of public relations of BP and the frames of the U.S. news media and the UK news media (Schultz et al., 2012). In the study, the authors included media outlets from the United States and the United Kingdom, where media deregulation is widely practiced (Fukuyama & Grotto, 2020). But there are different media systems in the United States and China. The United States has a "free, diverse, and constitutionally protected press" (United States Profile—Media, 2019), whereas the Chinese media is controlled by the Communist Party of China (China Profile—Media, 2018). This study is interested in how news outlets from different media systems interlinked with Huawei's networked issue agendas during the U.S.-China trade conflict. The following hypotheses about the relationships between Huawei and news media are thus offered here:

H1: The Huawei networked issue agendas have positive correlations with the U.S. news media and their portrayed network issue agenda network.

H2: The Huawei networked issue agendas have positive correlations with the Chinese news media and their portrayed issue agenda network.

In the U.S.-China trade conflict, these two countries are directly involved, and that is why it is essential to know how the news media outlets in these two countries tried to influence Twitter users globally. This study examines the interlinked networked issue agendas between the news media and Twitter users during the crisis, but this connection has not yet been discovered and noted. The following hypotheses were thus offered:

H3: Networked issue agendas of the Chinese news media have positive correlations with Twitter users' cognitive network issue agendas.

H4: Networked issue agendas of the U.S. news media have positive correlations with Twitter users' cognitive network issue agendas.

To better understand the relationship between Huawei corporation's tweets and Twitter users' tweets, the following hypothesis is offered:

H5: The Huawei networked issue agendas have positive correlations with Twitter users' cognitive network issue agendas.

To understand networked IAS between the U.S. news media and Chinese news media in the case of the Huawei ban, the following hypothesis is formulated:

H6: A positive relationship exists between the networked issue agendas of the Chinese news media and the U.S. news media's networked issue agendas.

Methodology

Data Collection

This study's data come from Huawei's official Twitter account (@Huawei), the U.S. and Chinese news media's official tweets on Huawei, and public tweets on the Huawei issue. This study considers the public tweets as consumers' tweets as these users have an interest in Huawei products. The timeline selected was from May 15, 2019, to October 15, 2019, starting with the declaration of an economic emergency by former U.S. president Donald Trump, who empowered the U.S. government to ban the services of Huawei because of security concerns ("Huawei hits back," 2019). By the middle of October 2019, after two days of high-level talks, the then president announced a phase-1 deal, which included the suspension of planned tariffs and the sale of U.S. goods to Huawei (Timmons, 2020). Many political leaders and scholars saw this as the ending point of the U.S.-China trade conflict (Schmieg, 2019).

For the data collection, this study used "twitterR" and "RCurl" packages in R (programming language). The researcher created a Twitter application, the Twitter Application Program Interface (API), to collect consumer keys, consumer secrets, access tokens, and access secrets. After accessing Twitter authentication using these codes and tokens, the API searched all tweets from @Huawei from May 15, 2019, to October 15, 2019. The API returned 229 tweets and saved those tweets to a CSV file. This study considered only tweets as a recent study (Waters, Tindall, & Morton, 2010) revealed that traditional news outlets more often use the Twitter platform to get organizational information.

The second part of the data was collected from different media outlets in the United States and China. The news media of these two countries were chosen because of the trade conflict that occurred between them. The United States had banned Huawei, a Chinese corporation, from buying technological

parts and apps, such as the Android operating system, Gmail, Google Search, and YouTube apps from U.S. companies. Thus, these two countries became directly related to the Huawei crisis. The *New York Times*, the *Washington Post*, and the *Los Angeles Times* were selected as the U.S. newspapers for several key reasons. First, these news media often set the agendas of other newspapers and cable television news channels (Reese & Danielian, 1989). Second, these newspapers share a broader approach toward reporting and maintaining a direct relationship with social media content (Grzywinska & Borden, 2012). The application then searched "Huawei" and/or "#Hauwei" from @nytimes, @washingtonpost, and @latimes for the selected timeline. The Twitter API returned 187 tweets and saved those tweets to a CSV file. Several studies have found that news outlets automatically fed Web headlines or the most important part of the news story to their Twitter stream (Palser, 2009). Another article found that 95% of the news organizational tweets were news-related (Messner, Linke, & Eford, 2012). For the Chinese newspapers, the *China Daily*, *PD China*, and *Global Times* were selected based on their popularity, global readership, and agenda-setting power on Twitter. Among them, *PD China* is the English version of the *People's Daily*, which is the largest newspaper group and the Communist Party's flagship paper in China. These three outlets are also influential in setting the Chinese Communist Party's issue agendas for the public (Lim & Bergin, 2018; Luo, 2014). The Twitter API returned 248 tweets from @PDChina, @globaltimesnews, and @ChinaDaily for the selected timeline.

The third part of the data came from Twitter users' tweets on Huawei. The application searched public tweets for the selected timeline with "Huawei" and "#Huawei." That means this study included only those Twitter users who tweeted with these two keywords. The application returned 13,784 tweets. Then, the researcher separated public tweets by deleting media tweets and tweets from Huawei's official accounts, thus arriving at a final count of 8,826 tweets. The study saved all the tweets into a CSV file on the desktop for data analysis.

Data Coding

Data coding was conducted using a hybrid content analysis method, a process that engaged with both human coders and computational means to analyze big data sets (Guo, Vargo, Pan, Ding, & Ishwar, 2016; Su et al., 2017). By this process, the human coders were able to develop a new keyword list by identifying most core issues and terminologies found in the Huawei, news media, and Twitter users' tweets. Then, based on that keyword list, a formula written into the Google Sheet was used to identify the presence or absence of keywords in the data sets.

At first, a manual content analysis was performed to identify keywords in the Huawei, the U.S. and Chinese news media, and Twitter users' tweets. A stratified sample of 10% tweets ($n = 950$) was selected for manual content analysis. Two human coders developed a keyword list from this content analysis. Second, this study used a computerized content analysis to see whether any primary keywords or issues were missed. A package called "tm" (also called text mining) is used in R to collect all the phrases and keywords related to each issue. The package cleans data in several ways, removing all punctuation, numbers, unnecessary characters, stop words, and so on. After that, it assigns keywords. The study counted all the keywords that appeared at least once in the data set. Once completed, the two human coders again checked the data output to determine whether there were exact or non-exact

matches to reduce the false positive (Type 1 errors). For example, the computer may count "monitoring" during the search for "monitor" (e.g., computer monitor). The keyword list is again revised based on both manual and computerized content analysis. The human coders found 153 keywords in the data set and assigned them to 20 main issues.

Building an Adjacency Matrix

After the issues were selected, each tweet was analyzed by searching for keywords associated with those issues. The study examined the strength of the connections between the issues indicated in tweets from the Huawei, news media, and Twitter users. When someone mentioned two issues in a tweet, that meant those two issues were connected. To code the connections between the issue agendas, this study used Guo's (2012) direction of data collection for social network analysis where the numerical value "0" represents no connection between the issues and "1" means there is a relationship between the issues in each tweet. The same process was applied to the Huawei tweets, news media tweets, and Twitter users' tweets. The study searched all keywords under each issue in each data set to find out the connections between them and build an adjacency matrix.

Data Analysis

This study used three steps to analyze the data: Measurement of eigenvector centrality, network visualization, and quadratic assignment procedure (QAP; Guo, 2012).

Step 1: Eigenvector Centrality

It is essential to identify which issues are central to a network. This study used eigenvector centrality to measure which issues were central to the network using UCINET, a software package that analyzes social network data by measuring "a variation of degree centrality in which we count the number of nodes adjacent to a given node" (Borgatti, Everett, & Johnson, 2018, p. 194). Eigenvector centrality lets us identify more nodes adjacent to a given node, thereby indicating an increased centrality of that node. The higher eigenvector centrality score of the issues indicates there are more critical issues in a network and vice versa.

Step 2: Network Visualization

This study used an attribute-based scatter plot in UCINET's NetDraw software by Borgatti, Everett, and Freeman (2002) to visualize the networked data in Huawei, news media, and Twitter users' tweets. This approach plots the nodes based on the issue agendas in each network and draws lines between the nodes to represent the relationships among them. These kinds of plots are useful for network visualization to see how one node is related to the other nodes (Borgatti et al., 2018).

Step 3. Quadratic Assignment Procedure (QAP)

This study used the QAP in UCINET to determine the relationships among the issue agendas of Huawei, media, and consumers on Twitter. The study treated Huawei's network agenda as an independent variable, and news media and Twitter users' issue agendas as dependent variables. It assumes neither random sampling of issues from a whole network of data nor the independence of observations (Shrestha & Feiock, 2009). It just compares two matrices by reshaping them into two long columns and randomly permutes them while still maintaining the underlying structure of that network's data. The permutation is repeated myriads of times to find a sampling distribution of the estimates. It then calculates how often the observed network structure could have happened by chance by comparing the percentage of occurrences of the permuted estimates with the calculated observed values. The UCINET's QAP test calculates correlations, such as Pearson's r , between the columns, and the significance level such as the p value (Borgatti et al., 2018).

Results

The study found 20 issue agendas in Huawei's tweets during the selected timeline. Huawei uses specific strategies to prioritize some issues more than others. After selecting Huawei's issues agendas, the study measured how the U.S. and Chinese news media and Twitter users resonated with the same issue agendas and which issue agendas were more prioritized by the four networks.

RQ1 asks what the networked issue agenda strategies of Huawei were on Twitter during the U.S.-China trade conflict. Eigenvector values of Huawei's issues showed that the market position and the business issues were the first and the second in position, respectively, simultaneously achieving the highest eigenvector centrality scores (see Table 1). Huawei is a technological corporation, and thus the issue of technology becomes prominent in Huawei's networks. The issue of technology has the third-highest eigenvector value in the Huawei network (see Table 1). These results indicate that Huawei tweets emphasize those issue agendas, which then create positive impressions about the corporation for the news media and Twitter users.

The issue of crisis/difficulties was the fourth-most influential issue (see Table 1). The crisis resulted from the U.S. ban on Huawei Corporation by the Trump administration, and it did impact the business and services of the corporation. This study found that the corporation informed consumers about the ongoing crisis. Both persuasion and fact were positioned next to the issue of crisis, where both entities create positive impressions on Twitter users. Huawei adopted a strategy to persuade their consumers by building networked agendas of those issues and creating a positive impression of the corporation.

Table 1. Eigenvector Values (e) of Huawei, the Media, and Twitter Users' Issue Agendas.

| Huawei | e | U.S. Media | e | Chinese Media | e | Twitter Users | e |
|-----------------|-----|-------------|-----|---------------|------|---------------|-----|
| MP ¹ | .27 | TA | .45 | Technology | .39 | China | .28 |
| Business | .26 | U.S. ban | .42 | China | .39 | Technology | .28 |
| Technology | .26 | China | .36 | TA | .36 | MP | .27 |
| Crisis | .25 | Google | .32 | U.S. ban | .341 | Business | .27 |
| Persuasion | .24 | Business | .30 | Business | .30 | Spy | .23 |
| Fact | .23 | Technology | .29 | Google | .280 | Services | .23 |
| China | .23 | Trade war | .26 | Competitor | .22 | U.S. ban | .22 |
| Google | .22 | Cyberattack | .24 | Cyberattack | .21 | Persuasion | .22 |
| Services | .21 | NS | .19 | Impact | .20 | Crisis | .21 |
| Impact | .21 | Services | .13 | Trade war | .19 | Impact | .21 |
| U.S. ban | .20 | Impact | .09 | Fact | .17 | Rumor | .20 |
| Trust | .20 | Competitor | .08 | Spy | .15 | Trust | .18 |
| Cyberattack | .20 | Crisis | .07 | NS | .13 | Google | .18 |
| NS | .20 | Trust | .06 | Services | .12 | NS | .18 |
| Rumor | .20 | Spy | .00 | Trust | .12 | Fact | .17 |
| Spy | .20 | Fact | .00 | MP | .06 | Trade war | .17 |
| Trade war | .19 | MP | .00 | Persuasion | .04 | TA | .17 |
| TA | .17 | Rumor | .00 | Opportunity | .03 | Cyberattack | .17 |
| Competitors | .15 | Persuasion | .00 | Crisis | .00 | Competitors | .16 |
| Opportunity | .14 | Opportunity | .00 | Rumor | .00 | Opportunity | .14 |

In Huawei network, the issues that created negative impressions were less influential. The U.S. ban, cyberattack, national security, spy, and Trump administration had less eigenvector centrality values (see Table 1). However, competitors and opportunity-issue agendas were the least connected issues in the Huawei network. The first was a neutral impression creator, and the second one was a positive impression creator for Twitter users.

RQ2 asks which issue agenda was in the dominant position in Huawei, the U.S. news media, the Chinese news media, and the Twitter users' issue agenda network. Figures 1 to 4 present the agenda networks of the four networks. The issues are shown as nodes, and lines indicate the connections among them. A line between two nodes means a connection between the two issues, while the absence of a line means no connection between these issues. The size of the nodes represents eigenvector centrality scores in the network, and the larger nodes represent larger eigenvector scores and so on.

For Huawei Corporation, the issues of market position, business, technology, crisis, and persuasion positioned in the central of the network (see Figure 1). The issues of market position and business were interlinked with most of the other issues. Market position was not connected with the Trump administration,

¹ MP = market position; TA = Trump administration; NS = national security.

and the issue of business was not connected with spying and rumor. On the other hand, technology was connected with all the other issues except crisis and rumor (see Figure 1). The technology issue was related to the Trump administration, the U.S. ban, trade conflict, national security, cyberattack, spy, Google, impacts, facts, competition, services, trust, business, market position, rumor, and persuasion (see Figure 1). The issue agenda of persuasion was related to China, national security, cyberattack, spy, Google, crisis, impacts, facts, opportunity, technology, services, trust, business, market position, and rumor.

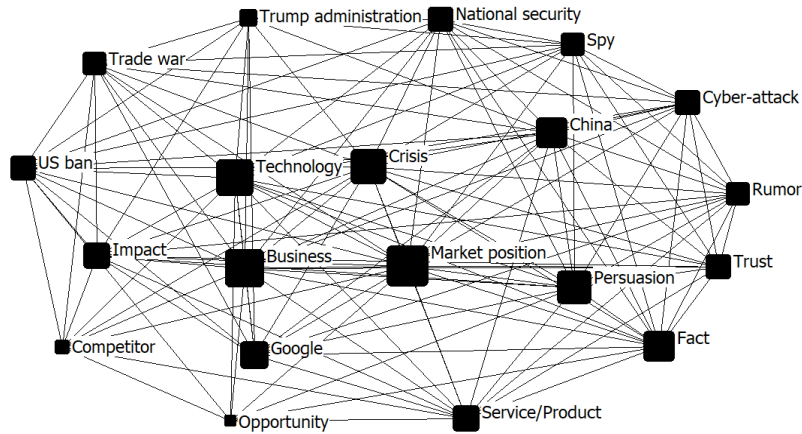


Figure 1. Huawei's issue agenda network.

The issue agendas for the Trump administration, the U.S. ban, China, Google, and business were central in the U.S. news media's network, indicating that the U.S. news media gave their positive attention to the issues that related to the U.S. ban and the Trump administration. On the other hand, the issue agendas of spy, fact, opportunity, market position, rumor, and persuasion had no connection with other issues, indicating that the U.S. news media did not place much importance on those issue agendas (see Figure 2).

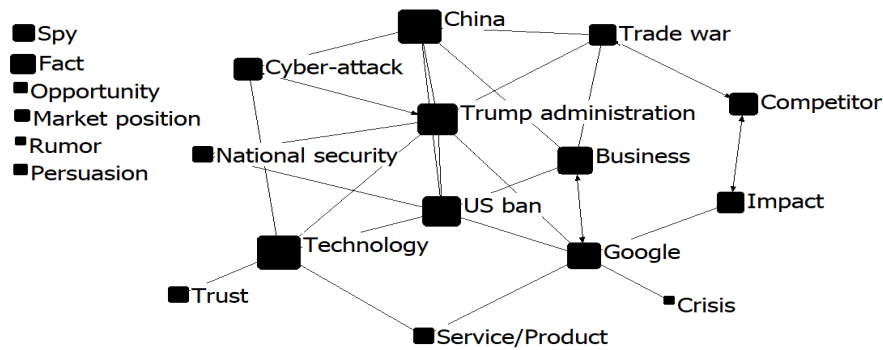


Figure 2. The U.S. news media's issue agenda network on Huawei.

The Chinese news media placed importance on the issues of technology, China, the Trump administration, the U.S. ban, and business, as these issues were central in the Chinese news media’s network (see Figure 3). However, the issues of crisis and rumor did not have any connections with the other issues.

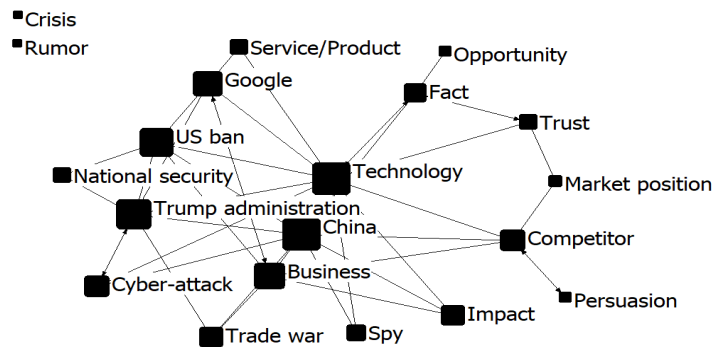


Figure 3. The Chinese news media’s issue agenda network on Huawei.

The Twitter users followed Huawei’s issue agendas, as it emphasized the issue agendas of China and technology. These issues were the most connected issues in the Twitter users’ network (see Figure 4). The issue of China was connected to all other issues except crisis and opportunity, and the issue of technology was connected to all issues except crisis and facts. Interestingly, the issues of market position, business, service/product, and persuasion were positioned among the top 10 issues in the Twitter users’ network in terms of connectivity. This study further found that these issues were also more connected in the Huawei network, indicating that this network was successfully transferring the salient of these issues to the Twitter users. The study also discussed the crisis/difficulties of Huawei, spy, and the U.S. ban on Huawei in the Twitter users’ network as top 10 connecting issues. Like the Huawei network, the Trump administration’s issue agendas, the U.S. ban, competitors, and opportunities were less connected issues in the Twitter users’ networks.

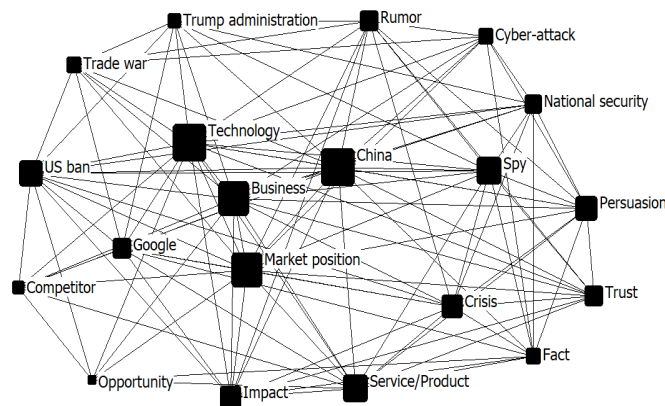


Figure 4. Twitter users’ issue agenda network on Huawei.

H1 predicted that the networked issue agendas of Huawei would have a positive impact on the U.S. news media portrayed issue agenda network. This study used the QAP to calculate the correlation between Huawei's issue agenda network and the U.S news media issue agenda network. The study found a positive but weak relationship ($r = .26, p = .00$) between them (see Table 2), thereby supporting this hypothesis.

H2 predicted that the networked issue agendas of Huawei would have a positive impact on the Chinese news media portrayed issue agenda network. The finding indicates positive correlations ($r = .23, p = .00$) between them (see Table 2) and supports the hypothesis.

H3 predicted that the networked issue agendas of the Chinese news media would have a positive impact on the Twitter users' cognitive network issue agenda. The study found a positive correlation with the Chinese news media versus the Twitter users' network ($r = .30, p = .00$), indicating that the Chinese media moderately transfers the salience of networked issue agendas to the Twitter users, which supports this hypothesis.

Table 2. Quadratic Assignment Procedures.

| QAP | Value | Sig. | Ave. | SD | Min | Max | No. of Obs. |
|-------------------------------|-------|------|-------|------|-------|------|-------------|
| Huawei × Twitter users | 0.63 | 0.00 | -0.00 | 0.07 | -0.23 | 0.32 | 5,000.00 |
| U.S. media × Huawei | 0.26 | 0.00 | -0.00 | 0.08 | -0.32 | 0.26 | 5,000.00 |
| U.S. media × Twitter users | 0.23 | 0.00 | -0.00 | 0.08 | -0.29 | 0.26 | 5,000.00 |
| Chinese media × Huawei | 0.23 | 0.00 | 0.00 | 0.08 | -0.30 | 0.31 | 5,000.00 |
| Chinese media × Twitter users | 0.30 | 0.00 | 0.00 | 0.08 | -0.28 | 0.28 | 5,000.00 |
| Chinese media × U.S. media | 0.69 | 0.00 | -0.00 | 0.10 | -0.26 | 0.34 | 5,000.00 |

H4 also predicted that the networked issue agendas of the U.S. news media would have a positive impact on the Twitter users' cognitive network issue agenda. The study found a weak, but positive, correlation between the U.S. news media versus the Twitter users' network ($r = .23, p = .00$), indicating that the U.S. news media moderately transferred the networked issue agendas of Huawei to Twitter users during the U.S.-China trade conflict, and supports the hypothesis.

H5 predicted that the networked issue agendas of Huawei would have a positive impact on the Twitter users' cognitive network issue agenda. The study found a strong correlation between Huawei's issue agenda network and the Twitter users' cognitive network ($r = .63, p = .00$). This finding indicates that corporations can transfer salient issue agendas to Twitter users directly, thereby supporting this hypothesis.

H6 predicted that the networked issue agendas of the Chinese news media and the U.S. news media are interlinked. This study found a very strong positive correlation between the Chinese news media and the U.S. news media ($r = .70, p = .00$). The finding ensures that the intermedia networked agenda is set in a cross-nation setting and supports this hypothesis.

Discussion and Conclusions

The study was an attempt to assess the transfer of salience of issue agendas in the context of NAS and network IAS. To do so, it analyzed issue agenda strategies and how those network issue agendas were transferred from a corporation to the U.S. news media, the Chinese news media, and Twitter users on the Twitter platform during the U.S.-China trade conflict. Huawei's strategy was to give importance to the issues that created positive impressions about their services and products. Huawei also introduced crisis-related issues in their tweets and gave less attention to the U.S. complaints against the corporation. Alternatively, the U.S. news media prioritized the issue agendas of the Trump administration and the U.S. ban more than Huawei, the Chinese news media, and the Twitter users' network. However, the U.S. news media did not follow Huawei's issue agendas, including spy, fact, market position, rumor, persuasion, and opportunities. In contrast, the Chinese news media followed all of Huawei's issue agendas except for crisis and rumor.

Huawei's issue agenda-building network was more complex than the U.S. news media and the Chinese news media's issue agenda networks. This finding indicates that the U.S. news media and the Chinese news media did not give much importance to Huawei's agenda-building activities on Twitter. On the other hand, Twitter users' issue agenda network was as complex as Huawei's issue agenda-building network, indicating that the corporation did transfer its salient networked issue agendas to Twitter users during the U.S.-China trade conflict.

This study further found that Huawei tweets built networked agendas for Twitter users. Indeed, this study found a strong and positive correlation between the corporation agenda and Twitter users' agenda networks. However, Huawei's agenda building for the U.S. news media and the Chinese news media was not as successful. This study found a positive, but weak, correlation for them. The media's agenda setting was not as successful as Huawei's agenda building was for Twitter users. These findings indicate that Twitter users received information from the news media about Huawei's crisis, but not as briefly as the Huawei communication to the Twitter users. Short and direct communication seemed effective during the crisis of the corporation. This finding has important implications for future agenda-setting research in that corporations can set the network issue agendas for Twitter users, even without the help of traditional and legitimate news media. However, this study did not concentrate on how many Twitter users were influenced by the news media agendas and how many were influenced by the corporation's agendas directly.

The findings also indicate that direct communication with the consumer is more effective than agenda building with the media or the media's agenda-setting function on the Twitter platform. When Twitter users use the @mention function to tag corporations, they also receive feedback from that corporation. As a result, consumers can find accurate information on the services or products. The news media do not have all the information about a corporation's services or products. News media just take information subsidies from a corporation. In this case, the Huawei corporation was the main authority for answering consumers' questions. Thus, corporation's direct agenda setting with Twitter users was effective during the U.S.-China trade conflict.

During a crisis, rumors spread on social media, and that can pose a significant risk for properly navigating the situation (Wang & Zhuang, 2018). In the case of Huawei, the corporation, the U.S., and the

Chinese news media placed importance on fact rather than rumor. However, Twitter users followed the issue of fact to a lesser degree, as rumor was more connected in the Twitter users' network than the issue of fact.

One of the primary purposes of corporations' strategic communication is to understand clients' needs by providing and disseminating factual information about their products or services (Culbertson & Chen, 2013). Persuasion is an issue agenda that is more central to Huawei tweets. That issue is the association with contended languages (e.g., thanks, support, please, committed, kindly) and an invitation to consumers to engage more (e.g., stay tuned, please visit, please contact).

This study is among the first to explore cross-nation network agenda building and NAS effects. It assessed the relationship between the news media of two countries that have a different media system. It found that the Chinese news media followed the issue agendas of Huawei, while the U.S. news media did not. The U.S. media followed those issue agendas that were less emphasized by the corporation.

This study also analyzed Huawei tweets during a crisis moment using a holistic perspective. Most of the previous studies have focused on the relationships between media and organization (Schultz et al., 2012; Schweickart, Neil, Kim, & Kioussis, 2016). This study concentrated on Huawei, the news media, and consumers on the Twitter platform. This holistic study is significant in terms of better understanding the mechanism of corporations' strategic communication during a crisis. Practically, this study will help corporations to set their network issue agendas based on Twitter users' agenda during a future crisis.

The present study contributes to the NAS literature on strategic communication and how corporations build and set network agendas for news media and consumers on social networking platforms. By providing precise and clear empirical evidence, this study argues that corporations can transfer salient networked issue agendas to consumers by using social media, without the help of traditional news media.

Methodologically, this study also offers a new way of measuring the salience of networked issue agendas for corporations, news media, and the public by implicating the need for social network analysis. This study not only measured the salience of precise issue agendas but also the connections among the issues and argues that measuring the relationships among the issues can, as a result, better capture the complexity of agenda-building and agenda-setting effects.

The findings of the current study bring further awareness of how corporations interact with and influence the news media agendas at a third level from different parts of the world. It will help communication strategists make more informed decisions as they design strategic communication messages during a crisis. It is also important to observe, acknowledge, and trend news media agendas and consumer agendas to determine the links between any corresponding influence and overall agenda-building and agenda-setting influences that may exist.

Limitations and Future Studies

The study is subject to limitations as it examined only Huawei's tweets on Twitter; hence the findings of this study do not lend themselves to generalization to other corporations and social media.

Instead, it is an initial attempt to examine network agenda building and NAS more closely from a corporation's strategic communication perspective. Nowadays, corporations use multiple social networking sites and tools to disseminate their messages. Future studies should include more corporations and different digital tools and platforms to generalize these findings further.

This study shows the undirected relationships among issue agendas in all networks. From the current study, it is not clear how each issue is directed to other issues. Corporations, news media, and consumers presented different issues in their tweets, and it was not clear whether that relationship was directed or undirected. Future researchers can concentrate on directed relationships among the nodes of a network.

References

- Asekun-Olarinmoye, O., Oriola, O., Akilla, O., & Ade-Johnson, S. (2018). Media systems: A comparative analysis of Britain, the United States, Canada and France. *Research on Humanities and Social Sciences*, 8(2), 15–23. Retrieved from <https://core.ac.uk/outputs/234676230>
- Borgatti, S. P., Everett, M. G., & Freeman, L. C. (2002). *Usenet 6 for Windows: Software for social network analysis*. Harvard, MA: Analytic Technologies.
- Borgatti, S. P., Everett, M. G., & Johnson, J. C. (2018). *Analyzing social network*. Los Angeles, CA: SAGE Publications.
- Bruning, S. D., & Ledingham, J. A. (1999). Relationships between organizations publics: Development of a multi-dimensional organization-public relationship scale. *Public Relations Review*, 25(2), 157–170. doi:10.1016/S0363-8111(99)80160-X
- China Profile—Media. (2018, March 6). *BBC*. Retrieved from <https://www.bbc.com/news/world-asia-pacific-13017881>
- Costa, A. N. (2019, May 30). How damaging is the Huawei row for the US and China? *BBC*. Retrieved from <https://www.bbc.com/news/business-48361473>
- Culbertson, H. M., & Chen, N. (Eds.). (2013). *International public relations: A comparative analysis*. New York: NY, Routledge.
- Curtin, P. A. (1999). Reevaluating public relations information subsidies: Market-driven journalism and agenda-building theory and practice. *Journal of Public Relations Research*, 11(1), 53–90. doi:10.1207/s1532754xjpr1101_03
- Du, Y. R. (2013). Intermedia agenda-setting in the age of globalization: A multinational agenda-setting test. *Global Media and Communication*, 9(1), 19–36. doi:10.1177/1742766512463038

- Dutton, J. E. (1997). Strategic agenda building in organization. In Z. Sapira, (Ed.), *Organizational decision making* (pp. 81–105). New York, NY: Cambridge University Press.
- Ehling, W. P. (1992). Estimating the value of public relations and communication to an organization. In J. E. Gaming, D. M. Dozier, W. P. Ehling, L. A. Grunig, F. C. Repper, & J. Whits (Eds.), *Excellence in public relations and communication management* (pp. 617–638). Hillsdale, NJ: Lawrence Erlbaum.
- Etter, M., Ravasi, D., & Colleoni, E. (2019). Social media and the formation of organizational reputation. *Academy of Management Review*, *44*(1), 28–52. doi:10.5465/amr.2014.0280
- Etter, M. A., & Vestergaard, A. (2015). Facebook and the public framing of a corporate crisis. *Corporate Communications: An International Journal*, *20*(2), 163–177. <https://doi.org/10.1108/CCIJ-10-2013-0082>
- Fukuyama, F., & Grotto, A. (2020). Comparative media regulation in the United States and Europe. In N. Persily & J. A. Tucker (Eds.), *Social media and democracy: The state of the field, prospects for reform* (pp. 199–219). New York, NY: Cambridge University Press.
- Grzywinska, I., & Borden, J. (2012). The impact of social media on traditional media agenda setting theory: The case study of occupy wall street movement in USA. In W. Wanta (Ed.), *Agenda setting: Old and new problems in old and new media* (pp. 57–71). Wroclaw, Poland: Wroclaw University Press.
- Guo, L. (2012) The application of social network analysis in agenda setting research: A methodological exploration. *Journal of Broadcasting & Electronic Media*, *56*(4), 616–631. doi:10.1080/08838151.2012.732148
- Guo, L. (2015). A theoretical explication of the network agenda-setting model. In L. Guo & M. McCombs (Eds.), *The power of information networks: New directions for agenda-setting* (pp. 3–18). New York, NY: Routledge.
- Guo, L., & McCombs, M. (2011, May 30). *Network agenda-setting: A third level of media effects* [Conference session]. Paper presented at the Annual Conference of the International Communication Association, Boston, MA. Retrieved from http://www.leiguo.net/publications/guo_nas_2011_ica.pdf
- Guo, L., & Vargo, C. J. (2017). Global intermedia agenda setting: A big data analysis of international news flow. *Journal of Communication*, *67*(4), 499–520. doi:10.1111/jcom.12311

- Guo, L., Vargo, C. J., Pan, Z., Ding, W., & Ishwar, P. (2016). Big social data analytics in journalism and mass communication: Comparing dictionary-based text analysis and unsupervised topic modeling. *Journalism & Mass Communication Quarterly*, 93(2), 332–359. doi:10.1177/1077699016639231
- Fung, B. (2019, April 10). How China's Huawei took the lead over US companies in 5G technology. *The Washington Post*. Retrieved from <https://www.washingtonpost.com/technology/2019/04/10/us-spat-with-huawei-explained/>
- Huawei hits back over Trump's national emergency on telecoms threat. (2019, May 16). *The Guardian*. Retrieved from <https://www.theguardian.com/us-news/2019/may/15/donald-trump-national-emergency-telecoms-threats-Huawei>
- Johnson, K., & Groll, E. (2019, April. 3). The improbable rise of Huawei: How did a private Chinese firm come to dominate the world's most important emerging technology? *Foreign Policy*. Retrieved from <https://foreignpolicy.com/2019/04/03/the-improbable-rise-of-huawei-5g-global-network-china/>
- Kenan, J. (2022, April 12). 20 public relations stats to know for better communications outcomes in 2022. *Sprout Social*. Retrieved from <https://sproutsocial.com/insights/public-relations/>
- King, P. (1994). *Issue agendas in the 1992 Taiwan legislative election* (doctoral dissertation). University of Texas, Austin, TX. Retrieved from <https://www.proquest.com/docview/304130971?pqorigsite=gscholar&fromopenview=true>
- King, P. T. (1997). The press, candidate images, and voter perceptions. In M. E. McCombs, D. L. Shaw, & D. H. Weaver (Eds.), *Communication and democracy: Exploring the intellectual frontiers in agenda-setting theory* (pp. 29–40). New York, NY: Routledge.
- Kiousis, S., & Ragas, M., (2015). Implications of third-level agenda building for public relations and strategic communication. In L. Guo & M. McCombs (Eds.), *The power of information networks: New directions for agenda-setting* (pp. 161–174). New York, NY: Routledge.
- Kiousis, S., & Ragas, M. (2016). Implications of third-level agenda building for public relations and strategic communication. In L. Guo & M. McCombs (Eds.), *The power of information networks. New directions for agenda setting* (pp. 218–239). New York, NY: Routledge.
- Kiousis, S., Bantimaroudis, P., & Ban, H. (1999). Candidate image attributes: Experiments on the substantive dimension of second level agenda setting. *Communication Research*, 26(4), 414–428. <https://doi.org/10.1177/009365099026004003>
- Lim, J. (2006). A cross-lagged analysis of agenda setting among online news media. *Journalism and Mass Communication Quarterly*, 83(2), 298–312. doi:10.1177/107769900608300205

- Lim, L., & Bergin, J. (2018, December 7). Inside China's audacious global propaganda campaign. *The Guardian*. Retrieved from <https://www.theguardian.com/news/2018/dec/07/china-plan-for-global-media-dominance-propaganda-xi-jinping>
- Lliria, L., Bantimaroudis, P., & Meggiorin, K. (2016). Corporate agenda setting at the third level: Comparing networks of attributes in corporate press releases and media coverage. In L. Guo & M. McCombs (Eds.), *The power of information networks: New directions for agenda setting research* (pp. 190–205). New York, NY: Routledge.
- Long, D. (2019, June 18). Huawei estimates US ban will lead to a \$30bn loss in revenues. *The Drum*. Retrieved from <https://www.thedrum.com/news/2019/06/18/huawei-estimates-us-ban-will-lead-30bn-loss-revenues>
- Lopez-Escobar, E., Llamas, J. P., McCombs, M., & Lennon, F. R., (1998). Two levels of agenda setting among advertising and news in the 1995 Spanish elections. *Political Communication*, 15(2), 225–238. doi:10.1080/10584609809342367
- Luo, Y. (2014). The Internet and agenda-setting in China: The influence of online public opinion on media coverage and government policy. *International Journal of Communication*, 8, 1289–1312. <https://ijoc.org/index.php/ijoc/article/view/2257/1133>
- Madrigal, A. C., (2019, January 29). America's cold war with Chinese tech turns hot. *The Atlantic*. Retrieved from <https://www.theatlantic.com/technology/archive/2019/01/huawei-and-the-battle-for-the-mobile-future/581512/>
- McCombs, M. E. (2005). A look at agenda-setting: Past, present and future. *Journalism Studies*, 6(4), 543–557. doi:10.1080/14616700500250438
- McCombs, M., Llamas, J. P., Lopez-Escobar, E., & Rey, F. (1997). Candidate images in Spanish elections: Second-level agenda-setting effects. *Journalism & Mass Communication Quarterly*, 74(4), 703–717. doi:10.1177/107769909707400404
- McCombs, M. E., & Shaw, D. L. (1972). The agenda setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187. doi:10.1086/267990
- McCombs, M. E., Shaw, D. L., & Weaver, D. H. (2014). New directions in agenda-setting theory and research. *Mass Communication and Society*, 17(6), 781–802. doi:10.1080/15205436.2014.964871
- Messner, M., Linke, M., & Eford, A. (2012, April). Shoveling tweets: An analysis of the microblogging engagement of traditional news organizations. *The Official Research Journal of the International Symposium on Online Journalism*, 2(1), 74–87. Retrieved from https://isoj.org/wp-content/uploads/2016/10/ISOJ_Journal_V2_N1_2012_Spring.pdf#page=74

- Palser, B. (2009). Hitting the tweet spot: News outlets should use Twitter to reach elusive and valuable audiences. *American Journalism Review*, 31(2), 54–55. Retrieved from <https://link.gale.com/apps/doc/A199122142/AONE?u=act&sid=googleScholar&xid=e26f47dd>
- Patriotta, G., Gond, J. P., & Schultz, F. (2011). Maintaining legitimacy: Controversies, orders of worth, and public justifications. *Journal of Management Studies*, 48(8), 1804–1836. doi:10.1111/j.1467-6486.2010.00990.x
- PricewaterhouseCoopers. (2018). *Perspectives from the global entertainment & media outlook 2018–2022*. Retrieved from <https://www.pwc.com/gx/en/entertainment-media/outlook/perspectives-from-the-global-entertainment-and-media-outlook-2018-2022.pdf>
- Reese, S. D., & Danielian, L. H. (1989). Intermedia influence and the drug issue: Converging on cocaine. In P. J. Shoemaker (Ed.), *Communication campaigns about drugs: Government, media, and the public* (pp. 29–46). New York, NY: Lawrence Erlbaum.
- Schmieg, C. (2019, October). The US-China Trade War, the Huawei battle, and its effects on the world. *Intergovernmental Research and Policy Journal*. Retrieved from <https://irpj.euclid.int/articles/the-us-china-trade-war-the-huawei-battle-and-its-effects-on-the-world/>
- Schultz, F., Kleinnijenhuis, J., Oegema, D., Utz, S., & Van Atteveldt, W. (2012). Strategic framing in the BP crisis: A semantic network analysis of associative frames. *Public Relations Review*, 38(1), 97–107. doi:10.1016/j.pubrev.2011.08.003
- Schweickart, T., Neil, J., Kim, J. Y., & Kiousis, S. (2016). Time-lag analysis of the agenda-building process between White House public relations and congressional policymaking activity. *Journal of Communication Management*, 20(4), 363–380. <https://doi.org/10.1108/JCOM-01-2016-0001>
- Seeger, M. W., Sellnow, T. L., & Ulmer, R. R. (1998). Communication, organization, and crisis. *Annals of the International Communication Association*, 21(1), 231–276. doi:10.1080/23808985.1998.11678952
- Shrestha, M. K., & Feiock, R. C. (2009). Governing US metropolitan areas: Self-organizing and multiplex service networks. *American Politics Research*, 37(5), 801–823. doi:10.1177/1532673X09337466
- Strömbäck, J., & Kiousis, S. (2010). A new look at agenda-setting effects—Comparing the predictive power of overall political news consumption and specific news media consumption across different media channels and media types. *Journal of Communication*, 60(2), 271–292. <https://doi.org/10.1111/j.1460-2466.2010.01482.x>
- Su, L., Cassiatare, M. A., Liang, X., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017). Analyzing public sentiments online: Combining human- and computer-based content analysis. *Information, Communication & Society*, 20(3), 406–427. doi:10.1080/1369118X.2016.1182197

- Su, Y. (2022). Networked agenda flow between elite US newspapers and Twitter: A case study of the 2020 Black Lives Matter movement. *Journalism, 0*(0), 1–21.
<https://doi.org/10.1177/14648849221092521>
- Tahamtan, I., Potnis, D., Mohammadi, E., Singh, V., & Miller, L. E. (2022). The mutual influence of the World Health Organization (WHO) and twitter users during COVID-19: Network agenda-setting analysis. *Journal of Medical Internet Research, 24*(4), 1–16. Retrieved from
<https://preprints.jmir.org/preprint/34321>
- Timmons, H. (2020, January 15). Timeline: Key dates in the U.S.-China trade war. *Reuters*. Retrieved from <https://www.reuters.com/article/us-usa-trade-china-timeline/timeline-key-dates-in-the-u-s-china-trade-war-idUSKBN1ZE1AA>
- United States Profile—Media. (2019, August 28). *BBC*. Retrieved from <https://www.bbc.com/news/world-us-canada-16757497>
- Vargo, C. (2011, August). *Twitter as public salience: An agenda-setting analysis* [Conference session]. Paper presented at the AEJMC Annual Conference, St. Louis, MO. Retrieved from <https://chrisjvargo.com/wp-content/uploads/2014/11/Twitter-As-Public-Salience.pdf>
- Vargo, C. J., & Guo, L. (2017). Networks, big data, and intermedia agenda setting: An analysis of traditional, partisan, and emerging online US news. *Journalism & Mass Communication Quarterly, 94*(4), 1031–1055. doi:10.1177/1077699016679976
- Vargo, C. J., Guo, L., McCombs, M., & Shaw, D. L. (2014). Network issue agendas on Twitter during the 2012 US presidential election. *Journal of Communication, 64*(2), 296–316.
doi:10.1111/jcom.12089
- Wang, B., & Zhuang, J. (2018). Rumor response, debunking response, and decision makings of misinformed Twitter users during disasters. *Natural Hazards, 93*(3), 1145–1162.
doi:10.1007/s11069-018-3344-6
- Waters, R. D., Tindall, N. T., & Morton, T. S. (2010). Media catching and the journalist–public relations practitioner relationship: How social media are changing the practice of media relations. *Journal of Public Relations Research, 22*(3), 241–264. doi:10.1080/10627261003799202