

## Jiaying Liu, Ph.D.

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### 1. ACADEMIC HISTORY

#### EDUCATION

|       |      |   |
|-------|------|---|
| Ph.D. | 2017 | Communication, University of Pennsylvania<br><i>Committee: Robert Hornik (Chair), Joseph Cappella, Emily Falk</i> |
| M.A.  | 2014 | Communication, University of Pennsylvania   |
| M.A.  | 2012 | Communication & Media Economics, Renmin University of China   |
| B.A.  | 2010 | Journalism & Mass Communication, Renmin University of China   |

#### ACADEMIC APPOINTMENTS

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|-----------|--|
| 2023-     | <b>Associate Professor</b> , Department of Communication, UC-Santa Barbara         |
| 2022-2023 | <b>Associate Professor</b> , Department of Communication Studies, Univ. of Georgia |
| 2017-2022 | <b>Assistant Professor</b> , Department of Communication Studies, Univ. of Georgia |
| 2020-     | <b>Distinguished Scholar</b> , Owens Institute for Behavioral Research (OIBR), UGA |
| 2021-     | <b>Courtesy Faculty</b> , Department of Psychology, University of Georgia          |

#### AREAS OF RESEARCH

Health communication, persuasion and social influence, campaign message effects, tobacco control, neuroimaging methods, eye-tracking, computational social science, health disparity

#### RECOGNITIONS, HONORS AND AWARDS

|             |   |
|-------------|---|
| 2021-2022   | Faculty Excellence Award, Department of Communication Studies, UGA          |
| 2020-       | Distinguished Scholar, Owens Institute for Behavioral Research (OIBR), UGA  |
| 2020-2021   | Fellow, Georgia Translational Education and Mentoring in Science Initiative |
| 2018-2020   | Lilly Teaching Fellow, Center for Teaching and Learning, UGA                |
| 2018-2020   | Mentee, Grantsmanship Development Program (OIBR), UGA                       |
| 2019 & 2021 | Recognition of Contribution from the Class of 2019 & 21, Career Center, UGA |
| 2017-2018   | Faculty Excellence Award, Department of Communication Studies, UGA          |
| 2016-2017   | Annenberg School for Communication Dissertation Research Fellowship         |
| 2012-2016   | Annenberg School for Communication Full Tuition and Research Fellowship     |
| 2012        | Dean's Honor Fellowship, School of Journalism & Communication at Renmin     |
| 2012        | Outstanding Graduate Award; Best Master's Thesis of the Year Award          |
| 2011-2012   | First-Class Scholarship for Academic Excellence in Graduate Studies         |
| 2010        | Wu Yuzhang Presidential Scholarship (Top 10 students of Renmin University)  |
| 2010        | Outstanding Undergraduate Student; Best Bachelor's Thesis of the Year Award |
| 2006-2012   | National Scholarship for Academic Excellence; Leadership & Service Award    |

## 2. SCHOLARLY ACTIVITIES

### PUBLICATIONS

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#### English Journal Articles (All peer reviewed; \*Denotes student/mentee authors):

33. So, J., & **Liu, J.** (in press). The role of audience favorability in processing (un)familiar messages: A heuristic-systematic model perspective. *Human Communication Research*.
32. Worsdale, A. \*, & **Liu, J.** (in press). Narrative messages and the use of emotional appeals on endometriosis screening intention: The mediating role of positive affect. *International Journal of Environmental Research and Public Health*.
31. Chon, M.-G., Xu, L., **Liu, J.**, Kim, J-N., & Kim, J. (2022). From mind to mouth: Understanding active publics in China and their communicative behaviors on GM foods. *International Journal of Environmental Research and Public Health*. DOI: 10.3390/ijerph20010578
30. Tveleneva, A. \*, Kim, S. J. \*, Minich, M. \*, **Liu, J.**, Padon, A., Silver, L., & Yang, S. (2022). Yet again conversations matter: The importance of interpersonal discussions, educational campaigns, and advertising on cannabis-related risk perceptions, attitudes, and intentions among at-risk young adults. *Journal of Health Communication*. DOI: 10.1080/10810730.2022.2153291
29. Chon, M.-G., Kim, J., Xu, L., & **Liu, J.** (2022). Understanding active communicators on the food safety issue: Conspiratorial thinking, organizational trust, and communicative actions of publics in China. *American Behavioral Scientist*. DOI: 10.1177/0002764222111828
28. Kim, S. J. \*, Minich, M. \*, Yang, S., Tveleneva, A. \*, **Liu, J.**, Padon, A., Silver, L. (2022). Textual and pictorial enhancement of cannabis warning labels: An online experiment among at-risk U.S. young adults. *Drug and Alcohol Dependence*. DOI: 10.1016/j.drugalcdep.2022.109520
27. Siegel, L., **Liu, J.**, Gibson, L., & Hornik, R. (2022). Not all norm information is the same: Effects of normative content in the media on young people's perceptions of e-cigarette and tobacco use norms. *Communication Research*, 00936502211073290.
26. Hornik, R., Binns, S., Emery, S., Epstein, V. M., Jeong, M., Kim, K., Kim, Y., Kranzler, E. C., Jesch, E., Lee, S. J., Levin, A. V., **Liu, J.**, O'Donnell, M. B., Siegel, L., Tran, H., Williams, S., Yang, Q., & Gibson, L. A. (2022). The effects of tobacco coverage in the public communication environment on young people's decisions to smoke combustible cigarettes. *Journal of Communication*, jqab052. DOI:10.1093/joc/jqab052
25. Xu, L., **Liu, J.**, Kim, J., & Chon, M.-G. (2021). Are Chinese netizens willing to speak out? The spiral of silence in public reactions to controversial food safety issues on social media. *International Journal of Environmental Research and Public Health*, 18(24), 13114. DOI:10.3390/ijerph182413114.
24. Lee, S. J., & **Liu, J.** (2021). Leveraging dynamic norm messages to promote counter-normative behaviors: The moderating role of current and future injunctive norms, attitude and self-efficacy. *Health Communication*. Advance online publication. DOI: 10.1080/10410236.2021.1991638

23. Duong, H. T.\*, & **Liu, J.** (2021). When others' reactions to news media messages are visible: The influence of news user comments on presumed media influence. *Southern Communication Journal*, 86(3), 215–230. DOI:10.1080/1041794X.2021.1900354
22. Shi, R., **Liu, J.**, & Cappella, J. N. (2021). Influence of online comments on smokers' E-cigarette attitude: Opinion climate, review fraud, and resistance to persuasion. *Psychology & Health*, 1–19. DOI:10.1080/08870446.2021.1893320
21. **Liu, J.**, Phua, J., Krugman, D., Xu, L., Nowak, G., & Popova, L. (2020). Do young adults attend to health warnings in the first IQOS advertisement in the U.S.? An eye-tracking approach. *Nicotine & Tobacco Research*. DOI: 10.1093/ntr/ntaa243
20. Shi, R., Feldman, R. H., **Liu, J.**, & Clark, P. I. (2020). The dilemma of correcting nicotine misperceptions: Nicotine replacement therapy versus electronic cigarettes. *Health Communication*. Advance online publication. DOI: 10.1080/10410236.2020.1800288
19. Murashka, V.\*, **Liu, J.**, & Peng, Y. (2020). Fitspiration on Instagram: Identifying topic clusters in user comments to posts with objectification features. *Health Communication*. Advance online publication. DOI: 10.1080/10410236.2020.1773702
18. Jiang, S., & **Liu, J.** (2020). Examining the relationship between Internet health information seeking and patient-centered communication in China: Taking into account self-efficacy in medical decision-making. *Chinese Journal of Communication*. Advance online publication. DOI: 10.1080/17544750.2020.1769700
17. **Liu, J.**, O'Donnell, M., & Falk, E. (2020). Deliberation and valence as dissociable components of counterarguing among smokers: Evidence from neuroimaging and quantitative linguistic analysis. *Health Communication*. Advance online publication. DOI: 10.1080/10410236.2020.1712521
16. **Liu, J.**, Lochbuehler, K., Yang, Q., Gibson, L. A., & Hornik, R. C. (2020). Breadth of media scanning leads to vaping among youth and young adults: Evidence of direct and indirect pathways from a national longitudinal survey. *Journal of Health Communication*. Advance online publication. DOI: 10.1080/10810730.2019.1709925
15. **Liu, J.**, Siegel, L., Gibson, L. A., Kim, Y., Binns, S., Emery, S., Hornik, R. C. (2019). Toward an aggregate, implicit and dynamic model of norm formation: Capturing large-scale media representations of dynamic descriptive norms through automated and crowdsourced content analysis. *Journal of Communication*, 69(6), 563–588. DOI: 10.1093/joc/jqz033
14. Lee, S. J., **Liu, J.**, Gibson, L. A., & Hornik, R. C. (2019). Rating the valence of media content about electronic cigarettes using crowdsourcing: Testing rater instructions and estimating the optimal number of raters. *Health Communication*, 1–11. DOI: 10.1080/10410236.2019.1700882
13. Gibson, L.A., Siegel, L., Kranzler, E., Volinsky, A., O'Donnell, M.B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Maidel Epstein, V., Leffel, T., Jeong, M., **Liu, J.**, Lee, S. J., Emery, S., & Hornik, R.C. (2019). Combining crowd-sourcing and automated content methods to improve estimates of overall media coverage: Theme mentions in e-cigarette and other tobacco coverage. *Journal of Health Communication*, 24(12), 889–899. DOI: 10.1080/10810730.2019.1682724

12. Yang, B., **Liu, J.**, & Popova, L. (2019). Feeling hopeful motivates change: Emotional responses to messages communicating comparative risk of electronic cigarettes and combusted cigarettes. *Health Education and Behavior*. DOI: 10.1177/1090198118825236
11. Sangalang, A., Volinsky, A.C., **Liu, J.**, Yang, Q., Lee, S., Gibson, L.A., & Hornik, R.C. (2019). Identifying potential campaign themes to prevent youth initiation of e-cigarettes. *American Journal of Preventive Medicine*, 56(5), S65–S75. DOI: 10.1016/j.amepre.2018.07.039
10. **Liu, J.**, & Shi, R. (2018). How do online comments affect perceived descriptive norms of e-cigarette use? The role of quasi-statistical sense, valence perceptions, and exposure dosage. *Journal of Computer-Mediated Communication*. DOI:10.1093/jcmc/zmy021
9. Duong, H. T.\*, & **Liu, J.** (2018). Vaping in the news: The influence of news exposure on perceived e-cigarette use norms. *American Journal of Health Education*, 50(1), 25–39. DOI:10.1080/19325037.2018.1548315
8. Yang, B., **Liu, J.**, & Popova, L. (2018). Targeted versus nontargeted communication about electronic nicotine delivery systems in three smoker groups. *International Journal of Environmental Research and Public Health*, 15(10). DOI:10.3390/ijerph15102071
7. Yang, Q., **Liu, J.**, Lochbuehler, K., & Hornik, R. (2017). Does seeking e-cigarette information lead to vaping? Evidence from a national longitudinal survey of youth and young adults. *Health Communication*. DOI: 10.1080/10410236.2017.1407229
6. **Liu, J.**, Zhao, S., Chen, X., Falk, E., & Albarracín, D. (2017). The influence of peer behavior as a function of social cultural closeness: A meta-analysis of normative influence on adolescent smoking initiation and continuation. *Psychological Bulletin*, 143(10):1082–1115. DOI: 10.1037/bul0000113
5. Brennan, E., Gibson, L., Kybert-Momjian, A., **Liu, J.**, & Hornik, R. (2017). Promising themes for antismoking campaigns targeting youth and young adults. *Tobacco Regulatory Science*, 3(1), 29–46. DOI:10.18001/TRS.3.1.4
4. **Liu, J.**, & Hornik, R. (2016). Measuring exposure opportunities: Using exogenous measures in assessing effects of media exposure on smoking outcomes. *Communication Methods and Measures*, 10(2–3), 115–134. DOI: 10.1080/19312458.2016.1150442
3. Lee, S. J., Brennan, E., Gibson, L. A., Tan, A. S. L., Kybert-Momjian, A., **Liu, J.**, & Hornik, R. (2016). Predictive validity of an empirical approach for selecting promising message topics: A randomized-controlled study. *Journal of Communication*, 66(3), 433–453. DOI: 10.1111/jcom.12227
2. Mai, B., **Liu, J.**, & González-Bailón, S. (2015). Network effects in the academic market: Mechanisms for hiring and placing PhDs in communication (2007–2014). *Journal of Communication*, 65(3), 558–583. DOI: 10.1111/jcom.12158
1. **Liu, J.**, Jones, C., Wilson, K., Durantini, M. R., Livingood, W., & Albarracín, D. (2014). Motivational barriers to retention of at-risk young adults in HIV-prevention interventions: Perceived pressure and efficacy. *AIDS Care*, 26(10), 1242–1248. DOI: 10.1080/09540121.2014.896450

**Chinese Journal Articles (All peer reviewed):**

20. Xu, L., & **Liu, J.** (2018). The public's attitudes towards GM technology and food additives: The influence of sociocultural factors. *Journal of Dialectics of Nature*, 9(40): 87–95. DOI: 10.15994/j.1000-0763.2018.09.012
19. Xu, L., & **Liu, J.** (2018). The influence of media use and opinion perceptions on cognitions and attitudes towards GM foods. *Studies in Dialectics of Nature*, 10(34):57–63. DOI:10.19484/j.cnki.1000-8934.2018.10.010
18. He, R. & **Liu, J.** (2015). From media exposure to behavior choice: Identifying factors that influence Traditional Chinese Medicine and Western Medicine doctor visits based on the BMHSU model. *Journalism Bimonthly*, 129, 100–105
17. Dong, Y., & **Liu, J.** (2015). Analysis of digital publishing rights. *Journal of China Publishing*, 18, 25–28. DOI: 10.3969/j.issn.1002-4166.2015.18.008
16. Zhao, Y. & **Liu, J.** (2013). The frame metaphor applied in political news - Framing analysis of New York Times' news reports on Ukraine Orange Revolution. *Russian Studies*, 5, 42–60.
15. Yu, G., Wu, W., Xu, Z., & **Liu, J.** (2012). The media consumption environments in China: A quantitative case study of Tianjin city. *News and Writing*, 11, 56–58. DOI: 10.3969/j.issn.1002-2295.2012.11.015
14. The Chinese audience “exposure-consumption” pattern quantitative study project team (Yu, G., Wu, W., Xu, Z., & **Liu, J.**) (2012). Three dimensional analysis of Chinese audiences' media exposure during daytime and nighttime (II): A case study based on the “Time-Space” multidimensional research paradigm among residents of the Tianjin city. *News and Writing*, 1, 59–64. DOI: 10.3969/j.issn.1002-2295.2012.01.018
13. The Chinese audience “exposure-consumption” pattern quantitative study project team (Yu, G., Wu, W., Xu, Z., & **Liu, J.**) (2012). Three dimensional analysis of Chinese audiences' media exposure during daytime and nighttime: A case study based on the “Time-Space” multidimensional research paradigm among residents of the Tianjin city. *Editorial Friend*, 2, 6–13. DOI: 10.3969/j.issn.1003-6687.2012.02.002
12. Yu, G., Wu, W., Xu, Z., & **Liu, J.**, (2012). Three-dimensional perspective of Chinese residents' media use pattern in the daily life — based on the research of media use patterns with the time-space multidimensional paradigm in Tianjin. *Journal of Shanxi University (Philosophy and Social Science)*, 35(3), 280–289. DOI: 10.13451/j.cnki.shanxi.univ(phil.soc.).2012.03.037
11. Yu, G., Wu, W., Xu, Z., & **Liu, J.**, (2012). Media consumption behaviors across different times of a typical day - A report based on the “Time-Space” multidimensional research on media use among Tianjin residents. *News & Writing*, 7, 57–59. DOI: 10.3969/j.issn.1002-2295.2012.07.016
10. Yu, G., Wu, W., Xu, Z., & **Liu, J.**, (2012). Costs of media consumption in China: A quantitative case study of Tianjin city - A quantitative analysis of Tianjin residents' media use. *News & Writing*, 7, 61–63. DOI: 10.3969/j.issn.1002-2295.2012.08.019
9. Zheng, B., & **Liu, J.** (2011). Current issues and strategic solutions for party newspapers in the new media era. *Journalism Lover*, 18, 4–6. DOI: 10.3969/j.issn.1003-1286-B.2011.09.002

8. Crisis communication and public opinion regulation under the new media environment project team (Yu, G., Li, B., Wu, W., Song, M., & **Liu, J.**) (2011). The trend of public opinion and patterns of communication in the rush of salt: Based on the intelligent analysis of network text. *Chinese Journal of Journalism & Communication*, 7, 28–39. DOI: 10.13495/j.cnki.cjjc.2011.07.017
7. The Chinese media industry development index study project team (Yu, G., Song, M., **Liu, J.**, Zhu, E., Chen, J., Chen, Y., Xu, Z., & Li, B.). (2011). What have been studied in the field of communication in 2010? *News and Writing*, 2, 60–63. DOI: 10.3969/j.issn.1002-2295.2011.02.018
6. The Chinese audience “exposure - consumption” pattern quantitative study project team (Yu, G., Wu, W., Xu, Z., & **Liu, J.**) (2011). Three dimensional analysis of Chinese audiences’ media exposure during daytime and nighttime (I): A case study based on the “Time-Space” multidimensional research paradigm among residents of the Tianjin city. *News and Writing*, 12. DOI: 10.3969/j.issn.1002–2295.2011.12.015
5. The Chinese media industry development index study project team (Yu, G., Song, M., **Liu, J.**, Zhu, E., Chen, J., Chen, Y., Xu, Z., & Li, B.) (2011). Infiltration and integration: Literature review of Media Economics studies in China published in 2010. *Chinese Journal of Journalism & Communication*, 1, 13–18. DOI: 10.13495/j.cnki.cjjc.2011.01.003
4. The Chinese audience “exposure - consumption” pattern quantitative study project team (Yu, G., Wu, W., Xu, Z., & **Liu, J.**) (2010). A new methodological paradigm for studying media use time: The structural logic framework. *Chinese Journal of Journalism & Communication*, 9, 32–36. DOI: 10.13495/j.cnki.cjjc.2010.09.008
3. The Chinese audience “exposure - consumption” pattern quantitative study project team (Yu, G., Wu, W., Xu, Z., & **Liu, J.**) (2010). Media exposure time: A novel methodological paradigm. *News and Writing*, 10, 55–57. DOI: 10.3969/j.issn.1002-2295.2010.10.017
2. **Liu, J.** (2009). Application of Elaboration Likelihood Model in political campaign - Analysis of Obama online video campaign in 2008 presidential election. *Journal of Chinese Southeast Communication*, 8, 25–27. DOI: 10.3969/j.issn.1672-9579.2009.08.010
1. Xu, L., & **Liu, J.** (2009). Framing analysis of New York Times reports about Chinese National Day. *Chinese Journal of Journalism & Communication*, 10, 54–60. DOI: 10.13495/j.cnki.cjjc.2009.10.014

### **Book and Book Chapters:**

3. Kim, M., & **Liu, J.** (2022). Tobacco Control. *The International Encyclopedia of Health Communication*.
2. Yu, G., Wu, W., Xu, Z., & **Liu, J.** (2012). *Media use patterns of Chinese audiences: Quantitative investigation of media use based on dimensions of time and space*. Beijing: People’s Daily Press. (in Chinese)
1. **Liu, J.** (2011). Annual report of publishing, magazines and outdoor media industry in China. In Guoming Yu (Ed.), *Bluebook of media industry development index in China 2011* (pp.511–530, pp.470–487, pp.557–573). Beijing, China: People’s Daily Press. (in Chinese)

## **RESEARCH AND INSTRUCTIONAL GRANTS (PI, CO-I, & RESEARCH FELLOW)**

### **ACTIVE**

- 2020-2025      PI: *Neuroimaging approaches to improve prediction of smoking initiation and nicotine use escalation among young adult electronic nicotine delivery systems users*  
K01 Mentored Research Scientist Career Development Award in Tobacco Regulatory Research, NIH & FDA Center for Tobacco Products  
Amount of Direct Cost: \$870,145 (Total Amount: \$1,305,218)
- 2022-2024      PI: *A neuroimaging approach to advance mechanistic understanding of tobacco use escalation risk among young adult African American vapers*  
R21: Mechanistic Studies on the Impact of Social Inequality on the Substance Use Trajectory, National Institute on Drug Abuse.  
Co-PI: Sweet, UGA  
Amount of Direct Cost: \$275,000 (Total Amount: \$415,250)

### **COMPLETED**

- 2022              Student/Faculty enrichment fund for COMM8700 students  
Office of the Vice President for Student Affairs, UGA
- 2020              Co-I: *Interdisciplinary Research Pre-Seed Program: Workgroup on Families, Communities, and Health*  
Office of Research, UGA.
- 2019-2020      PI: *A Multi-Method Approach to Identify Promising Campaign Messages Addressing Vaping Epidemic among Young Adults*  
Internal Junior Faculty Seed Grant in STEM, Office of Research, UGA
- 2020              PI: *Affordable learning for a large-lecture health communication course*  
Lilly Teaching Fellow Program, Center for Teaching and Learning, UGA
- 2019              PI: *Neural Correlates of Flavor Cue Reactivity Predict Smoking Transition among Young Adult ENDS Users*  
OIBR-BIRC pilot grant, Owens Institute for Behavioral Research & Bioimaging Research Center, UGA.
- 2017-2019      PI: 1) *When News and Comments are in Conflict: How Congruent and Incongruent Normative Directions Affect Viewers' Behavior Prevalence Estimations*; 2) *Effects of Audience Motivation on Selective Attention to Statistical and Exemplified Risk Information: An Eye-Tracking Study*  
Departmental Seed Grant, Department of Communication Studies, UGA

- 2015-2016 PI: *Russell Ackoff Fellowship for Research on Human Decision Processes and Risk Management* Wharton Risk Management and Decision Processes Center, University of Pennsylvania
- 2013-2017 Research Fellow, “*Tobacco Product Messaging in a Complex Communication Environment*”, PIs: Dr. Robert Hornik and Dr. Caryn Lerman, Tobacco Center of Regulatory Science (TCORS), University of Pennsylvania. NIH-FDA, P50-CA-179546-01
- 2014-2017 Research Fellow, “*Can Neuroscience Dramatically Improve our Ability to Design Health Communications*”, PI: Dr. Emily Falk, Communication Neuroscience Lab, University of Pennsylvania. NIH New Innovator Award, 1DP2DA035156-01
- 2013 Research Fellow, “*Food and Drug Administration Youth Anti-Smoking Campaign Research*”, PI: Dr. Robert Hornik, Center for Excellence in Cancer Communication Research (CECCR), University of Pennsylvania. NCI-FDA, P20-CA09856-09S1
- 2012-2013 Research Fellow, “*Selective Exposure in HIV Prevention*”, PI: Dr. Dolores Albarracín, Social Action Lab, University of Pennsylvania. NIH, R01 NR08325
- 2009-2012 Research Fellow, “*Study of Chinese Audiences’ Daily Media Use Patterns with Time-Use Diary Methods*”, PI: Dr. Guoming Yu, School of Journalism and Communication, Renmin University of China; supported by Research Grant at Humanity & Social Science Research Branch of Chinese Ministry of Education
- 2008-2010 Co-PI, “*Developing Coping Strategies and Social Support Groups for the Elderly Who Lost Spouse during the 2008 Great Sichuan Earthquake*”; Chinese National College Students Innovation Experiment Grant

## **TECHNICAL REPORTS**

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- Sangalang, A., Volinsky, A.C., Yang, Q., **Liu, J.**, Lee, S., Gibson, L.A., & Hornik, R.C. (2016 October). *Identifying promising campaign themes to prevent youth initiation of electronic cigarette use*. Report to Center for Tobacco Products, Office of Health Communication and Education, U.S. Food and Drug Administration. Departmental Papers (ASC), 1–8
- Brennan, E., Gibson, L., **Liu, J.**, & Hornik, R. (2013 November). *Identifying potential target beliefs for a smoking prevention mass media campaign: Final findings and recommendations for 18-25 year old never tobacco users (CECCR Working Paper Series)*. Report to Center for Tobacco Products, Office of Health Communication and Education, U.S. Food and Drug



- Administration. Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania
- Brennan, E., Gibson, L., **Liu, J.**, & Hornik, R. (2013 November). *Identifying potential target beliefs for a mass media campaign aimed at preventing progression to daily tobacco use: Final findings and recommendations for 18-25 year old non-daily tobacco users (CECCR Working Paper Series)*. Report to Center for Tobacco Products, Office of Health Communication and Education, U.S. Food and Drug Administration. Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania
- Brennan, E., Gibson, L., **Liu, J.**, & Hornik, R. (2013 November). *Identifying potential target beliefs for a mass media campaign aimed at encouraging smoking cessation: Final findings and recommendations for 18-25 year old current cigarette smokers (CECCR Working Paper Series)*. Report to Center for Tobacco Products, Office of Health Communication and Education, U.S. Food and Drug Administration. Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania

#### **REFEREED CONFERENCE PRESENTATIONS (\*Denotes student/mentee authors)**

- Wang, Y.\*, **Liu, J.**, & Gay, J. (2023 August). A mixed-method approach to determine salient message themes for promoting active pro-environmental behavior intentions among coastal residents in the U.S. Poster to be presented at the *Association for Education in Journalism and Mass Communication Annual Conference ComSHER Division (Communicating Science, Health, Environment and Risk)*, Washington, D.C.
- Gay, J. **Liu, J.**, Cloud, G.\*, & Wang Y\*. (2023 November). Leveraging outdoor physical activity for active pro-environmental behaviors: Prevalence and future intentions of coastal US residents. Paper to be presented at the *American Public Health Association 2023 Annual Meeting and Expo*, Atlanta, GA.
- So, J., & **Liu, J.** (2023 May) The role of audience favorability in processing (un)familiar health messages: A heuristic-systematic model perspective. Paper presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.
- Kim, M., **Liu, J.**, & Wang, Y\*. (2023 May) Effect of explicit and implicit flavor names and images in menthol/mint-flavored ENDS packaging on product appeal. Poster presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.
- Katebi, V.\*, & **Liu, J.** (2023 May) The Effects of fitspiration posts with appearance- and health-focused captions and comments on body image perceptions and exercise intentions. Paper presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.
- Tao, R.\*, Wang, Y.\*, **Liu, J.**, Peng, Y., & Yang, S. (2023 May) Identifying message characteristics in pictorial tobacco control images to predict emotional responses, reactance, and discussion intentions among Chinese male smokers. Paper presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.

- Cotter, L.\*, Yang, S., Lu, L.\*, Kriss, L.\*, Minich, M.\*, **Liu, J.**, Silver, L., Cascio, C. (2023 May) Can enhanced cannabis warning labels mitigate youth-targeted marketing and pro-cannabis online social influences? Evidence from an online experiment among at-risk adolescents and young adults. Paper presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.
- Shi, R., Feldman, R. H., **Liu, J.**, & Clark, P. I. (2023 May) Developing and testing an educational message to correct misperceptions about very low nicotine cigarettes. Paper presented at the *2023 International Communication Association Annual Conference*, Toronto, Canada.
- Liu, J.**, McMains, J. T.\*, Fabbriatore, J. L.\*, Worsdale, A.\*, Jones, E. C.\*, Bhatikar, N.\*, Wang, Y.\*, S. D.\*, & Sweet, L. H. (2023 Mar) Neural response to flavored e-cigarette packages predicts vaping frequency among non-smoking young adult vapers. Paper presented at the *Society for Research on Nicotine and Tobacco 2023 Annual Meeting*, San Antonio, TX.
- Worsdale, A.\*, **Liu, J.**, Wicke, R., Fabbriatore, J. L.\*, McMains, J. T.\*, Jones, E. C.\*, & Sweet, L. H. (2023 Mar) Linking neural response to flavored vape packaging and subsequent cigarette smoking severity: the moderating role of depression. Paper presented at the *Society for Research on Nicotine and Tobacco 2023 Annual Meeting*, San Antonio, TX.
- Liu, J.**, Kim, M., & Wang, Y.\* (2023 Mar) Misperceptions about harms associated with synthetic nicotine and tobacco-free nicotine: Does current vaping status matter? Poster presented at the *Society for Research on Nicotine and Tobacco 2023 Annual Meeting*, San Antonio, TX.
- Wang, Y.\*, **Liu, J.**, & Kim, M. (2023 Mar) “Man-made” but may be “used to get people off of nicotine”: (Mis)perceptions about tobacco-free nicotine and synthetic nicotine. Poster presented at the *Society for Research on Nicotine and Tobacco 2023 Annual Meeting*, San Antonio, TX.
- Liu, J.**, Wu, W., Flemming, K., & Lu, X\*. (2022 Nov) The influence of motivation and engagement on knowledge and behavioral intentions: Information learning on social media during early COVID-19 outbreak in China. Full paper presented at the *2022 National Communication Association 108<sup>th</sup> Annual Conference*, New Orleans, LA.
- Jeon, M.\*, **Liu, J.** (2022 Nov) The role of identity and bandwagon cues in graphic health warning messages on social media: An eye-tracking approach. Full paper presented at the *2022 National Communication Association 108<sup>th</sup> Annual Conference*, New Orleans, LA.
- Liu, J.**, McMains, J. T.\*, Fabbriatore, J. L.\*, Jones, E. C.\*, Worsdale, A.\*, Oshri, A., & Sweet, L. H. (2022 June) Neural response to flavored e-cigarette packages predicts cigarette smoking among non-smoking vapers. Poster presented at the *2022 Organization for Human Brain Mapping Annual Meeting*, Glasgow, Scotland.
- Liu, J.**, Mi, R.Z.\*, Jeon, M.\*, Fabbriatore, J.\*, Wicke, R.\*, Cojulun, L.\*, & Yang, S. (2022 May). Evaluating the persuasive effect of construal level on elaborative processing and counterarguing in cannabis warning messages: An eye-tracking experiment. Full paper presented at the *2022 International Communication Association 72<sup>nd</sup> Annual Conference*, Paris, France.
- Wicke, R.\*, Worsdale, A.\*, & **Liu, J.** (2022 May). Identifying young adults’ salient beliefs underlying flavored e-cigarette usage to inform campaign development: Results from an

elicitation survey. Full paper presented at the *2022 International Communication Association 72<sup>nd</sup> Annual Conference*, Paris, France.

- Liu, J.**, McMains, J. T.\*, Fabbriatore, J. L.\*, Jones, E. C.\*, Worsdale, A.\*, Wicke, R. S.\*, & Sweet, L. H. (2022 March) Neural markers of critical thinking and vaping frequency following anti-vaping campaign message exposure in young adult vapers. Poster presented at the *Society for Research on Nicotine and Tobacco 2022 Annual Meeting*, Baltimore, MD
- McMains, J. T.\*, **Liu, J.**, Fabbriatore, J. L.\*, Jones, E. C.\*, Worsdale, A.\*, Wicke, R. S.\*, & Sweet, L. H. (2022 March) Comparing brain activation by anti-vaping message appeals among young adult vapers. Poster presented at the *Society for Research on Nicotine and Tobacco 2022 Annual Meeting*, Baltimore, MD
- Wicke, R. S.\*, Worsdale, A.\*, & **Liu, J.** Salient behavioral beliefs underlying flavored e-cigarette use: Results from an elicitation survey with young adult vapers. Poster presented at the *Society for Research on Nicotine and Tobacco 2022 Annual Meeting*, Baltimore, MD
- Wicke, R. S.\*, Worsdale, A.\*, & **Liu, J.** Normative referents, typical user attributes and social implications of flavored vaping: A qualitative exploration of young adult vapers' experiences. Poster presented at the *Society for Research on Nicotine and Tobacco 2022 Annual Meeting*, Baltimore, MD
- Wicke, R. S.\*, Worsdale, A.\*, & **Liu, J.** Factors motivating young adults' continued versus reduced use of flavored e-cigarettes. Poster presented at the *Society for Research on Nicotine and Tobacco 2022 Annual Meeting*, Baltimore, MD
- Liu, J.**, Phua, J., Krugman, D., Xu, L., Nowak, G., & Popova, L. (2021 May). *Do young adults attend to health warnings in the first IQOS advertisement in the U.S.? An eye-tracking approach*. Poster presented at the 2021 International Communication Association 71<sup>st</sup> Annual Conference, converted to virtual due to COVID-19
- Tveleneva, A., Kim, S.J., Minich, M., **Liu, J.**, Padon, A., Silver, L., & Yang, S. (2021 May). *Conversations matter: The importance of positive and negative interpersonal discussion on cannabis-related attitudes, behaviors, and policy support in at-risk young adults*. Poster presented at the 2021 International Communication Association 71<sup>st</sup> Annual Conference, converted to virtual due to COVID-19
- Yang, S., Kim, S.J., Minich, M., Padon, A., **Liu, J.**, & Silver, L. (2021 May). *Superiority of pictorial cannabis warning labels: Experiment evidence on perceived message effectiveness and recall among at-risk young adults*. Poster presented at the 2021 International Communication Association 71<sup>st</sup> Annual Conference, converted to virtual due to COVID-19
- Tao, R., Wang, X., Wu, S., **Liu, J.**, Yao, H., Wang, Y., & Yang, S. (2021 May). *Emotions and norms: Influence of normative perceptions and persuasive impacts of discrete emotional appeals within pictorial tobacco control messages in China*. Poster presented at the 2021 ICA 71<sup>st</sup> Annual Conference, converted to virtual due to COVID-19
- Minich, M., Kim, S.J., Tveleneva, A., **Liu, J.**, Padon, A., Silver, L., & Yang, S. (2021 May). *Harshing the buzz: Message-induced negative affect mediates the effects of pictorial cannabis product warning labels on desired outcomes*. Poster presented at the 2021 ICA 71<sup>st</sup> Annual Conference, converted to virtual due to COVID-19

- Tong, X.,\* Lu, X.,\* Zhao, R.\* & **Liu, J.** (2020 July). *Reducing family stigma and motivating support for societal solution: The effect of message format with narratives or statistics on Alzheimer's related de-stigmatization and policy.* Paper presented at the 2020 International Association for Media and Communication Research Annual Meeting, converted to virtual due to COVID-19
- Liu, J.**, Jones, E. C.\*, & Sweet, L. H. (2020 June). *Language system response predicts heavy vapers' reaction to anti-vaping PSAs: Preliminary findings.* Poster presented at the 2020 Organization for Human Brain Mapping Annual Meeting, converted to virtual due to COVID-19
- Liu, J.**, Fabbriatore, J.\*, Jones, E. C.\*, & Sweet, L. H. (2020 April). *Identifying promising campaign themes to prevent initiation and continued use of flavored e-cigarettes among young adult vapers.* Poster presented at the 2020 Kentucky Conference on Health Communication, converted to virtual due to COVID-19
- Siegel, L., **Liu, J.**, Gibson, L., & Hornik, R. (2020 May). *Not all norm information is the same: Effects of media exposure on young people's perceptions of e-cigarette and tobacco use norms.* Paper presented at the 2020 International Communication Association 70<sup>th</sup> Annual Conference, converted to virtual due to COVID-19
- Murashka, V.\*, **Liu, J.**, Yang, S., & Tang, H. (2020 May). *The role of attention and arousal as indicators of information processing in social media engagement.* Paper presented at the 2020 International Communication Association 70<sup>th</sup> Annual Conference, converted to virtual due to COVID-19
- Shi, R., Feldman, R., **Liu, J.**, & Clark, P. I. (2020 May). *Intended and unintended consequences of correcting nicotine misperception.* Paper presented at the 2020 International Communication Association 70<sup>th</sup> Annual Conference, converted to virtual due to COVID-19
- Liu, J.** (2019 November). *The dose-response effect of social proof: How do online others' behavior choices shape perceived descriptive norms.* Paper presented at the 2019 National Communication Association Annual Conference, Baltimore, MD
- Caban, S.,\* Alam, N.,\* & **Liu, J.** (2019 November). *The role of parasocial interaction in reducing negative stereotypes and social distance about autism.* Paper presented at the 2019 National Communication Association Annual Conference, Baltimore, MD
- Zhao, R.,\* **Liu, J.**, & Wu, S. (2019 November). *Mapping anti-smoking communication scholarship in mainland China through published research 1989-2019: What do we know and where are we going?* Paper presented at the 2019 National Communication Association Annual Conference, Baltimore, MD
- Liu, J.**, Siegel, L., Gibson, L., Kim, Y., Binns, S., Emery, S., Hornik, R. (2019 May). *Converging or diverging? A cross-platform study of media representations of dynamic descriptive norms of e-cigarette and other tobacco use through automated and crowdsourced content analysis.* Paper presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Yang, S., **Liu, J.**, Tang, H., & Murashka, V.\* (2019 May). *Attention grabbing, persuasiveness, and virality: theme selection for social media-based health campaigns.* Paper presented at the

- 2019 International Communication Association Annual Conference, Washington, D.C.
- Murashka, V.,\* **Liu, J.**, & Peng, Y. (2019 May). *Fitspiration on Instagram: Identifying topic clusters in user comments to gendered posts with objectification features*. Paper presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Duong, H.\* & **Liu, J.** (2019 May). *The influence of presumed media influence on vaping intention: When news and user comments are in conflict*. Paper presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Chon, M-G., Kim, J.N., Xu, L., Kim, J., & **Liu, J.** (2019 May). *Active publics and their communicative action about the issue of genetically modified (GM) foods in China and South Korea*. Paper presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Lee, S. J., & **Liu, J.** (2019 May). *Can dynamic framing of descriptive norms increase behavioral intentions when the norm is low?: Examining framing effects and its mechanisms*. Extended abstract presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Trude, B.\* , Phua, J., **Liu, J.**, Ham, T., Kim, S., & Downs, K. (2019 May). *Content analysis of JUUL electronic cigarettes posts and comments on Instagram*. Extended abstract presented at the 2019 International Communication Association Annual Conference, Washington, D.C.
- Siegel, L., **Liu, J.**, Gibson, L.A., Lee, S. J., William, S., & Hornik, R.C. (2019 February). *Quantifying and investigating trends in norm information about e-cigarette and other tobacco use in media using automated content analysis*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA
- Gibson, L.A., Siegel, L., Kranzler, E., Volinsky, A., O'Donnell, M.B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Maidel Epstein, V., Leffel, T., Jeong, M., **Liu, J.**, Lee, S. J., Emery, S., & Hornik, R.C. (2019 February). *Automated content analysis to quantify theme mentions in e-cigarette and other tobacco coverage across mass media and social media sources*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA
- Murashka, V.\* , & **Liu, J.** (2018 September). *Does visual sexual objectification lead to objectifying discussions? Identifying topic clusters in comments to gender-specific fitspiration images on Instagram*. Paper presented at the 2018 National Conference on Health Communication, Marketing, and Media (NCHCMM), Atlanta, GA
- Liu, J.**, So, J., Pei, R., & Falk, E. (2018 May). *Counterproductive effects of repeated exposure to health campaign messages: Evidence from a neuroimaging study*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech Republic
- Peng, Y., & **Liu, J.** (2018 May). *Attracting likes and comments: How visual and textual features affect popularity of fitspiration images on Instagram*. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech Republic
- Jiang, S., & **Liu, J.** (2018 May). *From online to offline: Exploring the role of Internet health information seeking, self-efficacy in decision-making on patient-centered communication*. Paper presented at the 2018 International Communication Association Annual Conference,

Prague, Czech Republic

- Gibson, L., Kim, K., Lee, S., **Liu, J.**, Williams, S., Hornik, R. (2018 February). *The valence of media coverage of e-cigarettes and other tobacco products*. Poster presented at the 2018 Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, MD
- Siegel, L., Gibson, L., **Liu, J.**, Lee, S. J., Williams, S., & Hornik, R. (2018 February). *The prevalence of population and individual-level descriptive norm information in media coverage of e-cigarettes and other tobacco products*. Poster presented at the 2018 Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, MD
- Liu, J.**, Shi, R., & Hornik, R. (2017 May). *Online comments affecting vaping norms: The role of exposure dosage, quasi-statistical sense, and negativity bias*. Paper presented at the 2017 International Communication Association Annual Conference, San Diego, CA
- Lee, S. J., **Liu, J.**, Gibson, L. & Hornik, R. (2017 May). *Using crowd-sourced labelling to rate the valence of media texts: Rating instructions for achieving valid results*. Poster presented at the 2017 International Communication Association Annual Conference, San Diego, CA
- Sangalang, A., Volinsky, A.C., Yang, Q., **Liu, J.**, Lee, S., Gibson, L.A., & Hornik, R.C. (2017 March). *Identifying promising themes for a mass media campaign to prevent youth initiation of vaping and e-cigarette use*. Poster presented at the 2017 Society for Research on Nicotine & Tobacco Annual Meeting, Florence, Italy
- Liu, J.**, O'Donnell, M., & Falk, E. (2016 November). *Deliberation and valence as dissociable components of counterarguing among smokers: Evidence from neuroimaging and computational linguistic analysis*. Paper presented at the 2016 102<sup>nd</sup> annual convention of National Communication Association (NCA), Philadelphia, PA
- Gibson, L., Yang, Q., O'Donnell, M., **Liu, J.**, Lee, S., Kranzler, E., Allyson, V., Jeong, M., Cressman, L., Kim, D., & Hornik, R. (2016 November). *Automated methods for content analysis in health communication: Comparing dictionary and supervised machine learning (SML) methods*. Paper presented at the 2016 102<sup>nd</sup> annual convention of National Communication Association (NCA), Philadelphia, PA
- Liu, J.**, O'Donnell, M., & Falk, E. (2016 June). *Neural activity during anti-smoking message exposure predicts subsequent counterarguing among smokers*. Paper presented at 2016 International Communication Association Annual Conference, Fukuoka, Japan
- Lochbuehler, K., **Liu, J.**, Yang, Q., & Hornik, R. (2016 June). *The lagged effect of cigarette and e-cigarette information scanning on intention to initiate e-cigarette use among youth and young adults*. Paper presented at 2016 International Communication Association Annual Conference, Fukuoka, Japan
- Yang, Q., **Liu, J.**, Lochbuehler, K., & Hornik, R. (2016 April). *The lagged effect of e-cigarette information seeking on cognitions and behavior among youth and young adults*. Paper presented at the 2016 Kentucky Conference on Health Communication, Lexington, KY
- Liu, J.**, Zhao, S., Chen, X., Falk, E., Hornik, R., Albarracín, D. (2015 May). *Peer influence on adolescent smoking initiation and progression: A meta-analysis*. Paper presented at 2015 International Communication Association Annual Conference, San Juan, Puerto Rico
- Lochbuehler, K., **Liu, J.**, Gibson, L., & Hornik, R. (2015 May). *The association between e-*

- cigarette information scanning and cognitions among youth and young adults: Does current cigarette smoking status matter?* Paper presented at 2015 International Communication Association Annual Conference, San Juan, Puerto Rico
- Mai, B., **Liu, J.**, & Gonzalez-Bailon, S. (2015 May). *Network effects in the academic market: Mechanisms for hiring and placing PhDs in Communication (2007-2014)*. Paper presented at 2015 International Communication Association Annual Conference, San Juan, Puerto Rico
- Brennan, E., Gibson, L., **Liu, J.**, Momjian, A., & Hornik, R. (2015 March). *Mass media campaigns to reduce smoking among young adults: A theory-driven and empirical approach for identifying promising campaign themes*. Paper presented at the annual meeting of the World Conference on Tobacco or Health, Abu Dhabi, UAE
- Hornik, R., Gibson, L., & **Liu, J.** (2015 February). *Alternative approaches to measuring exposure to tobacco-related media content in the context of estimating its effects*. Paper presented at Society for Research on Nicotine and Tobacco, Philadelphia, PA
- Yu, G., **Liu, J.**, He, R., & Kreps, G. (2014 November) *Traditional Chinese medicine and Western medicine doctor visits: Implications from the HINTS-China pilot study*. Paper presented at the 2014 100<sup>th</sup> annual convention of National Communication Association, Chicago, IL
- Liu, J.** (2014 July). *A cross-cultural network analysis of electronic cigarettes information diffusion on social media*. Paper presented at Big Data: Modeling Method and Communication Research International Summer Workshop, Beijing, China
- Liu, J.**, Jones, C., Wilson, K., Durantini, M. R., Livingood, W., & Albarracín, D. (2014 May). *Motivational barriers to retention of at-risk young adults in HIV-prevention interventions: perceived pressure and efficacy*. Paper presented at 2014 International Communication Association Annual Conference, Seattle, WA
- Brennan, E., Gibson, L., **Liu, J.**, Momjian, A., & Hornik, R. (2014 May). *Using cross-sectional survey data to identify promising themes for youth-focused anti-tobacco mass media campaigns*. Paper presented at 2014 International Communication Association Annual Conference, Seattle, WA
- Liu, J.** (2013 June). *Media consumption time and audiences' happiness*. Paper presented at 2013 International Communication Association Annual Conference Preconference: Audiences, elsewhere? Reviewing the applicability of audiences and audience research to those in other fields, Leicester, UK
- Liu, J.** (2011 May). *Content analysis of U.S. Embassy's Micro Blog and its electronic public diplomacy strategy* (in Chinese). Paper presented at Nation Branding: Conference of exploration of public diplomacy and nation image construction in the new era, Beijing, China

## **INVITED TALKS**

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- Oct. 2022      “The use of eye-tracking and neuroimaging methods in health communication,”  
Invited colloquium guest talk at the Department of Communication Arts and  
Sciences, Penn State University
- Nov., 2021      “*Anti-tobacco campaign message development*,” Invited guest talk at the Center  
for Tobacco Studies, Rutgers University

- Nov., 2020 “*A multi-methodological approach to health communication,*” Invited talk at the Grady College AIM Club Faculty Research Forum, UGA
- Sept. 2019 “*Time management: Coursework and teaching, setting priorities, working backwards,*” Invited talk at COMM8020 Graduate Education Course
- Jan., 2018 “*Neural activity during anti-smoking message exposure predicts counterarguing among smokers,*” Invited talk at the Bio-imaging Research Center, UGA
- Nov., 2017 “*Social normative approach used in health campaigns and interventions,*” Invited talk at The Division of Violence Prevention at the National Center for Injury Prevention and Control at Centers for Disease Control and Prevention
- Dec., 2016 “*Application of machine-based content analysis in e-cigarette information surveillance,*” Invited talk at The Dartmouth-Hitchcock Norris Cotton Cancer Center, Dartmouth College

### **SELECTED PRESS ATTENTION**

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Live interview at ABC Channel 2 *First Alert* News. (Apr. 11, 2022). Your health matters: Recent research on “Fitspiration” social media posts and psychological impact.

<https://www.wbay.com/2022/04/11/your-health-matters-recent-research-fitspiration-social-media-posts-psychological-impact>

<https://www.natcom.org/spectra/nca-member-news>

UGA Franklin College News (June 15, 2022). Dr. Liu Awarded Federal Neuroimaging Grant.

<https://comm.franklin.uga.edu/news/stories/2022/dr-liu-awarded-federal-neuroimaging-grant>

UGA Franklin College News (Sept. 9, 2020). Liu receives NIH Career Development Award.

<https://www.franklin.uga.edu/news/stories/2020/liu-receives-nih-career-award>

UGA Research News (Nov. 18, 2019). Tackling youth vaping with neuroscience.

<https://research.uga.edu/news/tackling-youth-vaping-with-neuroscience/>

Science Daily (Aug. 21, 2017). Peer influence doubles smoking risk for adolescents.

<https://www.sciencedaily.com/releases/2017/08/170821102718.htm>

Science Daily (Mar. 31, 2014). Psychological factors turn young adults away from HIV

intervention counseling. <https://www.sciencedaily.com/releases/2014/03/140331170559.htm>

### **3. INSTRUCTION**

#### **COURSES TAUGHT (UGA)**

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|             |   |
|-------------|---|
| COMM 1500   | Introduction to Interpersonal Communication               |
| COMM 1500LL | Introduction to Interpersonal Communication Large Lecture |
| COMM 3700   | Empirical Research Methods                                |
| COMM 4610   | Health Communication                                      |
| COMM 8011   | Seminar in Interpersonal Communication Education          |
| COMM 8520   | Seminar in Persuasion and Social Influence                |



COMM 8610 Seminar in Theories of Health Communication

COMM 8700 Seminar in Empirical Research Methods

## **ACADEMIC ADVISING**

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### **Ph.D. Advisor**

- Volha Murashka, Ph.D. (graduated in Dec. 2021, currently data scientist at CDC)
- Nizia Alam, Ph.D. in progress (currently on leave to work at NCI)
- Allison Worsdale, Ph.D. in progress
- Yidi Wang, Ph.D. in progress

### **M.A. Advisor**

- Moonson Jeon, M.A. (graduated in May 2022; PhD student at Michigan State U)

### **Doctoral Committee Member**

- Hue Trong Duong, Ph.D. (completed 2020; TT faculty at Georgia State U)
- Soela Kim, Ph.D. (completed 2021; now research scientist at Seoul National U Hospital)
- Nah Ray Han, Ph.D. (completed 2021; TT faculty at Georgia College & State U)
- Xuerong Lu, Ph.D. (completed July 2022; TT faculty at Oregon State U)
- Youngji Seo, Ph.D. (completed July 2022; Lecturer at Temple U)
- Andre Fedd, Ph.D. (completed July 2023; Postdoc at Florida U)
- Elle Johnson, Ph.D. in progress
- Selena Pang, Ph.D. in progress
- Jessica Fabbriatore, Ph.D. in progress
- Youngjee Ko, Ph.D. in progress
- Erin Jones, Ph.D. in progress
- Joshua McMains, Ph.D. in progress

### **M.A. Comps/Thesis Committee Member**

- Rebekah Wicke, M.A. (graduated in May 2022; PhD student at Cornell University)
- Madison Speece, M.A. (graduated in May 2022; Job at Cox Communications)
- Nizia Alam, M.A. (completed 2018; Job at NCI)
- Juhyung Sun, M.A. (completed 2019; PhD student at U of Oklahoma)
- Joshua McMains, M.A. (completed 2020; PhD student at UGA Psychology)
- Heidi Sarles-Whittlesey, M.A. (completed 2020; PhD student at UGA Psychology)
- Natalie Doss, M.A. (completed 2021; English teacher in Korea)

### **Graduate Directed Study (Research Practicum)**

- Hue Trong Duong, Fall 2017
- Volha Murashka, Taewook Ham, Spring 2018; Juhyung Sun, Grafton Tanner, Fall 2018
- Jessica Lynn Fabbriatore, Nizia Alam, Spring 2019
- Xiaodi Zhou, Natalie Doss, Spring 2020; Rebekah Wicke, Andre Fedd, Fall 2020
- Allison Worsdale, Lauren Cojulun, Spring 2021; Rebekah Wicke, Fall 2021
- Byeong-Hyeon Lee, Divya S., Spring 2022

- Rebecca Huges, Ansley Dyer, Samantha Richey, Spring 2023

#### **Undergraduate Directed Study**

- Katherine Downs, Spring 2019
- Charlotte Reichenbach, Isabella Aranda, Payton Carroll, Chinwe Okoro, Spring 2022
- Dawson Jordan, Charlotte Reichenbach, Chinwe Okoro, Fall 2022

#### **4. PROFESSIONAL SERVICE**

##### **DEPARTMENTAL & UNIVERSITY SERVICE**

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Undergraduate committees, UCSB (2023-)

Interpersonal & Health Communication Chair, UGA (2022-2023)

Research Lab Space Director, UGA (2021-)

Faculty Search Committee Chair, UGA (2019; 2021)

Graduate Admissions Committee Member, UGA (2020-)

Basic Course Director (Intro to Interpersonal Communication), UGA (2020 Fall)

Faculty Peer Mentor, UGA (2020-)

Grade Appeal Committee Member, UGA (2019-2020)

Research Subject Pool Coordinator, UGA (2017-2021)

Faculty Search Committee Member, UGA (2017)

Health & Interpersonal Communication Area Committee, UGA (2017-2020)

UGA Association of Chinese American Professors (ACAP), Communication Committee (2021)

##### **EDITORIAL BOARD**

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2020-present: *Tobacco Regulatory Science (Editorial Board)*

2022-present: *Health Communication (Associate Editor)*

##### **AD HOC CONFERENCE/MANUSCRIPT REVIEWER**

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2012-present: *National Communication Association; International Communication Association*

2017: *Psychological Bulletin; Journal of Personality and Social Psychology; Tobacco Control; PLOS ONE; Annals of International Communication Association*

2018: *Human Communication Research; Journal of Computer-Mediated Communication; Health Communication (4); Journal of Intercultural Communication Research; Journal of Social and Personal Relationships; Communication Studies; Psychology Research and Behavior Management; Health Education and Behavior; China Media Research*

2019: *Health Communication (2); Journal of Health Communication; Health Education Research; Asian Journal of Communication*

2020: *Communication Monographs; International Journal of Public Opinion Research; Health Communication (7); Tobacco Regulatory Science; Drug and Alcohol Dependence; American Journal of Preventive Medicine*

2021: *Communication Research; Health Communication (12); Tobacco Regulatory Science; Journal of Computer-Mediated Communication; Communication Methods and Measures (2);*

*Communication Monographs (2)*

*2022: Health Communication (7); Journal of Health Communication; International Journal of Communication; Frontiers in Psychology; Media Psychology; Communication Methods and Measures*

*2023: Health Communication (6); Communication Research; Communication Methods and Measures*

### **GRANT REVIEW**

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Doctoral Dissertation Research Improvement Grant, National Science Foundation  
Faculty Seed Grant, Owens Institute for Behavioral Research, UGA

### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

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National Communication Association (NCA), International Communication Association (ICA), Society for Research on Nicotine and Tobacco (SRNT), Organization for Human Brain Mapping (OHBM), Social & Affective Neuroscience Society (SANS)