

# Jiaying Liu, Ph.D.

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University of Georgia  
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## EDUCATION

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|-------------------------|------|---|
| <b>Ph.D.</b>            | 2017 | <b>University of Pennsylvania</b><br>Emphasis: Health communication, social influence, media effects<br>Dissertation Chair: Dr. Robert Hornik |
| <b>M.A.</b>             | 2014 | <b>University of Pennsylvania</b><br>Communication  |
| <b>M.A.</b>             | 2012 | <b>Renmin University of China</b><br>Communication and Media Economics  |
| <b>B.A.</b>             | 2010 | <b>Renmin University of China</b><br>Television & Radio Journalism  |
| <b>Visiting Scholar</b> | 2008 | <b>The University of Hong Kong</b><br>Journalism Studies  |

## ACADEMIC APPOINTMENTS

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| 2017-     | <b>Assistant Professor</b> , Department of Communication Studies, University of Georgia   |
| 2013-2017 | <b>Research Fellow</b> , Tobacco Center of Regulatory Science, University of Pennsylvania |
| 2014-2017 | <b>Research Fellow</b> , Communication Neuroscience Lab, University of Pennsylvania       |
| 2012-2013 | <b>Research Fellow</b> , Social Action Lab, University of Pennsylvania                    |

## AREAS OF RESEARCH

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Health communication, social norms, peer influence, media effects, health campaigns, quantitative research methods, computer-mediated communication, computational social science, neuroimaging methods

## **PUBLICATIONS**

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### **English language publications:**

- 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. Advance online publication*. DOI: 10.1037/bul0000113
- Yang, Q., **Liu, J.**, Lochbuehler, K., & Hornik, R. (in press). Does seeking e-cigarette information lead to vaping? Evidence from a national longitudinal survey of youth and young adults. *Health Communication*.
- 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
- 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
- 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
- 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
- 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 language publications:**

- He, R. & **Liu, J.** (2015). From media exposure to health decision making: The factors that influence patients' choice of medical care between Chinese traditional medicine and Western medicine in China. *Journalism Bimonthly*, 129, 100-105.
- Dong, Y., & **Liu, J.** (2015). Analysis of digital publishing rights. *Journal of China Publishing*, 18, 25-28.

- 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*, 183, 1-13.
- Liu, J.** (2012). Time-use diary research on audiences’ emotional fluctuations during media use. In Guoming Yu (Ed.), *Media use patterns of Chinese audiences: Quantitative investigation of media use based on dimensions of time and space*. Beijing: People’s Daily Press.
- 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*, 7, 57-59.
- Yu, G., Wu, W., Xu, Z., & **Liu, J.** (2012). Costs of media consumption in China: A quantitative case study of Tianjin city. *News and Writing*, 7, 61-63.
- Yu, G., Song, M., & **Liu, J.** (2011). Infiltration and integration: Literature review of Media Economics studies in China published in 2010. *Chinese Journal of Journalism & Communication*, 1, 13-18.
- Zheng, B., & **Liu, J.** (2011). Current issues and strategic solutions for party newspapers in the new media era. *Journalism Researcher*. 9, 4-6.
- Yu, G., Li, B., Wu, W., Song, M., & **Liu, J.** (2011). The trend of public opinion and patterns of communication in the Rush for Salt after Japan earthquake: Based on the intelligent analysis of networked texts. *Chinese Journal of Journalism & Communication*, 7, 28-39.
- 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*, 511-530,470-487 and 557-573. Beijing: People’s Daily Press.
- Yu, G., Xu, Z., Wu, W., & **Liu, J.** (2010). A new pattern for studying media use time: The structural logic framework. *Chinese Journal of Journalism & Communication*, 9, 32-36.
- 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.
- Xu, L., & **Liu, J.** (2009). Framing analysis of *New York Times* reports about Chinese National Day. *Chinese Journal of Journalism & Communication* 10, 54-60.

#### **REFEREED CONFERENCE PRESENTATIONS**

- 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. Paper will be 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 *the Annual Meeting of the 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 *NCA 2014 100<sup>th</sup> Annual Convention, 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.** (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.*

## **OTHER PUBLICATIONS**

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Sangalang, A., Volinsky, A.C., Yang, Q., **Liu, J.**, Lee, S., Gibson, L.A., & Hornik, R.C. (2016). Identifying promising campaign themes to prevent youth initiation of electronic cigarette use. Philadelphia, PA: UPenn Tobacco Center for Regulatory Science, Annenberg School for Communication, University of Pennsylvania.

Brennan, E., Gibson, L., **Liu, J.**, & Hornik, R. (2013). 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*). 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). 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*). 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). 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*). Philadelphia, PA: Penn’s Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania.

## **GRANT & RESEARCH EXPERIENCE**

- 04/2015 – 04/2016      Awardee, Russell Ackoff Doctoral Student Fellowship for Research on Human Decision Processes and Risk Management for my dissertation pilot study, Wharton Risk Management and Decision Processes Center, University of Pennsylvania  
Amount: \$3,600
- 09/2013 – 07/2017      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, Grant number P50-CA-179546-01
- 09/2014 – 07/2017      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, Grant number 1DP2DA035156-01
- 05/2013 – 08/2013      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, Grant number P20-CA09856-09S1
- 09/2012 – 05/2013      Research Fellow, “*Selective Exposure in HIV Prevention*”, PI: Dr. Dolores Albarracín, Social Action Lab, University of Pennsylvania  
NIH, Grant number R01 NR08325

- 04/2009 – 06/2012      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
- 07/2008 – 03/2010      Co-Investigator, “*Developing Coping Strategies and Social Support Groups for the Elderly Bereft of Spouse after the 2008 Great Sichuan Earthquake*”; supported by Chinese National College Students Innovation Experiment Grant  
Amount: ¥10,000

## **TEACHING EXPERIENCE**

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COMM-125: Introduction to Communication Behavior, University of Pennsylvania, 2015 Fall

Supervisor: Dr. Amy Jordan

- Regular responsibilities: Led weekly recitations, facilitated and supervised students’ preparations for student-led discussions, graded and provided feedback regarding students’ assignments, drafted and graded three exams, held regular office hours, mentored 37 undergraduate students for their final Capstone Research Project
- Overall recitation evaluation = 3.6 (on a scale ranging from 0[poor]-4[excellent])
- Overall lecture evaluation = 3.8 (on a scale ranging from 0[poor]-4[excellent])

Participated in the intensive teaching assistant training program, organized by the Center for Teaching and Learning, University of Pennsylvania, 2013 Summer

COMM-670: Cutting-edge Communication Methods, Renmin University of China, 2011 Fall

Supervisor: Dr. Guoming Yu

- Regular responsibilities: Facilitated group discussions, coordinated group projects, invited guest speakers, provided initial grading of students’ assignments

Class advisor for freshmen, Renmin University of China, 2010 Fall

Supervisor: Dr. Shuliang Wang

- Regular responsibilities: Advised 60 freshmen majoring in journalism and communication through their first year of college

## **SCHOLARLY HONORS & AWARDS**

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- 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
- 2012            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  
2010 Best Bachelor's Thesis of the Year Award  
2006-2012 National Scholarship for Academic Excellence  
2006-2012 Top-Class Special Scholarship for Academic Excellence  
2006-2012 Academic Excellence, Leadership & Service Award

## **PRESS**

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Science Daily (Aug. 21, 2017). Peer influence doubles smoking risk for adolescents.  
<https://www.sciencedaily.com/releases/2017/08/170821102718.htm>

MSN Lifestyle (Aug. 22, 2017). Peer influence doubles smoking risk for teens.  
<https://www.msn.com/en-us/health/healthtrending/peer-influence-doubles-smoking-risk-for-teens/ar-AAqxISL>

Science Daily (Mar. 31, 2014). Psychological factors turn young adults away from HIV intervention counseling. <https://www.sciencedaily.com/releases/2014/03/140331170559.htm>

Medical Express (Mar. 31, 2014). Psychological factors turn young adults away from HIV intervention counseling. <https://medicalxpress.com/news/2014-03-psychological-factors-young-adults-hiv.html>

## **PROFESSIONAL SERVICE**

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### **Manuscript Reviewer (Adhoc)**

Psychological Bulletin (2017-)

### **Conference Paper Reviewer**

International Communication Association Health Communication Division (2014 -)

### **Departmental Service**

Research Subject Pool Coordinator (2017-)

Faculty Search Committee, Member (2017)

## **PROFESSIONAL AFFILIATIONS**

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International Communication Association (ICA), National Communication Association (NCA), Society for Research on Nicotine and Tobacco (SRNT)