

## **Jiaying Liu, Ph.D.**

Department of Communication Studies  
University of Georgia  
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### **1. ACADEMIC HISTORY**

#### **EDUCATION**

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Ph.D.	2017	Communication, University of Pennsylvania <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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2017-	<b>Assistant Professor</b> , Department of Communication Studies, University of Georgia
2020-	<b>Fellow</b> , Owens Institute for Behavioral Research (OIBR), UGA
2021-	<b>Courtesy Faculty</b> , Department of Psychology, University of Georgia

#### **AREAS OF RESEARCH**

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Health communication, message effects, social influence, health campaigns, quantitative research methods, neuroimaging methods, computational social science

#### **RECOGNITIONS, HONORS AND AWARDS**

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2020-	Fellow, 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	Recognition of Contribution from the Class of 2019, 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
2006-2012	Special Scholarship for Academic Excellence; Leadership & Service Award

## 2. SCHOLARLY ACTIVITIES

### PUBLICATIONS

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

- Duong, H.\*, & **Liu, J.** (Forthcoming). When others' reactions to media messages are visible: The influence of online comments on presumed media influence. *Southern Communication Journal*.
- Shi, R., **Liu, J.**, & Cappella, J. N. (Forthcoming). Influence of user-generated comments to e-cigarette commercials: Opinion climate, review fraud, and resistance to persuasion. *Psychology & Health*.
- 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
- 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
- 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.
- 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.
- 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
- 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
- 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
- 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

- 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
- 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*
- 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
- 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*
- 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
- 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
- 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*
- 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
- 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 Journal Articles (All competitively reviewed):**

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

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

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.

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.

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.

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.

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.

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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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
- 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

- 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
- 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
- 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 (Chinese):**

- 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.
- 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.

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

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| 2020-2025 | PI: <i>Neuroimaging approaches to improve prediction of smoking initiation and nicotine use escalation among young adult electronic nicotine delivery systems users (Awarded)</i><br>K01 Mentored Research Scientist Career Development Award in Tobacco Regulatory Research, NIH & FDA Center for Tobacco Products |
| 2020      | Co-I: <i>Interdisciplinary Research Pre-Seed Program: Workgroup on Families, Communities, and Health (Awarded)</i> ; PI: Karlo ManKit Lei)<br>Office of Research, UGA   |
| 2019-2020 | PI: <i>A Multi-Method Approach to Identify Promising Campaign Messages Addressing Vaping Epidemic among Young Adults (Awarded)</i><br>Internal Junior Faculty Seed Grant in STEM, Office of Research, UGA   |
| 2020      | PI: <i>Affordable learning for a large-lecture health communication course (Awarded)</i><br>Lilly Teaching Fellow Program, Center for Teaching and Learning, UGA  |
| 2019      | PI: <i>Neural Correlates of Flavor Cue Reactivity Predict Smoking Transition among Young Adult ENDS Users (Awarded)</i><br>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* (Awarded)  
Departmental Seed Grant, Department of Communication Studies, UGA
- 04/2015 – 04/2016 PI: *Russell Ackoff Fellowship for Research on Human Decision Processes and Risk Management* (Awarded)  
Wharton Risk Management and Decision Processes Center, University of Pennsylvania
- 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, 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, 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, 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, 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-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**

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- 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*. Paper to be 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 to be 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 to be 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 to be presented at the 2021 International Communication Association 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 to be presented at the 2021 International Communication Association 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 fitness 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 fitness 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 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 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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- Nov., 2020      “A multi-methodological approach to health communication research,”  
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 subsequent  
counterarguing among smokers,” Invited talk at the Bio-imaging Research  
Center (BIRC), 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

### **SELECTED PRESS ATTENTION**

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UGA Franklin College News (Sept. 9, 2020). Liu receives NIH Career 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. RESIDENT INSTRUCTION

#### **COURSES TAUGHT**

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COMM 1500	Introduction to Interpersonal Communication
COMM 1500LL	Introduction to Interpersonal Communication Large Lecture
COMM 3700	Empirical Research Methods in Communication
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

#### **ACADEMIC ADVISING**

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

- Volha Murashka, Ph.D. in progress
- Nizia Alam, Ph.D. in progress

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

- Xiaodi Zhou, M.A. in progress

##### **Doctoral Committee Member**

- Hue Trong Duong, Ph.D. (completed 2020; now tenure-track faculty at Georgia State U)
- Soela Kim, Ph.D. in progress
- Jessica Fabbriatore, Ph.D. in progress
- Elle Johnson, Ph.D. in progress
- Xuerong Lu, Ph.D. in progress (external committee member; Grady College)
- Nah Ray Han, Ph.D. in progress (external committee member; Grady College)
- Youngji Kim, Ph.D. in progress (external committee member; Grady College)
- Erin Jones, Ph.D. in progress (external committee member; Department of Psychology)

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

- Nizia Alam, M.A. (completed 2018)
- Juhung Sun, M.A. (completed 2019)
- Joshua McMains, M.A. (completed 2020)
- Heidi Sarles-Whittlesey, M.A. (completed 2020)
- Natalie Doss, M.A. in progress

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

- Hue Trong Duong, Fall 2017
- Volha Murashka, Taewook Ham, Spring 2018
- Juhung 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

##### **Undergraduate Directed Study**

- Katherine Downs, Spring 2019

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

##### **DEPARTMENTAL SERVICE**

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Faculty Search Committee Co-Chair (2021)

Graduate Committee Member (2020-)

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

Faculty Search Committee Chair (2019)

Grade Appeal Committee Member (2019-)

Research Subject Pool Coordinator (2017-2021)

Faculty Search Committee Member (2017)

Health & Interpersonal Communication Area Committee (2017-2020)

##### **EDITORIAL BOARD**

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2020-present: *Tobacco Regulatory Science*

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

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2012-present: *National Communication Association*

2012-present: *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 manuscripts); 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 manuscripts); Journal of Health Communication; Health Education Research; Asian Journal of Communication*

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

##### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

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International Communication Association (ICA), National Communication Association (NCA), Society for Research on Nicotine and Tobacco (SRNT), Organization for Human Brain Mapping (HBM)