

Curriculum Vitae

# Rain Wuyu Liu, Ph.D.

Department of Communication  
1103 E University Blvd  
Communication Bldg #105  
University of Arizona  
Tucson, AZ 85721-

Work: (520) 626-3062  
Cell: (786) 218-6193  
Email: [rainliu@arizona.edu](mailto:rainliu@arizona.edu)

0025

---

## RESEARCH INTERESTS

---

My research interests span the areas of **persuasion, social influence, intercultural communication, and interpersonal communication**. Specifically, my research focuses on the impacts of social norm messages on health and environmental information processing, attitude change, and health and conservation behavioral promotion. I am also interested in the interplay between cultural values and beliefs with the social normative influence in shaping individuals' attitudes and behaviors.

Other interests include:

- Social influence in cross-cultural settings
- Research methods and statistics
- Strategic communication, crisis communication, and campaign designing

## EDUCATION

---

Michigan State University, East Lansing, MI

***Ph.D. in Communication***, July 2017.

Advisor: Dr. Maria Lapinski

Committee Members: Dr. Mary Bresnahan, Dr. Jingbo Meng, Dr. John Kerr, Dr. Jinhua Zhao

University of Miami, Coral Gables, FL

***Master of Arts in Public Relations***, May 2012

Advisor: Dr. Don Stacks

Committee Members: Dr. Thomas Steinfatt, Dr. Michel Dupagne,

Southwest University, Chongqing, China

***Bachelor of Arts***, June 2010

Major in English, specializing in English-Chinese Translation and Interpretation.

## ACADEMIC POSITIONS

---

- **Assistant Professor**, University of Arizona, Department of Communication, August 2019 forward
- **Affiliated Faculty**, University of Arizona, Center for East Asian Studies, College of Humanities, January 2022 forward
- **Assistant Professor**, Bellarmine University, School of Communication, August 2017 to June 2019

- **Research and Teaching Assistant**, Michigan State University, Department of Communication, August 2012 to July 2017

## HONORS & AWARDS

---

- Distinguished Partnership Award for International Community Engagement, Michigan State University, 2023
- Inaugural Environmental Communication Division Dissertation Award, International Communication Association, 2018
- Bellarmine University Faculty Development Travel Award, 2018
- Two Top Paper Awards, Intercultural Communication Division, International Communication Association, 2017
- Top Paper Award, Environmental Communication Division, National Communication Association, 2016
- Dr. D. Ray Helsey Graduate Scholarship, Association for Chinese Communication Studies, National Communication Association, 2016
- Full scholarship award for the Second Hong Kong City University Summer School in Social Science Research: Advances in Computational Social Science Research, Hong Kong City University, 2016
- Communication Arts & Science Summer Excellence Research Fellowship, Michigan State University, 2016
- Graduate Office Fellowship, Michigan State University, 2016
- Outstanding Paper Award & Outstanding Young Scholar Award, 21<sup>st</sup> Annual International Conference of the International Association for Intercultural Communication Studies, 2015
- Communication Arts & Science Summer Excellence Research Fellowship, Michigan State University, 2015
- Graduate School Scholarship Award, Michigan State University, 2015
- Communication Arts & Science Summer Excellence Research Fellowship, Michigan State University, 2014
- Department of Communication Travel Funding Awards, Michigan State University, 2012-present
- Outstanding Graduate Award, Southwest University, China, 2010
- Excellent Volunteer, International Conference on Plant Vascular and Biology and Agriculture, 2009
- Chinese National Scholarship Award, Southwest University, China, 2008-2009
- First-Prize University Scholarship, Southwest University, China, 2007-2008
- Merit Student Award, Southwest University, China, 2007-2008
- Second-Prize University Scholarship, Southwest University, China, 2006-2007
- Outstanding Student Leader Award, Southwest University, China, 2006-2007

## GRANT EXPERIENCE

---

**University of Arizona SBSRI Leverage Grant (October 2020 – May 2021)** A \$1500 fund has been awarded for the project titled: *Predicting Health Behaviors for the Prevention of COVID-19 Transmission in the U.S., China, and Italy: A Cross-Cultural Examination*. Role: Primary Investigator.

**University of Arizona Research Innovation & Impact (RII) Phased Approach to Reopening Campus Award (June 2020-Dec 2021)** A \$34,831 fund has been awarded for

the project titled: *The Effectiveness of Social Norm Interventions on Promoting Campus COVID-19 Prevention Behaviors*. Role: Primary Investigator. Co-Is: Steve Rains and Ying Cheng (California State University, San Bernardino)

**University of Arizona SBSRI Faculty Small Grant Award (April 2020-June 2022)** A \$ 4871 fund has been award for the project titled: *Moving Toward an Integrated Persuasive Communication on Pro-environmental Behaviors: The Effectiveness of Persuasive Normative Messages in Reducing Plastic Bag Usage*. Role: Primary Investigator.

**National Science Foundation (NSF) \$488,394.00** Interdisciplinary Behavioral Social Science (IBSS). *The Influence of Short-Term Financial Incentives on Social Norms and Behaviors*. Primary Investigator: Dr. Maria Lapinski; Co-Is: Dr. John Kerr (Community Sustainability), Dr. Jinhua Zhao (Economics), Dr. Lu Zhi (Shan Shui Conservation Center, Beijing, China); Project period 9/15/2013-2/2018; Role in Project: Research Assistant; Worked with the team on all aspects of the design and implementation of studies; led field survey and experimental data collection in rural China; designed codebook and trained coders for interview and survey data; communicated with collaborators in China; coordinated logistics in the project.

**Michigan Department of Natural Resources (MDNR).** *Exploring the Human Dimensions of Invasive Carp Management in Michigan*. Primary Investigator: Dr. Meredith Gore (Fisheries and Wildlife & Criminal Justice); Co- I: Tammy Newcomb (MDNR); Project period: 01/2016-12/2016; Role in the project: Research Assistant; Worked with team on all aspects of the design and implementation of study; led the data collection and analysis; communicated and collaborated with staffs at MDNR; coordinated logistics in the project.

**MSU Sustainability Fellowship.** *Green Occupants for Green Buildings*. Primary Investigator: Dr. Frank Boster(Communication); Not funded; Role in the project: working with the team on proposal development; communicated with staff at MSU Infrastructure Planning and Facility (IPF) and Residence Education and Housing Services (REHS) for collaborating opportunities on the project.

**Sparrow Center for Innovation and Research.** *Influential Nurses and Patient Engagement for Improved Outcomes*. Primary Investigators: Dr. Frank Boster, Dr. James W. Dearing (Communication); Co-Is: Dr. Jingbo Meng (Communication), Ms. Mary Kisting & Dr. Piper Probst (Sparrow Hospital). Funded. Role in the project: Research Assistant; worked with the team on proposal development; communicated with staff at Sparrow Hospital for collaborating opportunities on the project.

**National Institute of Health (NIH).** *Influential Nurses and Patient Engagement for Improved Outcomes*. Primary Investigators: Dr. Frank Boster, Dr. James W. Dearing (Communication); Co-Is: Dr. Jingbo Meng (Communication), Ms. Mary Kisting & Dr. Piper Probst (Sparrow Hospital). Initial Proposal Preparation. Role in the project: Research Assistant; worked with the team on proposal development; communicated with staff at Sparrow Hospital for collaborating opportunities on the project.

**Bellarmino Graduate Student Research Award (2018 Fall)** Directed master students Mollie LaFavers and Rebecca Waskevich's project: *#ArtSpeaks: How Arts Nonprofits Can Use Social Media to Inspire Action*. A \$400 fund has been awarded from the Office of Sponsored Projects at Bellarmine University to support this project.

**Bellarmino Graduate Student Research Award (2018 Spring)** Directed master student Daeun Lee's thesis project: *Active Parental Mediation in Children's Online Lives*. A \$500 fund has been awarded from the Office of Sponsored Projects at Bellarmine University to support this project.

**Michigan State University Residence Education and Housing Services (REHS).** *The Influence of Super-diffusers among Students Living on Campus*. Primary Investigators: Dr. Frank Boster, Dr. James W. Dearing (Communication); Co-I: Dr. Jingbo Meng (Communication). Initial Proposal Preparation. Role in the project: Research Assistant; worked with the team on proposal development; communicated with staff at REHS for collaborating opportunities on the project.

## **PUBLICATIONS**

---

### **Peer-Reviewed Journal Articles and Book Chapters**

- Liu, R. W.,** Cheng, Y., & Foerster, T. A. (2023) Modeling the relationship between perceived descriptive norms and willingness to practice covid-19 preventative behaviors: A test of the mediation and moderation mechanisms in the theory of normative social behavior. *Health Communication*. Advance online publication.  
<https://doi.org/10.1080/10410236.2023.2165257> (*collaborating with UA student*)
- Liu, R. W.,** Cheng, Y., Boster, F. J., & Townson, C. (2022). The suasive force of sticky messages: An replication and extension. *Western Journal of Communication*. Advance online publication. <https://doi.org/10.1080/10570314.2022.2057579>
- Liu, R. W.,** Lapinski, M. K., Kerr, J., Zhao, J., Bum, T., & Lu, Z. (2022). Culture and Social Norms: Development and Application of a Model for Culturally Contextualized Communication Measurement (MC<sup>3</sup>M). *Frontiers in Communication*.  
<https://doi.org/10.3389/fcomm.2021.770513>
- Liu, R. W.,** & Lapinski, M. K. (2022). The theory of normative social behavior. In E. Y. Ho., C. L. Bylund, & J. C. M. van Weert (Eds.) *International encyclopedia of health communication*. John Wiley & Sons. <https://doi.org/10.1002/9781119678816>
- Cheng, Y., **Liu, R. W.,** & Foerster, T. (2021). Predicting intentions to practice covid-19 preventative behaviors in the United States: A test of the risk perception attitude framework and the theory of normative social behavior. *Journal of Health Psychology*. Advance online publication.  
<https://doi.org/10.1177/13591053211057382> (*collaborating with UA student*)
- Lapinski, M. K., **Liu, R. W.,** Kerr, J. M., Zhao, J., Bum, T., & Lu, Z. (2021). Culture and social norms: Behavioral decisions about grassland conservation among ethnically Tibetan pastoralists. *Journal of International and Intercultural Communication*. Advance online publication.  
<https://doi.org/10.1080/17513057.2021.1916569>
- Fanari, A., **Liu, R. W.,** & Foerster, T. (2021). Homesick or sick-of-home? Examining the effects of reverse culture shock on students' self-disclosure after studying abroad. *Journal of Intercultural Communication Research*. Advance online publication.  
<https://doi.org/10.1080/17475759.2020.1866643> (*collaborating with UA student*)
- Kahler, J., **Liu, R. W.,** Newcomb, T., Herbst, S., & Gore, M. (2020). Public risk perceptions associated with Asian carp introduction and corresponding response actions. *Management of Biological Invasions*, 11(1), 80–95. <https://doi.org/10.3391/mbi.2020.11.1.06>

- Kerr, J., Bum, T., Lapinski, M. K., **Liu, R. W.**, Lu, Z., & Zhao, J. (2019). The effects of social norms on motivation crowding: Experimental evidence from the Tibetan Plateau. *International Journal of the Commons*. <http://doi.org/10.18352/ijc.882>
- Lapinski, M. K., **Liu, R. W.**, Kerr, J. M., Zhao, J., & Bum, T. (2019). Characterizing interpersonal influence for grassland conservation behaviors in a unique population. *Environmental Communication*, 13(5), 664–680. <https://doi.org/10.1080/17524032.2018.1436579>
- Liu, R. W.**, & Rynbrandt, M. (2018). Transformative intercultural communication programs that promote student integration. In M. G. Strawser (Ed.), *Transformative student experiences in higher education: Meeting the needs of the twenty-first century student and modern workplace* (pp. 155–176). Rowman & Littlefield.
- Meng, J., Peng, W., Tan, P.-N., **Liu, R. W.**, Cheng, Y., & Bae, A. (2018). Diffusion size and structural virality: The effects of message and network features on spreading health information on twitter. *Computers in Human Behavior*, 89, 111–120. <https://doi.org/10.1016/j.chb.2018.07.039>
- Lapinski, M. K., Silk, K., **Liu, R. W.**, & Totzkay, D. (2018). Models for environmental communication for unique populations: Cases from the field. In B. Takahashi & S. Rosenthal (Eds.), *Environmental communication among minority populations* (pp. 6–27). Taylor and Francis.
- Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (2018). The suasory force of sticky messages: An application to the application of sunscreen. *Communication Studies*, 69(1), 4–22. <https://doi.org/10.1080/10510974.2017.1414067>
- Shi, S. Y., **Liu, R. W.**, Jang, J-W., & Bete, G. (2017). Comparison between video chat and face-to-face interpersonal conflict. *Computers in Human Behavior*, 73, 1–8. <https://doi.org/10.1016/j.chb.2017.03.022>
- Kerr, J. M., Lapinski, M. K., **Liu, R. W.**, & Zhao, J. (2017). Long-term effects of payments for environmental services: Combining insights from communication and economics. *Sustainability*, 9(9), 1627. <https://doi.org/10.3390/su9091627>
- Liu, R. W.**, Nelson, J. C., Pei, D., & Yang, Y. (2016). Embracing the opportunities ahead: An analysis of communication position announcements for 2013–2014. *Communication Research Reports*, 33(3), 259–264. <https://doi.org/10.1080/08824096.2016.1186621>
- Liu, R. W.** & Bresnahan, M. J. (2016). Cultural differences in perception of family obligation and request compliance in China and the U.S. *Intercultural Communication Studies*, 25(2), 111–130.
- Boster, F. J., **Liu, R. W.**, Poorisat, T., Cheng, Y., Kim, W., Salmon-Seidmann, N. D., & Salmon, C. T. (2016). Communicating to influence perceptions of social stigma: Implications for the use of signs by the homeless as a means of soliciting funds. *American Behavioral Scientist*, 60(11), 1293–1305. <https://doi.org/10.1177/0002764216657379>

### **Journal Manuscripts under Review**

- Liu, R. W.**, Fanari, A., & Lee, G. (2<sup>nd</sup> round revise & resubmit). Love better by fighting smarter: Romantic conflict management styles among intercultural couples and the influential factors in the choice of the styles. *Intercultural Communication Research* (*collaborating with UA student*)
- Liu, R. W.**, Cheng, Y., Barbati, J., Rains, S. A., Crane, T. E., & Ernst, K. C. (under review). The effectiveness of social norm appeals on promoting covid-19 prevention behaviors: A multistudy examination. *Health Communication* (*collaborating with UA student*)

**Liu, R. W.** & Lapinski, M. K. (under review). Waste not, want not: A test of cultural dynamics in social normative influence on food waste prevention. *Environmental Communication*.

**Liu, R. W.** & Lapinski, M. K. (invited submission & under review). The Influence of social norms on behaviors: Toward a culturally-based social normative approach. *Philosophical Transactions B Special Issue- Social Norm Change: From Evolution to Intervention*.

### **Journal Manuscripts In-Progress**

**Liu, R. W.**, Cheng, Y., & Fanari, A. *Examining the Different Levels of Social Normative Influence on COVID-19 Preventative Behaviors: Testing the Theory of Normative Social Behavior in Italy and the USA*. Preparing multiple manuscripts for journal submissions– funded by the SBSRI Leverage Grant; Preparing the manuscript for the Journal of Health Communication. *(collaborating with UA student)*

**Liu, R. W.**, Foerster, T., & Gore, M. *Exploring the human dimensions of Asian carp management in Michigan: Implications for wildlife-related risk communication*. Preparing the manuscript for Frontiers in Communication. *(collaborating with UA student)*

**Liu, R. W.**, Zhuang, J., & Foerster, T. *Moving toward an integrated persuasive communication on pro-environmental behaviors: The effectiveness of persuasive normative messages in reducing plastic bag usage*. Currently analyzing data and drafting the manuscript for a conference submission and a journal publication. *(collaborating with UA student)*

Carter, S. & **Liu, R. W.** We're here for you: Academic advisors' supportive communication propels students' sense of belonging and success in higher education. Rejected by *Communication Education*; Currently revising the manuscript for another journal submission.

Zhuang, J., **Liu, R. W.**, & Foerster, T. *BYOB: The effectiveness of static and dynamic social norm nudges in reducing plastic bag usage among grocery shoppers*. Preparing the manuscript for journal submission. *(collaborating with UA student)*

**Liu, R. W.**, Carter, S., Strawser, M., & Smith, S. *Thriving in a multigenerational workplace: Generational diversity as an emerging organizational culture and its impact on organizational communication patterns*. Preparing the manuscript for journal submission *(collaborating with UA student)*

**Liu, R. W.** The perceived effectiveness of executive leadership communication among management-level staff. Rejected by the *Journal of Communication Management*; Currently revising the manuscript for another journal submission.

**Liu, R. W.** & Bresnahan, M. J. *Cultural differences in obligation and reciprocity in China and the US: Study 2*. Preparing the manuscript for a journal publication.

**Liu, R. W.** & Bresnahan, M. J. *Cultural differences in obligation and reciprocity in China and the US, study 3*. Currently in data analysis.

**Liu, R. W.**, Nelson, C. J., & Park, H. S. *Cross-cultural comparison of perceived descriptive and injunctive norms in unauthorized downloading and volunteering behaviors*. Currently in data collection.

Boster, F. J., **Liu, R. W.**, Cheng, Y., & Townson., C. *Message effects: Boomerang*. Currently in data analysis.

**Liu, R. W.** & Bresnahan, M. J. *Obligation and Family Communication: A cross-cultural study*. Preparing for data collection.

### **Refereed Conference Papers**

**Liu, R. W.**, Cheng, Y., Barbati, J., Rains, S. A., Crane, T. E., & Ernst, K. C. (under review). *The effectiveness of social norm appeals on promoting covid-19 prevention behaviors: A*

- multistudy examination*. Paper submitted to the 109<sup>th</sup> National Communication Association Annual Meeting, National Harbor, Maryland. *(collaborating with UA student)*
- Zhuang, J., **Liu, R. W.**, & Foerster, T. (May, 2023) *BYOB: The effectiveness of static and dynamic social norm nudges in reducing plastic bag usage among grocery shoppers*. Paper presented at the 73<sup>rd</sup> International Communication Association Annual Meeting, Toronto, Canada. *(collaborating with UA student)*
- Liu, R. W.**, Sakura, M., & Foerster, T. (November, 2022) *Moving forward: The effectiveness of social norm interventions on promoting campus covid-19 prevention behaviors*. Paper presented at the 108th National Communication Association Annual Meeting, New Orleans, LA. November 17-20, 2022. *(collaborating with UA student)*
- Liu, R. W.**, Cheng, Y., & Fanari, A. (May, 2022) *Examining the Different Levels of Social Normative Influence on COVID-19 Preventative Behaviors: Testing the Theory of Normative Social Behavior in Italy and the USA*. Paper presented at the 72<sup>nd</sup> International Communication Association Annual Meeting, Paris, France. May 26-30, 2022. *(collaborating with UA student)*
- Liu, R. W.**, Cheng, Y., & Foerster, T. (November, 2021) *Testing the theory of normative social behavior in promoting COVID-19 preventative behaviors*. Paper presented at the 107th National Communication Association Annual Meeting, Seattle, WA. November 18-21, 2021. *(collaborating with UA student)*
- Cheng, Y., **Liu, R. W.**, & Foerster, T. (May, 2021). *Predicting intentions to practice covid-19 preventative behaviors in the United States: A test of the risk perception attitude framework and the theory of normative social behavior*. Paper presented at the 71<sup>st</sup> International Communication Association Annual Meeting (virtual conference), 27-31 May 2021. *(collaborating with UA student)*
- Liu, R. W.**, Carter, S., Strawser, M., & Smith, S. (November, 2020) *Thriving in a multigenerational workplace: Generational diversity as an emerging organizational culture and its impact on organizational communication patterns*. Paper presented at the 106th National Communication Association Annual Meeting (virtual conference). November 19-22, 2020. *(collaborating with UA student)*
- Fanari, A., **Liu, R. W.**, & Foerster, T. (November, 2020) *Homesick or sick-of-home? Examining the effects of reverse culture shock on students' self-disclosure after studying abroad: A mixed-method study*. Paper presented at the 106th National Communication Association Annual Meeting (virtual conference). November 19-22, 2020. *(collaborating with UA student)*
- Liu, R. W.**, Lapinski, M. K., Kerr, J., Zhao, J., Bum, T., & Lu, Z. (May, 2020). *Culturally derived measurement of social normative variables: The case of grassland conservation behaviors among Tibetan pastoralists*. Paper presented at the 70th International Communication Association Annual Meeting (virtual conference). May 21-25, 2020.
- Lee, D. & **Liu, R. W.** (May, 2020) *Parent's verbal mediation for children's internet use*. Paper presented at the 70<sup>th</sup> International Communication Association Annual Meeting (virtual conference). May 21-25, 2020.
- Liu, R. W.**, Lee, D., Collis, C., Tressel, K., & Norton, A. (May, 2019). *The perceived effectiveness of executive leadership communication among management-level staff*. Paper presented at the 69<sup>th</sup> International Communication Association Annual Meeting, Washington D.C., May 24-28, 2019.
- Liu, R. W.** & Lapinski, M. K. (May, 2019). *The Influence of injunctive social norms on food waste prevention behaviors: Toward a culturally-based social normative approach*. Paper presented at the 69<sup>th</sup> International Communication Association Annual Meeting, Washington D.C., May 24-28, 2019.

- Liu, R. W.**, Lee, D., Collis, C., & Tressel, K. (November, 2018). *Love better by fighting smarter: Romantic conflict management styles among intercultural couples and the influential factors in the choice of the styles*. Paper presented at the 104<sup>th</sup> National Communication Association Annual Meeting, Salt Lake City, UT. November 8-11, 2018.
- Boster, F. J., **Liu, R. W.**, Cheng, Y., Yan, X., & Townson, C. (November, 2018). *The suatory force of sticky messages: An replication and extension*. Paper presented at the 104<sup>th</sup> National Communication Association Annual Meeting, Salt Lake City, UT. November 8-11, 2018.
- Liu, R. W.** & Gore, M. (May, 2018) *Exploring the human dimensions of Asian carp management in Michigan: Implications for wildlife related risk communication*. Paper presented at the 68<sup>th</sup> International Communication Association Annual Meeting, Prague, Czech Republic.
- Lapinski, M. K., **Liu, R. W.**, Kerr, J., Zhao, J., & Bum, T. (May, 2018) *Culture and social norms: Behavioral decisions about grassland conservation among ethnically-Tibetan pastoralists*. Paper presented at the 68<sup>th</sup> International Communication Association Annual Meeting, Prague, Czech Republic.
- Kerr, J., Bum, T., Lapinski, M. K., **Liu, R. W.**, & Zhao, J. (July, 2017). *Social norms, financial incentives and motivation crowding: experimental evidence from the Tibetan Plateau*. Paper presented at the 16<sup>th</sup> Biennial Conference of the International Association for the Study of the Commons, Utrecht, Netherlands.
- Kerr, J., Bum, T., Lapinski, M. K., **Liu, R. W.**, & Zhao, J. (June, 2017). *Social norms, conservation, and the long-term effects of short-term financial incentives*. Paper presented at the United States Society for Ecological Economics 9<sup>th</sup> Biennial Conference, St. Paul, Minnesota.
- Liu, R. W.** & Lapinski, M. K. (May, 2017). *The Influence of social norms on behaviors: Toward a culturally-based social normative approach*. Paper presented at the 67<sup>th</sup> International Communication Association Annual Meeting as the **Top Paper Award in the Intercultural Communication Division**, San Diego, CA.
- Liu, R. W.** & Bresnahan, M. J. (May, 2017). *A second look at family obligation and request compliance cross-culturally: Reciprocity versus relationship*. Paper presented at the 67<sup>th</sup> International Communication Association Annual Meeting as the **Top Paper Award in the Intercultural Communication Division**, San Diego, CA.
- Lapinski, M. K., **Liu, R. W.**, Kerr, J., Zhao, J., & Bum, T. (November, 2016). *Characterizing interpersonal influence for grassland conservation behaviors in a unique population*. Paper presented at the National Communication Association 102<sup>nd</sup> Annual Conference as the **Top Paper Award in the Environmental Communication Division**, Philadelphia, PA.
- Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (November, 2016). *The suatory force of sticky messages: A application to the application of sunscreen*. Paper presented at the National Communication Association 102<sup>nd</sup> Annual Conference, Philadelphia, PA.
- Meng, J., Peng, W., Tan, P., **Liu, R. W.**, Cheng, Y., & He, X. (November, 2016). *The scale and the range of information transmission: The impacts of message and network features on spreading health messages in social media*. Paper presented at the National Communication Association 102<sup>nd</sup> Annual Conference, Philadelphia, PA.
- Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (June, 2016). *The suatory force of sticky messages: A case of asymmetric message effects*. Paper presented at the 66<sup>th</sup> International Communication Association Annual Meeting, Fukuoka, Japan.
- Shin, S. Y., **Liu, R. W.**, Jang, J-W., & Bete, G. (June, 2016). *Comparison between video chat and face-to-face interpersonal conflict*. Paper presented at the 66<sup>th</sup> International Communication Association Annual Meeting, Fukuoka, Japan.

- Zhuang, J. Lapinski, M. K., Rimal, R. **Liu, R. W.**, & Yun, D. (June, 2016). *Using normative information to influence collective-efficacy and behavioral decision-making about water conservation*. Paper presented at the 66<sup>th</sup> International Communication Association Annual Meeting, Fukuoka, Japan.
- Liu, R. W.**, Nelson, C. J., Pei, D., & Yang, Y. (November, 2015). *Embracing the opportunities ahead: An analysis of communication position announcements*. Paper presented at the National Communication Association 101<sup>st</sup> Annual Conference, Las Vegas, NV.
- Boster, F. J., **Liu, R. W.**, Thanomwong P., & Salmon, C. T. (November, 2015). *Stigma and gaining compliance: The case of homelessness*. Paper presented at the National Communication Association 101<sup>st</sup> Annual Conference, Las Vegas, NV.
- Liu, R. W.**, & Donohue A. W. (July, 2015). *Promoting Communication between domestic and international students in the US: Effectiveness of an international buddy program*. Paper presented at the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS) cum the 11th Biennial International Conference of the China Association for Intercultural Communication (CAFIC), Hong Kong, China.
- Liu, R. W.**, & Bresnahan, M. J. (July, 2015). *Cultural differences in perception of family obligation and request compliance in China and the U.S.* Paper presented at the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS) as the winner of the Outstanding Paper Award & Outstanding Young Scholar Award, Hong Kong, China.
- Liu, R. W.**, & Bresnahan, M. J. (May, 2015). *Cultural differences in perception of family obligation and request compliance in China and the U.S.* Paper presented at the 65<sup>th</sup> International Communication Association Annual Meeting, San Juan, Puerto Rico.
- Lapinski, M. K., Zhuang, J., Rimal, R. N., Yun, D., Viken, G. **Liu, R. W.**, & Chung, M. (May, 2015). *Maverick or marine: Priming collective group orientation and response to normative information*. Paper presented at the 65<sup>th</sup> International Communication Association Annual Meeting, San Juan, Puerto Rico.
- Liu, R. W.** (November, 2014). *The influence of social norms and outcome expectations on behavioral decision making: A cross-cultural study*. Paper presented at the 2nd Annual Research Symposium of Environmental Science and Policy Program, East Lansing, MI.
- Nelson, C. J., **Liu, R. W.** Shin, S. Y., Viken, G., & Balogh, B. (May, 2014). *To catch a cheater: An exploratory analysis of confessions and denials*. Paper presented at the 65<sup>th</sup> International Communication Association Annual Meeting, Seattle, WA.
- Liu, R. W.** (November, 2013). *Conflict management styles in romantic relationships between Chinese and American college students*. Paper presented at the National Communication Association 99<sup>th</sup> Annual Conference, Washington DC.
- Liu, R. W.** (November, 2013). *Cultural differences in obligation and reciprocity in China and the US*. Paper presented at the National Communication Association 99<sup>th</sup> Annual Conference, Washington D.C.
- Park, H. S., Choi, S. Y., Joo, H., Oh, J. Y., **Liu, R. W.**, & Nelson, C. J. (November, 2013). *Perceived descriptive norms and unauthorized downloading*. Paper presented at the National Communication Association 99<sup>th</sup> Annual Conference, Washington D.C.

### **University and Community Presentations and Talks**

Invited to talk at the Cognitive Science Colloquium held by the Cognitive Science Program at the University of Arizona. *Social Normative Interventions in Promoting Health and Environmental Behaviors*. October 21<sup>st</sup>, 2022.

Presented and led the workshop held by Sustainable Tucson, *Persuading Shoppers to Reduce Plastic Bag Use*, with UA graduate student Taylor Foerster. June 14<sup>th</sup>, 2022.

Invited to talk at the National Public Radio (NPR) - Arizona Science on Sep. 10<sup>th</sup>, 2020 (Episode 249: Effective messaging about COVID-19) and on Jul 2<sup>nd</sup>, 2021 (Episode 286: Understanding the reasons behind vaccine hesitancy).

Presented at the Arizona Association for Lifelong Learning (AALL) Spring Conference with UA graduate student Taylor Foerster. *Communication of controversial topics: Understanding social norms, audience analysis, and other communication strategies*. April 9<sup>th</sup>, 2021.

Presented and led the workshop held by Sustainable Tucson on the issue of Climate Change Communication with UA graduate student Taylor Foerster. January 30<sup>th</sup>, 2021.

Presented the preliminary findings from the Phase One research on campus reopening funded by the UA RII with Steve Rains to the University Covid-19 Response Team (University administrators and stakeholders). December 16<sup>th</sup>, 2020

*"Moving Forward, Life after Pandemic"* with Joyce Schroeder from the Dept. of Molecular and Cellular Biology. Presented during the UArizona Virtual Lecture Series held by the College of Science and the College of Social and Behavioral Sciences at the University of Arizona jointly to present focusing on the past, present, and future of the COVID-19 pandemic. August 6, 2020

Poster Presentation, *"The Anti-Social Media: High Frequency Social Media Use, Self-Esteem and Loneliness,"* with Emily Turi, the Annual Spring Celebration of Student Research & Creativity, Bellarmine University, April 9, 2019.

Presented the research talk entitled *"Social Influence on Behaviors: Toward a Culturally-Based Approach"* during the Faculty Colloquy organized by the Ethics and Social Justice Center on October 25<sup>th</sup>.

Poster Presentation, *"Smarter or Harder? Smartphones, Work, Stress, and Autonomy,"* with Jordan Kelch and Nolan Wesley, the Annual Fall Celebration of Student Research & Creativity, Bellarmine University, November 1, 2018.

Poster Presentation, *"Parents' Verbal Mediation for Children's Internet Use,"* with Daeun (Grace) Lee, the Annual Fall Celebration of Student Research & Creativity, Bellarmine University, November 1, 2018.

Poster Presentation, *"Bystander Effect and the Risk Perception in Cyberbullying,"* with Makayla Johnson and Joseph Ray, the Annual Fall Celebration of Student Research & Creativity, Bellarmine University, November 1, 2018.

Poster Presentation, *"#ArtSpeaks: How Arts Nonprofits Can Use Social Media to Inspire Action,"* with Mollie LaFavers and Rebecca Waskevich, the Annual Spring Celebration of Student Research & Creativity, Bellarmine University, April 17, 2018.

Poster Presentation, *"Communication Perspectives Between Corporate Executives and Management Staff,"* with Amanda Hortert, Katie Tressel, Daeun (Grace) Lee and Mary (Christina) Collis, the Annual Fall Celebration of Student Research & Creativity, Bellarmine University, November 9, 2017.

Poster Presentation, *"Addressing Crises in the Age of the Internet,"* with Kelli Goings, Elizabeth Coons and Bryce Stewart, the Annual Fall Celebration of Student Research & Creativity, Bellarmine University, November 9, 2017.

*Microaggressions and Bias Impacts on Community*. Presented and led the discussion at the BU Dialogue. Sponsored by the Office of Identity and Inclusion, Bellarmine University, November 16, 2017.

## **TEACHING EXPERIENCE & PROFESSIONAL DEVELOPMENT**

---

### ***The University of Arizona***

COMM/PR 201 Introduction to Public Relations (Online)	2023 Summer
COMM696C Culture and Communication (grad seminar)	2023 Spring
COMM/PR 201 Introduction to Public Relations	2023 Spring
COMM/PR 201 Introduction to Public Relations (Online)	2022 Winter
COMM/PR 201 Introduction to Public Relations	2022 Fall
PR421/521 Public Relations Campaigns (bridge class)	2022 Fall
COMM/PR 201 Introduction to Public Relations (Online)	2022 Summer
COMM/PR 201 Introduction to Public Relations	2022 Spring
PR421 Public Relations Campaigns	2022 Spring
COMM/PR 201 Introduction to Public Relations	2021 Fall
PR421 Public Relations Campaigns	2021 Fall
COMM/PR 201 Introduction to Public Relations (Online)	2021 Summer
Online Course Development Training (attending)	2021 Spring
PR421 Public Relations Campaigns (LIVE Online)	2021 Spring
COMM/PR 201 Introduction to Public Relations (LIVE Online)	2021 Spring
COMM/PR 201 Introduction to Public Relations (Online)	2020 Winter
PR421 Public Relations Campaigns (Online)	2020 Fall
COMM/PR 201 Introduction to Public Relations (LIVE Online)	2020 Fall
COMM/PR 313 Public Relations and Communication (Online)	2020 Summer
COMM 599 Independent Study	2020 Spring
COMM/PR 313 Public Relations and Communication (In-Person + LIVE Online)	2020 Spring
COMM/PR 313 Public Relations and Communication (2 sections)	2019 Fall

### ***Bellarmino University***

COMM 692 PR for Corporate Campaigns	2019 Summer
MBA 684 Marketing Research Survey and Campaigns	2019 Summer
COMM 400 Communication Ethics (Independent Study)	2019 Summer
COMM 308-1 Public Relations	2019 Spring
COMM 308-2 Public Relations (Independent Study)	2019 Spring
COMM 313 Intercultural Communication	2019 Spring
COMM 607 Research Methods in Communication	2019 Spring
COMM 313 Intercultural Communication	2018 Fall
COMM 607 Research Methods in Communication	2018 Fall
COMM 611 Intercultural Communication	2018 Fall

COMM 692 Campaign Design and Analysis	2018 Summer
COMM 308 Public Relations	2018 Spring
COMM 313 Intercultural Communication	2018 Spring
COMM 607 Research Methods in Communication	2018 Spring
COMM 697 Thesis	2018 Spring
COMM 313 Intercultural Communication	2017 Fall
COMM 607 Research Methods in Communication	2017 Fall
COMM 611 Intercultural Communication	2017 Fall

### ***Michigan State University***

<b>Solo Instructor</b> COM300 Communication Research Methods	2017 Summer
<b>Co-Instructor</b> COM475 Communication Campaign Design & Analysis	2017 Spring
<b>Project Evaluator</b> COM 875 Communication Leadership Skills	2016 Spring
<b>Guest Lecturer</b> COM 828 Intercultural Communication	2016 Spring
<b>Teaching Assistant</b> COM 391 Intercultural Communication	2015 Fall
<b>Solo Instructor</b> COM475 Communication Campaign Design & Analysis	2015 Summer
<b>Co-Instructor</b> COM 425 Communication in Close Relationships	2014 Summer
<b>Solo Instructor</b> COM 100 Human Communication (Online)	2013 Summer
<b>Teaching Assistant</b> COM 100 Human Communication	2013 Spring
<b>Guest Lecturer</b> COM391 Intercultural Communication	2012 Fall
<b>Teaching Assistant</b> COM 100 Human Communication	2012 Fall

## **STUDENT MENTORING AND ADVISING**

---

### ***The University of Arizona***

- Taylor Foerster (Ph.D. student in Communication; Fall 2020 - present): serving as the student's academic advisor, advising research projects and mentoring.
- Nicole Collins (B.S. in Environmental Studies and Sustainable Mineral Resources; Spring 2023-Fall 2023): serving as the mentor and supervisor for her independent project Electronic Waste Recycling Behavior Change Research
- Mamoru Sakura (M.A. student in Communication; Fall 2021 – Fall 2022): served as the student's academic advisor, advising research projects and mentoring.
- Shelby Carter (M.A. student in Communication; Spring 2020 – May 2021): served as the student's academic advisor, Thesis committee chair, advising research projects, mentoring, and supervising Thesis.
- Joseph Oliver Fong (MPH Student in Epidemiology at the Mel and Enid Zuckerman College of Public Health; Fall 2019-Spring 2020): Served as a committee member in his master capstone internship project, advising him in developing a website communicating the importance of vaccination to parents with young children, in collaboration with March for Science Southern Arizona.

### ***Bellarmino University***

- Grace Lee (M.A. student in Communication; Fall 2017 – Fall 2018): served as her academic advisor, Thesis committee chair, advising research projects, mentoring, and supervising Thesis.

## PROFESSIONAL ASSOCIATION MEMBERSHIP

---

**2012-present** National Communication Association (NCA)

**2012-present** International Communication Association (ICA)

**2014-2017** Phi Beta Delta Honor Society for International Scholars Alpha Chapter of Michigan State University

**2011-2012** Public Relations Student Society of America (PRSSA)

## PROFESSIONAL SERVICE

---

**Internationalization Liaison Officer of Intercultural Communication (elected position),** International Communication Association, May 2020- May 2022

- Liaise across the divisions and interest groups on general issues that go beyond any given unit of ICA;
- Assist in the planning of ICA annual conferences, helping the chair and vice-chair to pay attention to participants from ethnic-minority communities and the developing world who may need extra help;
- Identify the needs of young scholars, especially those from non-English-speaking countries, who may need training in particular skills (e.g., writing, data analysis), and relay them to ICA Membership and Internationalization Committee or other relevant bodies, who will design ways to meet such needs;
- participate in and facilitate other ICA internationalization activities such as regional conferences and mentorship programs;
- Take initiatives to suggest new ideas for improving ICA's overall internationalization endeavors.

### Journal Service

- **Editorial Board:** Communication Research Report (since May 2023)
- **Editorial Board:** Journal of Social Psychology Research (since Jan 2022)
- **Editorial Board:** Frontiers in Psychology- Personality and Social Psychology (since May 2021)
- **Reviewer Board:** Sustainability (since Jan 2020)

### Ad Hoc Reviewer, November 2012 – present

- International Journal of Psychology (April 2023)
- Asian Journal of Communication (March 2023)
- Social Sciences (March 2023)
- Management Communication Quarterly (Nov. 2022)
- Journal of Health Communication (Nov. 2022)
- Journal of Social Psychology Research (Oct. 2022)
- International Journal of Psychology (Sep.2022)
- Annals of the International Communication Association (July. 2022)
- Journal of Communication (July. 2022)
- International Journal of Environmental Research and Public Health (May.2022)
- Journal of Social and Personal Relationships (May.2022)
- Frontiers in Psychology - Environmental Psychology (May. 2022)
- SAGE Open (Apr. 2022)
- Sustainability (Apr. 2022)
- SAGE Open (Mar. 2022)
- Frontiers in Psychology - Environmental Psychology (Mar. 2022)

- Book proposal review: Intercultural Communication for Everyday Life (Oct. 2021)
- Frontiers in Psychology - Environmental Psychology (Oct. 2021)
- Journal of Intercultural Communication Research (Sep. 2021)
- Negotiation and Conflict Management Research (Sep. 2021)
- Environmental Communication (Feb. 2021)
- Information, Communication and Society (Nov. 2020)
- Human Communication Research (Oct. 2020 & Feb. 2021)
- Journal of Intercultural Communication Research (Sep. 2020)
- Sustainability (serving as a Reviewer Board Member since Oct. 2019)
- New Media & Society (2019)
- Journal of Health Communication (2019)
- Journal of Applied Social Psychology (2019)
- China Media Research (2018)
- International Journal of Intercultural Relations
- Communication Research Reports
- PeerJ (interdisciplinary biomedical journal)
- 2013 National Communication Association Annual Conference
- 2014 International Communication Association Annual Conference, Interpersonal Communication Division
- 2015 International Communication Association Annual Conference, Interpersonal and Intercultural Communication Divisions
- 2016 International Communication Association Annual Conference, Info System and Intercultural Communication Divisions
- 2017 International Communication Association Annual Conference, Info System and Intercultural Communication Divisions
- 2017 National Communication Association Annual Conference
- 2018 International Communication Association Annual Conference, Environmental Communication and Intercultural Communication Divisions
- 2019 National Communication Association Annual Conference
- 2020 National Communication Association Annual Conference (Environmental Comm Division, Intercultural Comm Division & Association of Chinese Communication Studies)
- 2021 International Communication Association Annual Conference, Intercultural Communication Division
- 2022 International Communication Association Annual Conference, Intercultural Communication and Info System Divisions
- 2023 International Communication Association Annual Conference, Environmental Communication, Health Communication, and Info System Divisions

**Panel Chair, 2013-2018**

- 2013 International Communication Association Annual Conference, London, UK
- 2014 National Communication Association Annual Conference, Chicago, IL
- 2017 National Communication Association Annual Conference, Dallas, TX.
- 2018 International Communication Association Annual Conference, Prague, Czech Republic

**Chair of Student Affairs:** Association of Chinese Communication Studies (ACCS), National Communication Association November, 2012 – 2016

- In charge of recruiting student members and act as the student representative and advocate

- Regularly collect feedback from ACCS student members and report to the Executive Board

**Grad Student Representative:** Asian/Pacific American Studies Division and Caucus (APAC), National Communication Association January, 2016 – 2017

- Represent graduate student interests
- Raise the visibility of the division

**Graduate Student Evaluator:** 2015 & 2016 University Undergraduate Research and Arts Forum (UURAF), Michigan State University, April 2015 & April 2016

**Organizing Committee Member:** 2015 Organizational Communication Mini Conference (OCMC). April 2015 – October 2015.

**Volunteer:** Conference on Pediatric Hospice and Bereavement Support in the State of Michigan. November 2014

## UNIVERSITY SERVICE

---

### *The University of Arizona*

**Search Committee Member,** Department of Communication, Oct 2022 – Present

- Serving on the search committee for the hire of a PR/Communication tenure-track assistant professor position

**Diversity, Equity, and Inclusion (DEI) Committee,** Department of Communication, Dec 2021 – Present

- Serving on the DEI Committee for the Department of Communication to establish and strengthen the DEI efforts of the Department, such as developing a DEI website including a statement and relevant DEI resources and consulting with committee members on our next faculty search.

**SBS Scholarships & Student Awards Committee,** College of Social and Behavioral Sciences (SBS), April-May 2022

- Serving as a judge evaluating applications for the SBS Student Scholarships and the SBS Student Awards for Spring 2022.

**Campus Re-Entry Plan Working Group,** May – Aug 2020

- Serving on the working group to put together ideas and recommendations to campus senior leaders on how the University of Arizona can optimally re-open its campus operations in Fall 2020 after the COVID-19 pandemic

**PR Major Development,** Department of Communication, Jan 2020 – present

- In the process of developing a new PR major with other three new PR faculty and the leadership in the Department.

**PR Minor Curricular Revision,** Department of Communication, Aug 2020 – present

- Revised the PR minor curricular with three other new PR faculty and the leadership in the Department.
- Promoting the revised PR minor

### *Bellarmino University*

**Member,** International Student Services Advisory Group, 2018 – May 2019

- Work with Dr. Richard Brown and Ms. Corinne Witzel to help develop and promote Bellarmine international students and scholars services.

**Committee Member**, Honors & Awards Committee, 2018-19

- Serve as the School of Communication Representative in the Committee to help with the process of nominating and giving University honors and awards.

**International Office Faculty Liaison** for the School of Communication, 2018-19

- Facilitate the process of delivering information and recruiting students for study abroad opportunities.

**Faculty Social Chair in the School of Communication**, 2018-2019

- Organized the First Ever End-of-Year Celebration for All Communication Graduate Students in May 2018.

**Mentor**, Bellarmine University Mentor Program (BUMP), Fall 2017

- A new mentoring initiative launched by the Office of Identity and Inclusion
- Advised three students of color throughout the semester

**Member**, Hiring Committee, School of Communication (the Digital Media position), Bellarmine University, Fall 2017

**Server**, Late Knight Breakfast, Bellarmine University, December 2017

**Member**, Knight-to-Knight Mentoring Program, Bellarmine University, August 2017-Present

- Part of Bellarmine University's programming for new faculty who are on a tenure track
- Network with other new faculty and senior faculty mentors

## **COMMUNITY SERVICE**

---

**Advocacy Group Consultant**, Tucson Zero-Waste (ZW) Project, May 2022 – Present

- Met with Tucson government officials and legislators (e.g., Vice Mayor, Lane Santa Cruz) to share concerns about a couple of projects included in the visionary Sustainability Campus plan for the City's landfill and make requests.
- Help to form a stakeholder committee to develop a comprehensive ZW plan.
- Help with developing the ZW plan, especially the effective communication strategies, before any new changes are decided.

**Board Member**, Committee for Communications, Louisville Health Advisory Board (LHAB), 2017-2019

- LHAB has representatives from all parts of the community: businesses, government, schools, civic, and nonprofit organizations.
- The committee is in charge of making strategic communication plans for LHAB to fulfill its mission –to improve the physical, mental and social well-being of Louisville, with the goal of increasing the number of Healthy Days\* – your quality of life – 20 percent by 2020 and beyond.

**Academic Liaison**, Bellarmine University, August 2017 – 2019

- Work with Ms. Sophie Maier, the immigrant-services librarian at the Iroquois Public Library from the Louisville Free Public Library to help promote the English

Conversation Club and other events held in the library, as an effort to reach out to Louisville's growing international community, including a large population from the refugee communities in Louisville.

- Work with Ms. Hannah Kahl from the Adelante Hispanic Achievers to promote the program and recruit volunteers for the afterschool tutoring programs and other activities. Adelante Hispanic Achievers is a non-profit organization in Louisville, Kentucky devoted to empowering our Hispanic youth. They majorly serve Hispanic students by engaging them and their parents in long-term academic, mentoring, and personal enrichment programs.

**Communication Advisor**, the Greater Louisville Medical Society, July 2018 – June 2019

- Help the Greater Louisville Medical Society to develop a communication plan to facilitate effective communication among the patients, the physicians, and the health insurance companies.

**Communication Director**, Louisville Sustainability Council, July 2018 – June 2019

- Invited by the Louisville Sustainability Council to lead the marketing/communications work for the 2018 Louisville Sustainability Summit at the University of Louisville.

## **PROFESSIONAL EXPERIENCE**

---

Michigan State University, East Lansing, MI

**Founder and Director of MSU Friends of International Students (FIS) Program**, August 2012 – June 2017

- Established the Friends of International Students (FIS) Program at MSU
- Collaborated with MSU English Language Center to organize international and domestic students interaction activities
- Coordinated partner issues for participants from both COM 100 and ELC classes

International Student Volunteers (ISV)

**ISV University Leader**, September 2016 – August 2017

- Co-lead a volunteer project on conservation and community development in one of the six target countries including Australia, Costa Rica, Dominican Republic, New Zealand, South Africa, and Thailand in summer 2017
- In charge of promoting the program and recruiting potential student volunteers at MSU
- Communicate and coordinate with departments and colleges at MSU to disseminate program information
- In charge of setting up info sessions for students who are interested in the program

AGSCOM (Association of Graduate Students in Communication), Michigan State University

**Student Chair for the Doctoral Affairs Committee**, September 2014 – September 2015

- In charge of NCA Grad fair set-up
- Coordinate doctoral student recruitment visit on campus

**Chair for the Spring Research Colloquium**, September 2013 – August 2016

- In charge of arranging and coordinating the annual Spring Research Colloquium (previous Bowling for Scholars) event in the Department of Communication
- Invite both inside and external guest speakers for the colloquium
- Organize the bowling sports for the graduate students and faculty in the department

Visiting International Professional Program (VIPP), Michigan State University

**Professional Translator and Interpreter/Student Assistant**, June – July 2013

- Assisted coordinators and faculty with translation and interpretation of presentations from English to Chinese and Chinese to English in faculty development training programs
- Assisted newly arriving visiting scholars with the settlement and coordinating workshops

MSU Chinese Students and Scholars Association (CSSAMSU)

**Senior Representative**, March 2013 - present

- In charge of public relations work for CSSAMSU
- Organizing and coordinating major CSSAMSU events such as the Spring Festival Gala and “If You are the One” dating show
- Providing services and help for MSU Chinese students and scholars and promote cultural exchange activities among MSU domestic students and Chinese students

International Food Protection Training Institute, Battle Creek, MI

**Professional Translator and Interpreter**, July 2013

- Assisted coordinators and speakers with translation and interpretation of presentations from English to Chinese and Chinese to English in the 2013 Leadership Seminar in Global Food Protection, including lab and dairy farm tours.

The University of Miami, School of Business Administration, Coral Gables, FL

**Administrative Assistant**, January - May 2012

- Provided administrative support for various responsibilities under the Secretary of Accounting Department
- Assisted students and faculty members with program application, course schedule, reimbursement, academic records/registrar, etc.

**Computer Lab Assistant**, August 2010-December 2011

- Responsible for the lab management including repairing printers and arranging lab courses
- Assisted students and faculty with printing, copying and scanning work

The University of Miami, School of Communication, Coral Gables, FL

**Certified Member for the GlobalCom Project 2011**, February-June 2011

- Participated in an international project run by 11 universities of 12 countries in 5 continents
- Collaborated with 16 students from other countries through e-mails, Skype, phone, Facebook, etc. to develop and present a global PR campaign focusing three target countries including China, Brazil, and India for Carl Zeiss Group
- Responsible for the campaign targeting China including SWOT analysis, goals and measurable objectives, strategies and tactics, timeline, and evaluation

**Volunteer for the Water Choices Forum II PR Campaign**, January -February 2011

- Researched the target audience and created media awareness including calendars and correspondence with the campus as well as local newspapers, radio and TV stations
- Wrote press releases and media alerts for the event

- Assisted in the event coordination and execution including walking through the venue and event registration

## **STATISTICS AND TECHNICAL EXPERTISE**

---

Structural Equation Modeling  
Hierarchical Linear Modeling  
Multiple Regression  
Network Analysis  
SPSS

STATA  
AMOS  
Mplus  
EQS  
R package