

Curriculum Vitae

Rain Wuyu Liu, Ph.D.

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RESEARCH INTERESTS

My research interests span **persuasion, social influence, intercultural communication, and interpersonal communication**. My work focuses on how social norm messages influence health and environmental information processing, attitude formation, and behavioral change. I am also interested in how cultural values and beliefs interact with social normative influences to shape individual attitudes and behaviors.

My other interests include:

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

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

- Top Paper Award, Association for Chinese Communication Studies (ACCS), National Communication Association, 2025
- B. Aubrey Fisher Outstanding Journal Article Award, Western Journal of Communication, 2024
- 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, 21st 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 Vertically Integrated Projects (VIP) Catalyst Seed Grant (revision submitted; May 2025) Project title: *Mapping Desert Animals VIP: Engaging Community Scientists with Sonoran Wildlife*. Role: Co-Investigator. PI: Kyle Hartfield (Natural Resources and the Environment). Other Co-Is: Jesse Alston (Conservation/Management Large Mammals), Scott Bonar (Natural Resources and the Environment), Elise Gornish (Restoration Ecology), and Scott Jones (Natural Resources and the Environment).

The Social, Behavioral, & Economic COVID Coordinating Center (SBE CCC) Pilot Grant Program (December 2023) Project title: *Examining the Impact of COVID-19 on Older Adults' Information Access and Social Support: Leveraging the Power of Artificial Intelligence to Overcome Barriers*. Role: Primary Investigator. Not funded.

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 awarded 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: Research Assistant; Worked 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 (I graduated before the submission). 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

1. **Liu, R. W.**, Li, X., Foerster, T. A., Zhuang, J., & Danso, K. (2025). Theorizing the role of group dynamics on pro-environmental behaviors across cultures. *Journal of Intercultural Communication Research*. Advance online publication. <https://doi.org/10.1080/17475759.2025.2586553> (*collaboration with UA students*)
2. **Liu, R. W.**, Zhuang, J., & Li, X. (2025). Synthesizing the role of culture in social norms influence: A systematic review of cross-cultural studies. *Journal of Intercultural Communication Research*, 54(6), 433–489. <https://doi.org/10.1080/17475759.2025.2573283> (*collaboration with UA students*)
3. **Liu, R. W.** & Lapinski, M. K. (2025). Social Norms and culture: Theorizing and testing the effects of injunctive norms appeals. *Communication Monographs*. Advance online publication. <https://doi.org/10.1080/03637751.2025.2506699>
4. **Liu, R. W.**, Foerster, T. A., & Zhuang, J. (2025). Bagging a greener future: Social norms appeals and financial incentives in promoting reusable bags among grocery shoppers. *Sustainability*, 17(9), Article 4157. <https://doi.org/10.3390/su17094157>
5. Kerr, J. M., Bum, T., **Liu, R. W.**, Zhao, J., Zhi, L., & Lapinski, M. K. (2025). The interaction of financial incentives and social norms to motivate conservation on the Tibetan Plateau. *Ecosystem Services*, 76, Article 101792. <https://doi.org/10.1016/j.ecoser.2025.101792>
6. Danso, K. S., Foerster, T. A., & **Liu, R. W.** (2025). Examining anti-littering intentions in Ghana through the theory of normative social behavior and the influence of dynamic norms. *Current*

Research in Ecological and Social Psychology, 9, Article 100236.

<https://doi.org/10.1016/j.cresp.2025.100236> (*I'm the corresponding author; collaboration with UA students*)

7. Lapinski, M. K., Heo, R., Wuyu Liu, R., Kerr, J. M., Zhao, J., Bum, T., Wang, Y., Yoon, H., Hipple, S., & Lu, Z. (2025). Social norms for illegal hunting and patrolling to prevent it: Formative data for intervention design and communication campaigns. *Environmental Communication*, 19(7), 1240–1256. <https://doi.org/10.1080/17524032.2025.2458225>
8. **Liu, R. W.**, Cheng, Y., & Fanari, A. (2024). Testing the theory of normative social behavior in Italy and the USA during COVID-19. *International Journal of Intercultural Relations*, 103, Article:102068. <https://doi.org/10.1016/j.ijintrel.2024.102068> Funded by the SBSRI Leverage Grant; *International Journal of Intercultural Relations*. (*collaboration with UA students*)
9. **Liu, R. W.**, Fanari, A., & Lee, D. G. (2024). Love better by fighting smarter: How intercultural couples develop dyadic cultural affinity through romantic conflict management. *International Journal of Intercultural Relations*, 100, Article 101987. <https://doi.org/10.1016/j.ijintrel.2024.101987> (*collaboration with UA students*)
10. **Liu, R. W.**, & Lapinski, M. K. (2024). Cultural influences on the effects of social norm appeals. Theme issue Social norm change: Drivers and consequences. *Philosophical Transactions of the Royal Society B: Biological Sciences*, 379(1897), Article 20230036. <https://doi.org/10.1098/rstb.2023.0036> (5-year Impact Factor: 7.2)
11. **Liu, R. W.**, Cheng, Y., Barbati, J. L., Rains, S. A., Crane, T. E., & Ernst, K. C. (2024; published online November 19th, 2023). The effectiveness of social norm appeals on promoting COVID-19 prevention behaviors: A multistudy examination. *Health Communication*, 39(12), 2698–2706. <https://doi.org/10.1080/10410236.2023.2284493> (*collaboration with UA students*)
12. **Liu, R. W.**, Cheng, Y., & Foerster, T. A. (2024; published online Jan 10th, 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*, 39(2), 339–351. <https://doi.org/10.1080/10410236.2023.2165257> (*collaboration with UA students*)
13. **Liu, R. W.**, Cheng, Y., Boster, F. J., & Townson, C. (2022). The suasyory force of sticky messages: An replication and extension. *Western Journal of Communication*. 86(3), 297–320. <https://doi.org/10.1080/10570314.2022.2057579> (*2024 B. Aubrey Fisher Outstanding Journal Article Award*)
14. **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 (MC³M). *Frontiers in Communication*, 6, Article 770513. <https://doi.org/10.3389/fcomm.2021.770513>
15. **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>
16. Cheng, Y., **Liu, R. W.**, & Foerster, T. A. (2022). 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*, 27(12), 2744–2762. <https://doi.org/10.1177/13591053211057382> (*collaboration with UA students*)

17. Lapinski, M. K., **Liu, R. W.**, Kerr, J. M., Zhao, J., Bum, T., & Lu, Z. (2022). Culture and social norms: Behavioral decisions about grassland conservation among ethnically Tibetan pastoralists. *Journal of International and Intercultural Communication*, 15(3), 333–354. <https://doi.org/10.1080/17513057.2021.1916569>
18. Fanari, A., **Liu, R. W.**, & Foerster, T. A. (2021). Homesick or Sick-of-Home? Examining the Effects of Self-Disclosure on Students' Reverse Culture Shock after Studying Abroad: A Mixed-Method Study. *Journal of Intercultural Communication Research*, 50(3), 273–303. <https://doi.org/10.1080/17475759.2020.1866643> (*collaboration with UA students*)
19. 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>
20. 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*, 13(1), 430–454. <http://doi.org/10.18352/ijc.882>
21. 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>
22. **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.
23. 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>
24. 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.
25. Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (2018). The suasy 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>
26. 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>
27. 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>
28. **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>

29. **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.
30. 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>

Manuscripts Under Review

- Liu, R. W.**, Cheng, Y., & Fanari, A. (Under Review; submitted in October 2025). Linking risk perceptions and information acquisition to preventive behaviors: An application of the extended integrative model of behavioral prediction in Italy and the United States during the COVID-19 pandemic. *Journal of Health Communication*. (*collaboration with UA students*)
- Danso, K. S. & **Liu, R. W.** (Under Review; submitted in October 2025). Social norms and heat resilience: Testing and extending the theory of normative social behavior to heat adaptation intentions. *Health Communication*. (*collaboration with UA students*)
- Zeng, J. & **Liu, R. W.** (2nd Round Revise & Resubmission; October 2025) Tangled threads of romantic conflict: The intersection of generation, culture, and socio-demographics in shaping Chinese women's romantic conflict styles. *Journal of Social and Personal Relationships* (*collaboration with UA students*)
- Foerster, T. & **Liu, R. W.** (Revise & Resubmission; September 2025). Exploring an extended theory of planned behavior to motivate intentions to remove anthropogenic food sources in residential areas. *Human Dimensions of Wildlife*. (*collaboration with UA students*)

Manuscripts In-Progress

Preparing the manuscript for a journal submission:

- Liu, R. W.** & Lapinski, M. K. (Invited book chapter). Harnessing social norms in public health messaging. In X. Nan, T. Thompson, & V. Viswanath (Eds.), *Public health communication: Navigating uncertainty in a changing world*.
- Liu, R. W.**, Cheng, Y., Barbati, J., & Rains, S. A. *The effectiveness of social norm appeals on promoting COVID-19 prevention behaviors: Study 1 Survey + Study 2 Experiment*. Preparing the manuscript for a conference and a journal submission to Communication Research. (*collaboration with UA students*)
- Liu, R. W.**, Li, X., Zhu, Y., 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 the Journal of Intergenerational Relationships (*collaboration with UA students*)
- 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 or Lake and Reservoir Management (*collaboration with UA students*)
- 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 Environmental Communication. (*collaboration with UA students*)

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. (*collaboration with UA students*)

Liu, R. W., Li, X., Zhu, Y., 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. (*collaboration with UA students*)

Data collection and analysis:

Liu, R. W. & Li, X., Zhu, Y., & Bresnahan, M. J. *Cultural differences in obligation and reciprocity in China and the US: Study 2*. Data Collection & Manuscript Preparation (*collaboration with UA students*)

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.

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

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

Refereed Conference Papers

Liu, R. W., Li, X., Foerster, T. A., Zhuang, J., & Danso, K. (Under Review). *Theorizing the role of group dynamics on pro-environmental behaviors across cultures* [Conference presentation]. The 76th International Communication Association Annual Meeting, Cape Town, South Africa. (*collaboration with UA students*)

Danso, K. S. & **Liu, R. W.** (Under Review). Social norms and heat resilience: Testing and extending the theory of normative social behavior to heat adaptation intentions [Conference presentation]. The 76th International Communication Association Annual Meeting, Cape Town, South Africa. (*collaboration with UA students*)

Liu, R. W., Zhuang, J., & Li, X. (2025, November 20-23). *Synthesizing the role of culture in social norm influence: A systematic review* [Conference presentation]. The 111th National Communication Association Annual Meeting, Denver, CO, United States. (*collaboration with UA students*)

Liu, R. W., Cheng, Y., & Fanari, A. (2025, November 20-23). *Linking risk perceptions and information acquisition to COVID-19 prevention behaviors: An application of the extended integrative model of behavioral prediction in Italy and the United States* [Conference presentation]. The 111th National Communication Association Annual Meeting, Denver, CO, United States. (*collaboration with UA students*)

Zeng, J. & **Liu, R. W.** (2025, November 20-23). *Tangled threads of romantic conflict: The intersection of generation, culture, and socio-demographics in shaping Chinese women's romantic conflict styles* [Conference presentation]. The 111th National Communication Association Annual Meeting, Denver, CO, United States. (**Top Paper Award from the Association for Chinese Communication Studies; collaboration with UA students**)

Danso, K., Foerster, T. & **Liu, R. W.** (2025, November 20-23) *Examining littering intentions in Ghana through the theory of normative social behavior and the influence of dynamic norms*

- [Conference presentation]. The 111th National Communication Association Annual Meeting, Denver, CO, United States. *(collaboration with UA students)*
- Foerster, T. A. & **Liu, R. W.** (2025, February 2-3). *Exploring an extended Theory of Planned Behavior to motivate intentions to remove anthropogenic food sources in residential areas* [Conference presentation]. 2025 National Agricultural Communications Symposium (NACS). Irving, Texas.
- Liu, R. W.**, Foerster, T., Danso, K., & Zhuang, J. (2024, June 20-24). *Bagging a greener future: Social norms appeals and financial incentives in promoting reusable bags among grocery shoppers* [Conference presentation]. The 74th International Communication Association Annual Meeting, Gold Coast, Australia. *(collaboration with UA students)*
- Heo, R., Lapinski, M., **Liu, R. W.**, Kerr, J. M., Zhao, J., Bum, T., Wang, Y., Yoon, H., & Hipple, S. (2024, June 20-24). *Social norms for illegal hunting and patrolling to prevent it: Formative data for intervention design and communication campaigns* [Conference presentation]. The 74th International Communication Association Annual Meeting, Gold Coast, Australia.
- Liu, R. W.**, Cheng, Y., Barbati, J., Rains, S. A., Crane, T. E., & Ernst, K. C. (2023, November 16-19). *The effectiveness of social norm appeals on promoting COVID-19 prevention behaviors: A multistudy examination* [Conference presentation]. The 109th National Communication Association Annual Meeting, National Harbor, MD, United States. *(collaboration with UA students)*
- Carter, S. & **Liu, R. W.** (2023, November 16-19). *We're here for you: Academic advisors' supportive communication propels students' sense of belonging and success in higher education* [Conference presentation]. The 109th National Communication Association Annual Meeting, National Harbor, MD, United States. *(collaboration with UA students)*
- Zhuang, J., **Liu, R. W.**, & Foerster, T. A. (2023, May 25-29) *BYOB: The effectiveness of static and dynamic social norm nudges in reducing plastic bag usage among grocery shoppers* [Conference presentation]. The 73rd International Communication Association Annual Meeting, Toronto, Canada. *(collaboration with UA students)*
- Liu, R. W.**, Sakura, M., & Foerster, T. A. (2022, November 17-20,) *Moving forward: The effectiveness of social norm interventions on promoting campus COVID-19 prevention behaviors* [Conference presentation]. The 108th National Communication Association Annual Meeting, New Orleans, LA, United States. *(collaboration with UA students)*
- Liu, R. W.**, Cheng, Y., & Fanari, A. (2022, May 26-30) *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* [Conference presentation]. The 72nd International Communication Association Annual Meeting, Paris, France. *(collaboration with UA students)*
- Liu, R. W.**, Cheng, Y., & Foerster, T. A. (2021, November 18-21) *Testing the theory of normative social behavior in promoting COVID-19 preventative behaviors* [Conference presentation]. The 107th National Communication Association Annual Meeting, Seattle, WA, United States. *(collaboration with UA students)*
- Cheng, Y., **Liu, R. W.**, & Foerster, T. A. (2021, May 27-31). *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* [Conference presentation]. The 71st International Communication Association Annual Meeting, Virtual Conference. *(collaboration with UA students)*
- Liu, R. W.**, Carter, S., Strawser, M., & Smith, S. (2020, November 19-22) *Thriving in a multigenerational workplace: Generational diversity as an emerging organizational culture and its impact on organizational communication patterns* [Conference presentation]. The

106th National Communication Association Annual Meeting, Virtual Conference.
(collaboration with UA students)

- Fanari, A., **Liu, R. W.**, & Foerster, T. A. (2020, November 19-22) *Homesick or sick-of-home? Examining the effects of reverse culture shock on students' self-disclosure after studying abroad: A mixed-method study* [Conference presentation]. The 106th National Communication Association Annual Meeting, Virtual Conference. *(collaboration with UA students)*
- Liu, R. W.**, Lapinski, M. K., Kerr, J., Zhao, J., Bum, T., & Lu, Z. (2020, May 21-25). *Culturally derived measurement of social normative variables: The case of grassland conservation behaviors among Tibetan pastoralists* [Conference presentation]. The 70th International Communication Association Annual Meeting, Virtual Conference.
- Lee, D. & **Liu, R. W.** (2020, May 21-25) *Parent's verbal mediation for children's Internet use* [Conference presentation]. The 70th International Communication Association Annual Meeting, Virtual Conference.
- Liu, R. W.**, Lee, D., Collis, C., Tressel, K., & Norton, A. (2019, May 24-28). *The perceived effectiveness of executive leadership communication among management-level staff* [Conference presentation]. The 69th International Communication Association Annual Meeting, Washington D.C., United States.
- Liu, R. W.** & Lapinski, M. K. (2019, May 24-28). *The Influence of injunctive social norms on food waste prevention behaviors: Toward a culturally-based social normative approach* [Conference presentation]. The 69th International Communication Association Annual Meeting, Washington D.C., United States.
- Liu, R. W.**, Lee, D., Collis, C., & Tressel, K. (2018, November 8-11). *Love better by fighting smarter: Romantic conflict management styles among intercultural couples and the influential factors in the choice of the styles* [Conference presentation]. The 104th National Communication Association Annual Meeting, Salt Lake City, UT, United States.
- Boster, F. J., **Liu, R. W.**, Cheng, Y., Yan, X., & Townson, C. (2018, November 8-11). *The suasyory force of sticky messages: A replication and extension* [Conference presentation]. The 104th National Communication Association Annual Meeting, Salt Lake City, UT, United States.
- Liu, R. W.** & Gore, M. (2018, May 24-28) *Exploring the human dimensions of Asian carp management in Michigan: Implications for wildlife related risk communication* [Conference presentation]. The 68th International Communication Association Annual Meeting, Prague, Czech Republic.
- Lapinski, M. K., **Liu, R. W.**, Kerr, J., Zhao, J., & Bum, T. (2018, May 24-28) *Culture and social norms: Behavioral decisions about grassland conservation among ethnically-Tibetan pastoralists* [Conference presentation]. The 68th International Communication Association Annual Meeting, Prague, Czech Republic.
- Kerr, J., Bum, T., Lapinski, M. K., **Liu, R. W.**, & Zhao, J. (2017, July 11-14). *Social norms, financial incentives and motivation crowding: Experimental evidence from the Tibetan Plateau* [Conference presentation]. The 16th 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. (2017, June 25-28). *Social norms, conservation, and the long-term effects of short-term financial incentives* [Conference presentation]. The United States Society for Ecological Economics 9th Biennial Conference, St. Paul, MN, United States.
- Liu, R. W.** & Lapinski, M. K. (2017, May 25-29). *The Influence of social norms on behaviors: Toward a culturally-based social normative approach* [Conference presentation]. The 67th

International Communication Association Annual Meeting, San Diego, CA, United States. **Top Paper Award from the Intercultural Communication Division**

Liu, R. W. & Bresnahan, M. J. (2017, May 25-29). *A second look at family obligation and request compliance cross-culturally: Reciprocity versus relationship*. [Conference presentation]. The 67th International Communication Association Annual Meeting, San Diego, CA, United States. **Top Paper Award from the Intercultural Communication Division**

Lapinski, M. K., **Liu, R. W.**, Kerr, J., Zhao, J., & Bum, T. (2016, November 10-13). *Characterizing interpersonal influence for grassland conservation behaviors in a unique population* [Conference presentation]. The National Communication Association 102nd Annual Conference, Philadelphia, PA, United States. **Top Paper Award from the Environmental Communication Division**

Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (2016, November 10-13). *The suatory force of sticky messages: An application to the application of sunscreen* [Conference presentation]. The National Communication Association 102nd Annual Conference, Philadelphia, PA, United States.

Meng, J., Peng, W., Tan, P., **Liu, R. W.**, & Cheng, Y. (2016, November 10-13). *The scale and the range of information transmission: The impacts of message and network features on spreading health messages in social media* [Conference presentation]. The National Communication Association 102nd Annual Conference, Philadelphia, PA, United States.

Boster, F. J., **Liu, R. W.**, Cheng, Y., Kim, W., & Shaikh, S. J. (2016, June 9-13). *The suatory force of sticky messages: A case of asymmetric message effects* [Conference presentation]. The 66th International Communication Association Annual Meeting, Fukuoka, Japan.

Shin, S. Y., **Liu, R. W.**, Jang, J-W., & Bete, G. (2016, June 9-13). *Comparison between video chat and face-to-face interpersonal conflict* [Conference presentation]. The 66th International Communication Association Annual Meeting, Fukuoka, Japan.

Zhuang, J., Lapinski, M. K., **Liu, R. W.**, & Yun, D. (2016, June 9-13). *Using normative information to influence collective-efficacy and behavioral decision-making about water conservation* [Conference presentation]. The 66th International Communication Association Annual Meeting, Fukuoka, Japan.

Liu, R. W., Nelson, C. J., Pei, D., & Yang, Y. (2015, November 19-22). *Embracing the opportunities ahead: An analysis of communication position announcements* [Conference presentation]. The National Communication Association 101st Annual Conference, Las Vegas, NV.

Boster, F. J., **Liu, R. W.**, Thanomwong P., & Salmon, C. T. (2015, November 19-22). *Stigma and gaining compliance: The case of homelessness* [Conference presentation]. The National Communication Association 101st Annual Conference, Las Vegas, NV.

Liu, R. W., & Donohue A. W. (2015, July 15-18). *Promoting Communication between domestic and international students in the US: Effectiveness of an international buddy program* [Conference presentation]. 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. (2015, July 15-18). *Cultural differences in perception of family obligation and request compliance in China and the U.S.* [Conference presentation]. 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. **Outstanding Paper Award & Outstanding Young Scholar Award**

- Liu, R. W.**, & Bresnahan, M. J. (2015, May 21-25). *Cultural differences in perception of family obligation and request compliance in China and the U.S.* [Conference presentation]. The 65th International Communication Association Annual Meeting, San Juan, Puerto Rico.
- Lapinski, M. K., Zhuang, J., Yun, D., Viken, G. **Liu, R. W.**, & Chung, M. (2015, May 21-25). *Maverick or marine: Priming collective group orientation and response to normative information* [Conference presentation]. The 65th International Communication Association Annual Meeting, San Juan, Puerto Rico.
- Liu, R. W.** (2014, October 10). *The influence of social norms and outcome expectations on behavioral decision making: A cross-cultural study* [Conference presentation abstract]. The 2nd Annual Research Symposium of Environmental Science and Policy Program, East Lansing, MI, United States.
- Nelson, C. J., **Liu, R. W.** Shin, S. Y., Viken, G., & Balogh, B. (2014, May 22-26). *To catch a cheater: An exploratory analysis of confessions and denials* [Conference presentation]. The 65th International Communication Association Annual Meeting, Seattle, WA, United States.
- Liu, R. W.** (2013, November 21-24). *Conflict management styles in romantic relationships between Chinese and American college students* [Conference presentation]. The National Communication Association 99th Annual Conference, Washington DC., United States.
- Liu, R. W.** (2013, November 21-24). *Cultural differences in obligation and reciprocity in China and the US* [Conference presentation]. The National Communication Association 99th Annual Conference, Washington DC., United States.
- Park, H. S., Choi, S. Y., Joo, H., Oh, J. Y., **Liu, R. W.**, & Nelson, C. J. (2013, November 21-24). *Perceived descriptive norms and unauthorized downloading* [Conference presentation]. The National Communication Association 99th Annual Conference, Washington DC., United States.

University and Community Presentations and Talks

- Invited to talk at the School of Natural Resources and the Environment (SNRE) Seminar Series at the University of Arizona. [Leveraging Social Norms to Promote Environmental Behaviors](#). October 15th, 2025.
- Invited as the Guest Speaker and Coach for the Organization of Chinese Americans (OCA) Greater Tucson Speech Workshop to UA's Chinese Student Association (CSA). March 20th, 2025
- Invited as the Guest Speaker for the Eller Social Media Club (Eller College of Management). October. 23rd, 2024
- Presented the poster during the SBSRI Research Showcase "*Bagging a greener future: Social norms appeals and financial incentives in promoting reusable bags among grocery shoppers.*" February 1st, 2024. [A news report on the Daily Wildcat](#)
- Invited as the Keynote Speaker for the UA Center for East Asian Studies (CEAS) Symposium "Sustainability and Resilience in East Asia" at Biosphere 2. *How Simple Messages Can Encourage Eco-Friendly Actions in Everyday Life*. Nov. 11th, 2023.
- 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 21st, 2022.
- Presented and led the workshop held by Sustainable Tucson, [Persuading Shoppers to Reduce Plastic Bag Use](#), with UA graduate student Taylor Foerster. June 14th, 2022.
- Invited to talk at the National Public Radio (NPR) - Arizona Science on Sep. 10th, 2020 ([Episode 249: Effective messaging about COVID-19](#)) and on Jul 2nd, 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 9th, 2021.
- Presented and led the workshop held by Sustainable Tucson on the issue of Climate Change Communication with UA graduate student Taylor Foerster. January 30th, 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 16th, 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 25th.
- 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

COMM696C Culture and Communication (grad seminar)	2025 Fall
COMM/PR 201 Introduction to Public Relations	2025 Fall

COMM/PR 201 Introduction to Public Relations (Online)	2025 Summer
COMM/PR 201 Introduction to Public Relations	2025 Spring
PR421 Public Relations Campaigns	2025 Spring
COMM/PR 201 Introduction to Public Relations	2024 Fall
PR421 Public Relations Campaigns	2024 Fall
COMM/PR 201 Introduction to Public Relations (Online)	2023 Winter
COMM/PR 201 Introduction to Public Relations	2023 Fall
PR421 Public Relations Campaigns	2023 Fall
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

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

STUDENT MENTORING AND ADVISING

The University of Arizona

- Xuan (Beth) Li (Ph.D. student in Communication; Fall 2025 - present): serving as the student's academic advisor, advising research projects, and mentoring.
- Kwaku Danso (M.A. student in Communication; Fall 2023 – August 2025): served as the student's academic advisor and thesis committee chair, advising research projects and mentoring.
- Tamutswa Mahari (Ph.D. student in Communication; Fall 2021 - present): serving on the student's comprehensive exams committee.
- Tram Phan (Ph.D. student in Communication; Fall 2023 – present): serving on the thesis committee.
- Hailey Catherine Bushey (Undergraduate student majoring in Communication, with minors in Public Relations and Creative Intelligence and Innovation; Spring 2025 - present): serving as the advisor for the student's honors thesis project, which centers on producing a collection of podcasts featuring experts in the field of Public Relations.
- Taylor Foerster (Ph.D. student in Communication; Fall 2020 – Spring 2024): served as the student's academic advisor and dissertation committee chair, advising research projects and mentoring. The student graduated in 2024 and landed a tenure-track position at Oregon State University.
- Dina Inzunza (Undergraduate student in Public Health and Communication; Fall 2023 – Spring 2024): served as the mentor and supervisor for her Ronald E. McNair Achievement Scholar project, *Barriers to Health-Seeking Behaviors among Latina Women of Mexican Origin Living with Endometriosis*
- 1. Nicole Collins (Undergraduate student in Environmental Studies and Sustainable Mineral Resources; Spring 2023-Fall 2023): served as the mentor and supervisor for her independent project, *Promoting Electronic Waste Recycling Behaviors Among College Students*
- 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 and 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 and thesis committee chair, advising research projects, mentoring, and supervising her 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

2010-2012 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 the 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 the initiative to suggest new ideas for improving ICA's overall internationalization endeavors.

Journal Service

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

Ad Hoc Reviewer, November 2012 – present

- Communication Research (November 2025)
- Communication Research Report (November 2025)
- Health Communication (November 2025)
- Human Communication Research (October 2025)
- Communication Monographs (October 2025)
- 2025 National Communication Association Annual Conference – Health Communication and Environmental Communication Divisions (May 2025)

- Health Communication (May 2025)
- Communication Research Report (April 2025)
- Journal of Applied Communication Research (March 2025)
- Journal of Intercultural Communication Research (March 2025)
- Health Communication (January 2025)
- Nature Communications (January 2025)
- Communication Research Report (January 2025)
- Journal of Health Communication (October 2024)
- Human Communication Research (October 2024)
- PNAS Nexus (September 2024)
- Health Communication (August 2024)
- Rajagiri Management Journal (April 2024)
- Communication Research Report (March & May 2024)
- Frontiers in Psychology (September & December 2023)
- Health Communication (September 2023)
- Science Communication (June 2023)
- 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)
- Human Communication Research (Oct. 2020 & Feb. 2021)
- Information, Communication and Society (Nov. 2020)
- 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
- PeerI (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
- 2024 International Communication Association Annual Conference, Environmental Communication Division
- 2025 National Communication Association Annual Conference, Intercultural Communication and Health Communication Divisions
- 2026 International Communication Association Annual Conference, Environmental Communication and Health Communication Divisions

Panel Chair, 2013-2018

- 2013 International Communication Association Annual Conference, London, UK
- 2014 National Communication Association Annual Conference, Chicago, IL, USA
- 2017 National Communication Association Annual Conference, Dallas, TX, USA
- 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 acting 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

PR Hiring Committee Member, Department of Communication, May 2025 – Present

- Serving on the committee to hire two career-track PR assistant professors as part of the preparation for the PR major launch.

Graduate Committee, Department of Communication, Aug 2024 – Present

- Evaluate applications for admission, student academic progress, and proposed graduate courses
- Administer comprehensive exams for master's students
- Developing policies (e.g., AI usage) and procedures related to the Graduate program.

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

- Working with three other PR faculty and the leadership in the Department to propose and develop the PR major (approved in Spring 2025)
- Currently preparing to launch the major in Fall 2025 or Spring 2026.

Committee on Unity and Engagement (former Diversity, Equity, and Inclusion Committee), Department of Communication, Dec 2021 – Present

- Serving on the CUE for the Department of Communication to establish and enhance the unity and engagement efforts within the department, which includes developing the committee's mission statement, providing relevant resources, and offering workshops.

PR Hiring Committee Chair (Oct-Dec 2023) & **Member** (Oct 2022 – March 2023), Department of Communication

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

UA Sustainability & Climate Action Plan Working Groups (Sep 2023 – May 2024)
Served

- Served in this group as part of a collaborative and consultative effort to create the University's first institutional Sustainability and Climate Action Plan, resulting from the University Strategic Plan.

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

- Served 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

- Served 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 Minor Curricular Revision, Department of Communication, Aug 2020 – Aug 2021

- Revised the PR minor curriculum with three other 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 – Dec 2022

- 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 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 student 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-led a volunteer project on conservation and community development in one of the six target countries, including Australia, Costa Rica, the Dominican Republic, New Zealand, South Africa, and Thailand, in the summer of 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 visits 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 the “If You Are the One” dating show.
- Providing services and help for MSU Chinese students and scholars and promoting 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 the 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 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 in 12 countries on 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 on 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
R programming
Mplus
STATA