Yue Li
Curriculum Vitae
September 2024
Department of Communication Studies
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Google Scholar

Education

Ph.D. in Communication   08/2018-08/2023
The Ohio State University, USA
    Dissertation: Virality and fidelity of the transmission of vaccine-related information with different veracity on Twitter
    Advisors: Dr. Zheng Joyce Wang, Dr. Robert Bond
    Committee members: Dr. Michael Slater, Dr. Jingbo Meng
    Graduate Interdisciplinary Specialization: *Advanced Quantitative Research Methods*

M.S. in Communication   08/2014-06/2016
North Carolina State University, USA
    Advisor: Dr. Andrew R. Binder

M.A. in Communication and New Media   08/2013-07/2014
City University of Hong Kong, Hong Kong
    GPA: 3.82/4.00 with distinction

B.A. in Advertising   09/2009-07/2013
Tianjin Foreign Studies University, China
    GPA: 92/100 or 4.2/5 (Ranked 1st among 46 students)

Academic and Professional Appointments

2024 – present   **Assistant Professor**
Department of Communication Studies
University of Kansas – Lawrence, KS, USA

2023 – 2024   **Postdoctoral Research Fellow**
Annenberg School for Communication
University of Pennsylvania – Philadelphia, PA, USA
Faculty supervisor: Dr. Joseph Cappella

2018 – 2023   **Instructor of Record, Research and Teaching Assistant**
School of Communication
The Ohio State University – Columbus, OH, USA

2016 – 2018   **Marketing Research Executive**
Kantar Millward Brown, WPP – Shanghai, China
Responsibilities:
- Assessing advertising effectiveness
- Tracking brand health equity
- Evaluating commercial campaigns

- Audience segmentation based on real customer needs and behaviors

Research

Research Interests

Media content processing and effects at the intersection of health and political contexts:

- **Dynamic processes of media coverage of public health policies**: Examining how news media, social media, and governments strategically and dynamically cover public health policies.

- **Dynamic diffusion processes of health (mis)information in social media environments**: Examining the mechanisms by which accurate and inaccurate health-related information diffuses among individuals and through news media on social media platforms.

- **Processing and longitudinal effects of media content about public health policies**: Examining individuals' processing of health-related media content and its long-term effects on the perceptions and behaviors related to health.

- **AI-driven misinformation intervention**: Theorizing how linguistic variations in generative AI's fact-checking responses influence individuals' trust in AI, as well as their acceptance and propagation of misinformation.

Advanced computational and quantitative research methods:

- **Computational social science methods**: Specializing in machine learning and natural language processing, focusing on deep neural network language models and text analysis techniques.

- **Inferential social network analysis**: Employing inferential network methodologies for both cross-sectional and longitudinal social network data, including Exponential Random Graph Models (ERGM), Latent Space Models, and Additive and Multiplicative Effects Network Models.

- **Advanced statistical modeling:** Proficient in advanced statistical methods, such as multilevel modeling, time-series analysis, and dynamic panel data modeling, to capture nuanced patterns in complex datasets.

- **Social media analytics:** Leveraging big data from social media platforms to perform analytics that inform our understanding of information diffusion, conversational patterns, public opinion, and behavioral outcomes.

- **Eye-tracking method:** Using eye-tracking to examine how individuals' attention to various visual and textual entities of misinformation affects false memory, misbeliefs, and misperceptions.

Peer-reviewed Journal Articles

Cappella, J.N., & **Li, Y.** (2023). Principles of effective message design: A review and model of content and format features. *Asian Communication Research, 20*(3), 147-174. https://doi.org/10.20879/acr.2023.20.023

Li, Y., Wang, Z., & Li, Q. (2023). Presidential communication during the pandemic: A longitudinal examination of its relationship with partisan perceptions and behaviors in the United States. *Human Communication Research, 49*(4), 433-447. https://doi.org/10.1093/hcr/hqad025

Li, Y., & Bond, R. M. (2023). Examining semantic (dis)similarity in news through news organizations' ideological similarity, similarity in truthfulness, and public engagement on social media: A network approach. *Human Communication Research, 49*(1), 47-60. https://doi.org/10.1093/hcr/hqac020

Li, Y., Gee, W., Jin, K., & Bond, R.M. (2023). Examining homophily, language coordination, and analytical thinking in online conversations about vaccines on Reddit: A study using deep neural network language

models and computer-assisted conversational analyses. *Journal of Medical Internet Research*, *25*, e41882. https://doi.org/10.2196/41882

Li, Y., & Bond, R. M. (2022). Evidence of the persistence and consistency of social signatures. *Applied Network Science*, *7*(1), 1–19. https://doi.org/10.1007/s41109-022-00448-0

Manuscripts in Progress

Under Review (dissertation project)	**Li, Y.**, & Jin, K. The staying power of misinformation: The differential fidelity of information with different veracity in the diffusion landscape
Under Review (dissertation project)	**Li, Y.**, & Jin, K. Unveiling virality: In the context of COVID-19 vaccines, accurate information triumphs over misinformation, driven by network clustering and threat information
Under Review	Xu, S., Gong, Z., **Li, Y.**, Zhao, Y., & Huang, S. The trust cost of AI hallucinations: Examining cognitive, relational, and behavioral trust dynamics in human-AI collaboration
Under Review	Xu, S., Gong, Z., **Li, Y.**, Zhao, Y., & Ahsan, A. Building appropriate trust in artificial intelligence: Examining a longitudinal trust calibration model and an intervention
Under Review	Parmet, T., **Li, Y.**, Cappella, J., Scherer, L., & Housten, A. A content analysis of news coverage describing the United States Preventive Services Task Force 2024 breast cancer screening guidelines
Manuscript Preparation	**Li, Y.,** Wang, Z., & Redbird, B. The partisan divide and the pandemic: "Bias" in media coverage, media selection, and media processing
Data Analysis Ongoing	Liao, D., **Li, Y.**, & Brinberg, M. Examining accommodation in patient-provider communication using computational conversation analyses
Data Collection Ongoing	**Li, Y.**, Xu, S., & Li, W. The network of communication theories used in empirical research published from 1990 to 2023.

Conference Papers

Li, Y. (2024, November). Unveiling Virality: In the Context of COVID-19 Vaccines, Accurate Information Triumphs over Misinformation, Driven by Network Clustering and Threat Information. Paper presented at *the 2024 110th annual convention of the National Communication Association (NCA), New Orleans, LA*.

Li, Y. (2024, June). The Staying Power of Misinformation: The Differential Fidelity of Information with Different Veracity in the Diffusion Landscape. Paper presented at *the 2024 74th annual convention of the International Communication Association (ICA), Gold Coast, Australia*.

Li, Y., Wang, Z., Redbird, B., Lumpkin, R., Archit, D., Yang, K., & Cirtwill, P. (2022, May). The Partisan Divide and the Pandemic: "Bias" in Media Coverage, Media Selection, and Media Processing. Paper presented at *the 2022 72nd annual convention of the International Communication Association (ICA), Paris, France*.

Wang, Z., **Li, Y.,** & Li, Q. (2021, May). White House Communication and Its Impact on the Public during the Pandemic. Paper presented at *the 2021 71st annual convention of the International Communication Association (ICA), virtual online due to COVID-19*.

Li, Y. (2016, November). How do People with an Interdependent Cultural Background Show Optimistic Bias? Exploring Optimistic Bias about Polluted Haze among Residents of Two Chinese Cities. Paper presented at *the 2016 102nd annual convention of the National Communication Association (NCA), Philadelphia, PA*.

Li, Y. (2015, April). Predicting Chinese Individuals' Intention to Have a Second Child: A Study Combining Social Norms Theory and the Theory of Reasoned Action. Paper presented at *the 2015 106th annual convention of Eastern Communication Association (ECA), Philadelphia, PA.*

Teaching Positions

Instructor of Record	COMS 320 Communication and New Media	08/2024-12/2024	KU
	COMM 3558 Social Media (ONLINE)	05/2023-07/2023	OSU
	COMM 3628 Contemporary Persuasion Theories (ONLINE)	08/2022-12/2022	OSU
	COMM 2367 Persuasive Communication (ONLINE)	01/2022-05/2022	OSU
	COMM 3163 Industry Research Methods	08/2021-12/2021	OSU
	COMM 3444 Advertising and Society (ONLINE)	05/2021-08/2021	OSU
	COMM 3160 Communication Research Methods	01/2021-05/2021	OSU
	COM 110 Public Speaking	08/2015-12/2015	NCSU

Teaching Assistant	COMM 2540 Introduction to Communication Technologies	08/2020-12/2020	OSU
	COMM 3444 Advertising and Society	01/2020-05/2020	OSU
	COMM 2331 Strategic Communication Principles	08/2019-12/2019	OSU
	COM 257 Media History and Technology	01/2015-05/2015	NCSU
	COM 230 Introduction to Communication Theory	08/2014-12/2014	NCSU

Awards & Honors

University Fellowship	08/2018 The Ohio State University
Outstanding Undergraduate	06/2013 Tianjin Foreign Studies University
Best Bachelor's Thesis of the Year	06/2013 Tianjin Foreign Studies University
Sumitomo Corporation Scholarship	12/2012 Tianjin Foreign Studies University
Top-Class Scholarship for Academic Excellence	2009-2012 Tianjin Foreign Studies University

Research Funding

Personal Research Fund
$5,500, School of Communication, The Ohio State University (AU18-SP23)
$5,000, Annenberg School for Communication, University of Pennsylvania (2023-2024)

Other Academic Training

Summer Institute of Computational Social Sciences
06/2024, University of Pennsylvania, Philadelphia, PA
- Learned advanced text analysis, advances in large language models, agent-based modeling, and data donation on social media

Conversations as Dynamic Dyadic Systems Workshop
06/2023, Pennsylvania State University, Online
- Learned assumptions that comprise a dynamic dyadic system, how to operationalize behaviors to study conversational dynamics, strategies for visualizing conversational data, and how to examine conversations using configural frequency analysis and sequence analysis.

ICPSR Summer Program
07/2021-08/2021 University of Michigan, Ann Arbor, MI
- Learned advanced Bayesian statistical analysis, advanced time series analysis, advanced panel data modeling.

Introduction to Agent Based Modeling	09/2019 Santa Fe Institute, Santa Fe, NM • Learned how to use agent-based modeling to understand and examine a widely diverse and disparate set of complex problems.
Social Network Analysis and Health	05/2019 Duke University, Durham, NC • Learned about topics on network data collection, ego-network analysis, diffusion and peer influence, communities in networks, respondent-driven sampling, network visualizations, statistical models (e.g. exponential random graph models, stochastic actor-oriented models), and agent-based modeling.
SAS Certified Base Programmer for SAS 9	01/2016 SAS Institute, Cary, NC • Learned about skills in importing and exporting raw data files, manipulating and transforming data, combining SAS data sets, creating basic detail and summary reports using SAS procedures and identifying and correcting data, syntax and programming logic errors.

Skills

Programing Languages: R (advanced), Python (proficient), SAS (certified), SPSS (intermediate), STATA (beginner)

Media Design and Production: Adobe Creative Suite (proficient in Photoshop, Illustrator, Premiere, After Effects, and Lightroom)

Academic Service

Departmental Service

Student grievance committee (2024-2025; KU)

Ad-Hoc Reviewer *Computers in Human Behavior*
Journal of Medical Internet Research
Mass Communication and Society
Annual Conferences of International Communication Association

Mentoring Undergraduate Students

Paige Cirtwill (2020-2022) (Major: Journalism; Graduated in 2023 at OSU)
Priya Chauhan (2022-2023) (Major: Communication Technology; Graduated in 2023 at OSU)
Anna Geiser (2022-2023) (Major: Strategic Communication; Graduated in 2024 at OSU)
Nora Igelnik (2022-2023) (Major: Journalism; Expected to graduate in 2026 at OSU)
Sydney Jones (2022-2023) (Major: Journalism; Expected to graduate in 2025 at OSU)
Jingyi Li (2022-2023) (Major: Communication; Graduated in 2023 at OSU and now a master's student at Northwestern University)
Sheng Lin (2022-2023) (Major: Strategic Communication; Graduated in 2024 at OSU and now a master's student at Northwestern University)
Aly Rollins (2022-2023) (Major: Communication; Graduated in 2023 at OSU)
Jared Villalobos (2022-2023) (Major: Communication Technology; Graduated in 2023 at OSU)
Shuyang Wu (2022-2023) (Major: Strategic Communication; Graduated in 2023 at OSU and now a master's student at Northwestern University)

References

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