

Jiangmeng (Helen) Liu

Communication Department
College of Arts and Sciences, Seattle University
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EDUCATION

- University of Miami** (Coral Gables, FL) 2013-2017
Ph.D. in Communication
Dissertation Title: Does Being an Expert Make You More Negative? An Investigation of Subjective Expertise and Electronic Word-Of-Mouth Communication
Committee Chair: Dr. Cong Li
- University of Miami** (Coral Gables, FL) 2011-2013
Master of Arts in Public Relations
Master's Thesis Title: Microblogging Use by the Chinese Government.
Committee Chair: Dr. Don Stacks
- Zhejiang University of Media and Communications** (Hangzhou, China) 2007-2011
Bachelor of Engineering in Digital Media Arts

PUBLICATIONS & CONFERENCE PAPERS

Journal Articles

- Liu, J.,** Li, C., Carcioppolo, N., & North, M. (2016). Do our Facebook friends make us feel worse? A study of social comparison and emotion. *Human Communication Research, 42*(4), 619-640.
- Liu, J.,** Li, C., Ji, Y., North, M., & Yang, F. (2017). Like it or not: The Fortune 500's Facebook Strategies to generate consumers' electronic word-of-mouth. *Computers in Human Behavior, 73*, 605-613.
- Liu, J.,** North, M., & Li, C. (2017). Relationship building through reputation and tribalism on company Facebook pages: A uses and gratifications approach. *Internet Research, 27*(5), 1149-1169.
- Li, C., & **Liu, J.** (2017). A name alone is not enough: A reexamination of web-based personalization effect. *Computers in Human Behavior, 72*, 132-139.
- Li, C., & **Liu, J.** (2017). Effects of using social networking sites in different languages: Does Spanish or English make a difference? *Computers in Human Behavior, 74*, 257-264.
- Ji, Y., Li, C., North, M., & **Liu, J.** (2017). Staking reputation on stakeholders: How does stakeholders' Facebook engagement help or ruin a company's reputation? *Public Relations Review, 43*(1), 201-210.

North, M., Li, C., & **Liu, J.** (2018). An analysis of how Fortune 500 companies respond to users replying to company tweets. *Innovative Marketing*, 13, 17-24.

Yoon, G., Li, C., Ji, Y., North, M., Hong, C., & **Liu, J.** (2018). Attracting comments: Digital engagement metrics on Facebook and financial performance. *Journal of Advertising*, 47, 24-37.

Li, C., **Liu, J.**, & Hong, C. (accepted). The effect of preference stability and extremity on personalized advertising. *Journalism & Mass Communication Quarterly*.

Book Chapters

North, M., Li, C., Ji, Y., & **Liu, J.** (2017). Using Twitter for crisis communication: A content analysis of Fortune 500 companies. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication*. New York, NY: Routledge.

North, M., Li, C., Yang, F., & **Liu, J.** (2016). Brand community management via Google+. In A. Hutchins & N. Tindall (Eds.), *Public relations and participatory culture: Fandom, social media, and community engagement*. New York, NY: Routledge.

Liu, J., Ji, Y., Li, Z., & Stacks, D. (2015). Social media with one aspect of politics. In G. H. Stempel III & T. K. Hargrove (Eds.), *The 21st-century voter: Who votes, how they vote and why they vote*. Santa Barbara, CA: ABC-CLIO Corporate.

Ji, Y., Li, Z., **Liu, J.**, & Stacks, D. (2015). Political ethics. In G. H. Stempel III & T. K. Hargrove (Eds.), *The 21st-century voter: Who votes, how they vote and why they vote*. Santa Barbara, CA: ABC-CLIO Corporate.

Li, Z., **Liu, J.**, Ji, Y., & Stacks, D. (2015). Role social media in political campaign. In G. H. Stempel III & T. K. Hargrove (Eds.), *The 21st-century voter: Who votes, how they vote and why they vote*. Santa Barbara, CA: ABC-CLIO Corporate.

Conference Presentations

Liu, J., & Yang, Q. (2018, November). Does social media make you healthier? A meta-analytic review of social media use and mental health. Paper to be presented at the annual conference of the National Communication Association (NCA), Salt Lake City, UT.

Liu, J., & Li, C. (2018, August). Does being an expert make you more negative? An investigation of subjective expertise and electronic word-of-mouth communication. Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication (AEJMC), Washington, D.C., VA.

Liu, J., & Yang, Q., (2016, November). Culture, media, and political participation: A multi-level analysis of World Value Survey (WVS). Paper presented at the annual conference of the National Communication Association (NCA), Philadelphia, PA.

Liu, J., North, M., & Li, C. (2016, June). From fun to fan: Examining relationship building and public engagement on company Facebook pages by using a uses and gratifications approach.

Paper presented at the annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Li, C., **Liu, J.**, & Hong, C. (2016, March). Personalized advertising redefined and retested: Do consumers' preference stability and extremity matter? Paper presented at the annual conference of the American Academy of Advertising (AAA), Seattle, WA.

Yang, Q., & **Liu, J.** (2015, November). Health means different across cultures: A multilevel model analyzing self-report health status using world values survey. Paper presented at the American Public Health Association (APHA) Annual Meeting and Exposition, Chicago, IL.

Li, C., & **Liu, J.** (2015, August). What's in a name? A reexamination of personalized communication effects. Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Liu, J. (2015, May). Sina Weibo use by public sectors in China. Paper presented at the annual conference of the International Communication Association (ICA), San Juan, PR.

Ji, Y., & **Liu, J.** (2015, May). From perception to engagement: Mediation effect of interactivity on organization-public relationships outcomes and stakeholders' online behaviors. Paper presented at the annual conference of the International Communication Association (ICA), San Juan, PR.

Liu, J., Li, C., Ji, Y., North, M., & Yang, F. (2015, March). Like it or not: The Fortune 500's Facebook strategies to generate engagement from users. Paper presented at the annual conference of the American Academy of Advertising (AAA), Chicago, IL.

Li, Z., Ji, Y., & **Liu, J.** (2015, March). Big Data for Public Relations Practice – technical, analytical and practical use: A demonstration. Paper presented at the annual International Public Relations Research Conference (IPRRC), Miami, FL.

Li, C., **Liu, J.**, & Li, Z. (2014, May). Facebook versus Renren: How Chinese students depend on different social networking sites for acculturation into the American society. Paper presented at the annual conference of the International Communication Association (ICA), Seattle, WA.

Ji, Y., **Liu, J.**, & Martinez, R. (2014, March). Why won't you "Like" us: An analysis of university-student relationship cultivation on Facebook fan page engagement. Paper presented at the annual International Public Relations Research Conference (IPRRC), Miami, FL.

Li, C., Stacks, D., Ji, Y., & **Liu, J.** (2014, March). #Socialmedia's #impact on #Fortune500companies. Paper presented at the annual International Public Relations Research Conference (IPRRC), Miami, FL.

Li, C., & **Liu, J.** (2013, June). Social networking sites as cultural products: A test with Facebook and Renren. Paper presented at the annual conference of the International Communication Association (ICA), London, UK.

TEACHING EXPERIENCE**Assistant Professor***Seattle University*

- 2018 Spring *CMME2300 Introduction to Strategic Communication*
CMME3302 Social Media Management
- 2018 Winter *CMME2300 Introduction to Strategic Communication*
CMME3302 Social Media Management
- 2017 Fall *CMME2300 Introduction to Strategic Communication*

Independent Instructor of Record*University of Miami*

- 2017 Spring *STC103 Statistical Reasoning for Strategic Communication*
- 2016 Fall *STC103 Statistical Reasoning for Strategic Communication*
- 2016 Spring *STC311 Public Relations Research*
- 2015 Fall *STC311 Public Relations Research*
- 2015 Spring *CPR103 Statistical Reasoning for Strategic Communication*

Teaching Assistant*University of Miami*

- 2016 Spring *STC201 Public Relations Strategy Development (Volunteer)*
- 2015 Fall *STC116 Principles of Public Relations (Volunteer)*
- 2014 Spring *CAD495 Advertising Management*
- 2013 Fall *CAD201 Advertising Strategy Development*
CAD114 Principles of Advertising
- 2013 Spring *CAD201 Advertising Strategy Development*
- 2012 Fall *CAD312 Research Method for Advertising*
- 2012 Spring *CAD495 Advertising Management*
MKT387 Internet Marketing
- 2011 Fall *CAD201 Advertising Strategy Development*
- 2011 Spring *CAD201 Advertising Strategy Development*

SERVICE

- 2018 Ad-hoc Journal Reviewer, *Internet Research*
 Conference Manuscript Reviewer, Association for Education in Journalism and
 Mass Communication (AEJMC)
- 2017 Ad-hoc Journal Reviewer, *Communication Report*
- 2016 Ad-hoc Journal Reviewer, *Mass Communication and Society*
- 2016 *Student Representative of Graduate Committee, School of Communication,*
University of Miami
- 2015 Conference Manuscript Reviewer, International Communication Association
 (ICA)
- 2014 *Conference Coordinator, International Public Relations Research Conference*

- 2010 *Vice President of Student Government, Zhejiang University of Media and Communications*
- 2009 *Minister of Student Government, Zhejiang University of Media and Communications*

PROFESSIONAL AFFILIATIONS

- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- Public Relations Society of America (PRSA)
- American Academy of Advertising (AAA)

HONORS & AWARDS

Grant

- 2015 *Center for Communication, Culture, and Change Pilot Research Awards, University of Miami, \$5,000*
Graduate Research Assistant
Project: *Do our friends make us feel worse? Examining social comparison effects on Facebook*

Scholarships

- 2011-2017 *Graduate Assistantship, University of Miami*
- 2008-2009 *National Scholarship of P.R. China*
- 2007 *China Mobile Scholarship*
- 2007-2010 *First Prize Scholarship, Zhejiang University of Media and Communications*

PROFESSIONAL EXPERIENCE

Social Media and Marketing Assistant April 2012 - July 2012

(CocoWalk LLC., Coconut Grove, Florida, U.S.)

Assisted Marketing Manager with daily tasks; Managed social media and coordinated events; Worked with tenants in advertising and event planning.

Scenarist October 2007- May 2008

(TV Station of Xiasha High Education District, Hangzhou, China)

Responsible for topic selection, interviewing, video shooting and editing.

SKILLS

Statistical Analysis

SPSS, HLM, Mplus, AMOS, R

Computer Skills

- Film editing software (*Adobe Premiere, Final Cut Pro, Edius*);
- Composition and 3D creation software (*Adobe After Effects, 3Ds Max*);
- Graphic design and typesetting software (*Adobe Photoshop, Adobe InDesign*);
- Webpage design software (*Adobe Dreamweaver*).