

Sixiao Liu

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The Annenberg School for Communication
University of Pennsylvania
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Education

Ph.D., Communication, 2021

Minor (Micro-credential): Communication Campaigns

University at Buffalo, the State University of New York

Dissertation Title: Incorporating Psychological Distance Framing in Narrative Persuasion

Dissertation Committee chair: Janet Yang

Dissertation Committee members: Melanie Green, Thomas Feeley

M.A., Communication, 2017

University at Buffalo, the State University of New York

M.A., Journalism, Media, and Communication, 2015

Cardiff University, Wales, UK

B.A., Portuguese Study, 2012

Tianjin Foreign Studies University, Tianjin, China

Certificate of Portuguese Language and Culture Study at Advanced Level, 2011

University of Lisbon, Portugal

Academic Positions

Postdoctoral Researcher, Health Communication and Equity Lab, Annenberg School for Communication, University of Pennsylvania, August 2021

Grant Activities

- **National Science Foundation - Doctoral Dissertation Research Improvement Grant (DDRIG) in Decision, Risk, and Management Sciences (DRMS) #2046692** - Project Title: Incorporating Psychological Distance Framing in Narrative Persuasion. (Co-PI, Funded for \$22,654)
- **National Science Foundation #1761843** – Project Title: RAPID: Emergence of ethnic social network and disaster resilience (Research Assistant, Summer stipend funded, 05-08/2019)

- **Department of Health and Human Services, Office of Adolescent Health through The National Campaign to Prevent Teen and Unplanned Pregnancy, Innovation Next Stage One Award**, “Juntos: A Neighborhood Storytelling and Action Network for Teen Pregnancy Prevention among Latino Youth,” (Research Assistant, Summer stipend funded, 06-08/2016)

Peer-Reviewed Publications

13. Chu, H. & **Liu, S.** (in press). Light at the end of the tunnel: Influence of vaccine availability and vaccination intention on people’s consideration of the COVID-19 vaccine. *Social Science & Medicine*.
12. Chu, H., Yang, J. Z., & **Liu, S.** (2021) Not my pandemic: Solution aversion and the polarized public perception of COVID-19. *Science Communication*, 43. 508-528. doi:10.1177/10755470211022020
11. Yang, J. Z., Rickard, L., **Liu, S.**, & Boze, T. (2021). Seafood stories: The effect of video message type on U.S. support for sustainable aquaculture. *Journal of Applied Communication Research*. doi:10.1080/00909882.2021.1939403
10. Chu, H. & **Liu, S.** (2021). Integrating health behavior theories to predict COVID-19 vaccines uptake intent among the American public. *Patient Education and Counseling*, 104. 1878-1886. doi:10.1016/j.pec.2021.02.031
9. Chu, H., **Liu, S.**, & Yang, J. Z. (2021). Together we survive: The role of social media in fostering social capital and disaster resilience among minority communities. *Natural Hazards*, 106, 2711-2729. doi:10.1007/s11069-021-04562-7
8. Chu, H., Yuan, S., & **Liu, S.** (2021). Call them COVIDiodts: Exploring the roles of aggressive communication style and psychological distance in communicating science. *Public Understanding of Science*, 30, 240-257. doi:10.1177/0963662521989191
7. Rickard, L., Yang, J. Z., **Liu, S.**, & Boze, T. (2021). Fish tales: How narrative modality, emotion, and transportation influence support for sustainable aquaculture. *Science Communication*, 43, 252-275. doi:10.1177/1075547020987555
6. **Liu, S.** & Yang, J. Z. (2020). The role of temporal distance perception in narrative vs. non-narrative persuasion related to e-cigarettes. *Journal of Health Communication*, 25, 543-553. doi:10.1080/10810730.2020.1788678
5. **Liu, S.** & Yang, J. Z. (2020). Incorporating message framing into narrative persuasion to curb e-cigarette use among college students. *Risk Analysis*, 40, 1677-1690. doi:10.1111/risa.13502

4. **Liu, S.**, Yang, J. Z. & Chu, H. (2019). When we increase fear, do we dampen hope? Using narrative persuasion to promote HPV vaccination in China. *Journal of Health Psychology*. doi:10.1177/1359105319894626
3. Wang, H., Singhal, A., Quist, C., Sachdev, A., & **Liu, S.** (2019). Aligning the stars in East Los High: How authentic characters and storylines can translate into real-life changes through transmedia edutainment. *SEARCH Journal of Media and Communication Research, 11*, 1-22.
2. **Liu, S.**, Yang, J. Z., & Chu, H. (2019). Now or future? Analyzing the effects of message frame and format in motivating Chinese females to get HPV vaccines for their children. *Patient Education and Counseling, 102*, 61-67. doi:10.1016/j.pec.2018.09.005
1. **Liu, S.**, Yang, J. Z. & Chu, H., Sun, S., & Li, H. (2018). Different culture or different mind? Perception and acceptance of HPV vaccine in China and in the U.S. *Journal of Health Communication, 23*, 1008-1016. doi:10.1080/10810730.2018.1536729

Manuscripts under Peer Review

Liu, S. & Chu, H. (under review). Who should I trust? Exploring the role of trust in promoting COVID-19 vaccination. *Health Communication*.

Yang, J. Z., Chu, H., & **Liu, S.** (2nd revision). FEMA, media, or search engine? Rumor validation on social media during natural disasters. *Disasters*.

Manuscripts in Preparation

Liu, S., Yang, J. Z., & Chu, H. Seeing through the eyes of peers: Using distance-framed narrative to communicate risks related to e-cigarette use.

Liu, S., & Yang, J. Z. Guilty audience, healthy choice: Exploring the role of narrative in motivating young adults to stay away from e-cigarettes.

Liu, S., Yang, Z., & Chu, H. Communicate about ocean plastic pollution through distance framing and narrative persuasion.

Liu, S. & Chu, H. Social support in the time of COVID-19: How COVID-19 lockdowns influenced people's psychological wellbeing.

Chu, H. & **Liu, S.** Using risk information seeking and processing model to understand people's COVID-19 vaccine related information seeking processes.

Honors and Awards

- **ISC + ComSHER Cohort**, Inclusive SciComm & ComSHER Division, Association for Education in Journalism and Mass Communication. 08/2021
- **Eason Prize/Top Student Paper Award**, ComSHER Division, Association for Education in Journalism and Mass Communication. 08/2021
- **Communication Science Research Award**, Department of Communication, University at Buffalo, SUNY, 05/2020
- **Travel Award**, Society for Risk Analysis, 12/2019
- **Professional Development Award**, New York State Graduate Student Employee Union, 07/2019
- **Top Paper Award**, Division of Ethnicity and Race in Communication, International Communication Association, 05/2019
- **Travel Award**, Society for Risk Analysis, 12/2018
- **Professional Development Award**, New York State Graduate Student Employee Union, 07/2018
- **Student Travel Grant**, International Communication Association, 05/2018
- **Top Paper Award**, Division of Health Communication, National Communication Association, 11/2016
- **Barry Fallon Memorial International Student Assistance Award**, College of Arts and Sciences, University at Buffalo, SUNY, 01/2016

Referred Conference Presentations

25. **Liu, S.** (August 2021) Seeing through the eyes of suffered peers: Using distance-framed narrative to communicate risks related to e-cigarette use. Paper presented at *Association for Education in Journalism and Mass Communication Annual Conference*. Virtual Meeting.
*Top Student Paper and Eason Prize Winner, ComSHER Division.
24. **Liu, S.**, Yang, Z. J. & Chu, H. (May 2021) Close to you: Using distance framing and narrative persuasion to communicate about ocean plastic pollution. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
23. Boze, T., Rickard, L., Yang, J. Z., & **Liu, S.** (May 2021) The influence of message type, environmental attitude, and political ideology on perceptions of aquaculture in the

- United States. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
22. Chu, H & **Liu, S.** (May 2021) Integrating health behavior theories to predict COVID-19 vaccines uptake intent among the American public. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
 21. **Liu, S.**, Yang, Z. J. & Chu, H. (May 2021) Not my pandemic: Solution aversion and the polarized public perception of COVID-19. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
 20. Chu, H., Yuan, S., & **Liu, S.** (December 2020) From your not-so-friendly neighborhood doctor: style, distance and risk communication in the time of COVID-19. Paper presented at *Society for Risk Analysis Annual Meeting*. Virtual Meeting.
 19. Rickard, L., Yang, J. Z., **Liu, S.**, & Boze, T. (August 2020). Seafood stories: How narrative modality, emotion, and transportation influence support for sustainable aquaculture. Poster presented at *Association for Education in Journalism and Mass Communication Annual Conference*. Virtual Meeting.
 18. **Liu, S.**, & Yang, J. Z. (May 2020). Using narrative persuasion to curb e-cigarette use among youths. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
 17. Yang, J. Z., Rickard, L., **Liu, S.**, & Boze, T. (May 2020). Telling stories about sustainable seafood: The effect of message format and transportation on support for aquaculture. Paper presented at *International Communication Association Annual Conference*. Virtual Meeting.
 16. Rickard, L., Yang, J. Z., **Liu, S.**, & Boze, T. (December 2019). Telling stories about sustainable seafood: Using narrative persuasion in aquaculture risk communication. Paper presented at *Society for Risk Analysis Annual Meeting*. Arlington, VA.
 15. **Liu, S.**, & Yang, J. Z. (December 2019). It's about time: Analyzing the role of temporal distance perception in narrative persuasion related to e-cigarettes. Poster presented at *Society for Risk Analysis Annual Meeting*. Arlington, VA.
 14. Yang, J. Z., Chu, H., & **Liu, S.** (August 2019). FEMA, media, or search engine? Rumor validation on social media. Paper presented at *Association for Education in Journalism and Mass Communication Annual Conference*. Toronto, Canada.
 13. Chu, H., **Liu, S.**, & Yang, J. Z. (May 2019). Together we survive: The role of social media in fostering social capital and disaster resilience among minority communities. Paper presented at *International Communication Association Annual Conference*. Washington, DC.
 *Top Paper Award, Division of Ethnicity and Race in Communication.

12. **Liu, S.**, & Yang, J. Z. (April 2019). Stop looking for your JUUL! Analyzing the role of narrative persuasion in deterring e-cigarettes use among youths. Poster presented at *D.C. Conference on Health Communication*. Washington, DC.
11. **Liu, S.**, Chu, H., & Yang, J. Z. (December 2018). Analyzing the effect of cost and receiver considerations in promoting the HPV vaccination in China. Poster presented at *Society for Risk Analysis Annual Meeting*. New Orleans, LA
10. **Liu, S.**, Yang, Z. J. & Chu, H. (November 2018). To fear or to hope? Using narrative messages to promote HPV Vaccination in China. Paper presented at *National Communication Association Annual Conference*. Salt Lake City, UT
9. **Liu, S.**, Yang, Z. J. & Chu, H. (August 2018). Now or future? Motivating Chinese women to get the HPV vaccines for their children. Paper presented at *Association for Education in Journalism and Mass Communication Annual Conference*. Washington, DC.
8. **Liu, S.**, Yang, Z. J., Chu, H., Sun, S., & Li, H. (May 2018). Different culture or different mind? Perception and acceptance of HPV vaccine in China and in the U.S. Paper presented at *International Communication Association Annual Conference*. Prague, Czech Republic.
7. Wang, H., **Liu, S.**, & Bouman, M. (April 2018). Digital entertainment as an alternative to sex ed: Examples from the Netherlands, the United States, and China. Extended abstract presented at the *2018 International Social and Behavior Change Communication (SBCC) Summit*. Bali, Indonesia.
6. **Liu, S.**, & Yang, Z. J. (December 2017). Perception and acceptance of HPV vaccination: Evaluating the impacts of message framing, motivation, cultural cognition and gender in a cross-country context. Poster presented at *Society for Risk Analysis Annual Meeting*. Arlington, VA.
5. **Liu, S.**, Wang, H., & Chu, H. (August 2017). Calling for dad: Analysis of a popular Chinese reality show Dad, Where Are We Going. Paper presented at *Association for Education in Journalism and Mass Communication Annual Meeting*. Chicago, IL.
4. Wang, H., Singhal, A., & **Liu, S.** (May 2017). The rising tide of East Los High: How audience responded to the groundbreaking transmedia edutainment program. Paper presented at *International Communication Association Annual Conference*. San Diego, CA.
3. Wang, H., Quist, C., Singhal, A., & **Liu, S.** (April 2016). In their own words: Audience response to East Los High, an edutainment teen drama to promote safe sex among young Latina Americans. Poster presented at *Kentucky Conference on Health Communication*. Lexington, KY.

2. Rintamaki, L. S, Pittman, M. M., O'Mally, A., Peek, D. M., Przysinda, W., Chameli, J., Murszewski, S., **Liu, S.**, & Thompson, K. (November 2016). Patient preferences for discussing sexual health with physicians: A two-nation comparison. Paper presented at *National Communication Association Annual Conference*. Philadelphia, PA.
1. Rintamaki, L. S, Karras, E., Peek, D. M., Przysinda, W., Pittman, M. M., Murszewski, S., Thompson, K., & **Liu, S.** (November 2016). Damaging interactions: Communicative events that disrupt the therapeutic alliance between deaf patients and their physicians. Paper presented at *National Communication Association Annual Conference*. Philadelphia, PA.
***Top Paper Award, Division of Health Communication.**

Teaching Experience

Instructor of Record - University at Buffalo, the State University of New York

- Communication Theory (Fall 2019, Spring 2020 & Fall 2020)

Teaching Assistant - University at Buffalo, the State University of New York

- Communication Theory (Spring 2019)
- Health Communication (Fall 2018)
- Principles of Communication (Fall 2017 & Spring 2018)
- Entertainment Education (Spring 2017)
- Sexual Communication (Fall 2015)

Guest Lecture

- 11/2015 Sexual Communication
 - Topic: Family Communication on Sex-related Topics
- 04/2017 Entertainment Education
 - Topic: Transmedia Storytelling
 - Topic: *East Los High*, Transmedia Edutainment for Health Promotion and Behavior Change among Hispanic Youths
- 11/2018 Health Communication
 - Topic: Narrative Medicine
 - Topic: Social Roles and Health Communication
- 04/2019 Communication Theory
 - Topic: Agenda-setting and Framing

Media Features

- New “COVIDiot” study explores the impact of using an aggressive style to convey public health messages. (02/2021) *PsyPost*. <https://www.psypost.org/2021/02/new-covidiot-study-explores-the-impact-of-using-an-aggressive-style-to-convey-public-health-messages-59576>

Services

Ad-hoc Reviewer

- Health Communication
- Journal of Health Communication
- Environmental Communication
- Mass Communication and Society
- International Communication Association Annual Conference

Volunteer

- International Communication Association Annual Conference 2017 in San Diego, CA
- Society for Risk Analysis Annual Meeting 2018, New Orleans, LA
- Society for Risk Analysis Annual Meeting 2019, Arlington, VA

Professional Memberships

- 2016-2021: International Communication Association
- 2017-2021: Association for Education in Journalism and Mass Communication
- 2017-2021: Society for Risk Analysis
- 2018-2019: National Communication Association

Professional Skills

Statistical Analysis Software

- IBM SPSS
- MPlus
- SAS
- Stata