MENGQI (MAGGIE) LIAO

Assistant Professor

Department of Advertising & Public Relations,

Grady College of Journalism & Mass Communication,

University of Georgia

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EDUCATION

8/2020 – 7/2024	**Donald P. Bellisario College of Communications**	**Penn State University (PSU)**

Degree: Ph.D., Mass Communication

Advisor: Dr. S. Shyam Sundar

GPA: 4/4

8/2018 – 8/2020	**Donald P. Bellisario College of Communications**	**Penn State University (PSU)**

Degree: M.A., Media Studies

Advisor: Dr. S. Shyam Sundar

GPA: 3.97/4

9/2014-6/2018	**School of Communication**	**Hong Kong Baptist University (HKBU)**

Degree: Bachelor of Social Sciences

Major: Public Relations & Advertising

Minor: Psychology

GPA: 3.82/4

PUBLICATIONS

Liao, M., Sajjadi, P., & Sundar, S. S. (2024). How does VR affect Emotional Appeal and Persuasiveness of Gain vs. Loss-Framed Messages? *Science Communication, 46*(3), 276–304. https://doi.org/10.1177/10755470241229453

Liao, M. Wang, J., Chen, C., & Sundar, S. S. (2023). Less Vigilant in the Mobile Era? A Comparison of Information Processing on Mobile Phones and Personal Computers. *New Media & Society.* https://doi.org/10.1177/14614448231209475.

Skurka, C., **Liao, M.,** & Gil de Zúñiga. H. (2023). Tuning Out (Political and Science) News? A Selective Exposure Study of the News Finds Me Perception. *Communication Research*. https://doi.org/10.1177/00936502231215528.

Liao, M. (2023). Understanding the effects of personalized recommender systems on political news perceptions: A comparison of content-based, collaborative, and editorial choice-based news recommender system. *Journal of Broadcasting & Electronic Media*, *67*(3), 1–29. https://doi.org/10.1080/08838151.2023.2206662

Sundar, S. S. & **Liao, M.** (2023). Calling BS on ChatGPT: Reflections on AI as a communication source. *Journalism & Communication Monographs*, *25*(2), 165–180. https://doi.org/10.1177/15226379231167135

Sun, Y., Drivas, M., **Liao, M.,** & Sundar, S. S. (2023). When recommender systems snoop into social media, users trust them less for health advice. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23),* Article No. 818. https://doi.org/10.1145/3544548.3581123

Liao, M., & Sundar, S. S. (2022). Sound of silence: Does muting notifications reduce phone use? *Computers in Human Behavior*, *134*, 107338. https://doi.org/10.1016/j.chb.2022.107338

Liao, M., Agnihotri, D., & Zhong, X. (2022). "Paying with my face" – Understanding users' adoption and privacy concerns of facial recognition payment. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, *66*(1), 731–735. https://doi.org/10.1177/1071181322661480

Liao, M., Sundar, S. S., & Walther, J. B. (2022). User trust in recommendation systems: A comparison of content-based, collaborative and demographic filtering. *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22),* Article No. 486. https://doi.org/10.1145/3491102.3501936

Liao, M., & Sundar, S. S. (2022). # facebookdown: Time to panic or detox? Understanding users' reactions to social media outage. Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI EA '22), Article No. 357. https://doi.org/10.1145/3491101.3519674

Liao, M., & Sundar, S. S. (2022). When E-commerce personalization systems show and tell: Investigating the relative persuasive appeal of content-based versus collaborative filtering. *Journal of Advertising, 51*(2), 256–267.* https://doi.org/10.1080/00913367.2021.1887013

> *Most Influential Articles in 2021—American Academy of Advertising Journals: https://www.tandfonline.com/journals/ujoa20/collections/AAA-Most-Influential-Articles-2021

Liao, M., & Sundar, S. S. (2021). How should AI systems talk to users when collecting their personal information? Effects of role framing and self-referencing on human-AI interaction. *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21),* Article No. 151. https://doi.org/10.1145/3411764.3445415

Eng, N., DiRusso, C., Troy, C. L. C., Freeman, J. R., **Liao, M.,** & Sun, Y. (2021). 'I had no idea that greenwashing was even a thing': Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. *Environmental Education Research, 27*(11), 1599–1617. https://doi.org/10.1080/13504622.2021.1976732

Liao, M., & Mak, A. K. Y. (2019). "Comments are disabled for this video": A technological affordances approach to understanding source credibility assessment of CSR information on YouTube. *Public Relations Review, 45*(5), 101840. https://doi.org/10.1016/j.pubrev.2019.101840

BOOK CHAPTER

Liao M., Sundar, S.S. & Rosson, M. B. (2023). Online Privacy Cues and Heuristics. In S. Trepte & P. K. Masur (Eds.), *The Routledge Handbook of Privacy and Social Media* (pp. 80–88). Routledge.

SELECTED CONFERENCE PRESENTATIONS

Kang, J., **Liao, M.,** & Sundar, S.S. (2024, June). Combating Addictive Use of TikTok with Digital Nudging. Paper presented at the 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia.*

> *Communication and Technology Division Top Paper Award

Liao, M., Sun, Y., Durotoye, T., Sundar, S. S., & Gil de Zúñiga. H. (2023, Aug). *When News Finds Me, Do I Care About the Source? Relative Credibility of Social Media, Algorithms and News Editors.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Liao, M., Lee, S., Dooley, A., Sundar, S. S., & Xiong. A. (2023, Aug). *User Responses to Misinformation Flagging by Automated vs. Human Fact-Checkers.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Myrick, J., **Liao, M.,** Wang, R., & Sundar, S.S. (2023, Aug). *#DeleteYourPeriodTracker: Twitter Users Sentiments About Data Privacy and Women's Health in Post-Roe America.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Liao, M., Sajjadi, P., & Sundar, S. S. (2023, May). *How does VR affect the Emotional Appeal and Persuasiveness of Gain vs. Loss-Framed Environmental Messages?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Sundar, S. S., Cho, E., **Liao, M.,** Yin, J., & Wang, J. (2023, May). *The Phenomenon of Sharing Without Clicking: A Computational Study of Political Content Forwarding on Facebook.* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Chen, C., **Liao, M.,** Walther, J.B., & Sundar, S.S. (2023, May). *When an AI Doctor Gets Personal: The Differential Effects of Social vs. Medical Individuation.* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Liao, M., Wang, J., Chen, C. & Sundar, S. S. (2022, May). *Mindlessness in the Mobile Era? A Comparison of Information Processing on Mobile Phones and Personal Computers.* Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Skurka, C., **Liao, M.,** & Gil de Zúñiga. H. (2022, May). *Tuning Out (Political and Science) News? A Selective Exposure Study of the News Finds Me Perception*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Sun, Y., **Liao, M.,** Sundar, S. S. & Walther, J.B. (2022, May). *Does Transparency Matter When an AI System Meets Performance Expectations? An Experiment with an Online Dating Site*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Liao, M., & Mak, A. K. Y. (2021, May). *Understanding the Integrated Effects of YouTube Interface Cues: A Technological Affordances Approach to Message Credibility, CSR Skepticism and Attitudes.* Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Liao, M., & Tan, R. (2021, May). *Talking to Tech: An Investigation of Task-Device Usage in Relation to Voice Personality Preference.* Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Tan, R., **Liao, M.,** & Wang, R. (2020, August). *Friendly mistakes: Investigating the relationship between AI error, social cues, and trust in gameplay.* Paper presented at the 103rd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA. (converted to virtual due to COVID-19).

Kim, N., **Liao, M**., & Xie, W. (2019, March). *The Spiral of Silence on Social Media: How Perceived Opinion Climate, Social Media Integration and Attitude Certainty Can Influence the Opinion Expression of Climate Change.* Paper presented at the 2019 Annual Convention of Association for Education in Journalism and Mass Communication (AEJMC) Midwinter conference, Norman, OK, USA.

TEACHING EXPERIENCE

8/2023-12/2023	**Instructor of record, Penn State University**

- COMM 420 Research Methods in Advertising and Public Relations
- Provides students with the tools to outline, execute and evaluate mass media research: 1) using research for advertising and public relations program/campaign management—planning, monitoring and evaluating, 2) teach the most important research methods used in the field – content analysis, focus groups, in-depth interviews, surveys and experiments – and gain experience with the statistical methods and software (SPSS) most often used to analyze results

1/2019-5/2020	**Instructor of record (3 semesters), Penn State University**

- For COMM 310 Digital Media Metrics and Analytics lab sessions each week
- Teach basics of social media analytics, and how to use Excel and Google Analytics for data analysis in industry practice

1/2024-5/2024	**Teaching Assistant, Dr. S. Shyam Sundar, Penn State University**
1/2021-5/2023	

- For COMM 418 Media Effects, assignment grading, lecture materials preparation, assisting students' group research projects
- For COMM 326 Effects of Social Media, assignment grading, lecture materials preparation, assisting students' group research projects
- For COMM 517 Psychological Aspects of Communication Technology, assisting students' group research projects (four semesters)
- For COMM 506 Research Methods in Communications, assignment grading, assisting students' group research projects (two semesters)

8/2018- 12/2019	**Teaching Assistant, Dr. Krishna Jayakar, Penn State University**

- For COMM 310 Digital Media Metrics and Analytics
- Grading, assisting with lessons preparation, supporting students' learning

INVITED TALK, PANEL, GUEST LECTURES

Panel presenter (June, 2024). *BLUE SKY: Leveraging Generative AI in Communication Research: Opportunities, Challenges, and Best Practices.* The 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Guest Lecture. (Feb, 2024). The persuasive effect of recommender systems*. ADV 492/892: Human-AI Interaction, University of Flordia*

Guest Lecture. (March, 2023). Interacting with recommender systems, understanding the persuasive effect of algorithmic transparency on user trust*. ADV 492/892: Human-AI Interaction, Michigan State University*

Guest Lecture. (March, 2023). Experimental Method. *COMM 420: Research Methods in Advertising and Public Relations, Penn State University*

Invited Talk. (Oct. 22, 2022). *Living in the age of AI – the persuasive effect of algorithmic transparency on user trust.* Cutting-edge Communication Research @ Amsterdam School of Communication Research (ASCoR)

https://ascor.uva.nl/events/cecor/cutting-edge-communication-research-at-ascor.html

Guest Lecture. (November, 2021). Psychology of communication technology. *COMM 118: Introduction to Media Effects, Penn State University*

Guest Lecture. (March, 2021). Effects of virtual environments. *COMM 418: Media Effects, Penn State University*

SERVICE

4/2023	**Paper session chair for the session "News, Misinformation, and Social Media" at the 2023 ACM CHI Conference on Human Factors in Computing Systems**

Journals reviewers

- **Human Communication Research**
- **Media Psychology**
- **Social Media and Society**
- **Telematics and Informatics**
- **International Journal of Human-Computer Interaction**
- **Cyberpsychology: Journal of Psychosocial Research**

Conference (Archival) reviewers

- **2024 CHI Conference on Human Factors in Computing Systems**
- **2023 CHI Conference on Human Factors in Computing Systems**
- **2022 CHI Conference on Human Factors in Computing Systems**

Conference (Non-archival) reviwers

- **2023, 2022, 2021, 2020, 2019 Annual conference of the International Communication Association (ICA)**

SELECTED PRESS COVERAGE

Muting Your Phone May Cause More Stress, Not Less

https://www.usnews.com/news/health-news/articles/2022-06-27/muting-your-phone-may-cause-more-stress-not-less

Outage outrage: Facebook outage may reveal depth of social media dependency

https://www.psu.edu/news/institute-computational-and-data-sciences/story/outage-outrage-facebook-outage-may-reveal-depth/

Subtle signals can influence whether people trust online recommendations

https://www.psu.edu/news/institute-computational-and-data-sciences/story/subtle-signals-can-influence-whether-people-trust/

Consumers make decisions based on how and why products are recommended online

https://www.newswise.com/articles/consumers-make-decisions-based-on-how-and-why-products-are-recommended-online

How AIs ask for personal information is important for gaining user trust

https://news.psu.edu/story/657378/2021/05/12/research/how-ais-ask-personal-information-important-gaining-user-trust

Digital Anxiety

https://www.facebook.com/SamYorkReports/videos/438532316922719/.2019.101840

HONORS AND AWARDS

2023-2024   **Alumni Association Dissertation Award, PSU**

- $ 7,000, one of the most prestigious available to Penn State graduate students that recognizes outstanding achievement in scholarship and professional accomplishment

2022-2023   **Penn State Graduate Student International Travel Grants, PSU**

- $ 1, 500

2020-2021   **Sidney and Helen Friedman Endowed Scholarship, PSU**

- $ 1, 169, awarded to students who have achieved superior academic interest in advertising who have achieved superior academic records or who manifest promise of outstanding academic success

2020-2021   **Graham scholarship, PSU**

- $ 833, awarded to students with outstanding academic record

2019-2020   **Sidney and Helen Friedman Endowed Scholarship, PSU**

- Awarded to one student each year by Donald P. Bellisario College of Communications ($ 961)
- Awarded to students with outstanding academic record and contributions to the college

2018-2019   **Sidney and Helen Friedman Endowed Scholarship**, PSU

- Awarded to one student each year by Donald P. Bellisario College of Communications ($ 1,890)
- Awarded to students with outstanding academic record and contributions to the college

2018-2019   **First Year Scholarship, PSU**

- Awarded to incoming students with outstanding academic records by Donald P. Bellisario College of Communications ($ 2,000)

2018   **Top Honors Project Award in 2018, HKBU**

2018   **Graduated with President Honors Roll, HKBU**

2014-2018   **Admission Scholarship Scheme for the Mainland Applicants, HKBU**

- Awarded by HKBU Office of Students Affairs
- Awarded to top 3 percent of students

- 4 years, HK$170,000/year

2017   **Silver award for voluntary services, the Social Welfare Department & Steering Committee of Hong Kong Government**

- Awarded to individuals with 100 service hours a year

2016-2017   **World Communications Year Scholarship, HKBU**

- Awarded only one time per year to ONLY ONE student in School of Communication of HKBU (HK$4,400)
- Award recognizes student with excellent academic performance in School of Communication of HKBU

2015-2016   **Dean's Award, School of Communication, HKBU**

- Awarded only one time per year to Only ONE student (HK$20,000) by Dean of School of Communication
- Award recognizes student with outstanding academic achievements, leadership abilities, extensive general knowledge, excellent communication skills, and an outstanding record in extra-curricular activities, as well as community and voluntary services

INDUSTRY WORK EXPERIENCE

6/2017-8/2017   **Web Copy Editor, China IPTV (Beijing) Co., Ltd., Beijing, China**

- Working for the Operation Management Department
- China IPTV is the only authorized company that operates digitized TV programs in China

6/2016   **Member, Integrated Marketing Communications Campaign Project, McCann & Spencer (a PR firm) and HKBU, Hong Kong**

- Designed the rebranding campaign for Dragon Air (now Cathay Dragon) airline company after it merged into Cathay Pacific
- Role: communication with the clients, market analysis, designing market campaigns

8/2015   **Intern, Ta Kung Pao, Hong Kong**

- Tao Kung Pao is the oldest active Chinese language newspaper in China, founded in 1902
- Conducted field interviews
- Published 3 articles covering policy and social issues including on *The Belt and Road Initiative* and the political and economic development of Gansu Province in China

6/2015-7/2015   **Promotion Officer, Copy Writer, Wechat Platform Organizer, Beijing Meiyi Advertising Co., Ltd.,**
12/2014-1/2015   **Beijing, China**

- Designing Wechat Mini websites, writing promotional messages for different clients' Wechat public accounts

ACADEMIC AFFILIATIONS

- The Media Effects Research Lab (MERL), Penn State University
- Center for Socially Responsible Artificial Intelligence (CSRAI), student affiliate, Penn State University
- Association for Computing Machinery (ACM)
- ACM Special Interest Group on Computer-Human Interaction (SIGCHI)
- International Communication Association (ICA)
- The Communication and Technology (CAT) Division of International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- The Communication Technology Division of Association for Education in Journalism and Mass Communication (AEJMC)

SKILLS

- Research Methods:

- ■ Quantitative: Experimental design, survey design, statistical analysis, big data analysis (Machine Learning in R, Natural Language Processing & Textual analysis in R)
- ■ Qualitative: In-depth interviews, focus group
- Software: Microsoft Office, SPSS (with Process Macro), R, JMP, AMOS (for Structural Equation Modeling), HTML (Web-Design with 2D and 3D animations), Python (basic)
- Certifications: Google Analytics Certification, Google AdWords Fundamental and Mobile Certifications
- Language: Chinese, English, and Cantonese