

Xudong Liu



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Teaching and Research Areas

Media Psychology, Public Opinion, Theoretical Implications of Social Media Use

Academic Qualifications

2006 - 2011 PhD / Mass Communication / Southern Illinois University Carbondale
1996 - 1999 Master / Journalism and Communication / Fudan University
1991 - 1995 Bachelor / History / Nanjing University

Teaching and Professional Experiences

2015 - present Associate Professor/ Macau University of Science and Technology
2011 - 2015 Assistant Professor/ Macau University of Science and Technology
2008 - 2009 Lecture / College of Mass Communication and Media Arts/ SIUC
1999 - 2003 Editor / News Room / *Jiefang Daily*

Representative Publications

Selected Journal Articles:

- Liu, X., & Li, X. (2023). Diversified exposure mitigates biased perceptions: Involvement, media exposure, and hostile media perceptions toward coverage of U.S.-China trade disputes. *International Communication Gazette*. <https://doi.org/10.1177/17480485231216581>
- Liu, X., Pang, S., & Li, X. (2023). Enveloped in mediated pandemic: Immersion as a mediator of the effects of media exposure on perceived severity and behavioral intention. *Chinese Journal of Communication*. <https://doi.org/10.1080/17544750.2023.2248287>
- Yang, S., Huang, V., Zhong, L., Liu, X., & Zhong, R. (2023). Social compensation or social enhancement? A path model connecting rejection sensitivity and loneliness for Chinese online dating applications users. *Computers in Human Behavior*. 149, 107929. <https://doi.org/10.1016/j.chb.2023.107929>
- Guo, Y., Yu, Q., Gao, Y., Liu, X., & Li, C. (2023). Max-min distance embedding for unsupervised hyperspectral image classification in the satellite Internet of Things system. *Internet of Things*, 22, 100775. <https://doi.org/10.1016/j.iot.2023.100775>
- Zhao, X., Liu, X., Chen, Y.S., Jiao, W.A., Ao, S.H., Shen, F., & Zhao, Z. G. (2023). First-person influences on third-person perceptions. *China Media Research*, 19(4), 1-28.

- Liu, X., Pang, S., & Li, X. (2022). The effects of journalists' job perceptions on job satisfaction and organizational commitment moderated by altruism. *Journalism Practice*, <https://doi.org/10.1080/17512786.2022.2142838>
- Liu, X., Lo, V.H., Wei, R., Li, X., Pang, S., & Zhang, R. (2021). Media exposure and third person perception: The mediating role of social realism and proxy efficacy. *International Journal of Communication*, 15, 4338-4359.
- Liu, X., Lo, V.H., & Wei, R. (2020). Violent videogames, telepresence, presumed influence, and support for taking restrictive and protective actions. *Sage Open*, 10(2), 1-11. <https://doi.org/10.1177/2158244020919524>
- Liu, X., & Li, X. (2015). Disagreement expression and reasoned opinions in two US online newspaper forums. In *Emerging Media* (pp. 222-240). New York: Routledge.
- Liu, X., & Li, X. (2015). What motivates online disagreement expression? The influence of self-efficacy, mastery experience, vicarious experience, and verbal persuasion. In *Emerging Media* (pp. 197-221). New York: Routledge.
- Liu, X., & Lo, V. H. (2014). Media exposure, perceived personal impact, and third-person effect. *Media Psychology*, 17(4), 378-396. <https://doi.org/10.1080/15213269.2013.826587>
- Li, X., & Liu, X. (2013). Selective exposure, extended exposure, and sidetracked exposure: A model of media exposure on the internet and consequential effects. *Annals of the International Communication Association*, 37(1), 323-347. <https://doi.org/10.1080/23808985.2013.11679154>
- Liu, X., & Fahmy, S. (2011). Exploring the spiral of silence in the virtual world: Individuals' willingness to express personal opinions in online versus offline settings. *Journal of Media and Communication Studies*, 3(2), 45.
- Li, X., & Liu, X. (2010). Framing and coverage of same-sex marriage in US newspapers. *Howard Journal of Communications*, 21(1), 72-91. <https://doi.org/10.1080/10646170903501161>
- 柳旭東, 錢能(2021). 分裂的刻板印象：在綫動漫中的女性形象建構研究。國際新聞界, 43(6), 114-129.
- 彭雪華, 柳旭東... 趙心樹 (2020). 影響估差：京湘新聞人中的第三者效應和第一者因素。新聞大學, 6, 63-81.
- 劉磊, 柳旭東(2020). 外國觀眾對中國電影線上評論的文本分析——基於 IMDb 網站的樣本調查。當代電影, 3, 144-149.
- 柳旭東, 張瑞瑤 (2019). 解構新聞情懷：新聞從業者利他主義、社會價值感知與組織承諾研究。新聞記者, 10, 41-54.
- 柳旭東, 張瑞瑤 (2018). 美國新聞專業學生專業忠誠度分析。新聞記者, 2, 46-50.
- 柳旭東, 李喜根, 劉洋(2017) 互聯網傳播環境下的選擇性接觸與偏軌接觸, 學海, 2, 123-129.
- 柳旭東, 竇俊娥(2015). 中國國家電視媒體食品安全議題報導的框架研究——基於對中央電視臺《新聞聯播》十年報導的實證分析。現代傳播, 37(1), 55-60.
- 柳旭東(2013). “二級傳播”模式在社會化媒體環境下的弱化。新聞大學, 4, 96-101.
- 柳旭東(2011). 意見領袖在社群媒體傳播中的維度。新聞與傳播研究, 18(6), 75-80.
- Books:**
柳旭東(2023). 調查問卷優化邏輯. 北京：中國社會科學出版社

Research Grants/Projects

2022-2023	Chinese Journalists' Job Perceptions and Responsive Behaviors
2022-2023	A Survey Study of New Media Use and Social Behaviors of Macau Residents
2013 - 2014	Violence in Video Games and Third Person Effect
2012 - 2012	Social Media Use in the Newspapers of Greater China