

# Xudong Liu (柳旭東)

Position: Professor

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Faculty of Humanities and Arts

Macau University of Science and Technology

## ***Research Interest***

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

## ***Education***

2006-2011	Ph.D. / Mass Communication / Southern Illinois University Carbondale
1996-1999	M.A. / Journalism and Communication / Fudan University
1991-1995	B.A. / History / Nanjing University

## ***Teaching and Professional Experience***

2024 -present	Professor/Macau University of Science and Technology
2015 - 2024	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 / <i>Jiefang Daily</i>

## ***Selected Publications***

### *Journal Articles:*

1. Zhong, L., Chen, X., Shan, X., & **Liu, X.** (2024). From FoMO to discontinuous usage intention: Information overload and social media fatigue for Chinese Weibo users. *Southern Communication Journal*, 89(5), 309-322.  
<https://doi.org/10.1080/1041794X.2024.2431074> (ESCI; IF: 0.6)
2. **Liu, X.**, Pang, S., & Li, X. (2024). The effects of journalists' job perceptions on job satisfaction and organizational commitment moderated by altruism. *Journalism Practice*, 18(10), 2512-2530. <https://doi.org/10.1080/17512786.2022.2142838> (SSCI; IF:2.1; Q2 in Communication)
3. **Liu, X.**, Pang, S., & Li, X. (2024). Enveloped in mediated pandemic: Immersion as a mediator of the effects of media exposure on perceived severity and behavioral intention. *Chinese Journal of Communication*. 17(2), 189-205.  
<https://doi.org/10.1080/17544750.2023.2248287> (SSCI; IF:2.7; Q2 in Communication)

4. **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> (SSCI; IF:1.9; Q3 in Communication)
5. 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> (SSCI; IF : 9.9; Q1 in Psychology )
6. 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> (SCI; IF: 5.9; Q2 in Engineering General)
7. 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.
8. **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. (SSCI & SCI; IF:2.1; Q2 in Communication)
9. **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> (SSCI; IF:2.0; Q2 in Social Science/Miscellaneous)
10. **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.
11. **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.
12. **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> (SSCI; IF:4.2; Q1 in Communication)
13. 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>

14. **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.
15. **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> (Scopus; IF: 1.0)
16. **Guo, Y., Yang, X., & Liu, X.\*** (2024). The mediation models investigating the influence of narrative POV and expanding narratives of public service short video on organ donation intentions based on two experimental studies (公益短視頻敘事視角及擴展敘事對於器官捐獻意圖影響的仲介關係機制實驗研究) [Chinese]. *Chinese Journal of Journalism & Communication* (國際新聞界), 46(3), 30-54. (CSSCI)
17. **Li, P., & Liu, X.** (2024). Pervasive visual and tactile sensations: Gender control in science fiction movies (彌衍的視覺與觸覺：科幻電影中的性別控制) [Chinese]. *DongYue Tribune* (東嶽論叢), 45(3), 70-78. (CSSCI)
18. **Liu, X., & Qian, N.** (2021). The rupture of stereotype: A study of woman image construction in anime (分裂的刻板印象：在綫動漫中的女性形象建構研究) [Chinese]. *Chinese Journal of Journalism & Communication* (國際新聞界), 43(6), 114-129. (CSSCI)
19. **Pang, S., Li, P., & Liu, X.\***(2021). The Exploratory Study on the Publishing Ecosystem of Chinese Children's Books in Singapore (新加坡中文少兒圖書出版生態學研究)[Chinese]. *Publishing Research* (出版發行研究), 4, 88-95.(CSSCI)
20. **Peng, X., Liu, X.\*,...& Zhao, X.** (2020). Third-Person Perception and First-Person Factors: The Case of Media Professionals from Beijing and Hunan, 2018 (影響估差:京湘新聞人中的第三者效應和第一者因素) [Chinese]. *Journalism Research* (新聞大學), 6, 63-81. (CSSCI)
21. **Liu, L., & Liu, X.\*** (2020). Textual analysis on foreign audience's comments to Chinese films based on a sample on IMDb (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)[Chinese]. *Contemporary Cinema* (當代電影), 3, 144-149. (CSSCI)
22. **Liu, X., & Zhang, R.** (2019). Deconstructing news sentiment: A study on altruism, perception of social values, and organizational commitment of Chinese journalists (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) [Chinese]. *Shanghai Journalism Review* (新聞記者), 10,41-54. (CSSCI)
23. **Liu, X., & Zhang, R.** (2018). An empirical analysis of program loyalty among journalism students in the United States (美国新闻专业学生专业忠诚度分析) [Chinese]. *Shanghai Journalism Review* (新聞記者), 2, 46-50. (CSSCI)

24. **Liu, X., Li, X., & Liu, Y.** (2017) Selective exposure and side-tracked exposure within the Internet communication context (互联网传播环境下的选择性接触与偏轨接触) [Chinese]. *Academia Bimestris* (學海), 2, 123-129. (CSSCI)
25. **Liu, X., & Dou, J.** (2015). A frame analysis of China's national Television's news coverage of food safety issues - Based on the empirical analysis of a decade of reports from CCTV news network 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[Chinese]. *Modern Communication* (現代傳播), 37(1), 55-60. (CSSCI)
26. **Liu, X.** (2015). The interaction between newspaper's official Weibo account, news coverage of print media, and reader participation (報紙官微與紙媒及讀者參與互動研究) [Chinese]. *Journalism Research* (新聞大學), 4, 94-99. (CSSCI)
27. **Liu, X., & Huang, H.** (2011). The frame analysis of Macau Chinese newspapers' news coverage at the end of anti-Japanese war (澳門中文報紙在抗戰末期的新聞編輯框架研究) [Chinese]. *Chinese Journal of Journalism & Communication* (國際新聞界), 1,134-142. (CSSCI)
28. **Liu, X.** (2013). The weakening of the 'Two-step flow of communication' model in the context of social media (“二級傳播”模式在社會化媒體環境下的弱化) [Chinese]. *Journalism Research* (新聞大學), 4, 96-101. (CSSCI)
29. **Liu, X.** (2011). Marginalization of 'Personal' Blogs: The Diversion Trend of American Blogging Communities (“個人” 博客邊緣化: 美國博客群體的分流趨勢) [Chinese]. *Chinese Journal of Journalism & Communication* (國際新聞界), 12,96-100. (CSSCI)
30. **Liu, X.** (2011). The dimensions of opinion leaders in the information sharing on the social media (意見領袖在社群媒體傳播中的維度) [Chinese]. *Journalism & Communication* (新聞與傳播研究),18(6), 75-80. (CSSCI)

*Books:*

31. **Liu, X.** (2023). *The Logic of Survey Methodology* (調查問卷優化邏輯)[Chinese]. Beijing: China Social Sciences Press (中國社會科學出版社).

*Awards*

Top Faculty Paper Award Mass Communication Division in 2024 ICA Conference

*Research Grants/Projects*

2023 The Influence of AIs Diffusion on the Quality of Creative Discourse (Principal Investigator; Finished)

- 2023 The Research on Macau Newspapers within the Anti-Japanese War (Principal Investigator; Finished)
- 2022 Chinese Journalists' Job Perceptions, Altruism, and Responsive Behaviors (Principal Investigator; Finished)
- 2021 A Survey Study of New Media Use and Social Behaviors of Macau Residents (Co- Principal Investigator; Finished)
- 2018 General Self-Efficacy, Proxy Efficacy and Third Person Effect (Principal Investigator; Finished)