

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. **Liu, X.**, Tandoc, E.C. Jr., Li, X., & Chen, Y. (2026). "Misinformed" anxiety in the newsroom? The impact of presumed influence of misinformation, perception of journalism, and mental resilience. *Journalism*, 0(0), 1-20. <https://doi.org/10.1177/14648849261442979> (SSCI; IF: 2.7; Q1 in Communication)
2. **Liu, X.**, & Li, X. (2025). Diversified exposure mitigates biased perceptions: Involvement, media exposure, and hostile media perceptions toward coverage of U.S.-China trade disputes. *International Communication Gazette*. 87(2), 168-188. <https://doi.org/10.1177/17480485231216581> (SSCI; IF: 1.9; Q2 in Communication)
3. Li, Q., Peng, K., **Liu, X.***, Sun, Z., Guo, Y., & Liu, P.L. (2025). When you believe and beyond: The moderation effect of trust in information sources and humanity on the relationship between multi-platform news consumption and acceptance coping. *Sage*

- Open*, 15(4), 1-16. <https://doi.org/10.1177/21582440251386773> (SSCI; IF: 2.0; Q1 in Social Science/Miscellaneous)
4. Liang, Y., **Liu, X.**, Zhang, H., Wang, Y., & Zhong, L. (2025). A moderated mediation model of avoidance attachment and depression among Chinese online daters: A social enhancement perspective. *Acta Psychologica*, 258, 105282. 1-10.
<https://doi.org/10.1016/j.actpsy.2025.105282> (SSCI; IF: 2.7; Q2 in Psychology, Experimental)
 5. Tu, C., Li, X., Lu, F., **Liu, X.**, & Zhong, L. (2025). Involvement type matters: Examining policy-related news exposure and opinion expression on social media. *International Journal of Public Opinion Research*. <https://doi.org/10.1093/ijpor/edaf014> (SSCI; IF: 1.9; Q2 in Communication; Q2 in Political Science)
 6. 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)
 7. **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)
 8. **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)
 9. 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)
 10. 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)
 11. 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.
 12. **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)
13. **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)
 14. **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.
 15. **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.
 16. **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)
 17. 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>
 18. **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.
 19. 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)
 20. Cai, M., & **Liu, X.*** (2025). Journalists' positive psychology: The mechanistic relationship between self-efficacy in news coverage, resilience, and turnover intentions (新聞記者的積極心理:自我工作認知,心理韌性與和離職傾向的關係機制研究) [Chinese]. *Journalism Research* (新聞大學).12, 29-43. (CSSCI)
 21. Liu, S., Song, S., Yao, X., Liao, S., **Liu, X.**, Wang, H., & Zhao, X. (2025). Research on the industrial ecosystem and development pathway of Macao's advertising industry: Based on in-depth interviews with advertising practitioners (澳門廣告業產業生態及發展路徑研究:基於對廣告從業者深度訪談) [Chinese]. *Studies on Hong Kong and Macao* (當代港澳研究), 1, 157-181.
 22. 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)
23. 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)
24. 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)
25. 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)
26. 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)
27. 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)
28. 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)
29. 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)
30. 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)
31. 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)

32. 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)
33. Liu, X., & Huang, H. (2013). 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), 35(1), 134-142. (CSSCI)
34. 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)
35. 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)
36. 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:

37. 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

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| 2025 | The Investigation of Journalists' Use of Artificial intelligence in News Production (Principal Investigator) |
| 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) |