

# YUCHEN LIU

Clinical Assistant Professor | Mitch Daniels School of Business | Purdue University  
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## EDUCATION

**Ph.D.**, Strategic Communication June 2021  
University of Kansas, Lawrence, KS

Dissertation: “*An international brand’s social media strategies and consumer-brand identification: A cross-cultural analysis of China and the U.S.*”

Committee Chair: Dr. Hyunjin Seo

Committee Members: Dr. Mugur Geana, Dr. Tien-Tsung Lee, Dr. Yexin Jessica Li, and Dr. Chuck Marsh

**M.S.**, Journalism and Mass Communications May 2016  
University of Kansas, Lawrence, KS

Thesis: “*From social media uses and gratifications to social media addiction: A study of the abuse of social media among college students*”

Committee Chair: Dr. Hyunjin Seo

Committee Members: Dr. Peter Bobkowski and Dr. Joseph Erba

\*ProQuest’s **25 Most-Accessed Dissertations and Theses** among 2 million full-text works across all subject areas.

**B.A.**, Foreign, Second and Multilingual Language Education June 2014  
Yantai University, Yantai, China

## AWARDS & HONORS

**Textbook Affordability Award (2022)**, Cleveland State University

**Top Student Paper (2020)**, Visual Communication Studies Division, International Communication Association

**Doctoral Student Research Award (2019)**, University of Kansas

## TEACHING

Course Number & Title	Sem/Year	#Enrolled
MGMT 33500 Strategic Business Writing (Online)	Summer 2025	35
MGMT 33500 Strategic Business Writing (3 Sections)	Spring 2025	72
MGMT 29130 IBE Seminar #3: Executive Presence (3 Sections)	Spring 2025	56
MGMT 33500 Strategic Business Writing (4 Sections)	Fall 2024	96
COM 225 Media Writing (Online)	Spring 2024	35
COM 227 Principles of Social Media (Online)	Spring 2024	36
COM 257 Principles of Public Relations	Spring 2024	25
COM 260 Principles of Advertising (Online)	Spring 2024	40
COM 227 Principles of Social Media (Online)	Fall 2023	37
COM 257 Principles of Public Relations	Fall 2023	17
COM 260 Principles of Advertising (Online)	Fall 2023	29
COM 455 Communication Campaigns	Fall 2023	8

COM 257 Principles of Public Relations	Spring 2023	11
COM 355 Psychological Processing of Media (Online)	Spring 2023	39
COM 455 Communication Campaigns	Spring 2023	7
COM 660 Strategic Communication (Grad)	Spring 2023	5
COM 226 Mass Media and Society	Fall 2022	27
COM 227 Principles of Social Media	Fall 2022	34
COM 260 Principles of Advertising (Online)	Fall 2022	27
COM 455 Communication Campaigns	Fall 2022	12
JMC 560 Message Development (Online)	Summer 2022	18
COM 227 Principles of Social Media (Online)	Spring 2022	35
COM 257 Principles of Public Relations (Online)	Spring 2022	13
COM 355 Psychological Processing of Media (Online)	Spring 2022	38
COM 455 Communication Campaigns	Spring 2022	5
COM 227 Principles of Social Media (Online)	Fall 2021	41
COM 257 Principles of Public Relations (Online)	Fall 2021	13
COM 355 Psychological Processing of Media (Online)	Fall 2021	40
COM 455 Communication Campaigns	Fall 2021	9
JOUR 460 Research Methods in Strategic Communication (Online)	Spring 2021	63
JOUR 460 Research Methods in Strategic Communication (Hybrid)	Fall 2020	45
JOUR 560 Message Development (Online)	Summer 2020	16
JOUR 560 Message Development	Spring 2020	16
JOUR 420 StratComm II: Principles of Advertising and Public Relations	Fall 2019	39
JOUR 420 StratComm II: Principles of Advertising and Public Relations	Spring 2019	58
JOUR 560 Message Development	Fall 2018	17

## **EMPLOYMENT HISTORY**

### **Academic**

<b>Clinical Assistant Professor</b> School of Business, Purdue University	Aug. 2025-Present
<b>Lecturer in Business Communication</b> School of Business, Purdue University	May. 2024-Jul. 2025
<b>Visiting Assistant Professor</b> School of Communication, Cleveland State University	Aug. 2021-May 2024
<b>Research Associate</b> Center for Digital Inclusion, University of Kansas	Aug. 2018-Aug. 2021
<b>Research Assistant</b> Experimental Research Media Lab, University of Kansas	Aug. 2018-May 2021
<b>Graduate Teaching Assistant</b> School of Journalism and Mass Communications, University of Kansas	Aug. 2017-May 2021

### **Professional**

<b>Web/Social Media Manager</b> Channel 6 News, Lawrence, KS	Aug. 2016-Aug. 2017
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## **RESEARCH**

### **Referred Journal Publications**

- Seo, H., **Liu, Y.**, Ebrahim, H., Ittefaq, M., & Chung, D. (2023). COVID-19 pandemic and international students: A mixed-methods approach to social media, social support & mental health. *First Monday*.
- Seo, H., **Liu, Y.**, Ittefaq, M., Shayesteh, F., Kamanga, U. & Baines, A. (2022). International migrants and COVID-19 vaccinations: Social media, motivated information management & vaccination willingness. *Digital Health*, 8, 20552076221125972.
- Baines, A., Seo, H., Ittefaq, M., Shayesteh, F., Kamanga, U., & **Liu, Y.** (2022). [Study of minority immigrants' internet use for COVID-related information](#). *Convergence: The International Journal of Research into New Media Technologies*. Online First.
- Erba, J., Bobkowski, P., Ternes, B., **Liu, Y.**, & Logan, T. (2021). Who are the “masses” in mass communication research? Exploring participants’ demographic characteristics between 2000 and 2014. *Howard Journal of Communications*, 1-17.
- Vu, H. T., Blomberg, M., Seo, H., **Liu, Y.**, Shayesteh, F., & Do, H. V. (2021). Social media and environmental activism: Framing climate change on Facebook by global NGOs. *Science Communication*, 43(1), 91-115.
- Vu, H. T., Do, H. V., Seo, H., & **Liu, Y.** (2020). Who leads the conversation on climate change?: A study of a global network of NGOs on Twitter. *Environmental Communication*, 14(4), 450-464.
- Vu, H. T., **Liu, Y.**, & Tran, D. V. (2019). Nationalizing a global phenomenon: A study of how the press in 45 countries and territories portrays climate change. *Global Environmental Change*, 58.
- Erba, J., Zhang, D., & **Liu, Y.** (2019). Exploring the role of ethnic and bi-ethnic identities in advertisements targeting Chinese and Chinese-American consumers using celebrity athletes. *China Media Research*, 15(1).
- Erba, J., Ternes, B., Bobkowski, P., Logan, T., & **Liu, Y.** (2018). Sampling methods and sample populations in quantitative mass communication research studies: A 15-year census of six journals. *Communication Research Reports*, 35(1), 42-47.

### **Book Chapter**

- Seo, H., Ebrahim, H., Blomberg, M., **Liu, Y.**, & Harn, R-W. (2020). Social media and social adjustment: An international student perspective. In S. Chang & C. Gomes (Eds.). *Digital Experiences of International Students*. New York: Routledge.

### **Refereed Conference Papers & Presentations**

- **Liu, Y.** (2022). *KFC's Cultural Appeals and Messaging Strategies: A Cross-Cultural Content Analysis of Twitter and Weibo*. Intercultural Communication Division, International Communication Association (ICA) Conference (Hybrid), May 26-30, 2022.
- Seo, H., **Liu, Y.**, Ebrahim, H., Ittefaq, M., & Chung, D. (2021). *COVID-19 pandemic and international students: A mixed-methods approach to social media, social support & mental health*. Communication and Technology Division, International Communication Association (ICA) Conference (Virtual), May 27-31, 2021.
- **Liu, Y.** & Watson, J. (2020). *Meme(bership) cost #JustDoIt: A thematic study of Internet memes following Nike's Kaepernick ad*. **Top Student Paper Award**, Visual Communication Studies Division, International Communication Association (ICA) Conference (Virtual), May 21-26, 2020.
- **Liu, Y.** (2019). *You are what you post: The interaction of personality traits and visual content on Instagram*. Visual Communication Division, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada, August 7-10, 2019.

- Erba, J., **Liu, Y.**, & Geana, M. (2019). *Taking sides, and knowing it: Exploring the effects of race, gender and frame on white millennials' racial attitudes and online engagement*. Ethnicity and Race in Communication Division, International Communication Association (ICA) Conference, Washington, D.C., May 24-28, 2019.
- **Liu, Y.** (2019). *#JustDoIt: A thematic study of Internet memes following Nike's Kaepernick ad*. Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK, March 1-2, 2019.
- Vu, H. T., Do, H. V., Seo, H., & **Liu, Y.** (2018). *Who leads the conversation on climate change?: A study of a global network of NGOs on Twitter*. Communication Technology Division, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, D.C., August 6-9, 2018.
- Seo, H., Vu, H. T., Aromona, S., **Liu, Y.**, & Shayesteh, F. (2018). *Hashtag feminism around the world: A comparative analysis of #MeToo tweets*. Commission on the Status of Women Division, Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, D.C., August 6-9, 2018.
- **Liu, Y.** (2018). *You are what you post: The interaction of personality traits and visual content on Instagram*. Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK, March 2-3, 2018.
- Erba, J., Ternes, B., Bobkowski, P., Logan, T., & **Liu, Y.** (2017). *Sampling methods and sample populations in quantitative mass communication research studies: A 15-year census of six journals*. Mass Communication Division, International Communication Association (ICA) Conference, San Diego, CA, May 25-29, 2017.

## **SERVICE**

**Faculty Advisor** Sept. 2024-May 2025  
Badminton Matchmaking Club, Purdue University

**Founding Advisor** Sept. 2023-May 2024  
Campus Socialites, Cleveland State University

**Teaching Chair** Jul. 2023-Aug. 2024  
Communication Technology Division (CTEC),  
Association for Education in Journalism and Mass Communication (AEJMC)

**Best of Digital Chair** Jul. 2021-Jul. 2023  
Communication Technology Division (CTEC),  
Association for Education in Journalism and Mass Communication (AEJMC)

## **SKILLS**

Statistical Analysis  
Social Media Analytics  
Video Editing