

Mufan Luo

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Research summary & Interests	<p>My research examines interpersonal and psychological dynamics via communication technologies (social media, virtual reality, live streaming technology) using laboratory experiment and computational methods with large-scale datasets.</p> <p>Recent projects have investigated</p> <ul style="list-style-type: none">○ What drives shared media experience (e.g., watching a live stream video on YouTube) and whether it can fortify the need to belong○ How is social media use associated with psychological well-being○ How do individuals process and react to news and messages on social media○ How does technology shape self-presentation and self-identity
Education	<p>Ph.D. Department of Communication, <i>Stanford University</i> Expected 2021 (35/45 credits completed towards the M.S. in Statistics) Advisor: Dr. Jeffrey Hancock (GPA: 4.00/4.30)</p> <p>M.A. Department of Communication, <i>University of Illinois at Urbana-Champaign</i> 2016 Advisor: Dr. Cabral A. Bigman (GPA: 3.93/4.00)</p> <p>B.A. School of Journalism, <i>Renmin University of China</i> 2014</p>
Awards & Honors	<p>Weiland Fellowship, School of Humanities & Sciences, <i>Stanford University</i> Computational Social Science, Institute for Research in Social Science, <i>Stanford University</i> Graduate Fellowship, School of Liberal Arts & Sciences, <i>UIUC</i></p>
Training & Skills	<p>Research methods: experimental design, questionnaire design, ethnographic methods, text mining Statistical modeling: multivariate regression, multi-level modeling, structural equation modeling Programming language: R (proficiency), Python</p>
Teaching experience	<p>Teaching assistant, Introduction to Communication 09/2019-12/2019 Teaching assistant, Communication Research Method 04/2018-06/2018 Teaching assistant, Media, Culture & Society 09/2017-12/2019</p>
Journal articles & Chapters	<p>Publications</p> <p>Luo, M., & Hancock, J.T. (2020). Self-disclosure and psychological well-being in social media. <i>Current Opinion in Psychology</i>, 31, 110–115. doi:10.1016/j.copsyc.2019.08.019</p> <p>Luo, M., & Hancock, J.T. (in press). Complimenting the self online: The humblebrag and self-presentation in social media. In <i>Complimenting behavior across social media: New contexts and emerging trends</i>.</p> <p>Luo, M., Wang, N., & Bigman, C.A. (in press). Effects of opinion climate, efficacy messages, and publicness of social media on intentions to retransmit anti-binge drinking messages on Facebook. <i>Cyberpsychology, Behavior and Social Networking</i>.</p> <p>Chang, F., Luo, M., Waltor, G., Aguilar, L., & Bailenson, J. (in press). Stereotype threat in virtual learning environments: Effects of avatar gender and sexist behavior on women's math learning outcomes. <i>Cyberpsychology, Behavior and Social Networking</i>.</p> <p>Reeves, B., Ram, N., Robinson, T. (17 authors including Luo, M.) (2019). Screenomics: A framework to capture and analyze personal life experience and the ways that technology shapes them. <i>Human Computer Interactions</i>. 1-52.</p>

Manuscripts in preparation

Luo, M., Hancock, J.T., & Markowitz, D. (revise & resubmit). Perceptions and detection accuracy of news on social media: Effects of truth-bias and endorsement cues. *Communication Research*

Luo, M., Falisi, A., & Hancock, J.T. (under review). Can text messaging influence slant perception? A replication and extension of Schnall et al. (2008). *Journal of Experimental Social Psychology*.

Luo, M., Hsu, T., Park, J., & Hancock, J.T. (under review). Watching in live intensifies emotion: A perspective of shared attention using large-scale YouTube comments. *Proceedings of the 2020 ACM Conference on Computer Supported Cooperative Work and Social Computing*

French, M., **Luo, M.**, & Hancock, J.T. (under review). Addressing the audience: Effects of evaluation on identity shift in computer-mediated environments. *Media Psychology*.

Selected Conference Papers

Hancock, J.T., Liu, X., **Luo, M.**, Mieczkowski, H., French, M. (June, 2019) *Social media use and psychological well-being: A Meta-analysis*. Paper presented at International Communication Annual Conference, Washington, D.C.

Luo, M., Brinberg, M., Ram, N., & Reeves, B. (June, 2018). *Mediated and fragmented relationships in the new media age: Moment-by-moment analysis of a couple's media use as a case study*. Extended abstract presented at the ICWSM workshop "Bridging the lab and the field", Stanford, California.

Luo, M., Hancock, J.T., & Markowitz, D. (May, 2018). *Perceptions and detection accuracy of news on social media*. Paper presented at the International Communication Annual Conference, Prague, Czech Republic

Luo, M., Chang, S., & Hancock, J.T. (November, 2017). *An exploratory linguistic analysis of fake news using machine learning*. Paper presented at the National Communication Association Annual Conference, Dallas, TX.

Luo, M., Wang, N., & Bigman, C.A. (June, 2016). *Message retransmission intentions: Examining the relationship between message features, perceived norms, and personality traits*. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan

Dinh, L., **Luo, M.**, & Skurka, C. (June, 2016). *An evaluation of Spitzberg's meme diffusion: Bridging communication and computer science disciplines*. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan

Luo, M., & Zhang, D. (November, 2015). *Chinese physicians' use of Weibo for communicating health literacy and self-representation: A content analysis of Chinese physicians' Weibo*. Paper presented at the National Communication Association Annual Conference, Las Vegas, NV.

Yang, S., Xu, J., **Luo, M.**, & Qi, J. (July, 2014). *Will Chinese government's online censorship boomerang? The effects of perceived censorship attempt initiated by different agents on rumor processing, spreading and evaluation of government among Chinese netizens*. Paper presented at the Annual Scientific Meeting of the International Society for Political Psychology, Rome, Italy.
