

ALICE JI

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EDUCATION

PhD in Communications and Media 2023-present
University of Illinois at Urbana-Champaign

BA in Psychology and Economics, magna cum laude 2021
University of Chicago

Dissertation title: “Ramifications of social inclusion: Does social inclusion affect people’s adoption and internalization of harm-doing group normative behavior?”

RESEARCH

Doctoral Researcher 2023-present
Institute of Communications Research, University of Illinois at Urbana-Champaign

- Conduct research on digital media effects, focusing on misinformation correction, persuasion, and attention using experimental, physiological (eye-tracking, facial emotion analysis), and qualitative methods.
- Design and conduct survey, experimental, and qualitative studies on digital advertising, AI influencers, and political communication.
- Lead systematic literature reviews and secondary data analyses to synthesize insights on digital persuasion and misinformation.

Research Assistant 2019-2022
Booth School of Business, University of Chicago

- Conducted research on hiring decisions, interpersonal communication, and persuasion under Prof. Jane Risen & Prof. Nicholas Epley.
- Led data collection for 300+ participant studies on disagreement in hiring & conversation perception.
- Managed participant recruitment, database maintenance, and fraudulent participant detection via Sona & Qualtrics.
- Oversaw daily operations of a virtual lab on Zoom, directing research assistants and coordinating study logistics.

TEACHING

Graduate Teaching Assistant 2023-present
College of Media, University of Illinois at Urbana-Champaign

- Courses taught: ADV150 Introduction to Advertising; MACS100 Introduction to Popular TV & Movies; ADV305 Advertising Technology and the Digital World; ADV 480 Social Media Analytics
- Demonstrated effective communication skills by leading discussions, holding office hours, and answering students' questions.

- Worked closely with the course instructor to ensure that all course materials and assignments were aligned with learning objectives and course goals; Graded student assignments, providing constructive feedback.

PUBLICATIONS

Liu, A. Y., **Ji, A.**, Taneja, H., & Nelson, M. R. (in press). Stakeholder-desired Audiences: Fans' Audience Data Imaginaries and How They Shape Industry Data Practices. *Convergence*.

Paltaratskaya, V., **Ji, A.**, Mazumdar, P., & Wise, K. (2025). Beyond Buzzwords: The Development of Large Language Models and Their Use in Advertising and Strategic Communication Research. *Journal of Current Issues & Research in Advertising*, 1–40. <https://doi.org/10.1080/10641734.2025.2498996>

Wise, K., Paltaratskaya, V., & **Ji, A.** (2026). Media choice. In *De Gruyter Handbook of Media Psychology*. Walter de Gruyter GmbH & Co KG.

CONFERENCE PRESENTATIONS

Wise, K., Willis, E., **Ji, A.**, Paltaratskaya, V. (2025, November). Reimagining the Presentation of Important Safety Information (ISI) in Social Media Pharmaceutical Advertising. NCA 111th Annual Convention, Colorado, US.

Ji, A., Paltaratskaya, V., & Wise, K. (2025, June). The Effect of Message Fatigue on Visual Attention to, and Elaboration of Mental Health Infographics. Annual Conference of the International Communication Association (ICA 2025), Colorado, US.

Ji, A., Khowaja, L., Gilloly, K., Luo, H., Oshodi, N., Randolph, Z., Sun, R., Wang, C.-Y., Nelson, M. R. (2025, March). TikTok Made Me Buy It: Breaking Expectations with Shoppable Ads. American Academy of Advertising 2025 Annual Conference, Pennsylvania, US.

Wise, K., Willis, E., **Ji, A.**, Paltaratskaya, V., Chung, M. (2024, November). Psychological Processing of Important Safety Information (ISI) in Social Media Pharmaceutical Advertising. NCA 110th Annual Convention, Louisiana, US.

Liu, A. Y., **Ji, A.**, Taneja, H., Nelson, M. R. (2024, March). "Industry Imaginary" and Fans' Reactivity to Measurements: How Fans Negotiate with Cultural Industry Through Collective Data Manipulation. 2024 PCA National Conference, Chicago, US.

Zhang, J. S., **Ji, R.**, Shao, J., Su, L. Y.-F. (2023, August). A Systematic Literature Review of Health, Science, and Environmental Misinformation Correction on Social Media. Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

Zhang, J. S., **Ji, R.**, Shao, J., & Su, L. Y.-F. (2023, May). Effects of corrective messages on food safety-related misperceptions and behavioral intentions: The roles of message format, information source, and perceived credibility. Annual Conference of the International Communication Association (ICA 2023), Toronto, Canada.

Ji, R., Rockwood, F., and Norman, G., “Aggressive behavior as a group norm following acute social rejection,” University of Chicago Undergraduate Research Symposium, April. 11, 2021.

HONORS AND AWARDS

James Webb Young Gift Fund, Summer Graduate Hourly, University of Illinois	2025
Bart A. Cummings Gift Fund, University of Illinois	2025
Graduate Student Conference Scholarship, American Academy of Advertising	2025
James Webb Young Travel Fund, University of Illinois	2025
List of Teachers Ranked as Excellent by Their Students, University of Illinois	2024
Lynne Blanton Student Travel Award, University of Illinois	2023-2024

ACADEMIC SERVICES

Conference Peer-Review

ICA Information System Division	2024
AEJMC Advertising Division / Graduate and Undergraduate Student Research	2024-2025

Journal Peer-Review

Health Communication	2025
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University Service

Undergraduate Research Mentorship	2025
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Graduate College, University of Illinois Urbana-Champaign

- Mentored undergraduate students as part of the Undergraduate Research Apprenticeship Program
- Supervised independent research projects presented at the Undergraduate Research Symposium.
- Completed mentorship training to obtain the Graduate College Mentoring Certificate

Grad Academy for College Teaching	August 2024
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Center for Innovation in Teaching & Learning, University of Illinois Urbana-Champaign

- Led small group lessons for new graduate teaching assistants
- Facilitated microteaching sessions to improve instructional skills

PROFESSIONAL MEMBERSHIPS

- International Communication Association

- National Communication Association
- American Academy of Advertising