

CURRICULUM VITAE

Linqi Lu

Assistant Professor
Department of Communication
University of North Dakota
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Academic Appointment

- **Assistant Professor**, Department of Communication, University of North Dakota, Aug. 2025-present
- **Lecturer**, Department of Communication, University of Wisconsin-Madison, Jan. 2025-May. 2025
- **Research Fellow**, Department of Communication, Cornell University, Aug. 2019-Jan. 2021

Education

- **University of Wisconsin-Madison**, Ph.D. in Mass Communications, Ph.D. Minors: Computer Science; Educational Psychology (Quantitative Methods), Sept. 2021-Aug. 2025
Dissertation: *Multimodal Framing in the Digital Communication Era: Integrating Textual, Numerical, Visual Cues to Framing Effects*
Advisor: Douglas M. McLeod & Dhavan V. Shah
- **University of South Florida**, M.A., Mass Communications, Aug. 2015-Dec. 2017
- **Zhejiang University**, Ningbo Institute, B.A., Journalism, Sept. 2011-June 2015

Refereed Publications

- [18] **Lu, L.**, Wan, Z., Kwon, H., Kim, S. J., Abbas, L., Kang, J., Liu, J., & McLeod, D.M. (Accepted). Evaluating multiple large vision-language models for the analysis of visual framing in news images: Toward scalable visual content analysis in communication. *Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS-59)*.
- [17] **Lu, L.**, Kwon, H., Wang, W., Cotter M. L., Kriss, L. A., Minich, M., Liu, J., Chris, C., & Yang, S. (Accepted). Cannabis warning labels, sensory marketing, and electronic word-of-mouth: AI-facilitated textual analysis of a randomized experiment among youth and young adults. *International Journal of Advertising*.
- [16] Minch, M., Cotter, L. M., Kriss, L., **Lu, L.**, Yang, S. & Cascio, C. (2025). Pictorial warning labels reduce sharing intentions, blunt self-relevance processes elicited by social media posts promoting cannabis edibles. *Journal of Communication*. <https://doi.org/10.1093/joc/jqaf012>
- [15] **Lu, L.**, Tao, R., Kwon, H., Kang, J., Zhou, Y., Xin, H., Duncan, J. D., & McLeod, D. M. (2025). Visual constructs of conflict and solidarity: The role of visual framing

- on public perceptions and engagement intentions with social protests. *Visual Communication Quarterly*. <https://doi.org/10.1080/15551393.2025.2452959>
- [14] Kwon, H., **Lu, L.**, Kang, J., & McLeod, D. M. (2025). Leveraging the power of ChatGPT: Evaluating its effectiveness for content analysis and framing research in mass communication. *Proceedings of the 58th Hawaii International Conference on System Sciences (HICSS-58)*.
- [13] Mi, R. Z., Yang, E. F., Tahk, A., Tarfa, A., Cotter, L. M., **Lu, L.**, Yang, S., Gustafson Sr., D. H., Westergaard, R., & Shah, D. V. (2024). How use of an mHealth app explains antiretroviral medication adherence among people with HIV and substance use disorders: Modeling system logs and weekly check-ins. *Journal of Medical Internet Research*. <https://doi.org/10.2196/57774>
- [12] Yang, S., Cotter, L. M., **Lu, L.**, Kriss, L. A., Minich, M., Liu, J., Silver, L. & Cascio, C. N. (2024). Countering online marketing and user endorsements with enhanced cannabis warning labels: An online experiment among at-risk youth and young adults. *Preventive Medicine*, 180, 107877. <https://doi.org/10.1016/j.ypmed.2024.107877>
- [11] **Lu, L.**, Liu, J., Kim, S. J., Tao, R., McLeod, D. M., & Shah, D. V. (2024). The effects of numerical evidence and message framing in communicating vaccine efficacy. *Journal of Health Communication*, 29(10), 654-662. <https://doi.org/10.1080/10810730.2024.2409819>
- [10] Liu, J., McLeod, D. M., & **Lu, L.** (2024). Equivalence Framing and the Construction of Advocacy Messages. *Journal of Behavioral Decision Making*, 37(4), e2409. <https://doi.org/10.1002/bdm.2409>
- [9] Tao, R., Kim, S. J., **Lu, L.**, Kang, J., & McLeod, D. (2024). Fighting fire or fighting war: examining the framing effects of COVID-19 metaphors. *Health Communication*, 39(10), 2026-2040. <https://doi.org/10.1080/10410236.2023.2253398>
- [8] Tao, R., Nguyen, N., **Lu, L.**, Sun, L., Gill, H., Christy, K., & Riddle, K. (2024). Learning through rewards: Priming and identification as psychological mechanisms of the effects of LGBTQ+ narratives on inclusive attitudes and behavioral intentions. *Media Psychology*, 27(2), 186-210. <https://doi.org/10.1080/15213269.2023.2229233>
- [7] Christy, K. R., Mi, R. Z., Tao, R., & **Lu, L.** (2023). Disruptive versus nondisruptive advertising in online streaming video services: How does advertisement placement affect consumer perceptions and ad effectiveness? *Journal of Advertising Research*, 63(2), 123-138. <https://doi.org/10.2501/JAR-2023-006>
- [6] **Lu, L.**, Liu, J., Kim, S. J., Tao, R., Shah, D. V., & McLeod, D. M. (2023). The effects of vaccine efficacy information on vaccination intentions through perceived response

- efficacy and hope. *Journal of Health Communication*, 28(2), 121-129.
<https://doi.org/10.1080/10810730.2023.2186545>
- [5] **Lu, L.**, Liu, J., Yuan, Y. C., Lu, E., & Li, D. (2022). Psychological antecedents of COVID-19 information sharing within strong-tie and weak-tie networks. *PEC Innovation*, 1, 100035. <https://doi.org/10.1016/j.pecinn.2022.100035>.
- [4] **Lu, L.**, Liu, J., & Yuan, Y. C. (2022). Cultural differences in cancer information acquisition: Cancer risk perceptions, fatalistic beliefs, and worry as predictors of cancer information seeking and avoidance in the U.S. and China. *Health Communication*, 37(11), 1442-1451.
<https://doi.org/10.1080/10410236.2021.1901422>
- [3] **Lu, L.**, Liu, J., Yuan, Y. C., Burns, K. S., Lu, E., & Li, D. (2021). Source trust and COVID-19 information sharing: The mediating roles of emotions and beliefs about sharing. *Health Education & Behavior*, 48(2), 132–139.
<https://doi.org/10.1177/1090198120984760>
- [2] **Lu, L.**, Liu, J., & Yuan, Y. C. (2020). Health information seeking behaviors and source preferences between Chinese and U.S. populations. *Journal of Health Communication*, 25(6), 490–500. <https://doi.org/10.1080/10810730.2020.1806414>
- [1] Liu, J., Su, M. H., McLeod, D. M., Abisaid, J., & **Lu, L.** (2020). The effects of framing and advocacy expectancy on belief importance and issue attitude. *Mass Communication and Society*, 23(4), 537–553.
<https://doi.org/10.1080/15205436.2020.1728776>

Manuscripts Under Review

- **Lu, L.**, Deng, Y., Tian, C., Yang, S., & Shah, D. V. (revise and resubmit). Professor: A fine-tuned multimodal LLaVA diet health chatbot. *JMIR AI*.
<https://arxiv.org/abs/2411.14925>
- **Lu, L.**, Cotter M. L., Wang, Y., Liu, J., Chris, C., & Yang, S. (revise and resubmit). Weed out the myths: The interplay of warning labels and social cues on peer intervention and misinformation correction. *Health Communication*.
- Kwon, H., Abbas, L., Kang, J., **Lu, L.**, & McLeod, D.M. (revise and resubmit). Leveraging the power of ChatGPT to analyze policy framing: Policy agendas and issue positions of U.S. governors during the COVID-19 crisis. *Data & Policy*.
- **Lu, L.**, Gill, H., & Riddle, K. (revise and resubmit). Did Schitt's Creek get it right? Effects of rewarded acts of inclusivity versus punished acts of homophobia in a fictional narrative.
- **Lu, L.**, Yu, X., Xu, Z., Kwon, H., Reddy P. A., Xin, H., Zhang, S., Yang, E. F., Li, Y., & Yang, S. (under review). Foodie traps within Facebook cannabis commercials:

Deploying multimodal deep learning AIs to monitor engagement-enhancing visual tactics.

- **Lu, L.**, Liu, J., Kwon, H., Wan, Z., Xin, H., & McLeod, D.M. (under review). Content and effects of visual framing of the Black Lives Matter movement.
- **Lu, L.**, Yu, X., Reddy, P. A. (under review). Detecting visual triggers: A CLIP-based multi-labeling framework with local-global aggregation.
<https://arxiv.org/abs/2412.08648>
- **Lu, L.**, Zhang, Y., Kwon, H., Borah, P., Buttrick, N., Pevehouse, J., and Shah, D. (under review). Framing mass violence on the left and right: A multimodal analysis of textual and visual content in partisan media.
- **Lu, L.**, Wang, Y. S., Liu, J., & McLeod, D.M. (under review). Using Generative AI to Correct Health Misinformation.
- Li, M., **Lu, L.**, Sun, L., Borah, P., Correa, T., Garlough, I. C., & Shah, D. V. (under review). Critical information needs in the wake of Dobbs: A mixed-method study of link-sharing patterns on Twitter and Reddit.
- Zhang, T., **Lu, L.**, & Lin, Z. (under review). Reconceptualizing cues to action: Initial cues, health beliefs, empowering cues, and colorectal cancer screening intention.
- Mi, R. Z., Tao, R., **Lu, L.** & Christy, K. R. (under review). Watching YouTube videos while encountering ads: The effect of ad location and narrative genre on consumer affect.

Conference Presentations

- **Lu, L.**, Liu, J., & McLeod, D. M. (2025, June). *Content and effects of visual framing of the Black Lives Matter movement*. Presented at the annual convention of the International Communication Association (ICA), Denver, CO. (**Top Paper Award**, 2nd place, Visual Communication Studies Division)
- **Lu, L.**, Zhang, Y., Kwon, H., Borah, P., Buttrick, N., Pevehouse, J., and Shah, D. (2025, June). *Framing mass violence on the left and right: A multimodal analysis of textual and visual content in partisan media*. Presented at the annual convention of the International Communication Association (ICA), Denver, CO.
- **Lu, L.**, Deng, Y., Tian, C., Yang, S., & Shah, D. V. (2025, June). *Purrfessor: A fine-tuned multimodal LLaVA diet health chatbot*. Presented at the annual convention of the International Communication Association (ICA), Denver, CO.
- **Lu, L.**, Deng, Y., Tian, C., Yang, S., & Shah, D. V. (2025, May). *Enriching Persona-Driven Chatbot Interactions: A Multimodal AI Experiment for Personalized Diet Health*. Presented at Comm Horizons @ UCD 2025: Media, Health, and Society, Davis, LA.

- Sun, Y., **Lu, L.**, Kwon, H., Peng, Y., & Yang, S. (2025, May). *Multimodal LLMs for health persuasion: Promising in feature discovery, limited in human response simulation*. Presented at Comm Horizons @ UCD 2025: Media, Health, and Society, Davis, CA.
- Minch, M., Cotter, L. M., Kriss, L., **Lu, L.**, Yang, S. & Cascio, C. (2024, June). Pictorial warning labels reduce sharing intentions, blunt self-relevance processes elicited by social media posts promoting cannabis edibles. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia. (**Top Paper Award**, Communication Science and Biology (CSaB) Interest Group)
- **Lu, L.**, Cotter M. L., Wang, Y., Liu, J., Chris, C., & Yang, S. (2024, June) *Weed out the myths: The interplay of warning labels and social cues on peer intervention and misinformation correction*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- **Lu, L.**, Kwon, H., Wang, W., & Yang, S. (2024, June). *AI-enhanced insights into youth responses: A GPT4-powered exploration of the impact of cannabis warning labels and social cues*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- Li, M., **Lu, L.**, Sun, L., Borah, P., Correa, T., Garlough, C. L., & Shah, D.V. (2024, June). *Critical information needs in the wake of Dobbs: A mix-method study of link-sharing patterns on Twitter and Reddit*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- Yang, E. F., Mi, R. Z., Tahk, A., Cotter, L. M., Tarfa, A., **Lu, L.**, Li, M., Yang, S., Gustafson Sr., D. H., Westergaard, R., & Shah, D. V. (2024, June). *Connecting to support: How use of an mHealth app explains antiretroviral medication adherence among people living with HIV and substance use disorders*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- Zhang, T., **Lu, L.**, & Lin, Z. (2024, June). *Reconceptualizing cues to action: Initial cues, health beliefs, empowering cues, and colorectal cancer screening intention*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- Cotter, L., Minich, M., Kriss, L., **Lu, L.**, Yang, S., & Cascio C. N. (2024, June). *Pictorial warning labels reduce sharing intentions, alter self-relevance processes elicited by social media posts promoting cannabis edibles*. Presented at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
- Kwon. H., Kim, S. J., **Lu, L.**, Tao, R., Kang, J., Zhou, Y., Xin, H., & McLeod, D. M. (2023, November). *A computational analysis of intermedia agenda-setting regarding Black Lives Matter across four types of news media on Twitter*. Presented at the annual convention of the National Communication Association (NCA), National Harbor, MD.

- Kim, S. J., Tao, R., **Lu, L.**, & McLeod, D. (2023, August). *The consequences of partisan prejudice: The role of affective polarization and partisan moral prejudice in inter-partisan communication*. Presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.
- **Lu, L.**, Liu, J., Kim, S. J., Tao, R., & McLeod, D. M. (2023, May). *The effects of vaccine efficacy information on vaccination intentions through perceived response efficacy and hope*. Presented at the annual convention of the International Communication Association (ICA), Toronto, Canada.
- Yang, S., Cotter, M. L., **Lu, L.**, Kriss A. L., Minich, M., Liu, J., Silver, L., & Cascio, N. C. (2023, May). *Can enhanced cannabis warning labels mitigate youth-targeted marketing and pro-cannabis online social influences? Evidence from an online experiment among at-risk adolescents and young adults*. Presented at the annual convention of the International Communication Association (ICA), Toronto, Canada.
- Mi, R., Tao, R., **Lu, L.**, & Christy, K. R. (2023, May). *Watching YouTube videos while encountering ads: The effect of ad location and narrative genre on emotional well-being*. Presented at the annual convention of the International Communication Association (ICA), Toronto, Canada.
- Minich, M., Kriss, L., Cotter, L., **Lu, L.**, Yang, S., & Cascio C. N. (2023, April) *Warning labels suppress online engagement, VMPFC activation in response to cannabis ads*. Presented at the annual convention of the Social and Affective Neuroscience Society (SANS), Santa Barbara, CA.
- Christy, K. R., Mi, R., Tao, R., & **Lu, L.** (2022, November). *Disruptive advertising in online streaming video services: Impacts on ad effectiveness and content perceptions*. Presented at the annual convention of the National Communication Association (NCA), New Orleans, LA.
- **Lu, L.**, Kim, S. J., Tao, R., Liu, J., & McLeod, D. M. (2022, November). *A Number is worth a thousand words: Effects and psychological mechanisms of communicating vaccine efficacy information*. Presented at the annual convention of the National Communication Association (NCA), New Orleans, LA.
- **Lu, L.**, Gill, H., Tao, R., Nguyen, R., & Riddle, K. (2022, November). *Did Schitt's Creek get it right? Effects of rewarded acts of inclusivity versus punished acts of homophobia in a fictional narrative*. Presented at the annual convention of the National Communication Association (NCA), New Orleans, LA.
- **Lu, L.**, Liu, J., Yuan, Y. C., Lu, E., & Li, D. (2022, May). *Psychological antecedents of COVID-19 information sharing within strong-tie and weak-tie networks*. Presented at the annual convention of the International Communication Association (ICA), virtual convention.

- **Lu, L., Liu, J., & Yuan, Y. C. (2021, May).** *Health information-seeking behaviors and source preferences between Chinese and U.S. populations.* Presented at the annual convention of the International Communication Association (ICA), virtual convention.
- **Lu, L., Liu, J., & Yuan, Y. C. (2020, August).** *Cultural differences in cancer information acquisition: Testing perceived cancer risks and cancer fatalistic beliefs as predictors of information seeking and avoidance in the U.S. and China.* Presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), virtual convention.
- **Chen, X., & Lu, L. (2019, June).** *Rethinking health information online: Effects of health information seeking behaviors on physician-patient communication.* Presented at the 2019 Shenzhen & National Communication Association (NCA) forum, Shenzhen, China.

Grant/Research Experience

- **Project Assistant** (on research funded by the Knight Foundation), MCRC/CCCR Research Center, School of Journalism and Mass Communication, UW-Madison, Fall 2024
- **Research/Project Assistant** (on research funded by the National Science Foundation), MCRC Research Center, School of Journalism and Mass Communication, UW-Madison, Summer 2023, Spring 2024
- **Student Research Grants Competition (SRGC)**, Graduate School, University of Wisconsin-Madison, March 2023.
- **Research Fellow**, Department of Communication, Cornell University, Fall 2019, Spring 2020, Summer 2020, Fall 2020

Teaching Experience

University of North Dakota

- **Instructor:** COMM451 Risk and Crisis Communication (Fall 2025, 36 students): an undergraduate course focusing on the principles and practices of risk and crisis communication. The course examined how individuals, organizations, and public agencies communicate during times of uncertainty and crisis, with attention to theory, strategy, and case applications.
- **Instructor:** COMM516 Principles of Professional Communication (Fall 2025, 40 students): a graduate-level course featuring a conceptual and historical overview of the scholarly discipline of communication, coupled with an introduction to major communication theories and their applications in professional contexts.

University of Wisconsin-Madison

- **Lab Instructor:** J564 Media and the Consumer (Fall 2023, 4 lab sections, 100 students)

in total): taught interactive workshops on data-driven media analysis, strategic communication, and consumer behavior.

Teaching Evaluation: 4.30/5.00

- **Lab Instructor:** J203 Information for Communication (Spring 2023, 50 students): taught fact checking skills, evidence-based storytelling, and data analysis and visualization techniques.

Teaching valuation: 4.68/5.00

- **Lab Instructor:** J564 Media and the Consumer (Fall 2022, 4 lab sections, 100 students in total): taught interactive workshops on data-driven media analysis, strategic communication, and consumer behavior.

Teaching Evaluation: 4.72/5.00

University of South Florida

- **Graduate Tutor:** MMC6920 Introduction to Mass Communication; MMC6400 Mass Communication Theory (Fall 2017): Tutored students regarding their coursework, mass communication theories, and related research projects

Selected Honors and Awards

06/2025

Top Paper Award (2nd place), Visual Communication Studies Division, International Communication Association.

03/2025

Teaching Mentor Honor, College of Letters & Science, University of Wisconsin-Madison.

06/2024

Top Paper Award, Communication Science and Biology (CSaB) Interest Group, International Communication Association.

05/2024

Teaching Excellence Award, School of Journalism and Mass Communication, University of Wisconsin-Madison.

05/2024

Leadership Award, School of Journalism and Mass Communication, University of Wisconsin-Madison.

03/2023

Student Research Grants Competition (SRGC) Award, Graduate School, University of Wisconsin-Madison.

08/2021-05/2022

Graduate Fellowship, Graduate School, University of Wisconsin-Madison.

06/2015

Outstanding Graduate of Zhejiang Province, Ministry of Education of Zhejiang Province, Zhejiang, China

06/2015

Excellent Undergraduate Thesis Award, Ningbo Institute, Zhejiang University, Ningbo, China

08/2014

Excellent International Volunteer, APEC Senior Officials' Meetings, China

10/2012-10/2014

First-class Scholarship, School of Media and Law, Ningbo Institute, Zhejiang University, Ningbo, China

10/2012-10/2014

Outstanding Student, School of Media and Law, Ningbo Institute, Zhejiang University, Ningbo, China

Academic Service

- **Journal Reviewer**

Ad hoc journal reviewer, *Journal Computational Communication Research*

Ad hoc journal reviewer, *Health Education and Behavior*

Ad hoc journal reviewer, *Journal of Health Communication*

Ad hoc journal reviewer, *Health Communication*

Ad hoc journal reviewer, *International Journal of Medical Informatics*

Ad hoc journal reviewer, *Social Science & Humanities Opens*

Ad hoc journal reviewer, *Health Education Research*

Ad hoc journal reviewer, *Journal of Cancer Survivorship*

Ad hoc journal reviewer, *BMC Public Health*

Ad hoc journal reviewer, *Journal of Librarianship & Information Science*

Ad hoc journal reviewer, *Chinese Journal of Communication*

Ad hoc journal reviewer, *Archives of Public Health*

Ad hoc journal reviewer, *Social Science Quarterly*

Ad hoc journal reviewer, *PEC Innovation*

- **Conference Service**

Session chair, Visual Communication Studies Division, International Communication Association, 2025

Session chair, Computational Methods Division, International Communication Association, 2024

Planning Chair, Crossroads Conference, School of Journalism and Mass Communication, University of Wisconsin-Madison, 2024

Conference reviewer, International Communication Association

Conference reviewer, Association for Education in Journalism and Mass Communication

Conference reviewer, Hawaii International Conference on System Sciences (HICSS-59)

Invited Talks

- **How to Apply Multimodal LLMs/AI to Social Media Data.** Presented to the Machine Learning + X research group at the University of Wisconsin-Madison, March 5, 2025.
- **Politics & Media: Media Framing & Bias.** Presented to the Political Communication course at the University of Iowa, February 11, 2024.
- **Using CLIP Visual Language Model to Detect Cannabis Marketing Visual Features.** Presented to the Machine Learning + X research group at the University of Wisconsin-Madison, March 11, 2024.

Methodological Expertise

Computational Social Science & AI

- Computer Vision & Multimodal Analysis (CNNs, object detection, automated captioning)
- Large Language Models & AI Agents (development, fine-tuning, prompt design)
- Natural Language Processing (NER, sentiment, summarization, semantic similarity)
- Machine Learning for Text & Multimodal Data (classification, topic modeling, fusion)
- Data Collection (web scraping, APIs, automation)

Research Design & Analysis

- Experimental & Survey Methods (RCTs, A/B tests, online surveys)
- Statistical Modeling (regression, SEM, Bayesian, network, time series)
- Survey Programming (Qualtrics customization with JavaScript)
- Crowdsourced Data Annotation (codebooks, large-scale content analysis)
- Qualitative Analysis (thematic coding, discourse analysis)

References

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