

Yifei Lu

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School of Arts and Communication, Beijing Normal University, China

Research interests

Media effects: Psychological and social implications of users' interaction with or through new communication technologies.

Computer-mediated communication: Online community, social support, and digital well-being.

Education

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|---------------------------|--|
| 2020 – 2023
(expected) | Beijing Normal University – Beijing, China
MFA in Broadcast, TV and new media
<i>GPA: 3.7 (87/100).</i> |
| Jan – Aug
2022 | University of Wisconsin-Madison – Wisconsin, U.S.
Visiting International Student in Communication
<i>GPA: 3.85/4.0.</i> |
| 2016 – 2020 | Minzu University of China – Beijing, China
BA in Japanese
<i>GPA: 3.70 (87/100).</i> |
| 2018 – 2019 | Meiji University – Tokyo, Japan
Exchange student in Literary Arts and Media |

Honors and scholarships

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| 2022 | Top Student Paper Award, Human Communication and Technology Division, National Communication Association |
| 2021 | Beijing Normal University, Second Prize Academic Scholarship |
| 2018 – 2019 | Japan Student Services Organization scholarship |
| 2017 | Minzu University of China, Second Prize Academic Scholarship |

Publications and Working papers

Lu, Y., Zhang, X. (2022) Support-seeking in a cyber community during crises and its effects on subsequent social media usage: From a cyber-ostracism perspective. [Paper expected to be submitted to ICA]

Lu, Y., Zhuo, S. (2022) Feel more and express more?: exploring how haptic stimuli affect video viewing experience. [Paper expected to be submitted to AEJMC]

Lu, Y. (2021). From local identity to cross-regional cultural experience - A discussion on the shift of focus in the construction of subjectivity in Taiwanese cinema in recent years. *Southeast Communication*. 09, 59-63.

Book chapter (in progress)

Lu, Y. (2022) Haptic stimuli as immersive experience? Elaborations on the sensory interaction of video watching on iQIYI. [Book chapter in *Platformized China: The Digital Practices in Everyday Life*, expected to be published by Amsterdam University Press]

Refereed Conference Papers

- Nov 2022 **Mobility and non-mobility: How do cell phones affect the private rhythm of people in the bedroom.**
Lu, Y., Sun, Y.
Paper accepted at the 108th annual conference of the National Communication Association (NCA), New Orleans, LA. [Top student paper award]
- Nov 2022 **Beyond Trust and Efficacy: Exploring the Preconditions Behind Chinese Online Activism**
Lu, Y.
Paper accepted at the 108th annual conference of the National Communication Association (NCA), New Orleans, LA.
- Aug 2022 **Tweeting technology: Exploring users' reactions to mobile haptic features**
Lu, Y., Tao, Y.
Poster presented at the 105th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

- Jun 2022 **More immersive or more manipulated: Users responses to mobile tactile technology adopted in Chinese video platform**
Lu, Y.
Poster presented at HCI International 2022, Virtual.
- Oct 2021 **Personality, meme production and internet buzzword use**
Lu, Y., Liu, H., Tan, K., Xu, N.
Paper presented at the New Media Communication Annual Conference, Hangzhou, China.

Other research experience

- Jan – Aug
 2022 **Social media and mhealth**
 Advisor: Prof. Sedona Chinn (University of Wisconsin-Madison).
- Worked as research assistant and conducted literature review on (1) social media and contraception and (2) social media and alternative medication choices.

Teaching experience

- Fall 2022 **Teaching assistant, *Academic Writing*, BNU**
- Fall 2021 **Teaching assistant, *Research Methods of Social Science*, BNU**

Additional Training

- 2022 **Taiwan Cognitive Neuroscience Summer School**
 History, Brain Structure, and Research Tools; Attention; Memory; Social Neuroscience.
- Northwestern-Duke Main and Advanced Causal Inference Workshops**
 Matching and Reweighting Designs for Observational Studies; Advanced Panel Data Methods, etc.
- Data Science Programming Summer Course at UW-Madison**
 Data Structure; Functions; Iteration; Pandas; Plotting; Database and SQL, etc.
- The 11th Workshop on Applied Social Science Research Methods**
 Linear Regression; Categorical Data Analysis.
- Neurocognitive Communication Workshop at BNU**
 Neuroimaging methods in health communication; The media psychophysiology paradigm for media process and effects research, etc.

Skills

Research methods

field experiment, content analysis, survey, interview, ethnographic methods

Statistical modeling

OLS, generalized linear models, structural equation modeling

Analytical tools and Programming language

SPSS, Stata, R, Python (Decreasing in proficiency)

Languages

Chinese – Native Language, English – Fluent, Japanese – Intermediate