

**Mufan Luo**

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<b>Summary</b>	PhD candidate researching on interpersonal and psychological processes in social media, with focuses on the impact of communication technologies on relational processes such as self-presentation and self-disclosure, and psychological well-being and fundamental human needs such as belonging and self-esteem.	
<b>Education</b>	Ph.D. Department of Communication, <i>Stanford University</i> Advisor: Dr. Jeffrey Hancock	Expected 2020 (GPA: 4.01/4.30)
	M.A. Department of Communication, <i>University of Illinois at Urbana-Champaign</i> Advisor: Dr. Cabral Bigman-Galimore	2016 (GPA: 3.93/4.00)
	B.A. School of Journalism, <i>Renmin University of China</i>	2014
<b>Working Experience</b>	Marketing Research Intern at LinkedIn, Beijing office	03-06/2014
	<ul style="list-style-type: none"><li>○ Led post-event review studies to evaluate customer satisfaction of 3 large-scale offline marketing events (500+ audiences).</li><li>○ Designed user satisfaction questionnaire and conducted correlational and descriptive data analysis to guide the design of future events.</li></ul>	
	Intern at Bain & Company, Beijing office	06-09/2013
	<ul style="list-style-type: none"><li>○ Conducted interviews in local pharmacies and identified multiple areas for improvements for a major US health care service company in Chinese market.</li></ul>	
<b>Selected Research Projects</b>	<b>How Social Media Use (SNS) is Associated with Psychological Well-being (A Meta-analysis)</b> <ul style="list-style-type: none"><li>○ Developed a coding scheme for 9 theoretical and methodological moderators of SNS use and well-being</li><li>○ Conducted sensitivity analyses, univariate and multivariate meta-analysis regressions using Random Variance Estimation method, non-parametric test for publication bias, and discovered an average non-significant effect size (<math>r = .008</math>) in R</li><li>○ Performed data visualization (i.e., forest plot, funnel plot)</li></ul> <b>Examining Cognitive and Affect Effects of Watching Broadcast Live Media Events on YouTube</b> <ul style="list-style-type: none"><li>○ Collected comments for 70+ videos about live media events (e.g., the Royal Wedding) posted by mainstream news channels on YouTube in the past two years</li><li>○ Conducted a psycholinguistic analysis to compare language differences between live chats and retrospective comments; results revealed that live chats involve more other-oriented reference and perceptual words but less cognitive words than retrospective comments</li><li>○ Conducted an online experiment to examine the effects of synchronicity with the media event (live vs. recorded) and synchronicity with co-viewers (others vs. alone) on affect and beliefs to entangle what causes intensified emotions</li></ul> <b>Why Social Media Impairs Fake News Detection &amp; Language Traces of Fake news</b> <ul style="list-style-type: none"><li>○ Designed 2 web-based experiments to examine the effects of endorsement cues on individuals' perceptions and fake news detection accuracy on Facebook; conducted power analysis to determine a priori sample size</li><li>○ Performed multi-level modeling in R, and found that frequency of Facebook likes enhanced individual beliefs but decreased the detection accuracy of news veracity by 6%</li><li>○ Analyzed 500+ news articles using Linguistic Inquiry and Word Count (LIWC), conducted supervised machine learning to develop a news veracity classifier with selected deception-related language categories</li></ul>	

<b>Training &amp; Skills</b>	<p>Quantitative research methods: Survey, web-based &amp; lab experiment, automated text analysis</p> <p>Data analysis: Multivariate regression, multi-level modeling, structural equation modeling</p> <p>Programming language: R (proficiency), python</p> <p>Key statistics courses: Lab in experiments, data mining, causal inference, multilevel modeling, longitudinal data analysis, etc.</p>
<b>Publications &amp; Conference Papers</b>	<p><b>Luo, M.,</b> &amp; Hancock, J.T. (Accepted). Modified self-praise in social media: Humblebragging, self-presentation, and perceptions of (in)sincerity. <i>In Complimenting behavior across social media: New contexts and emerging trends.</i></p> <p>Reeves, B., Ram, N., Robinson, T. (17 authors including <b>Luo, M.</b>) (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> <p><b>Luo, M.,</b> Hancock, J.T., &amp; Markowitz, D. (under review). Perceptions and detection accuracy of news on social media. <i>Communication Research</i></p> <p><b>Luo, M.,</b> Wang, N., &amp; Bigman, C.A. (Revise &amp; Resubmit). Factors associated with retransmission intentions of anti-binge drinking “how-to” messages on Facebook. <i>Cyberpsychology, Behavior and Social Networking.</i></p> <p>Chang, F., <b>Luo, M.,</b> Waltor, G., Aguilar, L., &amp; Bailenson, J. (Revise &amp; Resubmit). 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>Hancock, J.T., Liu, X., <b>Luo, M.,</b> Mieczkowski, H., French, M. (June, 2019) <i>Social media use and psychological well-being: A Meta-analysis.</i> Paper will be presented at International Communication Annual Conference, Washington, D.C.</p> <p><b>Luo, M.,</b> Brinberg, M., Ram, N., &amp; Reeves, B. (June, 2018). <i>Mediated and fragmented relationships in the new media age: Moment-by-moment analysis of a couple’s media use as a case study.</i> Extended abstract presented at the ICWSM workshop “Bridging the lab and the field”, Stanford, California.</p> <p><b>Luo, M.,</b> Chang, S., &amp; Hancock, J.T. (November, 2017). <i>An exploratory linguistic analysis of fake news using machine learning.</i> Paper presented at the National Communication Association Annual Conference, Dallas, TX.</p> <p>Dinh, L., <b>Luo, M.,</b> &amp; Skurka, C. (June, 2016). <i>An evaluation of Spitzberg’s meme diffusion: Bridging communication and computer science disciplines.</i> Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan</p> <p><b>Luo, M.,</b> &amp; Zhang, D. (November, 2015). <i>Chinese physicians’ use of Weibo for communicating health literacy and self-representation: A content analysis of Chinese physicians’ Weibo.</i> Paper presented at the National Communication Association Annual Conference, Las Vegas, NV.</p> <p>Bigman, C.A., Roaché, D.J., Nagler, R., Moll, A., &amp; <b>Luo, M.</b> (November, 2015). <i>Racial health disparities coverage in the USA Today: Prominence, message effects, and unanswered questions.</i> Paper presented at the National Communication Association Annual Conference, Las Vegas, NV.</p>