Wenlin Liu, Ph.D.

Assistant Professor of Strategic Communication
Jack J. Valenti School of Communication
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EDUCATION

2016 **University of Southern California**
Ph.D. in Communication
Dissertation: Understanding alliance building and communication across multiple technology platforms among California's immigrant-serving NGOs.
Committee: Dr. Sandra Ball-Rokeach, Dr. Peter Monge, Dr. Janet Fulk

2010 **University of Washington, Seattle**
M.A. in Communication
Thesis: Pathways of immigrant political socialization: Examining the role of news media, social connectedness and neighborhood interaction.
Committee: Dr. John Gastil, Dr. Patricia Moy, Dr. Macolm Parks

2008 **Peking University**
B.A. in Journalism (with Distinction)
Minor: Economics

ACADEMIC APPOINTMENTS

2017-present **Assistant Professor of Strategic Communication**
Jack J. Valenti School of Communication
University of Houston

2016-2017 **Assistant Professor of Corporate Communication**
University of Houston-Downtown

PUBLICATIONS

Peer-Reviewed Journal Articles

28. Nah, S., Lee, S., & **Liu, W.** (forthcoming). Community storytelling network, expressive digital media, and civic engagement. *Communication Research.*
27. Tang, L., **Liu, W.,** Thomas, B., Tran, H. T., Zou, W., & Zhang, X., & Zhi, D. (2021). What engages the public during a pandemic? Examining Texas public agencies' tweets during the COVID-19 pandemic. *JMIR Public Health and Surveillance.*
26. Wang. R., & **Liu. W.** (2021). Moral framing and information virality in social movements: A case study of #HongKongPoliceBrutality. *Communication Monographs.*

25. **Liu, W**., & Ni, L. (2021). Relationship matters: How government organization-public relationship impacts disaster recovery outcomes among multiethnic communities. *Public Relations Review.*

24. Kim, H., Saffer, A.J., **Liu, W**., Sun, J., Li, Y., Zhen, L., & Yang, A. (2021). How public health agencies break through COVID-19 conversations: A strategic network approach to public engagement. *Health Communication.*

23. Nah, S., Kwon, H., **Liu, W**., & McNealy, J. (2021). Communication infrastructure, social media, and civic participation across geographically diverse communities in the United States. *Communication Studies.*

22. **Liu, W.**, Xu. W. W., & St John, B. (2021). Organizational disaster communication ecology: Examining inter-agency coordination on social media during the onset of the COVID-19 pandemic. *American Behavioral Scientist.*

21. **Liu. W.** (2020). Disaster communication ecology in multiethnic communities: Understanding disaster coping and community resilience from a communication resource approach. *Journal of International and Intercultural Communication,*

20. **Liu, W**., & Harlow, S. (2020). Tweeting in solidarity: Examining frame diffusion and alignment processes among immigrant-serving NGOs before and after Donald Trump's travel ban. *International Journal of Communication, 14,* 6049-6071.

19. **Liu, W**., & Nah, S. (2020). Community attachment, communication mediation, and nonprofit participation: An integrated community communication approach. *Voluntas: International Journal of Voluntary and Nonprofit Organizations.*

18. **Liu, W.,** Xu, W. W., & Tsai, J. (2020). Developing a multi-level organization-public dialogic communication framework to assess social media-mediated disaster communication and engagement outcomes. *Public Relations Review, 46(4),* 101949.

17. Yang, A., **Liu, W**., & Wang, R. (2020). Cross-sector alliances in the global refugee crisis: An institutional theory approach. *Business Ethics: A European Review, 29(3),* 646-660. (IF: 2.92)

16. Xiao, Z., Lee, J., & **Liu, W.** (2020). Korean and Vietnamese immigrants are not the same: Health literacy, health status, and quality of life. *Journal of Human Behavior in the Social Environment.*

15. **Liu, W.,** & Xu, W. W. (2019). Tweeting to (selectively) engage: How government agencies target stakeholders on Twitter during Hurricane Harvey. *International Journal of Communication, 13,* 4917-4949.

14. **Liu, W.**, Beacom, A. B., Frank, L. B., Nomachi, J., Vasquez, S., & Galloway-Gilliam, L. (2019). Promoting collaboration: The role of relational multiplexity in an interorganizational health justice network. *Journal of Applied Communication Research, 47(3),* 303-321.

13. **Liu, W.**, & Shin, J. (2019). Convergence or divergence: Exploring different mechanisms driving children's rights organizations' offline versus online interorganizational alliance networks. *Telematics & Informatics, 42,* 101242. (IF:3.79).

12. Ni, L., Xiao, Z., **Liu, W.,** & Wang., Q. (2019). Relationship management as antecedents to public communication behaviors: Examining community engagement and public health in Asian community. *Public Relations Review, 45(5), 101835.*

11. Meadows, C. Z., Tang, L., & **Liu, W.** (2019). Twitter message types, health beliefs, and vaccine attitudes during the 2015 measles outbreak in California. *American Journal of Infection Control, 47(11),* 453-469. (IF: 1.97)

10. Meadows, C. W., Meadows, C. Z., Tang, L., & **Liu, W.** (2019). Unraveling public health crises across stages: Understanding emotions and Twitter themes during the California measles outbreak. *Communication Studies, 70(4),* 453-469.

9. **Liu, W.,** Lai, C-H., & Xu, W. W. (2018). Tweeting about emergency: A semantic network analysis of government organizations' social media crisis response strategies during Hurricane Harvey. *Public Relations Review,44(5),* 807-819.

8. Yang, A., & **Liu, W.*** (2018). CSR communication and environmental issue networks in virtual space: A cross-national study. *Business & Society, Online First* (IF: 4.72)

7. **Liu, W.,** Chen, N.-T. N., Ognyanova, K., Nah, S., Ball-Rokeach, S. J. (2018). Connecting with hyperlocal news website: Cause or effect of civic participation? *American Behavioral Scientist, 62(8),*1022-1041. (IF: 1.44)

6. **Liu, W.,** Son, M., Wenzel, A., An, Z., Zhao, N. Nah, S., & Ball-Rokeach, S. J. (2018). Bridging mechanism in multiethnic communities: Place-based communication, neighborhood belonging, and intergroup relations. *Journal of International and Intercultural Communication, 11(1),* 58-80.

5. Yang, A., & **Liu, W.** (2018). Corporate environmental responsibility and global cross-sector hyperlink alliance network: A cross-national study. *Environmental Communication, 12(1),* 99-114.

4. Villanueva, G., Gonzalez, C., Son, M., Moreno, E., **Liu, W.,** Ball-Rokeach, S. J. (2017): Bringing local voices into community revitalization: Engaged communication research in urban planning. *Journal of Applied Communication Research, 45(5),* 474-494.

3. Wang, R., **Liu, W.,** Gao. S. (2016). Hashtags and information virality in networked social movement: Examining hashtag co-occurrence patterns. *Online Information Review, 40(7),* 850-866. (IF: 1.93)

2. **Liu, W.** (2016). How Twitter connects to the information sources network over time in the Occupy Wall Street social movement. *Journal of Social Media Studies, 2(2),* 111-121.

1. **Liu, W.,** & Gastil, J. (2014). Pathways of immigrant political socialization: Examining the role of news media, organizational connections, and community interaction. *Journal of Intercultural Communication Research, 43(3),* 1-32.

Peer-Reviewed Book Chapters

5. **Liu, W.** (forthcoming). Social network theory. In J. T. Austin, M. P. Orbe, & J. D. Sims (Eds). *Communication Theory: Radically Diverse and Inclusive Perspectives.* Cognella.

4. **Liu, W.,** & Ni, L. (forthcoming). Natural disaster preparedness, response, and recovery crisis communication. In L. Austin., & Yan, J. (Eds.). *Social Media and Crisis Communication, 2nd edition.* New York: Routledge.

3. Chen, N.-T. N., **Liu, W.,** Ognyanova, K., & Moreno, E. (2018). The Alhambra project: A prototype for using the communication infrastructure theory to construct and evaluate a community news website. In Y-C. Kim, M. Matsaganis, H. Wilkin, & J-Y. Jung (Eds.). *The Communication Ecology of 21st Century Urban Communities.* Peter Lang.

2. **Liu, W.,** Sidhu, A., Beacom, A. M., & Valente, T. W. (2017). Social network theory. In C. Hoffman (Ed.), *The International Encyclopedia of Media Effects.* San Francisco, CA: Wiley-Blackwell.

1. Chen, N.-T. N., Ognyanova, K., Zhao, N., **Liu, W.,** Gerson, D., Ball-Rokeach, S. J., & Park, M. (2013). Communication and socio-demographic forces shaping civic engagement patterns in

a multiethnic city. In P. Moy (Ed.*). Communication and Community (pp. 213-230).* New York: Hampton Press.

White Paper and Professional Report

1. Villanueva, G., Ball-Rokeach, S., Gonzalez, C. Moreno, E., Son, M., & **Liu, W**. (2014). Northeast Los Angeles riverfront collaborative: Lessons learned and community engagement toolkit.

AWARDS, FELLOWSHIPS & GRANTS

2020-21	University of Houston, Grants to Enhance Research on COVID-19 and the Pandemic ($9,551)
2020	AEJMC Emerging Scholar Grant ($3,500)
2020	University of Houston Valenti School of Communication, Research Excellence Award
2019	ICA Public Relations Division, Top Faculty Paper Award
2019	University of Houston Valenti School of Communication, Teaching Excellence Award
2018	AEJMC Public Relations Division, Open Paper Competition, First Place Award ($750)
2018	AEJMC International Communication Division, Best Faculty Poster Award
2018	University of Houston, New Faculty Development Grant ($6,000)
2018	ICA Political Communication Division, Top Poster Award
2017	University of Houston Provost's Travel Grant ($1,200)
2016	ICA Communication and Technology Division, Top Paper Award
2014	NCA Business Communication Division, Top Paper Award
2013	ICA Information Systems Division, Four Top Paper Award
2013	Oxford Internet Institute Summer Doctoral Program, Participant
2012	EDGE & FIRST Summer Research Fund, Graduate School, USC ($2,000)
2011	Annenberg Program on Online Communities Grant ($3,000).
2010	Naomi Turner Top Student Paper Award, WAPOR 63rd Annual Conference
2008-09	Top Scholar Award, Graduate School, University of Washington

SELECTED CONFERENCE PRESENTATIONS

[C24] **Liu, W.,** Xu, W., & Tsai, J. (2019, May). Developing a multi-level organization-public dialogic communication framework to assess social media-mediated disaster communication and engagement outcomes. Paper presented at the Annual Conference of ICA, Washington DC.

- **Top Faculty Paper, Public Relations Division**

[C23] **Liu, W.,** & Harlow, S. D. (2019, May). Tweeting in solidarity: Examining frame diffusion and alignment processes among immigrant-serving NGOs in California before and after Donald Trump's travel ban. Paper presented at the Annual Conference of ICA, Washington DC.

[C22] **Liu, W.,** Xu, W. (2018, Aug). Tweeting to (selectively) engage: A network analysis of government organizations' stakeholder management on Twitter during Hurricane Harvey. Paper presented at the Annual Conference of AEJMC, Washington DC.

- **Open Paper Competition, First Place, Public Relations Division**

[C21] Yang, A., **Liu, W,** & Wang, R. (2018, Aug). Discourse of the cross-sectoral alliances network in the global refugee crisis: Studying CSR through a global perspective. Paper presented at the Annual Conference of AEJMC, Washington DC.

- **Best Faculty Poster Award, International Communication Division**

[C20] **Liu, W.,** Lai, C-H., & Xu, W. (2018, May). Tweeting about emergency: A semantic network analysis of government organizations' social media crisis response strategies during Hurricane Harvey. Paper presented at the Annual Conference of ICA, Prague.

[C19] Ni, L., Xiao, Z., **Liu, W.,** & Wang, Q. (2018, May). Relationship management as antecedents to public communication behaviors: Examining community engagement and public health in Asian community. Paper presented at the ICA, Prague.

[C18] Meadows, C. Z., Tang, L., & **Liu, W.** (2018, May). Mickey Mouse has the measles: Tweeting during the 2015 measles outbreak in California. Paper presented at the Annual Conference of ICA, Prague.

[C17] **Liu, W.,** & Nah, S. (2018, May). Community attachment, communication mediation, and nonprofit participation: An integrated community communication approach to understanding nonprofit involvement. Paper presented at the Annual Conference of ICA, Prague.

- **Competitive Top Poster Award, Political Communication Division**

[C16] **Liu, W.** (2017, May). Understanding alliance building from a community ecology perspective: The case of California's immigrant-serving NGOs community. Paper presented at the Annual Conference of ICA, San Diego.

[C15] Yang, A., & **Liu, W.** (2016, June). Cross-sector hyperlink network and issues management: A cross-national study. Paper presented at the Annual Conference of ICA, Fukuoka, Japan.

- **Competitive Top Paper, Communication and Technology Division**

[C14] **Liu, W.,** Shin, J., & Fulk, J. (2016, June) Convergence or divergence: Exploring different mechanisms driving Children's Rights NGOs' cross-platform interorganizational networks. Paper presented at the Annual Conference of ICA, Fukuoka, Japan.

[C13] **Liu, W.,** Chen, N.-T. N., Ognyanova, K., Ball-Rokeach, S. J., & Parks, M. (2016, June). Paths of influence between a hyperlocal news website and civic engagement in a multiethnic community. Paper presented at the Annual Conference of ICA, Fukuoka, Japan.

[C12] Shin, J., Park, M., & **Liu, W.** (2016, April). Diffusion of social media among international nonprofit organizations. Paper presented at the Annual Conference of the International Social Network Analysis, Newport Beach, CA.

[C11] Yang, A., Taylor, M., & **Liu, W.** (2015, August). Public relations' role in the global media ecology: Connecting the world as network managers. Paper presented at the Annual Conference of AEJMC, San Francisco, CA.

[C10] **Liu, W.,** Son. M., Wenzel, A., & Ball-Rokeach, S. J. (2015, May). Live together to bridge: Place-based communication resources, neighborhood belonging, and multiethnic intergroup relations. Paper presented at the Annual Conference of the ICA Annual Conference, San Juan, PR.

[C9] Yang, A., **& Liu, W.** (2014, November). Communicating corporate social responsibility globally: An international study of online cross-sector alliances network. Paper presented at the Annual Conference of the NCA, Chicago, IL.

- **Competitive Top Paper, Business Communication Division**

[C8] Villanueva, G., Moreno, E., Gonzalez, C., Son, M., **Liu, W.,** Ball-Rokeach, S. J. (2014, November). What of the riverfront neighborhoods? The application of engaged communication scholarship to L.A. River revitalization. Paper presented at the NCA Pre-Conference, Chicago, IL.

[C7] **Liu. W.,** & Beacom, A. M. (2014, February). Multiplex interorganizational networks and alliance building over time: The case of a community-based health care coalition. Paper presented at the Annual Conference of the International Social Network Analysis, St Pete Beach, FL.

[C6] An, Z., Chen, N., Ball-Rokeach, S., **Liu, W.,** Zhao, N., & Parks, M. (2014, May). Agenda setting in a local multiethnic community: Matches and mismatches. Paper presented at the Annual Conference of ICA, Seattle, WA.

[C5] Wang, R., & **Liu, W.** (2014, May). Leveraging Twitter for networked social movement: Hashtags, virality, and symbolic power. Paper presented at the Annual Conference of ICA, Seattle, WA.

[C4] **Liu, W.** (2013, June). How Twitter connects to information sources: A network analysis of the sourcing structure of the OWS tweets. Paper presented at the Annual Conference of ICA, London, UK.

- **Competitive Four Top Paper Award, Information Systems Division**

[C3] Chen, N.-T. N., Ognyanova, K., Zhao, N., **Liu, W.,** Gerson, D., Ball-Rokeach, S., & Parks, M. (2012, May). Communication and socio-demographic forces shaping civic engagement patterns in a multiethnic neighborhood. Paper presented at the Annual Conference of the ICA, Phoenix, AZ.

[C2] Ball-Rokeach, S. J., Parks, M., Chen, N.-T.N., Ognyanova, K., **Liu, W.,** & Zhao, N. (2011, July). The Alhambra project: Empowering urban community building through a research-driven local news website. Invited panel presented at the Annual Conference of International Association of Media and Communication Research, Istanbul, Turkey.

[C1] **Liu, W.** (2010, May). Social networks, community interaction and political participation of U.S. immigrants. Paper presented at the Annual Conference of World Association of Public Opinion Research. Chicago, IL.

- **Naomi Turner Top Student Paper Award**

Reviewing and External Service

2021-present, editorial board member
- Mass Communication and society

2017-present, ad-hoc journal reviewer at the following journals:
- Journal of Communication
- Public Relations Review
- Management Communication Quarterly
- Communication Monographs
- Journal of Applied Communication Research
- Journal of Nonprofit and Voluntary Quarterly
- Political Communication
- New Media & Society
- Mass Communication and Society
- Online Information Review
- International Journal of Communication
- American Behavioral Scientist
- Communication Studies
- Digital Journalism
- Canadian Journal of Communication

2017-present, ad-hoc reviewer for the following conferences:
- International Communication Association (ICA)
- National Communication Association (NCA)
- The Association for Education in Journalism and Mass Communication (AEJMC)