Curriculum Vitae

Mufan Luo

Mobile: 217-898-6276
Email: mufanl@stanford.edu

RESEARCH INTERESTS

Computer-mediated communication, social psychological processing, social media affordances, diffusion of innovation

EDUCATION

Ph.D. *Stanford University*, Department of Communication
2021 (expected)
Advisor: Dr. Jeffrey Hancock

M.A. *University of Illinois at Urbana-Champaign*, Department of Communication
2016, GPA: 3.95/4.00
Advisor: Dr. Cabral Bigman-Galimore

B.A. *Renmin University of China,* School of Journalism and Communication
2014, GPA: 3.83/4.00
Advisor: Dr. Di Zhang

Visiting program: *University of Hong Kong*, Journalism and Media Studies Centre, 2013
King's College London, 2012

ACADEMIC APPOINTMENT

8/2014-5/2016 Graduate Research Team Member
Research Project:
Multi-team System Simulation on Virtual Environment Platform
Supervising faculty: Dr. Marshall Scott Poole

Health Disparities Content Analysis Project
Supervising faculty: Dr. Cabral Bigman-Galimore

MANUSCRIPTS UNDER REVIEW

Yang, S., **Luo, M.,** Qi, J., & Xu, J. (under review). Does online institutional information filtering matter for public opinion? The effects of perceived censorship attempt initiated by different sources on reactance, information quality assessment, and evaluation of government in China. *Political Communication.*

CONFERENCE PRESENTATIONS

Luo, M., Wang, N., & Bigman, C. A. (June 2016). *Message retransmission intentions: Examining the relationship between message features, perceived norms, and personality traits.* Extended abstract presented at the International Communication Association Annual Conference, Fukuoka, Japan

Dinh, L., **Luo, M.,** & Skurka, C. (June 2016). *An evaluation of Spitzberg's meme diffusion: Bridging communication and computer science disciplines.* Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan

Pilny, A., Poole, M. S., Proulx, J., Dinh, L., & **Luo, M.** (April, 2016). *Who needs an alter anyways? Using the ego-centric relational event model to analyze teams in open communication networks.* Paper presented at International Sunbelt Social Network Conference, Newport Beach, CA.

Luo, M., & Zhang, D. (November 2015). *Chinese physicians' use of Weibo for communicating health literacy and self-representation: A content analysis of Chinese physicians' Weibo*. Paper presented at the National Communication Association Annual Conference, Las Vegas, NV.

Bigman, C.A., Roaché, D.J., Nagler, R., Moll, A., & **Luo, M.** (November, 2015). *Racial health disparities coverage in the USA Today: Prominence, message effects, and unanswered questions.* Paper presented at the National Communication Association Annual Conference, Las Vegas, NV.

Yang, S., Xu, J., **Luo, M.,** & Qi, J (July, 2014). *Will Chinese government's online censorship boomerang? The effects of perceived censorship attempt initiated by different agents on rumor processing, spreading and evaluation of government among Chinese netizens.* Paper presented at the Annual Scientific Meeting of the International Society for Political Psychology, Rome, Italy.

RESEARCH IN PROGRESS

Luo, M., Wang, N., & Bigman, C. A. (manuscript under preparation). *Message retransmission intentions*

Skurka, C., Proulx, J., & **Luo, M.** (manuscript under preparation). *Vapor and mirrors: False memory effects for news coverage of e-cigarettes.*

FELLOWSHIP & AWARDS

2014-2016	Full-fellowship Award, Department of Communication, University of Illinois at Urbana-Champaign
2015	Summer Fellowship, Department of Communication, University of Illinois at Urbana-Champaign
2012-2013	National Academic Scholarship, Ministry of Education of China
2011-2012	First Prize Academic Scholarship, Renmin University of China
2010-2011	Third Prize Academic Scholarship, Renmin University of China