

# Yanyun (Mia) Wang

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Assistant Professor

Department of Advertising, Public Relations and Media Design

College of Media, Communication and Information

University of Colorado Boulder

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## EDUCATION

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### University of Illinois at Urbana-Champaign (UIUC)

Ph.D., Communication and Media May 2023

Major: Immersive Media Study Minor: Research Methods and Statistics in Communication

### University of Illinois at Urbana-Champaign (UIUC)

M.S., Major: Advertising 2015~2017

### Communication University of China (CUC)

B.A., Major: New Media 2011~2015

## HONORS AND REWARDS

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2024 American Academy of Advertising Research Fellowship Grant

2023 Top Paper in Association for Chinese Communication Studies, National Communication Association Conference

2023 Lynne Blanton Student Travel Grant, The Institute of Communications Research

2022 Top Student Paper in Human-Machine Communication, International Communication Association Conference

2019 Lynne Blanton Student Travel Grant, The Institute of Communications Research

2018 Lynne Blanton Student Travel Grant, The Institute of Communications Research

2018 Best Videography Award, Association for Consumer Research Conference

## PUBLICATIONS

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Liu, W., Wang, Y. (2024). Evaluating Trust in Recommender Systems: A User Study on the Impacts of Explanations, Agency Attribution, and Product Types. Provisionally accepted by *International Journal of Human-Computer Interaction*

Wang, Y., Liu, W., Yao, M.Z. (2024). Which recommendation system do you trust the most? Exploring the impact of perceived anthropomorphism on recommendation system trust, choice confidence, and information disclosure. *New Media & Society*, 0(0).

Wang, Y., Chen, C., Nelson, M. R., & Sar, S. (2022). Walk in my shoes: How perspective-taking and VR enhance telepresence and empathy in a public service announcement for people experiencing homelessness. *New Media & Society*. <https://doi.org/10.1177/14614448221108108>

Tang, Q., Wang, Y., Liu, H., Liu, Q., & Jiang, S. (2022). Experiencing an art education program through immersive virtual reality or iPad: Examining the mediating effects of sense of presence and extraneous cognitive load on enjoyment, attention, and retention. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.957037>

Liu, Q., Tang, Q., & Wang, Y. (2021). The effects of pretraining intervention in immersive embodied virtual reality cardiopulmonary resuscitation training. *Behaviour & Information Technology*, 40(12), 1265-1277. <https://doi.org/10.1080/0144929x.2021.1960606>

- Wang, Y.**, & Yao, M. Z. (2020). Did you notice the Ads? Examining the influence of telepresence and user control on the effectiveness of embedded billboard ads in a VR racing game. *Journal of Interactive Advertising*, 20(3), 258–272. <https://doi.org/10.1080/15252019.2020.1846642>
- Liu, Q., **Wang, Y.**, Tang, Q., & Liu, Z. (2020). Do you feel the same as I do? Differences in virtual reality technology experience and acceptance between elderly adults and college students. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.573673>
- Liu, Q., **Wang, Y.**, Yao, M. Z., Tang, Q., & Yang, Y. (2020). The Effects of viewing an uplifting 360-Degree video on emotional well-being among elderly adults and college students under immersive virtual reality and smartphone conditions. *Cyberpsychology, Behavior, and Social Networking*, 23(3), 157–164. <https://doi.org/10.1089/cyber.2019.0273>
- Shen, J., **Wang, Y.**, Chen, C., Nelson, M. R., & Yao, M. Z. (2019). Using virtual reality to promote the university brand: When do telepresence and system immersion matter? *Journal of Marketing Communications*, 26(4), 362–393. <https://doi.org/10.1080/13527266.2019.1671480>

## WORK IN PROGRESS

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- Wang, Y.** (under review) Using Augmented Reality (AR) to increase risk perception of e-cigarettes among young adults: From the perspective of construal level theory
- Tian, S. & **Wang, Y.** (1st round revision) Augmenting Consumer Experience through A Camera: A Framework for Understanding Responses to Augmented Reality Advertising.
- Chen, X., Chen, C., **Wang, Y.**, Mao, L., Yan, S., & Yu, G. (1st round revision) Understanding Personalized Persuasion Strategies in Implicit Attitudes Towards the COVID-19 Vaccine: The Moderating Effects of Personality Traits Based on an ERP Study
- Wang, Y.**, Liu, Q., & Tang, Q. (2nd round data collection) “I’ve been there virtually”: Explore the effectiveness of virtual reality tours for different types of travel destinations.
- Wang, Y.** & Yao, M. (in preparation) Defining and categorizing telepresence : From the perspective of the internal and external sources
- Wang, Y.**, Liu, Q., Tang, Q., & Tan, T. (draft the manuscript) Mindful Machines: How Need For Cognition Shape Our Searching Behaviors and Choices between Search Engines and AI Chatbots

## CONFERENCE PAPER & PRESENTATIONS

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- Wang, Y.**, Chen, X., & Ma, L. (2024) Combating Optimistic Bias: Evaluating the Role of Self-Focused Augmented Reality in Enhancing E-Cigarette Risk Perception Among Users. Paper accepted by International Communication Association Conference, Gold Coast, Australia
- Wang, Y.**, Liu, Q., Tang, Q., & Tan, T. (2024) Mindful Machines: How Need For Cognition Shape Our Searching Behaviors and Choices between Search Engines and AI Chatbots. Extended abstract accepted by International Communication Association Conference, Gold Coast, Australia
- Ding, W (master student). & **Wang, Y.** (2024) Extending Message Framing to Virtual Space: An Experimental Study on the Impact of Self-Focused vs. Non-Self-Focused AR Embodiments on Vaping Risk Perceptions. Extended abstract accepted by International Communication Association Conference, Gold Coast, Australia
- Wu, M., Liu, W., **Wang, Y.**, & Yao, M.Z. (2024) Negotiating the Shared Agency between Humans & Machines in the Recommender System. Extended abstract accepted by International Communication Association Conference, Gold Coast, Australia

- Liu, W., **Wang, Y.**, & Yao, M.Z. (2024, April) Evaluating trust with recommender systems: a user study on the impacts of explanations, agency attribution, and product types. Paper accepted by Future of Information and Communication Conference (FICC). Berlin, Germany
- Wang, Y.**, & Hong, Z. (2023, November) Impact of short-form video sharing apps on chinese children: assessing academic performance, social relationships, and parental influences. Paper presented at National Communication Association Conference. National Harbor, Maryland
- Chen, X., Chen, C., **Wang, Y.**, Ma, L., Liang, S., Yu., G. (2023, November) Can Personalized Persuasion Effectively Influence Implicit Attitudes? An ERP Study Testing the Effects of Cognitive and Affective Matching Towards the COVID-19 Vaccine. Paper presented at National Communication Association Conference. National Harbor, Maryland
- Chen, X., **Wang, Y.**, & Yu, G. (2023, August) Recognition and comprehension across message appeal and media format: decoding memory performance in health communication—An ERP study. Poster presented at AEJMC, Washinton DC
- Liu, Z., **Wang, Y.**, & Liu, Q. (2023 June) A Study of the communication effectiveness of immersive Virtual Reality on marine conservation issues. Paper presented at the 8th International XR-Metaverse Conference. Las Vegas, USA
- Wang, Y.**, Liu, Q., & Tang, Q. (2023 June) I've been there virtually" How the effectiveness of Virtual Reality tours vary for different types of travel destinations. Paper presented at the 8th International XR-Metaverse Conference. Las Vegas, USA
- Chen, C., **Wang, Y.**, Minamii, Y., & Yao, M.Z. (2023, May) Exploring the boundary condition of the Proteus Effect: improving exercise efficacy using immersive technology. Poster presented at International Communication Association Conference. Toronto, Canada
- Chen, X., **Wang, Y.**, Mao, L., Yan, S., & Yu, G. (2023, May) How do people's media use habits affect their emotional expression?—Using EEG to compare the effects of handwriting versus typing. Paper presented at International Communication Association Conference. Toronto, Canada
- Chen, X., Chen, C., **Wang, Y.**, Mao, L., Yan, S., & Yu, G. (2023, May) Exploring How Personality Trait Affect Implicit Attitude Towards COVID-19 Vaccine: an ERP Study. Paper presented at International Communication Association Conference. Toronto, Canada
- Wang, Y.**, & Liu, W. (2022, May) Which recommendation system do you trust the most? Exploring the impact of perceived anthropomorphism on recommendation system trust, choice confidence, and information disclosure. Paper presented at International Communication Association Conference. Paris, France.
- Tang, Q., Y, Liu, H., & **Wang Y.** (2022, May) Presence and cognitive load: The competitive processes from immersive technology affordance to enjoyment, attention, and memory. Paper presented at International Communication Association Conference. Paris, France.
- Tang, Q., Y, **Wang Y.**, & Liu, Q. (2021, Jan) VR CPR training and pre-intervention. Paper presented at The International Association for Media and Communication Research (online).
- Wang, Y.**, Chen, C., Nelson, M.R., & Sar, S. (2019, March) Walk in my shoes: How a public service announcement advertisement for the homeless persuades in Virtual Reality. Paper presented at International Conference on Research in Advertising, Krems, Austria.
- Wang, Y.**, & Yao, M.Z., (2019, June) Did you notice the ads? Testing the effectiveness of embedded advertising in VR game. Paper presented at American Academy of Advertising Global Conference, Beijing, China.

- Nelson, M.R., **Wang, Y.**, Tian, K., & Ferguson, G. M. (2018, March) Teaching subvertising: Building persuasion knowledge through creative consumer critique. Video presented at Association for Consumer Research Conference, Dallas, TX.
- Wang, Y.**, Shen, J., Yang, R., Chen, C., Yao, M.Z., & Nelson, M.R. (2017, December) Does device matter in VR advertising? Perception and memory of Virtual Reality branded content. Paper presented at Annual Conference of American Academy of Advertising, New York, NY.
- Wang, Y.**, & Sar, S. (2016, December) How do different types of anticipated regret advertising messages interact with mood to influence purchase intention? Paper presented at International Communication Association Conference, San Diego, CA.
- Shen, J., Stenger, M., Lechowicz, J., Chen, C., Yang, R., Sivasankaran, A., **Wang, Y.**, Zhang, J., Zou, Y., Katz, H., & Nelson, M.R. (2017, March) “Really being there?”: Telepresence in virtual reality branded content. Poster presented at AEJMC, Chicago, IL.
- Pham, G., Shancer, M., Guo, D., Tao, J., Peng, Y., **Wang, Y.**, & Nelson, M.R. (2016, August) Only other people post food photos on Facebook: How social media fits into our lives and the third person effect. Poster presented at AEJMC, Minneapolis, MN.

## **TEACHING EXPERIENCE**

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### **As Instructor and Co-Instructor**

- APRD3010 Consumer insight, Department of Advertising, PR and Media Design, CU Boulder
- ADV393 Advertising and Society, Department of Advertising, College of Media, UIUC
- ADV460 Innovation in Advertising, Department of Advertising, College of Media, UIUC
- ADV281 Advertising Research Methods, Department of Advertising, College of Media, UIUC
- ADV150 Introduction to Advertising, Department of Advertising, College of Media, UIUC

### **As Course Developer and Head Teaching Assistant**

- MBA543 Digital Media and Marketing, Department of Marketing, Gies College of Business (online MBA), UIUC

### **As Teaching Assistant**

- ADV480 Social Media Analytics, Department of Advertising, College of Media, UIUC
- ADV460/CS468 Technology and Advertising Campaign, Department of Advertising, College of Media & Department of Computer Science, UIUC
- ADV320/370 Media Sales Management, Department of Advertising, College of Media, UIUC
- ADV305 Digital Advertising Content, Department of Advertising, College of Media, UIUC
- ADV393 Advertising and Society, Department of Advertising, College of Media, UIUC

## **PROFESSIONAL SERVICE**

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**Panelist in Graduate Student Development: University of Colorado Boulder, (September 21, 2023)**

**Research Assistant and Media Production Assistant at Hub For Brand Innovation And Advertising Technology (2021Jan- 2023 June)**

- Worked on brand-related data analysis, data visualization, and theory/concepts and constructions
- Performed qualitative and quantitative analysis
- Edited and published the seminar videos

### **Topic Coordinator of *Frontiers in Virtual Reality* (2021Aug - current)**

- Proposed the scope of the research topic and wrote the call for participation
- Identified and contacted potential guest editors and contributors

### **Journal Reviewer**

- *Frontiers in Psychology*
- *Journal of Marketing Communications*
- *Journal of Interactive Advertising*

### **Conference Reviewer**

- International Communication Association Conference (ICA)
- American Academy of Advertising (AAA)
- Association for Education in Journalism and Mass Communication (AEJMC)

## **SUPERVISED UNDERGRADUATE RESEARCH**

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### **Brand Reputation Index Project (2021 Fall)**

- Planned the project and worked with undergraduates in advertising major and computer science major
- Instructed students to perform qualitative and quantitative analysis systematically
- Applied the model to Starbucks and TikTok case studies and presented the projects to Yahoo! and at the UIUC undergraduate research symposium

### **Wine Recommendation System Project (2021 Spring)**

- Designed the deliveries and provided weekly feedback to four teams
- Instructed students to do the survey and collect data from the industry
- Teams presented their work to peers and experts from the industry

## **INVITED TALK**

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“The Applications of Virtual Reality Research in Social Issues” Beijing Normal University, School of Journalism and Communication, June 2022

“Transforming Experience: The Potential of Virtual Reality & Augmented Reality for Persuasion in Different Contexts” City University of Hong Kong, Department of Media and Communication, Jan 2022

“Doing Good with Virtual Reality” University of Illinois at Urbana-Champaign, Institute of Communications Research, October 2018

“Immersive Technologies in Academic Research” Beijing Normal University, School of Journalism and Communication, July 2018

## **GRANT WRITING EXPERIENCE**

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### **Bridging Intangibility via Augmented Reality: Unraveling the Role of Situatedness, Embodied Control, and Contextual Congruence Project Significance and Contributions**

Co-PI, 2024 American Academy of Advertising Research Fellowship Grant (Funded \$ 2,500)

### **Parenting Styles and Children’s Use of Short-video Apps in China (October, 2021)**

Co-I, Shanghai Municipal Education Commission (Funded \$12,000)

- Assisted P.I. Dr. Ping Zhang with the literature review
- Designed research plan, conducted data analysis, and wrote report

### **The Role of Virtual Reality (VR) in Cross-cultural Communication (November, 2019)**

Co-I, VR@Illinois seed grant (\$2000, not funded)

- Designed research, wrote and submitted the grant proposal

### **Impact of Virtual Reality (VR) Technologies on Older Adults' Mental Health (March, 2019)**

Co-I, Young Scientists Fund of the National Social Science Foundation of China (Funded \$12,000)

- Involved in writing and submitting the grant proposal (P.I. Dr. Qian Liu)
- Designed research plan, conducted data analysis, and wrote report

## **RELEVANT SKILLS**

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- Media produce: **Video Production**| **Multimedia Editing**|**VR Experience Making**
- Software: **SPSS**| **Adobe Photoshop** | **Adobe Premier** | **Adobe After Effects** | **Unity 3D** | **Final Cut** |**Qualtrics**
- Programming: **Python** | **R**
- Qualitative & Quantitative research: **Survey Design** | **Experiment Design** | **Big Data Analysis** | **Focus group** | **Interview** | **Text Analysis**

## **OTHER PROFESSIONAL EXPERIENCE**

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|---|-------------|
| Intern marketing content editor in TideiSun Group in HongKong   | 2019 Summer |
| <ul style="list-style-type: none"><li>• <i>planned, coordinated, created, and edited content for company's social media</i></li></ul>   |             |
| Project manager of VR campus tour "Illinois Experience"   | 2017 Summer |
| <ul style="list-style-type: none"><li>• <i>Planned project and led the team, monitored the progress</i></li><li>• <i>Taught team members to create and edit VR materials</i></li><li>• <i>Design of research project, data analysis, and report writing</i></li></ul> |             |
| Video editor of the commercial "T-mall Brand Day" cooperated with Macy's Fashion Show   | 2016 Summer |
| <ul style="list-style-type: none"><li>• <i>Participated in planning</i></li><li>• <i>Assisted videographer in shooting the video</i></li><li>• <i>Participated in editing</i></li></ul>   |             |
| Commercial director in Beijing BBMonster Advertising Co., Ltd   | 2013-2015   |
| <ul style="list-style-type: none"><li>• <i>Participated in meetings with clients</i></li><li>• <i>Developed the scripts</i></li><li>• <i>Assisted videographer in shooting the video</i></li><li>• <i>Participated in editing and publishing</i></li></ul>            |             |
| Head Director of Vision Youth—11 <sup>th</sup> Beijing International Collegiate Video & Film Festival   | 2014 Summer |
| <ul style="list-style-type: none"><li>• <i>Planned the film competition and the gala event</i></li><li>• <i>Led the team and monitored the progress</i></li><li>• <i>Directed the award ceremony</i></li></ul>  |             |
| Student Director of Campus Television Station in Communication University of China  | 2011-2014   |
| <ul style="list-style-type: none"><li>• <i>Planned the TV program content</i></li><li>• <i>Led undergraduates to create and publish the content</i></li></ul>   |             |
| Intern video editor and campaign planner Beijing Mafengwo Network Technology Co.,Ltd.   | 2012-2015   |
| <ul style="list-style-type: none"><li>• <i>Designed the projects and developed the scripts</i></li><li>• <i>Edited and published the video</i></li></ul>  |             |
| Intern journalist of Press Forward of Dalian Television Station   | 2013 Summer |
| <ul style="list-style-type: none"><li>• <i>Proposed and researched news topics</i></li><li>• <i>interviews</i></li></ul>  |             |

- *Edited videoclips*

Intern television director of Olympic Dream Festival Gala of CCTV Program 1

2012 Summer

- *Shot and edited videos for social media posts*