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Research Interests:

- Health Communication
- Human-AI Interaction

Research Publications/ Fundings:

Reflections and countermeasures on new financial investment risks triggered by "financial livestreaming" [General Project of Guang'an Social Science Research Planning] (Grant No. 2024YB043). Guang'an Federation of Social Science Associations. Final evaluation: Good. (Awarded: August 2025).

Liu, M. Y., Liu, F. X. (2025, November 20–23). Virtual Bites, Real Diets: How Eating Livestreaming Shapes Restrained Eating via Symbolic Self-Completion Theory [Conference presentation]. NCA 2025, Denver, Colorado, United States.

<https://www.xcdsystem.com/nca/program/XEjPh82/index.cfm?pgid=2312>

Qiu, Y., Chang, L., **Liu, M. Y.** (2025, July 13–17). No More Messages! A Systematic Review of Predictors and Outcomes of Message Fatigue [Conference presentation]. IAMCR 2025, Singapore.

<https://iamcr.app.box.com/public/static/j5shleei5r4gcid0anss9rk2cof80b51.pdf>

Gan, H. Y., Ye, J. W., **Liu, M. Y.** (2025, July 13–17). Exploring the Integrative Heuristic Processing in Human-AI Relationships and Their Impact on Users' Undersociality: A Perspective of Expectancy Violation and Confirmation [Conference presentation]. IAMCR 2025, Singapore.

<https://iamcr.app.box.com/public/static/j5shleei5r4gcid0anss9rk2cof80b51.pdf>

Liu, M. Y. (2025, April 18–19). Cross-Environmental Compensatory Pathways: How Thin-Ideal Internalization and Social Media Comparison Mediate Normative Pressures and Restrained Eating [Conference presentation]. Emerging Media for Communicating SDGs, Shanghai, China.

Chongqing Social Science Planning Office. (2023–2024). Research on online theoretical communication among youth groups [Key Project of Cyberspace Affairs and Information Planning, Chongqing Social Science Planning Project] (Grant No. N/A). Awarded: CNY 20,000.

Li, C.B., **Liu, M.Y.**, Zhou, J., Zhang, M., Liu, H. C., Wu, Y. T., Li, H., Leeson, G. W., Deng, T. T. (2022) Do Health Information Sources Influence Health Literacy among Older Adults: A Cross-Sectional Study in the Urban Areas of Western China, *International Journal of Environmental Research and Public Health*, 19(20), 13106.
<https://doi.org/10.3390/ijerph192013106>

Li, C., Long, C., Zhang, M., Zhang, L., **Liu, M.**, Song, M., Cheng, Y., & Chen, G. (2022). The Influence of Alcohol Consumption on Tobacco Use among Urban Older Adults: Evidence from Western China in 2017. *Sustainability*, 14(13), 7752.
<https://doi.org/10.3390/su14137752>