

LYU, She (Jeremy)

Ph.D. Candidate

B.A. with Honours in International Communications Studies

University of Nottingham

Master of Digital Communication and Culture

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Research Interests:

- Embodied Cognition
- Technology-Mediated Communication
- Mixed Reality and Narrative Film
- Cybernetics
- Computational Methodology
- Artificial Neural Networks and Machine Learning
- Human-Machine Symbiosis

Refereed Journal Articles:

Lyu, S., Zhao, Z., Liu, G., & Zhou, S. (2026). Understanding Embodied Experiences in a Traditional Chinese Medicine-Based Health Promotion Program: Insights from In-Depth Interviews and Participant Observations. *Health Communication*, 41(1), 52-62.

<https://doi.org/10.1080/10410236.2025.2490230>

Zhao, Z., Liu, K., **Lyu, S.,** Wang, S., Chak, Y., & Wang, H. (2025). Integrating Embodied Cognition with the UTAUT Model to Investigate Factors Influencing the Adoption of Home-based Health Monitoring Systems. *Health Informatics Journal*, 31(3).

<https://doi.org/10.1177/14604582251363546>

Lyu, S., & Zhou, S. (2025). Enhancing Human Cognition: The Role of Technological Integration in Cognitive Upgrading. *The Journal of Medicine, Humanity and Media*, 3(1), 22-36. <https://doi.org/10.62787/mhm.v3i1.135>

Zhao, Z., Huang, M., Wang, Z., **Lyu, S.,** & Wang, H. (2023). A human-centred design strategy for self-training healthcare service among visually impaired persons. *The Design Journal*, 26(5), 731-752. <https://doi.org/10.1080/14606925.2023.2225718>

Refereed Conference Proceedings:

Huang, Y., & **Lyu, S.** (2026). Embodied Experiences Reshape Tourist Perceptions: A Computational Analysis of VR, AR, and AI in Heritage Tourism. In *Proceedings of the 2025 International Conference on Embodied Intelligence and Large Models (EILM '25)*. Association for Computing Machinery, New York, NY, USA, 39-43.

<https://doi.org/10.1145/3788731.3788737>

Zhao, Z., Yu, L., **Lyu, S.**, & Wang, H. (2023). Improving Self-management for Long COVID: Using Double Diamond Model to Design a mHealth App. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 67(1), 2274-2280.
<https://doi.org/10.1177/21695067231192582>

Lyu, S. (2022). Feasibility and Acceptability of Using Smartphone App Headspace to Study Meditation Through Digital Media. In *2022 2nd International Conference on Computer Technology and Media Convergence Design (CTMCD 2022)* (pp. 715-723). Atlantis Press. https://doi.org/10.2991/978-94-6463-046-6_82

Conference Paper Presentations:

Lyu, S., Xu, J., Liu, X., & Zhou, S. (2026). *Cognitive Embodiment in Immersive Narrative Storytelling: A Systematic Review of Embodied Experience Features and Effects* [Paper presentation]. 76th Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

Zhou, S., Sun, M., & **Lyu, S.** (2026). *The Dark Side of Narratives: A Systematic Review of the Unintended Effects of Narrative-based Communication in Health Contexts* [Paper presentation]. 76th Annual Conference of the International Communication Association (ICA), Cape Town, South Africa.

Lyu, S., Zhao, Z., Liu, G., & Zhou, S. (2025). *Understanding Embodied Health Practices and Their Impacts in a Traditional Chinese Medicine Program: A Mixed Methods Study* [Paper presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, USA.

Lyu, S. (2025). *Development and Testing of a Digital Mindfulness Intervention for Improving Mental Health in Long COVID* [Paper presentation]. International Conference on Mindfulness-Asia Pacific (ICM-AP) 2025, Hong Kong.

Zhou, Y., Chen, J., Guo, Z., Xia, C., & **Lyu, S.** (2025). *Examine the Effect of Multidimensional Distances on Antibiotic Risk Awareness and Preventive Behaviors* [Paper presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, CO, USA.

Lyu, S., & Zhan, J. (2025). *Automatic abstract screening using machine learning methods: A comparative study* [Paper presentation]. SJTU-IAMCR, Shanghai, China.

Lyu, S., Zhao, Z., & Zhou, S. (2024). *Examining the Effectiveness of Digital Storytelling on Improving Mental Health during the COVID-19 Pandemic: A Narrative Communication Perspective* [Paper presentation]. 74th Annual ICA Preconference, Sydney, NSW, Australia.

Lyu, S., & Zhou, W. (2024). *Exploring the Intersection of Strategic Communication, User Acceptance, and Social Impact: Insights from Hong Kong College Students' Attitudes and Behaviours towards AI Technology* [Paper presentation]. 74th Annual ICA Preconference, Sydney, NSW, Australia.

Gao, Y., & **Lyu, S.** (2024). *Strategic Communication Dynamics in Chinese Corporate Internal Social Media: Examining the Impact of Engagement, Transparency, and Privacy on Employee Information Sharing Behavior Mediated by Employee-Organization Relationships* [Paper presentation]. 74th Annual ICA Preconference, Sydney, NSW, Australia.

Other Publications:

Lyu, S. (2024). 2024 MHM Review Subforum Six Health Narratives and Cognitive Behavioral Research. *The Journal of Medicine, Humanity and Media*, 2(4), 118-124. <https://doi.org/10.62787/mhm.v2i4.156>

Lyu, S. (2024). Invited Lecture: Shuo Zhou - Narrative-based Strategies for Health Cognitive and Behavioral Changes. *The Journal of Medicine, Humanity and Media*, 2(4), 139-144. <https://doi.org/10.62787/mhm.v2i4.155>

Lyu, S. (2022). Ideas and Strategies of Running Social Platform UGC Content Under the Background of Digital Media. *China Electronics Enterprise Magazine*.

Lyu, S. (2022). Analysis of Laura Mulvey's Visual Pleasure and Narrative Cinema. *Focus*.

Lyu, S. (2021). The Basic Attribute, Development and Social Function of Contemporary Documentary. *Wisdom Oriental*.

Newspaper Articles:

- Shanghai Xinmin Evening News (2016-07-04, A05)
- Shanghai Xinmin Evening News (2016-07-05, A06)
- Shanghai Xinmin Evening News (2016-07-05, A07)

Awards / Grants / Honors:

- 2025-2026: The Spatial Microphone (Principal Investigator), Inno Realisation Fund (IRF), HKBU and HKSTP, HK\$300,000
- Oral presentation, 2nd International Conference on Computer Technology and Media Convergence Design
- "The Spirit of National Art" Works Achievements, National First Prize
- "The Spirit of National Art" Works Achievements, Excellent Instructor Prize
- 6th Sichuan Province University Animation Contest, Excellent Instructor Prize
- Sichuan TV Artists Association, Membership
- First Sichuan Provincial Forest and Grassland Fire Prevention Public Welfare Micro Video Contest, Provincial Third Prize
- Roblox Innovation and Design Instructor, Tencent Games and Roblox
- 2099: The Soldier Protocol, Australian film production
- Australia Bridal Guide (May 2019), magazine cover
- Jimmy Choo Spring/Summer 2019 campaign production
- Sydney Memory, nominated for the Who Is Sydney 2019 Short Film Competition
- Superdry Swim campaign production
- Melbourne 'Great Ocean Road', micro-film nomination, Rode Micro Film Contest