

# Xiaotong Liu

Moody College of Communication, University of Texas at Austin

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## EDUCATION

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### The University of Texas at Austin

Austin, United States

*Doctor of Philosophy (Ph.D.) in Communication Studies*

Expected Graduation: 2027

Advisor: Dr. Craig R. Scott

Research interest: Organizational identity and identification, organizational culture, global virtual teams, AI/workplace technology

### The London School of Economics and Political Science

London, United Kingdom

*Master of Science (MSc) in Global Media and Communication*

Graduation: 11/2020

Emphasis: National identity construction, symbolic media power, diasporic identity

Dissertation supervisor: Dr. Lilie Chouliaraki

### Tsinghua University

Beijing, China

*Bachelor of Law in International Relations*

Graduation: 07/2019

Thesis advisor: Dr. Zhiqin Shi

### Tsinghua University

Beijing, China

*Bachelor of Art in Journalism (Dual Degree)*

Graduation: 07/2019

Thesis advisor: Dr. Changfeng Chen

### Sciences Po Paris

Paris, France

*Exchange Program in International Relations*

Certificate: 03/2018

## PUBLICATIONS

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- **Liu, X.** (2025). Bridging cultures in virtual workplaces: A review on Global Virtual Teams from an intercultural communication perspective. *Business and Professional Communication Quarterly*. Advance online publication. <https://doi.org/10.1177/23294906251327747>
- Brown-Devlin, N., Tao, J., Imbrogno, C., Butterbaugh, N., **Liu, X.**, Memon, L., ... & Anderson, J. (2025). Examining sports media credibility, bias, political identification, and fandom using a repeated cross-sectional survey. *Communication & Sport*. Advance online publication. <https://doi.org/10.1177/21674795251314383>
- **Liu, X.** (2024). Champion of the country: Mediated sports game watching and national identity construction for the Chinese diaspora. *International Journal of Sport Communication*, 17(4), 442-452. <https://doi.org/10.1123/ijsc.2024-0125>

## RESEARCH IN PROGRESS

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- **Liu, X.** (in revision). Between self-Orientalism and strategic self-image: Navigating discourse from ASEAN tourism videos. *Tourist Studies*.
- Anderson, J., Acaf, Y., Memon, L., & **Liu, X.** (in revision). Social identity can be a team game: Factors that widen and bridge partisan gaps in political perceptions of sports media topics.

- Rabby, M., **Liu, X.**, & Scott, C. (under review). Linking anonymous organizational communication to key workplace outcomes in Brazil, China, France, and the U.S.
- **Liu, X.** (in submission). Global voices and local choices: Navigating cultural accommodation in global social media branding.
- **Liu, X.** (in submission). From remote Work to return-to-office: A social media analysis of emotional responses.
- **Liu, X.**, Rabby, M., & Martin J. (in submission). Artificial intelligence in higher education: A thematic analysis of ChatGPT in popular discourse.
- Norman, E., **Liu, X.**, Xu, Y., & Stephens, K. K. (in submission). “The near future is to have robots around”: Developing a model of affective response to robot encounters.

## CONFERENCES AND PRESENTATIONS

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- **Liu, X.** (2025, November). *From remote Work to return-to-office: A social media analysis of emotional responses*. [Paper presentation]. Annual meeting of the National Communication Association, Denver, CO.
- Rabby, M., **Liu, X.**, & Scott, C. (2025, November). *Linking anonymous organizational communication to key workplace outcomes in Brazil, China, France, and the U.S.* [Paper presentation]. Annual meeting of the National Communication Association, Denver, CO.
- **Liu, X.** (2025, August). *Global voices and local choices: Navigating cultural accommodation in global social media branding*. [Poster presentation]. Annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- **Liu, X.**, Rabby, M., & Martin, J. (2024, November). *Artificial intelligence in higher education: A thematic analysis of ChatGPT in popular discourse* [Paper presentation]. Annual meeting of the National Communication Association, New Orleans, LA. [**Recipient of Instructional Communication Top Student Paper Award**]
- **Liu, X.** (2024, September). *Exploring global teams: A metatheoretical review through the lens of organizational communication* [Poster presentation]. Organizational Communication Mini-Conference, Evanston, IL.
- Norman, E., **Liu, X.**, Xu, Y., & Stephens, K. K. (2024, September). *Discursive and organizing views on community-embedded robotics: A grounded theory of robots as social organizational actors (RSOA)* [Poster presentation]. Organizational Communication Mini-Conference, Evanston, IL.
- Brown-Devlin, N., Tao, J., Imbrogno, C., Butterbaugh, N., **Liu, X.**, Memon, L., Acaf, Y., & Anderson, J. (2024, August). *Examining sports media credibility, bias, political identification, and fandom using a repeated cross-sectional survey* [Paper presentation]. Annual meeting of the Association for Education in Journalism and Mass Communication, Philadelphia, PA. [**Recipient of Sports Communication Top Faculty Paper Award**]
- **Liu, X.** (2024, June). Between self-Orientalism and strategic self-image: Navigating discourse from ASEAN tourism advertising videos [Paper presentation]. Annual meeting of the International Communication Association, Gold Coast, Australia. [**Recipient of Global Communication and Social Change Top Paper Award**]

- **Liu, X.** (2024, June). Bridging cultures in virtual workplaces: A review on global virtual teams with an intercultural communication perspective. [Poster presentation]. Annual meeting of the International Communication Association, Gold Coast, Australia.
- Gong, C., **Liu X.**, & Zhang, X. (2024, June). “Others are more vulnerable to deepfake than I am”: Cognitive differences and third-person perception in deepfake [Paper presentation]. Annual meeting of the International Communication Association, Gold Coast, Australia.
- **Liu, X.**, & Wang, M. (2024, March). A more feminist Olympics on media? Feminism in sportswomen's media representation in Olympic sports from 2012 to 2020 [Paper presentation]. International Association for Communication and Sport, Los Angeles, CA.
- **Liu, X.** (2023, May). “Champion of the country”: National sports game watching and national identity construction for Chinese diasporas [Paper presentation]. Annual meeting of the International Communication Association, Toronto, Canada.

## ACADEMIC APPOINTMENTS

<b>Graduate Research Assistant</b>	Austin, United States
<i>The University of Texas at Austin</i>	2024 - Present

Department of Communication Studies, Moody College of Communication

Principle Investigator: Dr. Keri Stephens

- Conducted in-depth qualitative interviews with 25 participants to explore how organizations perceive and integrate community-embedded robots under Adaptive Structuration Theory
- Developed the Robots as Social Organizational Actors (RSOA) framework, investigated discursive and organizing perspectives on workplace technology, focusing on structuration processes, social norms, and human-robot interactions within organizational environments

<b>Graduate Teaching Assistant</b>	Austin, United States
<i>The University of Texas at Austin</i>	2023 - Present

Department of Communication Studies, Moody College of Communication

<b>Undergraduate Research Assistant</b>	Brasília, São Paulo, and Rio de Janeiro, Brazil
<i>Tsinghua University</i>	2018

Principle Investigator: Dr. Jun Zhang

- Interviewed Brazil's health ministry officials to obtain data on health expenditures; collected and analyzed data on vulnerable groups and government funding in Brazil from local colleges and public health organizations to reveal the achievements and problems of the public health system in Brazil
- Summarized the protection of the public health system for vulnerable groups in Brazil and finished a comparative study with the system in China
- Received RMB 200,000 in research funds from Tsinghua University

## TEACHING EXPERIENCE

<b>Theories of Persuasion (CMS 332K)</b>	Austin, United States
<i>The University of Texas at Austin</i>	2024 - 2025

- Graded exams, article review assignments, and final projects
- Held office hours upon request

<b>Using Communication Technology at Work (CMS 346)</b>	Austin, United States
<i>The University of Texas at Austin</i>	2024

- Helped create and operate in-class activities
- Graded weekly discussions, factsheets, and final papers
- Held weekly office hours and answered academic questions from students

### **Lying and Deception (CMS 344K)**

*The University of Texas at Austin*

Austin, United States

2023 - 2024

- Helped course instructor manage lectures, group students, and grade assignments
- Gave guest lecture titled *Lie Detection and Polygraphs*
- Held weekly office hours and instruction sessions on interview methodology
- Answered academic questions from students about their quizzes

## **PROFESSIONAL EXPERIENCE**

### **United Nations World Food Programme (WFP)**

*Communication Assistant, Communications Department*

Beijing, China

2021 - 2022

- Responsible for social media operations and communication campaigns organization; Releasing special reports for major events and critical themes
- Coordinated and communicated with the head offices of the United Nations
- Conducted research and finished a report on global food security

### **TAL Education Group**

*Product Researcher, Teaching Products Department*

Beijing, China

2020 - 2021

- Updated the interactive teaching and learning system and promoted innovative product transitions according to the data feedback
- Conducted user research to ensure that the courses could meet users' needs

### **China Central Television (CCTV)**

*Trainee Journalist, Social News Department*

Beijing, China

2018

- Took charge of topic planning, editing, and broadcasting of international news
- Operated social media accounts for the transformation of traditional media
- Conducted the special reports on the Shanghai Cooperation Qingdao Summit with 1.17 billion hits

## **HONORS AND AWARDS**

TIPI Graduate Student Research Fellow (\$1,000)	2025
NCA Student Caucus Travel Grant (\$200)	2024
NCA Travel Fund, The University of Texas at Austin (\$750)	2024
UT Graduate School Decentralized Fellowship (\$4,000 per year)	2023 - 2027
UT Moody/Provost Fellowship (\$5,000 per year)	2023 - 2027
ICA Travel Fund, The University of Texas at Austin (\$1,050)	2024
IACS Summit Travel Fund (\$750)	2024
UT Communication Studies Graduate Community Grant (\$200)	2024
ICA Michael Haley Travel Fund (\$500)	2023
All-round Scholarship, Tsinghua University	2018
Academic Scholarship, Tsinghua University (Top 5%)	2016
Freshman Scholarship, Tsinghua University	2015

## **PROFESSIONAL SERVICE**

<b>Peer Reviewer</b> for Management and <i>Communication Quarterly</i>	2025
<b>Peer Reviewer</b> for <i>International Journal of Business Communication</i>	2025
<b>Peer Reviewer</b> for <i>Business and Professional Communication Quarterly</i>	2024
<b>Reviewer, National Communication Association</b>	

• Organizational Communication Division	2024 - 2025
• Instructional Development Division	2024
<b>Reviewer, International Communication Association</b>	
• Global Communication and Social Change Division	2024
• Sports Communication Division	2023
<b>Reviewer, International Association for Communication and Sport</b>	2023

## UNIVERSITY SERVICE

<b>Recruitment Day – Student Panel Q&amp;A, Volunteer, UT Austin</b>	2025
• Sharing experiences with prospective graduate students; providing suggestions about academic life, career paths, and research opportunities at UT Austin	
<b>Tsinghua Red Cross Society Students’ Branch, Vice President, Beijing, China</b>	2018 - 2019
• In charge of the overall organization of regular affairs and activities	
• Organize weekly volunteer teaching of children and peer education on sexual knowledge and gender equality	
<b>Tsinghua Overseas Investigation Program, Investigator, Kuala Lumpur and Malacca, Malaysia</b>	2018
• Investigated the internationalization of universities in Malaysia	
• Reported on the identities and living conditions of Malaysian Chinese and their personal attitudes toward China	
<b>The 6th World Peace Forum, Volunteer, Beijing, China</b>	2017
• Engaged in the experts’ discussion on focused international topics; presented key points to the public	
• Issued articles on the topic <i>Challenges to International Security: Joint Efforts, Responsibility, and Reform</i>	

## CERTIFICATIONS

<b>Teacher Qualification Certificate for Senior High School</b>	2023 - Present
<i>The Ministry of Education, People's Republic of China</i>	

## SKILLS

R Studio	Adobe Photoshop	Adobe InDesign
SPSS	Adobe Premiere	NVivo

## LANGUAGES

Mandarin (Native), English (Fluent), French (Intermediate)

## PROFESSIONAL AFFILIATIONS

<b>National Communication Association</b>	2024 - Present
• Member of Organizational Communication, Intercultural Communication and Instructional Development divisions	
<b>Center for Sports Communication &amp; Media, The University of Texas at Austin</b>	2023 - Present
• Completed the fourth annual report for politics in sports media in Jan 2025	
<b>International Communication Association</b>	2023 - Present
• Member of Global Communication and Organizational Communication divisions	
<b>International Association for Communication and Sport</b>	2023 - Present
• Student Membership	