**Shu (Scott) Li**

Curriculum Vitae

School of Communication

University of Akron

110B Kolbe Hall

Akron, OH 44308

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814-862-8219; 330-972-4375

EDUCATION

2022

Ph.D., Communication

The Pennsylvania State University

Dissertation: Talking about sugar-sweetened beverages: Investigating the role of campaign-induced interpersonal communication in obesity prevention

Committee members: Dr. James Price Dillard (Chair), Dr. Rachel A. Smith, Dr. Denise Haunani Solomon, Dr. Jessica Gall Myrick, & Dr. Jennifer Savage-Williams

2016

 MA, Communication

Wake Forest University

2013

 BA, Editing and Publishing

University of Shanghai for Science & Technology

EMPLOYMENT HISTORY

2022 - present

**Assistant Professor**

School of Communication

University of Akron, Akron, OH

RESEARCH FOCI

Interpersonal influence; health persuasion campaign; nutrition intervention for healthy eating & obesity prevention

PEER REVIEWED JOURNAL ARTICLES

Dillard, J. P., **Li, S. S.**, & Cannava, K. (2020). Talking about sugar-sweetened beverages: Causes, processes, and consequences of campaign-induced interpersonal communication. *Health Communication*. Advanced online publication.

Dillard, J. P., & **Li, S. S.** (2020). How scary are threat appeals? Evaluating the intensity of fear in experimental research. *Human Communication Research*, *46*(1), 509-532.

Dillard, J. P., Kim, J., & **Li, S. S.** (2018). Anti-sugar-sweetened beverage messages elicit reactance: Effects on attitudes and policy preferences. *Journal of Health Communication*, *23*(8)*,* 703-711.

Krcmar, M., McGloin, R., & **Li, S. S.** (2018). “What is my Call of Duty?”: Exploring the importance of player experience in a first-person shooter video game. *Journal of Gaming & Virtual Worlds*, *10*(2), 167-187.

OTHER PUBLICATIONS

**Li, S. S.**, & Dillard, J. P. (2021, June 18). Everything in moderation? Not for threat appeals. *Character & Context*. https://www.spsp.org/news-center/blog/li-dillard-threat-appeals

MANUSCRIPTS UNDER REVIEW

Shen, L., & **Li, S. S.** (2022). The persuasive impact of emotional flow: A within-individuals latent growth curve perspective. *Human Communication Research*.

Shen, L., **Li, S. S.**, Sweeney, K., & Lee, D. A. (2022). Re-explicating hope as a discrete emotion and its role in persuasion. *Communication Studies*.

CONFERENCE PRESENTATIONS

**Li, S. S.** & Dillard, J. P. (2022, November). *Interpersonal Influence: Concepts and Measurement*. Paper accepted for presentation at the 108th annual meeting of the National Communication Association, New Orleans, LA.

Shen, L., & **Li, S. S.** (2022, May). *The persuasive impact of emotional flow: A within-individuals latent growth curve perspective*. Paper presented at the 72nd annual meeting of the International Communication Association, Paris, France.

Shen, L., **Li, S. S.**, Sweeney, K., & Lee, D. A. (2021, November). *Re-explicating hope as a discrete emotion and its role in persuasion*. Paper presented at the 107th annual meeting of the National Communication Association, Seattle, WA.

Dillard, J. P., **Li, S. S.**, & Cannava, K. (2020, November). *Talking about sugar-sweetened beverages: Causes, processes, and consequences of campaign-induced interpersonal communication.* Paper presented at the 106th annual meeting of the National Communication Association, Indianapolis, IN.

Dillard, J. P., & **Li, S. S.** (2019, May). *How scary are threat appeals? Evaluating the intensity of fear in experimental research*. Paper presented at the 69th annual meeting of the International Communication Association, Washington, DC.

Dillard, J. P., Kim, J., & **Li, S. S.** (2018, November). *Anti-sugar-sweetened beverage messages elicit reactance: Effects on attitudes and policy preferences*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

Krcmar, M., McGloin, R., & **Li, S. S.** (2016, November). *A dual process approach to video game play: The importance of player experience.* Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

TEACHING EXPERIENCE

**University of Akron**

2022 - Present

*Health Communication*

*Introduction to Public Speaking*

**Pennsylvania State University**

2021 - 2022

*Health Communication*

*Persuasion*

2020 - 2021

*Communication Research Methods* (TA)

2019 - 2020

 *Persuasion*

*Effective Communication: Public Speaking Emphasis*

2018 - 2019

 *Persuasion*

2017 - 2018

 *Effective Communication: Public Speaking Emphasis*

*Communication Research Methods* (TA)

2016 - 2017

 *Effective Communication: Public Speaking Emphasis*

**Wake Forest University**

2015 - 2016

*Empirical Research in Communication* (TA)

TRAINING AND PROFESSIONAL DEVELOPMENT

April 2021

 *Data Science and Machine Learning Bootcamp with R*, San Francisco, CA: Udemy

July 2017

 *Dyadic Data Analysis Workshop*, East Lansing, MI: Michigan State University

SERVICE

2021 - 2022

 Editorial assistant

* Communication Methods and Measures

2020 - present

Ad hoc reviewer of manuscript submissions for professional journals

* Emotion

2019 - present

Reviewer of conference submissions for professional organizations

* International Communication Association
* National Communication Association

PROFESSIONAL MEMBERSHIPS

2016 - present

International Communication Association

National Communication Association

REFERENCES

**James Price Dillard, Ph.D.**

Distinguished Professor of Communication Arts and Sciences

The Pennsylvania State University

Department of Communication Arts & Sciences

217 Sparks Building, University Park, PA 16802

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**Denise Haunani Solomon, Ph.D.**

Head and Liberal Arts Professor of Communication Arts and Sciences

The Pennsylvania State University

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**Rachel A. Smith, Ph.D.**

Liberal Arts Professor of Communication Arts and Sciences, and Human Development and Family Studies

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