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Research Interests:
- Digital technology & Health
- Human-Machine Communication
- Information processing & Decision Making
- Social Media Participation

Conference Paper Presentation:

Lu, Y. & Shi, X. (2024, June 30-July 4). *"Just for fun, not for work": Exploring Chinese employees' digital participation through affordance of generative AI, technology acceptance and discontinuance* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

Chio, W., Qiu, Y., & **Lu, Y.** (2024, June 30-July 4). *Crossing Digital Frontiers: Third-Person Effect and Cyberbullying in China's Social Media Landscape* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

Lu, Y. (2024, June 20-24). *Do men and women perceive ChatGPT as the same tool? The gender differences in adopting AI technology* [Paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Australia.

Lu, Y. (2020, 12-17 July). *Affordances of social media in self-presentation* [Paper presentation (Online)]. International Association for Media and Communication Research (IAMCR), Tampere University, Finland.