

**Sue Lim**  
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414-534-5072

## EDUCATION

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### **Michigan State University – East Lansing, MI**

Ph.D. in Communication, degree expected, May 2025

### **Dartmouth College – Hanover, NH**

MIND Summer School for Computational Neuroscience, August 6-16, 2023

### **University of Wisconsin – Milwaukee, Milwaukee, WI**

M.A. in Communication, May 2021

### **The Wharton School of the University of Pennsylvania, Philadelphia, PA**

B.S. in Economics (Marketing Concentration), May 2015

## PUBLICATIONS

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**Lim, S., & Schmälzle, R.** (2023). Artificial intelligence for health message generation: An empirical study using a large language model (LLM) and prompt engineering. *Frontiers in Communication*, 8, 1129082. <https://doi.org/10.3389/fcomm.2023.1129082>

Schmälzle, R., **Lim, S.**, Cho, H. J., Wu, J., & Bente, G. (2023). *The VR Billboard Paradigm: Using VR and Eye-tracking to Examine the Exposure-Reception-Retention Link in Realistic Communication Environments*. bioRxiv, 2023.06.03.543559. <https://doi.org/10.1101/2023.06.03.543559>

Wei, P., **Lim, S.**, & Meng, J. (2022). Persuasive Strategies in Online Health Misinformation: A Systematic Review. *Information, Communication, and Society*, 1-18. <https://doi.org/10.1080/1369118X.2022.2085615>

### **Book Chapters**

Jones, C.M. & **Lim, S.** (2020). Technology in the workplace. In E. Mueller and M. Allen (Eds.), *Business and Professional Communication* (pp. 293-306). New York: McGraw Hill Education.

## CONFERENCE PRESENTATIONS

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**Lim, S.,** & Schmäzle, R. *The Effect of Source Disclosure on the Perception of Vaping Prevention Messages.* Paper to be presented at the 109<sup>th</sup> Annual National Communication Association (NCA) Conference, November 16-19, 2023.

Schmäzle, R., **Lim, S.,** Wu, J., & Bezbaruah, S. *Two of a Kind: Adolescent Twins' Brains Align More Closely During a Social Movie.* Paper to be presented at the 109<sup>th</sup> Annual National Communication Association (NCA) Conference, November 16-19, 2023.

Schmäzle, R., **Lim, S.,** Cho, H. J., Wu, J., & Bente, G. *The VR Billboard Paradigm: Using VR and Eye-tracking to Examine the Exposure-Reception-Retention Link in Realistic Communication Environments.* Paper to be presented at the 109<sup>th</sup> Annual National Communication Association (NCA) Conference, November 16-19, 2023.

Smith, M. A., Rollins, D., Rodrigues, L., Fields, V., **Lim, S.,** Myers, C.L., Chong, M., & Njonge, W. *“Racist equity and unjust policies:” Examining anti-Black disinformation in partisan news about critical race theory.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Washington, DC, August 2023.

Skelly, C., Waite, K., Hitzler, P., Guthrie, T., Shelle, G., & **Lim, S.** *Low and mid-level equine assisted services improved mood and state anxiety levels in university students.* Abstract presented at the Equine Science Symposium, June 6-9, 2023.

Waite, K., Skelly, C., Hitzler, P., Guthrie, T., Heyboer, G., & **Lim, S.** *Low and Mid-Level Equine Assisted Services Improved Mood and State Anxiety Levels in Healthcare Workers.* Abstract presented at the Equine Science Symposium, June 6-9, 2023.

**Lim, S.** *Leveraging GPT and other Large Language Models (LLM) for Communication Research.* Breakout session presented at the Hackathon Pre-Conference, 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, May 24, 2023.

**Lim, S.** *Media Consumption and Mental Health from Adolescence to Mid-Adulthood: A Latent Growth Modeling Approach to Examining the Dynamics among Daily Activities and Health Over Time.* Paper presented at the 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, May 25-29, 2023.

**Lim, S.,** & Schmäzle, R. *Leveraging Prompt-Engineering to Generate Health Awareness Messages - A Role for Artificial Neural Networks in Communication Science.* Paper

accepted and to be presented at the 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, May 25-29, 2023.

Peng, W., Meng, J., **Lim, S.**, & Liu, H. *Health [mis]information processing among older adults: An in-depth interview study comparing “misinformation detectives” and “misinformation victims”*. Paper presented at the 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, May 25-29, 2023.

Meng, J., Qin, J., Zhang, Y., Bredland, A., **Lim, S.**, Hu, J., & Rains, S. *The Effects of the Source of Support and Message Contingency on Self-disclosure Unfolding over Conversational Stages*. Paper presented at the 73<sup>rd</sup> Annual International Communication Association (ICA) Conference, May 25-29, 2023.

**Lim, S.**, & Schmäzle, R. *Leveraging Prompt-Engineering to Generate Vaping Prevention Messages: A Role for Artificial Intelligence in Health Communication*. Poster presented at the 7<sup>th</sup> Biennial DC Health Communication (DCHC) Conference, April 27-29, 2023.

Wu, J., Schmäzle, R., **Lim, S.**, & Bente, G. *From Viewable Impressions to Neural Impressions: Combining EEG and VR to Develop Measurement Standards for Responses to Media*. Poster presented at the 15<sup>th</sup> Annual Meeting at the Social Affective Neuroscience Society Conference, April 27-29, 2023.

Garcia, A. J., Cazares-Navarro, E., **Lim, S.**, & Blalock, E. *Development and Evaluation of a Case-Based Medical Curriculum for First- and Second-Year Medical Students*. Poster presented at the National Hispanic Medical Association’s 26th Annual Conference, April 27-30, 2023.

Cazares-Navarro, E., Garcia, A. J., **Lim, S.**, & Blalock, E. *Evaluation of a Case-Based Medical Spanish Curriculum for First- and Second- Year Medical Students*. Poster presented at the 2023 New England Science Symposium at Harvard Medical School, April 2, 2023.

Garcia, A. J., Cazares-Navarro, E., **Lim, S.**, & Blalock, E. *Evaluation of a Case-Based Medical Spanish Curriculum for First- and Second- Year Medical Students*. Poster presented at the 2023 Latino Medical Student Associated Student Advocacy, Leadership, Unity, and Diversity Summit Research Symposium “El Pueblo Unido: Advancing together in community;” March 25, 2023.

Garcia, A. J., Cazares-Navarro, E., **Lim, S.**, & Blalock, E. *Evaluation of a Case-Based Medical Spanish Curriculum for First- and Second- Year Medical Students*. Paper presented at 6th

Annual Latino Health Symposium, Medical Organization for Latino Advancement, February 8, 2022.

Yang, Q., **Lim, S.**, Meng, J., & Rains, S. A. (2022). *The Role of Communication in Health-Focused Conversational AI: A Review of Systematic Reviews*. Paper presented at the 108th Annual National Communication Association (NCA), November 17-20, 2022.

Schmälzle, R., Wilcox, S., Jahn, N., **Lim, S.**, Ye, Q. (2022). *Common Story-Induced Brain Responses Across Languages: How 'Le Petit Prince' Connects the Brains of French, Chinese, and English Listeners*. Paper presented at the 72<sup>nd</sup> Annual International Communication Association (ICA), May 25-30, 2022.

Wei, P., **Lim, S.**, Meng, J. (2022). *Persuasive Strategies in Online Health Misinformation: A Systematic Review*. Paper presented at the 72<sup>nd</sup> Annual International Communication Association (ICA), May 25-30, 2022.

**Lim, S.** (2021). Adoption of a Therapy Chatbot App: An Exploratory Study Applying Uses and Gratification and Efficacy Frameworks. Paper presented at the 107<sup>th</sup> Annual National Communication Association (NCA), November 18-21, 2021.

**Lim, S.** & Cao, X. (2020). Media Effects on Obesity Related Health Behavior: Application of Cultivation Theory. Poster Presented at 6th Biennial D.C. Health Communication Conference, Virtual.

## RESEARCH ASSISTANT

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### Center for Statistical Training and Consulting (CSTAT), Michigan State University (Fall 2022 – Summer 2023)

- Successfully secured and completed 2 externally funded data analysis projects:

**Lim, S.** (02/20/2023 – 07/31/2023). Auditory-visual Speech Perception in the First and Second Language: Using Eye Tracking to Investigate Effects of Task Difficulty. [CSTAT Bid # C23-1186/B1061, Awarded: \$6,338.40]. Sponsor: Dr. Debra Hardison. Lim's Role: Consultant / Statistician

**Lim, S.**, & Lawrence, F. (12/21/2022 – 05/10/2023). Does Paid Family Leave Protect Children from Maltreatment. [CSTAT Bid # C23.051.1/B1047, Awarded: \$965.39]. Sponsor: Dr. Sacha Klein. Lim's Role: Consultant / Statistician; Lawrence's Role: Supervising Consultant / Statistician.

- Led data analysis for 4 clients, using the following methods in R: beta regression, equivalence testing, granger causal timeseries, and ARIMA interrupted timeseries.
- Advised 18 graduate and medical students on research methodologies and statistics for their degree requirement projects (e.g., dissertation, apprenticeship)
  - Topics of guidance: study design, data management, statistical analysis, proper reporting of the results, and coding in R
  - Topics of statistical analysis: structural equation modeling, mediation/moderation, topic modeling, logistic/multiple regression, and power analysis

### **Department of Animal Science, Michigan State University (Summer 2022 – Spring 2023)**

- Taught two-way repeated ANOVA analysis in SPSS.
- Advised on effective data reporting and visualization methods and procedures.
- Conducted descriptive and statistical analysis with DEI survey data for department.

### **AWARDS & FELLOWSHIPS**

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2023 – Top Paper Award, NCA’s Communication and Social Cognition Division

2023 – Council of Graduate Students (COGS) Conference Award (\$300)

2022-2023 – Charles J. Strosacker Fellowship, Michigan State University (\$4000)

2022-2023 – MSU Cloud Computing Fellowship, Michigan State University (\$200)

2020 – John Paul Jones Scholarship for research, University of Wisconsin-Milwaukee (\$1,000)

2019 – Chancellor’s Fellowship Award, University of Wisconsin-Milwaukee (\$2000)

### **TEACHING**

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#### **Communication 300: Methods of Communication Inquiry, Michigan State University – East Lansing**

- Fall 2023: Face-to-face instruction of 2 recitation sections (60 students total).

#### **Leveraging AI for Health Promotion, The Ohio State University, Columbus**

- Mar. 20, 2023: Guest Lecturer for Dr. Cho’s Media, Campaigns, and Health graduate seminar with Shelby Wilcox (Ph. D, Michigan State University)

#### **Communication 240: Introduction to Organizational Communication, Michigan State University – East Lansing**

- Summer 2023: Online asynchronous standalone instruction of 1 section (30 students).
- Spring 2023: Face-to-face instruction of 2 recitation sections (80 students total).

### **AI-Message Generation, Michigan State University – East Lansing**

- Nov. 15, 2022: Guest Lecturer for Dr. Schmäzle’s Formative Research Methods Course

### **Communication 100: Human Communication, Michigan State University – East Lansing**

- Summer 2022: Online standalone instruction of 2 sections (50 students total).
- Fall 2021- Spring 2022: Face-to-face instruction of 3 recitation sections per semester (50 students total).

### **Communication 105: Business and Professional Communication, University of Wisconsin – Milwaukee**

- Spring 2020-Spring 2021: Online standalone instruction of 2 sections (50 students total).
- Fall 2019-Spring 2020: Face-to-face standalone instruction of 2 sections until March 2020 (transitioned online in March 2020, due to Covid; 50 students total).

### **SERVICE**

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- Organizing Committee for Hackathon Pre-Conference, ICA, 2024
- Fall Colloquium Committee lead member, Michigan State University, 2023-2024
- Health Communication Division Mentor-Mentee Committee Member, ICA, 2023
- Volunteer (3 hours), NCA, 2022
- Spring Colloquium Committee member, Michigan State University, 2022-2023
- Doctoral Affairs Committee member, Michigan State University, 2021-2022
- Chair of session in Health Communication, ICA, 2022
- Tech Squad Volunteer, 17 hours (11 shifts), ICA, 2022
- Mentor, Graduate Student Council, University of Wisconsin-Milwaukee, 2020-2021