

Sue Lim

Email: limsue@msu.edu

EDUCATION

Michigan State University – East Lansing, MI

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

Committee: Ralf Schmäzle (chair), Gary Bente, Monique Turner, Wei Peng

University of Wisconsin – Milwaukee, Milwaukee, WI

M.A. in Communication, May 2021

Thesis: Adoption of a Self-Care Therapy Mobile App: Application of Uses and Gratification Theory, Self-Efficacy, and Response Efficacy.

Committee: Mike Allen (Chair), Xiaoxia Cao, Erin Ruppel

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

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

EMPLOYMENT

2024-Current: Research Assistant, NSF VR Public Speaking Grant, Center for Avatar Research and Immersive Social Media Applications (CARISMA) Lab, Michigan State University

2022-2023: Research Assistant, Center for Statistical Training and Consulting (CSTAT), Michigan State University

2021-2023: Teaching Assistant, Department of Communication, Michigan State University

2019-2021: Teaching Assistant, Department of Communication, University of Wisconsin – Milwaukee

2015-2019: Data Analyst, NAXION (Marketing Research Firm), Philadelphia, PA

PUBLICATIONS (¹ signals co-first authorship)

Works Published

10. **Lim, S.**, Schmäzle, R., & Bente, G. (2024). Artificial social influence via human-embodied AI agent interaction in immersive virtual reality (VR): Effects of similarity-matching during health conversations. *arXiv*. <https://doi.org/10.48550/arXiv.2406.05486>
9. **Lim, S.**, & Schmäzle, R. (2024). The effect of source disclosure on evaluation of AI-generated messages. *Computers in Human Behavior: Artificial Human*, 2(1), 100058. <https://doi.org/10.1016/j.chbah.2024.100058>

8. Peng, W., Meng, J., **Lim, S.**, & Liu, H. (2024). Online health [mis] information processing and evaluation among older adults: Comparing “Misinformation Detectives” and “Misinformation Victims”. <https://dx.doi.org/10.2139/ssrn.4725205>.
7. Schmäzle, R.¹, Wu, J.¹, **Lim, S.**, & Bente, G. (2024). The eyes have it: Inter-subject correlations of pupillary responses for audience response measurement in VR. *bioRxiv*. <https://doi.org/10.1101/2024.01.22.576685>
6. Schmäzle, R., **Lim, S.**, Wu, J., Bezbaruah, S., & Hussain, S. A. (2024). Two of a kind: Adolescent twins' brains align more closely during a social movie. *Journal of Media Psychology*. <https://doi.org/10.1027/1864-1105/a000422>
5. **Lim, S.**, & Schmäzle, R. (2024). Exploring the mechanisms of AI message generation: A chatbot development activity for students. *Communication Teacher*, 38(1), 21-27. <https://doi.org/10.1080/17404622.2023.2269258>
4. Schmäzle, R., **Lim, S.**, Cho, H. J., Wu, J., & Bente, G. (2023). Examining the exposure-reception-retention link in realistic communication environments via VR and eye-tracking: The VR billboard paradigm. *PLOS One*, 18(11), e0291924. <https://doi.org/10.1371/journal.pone.0291924>
3. **Lim, S.**, & Schmäzle, 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>
2. 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

1. 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.

Articles Under Review

8. Schmäzle, R.¹, Wu, J.¹, **Lim, S.**, & Bente, G. (revise and resubmit, *Journal of Media Psychology*). *Title Masked for Review*.

7. Peng, W., Meng, J., **Lim, S.**, & Liu, H. (revise and resubmit, Telematics and Informatics). *Title Masked for Review*.
6. Smith, M., Myers, C. L., Chong, M., Clark, M. D., **Lim, S.**, Rollins, D. D., Fields, V. T., Rodrigues, L., Njonge, W., & Martin, O. (revise and resubmit, Political Communication). *Title Masked for Review*.
5. **Lim, S.**, Schmäzle, R., & Bente, G. (under review, Computers in Human Behavior: Artificial Humans). *Title Masked for Review*.
4. Cho, H. J., **Lim, S.**, Turner, M., Bente, G., & Schmäzle, R. (under review, Computers in Human Behavior). *Title Masked for Review*.
3. Schmäzle, R., **Lim, S.**, Jahn, N., Wilcox, S., & Ye, Q. (under review, Asian Journal of Communication). *Title Masked for Review*.
2. Peng, W., Lee, H. & **Lim, S.** (under review, Journal of Medical Internet Research – Formative Research). *Title Masked for Review*.
1. Hussain, A., Schmäzle, R., **Lim, S.**, & Bouali, N. (under review, Communication Research Reports). *Title Masked for Review*.

CONFERENCE PRESENTATIONS

31. **Lim, S.**, Schmäzle, R., & Bente, G. (2024). *Artificial social influence via a VR-Embodied Conversational Agent: Effects of similarity-matching in human-AI communication*. Poster to be presented at Communication Science Futures Conference, Michigan State University, May 30-June 1, 2024.
30. **Lim, S.**, & Schmäzle, R. (2024). *Improving public speaking through simulated virtual reality (VR): Greater regard for examining social cognition within advanced technologies*. Extended abstract submitted to 110th National Communication Association (NCA) Conference, November 21-24, 2024.
29. **Lim, S.**, Schmäzle, R., & Bente, G. (2024). *Artificial Intelligence (AI) meets virtual reality (VR): Persuasive impact of gender-matching in a health-related conversation with an embodied GPT-agent*. Paper submitted to 110th National Communication Association (NCA) Conference, November 21-24, 2024.

28. Hussain, A., Schmälzle, R., **Lim, S.**, & Bouali, N. (2024). *AI at the wheel: A comparative study of AI- vs. human-authored road safety messages in the UAE*. Paper submitted to 110th National Communication Association (NCA) Conference, November 21-24, 2024.
27. **Lim, S.**, & Schmälzle, R. (2023). *Computational analysis of dyadic facial expressions in face-to-face conversations*. Paper to be presented at the 74th Annual International Communication Association (ICA) Conference, June 20-24, 2024.
26. Jeon, M., **Lim, S.**, Lapinski, M. K., Bente, G., & Schmaelzle, R. *Effects of cultural tailoring on visual attention: A virtual reality (VR) eye-tracking study using a billboard paradigm*. Paper to be presented at the 74th International Communication Association (ICA) Conference, June 20-24, 2024.
25. Cho, H. J., **Lim, S.**, Turner, M. M., Bente, G., & Schmälzle, R. *Emotion on display: Using the VR billboard paradigm to examine the link between exposure, reception, and retention for emotional billboard messages*. Paper to be presented at the 74th International Communication Association Conference (ICA) Conference, June 20-24, 2024.
24. Schmälzle, R., Wu, J., & **Lim, S.**, & Bente, G. *The eyes have it: Introducing the pupillary audience response measurement approach (PARMA)*. Paper to be presented at the 74th Annual International Communication Association (ICA) Conference, June 20-24, 2024.
23. **Lim, S.**, Cho, H., Jeon, M., & Schmälzle, R. (2023). *Leveraging virtual reality (VR) with eye-tracking and generative Artificial Intelligence (AI) for message effects research*. Poster presented at the 18th Biennial Kentucky Conference on Health Communication (KCHC), April 4-6, 2024.
22. **Lim, S.**, & Schmälzle, R. *The effect of source disclosure on the perception of vaping prevention messages*. Paper presented at the 109th Annual National Communication Association (NCA) Conference, November 16-19, 2023.
21. Schmälzle, R., **Lim, S.**, Wu, J., & Bezbaruah, S. *Two of a kind: Adolescent twins' brains align more closely during a social movie*. Paper presented at the 109th Annual National Communication Association (NCA) Conference, November 16-19, 2023.
20. Schmälzle, 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 presented at the 109th Annual National Communication Association (NCA) Conference, November 16-19, 2023.

19. 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.
18. 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.
17. 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.
16. **Lim, S.** *Leveraging GPT and other Large Language Models (LLM) for Communication Research.* Breakout session presented at the Hackathon Pre-Conference, 73rd Annual International Communication Association (ICA) Conference, May 24, 2023.
15. **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 73rd Annual International Communication Association (ICA) Conference, May 25-29, 2023.
14. **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 73rd Annual International Communication Association (ICA) Conference, May 25-29, 2023.
13. 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 73rd Annual International Communication Association (ICA) Conference, May 25-29, 2023.
12. 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 73rd Annual International Communication Association (ICA) Conference, May 25-29, 2023.

11. **Lim, S.**, & Schmäzle, R. *Leveraging prompt-engineering to generate vaping prevention messages: A role for Artificial Intelligence in health communication*. Poster presented at the 7th Biennial DC Health Communication (DCHC) Conference, April 27-29, 2023.
10. 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 15th Annual Meeting at the Social Affective Neuroscience Society Conference, April 27-29, 2023.
9. 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.
8. 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.
7. 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.
6. 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.
5. 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.
4. Schmäzle, 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 72nd Annual International Communication Association (ICA), May 25-30, 2022.

3. Wei, P., **Lim, S.**, Meng, J. (2022). *Persuasive strategies in online health misinformation: A systematic review*. Paper presented at the 72nd Annual International Communication Association (ICA), May 25-30, 2022.
2. **Lim, S.** (2021). *Adoption of a therapy chatbot app: An exploratory study applying uses and gratification and efficacy frameworks*. Paper presented at the 107th Annual National Communication Association (NCA), November 18-21, 2021.
1. **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 (DCHC), April 23-24, 2021.

FELLOWSHIPS, AWARDS, & PROFESSIONAL DEVELOPMENT

- Google PhD Fellowship Nominee for 2024-2025 school year
- Dissertation Completion Fellowship – MSU Graduate School (\$5,000)
- Dean’s Office ICA Graduate Office Fellowship Travel Award (\$2,000)
- Top Poster Honorable Mention, 18th Biennial Kentucky Conference on Health Communication (KCHC) Conference, April 4-6, 2024
- Top Paper Award, Communication and Social Cognition Division, 109th Annual National Communication Association (NCA) Conference, November 16-19, 2023
- MIND Summer School for Computational Neuroscience, Dartmouth College, Hanover, NH, August 6-16, 2023
- Charles J. Strosacker Fellowship, Michigan State University, 2022-2023 (\$4000)
- MSU Cloud Computing Fellowship, Michigan State University, 2022-2023 (\$200)
- Council of Graduate Students (COGS) Conference Award, Michigan State University, 2023 (\$300)
- John Paul Jones Scholarship for research, University of Wisconsin-Milwaukee, 2020 (\$1,000)
- Chancellor’s Fellowship Award, University of Wisconsin-Milwaukee, 2019 (\$2000)

ADDITIONAL RESEARCH EXPERIENCE

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.

TEACHING & INVITED TALKS

Courses Taught

Methods of Communication Inquiry, Michigan State University, East Lansing

- Fall 2023: Face-to-face instruction of 2 recitation sections (57 students total).

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).

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).

Business and Professional Communication, University of Wisconsin – Milwaukee, 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).

Invited Talks

**Introduction to Artificial Intelligence and Use Cases for Communication Research,
Michigan State University**

- September 27, 2023: Invited by the chair to be Guest Speaker at the department's lunch-and-learn.

ChatGPT Potentials and Limits; AI, Wayne State University, Detroit

- Oct. 18, 2023: Guest Speaker for Dr. Eckert's Dark Sides of Social Media graduate seminar.

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).

AI-Message Generation, Michigan State University, East Lansing

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

SERVICE

Department

- Volunteer for Communication Science Futures Conference, East Lansing, MI, May 2024
- Fall Colloquium Committee senior member, Michigan State University, 2023-2024
- Spring Colloquium Committee member, Michigan State University, 2022-2023
- Doctoral Affairs Committee member, Michigan State University, 2021-2022
- Mentor, Graduate Student Council, University of Wisconsin-Milwaukee, 2020-2021

Communication Discipline

- Organizing Committee for Hackathon Pre-Conference, ICA, 2024
- Health Communication Division Mentor-Mentee Committee Member, ICA, 2023
- Volunteer, 3 hours, NCA, 2022
- Session Chair for Health Communication Division, ICA, 2022
- Tech Squad Volunteer, 17 hours, ICA, 2022