

YI-LUN JHENG

Email: yi-lun.jheng@uantwerpen.be
Personal website: <https://heidijheng.github.io/>

EDUCATION

- **PhD in Social Sciences** (Oct. 2020 – Dec. 2024)
 - **Major:** Education Sciences and Communication Sciences
 - Department of Training and Education Sciences & Department of Communication Studies, **University of Antwerp, Belgium**
 - **Supervisor:** Prof. David Gijbels, Prof. Karolien Poels, Prof. Leen Catrysse
 - **Thesis Title:** A tale of two processes: the dynamic interplay between emotion and cognition when learning from text
- **M.Sc. in Communication** (Sept. 2015 – Jan. 2018)
 - **Major:** Communication Sciences
 - Department of Bio-Industry Communication and Development, **National Taiwan University, Taiwan**
 - **Supervisor:** Prof. Hsiu-Ping Yueh
 - (Exchange Student in Human Factor and Ergonomics at **Tsinghua University, China**, Host Supervisor: Prof. Pei-Luen Rau, Sept. 2017 – Jan. 2018)
 - **Ranking:** 1 (1/7), GPA 4.09/4.50
 - **Thesis Title:** An Exploratory Study on Strategy and Design of Storytelling in Agriculture
- **B.A. in Business Administration** (Sept. 2011 – July. 2015)
 - **Major:** International Business; **Minor:** Marketing Management
 - College of Management, **Yuan Ze University, Taiwan**
 - **Ranking:** 3/56 (Top 5 %), GPA 3.88/4.00

JOURNAL PUBLICATIONS

- [1]. **Jheng, Y. L.**, Van de Cruys, S., De Brabandere, L., Maertens, K., & Poels, K. (2025). Strategies to correct vaccine misinformation on social media for pregnant women and the impact of vaccine skepticism. *Scientific Reports*, 15(1), 15216.
- [2]. **Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Kendeou, P., Poels, K., & Gijbels, D. (2025). Investigating epistemic emotions experienced while reading refutation texts through a fine-grained measure of emotion. *npj Science of Learning*, 10(30).
- [3]. **Jheng, Y. L.**, Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2024). The Facts or the Story? It Takes Both to Sensitize People About Unknown Health Hazards. *Journal of Health Communication*, 29(2), 107-118.
- [4]. Yueh, H. P., **Jheng, Y. L.**, & Poels, K. Advancing Neuromarketing Research: Perspectives from Theories, Constructs, Characteristics, and Methods (TCCM) Approach (In submission).
- [5]. **Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Poels, K., & Gijbels, D. The Interplay of Emotions and Attention when Reading Texts of Different Genres: An Eye-Tracking Study. *Discourse Processes* (Revision).
- [6]. **Jheng, Y.-L.** & Yueh, H.-P. (2023). Online storytelling strategies in agricultural product marketing: A mixed-methods approach. *Journal of Library and Information Studies*, 21(1), 67-102.
- [7]. Yueh, H. P., Chen, Y. T., **Zheng, Y. L.** (2020) What Makes a Good Agricultural Story? Validation of a Scale for Marketing and Communication. *Journal of Library and Information Studies*, 18(1).
- [8]. Yueh, H. P., **Zheng, Y. L.** (2019). Effectiveness of Storytelling in Agricultural Marketing: Scale Development and Model Evaluation. *Frontiers in Psychology*, 10, 452.

CONFERENCE PRESENTATIONS

- [1]. Yueh, H. P., Huang, C. Y., Chen C. H., **Jheng, Y. L.**, Lin W. (2025). Decoding Advertising through

CURRICULUM VITAE

- Neuromarketing: Recent Trends in Dimensions, Persuasion Routes, and Measurement. The 23rd International Conference on Research in Advertising (ICORIA), June 26–28, Rotterdam, The Netherlands. (accepted for presentation)
- [2]. **Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Kendeou, P., Poels, K., & Gijbels, D. (2024) Beyond the Post-Survey: A Dynamic Approach to Measure Epistemic Emotions in Reading Refutation Texts. EARLI SIG27 Conference, November 25-27, Trondheim, Norway. (poster presentation)
- [3]. **Jheng, Y. L.**, Van de Cruys, S., & Poels, K. (2024). Narratives Stressing Harm? A Backfire of Corrective Messages on COVID-19 Vaccination for Pregnant Women. The 74th Annual Conference of the International Communication Association (ICA 2024), June 20-24, Gold Coast, Australia. (Oral presentation remotely)
- [4]. **Jheng, Y. L.**, Van de Cruys, S., & Poels, K. (2024). Corrective Messages on Social Media: The Role of Text Genre and Harm Features. The Etmaal van de Communicatiewetenschap (Etmaal 2024), February 8-9, Rotterdam, The Netherlands. (Oral presentation)
- [5]. **Jheng, Y. L.**, Van de Cruys, S., Pelgroms, M., & Gijbels, D. (2023). The Role of Emotion Monitoring in Debunking Online Misinformation. The 2023 International Conference of Science Education in Taiwan (ASET 2023), December 7-9, Taipei, Taiwan. (Oral presentation)
- [6]. **Jheng, Y. L.**, Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023). Uncovering the Influence of Text Genres on Communicating Unknown Health Issues: Emotional and Cognitive Outcomes. The Taiwan Association for Educational Communications and Technology 2023 International Conference (TAECT 2023), December 1-2, Taipei, Taiwan. (Oral presentation, **Best Paper Award**)
- [7]. **Jheng, Y. L.**, Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023). Combining Electrodermal Activity with Self-Report Measures to Unravel Text Genre Effects. The 27th JURE PRE-CONFERENCE (JURE 2023), August 20-21, Thessaloniki, Greece. (**Invited Symposium**: On the frontline of online measures: Exploring learning processes with multimodal data, **Invited presentation**)
- [8]. **Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Gijbels, D., & Poels, K. (2023). The interplay of emotions and attention when reading texts of different genres: an eye-tracking study. American Educational Research Association (AERA), Chicago, United States, April 13-16. (Poster presentation)
- [9]. **Jheng, Y. L.**, Catrysse, L., Van de Cruys, S., Gijbels, D., Poels, K. (2022). Measuring Engagement during Text Reading: Evidence from Electrodermal Activity (EDA). Society of Psychophysiological Research (SPR) 2022, September 28-October 02, Vancouver, Canada. (Poster presentation)
- [10]. **Jheng, Y. L.**, Gijbels, D., Catrysse, L., Van de Cruys, S., Poels, K. (2022). Can Eyes Distinguish Text Genres? WOG Conference, October 12-14, Leuven, Belgium. (Poster presentation)
- [11]. **Jheng, Y. L.**, Catrysse, L., Poels, K., Gijbels, D. (2021). Unraveling Learners' Cognitive and Emotional Processes in Texts: A Psychophysiological Perspective. The 25th JURE Pre-Conference- for Research on Learning and Instruction (Online), August 18-20. (Poster presentation)
- [12]. **Zheng, Y. L.**, Rau, P. L. P., Yueh, H. P., Chen, P. H., Huang, D. L. (2018). An Exploratory Study on Design and Implement an Emotional Karaoke Robot (EKR). International Conference on Human-Computer Interaction (HCII) on Cross-Cultural Design, July 15-20, Las Vegas, USA. (Oral presentation)
- [13]. Yueh, H. P., **Zheng, Y. L.**, Yueh, L. L., Chu, C. C. (2018). Trend and Practice in Neuromarketing: A Literature Review from 2006 to 2017. Frontier Development and Interdisciplinary of Chinese Psychology, May 3-5, Hsinchu, Taiwan. (Oral presentation)

GRANTS

- **Taiwanese Overseas Pioneers Grants, TOP Grants** (2023, August) granted by the National Science and Technology Council of Taiwan (NSTC). Approx. €30,000.00.
- **FWO Short Stay Abroad Travel Grant in the United States** (2023, April) granted by Research Foundation Flanders (FWO, Fonds Wetenschappelijk Onderzoek-Vlaanderen). Approx. €2,100.00.

CURRICULUM VITAE

- **FWO-NSTC Joint Mobility Project (2023-2024)** granted by Research Foundation Flanders (FWO, Fonds Wetenschappelijk Onderzoek-Vlaanderen)—National Science and Technology Council, Taiwan (NSTC) (Belgium PI/Co-PI: Prof. David Gijbels, Prof. Karolien Poels, Junior researcher: Yi-Lun Jheng; Taiwan PI/Co-PI: Prof. Hsiu-Ping Yueh, Prof. Szu-Hsien (Tony) Lee, Weijane Lin, Junior researcher: Guan-Yun Wang, Ching-Yin Huang, Chia-Wen Cheng). Approx. €29,000.00.

SKILLS & ABILITIES

Data Collection, Analysis & Management Eye tracking | Electrodermal activity (EDA) | fMRI
R | MATLAB (Psychtoolbox, EEGLAB, NeuroElf) | Python | SPSS | Stata
Quantitative (e.g., mixed effects model/ multilevel models) | Qualitative Methods (e.g., interview) |
Social Network Analysis

Languages Taiwanese (native) | Mandarin Chinese (native) | English (IELTS 7.0) | Dutch (1.2)

REFEREES

- ◆ Prof. Karolien Poels

Professor of Communication, Department of Communication Studies, University of Antwerp, Belgium
karolien.poels@uantwerpen.be

- ◆ Prof. David Gijbels

Professor of Education, Department of Training and Educational Sciences, University of Antwerp, Belgium
david.gijbels@uantwerpen.be

- ◆ Prof. Hsiu-Ping Yueh

Distinguished Professor, Department of Psychology & Department of Bio-Industry Communication and Development, National Taiwan University
yueh@ntu.edu.tw