Running Head: Media Exposure and Third-person Perception

**Media Exposure and Third-person Perception:**

**The Mediating Role of Social Realism and Proxy Efficacy**

Xudong Liu\*, Ph.D.

Faculty of Humanities and Arts

Macau University of Science and Technology

e-mail: xdliu@must.edu.mo

Ven-hwei Lo, Ph.D.

Department of Journalism

Hong Kong Baptist University

e-mail: [lovenhwei@hkbu.edu.hk](mailto:lovenhwei@hkbu.edu.hk)

Ran Wei, Ph.D.

School of Journalism & Communication

The Chinese University of Hong Kong

e-mail: [ranwei@cuhk.edu.hk](mailto:ranwei@cuhk.edu.hk)

Shengnan Pang, Ph.D.

School of Data and Computer Science

Shandong Women’s University

e-mail: [psn1227@](mailto:psn1227@)qq.com

Ruiyao Zhang, Ph.D.

School of Literature & Journalism

Shandong University of Finance and Economics

e-mail: [murphyzhang00@](mailto:murphyzhang00@)foxmail.com

\*Corresponding Author: Xudong Liu, Associate Professor in the Faculty of Humanities and Arts, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau. Email: xdliu@must.edu.mo