PennState
Donald P. Bellisario
College of Communications

Curriculum Vitae

Bu Zhong
Donald P. Bellisario College of Communications
The Pennsylvania State University
University Park, PA 16802, U.S.A.
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Research ID: AAW-6815-2020

Current Positions

2012–present	Associate Professor, Bellisario College of Communications, Penn State
2018-present	Faculty affiliate, Center for Social Data Analytics (SoDA), College of Liberal Arts, Penn State
2017–present	Faculty affiliate, Science Communication Program, Bellisario College of Communications, Penn State
2014–present	Faculty affiliate, Center for Advanced Data Assimilation and Predictability Techniques (ADAPT), Penn State.
2012–present	Faculty affiliate, Information and Communication Technology for Development Consortium (ICT4D), Bellisario College of Communications, Penn State
2008–present	Faculty affiliate, Media Effects Research Lab, Bellisario College of Communications, Penn State
2008–present	Senior Research Fellow, The John Curley Center for Sports Journalism, Bellisario College of Communications, Penn State

Academic Positions outside Penn State

2018-present	Senior Editor, *Computers in Human Behavior*
2017-2018	Associate Editor, *Computers in Human Behavior*
2015-2017	President, Chinese Communication Association
2012-2013	President, Mass Communication and Society Division, AEJMC

Sabbatical Appointment

2013–2014	Visiting Professor, School of Communication, Hong Kong Baptist University

Education

Ph.D.	University of Maryland (College Park, MD), Journalism and Public Communication, 2006
M.A.	University of Missouri (Columbia, MO), Broadcast Journalism, 2000

Publications
<u>Refereed Papers</u>
Zhong, B., Sun, T., Forde, S., & Payne, G. J. (2021). More than politics: How personality trait and media technology use affect vote likelihood during the 2020 U.S. presidential election. *American Behavioral Scientist*, 1-19. https://doi.org/10.1177/00027642211003143

Zhong, B. (2021). From "narrative turn" to "visual turn:" Visual communication blazes new trails in health communication research. *Visual Communication Research*, *1*(1), 14-29. (The paper was translated from English into Chinese by Dr. Yakun Huang and published in a peer–reviewed journal at the Chinese University of Communication, Beijing.)

Li, X., Fu, Q., Fu, Q., & **Zhong, B**.* (2021). Youths' habitual use of smartphones alters sleep quality and memory: Insights from a national sample of Chinese students. *International Journal of Environmental Research and Public Health*, *18*(5), 1-12, Article 2254. https://doi.org/10.3390/ijerph18052254 (*corresponding author)

Zhao, J., Han, H., **Zhong, B**.*, Xie, W., Chen, Y. & Zhi, Mi. (2021). Health information on social media helps mitigate Crohn's disease symptoms and improves patients' clinical course. *Computers in Human Behavior*, https://doi.org/10.1016/j.chb.2020.106588 (*co-first author and corresponding author)

Zhong, B., Jiang, Z., Xie, W., & Qin, X. (2020). Association of social media use with mental health conditions of nonpatients during the COVID-19 outbreak: Insights from a national survey study. *Journal of Medical Internet Research*, *22*(12), 1-15, Article e23696. https://doi.org/10.2196/23696

Zhong, B., & Chen, J. (2020). Health information helps mitigate adolescent depression: A multivariate analysis of the links between health information use and depression management *Child: Care, Health and Development*, *47*(2), 201-207. https://doi.org/10.1111/cch.12831

Zhong, B., Huang, Y., & Liu, Q. (2020). Mental health toll from the coronavirus: Social media usage reveals Wuhan residents' depression and secondary trauma in the COVID-19 outbreak. *Computers in Human Behavior*, *114*, 1-10. https://doi.org/10.1016/j.chb.2020.106524

Shi, D.-H., **Zhong, B**., & Biocca, F. (2020). Beyond user experience: What constitutes algorithmic experiences? *International Journal of Information Management*, *52*, 1-11, Article 102061. https://doi.org/0.1016/j.ijinfomgt.2019.102061

Sun, T., & **Zhong, B**.* (2020). Multitasking as multisensory behavior: Revisiting media multitasking in the perspective of media ecology theory. *Computers in Human Behavior, 104*, 1-8. doi:10.1016/j.chb.2019.09.027 (*corresponding author)

Zhong, B. (2020). Social consequences of internet civilization. *Computers in Human Behavior*, *107*, Article 106308. https://doi.org/10.1016/j.chb.2020.106308

Zhong, B., Wang, X. & Yang, F. (2020). More than an apple: Better working lunch enhances bus drivers' well-being and work performance. *International Journal of Occupational Safety and Ergonomics.* doi: 10.1080/10803548.2019.1662980

Hu, B., & **Zhong, B**. (2020). Trust it and verify it: Examining smartphone users' motivation for information verification. *Journalism Research*, *172*(8), 71-84. (The paper is in Chinese and published in a peer–reviewed journal based at Fudan University, Shanghai, China.)

Sun, T.*, & **Zhong, B**. (2019). A tale of four cities: A semantic analysis of news coverage of air pollution. *Newspaper Research Journal*, 1–16. doi:10.1177/0739532919873438 (*guided graduate student).

Zhong, B., & Yang, F. (2018). How we watch TV tomorrow: Viewers' perception towards interactivity functions on smart TV. *International Journal of Asian Business and Information Management, 9*(4), 48–63. doi:10.4018/IJABIM.2018100104

Zheng, Y., **Zhong, B.***, & Yang, F. (2018). When algorithms meet journalism: The user perception to automated news in a cross–cultural context. *Computers in Human Behavior, 86*, 266–275. doi:10.1016/j.chb.2018.04.046 (*corresponding author)

Yang, F., **Zhong, B**., Kumar, A., Chow, S.–M., & Ouyang, A. (2018). Exchanging social support online: A longitudinal social network analysis of irritable bowel syndrome patients' interactions on a health forum. *Journalism & Mass Communication Quarterly, 95*(4), 1033–1057. doi:10.1177/1077699017729815

Lewis, N. P., **Zhong, B.***, Yang, F., & Zhou, Y. (2017). How U.S. and Chinese journalists think about plagiarism. *Asian Journal of Communication, 28*(5), 490–507. doi:10.1080/01292986.2017.1416644 (*corresponding author)

Chow, S.–M., Kumar, A., Ouyang, A., **Zhong, B**., Lee, J., & Inverso, N. (2017). What can physicians learn from social forums: Insights from an on–line self help and support group. *Proceedings of IEEE 7th International Conference on Computational Advances in Bio and Medical Sciences (ICCABS)*. doi:10.1109/ICCABS.2017.8114302

Zhong, B. (2017). The innovation discourse in news media industry in the post–IT age. *Journal of Shenzhen University (Humanities & Social Sciences), 34*(5), 1–3. (The paper is in Chinese and published in a peer–reviewed journal in China.)

Ouyang, A., Inverso, N. A., Chow, S.–M., Kumar, A., & **Zhong, B**. (2016). "Listening" to IBS patients in the 21st century: Offerings from an online self help and support group. *Gastroenterology, 150*(4), S739–S739. doi:10.1016/S0016–5085(16)32510–0

Zhong, B., Yang, F., & Chen, Y.–L. (2015). Information empowers vegetable supply chain: A study of information needs and sharing strategies among farmers and vendors. *Computers and Electronics in Agriculture, 117*, 81–90. doi:10.1016/j.compag.2015.07.009

Hanley, K., Howard, M. C., **Zhong, B.,** Perez, C., Lee, E., Dawson–Andoh, N., & Soto, J. A. (2015). The communication anxiety regulation scale: Development and initial validation. *Communication Quarterly, 63*(1), 23–43. doi: 10.1080/01463373.2014.965836.

Zhong, B., & Appelman, A.J. (2014). How college students read and write on the web: The role of ICT use in processing online information. *Computers in Human Behavior*, 38, 201–207. DOI: 10.1016/j.chb.2014.05.037

Zhong, B., Huang, Y., & Zhou, Y. (2014). The current trends of online journalism research in the new media era. *Communication & Society, 29*, 231–262. (The paper is in Chinese and published in a peer–reviewed journal at The Chinese University of Hong Kong.)

Zhong, B. (2013). From smartphones to iPad: Power users' disposition toward mobile media technology. *Computers in Human Behavior*, *29*(4), 1742–1748. doi: 10.1016/j.chb.2013.02.016

Lewis, N. P., & **Zhong, B.** (2012). The root of journalistic plagiarism: Contested attribution beliefs. *Journalism and Mass Communication Quarterly*, *90*(1), 148–166. doi: 10.1177/10776990124687

Zhong, B., & Zhou, Y. (2012). "Under the weather:" The impact of weather on US newspaper coverage of the 2008 Beijing Olympics. *Mass Communication and Society*, *15*(4), 559–577. doi: 10.1080/15205436.2012.677091

Zhong, B., Sun, T., & Zhou, Y. (2011). To name or not to name: A cross–cultural comparison of on–air attribution in U.S. and Chinese TV news. *Asian Journal of Communication, 21*(2), 202–216. doi: 10.1080/01292986.2010.524233

Zhong, B., Mihailidus, P., & Zhou, Y. (2011). Naming suspects in terrorist attacks: An inquiry of journalistic stereotypes in newspaper coverage of the 2005 London bombings. *China Media Research, 7*(2), 35–45.

Zhong, B., Hardin, M., & Sun, T. (2011). Less effortful thinking leads to more social networking? The associations between the use of social network sites and personality traits. *Computers in Human Behavior, 27*(3), 1265–1271. doi: 10.1016/j.chb.2011.01.008

Zhong, B. (2011). Readers' mood affects news information processing. *Newspaper Research Journal*, *32*(3), 52–65.

Lewis, N., & **Zhong, B**. (2011). The personality of plagiarism. *Journalism and Mass Communication Educator, 66*(4), 325–339. doi: 10.1177/107769581106600403

Hardin, M., & **Zhong, B**. (2010). Sports reporters' attitudes about ethics vary based on beat. *Newspaper Research Journal*, *31*(2), 6–19.

Zhong, B. & Newhagen, J. E. (2009). How journalists think while they write: A transcultural model of news decision–making. *Journal of Communication*, *59*(3), 584–605. doi: 10.1111/j.1460–2466.2009.01439.x

Hardin, M., **Zhong, B.,** & Whiteside, E. (2009). Sports coverage: 'Toy department' or public–service journalism? The relationship between reporters' ethics and attitudes toward the profession. *International Journal of Sports Communication, 2*(3), 319–339.

Zhou, Y. & **Zhong, B**. (2009). An analysis of self–censorship in U.S. news media. *China Radio & TV Academic Journal, 12,* 73–74. (The paper is in Chinese and published in a peer–reviewed journal in China.)

Zhou, Y. & **Zhong, B**. (2009). Media creditability in the digital age: A survey on the creditability of online information and media news reports by Chinese journalists. *Journal of International Communication, 7*, 81–85. (The paper is in Chinese and published in a peer–reviewed journal in China.)

Zhong. B. (2008). Thinking along the cultural line: An inquiry of ethical decision–making among U.S. and Chinese journalism students. *Journalism and Mass Communication Educator, 63*(2), 110–126. doi: 10.1177/107769580806300202

Sun, T, **Zhong, B**., & Zhang, J. (2006). Uses and gratifications of Chinese online gamers, *China Media Research*, *2*(2), 58–63.

Sun, T., Yuan, V., Payne, G., **Zhong, B**. (2005). Leadership attributes salient to Chinese local voters – Correlates of voting intentions among Chinese constituents, *American Behavioral Scientist*, *49*(4), 616–628. doi: 10.1177/0002764205280204

Refereed Proceedings
Sun, T., **Zhong, B**., & Xu, H. (2006). Developmental differences in Chinese children's perception of child-related advertising. In J. Richards (Ed.), Proceedings of the 2006 Conference of the American Academy of Advertising, Reno, Nevada, March 30-April 2, Omnipress.

Sun, T., Payne, G., **Zhong, B.,** & Zhang, G. (2004). Correlates of reducing public activities in the midst of SARS epidemic. In C. Gardner, J. Biberman & A. Alkhafaji (Eds.), *Business research yearbook: Global business perspectives* (Vol. XI, pp. 449-453). Saline, MI: McNaughton & Gunn.

Book & Book Chapters (Peer-Reviewed)
5. Zhong, B. (Under contract). Social media of ideas: Transforms communication and business. Malden, MA: Wiley-Blackwell. [Book to be published in 2020.]

4. **Zhong, B.,** & Yang, F. (2020). From entertainment device to IoT terminal, Smart TV helps define the future living in smart home. In P. O. de Pablos, X. Zhang, & K. T. Chui (Eds.), *Managerial practices and disruptive innovation in Asia* (pp. 128-145). Hershey, PA: IGI Global. doi: 10.4018/978-1-7998-0357-7.ch007

3. Zhong, B. (2016). *Impact of social media on communication and business*. Hershey, PA: IGI Global. doi: 10.4018/978-1-4666-9518-4

2. Zhong, B. (2015). Online journalism research in the new media age. In J. Hong (Ed.), *The frontline of communication research* (pp. 56-72). Beijing: Tsinghua University Press.

1. Hardin, M., **Zhong, B**., & Corrigan, T. (2011). The funhouse mirror: The blogosphere's reflection of women's sports. In T. Dumova, & R. Fiordo (Eds.), *Blogging in the Global Society: Cultural, political and geographical aspects,* (pp. 55-71). Hershey, PA: IGI Global. doi: 10.4018/978-1-60960-744-9.ch004

Refereed Conference Papers
35. **Zhong, B**., Jiang, Z, Xie, W. & Qin, X. (2021, May 27-31). *Social media use contributes to psychiatric disorders during China's COVID-19 outbreak: Insights from a national sample* [Paper presentation]. The 71st Annual Conference of the International Communication Association, virtual.

34. Yang, F., **Zhong, B**., Jiang, Z. & Qin, X. (2021, May 27-31). *How online social support helps reserve empathy during COVID-19 pandemic?* [Paper presentation]. The 71st Annual Conference of the International Communication Association, virtual.

33. **Zhong, B**., & Liu, Q. (2021, March 25-27). *Extracting medical insights and policy implications to manage Irritable Bowel Syndrome from online posts of adolescents and parents* [Paper presentation]. International Academy of Business Disciplines Annual Conference, virtual.

32. Sun, T., **Zhong, B**., Payne, G., & Forde, S. (2021, March 1-2). *Not just politics: How personality trait and power use of media technology affect the likelihood to vote during the 2020 U.S. presidential election* [Paper presentation]. The International Meeting on Business, Institutions and the New Normal organized by European Academy of Management and Business Economics, virtual.

31. **Zhong, B**., Sun, T., Forde, S. & Jackson, S. (2020, November 12 -13). *Hierarchical impact of need for cognition on voters' attitude toward attack ads: Testing a moderated mediation model* [Paper presentation]. American Behavioral Scientist: The 2020 U.S. Presidential Election Retrospective, virtual.

30. **Zhong, B.**, Kumar, A. & Liu, Q. (2020, October 8-10). *Medical insights from parents' posts on teens with IBS symptoms: A LDA topic modeling approach* [Paper presentation]. Conference of Health IT and Analytics (CHITA), virtual.

29. **Zhong, B.**, Jiang, Z., Xie, W. & Qin, X. (2020, October 8-10). *The double-edged sword of social media: Social media use provides health information support during the COVID-19 Pandemic* [Paper presentation]. Conference of Health IT and Analytics (CHITA), virtual.

28. **Zhong, B**., Sun, T., & Hu, B. (2020, August). *To trust or not to trust? A multilevel analysis of personality and behavioral traits predicting smartphone information credibility*. Paper presented at the Communication Technology Division of the 2020 AEJMC virtual conference, August 6-9, San Francisco.

27. **Zhong, B**., Sun, T., & Hu, B. (2020, July). *Can't put down the phone means more trust in mobile content? Exploring multiple-level predictors of information credibility on smartphone*. Paper presented at the 2020 International Association for Media and Communication Research (IAMCR) virtual conference, July 12-17.

26. **Zhong, B**., Sun, T., & Hu, B. (2020, May). *Exploring multiple-level predictors of information credibility on smartphone*. Paper presented at the 2020 International Communication Association virtual conference, May 21-25, Gold Coast, Australia.

25. Shin, D.-H., **Zhong, B**., Biocca, F., & Kaarst-Brown, M. (2020, May). *See the world via algorithms: Examining algorithmic experience as part of human-centered algorithm framework*. Paper presented at the International Communication Association virtual conference, May 21-25, Gold Coast, Australia.

24. **Zhong, B.**, Liu, Q., & Kumar, A. (2019, November). *The medical insights from parents'
    online discussion of their teen children's IBS symptoms: A LDA topic modeling
    approach*. Paper presented at the 2019 Conference of Health IT and Analytics,
    November 14-16, Washington D.C.

23. **Zhong, B.**, & Chen, J. (2019, November). *Health information as medical intervention: A
    multivariate analysis on the impact of health information processing on adolescent
    depression*. Paper presented at the 2019 Conference of Health IT and Analytics,
    November 14-16, Washington D.C.

22. **Zhong, B**. & Sun, T. (2019, August). *Multitasking retribalized as a multisensory behavior
    in mobile media age: An application of McLuhan's media ecology theory*. Paper
    presented at the Chinese Communication Association Division of the 2019
    Association for Education in Journalism and Mass Communication, Toronto.

21. Sun, T., & **Zhong, B**. (2019, August). *Understanding privacy concern in using social
    media: The extension of Marshall McLuhan*. Paper presented at the Communication
    Theory and Methodology Division of the 2019 Association for Education in
    Journalism and Mass Communication, Toronto.

20. Sun, T.*, & **Zhong, B**. (2019, May). *A tale of four cities: A semantic analysis of news
    coverage of air pollution*. Paper presented at the Environmental Communication
    Division of the 2019 International Communication Association, Washington D.C.
    (*guided graduate student)

19. Zheng, Y., **Zhong, B**. & Yang, F. (2018, May). When algorithms meet journalism: The
    user perception to automated news in a cross-cultural context. Paper presented at the
    2018 International Communication Association Annual Conference, Prague, Czech.

18. Yang, F., & **Zhong, B.** (2016, November). *Interacting with TV: Interactivity functions
    transform the viewing experience on smart TV*. Paper presented at the 2016 National
    Communication Association Annual Conference, Philadelphia, PA.

17. Yang, F., Lewis, N. P., **Zhong, B.** & Zhou, Y. (2016, May). *Contextualizing journalism
    ethics: A cross-cultural study of plagiarism and attribution between U.S. and Chinese
    journalists*. Paper presented at the 2016 International Communication Association
    Annual Conference, Fukuoka, Japan.

16. Soto, J. A. & **Zhong, B**. (2012, May). *The communication anxiety regulation scale:
    Development and initial validation*. Paper presented to the 2012 ICA annual
    convention, Phoenix, AZ.

15. Lewis, N. & **Zhong, B**. (2012, May). *The roots of plagiarism: Contested attribution beliefs among U.S. journalists*. Paper presented to the 2012 ICA annual convention, Phoenix, AZ.

14. Lewis, N. & **Zhong, B**. (2011, August). *The personality of plagiarism*. Paper presented to the 2011 AEJMC annual convention, St. Louis, MO. (Top paper)

13. Newhagen, J. E., **Zhong, B**., & Xie, W. (2011, August). *Anxiety in news reporting: A study of working journalists in the United States and China*. Paper presented to the 2011 American Psychological Association convention, Washington D.C.

12. **Zhong, B**., & Zhou, Y. (2010, August). "*Under the weather:" The impact of weather on US newspaper coverage of the 2008 Beijing Olympics*. Paper presented to the Newspaper Research Division of the 2010 AEJMC annual conference, Denver, CO.

11. Hardin, M., **Zhong, B**., & Corrigan, T. (2010, August). Plugging old-media values into 'new media:' Social identity and the attitudes of sports bloggers toward issues of gender in sport. Paper Presented at the Commission on the Status of Women of the 2010 AEJMC annual conference, Denver, CO. (Top paper).

10. **Zhong, B.,** & Zhou, Y. (2009, August). Without a watchdog, who can be trusted? An inquiry of the watchdog role and media trust among Chinese journalists and journalism students. Paper presented to the Mass Communication Division of the 2009 AEJMC annual conference, Boston, MA.

9. Newhagen, J. E., **Zhong, B.,** & Xie, W. (2009, May). *The (dys)function of anxiety in journalism: A workplace disability or a tool in news element selection?* Paper presented to the Journalism Study Division of the 2009 International Communication Association annual conference, Chicago, IL.

8. **Zhong. B.** (2008, August). *"I feel happy today so I remember less about news details:" The impact of mood on processing news information*. Paper presented to the Mass Communication Division of the 2008 AEJMC annual conference, Chicago, IL.

7. **Zhong, B.** (2008, May). *Thinking along the cultural line: An inquiry of ethical decision-making among U.S. and Chinese journalism students*. Paper presented to the Journalism Study Division of the 2008 ICA annual conference, Montreal, Canada.

6. **Zhong, B**., & Mihailidis, P. (2007, May). Naming suspects in terrorist attacks: A media priming analysis of the second-day newspaper reports on the London bombing from China, Egypt, Switzerland and the United States. Paper presented to the Journalism Studies Division of the 2007 International Communication Association Annual Conference, San Francisco, CA.

5. **Zhong, B**. (2005, November). *"The week that changed the world:" Revisiting media frames in the coverage of Nixon's 1972 visit to China by CBS News and the* People's Daily. Paper presented to the Chinese Communication Association Division of the 2005 National Communication Association, Boston, MA.

4. **Zhong, B**., Sun, T., & Newhagen, J. E. (2005, May). *Optimistic biasing and perception of self-censorship in U.S. newsrooms*. Paper presented to the Mass Communication Division of the 2005 International Communication Association Annual Conference, New York, NY.

3. **Zhong, B**., & Pattanayak, S. (2005, November). *Media frames in the coverage of 2004 U.S. presidential debates by print and online media in China and India.* Paper presented to the Asian/Pacific American Communication Studies Division of the 2005 National Communication Association, Boston, MA.

2. **Zhong, B**. (2005, December). A "General Inquirer" approach: An analysis of positivity and negativity of the language used on four U.S. embassy Websites and one Chinese embassy Website. Paper presented to the All-China Communication Conference, hosted by the Association of Chinese Communication Studies (U.S.A.), Xiamen, China.

1. Sun, T., **Zhong, B.,** & Zhang, J. (2005, December). *Uses and gratifications of Chinese online gamers*. Paper presented to the All-China Communication Conference, hosted by the Association of Chinese Communication Studies (U.S.A.), Xiamen, China.

Non-Peer Reviewed Articles
Zhong, B. (2017). Ted Nelson predicts the text in the future. *Thrive Global*. Retrieved from https://thriveglobal.com/stories/ted-nelson-predicts-the-text-in-the-future/

Teaching
Pennsylvania State University – University Park
COMM 597: *Social Media Research Seminar* – This graduate seminar addresses selected theories and concepts in media effect research that are applied to social media research, including the effects on users' media use, psychological well-being, business models and entrepreneurship (Summer 2012, Fall 2013, Fall 2016, Spring 2018, Fall 2020).

COMM 498: *Journalism and Social Media Analytics* – Teaching television news reporting and writing, plus Web reporting. Most students are juniors or seniors (Spring 2019, Spring 2020).

COMM 465: *TV Reporting* – Teaching television news reporting and writing, plus Web reporting. Most students are juniors or seniors (2006-2018).

COMM 410: *International Mass Communication* – Teaching and discussing practices and theories regarding global media and international media systems. Most students are seniors at College of Communications (Spring 2008; Spring 2007; Fall 2020).

COMM 409: *News Media Ethics* – Teaching and discussing ethical issues in the practice of journalism, advertising, and public relations; principal public criticisms of news media. Most students are junior or seniors at College of Communications (2006-2020).

COMM 419: *World Media Systems* – Teaching and discussing the variety of media systems in the world today and, more importantly, how they got that way and what functions they perform for their respective societies. Most students are seniors at College of Communications (Spring 2010).

COMM 402: *International Reporting* – Co-teaching a highly selective class of 16 journalism majors, including supervising 10-day international news reporting in Shanghai. Most students are seniors (Spring 2010, Spring 2015).

PSU 009: *Social Media for Social Change* – Teaching the impact of social media on human interaction, including information processing, marketing strategies and entrepreneurship (Fall 2011, 2012).

COMM 835: *Social Media Communication* – Teaching how social media transform human communication and business models for Master's students majoring in advertising and P.R. at Penn State World Campus (Spring 2020, Spring 2021).

University of Maryland – College Park
JOUR361: TV Reporting and News Show Production – This course trains undergraduate students who major in broadcast journalism with a career goal of working as a news reporter/producer/anchor/web reporter-producer at a local TV station in the U.S. (2003-2006).

Hong Kong Baptist University – Hong Kong
COMM7140: Social Media Research and Big Data Analysis – This course is for Ph.D. students at HKBU (Semester 2, 2014).

COMM7580: Social Media Marketing - This graduate course addresses the mechanism behind business use of social media, which is designed for students enrolled in M.A. Program in Media Management at HKBU (Semester 1, 2013).

JOUR7020: Introduction to Comparative and International News – This graduate course is for students enrolled in M.A. Program in International Journalism Studies, HKBU (Semester 1, 2013).

JOUR3240: Comparative News Media Systems – This course is for undergraduate students at

School of Communication, HKBU (Semester 1, 2013).

JOUR2250: Current Issues in Journalism - This course is for undergraduate students at School of Communication, HKBU (Semester 2, 2014).

Services at Penn State
<u>University-Level Committees</u>
2019-present: Graduate Council Subcommittee on Program Review and Evaluation
2017-2021:   College representative, Faculty Advisory Committee for Schreyer Honors College
2015-2017:   College representative, Research Computing and Cyber-Infrastructure Council
2015-2017:   Data Governance Working Group, RCCI
2006-2013:   College representative, Faculty Advisory Committee on Academic Computing
2012   Search Committee for Director of Global Engagement Network Office

<u>College-Level Committee</u>
2019-2020   Graduate Admission
2019   Search Committee for a faculty member in international communication
2017-2018   Graduate Admission
2017-2018   Member, Search Committee on Open-Rank Professorship in Science Communication
2016-present   Member, Dean's Advisory Board
2016-2017   Member, Search Committee on Open-Rank Professorship in Science Communication
2016-2017   Member, Graduate Admission
2015-2016   Member, Graduation Admission
2015   Member, Search Committee on Assistant Professor for Department of Journalism
2012-2013   Member, Strategic Plan Committee
2010-2011   Member, Graduation Admission

<u>Editorial Board</u>
Mass Communication and Society, 2010 – present
Computers in Human Behavior, 2013 – present
International Journal of Asian Business and Information Management, 2017 – present

<u>Book Reviewer</u>
CQ Press, IGI Global, Rowan & Littlefield, Routledge, SAGE publications, Wiley-Blackwell

<u>Journal Reviewer</u>
Asian Journal of Communication, 2007 – present
Computers in Human Behavior, 2010 – present
Information, Communication and Society, 2010 – present
International Journal of Asian Business and Information Management, 2017-present

International Journal of Communication, 2017-present
Journal of Broadcasting and Electronic Media, 2008 – present
Journal of Communication, 2009-present
Journal of Computer-Mediated Communication, 2010 – present
Journal of International & Intercultural Communication, 2011-present
Journalism, 2015 – present
Journalism and Mass Communication Quarterly, 2012 – present
Mass Communication & Society, 2007 – present
New Media & Society, 2012 – present

Conference Paper Reviewer
AEJMC, ICA, NCA and CCA.

Membership and Officer Position
Association for Education in Journalism and Mass Communication
        Member, 2003-present
        President, Mass Communication & Society Division (MCS), AEJMC, 2012-2013
        Vice President and Research Chair, MCS, AEJMC, 2011-2012
        PF&R Chair, MCS, AEJMC, 2010-2011
        Research Chair, MCS, AEJMC, 2009-2010

Chinese Communication Association
        Life-time member, 2012 – present
        President: 2015-2017
        Vice President/Research Chair, 2013-2015

International Communication Association (ICA)
        Member, 2003-present
        Member, ICA-Affiliated Journal Evaluation Committee, 2018-2021
        Member, ICA-Affiliated Journal Evaluation Committee, 2014-2017

National Communication Association (NCA)
        Member, 2003- present