**Sara Liao**

Department of Film Production and Media Studies

Donald P. Bellisario College of Communications

Pennsylvania State University

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**Education**

2017 **Ph.D.** in Media Studies University of Texas at Austin, US

2013 **M.Phil.** in Communication Chinese University of Hong Kong

2011 **B.A.** in Advertising Renmin University of China, Beijing

**Professional Employment**

2020—now **Assistant professor**, Bellisario College of Communications, Pennsylvania State University (PSU)

2021—now **Affiliated faculty**, Department of Women’s, Gender, and Sexuality Studies, and Department of Asian Studies, College of Liberal Arts, PSU

2017—2020 **Assistant professor**, School of Journalism and Communication, CUHK

2017—2020 **Director**, Global Communication undergraduate program (GCOM), CUHK

**Publications**

**Book**

Liao, S. (2020). *Fashioning China: Precarious creativity of women designers in Shanzhai culture*. London: Pluto Press.

**Refereed Journal Article**

Liao, S., (2023). The platformization of misogyny: Popular media, gender politics, and misogyny in China’s state-market nexus. *Media, Culture & Society*, *online first*, 1-13. https://doi.org/10.1177/01634437221146905

Guo, J., Zhang, Z., Song, J., Jin, L., Yu, D., & Liao, S. (2022). Femvertising and postfeminist discourse: Advertising to break menstrual taboos in China. *Women’s Journal of Media and Communication*, *45*(3), 378-398. https://doi.org/10.1080/07491409.2022.2053624

Liao, S., & Grace, Xia. (2022). Consumer nationalism in digital space: A case study of the 2017 anti-Lotte boycott in China. *Convergence: The International Journal of Research into New Media Technologies*, *online first*, 1-20. https://doi.org/10.1177/1354856522109

Liao, S., & Ling, Q. (2022). The “little third:” Changing images of women characters involved in extramarital affairs on Chinese TV. *Communication, Culture, and Critique*, *15*(3), 355-371. https://doi.org/10.1093/ccc/tcac002

Liao, S., & Luqiu, R. L. (2022). #MeToo in China: The dynamic of digital activism against sexual assault and harassment in higher education. *Signs: Journal of Women in Culture and Society*, *47*(3), 741-764. https://doi.org/10.1086/717712

Liao, S. (2021). Feeling the 2019 Hong Kong Anti-ELAB movement: Emotion and affect in the Lennon Walls. *Chinese Journal of Communication*, *15*(3), 355-377. https://doi.org/10.1080/17544750.2021.1954964

Luqiu, R. L., & Liao, S. (2021). Rethinking “the personal is political”: Telling the story of sexual harassment in China. *Discourse and Society*, *32*(6), 708-727. https://doi.org/10.1177%2F09579265211023225

Ling, Q., & Liao, S. (2020). Intellectuals debate #MeToo in China: Legitimizing feminist activism, challenging gendered myths, and reclaiming feminism. *Journal of Communication*, *70*(6), 895-916. https://doi.org/10.1093/joc/jqaa033

Liao, S. (2020). Feminism without guarantees: Reflections on teaching and researching feminist activism in China. *Asian Journal of Women Studies*, *26* (2), 259-267. https://doi.org/10.1080/12259276.2020.1769368

Liao, S. (2019). *Wang hong* fashion culture and the postfeminist time in China. *Fashion Theory: The Journal of Dress, Body and Culture*, *25*(5), 663-685. https://doi.org/10.1080/1362704X.2019.1638158

Liao, S. (2019). “#IAmGay# What About You?”: Storytelling, discursive politics, and affective dimension of social media activism against censorship in China. *International Journal of Communication*, *13*, 2314–2333. https://ijoc.org/index.php/ijoc/article/view/10376

Liao, S. (2017). Fashioning China: Precarious creativity of women designers in Shanzhai culture. *Communication, Culture, and Critique*, *10* (3), 422-440. https://doi.org/10.1111/cccr.12170

Liao, S. (2016). Precarious beauty: Migrant Chinese women, beauty work, and precarity. *Chinese Journal of Communication*, *9*(2), 139-152. https://doi.org/10.1080/17544750.2015.1105270

Liao, S. (2016). Japanese console games popularization in China: Governance, copycats, and gamers. *Games and Culture*, *11*(3), 175-197. https://doi.org/10.1177%2F1555412015583574

Liao, S., & Lee, F. L. F. (2014). Do journalists believe in gender specificities of news topics? The impact of professionalism and family status. *Asian Journal of Communication*, *24*(5), 456-473. https://doi.org/10.1080/01292986.2014.908934

**Book Chapter and Special Issue Editor**

Liao, S. (2021). (Ed.). Gender and media (special issue). *Communication & Society*, *57*, v–viii.

Liao, S. (2017). Hong Kong net-bar youth gaming: A labeling perspective. In A. Lee and A. Pulos (Eds.), *Transnational Contexts of Development History, Sociality, and Society of Play: Video Games in East Asia* (pp. 183-209). Basingstoke, U.K.: Palgrave Macmillan.

Fung, A., & Liao, S. (2015). China. In M. J. P. Wolf (Ed.), *Video Games Around the World* (pp. 119-136). Cambridge, Mass.: MIT Press.

**Book Review and Academic Dialogues**

Liao, S. (forthcoming). (Dreadful Desires: The Uses of Love in Neoliberal China) [Review of the book *Dreadful Desires*, by Charlie Yi Zhang]. *Signs: Journal of Women in Culture and Society*.

Liao, S. (forthcoming). (Weibo Feminism: Expression, Activism, and Social Media in China) [Review of the book *Weibo Feminism*, by Aviva Wei Xue and Kate Rose]. *Signs: Journal of Women in Culture and Society*.

Liao, S. (2022). (The Art of Useless: Fashion, media, and consumer culture in contemporary China) [Review of the book *The Art of Useless*, by Calvin Hui]. *China Information*, *36*(3), 439-440. https://doi.org/10.1177/0920203X221130402e

Chen, L., Huang, Y., & Liao, S. (2019). Dialogue on Marxism journalism. *Communication & Society*, *50*, 1–26.

Liao, S. (2016). (Asians wear clothes on the Internet: Race, gender, and the work of personal style blogging) [Review of the book *Asians wear clothes on the Internet*, by Minh-Ha T. Pham]. *Journal of Asian Studies*, *75*(3), 795-796. doi:10.1017/S0021911816000632

Liao, S. (2015). (The imperial university: Academic repression and scholarly dissent) [Review of the book *The imperial university*, edited by P. Chatterjee and S. Maira]. *E3W Review of Book: Global Intimacy & Networked Dissent*, *15*, 64-66.

**Public Scholarship, Interviews and Media Mention**

“Digital activism in fourth wave feminism.” Guest in *Beyond the Headlines* radio show, January 30, 2023. https://www.beyondtheheadlines.net/episodes/digital-activism-feminism

“A high-profile sexual assault settlement in Minnesota puts a fresh spotlight on the #MeToo movement in China.” Interviewed by Lili Pike from *Grid News*, October 5, 2022. https://www.grid.news/story/global/2022/10/05/a-high-profile-sexual-assault-settlement-in-minnesota-puts-a-fresh-spotlight-on-the-me-too-movement-in-china/

Liao, S., & Luqiu, R. L. (2022, September 9). Four years after #MeToo in China: Shrinking digital space for change. *The Diplomat*. https://thediplomat.com/2022/09/four-years-after-metoo-in-china-shrinking-digital-space-for-change/

“The struggles of anti-sexual harassment in higher education in China after #MeToo.” Interviewed by Qin Si from The Initium, August 6, 2022. https://theinitium.com/article/20220805-mainland-university-sexual-harassment-metoo/

Xiang, Z., Shanzhai Lyric, Yang, F., & Liao, S. (2022). Shanzhai roundtable. *Viscose*.

Liao, S. (2020, February 18). Controlled death narrative: Worlding in China and the communication logic of totalitarianism. *Re.Framing Activism*. https://reframe.sussex.ac.uk/activistmedia/2020/02/controlleddeathnarrative

“Women are building real brands selling knockoff clothing.” Interviewed by Simone McCarthy from SupChina, June 2, 2017. https://supchina.com/2017/06/02/women-building-real-businesses-selling-homemade-knockoff-clothing-online-2/

“5 Secrets of a Knockoff Shanzhai Fashion Designer.” Media mentioned by Ruonan Zheng from *Jing Daily: The Business of Luxury in China*, June 6, 2017. https://jingdaily.com/5-secrets-shanzhai-fashion-designer/

**Grants, Honors, and Awards**

**Research Grants**

2022—2023 **Principal investigator**. *Platformization of misogyny: Digital media, the manosphere, and toxic cultures of anti-feminism*. International Research Travel Award, the Center for Global Studies, PSU. ($4,000)

2022 **Principal investigator**. *Contentious politics: Digital media and transnational feminist activism*. Research in Democracy Support Grant, the McCourtney Institute of Democracy, PSU. ($5,000)

2019—2022 **Co-investigator**. *Global public opinion and public diplomacy: Developing monitoring and research system to address increasing uncertainty in global public opinion*. National Research Foundation of Korea, South Korea. (KRW$600,000,000)

2019—­2020 **Principal investigator**. *Digital feminist activism in China: Promises, pitfalls, and futures*. General Research Fund—Early Career Scheme, Research Grants Council [Project No. 24618149], Hong Kong. (HK$440,000)

2019—­2020 **Principal investigator**. *In bed with the trolls: Online misogyny in the aftermath of #MeToo in China*. Faculty Direct Grant [Project No. 4052206], CUHK. (HK$50,000)

2018 **Principal investigator**. *The creative multitude in becoming: Women’s culture of fashion imitation in China*. Contemporary Chinese Comparative Centre Research Grant, CUHK. (HK$30,000)

**Awards, scholarships, and fellowships**

2023 Helen Award for Emerging Feminist Scholarship at International Communication Association (ICA)

2023 Dean’s Excellence Award in Research and Creative Accomplishments, PSU

2019/2020 Early Career Award, Research Grants Council, Hong Kong

2017 Graduate School Fellowship, UT-Austin

2016 Professional Development Award, UT-Austin

2016 Audre Rapoport Prize for Scholarship on Gender and Human Rights

2016—2017 International Student and Scholar Scholarship, UT-Austin

2016 Moody Doctoral Fellowship, UT-Austin

2014—2016 Continuing Fellowship, UT-Austin

2013—2014 Prestigious Recruitment Fellowship, UT-Austin

2011—2013 Postgraduate Scholarship, CUHK

2011 Jinchangcheng Media Scholarship, China’s Newspaper Net

2010 Outstanding Leadership Award, Renmin University of China (RUC)

2008 & 2010 RUC Scholarship, RUC

2009 Korean University Scholarship, Korea University

**Scholarly Presentations and Activities**

**Conference Presentations (Selected)**

2023 May “*The business of mediated nationalism: Transnational capitals, gender politics, and the political economy of digital media*.” Paper accepted for presentation at ICA annual conference, Toronto, Canada.

April “*Streaming feminism: Women-centered net dramas, global television culture, and feminist textual possibilities*.” Paper presented at the annual conference of Society for Cinema and Media Studies (SCMS), Denver, U.S.

2022 November “*Manufacturing misogyny: Patriarchal state discourse, social media, and sexism*.” Paper presented at the 2022 National Women's Studies Association (NWSA) annual conference, Minneapolis, U.S.

July “*Popular media, sexism, and gender antagonism: The market-state complex of misogyny in China.*” Paper presented at the 2022 annual conference of the International Association of Media and Communication Research (IAMCR), Beijing, China.

June “*Platformization of misogyny: Weibo and toxic cultures of anti-feminism*.” Paper presented at the Conference of Global Perspectives on Platforms and Cultural Production, Amsterdam, Netherlands.

March “*Engineering nationalism: Ideological work, popular TV, and public interpretations of The Awakening Age*.” Paper presented at the SCMS annual conference, Chicago, U.S.

2021 December “*Fighting afar: Chinese feminists, transnational activism, and digital culture for intersectional politics*.” Paper presented at the workshop Feminist Activism in Post-2010 China: Identifying Issues, Sharing Knowledge and Building Movements, virtual conference.

March “*From emotional to political: Post-it-note arts of the Lennon Wall in the anti-extradition bill movement in Hong Kong.*” Paper presented at the SCMS annual conference, virtual conference.

2020 July “*Not a perfect victim: Sexual harassment, misogynistic culture, and digital activism*.” Paper presented at the 2020 IAMCR conference, virtual conference.

2019 December “*Witch-hunting, shaming, and trolling: Misogyny and digital culture in China*.” Paper presented at the 5th Congress of the Asian Association of Women’s Studies (AAWS), Seoul, South Korea.

May “*#MeToo in China? Digital activism against sexual assault and harassment in higher education*.” Paper presented at the ICA annual conference, Washington D.C., U.S.

March “*#MeToo movement lashing back: Sexual violence and digital anti-/activism in China*.” Paper presented at the annual conference of SCMS, Seattle, WA, U.S.

2018 December “*The affective, cultural and psychic life of #MeToo in China*.” Paper presented at the International Conference on “Gender, Sexuality and Justice: Resilience in Uncertain Times,” Hong Kong.

August “*Consumer nationalism and anti-South Korea: A case study on boycott toward Lotte in Sino-Korean tension over THAAD*.” Paper presented at the Crossroads in Cultural Studies Conference, Shanghai, China.

May “*In the making of celebrity: Wang hong, fashion labor, and the post-feminist identity in China*.” Paper presented at the ICA annual conference, Prague, Czech.

2017 July (with Jinsook Kim) “*Eating women: A transnational exploration of online misogyny*.” Paper presented at the Inter-Asia Cultural Studies conference, Seoul, South Korea.

2016 November “*Shanzhai sensation: From subalternity to precarity*.” Paper presented at the National Communication Association (NCA) Annual Conference, Philadelphia, Pennsylvania, U.S.

August “*Precarious copycats: The subaltern problem in Shanzhai culture*.” Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Minneapolis, Minnesota, U.S.

June “*A transnational political imagination: China’s Feminist Five and online feminist activism*.” Paper presented at the ICA Annual Conference, Fukuoka, Japan.

“*Untimely globalization: The 11.11 Shopping Festival in the global culture industry*.” Paper presented at the ICA Annual Conference, Fukuoka, Japan.

**Conference Panel Chair, Organizer, and Discussant**

2023 May Organizer and chair of the panel “*Nationalism in the global media ecology: Power, authenticity, and resiliency*” at ICA annual conference, Toronto, Canada.

April Organizer and chair of the panel “*Radical politics, media texts, and feminist criticism: Gender and sexuality in popular media in South Korea and China*” at the SMCS annual conference, Denver, U.S.

2022 July Organizer and chair of the panel “*Consensus and contestation: Popular gendered discourses in contemporary China*” at the IAMCR annual conference, Beijing, China.

June Organizer and chair of the panel “*Emerging issues of platform cultures in Asia: Interrogating gender, labor and the state*”at the Conference of “Global Perspectives on Platforms and Cultural Production,” Amsterdam, Netherlands.

May Organizer and chair of the panel “*Interrogating Gender: Feminist Struggles in Contemporary China*” at ICA annual conference, Paris, France.

March Organizer of the panel “*Popular nationalism and popular media in China*” at the annual conference of SCMS, virtual conference.

2021 October Discussant in the “*Interrupting global media studies*” roundtable discussion at the Global Fusion annual conference, virtual conference.

March Organizer and chair of the panel “*Affect and media culture in Asia*”at the annual conference of SCMS, virtual conference.

2020 January Co-organizer of the Communication Visiting Scholar Program, and the Gender and Media Workshop, CUHK, Hong Kong.

2019 March Organizer and chair of the panel “*Interrogating #MeToo in Asia: Media activism and social backlash in South Korea and China*” at the annual conference of SCMS, Seattle, WA, U.S.

April Discussant and facilitator at the Using Gender Data Workshop organized by UNESCO, Hong Kong.

2018 December Organizer and chair of the panel “*After the disclosure: A year of #MeToo and feminist politics in China*”at the International Conference on “Gender, Sexuality and Justice: Resilience in Uncertain Times,” Hong Kong.

2014 November Moderator at the Global Fusion annual conference, Austin, Texas, U.S.

**Invited Talks and Engagement Scholarship**

2023 May “*Feminist media studies and digital cultures*.” Invited talk, Hokkaido University, Japan.

March “*MeToo and digital activism*.” Guest speaker, University College Cork, Ireland.

2022 November “*#MeToo in China: Media, Activism, Contemporary Patriarchy and Beyond*.” Guest speaker, University of Toronto, Canada.

June “*Contentious politics: Digital media and transnational feminist activism*.” Mini Symposia: A conversation about digital intimacy and young women in Asia, Ahmedabad University, India, and Lingnan University, Hong Kong.

February “*Social media, social change, and development communication: Voluntourism and representations of the others*.” World in View talk series sponsored by Schreyer Honors College, PSU.

2021 February “*Attention not wanted: Sexual harassment, media, and feminist politics in China*.” Invited talk in the Bellisario Brownbag presentation series in Bellisario College of Communications, PSU.

2020 April “*Precarious labor and women fashionistas in Shanzhai culture*.” Book talk in the Centre for Chinese Media and Comparative Communication Studies, CUHK.

2019 April “*Digital activism and contentious politics*.” *S-Seminar*,CHUK.

September “*Misogyny and digital culture in China*.” Invited talk at Peking University HSBC Business School, Shenzhen, China.

December “*Digital culture, popular practices, and gender politics in contemporary China*.” Invited talk in the Graduate School of Communication & Arts at Yonsei University, Seoul, South Korea.

**Professional and Societal Services**

**University-Wide Services**

2022—now **Faulty advisor**, Student Organization Chinese Theater and Movie Society, PSU

2022—now **Organizing member**, Pockrass Memorial Lecture Series, PSU

2022—now **Organizing member**, Bellisario Brownbag Presentation Series, PSU

2022—2024 **Faculty member**, Bellisario Academic Integrity Committee, PSU

2021—now **Faculty member**, Bellisario Qualitative Research Group, PSU

2021—2022 **Reader**, Schreyer Honors College Scholar Selection Committee, PSU

2020—now **Member**, Bellisario Graduate Committee, PSU

2020—2021 **Faculty advisor and leader**, GCOM Study Abroad Programs, CUHK

2019—2020 **Member**, Executive Committee, CUHK

**Professional Organization Membership**

International Association for Media and Communication Research (IAMCR)

International Communication Association (ICA)

National Women’s Studies Association (NWSA)

Society for Cinema and Media Studies (SCMS)

**Interdisciplinary and Societal Services**

Editorial board member of *Feminist Media Studies*

IAMCR and ICA conference submission reviewer

ICA 2023 Teresa Award selection committee

NWSA Women’s Centers Committee

NWSA International Task Force

NWSA North American Asian Feminist Organizing Committee

NWSA 2022 Faculty Mentor for the Mentoring Program

SCMC 2023 Annual Conference Organizing Committee

Journal reviewer for

*Convergence: The International Journal of Research into New Media Technologies*

*International Journal of Communication*

*Chinese Journal of Communication*

*Asian Journal of Women’s Studies*

*Cultural Studies*

*Asia-Pacific Review*

**Teaching and Academic Advising**

**Course taught**

Bellisario College of Communications, PSU (2020—now)

Feminist Media Studies

International Mass Communication

World Media System

Mass Media and Society

School of Journalism and Communication, CUHK (2017—2020)

Globalization and Communication

Media and Culture in Global Societies (with a study trip to Taiwan)

Media and Gender

Introduction to Global Communication

Development of Mass Communication

Mass Communication Theories

Department of Radio-TV-Film (instructor of record), UT-Austin (2016—2017)

Introduction to Media Studies

Consumer Culture and Global Media

**Guest lectures**

2022 December “*China and world media*.” Guest lecture for COMM410 International Mass Communication (taught by Dr. Martin Marinos), PSU.

November “*Balancing teaching and research*.” Guest lecture for COMM502 Pedagogy in Communications (taught by Dr. Ford Risley), PSU.

2021 November “*Introduction to global communication*.” Guest lecture for COMM180 Survey of Telecommunications and Electronic Media (taught by Dr. Matt Jackon), PSU

“*Introduction to feminist media studies*.” Guest lecture for COMM590 Graduate Colloquium (taught by Dr. Anthony Olorunnisola), PSU

**Mentorship and supervision**

2023 Jan Doctoral advisor for Jingyi Guo, PSU

2022 Oct Doctoral comprehensive exam committee member for Jiacheng Liu, PSU

Sep—Dec Member in the WGSS mentorship program, PSU

Aug Master advisor and thesis committee chair for Evelyn Yin, PSU

Faculty champion for STS program—supervision of COMM190 Introduction to Formula One, PSU

Jun Master thesis committee member for Yashuri Del Rosario Rodriguez, PSU

Mar Doctoral candidacy committee member for Triwik Kurniasari, PSU

Feb Doctoral candidacy committee member for Karlin Anderson, PSU

Jan—Apr Member in the WGSS mentorship program, PSU

Faculty champion for students-teaching-students (STS) program—supervision of COMM190 Introduction to Formula One, PSU

2021 Nov Doctoral candidacy committee member for Mikayla Pevac, PSU

2019 Jun Summer Undergraduate Research Program—supervision of Hu Haomin (University of Rochester) in the research project “*feminist activism in China*,” CUHK

2018 Jun Summer Undergraduate Research Program—supervision of Gina Fung (McGill University) in the research project “*young hunks in China*,” CUHK