

# Li (Lily) Zeng

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## Education

**Ph.D. (Mass Communication)**, Southern Illinois University Carbondale, 2005.

**M.A. (English)**, Zhongshan University, P.R. China, 2000.

**B.A. (English)**, Hunan Normal University, P.R. China, 1997.

## Academic Positions

### Arkansas State University (2004 – present)

- Graduate Coordinator, School of Media and Journalism, August 2020 – present
- Professor, May 2015 – present
- Associate Professor, May 2011 – May 2015 (tenured)
- Assistant Professor, March 2005 – May 2011
- Instructor, August 2004 – March 2005

### Southern Illinois University Carbondale (2001-2004)

- Research and Teaching Assistant

## Courses Taught

### Arkansas State University (2004 – present)

- MDIA 3673 Seminar in Digital Media and Design
- MDIA 3373 Introduction to Internet Communications
- MDIA 3323 Media Analytics and Data Visualization
- SCOM 5473 Social Media Measurement
- MCOM 5603 Crisis Communication
- MCOM 6053 Quantitative Research Methods
- MDIA 4363/ 5363 Multimedia Storytelling
- RTV 5333 Digital Media Research
- CMP/MMJ 3363 Communication Research
- RTV 4063/5063 International Communications Seminar
- MCOM 6643 Theory of Mass Communications
- RTV/JOUR 4373/5373 Internet Communications
- RTV/JOUR 4473/5473 Advanced Internet Communications
- RTV 4363/5363 Multimedia Production Techniques
- RTV/JOUR 1003 Mass Communication in Modern Society
- GCOM 1813 Introduction to Digital Publishing

### Southern Illinois University Carbondale (2001-2004)

- MSMC 202 Visual Literacy
- JRNL 306 International Media Systems

## Teaching Interests

Media analytics	Crisis communication
Data visualization	Mass communication theories and methods
Internet communication	International communication

## Current Research

Media analytics	Crisis communication
Data visualization	Health communication
Media and finance	International communication

## Refereed Journal Publications

- Xiao, Z., Zeng, L., Pan, P., & Lee, J. (Forthcoming in 2023). Black and Asian American Perceptions and Experiences of Racism in Healthcare Contexts. *Health Marketing Quarterly*.
- Pan, P., & Zeng, L. (forthcoming in 2023). The Impact of Ethnicity Match on Athlete Endorsement: A Parasocial Identification Perspective. *Southwestern Mass Communication Journal*.
- Xiao, Z., Lee, J., & Zeng, L. (2022). Internet uses for general, health-related, and smoking cessation information seeking from Gender and Uses and Gratification Frameworks. *International Journal of Communication 16*.
- Hu, B., Hwang, J. H., Jiang, C., Washam, J., & Zeng, L. (2022). Down to the cents: The case of international drug prices. *Finance Research Letters 46*, Part A. <https://doi.org/10.1016/j.frl.2021.102357>
- Xiao, Z., Lee, J., Zeng, L., & Ni, L. (2020). Information seeking in the context of cigarette smoking: Predictors from the Comprehensive Model of Information Seeking (CMIS). *Psychology, Health & Medicine*. DOI: 10.1080/13548506.2020.1728348.
- Hu, B., McInish, T., Miller, J., & Zeng, L. (2019). Intraday price behavior of cryptocurrencies. *Finance Research Letters 28*, 337-342. <https://doi.org/10.1016/j.frl.2018.06.002>
- Zeng, L., Zhou, L., Pan, P., & Fowler, G. (2018). Coping with the Milk Scandal: A Staged Approach to Crisis Communication Strategies During China's Largest Food Safety Crisis. *Journal of Communication Management 22*(4), 432-450. <https://doi.org/10.1108/JCOM-11-2017-0133>
- Pan, P., & Zeng, L. (2018). Parasocial Interactions with Basketball Athletes of Color in Online Mediated Sports. *Howard Journal of Communications 29*(2), 196-215. DOI: 10.1080/10646175.2017.1354790.
- Akinro, N. A., & Zeng, L. (2017). Nigerian Jos crisis coverage centers on community. *Newspaper Research Journal 38*(4), 417-427. DOI: 10.1177/0739532917739866.

- Zeng, L., Zhou, L., & Li, X. (2015). Framing strategies at different stages of a crisis: Coverage of the "July 5th" Urumqi event by Xinhua, Reuters, and AP. *International Communication Gazette* 77(1), 51-73. DOI: 10.1177/1748048514556979.
- Zeng, L., Akinro, N. A., & Xiao, Z. (2014). Framing the Jos Crisis in Nigeria: A comparative analysis of the *Punch*, the *Guardian* and *Thisday*. *International Communication Research Journal* 49(1-2), 2-20.
- Neupane, D., & Zeng, L. (2014). Condition of Nepali journalists after the 2008 Constituent Assembly Election. *Journal of International Communication* 20(1), 87-97. DOI: 10.1080/13216597.2014.880362
- Xiao, Z., Noar, S. M., & Zeng, L. (2014). Systematic review of HIV prevention interventions in China: A health communication perspective. *International Journal of Public Health* 59(1), 123-142. DOI: 10.1007/s00038-013-0467-0
- Zeng, L., & Akinro, N. A. (2013). Picturing the Jos Crisis in Three Leading Newspapers in Nigeria: A Visual Framing Perspective. *Visual Communication Quarterly* 20(4), 196-204. DOI: 10.1080/15551393.2013.852444.
- Zeng, L., & Tahat, K. (2012). Picturing terrorism through Arabic lenses: A comparative analysis of Al Jazeera and Al Arabiya. *Asian Journal of Communication* 22(5), 433-448. DOI: 10.1080/01292986.2012.701317
- Li, X., & Zeng, L. (2011). Diminishing variation of technology advantages: A study of predictors of adoption and use of podcast. *Southwestern Mass Communication Journal*, 27(1), 69-83.
- Zeng, L. (2011). More than audio on the go: Uses and gratifications of MP3 players, *Communication Research Reports* 28(1), 97-108. DOI: 10.1080/08824096.2011.541367
- Hu, B., McInish, T., & Zeng, L. (2010). Gambling in penny stocks: The case of stock spam e-mails. *International Journal of Cyber Criminology*, 4(1&2). <http://www.cybercrimejournal.com/>
- Zeng, L., Li, X., & Hu, X. (2009). Perceived values of podcasting: Predicting the adoption of podcasting among non-adopters. *Business Research Yearbook: Global Business Perspectives*, XVI(1), 101-106.
- Hu, B., McInish, T., & Zeng, L. (2009). The CAN-SPAM Act of 2003 and stock spam emails. *Financial Services Review*, 18, 87-104.
- Zeng, L., & Yang, Y. F. (2008). Motivations for using MP3 players: A uses and gratifications perspective. *Business Research Yearbook: Global Business Perspectives*, XV, 214-219.
- Yang, Y. F., Islam, M., & Zeng, L. (2008). The interaction effect of HR-service capability, IT-service capability, and MK-service capability on performance: A balanced scorecard (BSC) perspective. *Business Research Yearbook: Global Business Perspectives* XV, 648-653.
- Zeng, L. (2007). Diversity works: The effect of source patterns on perception of online news credibility. *Business Research Yearbook: Global Business Perspectives* XIV (2), 195-200.
- Zeng, L. (2007). Framing as a dynamic process: A study of US press coverage of the SARS epidemic. *Journal of International Business Disciplines* 2, 116-126.
- Zeng, L. (2006). The frame-changing strategy in SARS coverage: Testing a two-dimensional model. *Business Research Yearbook: Global Business Perspectives* XIII, 374-379.

## Book Chapters and Proceedings

- Zeng, L. (2023). A review of *Being with Data: The Dashboarding of Everyday Life* by Nathaniel Tkacz. *International Journal of Communication* 17, 3882-3884.
- Zeng, L. (2019). "Al Jazeera." In Debra L. Merskin (ed.), *The SAGE International Encyclopedia of Mass Media and Society*. Sage.
- Li, X., & Zeng, L. (2016). "Podcast Adoption and Use: Impact of Diminishing Variation of Technology Advantage." In Xigen Li (ed.), *The Use of Emerging Media: Involvement and Interaction* (pp. 31-52). New York, NY: Routledge.
- Zeng, L. (2015). "Online Survey." In Shuhua Zhou and William D. Sloan (eds.), *Research Methods in Communication* (p. 158), 3<sup>rd</sup> Ed. Northport, AL: Vision Press.
- Zeng, L., Xiao, Z., & Tahat, K. (2014). "Terrorism and Middle East Identity on Al Jazeera and Al Arabiya Websites." In Monika Kopytowska & Yusuf Kalyango (eds.), *Why Discourse Matters: Rethinking Identity in New Media Environment* (pp. 37-55). Peter Lang Publishing.
- Zeng, L., Hall, H., & Pitts, M. J. (2011). Cultivating a community of learners: The potential and challenges of social media in higher education. In Hana S. Noor Al-Deen & John Allen Hendricks (eds.), *Social Media: Usage and Impact*. Lanham, Maryland: Lexington Books.
- Pitts, M. J., & Zeng, L. (2010). Media management: The changing industry and adaptability. In John A. Hendricks (ed.), *New Media Technologies: Economic and Management Implications for the Traditional Media Industry*, pp. 23-39. Lanham, Maryland: Lexington Books.
- Hu, B., McNish, T., & Zeng, L. (2010). Content of stock spam emails and market reactions, *Proceedings of the 2010 Annual Meeting of the Academy of Behavioral Finance and Economics*, 77-80.
- Yang, Y. F., Zeng, L. & Yu, J. Y. (2007). The empirical study of banking service marketing: The interaction effect of employee service asset, IT service asset, and marketing knowledge service asset on its e-CRM competitiveness. *Proceedings of International Symposium on Knowledge-Based Economy & Global Management*.
- Zeng, L. (2006). Changing media salience over time? Investigating the coverage of the SARS epidemic in the *China Daily*. *Proceedings of the 4<sup>th</sup> Hawaii International Conference on Arts and Humanities* (pp. 6863-6885).

## Refereed Conference Presentations

- Alzahrani, Y., & Zeng, L. (2023). Empowerment in Focus: Framing Saudi Women's Rights Through Vision 2030 in Arabic and Western News Narratives. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washing, D.C.
- Alzahrani, Y., & Zeng, L. (2023). Shifting the Narrative of Saudi Women: A Dynamic Framing Analysis of Four Newspapers Before and After the Saudi Vision 2030. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washing, D.C.
- Alzahrani, Y., & Zeng, L. (2023). Voice Engagement among Minorities: How Arabs Use Twitter Spaces for Religious Decision-Making. Paper presented at the International Communication Association (ICA) annual conference, Toronto, Canada.

- Smothers, M., & Zeng, L. (2023). Disaster journalism: A comparative study of how international news agencies covered the 2021 Haiti natural disasters on Twitter. Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Pan, P., & Zeng, L. (2023). Parasocial Interactions with Athletes in Sports Sponsorship: Uncovering the Role of Race. Paper presented at the 5<sup>th</sup> Global Communication Summit, University of Houston.
- Alzahrani, Y., & Zeng, L. (2023). Voice Engagement as An Alternative Means of Communication on Social Media. Paper presented at the 5<sup>th</sup> Global Communication Summit, University of Houston.
- Zeng, L., Pan, P., & Xiao, Z. (2022). A Battle for A Clean Library or Censorship?: A Paracrisis in A Small Public Library, Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Pan, P. & Zeng, L. (2021). Examining the Role of Parasocial Identification in Sports Viewers' Perceived Brands Endorsed by Athletes of Color. Paper presented at the International Communication Association (ICA) annual conference.
- Xiao, Z., Lee, J., & Zeng, L. (2019). The Nexus of Gender with Uses and Gratifications in Online General and Health Information Seeking. Paper presented at the International Communication Association (ICA) annual conference, Washington, DC.
- Zeng, L., Hu, X., & Xiao, Z. (2018). Children and Social Media: What Should Parents Know and What Can They Do? Paper presented at the Western Social Science Association (WSSA) annual conference, San Antonio, TX.
- Veeramreddy, J. R., & Zeng, L. (2018). A Paradigm Shift to A Public-Centric System: The Power of E-governance and M-governance in India. Paper presented at the Western Social Science Association (WSSA) annual conference, San Antonio, TX.
- Xiao, Z., Lee, J., & Zeng, L. (2018). Understanding Differences in Health Conditions, Utilization of Health Care Services, Health Literacy, and Quality of Life between Korean and Vietnamese in the U.S. Paper presented at the Western Social Science Association (WSSA) annual conference, San Antonio, TX.
- Pan, P., & Zeng, L. (2015, Aug. 6-10). Identification through Online Mediated Sports: Examining Parasocial Interaction with Sports Players of Color. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, San Francisco, CA.
- Xiao, Z., & Zeng, L. (2015, May 21-25). Using Communication Privacy Management Theory to Examine HIV Disclosure among PLHIV in Guangxi. Paper presented at the International Communication Association (ICA) annual conference, San Juan, PR.
- Pan, P., & Zeng, L. (2014, Oct. 24-25). Racial Competitions in Mediated Sports Arena: Examining Parasocial Interaction with Basketball Players of Color. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual conference, Denver, CO.
- Zhou, L., Zeng, L., & Fowler, G. (2014, August 6-10). Chinese milk companies and the 2008 Chinese milk scandal: An analysis of crisis communication strategies in a non-western setting. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Montreal, Canada.
- Akinro, N. A., & Zeng, L. (2014, August 6-10). Covering a multi-action conflict as it develops: An examination of the dynamic framing of the Jos Crisis in three Nigerian newspapers. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Montreal, Canada.

- Zeng, L., Zhou, L., & Li, X. (2013, August 17-21). Stages of crisis and frame-changing process: An analysis of how Xinhua, Reuters, and AP reported the “July 5<sup>th</sup>” Urumqi Event. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, DC.
- Agwaziam, N., & Zeng, L. (2013, August 17-21). Picturing the Jos Crisis in three leading newspapers in Nigeria: A visual framing perspective. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, DC.
- Agwaziam, N., Zeng, L., & Xiao, Z. (2013, June 17-21). Framing the Jos Crisis in Nigeria: A comparative analysis of the *Punch*, the *Guardian* and *Thisday*. Paper presented at the International Communication Association (ICA) annual conference, London, UK.
- Xiao, Z., Li, X., & Zeng, L. (2013, June 17-21). Mass media as HIV prevention information sources among female sex workers in Beijing, China. Paper presented at the International Communication Association (ICA) annual conference, London, UK.
- Zeng, L., & Tahat, K. (2013, April 10-13). Identity of terrorists and terrorism victims in two leading Arabic news Web sites. Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Neupane, D., & Zeng, L. (2012). Nepalese journalists after the Constitutional Assembly Election in 2008: A survey of their profile, work condition, and perception. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Chicago, IL.
- Zeng, L., & Xiao, Z. (2011, August 10-14). Changing news frames as a pandemic develops: Coverage of the 2009 H1N1 Flu in the *Washington Post*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, St. Louis, MO.
- Tahat, K., & Zeng, L. (2011, August 10-14). Covering terrorism: An analysis of *Al Jazeera* and *Al Arabiya* Web sites. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, St. Louis, MO.
- Xiao, Z., Zeng, L., & Noar, S. M. (2011, May 26-30). A systematic review of HIV prevention interventions in China. Paper presented at the International Communication Association (ICA) annual conference, Boston, MA.
- Hall, H., Zeng, L., & Pitts, M. J. (2011, April 14-16). Cultivating the community of learners: The potential and challenges of social media in higher education. Paper presented at the Western Social Science Association (WSSA) annual convention, Salt Lake City, UT.
- Li, X., & Zeng, L. (2010, November). Predicting Adoption and Use of Podcast: Technical vs. Non-technical Factors. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual conference, Round Rock, TX.
- Neupane, D., & Zeng, L. (2010, October 22-24). Condition of journalists in Nepal after the Constitutional Assembly Election. Paper presented at the Global Fusion annual conference, College Station, TX.
- Hu, B., McInish, T., & Zeng, L. (2010, September 16-17). Content of stock spam emails and market reactions. Paper presented at the 2010 Annual Meeting of the Academy of Behavioral Finance and Economics, Chicago, IL.
- Zeng, L. (2010, August). Frame-changing and stages of a crisis: Coverage of the H1N1 flu pandemic. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Denver, CO.

- Tahat, K., & Zeng, L. (2010, August). Al Jazeera: Walking a fine line between a pro-Western government and terrorists. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Denver, CO.
- Zeng, L., Pitts, M. J., & Fowler, G. (2010, April). Catastrophic Icing: When the lines of communications tumble down. Paper presented at the Western Social Science Association (WSSA) annual convention, Reno, NV.
- Li, X., & Zeng, L. (2009, May). Diminishing variation of technology advantages and factors influencing adoption and use of podcast. Paper presented at the International Communication Association (ICA) annual conference, Chicago, IL.
- Zeng, L. (2009, April). Why do college students use podcasting?: An analysis of perceived benefits. Paper presented at the Broadcast Education Association (BEA) annual convention, Las Vegas, NV.
- Zeng, L., & Pitts, M. J. (2009, April). Teaching science through multimedia storytelling: Collaborative learning between science teachers and 6-8<sup>th</sup> graders. Paper presented at the Western Social Science Association (WSSA) annual convention, Albuquerque, NM.
- Hu, B., McInish, T., & Zeng, L. (2009, April). The CAN-SPAM Act of 2003 and stock spam e-mails. Paper presented at the International Academy of Business Disciplines annual conference, St. Louis, MO.
- Zeng, L., Li, X., & Hu, X. (2009, April). Perceived values of podcasting: Predicting the adoption of podcasting among non-adopters. Paper presented at the International Academy of Business Disciplines annual conference, St. Louis, MO.
- Zeng, L., & Li, X. (2008, August 5-8). Values vs. costs: Predicting podcast adoption among non-adopters. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Chicago, IL.
- Zeng, L. (2008, April). "Predicting usage of MP3 players: Beyond the uses of the device itself." Paper presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Zeng, L. (2008, April). Perceived benefit of podcasting: Predicting the adoption and use of podcasting among college students. Panel presented at the Western Social Science Association (WSSA) annual conference, Denver, CO.
- Zeng, L., & Yang, Y. F. (2008, April). Motivations for using MP3 players: A uses and gratifications perspective. Paper presented at the International Academy of Business Disciplines annual conference, Houston, TX.
- Yang, Y. F., Islam, M., & Zeng, L. (2008, April). The interaction effect of HR-service capability, IT-service capability, and MK-service capability on performance: A balanced scorecard (BSC) perspective. Paper presented at the International Academy of Business Disciplines annual conference, Houston, TX.
- Yang, Y. F., Zeng, L. & Yu, J. Y. (2007, December). The empirical study of banking service marketing: The interaction effect of employee service asset, IT service asset, and marketing knowledge service asset on its e-CRM competitiveness. Paper presented at the International Symposium on Knowledge-Based Economy & Global Management, Taiwan.
- Castillo, J., & Zeng, L. (2007, November). On the efficacy and usefulness of knowledge management: An analysis of the extant knowledge management literature and Web pages. Paper presented at the Decision Science Institute (DSI) annual conference, Phoenix, AZ.

- Zeng, L., & Yang, Y. F. (2007, October). More than audio on the go: Uses and gratifications of MP3 players. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual conference, Norman, OK.
- Zeng, L. (2007, August). Online news credibility as a function of source patterns: An ELM perspective. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Washington, D.C.
- Zeng, L. (2007, April). Zooming into the podcast audience: A uses and gratifications perspective. Panel presented at the Broadcast Education Association (BEA) annual convention, Las Vegas, NV.
- Zeng, L., & Hu, X. (2007, March). Diversity works: The effect of source patterns on perception of online news credibility. Paper presented at the International Academy of Business Disciplines annual conference, Orlando, FL.
- Hu, X., & Zeng, L. (2007, March). Similar earnings news, different investor sentiment. Paper presented at the International Academy of Business Disciplines annual conference, Orlando, FL.
- Zeng, L. (2006, August). Does it matter who is quoted? Examining the influence of source types on perception of online news credibility. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, San Francisco, CA.
- Zeng, L. (2006, April). The frame-changing strategy in SARS coverage: Testing a two-dimensional model. Paper presented at the International Academy of Business Disciplines annual conference, San Diego, CA.
- Zeng, L. (2006, January). Changing media salience over time? Investigating the coverage of the SARS epidemic in the *China Daily*. Paper presented at the 4<sup>th</sup> Hawaii International Conference on Arts and Humanities, Honolulu, HI.
- Zeng, L. (2005, August). Similar content, different packages: Covering the “9/11” attack in U.S. and British major newspapers. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX.
- Zeng, L., & Jaehnig, W. B. (2005, August). The impact of source types on perceived bias of online news sources. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX.
- Zeng, L., & Xiao, Z. (2003, November). Who and how? Investigating sources and characterizations in elite British newspaper coverage of the “9/11” attack. Paper presented at the Midwest Association of Public Opinion Research annual convention, Chicago, IL.
- Xiao, Z., & Zeng, L. (2003, November). Coverage in U.S. newsmagazines and President George W. Bush’s approval ratings. Paper presented at the Midwest Association of Public Opinion Research annual convention, Chicago, IL.
- Zeng, L. (2003, July-August). Characterizations of the “9/11” attack and perpetrators in three U.S. elite newspapers. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.
- Zeng, L. (2002, November). Coverage of the “9/11” attack in elite newspapers: A comparative study of the U.S. and U.K. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Zeng, L. (2001, November). Media exposure and acculturation of students from P.R. China in American universities. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.

Zeng, L. (2001, October). Copying off the Internet for academic purposes: A fair use analysis. Paper presented at the Global Fusion annual conference, St. Louis, MO.

## Grants and Awards

2015	College of Media and Communication Research Award, Arkansas State University
2015	Faculty/Industry Seminar Conferee, International Radio and Television Society
2013	College of Communications Research Award, Arkansas State University
2013	Diversity Award, Arkansas State University (\$500)
2013	Provost's Professional Development Award, Arkansas State University (\$472)
2011-2012	Faculty Research Award, Arkansas State University (\$2,500)
2011	Diversity Award, Arkansas State University (\$400)
2009-2010	Faculty Research Award, Arkansas State University (\$4,000)
2008-2009	Horizon Institute of Technology (\$10,000)
2008-2009	Faculty Research Award, Arkansas State University (\$3,100)
2008	NATPE fellow (National Association of Television Program Executives)
2005-2011	Faculty Reassignment Award, Arkansas State University
2006-2007	Faculty Research Award, Arkansas State University (\$2,500)
2006	Faculty/Industry Seminar Conferee, International Radio and Television Society
2006	Arkansas State University Tribal Leadership (\$180)
2005	Research/Creative Activity Award, College of Mass Communication and Media Arts, Southern Illinois University Carbondale (\$740)
2004	Graduate Student Award, School of Journalism, Southern Illinois University Carbondale
2003	"Auxilia C. Hsu" Scholarship, School of Journalism, Southern Illinois University Carbondale
2003	Graduate Student Award, School of Journalism, Southern Illinois University Carbondale
2000-2001	Doctoral Fellowship, Southern Illinois University Carbondale
1999	"Guanghua" Scholarship, Zhongshan University, P.R. China
1998	"Chen Shixian" Scholarship, Zhongshan University, P.R. China

## Professional and Academic Service

### Service to Professional Organizations and Other Institutions

- External Academic Advisor, Master of Arts in Communication and New Media, City University of Hong Kong. 2015-2018.
- Western Social Science Association, Mass Communication Section co-Coordinator, 2010-present
- AEJMC Visual Communication Division "Best of the Web" Contest, Chair, 2007-2009

### University Service

- BS in Data Science Curriculum committee, 2019-2022
- University PRT Committee, Spring 2018-Fall 2019

- College PRT Committee (chair), Spring 2017-present
- School of Media and Journalism PRT Committee (chair), Spring 2017-present
- Digital Media Committee, 2015
- College of Communications Graduate Committee, 2012-2013, 2015
- Graduate Council, 2010-2012
- Balancing Teaching and Research Committee, 2010-2012
- Who's Who Committee, 2010
- IRB board member, 2009-2013
- International Students and Scholars Committee, 2008-2016 (vice chair, 2014-2015)
- Faculty Achievement Awards Committee, 2008-2014
- College of Communications Curriculum Committee, 2006-2012
- Advisor to ASU chapter of Association for Women in Communication, 2005-present
- Library Technology Committee (chair), 2006-07
- Faculty Women Club Scholarship Committee, 2005-06

#### **Dissertation Committee**

- Qiang Chen, City University of Hong Kong, 2016-2018.
- Ngozi A. Akinro, Southern Illinois University Carbondale, 2015.

#### **Thesis Committee**

- Yusra Alzahrani (chair), May 2023
- Mohammed Hassan Faqihi, August 2015
- Tony McCall, May 2014
- Lijie Zhou (chair), August 2013
- Abdulaziz Alothman, August 2013
- Ngozi Agwaziam (chair), May 2012
- Farah Jillad, August 2011
- Pimchanok Srijamlong, December 2011
- Baker Alkarimeh, August 2011
- Deepak Neupane (chair), August 2011
- Fawaz Alajmi, May 2011
- Khalaf Tahat (chair), May 2011
- Alexander de La Sen, May 2010
- Husain Murad, May 2010

### **Professional and Academic Affiliations**

- International Communication Association
- Association for Education in Journalism and Mass Communication
- Broadcast Education Association

- Association for Women in Communication
- Western Social Science Association
- National Association of Television Program Executives
- International Academy of Business Disciplines
- Midwest Association for Public Opinion Research