

ZIXUE TAI, PhD

Associate Professor, School of Journalism & Telecommunications
University of Kentucky

214 Grehan Building, Lexington, KY 40506

Phone: (859) 257-1676 (O); E-mail: ztai2@uky.edu

EDUCATION

Ph.D. 2004, School of Journalism & Mass Communication, University of Minnesota-Twin Cities

Major Mass Communication

Advisor Tsan-Kuo Chang

Dissertation "Civil Society and Internet Revolutions in China"

MSS (Master of Software Systems) 2001, Graduate Program in Software, University of St. Thomas (Minnesota)

Specialization Web Design & Programming; Multimedia Design and Development

MA 1992, International Journalism (English), Shanghai International Studies University, Shanghai, China

Concentration International Journalism; Global Media and Communication

Associate Degree 1985, Jiaonan Normal School, Shandong Province, China

Specialization General Education; Elementary Education

ACADEMIC EMPLOYMENT & TEACHING

Fall 2011 - Associate Professor (with tenure), School of Journalism & Telecommunications, University of Kentucky

August 2007-2011 Assistant Professor, School of Journalism & Telecommunications University of Kentucky

Courses Taught TEL(MAS) 310: Telecommunications Policy & Regulation; TEL(MAS) 319: World Media Systems (Cross-listed with JOU 319 and ISC 319); TEL(MAS) 390: Special Topics in Multimedia Production; TEL(MAS) 422: Multimedia II 9 (with emphasis on interactive game production); TEL(MAS) 555: Internet and Social Change; MAS 590: Special Topics-Video Game Studies; MAS 590: Special Topics-Social Media; CJT 645: Proseminar in Mass Communication Theory; CJT 780: Advanced Topic: Social Media Theory and Research (Note: TEL courses are for undergraduate majors in telecommunications; the major is now changed to Media Arts and Studies; CJT courses are graduate seminars for the College of Communications & Information)

2003-2007 Assistant Professor, Department of Mass Communications, Southern Illinois University Edwardsville

Courses Taught (Undergraduate level) MC 201: Mass Media in Society; MC 441: Multimedia Use in Mass Media; MC 451: Research Methods in Mass Media; MC 452: New Media and Technology; MC 453: Transnational Media; (Graduate seminar) MC 501: Research Methods in Mass Communications; (Interdisciplinary course) IS 376: Information Technology and Society (co-taught with the Computer Science Department)

2001 – 2002 Adjunct Instructor, Dept. of Communication, St. John's University (MN)

Course Taught Mass Communication 103: Mass Communication and Society

2001-2002 Research Assistant, College of Education, University of Minnesota
Responsibilities: Data collection, analysis & report for the NSF-funded Collaboratives for Excellence in Teacher Preparation (CETP) program

1997-2003 Research and Teaching Assistant, School of Journalism and Mass Communication, University of Minnesota
Responsibilities: Designing and coordinating research projects in the Research Division, Helping graduate students with research projects; Conducting small-group sessions on SPSS training

1992-1996 Assistant Professor, Department of International Journalism, Shanghai International Studies University, Shanghai, China
Responsibilities: Advising students academically and professionally; Taught various courses in journalism and mass communication; Held Administrative responsibilities and conducted research.

1985-1989 Certified High School Teacher, Jiaonan No. 10 Middle School, Shandong Province, China
Responsibilities: Taught ESL (English as a Second Language) courses to K5-K7 graders.

RESEARCH & PUBLICATION

RESEARCH INTERESTS & EXPERTISE AREAS

- Chinese Media and Communication
- New Media Technologies
- Sociology of News & Knowledge in the Communication Discipline
- Social Research Methods and Statistics

BOOKS

Tai, Zixue (Under Contract). *The Middle Kingdom of Online Video Games: Industrial Transformation, Play Culture, and State Regulation in China*. Due out with the MIT Press in 2014 (with a rescheduled completion date of 2014).

Tai, Zixue (2006). *The Internet in China: Cyberspace and Civil Society*. London/New York: Routledge. Hardcover released in 2006; paperback edition published in 2012.

JOURNAL EDITING

(2014). Tai, Zixue, Chung, Deborah & Zhang, Yonghua (2014) *International Journal of Interactive Communication Systems and Technologies* (IJICST) – Special Issue: Social Media in Asia. Vol. 4, issue 1. Published in August 2014.

JOURNAL ARTICLES (*NON-REFEREED)

Tai, Z. (Forthcoming in spring 2015). Networked Resistance: Digital Populism, Online Activism and Mass Dissent in Chinese Cyberspace. To be published with *Popular Communication*.

***Tai, Z.**, Chung, D., & Zhang, Y. (2014). Social Media in Asia: Rising to the Challenge in Social Inquiries. *International Journal of Interactive Communication Systems and Technologies* (IJICST), 4(1), iv-vi.

- ***Tai, Z.** (June, 2014). Social Media Activism All the Rage in China. *European Journalism Observatory* (EJO). Published In Italian: http://it.ejo.ch/12812/media_digitali/attivismo-digitale-cina-zixue-tai; & German http://de.ejo-online.eu/12364/digitale_medien/netz-aktivismus-china-bringt-wandel
- Tai, Z.,** Zhang, Y., Wang, D., & Lin, J. (2013). Researching Health Communication in China: Thematic Orientations, Methodological Approaches, and Topical Enactments. *China Media Research*, 9(3), 84-95.
- Tai, Z.,** Tao, S. P. & Hung, Y. J. (2012). Cigarette Use, Smoking Cessation and Quit Intentions among Active-Duty Military Personnel in Taiwan. *Military Psychology*, 23(3), 236-250. DOI:10.1080/08995605.2012.678224
- Tai, Z.,** Tao, S. P. & Hung, Y. J. (2011). Peer Influence and Smoking Relapse among Active-duty Military Personnel in Taiwan. *Tobacco Control*, 20(6), 444-445. DOI:10.1136/tobaccocontrol-2011-050014
- Tai, Z. & Sun, T.** (2011). "The Rumouring of SARS during the 2003 Epidemic in China." *Sociology of Health & Illness*, 33(5), 677-693. DOI: 10.1111/j.1467-9566.2011.01329.x
- Tai, Z.** (2010). "Setting the Rules of Play: Network Video Game Policies and Regulations in China." *Iowa Journal of Communication*, 42(1), 45-72.
- Tai, Z.** (2010). "Casting the Ubiquitous Net of Information Control: Internet Surveillance in China from Golden Shield to Green Dam." *International Journal of Advanced Pervasive and Ubiquitous Computing* (IJAPUC), 2(1), 53-70. DOI: 10.4018/japuc.2010010104
- Sun, T., **Tai, Z.** & Tsai, K.C. (2010) "Perceived Ease of Use in Prior E-commerce Experiences: A Hierarchical Model for Its Motivational Antecedents." *Psychology & Marketing*, 27(9), 874-886. DOI: 10.1002/mar.20362
- Tai, Z.** (2009). "The Structure of Knowledge and Dynamics of Scholarly Communication in Agenda-Setting Research, 1996 – 2005." *Journal of Communication*. 59(3), 481-513. DOI: 10.1111/j.1460-2466.2009.01425.x
- Sun, T., **Tai, Z.** & Tsai, K.C. (2009). "The Role of Interdependent Self-Construal in Consumers' Susceptibility to Salespersons' Influence: A Hierarchical Approach." *Journal of Retailing and Consumer Services*, 16(5), 360-366. DOI: 10.1016/j.jretconser.2009.04.002
- Tai, Z. & Sun, T.** (2007). "Media Dependencies in a Changing Media Environment: The Case of the 2003 SARS Epidemic in China." *New Media & Society*, 9(6), 987-1009. DOI: 10.1177/1461444807082691
- Chang, T.K. & **Tai, Z.** (2005). "Mass Communication Research and the Invisible College Revisited: The Changing Landscape and Emerging Fronts in Journalism-Related Studies." *Journalism & Mass Communication Quarterly*, 82(3), 672-694. DOI: 10.1177/107769900508200312
- Tai, Z.** (2005). "News Events, News Values and Editors' Judgments: The Cases of China, Taiwan and Japan." *Global Media Journal*, 4(6). Available: <http://lass.calumet.purdue.edu/cca/gmj/fa05/gmj-fa05-tai.htm>

Tai, Z. & Chang, T.K. (2002). "The Global News and the Pictures in Their Heads: A Comparative Analysis of Audience Interest, Editor Perceptions and Newspaper Coverage." *Gazette*, 64(3), 251-65. DOI: 10.1177/17480485020640030301

Tai, Z. (2000). "Media of the World and World of the Media: A Cross-national Study of the Rankings of the 'Top 10 World Events' from 1988 to 1998." *Gazette*, 62(5), 331-53. DOI: 10.1177/0016549200062005001

CHAPTERS IN EDITED VOLUMES (*REFEREED)

***Tai, Z.** (Forthcoming in 2015). "Networked activism in China." In T. Dumova & A. Kurylo (Eds.) *Redefining Communication in the Era of Social Networking: Cultural, Social, and Political Perspectives*. Fairleigh Dickinson University Press.

Tai, Z. (Forthcoming in fall 2014). "Finger Power and Smart Mob Politics: Social Activism and Mass Dissent in China in the Networked Era." Chapter in Peter Weibel (Ed.) *Global Activism: Art and Conflict in the 21st Century*. The MIT Press.

Tai, Z. (Forthcoming in 2014). "Great Firewall." Chapter in A. Esarey & R. Kluver (Eds.), *Internet in China: An Encyclopedic Handbook of Online Business, Information Distribution, and Social Connectivity*. Great Barrington, MA: Berkshire Publishing Group.

***Tai, Z.** & Zhang, Y. (2012) "Online Identity Formation and Digital Ethos Building in the Chinese Blogosphere." Chapter in S. Apostel & M. Folk (Eds.), *Online Credibility and Digital Ethos: Evaluating Computer-Mediated Communication* (pp. 269-284). Information Science Reference. DOI: 10.4018/978-1-4666-2663-8.ch015

***Tai, Z.** (2012). "Fame, Fantasy, Fanfare and Fun: The Blossoming Chinese Culture of Blogmongering." In T. Dumova & R. Fiordo (Eds.), *Bloggging in the Global Society* (pp. 37-54). Hershey, PA: IGI Global. DOI: 10.4018/978-1-60960-744-9.ch003

Tai, Z., Wang, Q. & Hu, F. (2012). "HIV/AIDS Stigma in China: An Online Assessment." Published in Chinese in Y. Dai & H. Zheng (Eds.), *Panxi Communication Forum Yearbook* (pp. 157-172), Shanghai Key Discipline Development Initiative, Vol 7. Shanghai: Shanghai Jiaotong University Press.

Zhang, Y. & **Tai, Z.** (2012). "Emerging Fronts in Mainland China's Health Communication Scholarship: A Cross-national Comparative Perspective." Published in Chinese in Y. Dai & H. Zheng (Eds.), *Panxi Communication Forum Yearbook* (pp. 173-186), Shanghai Key Discipline Development Initiative, Vol 7. Shanghai: Shanghai Jiaotong University Press.

***Tai, Z.** & Zeng, H. (2011). "Mobile Games in China: Formation, Ferment and Future." In D. Y. Jin (Ed.), *Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics* (pp. 276-295). Hershey, PA: IGI Publishing. DOI: 10.4018/978-1-60960-037-2.ch018

***Tai, Z.** (2011). "Casting the Ubiquitous Net of Information Control: Internet Surveillance in China from Golden Shield to Green Dam." Chapter in R. Firmino, F. Duarte & C. Ultramari (Eds.), *ICTs for Mobile and Ubiquitous Urban Infrastructures: Surveillance, Locative Media and Global Networks* (pp. 237-256). Hershey, PA: IGI Publishing. A reprint of the *International*

Journal of Advanced Pervasive and Ubiquitous Computing (IJAPUC) article published in 2010 with minor changes. DOI: 10.4018/978-1-60960-051-8.ch014

***Tai, Z.** (2010). "The Rise of the Chinese Blogosphere." In T. Dumova & R. Fiordo (Eds.), *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends* (pp. 67-79). Hershey, PA: IGI Global. DOI: 10.4018/978-1-60566-368-5.ch007

Chang, T. & **Tai, Z.** (2003). "Freedom of the Press in the Eyes of the Dragon: A Matter of Chinese Relativism and Pragmatism." In Kwadwo Anokwa, Carolyn A. Lin and Michael B. Salwen (Eds.), *International Communication: Concepts and Cases* (pp. 24-43). Belmont, CA: Wadsworth.

CONFERENCE PROCEEDING (REFEREED)

Blythe, S. & Littmann, G. & **Tai, Z.** (2008). "A Truly Interdisciplinary Course Grounded in Computer Science." *Proceedings of the 2008 ASEE IL/IN Section Conference*. Terre Haute, Indiana. April 3-5. CD and Online.

BOOK REVIEW

Tai, Z. (2008). Review of *Historicizing Online Politics: Telegraphy, the Internet & Political Participation in China* by ZHOU Yongming (Stanford University Press, 2006). *Journal of Asian Studies*, 67(1), 293-294.

REFEREED CONFERENCE PRESENTATIONS

Tai, Z. & Hu, F. (2013). "Cyberspace as Contested Spaces: The Networks of Mass Collaboration, Grassroots Surveillance, and Popular Protests in China." Paper to be presented at the International Communication Association annual convention, London, June 2013. **(TOP PAPER award, Global Communication and Social Change Division)**

Tai, Z., Wang, Q. & Hu, F. (2012). "HIV/AIDS-related stigmatization in China: A study of netizens' responses to the lifting of entry ban on HIV-positive foreigners." International Communication Association Annual Convention, Phoenix, May 24-27.

Tai, Z. (2010). "Mapping the Intellectual Structure of Framing Research through Citation and Cocitation Analysis: A Social Network Perspective." The Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, Aug. 4-7.

Tai, Z. & Sun, T. (2010). "The Rumoring of SARS and the SARS of Rumoring at Times of Uncertainty and Information Scarcity: A Study of the 2003 Epidemic in China." The Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Denver, Aug. 4-7.

Tai, Z. (2010). "Casting the Ubiquitous Net of Control: Internet Surveillance in China from Golden Shield to Green Dam." International Communication Association Annual Conference, Singapore, June 22-26.

Sun, T., **Tai, Z.** & Tsai, K.C. (2008). "Perceived Ease of Use in E-Commerce: A Hierarchical Model for Its Motivational Antecedents." The Seventh Wuhan International Conference on E-Business: Unlocking the Full Potential of Global Technology, Wuhan, China, May 31-June 1.

Blythe, S. & Littmann, G. & **Tai, Z.** (2008). (2008) "A Truly Interdisciplinary Course Grounded in Computer Science." ASEE IL/IN Section 2008 conference, Terre Haute, IN, April 3-5.

Tai, Z. (2007). "The Structure of Knowledge and Dynamics of Scholarly Communication in Agenda-Setting Research: A Social Network Analysis Approach." Methodology and Theory Division, 90th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), D.C., Aug. 9-12.

Tai, Z. & Sun, T. (2007). "Mass Participation, Youth Revolt and Grassroots Idol-Making in the Shackles of the State: Cultural Politics of the Supergirl Contest." Critical Studies Division, 90th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), D.C., Aug. 9-12.

Tai, Z. (2005). "The Rise of Network Public Opinion as a Social and Political Force in China." Mass Communication & Society Division, 88th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, Aug. 10-13.

Tai, Z. (2005). "Media Transformation, Press Freedom and Fragmented Authoritarianism: Towards a New Theoretical Perspective in Understanding Chinese Press System in the Reform Era." International Communication Division, 88th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, Aug. 10-13.

Tai, Z. & Sun, T. (2005). "Media Dependencies in the Cyber Age: The Case of the 2003 SARS Epidemic in China." 55th Annual Conference of the International Communication Association, New York, May 26-30.

Tai, Z. (2004). "China's National Information Infrastructure Initiative: Informatization with Chinese Characteristics." Communication Technology and Policy Division, 87th AEJMC Convention, Toronto, August 3-7.

Chang, T.K. & **Tai, Z.** (2004). "Mass Communication Research and Invisible College Revisited: A Field with a Few Ideas, but No Classics?" Communication Theory and Methodology Division, 87th AEJMC Convention, Toronto, August 3-7.

Tai, Z. (2003). "News Events, News Values and Editorial Judgments: A Study of Three Asian News Agencies." International Communication Association Annual Conference, San Diego, May 23-27, 2003.

Tai, Z. & Chang, T.K. (2001) "The Global News and the Pictures in Their Heads: A Comparative Analysis of U.S. and Foreign Media Coverage." International Communication Division, 84th AEJMC Annual Convention, August 5-8, Washington D.C.

Tai, Z. (1998). "President Nixon's China Initiative: A Publicly Prepared Surprise." History Division, 82nd AEJMC National Conventional, New Orleans, August 3-7.

Tai, Z. (1998). "Media of the World and World of the Media: A Cross-national Study of the Rankings of the 'Top 10 World Events' from 1988 to 1998." International Communication Division, 82nd AEJMC National Convention, New Orleans, August 3-7.

Meirick, P. & **Tai, Z.** (1998). "Do you Admit or Deny? An Experiment in Public Perceptions of Politicians Accused of Scandal." Mass Communication and Society Division, 82nd AEJMC National Convention, New Orleans, August 3-7.

Tai, Z. (1997). "Walking the Wire Between Market Forces and Party Lines: Press Freedom in China." Chinese Communication Association, 81st AEJMC National Convention, Baltimore, August 4-9.

INVITED CONFERENCE PRESENTATIONS

Tai, Z. (2014). "Finger Power and Smart Mob Politics: Social Activism and Grassroots Collaboration in China." Presented at the Symposium on global aCtIVISm, in Karlsruhe, Germany, January 24-26.

Tai, Z. (2009). "Fame, Fantasy, Fanfare, and Fun: All is Fit to Fiddle Within the Chinese Culture of Blogmongering." International Communication Association Annual Convention, Chicago, May 21-25.

Tai, Z. (2008). "Other People's Watchdog: Chinese Media Freedom in a Fragmented Authoritarian Framework." International Communication Division, AEJMC Annual Convention, Chicago, August 6-9.

Tai, Z. (2004). "SARS Scare and the Chinese Consumers." The International Academy of Business Disciplines (IABD) Annual Convention, San Antonio, March 25-28.

ORGANIZED & CHAIRD CONFERENCE PANELS

(2012) Health Literacy and Communication in China in the 21st Century: Challenges, Opportunities and Research Strategies, Kentucky Conference on Health Communication (KCHC), April 19-21.

(2011) Health Communication Panel, China Communication Education Association & Chinese Communication Association joint annual convention, November 11-13, Shanghai University, China.

SERVICES

ADMINISTRATIVE EXPERIENCE

1995-1996, Chair, Department of International Journalism, Shanghai International Studies University
Responsibilities: Was in charge of curriculum development and design for the department; Helped develop relations and run cooperative programs with news organizations in Shanghai and in the nation; Co-sponsored an international journalist training program with the International Institute for Journalists based in Berlin to train Chinese journalists in news reporting, news ethics, and media law.

JOURNAL EDITORIAL SERVICES

2009-Present Editorial Board member, *Journal of Communication*

2009-Present Associate Editor, *International Journal of Interactive Communication Systems and Technologies (IJICST)*

2012-Present Editorial Board member, *Communication Yearbook*

2014 *Communication Research* ad hoc reviewer

2014	<i>Sociology of Health & Illness</i> ad hoc paper reviewer
2009-2013	<i>Journalism & Mass Communication Quarterly</i> ad hoc paper reviewer
2010-2013	<i>Chinese Journal of Political Science</i> ad hoc paper reviewer
2012	<i>New Media & Society</i> ad hoc paper reviewer
2012	<i>Journal of Computer-Mediated Communication</i> ad hoc paper reviewer
2012	<i>Asian Journal of Communication</i> ad hoc paper reviewer
2012-2013	<i>Chinese Journal of Communication</i> ad hoc paper reviewer
2012	Oñati International Institute for the Sociology of Law Journal (IISL) <i>Socio-Legal Series</i> (opo.iisj.net/) ad hoc paper reviewer
2012	<i>International Journal of Press/Politics</i> ad hoc paper reviewer
2010-2011	<i>China Review</i> ad hoc paper reviewer
2010	<i>Science Communication</i> ad hoc paper reviewer
2010	<i>Chinese Journal of Communication</i> ad hoc paper reviewer
2009	<i>Asian Journal of Communication</i> ad hoc paper reviewer
2008	<i>Journal of Communication</i> ad hoc paper reviewer
2008	<i>International Journal of Press/Politics</i> ad hoc paper reviewer

PROMOTION/TENURE & OTHER LETTERS/REPORTS

2013 (August)	Program Evaluation for the Graduate Program in New Media, City University of Hong Kong
2012	Tenure & Promotion Letter for Dr. Min Jiang, University of North Carolina at Charlotte
2012	Four-Year Review Letter for Yung Soo Kim, School of Journalism & Telecomm., UK

BOOK MANUSCRIPT REVIEW SERVICES

2012	Book Manuscript Reviewer for Routledge (reviewed a book proposal on video gaming & Creech's Electronic Media Law textbook – 4 th edition)
2012	Book Manuscript Reviewer for Polity.
2011	Book Manuscript Reviewer for Palgrave Macmillan.
2008-2009	Book Manuscript Reviewer for Routledge-London and Routledge-New York (reviewed two book manuscripts & proposals on China's Internet, Chinese cyberculture, and urban youth)

OTHER ACADEMIC/OUTREACH SERVICES

- 2012 - External Academic Advisor for the Master of Arts in Communication and New Media program at Hong Kong City University
- Fall 2012 External Expert Evaluator of Faculty Candidate Credentials for the Wee Kim Wee School of Communication and Information, Nanyang Technological University
- 2011 External (international) Judge for the Research Grants Council (RGC) of Hong Kong (reviewed grant submissions and made funding recommendations)
- 2011 & 2004 American Association for the Advancement of Science (AAAS) expert referee (to review credentials from a pool of international journalists for fellowship awards)

COMMITTEE & TECHNICAL SERVICES

- 2014- Chair, China Initiatives Committee, College of Communication & Information, UK
- 2013- JAT Finance Committee
- 2012-2014 Faculty Council Member, College of Communications and Information, UK
- 2013 JAT Restructuring Feasibility (Ad Hoc) Committee Member
- 2012- Appeals Committee, School of Journalism & Telecommunications, UK
- 2012 Chair, External Review Committee, School of Library and Information Science, University of Kentucky (Committee submitted report to the Provost and the Dean)
- 2011- Member, Institutional Review Board, University of Kentucky
- 2010-2012 Member, Steering Committee, Asia Center of the University of Kentucky
- 2010-2014 Diversity Committee, UK College of Communications and Information Studies
- 2010-2014 Student Appeals Committee, UK School of Journalism & Telecommunications
- 2008-Present Affiliated faculty member, UK Asia Center
- 2009-2012 UK Gaming Community
- 2010-2012 Professional Relations & Alumni Committee, UK School of Journalism & Telecomm.
- 2008-2009 Dean Search Committee, College of Communications and Information Studies, University of Kentucky
- 2007-2009 Graduate Admissions Review Committee, College of Communications and Information Studies, University of Kentucky
- 2008-2009 Visual Communication Ad Hoc Committee, School of Journalism & Telecommunications, University of Kentucky
- 2007-2010 Scholarships Committee, School of Journalism & Telecommunications, University of Kentucky
- 2007-2008 Dean's Ad Hoc Committee on Tenure & Promotion Guidelines for the College of Communication & Information Studies, University of Kentucky

- 2007 AEJMC paper reviewer, Mass Communication and Society Division
- 2005-2007 Member, SIUE College of Arts and Sciences Teaching Excellence Awards Committee
- 2005-2007 Member, SIUE College of Arts and Sciences Academic Policies & Curriculum Committee
- 2006-2007 Member, SIUE Academic Computing Council
- 2004-2007 Member, SIUE College of Arts and Sciences Computer Cluster
- 2005-2006 Member, Promotion & Merit Committee, Department of Mass Communications, SIUE
- 2003-2004 Member, SIUE College of Arts and Sciences Research & Projects Committee
- 2003 Reviewer & Judge, American Association for the Advancement of Science (AAAS) Fellowship Program for International Reporters
- 1998-2000 Board Director, Commonwealth Terrace Cooperative (U. of Minnesota housing for married students)
- 1997-1999 Treasurer, Graduate Student Organization, School of Journalism and Mass Communication, University of Minnesota
- Summers of 1998 & 1999, Senior Lab Administrative & Training Assistant, Earle Brown Computer Center, University of Minnesota
- 1998-2000 Designed and maintained three web sites:
 Research Division web site of the School of Journalism and Mass Communication, UMN
 Journal of Advertising web site
 Ken Doyle's personal web site (www.kendoyle.umn.edu)
- 1998-1999 Initiated and led a three-member team in designing and programming the CTC (Commonwealth Terrace Cooperative) Accounting Management System for the bookkeeping of resident records

TECHNICAL EXPERTISE

Computer languages: HTML, DHTML, XML, CSS, Perl, CGI, C/C++, Java, Javascript, Visual Basic, SQL, ActionScript, Lingo, Python

Software Programs: Adobe PhotoShop, Adobe After Effect, Adobe Premier, Adobe CS2-5 (Dreamweaver, Flash, Fireworks, Freehand), Adobe Director, MS Visual Studio, Final Cut Pro, MS Visual Studio; Statistical analysis with SPSS, SAS, AMOS, LISREL and UCINET

AWARDS/RESEARCH GRANTS/HONORS

- 2014 Office for the Vice President for Research Grant, University of Kentucky (\$6,500)
- 2014 College Research Activities Grant (\$1,000), College of Communication & Information, UK
- 2013 College Research Activities Grant (\$2,000), College of Communication & Information, UK
- 2011 College Research Activities Grant (\$1,200), College of Communication & Information, UK
- 2011 Research Support Grant from the Vice President for Research (\$1,500), U of Kentucky

- 2011 College Research Activities Fund (\$2,680), College of Communications & Information, U of Kentucky
- 2008 Summer Research Fellowship (\$7,000), Provost's Office, University of Kentucky
- 2007 Faculty Development Initiative, SIUE College of Arts and Sciences (\$3,500)
- 2006 Chinese Media in the New Millennium, SIUE Funded University Research (\$3,500)
- 2006 Chinese Media in the New Millennium, SIUE Summer Research Fellowship (\$8,000)
- 2005 Chinese Civil Society and the Internet, SIUE Funded University Research Grant (\$2,900)
- 2003 Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication
- 2001 Ralph D. Casey Award for Outstanding Dissertation Proposal, School of Journalism and Mass Communication, University of Minnesota
- 2001 Kriss Research Fund, Research Division, School of Journalism and Mass Communication, University of Minnesota
- 1995 Journalism Educator Award, Chinese Journalism Education Association
- 1995 Promising Young Scholar Development Fund, Shanghai International Studies University
- 1992 Outstanding Graduate Student Award, Shanghai International Studies University
- 1991 Outstanding Graduate Student Award, Shanghai International Studies University
- 1988 Teacher of the Year Award, Jiaonan (High School) Educational District, Shandong Province, China

EXTERNAL GRANT SUBMISSIONS

- Fall 2013 Co-PI of NSF Proposal 7368731 titled "Rheumatoid Arthritis Avatar Decision Aid." Requested budget: \$1.1 million. Pending.
- Fall 2011 PI & Program Director of the Grant "Social Justice in China" submitted to the Bureau of Democracy, Human Rights, and Labor: China Program of the State Department. Requested budget: \$1.3 million. Not funded.

INTERNATIONAL MEDIA INTERVIEWS

- August 2012 Interview with CNN International for the story "Smartphone explosion liberating China's Migrants"
- July 2012 Interview with the *Chronicle of Higher Education* on social media and Chinese college students for a story published on July 22, 2012 ("Students in China Find a Voice Through Social Media")
- January 2012 Interview with Tom Hancock (<http://tom-hancock.com>), a freelance journalist based in Beijing, on QQ and live chat software use in Chinese society

- November 2010 Live interview with Sen Lam from Radio Australia on "The Internet in China."
- January 2010 Interview with Peter Harmen from *Weekendavisen* (a Danish newspaper) on the standoff between Google and the Chinese government for a story that was published Friday, January 29, 2010
- August 2007 Interview with Joe Orton from Sense Worldwide (London-based research and strategy consultancy) on trends and currents in Chinese cyber culture

STUDENT ADVISING

GRADUATE STUDENT THESIS ADVISING

Master Student Advising

Chair, M.S. Thesis Committee, Chen Chen, College of Communication and Information Studies,
University of Kentucky
Thesis defense scheduled for early June 2013

Chair, M.S. Committee, Qiushi Wang, College of Communication and Information Studies,
University of Kentucky
Defended in January 2013

Chair, M.S. Thesis Committee, Martin D. Gibson, Department of Mass Communications, Southern Illinois
University Edwardsville
Title: "Channel One News, Military Advertisements, and the Captive Audience."
Defense Date: July 2007

Chair, M.S. Thesis Committee, Ke-Chuan Tsai, Department of Mass Communications, Southern Illinois
University Edwardsville
Title: "Effective Communication for an In-home Direct Market: TV-mediated Shopping versus Computer-mediated Shopping."
Defense Date: October 2005

Doctoral Student Advising

2012-

Advisor, Doctoral Thesis Committee, Matt Pavelek, College of Communications and Information Studies,
University of Kentucky

2014 Doctoral Committee Member

Paul Mihail, Computer Science Department (Co-Chaired by Judy Goldsmith & Judy Goldsmith)
Dissertation Title: Visualizing and Predicting the Effects of Rheumatoid Arthritis on Hands
Defended April 2014

2011-

Committee Member, Doctoral Thesis Committee, Mark Schneider, College of Education, University of
Kentucky (Chaired by Joan Mazur)

2012-2013

Academic Advisor, Bing Wang, School of Film and Television, Shanghai University, under the
sponsorship of the China Scholarship Council (CSC)

2011-2012

Academic Advisor, Fengbin Hu, School of Film and Television, Shanghai University, under the
sponsorship of the China Scholarship Council (CSC)

2009-2010

Academic Advisor, Haifang Zeng, School of Film and Television, Shanghai University, under the sponsorship of the China Scholarship Council (CSC)

UNDERGRADUATE STUDENT RESEARCH ADVISING

Linsen Li, Department of History, University of Kentucky

Chaired his Gaines Fellow Thesis (from the UK Gaines Center for the Humanities), which won the 1st place Oswald Research Award for 2009 in the social sciences category at the University of Kentucky

Title of Thesis: *From Tiananmen Square to Tianfu Square: The 1989 Student Protests in Chengdu*

Defense date: April 2009 (Won best undergraduate thesis award from the College of Arts & Sciences at UK)

OTHER ADVISING

2014- Academic supervisor for J-1 Visiting Scholars Hongyan Li (Shanghai Second Polytechnic University) & Hongmei Bi (Central China Normal University)

2013 (July – December) Supervisor & host for international exchange scholar Yujie Sun, Professor & Dean of the College of International Exchange, Qingdao Technological University

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association (ICA)

REFERENCES

Available upon request