

# Sitong Guo

**University of Kentucky**  
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## EDUCATION

**Ph.D.**, Communication and Information Sciences, The University of Alabama, May 2021.

Dissertation title: “Does locality predict sport fandom?: An examination of local, non-local, and distant NBA fans in the United States and China”

Committee: Dr. Andrew C. Billings (Chair), Dr. Cory L. Armstrong, Dr. Kenon A. Brown, Dr. James D. Leeper, Dr. Wilson H. Lowrey

**M.A.**, Communication Studies, The University of Alabama, 2017.

**B.A.**, Journalism and Mass Communication, Jilin University, 2015.

## ACADEMIC APPOINTMENTS

2025-Present	Assistant Professor Department of Communication University of Kentucky
2022-2025	Assistant Professor Department of Communication Bradley University
2021-2022	Howard R. Marsh Postdoctoral Fellow Department of Communication and Media University of Michigan
2019-2020	Instructor of Record Department of Communication Studies The University of Alabama
2016-2021	Research Assistant Department of Journalism and Creative Media The University of Alabama

## PUBLICATIONS

***Refereed Journal Publications***

- Xu, Q., **Guo, S.**, Chen, H., & Su, Y. (in press). Growing yourself as a first-generation American football fan in China: A consumer socialization perspective. *Sport Management Review*.  
<https://doi.org/10.1080/14413523.2025.2542633>
- Guo, S.**, Billings, A. C., Jackson, J. R., & Chou, S. (2024). “Doing what’s best for me”: A cultural values comparison of social media responses to Kyrie Irving’s COVID-19 vaccination status. *International Journal of Sport Communication*, 17(3), 269-278. <https://doi.org/10.1123/ijsc.2024-0001>
- Xu, Q., Kim, E. & **Guo, S.** (2024). Digital selves: A cross-cultural examination of athlete social media self-presentation during the 2020 Tokyo Olympics. *International Review for the Sociology of Sport*, 59(5), 726-746. <https://doi.org/10.1177/10126902231224438>
- Guo, S.** & Xu, Q. (2023). Home nation first, but to what degree?: Nationalism in Chinese Central Television’s broadcasts of the 2018 Winter Olympics. *Communication & Sport*, 11(4), 770-786.  
<https://doi.org/10.1177/21674795211044188>
- Xu, Q., **Guo, S.**, & Kim, E. (2023). #Selfies with a mask on: Comparing self-presentation of athletes from the U.S. and China in the 2020 Tokyo Olympics. *Communication & Sport*, 11(2), 219-237.  
<https://doi.org/10.1177/21674795221113307>
- Guo, S.**, Billings, A. C., Brown, K. A., & Vincent, J. (2023). The tweet heard round the world: Daryl Morey, the NBA, China, and attribution of responsibility. *Communication & Sport*, 11(1), 97-114.  
<https://doi.org/10.1177/2167479520983254>
- Billings, A. C., Tomsett, S. M., **Guo, S.**, & Xu, Q. (2023). Nationalized vantage points: News media ecology structures within the U.S. and Chinese coverage of the 2022 Beijing Winter Olympic Games. *Journal of Sports Media*, 18(2), 31-46. <https://doi.org/10.1353/jsm.2023.a945467>
- Guo, S.** (2022). Sport fan motivation: A comparison of local, non-local, and distant NBA fans in the United States and China. *International Journal of Sport Communication*, 16(1), 43-52.  
<https://doi.org/10.1123/ijsc.2022-0125>
- Guo, S.**, Billings, A. C., & Buzzelli, N. R. (2020). Collective self-esteem and loneliness of older sports fans: Social media use matters. *Journal of Chengdu Sport University*, 46(5), 51-58.  
doi:10.15942/j.jcsu.2020.05.009
- Xu, Q., Billings, A. C., Wang, H., Jin, R., **Guo, S.**, & Xu, M. (2020). Women, men, and five Olympic rings: An examination of CCTV’s broadcasting of the 2018 PyeongChang Winter Olympics. *International Review for the Sociology of Sport*, 55(6), 747-766.  
<https://doi.org/10.1177/1012690219849950>

**Guo, S.**, Billings, A. C., & Abdallah, J. C. (2019). Inequivalent outgroups in 'The Decision III': The free agency of LeBron James and the power of sport rivalry. *International Journal of Sport Communication*, 12(4), 482-497. <https://doi.org/10.1123/ijsc.2019-0047>

### **Refereed Book Chapters**

Billings, A.C., Godoy, O.F., Broussard, R., & **Guo, S.** (2025). Dunking the competition: The NBA's Cutting-Edge Social Media. In E. Fernandez-Pena & A.C. Billings (Eds.), *Social media in global sport: Strategies and practice* (pp. TBD). Routledge.

**Guo, S.**, & Billings, A.C. (2021). Loyalty and locality: Contrasting sport fan behaviors in the United States and China. In K.A. Brown, A.C. Billings, & M. Lewis (Eds.), *Revolution of the modern sports fan* (pp. 67-84). Lexington Books.

### **REFEREED CONFERENCE PAPERS AND PANEL PRESENTATIONS**

Xu, Q., **Guo, S.**, Chen, H., & Su, Y. (2025, November). Growing yourself as a first-generation American football fan in China: A consumer socialization perspective. Paper presented at the 2025 National Communication Association, Denver, CO.

**Guo, S.** (2024, November). Giving full regard: New stars and new fans call for new approaches to gender, sport & fandom. Panel presentation at the 2024 National Communication Association, New Orleans, LA.

Xu, Q., **Guo, S.**, Su, Y., & Chen, H. (2024, June). Expanding overseas: The socialization process for Chinese NFL fans with American Football. Paper presented at the 2024 International Communication Association. Gold Coast, Australia.

Antunovic, D., Slater, K., **Guo, S.**, & Choi, H. (2024, March). Representations of Asian and Asian diaspora contexts in media: A critical review of scholarship and knowledge production in communication and sport. Paper presented at the 2024 International Association for Communication and Sport, Los Angeles (Burbank), CA.

**Guo, S.**, Billings, A. C., Jackson, J., & Chou, S. (2023, November). "Doing what's best for me": A cultural values comparison of social media responses to Kyrie Irving's COVID-19 vaccination status. Paper presented at the 2023 National Communication Association, National Harbor, MD.

Billings, A. C., Tomsett, S. M., **Guo, S.**, & Xu, Q. (2023, November). Nationalized vantage points: News media ecology structures within the U.S. and Chinese coverage of the 2022 Beijing Winter Olympic Games. Paper presented at the 2023 National Communication Association, National Harbor, MD.

**Guo, S.** (2023, November). Freedom and equity in Women's World Cup Soccer: Responses to WWC 2023. Panel presentation at the 2023 National Communication Association, New Orleans, LA.

- Xu, Q., Kim, E. & **Guo, S.** (2022, November). Comparing social media self-presentation of athletes from China, South Korea, and the U.S. in the 2020 Tokyo Olympics. Paper presented at the 2022 National Communication Association, New Orleans, LA.
- Xu, Q., **Guo, S.**, & Kim, E. (2022, May). Comparing self-presentations of athletes from the U.S. and China during the 2020 Tokyo Summer Olympic Games. Paper presented at the 2022 International Communication Association, Paris, France.
- Guo, S.** & Xu, Q. (2021, November). Nationalism in the Chinese Central Television's broadcast of the 2018 Winter Olympics. Paper presented at the 2021 National Communication Association, Seattle, WA.
- Guo, S.**, Billings, A. C., Brown, K. A., & Vincent, J. (2021, May). The tweet heard round the world: Daryl Morey, the NBA, China, and attribution of responsibility. Paper presented at the 2021 International Communication Association, Virtual Conference.
- Guo, S.** (2020, November). Local, non-local, and distant NBA fans in the United States and China: A comparison of sport motivations based on geographical locality. Paper presented at the 2020 National Communication Association, Indianapolis, IN.
- Guo, S.** (2020, November). When loyal fans are all alike and casual fans are different: An investigation of sport consumption behavior in China and the United States. Paper presented at the 2020 National Communication Association, Indianapolis, IN.
- Guo, S.** (2020, November). Fanship, fandom, team identification, and player identification: Are overseas fans more emotionally involved in the NBA than domestic fans? Paper presented at the 2020 National Communication Association, Indianapolis, IN.
- Guo, S.** (2019, November). The influence of social media comments on sports fans' collective self-esteem. Paper presented at the 2019 National Communication Association, Baltimore, MD.
- Guo, S.**, Billings, A. C., & Abdallah, J. C. (2019, November). Inequivalent outgroups in 'The Decision III': The free agency of LeBron James and the power of sport rivalry. Paper presented at the 2019 National Communication Association, Baltimore, MD.
- Guo, S.**, Buzzelli, N. R., & Billings, A. C. (2019, November). Collective self-esteem and loneliness of older sports fans: Social media use matters. Paper presented at the 2019 National Communication Association, Baltimore, MD.
- Xu, Q., Wang, H., Billings, A.C., Jin, R., **Guo, S.**, & Xu, M. (2019, May). The gender story at the Winter Olympics: An examination of CCTV's broadcasting of the 2018 Pyeongchang Winter Olympics. Paper presented at the 2019 International Communication Association, Washington, D.C.
- Guo, S.** (2019, April). Intercultural communication on social media and people's interest in global issues. Paper presented at the 2019 Southern States Communication Association. Montgomery, AL.

**Guo, S.** (2019, April). An analysis of online opinions about violent incidents in China. Paper presented at the 2019 Southern States Communication Association. Montgomery, AL.

Billings, A.C., Godoy, O.F., Broussard, R., **Guo, S.**, & Abdallah, J.C. (2019, March). Cross-platform, cross-sport, and cross-timeline big data: Social media analyses of trends in National Basketball Association (NBA) and National Football League (NFL) content. Paper presented at the 2019 International Association for Communication & Sport, Boise, ID.

**Guo, S.**, & Kim, E. (2018, November). How do individuals think of in-groups and out-groups: Individualism-collectivism matters. Paper presented at the 2018 National Communication Association, Salt Lake City, UT.

Kuang, K., & **Guo, S.** (2018, August). Being honest to the public: Lessons from Haidilao's crisis responses in China. Paper presented at the 2018 Association for Education in Journalism and Mass Communication, Washington, D.C.

Xu, Q., Broussard, R., **Guo, S.**, & Abdallah, J.C. (2018, August). Controversy, collisions, and cries: Contrasting Chinese and U.S. short track speed skating television coverage in the 2018 Winter Olympics. Paper presented at the 2018 Association for Education in Journalism and Mass Communication. Washington, D.C.

## INVITED COLLOQUIA AND PRESENTATIONS

**Guo, S.** (Fall 2023). Sports Culture Around the World. Presented in the annual Communication Connect event, Bradley University.

**Guo, S.** (Fall 2023). Sports and Politics. Presented in The China Town Hall activity, Bradley University.

**Guo, S.** (Fall 2022). Media Coverage of the Olympic Athletes in the U.S. and China. Presented in COM 470 Issues and Ethics in Advertising, Bradley University.

**Guo, S.** (Fall 2021). Research Journey in Sports Communication and Media. Presented in COMM 698 Planning for First-Year Research Project, University of Michigan.

**Guo, S.** (Spring 2020). Exploring the Relationship between Identity and Communication. Presented in COM 101 Principles Human Communication, The University of Alabama.

**Guo, S.** (Fall 2019). Organizational Communication in Sports. Presented in COM 270 Discourse of Sport, The University of Alabama.

**Guo, S.** (Spring 2019). Sports and Identification. Presented in COM 101 Principles Human Communication, The University of Alabama.

**Guo, S.** (Spring 2019). Issues in Small Group Communication. Presented in COM 101 Principles Human Communication, The University of Alabama.

**Guo, S.** (Spring 2019). Experimental Design in Communication and Media. Presented in MC 407 Communication Research Methods, The University of Alabama.

## **TEACHING EXPERIENCE**

### **Instructor, University of Kentucky**

- COM 460 Sport Industries and Audiences
- COM 563 Critical Analysis of Sport Media and Society

### **Instructor, Bradley University**

- COM 265 Ethics in Sports
- COM 300 Communication Theory
- COM 370 Global Perspectives in Sports Communication
- COM 391 Gender, Media & Sport
- COM 460 Sports Promotion and Publicity
- COM 501 Media Theory (Online Master Course Designer)
- COM 505 Professional/Applied Project (Online Master Course Designer)
- COM 605 Contemporary Issues in Sports Communication

### **Instructor, University of Michigan**

- COMM 306 Sports Communication/Sports Discourse
- COMM 442 Independent Research
- COMM 451/491 Senior Thesis/Honors Seminar
- COMM 452/492 Senior Thesis/Honors Seminar

### **Instructor, The University of Alabama**

- COM 270 Discourse of Sport

## **STUDENT ADVISING**

### **Undergraduate Honor Thesis**

- Aiyla Arif, Communication and Media, University of Michigan (2021-2022)
- Kayleah Son, Communication and Media, University of Michigan (2021-2022)

### **Undergraduate Independent Research**

- Barbara Collins, Communication and Media, University of Michigan (2021-2022)
- Christian Hart, Communication and Media, University of Michigan (2021-2022)
- Parnaz Hojjati, Communication and Media, University of Michigan (2021-2022)
- Marlen Patino, Communication and Media, University of Michigan (2021-2022)
- Vesa Sejdiu, Communication and Media, University of Michigan (2021-2022)
- Nancy Serafin, Communication and Media, University of Michigan (2021-2022)
- Kayleah Son, Communication and Media, University of Michigan (2021-2022)

**GRANTS, AWARDS, & HONORS**

2024	Faculty Scholarship Awards, Bradley University. Award Amount: \$6,000
2024	Paul B. Snider Award for Teaching Excellent, Bradley University. Award Amount: \$2,500
2023	Research Project Grant, Bradley University. Award Amount: \$3,000
2021	Research Project Grant, University of Michigan. Award Amount: \$2,000
2021	The University of Michigan Postdoctoral Association (UMPDA) conference award. Award Amount: \$500
2015	GPA Ranking 1 <sup>st</sup> /42 in Journalism and Mass Communication Major for Four-Year Undergraduate Study, Jilin University. Award Amount: 2,000 RMB
2015	Recommended student for admission in Peking University.
2014	First-Class Scholarship, Jilin University. Award Amount: 2,000 RMB
2014	Excellent Student of College of Liberal Arts, Jilin University.
2013	Second-Class Scholarship, Jilin University. Award Amount: 1,000 RMB
2013	Excellent Student of College of Liberal Arts, Jilin University.
2012	Excellent Student of College of Liberal Arts, Jilin University.

**PROFESSIONAL SERVICE****University-level:**

- Member, Intercollegiate Athletics Committee (IAC), Bradley University, 2023-2025.
- Athletic Tutor, Bill Battle Academic Center, The University of Alabama, Spring 2021.

**Department-level:**

- Committee Member, Department's Curriculum Committee, Bradley University, 2024-2025.
- Committee Member and Moderator, Charley Steiner Symposium, The Charley Steiner School of Sports Communication, Bradley University, 2022-2025.

- Committee Member, NFL Draft Internship Program, Bradley University, 2023-2024.
- Committee Member, Diversity, Equity, and Inclusion (DEI), Department of Communication, Bradley University, 2023-2024.

**Journal Editorial Board:**

- Communication & Sport, 2025-2028.

**Journal Reviewer:**

- Communication & Sport
- Journalism & Mass Communication Quarterly
- Sport in Society
- International Journal of Sport Communication
- Cogent Social Sciences
- Journal of Current Chinese Affairs

**Conference Reviewer:**

- National Communication Association
- International Communication Association

**Professional Affiliations**

- National Communication Association (NCA)
- International Communication Association (ICA)
- International Association for Communication and Sport (IACS)
- Association for Education in Journalism and Mass Communication (AEJMC)

**INDUSTRY INTERNSHIPS**

Intern Journalist, *Jilin TV News*, Aug. 2014 - Jan. 2015.

Intern Journalist, *Jilin daily*, Sep. 2014 - Oct. 2014.

Intern Editor, *Jilin TV*, Jul. 2013 - Sep. 2013.

Intern Translator, *Changchun Film Studio*, Jun. 2012 - Aug. 2012.