

Ruobing Li

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EDUCATION

2013-2017: Ph.D., Mass Communication, College of Communications, the Pennsylvania State University.

Chair: Dr. S. Shyam Sundar; Committee: Drs. Fuyuan Shen, James Price Dillard & Mary Beth Oliver

2014-2017: M.A.S. in Applied Statistics, Eberly College of Science, the Pennsylvania State University.

2011-2014: M.A. in Media Studies, College of Communications, the Pennsylvania State University.

2007-2011: B.A. in Journalism, School of Journalism and Communication, Renmin University of China.

ACADEMIC APPOINTMENTS

2024-present: Associate Professor, School of Communication and Journalism, Stony Brook University

2020-2024: Assistant Professor, School of Communication and Journalism, Stony Brook University

2018-2020: Assistant Professor, Manship School of Mass Communication, Louisiana State University.

RESEARCH INTERESTS

Health Communication

Strategic Communication

Emotion

Digital Advertising

Communication Technology

Persuasion

Quantitative Research Methods

TEACHING INTERESTS

Mass Communication Theory

Mass Communication Methods

PUBLICATIONS

Li, W., Zheng, X., Li, R., & Lin, H. C. (2024). Differentiating passive and active social media use associations with e-cigarette use among US youth. *Addictive Behaviors*, 108121. <https://doi.org/10.1016/j.addbeh.2024.108121>

Li, R., Li, W., Gilbert, C., Zheng, X., & Lindenfeld, L. (2024). Dynamic fear in fear appeals: Applying fear appeals to environmental communication in China. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2024.2361356>

Zheng, X., Li, W., Li, R., Yang, M., & Lin, H. C. (2024). Exposure to user-generated e-cigarette content on social media associated with greater vulnerability to e-cigarette use among youth non-users. *Addictive Behaviors*, 156, 108061. <https://doi.org/10.1016/j.addbeh.2024.108061>

Li, R., & Shen, L. (2024). The role of subjective norm in persuasion through the restoration of personal freedom. *Health Communication*. <https://doi.org/10.1080/10410236.2024.2343492>

Li, R. (2024). Is the “avoidance” group truly defensive? The interplay between perceived risk, efficacy, and behaviors. *Risk Analysis*. <https://doi.org/10.1111/risa.14290>

Park, H., Li, R., Yang, C., Grimm, J., & Porter, L. (2023). The role of media in addressing opioid use disorder: examining causal attributions and emotions as mediators of media influence on stigma and policy support. *Journal of health communication*, 28(12), 835-845. <https://doi.org/10.1080/10810730.2023.2270450>

Lee, B. Y., Greene, D., Scannell, S. A., McLaughlin, C., Martinez, M. F., Heneghan, J. L., ... & Bartsch, S. M. (2023). The Need for Systems Approaches for Precision Communications in Public Health. *Journal of Health Communication*, 28(sup1), 13-24. <https://doi.org/10.1080/10810730.2023.2220668>

Zhou, Y., Li, R., & Shen, L. (2023). Targeting COVID-19 vaccine-hesitancy in college students: An audience-centered approach. *Journal of American College Health*. 1-10. <https://doi.org/10.1080/07448481.2023.2180988>

Zhou, Y., Li, R. *, & Shen, L. (2023, * corresponding author). Psychological profiles of COVID vaccine-hesitant individuals and implications for vaccine message design strategies. *Vaccine X*. 100279. <https://doi.org/10.1016/j.jvacx.2023.100279>

Jiang, K., & Li, R. (2023, both authors have equal contribution). Statistics. In Z. S. Editor, B. B. Editor, & WM. D. S. (Eds.), *Research Methods in Communication*, 4th edition. Vision Press.

Yang, C., & Li, R. (2022). A double-edged sword?—the impact of foreign accents on service communication outcomes. *Journal of Promotion Management*, 28(8), 1190-1211. <https://doi.org/10.1080/10496491.2022.2060412>

Jiang, K., Li, R., Porter, L., & Wang, R. (2022). Investigating types of second screeners and their social media behaviors. *Journal of Communication Technology*, 5(2), 1-29. <https://doi.org/10.51548/joctec-2022-006>

Li, R. & Shen, L. (2022). The impact of behavioral topic on psychological reactance: Arousal and freedom restoration. *Journal of Broadcasting & Electronic Media*, 66(1), 47-67. <https://doi.org/10.1080/08838151.2021.2019257>

Li, R. & Sundar, S. S. (2022). Can interactive media attenuate psychological reactance to health messages? A study of the role played by user commenting and audience metrics in persuasion. *Health Communication*, 37(11), 1355-1367. <https://doi.org/10.1080/10410236.2021.1888450>

Li, R. (2022). Fear of COVID-19: What causes fear and how individuals cope with it. *Health Communication*, 37(13), 1563-1572. <https://doi.org/10.1080/10410236.2021.1901423>

Dillard, J. P., Li, R., & Yang, C. (2021). Fear of Zika: Information seeking as cause and consequence. *Health Communication*, 36(13), 1785-1795. <https://doi.org/10.1080/10410236.2020.1794554>

Li, R., Vafeiadis, M., Xiao, A., & Yang, G. (2020). The role of corporate credibility and bandwagon cues in social media advertising. *Corporate Communication: An International Journal*, 25(3), 495-513. <https://doi.org/10.1108/CCIJ-09-2019-0108>

Xiao, A. Ott, H., & Li, R. (2019). Communicating with nonprofit publics in China: Applying the RISP model to prosocial intentions. *Journal of Promotion Management*, 25(1), 82-107. <https://doi.org/10.1080/10496491.2018.1427653>

Dillard, J. P., Yang, C., & Li, R. (2018). Self-regulation of emotional responses to Zika: Spiral of fear. *PLoS ONE*, 13(7), Article e0199828. <https://doi.org/10.1371/journal.pone.0199828>

Yang, C., Dillard, J. P., & Li, R. (2018). Understanding fear of Zika: Personal, interpersonal, and media influences. *Risk Analysis*, 38(12), 2535-2545. <https://doi.org/10.1111/risa.12973>

Vafeiadis, M., Li, R., & Shen, F. (2018). Narratives in political advertising: An analysis of the political advertisements in the 2014 midterm elections. *Journal of Broadcasting & Electronic Media*, 62(2), 354-370. <https://doi.org/10.1080/08838151.2018.1451858>

Dillard, J. P., Li, R., Huang, Y. (2017). Threat appeals: The fear-persuasion relationship is linear and curvilinear. *Health Communication*, 32(11), 1358-1367. <https://doi.org/10.1080/10410236.2016.1220345>

Dillard, J. P., Li, R., Mieczkowski, E., Yang, C., & Shen, L. (2017). Fear responses to threat appeals: Functional form, methodological considerations, and correspondence between static and dynamic data. *Communication Research*, 44(7), 997-1018. <https://doi.org/10.1177/0093650216631097>

Wu, M., Huang, Y., Li, R., Bortree, D., Yang, F., Xiao, A., & Wang, R. (2016). A Tale of two sources in native advertising: Examining the effects of source credibility and priming on content, organizations, and media evaluations. *American Behavioral Scientist*, 60(12), 1492-1509. <https://doi.org/10.1177/0002764216660139>

Shen, F., Sheer, V. C., & Li, R. (2015). Impact of narratives on persuasion in health communication: A meta-analysis. *Journal of Advertising*, 44(2), 105-113. <https://doi.org/10.1080/00913367.2015.1018467>

Li, R., Zhang, B., Sundar, S. S., & Duh, H. B-L. (2013). Interacting with augmented reality: How does location-based AR enhance learning?. In: Kotzé P., Marsden G., Lindgaard G., Wesson J., Winckler M. (eds) Human-Computer Interaction – INTERACT 2013. Lecture Notes in Computer Science, vol 8118. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-40480-1_43

Hardin, M., Antunovic, D., Bien-Aimé, S., & Li, R. (2013). The status of women in sport-talk radio: A survey of directors. *International Journal of Sport Communication*, 6(4), 409-422. <https://doi.org/10.1123/ijsc.6.4.409>

MANUSCRIPTS UNDER REVIEW

Li, R., Gilbert, C., Colle, B. A. & Moses, J. (R&R). Impact of Direct Experience and Perceptual Factors on Disaster Preparedness and Response: A PADM Analysis in Low-Income Communities in New York City. *International Journal of Disaster Risk Reduction*.

Gilbert, C., Li, R., Colle, B. A. & Moses, J. (R&R). Investigating the role of community organizations in communicating extreme weather events in New York City: A content analysis. *Risk Analysis*.

Li, R., Zhou, Y., Shen, L., & Li, W. (R&R). Racial influences, social media usage, and vaccine hesitancy: A national survey across vaccine topics. *Journal of Racial and Ethnic Health Disparities*.

CONFERENCE PRESENTATIONS

Li, R.; Li, W.; Gilbert, C.; Zheng, X., & Lindenfeld, L. (2024, May). Dynamic fear in fear appeals: Applying fear appeals to environmental communication in China. Paper presented at the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.

Gilbert, C.; Li, R.; Colle, B., & Moses, J. (2024, February). Investigating the role of community organizations in communicating extreme weather events in New York City. Paper to be presented at the 104th annual American Meteorological Society Conference, Baltimore, MD.

Park, H., Li, R., Yang, C., Porter, L., & Grimm, J. (2023, August). The role of media in addressing opioid use disorder. Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC. **[Top paper, 2nd place, Communicating Science, Health, Environment, and Risk Division]**.

Li, R., Zhou, Y., Shen, L., & Li, W. (2023, August). Racial influences, social media usage, and vaccine hesitancy: A national survey across vaccine topics. Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Zhou, Y., Li, R., & Shen, L. (2022, May). Profiles of COVID vaccine-hesitant individuals and vaccine message design strategies. Paper presented at the 72nd annual conference of the International Communication Association, Paris, France.

Li, R. (2022, May). Is the defensive group really defensive? An examination of individuals' cognitive responses to COVID-19. Paper presented at the 72nd annual conference of the International Communication Association, Paris, France.

Li, R. Han, J., & Jiang, Y. (2020, May). Does source and "likes" matter in stories? The role of source credibility and bandwagon cues in narratives in health communication. Paper presented at the 70th annual conference of the International Communication Association, Virtual.

Li, R. & Shen, L. (2020, May). Machines cannot persuade: Effects of message source on reactance and different forms of freedom restoration in communicating health risks. Paper presented at the 70th annual conference of the International Communication Association, Virtual.

Dillard, J. P., Li, R., & Yang, C. (2020, May). The reciprocal relationship between fear of Zika and information seeking: A longitudinal survey. Paper presented at the 70th annual conference of the International Communication Association, Virtual.

Jiang, K., Li, R., Porter, L., & Wang, R. (2019, August). Twittering the screen: Investigating types of second screeners and their social media behaviors. Paper presented at the 102nd annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Li, R., Vafeiadis, M., Xiao, A., & Yang, G. (2018, August). Credible corporates require many “likes”: An examination of corporate credibility and bandwagon cues in native advertising. Paper presented at the 101st annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Li, R., & Sundar, S. S. (2018 May). Can interactive media attenuate psychological reactance to health messages? A study of the role played by user commenting and audience metrics in persuasion. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Dillard, J. P., Yang, C., & Li, R. (2017, November). Self-regulation of emotional responses to Zika: Spiral of fear. Paper presented at the 103rd annual convention of the National Communication Association, Dallas.

Xiao, A., Li, R., Vafeiadis, M., & Yang, G. (2017, August). Native advertising on social media: The effects of company reputation, perceived relevance and privacy concerns. Paper presented at the 99th annual conference of the Association for Education in Journalism and Mass Communication, Chicago.

Bortree, D., Xiao, A., Yang, F., Wang, R., Wu, M., Huang, Y., & Li, R. (2016, August). Credibility and deception in native advertising: Examining awareness, persuasion, and source credibility in sponsored content. Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis.
[Top paper, 4th place, Public Relations division].

Li, R., & Han, J. (2016, June). Improving the effectiveness of prosocial messages: The impact of narrative on intention to donate to Syrian refugee. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan.

Dillard, J. P., Li, R., Yan, H. (2016, June). Threat appeals: The fear-persuasion relationship is linear and curvilinear. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan.

Xiao, A., Ott, H., & Li, R. (2016, June). Examining social risks and NPOs in China: Applying the RISP Model to publics' prosocial intentions. Paper presented at the 66th

annual conference of the International Communication Association, Fukuoka, Japan.
[Top student paper, Public Relations division].

Yang, C., Li, R., & Feng, F. (2016, June). "He sounds Indian, not bad at all!": Positive stereotype associated with accent and its impact on persuasion in the context of business outsourcing. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan.

McCracken, K.T., Hayes, J.A., Petrovich, J., Li, R., & Locke, B.D. (2016, June). The effects of psychotherapists' training and experience on client outcomes in university and college counseling centers. Paper presented at the annual meeting of the Society for Psychotherapy Research, Jerusalem.

Wu, M., Huang, Y., Li, R., Bortree, D., Yang, F., Xiao, A., & Wang, R. (2016, March). A Tale of two sources in native advertising: Examining the effects of source credibility and priming on content, organizations, and media evaluations. Paper presented at the International Public Relations Research Conference, Miami. **[Brigham Young University Top Ethics Paper Award].**

Dillard, J. P., Li, R., Mieczkowski, E., Yang, C., & Shen, L. (2015, November). Fear responses to threat appeals: Functional form, methodological considerations, and correspondence between static and dynamic Data. Paper presented at the 101st annual convention of the National Communication Association, Las Vegas.

Vafeiadis, M., Li, R., & Shen, F. (2015, August). Narratives in political advertising: A content analysis of the ads in the 2014 midterm elections. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco.

Li, R., Wang, R., Chen, T. W., Law, Y. L., & Sundar, S. S. (2015, May). Are we more impulsive on smartphones? A comparison of impulse buying on smartphones and laptops. Paper presented at the 65th annual conference of the International Communication Association, San Juan, PR.

Li, R., Zhang, B., Sundar, S. S., & Duh, H. B-L. (2013, September). Interacting with augmented reality: How does location-based AR enhance learning? Paper presented at the 14th annual conference of INTERACT, Cape Town, South Africa.

Li, R., Bien-Aime, S., & Ma, L. (2013, August). Media modality effects on perceptions of China: A study of text and video frames. Paper presented at the 95th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Shen, F., Sheer, V., & Li, R. (2013, August). Impact of narratives on persuasion in

health communication: A meta-analysis. Paper presented at the 95th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Khoo, G. S., Li, R., Kitazawa, S., Sueda, K. Duh, H. B. (2013, June). Elementary, my dear Watson: Examining interactivity as naturalistic exploration in mobile augmented reality via a magnifying-glass simulation system. Paper presented at the 63rd annual conference of the International Communication Association, London, UK.

RESEARCH EXPERIENCE

Research Assistant, Arthur W. Page Center, the Pennsylvania State University
08/2014-12/2014

- Assist Professor Denise Bortree with literature collection and paper review

Research Assistant, College of Communications, the Pennsylvania State University
08/2011– 09/2012

- Assist Professor Fuyuan Shen with a meta-analysis project on narrative's effect in health communication

Research Assistant, Keio-NUS CUTE Center, the National University of Singapore
06/2012–08/2012

- Provide theoretical and methodological support for the design of two augmented reality applications
- Be in charge of the user experience evaluation for two augmented reality applications, including experimental design, questionnaire design, data collection and analysis, and interview

Research Assistant, Smeal College of Business, the Pennsylvania State University
05/2012–06/2012

- Be in charge of interviews in the Sustainability Project

GRANTS

Funded Research Grant:

Effects of social and behavioral factors on COVID-19 vaccine hesitancy and confidence: A meta-analysis

Funded by Pfizer Global Medical Grants

09/01/2022-08/31/2023

- Role: PI
- Amount: \$101,349

Increasing Public Awareness and Understanding of Ozone Pollution in China through Climate Conversations

Funded by U.S. Department of State

09/15/2022-08/31/2023

- Role: PI

- Amount: \$249,195

Improving Communication with Highly Vulnerable Societal Groups Through Partnerships, Audience Analysis, Crowd-Sourced Information, and Workshops

Funded by National Ocean and Atmospheric Administration Collaborative Science, Technology, and Applied Research (CSTAR)

05/01/2022-04/30/2025

- Role: Co-PI

- Principal Investigator: Brian Colle

- Amount: \$432,785

The Role and Influence of Mass Media on COVID-19 Vaccine Hesitancy

04/01/2021-04/30/2023

Funded by 2021 Spring OVPR Seed Grant Program at Stony Brook University

- Role: PI

- Funding amount: \$25,000

Creating Opportunity & Independence Community Support Grant

09/08/2021-09/01/2023

Funded by Craig H. Neilsen Foundation

- Principal Investigator: Michelle Ballan

- Role: Communication Specialist

Uncovering the Role of Disgust in Health Communication, funded by the summer research grant of the College of Communications, the Pennsylvania State University.

- Role: PI

- Funding amount: \$3,000

Travel Grant:

University Office of Global Programs Graduate Travel Grant, the Pennsylvania State University, 2016.

Invited Talks, Workshops, & Panel Discussions:

Faculty Workshop Event for newly admitted students, hosted by the School of Communication and Journalism, 04/12/2021

COVID-19 Vaccine Panel Discussion, hosted by the Stony Brook University Labor Council, 06/23/2021

Fear of COVID-19 and Vaccine Hesitancy, hosted by the Political Science Department at the Stony Brook University, 10/20/2021

GRADUATE ADVISING

Louisiana State University:

Committee member (2018-2019): Rui Wang (Ph.D.)

Stony Brook University:

Graduate mentor (2023-2024): Jessica O'Connor (Master's in Science Communication)

UNDERGRADUATE ADVISING

Louisiana State University:

Committee member (2020): Lauren Roach (Undergraduate Honors Thesis)

MENTOR

Bronx High School of Science:

Social Science Research Program Mentor (2021): Invited to mentor high school student on conducting social science research.

TEACHING EXPERIENCE:

Instructor:

Stony Brook University

- Introduction to Mass Media, JRN 106: Fall 2020, Spring 2021
- Mass Communication Theory, JRN/COM 317: Spring 2021, Spring 2022
- Mass Communication Research Methods, COM 316: Fall 2021, Fall 2022, Spring 2023
- Communication Research Methods, COM 516 (Graduate level): Fall 2021, Fall 2022
- Building and Assessing Communication Strategies, COM 526 (Graduate level): Spring 2022, Spring 2023
- University Scholars Seminar, SCH 102 S07: Spring 2022

Louisiana State University

- Mass Communication Research Method, MC 7001 (Graduate level): Fall 2018
- Qualitative Audience Analysis, MC 3036: Fall 2018, Spring 2019, Spring 2020
- Digital Brands, MC 2035: Spring 2019, Fall 2019, Spring 2020

The Pennsylvania State University:

- World Media Systems, COMM 419: Spring 2017
- Research & Analytics, COMM 428D (online course): Summer 2016
- Mass Communication Research, COMM 304: Fall 2016

Teaching Assistant:

The Pennsylvania State University:

- Survey of Electronic Media and Telecommunications, COMM 180: Fall 2013, Spring 2014
- Psychological Aspects of Communication Technology, COMM 517 (Graduate level): Spring 2015, Spring 2016
- Introduction to Mass Communication Research, COMM 506 (Graduate level): Fall 2015
- Media Effects, COMM 418: Spring 2016

Guest Lectures:

The Pennsylvania State University:

- “Media Effects”, Survey of Electronic Media and Telecommunications, COMM 180: Spring 2014
- “Experiment”, Mass Communication Research, COMM 304: Spring, 2015
- “Creative Strategy”, Advertising Media Planning, COMM 422: Fall, 2015
- “Twitter & Journalism”, News Editing and Evaluation, COMM 467: Spring, 2016, Section 1

OTHER PROFESSIONAL EXPERIENCE:

Consultant, Statistical Consulting Center, the Pennsylvania State University
08/2015–05/2016

- Provide statistical advice and support to clients

Dean Office Assistant, College of Communications, the Pennsylvania State University
09/2012–05/2013

- Assist Associate Dean Marie Hardin with data collection and analysis

Intern, *the Wall Street Journal*, Beijing
07/2010–12/2010

- Select photos and edit photo caption for each photo
- Assist with news translation

ACADEMIC SERVICE

Stony Brook University:

Member, Climate Change Tiger Teams
12/2023-1/2024

- Map the university’s strengths to expected topics for new funding

Member, Presidential Mini-Grant Selection Committee
5/2023

- Review and select grant proposals for the 2023 Presidential Mini Grant

Co-Chair, IDEA Fellows (Health Disparities and Critical Health Area)

10/2022-3/2023

- Co-organized the search process alongside Dr. Mark Montgomery
- Reviewed application materials
- Interviewed applicants
- Coordinated Zoom interviews and campus visits with representatives from five schools

Member, Bachelor of Arts in Communication Curriculum Committee

08/2022–1/2023

- Developed curriculum and syllabi for courses proposed for the Bachelor of Arts in Communication degree

Member, Presidential Mini-Grant Selection Committee

5/2022-6/2022

- Reviewed and selected grant proposals for the 2022 Presidential Mini Grant

Member, School of Communication and Journalism Science Communication Assistant
Professor Search Committee

11/2021-3/2022

- Reviewed application materials
- Interviewed applicants

Member, School of Communication and Journalism Adjunct Lecturer Search
Committee

1/2021-5/2021

- Reviewed application materials
- Interviewed applicants

Coordinator, Alda/SoCJ Research Colloquium

06/2020-08/2023

- Select and invite colloquium speakers
- Moderate colloquium discussion

Member, School of Communication and Journalism Graduate Committee

06/2020-present

- Graduate application review and admission
- Graduate program promotion

Senator, Arts & Sciences Senate

12/2020-5/2022

Louisiana State University:

Dean's representative (2019-2020): Rebecca L Rast (Ph.D. in Marketing Department)

Member, LSU Manship School Graduate Committee

01/2019-05/2020

- Graduate application review and admission
- Graduate program promotion

Other:

Guest Editor, *Frontiers in Communication*

10/2021-present

- Guest edit a special topic entitled "The Role of Media and Communications in Vaccine Hesitancy during the COVID-19 Pandemic"

Editorial Board Member, *Health Communication*

December 2023-present

Editorial Assistant, *Journal of Computer-Mediated Communication*

01/2015-08/2016

- Manuscript assessment
- Reviewer selection and invitation
- Journal administration

Journal Review:

- *Asian Journal of Communication*
- *Communication Reports*
- *Communication Research*
- *Computers in Human Behavior*
- *Current Psychology*
- *Human Communication Research*
- *Humanities & Social Sciences Communications*
- *Health Communication*
- *Journal of Advertising*
- *Journal of Communication*
- *Journal of Health Communication*
- *Journal of Interactive Advertising*
- *Journal of Marketing Communications*
- *Journalism & Mass Communication Quarterly*
- *Mass Communication and Society*
- *Media Psychology*
- *Science Communication*
- *Scientific Reports*

Conference Review:

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

HONORS & AWARDS

- Stony Brook Foundation Trustees Faculty Award, 2024, amount: \$20,000
- Top Faculty Paper Award, Communicating Science, Health, Environment, and Risk Division, Association for Education in Journalism & Mass Communication, 2023
- Don Owen Professorship, Manship School of Mass Communication, Louisiana State University, 2018, amount: \$29,331
- Top Student Paper Award, Public Relations Division, International Communication Association, 2016
- Top Paper Award, Public Relations Division, Association for Education in Journalism & Mass Communication, 2016
- The Brigham Young University Top Ethics Paper Award, International Public Relations Research Conference, 2016.
- *Friedman Sidney and Helen* Scholarship (merit-based), the Pennsylvania State University, 2013
- *Friedman Sidney and Helen* Scholarship (merit-based), the Pennsylvania State University, 2012
- *Introducing China to the World* Scholarship (merit-based), Education Ministry of China, 2010
- 1st level scholarship (merit-based), Renmin University of China, 2009
- 2nd level scholarship (merit-based), Renmin University of China, 2008

SKILLS

- Online Teaching Certificate, Penn State World Campus, 2015
- Quantitative Research: experiment design, survey, longitudinal study, content analysis, online content analysis, meta-analysis
- Qualitative research: interview, focus group
- Data Analyses: data mining, structure equation modeling, latent growth curve modeling, multilevel modeling, social network analysis, dyadic analysis, semantic analysis
- Statistical Software: SPSS, SAS, Minitab, JMP, Amos, R/S-plus, R Studio, UCINET, NodeXL Pro
- Multimedia software: Adobe Photoshop, Adobe Premiere, Final Cut Pro
- Website & Interface Design: Dreamweaver