ZIXUE TAI, PhD

Associate Professor, School of Journalism & Telecommunications

College of Communication and Information, 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 (with a rescheduled completion date of 2016).

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, pp. 1-74. Published in August 2014.

JOURNAL ARTICLES

Tai, Zixue (2015). Networked Resistance: Digital Populism, Online Activism and Mass Dissent in Chinese Cyberspace. *Popular Communication: The International Journal of Media and Culture*, 13(2), 120-131. **DOI:**10.1080/15405702.2015.1021469

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 on the Rise 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). "T**he 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, Zixue & Hu, Fengbin (Forthcoming). Play Smart: Social Stereotypes, Identity Building, and

Counter Narratives of Gold Farmers in China. In K. L. Gray et al. (eds.), *Video Games, Culture, &*

Justice.

*Tai, Zixue, Liu, Xiaolong & Liang, Jing (Forthcoming). Populist Sentiments and Digital Ethos in

the Social Media Space: Revelations of Weibo Celebrities in China. In Mike Kent et al. (Eds.),

Chinese Social Media Today: Critical Perspectives.

*Tai, Zixue & Hu, Fengbin (In press). Mobile Games in China: Ongoing Industry

Transformations, Emerging Game Genres, and Evolving Player Dynamics. In Dal Yong Jin

(Ed.), *Mobile Gaming in Asia: Politics, Culture and Emerging Technologies*. To be released by

Springer in 2016.

*Tai, Z. (2016). "Networked activism in China." In A. Kurylo & T. Dumova (Eds.) *Redefining Communication in the Era of Social Networking: Cultural, Social, and Political Perspectives* (pp. 145-160). Fairleigh Dickinson University Press.

*Tai, Zixue & Liu, Xiaolong (2016). Invisible Ties, Perceptible Reciprocity, and Real-time

Gratifications in Online Community Networks: A Study of QQ User Groups in China. In Bobbi

Bagio (ed), *Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments*

(pp. 164-180). Hershey, PA: IGI. DOI: 10.4018/978-1-4666-9899-4.ch009

Tai, Z. (2015). "Finger Power and Smart Mob Politics: Social Activism and Mass Dissent in China in the Networked Era." In Peter Weibel (Ed.) *Global Activism: Art and Conflict in the 21st Century* (pp. 396-407). Cambridge, MA: The MIT Press.

*Tai, Zixue (2015). The Great Firewall. In Ashley Esarey & Randolph Kluver (Eds.), *The Internet in China: Cultural, political, and social dimensions (1980s–2000s)* (pp. 64–74). Great Barrington, MA: Berkshire Publishing Group.

*Tai, Zixue & Zhang, Yonghua (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.), *Blogging 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.

OTHER PUBLICATIONS

Tai, Zixue & Liu Xiaolong (2015). Chinese Government Hops on the WeChat Bandwagon. University of Nottingham China Policy Institute Blog. April 1, 2015, May 6, 2015, at http://blogs.nottingham.ac.uk/chinapolicyinstitute/2015/05/06/chinese-government-hops-on-the-wechat-bandwagon/

Tai, Zixue (2015). Social Media Activism: All the Rage in China. University of Nottingham China Policy Institute Blog. April 1, 2015, at http://blogs.nottingham.ac.uk/chinapolicyinstitute/2015/04/01/social-media-activism-all-the-rage-in-china/

BOOK REVIEW

Tai, Zixue (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, Zixue & Liu, Xiaolong (2016). "Virtual Ties, Perceptible Reciprocity, and Real-Life Gratifications in Online Community Networks: QQ User Groups in China." International Communication Association annual convention, Fukuoka, Japan, June 2016

Tai, Zixue & Hu, Fengbin (2016). "Play Between Love and Labor: The Practice of Gold Farming in China." ICA Game Studies Division Preconference, Nihon University, Fukuoka, Japan, June 8, 2016

Tai, Z. & Hu. F. (2016). "Play Between Love and Labor: The Practice of Gold Farming in China." International Communication Association (ICA) Pre-Conference Presentation, Game Studies Division, Fukuoka, Japan, June 2016

Tai, Z. & Hu, F. (2013). "Cyberspace as Contested Spaces: The Networks of Mass Collaboration, Grassroots Surveillance, and Popular Protests in China." 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.

CONFERENCE PANEL PRESENTATIONS

Tai, Z. (2016). "Mobile Games in China: Persistence, Permutations, and Prospects," Panel on Mobile Games in Asia, International Communication Association, Fukuoka, Japan, June 2016.

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

(2016) US-China Forum on Applied Communication, April 13-14, Lexington, Kentucky. With participating scholars from seven universities in China and multiple universities in the United States.

(2015) Health Communication: Global Perspectives and China's Experience, Sun-Yat Sen University, December 1-2, 2015, Guangzhou, China

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

2016   Ad hoc reviewer for *Governance*; *China, the International Journal*; *Asian Journal of Communication; Asian Journal of Communication; China – An International Journal*

2009-2015   Editorial Board member, *Journal of Communication*

2015   *China Perspectives* ad hoc reviewer

2012-2014   *Communication Yearbook* ad hoc reviewer

2014   *Communication Research* ad hoc reviewer

2014   *Sociology of Health & Illness* ad hoc paper reviewer

2012-2014   *Chinese Journal of Communication* ad hoc paper reviewer

2009-2013   *Journalism & Mass Communication Quarterly* ad hoc paper reviewer

2010-2015   *Chinese Journal of Political Science* ad hoc paper reviewer

2012   *New Media & Society* ad hoc paper reviewer

2012   *Journal of Computer-Mediated Communication* ad hoc paper reviewer

2012-13   *Asian Journal of Communication* ad hoc paper reviewer

2012   **Oñati International Institute for the Sociology of Law Journal (IISL)** *Socio-Legal Series* **(**opo.iisj.net/) ad hoc paper reviewer

2012   *International Journal of Press/Politics* ad hoc paper reviewer

2010-2011   *China Review* ad hoc paper reviewer

2010   *Science Communication* ad hoc paper reviewer

2010   *Chinese Journal of Communication* ad hoc paper reviewer

2009   *Asian Journal of Communication* ad hoc paper reviewer

2008   *Journal of Communication* ad hoc paper reviewer

2008   *International Journal of Press/Politics* ad hoc paper reviewer

PROMOTION/TENURE & OTHER LETTERS/REPORTS

2013 & 2014 (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

2014   Book Manuscript Reviewer for Routledge (for a book on video game controversies)

2012   Book Manuscript Reviewer for Routledge (reviewed a book proposal on video gaming & Creech's Electronic Media Law textbook – 4th 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

2011 - 2016 American Association for the Advancement of Science (AAAS) expert referee (to review credentials from a pool of international journalists for fellowship awards)

2012 - 2016 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)

COMMITTEE & TECHNICAL SERVICES

2016 Spring   Chair, Ad Hoc Committee, Professional Graduate Program in Emergent Media, School of Journalism & Media, UK

2015 Spring   Dean Review Committee, University of Kentucky (@ the charge of the Provost to conduct performance review of Dean O'Hair, College of Communication & Information)

2014-   Chair, China Initiatives Committee, College of Communication & Information, UK

2014-   Member, Retention 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

2012-2013   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 CS 6 (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. Not funded.

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

Dec 2015   Interview with AAAS on science reporting in China, available

              http://www.eurekalert.org/fellows/2016/

Dec 2014   Interview with Ilnur Sharafiev (Ильнур Шарафиев) from *The Meduza*, a Russian-

language independent media organization based in Latvia, in a feature story

(https://meduza.io/feature/2014/12/17/shutka-po-pekinski) on what the

Internet and social media have impacted the social and political transformations

within China

Nov 2014   Interview with Larissa Benjamin from the American Association for the

Advancement of Science (AAAS) on the status quo & importance of science

reporting in China

Nov 2014   Interview with Lin Xiaochun, a DC-based reporter from China's Xinhua News

Agency on the role of science reporting in Chinese society and the need to learn

from experiences in the Western world

Aug. 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")

Jan. 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

Nov. 2010   Live interview with Sen Lam from Radio Australia on "The Internet in China."

Jan. 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

Aug. 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-
Chair, Doctoral Thesis Committee, Matt Pavelek, College of Communications and Information
Studies, University of Kentucky

2015   Doctoral Committee Member
Roberto Spiezio, Department of Media and Communication, City University of Hong Kong
(Chaired by Dr. Xigen Li); Dissertation Title "Emerging Narratives on China's Rise in Two Italian
National Daililies: 1994-2013"; Defended in October 2015

Committee Member, Doctoral Thesis Committee, Mark Schneider, College of Education,
University of Kentucky (Chaired by Joan Mazur); Dissertation Title "The Use of a Digital Game-

Based Safety Program for ATV Operational Knowledge for Youthful Riders"; Defended in April 2015

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

2014-2015
Academic Advisor, Jing Liang, visiting scholar from Henan Technological U; Liu Xiaolong, Guangdong Pharmaceutical U

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), & Xiaolong Liu
        (Guangdong Pharmaceutical 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