



Curriculum Vitae

Bu Zhong

College of Communications
Pennsylvania State University
University Park, PA 16802
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Current Position

- 2012–present Associate Professor with Tenure, Penn State
- 2014–present Faculty affiliate, Center for Advanced Data Assimilation and Predictability Techniques (ADAPT), Penn State.
- 2012–present Faculty affiliate/Senior Research Fellow, Information and Communication Technology for Development Consortium, Penn State
- 2008–present Faculty affiliate, Media Effects Research Lab, College of Communications, Penn State
- 2008–present Senior Research Fellow, The John Curley Center for Sports Journalism, College of Communications, Penn State
- 2015–2017 President, Chinese Communication Association

Academic Positions

- 2013–2014 Visiting Professor, School of Communication, Hong Kong Baptist University
- 2006–2012 Assistant Professor, Penn State
- 2012–2013 President, Mass Communication and Society Division, AEJMC

Education

- Ph.D.: University of Maryland (College Park, MD), Journalism and Public Communication
- M.A.: University of Missouri (Columbia, MO), Broadcast Journalism
- B. J.: China School of Journalism (Beijing), English Reporting and Editing
- B.A.: Sichuan International Studies University (Chongqing, China), English Literature

Teaching

At Penn State

- COMM597A: Social Media Research Seminar – This graduate seminar addresses selected theories and concepts in media effect research that are applied to social media research, including the effects on users' media use, psychological well-being, business models and entrepreneurship. (Summer 2012, 2013)

- COMM 465: *TV Reporting* – Teaching television news reporting and writing, plus Web reporting. Most students are juniors or seniors. (2006-present).

COMM 410: *International Mass Communication* – Teaching and discussing practices and theories regarding global media and international media systems. Most students are seniors at College of Communications. (Spring 2008; Spring 2007).

COMM 409: *News Media Ethics* – Teaching and discussing ethical issues in the practice of journalism, advertising, and public relations; principal public criticisms of news media. Most students are junior or seniors at College of Communications. (2006-present).

COMM 419: *World Media Systems* – Teaching and discussing the variety of media systems in the world today and, more importantly, how they got that way and what functions they perform for their respective societies. Most students are seniors at College of Communications. (Spring 2010)

COMM 402: *International Reporting* – Co-teaching a highly selective class of 16 journalism majors, including supervising 10-day international news reporting in Shanghai. Most students are seniors. (Spring 2010, Spring 2015).

PSU 009: *Social Media for Social Change* – Teaching the impact of social media on human interaction, including information processing, marketing strategies and entrepreneurship. (Fall 2011, Fall 2012)

At University of Maryland

JOUR361: TV Reporting and News Show Production – This course trains undergraduate students who major in broadcast journalism with a career goal of working as a news reporter/producer/anchor/web reporter-producer at a local TV station in the U.S. (2003-2006)

At Hong Kong Baptist University

COMM7140: Social Media Research and Big Data Analysis – This course is designed for Ph.D. students at HKBU. (Semester 2, 2014)

COMM7580: Social Media Marketing - This graduate course addresses the mechanism behind business use of social media, which is designed for students enrolled in M.A. Program in Media Management at HKBU (Semester 1, 2013).

JOUR7020: Introduction to Comparative and International News – This graduate course is designed for students enrolled in M.A. Program in International Journalism Studies, HKBU. (Semester 1, 2013)

JOUR3240: Comparative News Media Systems – This course is for undergraduate students at School of Communication, HKBU. (Semester 1, 2013)

JOUR2250: Current Issues in Journalism - This course is for undergraduate students at School of Communication, HKBU. (Semester 2, 2014)

Professional Experience

- 2000 – 2003 Network Editor/Media Producer, News Production/Media Operations/Image and Sound, Cable News Network (CNN), Atlanta, GA.
- 1999 – 2000 Field Associate Producer, CNN & *Time*, CNN Financial Network in Washington D.C., and CNN *World Report* in Atlanta.
- 1998 – 1999 Reporter/Weekend Producer, “KOMU News,” KOMU-TV (NBC-8), Columbia, MO, NBC affiliate serving central Missouri.
- 1992 – 1998 Front-Page Chief Sub-Editor/Sub-Editor/Reporter, *China Daily*, Beijing, China.

Publications

Refereed Journal Articles

- Zhong, B.,** Yang, F., & Chen, Y.-L. (2015). Information empowers vegetable supply chain: A study of information needs and sharing strategies among farmers and vendors. *Computers and Electronics in Agriculture*, 117, 81-90. doi:10.1016/j.compag.2015.07.009
- Hanley, K., Howard, M. C., **Zhong, B.,** Perez, C., Lee, E., Dawson-Andoh, N., & Soto, J. A. (2015). The communication anxiety regulation scale: Development and initial validation. *Communication Quarterly*, 63(1), 23-43. doi: 10.1080/01463373.2014.965836
- Zhong, B.,** & Appelman, A.J. (2014). How college students read and write on the web: The role of ICT use in processing online information. *Computers in Human Behavior*, 38, 201-207. DOI: 10.1016/j.chb.2014.05.037
- Zhong, B.,** Huang, Y., & Zhou, Y. (2014). The current trends of online journalism research in the new media era. *Communication & Society*, 29, 231-262. (The paper is in Chinese and published in a peer-reviewed journal at The Chinese University of Hong Kong.)
- Zhong, B.** (2013). From smartphones to iPad: Power users' disposition toward mobile media technology. *Computers in Human Behavior*, 29(4), 1742-1748. doi: 10.1016/j.chb.2013.02.016
- Lewis, N. P., & **Zhong, B.** (2013). The root of journalistic plagiarism: Contested attribution beliefs. *Journalism and Mass Communication Quarterly*, 90(1), 148-166. doi: 10.1177/10776990124687
- Zhong, B.,** & Zhou, Y. (2012). “Under the weather:” The impact of weather on US newspaper coverage of the 2008 Beijing Olympics. *Mass Communication and Society*, 15(4), 559-577. doi: 10.1080/15205436.2012.677091

- Zhong, B.**, Sun, T., & Zhou, Y. (2011). To name or not to name: A cross-cultural comparison of on-air attribution in U.S. and Chinese TV news. *Asian Journal of Communication*, 21(2), 202-216. doi: 10.1080/01292986.2010.524233
- Zhong, B.**, Mihailidus, P., & Zhou, Y. (2011). Naming suspects in terrorist attacks: An inquiry of journalistic stereotypes in newspaper coverage of the 2005 London bombings. *China Media Research*, 7(2), 35-45.
- Zhong, B.**, Hardin, M., & Sun, T. (2011). Less effortful thinking leads to more social networking? The associations between the use of social network sites and personality traits. *Computers in Human Behavior*, 27(3), 1265-1271. doi: 10.1016/j.chb.2011.01.008
- Zhong, B.** (2011). Readers' mood affects news information processing. *Newspaper Research Journal*, 32(3), 52-65.
- Lewis, N., & **Zhong, B.** (2011). The personality of plagiarism. *Journalism and Mass Communication Educator*, 66(4), 325-339. doi: 10.1177/107769581106600403
- Hardin, M., & **Zhong, B.** (2010). Sports reporters' attitudes about ethics vary based on beat. *Newspaper Research Journal*, 31(2), 6-19.
- Zhong, B.** & Newhagen, J. E. (2009). How journalists think while they write: A transcultural model of news decision-making. *Journal of Communication*, 59(3), 584-605. doi: 10.1111/j.1460-2466.2009.01439.x
- Hardin, M., **Zhong, B.**, & Whiteside, E. (2009). Sports coverage: 'Toy department' or public-service journalism? The relationship between reporters' ethics and attitudes toward the profession. *International Journal of Sports Communication*, 2(3), 319-339.
- Zhou, Y. & **Zhong, B.** (2009). An analysis of self-censorship in U.S. news media. *China Radio & TV Academic Journal*, 12, 73-74. (The paper is in Chinese and published in a peer-reviewed journal in China.)
- Zhou, Y. & **Zhong, B.** (2009). Media credibility in the digital age: A survey on the credibility of online information and media news reports by Chinese journalists. *Journal of International Communication*, 7, 81-85. (The paper is in Chinese and published in a peer-reviewed journal in China.)
- Zhong, B.** (2008). Thinking along the cultural line: An inquiry of ethical decision-making among U.S. and Chinese journalism students. *Journalism and Mass Communication Educator*, 63(2), 110-126. doi: 10.1177/107769580806300202

Sun, T, **Zhong, B.**, & Zhang, J. (2006). Uses and gratifications of Chinese online gamers, *Chinese Media Research*, 2(2), 58-63.

Sun, T., Yuan, V., Payne, G., **Zhong, B.** (2005). Leadership attributes salient to Chinese local voters – Correlates of voting intentions among Chinese constituents, *American Behavioral Scientist*, 49(4), 616-628. doi: 10.1177/0002764205280204

Refereed Proceedings

Sun, T., **Zhong, B.**, & Xu, H. (2006). Developmental differences in Chinese children's perception of child-related advertising. In J. Richards (Ed.), Proceedings of the 2006 Conference of the American Academy of Advertising, Reno, Nevada, March 30-April 2, Omnipress.

Sun, T., Payne, G., **Zhong, B.**, & Zhang, G. (2004). Correlates of reducing public activities in the midst of SARS epidemic. In C. Gardner, J. Biberman & A. Alkhafaji (Eds.), *Business research yearbook: Global business perspectives* (Vol. XI, pp. 449-453). Saline, MI: McNaughton & Gunn.

Book & Book Chapters

Zhong, B. (Under contract). Social media of ideas: Transforms communication and business. Malden, MA: Wiley-Blackwell. [Book will be published in late 2016 or early 2017.]

Zhong, B. (2015). Online journalism research in the new media age. J. Hong (Ed.), *The frontline of communication research*, (pp. 56-72). Beijing: Tsinghua University Press.

Hardin, M., **Zhong, B.**, & Corrigan, T. (2011). The funhouse mirror: The blogosphere's reflection of women's sports. In T. Dumova, & R. Fiordo (Eds.), *Blogging in the Global Society: Cultural, political and geographical aspects*, (pp. 55-71). Hershey, PA: IGI Global. doi: 10.4018/978-1-60960-744-9.ch004

Refereed Conference Papers

Soto, J. A. & **Zhong, B.** (2012, May). *The communication anxiety regulation scale: Development and initial validation*. Paper presented to the 2012 ICA annual convention, Phoenix, AZ.

Lewis, N. & **Zhong, B.** (2012, May). *The roots of plagiarism: Contested attribution beliefs among U.S. journalists*. Paper presented to the 2012 ICA annual convention, Phoenix, AZ.

Lewis, N. & **Zhong, B.** (2011, August). *The personality of plagiarism*. Paper presented to the 2011 AEJMC annual convention, St. Louis, MO. (Top paper)

Newhagen, J. E., **Zhong, B.**, & Xie, W. (2011, August). *Anxiety in news reporting: A study of working journalists in the United States and China*. Paper presented to the 2011 American Psychological Association convention, Washington D.C.

Zhong, B., & Zhou, Y. (2010, August). "Under the weather:" *The impact of weather on US newspaper coverage of the 2008 Beijing Olympics*. Paper presented to the Newspaper Research Division of the 2010 AEJMC annual conference, Denver, CO.

Hardin, M., **Zhong, B.**, & Corrigan, T. (2010, August). Plugging old-media values into 'new media:' Social identity and the attitudes of sports bloggers toward issues of gender in sport. Paper Presented at the Commission on the Status of Women of the 2010 AEJMC annual conference, Denver, CO. (Top paper).

Zhong, B., & Zhou, Y. (2009, August). Without a watchdog, who can be trusted? An inquiry of the watchdog role and media trust among Chinese journalists and journalism students. Paper presented to the Mass Communication Division of the 2009 AEJMC annual conference, Boston, MA.

Newhagen, J. E., **Zhong, B.**, & Xie, W. (2009, May). *The (dys)function of anxiety in journalism: A workplace disability or a tool in news element selection?* Paper presented to the Journalism Study Division of the 2009 International Communication Association annual conference, Chicago, IL.

Zhong, B. (2008, August). "I feel happy today so I remember less about news details:" *The impact of mood on processing news information*. Paper presented to the Mass Communication Division of the 2008 AEJMC annual conference, Chicago, IL.

Zhong, B. (2008, May). *Thinking along the cultural line: An inquiry of ethical decision-making among U.S. and Chinese journalism students*. Paper presented to the Journalism Study Division of the 2008 ICA annual conference, Montreal, Canada.

Zhong, B., & Mihailidis, P. (2007, May). Naming suspects in terrorist attacks: A media priming analysis of the second-day newspaper reports on the London bombing from China, Egypt, Switzerland and the United States. Paper presented to the Journalism Studies Division of the 2007 International Communication Association Annual Conference, San Francisco, CA.

Zhong, B. (2005, November). "The week that changed the world:" *Revisiting media frames in the coverage of Nixon's 1972 visit to China by CBS News and the People's Daily*. Paper presented to the Chinese Communication Association Division of the 2005 National Communication Association, Boston, MA.

Zhong, B., Sun, T., & Newhagen, J. E. (2005, May). *Optimistic biasing and perception of self-censorship in U.S. newsrooms*. Paper presented to the Mass Communication

Division of the 2005 International Communication Association Annual Conference,
New York, NY.

Zhong, B., & Pattanayak, S. (2005, November). *Media frames in the coverage of 2004 U.S. presidential debates by print and online media in China and India*. Paper presented to the Asian/Pacific American Communication Studies Division of the 2005 National Communication Association, Boston, MA.

Zhong, B. (2005, December). A "General Inquirer" approach: An analysis of positivity and negativity of the language used on four U.S. embassy Websites and one Chinese embassy Website. Paper presented to the All-China Communication Conference, hosted by the Association of Chinese Communication Studies (U.S.A.), Xiamen, China.

Sun, T., **Zhong, B., & Zhang, J.** (2005, December). *Uses and gratifications of Chinese online gamers*. Paper presented to the All-China Communication Conference, hosted by the Association of Chinese Communication Studies (U.S.A.), Xiamen, China.

Academic Activities

Grants Reviewer

U.S. National Science Foundation (NSF), FastLane, 2014 – present

Research Grant Council (RGC) of Hong Kong, 2010 - present

Tenure Reviewer

Georgia State University (Dept. of Communication), 2015

University of Macau, 2014

Editorial Board

Mass Communication and Society, 2011 – present

Computers in Human Behavior, 2013 - present

Book Reviewer

CQ Press, IGI Global, Rowan & Littlefield, Routledge, SAGE publications, Wiley-Blackwell

Journal Reviewer

Asian Journal of Communication, 2007-present

Computers in Human Behavior, 2010-present

Information, Communication and Society, 2010-present

Journal of Broadcasting and Electronic Media, 2008-present

Journal of Communication, 2009 - present

Journal of Computer-Mediated Communication, 2010-present

Journal of International & Intercultural Communication, 2011-present

Journalism, 2015 - present

Journalism and Mass Communication Quarterly, 2012-present

Mass Communication & Society, 2007 – present

New Media & Society, 2012 - present

External Reviewer

U.S. National Science Foundation, FastLane, 2014-present

Research Grant Council (RGC) of Hong Kong, 2010-present

Membership and Officer Position

Association for Education in Journalism and Mass Communication, member, 2003-present

Head, Mass Communication & Society Division (MCS), AEJMC, 2012-2013

Vice Head and Program Chair, MCS, AEJMC, 2011-2012

PF&R Chair, MCS, AEJMC, 2010-2011

Research Chair, MCS, AEJMC, 2009-2010

Chinese Communication Association, life-time member, 2003 – present

President: 2015-2017

Vice President/Research Chair, 2013-2015

International Communication Association (ICA), member, 2003-present

National Communication Association (NCA), member, 2003- present