PennState
Donald P. Bellisario
College of Communications

Curriculum Vitae
Bu Zhong
Donald P. Bellisario College of Communications
The Pennsylvania State University
University Park, PA 16802, U.S.A.
zhongbu@psu.edu

Current Positions

2012–present   Associate Professor with Tenure, Penn State
2017–present   Faculty affiliate, Science Communication Program, Bellisario College of
                Communications, Penn State
2014–present   Faculty affiliate, Center for Advanced Data Assimilation and Predictability
                Techniques (ADAPT), Penn State.
2012–present   Faculty affiliate, Information and Communication Technology for
                Development Consortium (ICT4D), Bellisario College of Communications,
                Penn State
2008–present   Faculty affiliate, Media Effects Research Lab, Bellisario College of
                Communications, Penn State
2008–present   Senior Research Fellow, The John Curley Center for Sports Journalism,
                Bellisario College of Communications, Penn State

Academic Positions outside Penn State

2018-present   Senior Editor, *Computers in Human Behavior*
2017-2018   Associate Editor, *Computers in Human Behavior*
2017-2020   Visiting Professor, South China University of Technology
2015-2017   President, Chinese Communication Association
2012–2013   President, Mass Communication and Society Division, AEJMC

Sabbatical Appointment

2013–2014   Visiting Professor, School of Communication, Hong Kong Baptist University

Education

Ph.D.   University of Maryland (College Park, MD), Journalism and Public
                Communication, 2006
M.A.   University of Missouri (Columbia, MO), Broadcast Journalism, 2000
B. J.   China School of Journalism (Beijing), English Reporting and Editing, 1992
B.A.   Sichuan International Studies University (Chongqing, China), English
                Literature, 1985

Teaching
<u>Pennsylvania State University – University Park</u>
COMM597: 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, Fall 2013, Fall 2016, Spring 2018).

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, 2012).

COMM 835: *Social Media Communication* – Teaching how social media transform human
communication and business models for Master's students majoring in advertising and
P.R. at Penn State World Campus (Fall 2018).

<u>University of Maryland – College Park</u>
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).

<u>Hong Kong Baptist University – Hong Kong</u>
COMM7140: Social Media Research and Big Data Analysis – This course is 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 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.
1994 – 1995   Freedom Fellow, East-West Center, University of Hawaii, Honolulu, HI
1992 – 1998   Front-Page Chief Sub-Editor/Sub-Editor/Reporter, *China Daily*, Beijing, China.

Publications
Refereed Journal Articles
Zheng, Y., **Zhong, B**.*, & Yang, F. (2018). When algorithms meet journalism: The user perception to automated news in a cross-cultural context. *Computers in Human Behavior*. (Accepted for publication). (*corresponding author)

Zhong, B. & Yang, F. (2018). How we watch TV tomorrow: Viewers' perception towards interactivity functions on smart TV. *International Journal of Asian Business and Information Management*.

Lewis, N., **Zhong, B**,* Yang, F. & Zhou, Y. (2017). How U.S. and Chinese journalists think about plagiarism. *Asian Journal of Communication*, 1-18. doi:10.1080/01292986.2017.1416644 (*corresponding author)

Yang, F., **Zhong, B**., Kumar, A., Sy-Miin, C., & Ouyang, A. (2017). Exchanging social support online: A longitudinal big-data analysis of IBS patients' interaction on a health

forum. *Journalism and Mass Communication Quarterly*, 1-24. doi:10.1177/1077699017729815

Chow, S.-M., Kumar, A., Ouyang, A., **Zhong, B**., Lee, J., & Inverso, N. (2017). What can physicians learn from social forums: Insights from an on-line self help and support group. *Proceedings of IEEE 7th International Conference on Computational Advances in Bio and Medical Sciences (ICCABS)*.

Zhong, B. (2017). The innovation discourse in news media industry in the post-IT age. *Journal of Shenzhen University (Humanities & Social Sciences), 34*(5), 1-3. (The paper is in Chinese and published in a peer-reviewed journal in China.)

Ouyang, A., Inverso, N. A., Chow, S.-M., Kumar, A., & **Zhong, B**. (2016). "Listening" to IBS patients in the 21st century: Offerings from an online self help and support group. *Gastroenterology, 150*(4), S739-S739. doi:10.1016/S0016-5085(16)32510-0

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 creditability in the digital age: A survey on the creditability 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., **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., 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

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 2018.]

Zhong, B. (2015). Impact of social media on communication and business (video publication). Harrisburg, PA: IGI Global. doi: 10.4018/978-1-4666-9518-4 Retrieved from http://www.igi-global.com/video.aspx?ref=impact-social-media-communication-business&titleid=134378.

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

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.

Refereed Conference Papers

Zheng, Y., Zhong, B. & Yang, F. (2018). When algorithms meet journalism: The user perception to automated news in a cross-cultural context. Paper presented at the 2018 International Communication Association Annual Conference, Prague, Czech.

Yang, F., & **Zhong, B.** (2016). *Interacting with TV: Interactivity functions transform the viewing experience on smart TV*. Paper presented at the 2016 National Communication Association Annual Conference, Philadelphia, PA.

Yang, F., Lewis, N. P., **Zhong, B.** & Zhou, Y. (2016). *Contextualizing journalism ethics: A cross-cultural study of plagiarism and attribution between U.S. and Chinese journalists*. Paper presented at the 2016 International Communication Association Annual Conference, Fukuoka, Japan.

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.

Honors & Awards
Recipient of the inaugural Professional Freedom and Responsibility Award from Mass Communication & Society Division, AEJMC, August 4-7, 2016, Minneapolis, MN. (The PF&R Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC. These principles are: the promotion of

free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. $1,000)

Supervising Professor for "Centre Country Report – Hong Kong Special Report" that won the 2nd Place of College Television Awards for News Magazine at the 37th College Television Awards, Hollywood, CA, May 25, 2016.

The Outstanding Service Award as President of Chinese Communication Association from National Communication Association, Philadelphia, PA, November 9-13, 2016.

The Outstanding Service Award as President of Chinese Communication Association from National Communication Association, Las Vegas, NV November 19-22, 2015.

AEJMC President's Outstanding Service Award as the head of Mass Communication & Society Division, AEJMC, 2013.

Dean's Excellence Award for Research & Creative Accomplishments, College of Communications, Penn State, University Park, PA, 2011.

Top Faculty Paper, Media Ethics Division, AEJMC, St. Louis, MO, 2011.

Top Faculty Paper, Commission on the Status of Women, AEJMC, Denver, CO, 2010.

Dean's Excellence Award for Service, College of Communications, Penn State, University Park, PA, 2008-2009.

Excellent Teaching by Graduate Student, International Communication Association, 2003.

The Michael J. Pelczar Award for Excellence in Graduate Study, The Graduate School, University of Maryland, 2003.

The Hiebert Journalism International Travel Award, Philip Merrell College of Journalism, University of Maryland, 2002.

International Merit Scholarship, University of Missouri, 1998-2000.

Services at Penn State
<u>University-Level Committees</u>
2017-2019: College representative, Faculty Advisory Committee for Schreyer Honors College
2015-2017: College representative, Research Computing and Cyber-Infrastructure Council
2015-2017: Member, Data Governance Working Group, RCCI
2006-2013: College representative, Faculty Advisory Committee on Academic Computing
2012   Member, Search Committee for Director of Global Engagement Network Office

College-Level Committee
2017-2018   Member, Graduate Admission
2017-2018   Member, Search Committee on Open-Rank Professorship in Science
             Communication
2016-present Member, Dean's Advisory Board
2016-2017   Member, Search Committee on Open-Rank Professorship in Science
             Communication
2016-2017   Member, Graduate Admission
2015-2016   Member, Graduation Admission
2015   Member, Search Committee on Assistant Professor for Department of
             Journalism
2012-2013   Member, Strategic Plan Committee
2010-2011   Member, Graduation Admission

Academic Activities
Grants Reviewer
U.S. National Science Foundation (NSF), FastLane, 2014 – present
Research Grant Council of Hong Kong, 2010 - present

Editor and Associate Editor
        Senior Editor, *Computers in Human Behavior*, 2018 – 2020
        Associate Editor, *Computers in Human Behavior*, 2017 – 2018

Editorial Board
        Mass Communication and Society, 2011 – present
        Computers in Human Behavior, 2013 – present
        International Journal of Asian Business and Information Management, 2017 – 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
        International Journal of Asian Business and Information Management, 2017-present
        International Journal of Communication, 2017-present
        Journal of Broadcasting and Electronic Media, 2008 – present
        Journal of Communication, 2009-present
        Journal of Computer-Mediated Communication, 2010 – present
        Journal of Cyber Affairs, 2016 – 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

Conference Paper Reviewer
AEJMC, ICA, NCA and CCA.

Membership and Officer Position
Association for Education in Journalism and Mass Communication
Member, 2003-present
President, Mass Communication & Society Division (MCS), AEJMC, 2012-2013
Vice President and Research Chair, MCS, AEJMC, 2011-2012
PF&R Chair, MCS, AEJMC, 2010-2011
Research Chair, MCS, AEJMC, 2009-2010

Chinese Communication Association
Life-time member, 2012 – present
President: 2015-2017
Vice President/Research Chair, 2013-2015

International Communication Association (ICA)
Member, 2003-present
Member, ICA Affiliated-Journal Evaluation Committee, 2014-2018

National Communication Association (NCA)
Member, 2003- present

Tenure Reviewer
Nanyang University of Technology, 2012
Macau University, Department of Communication, 2014
Georgia State University, College of Arts and Sciences, 2014
Georgia State University, 2015

Advising and Mentoring at Penn State
Schreyer Honor Advisor/Thesis Adviser
- Audrey Sakhnovsky (B.A. in Journalism; B.A. in English), 2015-2019
- Giana Han (B.A. in Journalism; B.A. in Integrative Arts), 2015-2019
- Gabrielle Cilea, Ethical consideration concerning robot journalism, 2013-2017
- Tiange Chen, Media framing in the rise of populism: A comparative study of authoritarian populism in Europe and the United States, 2013-2017
- Becky Perlow, Censorship in the Chinese media: The Sichuan earthquake (Schreyer Honor Thesis), 2007-2011

Master's Thesis Committee

- Qiguan Jiang, Health message on social media, 2017 – present
- Seoyeon Allison Lee, Psychological effects of culture on hedonic motivation for cosmetic customization of mobile phones, 2010

Master's Thesis Directed
- Tongxin Sun, A tale of four cities: A semantic analysis of news coverage of air pollution, 2016 - 2017
- Xiaoye Zhou, Why we share so much? The role of tech power moderates sharing in a social media context, 2015 – present

Doctoral Dissertation Directed
- Rose Luwei Luqiu, 2015 – 2018
- Fan Yan, 2012 – 2017

Doctoral Committees Served
- Anli Xiao, College of Communications, Penn State, 2018
- Shane Halse, College of Information Science and Technology, Penn State, 2017 – present
- Stef Davis, College of Communications, 2016 – present
- Bumgi Min, College of Communications, Penn State, 2016 – present.
- Gordon Qi Yao, The rise of small-circle social media and advertising: A case of WeChat, University of Macau, 2016.
- Sharon Santus, How has social media changed the way families with incarcerated loved ones fight for their freedom? 2016 – present
- Pan Shi, College of Information Science and Technology, Penn State, 2014.
- Tina Worapron, Death on the menu: Comparative content analysis of image restoration strategies and frames during the menu foods recall, 2009

Doctoral Student Advised
- Alysia Appelman, Steve Bien-Aime, Bo Zhang, Sharon Santus

Visiting Scholars Hosted
- Yakun Huang, Jinan University, 2018-2019
- Yu Zhou, South China University of Technology, 2018-2019
- Hongxing Han, South China University of Technology, 2015-2016
- Weijia Deng, Shanghai International Studies University, 2014-2015
- Ye Zhu, Shanghai International Studies University, 2014-2015
- Juan Shan, China Daily, 2014
- Lu Zhang, China Daily, 2011
- Xin Xu, International Channel Shanghai, 2010
- Yong Zhou, Renmin University of China, 2008-2009