



Curriculum Vitae

Bu Zhong

Donald P. Bellisario College of Communications
The Pennsylvania State University
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Current Positions

- 2012–present Associate Professor, Bellisario College of Communications, 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
- M.A. University of Missouri (Columbia, MO), Broadcast Journalism
- B. J. China School of Journalism (Beijing), English Reporting and Editing

PublicationsRefereed Journal Articles

- Zhong, B.**, Wang, X. & Yang, F. (2019). More than an apple: Better working lunch enhances bus drivers' well-being and work performance. *International Journal of Occupational Safety and Ergonomics*. doi: 10.1080/10803548.2019.1662980
- Sun, T.*, & **Zhong, B.** (2019). A tale of four cities: A semantic analysis of news coverage of air pollution. *Newspaper Research Journal*, 1-16. doi:10.1177/0739532919873438 (*guided graduate student).
- 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*, 9(4), 48-63. doi:10.4018/IJABIM.2018100104
- 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*, 86, 266-275. doi:10.1016/j.chb.2018.04.046 (*corresponding author)
- Yang, F., **Zhong, B.**, Kumar, A., Chow, S.-M., & Ouyang, A. (2018). Exchanging social support online: A longitudinal social network analysis of irritable bowel syndrome patients' interactions on a health forum. *Journalism & Mass Communication Quarterly*, 95(4), 1033-1057. doi:10.1177/1077699017729815
- Lewis, N. P., **Zhong, B.***, Yang, F., & Zhou, Y. (2017). How U.S. and Chinese journalists think about plagiarism. *Asian Journal of Communication*, 28(5), 490-507. doi:10.1080/01292986.2017.1416644 (*corresponding author)
- 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)*. doi:10.1109/ICCABS.2017.8114302
- 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.** (2012). 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, *China 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
- Book & Book Chapters (Peer-Reviewed)
- Zhong, B. (Under contract). Social media of ideas: Transforms communication and business. Malden, MA: Wiley-Blackwell. [Book will be published in late 2020.]
- Zhong, B.**, & Yang, F. (2020). From entertainment device to IoT terminal, Smart TV helps define the future living in smart home. In P. O. de Pablos, X. Zhang, & K. T. Chui (Eds.), *Managerial practices and disruptive innovation in Asia* (pp. 128-145). Hershey, PA: IGI Global. doi: 10.4018/978-1-7998-0357-7.ch007
- 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.), *Bloggng 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., **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*, Austin, Texas, 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.

Refereed Conference Papers

Zhong, B., Liu, Q., & Kumar, A. (2019, November). *The medical insights from parents' online discussion of their teen children's IBS symptoms: A LDA topic modeling approach*. Paper presented at the 2019 Conference of Health IT and Analytics, November 14-16, Washington D.C.

Zhong, B., & Chen, J. (2019, November). *Health information as medical intervention: A multivariate analysis on the impact of health information processing on adolescent depression*. Paper presented at the 2019 Conference of Health IT and Analytics, November 14-16, Washington D.C.

Zhong, B. & Sun, T. (2019, August). *Multitasking retribalized as a multisensory behavior in mobile media age: An application of McLuhan's media ecology theory*. Paper presented at the Chinese Communication Association Division of the 2019 Association for Education in Journalism and Mass Communication, Toronto.

Sun, T., & **Zhong, B.** (2019, August). *Understanding privacy concern in using social media: The extension of Marshall McLuhan*. Paper presented at the Communication Theory and Methodology Division of the 2019 Association for Education in Journalism and Mass Communication, Toronto.

Sun, T.*, & **Zhong, B.** (2019, May). *A tale of four cities: A semantic analysis of news coverage of air pollution*. Paper presented at the Environmental Communication

Division of the 2019 International Communication Association, Washington D.C.
(*guided graduate student)

Zheng, Y., **Zhong, B.** & Yang, F. (2018, May). 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, November). *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, May). *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.

Non-Peer Reviewed Articles [Non-English articles not listed]

Zhong, B. (2019, September 16). Small gestures of kindness can make a huge difference – one apple at a time. *Thrive Global*. Retrieved from <https://thriveglobal.com/stories/small-gestures-kindness-make-huge-difference/>

Zhong, B. (2017, August 29). Ted Nelson predicts the text in the future. *Thrive Global*. Retrieved from <https://thriveglobal.com/stories/ted-nelson-predicts-the-text-in-the-future/>

TeachingPennsylvania State University – University Park

COMM 597: *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 498: *Journalism and Social Media Analytics* – Teaching television news reporting and writing, plus Web reporting. Most students are juniors or seniors (Spring 2019).

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).

University of Maryland – College Park

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).

Hong Kong Baptist University – Hong Kong

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).

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, 2010 – 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 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, 2018-2021
Member, ICA-Affiliated Journal Evaluation Committee, 2014-2017

National Communication Association (NCA)

Member, 2003- present