

CURRICULUM VITAE

Ran Wei

School of Journalism & Mass Communications
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EDUCATION

Ph D., 1995, Indiana University

Major: Mass Communication; Minor: Marketing

Dissertation: China in Taiwan's press: A study of the selection of mainland Chinese news, 1983-1993

M.A., 1990, University of Wales

Thesis: Front-row seat: A comparative study of BBC TV news and China Central TV (CCTV) news

B.A., 1986, Shanghai International Studies University

Major: International Journalism

B.A., 1984, Shanghai International Studies University

Major: English Literature

ACADEMIC EXPERIENCE

Full Professor (Tenured), University of South Carolina, School of Journalism and Mass Communications, *since January 1, 2009*

Associate Professor (Tenured), *2003 to 2008*, School of Journalism and Mass Communications, University of South Carolina

Teaching graduate and undergraduate advertising and research methods courses.

Advising graduate students in coursework and dissertations.

I have held the following additional positions at the School:

Head, Advertising and Public Relations Sequence, September 2006 to present

Administrative appointment overseeing a 20-faculty, 900-student academic unit. Reporting to the Director of School of Journalism and Mass Communications. Supervising sequence faculty, hiring adjunct professors, supervising student advising and curricular matters, scheduling courses, running sequence meetings, and representing the sequence at school level meetings and functions.

Assistant Director of Research, 2003-2007

Responsible for research initiatives and activities at the School of Journalism and Mass Communications. Reported to the School Director; represented the School at monthly research meetings with the Dean and Director of Research. Assisted school faculty in grant proposal writing, fieldwork, and data analyses. Mentored junior faculty.

Assistant Professor, *2001 to 2002*, College of Journalism and Mass Communications, University of South Carolina

Taught a variety of undergraduate courses and graduate courses in advertising and research method (see listing in teaching). Advised graduate students.

Assistant Professor, *1995 to 2000*, School of Journalism and Communication, Chinese University of Hong Kong

Taught a variety of undergraduate courses in advertising, public relations, and research (see listing in teaching). Created one graduate course. Supervised Master level students and served on thesis committees.

Lecturer, *1994*, School of Journalism, Indiana University

Taught Creative Principles of Advertising, a required core course for all journalism majors (200 students).

Associate Instructor, *1991 to 1993*, Indiana University, School of Journalism

Graduate Assistant for Creative Principles of Advertising. Helped prepare and grade quizzes and exams for the 200+ student class.

PROFESSIONAL EXPERIENCE

Consultant, Intermedia, a media research firm based in Washington, D.C., *2004 to present*
 Consulted on international radio programming evaluation.

Consultant, Horizon Research Group Inc., a leading marketing research and consulting firm, Beijing, China, *2002*
 Provided expert opinion on marketing research methodologies.

Consultant, Dentsu Advertising Agency, Tokyo, Japan, *1998-1999*
 Provided expert opinion on advertising creative trends in Hong Kong and China.

Consultant, Institute for Marketing Information (IMI), a consumer behavior research firm, Beijing, China, *1996-1998*
 Provided expert opinion on survey instrument development.

Consultant, Kowloon Motor Bus (KMB), Hong Kong, *1998*
 Provided expert opinion on questionnaire writing and interviewer training.

Reporter and Producer, The English Service of China Central Television, the national network of China, Beijing, 1986-1988

HONORS

Chang Jiang Chair Professor, School of Media & Communication, Shanghai Jiao Tong University, Shanghai, China, 2010-2013

Senior Fellow, Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore, July 2007-June 2008

Guest Professor, College of Advertising, The Communication University of China, Beijing, China, since July 2005

Guest Professor, School of Journalism and Communication, Henan University, China, since July 2007

RESEARCH

RESEARCH INTERESTS AND EXPERTISE AREAS

- Advertising and society
- New media
- Media effects

Refereed Publications in Expertise Area (1): Advertising and Society

Wei, R. (2009). The Influence of mobile phone advertising on dependency: A cross-cultural study of mobile phone use between American and Chinese youth. In G. Golan, W. Wanta & T. Johnson (Eds.), *International Media Communication in a Global Age* (401-421). NY: Routledge.

Wei, R., & Jiang, J. (2009). New media advertising and its social impact in China. In H. Cheng & K. Chan (Eds.), *Advertising and Chinese Society* (pp. 245-263). Copenhagen: Copenhagen Business School Press.

Wei, R., Hao, X., & Pan, J. (2009). Examining user behavioral response to SMS ads: Implications for the evolution of the mobile phone as a bona-fide medium. *Telematics & Informatics*, 27, 32-41.

Wei, R. & Zhou, S. (2009). Effects of cultural congruency in creative strategy and execution. In the proceedings of the 5th Asia-Pacific Conference (American Academy of Advertising).

Wei, R., & Lo, V. (2007). Third-person effects of political attack ads in the 2004 presidential election. *Media Psychology*, 9(2), 367-388.

Wei, R., & Jiang, J. (2007). Emerging equality but enduring stereotypes: A comparison of gender role portrayals in American and Chinese cell phone ads. In *Proceedings of the 4th Asia-Pacific Conference* of the American Academy of Advertising, 1-12.

- Wei, R. (2006). Lifestyles and new media: Adoption and use of wireless communication technology in China. *New Media & Society*, 8(6), 991-1008.
- Wei, R., & Jiang, J. (2005). Exploring culture's influence on standardization dynamics of creative strategy and execution in international advertising. *Journalism & Mass Communication Quarterly*, 82(4), 838-856.
- Wei, R. (2002). Embracing advertising: The Chinese consumers show a new attitude in the 1990s. *Asian Journal of Communication*, 12(1), 58-76.
- Wei, R., & Pan, Z. (1999). Mass media and consumerist values in the People's Republic of China. *International Journal of Public Opinion Research*, 11(1), 75-96.
- Leung, L., & Wei, R. (1998). Factors influencing the adoption of interactive TV in Hong Kong: Implications for advertising. *Asian Journal of Communication*, 8(2), 124-147.
- McIntyre, B., & Wei, R. (1998). Value changes in Chinese ads: A longitudinal study 1979-1995. *Asian Journal of Communication*, 8(2), 18-40.
- Wei, R. (1997). Emerging lifestyles in China and consequences for perception of advertising, buying behavior and preferences for consumption. *International Journal of Advertising*, 16(4), 261-275.
- Wei, R. (1997). The impacts of Chinese People's life styles on their attitudes toward advertising. *Guanggao Xue Yanjiu (Journal of Advertising Research)*, 9, 33-50.
- Wei, R. (1997). Advertising in Mainland China: Developments and impact on the news media. *Dongya Jikan (East Asia Quarterly)*, 28(2), 134-155.

Refereed Publications in Expertise Area (2): New Media

- Lo, V., & Wei, R. (2010). New Media and Political Communication in Asia: A Critical Assessment of Research on Media and Politics, 1988-2008. *Asian Journal of Communication*, 20(2), 264-275.
- Wei, R., & Zhao, Z. (2009). Digital cable TV networks: Convergent technologies, value-added services and business strategies. In I. Lee (Ed.), *Handbook of research on telecommunications planning and management for business* (pp. 542-556). Hershey, PA: IGI Publishing.
- Wei, R. (2008). Adoption of Wi-Fi technologies and creation of virtual workplaces. In P. Zemliansky & K. S. Amant (Eds.), *Handbook of research on virtual workplaces and the new nature of business practices* (pp. 395-407). Hershey, PA: IGI Publishing.

- Wei, R. (2008). Motivations for use of the cell phone for mass communications and entertainment. *Telematics & Informatics: An International Journal on Telecommunications & Information Technology*, 25(1), 36-46.
- Wei, R. (2007). New technology and the Internet research. In S. Lu & J. Hong (Eds.). *Xifang Dazhong Chuanbo Yanjiu lilun Pingjian (Frontiers and critiques of mass communication research in the west)* (pp. 296-322). Beijing, China: Remin University Press.
- Wei, R. (2007). The high-tech cell phone as self phone: Social identity and goal attainment in individual cell phone dependency. *Asian Communication Research*, 3(1), 5-24.
- Wei, R. (2006). Wi-Fi powered WLAN: When built, who will use it? *Journal of Computer Mediated Communication*, 12(1), 1-21.
- Wei, R., & Lo, V. (2006). Staying connected while on the move: Cell phone use and social connectedness. *New Media & Society*, 8(1), 53-77.
- Wei, R., & Lo, V. (2003). Expectancy-value and perceived attributes of Internet shopping as determinants of online shopping and non-shopping behaviors. In *Proceedings of the 2nd Asia-Pacific Conference of the American Academy of Advertising*, 18-23.
- Wei, R. (2001). From luxury to utility: A longitudinal analysis of cell phone laggards. *Journalism & Mass Communication Quarterly*, 78(4), 702-719.
- Leung, L., & Wei, R. (2000). More than just talk on the move: A use-and-gratification study of the cellular phone. *Journalism & Mass Communication Quarterly*, 77(2), 308-320.
- Wei, R. (1999). Uneven global development of the Internet: A cross-national study. *World Communication*, 28(4), 88-101.
- Wei, R., & Leung, L. (1999). Blurring private and public behavior in public places: Policy challenges in the use and improper use of the cell phone. *Telematics & Informatics: An International Journal on Telecommunications & Information Technology*, 16(1-2), 11-26.
- Leung, L., & Wei, R. (1999). Seeking news via the pager: A value-expectancy study. *Journal of Broadcasting & Electronic Media*, 43(3), 299-315.
- Leung, L., & Wei, R. (1999). Who are the mobile phone have-nots? Influences and consequences. *New Media & Society*, 1(2), 209-226.
- Wei, R., & Leung, L. (1998). Owning and using new media technology as predictors of quality of life. *Telematics & Informatics: An International Journal on Telecommunications & Information Technology*, 15(4), 237-251.

Leung, L., & Wei, R. (1998). The gratification of pager use: Fashion, sociability, entertainment, and fashion and status. *Telematics & Informatics: An International Journal on Telecommunications & Information Technology*, 15(4), 253-264.

Pan, Z., & Wei, R. (1997). After the diversity of media content: Cultural value changes in post-Mao China with evidence from two empirical studies. *Xinwen Yu Chuanbo Yanjiu (Journalism & Communication Research)*, 4, 38-51.

Refereed Publications in Expertise Area (3): Media Effects

Wei, R., Lo, V.H. & Lu, H.Y. (2010). Examining the Perceptual Gap and Behavioral Intention in the Perceived Effects of Polling News in the 2008 Taiwan Presidential Election. *Communication Research* (in press).

Lo, V., Wei, R., & Wu, H. (2010). Examining the first, second and third-person effects of Internet pornography on Taiwanese adolescents: Implications for the restriction of pornography. *Asian Journal of Communication*, 20(1), 90-103.

Wei, R., Lo, V., & Lu, H. (2008). Third-person effects of health news: Exposure, third-person effects and behavioral intentions. *American Behavioral Scientist*, 52(2), 261-277.

Wei, R., & Lo, V. (2008). News media use and knowledge about the 2006 U.S. midterms elections: Why exposure matters in voter learning. *International Journal of Public Opinion Research*, 20(3), 347-362.

Lo, V., & Wei, R. (2008). Ethical risk perception of freebies and effects on journalists' ethical reasoning. *Chinese Journal of Communication*, 1(1), 25-37.

Wei, R., Lo, V., & Lu, H. (2007). Reconsidering the relationship between the third-person perception and optimistic bias. *Communication Research*, 34(6), 665-684.

Wei, R. (2007). The effects of playing violent videogames on Chinese adolescents. *Cyberpsychology & Behavior*, 10(3), 371-380.

Lo, V., & Wei, R. (2006). Perceptual differences in assessing the harms of patronizing adult entertainment clubs. *International Journal of Public Opinion Research*, 18(4), 474-487.

Lo, V., & Wei, R. (2005). Exposure to Internet pornography and Taiwanese adolescents' sexual attitudes and behavior. *Journal of Broadcasting & Electronic Media*, 49(2), 221-237.

Lo, V., Chan, J., Pan, Z., So, C., Chen, H., Lee, C., & Wei, R. (2004). *Bianqian Zhong de Zhongguo Jizhe (The Chinese journalist in the mainland, Hong Kong and Taiwan in transition)*. Taipei: Grand Rapids Press.

Lo, V., & Wei, R. (2002). Third-person effect, gender and pornography on the Internet. *Journal of Broadcasting and Electronic Media*, 46(1), 13-33.

- Lo, V., Wei, R., Chan, J., & Pan, Z. (2002). Job satisfaction of Chinese journalists in Mainland China, Hong Kong and Taiwan. *Dalu Yanjiu (Mainland China Studies)*, 45(1), 1-18.
- Wei, R. (2000). Mainland Chinese news in Taiwan's press: The interplay of press ideology, organizational strategies, and news structure. In C.C. Lee (Ed.), *Power, money, and media: Communication patterns and bureaucratic control in cultural China* (pp. 337-365). Evanston, IL: Northwestern University Press.
- Wei, R. (2000). China's television in the era of marketisation. In M. Richards & D. French (Eds.), *Television in contemporary Asia* (pp. 325-346). London: Sage.
- Wei, R., & Leung, L. (1998). A cross-societal study of the role of mass media in political socialization in China and Taiwan. *International Communication Gazette*, 60(5), 377-393.
- Huang, Y., & Wei, R. (1998). From 'mouthpiece' to party-run enterprises: The evolution of Chinese television from 1958 to 1998. *Dongya Jikan (East Asia Quarterly)*, 29(3), 76-92.
- Wei, R. (1998). Press developments in Taiwan and the changing coverage of the Taiwan-China relationship. In B. T. McIntyre (Ed.), *Mass media in the Asian Pacific* (pp. 60-71). UK: Multilingual Matters Ltd.
- Wei, R. (1997). Coping with the challenge of a changing market: Strategies from Taiwan's press. *International Communication Gazette*, 58(2), 117-129.
- Wei, R. (1993). Earthquake prediction: Did the news media make a difference? *Mass Comm Review*, 20(1&2), 111-121.

NON-REFEREED SCHOLARLY PUBLICATIONS

- Wei, R. & Zhou, S. (2010). Effects of message sensation value in bird flu TV stories on audience arousal and perception of story quality. *China Media Research* (in press).
- Wei, R. (2009). New media in China: Developments and impact (an editorial commentary). *Media Asia*, 35(3), 134.
- Wei, R. (2009). The state of new media technology research in China: A review and critique. *Asian Journal of Communication*, 19(1), 115-126.
- Wei, R. (2008). The convergent mobile telephone: An emerging bridging medium. Expert Commentary in A. C. Harper & R.V. Bures (Eds.), *Mobile telephones: Networks, applications and performance* (pp. 3-7). Hauppauge, NY: Nova Science Publishers Inc.
- Wei, R. (2008). New technology research. In D. Sloan & S. Zhou (Eds.), *Research methods in communications* (pp. 389-405). Northport, AL: Vision Press.

- Wei, R., & Lee, Y. (2008). Telephony (pp. 245-270). In A. Grant & J. Meadows (Eds.) *Technology update and fundamentals* (11th Edition). Boston, MA: Focal Press.
- Wei, R. (2006). Wireless telephony (pp. 311-324). In A. Grant & J. Meadows (Eds.) *Technology update* (10th Edition). Boston, MA: Focal Press.
- Wei, R. (2000). *Guangguo Jichu (Fundamentals of advertising: An introduction)*. Text for the Open University of Hong Kong, Hong Kong.
- Wei, R. (1999). The diffusion of new media in Mainland China and government policies towards new media technologies. In *Proceedings of New Media Technology and Cross-strait Mass Communications*, Taiwan, National Chiao-Tung University, 1-20.
- Wei, R., & Leung, L. (1999). The growth of news media and political communication in China and Taiwan in the early 1990s: A comparative study. *Media Asia*, 26(2), 71-81; 92-94.
- Wei, R. (1999, August 10). The displacing effect of the Internet on Mass Media. *Hong Kong Economic Journal*, p. 22.
- Wei, R., & Leung, L. (1998). The transformation of public space: Results of a survey on mobile phone uses. *Media Digest*, 11, 14-15.
- Wei, R., & Xing, R. (1998). Five lifestyles in China. *Modern Advertising*, 1, 62.
- Wei, R., & Leung, L. (1997). The pager emerges as a mass medium. *Media Digest*, 7, 14-15.
- Wei, R. (1996). The coverage of Cross-strait Relations in the post-martial law press of Taiwan. In X. Huang (Ed.) *Taiwan revisited: Politics, society, economy and the cross-strait relations* (pp. 123-141). Hong Kong: Social Sciences Services Press.
- Wei, R. (1996). Press developments in Taiwan. *Media Digest*, 4, 8-10.
- Wei, R. (1996). Advertising in China: Its interaction with the news media. *Media Digest*, 11, 14-15.
- Wei, R. (1996, October 22). The return of advertising to reformist China: Issues and prospects. *China Times*, p. 9.

PAPERS AND REFEREED PRESENTATIONS

- Wei, R., & Hao, X. (2009, August 5-8). Predictors of Consumer Behavior of Avoiding Mobile Phone Ads: A Structural Causal Modeling Approach. Paper presented at the Annual Conference of Association for Education in Journalism & Mass Communication (AEJMC), Boston.
- Lo, V., Wei, R., & Wu, H. (2009, August 5-8). Examining the Role of Credibility, Attention and Elaboration in Moderating the Third-person Effects of News about Tainted Food Product

- Recalls. Paper presented at the Annual Conference of Association for Education in Journalism & Mass Communication (AEJMC), Boston.
- Lo, V., Wei, R., & Wu, H. (2009, August 5-8). Examining the effects of interactivity with Internet pornography on adolescent sexual attitudes and behavior. Paper presented at the Annual Conference of Association for Education in Journalism & Mass Communication (AEJMC), Boston.
- Wei, R. (2009, May 27-30). Roles of advertising in public health: Singapore case. Paper presented at the special topics session on "Roles of advertising in public health: Asian perspectives" at the Asian-Pacific Convention of American Academy of Advertising, Beijing, China.
- Wei, R. (2009, May 27-30). The status of new media-related advertising research in China in English-language journals: 1990-2008. Paper presented at the special topics session on "Research on advertising in China: Subjects, findings, and trends in the English-speaking world" at the Asian-Pacific Convention of American Academy of Advertising, Beijing, China.
- Wei, R., Lo, V., & Lu, H. (2009, May 21-25). Examining the perceptual gap and behavioral outcomes in perceived effects of coverage of media polls in the 2008 Taiwan presidential election. Paper presented at the 59th Annual Conference of International Communication Association (ICA), Chicago.
- Lo, V., Wei, R., & Wu, H. (2009, April 23-22). Examining the First, Second and Third-Person Effects of Internet Pornography on Taiwanese Adolescents: Implications for the Restriction of Pornography. Paper presented at the 2009 Annual Conference of Broadcast Education Association (BEA), Las Vegas.
- Zhou, S., & Wei, R. (2008, August 12-14). Processing health risk stories on the Web: Effects on perceived threats and story evaluations. Paper presented at the 2nd National Conference on Health Communication, Marketing and Media organized by Center for Disease Control and Prevention, Atlanta, GA.
- Lo, V., & Wei, R. (2008, July 20-25). *Is medium the message in pornography? Comparing the third-person effects of Internet pornography with pornography in traditional media.* Paper presented at the 26th Congress of the International Association for Media and Communication Research (IAMCR), Stockholm, Sweden.
- Wei, R., & Zhou, S. (2008, April 16-19). *Effects of message sensation value in bird flu TV news stories on audience arousal and perception of story quality.* Paper presented at the 53rd Convention of the Broadcast Education Association (BEA), Las Vegas, Nev.
- Wei, R., & Huang, J. (2008, April 16-19). *Profiling user responses to mobile TV: Effects of individual differences, mobility and technology cluster on critical mass.* Paper presented at the 53rd Convention of the Broadcast Education Association (BEA), Las Vegas, Nev.

- Wei, R., & Zhou, S. (2008, March 13-15). *Responding to arousing bird flu stories: Processing the epidemic and perception of the stories*. Paper presented at the AEJMC Southeast Colloquium, Auburn University, AL.
- Lo, V., & Wei, R. (2007, November 15-18). *Ethical risk perception of freebies and effects on journalists' ethical reasoning*. Paper presented at the Annual Conference of National Communication Association (NCA), Chicago, IL.
- Wei, R., & Lo, V. (2007, November 16-17). *Comparing voter learning effects in traditional and online media in the 2006 U.S. midterm elections*. Paper presented at the annual conference of the Midwest Association of Public Opinion Research (MAPOR), Chicago, IL.
- Lee, Y., & Wei, R. (2007, October 11-13). *Modeling the effects of perceptual antecedents of the attitudes toward mobile advertising on attitudinal and behavioral outcomes*. Paper presented at the Conference on Convergence and Society: Media Ownership, Control & Consolidation, Columbia, SC.
- Lo, V., Wei, R., & Lu, H. (2007, May 24-28). *Third-person effects of health news: Exploring the relationships among media exposure, presumed media influence, and behavioral intentions*. Paper presented at the 57th Annual Conference of International Communication Association (ICA), San Francisco, CA.
- Wei, R. (2006, June 17-21). *Exploring predictors of adoption of Wi-Fi among academics*. Paper presented at the 56th Annual Conference of International Communication Association (ICA), Dresden, Germany.
- Wei, R. (2006, November 15-19). *The effects of playing violent videogames on Chinese adolescents' pro-violence attitudes, attitudes toward others and aggressive behavior*. Paper presented at the Annual Convention of National Communication Association (NCA), San Antonio, TX.
- Wei, R. (2006, August 2-5). *Internet gratifications, media use and technology cluster as predictors of Wi-Fi adoption: A process approach*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Francisco, CA.
- Wei, R. (2006, November 15-19). *Organized & chaired a panel titled: Media use and communication patterns among evacuees before, during and after Hurricane Katrina*. Paper presented at the Annual Convention of National Communication Association (NCA), San Antonio, TX.
- Wei, R., & Smith, K. (2006, November 15-19). "Your call cannot be completed at this time:"

Understanding the psychological impact of media deprivation among Katrina evacuees. Paper presented at the Annual Convention of National Communication Association (NCA), San Antonio, TX.

- Wei, R., Lo, V., & Lu, H. (2006, August 2-5). *Reconsidering the relationship between the third-person effect and optimistic bias.* Paper presented at the 2006 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA.
- Lo, V., & Wei, R. (2005, July 26-28). *Gender, patronage of adult entertainment clubs and support for restrictions of the sex trade: A third-person effect study.* Paper presented at the International Association of Mass Communication and Research (IAMCR) General Assembly, Taipei, Taiwan.
- Wei, R., & Jiang, J. (2005, July 18-21). *Gender role portrayals in cell phone ads: A cross-cultural analysis.* Paper presented at the 14th Asian Media & Information Center (AMIC) Conference on Media and Society in Asia: Transformation and Transition, Beijing, China.
- Wei, R., & Lo, V. (2005, August 10-13). *The 3rd-person effects of political attack ads in the 2004 presidential election.* Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Antonio, TX.
- Wei, R., Pan, Z., & Sun, Y. (2005, July 18-21). *Consumerist values and mass media: A cross-time and cross-regional analysis.* Paper presented at the 14th Asian Media & Information Center (AMIC) Conference on Media and Society in Asia: Transformation and Transition, Beijing, China.
- Jiang, J., & Wei, R. (2004, August 4 to 8). *Exploring culture's influence on standardization dynamics of creative strategy and execution in international advertising.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) convention, Toronto, Canada.
- Wei, R. (2004, May 27-31). *Expanding the horizon: Use of the cell phone as a mass medium.* Paper presented at the 54th Annual Conference of the International Communication Association (ICA), New Orleans, LA.
- Wei, R. (2004, October 14-16). *Is the cell phone appropriate for mobile publishing? Factors that affect the choice of media.* Paper presented at the Conference on "The Digital Revolution: The Impact of Digital Media and Information Technologies, University of South Carolina, Columbia, SC.
- Wei, R. (2004, August 4-8). *Values, lifestyles and new media: A psychographic analysis of the adoption and use of wireless communication technologies in China.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) convention, Toronto, Canada.

- Wei, R. (2003, May 23-27). *Media dependency cell phone use and social identity*. Paper presented at the 53rd Annual Conference of the International Communication Association (ICA), San Diego, CA.
- Wei, R., & Lo, V. (2003, May 23-27). *Staying collected while on the move: Cell phone use and social connectedness*. Paper presented at the 53rd Annual Conference of the International Communication Association (ICA), San Diego, CA.
- Wei, R., & Stephens, R. (2003, June 27-29). *Influence of advertising exposure and advertising attitudes on consumption orientations in China*. Paper presented at the Chinese Communication Association (CCA) conference, Shanghai, China.
- Lo, V., & Wei, R. (2002, July 21-26). *Effects of Internet pornography on Taiwanese adolescents' sexual attitudes and behavior*. Paper presented at the 23rd Conference and General Assembly International Association for Media and Communication Research (IAMCR), Barcelona, Spain.
- Wei, R., & Tootle, C. (2002, August 8-10). *Gratifications of reality TV viewing: Antecedents and consequences*. Paper presented at the 85th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Wei, R. (2001, November 15-17). *Digital divide in the mobile telephone technology: An Asian perspective*. Paper presented at the first ICA & IAMCR Symposium on Digital Divide, University of Texas, Austin, TX.
- Wei, R. (2001, May 24-28). *Who remains a cell phone have-not? A longitudinal analysis of a laggard group*. Paper presented at the 51st Annual Conference of The International Communication Association (ICA), Washington, D.C.
- Wei, R., & Leung, L. (2001, May 24-28). *Impact of Internet use on traditional media and leisure activities*. Paper presented at the 51st Annual Conference of the International Communication Association (ICA), Washington, D.C.
- Leung, L., & Wei, R. (2000, June 1-5). *More than just talk on the move: Use-and-gratification of the cellular phone*. Paper presented at the 50th Annual Conference of the International Communication Association (ICA), Acapulco, Mexico.
- Lo, V., & Wei, R. (2000, April 7-10). *Third-person effect, gender and pornography on the Internet*. Paper presented at the 45th Broadcast Education Association (BEA) Annual Convention, Las Vegas, Nev.
- Wei, R. (2000, July 16-20). *Changing attitudes toward advertising in China*. Paper presented at the General Assembly of the International Association of Mass Communication Research (IAMCR), Singapore.

- Leung, L., & Wei, R. (1999, August 4-7). *Domestication of the Internet in Hong Kong: Gratifications, chronicle loneliness and Internet use*. Paper presented at the 82nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.
- Wei, R., & Leung, L. (1999, August 4-7). *Blurring private and public behavior in public places: Policy challenges in the use, improper use and complaints of the mobile phone*. Paper presented at the 82nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.
- Wei, R., & Leung, L. (1998, July 26-31). *New media technologies and the quality of Life: An empirical study*. Paper presented at the 21st General Assembly & Scientific Conference of the International Association of Mass Communication Research (IAMCR), Glasgow, Scotland.
- Cheuk, R., McIntyre, B., & Wei, R. (1998, July 20-24). *Value changes in Chinese advertisements, 1979-1995*. Paper presented at the 48th Conference of the International Communication Association (ICA), Jerusalem, Israel.
- Leung, L., & Wei, R. (1998, July 20-24). *Seeking news via the pager: A use and gratification study*. Paper presented at the 48th Conference of the International Communication Association (ICA), Jerusalem, Israel.
- Huang, Y., & Wei, R. (1998, June 29-30). *From mouthpiece to party-run business: The evolution of mainland Chinese TV from 1958 to 1998*. Paper presented at the annual conference of the Chinese Communication Society (CCS), Taipei, Taiwan.
- Leung, L., & Wei, R. (1998, June 21-24). *Exploring factors influencing the adoption of interactive TV in Hong Kong*. Paper presented at the 12th Biennial Conference of the International Association of Telecommunications (ITS), Stockholm, Sweden.
- Leung, L., & Wei, R. (1997, July 30-August 2). *The gratifications of pager use*. Paper presented at the 80th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Wei, R. (1997, July 30-August 2). *Emerging lifestyles in China and consequences for perception of advertising, buying behavior and preferences for consumption: An exploratory study*. Paper presented at the 80th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Wei, R. (1997, March 21-22). *The use of lifestyles as a viable segmentation strategy in mainland China*. Paper presented at the conference on Advertising and Marketing Communication in Chinese Markets, Taipei, Taiwan.
- Wei, R., & Leung, L. (1997, November 17-19). *A cross-societal study of the role of mass media in political socialization in China and Taiwan*. Paper presented at the 3rd Annual

Conference of the David C. Lam Institute for East-West Studies, Hong Kong Baptist University, Hong Kong.

Wei, R. (1996, May 23-27). *Changing ideologies in Taiwan's press and the changing coverage of China--1983-1993*. Paper presented at the 46th Conference of the International Communication Association (ICA), Chicago, IL.

Wei, R., & Leung, L. (1996, April 4-8). *Mass media and socio-political change in China and Taiwan: A comparative study*. Paper presented at the 48th Annual Conference of the Association for Asian Studies (AAS), Honolulu, HI.

Wei, R. (1993, May 27-31). *The politicizing of sport: The coverage of the 1990 Beijing Asian Games in the People's Daily and the New York Times*. Paper presented at the 43rd conference of the International Communication Association (ICA), Washington, D.C.

Wei, R., & Weaver, D. (1992, November 20-21). *Public opinion about an earthquake prediction: Did the news media make a difference?* Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.

INVITED PRESENTATIONS

Wei, R. (2008, October 22-25). *Gender, Internet pornography and social orientations among Chinese adolescents*. Paper presented at the international symposium titled "To Establish the Asian Sociology: Symposium in The Current Status and Prospects of Sociology in Asia," Rikkyo University, Tokyo, Japan.

Wei, R., & Huang, J. (2007, October 18-19). *The convergent mobile phone as a bridging medium for mobile communications*. Paper presented at the 4th Symposium of Studies on Mobile Communication, Seoul, Korea.

Wei, R. (2006, July 6-8). *The influence of mobile phone advertising on dependency: A cross-cultural study of mobile phone use between American and Chinese youths*. Paper presented at the Cross-boundaries: Global communication in the age of new media, National Chengchi University, Taipei, Taiwan.

Lo, V., Wei, R., Chan, J., & Pan, Z. (2001, December 7-9). *A comparative analysis of job satisfaction among Chinese journalists in mainland China, Hong Kong and Taiwan*. Paper presented at the Globalization of Economy and Cross-Culture Communication Conference, Shu-Ren College, Hong Kong.

Wei, R. (2000, April 1-2). *Audience response to new media in Hong Kong: A review and synthesis of current research*. Paper presented at the Conference on Chinese Audience Research across Time and Space, Department of English and Professional Communication, City University of Hong Kong, Hong Kong.

Wei, R. (1999, May 20-21). *The growth of new media in mainland China and challenges for regulation*. Paper presented at the Conference on New Technologies and the Cross-strait Mass Communications, Institute of Communication Research, National Chiao Tung University, Taiwan.

Wei, R. (1996, June 29-30). *The press coverage of China in Taiwan: The interplay of ideology, strategy, organizational interest and structures*. Paper presented at the Third Voices of China conference, Minneapolis, MN.

Wei, R. (1995, August 6-8). *Changes in the coverage of the Taiwan-China relationship and implications for cross-strait reconciliation, 1983-1993*. Paper presented at the 10th annual conference of the Chinese Scholars of Political Science and International Studies (CSPSI), Hong Kong.

APPEARANCES IN NATIONAL AND INTERNATIONAL MEDIA AS EXPERT

MSNBC.com. Interviewed on additive use of text messaging, July 30, 2008

Agence France Presse. Gave an interview on the role of the Internet in mobilizing social movements for a feature story. April 22, 2008

Lianhe Zaobao (*United Morning News*), the Chinese-language daily with a circulation of 200,000 in Singapore and nearly 700,000 readers worldwide. Gave a one-on-one interview, which is 1,168-word long, on crisis communication in the context of Tibet riots and social influence of the Internet in China. April 7, 2008

Taiwan Review, the official monthly of Taiwan's Government Information Office. Gave an interview on social impact of mobile phone use in Taiwan. March 20, 2008

"Prime-time Morning News" on *Channel NewsAsia*, Singapore, December 27, 2007 Gave a 7-minute live studio interview on developments in communication technology in 2007 and outlooks for 2008

Laptop Magazine. Gave an interview on uses of mobile technology, September 26, 2006

Intel Newsletter: Technology as culture. Gave an interview on uses of the cell phone and issues in mobile communication, March 22, 2005

"Carolina Minute" on *ETV Radio*. Gave a 60-second interview on mobile communication technology, September 29, 2005

"All Things Considered" on *National Public Radio (NPR)*. Interviewed on the detention of several China-born U.S.-based scholars in China, April 20, 2001. The story was broadcast on April 23, 2001

Hong Kong Standard. Interviewed on new media technology, June 19, 1998

Hong Kong Standard. Interviewed on media influence on youth, May 16, 1996

RESEARCH AWARDS & HONORS

First Place Faculty Paper, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO, August 2010.

First Place Research Paper, Research Division, Broadcast Education Association (BEA). Las Vegas, Nev., April 2009

First Place Research Paper, Research Division, Broadcast Education Association (BEA). Las Vegas, Nev., April 2008

First Place Research Paper, Communication Technology Division, Broadcast Education Association (BEA). Las Vegas, Nev., April 2008

2nd Place Faculty Paper, the Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication (AEJMC). Miami Beach, Fla., August 2002

2nd Place Research Paper, Theory and Methodology Division, Broadcast Education Association (BEA), Las Vegas, Nev., April 2000

RESEARCH GRANTS AWARDED

Principal Investigator, Special Research Grant for a project on “Consumer Responses to Mobile Advertising” (\$3,220), awarded by the School of Communication and Information, Nanyang Technological University, November 2007.

Principal Investigator, RPS (Research and Productive Scholarship) Grant (\$4,820) for a project on “Avian Flu, Risk Perceptions and Information-seeking Behavior,” awarded by The Office of Research and Health Sciences, University of South Carolina, 2006.

Co-Investigator, Special Grant for Hurricane Katrina for a project on “Communication Patterns and Knowledge Gap among Evacuees before and after Hurricane Katrina” (\$24,980), awarded by the Office of Research and Health Sciences, University of South Carolina, October 2006.

Principal Investigator, National Advocacy Center Special Grant for a project on “Audience Viewing Behavior of the Justice Television Network” (\$23,687), awarded by the National Advocacy Center, The U.S. Department of Justice, May 2005.

Principal Investigator, Special Grant for a project on “Wi-Fi on Campus: Exploring Predictors of Wireless Internet Adoption” (\$3,200), awarded by The Office of Information Technology, University of South Carolina, July-December, 2004.

Co-investigator, *Department of Health and Environmental Control (DEHEC) Research Grant* for a project on “News Media and Crisis Communication (\$16,500), May 2003.

Principal Investigator, *BellSouth Grant for Instructional Innovations* for a project on “Use of Cell Phones, Social Connectedness, and Quality of Life” (\$4,980), awarded competitively by the Provost Office, University of South Carolina, 2002-2003.

Principal Investigator, *Direct Grant* for a project on “Cell Phone Use and Public Space” (\$4,650), awarded by the Panel of Social Science, The Chinese University of Hong Kong, 1999-2001.

Co-investigator, *Direct Grant* for a project on “Social Use of New Media and Quality of Life in Hong Kong” (\$8,645), awarded by the Panel of Social Science, The Chinese University of Hong Kong, 1998-2000.

Principal Investigator, *Direct Grant* for a project on “Mass Media and Emerging Consumerist Values in China” (\$6,200), awarded by the Panel of Social Science, The Chinese University of Hong Kong, 1997-1998.

Co-investigator, *Direct Grant* for a project on “Adoption of New Communication Technologies among High-school Students in Hong Kong” (\$6,310), awarded by City University of Hong Kong, 1997-1998.

Co-investigator, *Direct Grant* for a project on “Uses and Impact of New Media in Hong Kong” (\$6,320), awarded by the Panel of Social Science, The Chinese University of Hong Kong, 1996-1997.

Co-investigator, *South China Research Grant* (\$38,700) awarded by The South China Research Program, The Chinese University of Hong Kong, 1996.

Principal Investigator, *New Recruit Grant* for a project on “The Growth of Advertising in China” (\$5,150), awarded by the Panel of Social Science, The Chinese University of Hong Kong, 1995-1996.

TEACHING AND ADVISING

TEACHING INTERESTS

- Advertising (principles, research, campaigns, media, management, and international)
- Communication technologies and new media
- Research methods (primarily quantitative)

CURRICULUM DEVELOPMENT AND COURSES TAUGHT

Courses taught at University of South Carolina

JOUR 304: Mass Communications Research (required course for all majors and minors; as course leader, coordinated instructors in multiple sections)

JOUR 368: Principles of Advertising (required core course for ad and pr majors)

JOUR 545: Advertising Campaigns (required core course for ad majors)

JOUR 547: Independent Studies

JOUR 701 Research Methods in Mass Communication (required course for MA & MMC students)

JOUR 740: New Technology and Mass Media (graduate)

JOUR 801: Communications Research Design (required course for doctoral students)

JOUR 899: Dissertation Preparation (graduate)

Courses taught at Nanyang Technological University

MMC A6904: Convergent New Media: Opportunities and Challenges (graduate)

MMC A6311: Advanced Communication Research (graduate)

CS 334: Communication Campaigns

Courses taught at Chinese University of Hong Kong

COM 2810: Fundamentals in Public Relations (required core course for all majors in journalism)

COM 2820: Creative Principles of Advertising (required core course for all majors in journalism)

COM 2430: Media Functions and Management

COM 2830: Advertising Management

COM 3110: Statistics for Communication Studies (required course for all majors in journalism)

COM 3830: Advertising Research

COM 4000: Senior Graduation Project (STOT)

COM 5510: Media Management (required course for M.SC students)

COM 6000: Thesis/Graduation Project (graduate)

TEACHING AWARDS

Citation as *Teacher Who Made a Difference*, Vice President for Student & Alumni Services, University of South Carolina, 2002, 2003, 2004, and 2005

Nominee for *Golden Key* Faculty Award for Creative Integration of Research and Undergraduate Teaching, University of South Carolina, 2003

GRADUATE ADVISING

Ph.D. Dissertations chaired at University of South Carolina

Hokyung Kim. Journalism & Mass Communications. Emotional bond between the creator and the avatar: changes in self-concept and in behavioral intention to engage in binge alcohol consumption
Expected to complete by May 2010

Seoyoon Choi. Journalism & Mass Communications. Exploring intention to adopt mobile TV services in the U.S.: Toward a new model with cognitive-based and emotional-based constructs
To be completed by December 2009

Liu, Hui. Journalism & Mass Communications. Modeling the effects of entertainment media use on individuals' materialistic values and status consumption among the American college students
Completed in August 2008

Jiang, Jing. Journalism & Mass Communications. The role of culture in online organization-publics relationship building: Comparing design and content of corporate Web sites in the United States and China
Completed in June 2006

Ph.D. Committees chaired at University of South Carolina

Anthony Palmer. Journalism & Mass Communications. He has completed coursework and is preparing for comprehensive exams and dissertation proposal defense, 2007-present

Jiang Jing. Journalism & Mass Communications. She successfully passed comprehensive exams and dissertation proposal defense, 2003-2005

Members of graduate committees at University of South Carolina

Ji Pan, Journalism & Mass Communications. Ph.D. 2006-present

Lisa Luedeman, Journalism & Mass Communications. Ph.D. 2006-present

Yang-Hwan Lee. Journalism & Mass Communications. Ph.D. Completed in August 2008

Shih-Hung Peng. Political Science. Ph.D. Completed in August 2008

Chris Roberts. Journalism & Mass Communications. Ph.D. 2005-2007

Tim Brown. Journalism & Mass Communications. Ph.D. 2004-2005

Daechun An. Journalism & Mass Communications. Ph.D. 2002-2003

Mary Kathryn Craft. Journalism & Mass Communications. M.A. 2005-2006

Xiaopei Zhang. Department of Political Science. M.A. 2003-2004

Theses and committees chaired at Chinese University of Hong Kong

Vicky Ng Wing Kei. Journalism & Communication. M.Ph. 2000-2001

Yan Jing. Journalism & Communication. M.Ph. 1999-2001

Hua Wei. Journalism & Communication. M.Ph. 1999-2001

Victor Leung Mau Ho. Journalism & Communication. M.Ph. 1996

Amy Yam Wai Mei. Journalism & Communication M.SC. 1999

Teresa Wong Mei Lin. Journalism & Communication M.SC. 1999

Members on graduate committees at Chinese University of Hong Kong

Xu Kai. Journalism & Communication. M.Ph. 2000

Natalie Fung. Journalism & Communication. M.Ph. 1997

Pok Fok Cheng. Journalism & Communication. M.Ph. 1997

Lee Wai Yi. Journalism & Communication. M.SC. 2001

Lai Kay Yee. Journalism & Communication. M.SC. 2000

SEMINARS CONDUCTED

New Media in China: Developments and Impact, The Confucius Institute at Nanyang Technological University, Singapore, May 31, 2008

Advertising in China: Developments and Issues, China Marketing Program, organized by Chinese University of Hong Kong and The Trade Development Council of Hong Kong, 1999-2000

Cross-Strait Relations and Chinese Politics, the Semester on the Sea Program, University of Pittsburgh, April 16, 1997

Newsroom Management, The Journalist Society of Hong Kong, May 25, 1996

PUBLIC LECTURES AND RESEARCH TALKS

Lecture on current research in mobile advertising, Communication University of China, May 21, 2008

Research talk on the paradoxical effects of the Internet, Tsinghua University, May 20, 2008

Research talk on cutting-edge research in international advertising, Nanyang Technological University, October 3, 2007

Lecture on international branding strategy, Neo@Olgivy, Beijing, China, May 23, 2007

Public lecture on advances in theoretical advances in new media research in the West, Communication University of China, May 25, 2007

Public Lecture on “How to conduct theory-based empirical research,” Communication University of China, May 22, 2007

Public lecture on news technology, Henan University, China, May 17, 2007

Public lecture on new campaign tactics in advertising, Communication University of China, July 3, 2006

Lecture on methods in mobile communication research, University of Illinois-Chicago, March 11, 2005

Lecture on convergence research at the Newsplex Summer Workshop, University of South Carolina, May 2005 and May 2006

Lecture on advertising education in the U.S., Sun Yat-sen University, China, April 1996

SERVICE

SERVICE TO PROFESSIONAL ORGANIZATIONS

Member, Membership Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2006-2009

Nominee, Standing Committee on Research, Association for Education in Journalism and Mass Communication (AEJMC), 2008

Nominee, Chair, Communication Technology Division, International Communication Association, (ICA), 2007

AEJMC Midwinter Conference Research Chair, Mass Communication Division, 2007

Secretary/Treasurer, Chinese Communication Association (CCA), a U.S. based 250-member academic organization of Chinese communication scholars from around the world; affiliated with AEJMC, ICA, and NCA, 2002-2004

Member, Research Committee, American Academy of Advertising (AAA), 2002-2006

Member, International Education Committee, American Academy of Advertising (AAA), 2002-2006

Editor & Editorial Boards Served

Associate Editor, *Mass Communication & Society*, August 2008-Present (member of editorial board since January 2007)

Editorial Advisory Board, *Journalism & Mass Communication Quarterly*, 2005-present

Editorial Advisory Board, *Asian Journal of Communication*, 2009-2011

Editorial Advisory Board, *Chuanbo Yu Shehui (Communication & Society)* (Chinese), 2005-present

Editorial Advisory Board, *The Open Communication Journal*, 2008

Editorial Advisory Board, *Handbook of Research on Telecommunications Planning and Management for Business* (Advances in E-Business Research Series), Publisher: Information Science Reference (an imprint of IGI Global), 2007-2008

AD HOC REVIEWER

Journals Edited

A special issue devoted to New Digital Media in China: Developments, Diffusion and Impact, *Media Asia*, 2008

A special issue devoted to The Mobile Telephony and Mobile Communication in Asia, *Media Asia*, 2009

Journals

Communication Research
Journal of Advertising

Journal of Interactive Advertising
Public Opinion Quarterly
Journalism & Mass Communication Quarterly
Journal of Broadcasting & Electronic Media
International Journal of Public Opinion Research
Mass Communication & Society
New Media & Society
Telematics & Informatics
Science Communication
Journal of Computer-Mediated Communication
International Journal of Media Management
Media & Religion
Asian Journal of Communication
Journal of Asian-Pacific Communication
Journal of Asian-Pacific Management
The Information Society
The Southwest Journal of Criminal Justice
The Open Communication Journal
Xinwen Yu Chuanbo Yanjiu (Journalism and Mass Communication Research) (Chinese)

Conference Papers Reviewed

Association for Education in Journalism and Mass Communication (AEJMC), 1999, 2001, 2004, 2006, 2007 and 2008 Conventions

International Communication Association (ICA), 2004, 2005 and 2006 Conventions

Association for Education in Journalism and Mass Communication (AEJMC), Southeast Colloquium, 2005

American Academy Advertising (AAA), 2003 and 2004 Conferences

American Academy Advertising Asia-Pacific Conference, 2005, 2007 & 2009 Conferences

Panel Chairs, Moderators and Discussants

Conference chair, Midwinter Conference of Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication & Society Division, 2007

Panel chair, National Communication Association (NCA), 2006

Session chair, The 2006 Conference on Taiwan Issues, Center for Asia Studies, University of South Carolina, 2006

Discussant, Association for Education in Journalism and Mass Communication (AEJMC), 2006, 2008

Discussant, International Communication Association (ICA), 2005

Discussant, Association for Education in Journalism and Mass Communication (AEJMC), Southeast Colloquium, 2005

Discussant, Association for Education in Journalism and Mass Communication (AEJMC), 2001

Programs, Dissertations and Theses Reviewed

External Academic Adviser, B.A. in Integrated Marketing Communication, Department of Media and Communication, University of Hong Kong, Hong Kong, 2008-2011

External Program Reviewer, Postgraduate Diploma in Public Relations and Exhibition Management, School of Professional and Continuing Education, University of Hong Kong, Hong Kong, 2008-2011

External Reviewer, Hong Kong Research Grants Council, Hong Kong, 2007 and 2008

External Program Reviewer, Postgraduate Diploma in Integrated Marketing Communication, School of Professional and Continuing Education, University of Hong Kong, Hong Kong, 2003-2006

Endorser for inclusion of *Asian Journal of Communication* in Social Science Citation Index (SSCI), June 5, 2006

Outside Reviewer for Dr. Kenneth K. Yang's tenure at the rank of associate professor, Department of Communication, University of Texas at El Paso, August 2005

External Dissertation Examiner, Ph.D. dissertation: Internet Development in Rural China. School of Communication & Information, Nanyang Technological University, Singapore, 2007

External Dissertation Examiner, Ph.D. dissertation: R.O.C: Republic of China or Republic of Confusion: A New Dimension of 'the' Taiwanese Identity. Center for International Communication, Macquarie University, Sydney, Australia, 2005

External Thesis Examiner, M.Ph. thesis: Involvement strategies from USA and mainland Chinese web ads. Department of Chinese and Bilingual Studies, Hong Kong Polytechnic University, 2005-2006

External Dissertation Examiner, Ph.D. dissertation: A Study on the Formation Process of Opinion Leadership in the Diffusion of Information Technology Innovation. Faculty of Business Administration, National University of Singapore, 2000

SERVICE TO UNIVERSITY OF SOUTH CAROLINA

Provost Research Grant Judge, University of South Carolina, Spring 2010

Fulbright Scholarship Judge, University of South Carolina, Fall 2009

Focus Carolina (Research, Scholarship, and Creative Achievement Goal Committee), Spring 2009

Member (elected), Tenure Review Board, USC Faculty Senate, August 2008-June 2010

Senator (elected), the University South Carolina Faculty Senate, 2001-2003

Faculty Advisor, USC Study Abroad Program, 2006-2007

Judge, USC Ad Hoc Committee for Research Opportunity Program (formerly *Research and Productive Scholarship*), Spring 2007

Judge, USC Ad Hoc Committee for Magellan Scholarships, Spring 2007

Researcher, USC Office of Information Technology. Conducted a study on Wi-Fi diffusion on campus, 2005

Chair, Research and Ethics Committee, School of Journalism and Mass Communications, 2003-Present

Co-chair, Search Committee, School of Journalism and Mass Communications, 2006-2007

Host Dr. Zhao Zizhong from the Communication University of China visiting USC, March 2007

Researcher, conducted a faculty survey on Newsplex and convergence, School of Journalism and Mass Communications, July 2005

Member, Graduate Council, *Newsplex* Advisory Committee, Event Committee, Student Life Committee, and Technology Committee, School of Journalism and Mass Communications, since 2001

Member (elected), Tenure & Promotion Committee, School of Journalism and Mass Communications, 2003-2005

Member, School Director Search Committee, School of Journalism and Mass Communications, 2002

Member, Research Director Search Committee, School of Journalism and Mass Communications, 2002

Member, Dean Search Committee, College of Journalism and Mass Communications, 2001

Mentor of junior faculty members, Sooyoung Cho, Scott Farrand, Dough Fisher, Karen Mallia, Chris Roberts, and Laura Smith.

SERVICE TO CHINESE UNIVERSITY OF HONG KONG

Coordinator of the Advertising Sequence, School of Journalism and Communication, 1999-2000

Executive Supervisor, Pinpoint Advertising Agency, a student-run ad agency affiliated with the School, 1998-2000

Chair, Library Committee, School of Journalism & Communication, 1995-1999

Member, Graduate Panel, Curriculum Committee, and the Committee of 35th Anniversary International Conference, School of Journalism & Communication, 1995-2000

Member, Survey and Behavioral Research Ethics Committee, Faculty of Social Sciences, 1999-2000

SERVICE TO COMMUNITIES

Advised a local business in Columbia on a customer service survey, April 6, 2008

Hosted three State Department scholars from China & Hong Kong, December & August 2006

Advised Industry Transitions Consulting on education in China, November 16, 2006

Advised the president of the Chinese Culture Center in Columbia on China, October 13, 2006

Advised on a survey methodology of church member reach-out programs, April 21, 2006

Board member, Columbia Chinese School, South Carolina, 2003-2004

Advised the South Carolina Bar on a survey, November 18, 2002

Advised *The Island Packet* reporter on survey methodology, September 24, 2002

MEMBERSHIPS OF ACADEMIC ORGANIZATIONS

Association for Education in Journalism and Mass Communication (AEJMC), 1996-present

International Communication Association (ICA), 1993-present

Broadcast Education Association (BEA), 2002 & 2008

National Communication Association (NCA), 2006-2007

Chinese Communication Association (CCA), 1993-present

American Academy of Advertising (AAA), 1997-present