

COM 302 Persuasion *Welcome Message!*

Dear students,

Welcome to COM302 Persuasion! We have five weeks to dive into the world of persuasion, so let's get started.

First, some information about myself. I am an associate Professor in School of Communication and the Arts at Marist College. My research revolves around the uses and effects of emerging communication technologies. My work has been published in various peer-reviewed journals and books. At Marist College, I teach various courses. On the undergraduate level, I have taught *Applied Research & Analytics*, *Capping*, and *Persuasion*. On the graduate level, I have taught *Social Media Strategy & Tactics*, *Advertising Management*, *Global Consumer Insights*, and *Capstone*.

The required textbook for this course is: Gass, R.H. & Seiter, J.S. (2014). *Persuasion, Social Influence, and Compliance Gaining* (5th Ed). Pearson Education. ISBN-13: 978-0205912964. (***4th edition is also acceptable*** ISBN-13: 978-0205698189). The primary method to contact with me is to email me at wenjing.xie@marist.edu. Please read the syllabus as it contains important information about this course. You can find it on Brightspace, under "Syllabus".

Starting from the first week, I will post weekly announcement on Brightspace each Monday morning. My announcements will include your reading assignment, weekly tasks, deadlines, other resources, etc. Please read them carefully.

Please feel free to email me if you have any question. I look forward to virtually spending the following five weeks with you!

Dr. Wenjing Xie

CURRICULUM VITAE

Wenjing Xie

Associate Professor of Communication
School of Communication and the Arts
Marist University
Poughkeepsie NY 12601
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EDUCATION

Ph.D.	2009	University of Maryland College Park Journalism & Public Communication Philip Merrill College of Journalism
M.Phil.	2005	Hong Kong Baptist University School of Communication (Research track; sponsored by Hong Kong Government Scholarship)
M.A.	2003	Renmin University of China School of Journalism and Mass Communication
B.A.	2001	Shandong University, P. R. China

PROFESSIONAL TRAINING

Certificate	December 2015	Introduction to Infographics and Data Visualization Knight Center for Journalism in the Americas
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ACADEMIC POSITION

July 2022 – current	Director of Integrated Marketing Communication Graduate Program School of Communication and the Arts Marist College
March 2022 – June 2022	Interim Director of Graduate Program School of Communication and the Arts Marist College
August 2017 - current	Associate Professor School of Communication and the Arts Marist College
July 2016 – August 2017	Associate Professor

School of Journalism
Southern Illinois University Carbondale

2009 – June 2016

Assistant Professor
School of Journalism
Southern Illinois University Carbondale

2005 – 2009

Research/Teaching Assistant
University of Maryland College Park

2006 – 2007

Editorial Assistant
Science Communication

2003 – 2005

Research/Teaching Assistant
Hong Kong Baptist University

PROFESSIONAL EXPERIENCE

May – August 2016

Digital Advertising Strategist
Group SJR (New York City)
Job responsibilities: working with clients including Johnson & Johnson and Credit Suisse, conducting content audit, interviewing stakeholders and audiences, content strategy development, assisting with editorial production

2010-2011

Marketing Director
Gateway Journalism Review
Job responsibilities: Helping the magazine expand the market to 11 states in the Midwest, designing and distributing survey questionnaires to over 800 respondents, conducting data analysis, writing up the report, and providing strategic suggestions

2003

News Editor
Chinese Central Television, Beijing China

2002 - 2003

News Reporter
Economic Daily, Beijing China

1999 - 2001

Reporter
Qilu Evening, Jinan, China

AWARDS AND GRANTS

2021	Best Faculty Article Award Chinese Communication Association
2020	Marist College Faculty Research Award Marist College
2020	Outstanding Service Award Chinese Communication Association
2019	2 nd Place Paper Award Management, Marketing & Programming Division, Broadcasting Education Association
2019	1 st Place Paper Award Gender & Sexuality Division, Broadcasting Education Association
2018	1 st Place Paper Award Management, Marketing & Programming Division, Broadcasting Education Association
2016	Distance Education Development Grant (\$3600) Southern Illinois University Carbondale
2015-2016	Faculty Multimedia Immersion Fellowship Group SJR, New York City
2015	College Outstanding Research Award College of Mass Communication & Media Arts, SIUC
2014	William A. Minor Grant (PI, \$3,000) Southern Illinois University Carbondale Project title: <i>"Addiction to social media and mobile devices among teenagers and young adults"</i>
2012	Research, Scholarly and Creative Activity Grant (PI, \$1,000) Southern Illinois University Carbondale Project title: <i>"I am living with Facebook": How Facebook use influences user mental health and psychological well-being</i>
2011	New Online Course Development Grant (\$6,112) Southern Illinois University Carbondale Course title: <i>Social media theory and practice</i>
2010	Second Runner-Up, the Herbert S. Dordick Dissertation Award Communication and Technology Division, International Communication Association

Dissertation title: *Communication interface proximity and user anxiety: Comparing desktop, laptop, and hand-held devices*

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| 2009 | Casey Foundation for Dissertation Research Award (\$500)
University of Maryland |
| 2009 | Eleanor Merrill Graduate Fellowships (\$1,500)
University of Maryland |
| 2008 | Top Student Paper Award (\$200)
Journalism Studies Division, International Communication Association |
| 2008 | Hiebert International Journalism Travel Award (\$2,000)
University of Maryland |
| 2006 - 2008 | Graduate student travel grant
College of Journalism, University of Maryland |
| 2006 | Jacob K. Goldhaber Travel Grant (\$750)
University of Maryland |
| 2003 - 2005 | Hong Kong Government Scholarship |
| 2001 - 2002 | Outstanding Graduate Student Scholarship
Renmin University of China |

PUBLICATIONS

Referred Journal Publications

[#] indicates graduate students at Southern Illinois University Carbondale when the research was done.

Damiano, A. D. & Xie, W. (in press; to appear in June 2023). Facing the ‘facts’: Applying politeness theory to perceptions of *face coverings*. *International Communication Research Journal*.

Damiano, A. D., Xie, W., & Jong, C-H. (2023): Gunning for change: A content analysis of tweets following three mass shootings in the United States. *Atlantic Journal of Communication*, DOI: 10.1080/15456870.2023.2203495.

Xie, W., Damiano, A. D., & Jong, C. H. (2022). Emotional appeals and social support in organizational YouTube videos during COVID-19. *Telematics and Informatics Reports*, 8, 100028.

Zhong, B., Jiang, Z., Xie, W., & Qin, X. (2021). Association of Social Media Use With Mental

- Health Conditions of Nonpatients During the COVID-19 Outbreak: Insights from a National Survey Study. *Journal of Medical Internet Research*, 22(12), e23696. (Impact Factor: 5.43)
- Zhao, J., Han, H., Zhong, B., **Xie, W.**, Chen, Y., & Zhi, M. (2021). Health information on social media helps mitigate Crohn's disease symptoms and improves patients' clinical course. *Computers in Human Behavior*, 115, 106588. (Impact Factor: 6.829)
- Xie, W.** (2020). Framing China: Comparing the Coverage of Nixon's Visit to China in 1972 in The New York Times and The Wall Street Journal. *China Media Research*, 16(1).
- Xie, W.**, & Karan, K. (2019). Consumers' privacy concern and privacy protection on social network sites in the era of big data: Empirical evidence from college students. *Journal of Interactive Advertising*, 19(3), 187-201.
- Xie, W.** & Karan, K. (2019). Predicting Facebook addiction and state anxiety by gender, trait anxiety, Facebook intensity, and different Facebook activities. *Journal of Behavioral Addictions*, 8(1), 79-87. (Impact Factor: 3.628)
- Xie, W.**, #Fowler A., & #Tavuri, A. (2018). Revealing the relationship between rational fatalism and the online privacy paradox. *Behavior & Information Technology*. Published on December 4, 2018. Published online first on December 4, 2018. (Impact Factor: 1.380)
- Xie, W.** (2019). "Would you like to talk?" Using media use and interpersonal communication to predict civic engagement. *Advances in Journalism and Communication*, 7(2), 19-34.
- Karan, K., #Park, C., & **Xie, W.** (2016). Online women's magazines: Differences in perceptions between print and online magazines among female readers. *Advances in Journalism and Communication*, 4, 31-42.
- Xie, W.** & #Kang, C. (2015). See you, see me: Teenagers' self-disclosure and regret of posting on social network site. *Computers in Human Behavior*, 52, 398-407. (Impact Factor: 3.536)
- #Feng, Y. & **Xie, W.** (2015). Digital divide 2.0: The role of social networking sites in seeking health information online from a longitudinal perspective. *Journal of Health Communication*, 20, 60-68. (Impact Factor: 1.648)
- Xie, W.** (2015). Privacy and self-disclosure on social media. *Journalism Evolution*, 3, 70-76.
- Xie, W.** & Zhao, Y. (2014). Is seeing believing? Comparing media credibility of traditional and online media in China. *China Media Research*, 10(3), 64-73.
- Xie, W.** (2014). Social network site use, mobile personal talk and social capital among teenagers. *Computers in Human Behavior*, 41, 228-235. (Impact Factor: 3.536)

Xie, W. & Newhagen, J. (2014). The effects of communication interface proximity on user anxiety for crime alerts received on desktop, laptop and hand-held devices. *Communication Research*, 41(3), 375-403. (Impact Factor: 3.391)

#Feng, Y. & **Xie, W.** (2014). Teens' concern for privacy when using social networking sites: An analysis of socialization agents and relationships with privacy-protecting behaviors. *Computers in Human Behavior*, 33, 153-162. (Impact Factor: 3.536)

Xie, W. (2014). The effects of social media use and mobile communication on social capital: A review of research history, current situation and future research. *Journalism Evolution*, 2, 51-56.

Xie, W., Zhao, Y., & Xie, W. Y. (2013). The effects of interface design of hand-held devices on mobile advertising effectiveness among college students in China. *International Journal of Mobile Marketing*, 8(1), 46-61.

Xie, W. (2005). Virtual space, real identity: The negotiation of cultural identity of Chinese Diaspora in virtual community. *Telematics & Informatics*, 22(4), 395-404. (Impact Factor: 3.789)

Xie, W. & Huang, Y. (2004). Internet, globalization, and media revolution: Media development and journalism education in the era of the Internet. *Chinese Journal of International Communication*, 25(2), 44-47.

Book Chapter

Xie, W. (2016). "I am blogging...": A qualitative study of bloggers' motivations of writing blogs. In *Encyclopedia of E-Commerce Development, Implementation, and Management* (edited by I. Lee). Hershey, PA: IGI Global.

Veenstra, A., Iyer, N., **Xie, W.**, #Lyons, B., #Park, C., & Feng, Y. (2016). Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization. In *Hashtag Publics: The Power and Politics of Networked Discourse Communities*. New York, NY: Peter Lang.

WORKS UNDER REVIEW

Zhong, B*, **Xie, W***, Kempton, S., Zhi, M., & Zhao, J. (R&R) Health information processing bolsters symptom management of irritable bowel disease in a cross-cultural setting. Revised & resubmitted to *Health Communication*. (* share equal first authorship).

REFERRED CONFERENCE PRESENTATIONS

* indicates undergraduate students at Marist College when the research was done.

indicates graduate students at Southern Illinois University Carbondale when the research was done.

Xie, W., Damiano, A. & Jong, C. (2023, April). Effects of Emotional Appeals and Social Support in COVID-19 YouTube Videos on Audience Responses: A Big Data Approach. Paper presented at the 2023 DC Health Communication Conference. Herndon VA, April 28-20, 2023.

Damiano, A. D. & **Xie, W.** (2023, April). *Facing the 'facts': Perceptions of face coverings using a politeness theory framework*. Presented at the Eastern Communication Association 2023 Conference, Baltimore, MD, March 29-April 2, 2023.

Damiano, A. D. & **Xie, W.** (2023, March). *Gunning for change: A content analysis of tweets following three mass shootings in the United States*. Presented at the Eastern Communication Association 2023 Conference, Baltimore, MD, March 29-April 2, 2023.

Damiano, A. D., **Xie, W.**, *Bhan, A., *Edwards, E., *Fallen, R., *Girard, N., & *Hackbarth, A. (2022, April). *Passports, privacy, and politics: A content analysis of tweets about COVID-19 vaccine passports*. Presented at the Eastern Communication Association 2022 Conference, Philadelphia, PA, April 7-9, 2022*Marist undergraduate student

Damiano, A. D. & **Xie, W.** (2022, April). *Like a needle in the arm: A content analysis of tweets about the COVID-19 vaccine*. Presented at the Eastern Communication Association 2022 Conference, Philadelphia, PA, April 7-9, 2022.

Damiano, A. & **Xie, W.** (2021). IRL (In Real public health Life): A content analysis of organizational messages during the COVID-19 pandemic. Paper accepted for presentation at the annual convention of National Communication Association. Seattle, WA. November 2021.

Zhong, B., Jiang, Z., **Xie, W.**, & Qin, X. (May 2021). Social Media Use Contributes to Psychiatric Disorders During China's COVID-19 Outbreak: Insights From a National Sample. Paper presented at the virtual annual convention of International Communication Association. May 2021.

Xie, W., Zhong, B., Jiang, Z., & Qin, X. (October 2020). The double-edged sword of social media: Social media use provides health information support and contributions to psychiatric disorders during the COVID-19 pandemic. Paper presented at the annual Conference on Health IT and Analytics. October 2020. Online.

*Beebe, K., *Baker, R., *Butz, L., *Occhi, O., *Rice J., **Xie, W.** (2019). Men's perspective: Plus size male models, body image & buying habits. Paper presented at the annual convention of Broadcasting Education Association. Las Vegas, April 6-9, 2019. **(1st place paper award, Gender & Sexuality Division)**

*Lanza, S., *Maio, N., *Paganini, B., *Tamke, F., & **Xie, W.** (2019). Cause marketing: Promoting social change through relevant campaigns on social media. Paper presented at the annual convention of Broadcasting Education Association. Las Vegas, April 6-9, 2019. **(2nd place paper award, Management, Marketing & Programming Division)**

- *Miale, K., *Romeos, N., *Taliaferro, S., *Traina, M., & **Xie, W.** (2019). Media's effect on body image among collegiate athletes. Paper presented at the annual convention of Broadcasting Education Association. Las Vegas, April 6-9, 2019.
- Xie, W.** & Karan, K. (2018). Predicting Facebook addiction and state anxiety: The case of American college students. Paper presented at the annual convention of American Psychological Association. San Francisco, August 2018.
- Xie, W.**, *Fields, K., * Kelly, E., *Martini, M., & *Tamari, F. (2018). Browse, buy, boast: The social media strategy that has transformed consumer engagement. Paper presented at the annual convention of Broadcasting Education Association. Las Vegas, NV. April 7-10, 2018. (*1st Place Paper Award, Management, Marketing & Programming Division*)
- Xie, W.** & Moseley, M. (2018). Content curation rotation and marketing: The role of Twitter. Paper accepted for presentation at the annual convention of Broadcasting Education Association. Las Vegas, NV. April 7-10, 2018.
- Xie, W.**, *Ketelsen, S., *Mcintee, D., & *Muro, N. (2018). Social media personalities: How influencers rise to power in the Instagram realm. Paper accepted for presentation at the annual convention of Broadcasting Education Association. Las Vegas, NV. April 7-10, 2018.
- Xie, W.** & Karan, K. (2018). Immersing yourself in your data: Predicting Facebook addiction by social media use, trait anxiety, and personality among American college students. Paper accepted for presentation at the annual convention of International Communication Association. Prague. June 2018.
- Karan, K., **Xie, W.** & #Fu, T. (2017). The "Big Brother": Social media marketing strategies in the era of Big Data. Paper presented at New Media Expressions Conference. Bengaluru, India. July 28-29, 2017
- #Fowler A., **Xie, W.**, & #Tavuri, A. (2016). What is beneath the Facebook iceberg? Revealing the relationship between privacy paradox and the belief of fatalism. Paper accepted for presentation at the annual convention of AEJMC. Minneapolis, MN. August, 2016.
- Xie, W.** & Karan, K. (2016). How do you manage your privacy? Consumers' privacy concern and privacy protection on social network sites in the era of Big Data. Paper accepted for presentation at the annual convention of ICA, Fukuoka, Japan. June 2016.
- Xie, W.** & Karan, K. (2015). Smoking and health in India: A content analysis of Indian anti-smoking advertisements alerting second-hand smoking on Youtube. Paper presented at the DC Health Communication Conference 2015. Fairfax, VA. April, 2015.
- Xie, W.** (2015). "I am anxious when disconnected with Facebook": College students' use of social media, mobile phone, and psychological well-being. Paper accepted for presentation at the annual convention of ICA, Puerto Rico 2015.

- Xie, W. & Kang, C. (2014)** Can you see me? Teenagers' self-disclosure on social network site, regret of posting, and social capital. Paper presented at the annual convention of AEJMC, Montreal, Canada, August 2014.
- Xie, W. (2014)** Disentangling different activities on social network site and its relationship with mobile communication on social capital. Paper presented at the annual conference of International Communication Association, Seattle, WA, May 2014.
- Feng, Y. & Xie, W. (2014).** Teens' concern for privacy when using social networking sites: An analysis of socialization agents and relationships with privacy-protecting behaviors. Paper presented at the annual conference of International Communication Association, Seattle, WA, May 2014.
- Feng, Y., Veenstra, A., & Xie, W. (2013).** Hope vs. fear: Emotional response to political attack ads as a mediator of ego defense strategies. Paper presented at the annual convention of AEJMC, Washington D.C.
- Veenstra, A., Iyer, N., Xie, W., Lyons, B., Park, C., & Feng, Y. (2013).** Come together, right now: Retweeting in the social model of protest mobilization. Paper presented at the 2013 convention of ICA. London, UK.
- Xie, W. (2011).** Social network site use, mobile personal talk and social capital among teenagers. Paper presented at the annual convention of AEJMC, Communication and Technology Division, St. Louis, MO.
- Xie, W. (2011).** Effects of emotion and interface design on mobile advertising effectiveness among Chinese college students. Paper presented at the annual convention of AEJMC, Advertising Division, St. Louis, MO.
- Xie, W. & Feng, Y. (2011).** Frustration in search for health information: Results from a national survey. Paper presented at the annual convention of International Communication Association, Health Communication Division, Boston, MA.
- Xie, W. & Newhagen, J. (2011).** Processing emergency information on mobile devices: The influence of media technology on user anxiety. Paper presented at the annual convention of American Psychological Association, Media Psychology Division, Washington DC.
- Newhagen, J., Zhong, B., & Xie, W. (2011).** A workplace disability or a tool in news element selection? The (dis)function of anxiety in news work among U.S. and Chinese journalists. Paper presented at the Media Psychology Division of the annual convention of American Psychological Association, Washington DC.
- Hu, Y. & Xie, W. (2011).** News framing of Google's withdrawal from China: Comparing *New York Times* and *China Daily*. Paper presented at the annual convention of National Communication Association, New Orleans, LA.

Xie, W. & Newhagen, J. (2010). Communication technology interface proximity and user emotion: Comparing desktop, laptop, and hand-held devices. Paper presented on the annual convention of International Communication Association, Communication and Technology Division, Singapore.

Xie, W. & Newhagen, J. (2010). Receiving and processing emergency alerts through desktop, laptop, and hand-held devices: The role of anxiety. Paper presented on the annual convention of International Communication Association, Information System Division, Singapore.

Veenstra, A., Brownfield, K., Howie, A., Liu, X^{*}, Luo, J^{*}. & **Xie, W.** (2010). Serving two masters: Intersecting incentives in the blogosphere. Paper presented at New Media Theory: How Far Have We Traveled? Lubbock, TX.

Newhagen, J., Zhong, B. & **Xie, W.** (2009). The (dis)function of anxiety in journalism: A workplace disability or a tool in news element selection? A study of working journalists in the United States and China. Paper presented on the annual conference of International Communication Association, Journalism Studies Division, Chicago, IL.

Xie, W. (2008). I am blogging...: A qualitative study of uses and gratifications of bloggers. Paper presented on the convention of National Communication Association, Applied Communication Division, San Diego.

Zhao, Y. & **Xie, W.** (2008). Seeing is believing? An explorative study of news credibility in China. Paper presented on the convention of AEJMC, Mass Communication & Society Division, Chicago.

Xie, W. (2008). Framing China: A comparative study of U.S. elite newspaper's coverage of Nixon's visit to China and the Chinese President's visit to the U.S." Paper Presented at the convention of International Communication Association, Journalism Studies Division, Montreal, Canada. **Top Student Paper Award.**

Xie, W. (2008). Internet use, interpersonal communication, and civic engagement: An exploration of personal talk as a mediator. Paper presented at the convention of International Communication Association, Montreal, Canada.

Xie, W. (2007). A public space or public sphere?: A case study of *Qiangguo Forum* of *Peoplesdaily.com*. Paper accepted for presentation on the joint conference of ICA/ Chinese Communication Association. 2007. Beijing, China.

Xie W., Fung, A., & J. Erni. (2006). Is it only a movie? An empirical study of globalization and youth materialism in China. Paper presented at the convention of International Communication Association, Mass Communication Division, Dresden, Germany.

Xie, W. (2006). The reception of local, regional and global television dramas in Hong

Kong: Rethinking cultural proximity. Paper presented at the convention of AEJMC, International and Intercultural Division, San Francisco, California.

Xie, W. (2006). An exploration of the circulation of regional culture in Hong Kong: The case of Japanese and Korean TV dramas."Paper accepted by the convention of National Communication Association, International Communication Division, San Antonio, Texas.

Xie, W. (2004). Bicultural adaptation and communication of Chinese Diaspora in virtual community in North America. Paper presented at the convention of Asian and Pacific Communication Association, Los Angeles, California.

Xie, W. (2004). The use of the Internet in crisis communication in mainland China: A case study of SARS. Paper presented at the Hawaii International Conference on Social Science, Hawaii.

INVITED TALKS

"The research of product placement as an advertising strategy in the movie of Go LALA Go"
Panel organized by Global Media Research Center, Southern Illinois University Carbondale. October 9, 2014

"The Many Faces of Chinese Media," Global Media Research Center, Southern Illinois University Carbondale, November 2010; JRNL 306i International Media System, Southern Illinois University Carbondale, Fall 2010, Fall 2011, Fall 2012.

"Interface proximity and user emotion," Southern Illinois University Carbondale, College of Mass Communication and Media Arts (MCMA 595 Ph.D. Proseminar), November 2009.

"Women in Chinese media," University of Maryland, Phillip Merrill College of Journalism (JOUR 452: Women in the Media), November 2005.

TEACHING ACTIVITIES

Marist College

COM 192	Social Media Marketing and Influencing (pre-college)
COM200	Communication Research Strategy & Method
COM333	Public Relations Applied Research & Analytics
COM401L	Capping
COMI 600	Advertising Management (graduate level)
COMI 610	Social Media Strategies & Tactics (graduate level)
COMI 700	Capstone (graduate level)

Southern Illinois University Carbondale

JRN405	Introduction to Mass Communication Research (undergraduate level)
JRN106	Mass Media & Society (undergraduate level)
MCMA568	Social Media Theory & Practice (I developed this new course; taught it both online and on-ground; on both undergraduate and graduate levels)
MCMA 555	Human Computer Interaction & Media Consumption (I developed this new course; taught it both online and on-ground; on both undergraduate and graduate levels)
MCMA 532	Quantitative Research Method (graduate level)
MCMA 536	Media Content Analysis (graduate level)

University of Maryland

JOUR 175	Media literacy
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SERVICES

Services at Marist College

a. Services to the Students

1. I have been serving as academic advisor since 2017.
2. I served on Ms. Sarah Gordan's master thesis committee in spring 2018, who successfully defended her thesis in August 2018.
3. Served as Faculty Advisor for North Road Communications, 2019
4. Served as faculty mentor for student interns of Center for Social Media, 2019-2020
5. I wrote recommendation letters for Elizabeth Sincavage for her application for the graduate schools. She has received admissions from London School of Economics, Goldsmiths University of London, and City University of London and will join University of London.
6. I have been mentoring students' research projects, which received top paper awards at the annual convention of Broadcasting Education Association and DC Health Communication Conference.
7. I supervised two independent studies in Spring 2018: Robert Burn and Isaiah Egusa-Eckart.
8. I mentored students' presentation at CURSCA at Marist College in Spring 2018 (Samantha Ketelsen, Damiano McIntee, & Nicole Muro) and Spring 2019 (Katelyn Beebe and Katherine Miale).
9. I wrote recommendation letters students' applications for IMC graduate program, Study Abroad, and Marist in Manhattan program.
10. Co-organized and attended the information session for Public Relations students in 2018 and 2019.
11. I attended PRSSA's Meet the PRofessors event on September 26, 2018, meeting with PRSSA student members and introducing PR program.

b. Services to the School and the College

1. I served on Dr. Qihao Ji's departmental tenure review committee in Fall 2022;

2. I represented the IMC graduate program and attended the Graduate Program Open House in October 2022 and March 2023.
3. I served on Middle State Committee in Fall 2022 and Spring 2023.
4. I have been serving on the college-wide Research Grant and Sabbatical Committee since Spring 2023.
5. I have been serving on the college-wide Rank and Tenure Committee since May 2023.
6. I served on the PR Assistant Professor/Professional Lecture Search Committee in the Department of Communication in Spring 2023 and attended all the job talks and meetings.
7. I have been serving as the director of the IMC graduate program since July 2022.
8. I served as the interim director of the IMC graduate program March - June 2022.
9. I served on the Middle State Leadership Committee in fall 2011 and spring 2023, attending meetings and drafting working group report.
10. I served as SCA faculty marshal at the 2020 Commencement;
11. Attended digital storytelling job candidates' teaching demo and research talks in March 2022;
12. I participated in the Admitted Students Weekend on April 2, April 9 & April 10, 2022 and talked to the parents and the students about the 5-year IMC program.
13. I worked with Marketing Department and recorded videos for "Working at Marist" to be shown on Careers page of Marist Human Resources for recruitment purposes. In the video, I talked about working experience at Marist, benefits at Marist, etc.
14. Served on Dr. Weranuj Ariyasriwatana's mid-tenure review committee; Fall 2021
15. Served on Marist College Strategic Plan Projects Advisory Committee (August 2018 – March 2020). The committee generates calls for innovative proposals from the faculty, staff and students and reviews the proposals from all areas of the College community following the 2018-2023 strategic plan.
16. I chaired the search committee for the Public Relations tenure-track faculty in the School of Communication and the Arts in Fall 2018 and Spring 2019, which successfully brought in Dr. Sungsu Kim.
17. I served on the IMC new faculty search committee in fall 2017, which successfully brought in Dr. Amanda Damiano.
18. I attend the monthly college-wide faculty plenary on a regular basis.
19. I attend the School and Department monthly faculty meetings on a regular basis.
20. I served as a reviewer for the inaugural *Lowell Thomas Communication Review*, the online publication of SCA undergraduate students' research projects
21. I participated the Open House Dinner with Presidential Scholars on April 5, 2019, and introduced Marist College, School of Communication and the Arts to the incoming Presidential scholars
22. I attended Department of Communication Open House on April 7, 2018 and April 7, 2019.
23. I attended School of Communication and the Arts Senior Award Brunch on April 21, 2018 and April 13, 2019.
24. I attended School of Communication and the Arts New Student Orientation on June 1, 2018 and May 31, 2019
25. I attended College-wide Assessment Day on April 17, 2018
26. I attended Marist College Baccalaureate Award Ceremony on May 18, 2018 and May 18, 2019.

27. Attended Marist College 72nd Undergraduate Students Commencement on May 19, 2018
28. Attended Marist College 73rd Graduate & Adult Undergraduate Students Commencement on May 19, 2019
29. Attended Marist College President's faculty celebration party at the Payne Mansion on August 24, 2018
30. I served as a judge for the Northeast Regional Ethics Bowl on November 11, 2017

c. Services to the Professional Community

1. I have been serving as the Award Committee China for Chinese Communication Association (2015-current). Chinese Communication Association is one of the most important organizations of Chinese communication scholars worldwide. It is dedicated to advance the excellence of communication and media studies as well as serve academic needs of Chinese communication scholars. My responsibilities include drafting and disseminating calls for multiple awards, organizing the evaluations and judgement of the awards; preparing award plaques and conferring the awards.
2. I served as the external reviewer for a tenure case in Roy H. Park School of Communications at Ithaca College in 2019.
3. I served as a discussant for the Communication and Technology Division at AEJMC conference in Washington DC on August 7, 2018.
4. I served as a reviewer for the Communication and Technology Division, and Health Communication Division of the annual conference of International Communication Association in Fall 2018. I have volunteered to serve as a reviewer for the Communication and Technology Division of the annual conference of AEJMC in Spring 2019.
5. I was awarded Outstanding Reviewer for *Computers in Human Behavior*. *Computers in Human Behavior* is a highly influential journal in the areas of psychology and computer science, with 2017 impact factor of 3.536 and 5-year impact factor of 4.417. The recognition of Outstanding Reviewer means I am within the top 10% of reviewers for the journal and I review a minimum of 2 manuscripts per year in two years.
6. I have extensively reviewed manuscripts for peer-reviewed journals. Here is the list of the journals that I have reviewed for:
 - Journal of Medical Internet Research* (impact factor: 4.671)
 - Journal of Medical Internet Research mHealth and uHealth* (impact factor: 4.541)
 - Journal of Medical Internet Research (JMIR) Mental Health*
 - Computers in Human Behavior* (impact factor: 3.536)
 - Information, Communication and Society* (impact factor: 2.692)
 - Science Communication* (impact factor: 1.852)
 - Behavior & Information Technology* (impact factor: 1.380)
 - Gender, Work and Organization* (impact factor: 1.548)
 - International Journal of Human-Computer Interaction* (impact factor: 1.118)
 - Chinese Journal of Communication* impact factor: (0.562)
 - International Journal of Mental Health*
 - International Journal of Communication*
 - IEEE Access*

Article Editor, Sage Open

7. I have been serving as an external committee member for Ph.D. students at Southern Illinois University Carbondale. Specifically, I served on dissertation committees for Lola Burnham and Mohammad Alotabi, and served on comprehensive exam committee and dissertation committee for Mohammad Almistadi.

d. Services to the Outside Community

1. I served as the parent volunteer for Science Olympiad at Robert E. Bell Middle School in Fall 2022 & Spring 2023.
2. I served as the judge for Somers Science Fair in Westchester County in Spring 2023.
3. I served as the parent volunteer for International Day at Robert E. Bell Middle School in Spring 2023.
4. I served as a judge for Regeneron Westchester Science and Engineering Fair, evaluated more than 10 high school students' research projects in the area of social studies and attended their virtual presentations in March 2022.
5. I served as the parent volunteer for Roaring Brook Elementary School musical, The Wizard of Oz in April 2022.
6. I served as the parent volunteer for Nassau Elementary School field day in June 2019.
7. I served as the volunteer for Mid-Hudson Chinese School Sep. 2019 – Mar. 2021.

Services at Southern Illinois University Carbondale

a. Services to the Students

Independent studies supervised

Ben Lyons, (completed in December 2014). The psychological and behavioral effects of Facebook, Twitter and blog in anti-smoking campaign.

Park, Changsup, "Effects of deviant news on negative emotions: The case of Facebook", Spring 2011.

Graduate committees served on

Bowen Gao	M.S.	Chair, Thesis committee
Edwards Brittney	M.S.	Chair, Thesis committee
Haley Myer	M.S.	Chair, Thesis committee
Yezi Hu	M.S.	Chair, Thesis committee
Jingyi Luo	M.A.	Member, Thesis committee
Mohammad Alotaibi	Ph.D.	Chair, Comps committee; Member, Dissertation committee
Lola Burnham	M.A.	Member, Thesis committee
Ngozi Agwaziam	Ph.D.	Member, Comps/dissertation committee
Ben Lyons	Ph.D.	Member, Comps committee
Fawaz Alajmi	Ph.D.	Member, Comps & Dissertation committee
Anwar Mohammed Alhashem (Department of Health Education)	Ph.D.	Member, Dissertation committee

Mohammad Alotaibi	M.A.	Member, Thesis committee
Tao Fu	Ph.D.	Member, Comps & Dissertation committee
Stephanie Kang	Ph.D.	Member, Comps & Dissertation committee
Changsup Park	Ph.D.	Member, Comps & Dissertation committee
Jiachun Hong	Ph.D.	Member, Comps committee
Rajvee Subramanian	Ph.D.	Member, Comps & Dissertation committee
Lola Burnham	Ph.D.	Member, Comps committee
Sandra Robinson	Ph.D.	Member, Dissertation committee
Jiwoo Park	Ph.D.	Member, Comps & Dissertation committee
Yang Feng	Ph.D.	Member, Comps & Dissertation committee
Yong Cao	Ph.D.	Member, Dissertation committee
Sara Roedl	Ph.D.	Member, Dissertation committee
Alex Jiang	Ph.D.	Member, Dissertation committee
Mohammed Al-Emad	Ph.D.	Member, Comps & Dissertation committee
Kristi Scott	Ph.D.	First-year Ph.D. advisor
Jiachun Hong	Ph.D.	First-year Ph.D. advisor

b. Services to the University

1. Graduate faculty marshal, School of Journalism, May 2015
2. Session Chair, Graduate Symposium, College of Mass Communication and Media Arts, SIUC April 2015
3. Graduate School Master's Fellowship committee, 2015-2017
4. Graduate faculty committee, College of Mass Communication and Media Arts, 2014-2017
5. College-Level Teaching/Research/Service Excellence Award Committee, College of Mass Communication & Media Arts, SIUC, 2014; 2016
6. Advertising Faculty Search Committee, School of Journalism SIUC, 2013 - 2014
7. Global Fusion conference, session chair, College of Mass Communication & Media Arts, 2013
8. Global Media Research Center Campus Advisory Committee, College of Mass Communication & Media Arts, SIUC, 2010-2013
9. Journalism Law Faculty Search Committee, School of Journalism, 2011-2012
10. Director Advisory Board Committee, School of Journalism, 2011, 2012
11. Scholarship committee, School of Journalism, 2010 – 2014
12. Master of Science admission committee, College of Mass Communication & Media Arts, SIUC, 2011
13. William Minor Grant Committee, College of Mass Communication and Media Arts, 2011, 2012
14. NEH Summer Grant Committee, Southern Illinois University Carbondale, 2010
15. Master of Science Program New Technology Track Curriculum Committee, College of Mass Communication and Media Arts, 2009
16. Master of Science Program Strategic Communication Track Curriculum Committee, College of Mass Communication and Media Arts, 2009

c. Services to the Professional Community

1. Conference reviewer, Communication and Technology Division/Health Communication Division/Information System Division, ICA annual conference 2009 - current
2. Conference reviewer, Mass Communication & Society Division/International Communication Division, AEJMC 2009 – current
3. Session chair, Health Communication Division, annual conference of International Communication Association, 2011
4. The Herbert S. Dordick Dissertation Award Committee, Communication and Technology Division, International Communication Association, 2011