

Vita
Qingwen Dong, Ph.D.
October, 2015
University Eberhardt Teacher/Scholar Award Recipient 2007
Faculty Mentor Award Recipient 2009
University Faculty Research Award Recipient 2011
Tongji Teaching Expert Award Recipient 2014
University Undergraduate Research Mentor Award 2015

EDUCATION

Ph.D. August, 1995. Edward Murrow School of Communication
Washington State University
(Major: Mass communication)

M.A. August 1990. School of Journalism,
University of Missouri-Columbia
(Major: Journalism)

PROFESSIONAL AND ACADEMIC EXPERIENCE

1995-1996 Visiting Professor
1996-2000 Assistant Professor
2000-2001 Assistant Professor & Chair
2001-2009 Associate Professor & Chair
2009-now Professor & Chair
Department of Communication, University of the Pacific

TEACHING AREAS

Courses taught Communication Research Methods
International and Intercultural Communication
Graduate Seminar in Mass Communication
Graduate Seminar in Quantitative Research Methods

RESEARCH AREAS

Research Interests include Social Media Functions and Effects
Socialization and effects of mass media and new media
Intercultural Communication

PUBLICATIONS

Peer reviewed publication

Dong, Q., Wu, Y., Gu, X. & Dong, D. (2014). Cultural values, gender and Chinese young adults in using social media. In the edited book (Cui L. & Prosser, M), Social Media in Asia. Dignity Press, Lake Oswego, OR, USA.

- Dong, Q., Liu, Y., Zhao, P., & Dong, D. (2014). Shyness, self-esteem and intercultural communication competence. In the edited book (Dai, X. & Chen, G.), *Intercultural Communication Competence*, Cambridge Scholars Publishing: Newcastle, UK.
- Dong, Q. (2014). *Mass Media Socialization Research*. San Diego, CA: Cognella.
- Dong, Q., Wu, Y. & Gu, X. (2012). The Impact of cultural values and gender on Chinese young adults in using social network site (Renren). *Human Communication*, 15, 193-205.
- Dong, Q. & O'Harra, E. (2010). Analysis of Voter Error. (Published by the Pew Center on the States on the Website (www.pewcenteronthestates.org/elections)).
- Dong, Q., Toney, J., & Giblin, P. (2010). Social network dependency and intended political participation. *Human Communication*, 13, 13-27.
- Urista, M., Dong, Q., & Day, D. (2009). Explain why young adults use MySpace and Facebook through uses and gratification theory. *Human Communication*. 12, 215-225.
- Dong, Q., Urista, M. & Gundrum, D. (2008). The impact of emotional intelligence, self-esteem, and self-image on romantic communication over MySpace. *CyberPsychology and Behavior*, 11, 577-578.
- Dong, Q., Koper, R. J. & Collaco, C. M. (2008). Social intelligence, self-esteem and intercultural communication sensitivity. *Intercultural Communication Studies*, 102-112.
- Dong, Q., Day, D. K., & Collaco, C. M. (2008). Overcoming ethnocentrism through developing intercultural communication sensitivity and multiculturalism, *Human Communication*, 11, 27-38.
- Dong, Q. & Murrillo, A. (2007). The impact of television viewing on young adults' stereotypes towards Hispanic Americans. *Human Communication*, 10, 33-44.
- Dong, Q. & Cao, X. (2006). The impact of American media exposure and self-esteem on Chinese urban adolescent purchasing involvement. *Journal of Family and Economic Issues*, 27, 664-674.
- Dong, Q., Gundlach, D. & Phillips, J. (2006). The impact of bicultural identity on immigrant socialization through television viewing in the United States. *Intercultural Communication Studies*, 15, 63-74.
- Dong, Q. (2005). The impact of family communication patterns and perceptions of risky behavior: A social cognitive perspective. *Journal of the Northwestern Communication Association*, 34, 93-106.
- Dong, Q., Gundlach, D. & McNalley, S. (2004). Best practices in supervisor-employee

- communication. Competition Forum, 2, 560-571.
- Dong, Q. & Day, K. (2004). A relational orientation to communication: Origins, foundations, and theorists. Intercultural Communication Studies, 13, 101-111.
- Hackley, C. & Dong, Q. (2001). America public relations and China's Guanxi. Public Relations Quarterly, 46, 16-19.
- Tan, A., Nelson, L., Dong, Q., & Tan, G. (1997). Value acceptance in adolescent socialization: A test of a functional theory of television effects. Communication Monographs, 64, 82-97.
- Lang, A., Dhillon, K. & Dong, Q. (1995). The effects of emotional arousal and valence on TV viewers cognitive capacity and memory. Journal of Broadcasting & Electronic Media, 39, 1-15.
- Austin, E. & Dong, Q. (1994). Source v. content effects on judgments of news believability. Journalism Quarterly, 71, 973-983.
- Dong, Q. (2012). Voter error analysis. In Benedetti, B. (Eds). More Votes That Count: A case study in voter mobilization. Berkeley, CA: Berkeley Public Policy Press.
- Dong, Q. (2010). American mass media and popular culture. San Diego, CA: Cognella.
- Dong, Q., Day, D. D. & Deol, R. (2010). Resonant message and powerful media: Analysis of the success of the Obama presidential campaign. In Harris, H., Moffitt, K., & Squires, C. (Eds). The Obama Effect: Multidisciplinary Renderings of the 2008 Campaign. SUNY press, NY.
- Dong, Q. (2008). Readings in communication research methods: Articles for discussion and evaluation. University Readers: San Diego, CA.
- Dong, Q. & Day, K. D. (In press) Revisiting the relationship between high/low context communication and individualism/collectivism. In S. J. Kulich & M. H. Prosser, Intercultural Research, Vol. III, Shanghai Foreign Language Education Press, Shanghai.
- Collaco, C. & Dong, Q. (2006). The emotional intelligent self-leader, Business Research Yearbook.
- Dong, Q. (2002). Chinese family consumer socialization: A study of Chinese urban adolescents' involvement in family purchasing activities. In X. Lu, W. Jia, & D. R. Heisey (Eds.), Chinese communication studies: Contexts and comparisons, Westport, Connecticut: Ablex Publishing.
- Day, K., Dong, Q. & Robin, C. (2001). Public relations ethics: An overview and discussion of

issues for the 21st century. In R. Heath (Eds.), Handbook of public relations. Newbury Park, CA: Sage.

Williams, L. & Dong, Q. (1999). Key elements of effective supervisor/employee communication. San Francisco, CA: International Association of Business Communicators.

Dong, Q., Cao, X. & Tan, A. (1998). Socialization effects of American television and movies in China. In D. R. Heisey & W. Gong (Eds), Communication and culture: China and the world entering the 21st Century, Amsterdam-Atlanta, GA: Rodopi.

Proceedings

Day, K. D., Dong, Q., & DeCoste, T. A. (2009). Virtual worlds and the transformation of the Web to 3D. Proceedings of Mardi Gras Conference, Baton Rouge, LA.

Dong, Q. (2008). The impact of social intelligence and self-esteem on interpersonal communication competence. Proceedings of the 6th International Conference of Cognitive Science, Seoul, South Korea.

Dong, Q. (2006). The impact of self-esteem and emotional intelligence on risky behavior. Proceedings of the 4th International Self Conference, Ann Arbor, University of the Michigan.

Dong, Q., & Urista, M.(2006). Organizational applications of blogs in building a dialogic communication with the public: Opportunities and challenges. Proceedings of the 16th Biennial Conference of the International Telecommunications Society. Beijing, China.

Dong, Q. & Cao, X. (2005). The impact of western media exposure and self-esteem on Chinese urban adolescent purchasing activities. Proceedings of the 6th conference of the Asian consumer and family economics association. Sacramento, CA.

Dong, Q. (2001). Family communication, perception of risky behavior and risky behavior. Proceedings of the 3rd International Conference on Cognitive Science, Beijing, China.

Dong, Q. (2000). An analysis of relational and rhetorical orientations to argumentation. Proceedings of the 1st Tokyo conference on argumentation, Tokyo, Japan.

Dong, Q. (1999). Attention to media models, self-image, and eating disorders. Proceedings of the 2nd International Conference on Cognitive Science, Tokyo, Japan.

Dong, Q. (1998). The quality of self-presentation. Proceedings of the 3rd International Conference on Management, Shanghai, China.

CONVENTION PAPER

- Dong, Q. (2015). Positive Communication and Intercultural Communication Encounter. Speech given to Western States Communication Association Annual Conference in Spokane, WA, Feb. 23, 2015.
- Dong, Q. (2014). Cultivating International Students in doing undergraduate research. Talk given at the 28th National Conference on Undergraduate Research in Lexington, Kentucky, April 3-5.
- Dong, Q. (2014). The Impact of Online Willingness to communicate on ethnocentrism. Paper Presented at the National Communication Association Annual Conference in Chicago, Nov. 23, 2015.
- Dong, Q. (2013). Blogging in China. A paper presented at the National Communication Association Annual Conference in Washington D.C., November 20.
- Dong, Q. (2013). Motivating Undergraduate Students to Conduct Social Research. Paper presented at the 27th National Conference on Undergraduate Research in La Crosse, Wis., April 2-6.
- Mustafa, B. & Dong, Q. (2013). The Impact of Social Media Use on Afghan Youth Self-esteem and Social Activism. Paper is accepted for presentation at the National Communication Association Annual Conference in Washington D. C. November 20.
- Dong, Q. & Day, K. (2013). Intercultural Communication Paradigm Challenges: A Survey of Intercultural Communication Curriculums. Presentation give at the 8th Biennial International Academy of Intercultural Research (IAIR) Conference: Reno/Lake Tahoe, June, 24-26.
- Dong, Q. & Blackburn, T. (2012). The Impact of Experiential Learning on Emotional Intelligence development. Paper presented at the Experiential Learning in Communication Division, National Communication Association Annual Conference (The paper won the top paper award at the conference), Orlando, FL., November 18-20.
- Dong, Q. & Babak, M. (2012). Peace and dialogue: voice, hear and respect. Presentation given at Accessing Civility: Arizona Forum on Civil Communication, sponsored by Arizona State University and National Communication Association, Feb. 3-4, 2012.
- Dong, Q. (2011). The Impact of Chinese International Communication on Overseas Chinese. Presentation to be given at the International Conference on the New Landscape of global Communication, Beijing China, July 1-3, 2011.
- Dong, Q., Wu, Y., & Gu, X. (2011). The Impact of Culture and Gender on Chinese Young Adults in Using Social Networking Site (Renren/Xiaonei). Paper is to be presented at International Communication Association Annual Conference in Boston, MA, May 26-30.

- Dong, Q. (2011). Using Tao's principles to lead department in times of change. Presentation is given at the 28th Annual Academic Chairpersons Conference in Orlando, FL, February 10-11.
- Dong, Q. & Menardo, D. (2010). Socialization of Southeast Asian Refugees in California. Paper presented at the annual National Communication Association Convention in San Francisco, CA.
- Koper, R. & Dong, Q. (2010). Social emotional competence and communication argumentativeness. Paper presented at the annual Western States Communication Association conference in Anchorage, Alaska.
- Hackley, C., Dong, Q. & Howard, T. (2009). The impact of Palanca in shaping Mexico's public relations. Paper presented at the International Public Relations Research Conference in Miami, FL, March 11-16.
- Giblin, P., Dong, Q., & Day, K. (2009). The power of Obama campaign's new media network: An exploratory study. Paper presented at the Communication Theory and Methodology Division at the Midwinter Conference of AEJMC in Norman, Oklahoma, March 6-8.
- Dong, Q. (2009). Key factors affect social emotional competence. Paper presented at the seventh Chinese Culture and Media conference in Singapore, Singapore.
- Dong, Q., Day, K., & Collaco, C. (2008, Feb.). Overcoming ethnocentrism and increase international collaboration by developing social intelligence. Paper presented at the 2nd International Workshop on Intercultural Collaboration, Stanford University, CA.
- Day, K. D., Dong, Q., & DeCoste, T. A. Virtual worlds and the transformation of the Web to 3D. Paper to be presented to the annual Mardi Gras Conference, Baton Rouge, LA, February 2009.
- Dong, Q., Day, D. D. & Urista, M. (2008, October). Resonant message and powerful media: Analysis of the success of the Obama presidential campaign. Paper is to be presented at the Obama Effect conference organized by University of Minnesota.
- Dong, Q., Urista, M. & Day, D. (2008, November). Explain why young adults use MySpace and Facebook through uses and gratification theory. Paper is to be presented at the National Communication Association Annual Conference, San Diego.
- Day, K. & Dong, Q. (2008, October). Constructing presidential candidate ethos: The case of Barack Obama (expanded paper). Paper presented at the Rocky Mountain Modern Language Association Conference, Reno, NV.
- Dong, Q., Day, D. D. & Urista, M. (2008, October). Resonant message and powerful media: Analysis of the success of the Obama presidential campaign. Paper is to be presented at

the Obama Effect conference organized by University of Minnesota.

- Dong, Q. (2008, July). The impact of social intelligence and self-esteem on interpersonal communication competence. Paper will be presented at the 6th International Conference of Cognitive Science, Seoul, South Korea.
- Dong, Q., Day, K., & Collaco, C. (2008, May). Overcoming ethnocentrism through developing intercultural communication sensitivity and multiculturalism. Paper presented at the Annual Conference of International Communication Association Annual Conference, Montreal, CN.
- Collaco, C. & Dong, Q. (2008, May). Cultural identity, self-esteem, emotional intelligence and ethnocentrism. Paper presented at the Annual Conference of International Communication Association Annual Conference, Montreal, CN. (Paper won the top four award in the division).
- Day, K. & Dong, Q. (2008, February). Constructing presidential candidate ethos: The case of Barack Obama. Paper presented at the Western States Communication Association Annual Conference, Denver/Boulder, CO.
- Dong, Q., Koper, R. & Collaco, C. (2007, June). Social intelligence, self-esteem and intercultural communication sensitivity. Paper presented at the annual conference of International Association of Intercultural Communication Studies, Harbin, China.
- Dong, Q., Araisa, S., Urista, M., Gundrum, D., Severson, L., Vinal, S., Kau, M., & Espanola, R. (2007, May). Emotional Intelligence, Self-esteem and Interpersonal Communication Satisfaction. Paper presented at presentation at the International Communication Association Annual Conference, San Francisco, CA.
- Dong, Q., Urista, M., & Gundrum, D. (2007, February). The impact of emotional intelligence, self-concepts on romantic communication over Myspace. Paper accepted to be presented at the Association in Education for Journalism and Mass Communication Mid-winter conference, Reno, Nevada.
- Hackley, C., Dong, Q. & Howard, T. (2007, July). Global public relations faces challenges and Opportunities. Paper presented at the 16th Annual World Business Congress of the International Management Development Association, Maastricht, The Netherlands.
- Dong, Q., Lopez-Padilla, E., & Claus, C. J. (2007, January). An analysis of rhetorical and relational communication orientations: A focus group approach. Paper presented at the 6th Pacific Asian Communication Association Conference, Honolulu, Hawaii.
- Dong, Q. & Urista, M. (2006, June). Organizational applications of blogs in building a dialogic communication with the public. Paper presented at the 16th Biennial Conference of the International Telecommunications Society, Beijing, China.

- Dong, Q. (2006, July). The impact of self-esteem and emotional intelligence on risky behavior. Paper presented at the 4th International Self Conference, Ann Arbor, University of the Michigan.
- Dong, Q. & Cao, X. (2005, November). The impact of Western media exposure and self-esteem on Chinese urban adolescent purchasing activities. Paper presented at the 6th Conference of the Asian Consumer and Family Economics Association, Sacramento, CA.
- Dong, Q. (2005, July). The impact of bicultural identity on immigrant socialization through television viewing in the United States. Paper presented at the International Association for Intercultural Communication Studies Annual Conference, Taipei, Taiwan.
- Dong, Q., Murrillo, A., Ray, A. & Day, K. (2005, August). Television viewing and its impact on stereotypes towards Hispanic Americans. Paper presented at the Association in Education for Journalism and Mass Communication Annual Conference, San Antonio, Texas
- Dong, Q., Aden, T., Araisa, S., Armagnac, W., Cartwright, P., Domingo, B., Kemper, M. & Lamay, B. (2005, May). The impact of self-esteem and media information seeking on emotional intelligence competencies. Paper presented at the International Communication Association Annual Conference, New York City, New York.
- Dong, Q. (2004, August). The effects of bicultural identity on self-esteem. Paper presented at World Communication Association Conference, Palm Desert, CA.
- Dong, Q. (2004, July). Television efforts on immigrant socialization. Paper presented at World Congress of International Institute of Sociology, Beijing, China.
- Dong, Q. (2004, February). Cell phone impact on young adolescents' wellbeing. Paper presented at the 2004 Western State Communication Association Conference, Albuquerque, New Mexico.
- Dong, Q. (2003, November) Risky behavior, emotional intelligence, and mass media information seeking: A social cognitive perspective. Paper presented at the Annual Conference of American Public Health Association, San Francisco, CA.
- Dong, Q. & Day, K. (2003, July). A relational orientation to communication: Origins, foundations, and theorists. Paper presented at the 2003 Conference of International Association for Intercultural Communication Studies, Fullerton, CA.
- Dong, Q. (2003, February). The influence of self-concepts and political knowledge on young adults' intent to vote. Paper presented at the annual conference of Western States

Communication Association, Salt Lake City, Utah.

- Dong, Q. (2002, July). Family communication patterns vs. risky behavior: A social cognitive perspective. Paper Presented at Interpersonal Communication Division of International Communication Association Annual Conference, Seoul, South Korea.
- Dong, Q. (2001, August). Diversity, internet and classroom teaching. Paper presented at the Annual Conference of Association in Education for Journalism and Mass Communication, Washington, DC.
- Dong, Q. (2001, April). A comparative analysis of the relationship between mass media and democratization in Russia and China: An intercultural perspective. Paper presented at an International Conference on Democratization and the Mass Media, Bellagio, Italy. (The conference is sponsored by the European Institute for Communication and Culture and Center for Communication and Information Studies of the University of Westminster and by the Rockefeller Foundation).
- Dong, Q. (2001, May). Attention to media models, and unhealthy behaviors. Paper presented at International Communication Association Annual Conference, Washington DC.
- Dong, Q. (2000, November). Family communication, self-esteem and risky behavior: A social cognitive perspective. Paper presented at the National Communication Association Conference, Seattle, WA.
- Dong, Q. (2000, November). Socialization, identity formation and TV learning: A study of adolescent Asian immigrants to the United States. Paper presented at the National Communication Association Conference, Seattle, WA.
- Dong, Q. & Bynum-Lewis, D. (2000, June). Socialization of adolescent Southeast Asian refugees: A community center. A poster paper presented at the Society for the Psychological Study of Social Issues conference, Minneapolis, Minnesota.
- Day, K., Bates, M. & Dong, Q. (2000, August). The uses and gratifications of game platform and computer role-playing games. Paper presented at the Conference of the International Society for the Empirical Study of Literature, Toronto, Canada.
- Hackley, C. & Dong, Q. (2000, May). American public relations and China's Guanxi. Paper presented at the International Communication Association Annual Conference, Acapulco, Mexico.
- Dong, Q., Day, K., & Ray, A. (2000, February). The new TV ratings system: A social cognitive approach. Paper presented at the Western States Communication Association Annual Conference, Sacramento, CA.
- Day, K., & Dong, Q. (1999, November). Exposure to Western television and acceptance of Western values by Chinese college students: A path analytic examination of a cognitive-

- functional model of media socialization. Paper presented at the National Communication Association annual conference, Chicago, IL.
- Day, K., & Dong, Q. (1999, July). A cross-cultural examination of human rights and responsibilities: Seeking a fusion of views for interaction in the 21st century. Paper presented at the Rochester Institute of Technology Conference: Human Rights and Responsibilities, Rochester, New York.
- Dong, Q. (1999, July). Attention to media models, self-image, and eating disorders. Paper presented at the 2nd International Conference on Cognitive Science and the 16th Annual Meeting of the Japanese Cognitive Science Society Joint Conference, Tokyo, Japan.
- Dong, Q. (1999, June). Key elements of effective supervisor/employee communication. A book summary presented at the International Association of Business Communicators Annual Conference, Washington, DC.
- Dong, Q., Day, K., & Cao, X. (1999, May). Consumer cultural value changes reflected through ads in a Chinese English-language magazine: Beijing Review. Paper presented at the International Communication Association conference, San Francisco, CA.
- Dong, Q. (1999, May). Examining the cognitive structure of Western media in their coverage of China. Paper presented at the International Communication Association conference, San Francisco, CA.
- Dong, Q., & Day, K. (1998, November). The influence of Chinese thinkers on theory building in organizational communication. Paper presented at the National Communication Association conference, New York City, New York.
- Day, K., & Dong, Q. (1998, November). Normative theories of the role of mass media and mass communication Research in China. Paper presented at the National Communication Association Conference, New York City, New York.
- Dong, Q., & Cao, X. (1998, November). Chinese adolescent consumer socialization. Paper presented at the National Communication Association conference, New York City, New York.
- Day, K., & Dong, Q. (1998, July). Globalization and tribalization in the age of the Internet. Paper presented at the National Communication Association/International Communication Association conference, Rome, Italy.
- Day, K., & Dong, Q. (1998, July). The influence of American television on Chinese college students' socialization process. Paper presented at International Communication Association Convention, Jerusalem, Israel.
- Dong, Q., & Ray, A., Blum, S., & Lesh, K. (1998, February). Some feedback on the new TV

- ratings system. Paper presented at the Western States Communication Association Annual Convention, Denver, CO.
- Simon, J. & Dong, Q. (1997, August). Influence of self-concepts on news media use and voter turnout. Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Hackley, C.A., Dong, Q., & Robins, C. (1997, August). Criteria for hiring public relations graduates: Employers' perspective. Paper presented at Annual Convention of Association for Education in Journalism and Mass Communication, Chicago, IL.
- Hackley, C. A., Dong, Q., Cao, X., & Robins, C. (1997, November). China's Guanxi vs. American public relations. Paper presented at the 3rd Annual Conference of the David C. Lam Institute for East-West Studies in Hong Kong.
- Dong, Q. & Cao, X.(1997, August). Guanxi and its impact on doing business in China. Paper presented at the International Association of Agricultural Economists' Conference, Sacramento, CA.
- Dong, Q., & Hackley, C. A. (1997, February). Media use, apparent reality assessment, and the perception of the guilt or innocence of O.J. Simpson and the verdict. Paper presented the Western State Communication Association Annual Conference, Monterey Bay, CA.
- Dong, Q., & Cao X. (1996, August). American television and movies affect Chinese adolescent socialization process. Paper presented at the International and Intercultural Communication Conference at Peking University, Beijing, China.
- Dong, Q., & Tan, A. (1996, May). Immigrant adolescent socialization via television: A study of adolescent Asian immigrants to the United States. Paper presented at the International Communication Association Annual Conference, Chicago, IL.
- Lang, A., Dhillon, K. & Dong, Q. (1994, April). The effects of arousal on emotional valence, effort, and memory. Paper presented at the Broadcast Education Association Annual Conference, Las Vegas, Nevada. (This paper won the top research paper at the division.)
- Austin, E., & Dong, Q. (1993, August). Putting news into context: Apparent reality versus source credibility in judgments of news believability. Paper presented at the Association in Education for Journalism and Mass Communication, Kansas City, MO. (This paper won top three paper at the T&M division.)
- Tan, A., Dong, Q. & Li, W. (1993, August). American television and movies in China: Exploring socialization effects from a functional perspective. Paper presented at the Association in Education for Journalism and Mass Communication Annual Conference, Kansas City, MO.

Dong, Q. (1992, February). Western elite newspapers' coverage of China. Paper presented at the Western State Communication Association Annual Conference, Boise, ID.

AWARDS AND HONORS

Tongji Teaching Expert Award which supported me to lecture in Tongji for two weeks on Theorizing Mass Communication and New Media (December, 2014).

National Communication Association (NCA) selected me (2014) as one of the twenty two Communication Experts from to work on Learning Outcomes Project for develop measurements for teaching Communication classes across the country.

Faculty fellow of the Center of Social Emotional Competence at University of the Pacific (2012)

A Research Fellowship (2010) was awarded by Social Emotional Competence Research Center at Pacific to study the Impact of Internship on College Students' Social Emotional Competence Development.

The adviser of the 2008 undergraduate summer research fellowship (Rachel Freeman) from University of the Pacific. The fellowship supports a study on voter errors in San Joaquin County, California.

The recipient of 2008 Eberhardt summer research fellowship from University of the Pacific. The funding is to support a study on comparing emotional intelligence differences between the Chinese and American college students.

The 2007 Eberhardt Teacher/Scholar Award Recipient for outstanding achievements in both teaching and scholarship at University of the Pacific.

A research fellowship awarded by Education Foundation of the National Association of Television Program Executives to attend the annual conference of NATPE from January 16-22, 2004 in Las Vegas, NV. Twenty five fellows were selected across the country.

A certificate awarded by Association in Education for Journalism and Mass Communication for completing of two year Journalism Leadership Institute, in Miami Beach, FL, Aug. 2002.

Rolan D. Melton fellowship awarded by the American Press Institute (API) to attend an API research seminar in Reston, Virginia November Oct. 6-9, 2002.

A fellowship awarded by The Freedom Forum to attend the Diversity Leadership Institute for Journalism Education Administrators, June 3-9, 2000 at the Pacific Coast Center in San Francisco. Eighteen fellows were selected among one hundred applicants.

A fellowship awarded by Education Foundation of the National Association of Television Program Executives to attend the annual conference of NATPE from January 23-28, 2000 in New Orleans, LA. Twenty five research fellows were selected through a world wide competition.

An Award given by the Communication Research Conference hosted by California State University, Fresno, for Leadership in undergraduate research, in 1998.

A fellowship given by Education Foundation of the C-SPAN for participating in the summer seminar in Washington, D.C., August 1997.

A Minority Doctoral Scholarship awarded by the Association for Education in Journalism and Mass Communication (AEJMC), the scholarship of \$1000, August 1994.

A Teaching Excellence Award, given by Murrow Development Fund, Washington State University, April, 1994.

Excellence of research award for top five paper, "The Setback of the Chinese Press Reform," given by Graduate and Professional Student Association, Washington State University, April, 1992.

Excellence of research award for top three paper, "Western Press' Coverage of Developing Countries," given by Graduate and Professional Student Association, Washington State University, April, 1991.

Snow Journalism Fellowship given by School of Journalism, University of Missouri-Columbia, 1988-1990.

RESEARCH GRANTS AWARDED

2014. A grant received from NCA (National Communication Association) to attend Chicago Workshop Learning Outcomes, October 9, 2014.

2014. A grant received from NCA (National Communication Association) to attend Chicago Workshop Learning Outcomes, March 15, 2014.

2014 A grant received from CAPD (Committee of Academic Planning and Development of Pacific) to attend assessment and measurement in the Association in Institutional Research (AIR) in Orlando, FL, May 29, 2014.

2010. A seed fund was given to Applied Research Project from Pacific President Office to conduct four focus groups in the city of Stockton to assess the city residents' needs, wants and concerns about city budget (A final report was develop and a presentation is given to the City Council).

2008. Toward Higher voting Accuracy, Efficiency and Integrity: Reducing Ballot Error and Understanding the Impact of Vote by Mail Alternatives. The grant of \$43,000 has been awarded by the Pew Charitable Trust. The other two principal investigators are Professors Bob Benedetti and Dari Sylvester, Political Sciences, University of the Pacific.

2008. San Joaquin County Registrar of Voters to help America Vote Act (HAVA) to conduct a

VoteSmart Voting Systems Consulting and Research Study. Co-principal investigator, \$240,000.

2008. Eberhardt Summer Research Grant for studying emotional intelligence across different cultures. University of the Pacific, \$3500.

2004. Council of Graduate Schools/Ford Foundation planning grants for needs assessment and development of professional master's degree programs in the social science and humanities fields (with Randy Koper & Jon Schamber), \$6000.

2003. Eberhardt Summer Research Grant for studying "The Impact of cell phone on young adults' risky behaviors." University of the Pacific, \$3,500.

2001. Strategic development project for San Joaquin County Economic, Employment and Development Department (EEDD), with Roy Childs, \$58,000.

1999. Research grant for studying Socialization of Adolescent Southeast Asian Refugees: A Community Center: Resource for Enhancing Self-Concepts. The Society for the Psychological Study of Social Issues (SPSSI), \$2,000.

1998. Research grant for assessing literature on supervisor/employee communication, with Linda Williams. International Association for Business Communicators, (IABC Research Foundation), \$10,000.

1998. Research Grant for assessing a Drug Treatment Program in San Joaquin County, with UOP Sociology Professor, John Philips. San Joaquin County Health Department, \$1000.

1998. Eberhardt Summer Research Grant for studying "The New TV Ratings System." University of the Pacific, \$3,500.

1997. Eberhardt Summer Research Grant for studying Chinese College Students' Socialization Process. University of the Pacific, \$3,500.

1996. Research grant for designing a public relation campaign for the Health Center of University of the Pacific, \$500.

1996. Research grant for designing communication message for Su Salud (Your Health) from St. Joseph Hospital in Stockton, CA with Professor Carol Hackley, \$5,000.

1994. Chinese adolescent socialization research grant, Washington State University with Xiaobing Cao, \$2,000.

1993. Initiation grant from the Dean's office, Washington State University, \$500.

1992. Chinese immigrants research grant, Washington State University, \$500.

1991. Research grants to study welfare recipients' psychological well-beings. Washington State Institute for Public Policy, Olympia, WA., \$3000.

TEACHING GRANT AWARDED

2009. The Pacific Committee on Academic Planning and Development International Relations grant for traveling to Singapore to present a research paper. \$1,500.

2005. The Pacific Committee on Academic Planning and Development grant for attending SPSS training seminar (advanced regression techniques) in San Francisco, CA. \$300.

2003. The Pacific Committee on Academic Planning and Development grant for attending SPSS training seminar in San Francisco, CA. \$1000.

2002. The Curriculum Committee of Freeman Grant for Asian Studies grant for "Curriculum Enhancement Project," \$2000.

SERVICES

- **Serving as thesis committee chairs for the following theses**

Toney, J. (2009). Political engagement and social networking sites: Exploring the relationships between social networking sites and political engagement in young adults

Collaco, C. (2009). The Importance of Emotional and Social Competence on Ethnocentrism Reduction.

Urista, M. (2008). MySpace and Facebook: *From the perspectives of uses and gratification and impression management.*

Martinez, J. A. (2008) *The impact of emotional intelligence on supervisor/employee communication.*

Lopez-Padilla, E. (2007). *Intercultural communication sensitivity and emotional intelligence.*

Santos, M. F. (2007). *Case study on communication a child care organization.*

Araisa, S. (2006). *The relationship of emotional intelligence and self-esteem to interpersonal communication satisfaction.*

Armagnac, W. B. (2006). *A study of effective supervisor/employee communication in a not-for-profit and a for-profit organization.*

- Cartwright, P. (2006). *The effects of emotional intelligence and self-esteem on undergraduate college student academic involvement and career preparation.*
- Domingo, B. (2006). *Why is My Space the place for friends? An ethnographic study of the effects of social networking site use on socialization.*
- McNally, S. (2006). *A textual analysis of Malcom Baldrige National Quality Award Recipients to explore best organizational communication models in American companies.*
- McFarlin, G. L. (2005). *Sports television viewing and value acceptance.*
- Murrillo, A. P. (2005). *The impact of television viewing on young adults' stereotypes towards Hispanic Americans.*
- Smith, A. J. (2004). *A historical analysis of blackface in the media and its effects on contemporary African American stereotypes.*
- Barosso, E. M. (2004). *Rockwellian art digitally changed after September 11th: An exploratory public communication case study of "The Make Sense of Our Times" print campaign.*
- Deanes, L. A. (2003). *Implications of self-leadership on occupational success among adolescents.*
- Lampson, F. A. (2002). *Mass media consumption and its effects on college student's healthy and unhealthy behaviors.*
- Dent, J. M. (2001). *Built to serve: An integrated structure for leading in organizational change.*
- Bauer, J. C. (2001). *The effects of corporate intranet use on employee self-concept and organizational commitment.*
- Sandmeier-Marquardt, B. (2000). *Patients' self-concept, desire for information and uncertainty reduction.*
- Robins, Clark. (1999). *Perceptions of Homelessness: An exploratory study on the mediated inference process.*

- **Serving as thesis committee member for the following theses**

- Dolezal, A. (2009). International Public Relations: Perceptions of the effects of language usage and culture on codes of professional standards. Thesis Adviser: Carol Ann Hackley.
- Gardner, K. (2009). Ideology in California: The role of oppositional interaction as a strategy in the campaign for proposition 8. Thesis Adviser: Marlin Bates.

- O'Harra, E. (2009). When going to the Doctor Makes you sick: A case study of the crisis communication strategy of the endoscopy center of southern Nevada. Thesis Adviser: Carol Ann Hackley.
- Bruce, K. (2009). Burning protest. Thesis Adviser: Marlin Bates.
- Vera, M. (2009). Power dependence theory and its implication in Mexican parent and daughter relationships. Thesis Adviser: Jon Schamber.
- Kemper, M. T. (2008). *Curricular methods to reduce communication apprehension among public speaking students*. Thesis Adviser: Jon Schamber
- Robinson, V. M. (2007). *College students and voter mobilization campaigns: A grounded communication theory or increasing political efficacy and involvement*. Thesis Adviser: Jon Schamber.
- LaMay, B. L. (2007). *How public relations helped the travel and tourism industry in New York City following the events of September 11, 2001*. Thesis Adviser: Carol Ann Hackley.
- Atwood, B. (2007). *The role of rap and hip-hop music in value acceptable and identity formation*. Thesis Adviser: Kenneth D. Day
- Claus, C. J. (2007). *The effects of computer-mediation and face-to-face affinity seeking on out-of-class communication*. Thesis Adviser: Randall Koper
- Aden, T. (2006). *The effects of on-screen messages on viewer perceptions of source credibility and issue valence*. Thesis Adviser: Jon Schamber
- Hogan, K. (2006). *The pit, the field and the edifice: A rhetorical analysis of the commemorative 9/11 ceremonies of September 11, 2002*. Thesis Adviser: Jon Schamber
- Biedermann, R. S. (2005). *An analysis of new media's construction of protest groups*. Thesis Adviser: Alan Ray
- Allender, M. (2005). *Media social responsibility and risk communication: A critical analysis of newspaper headlines of the SARS outbreak*. Thesis Adviser: Jon Schamber
- Chun, H.H. (2005). *A public relations case study on the United States Navy and Marine Corps' role in Operation Unified Assistance following the South Asia tsunami*. Thesis Adviser: Carol Ann Hackley
- Falcone, G. J. (2005). *Reality television dating program viewing and perceptions of relationships among U.S. college students*. Thesis Adviser: Kenneth Day
- Glazebrook, J.R. (2005). *Advertising to the Hispanic community: An intercultural*

communication approach. Thesis Advisor: Jon Schamber

Howard, T. L. (2005). *Wal-Mart's agenda: "No Community Left Behind." A case study of Wal-Mart's communication success and lack thereof in California*. Thesis Advisor: Carol Ann Hackley.

Lowry, A. C. (2005). *Women on television: A content analysis of female relationships on Sex and the City*. Thesis Advisor: Alan Ray

Benjamin, A. (2004). *A comparison of TV news coverage of the American medium (CNN) and the Middle East medium (Al-Jazeera) on the Iraq War*. Thesis Advisor: Alan Ray

Reed, K. E. (2004). *A public affairs case study of the American Red Cross after September 11*. Thesis Advisor: Carol Ann Hackley

Starr, M. P. (2003). *Making public relations personal: An exploratory study of the implications of palanca and guanxi on international public relations*. Thesis advisor: Carol Ann Hackley

Carranza, G. R. (2003). *How international cruise lines restored their image after the 2002 Norwalk virus incident*. Thesis Advisor: Carol Ann Hackley

Rollins, C. K. (2003). *Instant credibility: An exploratory study of web site credibility through the application of communication and design theory*. Thesis Advisor: Carol Ann Hackley

Stroud, S. R. (2000). *Through illusion into transcendence: A narrative criticism of the Bhagavad Gita*. Thesis Advisor: Jon Schamber

Dunzweiler, K. J. (2000). *Saving America's gays and lesbians from hell: A fantasy theme criticism of the anti-gay rhetoric of the far-right*. Thesis Advisor: Jon Schamber

Huffmann, D. W. (1999). *The promise of righteousness: A fantasy theme analysis of the Promise Keepers*. Thesis Advisor: Jon Schamber

Bates, M. C. (1999). *A narrative criticism of Christian Identity's "Who Killed Christ?" tracts*. Thesis Advisor: Jon Schamber

- **Reviewer Services for Convention and Journals**

Reviewer for Journal of Broadcasting and Electronic Media.

Reviewer for Cyber/Psychology and Behavior

Reviewer for American Journal of Political Sciences

Reviewer for Theory and Research Division, Association in Education for Journalism and Mass Communication.

Reviewer for Minority and Communication Division, Association in Education for Journalism and Mass Communication.

- **Serving for University Wide Committees**

University Presidential Task Force for three campus initiative (2010-now)
University Library Committee (2007-now) (Chair starting Fall 2008)
Emotional and Social Intelligence Committee (ad hoc committee) (2006-now)
Graduate Study Committee (2005-now)
Ethnic Studies Board (2004-now)
Tenure and Promotion Committee (2005-2006)
Professional Relations Committee (2004-2007)
University Program Review Committee (ad hoc committee) (2002-2004)
English Department Program Review Committee (2006-2007)

Serving as the faculty adviser for the University newspaper, **The Pacifican** (2004-2005)

- **Serving for Community Wide Committees**

Serving as a member of the **Superintendent's Budget Advisory Committee** for Lincoln Unified School District (2006-now)

Serving as a member of **Site Council** of the Brookside School (2002-2008)

AFFILIATION TO COMMUNICATION ASSOCIATIONS

International Association for Intercultural Communication Studies
Association in Education for Journalism & Mass Communication (AEJMC)
The Society for the Psychological Study of Social Issues
Chinese Communication Association
National Communication Association (NCA)
Western States Communication Association