

## *Curriculum Vitae*

**Hongwei 'Chris' Yang, Ph. D.**

### **I. Education**

- Ph. D.** Southern Illinois University Carbondale  
School of Journalism, May, 2006  
Concentration: Advertising and Persuasion
- M.A.** Beijing Foreign Studies University, English Department  
American and British literatures, April, 1997
- B.A.** Nankai University, Tianjin, China, English Major, July, 1994

### **II. Professional Experience**

#### **Associate Professor of Advertising, (July 2013 - )**

Department of Communication, Appalachian State University, Boone, North Carolina

- Teaching *Foundations of Advertising*, *Advertising Media Planning*, *Communication Research Methods*, *Advertising Strategic Planning*, and *Professional Ethics in Advertising*
- Conducted programmatic research on new media advertising, Internet advertising regulation, and international marketing
- Provided good service to the department, the university and professional associations

#### **Assistant Professor of Advertising, (2007-2013)**

Department of Communication, Appalachian State University, Boone, North Carolina

- Teaching *Foundations of Advertising*, *Advertising Media Planning*, and *Communication Research Methods*,
- Conducted programmatic research on new media advertising, Internet advertising regulation, and international marketing
- Provided good service to the department, the university and professional associations

#### **Operations Manager, (2004-2007)**

Kong Abstract Co., LLC. New York, New York

- Marketing research and communications
- Real estate title research and reporting
- Preparing insurance policies and other legal documents
- Media buying and media planning

#### **Graduate Teaching Assistant, (2001-2004)**

Southern Illinois University Carbondale, School of Journalism

- Taught advertising copy writing labs for two years.

- Conducted various advertising and marketing research.
- Presented 5 academic papers at regional and national conferences.
- Led several communication research projects executed in both USA and China.

#### **Editor, (1997 – 2000)**

Foreign Language Teaching and Research Press, Beijing, China. Promoting and advertising new English Language Teaching (ELT) titles on trade shows, coordinating author tours, organizing book launching ceremonies, organizing national English contests, titles acquisition, copyright purchase, copy editing, book publishing, magazine editing etc.

#### **Part-time English instructor, (1995-1997)**

Beijing Foreign Studies University, College of Continuing Education. Teaching intensive English reading, spoken English, and listening comprehension.

### **III. Research Activities**

#### **Publications in Peer-reviewed Academic Journals (and Books)**

1. **Yang, Hongwei**, Paul, Newly, & DeHart, Jean L. (Fall, 2020), “Social Media Uses, Political and Civic Participation in U.S. Election 2016,” *The Journal of Social Media in Society*, Vol. 9, No. 2, forthcoming.
2. Zhang, Lixuan, **Yang, Hongwei**, & Iryna Pentina (Fall, 2020), “Understanding the Roles of Risk and Trust in the Context of Collaborative Consumption: A Test of Competing Models,” *Journal of Customer Behaviour*, Vol. 19, No. 2, forthcoming.
3. **Yang, Hongwei**, & Wang, Yingqi (April, 2018), “Predicting U.S. College Students’ Interest in Studying in China: Social Influence, Personal Experiences, Country Reputation, and Media Coverage,” *Frontiers: The Interdisciplinary Journal of Study Abroad*, Vol. 30, No. 2, pp. 136-160.
4. Wen, Lei, **Yang, Hongwei**, Bu, Danlu, Diers, Lizabeth, & Wan, Huaqing (Spring, 2018), “Public accounting vs private accounting, career choice of accounting students in China,” *Journal of Accounting in Emerging Economies*, Vol. 8, No. 2, pp. 124-140.
5. **Yang, Hongwei**, & Wang, Yingqi (September, 2017), “The Influence of US Media and Country Image on Chinese High School Students’ Attitudes toward and Intent of studying in the USA,” the *Journal of China Marketing*, Vol. 6, No. 2, pp. 145-182.
6. **Yang, Hongwei** (December, 2016), “An Integrated Approach to Understanding Young US Consumers’ Acceptance of Pinterest,” *Journal of Social Media Studies*, Vol. 3, No. 1, pp. 1-14.
7. Zatepilina-Monacell, Olga, **Yang, Hongwei**, & Wang, Yingqi (December, 2016), “Factors Shaping U.S. College Students’ Concept of China and Willingness to Study in China,” in Jami A. Fullerton and Alice Kendrick (eds.) *Shaping International Public Opinion: A*

- Model for Nation Branding and Public Diplomacy* (pp. 201-219), New York, NY: Peter Lang.
8. **Yang, Hongwei**, & DeHart, Jean (January, 2016), "Social Media Use and Online Political Participation Among College Students during the US Election 2012," *Social Media + Society*, Vol. 2, No. 1, doi:10.1177/2056305115623802.
  9. **Yang, Hongwei**, & Wang, Yingqi (September, 2015), "Social Sharing of Online Videos: Examining American Consumers' Video Sharing Attitudes, Intent and Behavior," *Psychology & Marketing*, Vol. 32, No. 9, pp. 907-919.
  10. Zhou, Liuning & **Hongwei Yang** (Summer, 2015), "Online Advertising," in Ashley Esarey and Randolph Kluver (eds.) *The Internet in China: An Encyclopedia Handbook of Online Business, Information, Distribution, and Social Connectivity*, Gt Barrington, MA: Berkshire Publishing.
  11. **Yang, Hongwei** (Summer, 2014), "Prior Negative Experience, Online Privacy Concerns and Intent to Disclose Personal Information in Chinese Social Media," *International Journal of E-Business Research*, Vol. 10, No. 2, pp. 20-42.
  12. Wen, Lei, **Yang, Hongwei**, & Zhou, Lihui (Summer, 2014), "Examining Young Chinese Consumers' Perceptions of Bank's Corporate Social Responsibility," *Journal of International Finance and Economics*, Vol. 14, No. 1, pp. 39-52.
  13. **Yang, Hongwei** (Spring, 2014), "Young Chinese Consumers' Online Privacy Concerns and Privacy Protection Intent in Social Media," *International Journal of China Marketing*, Vol. 4, No. 1, pp. 82-101.
  14. **Yang, Hongwei** (Winter, 2013), "A Cross-Cultural Study of Market Mavenism in Social Media: Exploring Young American and Chinese Consumers' Viral Marketing Attitudes, eWOM motives and Behavior," *International Journal of Internet Marketing and Advertising*, Vol. 8, No. 2, pp. 102-124.
  15. **Yang, Hongwei** & Liu, Hui (Winter, 2013), "Prior Negative Experience of Online Disclosure, Privacy Concerns and Regulatory Support in Chinese Social Media," *Chinese Journal of Communication*, Vol. 6, No. 3, pp. 40-59.
  16. **Yang, Hongwei** (June, 2013), "Market Mavenism in Social Media: Exploring Young Chinese Consumers' Viral Marketing Attitude, eWOM Motives and Behavior," *Journal of Asia-Pacific Business*, Vol. 14, No. 2, pp. 1-25.
  17. **Yang, Hongwei** (Summer, 2013), "Bon Appétit for Apps: Young American Consumers' Acceptance of Mobile Applications," *Journal of Computer Information Systems*, Vol. 53, No. 3, pp. 85-96.
  18. **Yang, Hongwei** (Spring, 2013), "Privacy Concerns, Regulation, & Social Media: Young American Consumers' Online Privacy Concerns, Trust, Risk, Social Media Use and Regulatory Support," *Journal of New Communications Research*, Vol. 5, No 1, pp. 1-30.
  19. Liu, Hui & **Yang, Hongwei** (March, 2013), "Opinion Leadership and Mobile Marketing: An Exploratory Study of Chinese Young Opinion Leaders' Mobile Marketing Attitude and Behavior," *Contemporary Communications (Chinese)*, No. 2, 68-71.
  20. **Yang, Hongwei** (December, 2012), "Young American Consumers' Prior Negative

- Experience of Online Disclosure, Online Privacy Concerns, and Behavioral Intent of Privacy Protection,” *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, Vol. 25, pp. 179-202.
21. **Yang, Hongwei**, Hui Liu, & Liuning Zhou (January, 2012), “Predicting Young American and Chinese Consumers’ Mobile Viral Attitudes, Intents and Behavior,” *Journal of International Consumer Marketing*, Vol. 24, No. 1/2, pp. 24-42.
  22. **Yang, Hongwei**, Hui Liu, & Liuning Zhou (January, 2012), “Predicting Young Chinese Consumers’ Mobile Viral Attitudes, Intents and Behavior,” *Asia Pacific Journal of Marketing and Logistics*, Vol. 24, No. 1, pp. 59-77.
  23. **Yang, Hongwei**, & Liuning Zhou (June, 2011), “Extending TPB and TAM to Mobile Viral Marketing: An Exploratory Study on American Young Consumers’ Mobile Viral Marketing Attitude, Intent and Behavior,” *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 19, No. 2, pp. 85-98.
  24. **Yang, Hongwei**, Hui Liu, & Liuning Zhou (December, 2010), “Predicting Chinese Young Consumers’ Acceptance of Mobile Advertising: A Structural Equation Modeling Approach,” *Chinese Journal of Communication*, Vol. 3, No. 4, pp. 435-452.
  25. **Yang, Hongwei**, Liuning Zhou, & Hui Liu (June, 2010), “A Comparative Study of American and Chinese Young Consumers’ Acceptance of Mobile Advertising: A Structural Equation Modeling Approach,” *International Journal of Mobile Marketing*, Vol. 5, No. 1, pp. 60-76.

#### **Peer-reviewed Conference Proceedings Published**

1. **Yang, Hongwei**, & Liuning Zhou (May, 2009), “A Comparative Study of Regulation and Self-regulation of Internet Advertising in United States and China,” in Hairong Li, Shengmin Huang, & Dinghai Jin (eds.), *The Proceedings of the 2009 American Academy Advertising Asia-Pacific Conference*, Beijing, China.
2. Stone, Gerald C. & **Yang, Hongwei** (March, 2003). ““And now the news, brought to you by arthritis, overactive bladder and osteoporosis’: A content analysis of commercials aired on network news,” in Les Carlson (ed.), *The Proceedings of the 2003 Annual Conference of the American Academy of Advertising*, Denver-Broomfield, CO, 57-63.

#### **Internally and Externally Funded Research Programs**

1. **Faculty Development Grant (Co-PI)**, \$750, Department of Communication, Appalachian State University, August, 2017.
2. **Faculty Development Grant (PI)**, \$300, College of Fine & Applied Arts, Appalachian State University, July, 2017.
3. **Faculty Development Grant for an Online Survey (Co-PI)**; \$90, Department of Communication, Appalachian State University, April, 2015.
4. **Social Sciences Foundation Grant (Co-PI)**; ¥120,000 (\$18,750), Beijing Municipal Government, February, 2015.

5. **Faculty Development Grant (PI)**, \$1313.40, College of Fine & Applied Arts, Appalachian State University, May, 2014.
6. **Faculty Development Grant for International Research (PI)**, \$2000, College of Fine & Applied Arts, Appalachian State University, May, 2013.
7. **Faculty Development Grant (Co-PI)**, \$750, Department of Communication, Appalachian State University, August, 2013.
8. **Faculty Development Grant (PI)**, \$750, Department of Communication, Appalachian State University, May, 2012.
9. **Faculty Development Grant (Co-PI)**, \$750, Department of Communication, Appalachian State University, August, 2011.
10. **Faculty Development Grant (Co-PI)**, \$750, Department of Communication, Appalachian State University, August, 2010.
11. **Faculty Development Grant (Co-PI)**, \$750, Department of Communication, Appalachian State University, May, 2009.

#### **Academic Presentations at Peer-reviewed Professional Conferences:**

1. Zhang, Lixuan, **Yang, Hongwei**, & Pentina, Iryna (February, 2020), “Clarifying Inter-Relationship between Risk and Trust in Collaborative Consumption: A Test of Competing Models,” paper presented at the 2020 AMA Winter Academic Conference, San Diego, CA.
2. **Yang, Hongwei**, Paul, Newly, & Jean L. DeHart (August, 2017), “Social Media Uses, Political Participation, and Civic Engagement in Election 2016,” paper presented at a poster session of the 2017 Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.
3. Paul, Newly, **Yang, Hongwei**, & Jean L. DeHart (August, 2017), “Does News Consumption Online and on Social Media Affect Political Behavior? Evidence from a swing state in the 2016 Elections,” paper presented at a referred paper research session of the 2017 Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.
4. **Yang, Hongwei**, Zatepilina-Monacell, Olga, & Wang, Yingqi (April, 2017), “*Predicting U.S. College Students’ Interest in Studying in China: Social Influence, Personal Experiences, Country Reputation, and Media Coverage*,” paper presented at the 2017 US conference of Global Communication Association, Greensboro, NC.
5. **Yang, Hongwei**, & Jean L. DeHart (May, 2016), “*Predicting U.S. College Students’ Presidential Voting Behavior, Online and Offline Political Participation, and Civic Engagement in Election 2012 in the Age of Social Media*,” paper presented at the 2016 Annual Conference of the International Communication Association, Fukuoka, Japan.
6. Zatepilina-Monacell, Olga, **Yang, Hongwei**, & Wang, Yingqi (August, 2015), “*Investigating Factors That Shape China’s Reputation and Influence U.S. Students’ Attitudes and Intent*”

- to Study in China,*” paper presented at the preconference of the 2013 Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
7. **Yang, Hongwei,** & Wang, Yingqi (May, 2014), “*Social Sharing of Online Videos: Examining Young American Consumers’ Video Sharing Attitudes, Intent and Behavior,*” paper presented at a poster session of the 2014 Annual Conference of the International Communication Association, Seattle, WA.
  8. **Yang, Hongwei,** & Jean L. DeHart (August, 2013), “*United States College Students’ Social Media Use and Online Political Participation,*” paper presented at a poster session of the 2013 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.
  9. **Yang, Hongwei,** & Liuning Zhou (May, 2012), “*Structural Equation Models of Young Chinese Consumers’ Viral Email Attitudes, Intents and Behavior,*” paper presented at the 2012 International Communication Association Annual Conference, Phoenix, Arizona.
  10. **Yang, Hongwei** (August, 2011), “*Young American Consumers’ Social Media Use, Online Privacy Concerns, Trust, Risk, and Support for Advertising Regulation,*” paper presented in the Advertising Division of 2011 AEJMC Annual Convention, St. Louis, Missouri.
  11. **Yang, Hongwei,** & Liuning Zhou (August, 2011), “*Predicting Young American and Chinese Consumers’ Mobile Viral Marketing Attitudes, Intents and Behavior,*” paper presented in the Advertising Division of 2011 AEJMC Annual Convention, St. Louis, Missouri.
  12. **Yang, Hongwei,** & Liuning Zhou (February, 2011), “*Extending TPB and TAM to Mobile Viral Marketing: An Exploratory Study of American Young Consumers,*” paper presented in a post session of 2011 AMA Winter Marketing Educators’ Conference.
  13. **Yang, Hongwei,** & Liuning Zhou (August, 2010), “*An Exploratory Study on Factors Affecting American Young Consumers’ Mobile Viral Behavior,*” paper presented in the Advertising Division of 2010 AEJMC Annual Convention, Denver, Colorado.
  14. **Yang, Hongwei,** Liuning Zhou, & Hui Liu (August, 2010), “*A Comparative Study of American and Chinese Young Consumers’ Acceptance of Mobile Advertising: A Structural Equation Modeling Approach,*” paper presented in the Advertising Division of 2010 AEJMC Annual Convention, Denver, Colorado.
  15. Dennis T. Lowry, Lei (Tommy) Xie, Oliver R. Witte, & **Hongwei Yang** (April, 2010), “*Agenda-Setting and Rhetorical Framing by Semantic Proximity: A New Computerized Approach to the Analysis of Network TV News,*” paper presented at the 2010 Convention of Broadcast Education Association, Las Vegas, Nevada.
  16. **Yang, Hongwei,** & Liuning Zhou (May, 2009), “*A Comparative Study of Regulation and Self-regulation of Internet Advertising in United States and China,*” paper presented at the 2009 American Academy Advertising Asian-Pacific Conference, Beijing, China.
  17. **Yang, Hongwei** (April, 2009), “*Dancing with Dragon at Its Coming-out Party: U.S.*

*newspaper coverage of China before and during 2008 Olympic Games,”* panel presentation at Southern States Communication Association 2009 Convention, Norfolk, VA.

18. **Yang, Hongwei,** & Dennis J. Ganahl (August, 2004), “*A Cross-cultural Study between American and Chinese College Students Regarding Television Viewing, Materialism, Beliefs and Attitude Toward Advertising,*” paper presented at the Association for Education in Journalism and Mass Communication, National Conference, Advertising Division: Research, Toronto, Canada.
19. Zhou, Liuning, & **Yang, Hongwei** (November, 2003), “*Internet as Political Debate in China: A Telelogic Communication Approach,*” paper presented at the National Communication Association 2003 Convention, Chinese Communication Association Division, Miami Beach, Florida.
20. Ganahl, Dennis J., **Yang, Hongwei** & Jie, Liu (August, 2003), “*Cultivation Effects of Television Viewing: A Study of Relationships Among Viewing, Materialism and Attitudes Toward Commercials,*” paper presented at the Association for Education in Journalism and Mass Communication, National Conference, Advertising Division: Research, Kansas City, MO.
21. **Yang, Hongwei** (March, 2001), “*News Coverage of Chinese Americans in US Major Newspapers 1990-1999,*” paper presented at the 27th annual Southeast Regional AEJMC Colloquium, Newspaper Division, Gulfport, MS.

#### **IV. Professional Organizations, National and International Services**

Editorial Review Board Member of the *Journal of Global Marketing*

Editorial board member of the international journal of *Communication, Society and Media*

Current member of International Communication Association

Current member of the Association for Education in Journalism and Mass Communication

Research paper reviewer of the Annual Conference of International Communication Association

Research paper reviewer of the Annual Conference of the Association for Education in Journalism and Mass Communication

Research paper reviewer of the Annual Conference of the American Academy of Advertising

Research paper reviewer of *Journalism & Mass Communication Quarterly*

Research paper reviewer of *Journal of Computer-Mediated Communication*

Research paper reviewer of *International Journal of Advertising*

Research paper reviewer for *Asian Journal of Communication*

So far, 78 reviews have been completed.