

Zongchao (Cathy) Li

School of Journalism and Mass Communications
College of Applied Sciences and Arts
San Jose State University
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EDUCATION

- Ph.D.** University of Miami (UM)
05/2015 Communication with a concentration on Public Relations
Dissertation titled: “Does Power Make Us Mean? An Investigation of Empowerment and Punishment Behaviors in the Cyberspace”
Chair: Don W. Stacks
- M.A.** University of Miami
05/2012 Public Relations
Thesis titled: “Social Media as A Relationship Strategy: Twitter’s Impact on Enhancing Brand Loyalty”
Chair: Don W. Stacks
- B.A.** Shandong Normal University (SDNU), China
06/2010 English

ACADEMIC APPOINTMENT

Assistant Professor, 08/2016 - Current

School of Journalism and Mass Communications, College of Applied Sciences and Arts, San Jose State University

Assistant Professor, 08/2015 – 06/2016

School of Journalism and Mass Communications, College of Information and Communications, University of South Carolina

Graduate Instructor, 08/2013 – 05/2015

Department of Strategic Communication, School of Communication, University of Miami

TEACHING

Courses Taught

San Jose State University

- MCOM 104-002. Introduction to Mass Communications Research (Fall, 2016)
- MCOM 104-003. Introduction to Mass Communications Research (Fall, 2016)

University of South Carolina

- JOUR 531-003. Public Relations Campaigns (Spring, 2016)
- JOUR 531-004. Public Relations Campaigns (Spring, 2016)
- JOUR 531-06. Public Relations Campaigns (Fall, 2015)

University of Miami

- CPR 490-S. Social Media Strategies (Spring, 2015)
- CPR 490-S. Social Media Strategies (Fall, 2014)
- CPR 311-S. Public Relations Research (Spring, 2014)
- CPR 311-C. Public Relations Research (Fall, 2013)

Guest Lectures

University of Miami

- CPR 620-1J. Public Relations Fundamentals (Fall, 2014)
- CPR 501-G37. Crisis Communication and Management (Fall, 2014)

Teaching Assistant

University of Miami

- CPR 501-G37. Crisis Communication and Management (Fall, 2013)
- CPR 311-36. Research Methods for Public Relations (Spring, 2013)
- CPR 311-R. Research Methods for Public Relations (Fall, 2012)

PEER-REVIEWED PUBLICATIONS

Li, Z. (2016). Psychological empowerment on social media: Who are the empowered users? *Public Relations Review*, 42(1), 49-59.

Li, Z. (2015). Relationship maintenance on Twitter: Implications from loyalty leaders. *Journal of Communication Management*, 19(2), 184-202.

- Li, Z.**, Garrison, B., Ullmann, S., Kirkpatrick, B., Fleming, L. E., & Hoagland, P. (2015). Risk in daily newspaper coverage of red tide blooms in southwest Florida. *Applied Environmental Education & Communication, 14*(3), 167-177.
- Yang, Q., & **Li, Z.** (2014). A picture is worth a thousand words: Chinese college students' self-presentation on social networking sites. *Journal of Communication Media Studies, 6*(1), 70-94.
- Li, Z.**, & Stacks, D. W. (2014). A great leap: Bridging a new media era of organization-public relationships. In Vaidya, K. (Eds.), *Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media*.
- Li, Z.**, & Li, C. (2014). Tweet or "re-tweet"? An experiment of message strategy and interactivity on Twitter. *Internet Research, 24*(5), 648-667.
- Li, Z.**, & Li, C. (2014). Twitter as a social actor: How consumers evaluate brands differently on Twitter based on relationship norms. *Computers in Human Behavior, 39*, 187-196.

BOOK CHAPTERS AND ENCYCLOPEDIA ENTRIES

- Chen, Z. Ji, Y., **Li, Z.**, & Stacks, D. (in press). Social media crisis in the global age: Lessons from the Siemens "refrigerator gate" in China. In Avtgis, T., Rodriguez, D., & Liberman, C. (Eds.) *Casing Risk and Crisis Communication*, Dubuque, IA: Kendall Hunt.
- Ji, Y., Chen, Z., **Li, Z.**, & Stacks, D. (in press). Research and evaluation in strategic communication. In Botan, C. (Eds.), *The International Handbook of Strategic Communication*, Hoboken, NJ: Wiley Blackwell.
- Stacks, D. W., **Li, Z.**, & Spaulding, C. (2015). Media effects. In J. Wright (Eds.), *International Encyclopedia of Social and Behavioral Sciences*, 2nd Ed. Oxford, UK: Elsevier Ltd.
- Li, Z.**, Ji, Y., Liu, J., & Stacks, D. (2015). Role of social media in political campaign. In Stempel, G. H. and Hargrove, T. (Eds) *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.
- Ji, Y., **Li, Z.**, Liu, J., & Stacks, D. (2015). Political ethics. In Stempel, G. H. and Hargrove, T. (Eds) *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.
- Liu, J., Ji, Y., **Li, Z.**, & Stacks, D. (2015). Social media with one aspect of politics. In Stempel, G. H. and Hargrove, T. (Eds) *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.
- Garrison, B. & **Li, Z.** (2015). Candidates, election 2000. In Guido H. Stempel III & Thomas Hargrove (Eds.), *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.

Garrison, B. & Li, Z. (2015). Candidates, election 2004. In Guido H. Stempel III & Thomas Hargrove (Eds.), *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.

Garrison, B. & Li, Z. (2015). Tracking polls. In Guido H. Stempel III & Thomas Hargrove (Eds.), *The 21st Century Voter: An Encyclopedia of Who Votes, How They Vote and Why They Vote*, Santa Barbara, CA: ABC-CLIO/Greenwood.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Li, Z. (2016). From power to punishment: A moderation analysis of online complaining behaviors. Paper presented at the 19th International Public Relations Research Conference, Miami, FL.

Lora E Fleming, Porter Hoagland, Barbara Kirkpatrick, Gary Kirkpatrick, Andy Reich, Steven G Ullmann, Di Jin, Cathy Li, Andy Beet, Gary Hitchcock, Kate Kohler, Bruce Garrison, Vince Lovko, Katrin Rudge (2016). Modeling the Dynamics of HABs, Human Communities, and Policy Choices Along the Florida Gulf Coast: The CHANS Project. Paper presented at the 17th International Conference on Harmful Algae (ICHA).

(2016). Modeling the Dynamics of HABs, Human Communities, and Policy Choices Along the Florida Gulf Coast: The CHANS Project. ISEH 2016 (The 3rd International Symposium on Environment and Health) & ISEG 2016 (The 10th International Symposium on Environmental Geochemistry), Galway, Ireland, August 14 - 20, 2016.

Li, Z., & Stacks, D. (2015). Does Power Make Us Mean? An Investigation of Empowerment and Revenge Behaviors in the Cyberspace. Paper presented at the annual conference of National Communication Association, Las Vegas, NV.
*** Top Faculty Paper Award, Public Relations Division**

Li, Z., & Stacks, D. (2015). Understanding consumer resentment before it's too late: Empirical testing of a service failure response model. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, San Francisco, CA.

Garrison, B., & Li, Z. (2015). Framing news coverage of National Parks: The environment, social issues, and recreation. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, San Francisco, CA.

Li, Z., Ji, Y., & Liu, J. (2015). Big data for public relations practice – technical, analytical and practical use: A demonstration. Paper presented at the 18th International Public Relations Research Conference, Miami, FL.

Li, Z. (2014). Re-examining individualism and collectivism scale: Implications from item response theory. Paper presented at the annual conference of the National Communication Association, Chicago, IL.

- Garrison, B. & Li, Z. (2014). Communication from a federal agency: A case study of social media use and policy. Paper presented at the annual conference of the National Communication Association, Chicago, IL.
- Li, Z. (2014). Psychological empowerment on social media: Who are the empowered users? Paper presented at the PRSA International Conference, Washington, D.C.
***Betsy Plank Graduate Research Competition Award**
- Li, C., & Li, Z. (2014). Is personalization too fragile to work? How priming and need for uniqueness influence the effectiveness of personalized communication. Paper presented at the annual conference of International Communication Association, Seattle, WA.
- Yang, Q., & Li, Z. (2014). “Activate consumers on Facebook!” Community identification’s mediating effect between social media engagement and online word-of-mouth. Paper presented at the annual conference of International Communication Association, Seattle, WA.
- Li, C., Liu, J., & Li, Z. (2014). Facebook versus Renren: How Chinese students depend on different social networking sites for acculturation into the American society. Paper presented at the annual conference of the International Communication Association, Seattle, WA.
- Li, Z., & Li, C. (2014). Twitter as a social actor: The moderating role of relationship norms in consumers’ brand evaluations. Paper presented at the American Academy of Advertising Conference, Atlanta, GA.
- Li, Z., Garrison, B., Ullmann, S., Kirkpatrick, B., Fleming, L. E., & Hoagland, P. (2014). Red tide, risk, and news coverage frames. Paper presented at eMerge Americas Techweek Expos and Summits, Miami, FL.
- Li, Z. (2014). An explorative investigation of consumer empowerment in a new media age. Paper presented at the 17th International Public Relations Research Conference, Miami, FL.
- Li, Z., & Yang, Q. (2014). “Like us on Facebook”: Linkage between social media use, community identification and electronic word-of-mouth. Paper presented at the American Marketing Association Winter Marketing Educators' Conference, Orlando, FL.
- Li, Z., Yang, Q., Huang, J., & Hu, B. (2013). Chinese college students’ perception and attitudes towards self-Presentation on social networking sites. Paper presented at the annual conference of the National Communication Association, Washington, D.C..
- Li, Z., Garrison, B., Ullmann, S., Kirkpatrick, B., Fleming, L. E., & Hoagland, P. (2013). Telling the red tide story: Framing and news media coverage in Florida. Paper presented at the annual meeting of the American Public Health Association, Boston, MA.

Garrison, B. & Li, Z. (2013). Moving beyond the Web: A case study of National Park Service use of social media. Paper presented at the Beyond Convergence: Mobile, Social, and Virtual Media conference, Las Vegas, NA.

Li, Z., Garrison, B., Ullmann, S., Kirkpatrick, B., Fleming, L. E., & Hoagland, P. (2013). NSF CNH: Framing the red tide story: Daily newspaper coverage in southwest Florida. Paper presented at the Seventh Symposium on Harmful Algae, Sarasota, FL.

Li, Z., & Li, C. (2013). Tweet or “Re-Tweet”? An experiment of message type and interactivity on twitter. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Washington, D.C..

***Top Research Paper Award (First Place), Public Relations Division**

Li, Z. (2012). Social media as a relationship strategy: Twitter’s impact on enhancing brand loyalty. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Chicago, IL.

EXTERNAL GRANTS

August 2012-May 2015, Co-Investigator

“CNH: Collaborative research: Modeling the dynamics of harmful algal blooms, human communities, and policy choices along the Florida coast.” National Science Foundation, total \$1,557,697. (Co-PI: Porter Hoagland, Barb Kirkpatrick, Andrew Reich, Gary Hitchcock).

August 2012-August 2013, Co-Investigator

“Decision making at the cutting edge of environmental science: Florida red tide.” National Institute for Environmental Health Sciences (NIEHS), \$400,000. (PI: Bark Kirkpatrick).

October 2011- June 2012, Graduate Research Assistant

Program on the dynamics of coupled natural and human systems (CNH), National Science Foundation, \$476,771.00. (PI: Porter Hoagland).

“Decision making at the cutting edge of environmental science: Florida red tide.” National Institute for Environmental Health Sciences (NIEHS), \$400, 000. (PI: Barb Kirkpatrick).

SERVICE

AEJMC Assessment and Accreditation Committee (08/2016 – present)
San Jose State University

Faculty Advisor (08/2015 – 04/2016)
Public Relations Student Society of America (PRSSA),
University of South Carolina

Faculty Advisor (08/2015 – 04/2016)

International Association of Business Communicators (IABC),
University of South Carolina

Faculty Development Funds Committee (08/2015 – 05/2016)
University of South Carolina

Advisory Committee (05/2015 – Present)
International Public Relations Research Conference(IPRRC)

Editorial Board Member (05/2015-Present)
Communication Research Reports

Senior Conference Coordinator (2012-2015)
International Public Relations Research Conference(IPRRC)

Editorial Assistant (2013-2015)
Communication Research Reports

Faculty Search Committee (2012, 2014)
School of Communication, University of Miami

Journal Review

- 2015: Social Science Computer Review
New Media & Society
Internet Research
- 2014: Journal of Research in Interactive Marketing
Internet Research
- 2013: Journal of Public Relations Research

PROFESSIONAL EXPERIENCE

Consultant, New Media Strategies

09/2014 – Present

- Consult on strategic planning and social media tactics for effective communication campaigns;
- Served clients of multiple industries including Sports & Fitness, entertainment, news organization, and nonprofits.

Research Analytics Consultant

USC Annenberg, Los Angeles, CA
03/2014-06/2014

- Worked as data analyst and research consultant for the General Accepted Practices (GAP) eighth project by the USC Annenberg Strategic Communication and Public Relations Center (SCPRC);
- Tracked and analyzed industry data to identify best practices and pinpointed future trends;

- Collaborated with SCPRC research team to report data on budgets, resource allocation, agency relationships, use of social media, relationships and areas of responsibility.

Intern **Public Relations Society of China, Jinan, China**
09/2009-01/2010

- Helped organize PR lectures, training programs, and forums.

Founder, Green Ribbon Volunteer League 11/2008 - 06/2010

- Launched the largest student volunteer association in Jinan city;
- Organized voluntary events co-sponsored by local Red Cross and University Youth League, including teaching, fundraising, environmental protection events, social assistance and academic exchange programs.

PROFESSIONAL AND ACADEMIC AFFILIATIONS

Public Relations Society of America (PRSA)

International Association of Business Communicators (IABC)

International Communication Association (ICA)

National Communication Association (NCA)

Association for Education in Journalism and Mass Communication (AEJMC)

American Marketing Association (AMA)

American Academy of Advertising (AAA)

American Public Health Association (APHA)

HONORS AND AWARDS

2015: Top Faculty Paper Award, National Communication Association

2014: Betsy Plank Graduate Research Competition Award, Public Relations Society of America

2014: Outstanding Research Assistant, University of Miami Graduate School

2014: GAFAC Travel Award, University of Miami

2013: Top Research Paper Award (First Place), AEJMC Public Relations Division

2012-2015: Graduate Assistantship Award, University of Miami

2011: Wine Spectator Scholarship Award, University of Miami

2010-2012: Graduate Assistantship Award, University of Miami

2009: Outstanding Graduate of Shandong Province, the Education Department of Shandong Province, China

2009: President's Fellowship, SDNU, China

2008: Individual Award in Volunteer Work & Social Practice of Shandong Province, the Communist Youth League of Shandong Province, China

2008: Outstanding Student Leadership Award of Shandong Province, the Education Department of Shandong Province, China

2008: Student of the Year Award, SDNU, China

2007: National Fellowship, Ministry of Education, China

2007: Outstanding Student Leader Paragon, SDNU, China

2006-2009: First Place Scholarship & Excellent Student, SDNU (consecutive)