
Curriculum Vitae *Xia Zheng, Ph.D.*

CONTACT INFORMATION

School of Communication and Journalism
Stony Brook University
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Stony Brook, NY 11794
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EDUCATION

- 2022 Ph.D. in Media Arts & Sciences (minor in Cognitive Science)**
Indiana University, Bloomington, IN, USA
- 2015 M.A. in Mass Communication**
Chongqing University, Chongqing, CHN
- 2013 Exchange Graduate Student in Informatics**
Yuan Ze University, Taoyuan, TW
- 2012 B.A. in Journalism**
Chongqing University, Chongqing, CHN

PROFESSIONAL APPOINTMENTS

- Aug. 2022 – Present** **Lecturer**
School of Communication and Journalism, Stony Brook University
- Aug. 2021 – May 2022** **Associate Instructor**
The Media School and Department of International Studies, Indiana University
- Aug. 2020 – May 2021** **Future Teaching Fellow**
Department of Strategic Communication, Butler University

PUBLICATIONS

Refereed Journal Articles

- Zheng, X. & Lin, S.** (forthcoming). How does online e-cigarette advertisement promote youth's e-cigarettes use? The mediating roles of social norm and risk perceptions. *Health Communication*. <https://doi.org/10.1080/10410236.2021.2010350>
- Zheng, X., Lang, A., Almond, A., & Yan, H.** (2022). It takes guts to be a rebel! A dynamic coordination account on the relationship between motivational reactivity, social moral motives, and politic ideology. *Politics and the Life Sciences*. <https://doi.org/10.1017/pls.2022.5>

- Han*, J., **Zheng***, X., Shen*, & Sun*, S. (equal contribution, 2022). Non-smokers' responses to online e-cigarette commercials: Effects of argument quantity and celebrity endorsement. *Substance Use & Misuse*. <https://doi.org/10.1080/10826084.2022.2052101>
- Zhou, S., & **Zheng, X.** (2022). Agenda dynamics on social media during the COVID-19 epidemic: Interactions between public, media, and government agendas. *Communication Studies*. <https://doi.org/10.1080/10510974.2022.2082504>
- Liu, J., Yang, X., Lu, Y., & **Zheng, X.** (2022). The joint effects of social norm appeals and fear appeals in COVID-19 vaccine campaign posters on self-perceived communication quality and vaccination intention. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2022.760146>
- Zheng, X.**, Li, W., Wong, S., & Lin, S. (2021). Social media and e-cigarette use among US youth: Longitudinal evidence on the roles of online advertisement exposure and risk perception. *Addictive Behaviors*. <https://doi.org/10.1016/j.addbeh.2021.106916>
- Zheng, X.**, Wu, S. (co-first author), & Nie, D. (2021). Online health misinformation and corrective messages in China: A comparison of message features. *Communication Studies*. <https://doi.org/10.1080/10510974.2021.191743>.
- Zheng, X.** & Lu, Y. (2021). News consumption and affective polarization in Taiwan: The mediating roles of like-minded discussion and relative hostile media perception. *The Social Science Journal*. <https://doi.org/10.1080/03623319.2021.1933877>
- Zheng, J., Chen, Q., & **Zheng, X.** (2021). Transitions in Marital, Parental, Occupational Status, and Political News Consumption in China. *The Social Science Journal*. <https://doi.org/10.1080/03623319.2021.1979319>
- Wu, S., Wang, Y., & **Zheng, X.** (2019). Game of source credibility: Sources and narratives of health misinformation and corrective information (in Chinese). *Global Media Journal*, 20, 73-91.
- Potter, R. F., Sites, J., Jamison-Koenig, E., & **Zheng, X.** (2018). The impact of cognitive load on the cardiac orienting response to auditory structural features during natural radio listening situations. *Journal of Cognition*, 1, 39. <http://doi.org/10.5334/joc.43>

Book Chapters and Related Publications

- Lang, A., Han, J., **Zheng, X.**, Almond, A., Lynch, T., & Matthews, N. (2018). Learning to play: How virtual world affordances drive adaptation and learning in Grand Theft Auto. In *Evolutionary Psychology and Digital Games* (pp. 179-192). Routledge.
- Zheng, X.**, Lang, A., & Ewoldsen, D. (2021). The measurement of positive and negative affect in media research. In *Routledge International Handbook of Emotions and Media*, 2nd edition. Routledge. <https://doi.org/10.4324/9780429465758-4>

MEDIA APPEARANCES

July, 8, 2020 Wu, S. *Huxiu News*, "Why are we deceived by health misinformation"

April, 5, 2021 *The Media School Report*, “Social media and e-cigarette use linked, Zheng study finds”

May, 27, 2021 *The Media School Report*, “Zheng study analyzes online health misinformation, corrective messages in China”

June, 28, 2021 *The Media School Report*, “Zheng study: News consumption, media perception, polarization linked”

October, 5, 2021 *The Media School Report*, “Getting married, having children impact political news consumption, Zheng study finds”

April, 7, 2022 *The Media School Report*, “Team-authored study examines social morality, political ideology adoption”

COMPETITIVE CONFERENCE PRESENTATIONS

Zheng, X., Zhou, S., & Lu, Y. (2022 May). Direct and indirect effects of relative hostile media perception on affective polarization. Paper to be presented at the annual meeting of the International Communication Association, Paris, France.

Zheng, X., Lu, Y., Lee, J., & Chi, J. (2022 May). Social media news use and affective polarization. Paper to be presented at the annual meeting of the International Communication Association, Paris, France.

Zheng, X., & Lin, S. (2022 May). How does online E-cigarette advertisement promote youth’s E-cigarettes use? Insights from the social construction of risk model. Paper to be presented at the annual meeting of the International Communication Association, Paris, France.

Ni, Y., **Zheng, X.**, & James, T. (2022 May). Evidence of negativity bias: Task-based functional connectivity analysis when watching affective videos. Paper to be presented at the annual meeting of the International Communication Association, Paris, France.

Zheng, X. & Lu, Y. (2021 August). Gaps in fake news risk perceptions and combating measure preferences. Paper presented at the annual meeting of Association of Education of Journalism and Mass Communication, online.

Zheng, X., Li, W., Wong, S., & Lin, S. (2021 May). Social media and e-cigarette use among US youth: Longitudinal evidence on the roles of advertising exposure and risk perception. Paper presented at the annual meeting of the International Communication Association, online.

Zheng, X. & Lu, Y. (2021 May). News consumption and affective polarization: Longitudinal evidence on the mediating roles of likeminded discussion and relative hostile media perception in Taiwan. Paper presented at the annual meeting of the International Communication Association, online.

Li, W., Sun, R., & **Zheng, X.** (2020, August). Wedging the gap: A multi-level analysis of genre-specific television and internet information seeking impacts on

- health knowledge over 8 years. Paper presented at the annual meeting of Association of Education of Journalism and Mass Communication, San Francisco, the United States.
- Zheng, X.** (2020, April). Do conservatives have higher negativity bias? A comparison between the essentialism account and the dynamic coordination account using psychophysiology and self-report measures. Paper accepted at the annual meeting of the Midwest Political Science Association, Chicago, the United States.
- Zheng, X. & Han, J.** (2019, September). Physiological responses to audiovisual media messages by people with different political attitudes and moral motives. Poster presented at the annual meeting of the Society for Psychophysiological Research, Washington, D.C., the United States.
- Zheng, J., Chen, Q., & **Zheng, X.** (2019, May). Gendered political media use across life-stages in China. Paper presented at the Digital Asian Preconference of the International Communication Association, Washington, D.C., the United States.
- Zheng, X. & Lin, H.** (2019, May). Vaccine misinformation and parental vaccination decisions. Paper presented at the annual meeting of the International Communication Association, Washington, D.C., the United States.
- Zheng, X.** (2019, March). Understanding the relationship between trait negativity bias and political ideology through the lens of the dynamic coordination theory of morality. Paper presented at the 3rd Media School Common Ground Conference, Indiana University at Bloomington, the United States.
- Zheng, X., Wu, S., Nie, D., & Dong, Z.** (2018, May). Health misinformation and corrective message: content and contested structural features. Paper presented at the annual meeting of the International Communication Association, Prague, the Czech Republic.
- Zheng, X., & Han, J.** (2018, May). Ideology based differences in physiological reactions to media messages. Paper presented at the annual meeting of the International Communication Association, Prague, the Czech Republic.
- Zheng, X., Almond, A., & Yan, H.** (2018, May). Trait motivational reactivity modulates moral motives and political orientations. Paper presented at the annual meeting of the International Communication Association, Prague, the Czech Republic.
- Zheng, X., Wu, S., & Nie, D.** (2017, August). Characteristics of online health misinformation and corrective messages: information source, encoding system, content feature, and frame. Paper presented at the 100th annual meeting of Association of Education of Journalism and Mass Communication, Chicago, the United States.
- Read, G., **Zheng, X.**, Cores Sarria, L., Lu, Y., & Potter, R. F. (2017, November). Race in advertising: Ambiguous models increase advertising effectiveness. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX., the United States.
- Read, G., **Zheng, X.**, Cores Sarria, L., Lu, Y., & Potter, R. F. (2017, September). News stories highlighting gender identity of models in fashion ads affect

- responses to the ads themselves. Poster presented at the annual meeting of the Society for Psychophysiological Research, Vienna, Austria.
- Han, J., **Zheng, X.**, & Liu, T. (2017, September). A physiological examination of two copying style models. Poster presented at the annual meeting of the Society for Psychophysiological Research, Vienna, Austria.
- Zheng, X.** (2017, March). The Charming allure of stability in mechanistic explanations. Paper presented at the 1st Media School Common Ground Conference, Indiana University at Bloomington, the United States.
- Han, J. & **Zheng, X.** (2017, May). Coping as motivational bias: Physiological connection between motivational systems and coping styles. Paper presented at the annual meeting of the International Communication Association, San Diego, the United States.
- Sun, S., Han, J., & **Zheng, X.** (2017, May). Framing and exemplification effects on responses to lung cancer news. Paper presented at the annual meeting of the International Communication Association, San Diego, the United States.
- Han, J., **Zheng, X.** & Sun, S. (2017, May). Responses to E-cigarette commercials: Examining the effect of celebrity endorsement and health claims. Paper presented at the annual meeting of the International Communication Association, San Diego, the United States.
- Sites, J., Jamison-Koenig, E., **Zheng, X.** & Potter. (2017, May). The impact of cognitive load on automatic attention capture by auditory structural features. Paper presented at the annual meeting of the International Communication Association, San Diego, the United States.
- Read, G. L., Cores Sarria, L., **Zheng, X.**, Lu, Y., & Potter, R. F. (2017, May). Do gender identity and expression influence responses to transgender and androgynous models in advertisements? Paper presented at the annual meeting of the International Communication Association, San Diego, the United States.
- Lang, A., Bolls, P., & **Zheng, X.** (2016, May). Individual differences in trait motivational reactivity modulates media use across the lifecycle. Poster presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- Potter, R., Jamison-Koenig, E., Sites, J., & **Zheng, X.** (2016, May). The continuance of orienting to auditory structural features presented in natural listening conditions. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- Zheng, X.** (2013, April). The change and the unchanged: An analysis of the historical evolution of journalism education in America. Paper presented at the 5th International Conference of Communication Industry and Journalism Education in the Digital Age, Taipei, Taiwan.
- Tao, N., **Zheng, X.**, & Xiang, Z. (2013, October). Cuncunxiang (public radio service) project's influence on villagers in Fengjie County—interviews of the cultural elites in Fengjie County. Paper presented at the annual Meeting of the Chinese Journalism Academy, Chongqing, China

FUNDRAISING

Increasing public awareness and understanding of ozone pollution in China through climate conversations

– U.S. Embassy in Beijing (Funded)

Role: Co-PI

Principal Investigator: Ruobing Li

Award Total: \$249,208

Period: 2022-2023

Combating Covid-19 conspiracies using news literacy nudge and expert correction: A field experiment on Twitter

– Social Science Research Council (Applied, Not Funded)

Role: Co-PI

Principal Investigator: Minchul Kim

Award Total: \$5,000

Period: 2021

Do negative messages backfire? Motivated psychophysiological responses to political messages

– National Science Foundation (Applied, Not Funded)

Role: PI

Principal Investigator: Minchul Kim

Award Total: \$15,000

Period: 2021

Newspapers and Discourses in Chongqing Region During the Anti-Japanese War -National Social Science Fund of China (Funded)

Role: Research Assistant

Principal Investigator: Jin Zhang

Responsibility: Co-authored one chapter analyzing Qunzhong weekly magazine and drafted the final revision report

Period: 2013-2015

Curriculum and Teaching Models of Journalism Courses in the Media Convergence Era: American Experiences and References for a Bilingual Textbook

-Chongqing University (Funded)

Role: Research Assistant

Principal Investigator: Nan Tao

Responsibility: Wrote reports on the history and developments of journalism education in the United States

Period: 2011-2012

TEACHING EXPERIENCE

Stony Brook University, Stony Brook, NY, USA

Instructor of record:

JRN/COM 106: Introduction to Mass Media

COM 399: Social Media Strategies

Butler University, Indianapolis, IN, USA

Instructor of record:

STR 426: Media Technology and Human Behaviors

STR 321: Advertising Practice

STR 222: Principles of Strategic Communication

Indiana University, Bloomington, IN, USA

Instructor of record & Co-instructor:

MSCH-S315 Media Processes and Effects

INTL-I210 Diplomacy, Security, & Governance

MSCH-C233 Introduction to Production and Design

MSCH-M101 Media

Teaching assistant:

MSCH-C213 Introduction to Media Psychology

MSCH-A337 Electronic Media Advertising

MSCH-C207 Introduction to Media Industry & Management

MSCH-C206 Marketing and Promotion

Guest lectures:

MSCH-S471 Apply Theory to Media Design

- Characters Personality and Message Effectiveness

- Interfaces Personality and Message Effectiveness

- Arousal and Message Effectiveness

MSCH-C214 Race, Prejudice, and the Media

- U.S. Media Presentation of China and Chinese

MSCH-A337 Electronic Media Advertising

- Evolved, Embodied Brain and Advertising Theories

Chongqing University, Chongqing, CHN

Co-instructor:

Native Land and Modern China

Introduction to Communication theories

Teaching assistant:

History of News Communication

AWARDS AND HONORS

Travel Award (2022) by College of Arts and Sciences, Indiana University
Michel Dupagne and Alyx Lin Graduate Travel Fund (2022) by Indiana University
Future Teaching Fellowship (2020-2021) by Indiana University
Research Award (2020) by Graduate and Professional Student Government, Indiana University
Travel Funding (2019) by the Politics and Life Sciences Association
Digital Asian Travel Grant (2019) by the International Communication Association
Louise Hess Miller Fund Travel Grant (2018 & 2019) by Indiana University
Dissertation Research Fellowship (2018) by Indiana University
Travel Grant (2018 & 2019) by the International Communication Association

PROFESSIONAL SERVICE

Departmental Service

Curriculum Proposal Committee, School of Communication and Journalism, Stony Brook University, 2022

Professional Service

Ad-hoc Journal reviewer:

Journalism & Mass Communication Quarterly, New Media & Society, International Journal of Communication, Preventive Medicine, Journal of Health Communication, Substance Use & Misuse, Health Education & Behavior, Journal of Science Communication, Substance Abuse: Research and Treatment, Politics and the Life Sciences

Conference paper reviewer:

International Communication Association, 2017-present

Digital Media Coordinator & Digital Identity Development Committee:

Information Systems Division, International Communication Association

PROFESSIONAL ASSOCIATIONS

International Communication Association

Association for Education in Journalism and Mass Communication

American Academy of Health Behavior