

# 彭堃



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## 研究領域

新媒體、計算機為中介的傳播、人際傳播、健康傳播

## 教育背景

2014 - 2018 哲學博士/媒體與傳播/香港城市大學  
2012 - 2014 文學碩士/新聞學院（研究方向）/美國印第安納大學布魯明頓  
2008 - 2012 文學學士/新聞學/山西大學  
文學學士/英語（輔修）/山西大學

## 教研經歷

2018 - 今 助理教授/人文藝術學院/澳門科技大學  
2017 - 2018 高級研究助理/媒體與傳播系/香港城市大學  
2014 - 2017 助教/媒體與傳播系/香港城市大學

## 教學課程

本科課程: 《廣告學》等  
碩、博士課程: 《數據採集與分析》、《媒體研究相關問題》等

## 研究基金

2022.2 - 2023.8 Antecedents and consequences of fear of missing out, 項目負責人, 澳門科技大學基金會, 項目編號: FRG-22-004-FA, MOP 30,000. (已完成)  
2021.9 - 2023.11 How to combat health misinformation about COVID-19: An eye-tracking approach, 項目負責人, 澳門高等教育基金會, 項目編號: HSS-MUST-2021-12, MOP 222,000. (已完成)  
2019.6 - 2020.12 Impression management in online dating, 項目負責人, 澳門科技大學基金會, 項目編號: FRG-19-010-FA, MOP 30,000. (已完成)

## 研究成果

### 期刊論文：

**Peng, K.**, Zheng, Y.<sup>+</sup>, Qiu, Y.<sup>+</sup>, & Li, Q.<sup>++</sup> (2023). Rage of righteousness: Anger's role in promoting debunking effects during the COVID-19 pandemic. *Computers in Human Behavior*.  
<https://doi.org/10.1016/j.chb.2023.107896> (SSCI, Q1, IF=9.9)

**Peng, K.\***, Lin, W-Y, & Chen, H. (2022). Consequences of deceptive self-presentation in online dating. *Chinese Journal of Communication*, 15(4), 582-610.  
<https://doi.org/10.1080/17544750.2022.2052130> (SSCI, Q2, IF=2.7)

**Peng, K.** (2020). To be attractive or to be authentic? How two competing motivations influence self-presentation in online dating. *Internet Research*, 30(4), 1143-1165. (SSCI, SCIE, Q1, IF=6.773)

Cao, B., Saffer, A.J., Yang, C., Chen, H., **Peng, K.**, Pan, S.W., Durvasula, M., Liu, C., Fu, H., Ong, J.J., Tang, W., & Tucker J.D. (2019). MSM Behavior Disclosure Networks and HIV Testing: An Egocentric Network Analysis Among MSM in China. *AIDS and Behavior*, 1-7. (SSCI, Q1, IF=3.147)

### 會議論文：

Wang, Y.<sup>+</sup>, & **Peng, K.\*** (2023, August 7-10). *Truth From the Comments: Exploring the Effect of Comments as a Solution for Misinformation on Social Media*. 106th Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C., USA.

Yang, S.<sup>+</sup>, & **Peng, K.\*** (2023, July 9-13). *No more silence online: A moderated mediation model of pro-attitudinal selective exposure, online corrective participation, online cross-cutting discussion, and weak-tie discussion during the COVID-19 pandemic in China*. 2023 Annual Conference of International Association for Media and Communication Research (IAMCR), Lyon, France.

**Peng, K.**, Guo, Y.<sup>++</sup>, Wang, Y.<sup>+</sup>, Sheng, X.<sup>+</sup> (2023, July 9-13). *How to combat anger-arousing misinformation about COVID-19: An eye-tracking approach*. 2023 Annual Conference of International Association for Media and Communication Research (IAMCR), Lyon, France.

Sheng, X.<sup>+</sup>, & **Peng, K.\*** (2023, May 25-29). *Observational Correction in Online Video: The Role of Bullet Comments in Debunking*. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Ontario, Canada.

**Peng, K.**, Li, Q.<sup>++</sup>, Zheng, Y.<sup>+</sup>, & Qiu, Y.<sup>+</sup> (2023, May 25-29). *Rage of Righteousness: Anger's Role in Promoting Debunking Effects During COVID-19 Pandemic*. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Ontario, Canada.

**Peng, K.** (2019, May 25-29). *Being attractive or being authentic? How two competing motivations influence self-presentation in online dating*. International Communication Association Annual Conference (ICA), Washington D.C., USA.

- Peng, K.** & Lin, W-Y. (2019, May 25-29). *What happened after you lied? The consequences of deceptive self-presentation in online dating*. International Communication Association Annual Conference (ICA), Washington D.C., USA.
- Peng, K.** & Cao, B., (2017, June 24-27). *Being online daters or not: Effects of individual factors, peers influence, and social reality*. The 14th ITS Asia-Pacific Conference of the International Telecommunications Society, Kyoto, Japan.
- Peng, K.** (2017, May 25-29). *Who will be your e-Doctor? Testing DeAndrea and Carpenter's measure of warranting theory on e-Doctor*. International Communication Association Annual Conference (ICA), San Diego, CA, USA.
- Peng, K.** & Lin, W-Y. (2016, Nov.10-13). *Emotions, Media and Political Participation*. National Communication Association (NCA), Philadelphia, PA, USA.
- Cao, B., **Peng, K.**, & Wang, L. (2016, June 26-29). *"Friending" or Not: Family Types, Privacy Invasion, and Parent-Child Social Networking on WeChat*. 21st Biennial Conference of the International Telecommunications Society, Taipei, Taiwan.
- Peng, K.** (2015, Nov. 19-22). *Young Citizens, Social Media and Political Protest: A Survey of College Students in Hong Kong*. National Communication Association (NCA), Las Vegas, NV, USA.
- Peng, K.** (2015, Aug. 6-9). *Using Time Series to Measure Intermedia Agenda Setting Influence in China*. Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, USA.
- Peng, K.** (2014, Nov. 15-16). *Intermedia Agenda Setting Between Newspaper and Microblogs in China*. Fifth Honours Symposium at WKWSCI, Singapore.
- Peng, K.** (2013, Nov. 22-23). *Definitions of Journalists in Shield Law*. Midwest Association for Public Opinion (MAPOR), Chicago, IL, USA.
- Peng, K.** (2013, Nov. 22-23). *Candidate Image Attributes Agenda-Setting: Comparison between Traditional Mainstream Media and Social Media*. Midwest Association for Public Opinion (MAPOR), Chicago, IL, USA.

+ Student

\*Corresponding author

## **專業資格認證**

October 2021, Training Program in Effective Ph.D./Doctorate Supervision, Macau U of Science and Technology.

May 2021, Mental Health First Aid Standard Course, Macau U of Science and Technology.

August 2017, Advanced Quantitative Methodology, Peking University and University of Michigan.

May 2017, Advanced Tutor Series: Facilitating Discussion, City University of Hong Kong.

May 2017, Advanced Tutor Series: Becoming a Reflective Teacher, City University of Hong Kong.

May 2017, Advanced Tutor Series: Lecturing, City University of Hong Kong.

September 2014, Teaching Students: First Steps, City University of Hong Kong.

## **獎項**

2020, 雲課堂教學傑出獎, 澳門科技大學。

2015-2017, 學費豁免獎學金, 香港城市大學。

2015-2017, 傑出學術表現獎, 香港城市大學。

2014-2017, 大學教育資助委員會獎學金, 香港大學教育資助委員會。

2012-2014, 新聞學院獎學金, 美國印第安納大學。

2008-2012, 一等、二等、三等獎學金若干, 山西大學。

## **社群服務**

期刊審稿人 *Internet Research, International Journal of Communication, Chinese Journal of Communication, Telematics & Informatics, Global Media & China, American Journal of Sexuality Education.*

會議審稿人 *International Communication Association Annual Conference (ICA), International Association for Media and Communication Research Annual Conference (IAMCR), The Association for Education in Journalism and Mass Communication Annual Conference (AEJMC).*