

ZHONG Li

Position: Assistant Professor

Faculty: Faculty of Humanities and Arts

Email: lizhong@must.edu.mo

Phone: (853) 8897-3050

Fax: (853) 2888-0091

Office: R311

Mailing Address: Avenida Wai Long, Taipa, Macau

ACADEMIC QUALIFICATIONS

2019	Ph.D. in Communication	Hong Kong Baptist University
2015	M.A. in Communication & New Media	University of Macau
2013	B.B.A. in Marketing	Zhongnan University of Economics and Law
2013	B.A. in Television Journalism	South-Central University for Nationalities
2012	Exchanging study in Television Journalism	Taiwan Shih Hsin University

RESEARCH INTERESTS

Social and psychological effects of communication technology on well-being, The psychology of communication, Online dating, and Social marginalized groups

TEACHING AREAS

Introduction to Communication, The Psychology of Communication, Research Report Writing

REFERED JOURNAL ARTICLES

Yang, S., Huang, V., Zhong, L.*, Liu, X., & Zhong, R. (2023). Social compensation or social enhancement? A path model connecting rejection sensitivity and loneliness for Chinese online dating applications users. *Computers in Human Behavior*, <https://doi.org/10.1016/j.chb.2023.107929>

(*Corresponding author, SSCI, Q1)

Zhong, L.*, Huang, V., & Guo, S. (2022). Mobile phone paradox: A two-path model connecting mobile phone use and feeling of loneliness for Filipino domestic workers in Hong Kong. *Mobile Media & Communication*, 10(3), 448-467. <https://doi.org/10.1177/20501579221077525> (*Corresponding author, SSCI, Q1)

THESIS

Zhong, L. (2019). Testing a Two-Pathway Model Connecting Mobile Phone Use and Loneliness Among Filipino Domestic Workers in Hong Kong. PhD thesis, Hong Kong Baptist University.

Zhong, L. (2015). Framing Protest: Testing the Protest Paradigm Devices in Hong Kong Press Coverage

of Occupy Central Movement in 2014. MA thesis, University of Macau.

SELECTED CONFERENCE PRESENTATIONS

- Yang, S., & Zhong, L. (2023, July). Social compensation or social enhancement? A path model connecting rejection sensitivity and loneliness for Chinese online dating applications users. Paper presented at the International Association for Media and Communication Research (IAMCR) Conference, Lyon, France.
- Zhong, L., & Huang, L. V. (2021, August). Mobile phone paradox: A hypothetical two-pathway model connecting mobile phone use and loneliness for the Filipino domestic workers in Hong Kong. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Online Conference.
- Zhong, L. (2019, February). Technology and psychological well-being: testing a two pathways model connecting mobile phone use and loneliness among adolescents in Hong Kong. Paper to be presented at the Being Digital-2019 U40 China-Australia Summer School, Perth, Australia.
- Zhong, L. (2016, November). Framing Protest: Testing the Protest Paradigm Devices in Hong Kong Press Coverage of Occupy Central Movement in 2014. Paper presented at the National Communication Association (NCA) 102nd Annual Convention, Philadelphia, Pennsylvania, US.
- Zhong, L. (2016, December). Application of the Health Belief Model into the Debate about the Laser Eye Surgery on the Chinese Social Media Platform. Paper presented at the 1st Conference of the Public Relations Society of China & 9st International Forum on Public Relations and Advertising, Hong Kong Baptist University.
- Zhong, L. (2014, August). The Mobile Phone Use for Female Domestic Workers in Macau. Paper presented at the 6th International Conference on Language and Communication (ICLC), Bangkok, Thailand.

RESEARCH PROJECT

2022–2023 *Mobile Phone Paradox*. Faculty Research Grant (FRG), Macau University and Science and Technology. Grant Number: FRG-22-035-FA, Principal Investigator.