

Li Hao

Photo

Position : Assistant Professor
Faculty : Faculty of Humanities and Art
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Teaching and Research Areas:
Pop culture
Media and gender

Academic Qualifications

2012- 2018 Ph.D / Communication / The Chinese University of Hong Kong
2010 - 2012 Master / TV Communication / Beijing Normal University
2006-2010 Bachelor / Film Studies / Beijing Normal University

Teaching Experiences

2019 - Present Assistant Professor / Faculty of Humanities and Art / Macau University of
Science and Technology

Representative Publications

Journal Articles:

张洪忠，沈菲，李昊 & 贾全鑫（2020）.疫情接近性对谣言信任度的影响：新冠疫情中传播渠道的中介效应分析. 新闻界, 4, 48-56.

Lei, G., Chao, Su., & Hao, L. (2018). Issue involvement, News attention, Knowledge, and Third person effect of Mainland China's anti-corruption Movement. *Communication Quarterly*.

Lei, G., Chao, Su., & Hao, L. (2016). The Third-Person Effect and Chinese Undergraduate Students' Perception of Anti-Corruption News. *Twenty-first Century*, 158, 67-85.

So, C. Y. K., et al. (2013) Seeing the style and attention of different HK chief executives from the policy address. *Media Digest*.

李昊 & 向进. (2011) .手机对报纸读者的融合特征分析---成都市区读者调查为例. *新闻研究导刊*, 43-44.

Academic texts:

Book Chapters:

Hao, L. (2019). *Creating Male Cinderella: an ethnographic study of the male Cinderella phenomenon on the small screen in Mainland China*. In Chow, Y. F and

De Kloet, J (Eds.), You must create: Boredom, Shanzhai and Digitisation in the Time of Creative China. Amsterdam University Press.

Conference Proceedings:

Hao, L. (2019). Casting woman-older romance in China: The cases of May-December Love series. Paper presented at the international conference “Labouring creativity in the global context: cultural work in Asia and Beyond” held by University of Amsterdam, Hong Kong Baptist University and Beijing Normal University, Beijing, China.

Hao, L. (2016). Creating Male Cinderella: an ethnographic study of the male Cinderella phenomenon on the small screen in Mainland China. Paper presented at the international conference “You must create” held by Hong Kong Baptist University, HK.

Lei, G., Chao, Su., & Hao, L.(2016).Issue involvement, News attention, Knowledge, and Third person effect of Mainland China’s anti-corruption Movement. Paper presented at the annual conference of the International Communication Association, Fukuoka, Japan.

Hao, L. (2015) .Wedding imagination in contemporary Beijing. Paper presented at the annual conference of Asian popular cultural studies association, Kobe, Japan.

Hao, L. (2014). The comparative study of Male Cinderella on the small screen in East Asia. Paper presented at the biennial conference of world cultural studies association, Tampere, Finland.

Yan, L., & Hao, L. (2013). Impacts of Lifestyles, Trust, Motivation, Offline Shopping Benefits and Satisfaction on Online Shopping Behavior. Paper presented at the annual conference of the International Association for Media and Communication Research, Dublin, Ireland.

Research Grants/Projects

2020 - present Indie pop and livehouse in Macau

Academic and Professional Membership

Professional Qualifications and Awards