

ZHONG Li

Position: Assistant Professor

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ACADEMIC QUALIFICATIONS

2015-2019	Ph.D. in Communication	Hong Kong Baptist University
2013-2015	M.A. in Communication & New Media	University of Macau
2011-2012	Exchanging Study in Journalism	Taiwan Shih Hsin University
2010-2013	B.B.A. in Marketing	Zhongnan University of Economics and Law
2009-2013	B.A. in Television Journalism	South-Central University for Nationalities

TEACHING EXPERIENCES

2021.9-Present	Assistant Professor	Faculty of Humanities and Arts	Macau University of Science and Technology
2015-2019	Teaching Assistant	School of Communication	Hong Kong Baptist University
2013-2015	Teaching Assistant	Department of Communication	University of Macau

TEACHING AREAS

Introduction to communication, The psychology of communication, Research report writing

RESEARCH INTERESTS

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

RESEARCH PROJECTS

- 2024–2025 Imagination and Disillusionment. Faculty Research Grant (FRG), Macau University and Science and Technology. Grant Number: FRG-24-003-FA, Principal Investigator.
- 2022–2023 Mobile Phone Paradox. Faculty Research Grant (FRG), Macau University and Science and Technology. Grant Number: FRG-22-035-FA, Principal Investigator.

REFERED JOURNAL ARTICLES

- Zhong, L.*, Chen, X., Shan, X., & Liu, X. (2024). From FoMO to discontinuous usage intention: information overload and social media fatigue for Chinese Weibo users. *Southern Communication Journal*, **1-14**, <https://doi.org/10.1080/1041794X.2024.2431074> (*Corresponding author, ESCI, Q3)
- Zhong, L., & Huang, V. (2024). For imagination or disillusionment? The social compensation and social enhancement effects on dating anxiety for online daters who fear being single. *Computers in Human Behavior*, **157, 108251**, <https://doi.org/10.1016/j.chb.2024.108251> (SSCI, Q1)
- 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*, **149, 107929**, <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)

SELECTED CONFERENCE PRESENTATIONS

- Liu, X., Li, Q., Li, X., Zhong, L., & Tu., C. (2024, June). Conspiracy belief as a mediator between Hong Kong identity tendency and hostile media perception. Paper presented at the International 74th Annual Conference of the International Communication Association (ICA). **Top Faculty Paper Award — Runner-up, Mass Communication Division.**
- Zhong, L., & Huang, L. V. (2024, June). For more imagination or disillusionment? A path model connecting fear of being single to dating anxiety of online dating users. Paper presented at the International 74th Annual Conference of the International Communication Association (ICA).
- 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 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.

SERVICES

Journal Reviewer:

- *Computers in Human Behavior*
- *Information, Communication & Society*
- *Women's Studies International Forum*
- *Southern Communication Journal*
- *Psychology Research and Behavior Management*

International Communication Association (ICA) Reviewer