

彭堃



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研究领域:

媒介心理学、人际传播、人机传播、实验研究

教育背景

2014 – 2018 年 哲学博士/媒体与传播/香港城市大学
2012 – 2014 年 文学硕士/新闻学院（研究方向）/美国印第安纳大学布鲁明顿
2008 – 2012 年 文学学士/新闻学/山西大学
文学学士/英语（辅修）/山西大学

教研经历

2025 年 – 今 副教授/人文艺术学院/澳门科技大学
2018 – 2025 年 助理教授/人文艺术学院/澳门科技大学
2017– 2018 年 高级研究助理/媒体与传播系/香港城市大学
2014 – 2017 年 助教/媒体与传播系/香港城市大学

教学课程

本科课程: 《广告学》等

硕、博士课程: 《数据采集与分析》、《媒体研究相关问题》等

研究基金

- 2025 年 – 2028 年 基于脑间神经相似性的食品感官营销促进研究:自下而上的调控理及应用路径，项目成员，科学技术发展基金，项目编号：0062/2024/RIB2, MOP 1,323,000。
- 2022 年 2 月–2023 年 8 月 Antecedents and consequences of fear of missing out, 项目负责人，澳门科技大学基金会，项目编号：FRG-22-004-FA, MOP 30,000。(已完成)
- 2021 年 9 月–2023 年 11 月 How to combat health misinformation about COVID-19: An eye-tracking approach, 项目负责人，澳门高等教育基金会，项目编号：HSS-MUST-2021-12, MOP 222,000。(已完成)
- 2019 年 6 月–2020 年 12 月 Impression management in online dating, 项目负责人，澳门科技大学基金会，项目编号：FRG-19-010-FA, MOP 30,000。(已完成)

部分研究成果

期刊论文:

Peng, K., Zheng, Y.^{*}, & Li, Q. (2025). How does accommodation inspire communication? Examining affective and cognitive paths linking accommodation and family communication about health. *Social Science & Medicine*. (SSCI, Q1, IF=5.0)

Yang, S.⁺, & **Peng, K.**^{*} (2025). From silence to action: How weak-tie discussions facilitated cross-cutting participation on Chinese social media during and after COVID-19. *Current Psychology*.
<https://doi.org/10.1007/s12144-025-08167-2> (SSCI, Q1, IF=2.6)

Peng, K., Zheng, Y.⁺, Qiu, Y.⁺, & Li, Q.⁺⁺ (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)

会议论文:

Zhou, J.⁺, & Peng, K.* (2025, August 7-10). *Emotional labor in the marketplace of love: How dark triads suffer from dating fatigue and recover from situationships* [Paper presentation]. 108th Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, USA.

Lin, S.⁺, & Peng, K.* (2025, August 7-10). *Shadows of the past: How childhood emotional neglect drives digital surveillance in long-distance relationships* [Paper presentation]. 108th Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, USA.

Wu, S.⁺, & Peng, K.* (2025, June 12-16). *The effect of chatbots' representations on self-disclosure: Mediating roles of perceived trust and perceived empathy* [Paper presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, Colorado, USA.

Peng, K., Zheng, Y.⁺⁺, & Li, Q.⁺ (2025, June 12-16). *How does accommodation inspire communication? Examining affective and cognitive paths linking accommodation and family communication about health* [Paper presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, Colorado, USA.

Yang, S.⁺, Wang, D. & Peng, K.* (2025, June 12-16). *Finding solace or solitude? Exploring the compensating and enhancing effects of social mobile game play* [Paper presentation]. 75th Annual Conference of the International Communication Association (ICA), Denver, Colorado, USA.

Zhou, J.⁺, & Peng, K.* (2024, June 20-24). *Exploring how role conflict affects social media self-disclosure: Integrating protection motivation theory and C-A-C model* [Paper presentation]. 74th Annual Conference of the International Communication Association (ICA), Gold Coast, Queensland, Australia.

Wang, Y.⁺, & Peng, K.* (2023, August 7-10). *Truth from the comments: Exploring the effect of comments as a solution for misinformation on social media* [Paper presentation]. 106th Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C., USA.

Yang, S.⁺, & 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* [Paper presentation]. 2023 Annual Conference of International Association for Media and Communication Research (IAMCR), Lyon, France.

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

Sheng, X.⁺, & **Peng, K.**^{*} (2023, May 25-29). *Observational correction in online video: The role of bullet comments in debunking* [Paper presentation]. 73rd Annual Conference of the International Communication Association (ICA), Toronto, Ontario, Canada.

Peng, K., Li, Q.⁺*, Zheng, Y.⁺, & Qiu, Y.⁺ (2023, May 25-29). *Rage of righteousness: Anger's role in promoting debunking effects during COVID-19 pandemic* [Paper presentation]. 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* [Paper presentation]. 69th Annual Conference of the International Communication Association (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* [Paper presentation]. 69th Annual Conference of the International Communication Association (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* [Paper presentation]. 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* [Paper presentation]. 67th Annual Conference of the International Communication Association (ICA), San Diego, CA, USA.

Peng, K. & Lin, W-Y. (2016, Nov.10-13). *Emotions, Media and Political Participation* [Paper presentation]. 102nd Annual Conference of the 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* [Paper presentation]. 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* [Paper presentation]. 101st Annual Conference of the 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* [Paper presentation]. 98th Annual Conference of the 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* [Paper presentation]. Fifth Honours Symposium at WKWSCI, Singapore.

Peng, K. (2013, Nov. 22-23). *Definitions of journalists in shield law* [Paper presentation]. 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* [Paper presentation]. Midwest Association for Public Opinion (MAPOR), Chicago, IL, USA.

+ 学生

*通讯作者

专业资格认证

2021 年 10 月，博士/博士学位有效指导培训项目，澳门科技大学。

2021 年 5 月，心理健康急救标准课程，澳门科技大学。

2017 年 8 月，高级定量方法论，北京大学与密歇根大学联合举办。

2017 年 5 月，高级导师系列：引导式讨论，香港城市大学。

2017 年 5 月，高级导师系列：成为反思型教师，香港城市大学。

2017 年 5 月，高级导师系列：讲授技巧，香港城市大学。

2014 年 9 月，教学学生：第一步，香港城市大学。

奖项

2020 年，云课堂教学杰出奖，澳门科技大学。

2015-2017 年，学费豁免奖学金，香港城市大学。

2015-2017 年，杰出学术表现奖，香港城市大学。

2014-2017 年，大学教育资助委员会奖学金，香港大学教育资助委员会。

2012-2014 年，新闻学院奖学金，美国印第安纳大学。

2008-2012 年，一等、二等、三等奖学金若干，山西大学。

社群服务

期刊审稿人 *Internet Research, International Journal of Communication, Chinese Journal of Communication, Telematics & Informatics, Global Media & China, American Journal of Sexuality Education, Cyberpsychology: Journal of Psychosocial Research on Cyberspace, New Media & Society.*

会议审稿人 *International Communication Association (ICA) Annual Conference, International Association for Media and Communication Research (IAMCR) Annual Conference, The Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference.*