

# 彭堃



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## 研究領域:

媒介心理學、人際傳播、人機傳播、實驗研究

## 教育背景

2014 – 2018 年 哲學博士/媒體與傳播/香港城市大學  
2012 – 2014 年 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 年 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

2025 年 – 今 副教授/人文藝術學院/澳門科技大學  
2018 – 2025 年 助理教授/人文藝術學院/澳門科技大學  
2017 – 2018 年 高級研究助理/媒體與傳播系/香港城市大學  
2014 – 2017 年 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

- 2025 年 – 2028 年 基於腦間神經相似性的食品感官營銷促進研究:自下而上的調控理及應用路徑，項目成員，科學技術發展基金，項目編號：0062/2024/RIB2, MOP 1,323,000。
- 2022 年 2 月–2023 年 8 月 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 年 9 月–2023 年 11 月 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 年 6 月–2020 年 12 月 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)

## 部分研究成果

### 期刊論文：

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.<sup>+</sup>, & 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.<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)

會議論文:

Zhou, J.<sup>+</sup>, & 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]. 108<sup>th</sup> Annual Conference of The Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, USA.

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

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

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

Yang, S.<sup>+</sup>, 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]. 75<sup>th</sup> Annual Conference of the International Communication Association (ICA), Denver, Colorado, USA.

Zhou, J.<sup>+</sup>, & 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]. 74<sup>th</sup> Annual Conference of the International Communication Association (ICA), Gold Coast, Queensland, Australia.

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* [Paper presentation]. 106<sup>th</sup> 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* [Paper presentation]. 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* [Paper presentation]. 2023 Annual Conference of International Association for Media and Communication Research (IAMCR), Lyon, France.

Sheng, X.<sup>+</sup>, & **Peng, K.**<sup>\*</sup> (2023, May 25-29). *Observational correction in online video: The role of bullet comments in debunking* [Paper presentation]. 73<sup>rd</sup> 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* [Paper presentation]. 73<sup>rd</sup> 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]. 69<sup>th</sup> 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]. 69<sup>th</sup> 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 14<sup>th</sup> 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]. 67<sup>th</sup> 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]. 102<sup>nd</sup> 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]. 21<sup>st</sup> 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]. 101<sup>st</sup> 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]. 98<sup>th</sup> 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.

+ 學生

\*通訊作者

### **專業資格認證**

2021 年 10 月，博士/博士學位有效指導培訓項目，澳門科技大學。

2021 年 5 月，心理健康急救標準課程，澳門科技大學。

2017 年 8 月，高級定量方法論，北京大學與密歇根大學聯合舉辦。

2017 年 5 月，高級導師系列：引導式討論，香港城市大學。

2017 年 5 月，高級導師系列：成為反思型教師，香港城市大學。

2017 年 5 月，高級導師系列：講授技巧，香港城市大學。

2014 年 9 月，教學學生：第一步，香港城市大學。

### **獎項**

2020 年，雲課堂教學傑出獎，澳門科技大學。

2015-2017 年，學費豁免獎學金，香港城市大學。

2015-2017 年，傑出學術表現獎，香港城市大學。

2014-2017 年，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 年，新聞學院獎學金，美國印第安納大學。

2008-2012 年，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, Cyberpsychology: Journal of Psychosocial Research on Cyberspace, New Media & Society.*

會議審稿人 *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.*