

Peng Kun



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Research Areas:

Media Psychology, Interpersonal Communication, Human-Machine Communication, and Experimental Studies

Academic Qualifications

2014 - 2018	Ph.D / Media and Communication / City University of Hong Kong
2012 - 2014	Master of Arts / Journalism (Research track, with thesis) / Indiana University
	Bachelor of Arts / Journalism / Shanxi University
2008 - 2012	Bachelor of Arts / English (Minor) / Shanxi University

Teaching/Research Experiences

2025 - present	Associate Professor/ Faculty of Humanity and Arts / Macau University of Science and Technology
2018 - 2025	Assistant Professor / Faculty of Humanity and Arts / Macau University of Science and Technology
2017 - 2018	Senior Research Assistant / Department of Media and Communication / City University of Hong Kong
2014 - 2017	Teaching Assistant / Department of Media and Communication / City University of Hong Kong

Teaching Courses

Undergraduate level: Advertising

Postgraduate level: Data Acquisition and Analysis, Issues in Media Research

Research Grant

- 2025 – 2028 Interbrain Neural Similarity Enhances the Efficacy of Food Sensory Marketing: Bottom-Up Modulation Mechanisms and Application Approaches, Project Member, Science and Technology Development Fund (FDCT), Grant Number: 0062/2024/RIB2, MOP 1,323,000. (On-going)
- 2022.2 – 2023.8 Antecedents and consequences of Fear of Missing Out, Principal Investigator (PI), Macau University of Science and Technology Foundation, Grant Number: FRG-22-004-FA, MOP 30,000. (Completed)
- 2021.9 – 2023.11 How to combat health misinformation about COVID-19: An eye-tracking approach, Principal Investigator (PI), Macao Higher Education Fund, Grant Number: HSS-MUST-2021-12, MOP 222,000. (Completed)
- 2019.6 - 2020.12 Impression Management in Online Dating, Principal Investigator (PI), Macau University of Science and Technology Foundation, Grant Number: FRG-19-010-FA, MOP 30,000. (Completed)

Representative Publications

Journal Articles:

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*, 148, 107896.
<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)

Conference Articles:

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.

⁺ Student

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Professional Qualifications

October 2021, Training Program in Effective Ph.D./Doctorate Supervision, Macau University of Science and Technology.

May 2021, Mental Health First Aid Standard Course, Macau University of Science and Technology.

August 2017, Advanced Quantitative Methodology, Peking University and University of Michigan.

May 2017, Advanced Tutor Series: Facilitating Discussion, City University of Hong Kong.

May 2017, Advanced Tutor Series: Becoming a Reflective Teacher, City University of Hong Kong.

May 2017, Advanced Tutor Series: Lecturing, City University of Hong Kong.

September 2014, Teaching Students: First Steps, City University of Hong Kong.

Awards

2020, Outstanding Performance Award in Online Teaching, Macau U of Science and Technology.

2015-2017, Research Tuition Scholarship, City University of Hong Kong.

2015-2017, Outstanding Academic Performance Award, City University of Hong Kong.

2014-2017, University Grants Committee (UGC) Scholarship, Hong Kong University Grants Committee.

2012-2014, Fellowship of the School of Journalism, Indiana University Bloomington.

2008-2012, First-class, Second-class, Third-class Scholarship, Shanxi University.

Community Service

Journal reviewer of *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*.

Conference reviewer of *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*.