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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	Exchange 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 AND RESEARCH EXPERIENCES

2026-now	Associate Professor	FA, Macau University of Science and Technology
2021-2026	Assistant Professor	FA, Macau University of Science and Technology
2019-2021	Senior Research Fellow	Center for Globalization Hong Kong
2015-2019	Teaching & Research Assistant	School of Communication, Hong Kong Baptist University
2013-2015	Teaching & Research Assistant	Department of Communication, University of Macau

TEACHING AREAS

Communication psychology, Introduction to communication, Research report writing

RESEARCH INTERESTS

Communication psychology, Communication technology and psychological well-being, Online dating, Social marginalized groups (e.g., female domestic workers and left-behind adolescents), Social media

PUBLISHED JOURNAL ARTICLES

- [9] Long, Y.^{#+}, **Zhong, L.**^{*+}, & Huang, V. (2026). The relationship between social comparison orientation and social media posting anxiety among WeChat users in China: FoMO as a mediator and self-esteem as a moderator. *BMC Psychology*, <https://doi.org/10.1186/s40359-026-04276-0> (SSCI, IF: 3.0 in 2024, Q1, ranking 42/223 in Psychology, Multidisciplinary)
- [8] Qu, F.[#] & **Zhong, L.**^{*} (2025). Is idol worship good or bad? A chain mediation model connecting anxious attachment and prosocial behavior tendency among Chinese fans. *Acta Psychologica*, 261, 105935. <https://doi.org/10.1016/j.actpsy.2025.105935> (SSCI, IF: 2.7 in 2024, Q2, ranking 28/102 in Psychology, Experimental)
- [7] Liang, Y.[#], Liu, X., Zhang, H.[#], Wang, Y.[#], & **Zhong, L.**^{*} (2025). A moderated mediation model of avoidance attachment and depression among Chinese online daters: A social enhancement perspective. *Acta Psychologica*, 258, 105282. <https://doi.org/10.1016/j.actpsy.2025.105282> (SSCI, IF: 2.7 in 2024, Q2, ranking 28/102 in Psychology, Experimental)
- [6] Tu, C., Li, X.^{*}, Lu, F., Liu, X., & **Zhong, L.** (2025). Involvement type matters: Examining policy-related news exposure and opinion expression on social media. *International Journal of Public Opinion Research*, 37(2), edaf014. <https://doi.org/10.1093/ijpor/edaf014> (SSCI, IF: 1.3 in 2024, Q3, ranking 119/227 in Communication and Q2, 162/325 in Political Science)
- [5] Jiang, H.^{#+}, **Zhong, L.**^{*+}, Huang, V., & Zhong, R.[#] (2025). The impact of emotional neglect on internet addiction among left-behind adolescents in rural China: A moderated mediation model. *Child Abuse & Neglect*, 163, 107341, <https://doi.org/10.1016/j.chiabu.2025.107341> (SSCI, IF: 3.4 in 2024, Q1, ranking 2/94 in Social Work and 5/66 in Family Studies)
- [4] **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> (ESCI, IF: 0.8 in 2024, Q3, ranking 143/227 in Communication)
- [3] **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, IF: 8.9 in 2024, Q1, ranking 3/102 in Psychology, Experimental)
- [2] 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> (SSCI, IF: 9.0 in 2023, Q1, ranking 3/99 in Psychology, Experimental)
- [1] **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> (SSCI, IF: 4.9 in 2022, Q1, ranking 15/96 in Communication)

Note. * Corresponding Author; + Equal Contribution; # Graduate and Undergraduate Student Co-author.

SELECTED CONFERENCE PRESENTATIONS

- [11] Hu, X., Ju B., & **Zhong, L.** (2026, June). "Intercultural dating is our painkiller for acculturation": The paradox of online dating among Chinese female international students in the UK. Paper presented at the International 76th Annual Conference of the International Communication Association (**ICA**), Cape Town, South Africa.
- [10] **Zhong, L.**, & Huang, V. (2025, June). Sexually explicit content in online dating. Paper presented at the International 75th Annual Conference of the International Communication Association (**ICA**), Denver, Colorado, USA.
- [9] Jiang, H., **Zhong, L.**, Huang, V., & Zhong, R. (2025, June). The impact of emotional neglect on internet addiction among left-behind adolescents in rural China: A moderated mediation model. Paper presented at the International 75th Annual Conference of the International Communication Association (**ICA**), Denver, Colorado, USA.
- [8] 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 74th Annual Conference of the International Communication Association (**ICA**), Gold Coast, Australia. **Top Faculty Paper Award — Runner-up, Mass Communication Division.**
- [7] **Zhong, L.**, & Huang, 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**), Gold Coast, Australia.
- [6] 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.
- [5] **Zhong, L.**, & Huang, 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.
- [4] **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.
- [3] **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.
- [2] **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.
- [1] **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.

RESEARCH PROJECTS

Execution Period	Title	Source/Amount of Fund and Role	Status
[4] 2026.02-2027.02	The Impact of Negative Evaluations in Workplace (Grant No.: FRG-26-003-FA)	Faculty Research Grant (FRG), Macau University and Science and Technology, Principal Investigator	In Progress
[3] 2024.12-2025.12	The Hyperpersonal Perspective in Online Dating (Grant No.: FRG-25-005-FA)	Faculty Research Grant (FRG), Macau University and Science and Technology, Principal Investigator	Completed
[2] 2024.01-2025.01	For Enhanced Imagination or Compensatory Disillusionment? (Grant Number: FRG-24-003-FA)	Faculty Research Grant (FRG), Macau University and Science and Technology, Principal Investigator	Completed
[1] 2022.05-2023.11	Mobile Phone Paradox (Grant Number: FRG-22-035-FA)	Faculty Research Grant (FRG), Macau University and Science and Technology, Principal Investigator	Completed

MEMBERSHIPS AND SERVICES

Professional Membership:

- *International Communication Association (ICA)*
- *Association for Education in Journalism and Mass Communication (AEJMC)*
- *International Association for Media and Communication Research (IAMCR)*

Conference and Journal Reviewer:

- *International Communication Association (ICA) Reviewer (2024)*
- *Computers in Human Behavior (2024)*
- *Information, Communication & Society (2024, 2025)*
- *Women's Studies International Forum (2024)*
- *Southern Communication Journal (2024)*
- *Psychology Research and Behavior Management (2024)*
- *Humanities & Social Sciences Communications (2025)*
- *Acta Psychologica (2025)*
- *BMC Psychology (2025)*
- *Child Abuse & Neglect (2025, 2026)*

AWARDS

- 2025 Being Shortlisted for the Teaching Excellence Award at MUST (2024/2025)
- 2024 Top Faculty Paper, Mass Communication Division, International Communication Association (ICA)
- 2015 The University Grant (UG) Studentship of Hong Kong Baptist University
- 2013 Graduate Assistant Scholarship, Department of Communication, University of Macau
- 2013 Third Prize for Outstanding Scientific Research Achievements by College Students in Hubei Province
- 2012 Alumni Scholarship of Shih Hsin University, Taiwan
- 2010 National Scholarship