

CURRICULUM VITAE

Zuoming Wang

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Education

- Ph.D. in Communication, August 2007, Cornell University
Advisor: Dr. Joseph Walther;
Co-advisor: Dr. Jeffery Hancock
- M.A. in Communication, August 2003, The Ohio State University
Advisor: Dr. William “Chip” Eveland
- B.A. in Journalism & Communication, July 2001, Xiamen University, China

Professional Experience

- Associate Professor, Department of Communication Studies, University of North Texas, Denton, TX, 2013 - present
- Assistant Professor, Department of Communication Studies, University of North Texas, Denton, TX, 2007- 2013
- Summer Guest Instructor, Xiamen University, Xiamen, China, June – July, 2010
- Lecturer, Department of Communication, Cornell University, Ithaca, NY, Summer 2005
- Graduate Teaching Assistant, Department of Communication, Cornell University, Ithaca, NY, 2003-2007
- Graduate Teaching Assistant, School of Communication, The Ohio State University, Columbus, OH, 2002-2003

Research Interests

- Effect of New Technology on Social Interactions
- Decision Making in Virtual Groups
- Social Computing & Social Relations Analysis
- Impression Formation and Interpersonal Perceptions in Virtual Environment
- Online Relationship Development and Maintenance

Peer-Reviewed Journal & Proceeding Articles

Wang, Z. & Kara Caskey. (forthcoming). #Occupywallstreet: An analysis of Twitter usage during a protest movement. *Social Networking*.

Wang, Z., Novak, H., Scofield-Snow, H., Traylor, S., Zhou, Y. (2015). Am I disclosing too much? Student’s perception of teacher credibility via Facebook. *The Journal of Social Media in Society*, 4, 5-37.

Chen, G., & Wang, Z. (2015). Regulation and entrepreneurship: micro evidence from China. *Management World*, 5, 89-99.

Fan, Z. & Wang, Z. (2015). Saving for buying house: discussion on the income distribution effect of real estate tax reform. *Management World*, 4, 18-27.

- Richardson, B., Wang, Z., & Hall, C. (2012). Blowing the whistle against Greek hazing: The theory of reasoned action as a framework for reporting intentions. *Communication Studies*, 63, 172-193.
- Wang, Z. (2012). Affective reciprocity in virtual groups: Role of interpersonal behavior and intergroup dynamics. *Proceedings of the International Conference on Applied Social Science (ICASS 2012)*, (pp. 428-433). Kuala Lumpur, Malaysia (indexed by Web of Science CPCI-SSH, ISSHP).
- Wang, Z. (2012). Exploring the black sheep effect in the virtual group interactions. *Proceedings of the Conference on Psychology and Social Harmony (CPSH 2012)*, (pp. 397- 403). Shanghai, China (indexed by Web of Science CPCI-SSH, ISSHP)
- Wang, Z., Leow, S., Allen, E., Tran, C., & Davis, M. (2011). Testing online interactions: Effect of individual behavior and homophily on virtual communicative dyads. *International Journal of Arts and Sciences*, 4, 165-175.*
- Wang, Z., Walther, J., & Hancock, J. (2009). Social identification and interpersonal perception in computer-mediated communication: Who you are versus what you do in virtual groups. *Human Communication Research*, 35, 59-85.
- Wang, Z., Walther, J., Pingree, S., & Hawkins, R. (2008). Health information, credibility, homophily, and influence via the Internet: Web sites versus discussion groups. *Health Communication*, 23, 358-368.
- Ramirez, A. & Wang, Z. (2008). When on-line meets off-line: An expectancy violation theory perspective on modality switching. *Journal of Communication*, 58, 20-39.
- Walther, J., Wang, Z., & Loh, T. (2004) The effect of top-level domains and advertisements on health web-site credibility. *Journal of Medical Internet Research*, 6, 56-65.

Invited Book/Monograph

- Wang, Z (2011). *Identification and interpersonal perceptions in virtual groups*. LAP Lambert Academic Publishing, Saarbracken, Germany.

Teaching Experience

- Assistant & Associate Professor, University of North Texas, Sept 2007- present
 - Undergraduate Courses:
 - Interpersonal Communication
 - Advance Interpersonal Communication
 - Communication and New Technology
 - Communication and Relational Development
 - Social Media
 - Intercultural Communication
 - Graduate Courses:
 - Graduate Seminar on Computer-mediated Communication
 - Quantitative Research Methods

- Lecturer, Cornell University, Summer 2005
 - Principles of Public Relations and Advertising

- Graduate Teaching Assistant, Cornell University, 2003-2007
 Communication Industry Research
 Research Methods in Communication
 Communication in Social Relationships
 Communication and Decision Making in Groups
 Visual Communication
- Graduate Teaching Assistant, The Ohio State University, 2002-2003
 Communication in Society

Advising & Committee Services

Ph. D student, Computer Science Dept, committee serving (Srikanth Jonnada, fall 2015-present, Huiqi Zhang, spring 2010 –fall 2011; Mohamed Fazeen, fall 2009 – spring 2016; Kalyan Pathap, fall 2009 –spring 2012; Enkh-Amgalan Baatarjav, fall 2009– 2015)

MA student advisees (Chris Tran, 2008-2009, Serena Leow, 2008-2010, Yuanyuan Zhou, 2010-2011, Dino Griego, 2012-2014)

- Chris Tran: thesis project “What’s real anymore: A comparison of SecondLife, World of Warcraft, and online experiences”
- Serena Leow: thesis project “You don’t know me but can I be your friend?: Accepting strangers as friends on Facebook”

MA student committee serving (Rhett Richardson, fall 2016 – present, Ashley Trudeau, fall 2014-spring 2016, Kara Brittain, fall 2012 – spring 2013, Hailey Glover, fall 2012 – spring 2013, Jun Kuang, MA student from Radio, TV, Broadcasting and Film; Ken Wagner, spring 2012 – spring 2013; Hannah Novak, 2010-summer 2012, Dianne Gravely, 2010-spring 2012, Lara Seebeck, fall 2011 fall – spring 2012, Joshua Newton, 2010- spring 2012, Damla Ricks, 2010- spring 2011, Camile Hall, graduated spring 2010, Evette Allen, graduated spring 2010, Kriston Smeaton, graduated spring 2008, Jennifer Millsbaugh, graduate spring 2008, Keturi DeLong Beatty, graduated spring 2009, Karen Norvell, graduated spring 2009; Christine Keller, graduated spring 2009, Courtney Brazil, graduated spring 2009, Travis Nash)

Research Positions

- Research Assistant to Prof. Poppy McLeod, Summer 2007, Cornell University, worked on linguistic analysis of intergroup bias project, conducted coding.
- Research Assistant to Prof. Joseph Walther, Summer 2004, 2006, Fall 2006, Cornell University, worked on project about online social support, designed the experiment, conducted data collection and analysis.
- Research Assistant to Prof. Carroll Glynn, Spring 2003, the Ohio State University, worked on project about social conformity and the influence of fads, conducted literature search and prepared survey instruments.

Awards

- Global learning faculty scholar, summer 2012, UNT
- Top 4 Paper Award (2011). Human Communication & Technology Division, National Communication Association
- Top Paper Award (2010), Communication Theory Division, Southern States Communication Association
- Nominee, Outstanding Dissertation Award (2009), Interpersonal Communication Division, National Communication Association
- Nominee, Laura Crowell Dissertation Award (2008), Group Communication Division, National Communication Association
- Outstanding Dissertation Award (2008), Interpersonal Communication Division, International Communication Association
- Nominee, Outstanding Dissertation Award (2008), Communication & Technology Division, International Communication Association
- Top 3 Papers Award (2007), Group Communication Division, National Communication Association
- Top Student Paper Award (2007), Group Communication Division, National Communication Association
- Liu Memorial Award & Daisy Yen Wu Scholarship (2007) from Graduate School, Cornell University (Annual award for demonstrated academic ability and performance)
- Dissertation small grant award (2007) from the International Student and Scholar Office, Cornell University
- Graduate Student Teaching Award (2006) from International Communication Association
- Anson E. Rowe Award (2006) from the Department of Communication, Cornell University (Annual award for top graduate student in the field of communication)
- Outstanding Graduate Teaching Assistant Award (2006) from the College of Agriculture and Life Sciences, Cornell University
- Graduate Book Award (2006) from the International Student and Scholar Office, Cornell University (Bi-annual award for academic achievement and dedicated service to Cornell's international community)
- Top Student Paper Award (2004), Political Communication Division, International Communication Association
- Summer Seminar Scholarship (2002) from Institute of Humane Studies at George Mason University
- Fellowship Award (2001-2002) from the Ohio State University

Grants

External Grants

Funded

- PI, Social media in social movement: A comparative study of twitter usage during the Arab spring Egypt protest and occupy Wall Street protest, Waterhouse Family Institute Grant, 2014, \$10,000

- Co-PI, MRI/Dev: A flexible instrument and tools for experimental research in next generation 9-1-1 services (REU), submitted: 10/22/2009, \$29,800, funded at \$16,000 (9/1/2008-8/31/2010)
- Co-PI, Collaborative research: CRI: IAD: A testbed for research and development of next generation 9-1-1 services (REU), submitted: 10/22/2009, \$29,800, funded at \$16,000 (9/1/2008-8/31/2010)

Not funded

- Co-PI, HCC: Small: Facilitating and instructing callers prior to arrival of first responders, submitted to NSF IIS Division on 12/17/2010, \$499,822
- Co-PI, CPS: Medium: Collaborative Research: Mobile lifeguard: Methods and tools for quantifying impairments of body and mind, submitted to NSF CNS Division on 3/11/2010, \$645,632
- Co-PI, CPS: Small: Collaborative Research: Navigation assistance in the dark, Submitted to NSF CNS Division on 3/11/2010, \$399,732
- Co-PI, HCC: Small: A framework for supporting 9-1-1 callers prior to arrival of first responders, submitted to NSF IIS Division on 12/17/2009, \$499,460
- Co-PI, NetSE: Small: A heuristic framework for predicting communication patterns, submitted to NSF CNS Division on 12/17/2009, \$499,291
- Co-PI, TC: Small: Collaborative Research: MUTE: Minimizing Unwanted Telecommunication , submitted to NSF CNS Division on 12/17/2009, \$299,999
- Co-PI, Contextual research-empirical: Acquisition of systems thinking capacity through the use of decision support systems (NSF 09-601), submitted to NSF DRL Division on 11/12/2009, \$1,478,546
- PI, VOSS: Expression and influence of minority information in virtual collaboration: Untangling the puzzle of hidden profile, submitted to NSF OCI Division on 6/2/2008, \$307,314

Internal Grants

- Co-PI, Interdisciplinary mentoring team of foreign-born female academics, UNT, \$4000, received in May 2013
- PI, Transformative instructional initiative fellowship: Globalizing your curriculum, UNT, \$2000, received in summer 2012
- PI, #protest: An analysis of Twitter usage during protest movements and riots, Small Grant, UNT, received in fall 2011, \$800
- PI, Junior Faculty Summer Fellowship, UNT, received in Feb 2010, \$5000
- PI, Between two cultures: An investigation of Spanish language media use and cultural assimilation of Hispanic immigrants. Spanish Language Media Center Research Grant, UNT, Feb, 2009, \$2000
- PI, Effect of information source on impression formation in social networking sites. Research Initiative Grant, UNT, \$5000
- PI, Small Grant, UNT, 2008, \$1600
- PI, Designing blended-format course Communication and New Technology, Learning Enhancement Grant, UNT, 2008, \$5000

- PI, Exploring interpersonal attraction and group cohesiveness in virtual teams. Research Initiative Grant, UNT, 2008, \$4000

Professional Service

- Associate editorial board member, *Communication Studies*, 2013-2015
- Book reviewer, *The Communication Age: Connecting and Engaging* by Autumn Edwards, Chad Edwards, Shawn T. Wahl, and Scott A. Myers, Sage Publisher.
- Book reviewer, *Contacts: Interpersonal Communication in Theory, Practice, and Context* by Teri Kwai Gamble & Michael W. Gamble, Sage Publisher.
- Reviewer, *Communication Research*, June 2011
- Reviewer, *Journal of Computer Mediated Communication*, June, 2011
- Reviewer, *Media Psychology*, February 2011.
- Program committee member, Humans-In-the-Loop: Are we insecureing the secured? ACM SIGSAC HITL 2010 Workshop in conjunction with 17th ACM Conference on Computer and Communications Security (CCS), Oct 4th, 2010, Chicago, IL
- Ad hoc reviewer, Communication and Technology Division, 2010 Conference of International Communication Association, Singapore, June 21-26, 2010
- Reviewer, *Journal of Communication*, October 2009
- Reviewer, *Journal of Media and Communication Studies*, August 2009 -present
- Reviewer, *South Communication Journal*, April 2009.
- Chair, Considering the role of group composition and group context panel, Group Communication Division, Conference of National Communication Association, Chicago, IL, Nov, 2009
- Chair, Language of online interaction panel, Communication and Technology Division, Conference of International Communication Association, Chicago, IL, May, 2009
- Ad hoc reviewer, Group Communication Division, Conference of National Communication Association, Chicago, IL, Nov, 2009
- Ad hoc reviewer, Communication and Technology Division, 2009 Conference of International Communication Association, Chicago, IL, May, 2009
- Ad hoc reviewer, Health Communication Division, Conference of National Communication Association, San Diego, CA, Nov, 2008
- Ad hoc reviewer, Interpersonal Communication Division, 2008 Conference of International Communication Association, Montreal, Canada, May 22-26, 2008
- Ad hoc reviewer, Communication and Technology Division, 2008 Conference of International Communication Association, Montreal, Canada, May 22-26, 2008
- Student Manuscript Reviewer, Mass Communication and Methodology Division, 2003 conference of Association for Education in Journalism and Mass Communication, Kansas City, MI.

Research Presentations

- Wang, Z. (2012). *Affective reciprocity in virtual groups: Role of interpersonal behavior and intergroup dynamics*. Paper presented at International Conference on Applied Social Science (ICASS 2012), February 1-2, Kuala Lumpur, Malaysia.
- Wang, Z. (2012). *Exploring the black sheep effect in the virtual group interactions*. Paper to be presented at Conference on Psychology and Social Harmony (CPSH 2012), May 20-22, Shanghai, China.
- Novak, H., Scofield-Snow, H., Traylor, S., Zhou, Y., & Wang, Z. (2011). *Excessive self-disclosure on Facebook: Student's perception of teacher credibility*. Paper presented at 97th annual conference of National Communication Association, Nov 17-20, New Orleans, LA (**Top 4 Paper in Human Communication & Technology Division**).
- Gravley, D., Rodriguez, S. M., Wang, Z., Phillips, P., & Andrews, A. (2011). *Use of Humor and Power Acquisition in School Board Interactions*. Paper presented at 97th annual conference of National Communication Association, Nov 17-20, New Orleans, LA.
- Wang, Z., Leow, S. Allen, E., Tran, C., & Davis, M. (2011). *Testing online interaction: Effect of individual behavior and homophily on virtual communicative dyads*. Paper presented at the Euro-American Conference for Academic Disciplines, June, 21-24, Prague, Czech Republic.
- Hall, C., Beatty, K., Petty, B., & Wang, Z. (2010). *Exploring Privacy Management and Disclosure on Facebook: A Communication Privacy Management Approach*. Paper presented at 96th annual conference of National Communication Association, Nov 14-17, San Francisco, CA.
- Fazeen, M., Dantu, R. & Wang, Z. (2010). *A Fuzzy logic approach for finding leaders, lurkers, and spammers on Twitter*. Paper submitted to SIGCOMM 2010, August 30- September 3, New Delhi, India. (not accepted)
- Leow, S. & Wang, Z. (2010). *You don't know me but can I be your friend? Accepting stranger as friend in Facebook*. Paper presented at the 60th annual conference of International Communication Association, June 22-26, Singapore.
- Richardson, B., Hall, C., & Wang, Z. (2010). *Blowing the whistle against Greek hazing: The theory of reasoned action as a framework for reporting intentions*. Paper presented at the 80th annual conference of Southern States Communication Association, April 7-11, 2010, Memphis, TN. (**Top Paper in Communication Theory Division**).
- Wang, Z. (2009). *Hypothetical scenarios versus actual interactions: Validating the black sheep effect in online group communication*. Paper presented at the 59th annual conference of International Communication Association, May 21-25, Chicago, IL.
- Wang, Z. & DeLong, K. (2008). *Acting mean vs. acting nice: Exploring affective reciprocity in virtual groups*. Paper presented at the 94th annual conference of National Communication Association, Nov 21-24, San Diego, CA.
- Wang, Z., Walther, J., & Hancock, J. (2008). *Social identification and interpersonal perception in computer-mediated communication: Who you are versus what you do in virtual groups*. Paper presented at the 58th annual conference of International Communication Association, May 22-26, Montreal, Canada.

- Wang, Z. (2007). *Interpersonal and group level measures in attraction and group identification: A factor analysis approach*. Paper presented at the 93rd annual conference of National Communication Association, Nov 15-18, Chicago, IL. **(Top 3 Paper in Group Communication Division)**.
- Wang, Z. & Walther, J. (2007). *Interpersonal perception in virtual groups: Examining homophily, identification and individual attraction using social relations model*. Paper presented at the 93rd annual conference of National Communication Association, Nov 15-18, Chicago, IL.
- Wang, Z. (2007). *Anonymity effects and implications in the social identity model of deindividuation: From crowd to computer-mediated communication*. Paper presented at the 57th Annual Conference of the International Communication Association, May 24-28, San Francisco, CA.
- Wang, Z. (2006). *The assessment of interpersonal attraction and group identification in virtual groups*. Poster presented in Scholar-to-scholar session in the 92nd annual conference of National Communication Association, Nov 16-19, San Antonio, TX.
- Wang, Z., Walther, J., Pingree, S., & Hawkins, R. (2006). *Health information, credibility, homophily, and influence via the Internet: Web sites versus discussion groups*. Paper presented at the 56th annual conference of International Communication Association, June 19-23, Dresden, Germany.
- Wang, Z. & Loh, T. (2006). *Demonizing China or stigmatizing the US? A comparison of news coverage of China's bid for American oil company Unocal in both countries*. Paper presented at the 59th annual conference of World Association for Public Opinion Research, May 16-21, Montreal, Canada.
- Wang, Z., & Loh, T., & Walther, J. (2005). *Interpersonal attraction and intergroup identification: Cognitive effects of group distribution and their measurement issues*. Paper presented at the 55th annual conference of International Communication Association, May 26-30, New York City, NY.
- Hardy, B., Scheufele, D., & Wang, Z. (2005). *Defining deliberation: Key determinants and distinct dimensions*. Paper presented at the 55th annual conference of International Communication Association, May 26-30, New York City, NY.
- McLeod, P., Walther, J., Bazarova, N., & Wang, Z. (2005). *Communication in differentially distributed virtual groups: Overview and methods*. Paper presented at the 55th annual conference of International Communication Association, May 26-30, New York City, NY.
- Hancock, J., Barrett, T., Pena, J., Wang, Z., Bazarova, N., & McLeod, P. (2005). *The dialogic aspects of attribution, identification, and distribution in online groups*. Paper presented at the 55th annual conference of International Communication Association, May 26-30, New York City, NY.
- Wang, Z. (2005). *Biotechnology, media and trust: What drives citizens to support biotechnology?* Paper presented at the 60th annual conference of the American Association for Public Opinion Research, May 12-15, Miami Beach, FL.
- Wang, Z. (2005). *Personality strength, network size, and network heterogeneity: Linking predispositions and structural influences on civic participation*. Paper presented at the 96th annual conference of Eastern Communication Association, April 27-May 1, Pittsburgh, PA.

- Wang, Z. (2004). *The differential roles of network size and network heterogeneity on civic participation*. Paper presented at the annual conference of Midwest Association for Public Opinion Research, Nov 19-20, Chicago, IL.
- Ramirez, A. & Wang, Z. (2004). *When on-line meets off-line: An expectancy violation theory perspective on modality switching*. Paper presented at the 90th annual conference of National Communication Association, Nov. 11-14, Chicago, IL.
- Wang, Z. & Scheufele, D. (2004). *Fear and tolerance: Exploring motivations for the spiral of silence*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Aug 4-7, Toronto, Canada.
- Walther, J., Wang, Z., & Loh, T. (2004). *Health information credibility and influence via the Internet, Part I: Web variables*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Aug 4-7, Toronto, Canada.
- Wang, Z., Eveland, W., & Cortese, J. (2004). *Testing the spiral of silence in the context of computer-mediated communication*. Paper presented at the 54th annual conference of the International Communication Association, May 27-31, New Orleans, LA.
- Nisbet, E. & Wang, Z. (2004). *Polarization versus the mainstream: Differentiating the effects of the news media*. Paper presented at the 54th annual conference of the International Communication Association, May 27-31, New Orleans, LA. **(Top Student Paper in Political Communication Division)**.
- Eveland, W., Seo, M., Cortese, J., Cai, L., Wang, Z., Thomson, T., Seitman, R., & Sipos, I. (2004). *News use, discussion, and knowledge of local public affairs: An experimental and observational study*. Paper presented at the 54th annual conference of International Communication Association, May 27-31, New Orleans, LA.
- Wang, Z, Eveland, W., Seo, M., & Cortese, J. (2004). *Coorientation in two communication contexts: Examining the effect of discussion on the accuracy of perception on others*. Paper presented at the 59th annual conference of the American Association for Public Opinion, May, 13-16, Phoenix, AZ.
- Wang, Z. (2004). *Multiple indicators of "speaking out": Examining the spiral of silence theory in the real discussion context*. Paper presented at the 57th annual conference of World Association for Public Opinion Research, May 11-13, Phoenix, AZ.

Services

University Service

- Member, University Library Committee, Fall 2016- present
- Member, Faculty Senate Budget Committee, Fall 2016- present
- Member, Faculty Mentor Committee, Fall 2016 – present
- Faculty advisor, Chinese Student & Scholar Association, UNT, Fall 2008- Fall 2009
- Emerald Eagle Scholar Mentor, UNT, Fall 2008 – Fall 2009

College Service

- Member, Computing Committee, College of Arts and Sciences, UNT, Fall 2007 – present

Department Service

- Chair, Online Graduate Program Exploration Committee, UNT, Fall 2016
- Member, PAC Committee, Fall 2016
- Member, Award & Development Committee, Fall 2016
- Member, Search committee, Technical Communication Department, Fall 2016
- Chair, Research Committee, Department of Communication Studies, UNT, Fall 2011, 2012
- Chair, Search Committee for digital/new/social media position, Department of Communication Studies, UNT, Fall 2011- spring 2012
- Chair, Teaching Evaluation Committee, 2008-2009
- Member, Research Committee, 2008-2010, Vice Chair, Research Committee, 2010-2011
- Member, Curriculum Committee, 2007-2009
- Member, Development Committee, 2010-2011
- Guest lecture at COMM3010, fall 07, spring & fall 08, fall 2009, at COMM5080, fall 2009, fall 2010
- Respondent, New Voices, New Perspective Student Research Conference, UNT, 2008-2014

Associations and Affiliations

- International Communication Association (ICA)
 - Interpersonal Communication Division
 - Communication Technology Division
 - Group Communication Division
- National Communication Association (NCA)
 - Group Communication Division
 - Human Communication & Technology Division
 - Interpersonal Communication Division