

Mike Z. Yao, Ph.D.

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EDUCATION

Ph.D. in Communication with concentrations in Cognitive Sciences and Quantitative Research Methods, *University of California, Santa Barbara* (2006)

M.A. in Communication, *University of California, Santa Barbara* (2003)

B.A. in Psychology & Film Studies double majors, *University of California, Santa Barbara* (2000)

ACADEMIC APPOINTMENTS

University of Illinois, Urbana-Champaign

2019- Professor, *Charles H. Sandage Department of Advertising*

2018- Interim Head, *Charles H. Sandage Department of Advertising*

2016- Affiliate Faculty, *The Cline Center for Advanced Social Research*

2015- Affiliate Faculty, *Institute of Communications Research*

2015- Affiliate Faculty, *The Beckman Institute for Advanced Science and Technology*

2015-19 Associate Professor, *Charles H. Sandage Department of Advertising*

City University of Hong Kong

2011-14 Associate Professor (with tenure), *Department of Media and Communication*

2006-14 Core Member, *Center for Communication Research*

2008-11 Assistant Professor, *Department of Media and Communication*

2006-08 Assistant Professor, *Department of English and Communication*

Other Appointments

2016-18 Specially-Appointed Research Fellow, *Shanghai Institute for Computing Technology, Shanghai Academy of Science and Technology, China*

2016-18 Director at Large, the Executive Board, *Public Relations Society of China*

JOURNAL EDITOR & EDITORIAL BOARD MEMBERSHIP

- 2018- Associate Editor, *Journal of Computer-Mediated Communication*
- 2018- Book Review Editor, *Chinese Journal of Communication*
- 2016- Editorial Board Member, *Communication Methods and Measures*
- 2013- Editorial Board Member, *Journal of Media Psychology*
- 2013-17 Editorial Board Member, *Journal of Computer-Mediated Communication*

NOTABLE ADMINISTRATIVE AND LEADERSHIP EXPERIENCE

2018-19 Chair, Campus Budget Oversight Committee

- Evaluated budget reports from all campus units
- Reviewed budget proposals for the Campus Investment for Growth Program
- Assessed the performance of previous funded campus-wide strategic investment programs

2017-18 Member, Campus Budget Reform Implementation Committee

- Worked closely with the provost office to develop and implement the university's new budget model

2015-16 Member, Provost's Campus Budget Advisory Task Force

- *Studied and made recommendations on the campus's existing budgeting policies and practices, provided advice on a new framework for budget reform*

2016-18 Chair, the Awards Committee of Communication and Technology Division of the International Association of Communication (ICACAT)

- *Worked with committee members to review and select the winners for the CAT's Herbert S. Dordick Dissertation Award and the Frederick Williams Prize*

2015-17 Programming committee member & faculty mentor, the Annual Doctoral Consortium of the ICACAT

- *Helped plan and organize the annual event*
- *Mentored over 12 doctoral students on their dissertation research*

2011-14 Program Leader (Director), BA in Integrated Strategic Communication Program, *City University of Hong Kong*

- *Managed all aspects of the competitive BA degree program (80 annual student intake, 5% acceptance rate), include budgeting (annual operating budget of US\$2million), curriculum development, staffing, program promotion, and student admissions*

2010-14 Residence Master (Faculty in Residence), Postgraduate Student Residence Halls, *City University of Hong Kong*

- *Oversaw the residence life of over 500 graduate students living on campus*
- *Coordinated student activities to promote study-life balance, diversity, and safety*

2008-14 Internship Coordinator, Department of Media and Communication, *City University of Hong Kong*

- *Developed and managed the department's summer internship program from scratch*
- *Negotiated, secured, and maintained over 50 partnerships with local and overseas institutions in media, PR/advertising, and public sectors*

2008-09 International Exchange Coordinator, Department of Media and Communication, *City University of Hong Kong*

- *Coordinated the international exchange program with more than 60+ students studying abroad each year*
- *Served as a liaison between the department and its international exchange partners*

2008-11 Manager of Research & Teaching Facilities, Department of Media and Communication, *City University of Hong Kong*

- *Managed a team of 4 technical staff to plan, implement, and maintain the department's US\$4million production studios, research labs, and the related IT infrastructure*

OTHER PROFESSIONAL EXPERIENCE

2016-18 Faculty Advisor, *Founders (Illinois Entrepreneurs): 2016 Startup Bootcamp*

- *Advised and served as a faculty mentor for the student-run entrepreneur association*

2014-15 Senior Business Consultant, *Century Innovative Technology Limited (Hong Kong)*

- *Played an advisory role to the CEO, R & D, and marketing teams during the critical Series-B funding round of this EdTech startup venture backed by a multi-billion international group of listed companies in Hong Kong*

2013-15 Steering Committee Member, "Milk Tea" Forum on Internet Policy, *Google (Hong Kong)*

- *Facilitated the development and organization of a monthly, by invitation only, discussion forum on Internet policy issues such as free expression and copyright. Regular participants of the forum included local lawmakers, Internet activists, and industry leaders.*

2011-12 Selection Committee Member, Google Policy Research Fellowship (Asia Pacific), *Google (Hong Kong)*

- *Interviewed and evaluated over 50 global applicants annually for the competitive fellowship for Internet policy research*

2009-12 Chair, Research Committee, *The Women's Foundation (Hong Kong)*

- *Developed and oversaw the foundation's research program (e.g., organizing public forums, publication of research reports, and grant-making)*
- *Completed two major research reports funded by Goldman Sachs (US\$200,000) on gender equity issues in Hong Kong*

2006-12 Elected Board Member (two terms), *The Women's Foundation (Hong Kong)*

- *Actively participated in the foundation's strategic development*
- *Played a key role in organizing the Foundation's Annual Fundraising Gala (Raised ~US\$1.5million each year)*

HONORS AND AWARDS

2007 Top Freedom of Expression Paper Award, *National Communication Association*

2006 Top Three Freedom of Expression Paper Award, *National Communication Association*

2006 Top Three Game Studies Paper Award, *International Communication Association*

2004 George D. McCune Dissertation Fellowship, *University of California, Santa Barbara*

2001 Graduate Division Fee Fellowship, *University of California, Santa Barbara*

2000 Outstanding Graduating Senior Award, Film Studies, *University of California, Santa Barbara*

GRANTS AND SPONSORED RESEARCH

Applied Federal Grants

1. Yao, M. Z. (PI), Dixon, T., & Scott-Poole, M. (2017). A Virtual Police Training Program for Detection and Reduction of the Innate Influence of Innate Traits and Implicit Cognition in Officer Decision-Making. Proposal submitted to the National Institute of Justice (NIJ) Award for Research to Improve Officer Decision-Making, \$1,396,656. [Received positive external review, but not funded due to a change in the NIJ funding priority]

Funded Research

As PI, Co-PI, or Significant Contributor

1. Yao, M. Z. (2016). *Exploring the application of Virtual Battle Simulation (VBS) in civilian police training to reduce implicit bias*. Illinois Police Training Institute (PTI), US\$8,600.
2. Benson, N., Brighton, J., Cameron, S., Follis, J., & Yao, M. Z. (2015-2016). *Measuring and improving social impacts of science journalism through digital community engagement*.

Collaborative Research Seed Grants, College of Media, the University of Illinois at Urbana-Champaign, US\$12,000.

3. Yao, M. Z. (2014-2015). *Examining the effectiveness of using social media in anti-drug campaigns*. Strategic Research Grant, City University of Hong Kong, HK\$100,000 (UD\$13,000).
4. Yao, M. Z. (2013-2014). *The effects of psychological and relational factors on privacy management in the social Web*. Strategic Research Grant, City University of Hong Kong, HK\$100,000 (US\$13,000).
5. Yee, N., Ducheneaut, N., Yao, M. Z., Walendowski, A., Brdiczka, O., & Wen, M.H. (2009-2012). *Cross-cultural study in search of behavioral indicators of real-world characteristics using logged data analysis*. Intelligence Advanced Research Projects Activity (IARPA), USA, US\$2,000,000 (Served as the major contributor and project coordinator in Asia).
6. Yao, M. Z. (2012-2013). *The influence of perspective taking and avatar customization on moral decision in video games*. Faculty Research Grant, City University of Hong Kong, HK\$100,000 (US\$13,000).
7. Yao, M. Z. (2009-2010). *Self-protection of privacy on Web-based social networks*. College of Humanities and Social Sciences Research Grant, City University of Hong Kong, HK\$59,138 (US\$7,900).
8. Yao, M. Z. (2007-2009). *Examining social and psychological impacts of online computer games: A cohort study of MMORPG users in Hong Kong*. Strategic Research Grant, City University of Hong Kong, HK\$175,926 (US\$22,525).
9. Yao, M. Z. (2006-2007). *A cross-cultural investigation of user activities online, concerns about privacy, and the adoption of privacy protection strategies*. New Staff Development Grant, City University of Hong Kong, HK\$50,000 (US\$6,444).

As Co-I

10. Shen, F., Liang, H., & Yao, M. Z. (2017-2019). *Tracking Public Opinion through Real-time Textual Mining: A Public Service Platform with Big Data-based Approach*. General Research Fund by Hong Kong Government (GRF-11600717). HK\$1,124,418 (US\$143,992).
11. Fang, Y. L. & Yao, M. Z. (2014-2015). *Platform-Based Online Services Repertoire, Reputation, and Performance of E-Marketplace Sellers*. Center for Social Media Marketing and Business Intelligence (CSMR). HK\$100,000 (UD\$13,000).
12. Li, X. G. & Yao, M. Z. *Effect of Online Social Network Involvement, Heterogeneity, and Information Exchange on Likelihood of Social Participation*. Strategic Research Grant, City University of Hong Kong, 2009-2011, HK\$160,000 (US\$20,613).

13. Lin, F. & Yao, M. Z. *Information and cognitive processes in art appreciation*. College of Humanities and Social Sciences Research Grant, City University of Hong Kong, HK\$60,000 (US\$8,000).
14. Jacobs, K., Lin, W. Y., & Yao, M. Z. *A multi-disciplinary and multi-method investigation of cyber-porn users in Hong Kong*, Strategic Research Grant, City University of Hong Kong, 2006-2007, HK\$180,000 (US\$23,100).
15. Lieberman, D.A. & Yao, M. Z. *Effects of a cancer education video game on the cancer-related knowledge, attitudes, and prevention behaviors of healthy young adults*. HopeLab, USA, 2005-2006, US\$75,000.

Sponsored Research

16. Yao, M. Z. (2018-2019) *Application of programmatic digital marketing solutions in International branding*. EP Technology Corporation. Champaign, IL. \$US50,000.
17. Yao, M. Z. (2016-2018) *Exploring the relationship between social gaming behavior and financial risk management*. MoonAlpha Technology, Inc. Beijing, China. US\$35,000.

ACADEMIC PUBLICATIONS (*INDICATE STUDENT AUTHORS UNDER DIRECT SUPERVISION)

Academic Books, Government Reports, and Edited Volumes

1. Yao, M. Z. & Ling, R. (Eds). (forthcoming in 2020). Where is Computer-Mediated Communication Research Today (and Where is it Going Tomorrow)? [Special issue]. *Journal of Computer-Mediated Communication*. Oxford University Press, New York: NY.
2. Lee, F. L. F., Lee, C. C., Yao, M. Z., Chang, T-K, Lin, F. J., & Shen, C. F. (2013). *Communication, Public Opinion, and Globalization in Urban China*. Routledge, New York: NY. ISBN: 978-1-13857-568-4.
3. Broderick, K. M., Smith, P. R., Kershaw, A. M., & Yao, M. Z. (2008). *Closing Gender Gaps in Hong Kong: Conversations with the Community*. Hong Kong: The Women's Foundation Hong Kong. (An official 170 pages report submitted by the Hong Kong Delegation to the United Nations Convention on the Elimination of All Forms of Discrimination Against Women).

eTextbooks and Published e-Learning Media Content

1. Yao, M. Z. (2019). *Digital Media and Marketing Communication* (eTextbook). TopHat Publishing, Toronto, Canada, ISBN: 978-1-77330-850-0.
2. Yao, M. Z. (2018). *Digital Media and Marketing: Principles*. Coursera. Menlo Park, CA.

3. Yao, M. Z. (2017). *Digital Media and Marketing: Strategies*. Coursera. Menlo Park, CA.

Peer-reviewed Journal Articles & Indexed Conference Proceedings

1. Shen, J, Wang, Y. T., Chen, C., Nelson, M., & Yao, M. Z. (Accepted). Using virtual reality to promote the university brand: When do telepresence and system immersion matter, *Journal of Marketing Communication*
2. Tian, K., Liljenberg, M., & Yao, M. Z. (2019). Cross-cultural user design: Divergences in Chinese and Western human-computer interactions. In Proceedings of HCI International 2019. *Communications in Computer and Information Science (CCIS)*.
3. Tian, K. & Yao, M. Z. (2019). Brand Equity and Country-of-Origin effects on Consumer Evaluations: Leveraging data to explore the role of country image and brand familiarity on Amazon product reviews. *Journal of Marketing Development and Competitiveness*, 19(3).
4. Hamilton, K. A. & Yao, M. Z. (2018). Blurring boundaries: effects of device features on attributions of knowledge. *Computers in Human Behavior*, 89, 212-230. DOI: <https://doi.org/10.1016/j.chb.2018.07.044>.
5. Ho, J. & Yao, M. Z. (2018). Encouraging learners to explore websites: Hyperlinks as Invitations. *Journal of Educators Online*, 15. DOI: <https://doi.org/10.9743/jeo.2018.15.2.4>.
6. Ho, J. & Yao, M. Z. (2018). Sequence analysis in distributed interactive learning environment: Visualization and clustering of exploratory behavior. *Journal of Educators Online*, 15. DOI: <https://doi.org/10.9743/jeo.2018.15.2.10>.
7. Hamilton, K. & Yao, M. Z. (2018). Cognitive offloading and the extended digital self. In Proceedings of HCI International 2018 (HCII2018). *Lecture Notes in Computer Science (LNCS) and Lecture Notes in Artificial Intelligence (LNAI) series*. Springer, New York, NY.
8. Hamilton, K. & Yao, M. Z. (2018). Effects of Device Features on Misattributions of Knowledge. In Proceedings of APAScience '18: Technology, Mind, and Society (TechMindSociety '18). ACM, New York, NY, USA, <https://doi.org/10.1145/3183654.3183671>.
9. Lin, F. & Yao, M. Z. (2017). The impact of accompanying text on visual processing and hedonic evaluation of art. *Empirical Studies of the Arts*. DOI: 10.1177/0276237417719637.
10. Trepte, S., Reinecke, L., Ellison, N. B., Quiring, O., Yao, M. Z., & Ziegele, M. (2017). A cross-cultural perspective on privacy calculus. *Social Media + Society*, 3. DOI: 10.1177/2056305116688035.
11. Liu, Q., Yao, M. Z., Yang, M., Tu, C. (2017). Beyond the privacy settings: Dynamic privacy management on Facebook. *Chinese Journal of Communication*, 7, 1-17.

12. Liu, J. & Yao, M.Z. (2015). How to play the game of intellectual rights in China: the impact of party affiliation and media location on the use of media frames. *Asian Journal of Communication*, 25, 317-392.
13. Yao, M. Z. & Zhong, Z. J. (2014). Loneliness, social contacts and Internet addiction: A cross-lagged panel study, *Computers in Human Behavior*, 30, 164-170.
14. Yao, M. Z., He, J., Ko, D., & Pang, T. C. (2014). The influence of personality, parental behaviors, and self-esteem on Internet addiction: a study of Chinese college students, *Cyberpsychology, Behavior, and Social Networking*, 17, 104-110.
15. Zhong, Z. J. & Yao, M. Z. (2013): Gaming motivations, avatar-self-identification and symptoms of online game addiction, *Asian Journal of Communication*, 23, 555-573.
16. Yao, M. Z., Ho, J., & Xu, M. J. (2012). Examining the impact of Web advertising on reading: An eye tracking study. *Journalism and Mass Communication*, 2, 343-355.
17. Lee, L. F., He, Z., Lee, C. C., Lin, W. Y., & Yao, M. Z. (2012). Globalization and people's interest in foreign affairs: A comparative survey in Hong Kong and Taipei. *International Communication Gazette*, 74(3), 221-239.
18. Yee, N., Ducheneaut, N., Yao, M. Z., & Nelson, L. (2011). Do men heal more when in drag? Conflicting identity cues between user and avatar. *Proceedings of the 2011 Annual Conference on Human Factors in Computing Systems (ACM CHI 2011)*, 772-776.
19. Yao, M. Z., Mahood, C., & Linz, D. (2010). Sexual priming, gender stereotyping, and likelihood to sexually harass: Examining the cognitive effects of playing a sexually-explicit video game. *Sex Roles: A Journal of Research*, 62, 77-88.
20. Yao, M. Z. (2009). Managing privacy on social network sites: The influence of personality, motivation, trust, and experience. *Journal of eHealth Technology and Application*, 7(2), 36-41.
21. Lee, F. P., Lee, C. C., Lin, W. Y., He, Z., & Yao, M. Z. (2009). Chinese citizens' attitudes towards globalization: A survey study of media influence. *Pacific Affairs*, 82, 211-230.
22. Yao, M. Z. & Zhang, J. G. (2008). Predicting user concerns about online privacy in Hong Kong. *Cyberpsychology & Behavior*, 11, 779-781.
23. Yao, M. Z. & Linz, D. (2008). Predicting Internet users' self-protection of online privacy violations. *Cyberpsychology & Behavior*, 11, 615-617.
24. Yao, M. Z., Rice, R., & Wallis, K. (2007). Predicting User Concerns about Online Privacy. *Journal of the American Society for Information Science and Technology*, 58, 710-722.

25. Linz, D., Yao, M. Z., & Byrne, S. (2007). Testing Supreme Court assumptions in California v. la Rue: Is there justification for prohibiting sexually explicit messages in establishments that sell liquor? *Communication Law Review*, 7, 23-53.
26. Yao, M. Z. & Flanagin, J. A. (2006). A self-awareness approach to computer-mediated communication. *Computers in Human Behavior*, 22, 518-544.
27. Eyal, K., Metzger, J. M., Lingsweiler, R. W., Mahood, C., & Yao, M. Z. (2006). Aggressive political opinions and exposure to violent media. *Mass Communication & Society*, 9, 399-427.
28. Linz, D., Paul, B., & Yao, M. Z. (2006). Peep show establishments, police activity, public place, and time: A study of secondary effects in San Diego, California. *The Journal of Sex Research*, 43, 182-193.
29. Linz, D., Paul, B., & Yao, M. Z. (2006). Peep show establishments, police activity, public place, and time: A response to McCleary and Meeker. *The Journal of Sex Research*, 43, 197-201.

Chapters in Books

1. 姚正宇 (Yao, M. Z.). (2018). 鱼与熊掌能否兼得? -- 公关研究方法的科学性和实用性 (Can we have both? – On the scientific rigor and practical utility of PR research). In Xianhong Chen (Ed.). *现代公关关系学 (Contemporary Public Relations Research)*. Beijing, China: Higher Education Press. [In Chinese]
2. Ko, D. & Yao, M. Z. (2018). Internet addiction: a cross-cultural perspective. in Riva, G., Wiederhold B. K., Cipresso, P. (Eds). *The Psychology of Social Network (Vol 2): Communication, Presence, Identity, and Relationship in Online Communities*. De Gruyter.
3. Shen, F., Zhang, Z., & Yao, M. Z. (2016). Broadcast and new media use in China: findings from a national survey. In J. V. Pavlik (Ed.). *Digital Technology and the Future of Broadcasting: Global Perspectives*. New York, NY: Routledge.
4. Li, X.G., Liu, Y., & Yao, M. Z. (2016). Openness, activeness, and diversity of information exchange in the context of online social networks. In X.G. Li (Ed). *Emerging Media: Uses and Dynamics*. New York, NY: Routledge.
5. Song, S. Y., Shen, C. F., Yao, M. Z., & Wilderman, S. S. (2013). Un/masking news in cyberspace: Examining censorship patterns of news portal sites in China. In J. G. Gordon, P. Rowinski, and G. Stewart (Eds). *Br(e)aking the News: Journalism, Politics and New Media*. (pp. 211-230). Bern, Switzerland: Peter Lang.
6. 馮應謙, 姚正宇 (Fung, A. Y. H. & Yao, M. Z.) (2013). <性別與傳媒>, 蔡玉萍, 張妙清 《她者：香港女性的現況與挑戰》香港：商務印書館, 頁 183-200. [In Chinese]
7. Fung, A. Y. H. & Yao, M. Z. (2012). *Gender and media*. In S. Y. P. Choi and F. M. Cheung (Eds). *Women and Girls in Hong Kong: Current Situations and Future Challenges* (pp. 223-

- 245). Hong Kong: Hong Kong Institute of Asia-Pacific Studies, The Chinese University of Hong Kong.
8. Yao, M. Z. (2011). *Self-protection of online privacy: A behavioral Approach*. In S. Trepte and L. Reinecke (Eds). *Privacy Online Perspectives on Privacy and Self-Disclosure in the Social Web* (pp. 111-125). New York, NY: Springer.
 9. Lee, F. L. F., Lee, C. C., Yao, M. Z., He, Z., & Lin, W. Y. (2010). *The presence of foreign media in China: From political economy to media effects*. In J. Y. S. Cheng (Ed.). *Whither China's democracy: Democratization in China since the Tiananmen* (pp. 345-374). Hong Kong: City University of Hong Kong Press.
 10. Malamuth, N., Linz, D. and Yao, M. Z. (2005). *Aggression and the Internet*. In Amichai-Hamburger, Y. (Ed.), *The social net: Human behavior in cyberspace* (pp. 163-190). New York, NY: Oxford University Press.

Book Reviews and Editorials

1. Yao, M. Z. (2016). Review of Hanyun Huang (2014), *Social Media Generation in Urban China: A Study of Social Media Use and Addiction among Adolescents*. New York, NY: Springer. *Chinese Journal of Communication*, 9, 327-329.
2. Yao, M. Z. (2012). Calling for an integrated, interdisciplinary, and international perspective on mediated communication research (Editorial). *Journal of Mass Communication and Journalism*, 2: e111. doi:10.4172/jmcj.1000e111
3. Yao, M. Z. (2010). Book Review of Jack Linchuan Chiu (2011), *Working-Class Network Society: Communication Technology and the Information Have-Less in Urban China (Information Revolution and Global Politics)*. MA: MIT Press. *Chinese Journal of Communication*, 4, 110-112.
4. Yao, M. Z. (2009). Online privacy: An introduction. *Media Digest*, July 2009, 14-15.
5. Yao, M. Z. (2007). Book Review of Luuk Van Waes, Marielle Leijten, & Christine M Neuwirth (2006), *Writing & Digital Media*. Elsevier: Oxford, *Information Design Journal*, 15, 189-194.

MEDIA APPEARANCES AND INTERVIEWS

1. Interviewed by *Time* on the rise of the impact of social media on Chinese nationalism among overseas Chinese (to appear in an upcoming issue)
2. TV Interview by FOX Champaign (WCCU) News at 9 on fake news and social media (12/15/2016)
3. TV Interview by Bloomberg TV (Asia) on social gaming addiction (04/2014)

4. Quoted by *The New York Times (Sinosphere)* on media culture and China-Hong Kong relationship (10/15/2013)
5. Quoted by *The Daily Beast (Newsweek)* on media culture in China (4/12/2012)
6. Quoted by *Voice of America (VOA)* on Internet real name policy in China (3/12/2012)
7. 30-minutes radio interview by *China Radio International* on Internet policy in China (3/16/2012)
8. Exclusive radio interview by *RTHK's "Kwok Talk"* on media and gender stereotype (3/2/2012)
9. TV interview by *Channel News Asia* on new media and Hong Kong's protest culture (9/19/2011)

NOTABLE PUBLIC SPEECHES & INVITED TALKS

1. *Data-driven Advertising: Opportunities and Pitfalls*. A keynote speech delivered at the Global Symposium on Artificial Intelligence and Advertising. Shanghai, China (November, 2018)
2. *How Insights from Consumer Behavior and Strategic Communication Research Might Inform Medical Engineering*. The Illinois Cancer Institute, University of Illinois at Urbana-Champaign (October, 2018).
3. *Exploring the Effects of Social and Political Influences on Immigration News Coverage—a Historical Analysis of The New York Times (1945-2005)*. The Cline Center for Advanced Social Research, University of Illinois at Urbana-Champaign (January, 2018)
4. *Me. Virtual Me, Mediated Me & Data Me: Identity Management in the Hybrid Reality*. The Beckman Institute for Advanced Science and Technology, University of Illinois at Urbana-Champaign (January, 2018).
5. *Data-driving Advertising: Promises and Pitfalls*. A Keynote speech delivered at The International Symposium on Artificial Intelligence and Advertising (November, 2018).
6. *An Integrated Approach to Technology-Mediated Social Behavior*. Master Lecture Series at Peking Normal University. Beijing, China (October, 2017).
7. *The Country-of-Origin Effect of Chinese Brands: An Empirical Examination*. A Keynote presentation delivered at the 10th Annual International Conference of Advertising and Public Relations. Wuhan, China (October, 2017).
8. *The Impacts of Self-disclosure & Information Concealment on Digital Authenticity*. The Beckman Institute for Advanced Science and Technology, University of Illinois at Urbana-Champaign (April, 2017).

9. *Online Privacy and Personal Data Security: The Social-Psychological Approach*. 2016 Master Workshops by International Professors. The International League of Higher Education in Media and Communication (MLeague), Beijing, China (October, 2016).
10. *Technology-mediated Social Behavior: Theories and Research*. A keynote lecture delivered at the Shanghai Academy of Science, Shanghai, China. (March, 2016).
11. *Exploring a Unified Research Methodology for Public Relations Research*. A keynote speech delivered at the Annual Meeting of the Public Relations Society of China, Huhun, China. (August, 2015).
12. *Explicating Mediated Social Behavior: An Integrated Approach to Online Behavior Research*. A keynote talk at the 8th National Symposium on Psychology in Journalism and Communication Research, Changchun, China (September, 2012).
13. *Avatar-mediated Communication and Virtual Behavior*. A keynote talk at the International Symposium on Developments in Psychology and Communication Research, Taiyuan, China (August, 2012).
14. *The Impact of Digital Technologies on Art and Culture in Asia*. Panel discussion at the St. Petersburg International Economic Forum (SPIEF) 2012, St. Petersburg, Russia (June, 2012).
15. *A "Great Revolution" or Mardi Gras? Social media in China*. A keynote speech presented at the Emerging Media Conference 2012, San Francisco, USA (Jan, 2012).
16. *Social Media and Modern Policing*. A special 3-days high-level workshop for a group of senior police administrators around the world at the Police College of the Hong Kong Police Force, Hong Kong (Dec, 2011).
17. *Understanding social media marketing in the Chinese context*. Feature presentation at the Social and Search Woot! Hawaii 2010. Kauai, USA (Sept, 2011).
18. *The status of women and girls in Hong Kong - Academics and achievements*. Guest Speech at the Swiss Association of Hong Kong, Hong Kong (Mar, 2011).
19. *Gender stereotypes and the media*. Guest of Honor Speech at the Hong Kong Association of Business and Professional Women, Hong Kong (Aug, 2010).
20. *Gender stereotypes in the media*. Busting Stereotypes. Keynote speech at the Symposium for Women in Media, Hong Kong (2009).
21. *Gender diversity in Hong Kong*. Featured talk at the Diversity & Inclusion in Asia Conference, Hong Kong (2008).

CONFERENCE PAPERS & PRESENTATIONS

1. Fan, Y., & Yao, M. Z. (2019, May). Investigating GDPR Compliance across Consumer-Related Websites: Are Businesses Telling Consumers the Truth About Data Collection? *The 15th Congress of Qualitative Inquiry*. Urbana-Champaign, IL.
2. Hu, X.H. & Yao, M. Z. (2019, May). Consumer response toward sponsored YouTube videos and the role of endorser evaluation and perceived manipulateness. Paper presented at the 69th Conference of the International Communication Association (ICA). Washington, D.C.
3. Hamilton, K., & Yao, M. Z. (2019, May). The role of online search querying on memory. Paper presented at the 69th Conference of the International Communication Association (ICA). Washington, D.C.
4. Hamilton, K., Liu, W.Z., Ward, A. F., & Yao, M. Z. (2019, May). Mind or machine? Exploring the role of anthropomorphism on illusions of knowledge from technology use. Paper presented at the 69th Conference of the International Communication Association (ICA). Washington, D.C.
5. Tian, K. & Yao, M. Z. (2019, March). Brand equity and country-of-origin effects on consumer evaluations: Leveraging data to explore the role of country image and brand familiarity on Amazon product reviews. *Paper presented at the 2019 Annual Conference of the American Academy (AAA) of Advertising*, Dallas.
6. Song, S. & Yao, M. Z. (2018, May). Overseas media engagement of Chinese brands: the rise of soft power. Paper presented at the *11th PRAD and the 3rd PRSC Conference in cooperation with European Public Relations Education and Research Association, Prague, Czech Republic*.
7. Yao, M. Z. (2018, May). Me, virtual “me”, technology-mediated “me”, and data-constructed “me”: Identity management and authenticity in a hybrid reality. *68th Annual Conference of International Communication Association, Prague, Czech Republic*.
8. Yao, M. Z., Gao, H. Y. & Bandlamudi, J., Hernandez, M., & Shen, F. (2018, May). Exploring the effects of social and political influence on immigration news coverage: A historical analysis of The New York Times (1945-2005). *68th Annual Conference of International Communication Association, Prague, Czech Republic*.
9. Wang, Y., Shen, J., Yang, R., Chen, C., Yao, M.Z., Nelson, M.R. (2017, December). Does Device Matter in VR Advertising? Perception and Memory of Virtual Reality Branded Content. *The Annual Conference of American Academy of Advertising*.
10. Yao, M. Z., Zou, Y. X. *, Linz, D., & Jaoude, P. (2017, May). The impacts of privacy hypocrisy, victim characterization, gender, and context on bystanders’ guilt attribution in a cyberbullying suicide. *65th Annual Conference of International Communication Association, San Diego, USA*.

11. Hu, X. H.* & Yao, M. Z. (2017, May) Judging a book by its cover: the influence of sponsorship and technical heuristics on online video evaluation. *65th Annual Conference of International Communication Association, San Diego, USA.*
12. Hamilton, K.* & Yao, M. Z. (2017, May). Perceived closeness as a moderator of illusions of knowledge from Internet use. *65th Annual Conference of International Communication Association, San Diego, USA.*
13. Yao, J.C.* , Wang, Z. Y.* , & Yao, M. Z. (2016, August). Positive news is better than negative news for brand attitude and recall of pre-roll ads. *AEJMC, Minneapolis, MN.*
14. Yao, M. Z., Peng, R., & Ho, J. (2016, June). *The influence of self-categorization and avatar customization on aggression and moral views: A study of violent video game effects.* 21st Annual CyberPsychology, CyberTherapy & Social Networking Conference. Dublin, Ireland.
15. Yao, M. Z. & Linz, D. (2016, June). “*You have the right to privacy, unless you have something to hide!*”– *Examining the impacts of a perceptual difference between privacy and secrecy on online privacy concerns and bystander apathy.* 66th Annual Conference of International Communication Association, Fukuoka, Japan.
16. Liu, Q., Yang, M., Yao, M. Z., & Tu, C.X. (2014, May). *Predicting users’ privacy boundary management strategies on Facebook.* 64th Annual Conference of International Communication Association, Seattle, USA.
17. Shen F., Zhang, Z. & Yao, M. Z. (2014, April). Broadcast and new media use in China: Findings from a national survey. *Annual Conference of Broadcast Education Association 2014, Las Vegas, USA.*
18. Song, S. Y., Shen, C. F., Wilderman, S. S., & Yao, M. Z. (2013, November). *Un/masking news in cyberspace: Examining censorship patterns of news portal sites in China.* The 99th Annual Convention of National Communication Association, Washington DC, USA.
19. Lin, F. & Yao, M. Z. (2013, June). *The First Blink: Impacts of Information on Art Appreciation.* 63rd Annual Conference of International Communication Association, London, United Kingdom.
20. Zhong, Z. J. & Yao, M. Z. (2013, June). *Gaming motivation, avatar-self identification, and symptoms of online game addiction.* 63rd Annual Conference of International Communication Association, London, United Kingdom.
21. Liu, J. & Yao, M. Z. (2013, June). *Gaming public discourse of intellectual property in China: A content analysis.* Global Communication and Social Change Interactive Paper Session, 63rd Annual Conference of International Communication Association, London, United Kingdom.

22. Rrinecke, L., Trepte, S., Quiring, O., Yao, M. Z. & Ziegele, M. (2013, June). *Online Privacy and Social Gratifications: A Cross-Cultural Study on Privacy Management on Social Network Sites*, 63rd Annual Conference of International Communication Association, London, United Kingdom.
23. Yao, M. Z., & Zhong, Z. J. (2011, May). *Depression, loneliness, social contact, and Internet addiction: A cross-lagged panel study*. Paper presented at the 61st Annual Conference of International Communication Association. Boston, USA.
24. Yao, M. Z., Ho, J., & Xu, M.J., (2011, May). *Examining the impact of Web advertising on reading: An eye-tracking study*. Paper presented at the 61st Annual Conference of International Communication Association. Boston, USA.
25. Yao, M. Z., & Liang, T-H. (2011, May). *Understanding privacy concerns: A cross cultural perspective*. Paper presented at the 61st Annual Conference of International Communication Association. Boston, USA.
26. Lin, F., & Yao, M. Z. (2010, July). *Information and cognitive processes in art appreciation*. International Association of Mass Communication Research (IAMCR), Braga, Portugal.
27. Yao, M. Z, Lee, C.C., Lee, F., Lin, W.Y., & He, Z. (2010, June). *Examining foreign media use in China*, International Communication Association, Singapore, Singapore.
28. Zhang, L., & Yao, M. Z. (2010, June). *Cognitive process and persuasive effects of pictorial-metaphor advertisements*, International Communication Association, Singapore, Singapore.
29. Yao, M. Z. (2008, Nov). *Sex differences in online privacy management*. Presented at the 2008 Annual Conference of National Communication Association, San Diego, CA., USA.
30. Yao, M. Z. (2008, July). *Globalization and foreign media use: Comparing of foreign media use in Hong Kong & China*. Presented at the 51st Annual Conference of International Association for Media and Communication Research (IMACR), Stockholm, Sweden.
31. Yao, M. Z., & Zhang, J, G. (2008, May). *Predicting user concerns about online privacy in Hong Kong*, Paper presented at the 58th Annual Conference of International Communication Association, International Communication Association, Montreal, Canada.
32. Yao, M. Z., Wu, Z. Y. & Peng, T, Q. (2008, March). *Evaluating motivation and privacy boundary management among social networking site users in Hong Kong*. Paper presented at the 2008 Broadcasting Educators Association Annual Convention, Broadcasting Educators Association, Las Vegas, USA.
33. Yao, M. Z. (2007, November). *Media use in a globalizing China*. The 2007 Media Cultural and Industry in Asia International Conference, Seoul, South Korea.

34. Paul, B., Linz, D., & Yao, M. Z. (2007, November). *Evaluating the Potential Secondary Effects of Adult Video/Bookstores in Indianapolis, IN*. Presented at the 2007 Annual Conference of National Communication Association, Chicago, IL.
35. Yao, M. Z. (2007, August). *Understanding online privacy concerns among Hong Kong net users: Findings from an exploratory study*. Presented at the Asian Pacific Internet Research Alliance (APIRA) International Conference, Kuala Lumpur, Malaysia.
36. Yao, M. Z. (2007, July). *Media Consumption in Globalized China*. Presented at the 50th Annual Conference of International Association for Media and Communication Research (IMACR), Paris, France.
37. Yao, M. Z. (2007, May). *Predicting the Adoption of Self-Protections of Online Privacy: A Test of an Expanded Theory of Planned Behavior Model*. Presented to the Communication and Technology Division at the annual conference of International Communication Association, San Francisco, CA.
38. Zwarun, L., & Yao, M. Z. (2007, May). *Intrusion, Threats, Rights, and Strategies: Using Multidimensional Scaling to Identify People's Perception of Internet Privacy*. Presented to the Communication and Technology Division at the annual conference of International Communication Association, San Francisco, CA.
39. Yao, M. Z. (2007, April). *Toward an integrated theory of online computer game effects: The influence of content, medium, and other players*. Presented at the Hong Kong-Korea Communication Conference: Culture, Media and Technology in New Era. Hong Kong.
40. Jacobs, K, Yao, M. Z., & Lin, W.Y. (2006, December). *Internet Pornography, cyber identity, laws, and rights in Hong Kong and China*. Presented at the Symposium on "Rights: Circulation, Appropriation, and Hegemony in Inter-Asia," Hong Kong, China.
41. Yao, M. Z. (2006, August). *Examining social and psychological influences of interactive games*. Presented at the 2006 China Forum on Mass Communication, Shenzhen, China.
42. Yao, M. Z., Mahood, C., & Linz, D. (2006, June). *Sexual Priming, Gender Stereotyping, and Likelihood to Sexually Harass: Examining the Effects of Playing a Sexually Explicit Video Game*. Presented to the Game Studies Division at the annual conference of International Communication Association, Dresden, Germany.
43. Yao, M. Z., Rice, R., & Wallis, K. (2006, June). *Predicting User Concerns about Online Privacy*. Presented to the Communication Technology Division at the annual conference of International Communication Association, Dresden, Germany.
44. Mahood, C. & Yao, M. Z. (2005, November). *Violent video games and the effects of how players play the game: An elaboration of the General Aggression Model*. Presented to the

- Mass Communication Division at the annual conference of National Communication Association, Boston, MA.
45. Zwarun, L. & Yao, M. Z. (2005, August). *Exploring people's conception of privacy in the virtual world*. Presented to the Communication Theory and Methodology Division at the 2005 annual conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX.
 46. Yao, M. Z. & Mahood, C. (2005, April). *Examining the Effects of Playing Sexually Explicit Video Games*. Presented to the Research Division / Law & Policy Division of the Broadcast Education Association, Las Vegas, NV.
 47. Yao, M. Z. & Linz, D. (2004, November). *A Multi-city Investigation of Adverse Secondary Effects of Adult Oriented Business on Sex Crimes*. Presented to the Mass Communication Division of the National Communication Association, Chicago, IL.
 48. Yao, M. Z. (2004, May). *The role of public and private self-awareness in a computer-mediated environment: A self-awareness approach to CMC theories*. Presented to the Communication and Technology Division at the annual conference of International Communication Association, New Orleans, LA.
 49. Yao, M. Z., Mahood, C., Paul, B., & Donnerstein, E. (2003, November). *Violent Video Game Play and Aggression: The Moderating Role of How Players Play the Game*. Presented to the Mass Communication Division at the annual conference of National Communication Association, Miami, FL.
 50. Mahood, C., Yao, M. Z., Paul, B., & Donnerstein, E. (2003, November). *Variations in interpretations of video game violence: The Effect of Context*. Presented to the Mass Communication Division at the annual conference of National Communication Association, Miami, FL.
 51. Potter, W. J., Mahood, C., & Yao, M. Z. (2003, November). *Changes in interpretations of violence as a function of changes in narrative characteristics*. Presented to the Mass Communication Division at the annual conference of National Communication Association, Miami, FL.
 52. Yao, M. Z., Paul, B., & Linz, D. (2003, May). *Taking privacy laws across new boundaries: Determining whether existing privacy law addresses individuals' concerns about privacy and security on the Internet*. Presented at the annual conference of the International Communication Association, San Diego, CA.
 53. Mahood, C., Yao, M. Z., Paul, B., & Donnerstein, E. (2003, May). *Sex and violence in video games: Implications for Policy*. Presented at the annual conference of the International Communication Association, San Diego, CA.

54. Donnerstein, E., Mahood, C., Paul, B., Yao, M. Z. (2003, April). *Sex and violence in video games: Reactions to "Grand Theft Auto III."* Presented to the Research Division / Law & Policy Division of the Broadcast Education Association, Las Vegas, NV.
55. Lieberman, D.A., Lingsweiler, R.W., Yao, M. Z., & Chesler, Z. D. (2003, May). *Effects of User Control and Perceived Message Tailoring on Users' Responses to a Health Web Site.* Paper presented at the International Communication Association annual meeting, San Diego.
56. Docter, S., Metzger, J. M., & Yao, M. Z. (2002, October). *Public opinion and policy initiatives for online privacy protection.* Presented at the annual conference of National Communication Association, New Orleans, LA.
57. Eyal, K., Lingsweiler, R. W., Mahood, C., & Yao, M. Z. (2002, July). *Aggressive political opinions and violent media exposure: A cognitive approach.* Presented at the annual conference of the International Communication Association, Seoul, Korea.

COURSES DEVELOPED AND TAUGHT

University of Illinois at Urbana-Champaign

- Digital Marketing Channels (MBA)
- Strategic Media Management for Brand Communication (graduate level)
- Technologies in Advertising Campaigns (Dual listed in Advertising and Computer Science)
- Technology-mediated Consumer Behavior (graduate level)
- Digital Media and Society
- Advertising Content and Technologies
- Introduction to Public Relations

City University of Hong Kong

- Online Privacy & Identity Management on the Internet (GE)
- Psychological Processing of New Media (graduate level)
- Media Economics and Management (graduate level)
- Mass Media Policy and Regulation (graduate level)
- Strategic Media Planning
- Introduction to Media & Communication
- Communication Research Methods
- Communication Management
- Media Effects on Individuals
- Internet, Communication, and Contemporary Society
- Internet Communication
- Media, Culture, and Crime

RESEARCH STUDENTS SUPERVISION (COMMITTEE CHAIR OR CO-CHAIR)

University of Illinois, Urbana-Champaign

- Xiao, Bei, M.S. (2017), “Mobile phone in your personal bubble: the effect of physical environment and personalized information on mobile advertising”, now a team lead for product research at Alibaba.
- Guo, Danyang, M.S. (2017), “Player-character identification by personality matching perceived personalization and positive/negative in-game experience”, now a graduate student at the New School, NY.
- Chen, Chen, M.S. (2018), “Narrative message and virtual reality: the impact of telepresence and transportation on consumer learning in the real estate industry”, now a Ph.D. student in the Institute of Communications Research at University of Illinois, Urbana-Champaign.
- Hamilton, Kristy, Ph.D., Expected 2020
- Tian, Kathy Ph.D. (Co-Chair), Expected 2020
- Lee, Seoyoon, Ph.D., Expected 2022
- Wang, Yanyun, Ph.D. (Chair), Expected, 2022
- Liu, Weizi, Ph.D. (Chair), Expected 2023

City University of Hong Kong

- Zhang, Jinguang, M.Phil. (2008), “Re-examining the Motive of Self-enhancement in People’s Message Effects Perceptions: A Social Identity Perspective,” now an associate professor in the Department of Communication, at the University of Hawaii, Manoa.
- Zhong, Zhijin, Ph.D. (Co-Chair) (2009), “Third-Person Perceptions and Online Games: A Comparison of Perceived Antisocial and Pro-social Game Effects,” now a full professor and the Associate Dean at the School of Communication and Design, Sun-Yat-Sun University, China
- Ho, Jeffrey, Ph.D. (2014), “Processing and Elaboration of Web Based Information: The Influence of Information Scent, Task, and Content Relevance” now an assistant professor in the School of Design, Hong Kong Polytechnic University, Hong Kong
- Xu, Minjun, Ph.D. (Co-Chair) (2015), “Reading Romance 2.0: A Mixed Methods Study on Social Media’s Role in Romantic Relationships,” now an executive at Prudential Financial.
- Liu, Qian, Ph.D. (Co-Chair) (2016), “Reversed Spiral of Silence: A case study of Fang-Han Debate on the Outspokenness of Deviant Opinions on the Internet in China,” now an assistant professor at the School of Communication, Beijing Normal University, China
- Hernandez, Miriam, Ph.D. (Co-Chair) (2018), “Influence of Political, Economic and Geographical Factors on the Representation of Immigration Issues in the American Press,” now a post-doc fellow at Nanyang Technological University, Singapore.

REVIEWER FOR INDEXED ACADEMIC JOURNALS

Asian Journal of Communication
Asian Journal of Social Psychology and Personality
Chinese Journal of Communication
Computers in Human Behavior
Communication Research
CyberPsychology, Behavior, and Social Networking
Human Communication Research

International Journal of Human-Computer Interactions
Journal of Computer-Mediated Communication
Journal of American Society for Information Science and Technology
Journal of Media Psychology
Media Psychology
Sex Roles

DEPARTMENT & UNIVERSITY SERVICES

University of Illinois at Urbana-Champaign

2017-19 Campus Budget Oversight Committee
 2017-18 Executive Committee, College of Media
 2016-18 Executive Committee, Institute of Communications Research
 2016-18 Department Advisory Committee, Department of Advertising
 2015-17 Graduate Admissions Committee, Institute of Communications Research
 2017 Chair, Search Committee for Lecture of Media Sales, Department of Advertising
 2016 Campus Budget Advisory Task Force
 2015 Search Committee for the Head of Journalism Department, College of Media
 2015 Search Committee for Assistant Professor of PR, Department of Advertising

City University of Hong Kong

2012-14 University Academic Policy Committee
 2008-14 Executive Committee, Department of Media and Communication
 2008-14 Staffing Committee, Department of Media and Communication
 2008-10 Technology Committee, Department of Media and Communication