

Lu Tang, PhD

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EDUCATION

Ph.D. 2007	Communication. Annenberg School for Communication. University of Southern California, Los Angeles, CA.
M.A. 2004	Communication. Annenberg School for Communication. University of Southern California, Los Angeles, CA.
B.A. 2001	English Language and Literature. English Department. Beijing University, Beijing. P. R. China.

UNIVERSITY APPOINTMENTS

09/2017-present	Associate Professor, Department of Communication, Texas A&M University. Faculty Fellow, Center for Health Systems and Design, Texas A&M University.
06/2016-08/2016	Associate professor (non-tenure track), School of Biomedical Informatics, University of Texas, Health Science Center at Houston.
08/2015-08/2017	Associate professor, Department of Communication Studies, College of Communication and Information Sciences, University of Alabama.
08/2009-07/2015	Assistant professor, Department of Communication Studies, College of Communication and Information Sciences, University of Alabama.
08/2007-07/2009	Assistant professor, School of Communication Studies, College of Communication and Information, University of Tennessee, Knoxville.
2005-2007	Graduate Student Instructor, Annenberg School for Communication. University of Southern California.

HONORS AND AWARDS

1. Best Faculty Article Award, Chinese Communication Association, 2019
2. Top Faculty Paper Award. Gender Studies Division. Southern State Communication Association Conference, Nashville, TN, 2018.
3. Chinese Communication Association Service Award, 2017.
4. C&IS Diversity Research Award, College of Communication and Information Sciences, University of Alabama, 2016.
5. Top Faculty Paper Award. Mass Communication Division. Southern State Communication Association Conference, New Orleans, LA, 2014.
6. Top Three Faculty Papers. Mass Communication Division. Southern State Communication Association Conference, Norfolk, Virginia, 2009.
7. International Student Academic Achievement Award, University of Southern California, 2007.
8. Top Four Papers. Division of Instructional and Developmental Division. Annual Conference of the International Communication Association, New York, 2005.
9. Top Student Paper Award. Division of Asian/Pacific American Communication. Annual Conference of the National Communication Association, Chicago, 2004.
10. May 4th Scholarship, Beijing University, P. R. China, 2000.

RESEARCH

Funding and Grants

1. 2019. National Institute of Health, “Using social media for HPV vaccination barrier identification and personalized intervention.” RO1, subcontract co-PI. Subcontract Budget: \$445,408. (Submitted)
2. 2018. National Institute of Health, “Harnessing social media to promote flu vaccination”. RO1, subcontract co-PI. Subcontract Budget: \$323,926. (Not funded, 27 percentile).
3. 2015. University of Alabama System Collaborative Research Initiative Grants. *Communicating risk through social media big data.* \$5000.

4. 2015. Reese Phifer Scholarship. Department of Communication Studies, University of Alabama. *Postpartum depression, social support and women's identity*. \$4500.
5. 2013. Reese Phifer Scholarship. Department of Communication Studies, University of Alabama. *Narratives about mental illness in China*. \$4165.
6. 2011. Reese Phifer Scholarship. Department of Communication Studies, University of Alabama. *Corporate social responsibility in a global context*. \$4165.
7. 2010. Faculty Fellow in Service Learning, Center for Ethics and Social Responsibilities, University of Alabama. \$1500.
8. 2010. Research Grant Committee Grant, University of Alabama, *Employee discourse of health and wellness*, \$4200.
9. 2008. Dean's Summer Research Funding, College of Communication and Information, University of Tennessee, Knoxville. \$2000.
10. 2008. School of Communication Studies, University of Tennessee. *The global-local dialectic in the conceptualization and practice of CSR by multinational corporations in China: A value-based approach*, \$1600.

Other Research Experience

- Participant of the Junior Investigator Program, University of Alabama Institute for Rural Health Research (2012-2013)

Peer-Reviewed Journal Articles

* indicates graduate student co-authors at the time of collaboration

1. Meadows, C. Z., **Tang., L.**, & Liu, W. (2019). Twitter message types, health beliefs, and vaccine attitudes during the 2015 Measles Outbreak in California. *American Journal of Infection Control*.
2. **Tang, L.**, Meadows, C.Z., & Li, H. (2019). How gay men's wives in China practice co-cultural communication: Culture, identity, and sensemaking. *Journal of International and Intercultural Communication*. Published online first. doi: 10.1080/17513057.2019.1569252
3. Meadows, C., Meadows, C. Z., **Tang., L.**, & Liu, W. (2019). Stages of infectious disease outbreak and public response: Understanding twitter message themes and emotions during the California measles outbreak. *Communication Studies*. Published online first. doi: <https://doi.org/10.1080/10510974.2019.1582546>

4. Park, E. S.,* & **Tang, L.** (2019). How color and visual complexity affects the evaluation of skin cancer infographics: An experiment study. *Journal of Visual Communication in Medicine* 42(2): 52-65. doi: 10.1080/17453054.2019.1573633
5. Park, E. S.,* & **Tang, L.**, Bie, B., & Zhi, D. (2019). All pins are not created equal: Communicating skin cancer visually on Pinterest. *Translational Behavioral Medicine*, 9, 336-346. <https://doi.org/10.1093/tbm/iby044> (Corresponding author) (Impact factor 2.989)
6. **Tang, L.**, Bie, B., Zhi, D. (2018). Tweeting about measles during an outbreak: A semantic network approach to the framing of emerging infectious diseases. *American Journal of Infection Control*, 46, 1375-1380. doi: <https://doi.org/10.1016/j.ajic.2018.05.019>
7. **Tang, L.**, Bie, B., Park, E. S. *, & Zhi, D. (2018). Social media and outbreaks of emerging infectious diseases: A systematic review of literature. *American Journal of Infection Control*, 46, 962-972. doi: 10.1016/j.ajic.2018.02.010. (Impact factor: 2.209)
8. Du, J., **Tang, L.**, Xiang, Y., Zhi, D., Xu, J., Song, H-I., & Tao, C. (2018). Public perception analysis of Tweets during the 2015 measles outbreak using a neural network model. *Journal of Medical Internet Research*, 20(7), e236. (First two authors contributed equally to the article.) (Impact factor 5.175)
9. Yang, Y.*, & **Tang, L.** (2018). Understanding women's stories about drinking: Implications for health communication. *Health Education Research*, 33(4): 271-279. doi: 10.1093/her/cyy016. (Impact factor 1.816)
10. **Tang, L.**, & Guan, M.* (2018). Rise of health consumerism in China and its effects on physician's professional identity and physician-patient relationship. *Health Communication*, 33, 636-642. doi: 10.1080/10410236.2017.1290015.
Received Best Faculty Article Award of 2018 by Chinese Communication Association.
11. Yang, Y.*, **Tang, L.**, & Bie, B. (2017). Portrayals of mental illnesses in women's and men's magazines in the United States. *Journalism and Mass Communication Quarterly*, 94, 793-811. doi: 10.1177/1077699016644559
12. **Tang, L.** & Park, E.S.* (2017). Sun exposure, tanning beds, and herbs that cure: How skin cancer is portrayed on Pinterest. *Health Communication*, 32, 1192-1200. doi: 10.1080/10410236.2016.1214223
13. Bie, B.*, & **Tang, L.** (2016). Chinese gay men's coming out narratives: Connecting social relationship to co-cultural theory. *Journal of International and Intercultural Communication*, 9, 351-367. doi: 10.1080/17513057.2016.1142602 (Corresponding author)

14. **Tang, L.**, Zhu, R., & Zhang, X*. (2016). Postpartum depression and social support in China: A cultural perspective. *Journal of Health Communication, 21*, 1055-1061. doi: 10.1080/10810730.2016.1204384
15. **Tang, L.**, Baker, J.S., Meadows, C.Z.* (2016). Tensions of health: Narratives of employee wellness program participants. *Workplace Health and Safety, 64*, 426-432. doi: 10.1177/2165079916643966
16. **Tang, L.**, & Bie, B*. (2016). The stigma about autism in China: An analysis of newspaper portrayals of autism between 2003 and 2012. *Health Communication, 31*, 445-452. doi: 10.1080/10410236.2014.965381
17. Bie, B.*, **Tang, L.**, & Treise, D. (2016). Be aware of superbugs: Risk communication in newspaper coverage of the NDM-1 in India, United Kingdom, and the United States. *Asian Journal of Communication, 26*, 58-75. doi: 10.1080/01292986.2015.1076867
18. **Tang, L.**, & Bie, B*. (2016). Narratives about mental illnesses in China: The voices of Generation Y. *Health Communication, 31*, 171-181. doi:10.1080/10410236.2014.940673
19. **Tang, L.**, Mieskowski, L.*, Oliver, J.S., Eichorst, M. *, & Allen, R.S. (2015). Promoting cancer screening among rural African Americans: A social network approach. *Journal of Cultural Diversity, 22*(3), 88-94.
20. Baker, J.S., & **Tang, L.** (2015). Exploring dialectic tensions for institutional maintenance: A case of Google and its censored Chinese search engine. *International Journal of Communication, 9*, 2980-2999.
21. **Tang, L.** & Peng, W. (2015). Culture and health reporting: A comparative content analysis of newspapers in the U.S. and China. *Journal of Health Communication, 20*, 187-95. doi: 10.1080/10810730.2014.920060
22. Bie, B.*, & **Tang, L.** (2015). Representation of autism in leading newspapers in China: A content analysis. *Health Communication, 30*, 884-893. doi: 10.1080/10410236.2014.889063
23. **Tang, L.**, Gallagher, C.C. *, & Bie, B. * (2015). Corporate social responsibility communication through corporate websites: A comparison of leading corporations in the U.S. and China. *International Journal of Business Communication, 52*, 205-227. doi:10.1177/2329488414525443
24. **Tang, L.** & Chen, C.F. (2013). Effectiveness of health messages to change women's thin-ideal and unhealthy weight control intentions: Connecting social norms and social networks approaches. *Asian Journal of Communication, 23*, 519-537. doi: 10.1080/01292986.2012.756045

25. **Tang, L.** (2012). Media discourse of corporate social responsibility in China: A content analysis of newspapers. *Asian Journal of Communication*, 22, 270-288. doi: 10.1080/01292986.2012.662515
26. Peng, W. & **Tang, L.** (2010). Health content in Chinese newspapers: A theoretically-based content analysis. *Journal of Health Communication*, 15, 695-711. doi: 10.1080/10810730.2010.514028.
27. **Tang, L.** & Li, H. (2009). Corporate social responsibility in the context of globalization: An analysis of CSR self-presentation of Chinese and global corporations in China. *Public Relations Review*, 35, 199-212. doi:10.1016/j.pubrev.2009.05.016
28. Li, H., & **Tang, L.** (2009). Representation of the Chinese product crisis in American national and local Newspapers. *Public Relations Review*, 35, 219-225. doi:10.1016/j.pubrev.2009.05.007
29. **Tang, L.** (2008). An integral model of collective action in organizations and beyond. *Journal of Business Ethics*, 80, 249-261. doi: 10.1007/s10551-007-9416-2

Invited Journal Articles

1. **Tang, L.**, & Li, H. (2011). China's corporate social responsibility communication in the age of globalization. *PR View*, 9, 11-14. (Published in Chinese)

Book Chapters

1. **Tang, L.**, & Zhang, X.* (In press). Health communication research methods. In J. Hong (Ed.), *Foundations of communication research*. Beijing, China: Beijing University Press. (Published in Chinese).
2. Shan, Z.* & **Tang, L.** (2017). Social media and public sphere in China: A case study of political discussion on Weibo after the Wenzhou high-speed rail accident. In M. Adria & Y. Mao (Eds.), *Handbook on research on citizen engagement and public participation in the era of new media* (pp. 410-425). IGI Global. (Peer reviewed)
3. **Tang, L.** & Li, H. (2014). Communication studies of corporate social responsibility. In J. Hong (Ed.), *New trends in communication research* (pp. 291-307). Beijing, China: Tsinghua University Press. (Published in Chinese).
4. Li, H. & **Tang, L.** (2014). Trends in public diplomacy research. In J. Hong (Ed.), *New trends in communication research* (pp. 85-104). Beijing, China: Tsinghua University Press. (Published in Chinese).
5. Baker, J.S. & **Tang, L.** (2012). Google's dilemma in China. In S. May (Ed.), *Case studies in organizational communication: Ethical perspectives and practices* (pp. 285-294). Thousand Oaks, Sage.

6. **Tang, L.** & Li, H. (2010). Chinese corporate diplomacy: Huawei's CSR discourse in Africa. In J. Wang (Ed.), *Softpower in China: Public diplomacy through communication* (pp. 95-115). New York, NY: Palgrave Macmillan.

Peer-Reviewed Conference Presentations

1. **Tang, L.**, Zhang, X. & Zhu, R. (2019). Chinese mothers' beliefs about postpartum depression: An exploratory study. Paper presented to the annual conference of the National Communication Association, Baltimore.
2. Meadows, C., Meadows, C. Z., **Tang., L.**, (2019). How are we communicating health information on social media? An analysis of Facebook Posts of the CDC and State Health Departments. Paper presented to the annual conference of the National Communication Association, Baltimore.
3. Li, H., & **Tang, L.** (2019). How doctors manage consumerism and their communication with patients in China's neoliberal economy. Paper presented to the annual conference of International Association of Media and Communication, Madrid, Spain.
4. Wu, Q.*, & **Tang, L.** (2019). What satisfies pediatric parents in China: A model based on the online doctor's reviews. Paper presented to the annual conference of International Association of Media and Communication, Madrid, Spain.
5. Meadows, C., Meadows, C. Z., **Tang., L.**, & Liu, W. (2018, November). Unraveling public health crises across stages: Understanding twitter message themes and emotions during the California measles outbreak. Paper presented at the annual conference of National Communication Association, Salt Lake City, UT.
6. Du, J., Li, F., Jia, Y., Xiang, Y., **Tang, L.**, Myneni, S., & Tao, C. (2018, November). Mining human papillomavirus vaccination health beliefs from Twitter using attentive Recurrent neural network. American Medical Informatics Association Annual Symposium, San Francisco, CA.
7. Meadows, C. Z., **Tang., L.**, & Liu, W. (2018, May). Mickey Mouse has the measles: Tweeting during the 2015 measles outbreak in California. Paper presented at the annual conference of International Communication Association, Prague, Czech Republic.
8. **Tang, L.**, Meadows, C.Z., & Li, H. (2018, May). How gay men and their straight wives manage multifaceted identity and co-cultural communication: A study of the narratives of *tongqi* in China. Paper presented at the annual conference of International Communication Association, Prague, Czech Republic.
9. Yang, Y.*, & **Tang, L.** (2018, April). One women's wine is another's poison: A narrative analysis of women's stories about drinking. Paper presented at the annual conference of Southern Communication Association, Nashville, TN. **Top faculty paper. Gender Studies Division.**

10. Park, E. S.* & **Tang, L.** (2017, November). How color and visual complexity affects the evaluation of skin cancer infographics: An experiment study. Paper presented at the Annual Conference of National Communication Association, Dallas, TX.
11. **Tang, L.**, Bie, B., Zhi, D. (2017, May). Tweeting about measles during an outbreak: A semantic network approach to the framing of emerging infectious diseases. Paper presented at the Annual Conference of International Communication Association, San Diego, CA.
12. Park, E. S.* **Tang, L.**, Bie, B., & Zhi, D. (2017, May). All pins are not created equal: Communicating skin cancer visually on Pinterest. Paper presented at the Annual Conference of International Communication Association, San Diego, CA.
13. **Tang, L.** & Guan, M. (2016, November). Rise of health consumerism in China and its effects on physician's professional identity and physician-patient relationship. Paper to be presented to the Annual Conference of National Communication Association, Philadelphia, PA.
14. **Tang, L.**, Park, S.* & Baker, J.S. (2016, June). Sun exposure, tanning beds, and herbs that cure: How skin cancer is portrayed on Pinterest. Paper presented to the Annual Conference of International Communication Association, Fukuoka, Japan.
15. Shan, Z.* & **Tang, L.** (2016, April). Gendered discourse of beauty and female appearances: A critical discourse analysis on aesthetic procedures column in beauty magazines. Paper presented to the Annual Conference of Southern Communication Association, Austin, TX.
16. Zhang, X.*, **Tang, L.**, Zhu, R.* (2015, November). Postpartum depression and social support in China: A cultural perspective. Paper presented to the Annual Conference of National Communication Association, Las Vegas, NV.
17. Shan, Z.* & **Tang, L.** (2015, May). Social media and public sphere in China: A case study of political discussion on Weibo in after the Wenzhou high-speed rail scandal. Paper presented to the annual conference of International Communication Association, Puerto Rico.
18. Yang, Y.*, Bie, B.*, & **Tang, L.** (2015, May). Portrayals of mental illnesses in women's and men's magazines in the United States. Paper presented to the annual conference of International Communication Association, Puerto Rico.
19. **Tang, L.** & Baker, J.S. (2015, April). Dialectics of health: An ethnography of an employee wellness program. Paper presented at the annual conference of Southern States Communication Association, Tempa, FL.
20. **Tang, L.**, & Bie, B*. (2014, November). Narratives about mental illnesses in China: The voices of Generation Y. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.

21. **Tang, L.**, & Bie, B*. (2014, November). Stigma about Autism in China: An Analysis of Newspaper Portrayals of Autism between 2003 and 2012. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.
22. Bie, B.*, & **Tang, L.** (2014, November). “Sorry, but I cannot get married”: Chinese homosexual men’s coming out narratives. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.
23. **Tang, L.** & Guan, M.* (2014, May). Culture and doctor-patient communication in China: The doctor’s perspective. Paper presented at the Annual Conference of the International Communication Association, Seattle, WA.
24. Bie, B.*, **Tang, L.**, & Deng, L. (2014, May). Newspaper representation of autism in China: A framing analysis. Paper presented at the Annual Conference of the International Communication Association, Seattle, WA.
25. Bie, B.*, **Tang, L.**, & Treise, D. (2014, April). Be aware of superbugs: Risk communication in newspaper coverage of the NDM-1 in India, United Kingdom, and the United States. Paper presented to the Annual Conference of the Southern States Communication Association, New Orleans, LA. **Top faculty paper, Mass Communication Division.**
26. **Tang, L.**, & Yang, Y.* (2013, June). China and its workers: An examination of Foxconn suicides in social media. Paper presented at the ICA preconference: The BRICS Nations: Between National Identity and Global Citizenship, London, UK.
27. **Tang, L.**, & Peng, W. (2013, June). Health in newspapers: A culture-based comparative content analysis of newspapers in the U.S. and China. Paper presented at the Annual Conference of the International Communication Association, London, UK.
28. **Tang, L.** & Baker, J. S. (2013, April). A communication theory of institutional change: A dialectic approach. Paper presented to the Annual Conference of Southern Communication Association, Louisville, KY.
29. Bonander, J.* & **Tang, L.** (2013, April). Assessing health reporting in U.S. newspapers: A content analysis through health belief model. Paper presented at the Annual Conference of Southern Communication Association, Louisville, KY.
30. Nevin, W.* & **Tang, L.** (2012, May). Short, vague and generally unhelpful: A content analysis of sexual harassment policies in the Codes of Conduct of top American companies. Paper presented at the Annual Conference of International Communication Association, Phoenix, AZ.
31. **Tang, L.** Yu, Y,* & Wang, X. (2011, November). Voices about corporate social responsibility in Chinese newspapers. Paper presented at the 97th National Communication Association Conference. New Orleans, LA.

32. **Tang, L.** & Li, H. (2010, November). The goodwill of a company and a country: National branding and Huawei's corporate social responsibility in Africa. Paper presented at the 96th National Communication Association Conference. San Francisco, CA.
33. Chen, C. & **Tang, L.** (2010, June). Connecting social norms and social networks: A study of unhealthy weight control intentions and internalization of thin-ideal in China. Paper presented at the 60th International Communication Association Conference. Singapore.
34. Peng, W., **Tang, L.**, & Zhuang, J.* (2009, November). Health content in Chinese newspapers: A theoretically-based content analysis. Paper presented at the 95th National Communication Association Conference. Chicago, IL.
35. Motta, B.* & **Tang, L.** (2009, November). Communication of corporate social responsibility in Brazil: A content analysis of corporate websites of leading companies. Paper presented at the 95th National Communication Association Conference. Chicago, IL.
36. Chen, C.F. & **Tang, L.** (2009, May). Social norms and sanctioning through social networks: A theoretical study of body image. Paper presented at the 59th International Communication Association Conference. Chicago, IL.
37. Ray, C.C.*, **Tang, L.**, & Violanti, M.T. (2009, May). A cross-cultural comparison of corporate social responsibility practices in America and China. Paper presented at the 59th International Communication Association Conference. Chicago, IL.
38. Li, H., & **Tang, L.** (2009, April). Representation of the Chinese product recalls in national and local newspapers in the United States. Paper presented at the Southern State Communication Association Conference, Norfolk, Virginia. **Top 3 faculty papers, Division of Mass Communication.**
39. Li, H., & **Tang, L.** (2009, February). Pro-Tibetan activism and challenges for China's public diplomacy. Paper presented to the 50th International Studies Association Annual Convention, New York.
40. Li, H., **Tang, L.**, & Sewell, J. (2008, November). Representation of the Chinese product crisis in major local newspapers in the American South. Paper presented at the 94th Annual Conference of the National Communication Association, San Diego.
41. **Tang, L.**, Li, H., & Lee, Y. (2008, November). Corporate social responsibility in the context of globalization: An analysis of CSR self-presentation of Chinese and global corporations in China. Paper presented at the 94th Annual Conference of the National Communication Association, San Diego.

42. **Tang, L.** (2008, November). Interorganizational knowledge networks: The case of the biotechnology industry. Paper presented at the 94th Annual Conference of the National Communication Association, San Diego.
43. **Tang, L.** (2008, November). Informal interorganizational knowledge sharing: The case of the biotechnology industry. Paper presented at the 94th Annual Conference of the National Communication Association, San Diego.
44. **Tang, L.** (2008, May). Transactional vs. interactive knowledge sharing: A Theory of interorganizational knowledge networks. Paper presented at the 57th Annual Conference of the International Communication Association, Montreal, Canada.
45. **Tang, L.** (2008, April). Academic-industry knowledge sharing: A goal-oriented communication approach. Paper presented at the Southern State Communication Association Conference, Savannah, Georgia.
46. **Tang, L.** (2007, November). Openness vs. secrecy?: The effects of professional culture on academic-industry knowledge sharing. Paper presented at the 93rd Annual Conference of the National Communication Association, Chicago.
47. **Tang, L.** (2006, November). Who is the brain-washer: A discourse analysis of the propaganda war between Falun Gong and Chinese state media. Paper presented at the 92nd Annual Conference of the National Communication Association, San Antonio.
48. **Tang, L.** (2006, June). Group effectiveness: An integral and developmental perspective. Paper presented at the 56th Annual Conference of the International Communication Association, Dresden, Germany.
49. **Tang, L.,** Hayden, C., & Powers, S. (2006, June). The dialectics of global news flow: A meta-analysis. Paper presented at the 56th Annual Conference of the International Communication Association, Dresden, Germany.
50. **Tang, L.** (2005, November). The ecology of new religious movements. Paper presented at the 91st Annual Conference of the National Communication Association, Boston.
51. **Tang, L.** (2005, November). An integral model of collective action in organizations and beyond. Paper to be presented at the 91st Annual Conference of the National Communication Association, Boston.
52. **Tang, L.** (2005, May). Beyond intrinsic and extrinsic motivations: Internalized extrinsic motivation in the promotion of learning among primary school students Paper presented at the 55th Annual Conference of the International Communication Association, New York. **Top 4 papers. Division of Instructional and Developmental Division.**

53. Hayden, C., & **Tang, L.** (2005, May). How the news reveals globalization: Assessing globalization indicators in international news flow meta-analysis. Paper presented at the 55th Annual Conference of the International Communication Association, New York.
54. **Tang, L.**, Zong, L., & Song, J. (2004, November). Diaspora identity: An ethnography of a Chinese Christian Church. Paper presented at the 90th Annual Conference of the National Communication Association, Chicago. **Top Student Paper Award. Division of Asian/Pacific American Communication.**
55. **Tang, L.** (2004, November). The building of diaspora identity through ethnic media: A study of Chinese language media in Los Angeles, California. Paper presented at the Annual Conference of the 90th National Communication Association, Chicago.
56. Alexander, L. & Lin, W.-Y., Huang, H. & **Tang, L.** (2004, May). *Traveling through Borders: SARS News Coverage in a Chinese-Language Newspaper in the U.S.* Paper presented at the 54th Annual Conference of the International Communication Association, New Orleans.

Competitive Conference Posters

1. Zhu, A., Amith, M.T., **Tang, L.**, Tao, C. (2019). VACCINATION VACATION: A Story-Based Game to Improve HPV Vaccine Knowledge and Awareness. Poster presented to the Information Technology & Communications in Health Conference, Canada.
2. Kim, W., Lou, C., Peng, W., & **Tang, L.** (2015, May). Dual processing of information in social media: Interaction effects of outcome involvement with argument quality and the group identity heuristic. Poster presented to the annual conference of International Communication Association, Puerto Rico.
3. Allen, R. S., Oliver, J. S., Mieskowski, L.*, Eichorst, M. K.*, & **Tang, L.** (2014, November). “I go in with him and...ask questions”: Advocates’ role in medical appointment with African American males in the Rural South. Poster presented to the Annual Scientific Meeting of the Gerontological Society of America, Washington D.C.
4. Oliver, J. S., Allen, R. S., Mieskowski, L.*, Eichorst, M. K.*, Abbas, A., & **Tang, L.** (2014, November). Communication with older Rural African Americans about Cancer Screening: Healthcare Providers Perspective. Poster presented to the Annual Scientific Meeting of the Gerontological Society of America, Washington D.C.
5. Allen, R. S., Oliver, J.S., **Tang, L.**, Mieskowski, L.*, Eichorst, M. K.*, Coleman-House, T., Martin, S. & Martin, M. (2013, November). Care networks in prostate cancer screening decisions among rural African American men. Poster presented to the Annual Scientific Meeting of the Gerontological Society of America, New Orleans, LA.

6. **Tang, L.**, & Baker, J. S. (2011, May). Google's discourse on Internet censorship: A dialectical approach to institutionalism. Poster presented at the 61st International Communication Association Conference, Boston, MA.
7. Lee, S., Heiss, B. R. M., & **Tang, L.** (2007, May). Transactional versus interactive Knowledge Networks: A comparison of interorganizational network topologies in biotechnology. Poster presented to the International Sunbelt Social Network Conference, Corfu Island, Greece.
8. **Tang, L.** (2004, May). *Diaspora television and cultural identity: A case study* Poster presented at the 54th Annual Conference of the International Communication Association, New Orleans.

Invited External Research Presentations

1. Tang, L. (2016, October). Tweeting about measles: A big data approach. Valenti Lecture Series. Jack J. Valenti School of Communication, University of Houston, TX.
2. Tang, L. (2009, December). China's corporate social responsibility in an age of globalization. HSBC School of Business, Beijing University, China.
3. Tang, L. (2008, April). Interorganizational knowledge sharing: The case of the biotech industry. The Southern State Communication Association Annual Conference, Savannah Georgia.

Internal Research Presentations

1. Tang, L. (2016, October). Postpartum depression and social support in China: A cultural perspective. Departmental research colloquia series. Department of Communication Studies, University of Alabama.
2. Tang, L. (2014, September). Narratives about mental illnesses in China: The voices of Generation Y. Departmental research colloquia series. Department of Communication Studies, University of Alabama.
3. Tang, L. (2012, October). Corporate social responsibility as corporate diplomacy. Departmental research colloquia series. Department of Communication Studies, University of Alabama.
4. Tang, L. (with Yu Yao). (2010, February). Journalistic discourse of corporation social responsibility in the globalization era: A study of Chinese newspapers. Presented to Discerning Diverse Voices: Communication & Information Symposium on Diversity, University of Alabama.
5. Tang, L. (2009, September). Corporate social responsibility communication of Chinese and global companies in China: A content analysis of corporate websites. Departmental research colloquia series. Department of Communication Studies, University of Alabama.

6. Tang, L. (2007, September). Interorganizational knowledge sharing and knowledge networks: The case of the biotech industry. Presented to the College of Communication and Information, University of Tennessee, Knoxville.

TEACHING

Courses Taught

Department of Communication, Texas A&M University, 2017-Present

1. COMM 305 Theories of Communication (Undergraduate)
2. COMM 470 Topics on Health Communication-Communication in health organizations (Undergraduate)
3. COMM 471 Media, Health, and Medicine (Undergraduate)
4. COMM 670 Seminar in Health Communication – Culture and Health Communication (Doctoral Seminar)

Department of Communication Studies, University of Alabama, 2009-2017

1. CIS 650 Seminar on Organizational Communication (Doctoral Seminar).
2. CIS 650 Seminar on Health Communication (Doctoral Seminar).
3. COM 595 Special topics on health communication (Graduate seminar).
4. COM 561 Human Communication Theory (Graduate seminar, online/offline).
5. MC 551 Mass Communication Theory (Online graduate course).
6. COM 536 Graduate Independent Study (Graduate Course).
7. COM 500 Introduction to Graduate Studies (Graduate Professional Seminar).
8. COM 499 Capstone Seminar (Undergraduate, online/offline).
9. COM 460/560 Group Leadership (Undergraduate/Graduate).
10. COM 450 Advanced Organizational Communication (Undergraduate).
11. COM 350 Organizational Communication (Undergraduate).
12. COM 300 Human Communication Research (Undergraduate).

School of Communication Studies, University of Tennessee, Knoxville, 2007-2009

1. COMM 540: Organizational and Team Communication (Graduate seminar).
2. COMM 499: Preseminar in Communication Studies (Undergraduate capstone course).
3. COMM 440: Survey of Organizational Communication (Undergraduate).
4. COMM 350: Communication Theory (Undergraduate).

Annenberg School for Communication, University of Southern California, 2001-2006

1. COMM 384: Survey of Organizational Communication (Undergraduate, Instructor of Record).

2. COMM 301: Empirical Research in Communication (Undergraduate, Instructor of Record).
3. COMM 320: Small Group and Team Communication (Undergraduate, Instructor of Record).
4. COMM 200: Communication as a Social Science (Undergraduate, Discussion Leader).
5. COMM 201: Communication as a Liberal Art (Undergraduate, Discussion Leader).
6. COMM 302: Persuasion (Undergraduate, Teaching Assistant).

Graduate Independent Studies

1. “Middle Eastern Immigrant Health,” Texas A&M University, Spring 2019 (Student: Angie Galal)
2. “Social network analysis,” Texas A&M University, Summer 2017 (Student: Gemme Campbell)
3. “Visual health communication,” University of Alabama, Fall 2016 (Student: Stella Park).
4. “Corporate social responsibility communication,” University of Alabama, Spring 2014 (Student: Ashton Morrow).
5. “Narratives of mental illnesses,” University of Alabama, Spring 2014 (Student: Jasmin Perkins).
6. “Autism communication and social support,” University of Alabama, Fall 2013 (Student: Yiyi Yang).
7. “Mental health communication,” University of Alabama, Spring 2013 (Student: Bijie Bie).
8. “Corporate social responsibility communication,” University of Alabama, Spring 2010 (Student: Yu Yao).

Invited Lectures

1. The use of ATLAS-ti for qualitative data analysis. Presented to Information Science 540: Research Methods, School of Information Science, College of Communication and Information, University of Tennessee, Knoxville (Dr. Peiling Wang, Spring 2008).
2. Interorganizational knowledge networks in the biotech industry. Presented to CI651: Science, Technology, Engineering and Medical Communication & Information, College of Communication and Information, University of Tennessee, Knoxville (Dr. Suzie Allard, Spring 2008).

Graduate Student Advising

Texas A&M University

PhD Students

- Felicia York (Advisor)

- Angie Galal (Advisor)
- Rebecca Constatini (Committee member)
- Brittany Everette (Committee member)
- Arti Nadkarni (Committee member, Co-advisor)
- Qiwei Luna Wu (Committee member)

University of Alabama

PhD students

1. PhD Curriculum Committee, University of Alabama
 - David Brewer (served as Chair)
 - Xueying Zhang (served as committee member)
 - Bijie Bie (served as committee member)
 - Kenon Brown (served as committee member)
 - Zhou Shan (served as committee member)
 - Sung-Eun Park (served as committee member)
2. PhD Dissertation Committee, University of Alabama
 - David Brewer (served as Chair)
Dissertation title: Stakeholders, organizational identity, and organizational image in college and university mission statements.
 - Yan Yan (served as committee member)
 - Bin Shen (served as committee member)
 - Bijie Bie (served as committee member)
 - Sena Lim (served as committee member)
 - Xueying Zhang (served as committee member)

Master's Students

1. Thesis option
 - Jacob Bonander (served as Chair)
Thesis title: Reporting health in U.S. newspapers: A theoretically driven content analysis of health news articles
 - Yiyi Yang (served as Chair)
Thesis title: Gendered representation of mental illnesses in popular magazines in the United States
 - Mengfei Guan (served as co-Chair)
Thesis title: Cultural values and social exchange in long-distance dating relationships

- Shamengna Linda Li (served as Chair)
- Natalee Briscoe (served as co-Chair)
- Ashton Morrow (served as Thesis committee member)
- Yuan Wang (served as Thesis committee member)
- Jooyoung Jang (served as Thesis committee member)
- Heather Harpole (served as Thesis committee member)
- Jeyoung (Jenny) Oh (served as Thesis committee member)

2. Professional option

- Samara Mouvery
- Linda Liu
- Yanyi Li
- Jasmin Perkins

3. Comprehensive examination option

- Yang Hu (served as committee member)
- Amanda Kimbrough (served as committee member)
- Elizabeth Tinnon (served as committee member)
- Jenna Surprenant (served as committee member)
- Yiyang Zhang (served as committee member)

University of Tennessee, Knoxville

Master Thesis Committee

- Christina C. Ray (served as Thesis committee member)

SERVICE

Professional Services

- **Program planer.** Chinese Communication Association. National Communication Association Convention, Baltimore, MD, 2019.
- **Program planer.** Chinese Communication Association. National Communication Association Convention, Salt Lake City, UT, 2018.
- **Panel Chair.** Health Communication Association. National Communication Association Convention, Salt Lake City, UT, 2018.
- **Panel Chair.** Chinese Communication Association. National Communication Association Convention, Salt Lake City, UT, 2018.
- **Finance committee chair.** Chinese Communication Association, 2014-present.

- **Panel Respondent.** Chinese Communication Association. National Communication Association Convention, Dallas, TX, 2017
- **External reviewer,** Junior faculty award, Department of Mass Communication, Hohai University, China. 2011.
- **External expert reviewer,** Undergraduate and Graduate Curriculum Review, Department of Mass Communication, Hohai University, China. 2011.
- **Panel chair,** Division of intercultural communication, the 99th Annual Convention of the National Communication Association, Washington D.C., 2013.
- **Panel chair and respondent,** Division on organizational communication, the 60th International Communication Association Conference, Singapore, 2010.

Editorial Review Board

- *The Texas Speech Communication Journal*

Ad Hoc Reviewer

- *Journal of Medical Internet Research* (2019)
- *The Texas Speech Communication Journal* (2019)
- *Health Education & Behavior* (2018, 2019)
- *American Journal of Preventative Medicine* (2018)
- *Communication & Society* (2018, 2019)
- *Journalism and Mass Communication Quarterly* (2016, 2017, 2018)
- *Translational Behavioral Medicine* (2017, 2018, 2019)
- *Cogent Social Sciences* (2017)
- *Mobile Media and Communication* (2016)
- *China Media Research* (2016)
- *Communication Monograph* (2015)
- *Journal of International and Intercultural Communication* (2015)
- *Health communication* (2015, 2016, 2017, 2018)
- *Communication Reports* (2015)
- *Management Communication Quarterly* (2010, 2012, 2013, 2014)
- *Asian Journal of Communication* (2010, 2011, 2012, 2014, 2019)
- *Journal of Business Ethics* (2010, 2014)
- *Business Ethics: A European Review* (2010)
- *Asia Pacific Management Review* (2011)
- *Chinese Journal of Communication* (2011, 2014)
- *Sociological Inquiry* (2012)
- *Issues & Studies* (2011)
- National Communication Association Annual Conference (2011, 2012, 2013, 2015)
 - Division of Public Relations
 - Division of Environmental Communication
 - Division of International and Intercultural Communication
 - Chinese Communication Association (2015, 2016)
- International Communication Association Annual Conference (2013, 2014, 2015, 2017)

- Division of Health Communication (2013)
- Division of Organizational Communication (2013, 2014)
- Chinese Communication Association (2014, 2015, 2017)
- AEJMC Annual Conference (2015)
 - Chinese Communication Association (2015)
- Pacific Asia Conference on Information Systems (2011)

Professional memberships

- Member, International Communication Association (2005-present).
- Member, National Communication Association (2006-present).
- Member, South States Communication Association (2007-2009, 2013-2015).
- Member, Chinese Communication Association (Lifetime member).

University, College and Department Services, Texas A&M University

College Service

- Reviewer, Diversity Excellence Fellowship (Spring, 2019)

Department service

- Member, Ad Hoc Graduate Research Culture Committee (Spring, 2019)
- Member, ACES Fellowship Program Search Committee (Spring, 2019)
- Member, Department Graduate Instructional Committee (Fall, 2018-Spring, 2019)
- Member, Department Internationalization Committee (Fall, 2017-Spring, 2018)
- Member, Department Research Committee (Fall, 2017-Spring, 2018)

University, College and Department Services, University of Alabama

University service

- Research Grants Committee (2013-2016).
- WellBama Employee Wellness Program (2010-2012).

College service

- Member, College Awards Committee (2017)
- Subcommittee on curriculum, PhD Program Task Force (2016).
- Graduate Studies Committee (2015).

Departmental service

- Chair, Third-year Review Committee of Joshua Pederson, Spring 2017

- Member, ad hoc search committee for associate professor in rhetoric and public discourse, Summer 2016.
- Member, ad hoc committee on research productivity, Spring 2016.
- Graduate Program Coordinator, Department of Communication Studies, 2015.
- Graduate program committee, Department of Communication Studies, University of Alabama, 2009-2015.
 - Admission coordinator, 2013-Fall 2014.
- Member, ad hoc search committee for tenure track position of political communication, 2015-2016.
- Member, ad hoc search committee for tenure track position of organizational communication, 2015-2016.
- Member, ad hoc review committee, Meredith Bagley, 2015.
- Member, ad hoc review committee, Sim Butler, Spring 2015.
- Member, ad hoc review committee, Darrin Griffin, Spring 2015.
- Chair, ad hoc review committee, Caroline Parson, Spring 2014.
- Member, ad hoc review committee, Caroline Parson, Spring 2013.
- Undergraduate program committee, Department of Communication Studies, University of Alabama, 2011-2014, 2016.
- Department recorder, 2009-2011.

University, College and Department Services, University of Tennessee, Knoxville

- Diversity Panel, College of Communication and Information, UTK, 2008.
- Undergraduate curriculum committee, School of Communication Studies, UTK, 2007, 2008.
- Scripps Convergence Lab Committee, College of Communication and Information, UTK, 2007, 2008.
- Set up international exchange program between College of Communication and Information, University of Tennessee, Knoxville and School of Public Administration, Hohai University, P. R. China, 2008.

University, College and Department Services, University of Southern California

- Global BioBusiness Initiative, Marshall School of Business, University of Southern California, 2005, 2006.
- Teaching Assistant representative, Annenberg School Graduate Student Association, University of Southern California, 2002.

Community services

- Junior achievement course instructor. Alexander Roosevelt Elementary School, Katy, Texas, Spring, 2018
- Public policy summer intern. California Council of Science and Technology, Sacramento, California, Summer 2006