Luling Huang
Curriculum Vitae

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EDUCATION

2020   Ph.D.   Media and Communication, Lew Klein College of Media and Communication
Temple University, Philadelphia, PA, United States
Dissertation: The role of psychological discrepancy in belief change: Testing four models with a single message
Dissertation committee co-chairs: Deborah A. Cai and Edward L. Fink

2013   M.A.   Media Studies, Department of Radio-Television-Film
The University of Texas at Austin, United States

2011   B.A.   Television Directing and Editing, School of Television and Journalism
Communication University of China, Beijing, China

PROFESSIONAL APPOINTMENT

2024 -   Assistant Professor (tenure track), Department of Communication, Missouri Western State University, Saint Joseph, MO, United States

2020 - 2023   Postdoctoral Fellow in Data Curation for Energy Social Science (Council on Library and Information Resources), Wilton E. Scott Institute for Energy Innovation and University Libraries, Carnegie Mellon University, Pittsburgh, PA, United States

PUBLICATIONS

Peer-Reviewed Journal Articles

Huang, L. (2025). Creating a Dashboard for Interactive Data Visualization with Dash in Python. *Programming Historian*. https://doi.org/10.46430/phen0124

Huang, L., & Nock, D. (2024). Estimating the income-related inequality aversion to energy limiting behavior in the United States. *Energy Economics*, *136*, Article 107716. https://doi.org/10.1016/j.eneco.2024.107716

Xu, K., Chen, X., Liu, F., & **Huang, L.** (2024). What did you hear and what did you see? Understanding the transparency of facial recognition and speech recognition systems during human–robot interaction. *New Media & Society*. https://doi.org/10.1177/14614448241256899

Huang, L., Nock, D., Cong, S., & Qiu, Y. (2023). Inequalities across cooling and heating in households: Energy equity gaps. *Energy Policy*, *182*, Article 113748. https://doi.org/10.1016/j.enpol.2023.113748

Kwon, M., Cong, S., Nock, D., **Huang, L.,** Qiu, Y. (Lucy), & Xing, B. (2023). Forgone summertime comfort as a function of avoided electricity use. *Energy Policy*, *183*, Article 113813. https://doi.org/10.1016/j.enpol.2023.113813

Huang, L., Fink, E. L., & Cai, D. A. (2022). Psychological discrepancy in message-induced belief change: Empirical evidence regarding four competing models. *Communication Monographs*, *89*(2), 235-259. https://doi.org/10.1080/03637751.2021.1973051 **[Outstanding Contribution to Communication Science Award, The Communication Science and Biology Interest Group, International Communication Association]**

Xu, K., Chen, X., & **Huang, L.** (2022). Deep mind in social responses to technologies: A new approach to explaining the Computers are Social Actors phenomena. *Computers in Human Behavior*, *134*. https://doi.org/10.1016/j.chb.2022.107321

Refereed Book Chapter

Kim, J.-O., & **Huang, L.** (2017). The unscripted format trade in a new era of the Korean Wave: A comparative analysis of the Chinese remaking of the Korean reality TV show, "Daddy, Where Are You Going?" In T.-J. Yoon & D. Y. Jin (Eds.), *The Korean Wave: Evolution, fandom, and transnationality* (pp. 209-225). Lexington Books.

Manuscripts in Preparation

The field of communication is becoming less disruptive: A citation analysis from 1976 to 2017

Nonlinear homophily and heterophily mechanisms in online political discussion: A relational event analysis of content and process.

Publication in Foreign Language

Huang, L. (2010). From the elites to the people: The consumption, production, and distribution of short videos. *South China Television Journal*, *1*, 73-76.

Miscellaneous Publications

Huang, L. (2017). Measuring similarity between texts in Python [Method report]. Temple University Libraries. https://sites.temple.edu/tudsc/2017/03/30/measuring-similarity-between-texts-in-python/

Huang, L. (2017). Automated content analysis: Where's human? [Method report]. Temple University Libraries. https://sites.temple.edu/tudsc/2017/02/07/automated-content-analysis-wheres-human/

Huang, L. (2016). Scraping for studying online political discussion [Method report]. Temple University Libraries. https://sites.temple.edu/tudsc/2016/09/20/scraping-for-studying-online-political-discussion/

AWARDS AND SCHOLARSHIPS

2023	Outstanding Contribution to Communication Science Award, The Communication Science and Biology Interest Group, International Communication Association
2021	Best Paper [one of three], The Information Systems Division, International Communication Association
2019	Doctoral Dissertation Completion Grant, Graduate School, Temple University
2017	Graduate Research Assistantship, Scholars Studio, University Libraries, Temple University
2016	Second Place Award, Graduate Research Forum, Lew Klein College of Media and Communication, Temple University
2016	Graduate Externship, Scholars Studio, University Libraries & the Klein College of Media & Communication, Temple University
2015	Second Place Award, Graduate Research Forum, Lew Klein College of Media and Communication, Temple University
2015	Top Student Paper, The Language and Social Interaction Division, International Communication Association
2013	Graduate Assistantship, Media and Communication Doctoral Program, Temple University

<div align="center">RESEARCH GRANT</div>

Huang, L. (Principal Investigator). (2021-2023). *Measuring energy equity gaps in Illinois via inflection temperature & estimating the income-related inequality aversion in residential electricity consumption using a choice experiment* (Postdoctoral Fellowship Program Microgrant No. 0000000019) [Grant]. Council on Library and Information Resources.

Hopkins, P.**, Huang, L.**, & Smith, S. (Co-Principal Investigators). (2022-2024). *Residential patterns for people of African descent in South Florida over the past 500 years* (Postdoctoral Fellowship Program Microgrant) [Grant]. Council on Library and Information Resources.

<div align="center">TEACHING EXPERIENCE</div>

Instructor of Record

2024 — :
- *Digital Videography*
- *Digital Photography*
- *Media Design*
- *Web Content and Design*
- *Griffon Media (faculty advisor)*
- *Research Methods in Communication (assigned to teach in Fall 2025)*
- *Oral Communication*

Department of Communication, Missouri Western State University

Public Speaking (Fall 2018, Spring 2019, Fall 2019)
Department of Communication and Social Influence, Temple University

Teaching Assistant

Institution:
Lew Klein College Media and Communication, Temple University

Courses:
Introduction to Media Theories (Fall 2013, Spring and Fall 2014)
The Future of Your TV (Spring and Fall 2014, Spring 2015, Spring 2016)
Media and Society (Spring and Fall, 2015)
Introduction to Communication Theory (Fall 2015, Spring 2016)
Communicating Leadership (Fall 2013)

Other Teaching Experience

Guest Lecturer, Tableau Basics, Multimedia Storytelling (Spring 2024), Department of Communication, Missouri Western State University

Guest Lecturer, Video Editing Basics (iMovie + Premiere Pro), Multimedia Storytelling (Spring 2024), Department of Communication, Missouri Western State University

Workshop Leader, Tableau Basics (Fall 2023), University Libraries, Carnegie Mellon University

Workshop Facilitator, Introduction to Research Metrics (Spring and Fall 2023), University Libraries, Carnegie Mellon University

Workshop Leader, Data Cleaning With OpenRefine (Spring 2018), Scholars Studio, University Libraries, Temple University

Workshop Leader, Data Cleaning With OpenRefine (Spring 2018), Scholars Studio, University Libraries, Temple University

Workshop Co-Leader, Scraping the Web With Python (Spring and Fall 2017), Scholars Studio, University Libraries, Temple University

Guest Lecturer, Introduction to Data Mining, Technology and Culture (Summer 2017), Department of Media Studies and Production, Temple University

Guest Lecturer, Filming Basics, The Future of Your TV, Department of Media Studies and Production (Spring 2015, Fall 2016), Temple University

CERTIFICATES

2024   College Media Advisor Certificate,
              College Media Association

2016   Teaching in Higher Education Certificate,
              The Teaching & Learning Center, Temple University

COMPETITIVE CONFERENCE PRESENTATIONS

Huang, L. (2025, June 11-14). *Framing Effects in Public Opinion Towards Energy Consumption Inequality* [Extended abstract accepted]. The 2025 International Communication Association Conference, Denver, CO, United States.

Huang, L., & Xu, K. (2024, August 8-11). *The field of communication is becoming less disruptive: A citation analysis from 1976 to 2017* [Poster presentation]. The 2024 Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA, United States.

Huang, L., Nock, D., Cong, S., & Qiu, Y. (2023, November 12-15). *Inequalities across cooling and heating in households: Energy equity gaps* [Paper presentation]. The 2023 Behavior, Energy & Climate Change Conference, Sacramento, CA, United States.

Huang, L., & Kuai, J. (2023, May 25-39). *Sociotechnical imaginaries in governance of algorithms: Comparing China and the United States* [Paper presentation]. International Communication Association 2023. Toronto, Canada.

Smith, S., **Huang, L.**, & Hopkins, P. (2023, March 13-15). *500 years of black history in South Florida* [Poster presentation]. The 2023 Global Digital Humanities Symposium (virtual).

Huang, L., & Nock, D. (2022, June 20-23). *Income-related inequality aversion in residential energy consumption* [Poster presentation]. The 3rd International Conference on Energy Research & Social Science. Manchester, United Kingdom.

Xu, K., Chen, X., & **Huang, L.** (2022, May 26-30). *Deep mind in social responses to technologies: A new approach to explaining the CASA phenomena* [Paper presentation]. International Communication Association 2022. Paris, France.

Huang, L., Fink, E. L., & Cai, D. A. (2021, May 27-31). *The role of psychological discrepancy in belief change: Evaluating four models* [Paper presentation]. International Communication Association 2021 (virtual). **[Best of Information System Division Paper (one of three)]**.

Huang, L. (2019, November 14-17). *Semantic ideological difference, common ground, and discussion network formation in online political discussion: A semantic relational event analysis* [Paper presentation]. National Communication Association 2019, Baltimore, MD, United States.

Huang, L., & Fink, E. L. (2018, May 24-28). *The role of psychological discrepancy in belief change: Testing four models with a single message* [Paper presentation]. International Communication Association 2018, Prague, Czech Republic.

Huang, L., & Fink, E. L. (2016, November 10-13). *Proattitudinal and counterattitudinal message exposure, polarization, and oscillation: Belief trajectories and the Sequential Information Integration Model* [Paper presentation]. National Communication Association 2016, Philadelphia, PA, United States.

Huang, L. (2016, June 9-13). *Positioning in narratives-in-interaction: An analysis of YouTube video comments during the 2014 Hong Kong protest* [Paper presentation]. International Communication Association 2016, Fukuoka, Japan.

Huang, L. (2015, November 19-21). *An irresistible past and the unfinished task: The memory of Tiananmen Square Movement in the news coverage of the 2014 Hong Kong Protest* [Paper presentation]. National Communication Association 2015, Las Vegas, NV, United States.

Huang, L. (2015, May 21-25). *Language, ideology and performativity: Codeswitching in Chinese popular music lyrics* [Paper presentation]. International Communication Association 2015, San Juan, Puerto Rico. **[Top Student Paper, the Language and Social Interaction Division]**

Kim, J., & **Huang, L.** (2014, October 24-26). *The TV format trade and cultural proximity: A case study of the reality show, "Daddy, Where Are You Going?" in Korea and Mainland China* [Paper presentation]. Global Fusion 2014, Austin, TX, United States.

Huang, L. (2013, June 17-21). *Identity-as-context: sequential organization and categorical organization of interactions on a Chinese microblogging website* [Paper presentation]. International Communication Association 2013, London, United Kingdom.

OTHER CONFERENCE PRESENTATIONS

Carviou, J., & **Huang, L.** (2025, March 6-7). *The student voice: Cultivating storytelling on a college campus*. Conference on Applied Learning in Higher Education 2025. Saint Joseph, MO, United States.

Carviou, J., **Huang, L.,** & Leach, K. (2024, October 30-November 2). *Breaking news: The revolution will be on social media* [Workshop]. Associated College Press & College Media Association Fall National College Media Convention 2024. New Orleans, LA, United States.

Carviou, J., Evans, R., & **Huang, L.** (2024, October 30-November 2). *Fantastic features: The art of compelling storytelling* [Workshop]. Associated College Press & College Media Association Fall National College Media Convention 2024. New Orleans, LA, United States.

Huang, L. (2022, October 10-12). *The last mile: Meeting the needs of tracking scholarly data for specific users on campus* [Abstract presentation]. Digital Library Federation Forum 2022. Baltimore, MD, United States.

Huang, L., & Nock, D. (2022, June 27-30). *How the public values energy limiting behavior*? [Panel talk]. National Energy & Utility Affordability Coalition 2022. New Orleans, LA, United States.

RESEARCH EXPERIENCE

2020-2023   Postdoctoral research, Carnegie Mellon University
              Conducted research in energy poverty (team led by Destenie Nock)

2016-2019   Graduate fellowship, Scholars Studio, University Libraries, Temple University
              Wrote Python scripts for the Nineteenth-Century Knowledge Project (Supervisor:
              Peter Logan) and wrote Python scripts for visualizing networks in the China
              Biographical Database (Supervisor: Marcus Bingenheimer)

MEDIA INDUSTRY EXPERIENCE

2012   Video and Social Media Editor
              FTChinese.com (Financial Times' Website in China), Beijing, China

2011   Video editor and script writer
              Newsy China (Newsy.com's Chinese channel), Columbia, MO, United States

SERVICE

Service to the Field

Reviewer
- Journals
    - Telematics and Informatics
        - 2024, number of reviews completed: 2
    - Energy Research & Social Science
        - 2025, number of reviews completed: 3
        - 2024, number of reviews completed: 5 (Outstanding Reviewer 2024)
        - 2022, number of reviews completed: 2
    - Programming Historian
        - 2024, number of reviews completed: 1
        - 2021, number of reviews completed: 1
    - The Electronic Library
        - 2025, number of reviews completed: 3

- Conferences
    - International Communication Association (2015, 2020, 2022-2024)
    - Association for Education in Journalism and Mass Communication (2025)
    - Global Digital Humanities Symposium (2024)
    - The 1st Workshop on Utilizing AI/ML to Enhance Information Extraction,
      Organization, and Retrieval from Large-scale Archival Collections (2024)
    - Association for Computers and the Humanities (2023)

Annie Lang Dissertation Award Committee, Information Systems Division, International

Communication Association (2025)

Top Paper Award Committee, Language and Social Interaction Division, International Communication Association (2016)

Newsletter Editor, Association for Chinese Communication Studies (2016-2018)

Service to Institution

Member, the Academic Regulations, Standards, Honest, and Scholarship committee, Faculty Senate, Missouri Western State University (2024-)

Service to Department

Member, Griffon Media Advisory Board, Department of Communication, Missouri Western State University (2024-)

Member, Curriculum Development (Digital Media Minor), Department of Communication, Missouri Western State University (2024-)

Tabling for recruiting students, Department of Communication, Missouri Western State University (once in Spring 2024, twice in Fall 2024, once in Spring 2025)

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SKILLS

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Data analysis: unsupervised text mining, social network analysis, regression analysis, structural equation modeling, survival analysis

Data analysis tools: LISREL, Python, R, SPSS

Data visualization tools: R (static and interactive visualization, mapping), Python (static and interactive visualization), Gephi (network analysis), ArcGIS (mapping), Tableau (static and interactive visualization)

Programming Languages: Python, R, SPARQL (query language)

Videography and editing (Premiere Pro, Final Cut, EDIUS, vMix[switcher])

Photography and editing (Lightroom, Lightroom Classic, Photoshop)

Design (Illustrator, InDesign)

PROFESSIONAL MEMBERSHIPS

International Communication Association, 2013 to present

National Communication Association, 2015 to 2019

Association for Chinese Communication Studies, 2016 to present

College Media Association, 2024 to present