Luling Huang
Curriculum Vitae

5120 A, Scott Hall
Carnegie Mellon University
5000 Forbes Avenue
Pittsburgh, PA 15213
United States
hluling@outlook.com | lulinghuang@cmu.edu

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

2020 -   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., 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

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.

Manuscript in Submission

Huang, L., & Nock, D. Income-related inequality aversion in residential energy consumption in the United States. Revise and resubmit. *Energy Economics.*

Manuscripts in Preparation

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

Inequalities across cooling and heating in households: energy equity gaps

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/

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AWARDS AND SCHOLARSHIPS

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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

RESEARCH GRANT

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.

TEACHING EXPERIENCE

Instructor of Record (as adjunct faculty)

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

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

CERTIFICATE

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

COMPETITIVE CONFERENCE PAPERS

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 accepted]. 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

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-   Postdoctoral research, Carnegie Mellon University
               Conducts research in energy equity and justice in 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 (Summer Internship)
               FTChinese.com (Financial Times' Website in China), Beijing, China

SERVICE

Reviewer (journal), Energy Research & Social Science (2022)

Reviewer (conference), International Communication Association (2015, 2020, 2022)

Reviewer (online tutorial), Programming Historian (2021)

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

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

SKILLS

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)

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

Videography and editing (Premiere, Final Cut, EDIUS)

PROFESSIONAL MEMBERSHIPS

International Communication Association, 2013 to present

National Communication Association, 2015 to present

Association for Chinese Communication Studies, 2016 to present