Luling Huang

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POSITIONS

2020 -	CLIR Postdoctoral Fellow, Wilton E. Scott Institute for Energy Innovation & University Libraries, Carnegie Mellon University, Pittsburgh, PA, United States
2018 - 2019	Adjunct Instructor, Department of Communication and Social Influence, Temple University, Philadelphia, PA, United States

EDUCATION

2020	Ph.D.	Media and Communication, Klein College of Media and Communication Temple University, Philadelphia, PA, United States
2013	M.A.	Media Studies, Department of Radio-Television-Film The University of Texas at Austin, United States
2011	B.A.	TV Directing and Editing, School of Television and Journalism Communication University of China, Beijing, China

RESEARCH EXPERIENCE

2021 -	Postdoctoral research, Carnegie Mellon University

- Conducts research in energy equity and justice
- Research team lead: Destenie Nock

2013-2020	Doctoral study and research, Media and Communication, Temple University

- Dissertation title: *The role of psychological discrepancy in belief change: Testing four models with a single message*
- Dissertation committee co-chairs: Deborah Cai and Edward L. Fink

2016-2019	Graduate fellowship, Scholars Studio, University Libraries, Temple University

- Conducted research on group dynamics in online political discussion.
- Wrote Python scripts for the Nineteenth-Century Knowledge Project (Supervisor: Peter Logan; https://tu-plogan.github.io/)
- Wrote Python scripts for visualizing network data from the China Biographical Database (Supervisor: Marcus Bingenheimer; https://github.com/hluling/CBDBtoSNA)

PUBLICATION

Huang, L., Fink, E. L., & Cai, D. A. (Advance online publication). Psychological discrepancy in message-induced belief change: Empirical evidence regarding four competing models. *Communication Monographs*. https://doi.org/10.1080/03637751.2021.1973051

Xu, K., Chen, X., & **Huang, L.** (in press). Deep mind in social responses to technologies: A new approach to explaining the Computers are Social Actors phenomena. *Computers in Human Behavior*.

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.

RESEARCH IN PROGRESS

Income-related inequality aversion in residential energy consumption in the United States. *Under initial review*.

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

CONFERENCE PAPERS

Huang, L., & Nock, D. (2022, June). *Income-related inequality aversion in residential energy consumption*. Poster to be presented at 3rd International Conference on Energy Research & Social Science. Manchester, UK.

Xu, K., Chen, X., & **Huang, L.** (2022, May). *Deep mind in social responses to technologies: A new approach to explaining the CASA phenomena*. Paper to be presented at International Communication Association 2022. Paris, France.

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

Huang, L. (2019, November). *Semantic ideological difference, common ground, and discussion network formation in online political discussion: A semantic relational event analysis*. Paper presented at National Communication Association 2019, Baltimore, MD.

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

Huang, L., & Fink, E. L. (2016, November). *Proattitudinal and counterattitudinal message exposure, polarization, and oscillation: Belief trajectories and the Sequential Information Integration Model*. Paper presented at National Communication Association 2016, Philadelphia, PA.

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

Huang, L. (2015, November). *An irresistible past and the unfinished task: The memory of Tiananmen Square Movement in the news coverage of the 2014 Hong Kong Protest*. Paper presented at National Communication Association 2015, Las Vegas, NV.

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

Kim, J., & **Huang, L.** (2014, October). *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 presented at Global Fusion 2014, Austin, TX.

Huang, L. (2013, June). *Identity-as-context: sequential organization and categorical organization of interactions on a Chinese microblogging website*. Paper presented at International Communication Association 2013, London, England.

TEACHING EXPERIENCE

Fall 2018 to Fall 2019	Instructor, CSI 1111, "Public Speaking," Department of Communication and Social Influence, Temple University
Spring 2018	Workshop Leader, "Data Cleaning With OpenRefine," Scholars Studio, University Libraries, Temple University
Fall 2017 & Spring 2017	Workshop Co-Leader, "Scraping the Web With Python," Scholars Studio, University Libraries, Temple University
Spring 2015 & Fall 2016	Guest Lecturer, "Filming Basics," MSP 821, "The Future of Your TV," Department of Media Studies and Production, Temple University
2013 - 2016	Teaching Assistant, Klein College Media and Communication, Temple University

- Introduction to Media Theories (MSP 1011; Fall 13, Spring 14, Fall 14)
- The Future of Your TV (MSP 821; Spring & Fall 14, Spring 15, Spring 16)
- Media and Society (MSP 1021; Spring & Fall, 15)
- Introduction to Communication Theory (STRC 2111; Fall 15, Spring 16)
- Communicating Leadership (STRC 1112; Fall 13)

CERTIFICATE

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

SCHOLARSHIPS AND AWARDS

2021	Best Paper [one of three], The Information Systems Division, International Communication Association 2021
2019	Doctoral Dissertation Completion Grant for Spring 2020, Graduate School, Temple University
2017	Graduate Research Assistantship, Scholars Studio, University Libraries, Temple University
2016	Graduate Externship, Scholars Studio, University Libraries & the Klein College of Media & Communication, Temple University

2015	Top Student Paper, The Language and Social Interaction Division, International Communication Association 2015
2013	Graduate Assistantship, Media & Communication Doctoral Program, Temple University

SERVICE

2016 - 2018	Newsletter Editor, Association for Chinese Communication Studies
2015 & 2020	Reviewer, Language and Social Interaction Division, International Communication Association

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 & Python (static visualization, interactive visualization, mapping)

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