

# Jack Lipei Tang

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## RESEARCH INTERESTS

Advocacy Communication, Social Justice, Social Networks, Computational Methods

## ACADEMIC APPOINTMENT

2024 – **Tenure-Track Assistant Professor in Digital Communication**  
Department of Advertising & Public Relations  
College of Communication and Information Sciences  
University of Alabama

## EDUCATION

2019 – 2024 **Ph.D. in Communication**  
Annenberg School for Communication and Journalism  
University of Southern California  
Co-Advisors: Larry P. Gross, Lindsay E. Young

2017 – 2019 **M.Phil. in Communication**  
School of Journalism and Communication  
The Chinese University of Hong Kong  
Advisor: Francis L. F. Lee

2012 - 2017 **B.S.Sc. in Journalism & Communication**, First Class Honours  
**B.B.A. in Business & Finance**, First Class Honours  
The Chinese University of Hong Kong

## PUBLICATIONS

### Peer-reviewed Journal Articles

- 2023 [9] **Tang, J. L.**, Yan, B., Chang, H., Nan, Y., Zhen, L. & Yang, A. Policy communication in times of public health crisis: Longitudinal network analysis of U.S. politician-health agency interactions during the COVID-19 pandemic. *Computers in Human Behavior*, 148. [SSCI, IF 9.9] <https://doi.org/10.1016/j.chb.2023.107922>
- [8] **Tang, J. L.** Issue communication network dynamics in connective action: The role of non-political influencers and regular users. *Social Media + Society*, 9(2), 1-13. [SSCI, IF 5.2] <https://doi.org/10.1177/20563051231177921>
- [7] **Tang, J. L.** Shipping on the edge: Negotiations of precariousness in a Chinese real person shipping fandom community. *International Journal of Cultural Studies*, 26(3), 293-309. [SSCI, IF 2.1] <https://doi.org/10.1177/13678779231159148>

[6] Young, L. E., **Tang, J. L.**, & Schneider, J. A. Demographic and HIV status diversities as mechanisms of social integration and segregation among Black sexual and gender minorities enrolled in a community-based social network intervention. *Social Networks*, 73, 51-61. [SSCI, IF 3.1]  
<https://doi.org/10.1016/j.socnet.2022.12.006>

[5] Zhen, L., Yan, B., **Tang, J. L.**, Nan, Y. & Yang, A. Social network dynamics, bots, and community-based online misinformation spread: Lessons from anti-refugee and COVID-19 misinformation cases. *Information Society*, 39(1), 17-34. [SSCI, IF 3.5]  
<http://doi.org/10.1080/01972243.2022.2139031>

2022 [4] Young, L. E., **Tang, J. L.**, & Nan, Y. Social media communication and network correlates of HIV infection and transmission risks among Black sexual minority men: Cross-sectional digital epidemiology study. *JMIR Formative Research*, 6(10), e37982. [ESCI, IF 2.2]  
<http://doi.org/10.2196/37982>

[3] **Tang, J. L.** Are you getting Likes as anticipated? Untangling the relationship between received Likes, perceived social support, and psychological well-being via expectancy violation theory. *Journal of Broadcasting and Electronic Media*, 66(2), 340-360. [SSCI, IF 3.2]  
<https://doi.org/10.1080/08838151.2022.2087654>

\* Featured in "Overseas cutting-edge communication research" by Ji, D., Jiang, X., & Zhu, H. (2022). *News and Writing*, 8, 113. [Chinese-SSCI, IF 2.9]

[2] Li, G. M. & **Tang, J. L.** A trade war with or without Trump: Actual topical knowledge as a moderator of question wording effect on survey response. *International Journal of Communication*, 16, 2283-2302. [SSCI, IF 1.7]

2020 [1] **Tang, J. L.** & Lee, F. L. F. Understanding investment culture: Ideologies of financialization and young people's lay theories of investment. *Consumption, Markets, & Culture*, 23(6), 537-552. [SSCI, IF 2.4]  
<http://doi.org/10.1080/10253866.2019.1640215>

#### Peer-reviewed Book Chapter

2023 Wang, J. & **Tang, J. L.** Hybrid communication. In E. Gilboa (Ed.), *A research agenda for public diplomacy* (pp. 281-294). Edward Elgar Publishing.  
<http://doi.org/10.4337/9781802207323>

#### Book Review

2022 **Tang, J. L.** Engaging social media in China, *Chinese Journal of Communication*, 15(3), 481-483. [SSCI, IF 3.70]  
<https://doi.org/10.1080/17544750.2022.2093432>.

## **PRESENTATIONS**

### **Peer-reviewed Conference Presentations**

2023	National Communication Association (NCA), National Harbor American Political Science Association (APSA), Los Angeles The 14 <sup>th</sup> Graduate Research Symposium, Los Angeles International Communication Association (ICA), Toronto Annenberg Graduate Fellowship Research & Creative Project Symposium, Los Angeles
2022	National Communication Association (NCA), New Orleans International Conference for Computational Social Science (IC <sup>2</sup> S <sup>2</sup> ), Chicago 5 <sup>th</sup> Politics and Computational Social Science Conferences (PaCSS), Boston Sunbelt Annual Convention, Cairns International Communication Association (ICA), Paris Annenberg Graduate Fellowship Research & Creative Project Symposium, Virtual
2021	National Communication Association (NCA), Seattle International Communication Association (ICA), Virtual Annenberg Graduate Fellowship Research & Creative Project Symposium, Virtual
2020	National Communication Association (NCA), Virtual International Communication Association (ICA), Virtual Annenberg Graduate Fellowship Research & Creative Project Symposium, Virtual
2019	International Association for Media and Communication Research (IAMCR), Madrid
2018	Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C.

### **Invited Talks**

2023	School of Journalism and Strategic Media, University of Arkansas (Declined) School of Communication, Chapman University School of Journalism and Mass Communications, University of Kansas College of Communication and Information Sciences, University of Alabama
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### **Research Group Presentations**

2023	Social Identities in Video Games, That Game Group
2022	Institutional Collaboration Network, Annenberg Networks Network Social Media and Expo Dubai 2020, Center on Public Diplomacy

2021	High-Performance Computing, Black Trans Lives Matter Group Influencer Network on Weibo, Annenberg Networks Network
2020	Coming Out Activism on Weibo, Annenberg Networks Network COVID-19 Policy Communication, Annenberg Networks Network
2019	Firewall and Regime Support in China, U.S.-China Institute

## **RESEARCH FUNDING: \$ 28,669 IN TOTAL**

### **Research Grants, External**

2023	PI. Publication Accelerated Grant, Institute for Humane Studies, George Mason University, \$5,000
2022	PI. Summer Institute of Computational Social Science Grant, Social Science Research Council, \$2,389

### **Research Grants, Internal (Competitive)**

2023	Summer Research and Writing Grant, Graduate School, USC, \$2,000
2022	Summer Research Grant, Graduate School, USC, \$2,000 Travel/Research Award, Graduate School, USC, \$1,000 Annenberg Summer Research Grant, USC, \$2,000
2021	Annenberg Summer Research Grant, USC, \$2,000
2020	Annenberg Summer Research Grant, USC, \$2,500
2018	Research Postgraduate Grants for Overseas Academic Activities, CUHK, \$1,280

### **Travel Grants**

2019 - 2024	Annenberg Travel Funding, USC, \$5,500
2023	Student Caucus Travel Grant, NCA, \$200 Michael Haley Travel Grant, ICA, \$1,000 Public Interest Communication Summer Institute, \$1,000 Political Communication, APSA, \$200
2022	Political Communication Division, ICA, \$400 Michael Haley Travel Grant, ICA, \$800
2021	Student Caucus Travel Grant, NCA, \$300

## **HONORS & AWARDS**

### **Fellowships**

2019 - 2024	Annenberg Graduate Fellowship, USC
2022	Summer Institute in Computational Social Science, Duke University

2017 Asian Future Leaders Fellowship, Bai Xian Asia Institute, \$50,000  
Fellow, Salzburg Global Seminar, Austria

### **Scholarships**

2023 USC Asian Pacific Alumni Association Scholar, \$3,000  
2022 International Conference for Computational Social Science (IC<sup>2</sup>S<sup>2</sup>), \$175  
2017 Graduate Scholarship (Tuition and Assistantship), CUHK, \$49,970  
T. C. Cheng Postgraduate Scholarship for Outstanding Graduate, CUHK, \$3,200  
Fung Ping Fan Scholarship for Outstanding Graduate, CUHK, \$6,400  
2016 Yasumoto International Exchange Scholarship, CUHK, \$438  
2015 GOAL Programme Scholarship, CUHK, \$959  
2012 Outstanding Mainland Student Scholarship (Full Tuition), CUHK, \$51,000

### **Awards**

2023 Annenberg Research & Creative Project Symposium, \$1,500  
2022 Professional Development Award, USC, \$500  
Annenberg Research & Creative Project Symposium, \$500  
2021 Annenberg Research & Creative Project Symposium, \$500  
2020 Annenberg Research & Creative Project Symposium, \$1,500  
2018 Outstanding Teaching Assistant, CUHK  
2017 Dean's List, Faculty of Social Science, CUHK  
Best Business News Reporting, China Daily Campus Newspapers Awards, \$128  
2016 Dr. S.C. Yang Memorial Prize, CUHK, \$191  
2014 Champion, International Chinese Debate Competition  
Champion & MVP, Hong Kong Inter-Collegiate Debate Competition, \$1,469  
2012 Outstanding High School Graduate, Sichuan Education Department

## **TEACHING EXPERIENCE**

### **Standalone Instructor**

2023 Summer COMM322: Argumentation and Advocacy, USC

### **Teaching Assistant**

2024 Spring COMM550: Quantitative Research Methods, USC  
2023 Fall COMM309: Communication and Technology, USC  
2022 Fall COMM200: Communication and Social Science, USC

2020 Fall	CMGT540: Use of Communication Research, USC
2019 Spring	COMM3420: Professional Ethics and Media Criticism, CUHK
2018 Fall	COMM3420: Professional Ethics and Media Criticism, CUHK
2018 Spring	COMM1120: Development of Mass Media, CUHK
2017 Fall	COMM3420: Professional Ethics and Media Criticism, CUHK

#### **Guest Lectures**

2023 Fall	Social Networks in Communication Research, COMM200, USC
2023 Spring	Social Networks in Communication Research, COMM200, USC

### **ADADEMIC SERVICES**

#### **Ad-hoc Journal Review**

2020 -	<i>Social Media + Society</i> (1)
	<i>International Journal of Communication</i> (2)
	<i>New Media &amp; Society</i> (1)
	<i>International Journal of Cultural Studies</i> (1)

### **EXPERIENCE**

#### **Research Experience**

2021 -	Research Assistant for Professor Lindsay E. Young, USC
2020 -	Research Assistant for Professor Jay Wang, USC
2019	Research Assistant for Professor Francis L. F. Lee, CUHK
2018	Research Assistant for Professor Hsuan-ting Chen, CUHK

#### **Industry Experience**

2016	Consumer Marketing, Edelman Public Relations, Shanghai, China
2015	Corporate Consulting, AlphaSights, Hong Kong
2014	Strategy & Business Development, Maxim's Group, Hong Kong

### **SKILLS**

<b>Programming</b>	Python, R, Ruby, Markdown, Jupyter, Git, Bash
<b>Software</b>	Stata, SPSS, Mplus, Gephi, ATLAS.ti, LIWC2022
<b>Computational</b>	Natural Language Processing (NLPs), Topic Modeling, Inferential Network Modeling, Data Mining, Machine Learning

<b>Statistical</b>	Structural Equation Modeling, Path Analysis, Multilevel Modeling, Factor Analysis, Multivariate Regression
<b>Qualitative</b>	Interview, Participatory Observation
<b>Languages</b>	English (Proficient), Mandarin (Native), Cantonese (Proficient)