

ZHAO PENG, Ph.D.

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EDUCATION

- 2021 **Michigan State University, College of Communication Arts & Sciences**
Ph.D. in Information and Media
Dissertation: It is a tough tradeoff: Examining sharenting behaviors from a privacy calculus perspective
- 2021 **Michigan State University, Department of Statistics and Probability**
M.S. in Statistics
- 2016 **Michigan State University, School of Journalism**
M.A. in Journalism
Thesis: An examination of WeChat: Predictors of news use on a closed messaging platform
- 2014 **Yunnan University of Finance & Economics**
B.A. in Journalism
Minor in Finance

RESEARCH & TEACHING AREAS

Privacy Literacy; Data Visualization; Data Journalism; Topic Modeling; Computational Social Science; Algorithmic Journalism; Social Media; Online Disclosure; Participatory Journalism; Web Design; UI/UX; Search Engine Optimization, Digital Journalism; Multimedia Reporting; Digital Analytics; Media Planning; Advertising Avoidance; Gender Studies

RESEARCH COMPETENCIES

Research Methods: Computational Social Science Methods, Quantitative Survey, Content Analysis, Scale Development, Experiments, Qualitative Interviews, Focus Groups

Statistics: Multivariate Data Analysis, Factor Analysis (CFA & EFA), Generalized Linear Models (GLMs), Bayesian Inference Monte Carlo, Mixed Models (LMM & GLMM), Survival Analysis, Structural Equation Modeling, Data Mining, Text Mining, Topic Modeling, Machine Learning (Supervised & Unsupervised), Feature Engineering, Neural Networks, Sensitivity Analysis

Skills: R, Swift, Python, SPSS, SQL, HTML, CSS, Javascript

ACADEMIC POSITIONS

2022-Present **Emerson College, Boston, MA**

Assistant Professor, Department of Journalism

2021-2022 **Emerson College, Boston, MA**
Journalist-in-Residence, Department of Journalism

PEER-REVIEWED PUBLICATIONS & PROCEEDINGS

- Peng, Z.** (2026). Secure parenting, insecure privacy: Examining parenting information disclosure through protection motivation theory. *The Routledge Handbook of Sharenting*. (Accepted)
- Peng, Z.** (2024). Telling a story with graphs: how to apply narrative visualization strategies and visualization techniques in journalistic storytelling. In K.S. Orgere & B. Mutsvairo (eds.), *Palgrave Research Handbook on International Approaches to Digital Journalism Studies*.
- Peng, Z.** (2023). A privacy calculus model perspective that explains why parents sharent. *Information, Communication & Society*, 1-24.
- Peng, Z.** (2023). Your growth is my growth: examining sharenting behaviours from a multiparty privacy perspective. *Communication Research and Practice*, 1-19.
- Peng, Z.** (2023). Dissemination via data visualization. In L. Ford & T. Scandura (eds.), *SAGE Handbook of Survey Development and Application*.
- Chen, Y., **Peng, Z.**, Kim, S. H., & Choi, C. W. (2023). What We Can Do and Cannot Do with Topic Modeling: A Systematic Review. *Communication Methods and Measures*, 17(2), 111-130.
- Peng, Z.**, & Miller, S (2021). An examination of how social and technological perceptions predict social media news use on WeChat. *Journalism Practice*.
doi.org/10.1080/17512786.2021.1925948
- Miller, S., Cepak, A., & **Peng, Z.** (2020). The pedagogical approaches to teaching journalistic interviewing competencies. *Electronic News*, 14(2), 78-96.
- Watson, B. R., **Peng, Z.**, & Lewis, S. C. (2019). Who will intervene to save news comments? Deviance and social control in communities of news commenters. *New Media & Society*, 21(8): 1840 - 1858.
- Carpenter, S., Cepak, A., & **Peng, Z.** (2018). An exploration of the complexity of journalistic interviewing competencies. *Journalism Studies*, 19(15), 2283-2303.
- Peng, Z.**, Vajrapana, P., Li, X., & Kononova, A. (2018). What to click: exploring clicking behavior of students during online shopping from a cross-cultural perspective. In H. Gangadharbatla (Ed.), *Proceedings of the 2018 American Academy of Advertising Conference* (pp. 158 - 169).
<https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf>

PEER-REVIEWED MANUSCRIPTS: UNDER REVIEW

Liang, Z., & Peng, Z. Distraction and easing: How China's refined "Error 404 Not Found" pages mitigates netizens' psychological reactance to censorship. Submitted to *Mass Communication & Society*, December 2024. (Under Review)

Niu, R., & Peng, Z. Will we end up marrying AI companions? Exploring the association between relationship development with GPT Dan and marital perceptions. Submitted to *Computers in Human Behavior*, February 2025. (Under Review)

Peng, Z., Zhan, S., & Zhehao, L. A systematic review of current research on the privacy calculus model. Submitted to *Review of Communication Research*, February 2025.

PEER-REVIEWED MANUSCRIPTS: IN PROGRESS

Miller, S., Shin, S., & Peng, Z. An experiment testing audiences' perceptions of AI news anchors: Trusted news sources or trusted impartial presentation style?

Peng, Z., Miller, S., & Heo, R. The use of the *Design Justice Framework* to create diverse, equitable, inclusive, and accessible (DEIA) data visualization guidelines.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Miller, S., Peng, Z., & Heo, R. (2025, April). From numbers to words: Applied data analysts' inclusivity and advocacy approaches in their practice. Paper accepted by the 8th International Qualitative Research in Management and Organization Conference.

Lin, Y., & Peng, Z. (2025, June). Exploring feminist ideology and its influence on body image in Chinese social media: A content analysis of Rednote posts. Paper accepted by the 75th Annual International Communication Association.

Peng, Z., Zhan, S., & Zhehao, L. (2024, August). A systematic review of current research on the privacy calculus model. Paper presented at the 107th Annual Association for Education in Journalism and Mass Communication.

Liang, Z., Peng, Z., Li, Y., & Min, C. (2024, June). Distracting and easing: How China's refined "Error 404" pages mitigates netizens' psychological reactance to censorship. Paper presented at the 74th Annual International Communication Association.

Peng, Z. (2022, November). A privacy calculus model perspective that explains why parents sharent. Paper presented at the 108th National Communication Association.

Peng, Z. (2022, August). Your growth is my growth: Examining sharenting behaviors from a multiparty privacy perspective. Paper presented at the 2022 Association for Education in Journalism and Mass Communication.

Chen, Y. & Peng, Z. (2021, May). The strength and pitfalls of topic modeling in

communication studies: A systematic review. Paper presented at the 2021 Association for Education in Journalism and Mass Communication.

Muqaddam, A., & **Peng, Z.** (2020, May). Effects of agentic and communal traits in male and female LinkedIn profiles on assessment of leadership potential and hiring choice for a PR position. Accepted by the 70th International Communication Association.

Muqaddam, A., & **Peng, Z.** (2019, March). The effect of gender and social media profiles on the evaluation of female applicants to PR positions. Poster presented at the 22nd Annual International Public Relations Research Conference, Orlando, FL.

Peng, Z., Joshi, A., & Shin, S. (2018, November). An exploration of how politicians construct images on Facebook. Paper presented at the 43rd Annual Midwest Association for Public Opinion Research's Conference, Chicago, IL.

Peng, Z. (2018, May). Reducing the prejudice toward female politicians with the meta-cognitive model of ambivalence. Paper presented at International Communication Association, Prague, Czech.

Watson, B., **Peng, Z.**, & Lewis, S. (2018, May). Who will intervene to save news comments? Deviance and social control in communities of news commenters. Paper presented at International Communication Association, Prague, Czech.

Peng, Z. (2017, August). Chinese students' news use on the closed-messaging platform: An examination of WeChat. Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, IL.

Cotter, K., Fennell, C., **Peng, Z.** (2017, August). Overrun by emotion: How emotional reactions predict news sharing to social media. Paper presented at The Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL. **
Second place, top student paper in Electronic News Division

Carpenter, S., **Peng, Z.**, & Cepak, A. (2017, November). A qualitative and quantitative study predicting journalistic interviewing competencies. Paper presented at Midwest Association for Public Opinion Research, Chicago, IL.

Carpenter, S., Cepak, A., & **Peng, Z.** (2017, November). The attributes of quality journalistic interviewing competencies. Paper presented at Midwest Association for Public Opinion Research, Chicago, IL.

Carpenter, S., Cepak, A., & **Peng, Z.** (2016, November). An exploration of the complexity of journalistic interviewing competencies. Paper presented at the Midwest Association for Public Opinion Research, Chicago, IL.

Duffy, K., Cepak, A., **Peng, Z.**, & Carpenter, S. (2016, April). Use of a social cognitive framework to predict levels of non-scientist engagement. Paper presented at the Broadcast Education Association, Las Vegas, NV.

PEER-REVIEWED PANELS

Peng, Z. (2019, May). An exploration of the social media communication norms construct. Paper presented at the 69th ICA preconference Journalism Studies Graduate Student Colloquium, Washington D.C.

TEACHING EXPERIENCE

Teaching Positions, Emerson College, 2021 – 2022

JRN Algorithmic Journalism (2022 Summer)

- Lecture weekly on algorithmic journalism to 10 students:
 - Introduce current topics and trends in big data, automated news, and artificial intelligence in the context of media and journalism
 - Help students understand where computer science and journalism intersect and how journalists can use computer techniques to facilitate information gathering, content production, and news distribution
 - Help students develop the capability to evaluate the benefits and drawbacks of incorporating algorithmic systems in reporting processes and editorial decisions
 - Demonstrate how to incorporate skills such as social media monitoring, text mining, web scraping, and network analysis into investigative research and reporting

JRN103: Digital Journalism

- Lecture weekly on digital journalism to 20 students:
 - Teach how to tell stories through multiple digital avenues
 - Provide instructions on how to shoot, edit, and caption photographs; how to produce short audio segments; and how to prepare, shoot, and edit videos
 - Teach techniques for acquiring, cleaning, preparing, and visualizing data
 - Help students use online tools to present information visually and interactively

JRN370: Interactive News

- Lecture weekly on interactive news to 13 students:
 - Introduce the history and theory of the news media on the Internet
 - Introduce designing strategies for successful online reporting
 - Teach how to identify and reach out to an online audience
 - Teach how to write and edit content effectively for an online audience
 - Teach how to edit and design a web page
 - Help students build a well-organized and engaging website

JRN495: Multimedia Journalism Capstone

- Lecture weekly on multimedia journalism to 16 students:
 - Explain how to find newsworthy data stories
 - Teach how to use online tools for web scraping, social media monitoring, network analysis, data visualization, and information verification
 - Teach how to narrate stories to an online audience effectively
 - Teach how to edit audio with Adobe Audition and Garageband
 - Teach how to edit video with Adobe Premiere Pro
 - Help students produce a multimedia story that is distributed via various platforms

JRN631: Editing & Web Producing

- Lecture weekly on multimedia storytelling and web editing to 10 students:
 - Explain the relationship and impact of storytelling and the power of technology
 - Help students produce and edit multi-platform stories
 - Teach how to edit audio with Adobe Audition and Garageband
 - Teach how to edit video with Adobe Premiere Pro
 - Demonstrate how to build interactive media layouts for journalism

Teaching Positions, Michigan State University, 2016 – 2020

JRN407: Advanced Reporting (Team Instructor)

- Lectured weekly on data journalism to 12 students:
 - Taught techniques for acquiring, cleaning, preparing, and visualizing data
 - Explained how to find newsworthy data stories
 - Taught how to use online tools for web scraping, network analysis, and information verification
 - Helped students write about special topics such as Michigan campaign finance records and air pollution in the Great Lakes region.

JRN 492: Data Journalism (Sole Instructor)

- Lectured weekly on fundamentals of data-driven reporting to 8 students:
 - Provided techniques for effectively working with data to produce accurate and newsworthy stories
 - Provided instruction on conducting advanced searches to acquire data from websites and social media platforms
 - Helped students understand statistical concepts and learn to clean and prepare data
 - Provided instructions on analyzing data, discovering stories in large datasets, interpreting results, and visualizing data

ADV 442: Digital Analytics

- Lectured weekly on media planning to approximately 30 students:
 - Introduced the concepts of data privacy, algorithmic bias, and programmatic advertising
 - Taught techniques for audience analysis, content analysis, web analysis, social media auditing, and visualizing data with Excel
 - Instructed how to create social media audience personas, analyze clients' and competitors' social media content, develop insights from web analytics, develop data-informed social media strategies for clients, and create an accurate and clean chart for analysis results

ADV 350: Media Planning

- Lectured weekly on media planning to approximately 60 students:
 - Introduced the basic principles of advertising media planning and buying
 - Helped students practice situation analysis, including target audience, geography, time, and competitors
 - Provided instruction on setting objectives, developing strategies, and selecting tactics for a successful media plan

ADV 342: Account Planning and Research

- Lectured weekly on advertising account planning to 20 students:
 - Introduced advertising theories and concepts

- o Helped students define a research problem and prepare a research plan
- o Provided instructions on basic qualitative and quantitative research methods
- o Provided instructions on analyzing, interpreting, and communicating results
- o Guided students as they worked on their group assignments
- o Graded five 10-paged group research reports

PUBLISHED NEWS ARTICLES

Peng, Z. (2015, Dec 24). ACLU concerned by license plate cameras. *The Pioneer Newspaper*, p. 1A.

Peng, Z. (2015, Dec 24). Civil liberties advocates concerned with the use of license plate scanners. *Crawford County Avalanche*, p.13A.

Peng, Z. (2015, Dec 23). Rural areas lack mental health professionals. *Alcona County Review*, p. 13.

Peng, Z. (2015, Dec 23). ACLU concerned by license plate cameras. *The Montmorency County Tribute*, p.11.

Peng, Z. (2015, Dec 17). More services advocated for girls in juvenile justice system. *Crawford County Avalanche*, p.14A.

Peng, Z. (2015, Dec 13). Mandatory training proposed for security guards. *Mainstee News Advocate*, p. 1A.

Peng, Z. (2015, Dec 12). Mandatory training proposed for security guards. *The Daily News*, p. 2.

Peng, Z. (2015, Nov 4). Poverty challenges Michigan schools. *Record & Clarion*, p. B-4.

Peng, Z. (2015, Oct 30). Rural areas lack mental health professionals. *The Mining Journal*, p. 1A.

Peng, Z. (2015, Oct 26). Air quality remains hot topic despite stricter EPA limits. *The Grand Rapids Press*, p. 4.

Peng, Z. (2015, Oct 26). Homelessness still an issue statewide despite improvement. *The Grand Rapids Press*, p. 8.

Peng, Z. (2015, Oct 20). Homelessness in Michigan – Some improvements reported but much work remains. *The Mining Journal*, p. 1A.

Peng, Z. (2015, Oct). NMU to offer state's first Native American studies major at university level. *Bay Mills News*, p. 13.

Peng, Z. (2015, Oct). Michigan aims to capture Chinese tourist market. *Bay Mills News*, p. 18.

Peng, Z. (2015, Oct). ACLU concerned by license plate camera readers. *Bay Mills News*, p. 14.

GRANTS

PI, Emerson College, Journalism Department, 2024-2026

Mass Communication & Society Research Faculty Award. \$10,000

- Funded to investigate audiences' perceptions of AI news anchors compared to human journalists both in natural and expressive conditions

PI, Emerson College, Journalism Department, 2023-2024

Faculty Advancement Fund Grant Proposal. \$4000

- Funded to conduct in-depth interviews with DEI experts to identify DEI visual communication best practices.

PI, Michigan State University, College of Communication Arts and Sciences, 2018 - 2019

Summer Research Excellence Fellowship Competition. \$4,448

- Funded to investigate why parents share children's information on Facebook and how parents make decisions about what kind of information about their children can or cannot be shared on Facebook

PI, Michigan State University, The College of Communication Arts and Sciences, 2017 – 2018

Summer Research Excellence Fellowship Competition. \$4,500.

- Funded 1) to examine how current female senators present themselves on Facebook during an election period, and 2) to investigate how to change people's negative attitudes toward female politicians by using media psychology theories
- Conducted a research project including hiring and training people to do a content analysis of social media posts and photos; used SPSS to analyze data to compare the differences between social media self-presentation between female and male senators
- Conducted a research project that included setting up IAT on Millisecond to measure people's implicit attitude toward female politicians; set up survey experiments on Qualtrics; conducted survey experiments to see whether participants' attitudes would change after reading three favorable/unfavorable female senators' biographies

FELLOWSHIPS & SCHOLARSHIPS

2022	DRN Launch Award Program	\$4,900
2021	Dissertation Completion Fellowship	\$8,000
2019	Ellen L. & Clyde L. Burton Scholarship	\$2,900
2018	Gordon A. Sabine Scholarship	\$1,900
2017	Edward A. Augenstein Memorial Scholarship	\$2,500
2016	Edward A. Augenstein Memorial Scholarship	\$3,500
2016	Richard Milliman Scholarship	\$500

AWARDS

- 2017 Second Place Student Paper Winner. Electronic News Division. Association for Education in Journalism and Mass Communication
- 2012 Third Place Prize in the National English Contest for College Students
- 2011 Outstanding Student Leader in Yunnan University of Finance and Economics
- 2010 Best Debater in Yunnan University of Finance and Economics
- 2009 Certificate of Arts Grade Examination of China - Grade 8 in Piano
- 2007 Certificate of Arts Grade Examination of China - Grade 10 in Violin (top level)

PROFESSIONAL NEWS MEDIA EXPERIENCE

Correspondent

Capital News Service, August - December 2015

- Covered a variety of issues in Michigan on a weekly basis, including state homeless improvements, EPA limits air quality, license plate concerns, Chinese tourist market in Michigan, Michigan schools poverty challenges, etc.
- Reported one investigative news story on a monthly basis
- News articles published on multiple news websites such as Grand Rapids Business Journal, Lansing City Pulse, etc.

Intern Reporter

China Daily (Kunming Branch), September 2013 - January 2014

- Interviewed three entrepreneurs and finished the report
- Translated financial news and provided the latest financial information
- Assisted in the construction of the online website

Executive Editor/Reporter

Ruijing Journal, September - December 2012

- Edited and reviewed the contributions from other journalists
- Designed page layout
- Interviewed alumni for articles

Intern Reporter

Jingdezhen Broadcasting and TV Station, July - August 2011

- Translated Chinese news stories and added English subtitles
- Independently produced a program called "Best China in Jingdezhen."
- Set up interviews for breaking news stories

PROFESSIONAL DEVELOPMENT

Udemy, December, 2019

- Text Mining, Scraping, and Sentiment Analysis with R
- Complete Python Bootcamp

Datacamp, April 2020

- Data Scientist with R
- Python Programming
- Importing & Cleaning Data with Python

- Big Data with R
- Machine Learning with caret in R
- Supervised Learning in R

PROFESSIONAL ASSOCIATION MEMBERSHIPS

International Communication Association, 2018 – present

Association for Education in Journalism and Mass Communication, 2017 – present

American Advertising Academy, 2018 – 2019

Midwest Association for Public Opinion Research, 2016 – 2018

Broadcast Education Association, 2016 – 2017