



Chinese Communication Association

NEWSLETTER

May 2018

IN THIS ISSUE

- 2-3 President's message
- 4 CCA: The rise of Chinese-American scholarly community
- 5-7 CCA research at ICA & AEJMC
- 8 CCA & SJTU joint reception at ICA poster
- 9 Message from Singapore liaison
- 10-11 Membership updates
- 12 CCA awards
- 13 CCA-ACCS brown bag panel on academic services
- 14 Financial report
- 15 CCA Governors' committee
- 16 CCA steering committee



President's Message



Shuhua Zhou, Ph. D.
CCA President
The University of Alabama

This is an exciting time for communication, but it is also a dangerous time. Exciting because everything in this information age involves communication. Media of all kinds have never been more important, and more ubiquitous, if there is such a thing as "more" ubiquitous. Important social and political messages continue to be delivered via traditional media, but values, perspectives, anecdotes are instantly shared via social media. Our lives are changing because of these media and technological advances. It is also dangerous precisely because of these changes. Traditional media have never been attacked more vehemently as we see them today, as we witness fake news attacks and accusations, real or unreal, grounded or unfounded. We say this is an exciting time for communication scholars because we are in the center of it all, and we can play a pivotal role in this evolution or possible revolution, however you perceive it. It is dangerous also because every discipline, every walk of life can claim a piece of the communication pie. Doctors have to know how to communicate to patients. Software engineers have to design interfaces that "communicate". Museums are adapting to interactive and communicative platforms. If we are not careful, we will lose our relevance.

At this juncture of historical significance, what can the Chinese Communication Association do? Our job is onerous, but together we can accomplish a lot. We don't have to do everything. We don't need to pretend we can save the world, but we can focus on what we can, prioritize our needs and work on the things we can control. This requires us to think about where we were, where we have been and where we are going.

For the last twenty years, CCA has been home to Chinese communication scholars and those interested in Chinese communication around the world. At this time of technological advances when timely information is truly valued, our collective work to extend understanding of communication has never been more important. Twenty years ago, we might be able to account for all Chinese scholars in communication in the United States. Today,

we struggle to remember the names of our conference acquaintances. The changes in mainland China is even more astonishing. Chances are that you see a communication department, school, or college in almost every university, something we did not see in the past. When I talk to our counterparts in China, I am often pleasantly surprised by their innovativeness, originality, and creativity. But at the same time, as these communication programs prosper and scholars mature, they are also vying for prestige, often realized by recognized scholarship such as SSCI publications. So the landscape is different. Changing educational and scholarship needs call for greater CCA involvement and they are fundamentally changing CCA's missions and services. Our students, colleagues and institutions need us now more than ever. Our services are built on clear vision, flexible approaches, and adapting to the changing needs of our contexts.

We have exciting years ahead. In the next two years, I will be working with the CCA Executive Committee and membership to continue advancing the priorities set out in our mission. Below, I note a few special areas of emphasis:

We will organize an Asian Communication Conference to reflect the past, examine the current status of Asian communication, in particular, Chinese communication, and to envision the future. A task force has been assembled with representatives from Korea, Japan, India, Singapore, Hong Kong, Macao, and Taiwan. We will try to make it a reality. After that, the hope is to rotate the hosting duties between Beijing, Seoul, Tokyo, Taipei, and the like.

We will collaborate with journal editors to establish stronger ties with them and to collect more CCA affiliated journals. This is a win-win situation. Often journal editors need reviewers and contributors. CCA's talents serve them well. On the other hand, CCA members can benefit from publications venues and opportunities with these journals.



We will utilize online technologies to its fullest in serving our members. A number of webinars on various relevant topics, research, teaching or service related, will be featured to help our members navigate academic life.

Administrative wise, we have established three conference co-chairs to help the CCA Vice President Dr. Jack Qiu in this case, with conference paper reviews and organization. Three brave souls have stepped forward to take on the co-chair roles of AEJMC (Dr. Yong Volz), ICA (Dr. Trisha Lin) and NCA (Dr. Lu Tang). As CCA grows, our membership also grows, and the workload for the research chair is often arduous. The conference co-chairs have greatly alleviated the stress of the review process and facilitated our conference organization. It also offers opportunities for many more executive members to get more involved.

Speaking of online initiatives, Dr. Cong Li has been very active and resourceful in coming up with ideas for our online webinar. The webinar in April on academic service was his idea, and he marshalled resources, including getting our sister organization ACCS involved, lining up speakers, and hosting the webinar. Participants deemed it interesting and useful enough that someone even transcribed what the speakers had to offer. I think the WeChat platform is a very convenient one afforded by today's technology. We should really use it more often. There are no geographic boundaries, no participant limit (other than the 500 ceiling), and almost cost free. I would encourage our members to come up with interesting webinar ideas, and makes these webinars a constant in the future. Work is already underway for the next one, on international collaboration.

Our award committee led by Dr. Wenjing Xie has also been busy. This year we are going to make several important awards, including lifetime achievement award to Dr. Chin Chuan Lee, CCA's first President, and chair professor at City University of Hong Kong. CC is one of those who needs no introduction, and his accomplishments are numerous. We are also happy to offer our service awards to two former CCA presidents, Dr. Ran Wei

of South Carolina and Dr. Bu Zhong of Penn State. I have been with CCA for a long time, I can honestly say that Dr. Wei was truly an exceptional CCA president in that he came up with the most workable and effective ideas to make CCA thrive. In his tenure, Dr. Zhong was extremely diligent and organized, running CCA to perfection with many outreaching initiatives.

A lot of excitement awaits us. As you see in Dr. Jack Qiu and his co-chairs' reports, we are looking to an array of paper sessions in ICA in Prague, AEJMC in Washington DC, and NCA in Salt Lake City. CCA also holds a preconference in conjunction with Shanghai Jiaotong University, as well as a grand reception at the Hilton Old Town on Friday. Please see the poster for venue and time information. Our thanks to the generous support of Dean Benqian Li of SJTU, as well as Professor Ke Xue for her tireless efforts to make this happen.

Many of our executive committee's work, as well as our members and friends wonderful contribution will not go unnoticed. At the inception of my presidency, we encountered the Houston flood, a truly once in a lifetime catastrophe. Dr. Cui Zhang Meadows, Dr. Jie Xu and many others immediately proposed and worked to raise funds for our affected CCA members. We saw a natural outpour of generosity and charity, and I am truly convinced that we are a big family of scholars through thick and thin.

I want to conclude by saying that CCA exists to support the work of our membership. Our collective work is an important part of the social fabric of our community and discipline. Our discipline the global context in which it is situated is changing more quickly than ever before and our approaches need to adapt. CCA wants to be a critical player in helping our discipline. It is clear that there has never been a more exciting time for CCA to contribute. I look forward to helping advance communication as a discipline and Chinese communication in particular, and supporting those who work in this area through scholarship, professional development and fellowship.



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CCA: The Rise of Chinese-American Scholarly Community



Chin-Chuan Lee
City University of Hong Kong
CCA past president
1991-1994

The story of the Chinese Communication Association (CCA) marks the rise of Chinese-American scholars as a community and, also, growing interest in things China and Chinese.

Recall 1990. When the International Communication Association (ICA) held its annual convention in Minneapolis, where I was then teaching, the number of Chinese-American attendees could be counted with slightly more than two hands. Some of us, including my colleague Tsan-kuo Chang, nonetheless felt the need to form a loose network for socializing and, better yet, for potential collaboration. Hence, CCA was born in a humble background. T.Y. Lau volunteered to edit the newsletter during the initial years, largely funded by a center I headed at Minnesota. Lobbying hard, we secured paper sections in ICA, AEJMC, and later NCA conferences, all specially earmarked for CCA. CCA members customarily gathered around for dinner, through which friends were made.

The Chinese-American scholarly community has since then grown at a breath-taking pace. We witness the CCA group hit the ceiling of 500 members on weChat, making new entrants difficult. Incorporating several generations, CCA has brought together as a family of scholars and students from both sides of the Pacific Ocean. A little bit of cultural purpose will go a long way toward establishing itself as a source of common inspiration and collective memory. I was privileged to serve as founding president of CCA for two terms before passing the torch to a stream of abler friends: Leonard Chu, Joseph Chan, T.K. Chang, Jonathan Zhu, Zhou He, and many others—a lineage that ought to do us pride. It is, however, particularly significant to record that president Yu-li Liu started a good tradition at the Puerto Rico conference with CCA cosponsoring events with universities of China, Hong Kong, and Taiwan, thus extending the institutional and personal bond beyond the set boundaries and making CCA a symbolic home of global Chinese.

Of course, Chinese-American scholars may opt not to study things China or Chinese. But it is also unmistakable that growing interest is being inves-

ted on things China and Chinese; even though not quite mainstream yet, it is a far cry from its marginal status when I began my career forty years ago. Communication has from its inception been American, while international communication was regarded as nothing but conceptual extension and empirical testing ground of American communication. We as a community have an obligation, and indeed opportunity, to think very seriously about where and how to locate ourselves in the globalizing world. On this topic, I wish to leave a few parting words by quoting myself unashamedly:

If the de-Westernizing project aims to challenge what Bourdieu calls “the imperialism of the universal,” we must not fall into the reverse trap of “the parochialism of the particular.” We study Chinese journalism partly but not only because we are culturally Chinese. Nor because we are culturally Chinese can we only study Chinese journalism. The study of Chinese journalism is by no means intellectually self-sufficient or isolated; it should interpenetrate with the theoretical and methodological advances in the field of international communication and, more important, in the larger currents of humanities and social sciences.

What we aspire to establish is, in sum, certain general theoretical perspectives with Chinese characteristics that arise from and highlight cultural specificity in our problematic consciousness and interpretations, but ultimately emerge from this cultural reflection to develop a broader view of how the world works. If we succeed in establishing such general perspectives that allow internal differences, speak with a distinctive cultural accent, and yet transcend theoretical parochialism, we will be in a strengthened position to maintain an open-minded and mutually enriching dialogue with the Western literature on an equal footing.

Looking back, I am proud of the development and achievements of CCA, and looking forward to its further growth and ultimate greatness.

CCA RESEARCH AT ICA & AEJMC

Dear CCA members and friends,

The 68th Annual ICA Conference will be held in Prague during May 24-28, 2018. Then, AEJMC will have its annual conference in Washington DC during August 6-9. As we get close to these exciting key conferences of the year, we'd like to warmly welcome everyone to the following events that the Chinese Communication Association (CCA) will host / co-host.

First, at ICA Prague, there will be two paper sessions Friday afternoon organized by CCA and KACA (Korean American Communication Association); a preconference and a special joint reception by CCA and Shanghai Jiaotong U on Thursday and Friday evening, respectively; the CCA business meeting on Friday afternoon; and the CCA dinner on Saturday. Please see details below:

1. Thursday, May 24, 1:00-5:00pm at Hilton Prague Old Town, Congress Hall I
PRECONFERENCE: "Data and Communication" by CCA and Shanghai Jiaotong U (Please see page 6 - 7 for paper information)
2. Friday, May 25, 3:30-4:45pm at Hilton Prague Old Town, M, Mozart I
CCA-KACA Joint Session "Dynamics of News in East Asia"
3. Friday, May 25, 3:30-4:45pm at Hilton Prague Old Town, Chopin
KACA-CCA Joint Session: "Voices, Effects and Apps in Korean and Chinese Contexts"
4. Friday, May 25, 5:00-6:15pm at Hilton Prague Old Town Mozart I
CCA Business Meeting
5. Friday, May 25, 7:00-9:00pm at Hilton Prague Old Town Dvorak I
CCA-Shanghai Jiaotong University Reception
6. Saturday, May 26, 6:30pm going from Hilton Prague Old Town hotel lobby
CCA dinner at Gui Lin Restaurant <http://guilin.cz/>

While the first three of the events shall present a series of solid scholarly work that covers a wide range of research topics, the other three shall allow those of us attending this year's ICA to exchange more ideas, socialize, and discuss the future directions of CCA. This year, CCA received many high-quality submissions authored / co-authored by 55 colleagues and students from 6 countries/regions around the world. Our overall acceptance rate is 23.1%. Most encouraging is that we see truly strong participation from mainland China. Half of all submissions are

from mainland universities, which also count for half of the accepted articles after rigorous peer review. This is the first time in the history CCA when we see so many and so competitive submissions from the mainland.

A special part of the Friday reception will be this year's CCA awards ceremony, when we will present the 2018 CCA Lifetime Achievement Award, CCA Outstanding Service Awards, and CCA Best Faculty Article Award. Please join us to celebrate the many accomplishments by members of our CCA community.

In Prague, we will also renew the tradition of CCA dinner Saturday night at the Gui Lin restaurant (<http://guilin.cz/>) 10 minute walk from the conference hotel. Following past practices, we will split the bill among dinner participants. The cost will be around US\$20 per head. Please come if you do not already have plans Saturday night.

As for AEJMC, we have also reviewed and put together our CCA panel, which will take place on Monday, August 6th from 11:45am-1:15, to be followed by CCA business meeting at 1:30-3:00. We are still waiting for AEJMC to confirm the venue. But here is the line-up:

CCA Panel at AEJMC 2018: Communication Patterns and Media Behavior in Chinese Society
Moderator: Yong VOLZ (U of Missouri)
Discussants: Bu ZHONG (Penn State U) & Yong VOLZ (U of Missouri)

1. Explaining the Negatives: How Ideology Affects Deviance in News Coverage
Minghui FAN, Shuhua ZHOU, Yiyang ZHANG (U of Alabama)
2. How Chinese and Americans Think About Journalists and the Media – A Comparative Look at Perceived Roles and Values
Lars WILLNAT (Syracuse U), Shuo TANG (Indiana U - Bloomington), Hongzhong ZHANG (Beijing Normal U), Jian SHI (Syracuse U)
3. Examining Chinese Scientists' Media Behaviors: Institutional Support and Media Experience Predict Involvement
Hepeng JIA (Cornell U), Lin SHI (Tsinghua U), Dapeng WANG (China Research Institute for Science Popularization) & Zhi'an ZHANG (Sun Yat-Sen U)
4. Working on My Identity: Social Media and Identity Work of Organizational Newcomers in China
Lei Vincent HUANG (Hong Kong Baptist U)
5. Chinese Male Players' Motivation to Use Video Games and their Influence on Gender Prejudice



Jack Linchuan Qiu, Ph.D.
CCA VP/Research Chair
The Chinese University of Hong Kong

Yue WU & Xu ZHANG (University of Chinese Academy of Social Sciences)

More activities in DC will be announced through CCA mailing list when we approach August.

Another piece of news is that we are about to conclude the review process for this year's NCA conference to be held in Salt Lake City during November 8-11, 2018. We have received so many high-quality papers that we decided to transfer some of them to ACCS (Association of Chinese Communication Scholars) following past practices, and with kind consent of the authors. Now it looks like we are on track to have two excellent CCA panels at NCA 2018.

Finally, I'd like to take this opportunity to thank CCA President Dr. Shuhua ZHOU (Professor, University of Alabama) and my three conference co-chairs: Dr. Trisha Tsui-Chuan LIN (Associate Professor, National Chengchi University, for ICA), Dr. Yong VOLZ (Associate Professor, University of Missouri, for AEJMC) and Lu TANG (Associate Professor, Texas A&M University, for NCA). Without their help, we wouldn't have been able to put together such an impressive series of events. I am also indebted to more than 50 colleagues who helped us review submissions for this year's annual conferences.

Thank you! See you in Prague and DC, before getting together in Salt Lake City!

Hope everyone enjoy your summer – or winter (for those of you in the Southern Hemisphere) – travels!

Best regards,

Jack Linchuan Qiu, Ph.D.

RESEARCH

Data & Communication Pre-Conference by CCA-Shanghai Jiaotong University

Session One: How Data inform Communication
Time: May 24, 1:00-2:00pm
Chair: Dr. Shuhua Zhou, University of Alabama
szhou@ua.edu

Opening Remarks: Dean Benqian Li, Shanghai Jiaotong University
Benqianl@126.com

Paper 1
CommData Science: Conceptual rigor and paradigmatic shift
Shaojing Sun, Professor, Fudan University
shaojingsun@gmail.com

Paper 2
Data Journalism: A concept explication
Ying (Roselyn) Du, Associate Professor, School of Communication, Hong Kong Baptist University, Hong Kong
ydu@hkbu.edu.hk
Lingzi Zhu, Research Assistant, School of Communication, Hong Kong Baptist University, Hong Kong
lingzizhu@hkbu.edu.hk

Paper 3
Mining health messages from unstructured twitter streaming texts: A topic modeling analysis of health tweets
Gang (Kevin) Han, Ph.D., Associate Professor, Greenlee School of Journalism and Communication, Iowa State University
ghan@iastate.edu
Dan Zhu, Ph.D., Professor, College of Business, Iowa State University
dzhu@iastate.edu
Swetha Jajam, College of Business, Iowa State University

Paper 4
Immersing yourself in your data: Predicting Face-

book addiction by social media use, trait anxiety, and personality among American college students
Wenjing Xie, Associate Professor, School of Communication and the Arts, Marist College
Wenjing.xie@marist.edu
Kavita Karan, Professor, School of Journalism, Southern Illinois University Carbondale
kavitak@siu.edu

Paper 5
The Impact of the OTT Services on the Legacy Media's Business Model: Case of Taiwan
Yu-Li Liu, Distinguished Professor, National Chengchi University, Taiwan
yuliliu2009@gmail.com

Paper 6
The role of Chinese media in Twitter discussion of China's 19th Party Congress
Yunjuan Luo, Professor, South China University of Technology
yunjuan.luo@yahoo.com
Rui Wang, Ph.D. Candidate, Louisiana State University
rwang19@lsu.edu

Session Two (High Density): Data and How They Tell Stories
Time: May 24, 2:15-3:30pm
Chair: Dr. Lin Yang, Xi'an Jiaotong University
llzyl-007@163.com

Paper 1
The formation, division, and disappearance of the savior-survivor community in China (1949-2016)
Guanyu Wang, School of Journalism and Communication, Wuhan University China
shenpo5480@gmail.com
Yan Yan, School of Journalism and Communication, Wuhan University China
yy.yyan8@gmail.com

Paper 2
The Impact of the OTT Services on the Media Industry and Policy in China
Baoguo Cui, Tsinghua University, P. R. China
bgcui@mail.tsinghua.edu.cn

Paper 3
When is sharing really caring? Audience size and consumer mind-set in digital advertising
Bin Shen, Assistant Professor, Journalism School, Fudan University, P. R. China
bshen@fudan.edu.cn
Ilyoung Ju, Assistant Professor, School of Media and Communications, Bowling Green State University
doeeo84@gmail.com
Wei He, Associate Professor, School of Business and Economics, University of Electronic Science and Technology of China, P. R. China
hew@uestc.edu.cn
Yi He, Associate Professor, College of Business and Economics, California State University East Bay
yi.he@csueastbay.edu
Qimei Chen, Professor, Shidler College of Business, University of Hawaii at Manoa
qimei@hawaii.edu
Sela Sar, Associate Professor, College of Media, University of Illinois Urbana-Champaign
selasar@illinois.edu

Paper 4
Does the digital era witness public relations' status transition? A systematic review of the interrelationship between PR practitioners and journalists
Fan Zhang, PhD student, School of Media and Design, Shanghai Jiao Tong University
ringzf@126.com
Jiao Shen, PhD student, School of Media and Design, Shanghai Jiao Tong University
shenjiao@sjtu.edu.cn
Ke Xue, Professor, School of Media and Design, Shanghai Jiao Tong University
kxue@sjtu.edu.cn

Paper 5

Unfriending behaviors in social media among young adults in China: An exploration of direct and indirect effects of social-psychological factors
Zongya Li, PhD Student, School of Journalism and Communication, The Chinese University of Hong Kong

Lzy901014@gmail.com

Yiyi Yin, PhD Student, School of Journalism and Communication, The Chinese University of Hong Kong

roca.yinyiyi@gmail.com

Qian Yao, PhD Student, School of Journalism and Communication, The Chinese University of Hong Kong

Yaoqian0914@126.com

Paper 6

Effects of political news exposure on trust in government: A comparison of state and non-state media

LaiHui Yu, Doctoral Candidate, School of Media & Communication, Shanghai Jiao Tong University, P. R. China

yulaihui@sjtu.edu.cn

Mingyang Yu, Professor, Antai College of Economics & Management, Shanghai Jiao Tong University, P. R. China

myyu@sjtu.edu.cn

Niazova Tahmina, Master Student, School of Media & Communication, Shanghai Jiao Tong University, P. R. China

1078036971@qq.com

Paper 7

Explaining political apathy of the youth: Influence on political expression in social media

Bin Chen, Master student, School of Journalism and Communication, Tsinghua University

chen-b16@mails.tsinghua.edu.cn

Jia Dai, Associate Professor, School of Journalism and Communication, Tsinghua University

jiadai@mail.tsinghua.edu.cn

Paper 8

Narrative Styles and narratology formats in PSAs: Assessing the effects on arousal, attention, and memory

Fei Qiao, School of Journalism & Communication, Guangdong University of Foreign Studies

Jennifer.qf@gmail.com

Kim Baker, Alabama State University

krbaker1@crimson.ua.edu

Shuhua Zhou, College of Communication & Information Sciences, University of Alabama

szhou@ua.edu

Paper 9

Grounded theory in the field of communication studies in mainland China (1960-2017): the status quo and problems.

Shiming Hu, Post Graduate Student, School of Journalism and Communication, Beijing Normal University, P. R. China

664091304@qq.com

Wenbing Chen, Post Graduate Student, School of Journalism and Communication, Beijing Normal University, P. R. China

976199447@qq.com

Paper 10

Second screening use and its political effects in China: An O-S-R-O-R model

Yiben Liu, University of Alabama

yliu208@crimson.ua.edu

S

ession Three: (High Density): Data and Human Behaviors, Emotion and Expression

Time: May 24, 3:45-5:00pm

Chair: Dr. Charles Meadows, East Carolina University

Paper 1

When algorithms meet journalism: The user response to automated news in a cross-cultural context

Yue Zheng, Assistant Professor, School of Journalism & Communication, Jinan University

Bu Zhong, Chair Professor, South China University of Technology

& Associate Professor, Pennsylvania State University

zhongbu@psu.edu

Fan Yang, Assistant Professor, University of Albany, State University of New York

fyang@albany.edu

Paper 2

Group Chats on WeChat and online civic participation in China

Ruoyu Sun, University of Miami

Ruoyu.sun@miami.edu

Cong Li, University of Miami

congli@miami.edu

Paper 3

Chinese emerging adults' family communication and privacy management in the digital era: An exploration of grounded theory

Xiuqin Zeng, Associate Professor, School of Journalism and Communication, Xiamen University.

zengxq@xmu.edu.cn

Shanshan Lou, Assistant Professor, Department of Communication, Appalachian State University.

lous@appstate.edu

Haiyi Wu, Xiamen Shidian Culture and Communication Company

654643906@qq.com

Paper 4

Viewing mechanism of lonely audience: Evidence from an eye Movement Experiment on barrage video

Guangyao Chen, Jinan University

cgggyy86@163.com

Shuhua Zhou, University of Alabama

szhou@ua.edu

Paper 5

Influencing innovation adoption from the outside world: Predicting online shopping behavior in underdeveloped countries

Jiaying Le, School of Media and Design, Shanghai Jiao Tong University

Sivhhe Chheng, School of Media and Design, Shanghai Jiao Tong University

Yi Mou, School of Media and Design, Shanghai Jiao Tong University

Dr. Yi Mou, School of Media & Communication,

Shanghai Jiao Tong University

yimou@sjtu.edu.cn

Paper 6

Online emotional expression in response to an emergency: A sentiment analysis of public discourse on micro-blogs in response to a heavy rainfall in Wuhan, China

Li Zhou, Central China Normal University

zhouliwh@mail.ccnu.edu.cn

Lu Cai, Wuhan College of Communication

554296117@qq.com

Yinjiao Ye, University of Rhode Island

yinjiao_ye@uri.edu

Paper 7

The prosocial behavior in the process of digital music communication in Chinese virtual communities

Yifan Ou, University of Cambridge

yo257@cam.ac.uk

Tobias Linne Associate professor, Lund University

tobias.linne@kom.lu.se

Paper 8

Same candidates, different faces: Applying computer vision techniques to the analysis of bias in visual portrayals of politicians

Yilang Peng, University of Pennsylvania

pengonelang@gmail.com

Paper 9

Different ways, different effects: City Image shaped by newspapers in different regions

Mengfei Luan, School of Media and Communication, Shanghai Jiao Tong University,

451296308@qq.com

Laura Gomez Auriolles, School of Media and Communication, Shanghai Jiao Tong University

au.gomez.auriolles@gmail.com

Mingyang Yu, Antai College, Shanghai Jiao Tong University

a5889665@126.com

Paper 10

A comparative research about audiences' gratifications to automated journalism based on uses and gratifications theory.

Yulong Chen, Ph.D. candidate, School of Media and Design, Shanghai Jiao Tong University P. R. China

llong_c@qq.com

Tao Hua, Ph.D. candidate, School of Media and Design, Shanghai Jiao Tong University P. R. China

thua723@163.com

Mingyang Yu, Professor, Antai College of Economics and Management, Shanghai Jiao Tong University, P. R. China

myyu@sjtu.edu.cn

Closing Remarks: Dr. Ke Xue, Chair & Professor, Shanghai Jiatong University

kxue@sjtu.edu.cn

国际中华传播协会（CCA）与上海交通大学（SJTU）联合举办盛大招待会，欢迎莅临！

All ICA members are welcome

CCA & SJTU Joint Reception

19:00 - 21:00

May 25, 2018

Hilton Old Town, M - Dvorak I
Prague, Czech Republic

Co-Hosts



Professor Shuhua Zhou
CCA President
Dept. of Journalism & Creative Media
University of Alabama



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY

Professor Benqian Li
Dean, School of Media and Communication
Shanghai Jiao Tong University



Message from CCA Singapore Liaison



Shaohai Jiang, Ph.D.
National University of Singapore
CCA Singapore Liaison

Dear CCA members,

It is my great honor to join CCA's steering committee, as liaison for Singapore. I am currently an assistant professor in the Department of Communications and New Media at National University of Singapore. Before coming to Singapore, I got my PhD in communication from Texas A&M University in 2017. My research interests include doctor-patient communication, eHealth and mHealth, and health campaigns and interventions.

As the liaison for Singapore, I am committed to the following three main tasks. First, I would like to engage with scholars and students in Singapore and other countries of Southeast Asia to introduce our CCA to them. Second, I will actively recruit members for CCA in Singapore and try to provide ways of linking members to work together in addressing important issues our Asia is facing. Third, given Singapore as a globalized society and a hub for higher education, I wish to contribute to promoting international collaborations on communication research and education between Singapore universities and institutions in different countries. Feel free to contact me at cnmjs@nus.edu.sg.

Thank you!

Membership Updates

May - July, 2017

We would first like to welcome Minghui Fan (University of Alabama) who joined us as a student member during the NCA conference in November, 2017. Minghui, we hope you will enjoy being part of the CCA family and thank you for being willing to serve as the student representative on the CCA's steering committee!

We will reinvigorate our recruitment efforts at the upcoming ICA conference in Prague, Czech Republic in May. We will have membership forms ready for you and you can join or renew your membership right at the conference site during the CCA reception. For details, contact CCA membership committee members who will be at the conference to help you through the process (Jinghong Xu <123abctg@163.com>; Roselyn Du <ydu@hkbu.edu.hk>; Trisha Lin <trishlin@nccu.edu.tw>; Shaohai Jiang <cnmjs@nus.edu.sg>).

We also plan to send out renewal notices via email in June after ICA to those whose membership has expired. We hope that you will take a few minutes to complete the renewal process. Meanwhile, please help spread the word and encourage your colleagues and students to join CCA. Membership information and the membership form can be found at <http://cca1.org/wp-content/uploads/2017/08/Updated-membership-form-August-2017.pdf>

Your membership is important to us as we continue to improve ways of linking

our members and to build and strengthen our collective voice in addressing critical issues in the field of Chinese communication. As a member of CCA, you receive CCA newsletters and have free access to the journal *Communication and Society*. Job announcements, calls for papers, research opportunities, teaching resources and other useful information will be sent to you through the CCA listserv, CCA Facebook and CCA WeChat. CCA also provides opportunities exclusively for our members to present papers as part of CCA panels at the annual conferences of ICA, AEJMC and NCA. CCA-hosted socials at these major annual conferences give you an opportunity to explore possible collaborations, or simply to meet up with friends both old and new. As a member, you are also eligible to compete for the CCA Outstanding Dissertation Award and CCA Outstanding Graduate Student Teaching Award. We would also like to bring to your attention that only current CCA members are eligible to run for CCA vice president and serve on CCA committees. Please contact me (volzy@missouri.edu) or your regional liaisons if you have further questions about membership benefits and membership payment options.

On membership payment options, the CCA steering committee has created a separate payment schedule for faculty and students in mainland China to join CCA by paying membership fees directly in Chinese currency at a fixed rate, if they prefer. We hope this new option will simplify the

CCA members receive newsletters and have free access to the journal *Communication and Society*.



Yong Volz, Ph. D.
Membership Chair/AEJMC Co-chair
University of Missouri

payment process and is more convenient for our members in mainland China. Please contact Dr. Jinghong Xu (123abctg@163.com) for details about using a WeChat account for this payment option. The two rate schedules are listed below.

We would also strongly encourage you to become a lifetime member of CCA. It is a one-time payment at a special rate and you don't have to go through the trouble of renewing on an annual basis. It is also a great way to show your support for the CCA community, especially for the young generation of scholars who are interested in Chinese communication studies. Some of the fees go into the awards particularly designated for our graduate students.

Currently, we have a total of 56 lifetime members. Geographically, they come from mainland China, Taiwan, Hong Kong, Macao, Singapore, U.S. and Canada. They range in status from professor emeritus to junior scholar to doctoral student. Some were founding members of CCA who became lifetime members from early on but many joined in the last couple of years. You can find the full list below. Please consider joining the committed group of CCA lifers!

CCA Membership Fees in Chinese yuan and U.S. dollars

Student one-year membership:	¥ 65	\$ 10
Student five-year membership:	¥ 260	\$ 40
Faculty one-year membership:	¥ 130	\$ 20
Faculty five-year membership:	¥ 520	\$ 80
Lifetime membership:	¥ 2,000	\$ 300



CCA LIFETIME MEMBERS

Joseph Man Chan (陳韜文)
 Jingxi Chen (陈静茜)
 Kara Chan (陈家华)
 Ying Chen (陈映)
 Leonard Chu (朱立)
 Xi Cui (崔玺)
 Xiujun Deng (邓秀军)
 Zhitao Du (杜智涛)
 Yee Lotus Fong
 Louisa Ha (哈筱盈)
 Hongxing Han (韩红星)
 Xiaoming Hao (郝晓鸣)
 James Hsiung (熊杰)
 Jianbin Jin (金兼斌)
 John Lee Jellicorse
 Fei Jiang (姜飞)
 John Jirik
 Tuen-yu Lau (刘端裕)
 Chin-Chuan Lee (李金铨)
 Zhan Li (李展)
 Trisha Lin (林翠娟)
 Bin Liu (刘斌)
 Jian Liu (刘剑)
 Yu-li Liu (劉幼琍)
 Ven-Hwei Lo (罗文辉)
 Luwei Luqiu (闫丘露薇)
 Jing Niu (牛静)
 Bonnie Peng (彭芸)
 Jack Linchuan Qiu (邱林川)
 Fuyuan Shen (沈福元)
 Clement So (苏钥机)
 Hongyun Sun (孙红云)
 Diana Tillinghast
 Lu Tang (汤璐)
 Yong Volz (张咏)
 Haoqing Wang (王昊青)
 Yun Wang (王韵)
 David Weaver
 Ran Wei (魏然)
 Lars Willnat
 Raymond Wong (黄应士)
 Feng Wu (吴锋)
 Yun Wu (吴贇)
 Zhiyuan Wu (吴志远)
 Mei Wu (吴玫)
 Jinghong Xu (徐敬宏)
 Jing Xu (许静)
 Fei Xue (薛飞)
 Hongzhong Zhang (张洪忠)
 Lei Zhang (张磊)
 Yuezhi Zhao (赵月枝)
 Bofei Zheng (郑博斐)
 Bu Zhong (钟布)
 Shuhua Zhou (周树华)
 Jianchuan Zhou (周建川)
 Hongjun Zhu (朱鸿军)

Chinese University of Hong Kong
 Beijing Jiaotong University
 Hong Kong Baptist University
 Guangdong University of Finance
 Hong Kong Baptist University
 College of Charleston
 Huazhong University of Science and Technology
 China Youth University of Political Studies
 San Francisco, USA
 Bowling Green State University
 South China University of Technology
 Nanyang Technological University
 Shih Hsin University
 Tsinghua University
 University of North Carolina at Greensboro
 Chinese Academy of Social Sciences
 TRT World
 University of Washington
 City University of Hong Kong
 Xiamen University
 National Chengchi University
 Beijing Normal University
 Beijing University of Posts and Telecommunications
 National Chengchi University
 Chinese University of Hong Kong
 Penn State University
 Huazhong University of Science & Technology
 National Chengchi University
 Chinese University of Hong Kong
 Penn State University
 Chinese University of Hong Kong
 China Film Archive/Beijing Union University
 San Jose State University
 University of Alabama
 University of Missouri
 Shanghai Jiaotong University
 Beijing Normal University
 Indiana University
 University of South Carolina
 Syracuse University
 Hong Kong Baptist University
 Jiangnan University
 Zhejiang University
 Central China Normal University
 University of Macau
 Beijing Normal University
 Peking University
 University of Southern Mississippi
 Beijing Normal University
 Communication University of China
 Simon Fraser University
 Fudan University
 Pennsylvania State University
 University of Alabama
 Albany State University
 Chinese Academy of Social Sciences

CCA Awards



WENJING XIE, PH.D.
AWARD CHAIR
SOUTHERN ILLINOIS UNIVERSITY

The Chinese Communication Association has two traditional awards this year, the Outstanding Graduate Teaching Assistant Award, and the Outstanding Service Award. The Outstanding Graduate Teaching Assistant Award honors an excellent graduate teaching assistant who served as a course instructor during the year of 2017. The Outstanding Service Award honors CCA members who provided significant services and contributions to CCA. We received two nominations for the Outstanding Service award and no nominations for the Outstanding Graduate Teaching Assistant Award.

The Outstanding Service Awards went to Professor Bu Zhong at Pennsylvania State University and Professor Ran Wei at University of South Carolina, both nominated by Professor Shuhua Zhou, current President of CCA.

CCA also launched two new awards this year, the Lifetime Achievement Award, which honors a scholar who has significantly contributed to Chinese communication research and CCA, and the Best Faculty Article Award, which honors a faculty of CCA members for their outstanding publications in 2017. This year, the inaugural Lifetime Achievement Award was conferred to Professor Chin-Chuan Lee at City University of Hong Kong, who is also the founding President of CCA. The Best Faculty Article Award went to Dr. Trisha Tsui-Chuan Lin at National Chengchi University for her article, "Dual screening: examining social predictors and impact on online and offline political participation among Taiwanese Internet users", which was published in *Journal of Broadcasting and Electronic Media*.

Congratulations to all the awardees! All awards will be presented at the annual convention of ICA in Prague in May 2018. We strongly encourage nominations for these awards next year and appreciate all your contributions.

CCA-ACCS BROWN BAG PANEL ON ACADEMIC SERVICES



Cong Li, Ph. D.
Communication Chair
University of Miami,
USA

Following a successful WeChat brown bag panel co-hosted by CCA and ACCS (Association for Chinese Communication Studies) last year, which focused on health communication research, this year the two organizations collaborated again on this event. On April 6th, CCA and ACCS held another brown bag panel on WeChat, mainly discussing issues related to academic services. Four well-established senior scholars, including Dr. Louisa Ha at Bowling Green State University, Dr. Hong Cheng at Virginia Commonwealth University, Dr. Shuhua Zhou at University of Alabama, and Dr. Lu Wei at Zhejiang University, responded to several questions such as how to balance service with teaching and research, how to handle journal review invitation, how to face challenges of an administration job. Each panelist offered his or her opinion to those questions in a Q&A format in the CCA-ACCS Brown Bag WeChat group (with 390 members). The whole event lasted for an hour, from 8:00pm to 9:00pm (EST). The feedback from the audiences was very enthusiastic and positive.

CCA and ACCS are planning to schedule another brown bag panel in the summer 2018. The aim is to encourage more sharing of ideas and experiences among Chinese students and scholars. CCA welcomes its members to participate in these WeChat brown bag

CCA Financial Report May 2018



Lu Tang, Ph. D.
Treasure/NCA Co-chair
Texas A&M University

2018

As of May 10th, 2018, CCA has \$41853.52 in its US account. (This excludes the membership fee collected by Dr. Jinghong Xu in mainland China.) Since last July, the major incomes and expenditures CCA included:

Income

- Shanghai Jiaotong University's contribution to the reception and preconference for ICA 2018 to be held in Prague in May 2018. \$23000
- The second installment of Zhejiang University's contribution to the reception at ICA 2017 in San Diego, CA. \$4990
- Membership fee. \$80
- Job advertisement fee: \$300

Expenditures

- ICA preconference and reception advertisement fee: \$1500
- Affiliate membership fees for ICA and AEJMC: \$502
- Wire transfer fees (Wells Fargo Bank): \$48
- Dreamhost (CCA webpage host). \$12

CCA GOVERNORS' COMMITTEE



Chin-Chuan Lee
City University of Hong Kong
1991-1994



Leonard L. Chu
National Chengchi University, Taiwan
1994-1996



Joseph Man Chan
Chinese University of Hong Kong
1998-2000



Shujen Wang
Emerson College, USA
2000-2002



Jonathan Jian-Hua Zhu
City University of Hong Kong
2002-2004



Junhao Hong
State University of New York at Buffalo,
USA, 2004-2006



Xiaoming Hao
Nanyang University of Technology, Singa-
pore, 2006-2008



Bonnie Peng
National Chengchi University, Taiwan
2008-2009



Joe He Zhou
City University of Hong Kong
2009-2011



Ran Wei
University of South Carolina, USA
2011-2013



Yu-Li Liu
National Chengchi University, Taiwan
2013-2015



Bu Zhong
Pennsylvania State University, USA
2015-2017

CCA STEERING COMMITTEE



Dr. Shuhua Zhou
President
The University of
Alabama, USA



Dr. Jack Qiu
Vice President/
Research Chair
The Chinese
University of
Hong Kong



Dr. Roselyn Du
Liaison for Hong
Kong, Macao &
Taiwan
Hong Kong Bap-
tist University



Minghui Fan
Graduate
Student Liaison
The University of
Alabama, USA



Dr. Shaohai Jiang
Singapore
Liaison
National
University of
Singapore



Dr. Cong Li
Communication
Chair
University of
Miami, USA



Dr. Trisha T.C. Lin
Social Media
Chair/ICA Co-
chair
National Cheng-
chi University,
Taiwan



Dr. Charles Meadows
Webmaster
East Carolina
University, USA



Dr. Cui Zhang Meadows
Newsletter Editor
East Carolina
University, USA



Dr. Lu Tang
Treasurer//NCA
Co-chair
Texas A & M
University, USA



Dr. Yong Volz
Membership
Chair/AEJMC
Co-chair
University of
Missouri, School
of Journalism,
USA



Dr. Wenjing Xie
Award Chair
Southern Illinois
University, USA



Dr. Jinghong Xu
Liaison for
Mainland China
& WeChat Group
Leader
Beijing Normal



Dr. Bu Zhong
Immediate Past
President
Pennsylvania
State University,
USA



Chinese Communication Association

Chinese Communication Association (CCA) is a nonprofit professional and academic organization registered and headquartered in the United States. Founded in 1990, CCA is the oldest international professional society aiming to promote, enhance, and facilitate scholarly activities and exchanges on Chinese communication, which is broadly defined to embrace any aspect of communication studies concerning mainland China, Hong Kong, Singapore and Taiwan. CCA is an all-volunteer academic organization, whose officers perform service but receive no compensation of any kind. CCA is an all-volunteer academic organization, whose officers perform service but receive no compensation of any kind.