May 2020

NEWSLETTER

Chinese Communication Association

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Solidarity Forever

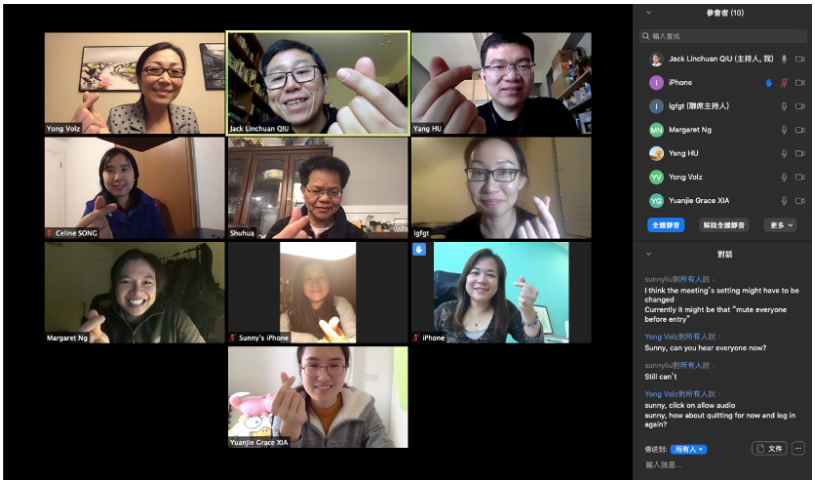
By Jack Linchuan Qiu
CCA President

We live in an unusual time -- of the global COVID-19 pandemic; of too many Zoom sessions and too few facial contact; too many losses, too many conspiracy theories, too much bigotry and prejudice. But this is also a special time when the best of human spirit shines through the dark clouds: the outpouring of empathy, exceptional altruism, marvelous creativity, and bold imaginations for a better, sustainable world, beyond the social and communication systems that were, in many cases, already starting to break down long before the viral outbreak.

This is a historic moment of life and death. Moments like this, in the past century, gave rise to the birth and maturation of modern communication studies. Are we witnessing a renewal of communication research in the midst of the pandemic? Is this yet another opportunity for CCA to grow and strengthen our community?

Contemporary history, including history of academic disciplines, is not to be merely "witnessed". As communication researchers, we are part and parcel of this historic moment and of this historical process. We have to play a pro-active role, especially as scholars of Chinese communication, because this outbreak has ravaged China for longer period than other countries; because the global Chinese diaspora has to confront an upsurge of racism, the worst of its kind in recent memory, calling urgently for interventions from communication specialists.

CCA is no better equipped for this unprecedented challenge than other professional associations. We were shocked to learn the news when ICA, for the first time in its history, called off this year's annual conference in Australia, to be replaced with online meeting via Zoom. We are still unsure how the virtual ICA conference will work out



CCA Steering Committee members and Grace Xia (Jack's research assistant) sending love to all CCA members, 21 February 2020.

this May, although we are doing our best to follow the guidelines and hopefully making it even more successful than traditional physical panels (see more detailed discussion on this in Dr. Yong Volz's entry in this newsletter).

Luckily, since September 2019, CCA Steering Committee has already started to use teleconference technologies -- first Skype, then Zoom -- for our internal deliberation and decision-making. At the end of our February 21st meeting, we took a "virtual group photo" to send our love and solidarity to CCA members and friends during the pandemic crisis (see p. 1). The question is: exactly what should CCA do to meet the needs of Chinese communication researchers globally at this special time?

Traditionally, CCA members use interpersonal channels to communicate their needs to the Steering Committee, which also receives policy input and other feedback from business meetings at major conferences such as ICA, NCA, and AEJ. We had tried in the past to use online survey to collect ideas from our membership, but the results were not successful with too small sample size.

This time, due to the gravity and urgency of the crisis, we called for the first-ever CCA Virtual Town Hall Meeting, held on March 30, 2020, when about 20 members joined remotely from both coasts of the US, both sides of the Pacific, including faculty as well as student members (see minutes here: https://bit.ly/2waZ2LA). Although not a big crowd, we had fruitful discussions and the format itself was a minor innovation for CCA to collect input from our members at times of emergency.

Three main consensus arose from the Virtual Town Hall: (a) CCA's strength is in the academic realm. As a professional association we should be cautious in taking political stance, especially at times of divisive politics. (b) Academic and practical webinars are a good way to help members improve research, teaching, while handling anxiety and hostility at times of difficulty. Five webinar topics were proposed. And (c) participants concur with CCA Former President Prof. Shuhua Zhou that we would conduct an online survey to gauge the demands among all CCA members regarding the webinar ideas.

The survey was carried out in the first week of April, when participants were asked to rank-order the five webinar options based on brainstorming at the Virtual Town Hall. Here are the results (N=61), which guide us to initiate a new webinar series – now titled "Solidarity Symposia 團結論壇" – starting with the first three most-demanded topics: comparative survey and news analysis, data scrapping and computational methods, handling anxiety and hostility through nonviolent communication – all in the contexts of COVID-19.

For more efficient implementation, the Steering Committee established a Symposia Taskforce that includes me, Dr. Yong Volz (CCA VP), Dr. Lu Tang (CCA Treasurer), Dr. Shaohai Jiang (Liaison for Singapore), Dr. Wenjing Wendy Xu and Dr. Yunya Celine Song (both are CCA Awards Officers). We have agreed to earmark US$4,000 for this webinar series, i.e., roughly 10 percent of CCA's current available funds, to be spent mostly as honoraria for speakers and related expenses.

As the name "Solidarity Symposia" signifies, this webinar series is designed to promote scholarly solidarity while confronting the COVID crisis, in order to facilitate collaboration and dialogue among CCA members and leading researchers from different theoretical and methodological traditions, from other disciplines including public health, and from around the world. The webinars will use roundtable format for scholars to exchange ideas, in English or Chinese.

The first Solidarity Symposium is scheduled to be held in the evening of April 22nd for CCA members in the US, while for members in Asia it will be in the morning of April 23rd. It will discuss survey and content analysis during the viral outbreak. While the working language for this first symposium will be in Chinese, CCA will provide an English summary after the event, and our second symposium on computational methods will be in English.

An important innovation in our Solidarity Symposia is that we open up the co-organizership to all partner institutes, an decision inspired by input from CCA Former Presidents Prof. Yu-Li Liu and Prof. Joseph Chan. This way, we will showcase not only individual-level camaraderie but also organizational and institutional solidarity. The co-organizers only need to help promote Solidarity Symposia through their social media, listservs, and/or academic networks. They do not need to pay CCA anything else. So far we have lined up

Results from the April 2020 online survey regarding CCA webinars. Topics receiving higher rank orders (1st and 2nd) were given more weight than those receiving lower rank orders (4th or 5th).

	Rank Order Frequencies					Weighted w/ ranking	RANK
	1st	2nd	3rd	4th	5th		
A - data scrapping & computational methods analyzing COVID-19	19	15	8	13	4	209	2
B - comparative survey & news analysis of COVID coverage	19	25	8	8	2	237	1
C - design public campaigns during the viral outbreak	4	9	18	13	17	153	4
D - handling anxiety & hostility through nonviolent communication	15	8	15	14	8	188	3
E - sharing experiences on teaching through Zoom	4	4	12	13	26	127	5

20 institutional partners, including 7 in the US, 5 in Mainland China, 3 in Hong Kong, and 1 each in Taiwan, Singapore, Australia, the UK, and APCA (Asia-Pacific Communication Association) at the transnational regional level.

COVID-19 is deadly. But it also breathes new life into CCA, into the way we operate, and the way we collaborate. Despite the great losses and grave challenges facing us, our scholarly community will emerge with more strength and unity after this disastrous period of damage, distress, and distancing. The resilience of CCA shall be elevated through such events as our Solidarity Symposia webinar series.

We will survive, not because we wait passively to witness some historic change, but because we strive pro-actively and collectively to make a difference in communication research that contributes to the healing of wounds, old or new, among humans or with our fellow species on Planet Earth. This way, we will not only survive, but also thrive.

Allow me to end this piece with a poem from the Irish author Kitty O'Meara, who wrote about a pandemic in the mid-19th century:

And the people stayed home. And read books, and listened, and rested, and exercised, and made art, and played games, and learned new ways of being, and were still. And listened more deeply. Some meditated, some prayed, some danced. Some met their shadows. And the people began to think differently.

And the people healed. And, in the absence of people living in ignorant, dangerous, mindless, and heartless ways, the earth began to heal.

And when the danger passed, and the people joined together again, they grieved their losses, and made new choices, and dreamed new images, and created new ways to live and heal the earth fully, as they had been healed.

In solidarity,
J. L. Q.
April 16, 2020

Research Highlight — Sifting Voice From Noise: An Exemplary Study from the CCA Community

Cuihua Shen (1), Anfan Chen (2), Chen Luo (3), Wang Liao (1), Jingwen Zhang (1), Bo Feng (1) ((1) University of California, Davis, (2) University of Science and Technology of China, (3) Tsinghua University)

COVID-19 has already affected more than 200 countries and territories worldwide. It poses an extraordinary challenge for public health systems, because screening and surveillance capacity—especially during the beginning of the outbreak—is often severely limited, fueling the outbreak as many patients unknowingly infect others. When conventional disease surveillance capacity is limited, publicly available social media data can play a crucial role in uncovering hidden dynamics of an emerging outbreak. Past research has shown social media activities can predict disease transmission and outbreaks before conventional surveillance methods, with the majority focusing on modeling influenza epidemics and relying on coarse-grained data retrieved from keyword searches.
The unprecedented magnitude and transmission speed of COVID-19 also brought about massive social media activities as people isolate in their homes to break the infection chains. Massive social media data inevitably contain massive noise, which can be counterproductive for disease forecasting. It is therefore critical to identify reliable signals (e.g., sick posts reporting symptoms and diagnosis) to predict infection cases and inform a rapid response.

Here we present an effort to collect and analyze COVID-19 related posts on the most popular public social media site in China, Weibo. To our knowledge, this is the first study that examines a large and fine-grained dataset of 12 million social media posts to predict COVID-19 case counts in China from November 20, 2019 to March 3, 2020. With much increased

data granularity, we developed a supervised machine-learning classifier to distinguish "sick posts," which are reports of own and others' symptoms and diagnosis, from other COVID-19 related posts that could dilute disease signals from the data stream. Using the officially reported case counts as the outcome, we compared the predictive power of sick posts versus other COVID-19 posts. We show evidence that sick posts predict China CDC's daily case counts up to seven days in advance, while other COVID-19 related posts do not have similar predictive power. For a subset of geotagged posts (2.85% of all retrieved posts), we found that the predictive pattern held true for both Hubei province and the rest of mainland China, regardless of unequal distribution of healthcare resources and outbreak timeline. Researchers and disease control agencies should pay close attention to the social media infosphere regarding COVID-19. On top of monitoring overall search and posting activities, it is crucial to sift through the massive contents and efficiently identify true signals from noise.

When Fiction Feels Real: The Rumors and Realities of COVID-19

By Celine Yunya Song

CCA Award Co-Chairs and Liaison for Hong Kong, Macao & Taiwan

World Health Organisation is calling COVID-19 a global "infodemic". Fake news, rumors and conspiracy theories have spread faster than the epidemic itself. Before the outbreak hit the U.S., it was difficult for the American public to perceive correctly the epidemic in a far-away country like China. Websites and social media posts circulated a variety of false information and erroneous claims about the COVID-19 situation in China. There was a rumor that the Wuhan Institute of Virology was the origin of the coronavirus outbreak. Another ridiculous claim that went viral was that vitamin C and marijuana could be used to treat coronavirus.

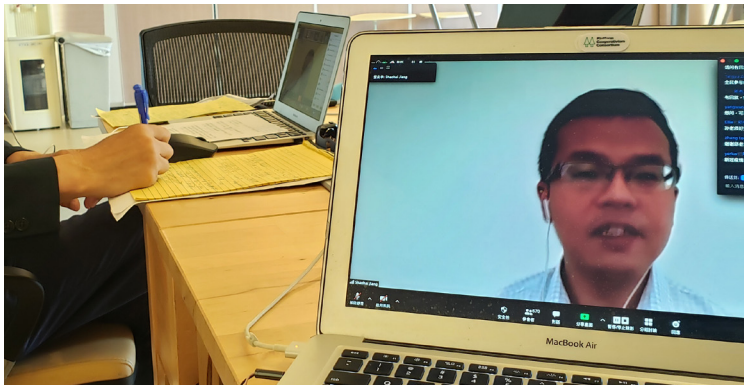
Conspiracy theory research has a tradition of focusing on individuals: Why does a person believe such ridiculous tales? What personality traits prompt such susceptibility? However, an even more intriguing question to consider is how and why people disseminate conspiracies. We may need to think in ways that attend not only to the individual but also to the broader interactive relationships and dynamics, especially in terms of social affordances associated with the social media platforms. The spread of rumors is amplified by social media echo chamber when users interact with each other to fill in the gaps with conspiracy stories and rumors. False information—such as the source of the virus, the number and location of patients diagnosed, and the treatment—is created and easily spread on Twitter, Facebook and Youtube. Content manipulation and misinterpretation is also frequently seen. For example, quite a few media outlets reported on a warning that COVID-19 could put 64 million people to death annually. It triggered heated discussions on social media in late January. It turned out that this warning was prompted by a mock pandemic health exercise run by Johns Hopkins Center for Health Security who later declared they did not make such predictions for the ongoing COVID-19.

From consumer panic and stock market panic to a racist species of discriminatory panic and fake news as an information moral panic, the ongoing COVID-19 crisis has presented to communication scholars a rich research agenda: how do these different layers of panics interweave? Stanley Cohen's classical notion of moral panics may provide us with a fruitful analytical framework in interpreting various sites of public anxiety at specific times and places. As new crises arise, these new sites of social anxiety are likely to make their way onto the research agenda. These include the introduction of new technology, such as a larger transformation of informational spaces with the advent of social media. While capturing indicators of public concern is a daunting task, exploiting the social media conversations may help communication scholars capture the rise and slump cycles to tap into public concerns.

Health Communication during the Crisis of COVID-19 in Singapore

By Shaohai Jiang

CCA Liaison for Singapore



Dr. Shaohai Jiang shared his research experience during the CCA First Solidarity Symposium.

The Covid-19 situation has seen large outbreaks, and is now a pandemic. In Singapore, a city-state country, despite several weeks of community transmission, most confirmed patients are fully recovered and discharged, and very few have died. World Health Organization (WHO) chief, Dr. Tedros Adhanom, has praised Singapore's "all-government approach" that effectively finds every case, follows up with contacts, and stops transmission. Harvard epidemiologists also considered Singapore's approach to be the "gold standard" for case detection. There could be a couple of reasons for Singapore's success, such as advanced health care system, and powerful and efficient government. In this article, I highlight some health communication initiatives Singapore has implemented to fight against the Covid-19.

First, on Singapore's largest daily newspapers, such as the Straits Times (English-language), and Lianhe Zaobao (Chinese-language), government advertisements urge people with even mild symptoms to see a doctor immediately, and refrain from going to school or work. Another key message is to ensure that no one has to fear affording medical treatment, as the testing is free and the government will pay the hospital bills for those who have suspected or confirmed cases.

Second, on TV, Prime Minister Lee Hsien Loong has made two national addresses, including one after the government raised the Disease Outbreak Response System Condition alert level from Yellow to Orange, and another one after WHO declared Covid-19 a pandemic. In his speeches, he stated that there was no need to panic as the country was not being locked down, and there was ample supply of food for everyone. He also continued to ask Singaporeans to keep up their guard and take precautions, assuring that Singapore will keep its economy going and people will be able to carry on with their daily lives.

Third, a vast quantity of health education information is available in different genres or modalities, such as long form for the curious, or at-a-glance infographics for the busy. On websites and social media, and through multilingual posters and purpose-made cartoon characters targeting younger populations, Singaporeans are reminded with calm, warmth, and humor to wash hands often, be public minded with mask use, and build social cohesion and resilience.

Fourth, commitment to transparent communication is particularly important during health crises. Every day, the Ministry of Health releases detailed but anonymous information about each new case, such as when their symptoms developed, where they visited, when they were isolated, and whether they were attached to a known infection cluster. The publics are also informed how many patients have recovered, how many are stable or improving, and how many are in the critical condition.

Fifth, Singapore has made great effort in tracing every possible contact of those infected. The process, which operates 24/7, starts with patient interviews, and has also involved police expertise and many other resources. These diligent contact tracing teams have been rehearsing together for years. From media, people learn about their efforts and successes, so everyone fears the disease less. In addition, Singapore has very strict policy about home quarantine. For instance, a text and mobile-based software was used, through which people placed under home quarantine have to report their location to the government, which will monitor closely.

Sixth, communication in healthcare has also been actively utilized in Singapore to cope with Covid-19. The Ministry of Health reactivated Public Health Preparedness Clinics (PHPCs) in a "proactive step" to better detect and manage Covid-19 infections in the community. Over 900 GP clinics are designated as such PHPCs, and up to 30,000 patients per day can visit for respiratory symptoms. This established network of GPs can offer a steady stream of resources and succinct education about Covid-19 in the daily practice, which serves as an effective channel to address patients' informational and emotional concerns.

In sum, Singapore's effective communication during this health crisis builds trust and understanding, and because of that, compliance is made easy. I would like to end this article with a quote from Prime Minister Lee Hsien Loong, "What makes Singapore different from other countries is that we have confidence in each other, we feel that we are all in this together, and we do not leave anyone behind." I believe in such a crisis, the government and everyone should have a part to play. If we all do our own part well, we will keep our family safe, keep the country secure, and move forward together!

Covid-19 Pandemic Brings Challenges to Virtualize International Conferences and Classroom Teaching

By Dr. Trisha T. C. Lin

CCA Social Media Chair and ICA Research Co-Chair

Covid-19 pandemic has unexpectedly swept the world in 2020. To reduce risks of coronavirus spread, several important international communication conferences (e.g., ICA and IAMCR) have been unprecedently transformed to virtual conferencing that brings lots of technological challenges to have dozens of paralleled sessions that allow presenters and participants to simultaneously interact and discuss their research insights smoothly. Last October, together with CCA Vice President Dr. Yong Volz, I served as the 2020 CCA-ICA conference co-chair and organized a six-paper research session to be held this May in Gold Coast, Australia. We have prepared to work with ICA to have our online presentations and discussions with optimal effects. It will be my first time to play the virtual discussant role to exchange thoughts with the colleagues across the globe. I believe such unique experiences will be unforgettable.

As the Associate Dean of College of Communication, National Chengchi University, the leadership team and I have begun the battles against Coronavirus right after Chinese New Year. In early February, Taiwanese government took early cautious measures to curb students from China, Hong Kong and Macau to return for the spring semester study, after Coronavirus outbreaks in Wuhan. Taiwanese universities have to follow the policy. In addition to quarantine students from overseas trips, my university has made arrangements for these students to take courses in a form of distant learning. With two-week postponement of this new semester, many courses, besides class teaching, offer concurrent distant learning and live video conferencing for remote students by utilizing either Zoom or Facebook live broadcasting. Over the past month, some lecturers encountered difficulties in using digital tools to teach students effectively, while others played the new role of "internet celebrities" and made good use of dual screening (computer and mobile) to interact with students online and offline. Temperature taking, wearing masks and blocking outsiders from entering campuses were means to prevent possible Covid-19 group infection. To date, NCCU has banned seminars, meetings, and speeches of over 100 participants. A few days ago, our college has turned classes with more than 50 students into distant learning courses. The faculty members are strongly discouraged to travel overseas unless they have important businesses; 14-day home quarantine will be necessary after faculty members and students return from other countries. So far, Taiwanese education system has functioned well without shutting down any campus.

Due to the rapidly increasing number of Covid-19 patients and deaths worldwide, Taiwan's success in containing Covid-19 has been praised by many international media and foreign governments. According to Wired's commentary on March 18, the island nation's government could stay ahead of the virus as a result of democracy and transparency. With the excellent medical system and savvy technological infrastructure, Taiwan has real-time integration of national health care databases with customs and travel records, and utilizes mobile technologies to monitor quarantine orders and issue masks. The government has made great effort to promote health information to combat Coronavirus and provide timely clarifications to Covid-19 disinformation, which results in high levels of trust among Taiwanese people.

At the unusual moments, social distancing is a sensible strategy to cope with the infectious risks of Covid-19 and maintain good health, before effective interventions such as vaccines and drug therapies can be put into place. Before that, CCA'ers and friends, let's all take good care before we meet next time.

Unveiling CCA's New Website!

By Lei Guo

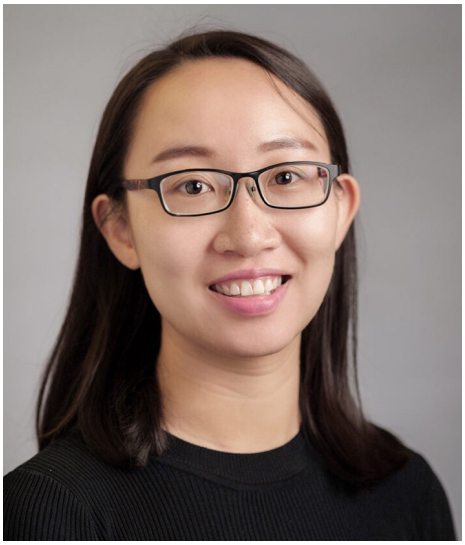
CCA Webmaster

We're excited to finally share CCA new website with you! It's been years since the last website redesign and we thought it was a great time for a refresh!

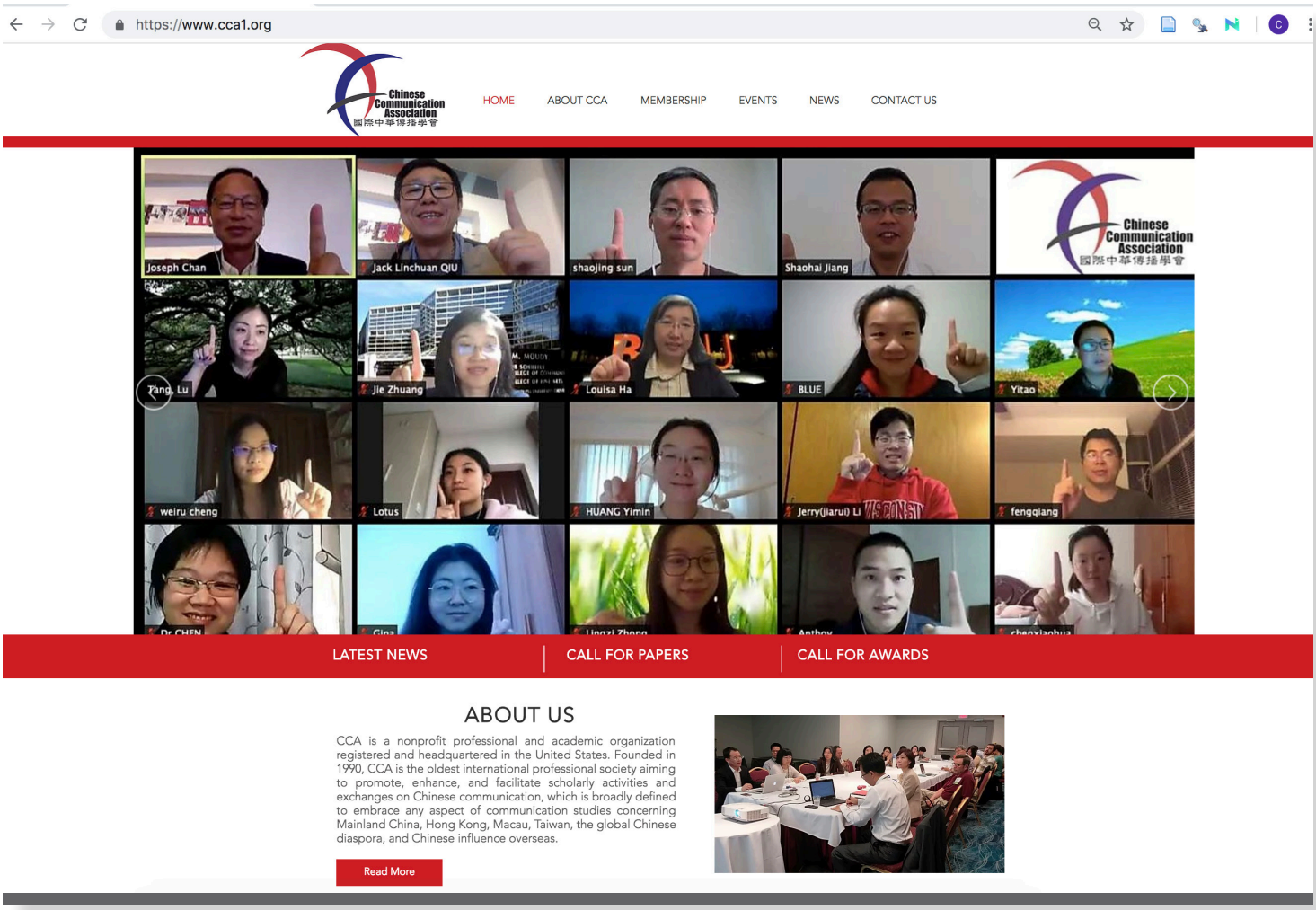
For the last thirty years, CCA has been home to Chinese communication scholars and those interested in Chinese communication around the world. With the new website, we wanted to reflect the friendly atmosphere and make it simpler for our visitors to get in touch with CCA and receive CCA updates and responses as quickly as possible. To do these, we added more effective navigation and interactive elements to the site and made it able to accommodate mobile screens.

The new website includes new content introducing CCA history and services, CCA latest news, methods for joining us and benefits, and updated bios of our steering committee members. There are also plenty of photos sprinkled throughout our new site to give visitors a glimpse into who we are behind our name.

We are inviting you to explore our new website at https://www.cca1.org/ and let us know what you think! Feel free to Rate Our Website or fill out the form on Contact Us Page to reach out, email chinesecommassociation@gmail.com for technical requests, or send a message to CCA Facebook Page.



Visit CCA's new website cca1.org. Many thanks to CCA Webmaster Lei Guo!



CCA Research Update: 2020 ICA, AEJMC and NCA Panels

By Yong Volz

CCA Vice President/Research Co-Chair

The current pandemic has posed serious challenges to our professional and personal lives and is forcing us to adapt to a new reality. Its impact on this year's CCA panels is obvious. The ICA conference will be moved to a virtual format, and so will our CCA panel. The submissions to the CCA panels for the upcoming AEJMC and NCA conferences were noticeably fewer than in previous years, a fact that can be largely attributed to the research interruption experienced by our colleagues. Nonetheless, the submissions we have received are overall of high quality. We want to thank all the submitters! Most impressively, a high percentage of these submissions are from graduate students in mainland China, Hong Kong, and the U.S., who have demonstrated tremendous resilience and commitment in the midst of the crisis.

I also want to thank three research co-chairs for their diligent and meticulous work: Dr. Trisha Lin (research co-chair for CCA/ICA), Dr. Sunny Xun Liu (research co-chair for CCA/AEJMC), and Dr. Lu Tang (research co-chair for CCA/NCA). Appreciation and recognition also go to our reviewers for their continued support of CCA. At the end of this report, I include a list of those who have reviewed for us for the 2020 ICA and the 2020 AEJMC. The timely turnaround and the quality of the CCA panels would certainly suffer without their hard work. I also encourage additional CCA members to consider serving as ad-hoc reviewers. Please send an email to me at volzy@missouri.edu, indicating your preferred methodology and areas of expertise. Your service as a CCA reviewer will be greatly appreciated.

Judging from the unprecedented number of participants in the various research webinars organized by CCA and other research institutions, we know our CCA colleagues are devoting their time and energy to research, especially on topics related to this pandemic. We are looking forward to your submissions to the three conferences next year, and we are confident that your contributions will lead to some excellent panels!

CCA/ICA Panel, May 21-25, 2020 (Virtual Conference)

If you are planning to attend this year's ICA virtually, we hope you will join us for the CCA panel. The panel discussion (including all six presentations as well as moderator and discussant's comments) will be prerecorded and shared with the audience over the course of the week when the conference is open. You can ask questions or share your comments via a chat box. More details will be provided once we hear back from the ICA organizer.

Again, here is the information for this wonderful panel:

Journalism, Public Sentiment and Social Movements in Chinese Contexts
Chair/Moderator: Jack Linchuan Qiu (Chinese University of Hong Kong)
Discussant: Trisha T. C. Lin (National Chengchi University)

- *"Better Sex Education, Worse Protection for Girls? Perceiving Sexual Harassment among Chinese Female College Students," Yi Mou, Yuanye Cui, Jilong Wang, Zhipeng Li, Yuheng Wu, Yingyan Wu (Shanghai Jiao Tong University)*
- *"Challenging or Obscuring Patriarchy? An Examination of Male empathy in Chinese #MeToo movement," Simon Jiacheng Liu (Renmin University of China)*
- *"Advancing an Environmental Communication Mediation model: An Empirical Test of O-S-R-O-R Model Across Three Regions in China," Shuning Lu (North Dakota State University)*
- *"Malleable Identities, Personal Desires, and Power Reliance: Chinese Journalists: Social Media Branding in a Time of Change," Angela Dan Wang and Vincent Lei Huang (Hong Kong Baptist University)*
- *"Deterrence or Numbness? Insights Regarding the Psychological Effects of the Circling of People's Liberation Army Vessels and Aircraft around Taiwan," Wen Cheng Fu (National Defense University Taiwan)*
- *"The Spread of Political False News Online: A Case Study of the Typhoon Jebi False News in Taiwan," Yang Hu and Tze Fung Hans Tse (Chinese University of Hong Kong)*

CCA/AEJMC Panel, August 6, 2020 (San Francisco, CA)

We have recently concluded the CCA paper competition for the 2020 AEJMC annual conference. First, a big thank-you to Xun Sunny Liu, our AEJMC research chair, for running this competition. We are also very grateful to the 13 volunteers who took the time to perform this valuable service during a hectic time with all the challenges and uncertainties brought on by the COVID-19 pandemic.

We received 10 research paper submissions this year. This is a smaller number compared with past years, which could be partly explained by the research interruption many of us experienced in the midst of the pandemic. We were, however, impressed by the quality of the submissions, of which we were only able to accept four for presentation. The acceptance rate was 40%. The submissions continued to reflect the broad definition of Chinese communication promoted by CCA in recent years. The papers discussed many interesting and some unexplored topics, from Ayawawa's advice on intimate relationships to American views on the US-China trade war, from disinformation in digital sphere to social shopping apps, from citizen attitudes towards haze to public welfare mobilization on social media. These submissions also represented a wide range of theoretical approaches and methodological positions.

The CCA panel will feature four selected papers. We are glad to see that the authors represent eight different institutions from five different cities/regions, including Shanghai Jiao Tong University, Shandong University, Shandong Women's University, University of Chinese Academy of Social Sciences, University of Chinese Academy of Sciences, Peking University, Sun Yat-sen University, and City University of Hong Kong. Most impressively, we see a number of undergraduate students and master's students being involved and listed as co-authors on these winning papers. We certainly hope and encourage those student authors to continue their academic pursuits in the area of Chinese communication.

Here is the lineup of the papers and the panel information:

Understanding Consumer and Citizen Behavior: The Case of China
(Thursday, August 6, 1:30-3:00 p.m.)
Chair/Moderator: Yong Volz (University of Missouri)
Discussant: Xun Sunny Liu (Stanford University)

- *"Powerful Little Numbers: How Bandwagon Cues Influence Consumer Purchase Intention for Online Content," Pengya Ai, Wu Li, Annette Ding (Shanghai Jiao Tong University)*
- *"Influencing Factors of Young Adults' Advertising Avoidance in In-feed Ads of WeChat Moments," Wenjia Yan, Zhen Liu, Jiasheng Xiao (City University of Hong Kong)*
- *"Chinese Women's Motivation and Frequency of Using Social Shopping Apps and Their Influence on Users' Gender-role Stereotypes," Yue Wu (University of Chinese Academy of Social Sciences), Jiangnan Wang (University of Chinese Academy of Sciences), Tonghui Liu (University of Chinese Academy of Social Sciences), Yixuan Liu (Peking University), Yuannan Sun (Shandong Women's University)*
- *"Personal and Media Factors Related to Citizens' Pro-environmental Behavioral Intention against Haze in China: A Moderating Analysis of TPB," Xiaodong Yang, Lai Wei, Qi Su (Shandong University), Liang Chen (Sun Yat-sen University)*

CCA/NCA Panels, November 19-22, 2020 (Indianapolis, IN)

The submission for the CCA/NCA panel is closed. Lu Tang and I are working on the review process, and will send out the results by May 15. We will have a regular research panel consisting of four to five selected papers at the conference.

In addition, we are planning a professional development panel featuring accomplished senior scholars and administrators who will share advice for Chinese graduate students and junior faculty members on how to build a strong academic career. The topics will include, but not be limited to, how to best position yourselves as a researcher, tactics in seeking and negotiating faculty positions, transitioning from being a student to being faculty, how to balance teaching, research and service responsibilities, and how to overcome obstacles and challenges especially working in the U.S. If you are interested, you are most welcome to share your input and suggestions as we plan for this panel. Please contact me (at volzy@missouri.edu) or Lu Tang (ltang@tamu.edu).

This professional development panel will be part of the mentorship program we are trying to build for our CCA members. We plan to have a similar panel at next year's ICA and AEJMC as well. If there is enough expressed interest, we will also consider organizing a series of webinars beyond conferences, each featuring an in-depth discussion on a specific topic such as how to conduct and respond to peer reviews, how to best perform at job interviews, and how to build up leadership skills in an academic environment. If you have any suggestions, please let us know as well!

Reviewers for the CCA Research Paper Competition

The CCA wishes to thank and recognize the 30 colleagues listed below for serving as reviewers for the CCA research paper competition for 2020 ICA and 2020 AEJMC. Your timely reviews enabled us to meet the time schedule required and develop outstanding programs at the conferences. Your dedication and support for CCA is most appreciated!

Leanne Li-Yuan Chang (HKBU)
Yu-Chung Chen (NCCU)
Yi-Hsuan Chiang (National Taiwan Sport U)
Chi-Hsian Chiu (Hsuan Chuang U)
Lei Guo (Missouri)
Yi-Hsin Han (NCCU)
Hepeng Jia (Cornell)
Ting-Yu Kang (NCCU)
Ming-Ying Lee (Providence U)
Hongmei Li (Miami U)
Hongtao Li (Zhejiang U)
Shu-Chu Li (National Chiao Tung U)
Wang Liao (UC-Davis)
Yi-Chien Lin (NCCU)
Xun Liu (Stanford)
Zhaoxi Liu (Trinity)
Shih-Yu Lo (National Chiao Tung U)
Mufan Luo (Stanford University)
Yee Man Margaret Ng (Illinois)
Natalie Pang (National U of Singapore)
Fernando Paragas (U of the Philippines)
Jyh-Jian Sheu (NCCU)
Tsung-Jen Shin (NCCU)
Yunya Song (HKBU)
Weiqun Su (UC Riverside)
Wenjing Xie (Marist College)
Jie Xu (Villanova U)
Bu Zhong (Pen State)
Shuhua Zhou (Missouri)
Jianchuan Zhou (Albany State)

CCA Solidarity Symposium #2

HOMEBREW COMM-RESEARCH CLUB : COMPUTATIONAL APPROACHES TO STUDYING THE COVID-19 PANDEMIC

US (Eastern Daylight Time) :
8:30pm-10:30pm Friday May 8
GMT+8 (Greater China) :
8:30am-10:30am Saturday May 9

Zoom meeting. Please register online:
https://bit.ly/3cJqC2b

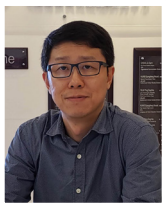
Chinese Communication Association
國際中華傳播學會

Homebrew Comm-Research is gaining momentum while we work from home. What are the basic approaches of computational comm research that may help combat the pandemic? How to select & develop methodological tools? What are important lessons & best practices? How to collaborate across disciplinary & cultural boundaries?

Speakers:

Jonathan Zhu (Professor, City U of Hong Kong; Former President of CCA)
Axel Bruns (Professor, Queensland U of Tech; Past President of Association of Internet Researchers)
Wenhong Chen (Associate Professor, UT Austin)
Cuihua Cindy Shen (Associate Professor, UC Davis)
Celine Yunya Song (Associate Professor, Hong Kong Baptist U)
Wayne Xu (Assistant Professor, UMass-Amherst)

CCA Steering Committee



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The Chinese University of Hong Kong

Dr. Yong Volz
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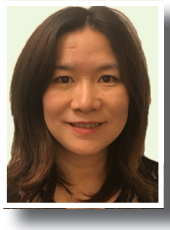
University of Missouri

Dr. Lu Tang
Treasurer and NCA Research Co-Chair
Texas A & M

Dr. Trisha T. C. Lin
Social Media Chair and ICA Research Co-Chair
National Cheng-Chi University



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Dr. Shuhua Zhou
Immediate Past President
University of Missouri

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 facilitatescholarly 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.