
Curriculum Vitae

Wenbo Li, Ph.D.

CONTACT INFORMATION

School of Communication and Journalism
Stony Brook University
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Stony Brook, NY 11794
wenbo.li.1@stonybrook.edu

EDUCATION

2017 – 2022 Ph.D. in Communication

The Ohio State University, Columbus, OH, USA

ACADEMIC APPOINTMENTS

2022 – Present Assistant Professor

School of Communication and Journalism, Stony Brook University

2017 – 2022 Graduate Associate

School of Communication, The Ohio State University

PUBLICATIONS

Refereed Journal Articles

Cho, H., Song, C., **Li, W.**, & Adams, D. (in press). Social processes of participatory engagement effects: A longitudinal examination with a sample of young women in the U.S. *Journal of Applied Communication Research*.

Li, W. & Cho, H. (2022). Modifiable factors associated with social media addiction: Gratifications sought, social media realism, and social network characteristics. *Communication Reports*. <https://doi.org/10.1080/08934215.2022.2121976>

Xu, S. & **Li, W.** (2022). A tool or a social being?: A dynamic longitudinal investigation of functional use and relational use of AI voice assistants. *New Media & Society*. <https://doi.org/10.1177/14614448221108112>

Cho, H., Cannon, J., Lopez, R., & **Li, W.** (2022). Social media literacy: A conceptual framework. *New Media & Society*. <https://doi.org/10.1177/14614448211068530>

Xu, S., **Li, W.**, & Zhang, W. (2021). The dynamics of social capital: Examining the reciprocity between network features and social support. *Journal of Computer-Mediated Communication*, 26(6), 362–383. <https://doi.org/10.1093/jcmc/zmab014>

Li, W., & Cho, H. (2021). The knowledge gap on social media: Examining roles of engagement and networks. *New Media & Society*. <https://doi.org/10.1177/146144482110094>

- Xu, S., **Li, W.**, Zhang, W., & Cho, J. (2021). The dynamics of social support and affective well-being before and during COVID: An experience sampling study. *Computers in Human Behavior*, *121*, 106776. <https://doi.org/10.1016/j.chb.2021.106776>
- Zheng, X., **Li, W.**, Wong, S., & Lin, H. (2021). Social media and e-cigarette use among US youth: Longitudinal evidence on the roles of advertisement exposure and risk perception. *Addictive Behaviors*, *119*, 106916. <https://doi.org/10.1016/j.addbeh.2021.106916>
- Cho, H., **Li, W.**, Cannon, J., Lopez, R., & Song, C. (2021). Testing three explanations of stigmatization of people of Asian descent during COVID-19: Maladaptive coping, biased media use, or racial prejudice? *Ethnicity & Health*, *26*(1), 94–109. <https://doi.org/10.1080/13557858.2020.1830035>
- Li, W.**, Watts, J., & Tan, N. (2019). From screens to screening: Entertainment and news television media effects on cancer screening behaviors. *Journal of Health Communication*, *24*(4), 385–394. <https://doi.org/10.1080/10810730.2019.1607954>
- Cho, H., **Li, W.**, Shen, L., & Cannon, J. (2019). Mechanisms of social media effects on attitude toward e-cigarette use among adolescents: Motivations, mediators and moderators. *Journal of Medical Internet Research*, *21*, e14303.
- Li, W.**, Nowak, G., Jin, Y., & Cacciatore, M. (2018). Inadequate and incomplete: Chinese newspapers' coverage of the first licensed human papillomavirus (HPV) vaccine in China. *Journal of Health Communication*, *23*(6), 581–590. <https://doi.org/10.1080/10810730.2018.1493060>

Book Chapters and Related Publications

- Li, W.**, & Cho, H. (in press). Health campaigns: Unintended effects. In E. Ho, C. Bylund, & J. van Weert (ed.), *The International Encyclopedia of Health Communication*. New York: John Wiley & Sons.

COMPETITIVE CONFERENCE PRESENTATIONS

- Xu, S. & **Li, W.** (2022, November). A tool or a social being?: A dynamic longitudinal investigation of functional use and relational use of AI voice assistants. Paper to be presented at the National Communication Association annual conference, New Orleans, USA.
- Li, W.**, Knobloch-Westerwick, S., & Cosma, C. (2021, August). “You see you” (UCU): Self-representation affordance moderates bandwagon-cues' impacts on information exposure. Paper presented at the Association for Education in Journalism & Mass Communication annual conference (virtual).
- Xu, S., **Li, W.**, Zhang, W., Cho, J., & Liu, Z. (2021, May). The dynamics of social capital and well-being in the mixed media environment: An experience sampling study before and during the COVID-19 pandemic. Paper presented at the International Communication Association annual conference, Denver, USA.
- Xu, S., **Li, W.**, & Zhang, W. (2021, May). The dynamics of social capital: Examining the reciprocity between network features and social support. Paper presented at the International Communication Association annual conference, Denver, USA.

- Zheng, X., Li, W., Wong, S., & Lin, H. (2021, May). Social media and e-cigarette use among US youth: Longitudinal evidence on the roles of incidental advertisement exposure and risk perception. Paper to be presented at the International Communication Association annual conference, Denver, USA.
- Li, W., & Knobloch-Westerwick, S. (2020, August). Connect or contrast: Public self-awareness and social cues impacts on selective exposure to political content. Paper presented at the Association for Education in Journalism & Mass Communication annual conference, San Francisco, USA.
- Li, W., Sun, R., & Zheng, X. (2020, August). Wedging the gap: A multi-level analysis of genre-specific television and internet information seeking impacts on health knowledge over 8 years. Paper presented the Association for Education in Journalism & Mass Communication annual conference, San Francisco, USA.
- Li, W., & Knobloch-Westerwick, S. (2020, May). Impacts of selective exposure to social compassion messages on self-awareness. Paper presented at International Communication Association annual conference, Gold Coast, Australia.
- Li, W., & Knobloch-Westerwick, S. (2019, August). The interplay of self-awareness and self-esteem influencing selective exposure to downward and upward social comparisons on social media. Paper presented at Association for Education in Journalism & Mass Communication annual conference, Toronto, Canada.
- Li, W., Wang, W., & Bond, R. (2019, May). The role of superusers in health social news community: A network analysis of r/health. Paper presented at International Communication Association annual conference, Washington D.C., USA.
- Li, W., Watts, J., & Tan, N. (2018, November). News and entertainment media effects on cancer screening behaviors. Paper presented at National Communication Association annual conference, Salt Lake City, Utah, USA.
- Li, W., Nowak, G., Jin, Y., & Cacciatore, M. (2018, May). Inadequate and incomplete: Chinese newspapers' coverage of the first licensed human papillomavirus (HPV) vaccine in China. Paper presented at International Communication Association annual conference, Prague, Czech Republic.
- Li, W. (2017, March). News media portrayal of HPV vaccine before its first implementation in China. Paper presented at the International Crisis & Risk Communication Conference, Orlando, FL, USA.
- Li, W. (2016, October). The effects of size and diversification on Chinese newspaper companies' financial performance. Paper presented at the Media & the Public Sphere International Conference: Empowered Audiences in the Digital Age, Athens, GA, USA.

GRANTS

Increasing Public Awareness and Understanding of Ozone Pollution in China through Climate Conversation – U.S. Department of State

This project proposes a “Climate Conversations” program in China to educate Chinese and U.S. citizens in China about new air-pollution trends, particularly the health threat posed by ozone,

through a social media campaign to raise the public's awareness and understanding of the issue and to spark conversations.

Role: Co-Principal Investigator

Principal Investigator: Ruobing Li, Ph.D.

Funding Period: 2022-2023

Award Total: \$249,208

Funding Agency: U.S. Embassy in Beijing

Responsibilities: Proposal write-up, data collection, data analysis, and manuscript and report write-up

Promoting Social Capital for Ethnic Minority Employees – The Waterhouse Family Institute, Villanova University

This project aims to examine the mechanisms that incentivize or hinder the formation of diverse networks among racial minority employees, including individual factors, organizational factors, and technological affordances of communication channels.

Role: Co-Principal Investigator

Principal Investigator: Shan Xu, Ph.D.

Funding Period: 2022-2023

Award Total: \$9,980

Funding Agency: The Waterhouse Family Institute

Responsibilities: Proposal write-up, data collection, data analysis, and manuscript write-up

Rise Above Anti-Asian Hate: Developing and Disseminating Evidence-based Educational Programs – The Ohio State University

The project utilizes community-engaged and interdisciplinary approach to examine the efficacy of theory-based educational programs designed to reduce anti-Asian American racism.

Role: Co-Investigator

Principal Investigator: Hyunyi Cho, Ph.D.

Funding Period: 2021-2022

Award Total: \$50,000

Funding Agency: Office of Research, OSU

Responsibilities: Proposal write-up, data collection, data analysis, and manuscript write-up

TEACHING EXPERIENCE

Stony Brook University, Stony Brook, NY

COM 491: Mass Communication Senior Project

The Ohio State University, Columbus, OH

COMM 3558: Social Media

COMM 3554: Social Implications of Communication Technology

COMM 2647: Persuasive Communication

AWARDS AND HONORS

OSU School of Communication Albert Warren Scholarship Award (2020). Excellence in teaching award given annually to one graduate student

UGA Grady College Prentiss Courson Scholarship (2016). Department scholarship award for top academic achievement

The Economic Observer Editor-in-Chief Award (2015). Yearly award for excellence in covering national policy

Communication University of China First Prize Graduate Scholarship (2011). Department scholarship awarded to top incoming graduate student

PROFESSIONAL SERVICE

Departmental Service

Promotion and Tenure Guideline addendum, School of Communication and Journalism, Stony Brook University, 2022

B.A. in Communication curriculum construction, School of Communication and Journalism, Stony Brook University, 2022

University Service

IDEA Fellow search committee member, Stony Brook University, 2022 -

Professional Service

Ad-hoc manuscript review:

BMJ Open, Communication Research, Computers in Human Behavior, Health Communication, Health Education & Behavior, Health Promotion International, Journal of Computational Social Science, Journal of Health Communication, Journalism & Mass Communication Quarterly, Journal of Medical Internet Research, Mass Communication and Society, Social Media + Society

Conference paper review:

International Communication Association, 2018 - present

Association for Education in Journalism & Mass Communication, 2020

Mentor:

Social Science Research Program Mentor

Bronx High School of Science, New York, USA, 2020 – 2022

Panelist:

UCI Great Big Read: Do More

The Office of Inclusive Excellence, University of California, Irvine, 2021

How to Be A Good Graduate Instructor Seminar

School of Communication, The Ohio State University, 2020

PROFESSIONAL ASSOCIATIONS

Association for Education in Journalism and Mass Communication. 2018 – present

International Communication Association. 2017 – present

National Communication Association. 2017 – present