

Xiaopeng (Paul) Wang
Assistant professor

University of South Florida St. Petersburg
140 7th Avenue South, FCT 204
St. Petersburg, FL 33710

wang (at) stpt (dot) usf (dot) edu
1.727.873.4856
<http://www.stpt.usf.edu/wang/>

last updated on October 10, 2008

Education

E. W. Scripps School of Journalism, Ohio University, Athens, Ohio
Doctor of Philosophy in Mass Communication & Journalism, August, 2007
Outstanding Ph.D. Student
Dissertation: "Asian images portrayed in the Web sites of U.S. higher education institutions: Proportionality, stereotypical status and power positions."
Advisor: Dr. Anne M. Cooper

Beijing Broadcasting Institute, (the present Communication University of China), Beijing, China
Master of Arts in Journalism, June 2003
Top masters' thesis of 2003, BBI: "A Chinese perspective on *Four Theories of the Press*."
Advisor: Dr. ZHENG, Baowei

China Youth University for Political Science, Beijing, China.
Bachelor of Arts in Journalism, June 2000
Outstanding undergraduate thesis of 2000, Beijing: "A content analysis of the redesigned *Xinhua Daily*."
Advisor: Dr. LI, Bin

Teaching Experience

University of South Florida St. Petersburg, St. Petersburg, Florida
Assistant professor, August 2006 to present
VIC 3001 Introduction to Visual Journalism
JOU 4206 Newspaper & News Publication Design
JOU 4212 Magazine Design & Production
MMC 3141 Web Publishing
MMC 4125 Media Convergence

China Youth University for Political Sciences, Beijing, China
Visiting professor, June 7 to 9, 2008
Workshop on mass communication research methods

Ohio University, Athens, Ohio
Instructor, September 2004 to June 2006
JOUR 221 Graphics of Communication
JOUR 221 Graphic labs

Ohio University, Athens, Ohio
Teaching Assistant, September 2003 to March 2004
JOUR 426 Online Journalism

Academic Publications

- Wang, X., & Riffe, D. (*submitted*). Exploring sample sizes for content analysis of online news sites. *Communication Methods and Measures*.
- Wang, X., & Cooper-Chen, A. M. (*submitted*). Asian images portrayed in the Web sites of U.S. higher education institutions. *Chinese Journal of Communication*.
- Wang, X., & Cooper-Chen, A. M. (*submitted*). Gendered Asian images in the Web sites of U.S. higher education institutions. *Journal of Broadcast & Electronic Media*.
- Wang, X. (2009). Exploring the determinants of international news flows on Australia's news sites. In G. Guy, T. Johnson, & W. Wanta (Eds.). *International Media Communication in a Global Age*. New York: Routledge.
- Zhan, J., & Wang, X. (2007). Forward [*Yizhe Xuyan*]. In F. S. Siebert, T. Peterson, & W. Schramm (X. Dai, Trans.). *Four Theories of the Press* [*Chuanmei de Si Zhong Lilun*], 1-30. Beijing: China's Renmin University Press.
- Tang, T., Newton, G., & Wang, X. (2007). Does synergy work? An examination of television and print cross-media promotions. *The International Journal on Media Management*, 9(4), 1-8.
- Wang, X. (2005). Search engine technology. *New Tech Brief*, Institute for Telecommunication Studies, available online at <http://www.tcomschool.ohiou.edu/its/brief-sengine.html>
- Wang, X. (2004). Contributed two chapters in B. Zheng (Ed.). *Reviews on Selected Essays of Marx and Engels' on Journalism and Public Opinion*. Beijing, China: China Higher Education Press.
- Wang, X. (2002). On *Caijing Magazine*. In J. Zhan (Ed.). *The Watchdog of the Societal Transition in China*. Beijing, China: China Customs Press.

Conference Papers

- Wang, X., & Cooper-Chen, A. (2008). Asian images portrayed in the Web sites of U.S. higher education institutions. *Proceedings of the International Communication Association Annual Conference, 2008*, Montreal, Canada.
- Wang, X., & Cooper-Chen, A. (2008). Gender and race portrayed in the Web sites of U. S. higher education institutions: Stereotypical status and power positions. *Proceedings of the International Communication Association Annual Conference, 2008*, Montreal, Canada.
- Wang, X., & Sojka, J. (2008). Asian images in the Websites of U.S. higher education institutions: Under-represented and neutralized portrayals of

- model minority. **Top paper.** *Proceedings of the Broadcast Education Association 53rd Annual Convention & Exhibition, 2008, Las Vegas, Nevada.*
- Tang, T., Wang, X., & Newton, G. (2007). Does synergy work? An examination of television and print cross-media promotions, *Proceedings of the International Communication Association Annual Conference, 2007, San Francisco, California.*
- Wang, X., Price, J., Schreindl, D., Suryanarayan, R., & Thomas, T. (2006). The effect of online sources on newspaper readers' perceptions. *Proceedings of the Midwest Association for Public Opinion Research Annual Conference, 2006, Chicago, Illinois.*
- Wang, X. (2006). Exploring sample sizes for content analysis of online news sites. *Proceedings of the Association for Education in Journalism & Mass Communication Annual Conference, 2006, San Francisco, California.*
- Wang, X. (2006). Explore the determinants of international news coverage in Australia's online media. *Proceedings of the Association for Education in Journalism & Mass Communication Annual Conference, 2006, San Francisco, California.*
- Wang, X. (2006). Sex appeals in online news presentation: A frame analysis of major Chinese Web portals. *Proceedings of the Singapore Youth & Media Conference, 2006, Singapore.*
- Wang, X., & Kelley, C. A. (2006). Organization design in online newsrooms: Responses to political environmental pressures – An initial perspective from China. *Proceedings of the Southwest Academy of Management Annual Conference, 2006, Oklahoma City, Oklahoma.*
- Wang, X., & Sun, Y. (2005). The Internet's influence on newspaper's agenda: A content analysis of news coverage in *the New York Times, 1999-2003.* *Proceedings of the Association for Education in Journalism & Mass Communication Annual Convention, 2005, San Antonio, Texas.*
- Tian, Q., & Wang, X. (2005). Digital panopticon? New nationalism? –A critical analysis of the Internet's democratic promise in China, **Top 3 student paper**, *Proceedings of the International Communication Association Annual Convention, 2005, New York City.*
- Wang, X. (2004). China's image of Japan: Framing in Chinese media, 2002. *Proceedings of the Association for Education in Journalism & Mass Communication Annual Conference, 2004, Toronto, Canada.*

Panels & Speeches

- Guest speaker, design tips to create an effective Web site, at *the Florida Scholastic Press Association, District IV conference, October 10, 2008, St. Petersburg, Florida.*
- Panelist, research panel "Web 2008: Digitalize Beijing Olympic Games," at the *annual conference of the Association of Internet Research, October 2008, Copenhagen, Denmark.*

Guest speaker, on Visual Communication, Department of Media Literacy, Communication University of China, June 5, 2008, Beijing, China.

Guest speaker, on American Journalism and mass communication research, Department of Journalism & Mass Communication, China Youth University for Political Sciences, December 2007, Beijing, China.

Panelist, research panel “Under the radar: Flows of popular media in greater China,” at *Association for Education in Journalism & Mass Communication* Annual Convention, August 2007, Washington D.C.

Guest speaker, on cross culture research, JOUR 866 International Mass Media, E. W. Scripps School of Journalism, Ohio University, May 2007, Athens, Ohio.

Other Research Activities

Ohio University, Athens, Ohio.
Research Assistant, September 2003 to June 2004

The Web Journal of Mass Communication Research, Athens, Ohio.
Editor Assistant, January 2004 to June 2004
Available online at <http://www.scripps.ohiou.edu/wjmcr/>

University Services

Chair of Loretha Cleveland’s masters’ project committee, September 2008

Committee member of Caitlin Kuleci’s honored thesis, May 2008

Co-chair of Elise Bouchard’s masters’ project committee, May 2008

Member of Ayumi Hattori’s masters’ project committee, May 2008

Member of Giuseppa Ando’s masters’ project committee, May 2008

Co-organizer of “**Of Esthetics and Ethics: A Conference on Visual Values**,” University of South Florida St. Petersburg, January 2008

Co-chair of Casey Cora’s masters’ project committee, December 2007

Chair of Donna Rogers’ masters’ project committee, January 2007

Coordinator of **International Visitor Leadership Program** at the Department of Journalism & Media Studies, University of South Florida St. Petersburg, January 2007 to present

Media Designer for the **Journalism & War Conference**, University of South Florida St. Petersburg, February 2007

Academic Service

Reviewer, **AEJMC** international division research competition, 2008

Judge, **American Press Institute’s** the Suburban Newspaper Of America contents, 2007

Professional Experience

Worldwide Responsible Accredited Production (WRAP), Washington D.C.
Public relations design and consultant

Imei Fashion, Qingdao China.
Marketing design and consultant

Great Explorations Inc., St. Petersburg, Florida.
Public relations and marketing consultant
July 2008

St. Petersburg Times, St. Petersburg, Florida.
Graphic design consultant,
June 2008 to present

Ohio University Press, Athens, Ohio.
Webmaster at the marketing department
July 2006

Tom.com, Beijing, China.
Homepage editor and *editor-in-chief* of the News Center
October 2000 to July 2003

Caijing Magazine, Beijing, China.
Intern reporter
June 2000 to October 2001

163.com (NetEase), Beijing, China.
Senior editor of the News channel
June 2000 to October 2001

China Central Television (CCTV), Beijing, China.
Intern editor at Regional News Group of the News Center
March 2000 to June 2000

China Philately News, Beijing, China.
Intern reporter in *the Exhibition Daily*, a special of *China Philately News* for 1999 World Philately Exhibition, published from August 21 to 30, 1999

China Market Economic Press, Beijing, China.
Intern reporter
June 1999 to August 1999

Awards

Top Paper, Asian images in the Websites of U.S. higher education institutions: Under-represented and neutralized portrayals of model minority. Proceedings of the Broadcast Education Association 53rd Annual Convention & Exhibition, 2008, Las Vegas, Nevada.

Outstanding Ph.D. Student of the E. W. Scripps School of Journalism, Ohio University, May 2006

Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication

Top 3 Student Paper, Digital panopticon? New nationalism? —A critical analysis of the Internet's democratic promise in China, Proceedings of the International Communication Association Annual Convention, 2005, New York City.

Grants

College of Arts & Sciences Travel Funds, University of South Florida St. Petersburg, November 2006

E. W. Scripps School of Journalism Summer Research Grant, Ohio University, August 2006

Scripps College of Communication Travel Grant, Ohio University, August 2006

E. W. Scripps School of Journalism Travel Grant, Ohio University, August 2006

Graduate Student Original Work Grant, Ohio University, July 2006

Graduate Student Senate Travel Grant, Ohio University, May 2006

Scripps College of Communication Travel Grant, Ohio University, August 2005

E. W. Scripps School of Journalism Travel Grant, Ohio University, August 2005

Scripps College of Communication Summer Research Grant, Ohio University, July 2005

Scripps College of Communication Travel Grant, Ohio University, August 2004

E. W. Scripps School of Journalism Travel Grant, Ohio University, August 2004

Memberships

Association for Education in Journalism & Mass Communication (AEJMC)

Midwest Association for Public Opinion Research (MAPOR)

International Communication Association (ICA)

Broadcast Education Association (BEA)