

# 鞠蓓



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## 教学领域

文化、媒介与全球化，媒介素养，商务沟通，整合营销传播

## 研究领域

社交媒介、跨文化传播与移民

## 学历

2014 - 2018 澳门大学 / 传播学 / 博士学位  
2003 - 2006 广东外语外贸大学 / 外国语言学及应用语言学 / 硕士学位  
1999 - 2003 南昌大学 / 英国文学 / 学士学位

## 教学经验

现职 澳门科技大学 / 人文艺术学院 / 助理教授  
2017 - 2019 联合国大学（驻澳门） / 计算与社会研究所 / 外联官员和研究员  
2006 - 2017 北京师范大学珠海分校 / 国际商学部 / 讲师

## 学术成果

期刊文章：

**Ju, B.**, Sandel, T. L., & Thinyane, H. (*in press*). WeChat Use of Mainland Chinese Dual Migrants in Daily Border Crossing. *Chinese Journal of Communication*.

**Ju, B.**, & Sandel, T. L. (2019). Adaptation of Mainland Chinese Labour Migrants in Macao. *Journal of Intercultural Communication Research*, 48(3), 257-273.

Sandel, T. L., Ou, C. Y., Wangchuk, D., **Ju, B.**, & Duque, M. (2019). Unpacking and Describing Interaction on Chinese WeChat: A Methodological Approach. *Journal of Pragmatics*, 143, 228-241.

**Ju, B.**, & Sandel, T. L. (2018). Who am I? A Case Study of a Foreigner's Identity in China as Presented via WeChat Moments. *China Media Research*, 14(2), 62-74.

**Ju, B.** (2013). Correlation Analysis of SRDA Algorithm and Online Advertising Effectiveness. *International Journal of Applied Mathematics and Statistics*, 51(22), 360-368.

**Ju, B.** (2012). An Evaluation of Critical Factors Influencing Product Innovation in the Food Industry-A Case Study of China Mengniu Dairy Company. *International Journal of Business and Management*, 7(3), 104-110.

## 专著章节:

Sandel, T. L., & **Ju, B.** (in Press). "Social Media, Culture, and Communication." In J. Nussbaum (Ed.), *Oxford Research Encyclopedia of Communication*. New York and Oxford: Oxford University Press.

**Ju, B.**, Sandel, T. L., & Fitzgerald, R. (2019). Understanding Chinese Internet and Social Media: The Innovative and Creative Affordances of Technology, Language and Culture. In M. Burger (Ed.), *Se mettre en scène en ligne' (Presenting oneself online)* (Vols. Cahiers de l'Institut de linguistique et des sciences du langage, No. 58, pp. 1-20). Lausanne, Switzerland: University of Lausanne.

Sandel, T. L., & **Ju, B.** (2015). The Code of WeChat: Chinese Students' Cell Phone Social Media Practices. In T. Milburn (Ed.), *Communicating User Experience: Applying Local Strategies Research to Digital Media Design* (pp. 103-126). Maryland: Lexington Books.

## 会议论文:

**Ju, B.**, Sandel, T. L., & Thinyane, H. (May, 2019). WeChat Use by Mainland Chinese Dual Migrants in their Daily Border Crossing. Paper presented at the 69th International Communication Association Annual Conferences, Washington D.C., USA.

Thinyane, H., Bhat, K., Junio, D. R., **Ju, B.**, & Craven-Matthews, C. (2018). Migrant Workers' Use of ICTs in Unacceptable Forms of Work. In Proceedings of the 10th Conference of the International Development Informatics Association (IDIA 2018).

**Ju, B.** (May, 2018). Perceptions of Home and Border among Mainland Chinese Dual Migrants in Macao. Paper presented at the 68th International Communication Association Annual Conferences, Prague, Czech Republic.

**Ju, B.**, & Sandel, T. L. (May, 2018). Acculturation and Identity Performance Presented via WeChat Moments. Paper presented at the 68th International Communication Association Annual Conferences, Prague, Czech Republic.

**Ju, B.** (February, 2018). Perceived Understandings of Home, Identity and Border among Mainland Chinese Dual Migrants in Macao. Paper presented at Migrating Concepts – Cosmopolitan, Multiculturalism and Conviviality across the Asia Pacific, Nanyang Technological University, Singapore.

**Ju, B.** (June, 2017). Social Media Use and Urban Migration in China. Paper presented at the First Shenzhen International Forum on Digital Media and Industrial Innovation (1st SZFDI), Shenzhen University, China.

**Ju, B.** (June, 2016). The Power of WeChat and Acculturation. Paper presented at the 66th International Communication Association Annual Conferences, Fukuoka, Japan.

**Ju, B.** (November, 2015). Assessing Linguistic Capital in Xiamen, China. Paper presented at the 101st convention of the National Communication Association, Las Vegas, NV.

## 研究项目

|             |               |
|-------------|---------------|
| 2017 - 2019 | 澳门大陆劳工的社交媒介使用 |
| 2015 - 2017 | 珠海市外国人的社会身份认同 |
| 2013 – 2015 | 在线广告有效性的跨文化研究 |

## 学术机构及社会任职

Journal of International and Intercultural Communication 审稿人  
国际传播学会跨文化传播分部审稿人

### **专业资格认证及奖项**

联合国专业人员社交媒体推广证书，联合国系统职员学院（2019）  
国际传播学会移动传播分组最佳论文奖，美国华盛顿（2019）