

# 鞠蓓



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## 教學領域

文化、媒介與全球化，媒介素養，商務溝通，整合營銷傳播

## 研究領域

社交媒介、跨文化傳播與移民

## 學歷

2014 - 2018 澳門大學 / 傳播學 / 博士學位  
2003 - 2006 廣東外語外貿大學 / 外國語言學及應用語言學 / 碩士學位  
1999 - 2003 南昌大學 / 英國文學 / 學士學位

## 教學經驗

現職 澳門科技大學 / 人文藝術學院 / 助理教授  
2017 - 2019 聯合國大學（駐澳門） / 計算與社會研究所 / 外聯官員和研究員  
2006 - 2017 北京師範大學珠海分校 / 國際商學部 / 講師

## 學術成果

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.

#### 專著章節：

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.

#### 會議論文：

**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.

#### 研究項目

|             |               |
|-------------|---------------|
| 2017 - 2019 | 澳門大陸勞工的社交媒介使用 |
| 2015 - 2017 | 珠海市外國人的社會身份認同 |
| 2013 – 2015 | 在線廣告有效性的跨文化研究 |

## **學術機構及社會任職**

Journal of International and Intercultural Communication 審稿人

國際傳播學會跨文化傳播分部審稿人

## **專業資格認證及獎項**

联合国专业人员社交媒體推廣證書，联合国系统职员学院（2019）

國際傳播學會移動傳播分組最佳論文獎，美國華盛頓（2019）