

Peng Kun



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Research Areas:

Computer-mediated Communication, Interpersonal Communication, and Health Communication

Academic Qualifications

2014 - 2018 Ph.D / Media and Communication / City University of Hong Kong
2012 - 2014 Master of Arts / Journalism (Research track, with thesis) / Indiana University
Bachelor of Arts / Journalism / Shanxi University
2008 - 2012 Bachelor of Arts / English (Minor) / Shanxi University

Teaching/Research Experiences

2018 - Present Assistant Professor / Faculty of Humanity and Arts / Macau University of Science and Technology
2017 - 2018 Senior Research Assistant / Department of Media and Communication / City University of Hong Kong
2014 - 2017 Teaching Assistant / Department of Media and Communication / City University of Hong Kong

Teaching Courses

Undergraduate level: Advertising

Postgraduate level: Data Acquisition and Analysis, Frontiers in New Media Research, Issues in Media Research, Research Report Writing in Communication

Research Grant

2019.6 - 2020.12 Impression Management in Online Dating, Principal Investigator (PI), Macau University of Science and Technology Foundation, Grant Number: FRG-19-010-FA, MOP 30,000. (Completed)
2021.9 - Present How to combat health misinformation about COVID-19: An eye-tracking approach, Principal Investigator (PI), Macao Higher Education Fund, Grant Number: HSS-MUST-2021-12, MOP 222,000. (In-progress)
2022.2 – Present Antecedents and consequences of Fear of Missing Out, Principal Investigator (PI), Macau University of Science and Technology Foundation, Grant Number: FRG-22-004-FA, MOP 30,000. (In-progress)

Representative Publications

Journal Articles:

Peng, K., Wan-Ying Lin, & Hexin Chen. (2022) Consequences of deceptive self-presentation in online dating. *Chinese Journal of Communication*. <https://doi.org/10.1080/17544750.2022.2052130> (SSCI, Q2, IF=2.714)

Peng, K. (2020). To be attractive or to be authentic? How two competing motivations influence self-presentation in online dating. *Internet Research*, 30(4), 1143-1165. (SSCI, SCIE, Q1, IF=6.773)

Cao, B., Saffer, A.J., Yang, C., Chen, H., **Peng, K.**, Pan, S.W., Durvasula, M., Liu, C., Fu, H., Ong, J.J., Tang, W., & Tucker J.D. (2019). MSM Behavior Disclosure Networks and HIV Testing: An Egocentric Network Analysis Among MSM in China. *AIDS and Behavior*, 1-7. (SSCI, Q1, IF=3.895)

Conference Articles:

Peng, K. (2019, May 25-29). *Being attractive or being authentic? How two competing motivations influence self-presentation in online dating*. International Communication Association Annual Conference, Washington DC, USA.

Peng, K. & Lin, W-Y. (2019, May 25-29). *What happened after you lied? The consequences of deceptive self-presentation in online dating*. International Communication Association Annual Conference, Washington DC, USA.

Peng, K. & Cao, B., (2017, June 24-27). *Being online daters or not: Effects of individual factors, peers influence, and social reality*. The 14th ITS Asia-Pacific Conference of the International Telecommunications Society, Kyoto, Japan.

Peng, K. (2017, May 25-29). *Who will be your e-Doctor? Testing DeAndrea and Carpenter's measure of warranting theory on e-Doctor*. International Communication Association Annual Conference, San Diego, CA, USA.

Peng, K. & Lin, W-Y. (2016, Nov.10-13). *Emotions, Media and Political Participation*. National Communication Association, Philadelphia, PA, USA.

Cao, B., **Peng, K.**, & Wang, L. (2016, June 26-29). *"Friending" or Not: Family Types, Privacy Invasion, and Parent-Child Social Networking on WeChat*. 21st Biennial Conference of the International Telecommunications Society, Taipei, Taiwan.

Peng, K. (2015, Nov. 19-22). *Young Citizens, Social Media and Political Protest: A Survey of College Students in Hong Kong*. National Communication Association, Las Vegas, NV, USA.

Peng, K. (2015, Aug. 6-9). *Using Time Series to Measure Intermedia Agenda Setting Influence in China*. Association for Education in Journalism and Mass Communication, San Francisco, CA, USA.

Peng, K. (2014, Nov. 15-16). *Intermedia Agenda Setting Between Newspaper and Microblogs in China*. Fifth Honours Symposium at WKWSCI, Singapore.

Peng, K. (2013, Nov. 22-23). *Definitions of Journalists in Shield Law*. Midwest Association for Public Opinion, Chicago, IL, USA.

Peng, K. (2013, Nov. 22-23). *Candidate Image Attributes Agenda-Setting: Comparison between Traditional Mainstream Media and Social Media*. Midwest Association for Public Opinion, Chicago, IL, USA.

Professional Qualifications

October 2021, Training Program in Effective Ph.D./Doctorate Supervision, Macau U of Science and Technology.

May 2021, Mental Health First Aid Standard Course, Macau U of Science and Technology.

August 2017, Advanced Quantitative Methodology, Peking University and University of Michigan.

May 2017, Advanced Tutor Series: Facilitating Discussion, City University of Hong Kong.

May 2017, Advanced Tutor Series: Becoming a Reflective Teacher, City University of Hong Kong.

May 2017, Advanced Tutor Series: Lecturing, City University of Hong Kong.

September 2014, Teaching Students: First Steps, City University of Hong Kong.

Awards

2020, Outstanding Performance Award in Online Teaching, Macau U of Science and Technology.

2015-2017, Research Tuition Scholarship, City University of Hong Kong.

2015-2017, Outstanding Academic Performance Award, City University of Hong Kong.

2014-2017, University Grants Committee (UGC) Scholarship, Hong Kong University Grants Committee.

2012-2014, Fellowship of the School of Journalism, Indiana University Bloomington.

2008-2012, First-class, Second-class, Third-class Scholarship, Shanxi University.

Community Service

Reviewer of *Internet Research*, *International Journal of Communication*, *Chinese Journal of Communication*, *Telematics & Informatics*