

ZHONG Li



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Faculty : Faculty of Humanities and Arts
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Teaching Areas : Communication psychology;

Research report writing; Communication theory, etc.

Research Areas: Social and psychological effects of
new media on well-being; Health communication;
Social marginalized groups.

Academic Qualifications

2015 - Ph.D / Communication Studies / Hong Kong Baptist University
2019
2013 - Master / Communication & New Media / University of Macau
2015
2012 - Visiting /Television Journalism/ Taiwan Shih Hsin University
2013
2010 - Bachelor / Marketing / Zhongnan University of Economics and Law
2013
2009 - Bachelor / Television Journalism/ South-Central University for
2013 Nationalities

Teaching Experiences

2021 - Assistant Professor / Faculty of Humanities and Arts / Macau
Present University of Science and Technology
2015 - 2019 Teaching and Research Assistant / School of Communication
/ Hong Kong Baptist University

2013 - 2015 Teaching and Research Assistant / Department of
Communication/ University of Macau

Representative Publications

Journal Articles:

Zhong, L., Huang, V., & Guo, S. (2022). Mobile phone paradox: A two-path model connecting mobile phone use and feeling of loneliness for Filipino domestic workers in Hong Kong. *Mobile Media & Communication*.
<https://doi.org/10.1177/20501579221077525> (SSCI Journal; Impact factor: 3.859 in 2021; Q2: Communication)

Thesis:

Zhong, L. (2019). Testing a Two-Pathway Model Connecting Mobile Phone Use and Loneliness Among Filipino Domestic Workers in Hong Kong. PhD thesis, Hong Kong Baptist University.
Zhong, L. (2015). Framing Protest: Testing the Protest Paradigm Devices in Hong Kong Press Coverage of Occupy Central Movement in 2014. MA thesis, University of Macau.

Conference Proceedings:

手机使用的悖论：两条路径分析（2021），文明交流互鉴视域下的国际传播高峰论坛，苏州大学传媒学院，2021年11月12日-13日。

Zhong, L. & Huang, L. V. (2021). Mobile phone paradox: A hypothetical two-pathway model connecting mobile phone use and loneliness for the Filipino domestic workers in Hong Kong. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2021 Online Conference, August 3-4, 2021.

Zhong, L. (2019). Technology and psychological well-being: testing a two pathways model connecting mobile phone use and loneliness among adolescents in Hong Kong. Paper presented at the Being Digital-2019 U40 China-Australia Summer School, Perth, Australia, February 20-22, 2019.

Zhong, L. (2016). Application of the Health Belief Model into the Debate about the Laser Eye Surgery on the Chinese Social Media Platform. Paper presented at the 1st Conference of the Public Relations Society of China & 9st International Forum on Public Relations and Advertising, Hong Kong Baptist University, December 3-6, 2016.

Zhong, L. (2016). Framing Protest: Testing the Protest Paradigm Devices in Hong Kong Press Coverage of Occupy Central Movement in 2014. Paper

presented at the National Communication Association (NCA) 102nd Annual Convention, Philadelphia, Pennsylvania, US. November 10-13, 2016.

Zhong, L. (2016). A Crucial Lifeline: The Mobile Phone Use for Vietnamese Female Domestic Workers in Macau. Paper presented at the Research Institute for Digital Culture and Humanities (RIDCH) Conference on Digital Culture 2016, The Open University of Hong Kong, July 4-6, 2016.

Zhong, L. (2015). A comparative Analysis of News Frames on Macao 5.25 Parade Among Three Newspapers in Macau and Hong Kong. Paper presented at the Annual World Conference on Media & Mass Communication (MEDCOM), Beijing, China, April 9-10, 2015.

Zhong, L. (2014). The Mobile Phone Use for Female Domestic Workers in Macau. Paper presented at the 6th International Conference on Language and Communication (ICLC), Bangkok, Thailand, August 21-22, 2014.

Research Projects

2022-2023, Mobile Phone Paradox: A Two-Path Model Connecting Mobile Phone Use and Loneliness for the Filipino Domestic Workers, funded by Faculty Research Grant of Macau University and Science and Technology.