

# Aimei Yang

Assistant Professor  
 Department of Communication  
 University of Dayton  
 405-706-2835  
 ayang1@udayton.edu

## Education

Ph.D., May 2012

University of Oklahoma

Major: Mass Communication

Adviser: Dr. Charles Self

Dissertation Title: "*Global Civil Society and a Structural Analysis of International NGOs' Virtual Networks*"

M.A., June 2007

Nankai University, China

Major: Applied Communication

Adviser: Dr. Ping He

Thesis Title: "*The History and Current Condition of Minority Stereotypes in Chinese Mass Media*"

B.A., June 2005

Nankai University, China

Major: Mass Communication

## Academic Appointments and Teaching Experience

### Academic Appointments

- Assistant Professor, 2012-present  
 Department of Communication, University of Dayton
- Teaching/Research Assistant, 2007-2012  
 Gaylord College of Journalism & Mass Communication, University of Oklahoma

### Courses Taught

#### University of Dayton

- Spring 2013: Public Relations Campaigns (2 sessions, 18 students each)
- Spring 2013: Public Relations Principles (30 students)
- Fall 2012: Public Relations Principles (2 sessions, 30 students each)

#### University of Oklahoma

- Fall 2011: Public Relations Campaigns-Senior Capstone (20 students)
- Fall 2011: Public Relations Research (60 students)

- Spring 2011: Public Relations Research (52 students)
- Fall 2010: Advertising Research (42 students)
- Spring 2010: Advertising Research (14 students)
- Fall 2009: Public Relations Research (50 students)
- Fall 2009: Introduction to Mass Communication (380 students)

### **Invited Talks, Guest Lectures**

- Fall 2011: “Introduction to Network Science,” University of Oklahoma, Ph.D. Seminar.
- Fall 2010: “Invention and Creativity in Graduate School,” University of Oklahoma, Strategic Communication Campaigns.
- Fall 2009: “Sampling Methods,” University of Oklahoma, Public Relations Research.
- Fall 2009: “Public Relations Practices in China and the Implications for American PR Practitioners,” University of Oklahoma, Public Relations Writing.

## **Publications**

### **Peer-reviewed Journal Articles**

- Yang, A.** (In press). When transnational civil network meets local context: An exploratory hyperlink network analysis of Northern/ Southern NGOs’ virtual network in China. *Journal of International & Intercultural Communication*.
- Yang, A.**, Klyueva, A., & Taylor, M. (In press). A relational approach to public diplomacy in a multipolar world: Building public relations theory by analyzing the U.S.-Russia-China relationship. *Public Relations Review*.
- Veil, S. R., & **Yang, A.** (In press). Media manipulation in the Sanlu milk contamination crisis. *Public Relations Review*.
- Saffer, A., & Taylor, M., **Yang, A.** (In press). A political public relations model of social capital building: SOPA’s online activism and political influence. *Public Relations Journal*.
- Yang, A.** (2012). Assessing global inequality of bribery for news coverage: A cross-national study. *Mass Communication and Society*, 15(2), 201–224.
- Park, N., & **Yang, A.** (2012). Online environmental community members’ intention to participate in environmental activities: An application of the theory of planned behavior in the Chinese context. *Computers in Human Behavior*, 28, 1298-1306.
- Yang, A.** (2012). Understanding the changing Chinese media: Through the lens of crises. *China Media Research*, 8(2), 63-75.
- Yang, A.**, & Klyueva, A. V. (2012). Rising civil power in China: A study of Chinese NGOs’ networks in the cyberspace. *Journal of Communication Studies*, 14, 40-57.
- Beard, F. K., & **Yang, A.** (2011). Choosing and evaluating online media: A conceptual/instructional model. *Journal of Advertising Education*, 15(2), 5–13.

- Klyueva, A. V., & **Yang, A.** (2011). Media transparency in action: A case study of media coverage of a controversy between ENGOs and a paper company in China. *Journal of Global Affairs*, 2, 89–108.
- Yang, A.**, & Taylor, M. (2010). Relationship-building by Chinese ENGOs' websites: Education, not activation. *Public Relations Review*, 36 (4), 342–351.
- Yang, A.** (2010). From “Silent minority” to collective protests in real life: Tension, resistance and online identity discourse of overseas Chinese. *Journal of Intercultural Communication*, 22. Available online at: <http://www.immi.se/intercultural/>
- Yang, A.** (2007). Publication design: Pilgrim to Tibet. *Chinese Editor, the 1st edition of 2007*, 71-75 (in Chinese).

#### Invited Book Chapter

- Yang, A.** (In press). Soft power, NGOs and virtual communication networks: New strategic directions for public diplomacy. In G. Golan (Ed.), *Handbook of Public Diplomacy*. San Francisco, CA: Wiley-Blackwell Publishers
- Yang, A.** (In press). Knowledge networks. In R. L. Heath (Ed.), *Encyclopedia of public relations*. Thousand Oaks, CA: Sage Publications.
- Yang, A.** (In press). Internet activism: NGOs and new social dynamics in China. In K. Christensen, A. Esarey, L. Jeffery, I. Mao, J. Qiu, and G. Yang (Eds), *China companion: The Internet in China*. Great Barrington, MA: Berkshire Publishing Group.
- Veil, S. & **Yang, A.** (2012). Sanlu's milk contamination crisis: Organizational communication in conflicting cultural, economic, and ethical context. In S. May (Ed), *Case studies in organizational communication: Ethical perspectives and practices* (second edition), (pp.111-118). Thousand Oaks, CA: Sage Publications.
- Yang, A.** (2007). Creative advertisement design. In P. He (Eds), *Culture, creativity and design*. China: Higher Education Publishing House (in Chinese).

#### Manuscripts under Journal Review

- Yang, A.** Engaging global publics and building global civil networks: A cross-national study of international activists' new media use. *Journal of Public Relations Research*.
- Yang, A.**, & Self, C. Driving towards political niche through linking: An analysis of a blog network of the “ground zero mosque controversy”. Under revision and resubmission for *Journalism*.
- Yang, A.**, & Miller, C. Inducing focus through framing: The influence of regulatory fit and environmental risk perceptions on the effectiveness of persuasive messages. *Science Communication*.

Uysal, N., & **Yang, A.** The power of activist networks in the mass self-communication era: A triangulation study of the impact of WikiLeaks on the stock value of Bank of America. *Journal of Public Relations Research*.

**Yang, A.** The effect of Internet use on individuals' social capital: A meta-analysis. *Communication Yearbook*.

**Yang, A.** The external side of the story: An examination of the effect of hyperlink network structure on the impact level of NGO websites. *The Communication Review*.

**Yang, A.,** & Miller, C. Applying regulatory fit theory to environmental communication: Two exploring studies. *Human Communication Research*.

### Grants

**2012-2014:** Project: "The Tension between Virtual Groups and Formal Organizational Structure in Knowledge Networks" (Pending).

- Principle Investigator
- An interdisciplinary and inter-institutional project that involves scholars from multiple research institutions, research labs and companies.
- National Science Foundation Grants, \$50,000.

**2012-2013:** Project: "The relationship between the professionalization of public relations and societal social capital: Evidence from a cross-national study" (Pending).

- Principle Investigator
- An international, longitudinal and big data computational project to survey the relationship between the development of public relations as a profession and social capital in 28 countries.
- National Communication Association Grants, \$5,000.

**2012-2013:** Project: "Consumerism and Social Class Reorder: Consumer Virtual Networks in China" (Pending).

- Principle Investigator
- A triangulation project to study consumer networks and how the value of consumerism affects social belonging, social networks and social identity through interviews, data-mining and social network analysis.
- American Council of Learned Societies, \$50,000.

**2011-2012:** Project: "Improving Communication Networks among Health Sciences Communities of Practice".

- Co-Principle Investigator
- An interdisciplinary project: A research partnership among Gaylord College of Journalism & Mass Communication, Department of Computer Science, Oklahoma State Health Department, Department of Biostatistics and Epidemiology, Department of Communication and Department of Sociology.
- University of Oklahoma Challenge Grants, \$36,000.

**2011:** Project: “*A Relational Approach to Public Diplomacy in a Multipolar World: Building Theory by Analyzing the U.S. – China—Russia Relationship*”.

- Co-Principle Investigator
- University of Oklahoma Summer Faculty Development Grants for International Communication Research, \$1,000.

**2004:** Project: “The current conditions of communication among organizations in China”.

- Co-Principle Investigator
- Scientific and Creative Research Fund of Nankai University, Tianjin, China, \$1,000/RMB¥5,000.

### **Awards and Recognitions**

#### **International & National Awards**

**2012:** Top Faculty Paper Award. National Communication Association (Public Relations Division), Orlando, Florida.

**2012:** Top Student Paper Award. International Communication Association (Public Relations Division), Phoenix, Arizona.

**2006:** Excellent Article Award, the *Fifth Championship of The Future Editors*, awarded by the Editor’s Academy of China and General Administration of Press and Publication of China.

#### **University Scholarships**

**2012:** College of International Studies Research Paper Prize. Awarded for excellent research. University of Oklahoma, Norman.

**2012:** Graduate Student International Conference Travel Grant. University of Oklahoma, Norman.

**2011:** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.

**2010:** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.

**2009:** Third Place in 2009 Student Research and Performance Day, University of Oklahoma, Norman.

**2009:** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.

**2008:** Graduate Student Senate Conference Travel Grant. University of Oklahoma, Norman.

**2008:** Fayette Copeland Memorial Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.

**2006:** Guanghua Educational Scholarship. Awarded for excellent academic performance in graduate school. Nankai University, Tianjin, China.

**2005:** Special Graduate Student Scholarship. Awarded for getting the highest grade in the Entrance Examination to graduate school. Nankai University, Tianjin, China.

### Competitive Conference Papers

#### International Conferences

**Yang, A.** (2012, May). **Top Student Paper Award.** Public relations practice in the international virtual space: How international NGOs use their web sites for relationship building. Paper accepted by the annual conference of International Communication Association (Public Relations Division), Phoenix, Arizona.

**Yang, A.** & Miller, C. (2012, May). Applying regulatory focus theory to environmental communication: How outcome focus orientation may interact with message-framing. Paper accepted by the annual conference of International Communication Association (Communication and Social Cognition Division), Phoenix, Arizona.

**Yang, A.** Klyueva, A., & Taylor, M. (2011, August). A relational approach to public diplomacy in a multipolar world: Building public relations theory by analyzing the U.S.-Russia-China relationship. International conference "The Future of U.S.-Chinese Media Communication and Public Diplomacy in a Post-Crisis World", Amherst, MA.

**Yang, A.** (2011, May). *Incorporating knowledge network theory into online frame-building research.* Paper presented at the annual conference of International Communication Association (Communication and Technology Division), Boston, MA.

**Yang, A.**, & Self, C. (2011, February). *An exercise of political power or religious freedom: An analysis of blog networks of the "ground zero mosque".* Paper presented at the annual conference of International Sunbelt Social Network Conference, Tampa, FL.

**Yang, A.**, & Taylor, M. (2010, June). *Relationship-building by Chinese ENGOs' websites: Education, not activation.* Paper presented at the annual conference of International Communication Association (Public Relations Division), Singapore.

**Yang, A.**, & Veil, S. (2010, June). *Issues management and media transparency: Sanlu's media manipulation in China.* Paper presented at the annual conference of International Communication Association (Public Relations Division), Singapore.

**Yang, A.** (2009, May). *Chinese media in change: A comparison of Chinese media framing of the 2003 SARS crisis and the 2008 Sichuan Earthquake*. Paper accepted for presentation at the annual conference of International Communication Association (Global Communication and Social Change Division), Chicago, IL.

Klyueva, A. V. & **Yang, A.** (2009, May). *Media transparency in action: A case study of media coverage of a controversy between ENGOs and a paper company in China*. Paper presented at the annual conference of International Communication Association (Global Communication and Social Change Division), Chicago, IL.

### **National Conferences**

**Yang, A.**, & Taylor, M. (2012, November). **Top Faculty Paper Award**. Toward a model of contextualizing organizational relationships: A network ecology framework. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.

Uysal, N., & **Yang, A.** (2012, November). The power of activist networks in the mass self-communication era: A triangulation study of the impact of WikiLeaks on the stock value of Bank of America. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.

**Yang, A.** (2012, November). Crisis communication on the Web: How social media platforms affect the structure of virtual social networks. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.

Jones, J., & **Yang, A.**, Saffer, A., Schroeder, J. (2012, August). #like me plz: Examining influence and social capital within the Knight News Twitter discourse. Paper presented at the annual conference of AEJMC, Chicago, IL.

**Yang, A.** (2011, November). *Consequences of Internet use for offline and online social capital: A meta-analysis*. Paper presented at the annual conference of National Communication Association (Human Communication and Technology Division), New Orleans, LA.

**Yang, A.** (2011, August). *The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network*. Paper accepted for presentation at the annual conference of the Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), St. Louis, MO.

**Yang, A.** (2010, March). *Reconceptualizing the relationship between global civil society and states: Toward a communication based world system model*. Paper presented at the 2011 AEJMC Midwinter Conference (International Communication Division), Norman, OK.

**Yang, A.** (2010, November). *Assessing global inequality of media transparency: A cross-national study*. Paper presented at the annual conference of National Communication Association (International and Intercultural Communication Division), San Francisco, CA.

- Yang, A.**, & Miller, C. (2010, November). *Inducing focus through framing: The influence of regulatory fit and environmental risk perceptions on the effectiveness of persuasive messages*. Paper presented at the annual conference of National Communication Association (Communication and Social Cognition Division), San Francisco, CA.
- Yang, A.**, & Park, N. (2010, November). *Determinants of online environmental community members' intention to participate in environmental activities*. Paper presented at the annual conference of National Communication Association (Environmental Communication Division), San Francisco, CA.
- Yang, A.** (2010, August). *The external side of the story: An examination of the effect of hyperlink network structure on the impact level of NGO websites*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), Denver, CO.
- Yang, A.**, & Beard, F. K. (2010, August). *Online media tracking and evaluation: A conceptual/instructional model*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Advertising Division), Denver, CO.
- Yang, A.** (2010, March). *Modeling global trends of media transparency*. Paper presented at the Mid Winter Association for Education in Journalism and Mass Communication Conference (International and Intercultural Communication Division), Norman, OK.
- Yang, A.** (2010, March). *Mapping Chinese NGOs' hyperlink network structure: An exploratory study*. Paper presented at the Mid Winter Association for Education in Journalism and Mass Communication Conference (Mass Communication Division), Norman, OK.
- Yang, A.** & Klyueva, A. V. (2009, November). *Natural disaster as a catalyst for building civil society: A case study of the Sichuan Earthquake in China*. Paper presented at the annual conference of National Communication Association (Association for Chinese Communication Studies), Chicago, IL.
- Klyueva, A. V., & **Yang, A.** (2009, November). *Communicating effectively while saving face: Towards an integrated model of media selection in intercultural communication settings*. Paper presented at the annual conference of National Communication Association (International and Intercultural Communication Division), Chicago, IL.
- Yang, A.** (2009, August). *Image constructions of new civil actors: Analysis of media coverage of Chinese NGOs before and after a natural disaster*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), Boston, MA.
- Yang, A.**, & Klyueva, A. V. (2009, March). *The Internet and the empowerment of ENGOs in China: A case study of activism on the Internet*. Paper presented at the Mid Winter Association for Education in Journalism and Mass Communication



Conference (International and Intercultural Communication Division), Norman, OK.

**Yang, A.** (2008, August). *Building of a cognitive-sociological model of stereotyping frames and their effects*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Chicago, IL.

### **Regional Conferences**

**Yang, A.** (2012, November). *Karaoke singing and Confucian values in East Asian countries*. Paper accepted for presentation at the South Central Modern Language Association conference, San Antonio, Texas.

**Yang, A.** (2011, March). *Network paradigm in computer-mediated communication*. Paper presented at the 2011 AEJMC Midwinter Conference (Communication Technology Division), Norman, OK.

**Yang, A.** & Klyueva, A. V. (2009, November). *NGOs' activities and the advancement of the environmental protection issue of Kekexili Nature Reserve to Chinese public agenda: A content analysis*. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Arlington, TE.

**Yang, A.** (2008, October). *Cultural influence, social identity gratification and media use: A study of the karaoke use of the Chinese 90s generation*. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Las Cruces, NM.

**Yang, A.** (2008, October). *From online discussion to protests in real life: Tension, resistance and online identity discourse of overseas Chinese*. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Las Cruces, NM.

### **Service Activities**

#### **Reviewer for Academic Journals**

- *New Media & Society*
- *Public Relations Review*
- *The International Journal of Emerging Technologies and Society*
- *PLATFORM: Journal of Media and Communication*
- *Canadian Journal of Information and Library Science*
- *African Journal of Political Science and International Relations*

#### **Reviewer for Academic Conferences**

International Communication Association (2010, 2011, 2012)

Divisions:

- Public Relations
- Communication and Technology
- Information Systems

- Global Communication and Social Change Division
- Mass Communication Division

### **Reviewer for Textbooks**

Grow, J. (2011). *Advertising creative, 3ed.* Thousand Oaks, CA: Sage Publications.

### **Graduate Coursework**

#### **Strategic Communication & Organizational Communication:**

Advanced Strategic Communication (Dr. Katerina Tsetsura)  
 Advertising and Integrated Marketing Communication (Professor Yan Gao)  
 Crisis Communication (Dr. Shari Veil, Audited course)  
 Foundations of Nonprofit Management (Dr. Meeyoung Lamothe)  
 Network Analysis and Organizational Communication (Dr. Dan O'Hair)  
 Public Relations Case Study (Dr. Shari Veil, Audited course)  
 Organizations Theory (Dr. Ginger Elliot-Teague)

#### **Communication & Technology:**

Advanced News & Information Technology (Dr. Namkee Park)  
 Communication Technology (Dr. Eric Kramer, Audited course)  
 Virtual communities and mass media organizations (Dr. Julie Jones, Audited course)  
 Special Topics on Broadcasting and Television (Professor Houjin He)

#### **Intercultural & International Communication:**

Inequality in a Global Perspective (Dr. Rob Clark)  
 International and Intercultural Communication (Dr. Clemencia Rodriguez, Audited course)

#### **Theory Courses:**

Advanced Communication Theory (Dr. Peter Gade)  
 Conceptual Issues (Dr. Maureen Taylor)  
 Social Influence Theory (Dr. Claude Miller)  
 Initial Theory of Journalism Study (Dr. Chang Lui)  
 Initial Theory of Mass Communication (Dr. Ping He)  
 Media Critical Theory (Dr. Feng Wu)

#### **Research Methods:**

Advanced Statistics (Dr. Glenn J. Hansen)  
 Advanced Quantitative Research Methods (Dr. Doyle Yoon)  
 Advanced Multiple Regression (Dr. Martin Piotrowski)  
 Introduction to Research Methods (Dr. Peter Gade)  
 Factor Analysis & SEM (Dr. Robert Terry)  
 Psychology Statistics II (Dr. Robert Terry, Audited course)  
 Advanced Qualitative Research Method (Dr. Ralph Beliveau)  
 Social Network Analysis: Critical Concepts and Methodology (Dr. Maureen Taylor)  
 Framing Analysis (Dr. Peter Gade)

**Other Courses:**

Approaches to Teaching (Dr. Robert Kerr)

Ph.D. Seminars (Dr. Charles Self, Dr. Maureen Taylor, and Dr. Michael Kent)

Studies in Media Economy (Professor Yan Gao)

Advanced Media Economy (Professor Yan Gao)

Special Topics on Publication (Dr. Hang Zhao)

**Special Training and Skills**

**2011:** Workshop on Advanced UNINET and Social Network Analysis. Sunbelt XXXI Conference, St. Petes Beach, Florida, USA.

**2011:** Graduate Student and Postdoctoral Fellowships Workshop on Grants Application. University of Oklahoma, Norman, OK, USA.

**2009:** International Teaching Assistant Training. University of Oklahoma, Norman, OK, USA.

**2009:** LINKS Center Summer Workshop on Social Network Analysis. University of Kentucky, Lexington, USA.

**Software:** Dreamweaver, STATA, SAS, SPSS, MATLAB, Ucinet, LexiURL

**Languages:** English and Chinese

**Professional Experience**

**2006:** Marketing analytic assistant, Marketing department, Yadi Advertising Agency, Beijing.

**2004:** Reporter, *the Yunnan Province Information News*.

**Professional Memberships**

- International Communication Association
- International Network for Social Network Analysis
- National Communication Association
- Association for Education in Journalism and Mass Communication
- Southwest Education Council for Journalism and Mass Communication