

Guanxiong Huang, Ph.D.

Assistant Professor of Advertising
Department of Media and Communication
College of Liberal Arts and Social Sciences
City University of Hong Kong

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Education

Ph.D. in Media and Information Studies, Department of Advertising and Public Relations,
Michigan State University

M.Phil. in Communication, School of Journalism and Communication, The Chinese
University of Hong Kong

B.A. in Journalism, School of Journalism, Fudan University

Research Interests

Digital advertising & marketing, social media analytics, health & risk communication,
eHealth & mHealth, computer-mediated communication, psychophysiological measures

Academic Appointments

Assistant Professor, Department of Media and Communication, City University of Hong
Kong, August 2016 – present

Faculty affiliate, Center for Communication Research, City University of Hong Kong,
August 2016 – present

Director of the Eye Tracking Usability Lab, Department of Media and Communication,
City University of Hong Kong, June 2017 – present

Director of the Advertising Design & Shooting Studio, Department of Media and
Communication, City University of Hong Kong, August 2019 – present

Research Grants

Strategic Research Grant, City University of Hong Kong (Hong Kong), “Does warm glow
promote physical activity? Leveraging corporate social responsibility initiatives to promote
physical activity”, 2018 to 2020, Principal Investigator, HKD100,000 (USD12,500), On-
going

CLASS Capacity Building Grant, City University of Hong Kong (Hong Kong), “Fake
news, genuine influence: Examining people’s perceptions of fake news and support for
media regulation and intervention in Hong Kong, 2018 to 2019, Co-Principal Investigator,
HKD100,000 (USD12,500), Completed

Start-Up Grant for New Faculty, City University of Hong Kong (Hong Kong), “How to make native advertising more native? Exploring tactics of leveraging native advertising”, 2017 to 2018, Principal Investigator, HKD200,000 (USD25,000), Completed

Faculty Research Fund, City University of Hong Kong (Hong Kong), “Mobile apps for promoting physical activity: An analysis of theoretical mechanisms and technological features”, 2017 to 2018, Principal Investigator, HKD100,000 (USD12,500), Completed

Charles J. Strosacker Graduate Research Fund for Health and Risk Communication, the Charles J. Strosacker Foundation (USA), “Keep the Great Lakes safe: The role of message framing and social identity in influencing collective action”, 2014 to 2015, Principal Investigator, USD5,000, Completed

Journal Publications

Xu, J., & **Huang, G.** (2020). The relative effectiveness of gain-framed and loss-framed messages in charity advertising: Meta-analytic evidence and implications. *International Journal of Nonprofit and Voluntary Sector Marketing*. Advance Online Publication. <http://dx.doi.org/10.1002/nvsm.1675> [SCOPUS, CiteScore = 0.89]

Huang, G., & Ren, Y. (2020). Linking technological functions of fitness mobile apps with continuance usage among Chinese users: Moderating role of exercise self-efficacy. *Computers in Human Behavior*, 103, 151-160. <https://doi.org/10.1016/j.chb.2019.09.013> [SSCI, Impact Factor = 4.306, Psychology, Multidisciplinary Q1]

Huang, G. (2020). Platform variation and content variation on social media: A dual-route model of cognitive and experiential effects. *Journal of Promotion Management*, 26(3), 396-433. <https://doi.org/10.1080/10496491.2019.1699633> [SCOPUS, CiteScore = 1.04]

Huang, G., Li, K., & Li, H. (2019). Show, not tell: The contingency role of infographics versus text in the differential effects of message strategies on optimistic bias. *Science Communication*, 41(6), 732-760. <https://doi.org/10.1177%2F1075547019888659> [SSCI, Impact Factor = 2.302, Communication Q1]

Huang, G. (2019). Variation matters: How to curb ad intrusiveness for native advertising on Facebook, Twitter, and Instagram. *Internet Research*, 29(6), 1469-1484. <https://doi.org/10.1108/INTR-12-2017-0524> [SSCI, Impact Factor = 4.109, Business Q1]

Huang, G., & Zhou, E. (2019). Time to work out! Examining the behavior change techniques and relevant theoretical mechanisms that predict the popularity of fitness mobile apps with Chinese-language user interfaces. *Health Communication*, 34(12), 1502-1512. <https://doi.org/10.1080/10410236.2018.1500434> [SSCI, Impact Factor = 1.846, Communication Q2]

Xu, J. & **Huang, G.** (2016). Mapping public relations scholarship in Asia: A longitudinal analysis of published research, 1995 to 2014. *Asian Journal of Communication*, 26(6), 548-565. <https://doi.org/10.1080/01292986.2016.1218900> [SSCI, Impact Factor = 1.097, Communication Q3]

Zheng, P., Liang, X., **Huang, G.**, & Liu, X. (2016). Mapping the field of communication technology research in Asia: Content analysis and text mining of SSCI journal articles

1995-2014. *Asian Journal of Communication*, 26(6), 511-531.

<https://doi.org/10.1080/01292986.2016.1231210> [SSCI, Impact Factor = 1.097, Communication Q3]

Huang, G. (2016). Moderating role of brand familiarity in cross-media effects: An information processing perspective. *Journal of Promotion Management*, 22(5), 665-683.

<https://doi.org/10.1080/10496491.2016.1154922> [SCOPUS, CiteScore = 1.04]

Huang, G., & Li, K. (2016). The effect of anonymity on conformity in online contexts: A meta-analysis. *International Journal of Communication*, 10, 398-415.

<https://ijoc.org/index.php/ijoc/article/view/4037> [SSCI, Impact Factor = 1.069, Communication Q3]

Li, K., **Huang, G.**[#], & Bente, G. (2016). The impacts of banner position and animation speed on banner effectiveness: Evidence from eye movements. *Computers in Human Behavior*, 54, 522-530. <https://doi.org/10.1016/j.chb.2015.08.056> [SSCI, Impact Factor = 4.306, Psychology, Multidisciplinary Q1]

[#] corresponding author

Wei, R., & **Huang, G.** (2015). The status of media convergence in Europe and the United States: A critique of models 美英媒體融合現狀與評析. *Journal of Central China Normal University 華中師範大學學報 (人文社會科學版)*, 54(6), 116-123. (in Chinese) [CSSCI]

Huang, G. (2013). Mediating tourist landscape: A case study of media-induced tourism in China. *International Journal of Communication*, 7, 2678-2696.

<https://ijoc.org/index.php/ijoc/article/view/1905> [SSCI, Impact Factor = 1.069, Communication Q3]

DeMaagd, K., Chew, H. E., **Huang, G.**, Khan, M. L., Sreenivasan, A., & LaRose, R. (2013). The use of public computing facilities by library patrons: Demography, motivations and barriers. *Government Information Quarterly*, 30(1), 110-118.

<https://doi.org/10.1016/j.giq.2012.07.009> [SSCI, Impact Factor = 4.311, Information Science & Library Science Q1]

Book Chapters & Encyclopedia Entries

Xu, J. & **Huang, G.** (2017). Mapping public relations scholarship in Asia: A longitudinal analysis of published research, 1995–2014. In R. Wei (Ed.), *The State of Asian Communication Research and Directions for the 21st Century* (pp. 75-92). Routledge. [Reprint]

Zheng, P., Liang, X., **Huang, G.**, & Liu, X. (2017). Mapping the field of communication technology research in Asia: Content analysis and text mining of SSCI journal articles 1995-2014. In R. Wei (Ed.), *The State of Asian Communication Research and Directions for the 21st Century* (pp. 25-45). Routledge. [Reprint]

Huang, G., & Li, H. (2016). Understanding media synergy. In P. De Pelsmacker (Ed.), *Advertising in New Formats and Media: Current Research and Implications for Marketers* (pp. 97-114). Emerald Group Publishing.

Li, H., & **Huang, G.** (2015). Monitoring online consumers and marketing. In R. Mansell & P. H. Ang (Eds.), *The International Encyclopedia of Digital Communication and Society*. Wiley Blackwell-ICA Encyclopedias of Communication. Malden and Oxford: Wiley.

Conference Presentations (2016 onward)

Xu, J., & **Huang, G.** (2020, May). *The relative effectiveness of gain-framed and loss-framed messages in charity advertising: Meta-analytic evidence and implications*. Paper to be presented at the annual conference of the International Communication Association, Gold Coast, Australia (virtual).

Huang, G., & Liang, H. (2020, March). *I (dis)trust what you wrote: Uncovering the effects of textual features in information diagnosticity and adoption of online consumer reviews*. Paper presented at the annual conference of the American Academy of Advertising, San Diego, CA, USA (virtual).

Huang, G. (2019, November). *Does warm glow promote physical activity? Leveraging corporate social responsibility (CSR) initiatives to motivate physical activity participation*. Paper presented at the Medicine, Humanity and Media: Health China & Health Communication (MHM), Beijing, China.

Huang, G., & Ren, Y. (2019, August). *Why do users stick with fitness mobile apps? Linking technological functions with continuance usage intention among Chinese users*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.

Huang, G. (2019, July). *Leveraging sponsorships partnered with fitness mobile apps: Effects of functional congruence and incentive type*. Paper presented at the 2019 American Academy of Advertising (AAA) Global Conference, Beijing, China.

Huang, G., & Zhou, E. (2018, August). *Time to work out! Examining the behavior change techniques and relevant theoretical mechanisms that predict the popularity of fitness mobile apps with Chinese-language user interfaces*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC, USA.

Huang, G., Tu, C., & Tse, T. K. Y. (2018, May). Mapping advertising scholarship in China. Paper presented in 2018 ICA Post-Conference Voices of Chinese Scholars Over the Last 40 Years, Prague, Czech Republic.

Huang, G., Liu, M., & Wang, X. (2018, May). *Cognitive and experiential effects of advertising variation strategies on social media: Roles of elaboration, ad credibility, and experiential pleasure*. Paper presented at the annual convention of the International Communication Association (ICA), Prague, Czech Republic.

Huang, G. (2017, May). *Variation matters: The effectiveness of platform variation and content variation in social media advertising as mediated by ad intrusiveness*. Paper presented at the annual convention of the International Communication Association (ICA), San Diego, CA.

Huang, G., Li, K., & Li, H. (2016, August). *You win or we lose: A conditional indirect effect model of message framing in communicating the risks of hydraulic fracturing*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.

Nieves-Pizarro, Y., Mundel, J., Deng, T., **Huang, G.**, Kanver, D., Johnson, E., ... Alhabash, S. (2016, August). *Cultural adaptation in U.S. and Mexican beer ads: The moderating effect of automatic bias against Hispanics on eye-tracking measures*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.

Teaching and Supervision

Courses Taught at City University of Hong Kong:

Undergraduate:

COM2401 Fundamentals of Advertising (Fall 2016, Fall 2017, Fall 2018, Fall 2019)

COM2106 Audience Analytics and Media Strategies (Spring 2019, Spring 2020)

COM3412 Advertising Production Design (Spring 2017)

COM3119 International Communication (Spring 2017, Spring 2018)

Graduate:

COM5402 Public Relations Strategies (Fall 2017, Fall 2018, Fall 2019)

COM5102 Global Media in the Digital Era (Spring 2018, Spring 2019)

Courses Taught at Michigan State University:

Undergraduate:

ADV334 International Advertising (Role: Instructor of Record)

ADV205 Principles of Advertising (Role: Teaching Assistant)

ADV342 Account Planning and Research (Role: Teaching Assistant)

ADV354 Interactive Advertising Management (Role: Teaching Assistant)

Graduate:

ADV803 Intro to Quantitative Research (Role: Teaching Assistant)

Graduate Student Supervision at City University of Hong Kong:

Qualifying panel member:

Andrea Gudmundsdottir, PhD candidate, on-going

Sai Wang, PhD candidate, on-going

Yanqing Sun, PhD candidate, on-going

Mengru Sun, PhD candidate, on-going

Dissertation committee member:

Qin Guo, PhD, defended in December 2019

Awards and Scholarships

CAS Summer Research Excellence Fellowship, Michigan State University, 2012, 2013, 2015, 2016

Student Travel Grant Award, International Communication Association, 2014, 2015

Marie Louise Gephart Donnell Scholarship, Michigan State University, 2013, 2014

Community and Professional Service

Service to the Department:

Student Scholarship Coordinator (January 2019 – present)
member of the Committee of the MA Program in Integrated Marketing Communication (August 2017 – present)
member of the Committee of the PhD Program in Communication (August 2019 – present)
International Exchange Coordinator (August 2016 – December 2018)
member of the Committee of the BA Program in Digital Television and Broadcasting (August 2016 – December 2018)

Service to the College:

member of the College Board (August 2018 – present)
member of the Graduate Studies Committee (August 2018 – present)

Community Service:

member of the external review panel for the MSSc program in Corporate Communication at the Chinese University of Hong Kong (2017)
curriculum reviewer for the School of Communication at Hang Seng University of Hong Kong (2016 – present)

Ad Hoc Reviewer for Journals:

Annals of the International Communication Association, New Media & Society, Health Communication, PLOS One, Internet Research, Cyberpsychology, Behavior, and Social Networking, International Journal of Strategic Communication, Journal of Promotion Management, International Journal of Communication, Asian Journal of Communication, Chinese Journal of Communication, Global Media and China, International Journal of Nonprofit and Voluntary Sector Marketing

Professional Membership:

American Academy of Advertising, member, 2013 – present
International Communication Association, member, 2011 – present
Association for Education in Journalism and Mass Communication, member, 2014 – present