

ZIJIAN HARRISON GONG



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EDUCATION

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| Ph.D., Media and Communication Texas Tech University, Lubbock, Texas | 2015 |
| M.A., Communication Abilene Christian University, Abilene, Texas | 2011 |
| B.S., Biological Science Shanghai Ocean University, Shanghai, China | 2009 |

ACADEMIC EXPERIENCE

Assistant Professor

Texas Tech University

August 2017 - Present

- Instructor for *ADV 3351 Media Planning, MCOM 3380 Communication Research Methods, MCOM 5364 Research Methods (graduate-level), ADV 4312 Ad Campaigns, and ADV 6315 Data Insights*

Assistant Professor

University of Tampa

August 2015 – May 2017

- Instructor for *COM 470 Communication Research Methods, COM 224 Mass Media & Society, ADV 283 Principles of Advertising, and ADV 583 Ad Campaigns.*

Instructor of Record

Texas Tech University

July 2013 – August 2014

- Instructor for *Research Methods and Media Planning.*

Graduate Research Assistant

Texas Tech University

August 2013 – August 2015

- Conducted research on the impact of motivation on selective attention to media content.

Center for Communication Research Staff

Texas Tech University:

August 2012 – August 2014

- Assisted in the execution of experimental, content analytic, and survey research.

- Collected, exported, and analyzed quantitative data using various lab technologies including MediaLab software, the DialSmith Perception Analyzer system, BioPac psychophysiological measurement hardware, and Applied Science Laboratories eye tracking system.

Graduate Assistant for ACU Online Organizational & Human Resource Development (OHRD) program

Abilene Christian University

August 2010 – May 2011

- Conducted alumni follow-up survey for the annual reporting.
- Contacted prospective OHRD students through phone or email.
- Provided instructional and clerical support.

PEER-REVIEWED PUBLICATIONS

Gong, Z., Holiday, S., & Cummins, R. G. (2020). Can't Take my eyes off of the model: The impact of sexual appeal and product involvement on selective attention to advertisements. *Journal of Marketing Theory and Practice*.

Cummins, R. G., **Gong, Z.,** & Reichert, T. (2020). The impact of visual sexual appeals on attention allocation within advertisements: an eye-tracking study. *International Journal of Advertising*, 1–25. doi:10.1080/02650487.2020.1772656

Gong, Z., & Cummins, R. G. (2019). Redefining rational and emotional advertising appeals as available processing resources: Toward an information processing perspective. *Journal of Promotion Management*.

Gong, Z. (2019). Crafting mixed sexual advertisements for mainstream media: Examining the impact of homosexual and heterosexual imagery inclusion on advertising effectiveness. *Journal of Homosexuality*.

Cummins, R. G., Berke, C., Moe, A. & **Gong, Z.** (2019). Sight versus Sound: The Differential Impact of Mediated Spectator Response in Sport Broadcasts. *Journal of Broadcasting & Electronic Media*.

Gong, Z., & Bichard, S. (2018). This Offer Self-Destructs in 3... 2... 1...: Improving the Effectiveness of "That's-Not-All" Techniques in Promotional Emails. *Journal of Promotion Management*. 24, 39-56.

Sarge, M., & **Gong, Z.** (2018). Obstructing the Cascade: Motivational System Co-activation Dampening Defensive Reactions to Fear and Disgust Appeals. *Media Psychology*. 1-28. DOI: 10.1080/15213269.2018.1476155

Stewart, P. A., Eubanks, A. D., Dye, R. G., **Gong, Z.,** Bucy, E. P., Wicks, R. H., & Eidelman, S. (2018). Debate performance and audible audience response: Evidence from the first Clinton-Trump presidential debate. *Frontiers in Psychology*. 9. DOI: 10.3389/fpsyg.2018.01182

- Cummins, R. G., Stone, C., **Gong, Z.**, & Cui, B. (2017). Visual Attention to and Understanding of Graphic Program Advisories: An Eye-Tracking Study. *Journal of Broadcasting & Electronic Media*, 61(4), 703-722.
- Cummins, R. G., & **Gong, Z.** (2017). Mediated Intra-audience Effects in the Appreciation of Broadcast Sports, *Communication & Sport*, 1-22.
- Gong, Z.**, & Bucy, E. P., (2016). When Style Obscures Substance: Visual Attention to Display Appropriateness in the 2012 Presidential Debates. *Communication Monographs*, 83, 349-372.
- Cummins, R. G., **Gong, Z.**, & Kim, H. S. (2014). Individual differences in selective attention to information graphics in televised sports. *Communication & Sport*, 4, 102-120.
- Gong, Z.**, & Wallace, J.D. (2012). A comparative analysis of iPad and other M-learning technologies: Exploring students' view of adoption, potentials, and challenges. *Journal of Literacy and Technology*, 13, 2-29.

BOOK CHAPTERS

- Gong, Z.**, & Shurtliff, A. (In press). Effectiveness of sexual appeals in print advertisements: A dynamic human-centric perspective. In L. Mas (Ed.), *Current issues in advertising and branding research*. Routledge.
- Bucy, E. P., & **Gong, Z.** (2018). In/appropriate aggression in presidential debate: How Trump's nonverbal displays intensify verbal norm violations. In C. Senior (Ed.), *The Facial Displays of Leaders*, (p. 39-56). Palgrave Publishing.
- Bucy, E. P., & **Gong, Z.** (2015). Image bite analysis of presidential debates. In R. X. Browning (Ed.), *The C-SPAN Archives: Advancing the Research Agenda*. (p. 45-75). West Lafayette, IN: Purdue University Press.

UNDER REVIEW

- Gong, Z., & Holiday, S. (Submitted in October). A lot like the other: Parents' Consumer Responses to brand-modified product placements in children's programming. Submitted to *Journal of Media Literacy Education*.
- Gong, Z., & Eppler, J. (Submitted in August). Exploring the impact of delivery mistakes, gender, and empathic concern on source and message credibility evaluations. Submitted to *Journalism Practice*.

RESEARCH PROJECTS READY FOR SUBMISSION

- Gong, Z.** (Ready for Submission). Soft sell or hard sell: The effect of conclusion explicitness, involvement, and culture context on advertising effectiveness. Manuscript will be resubmitted to *Journal of Global Marketing* before April 2020.
- Gong, Z.**, & Bucy, E. Believing the lie: Confirmation bias, fact checking, and emotional contagion in candidate statement evaluation.

Current progress: Reanalyzing the data after conference presentation. Will be submitted to Political Communication before March 2020.

CONFERENCE PRESENTATIONS

- Eppler, J., & **Gong, Z.** (2020). Perspectives on Gender in Broadcast News from Industry Professionals. Paper presented at the Broadcasting Education Association Annual Convention. Gender and Sexuality Division Top Faculty Paper.
- Gong, Z.**, & Holiday, S. (2020) A lot like the other: Parents' Consumer Responses to brand-modified product placements in children's programming. Paper presented at the American Academy of Advertising 2020 Annual Conference.
- Bucy, E. P., **Gong, Z.**, & Joo, J. (2020). The manipulation effect: How small editing changes to political video influence viewer perception. Presented at the American Political Science Association (APSA) Annual Conference.
- Bucy, E. P., & **Gong, Z. H.** (2019). In the Face of Threat: Physiological Responses to televised leader displays following negative compelling news mediate candidate evaluations. Politics, Physiology, and Cognition: Advances in Theory and Method workshop. University of Quebec at Montréal, Canada.
- Desanti, B., & **Gong, Z.** (2019). The impact of receiving wind energy technology updates on attitude formation. Presented at the 2nd International Conference on Energy Research and Social Science.
- Vasquez, R., & **Gong, Z.** (2019). Doing the right thing? The Impact of Nike's #JustDoIt Campaign. Paper presented at the 22nd annual International Public Relations Research Conference (IPRRC). Orlando, FL.
- Gong, Z.**, & Bucy, E. P. (2019). Believing the lie: Confirmation bias, fact checking, and emotional contagion in candidate statement evaluation. Paper presented at the 69th Annual International Communication Association Conference, Washington D. C.
- Bucy, E. P., & **Gong, Z.** (2019). Facing threat: The Anxiety mitigating quality of televised leader displays in response to crisis. Paper presented at the Midwest Political Science Association. Chicago, IL.
- Eppler, J., & **Gong, Z.** (2019). Exploring the Impact of Delivery Mistakes, Gender, and Empathic Concern on Source and Message Credibility Evaluations. Paper will be presented at the 2019 Broadcasting Education Association Annual Conference, Las Vegas, NV.
- Gong, Z.**, Holiday, S., & Cummins, R. G. (2018). The Impact of Erotic Appeal and Message Relevance on Selective Attention to Print Advertisements. Paper presented at the

Association for Education in Journalism and Mass Communication (AEJMC) 2018 Conference, Washington D.C.

- Gong, Z.** (2018). Crafting Inclusive Advertisements for Mainstream Media: Examining the Impact of Homosexual and Heterosexual Imagery Inclusion on Advertising Effectiveness. Paper presented at the 68th annual International Communication Association Conference. Prague, Czech Republic.
- Stewart, P. A., Eubanks, A. D., Dye, R. G., **Gong, Z.**, Bucy, E. P., Wicks, R. H., & Eidelman, S. (2018). Debate performance and audible audience response: Evidence from the first Clinton-Trump presidential debate. Paper presented at the 68th annual International Communication Association Conference, Prague, Czech Republic.
- Bucy, E. P., & **Gong, Z.** (2018). Clinton, Trump, and the enthusiasm gap that defined the 2016 presidential election. Paper presented at the 35th annual meeting of the Association for Politics and the Life Sciences. Chicago, IL.
- Sarge, M., & **Gong, Z.** (2017). Obstructing the Cascade: Motivational System Co-activation Dampening Defensive Reactions to Fear and Disgust Appeals. Paper presented at the 67th International Communication Association Conference, San Diego, CA.
- Gong, Z.**, & Cummins, R. G. (2016). *Processing Capacity in Visual Search: The Impact of Visual Salience and Involvement on Attention*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2016 Conference, Minneapolis, MN. **Top Faculty Paper, Advertising Division.**
- Gong, Z.**, & Cummins, R. G. (2016). Emotional Versus Rational: Redefining Advertising Appeals as Available Processing Resources. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2016 Conference, Minneapolis, MN.
- Cummins, R. G., Reichert, T., & **Gong, Z.** (2016). *The Impact of Erotic Imagery on Visual Attention within Advertisements: An Eye-Tracking Study*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2016 Conference, Minneapolis, MN.
- Gong, Z.**, & Bichard, S. (2014). *Sweetening the Deal: The Impact of Using "That's-Not-All" Techniques in Promotional Emails*. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, Montreal.
- Gong, Z.**, & Bucy, E. (2014). *Tracking Inappropriate Leader Displays: A Visual Analysis of the 2012 Presidential Debates*. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, Montreal.

- Cummins, R. G., & **Gong, Z.** (2014). *Making Sports Exciting: Moment-to-Moment Analysis of Crowd Noise on Audience Perception of Play*. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, Montreal.
- Hannah, S., Mary, E. B., **Gong, Z.**, & Cummins, R. G. (2014). *Visual Attention to and Memory for Humorous Versus Threatening Advisories*. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, Montreal.
- Bucy, E. P., & **Gong, Z.** (2014). *Visual attention to inappropriate displays: An eye-tracking approach*. Paper presented at the International Communication Association Media Neuroscience Preconference. Seattle, Washington.
- Gong, Z.** (2014, April). *Redefining rational and emotional advertising appeals as available processing resources: Toward an information processing perspective*. Paper presented at the Broadcast Education Association Annual Convention, Las Vegas. Nevada.
- VanDyke, M., & **Gong, Z.** (2014, March). *Does green strategic communication help during environmental crises? The influence of personal involvement and crisis history on company evaluations*. Paper presented at the 17th annual International Public Relations Research Conference. Miami, Florida.
- Bucy, E. P., **Gong, Z.**, & Markham, D. (2013, November). *Losing without saying a word: Visual analysis of the 2012 presidential debates*. Paper presented at the 99th National Communication Association Annual Convention. Washington, D.C.
- Gong, Z.** (2013, November). *Examining the consequence of political leaders' inappropriate facial expressions: An eye-tracking study*. Paper presented at the 38th Annual Conference of Midwest Association for Public Opinion Research. Chicago, Illinois.
- Gong, Z.** (2013 November). *The power of verification: The impact of online identity verification on perceived source credibility*. Paper presented at the 38th Annual Conference of Midwest Association for Public Opinion Research. Chicago, Illinois.
- Gong, Z.**, Bucy, E. P., & Markham, D. (2013, October). *Power holders and challengers: An analysis of the 2012 presidential debates from a biobehavioral perspective*. Paper presented at the Association for Politics and the Life Sciences Conference. Lubbock, Texas.
- Gong, Z.**, Sharp-Penya, L., & Wallace, J. D. (2012, November). *Source and message factors in international advertising: The effect of culture and conclusion explicitness on attitude toward the advertisement*. Paper presented at the 98th National Communication Association Annual Convention. Orlando, Florida.

Gong, Z. (2012, November). *Quality versus quantity: The impact of online product reviews on customers' purchase intention*. Paper presented at the 4th International Research Conference for Graduate Student. San Marcos, Texas.

Gong, Z., & VanDyke, M. (2012, November). The impact of presentation format of repetitive mass media commercial messages on customers perception and memory. Paper presented at the 4th International Research Conference for Graduate Student. San Marcos, Texas.

VanDyke, M., & **Gong, Z.** (2012, November). Exploring the relationship between crisis history, personal involvement and energy company credibility. Paper presented at the 4th International Research Conference for Graduate Student. San Marcos, Texas.

Gong, Z. (2012, October). The impact of culture and product type on attitude toward the advertisement. Paper presented at the 4th Art and Humanities Graduate Student Research Conference. Lubbock, Texas.

TEACHING EXPERIENCE

Instructor of Record, Texas Tech University (Fall 2017 - Current).

MCOM 5364 Research Methods (Graduate Level)
 ADV 3351 Media Planning
 MCOM 3380 Mass Communications Research Methods
 ADV 4312 Ad Campaigns
 MCOM 6315 Data Insights in Strategic Communication

Instructor of Record, University of Tampa (Fall 2015 – May 2017).

COM 283 Principles of Advertising (2017)
 COMH 224 Mass Media & Society, Honors Section, 17 students (2015)
 COM 583 Advertising Campaigns, Senior-level capstone course (2015-2016)
 COM 470 Communication Research Methods, Evening Section. 10 students (2015)
 COM 470 Communication Research Methods, 24 students (2016).
 COM 224 Mass Media & Society, 24 students (2016).

Instructor of Record, Texas Tech University (Summer, 2013 – Fall 2014).

MCOM 3380 Mass Communications Summer Section (30 Students).
 MCOM 3380 Mass Communications Research Methods (70 Students).
 ADV 3351 Media Planning (30 Students).

Guest Speaker. “The current media landscape in China.” EMC 3358 International Electronic Media and Communication. A 120-student undergraduate course.

Guest Speaker. “Sexual and violent content in advertising.” MCOM 4303 Sex and Violence in the Media. A 60-student undergraduate course.

PROFESSIONAL EXPERIENCE

Page Editor & Management Assistant

China Meihe Advertising Company

2007-2008

- Created print-ready layout/design according to needs of clients or supervisors.
- Produced direct mail magazine content to increase viewer engagement.
- Produce editorial materials for brochures, flyers, posters, newsletters and direct mail magazines.
- Deliver customized sales presentations to potential clients.

Assistant for Multi-cultural Enrollment Office

Abilene Christian University

May - September 2010

- Contact prospective international students.
- Provide academic and career advice to international students.
- Campus tour guide for delegations from foreign universities.

AWARDS

- ***Top Faculty Paper Award*** (1st prize) for the paper “*Processing Capacity in Visual Search: The Impact of Visual Saliency and Involvement on Attention.*” Advertising Division, 2016 AEJMC Annual Convention, Minneapolis, MN.
- ***Doctoral Dissertation Completion Fellowship.*** 2015 Texas Tech University
- ***Helen DeVitt-Jones Graduate Fellowship,*** 2014-2015. Texas Tech University
- ***Study Abroad Competitive Scholarship,*** 2012-2014. Texas Tech University
- ***Hutcheson Graduate Research Scholarship,*** 2013-2014. Texas Tech University
- ***First Place Panel Award.*** 2012 Arts and Humanities Graduate Student Research Conference.
- ***Graduate Assistant Service of the Year. 2011.*** Abilene Christian University Communication Department.
- ***Graduate researcher of the Year Award. 2011.*** Abilene Christian University Communication Department.

ADVISING AND COMMITTEE SERVICE

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| <i>Ph.D. Advisor/dissertation chair</i> | Santiago Arias (2020) |
| <i>Ph.D. Qualifying Exam Committee</i> | Ho-Young Lee |
| <i>Ph.D. Committee</i> | Christina Najera |
| <i>Thesis Committee</i> | |
| Avonte Kiper (2019) | Veronica Medina (2020) |
| Shibo Wang (2020) | Clara Mckenney (2020) |
| <i>Master’s Report (6050)</i> | |
| Ernesto Castillo (2018) | Morgan Cornell (2019) |
| Nicole DiTolla (2019) | Lee Ma (2019) |
| Brianna Maldonado (2019) | James Eppler (2019) |
| Miranda Reyna (2020) | Abbey Whatley (2020) |

Savannah Gilbreath (2020)

GRANTS

- National Institutes of Health (\$426k): The impact of grocery store initiatives on promoting healthy food choices among rural Hispanic population. Role: PI. **Scored but Rejected.**
- National Institute of Justice (\$230k): Visual Characteristics in Latent Fingerprinting: A Deeper Look at the Available Human Core Patterns. Role Co-PI. **Rejected.**
- Board of Fellows Grant, (\$1500) University of Tampa, 2016. **Received.**

COLLEGE LEVEL SERVICE

- **CoMC Graduate Council (2018-2020)**
- **Grade appeal committee member (2019-2020)**
- **Search Committee Member**
 - Assistant/Associate professor position of Game Studies and Interactive Media
- **Scholarship Reviewer (2018 - current)**
 - Ross Scholarship
 - Regent Professors' Graduate Student Research Grant
 - CoMC Graduate Scholarship
- **Committee Member.** *Texas Tech University. CoMC Student/Faculty Diversity Subcommittee (2017-2018).*
- **Ad Department Visibility Committee (2017 - Current)**

PROFESSIONAL/INDUSTRY & PRIOR SERVICE EXPERIENCE

- **Ad-Hoc Journal Reviewer**
 - Electoral Studies
 - Communication Research
 - Communication and Sport
 - Journal of Homosexuality
 - Journal of International Press/Politics
 - Politics and the Life Sciences
 - Journal of Intercultural Communication Research
- **Conference Reviewer**
 - 2019 International Communication Association Annual Convention
 - Association for Education in Journalism and Mass Communication (2017, 2020).
- **Faculty Advisor, National Student Advertising Competition (NSAC) Team (2016).** *University of Tampa.*
- **Faculty Advisor (2015-2017), Advertising Student Association. University of Tampa**
 - *Organized communication panels that invited industry professionals to meet and discuss with students.*
 - *Hosted social media workshops to familiarize students with social media and social content for professional work.*

- *Ad agency tour. Organized tours of national and local ad agencies such as SPARK, 22 Squared, PP+K, and Schifino Lee.*
- **Committee Member**, *Quality Enhancement Plan Committee. University of Tampa (2016).*

SKILLS

Adobe Creative Suite

- *Proficient in InDesign and Photoshop*

MediaLab Software

- *Created different experimental and survey studies*

DialSmith Perception Analyzer system

- *System set-up, study design, data collection, and data analysis.*

BioPac psychophysiological measurement hardware

- *System set-up, EKG, EMG, SCR data collection and analysis.*

Applied Science Laboratories eye tracking system

Tobii Pro X2-60 Eye-tracker

- *Applied eye tracking techniques in a variety of disciplines including cognitive psychology, political communications, advertising copy testing, sports broadcasting, and production executions.*