

Jianing Li

Department of Communication
University of South Florida

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EDUCATION

- Ph.D. 2022 University of Wisconsin-Madison
Mass Communication
- M.A. 2018 University of Wisconsin-Madison
Journalism and Mass Communication
- B.A. 2016 Peking University
Journalism and Sociology

PROFESSIONAL APPOINTMENTS

- 2022 – Present Assistant Professor
Department of Communication, University of South Florida
- 2019 – 2022 Knight Scholar of Communication and Civic Renewal
Center for Communication and Civic Renewal, University of Wisconsin-Madison
- 2017 – 2018 Research Assistant
School of Journalism and Mass Communication, University of Wisconsin-Madison
- 2016 – 2019 Graduate Teaching Assistant
School of Journalism and Mass Communication, University of Wisconsin-Madison

PEER REVIEWED PUBLICATIONS

- Duan, Z., Li, J., Lukito, J., Yang, K.-C., Chen, F., Shah, D. V., & Yang, S. (2022). Algorithmic Agents in the Hybrid Media System: Social Bots, Selective Amplification, and Partisan News about COVID-19. *Human Communication Research*, hqac012. <https://doi.org/10.1093/hcr/hqac012>
- Li, J., Foley, J. M., Dumdum, O., & Wagner, M. W. (2022). The Power of a Genre: Political News Presented as Fact-Checking Increases Accurate Belief Updating and Hostile Media Perceptions. *Mass Communication and Society*, 25(2), 282–307. <https://doi.org/10.1080/15205436.2021.1924382>
- Lukito, J., Loya, L., Dávalos, C., Li, J., Tong, C., & McLeod, D. M. (2021). Chiming In: A Computer-Assisted Analysis of Popular Musicians' Political Engagement on Twitter. *Social Media + Society*, 7(2), 20563051211019012. <https://doi.org/10.1177/20563051211019012>
- Li, J., & Wagner, M. W. (2020). The Value of Not Knowing: Partisan Cue-Taking and Belief Updating of the Uninformed, the Ambiguous, and the Misinformed. *Journal of Communication*, 70(5), 646–669. <https://doi.org/10.1093/joc/jqaa022>
- Li, J. (2020). Toward a Research Agenda on Political Misinformation and Corrective Information. *Political Communication*, 37(1), 125–135. <https://doi.org/10.1080/10584609.2020.1716499>
- Li, J., & Su, M.-H. (2020). Real Talk About Fake News: Identity Language and Disconnected Networks of the US Public's "Fake News" Discourse on Twitter. *Social Media + Society*, 6(2), 2056305120916841. <https://doi.org/10.1177/2056305120916841>

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- Tong, C., Gill, H., **Li, J.**, Valenzuela, S., & Rojas, H. (2020). "Fake News Is Anything They Say!"—Conceptualization and Weaponization of Fake News among the American Public. *Mass Communication and Society*, 23(5), 755–778. <https://doi.org/10.1080/15205436.2020.1789661>
- Li, J.**, Conathan, D., & Hughes, C. (2017). Rethinking Emotional Desensitization to Violence: Methodological and Theoretical Insights From Social Media Data. *Proceedings of the 8th International Conference on Social Media & Society*, 1–5. <https://doi.org/10.1145/3097286.3097333>

BOOK CHAPTERS

- Li, J.**, Friesen, A., Wagner, M. W. (in press). Faith, Place and Pandemic Attitudes. In P. A. Djupe & A. Friesen (Eds.), *"An Epidemic on My People": Religion in the Age of COVID-19*. Temple University Press.
- Friedland, L. A., Shah, D. V., Wagner, M. W., Wells, C., Cramer, K. J., and Pevehouse, J. C. W. (2022). *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin*. Cambridge University Press. (Co-author in two chapters: "Studying the Wisconsin Communication Ecology" and "Immigration: Complex Issues and Conservative Asymmetries")
- Thorson, E. A., & **Li, J.** (2021). The Effect of Corrections and Corrected Misinformation. In H. Tumber & S. Waisbord (Eds.), *The Routledge Companion to Media Disinformation and Populism* (pp. 558-568). Routledge.

MANUSCRIPTS UNDER REVIEW

- Li, J.***, Tao, R*, Shen, L., & Yang, S. Hope Over Fear: The Effectiveness of Hope Appeal Enhancements to Debunk COVID-19 Misinformation Amid Heightened Threat. Under Review at *Social Science & Medicine*.
*Shared first authorship

MANUSCRIPTS IN PROGRESS

- Li, J.**, & Wagner, M. W. Partisanship in Context: The Asymmetric Influence of Local Newspaper Availability and Selective Exposure on Political Misperceptions in the U.S. Targeting for submission at *Journal of Communication*.
- Li, J.**, Lukito, J., Yang, E., Suk, J., Shah, D. V., Wagner, M. W. Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use. Targeting for submission at *Science*.
- Gruszczynski, M., **Li, J.**, Hunt, K., and Wagner, M. W. How the Information Ecology Shapes Knowledge about State-Level Abortion Policy. Targeting for submission at *Public Opinion Quarterly*.
- Wagner, M. W., **Li, J.**, Shah, D. V., Friedland, L. A. Media Space: How the Gap Between Individual Preferences and Perceptions of Journalistic Behavior Affects Trust.

GRANTS, FELLOWSHIPS, AND SCHOLARSHIPS

External Funding:

- 2020 – 2021 SSRC Social Data Dissertation Fellowship, Social Science Research Council, in support of data collection for "Theorizing Social Media Skepticism: Differential Influence of Accuracy and Directional Motivated Skepticism on Selective Exposure, Misinformation Discernment and Election Legitimacy" (\$15,000)
- 2020 – 2021 The International Fact-Checking Network, in support of "Identifying and Implementing Effective Visual Enhancements to Correct High-Priority COVID-19 Misinformation." This project is among 6 projects selected from 114 initial submissions to join the International Fact-Checking Network's CoronaVirusFacts Alliance. Co-Investigator (\$9,658)
- 2015 China National Journalism Student Academic Paper Competition, 1st Prize (¥ 4,000)
- 2014 – 2015 Beijing College Students' Scientific Research and Entrepreneurial Plan Fellowship (¥ 1,000)

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University of Wisconsin-Madison Internal Funding:

- 2021 – 2022 Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellowship, School of Journalism and Mass Communication, University of Wisconsin-Madison (\$22,909 + full tuition remission)
- 2021 Dissertation Research Funds, School of Journalism and Mass Communication, University of Wisconsin-Madison (\$1,000)
- 2017 – 2020 Graduate Student Research Funds, School of Journalism and Mass Communication, University of Wisconsin-Madison (\$3,000 in total, \$1000 in each academic year)
- 2018 – 2019 Student Research Grants Competition Conference Presentation Funds, Graduate School, University of Wisconsin-Madison (\$1,200)

Peking University Internal Funding:

- 2015 – 2016 Hang Seng Bank Scholarship, Peking University (¥ 4,000)
- 2013 – 2014 Mr. Leo Scholarship, Peking University (¥ 10,000)
- 2012 – 2013 National Scholarship, Peking University (¥ 8,000)

AWARDS AND HONORS

- 2022 *Top Student Paper*, Political Communication Division, International Communication Association
- 2021 *Top Poster*, Political Communication Division, International Communication Association
- 2019 *Top Student Paper*, 3rd place, Political Communication Division, Association for Education in Journalism and Mass Communication

COMPETITIVELY SELECTED CONFERENCE PRESENTATIONS

- Li, J., Lukito, J., Yang, E., Suk, J., Shah, D. V., Wagner, M. W. (2022). Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use. Paper presented at International Communication Association, Paris, France, and Virtual.
- Li, J., Borah, P., Kang, J., Kim, J., Okada, T., Shen, L., Tao, R., Yang, S. (2022). News literacy matters, but for whom?: Political asymmetry in the effects of news literacy on COVID-19 health and political misperceptions. Paper presented at International Communication Association, Paris, France, and Virtual.
- Wagner, M. W., Li, J., Dempsey, S., Friedland, L. A. (2022). The Coverage Gap: How the News Agenda Americans Want Compared to the News Agenda They Perceive Affects Media Trust in the U.S. Paper presented at International Communication Association, Paris, France, and Virtual.
- Yang, S., Shen, L., Li, J., Tao, R., Okada, T., Borah, P. (2022). Applying the Hornik & Woolf Approach to Identify High-Priority COVID-19 Misinformation for Vaccine Promotion. Paper presented at International Communication Association, Paris, France, and Virtual.
- Jiang, X., Wang, Y., Li, J., Kim, J., Qin, A., Yang, E., Wagner, M. W., Shah, D. V., Wells, C. (2022). Perceptions of Partisan News Use and the Dynamics of Political Conversation in the United States. Paper presented at International Communication Association, Paris, France, and Virtual.
- Li, J., & Wagner, M. W. (2021). Partisanship in Context: The Asymmetric Influence of Local Newspaper Context and Selective Exposure on Political Misperceptions in the U.S. Paper presented at International Communication Association, Virtual.
- Li, J.*, Tao, R*, Shen, L., & Yang, S. (2021). Hope Over Fear: The Effectiveness of Hope Appeal Enhancements to Debunk COVID-19 Misinformation Amid Heightened Threat. Paper presented at International Communication Association, Virtual.
- * Shared first authorship
- Li, J. (2021). Theorizing Social Media Skepticism: How Two Distinct Types of Skepticism Impact Information Behaviors and Election Legitimacy. Paper presented at International Communication Association Political Communication Division PhD Student Preconference, Virtual.

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- Li, J.** & Wagner, M. W. (2021). A multilevel approach to COVID-19 misperceptions. Paper presented at American Political Science Association, Virtual.
- Shen, L., **Li, J.**, Tao, R., Minich, M., Okada, T., Borah, P., Yang, S. (2021). Diverging roles of COVID-19 misperceptions in predicting vaccination intentions: Implications for communication campaigns. Paper presented at American Public Health Association, Denver, CO and Virtual.
- Duan, Z., **Li, J.**, Lukito, J., Chen, X., Shah, D., Yang, S. (2021). Bot as Strategic Communicator in the Digital Public Space: Evidence for Algorithmic Agenda-Setting during the COVID-19 Pandemic. Paper presented at International Communication Association, Virtual.
- Friesen, A., Gruszczynski, M., **Li, J.**, Wagner, M. W. (2021). What We Talk About When We Talk About Politics: The Gendered Content of Political Conversations. Paper presented at Midwest Political Science Association, Virtual.
- Li, J.**, Suk, J., Lukito, J., Hughes, C., Foley, J., Friedland, L., Wells, C., Shah, D., Wagner, M. (2020). When the desert matters: Contextual differences in local news environment and polarized perceptions of local economy. Paper presented at Association for Education in Journalism and Mass Communication, Virtual.
- Duan, Z., **Li, J.**, Lukito, J., Chen, X., Yang, S. (2020). Bot or not? Algorithm-driven public opinion during the global coronavirus crisis. Paper presented at International Association for Media and Communication Research, Virtual.
- Li, J.** & Su, M. (2019). Identity Language and Disconnected Networks of the US Public's "Fake News" Discourse on Twitter. Paper presented at American Political Science Association, Washington D.C.
- Li, J.** & Su, M. (2019). "The True Enemy of the People": Linguistic Analysis of Anti-Media Populism in the U.S. Public's "Fake News" Twitter Discourse. Paper presented at International Communication Association, Washington D.C.
- Tong, C., Gill, H., **Li, J.**, Valenzuela, S., Rojas, H. (2019). "Fake News is Anything They Say!" - Articulation and Weaponization of Fake News Among the American Public. Paper presented at International Communication Association, Washington D.C.
- Kim, S. J., Tao, R., **Li, J.**, Rojas, H. (2019). Does Commenting on Facebook Lead to Civic Deliberation? The Effect of Commenting on Discussion Diversity and Discussion Cessation. Paper presented International Communication Association, Washington D.C.
- Lukito, J., Loya, L., Davalos, C., **Li, J.**, & Tong, C. (2019). #Donatenow!: A computer-assisted analysis of musician's political engagement on Twitter. Paper presented at Association for Education in Journalism and Mass Communication, Toronto, Canada.
- Li, J.** & Wagner, M.W. (2018). Audiences Are Uninformed Rather Than Misinformed of the Facts Verified by Fact-Checking. Paper presented at Midwest Association for Public Opinion Research, Chicago, IL.
- Li, J.** (2018). Correcting Misinformation at the Local Level? Potential for Local Media's Fact-Checking on Local Issues. Paper presented at Association for Education in Journalism and Mass Communication, Washington D.C.
- Li, J.**, Foley, J., Dumdum, O., & Wagner, M.W. (2018). To Label or Not To Label? Hostile Perceptions of Fact-Checks and Their Sources in the United States. Paper presented at Association for Education in Journalism and Mass Communication, Washington D.C.
- Li, J.** (2018). The Gaps in Between: Why Audiences Don't Believe Fact Checkers. Paper presented at International Summer School on Trust in Mediated Communication, Münster, Germany.
- Chen, J., Tay, S. K., Su, M, Wu, J., Tao, R., Myung, E., **Li, J.**, Kim, S., Yu, M., Aguilar, M., & Riddle, K. (2018). College Students and Mobile Games: An Exploratory Look at Factors Predicting Problematic Gaming. Paper presented at International Communication Association, Prague, Czech Republic.
- Li, J.**, Conathan, D., & Hughes, C. (2017). Rethinking Emotional Desensitization to Violence: Methodological and Theoretical Insights From Social Media Data. Paper presented at the International Conference on Social Media & Society, Toronto, Canada.

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Li, J., & Chen, J. (2017). How Weight Management Videos on YouTube Affect Self-efficacy: Gender Difference as a Moderator. Paper presented at the Gender & Women's Studies Graduate Student Conference, Madison, Wisconsin.

Li, J., & Wang, Q. (2015). Interaction Mechanism between Environmental NGOs and Government in China. Paper presented at East Asian Social Policy Conference, Singapore.

PUBLIC FACING ESSAYS

["Good Skeptic, Bad Skeptic: How Types of Skepticism Towards Social Media Misinformation Influence How People Use Social Media and Understand Politics."](#) *MediaWell*, February 3, 2022.

["When do voters support Black Lives Matter or the Green New Deal?"](#) (and Michael W. Wagner, Lewis A. Friedland, Dhavan V. Shah). *The Washington Post*, December 8, 2020.

["When are readers likely to believe a fact-check?"](#) (and Michael W. Wagner). *Brookings TechStream*, May 27, 2020.

INVITED TALKS

"Not all skepticism is 'healthy' skepticism: Theorizing skepticism towards social media misinformation," Invited talk at the Applied Epistemology Project, University of North Carolina at Chapel Hill, September 9-10, 2022.

"Weaponization of 'fake news' and partisan discourses in the US," Invited talk at the Tech for Democracy Conference, Danish Ministry of Foreign Affairs and Global Action, November 11, 2021.

"Multilevel dynamics and enduring challenges of misinformation," Invited talk at Annenberg School for Communication and Journalism, University of Southern California, April 14, 2021.

COURSES TAUGHT

University of South Florida:

SPC 3544: Persuasion and Media, Instructor of Record, 2022 fall

University of Wisconsin-Madison:

J566: Communication and Public Opinion, Graduate Teaching Assistant, 2019 spring

J201: Introduction to Mass Communication, Graduate Teaching Assistant, 2018 spring, 2017 spring, 2016 fall

SERVICE ACTIVITIES

Service to the Discipline:

Journal article reviewer:

- *American Political Science Review*
- *Electoral Studies*
- *Harvard Kennedy School Misinformation Review*
- *Information, Communication and Society*
- *Journal of Experimental Political Science*
- *New Media & Society*
- *Political Communication*
- *Public Opinion Quarterly*
- *Social Media + Society*

Conference paper reviewer:

- *Political Communication Division, International Communication Association*
- *Communication and Technology Division, International Communication Association*
- *Mass Communication Division, International Communication Association*
- *Political Communication Division, Association for Education in Journalism and Mass Communication*

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Others:

- Co-organizer, Pol Comm ICA 2020 Grad Event: Social Media and Mis/Dis-information, May 2020

Service to the School & University:

University of South Florida:

- Research Committee, Department of Communication

University of Wisconsin-Madison:

- Co-organizer, GradChat: Black Lives Matter, School of Journalism and Mass Communication, June 2020
- Co-organizer, Fracturing Democracy: The Erosion of Civil Society in a Shifting Communication Ecology Conference, Center for Communication and Civic Renewal, February 2020

Service to the Community:

- Content production and research support, COVID-19 Wisconsin Connect, March – September 2020.
 - Developed by Wisconsin Department of Health Services and UW-Madison's Center for Health Enhancement Systems Studies, COVID-19 Wisconsin Connect was a desktop and mobile app that provided misinformation correction and social support for Wisconsin residents (select news coverage of the project: [Wisconsin State Journal](#), [WKOW](#)). I produced 17 misinformation correction articles for the app and assisted with social media opinion mining.
- Research consultations, Election Integrity Project, July – September 2020.
 - Election Integrity Project was developed by Wisconsin Center for Investigative Journalism and the Center for Journalism Ethics at the UW-Madison to provide resources for local journalists and news consumers in Wisconsin. I produced research memos and provided consultations in support for the development of [Don't repeat the myth: A local reporter's toolkit for covering mis- and disinformation on social media](#) and [Sticking up for the truth: A citizen's toolkit for navigating the facts-optional world of social media](#).