

# KE JIANG, Ph.D.

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## EDUCATION

### **Ph.D., Communication, University of California, Davis, 2017**

Concentrations: Social and Semantic Network Analysis, International Communication

Dissertation: *Reframing Framing Theory Using Semantic Network Analysis Method*

Major Professor: Dr. George A. Barnett

Committee: Drs. Laramie Taylor, Bo Feng

### **M.A., Communication, University of Science and Technology of China, 2010**

Concentrations: Organizational Communication

Thesis: *The Paradigmatic Evolution of Organizational Communication Research in the United States (1988-2008)*

Thesis Advisor: Dr. Hening Hu

### **B.A, Journalism, Anhui University, China, 2005**

Concentrations: News Broadcasting and Storytelling

## TEACHING AND RESEARCH EXPERIENCE

**Assistant Professor of Communication**, School of Communications, Elon University  
(2019-Present)

*Courses Taught:* Applied Media Analytics, Understanding Audience

**Lamar Family Post-Doctoral Researcher**, Social Media Analysis and Creation Lab,  
Louisiana State University (2017-2019)

*Courses Taught:* Visual Communication, Data Analytics for Computational Journalism and  
Digital Media Studies

**Research Assistant**, Network Analysis Lab, University of California, Davis (2012-2017)

**Teaching Assistant**, Department of Communication, University of California, Davis (2013-  
2017)

*Courses Taught:* Digital Technology, Social Media, Communication Networks, Mass  
Communication, Interpersonal Communication Competence, Public Speaking

## PUBLICATIONS

### **JOURNAL ARTICLES:**

- Henderson, M., Jiang, K., Johnson, M., & Porter, L. (2019). (Mis)Measuring Social Media Engagement: Validating Survey-based Measures of Twitter Activity. *Social Science Computer Review*. (Upcoming)
- Jiang, K., Anderton, B. N., Ronald, P. C., & Barnett, G. A. (2018). Semantic Network Analysis Reveals Opposing Online Representations of the Search Term "GMO". *Global Challenges*, 2. DOI: 10.1002/gch2.201700082.
- Hilbert, M., James, R. G., Gil-Lopez, T., Jiang, K., & Zhou, Y. (2018). The Complementary Importance of Static Structure and Temporal Dynamics in Teamwork Communication. *Human Communication Research*, 44, 343–373. DOI: 10.1093/hcr/hqy008.
- Xanat, V. M., Jiang, K., Barnett, G. A., & Park, H. W. (2018). International trade of GMO-related agricultural products. *Quality & Quantity*, 52, 565-587. DOI: 10.1007/s11135-017-0521-8.
- Jiang, K., Benefield, G., Yang, J. F., & Barnett, G. A. (2017). Mapping Articles on China in Wikipedia: An Inter-Language Semantic Network Analysis. In the Proceeding of *Hawaii International Conference on System Science (HICSS-50)*.
- Barnett, G. A., Chu, J. X., Jiang, K., Huh, C., Park, J. Y., Park, H.W. (2017). Measuring Word of Mouth Networking of International Relations as Expressed in Social Media Big Data: Implications for Open Government and Diplomacy 2.0. *Government Information Quarterly*, 34, 37-44. DOI: 10.2501/IJMR-2014-043.
- Jiang, K., Barnett, G. A., & Taylor, L. D. (2016). Dynamics of culture frames in international news coverage: A semantic network analysis. *International Journal of Communication*, 10, 3710–3736. DOI: 1932–8036/20160005.
- Barnett, G. A & Jiang, K. (2016). Resilience of the World Wide Web: A Longitudinal Two-Mode Network Analysis. *Social Network Analysis and Mining*, 6. DOI: 10.1007/s13278-016-0415-0.
- Barnett, G. A., Jiang, K., & Hammond, J. (2015). Using Coherencies to examine network evolution and co-evolution. *Social Network Analysis and Mining*, 5. DOI: 10.1007/s13278-015-0297-6.

Barnett, G. A., Lee, M., Jiang, K., & Park, H. W. (2015). The Flow of International Students from a Macro Perspective: A Network Analysis. *Compare: A Journal of Comparative and International Education*, 4, 533-559. DOI: 10.1080/03057925.2015.1015965.

Jiang, K. (2014). International Student Flows between Asia, Australia, and Russia: A Network Analysis. *Journal of Contemporary Eastern Asia*, 13, 83-98.

Barnett, G. A., Park, H. W., Jiang, K., Tang, C., & Aguillo, I. F. (2014). A Multi-Level Network Analysis of Web-Citations among the World's Universities. *Scientometrics*, 99, 5-26. DOI: 10.1007/s11192-013-1070-0.

Jiang, K., & Barnett, G. A. (2013). Guanxi Networks in China. *Journal of Contemporary Eastern Asia*, 12, 89-97.

### **BOOK CHAPTERS:**

Jiang, K., & Barnett, G. A. (2018). The Structure of the International Communication Association—2016: A Network Analysis. In A. Shaw & T. Scott (Eds.), *Interventions: Communication Theory and Practice* (ICA Theme Book). (pp. 31 -51). New York: Peter Lang Publishing.

Jiang, K., Barnett, G. A., Taylor, L. D., & Feng, B. (2018). Dynamic Co-evolutions of Peace Frames in the United States, Mainland China, and Hong Kong: A Semantic Network Analysis. In B. Cook (Eds.), *Handbook of Research on Examining Global Peacemaking in the Digital Age*. (pp. 145-168). Hershey, Pennsylvania: IGI Global.

Barnett, G. A., & Jiang, K. (2017). Issues in Intercultural Communication Research. In L. Chen (Ed.), *Handbook of Intercultural Communication* (vol.9), *Handbooks of Communication Science*. (pp. 99-118). Mouton de Gruyter: Berlin. DOI: 10.1515/9781501500060-005.

Barnett, G. A., & Jiang, K. (2014). The Application of Social Network Analysis in Communication Studies In J.H. Hong (Eds.), *New Trends in Communication Studies* (pp. 861-887). Beijing, China: Tsinghua University Press.

### **REFEREED CONFERENCE PAPERS**

Oquendo, J., Jiang, K., & Porter, L. (2019, October). *The Ecology of Latinx Twitter*. Paper presented at AoIR (Association of Internet Researchers) Annual Conference, Brisbane, Australia.

- Bryanov, K., Jiang, K., & Porter, L. (2019, September). *The (Skewed) Demographics of Political Engagement on Twitter*. Paper presented at ECPR (European Consortium for Political Research) Annual Conference, Wrocław, Poland.
- Jiang, K., Li, R., Porter, L., & Wang, R. (2019, August). *Tweeting the Screen: Investigating Types of Second Screeners and Their Social Media Behaviours*. Paper presented at AEJMC (Association for Education in Journalism and Mass Communication) Annual Conference, Toronto, Canada.
- Jiang, K., Wang, R., Porter, L., & Johnson, M. (2018, August). *Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures*. Paper presented at AEJMC Annual Conference, Washington, DC. (**1st Place, Faculty Paper Competition, Communication Technology Division**).
- Oquendo, J., Jiang, K., & Porter, L. (2018, August). *Ethnicity and Language: A Cross-Language Semantic Network Analysis of Tweets*. Paper presented at AEJMC Annual Conference, Washington, DC.
- Jiang, K., Porter, L., Henderson, M., Johnson, M., Wang, R., & Watson, B. (2018, June). *Who Produced What on Twitter: Integrating Semantic Network Analysis with Survey Research*. Paper presented at XXXVIII Sunbelt Conference of the International Network for Social Network Analysis, Utrecht, Netherlands.
- Barnett, G. A., Jiang, K., & Alagra, C. (2018, June). *Network Stability due to Structural and Diachronic Equivalence: An examination of the international news network*. Paper presented at XXXVIII Sunbelt Conference of the International Network for Social Network Analysis, Utrecht, Netherlands.
- Hilbert, M., James, R. G., Gil-Lopez, T., Jiang, K., & Zhou, Y. (2017, July). *The Predictability of Communication Patterns in Spontaneous Teamwork*. Post presented at International Conference on Computational Social Science, Cologne, Germany.
- Jiang, K., & Barnett, G. A. (2017, May). *Communication Research at the Global Level: A Social and Semantic Network Analysis of International Communication Association*. Paper presented at International Communication Association's 67th Annual Conference, San Diego, CA.
- Ji, J. J., Barnett, G. A., Jiang, K., & Chu, J. X. (2017, May). *Knowledge flow and innovation networks of genetically modified (GM) crops*. Paper presented at XXXVII Sunbelt Conference of the International Network For Social Network Analysis, Beijing, China.

- Jiang, K., & Barnett, G. A. (2016, December). *Resilience of the World Wide Web: A Longitudinal Two-Mode Network Analysis*. Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.
- Meza, X. V., Jiang, K., Barnett, G. A., Park, H.W. (2016, December). *International Trade of GMO Related Agricultural Products*. Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.
- Jiang, K., Barnett, G.A., & Taylor, L. D. (2016, November). Dynamic Co-evolutions of Peace Frames in the United States, Mainland China and Hong Kong: A Semantic Network Analysis. Paper presented at Annual Convention of the National Communication Association, Philadelphia, PA. **(Top Paper, Peace and Conflict Communication Division)**
- Jiang, K., & Barnett, G. A. (2016, April). *Dynamic Co-evolutions of News Frames in International Peace Coverage: A Semantic Network Analysis*. Paper presented at XXXVI Sunbelt Conference of the International Network For Social Network Analysis, Newport Beach, CA.
- Barnett, G. A., Jiang, K., & Liu, B. (2016, April). *Dynamics of the Worldwide Web: A Longitudinal Analysis of the Two-mode Network of Website Use by Country*. Paper presented at XXXVI Sunbelt Conference of the International Network For Social Network Analysis, Newport Beach, CA.
- Meza, X. V., Jiang, K., Barnett, G. A., Park, H.W. (2016, April). *International Trade of GMO Related Agricultural Products*. Paper presented at XXXVI Sunbelt Conference of the International Network For Social Network Analysis, Newport Beach, CA.
- Jiang, K. (2015, December). *Re-framing Framing Theory Using Semantic Network Analysis Method*. Invited talk at The City University of Hong Kong, Hong Kong.
- Jiang, K., & Barnett, G. A. (2015, October). *20 Years News Frames of Media Coverage of Peace In the United States and China: A Semantic Network Analysis*. Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.
- Pan, P., Yang, J. F., & Jiang, K. (2015, October). *From Research to Industry: Chinese Semantic Network Analysis of Technological Transformation*. Poster at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.
- Jiang, K., & Barnett, G. A., & Chu, J. X. (2015, June). *Dynamics of Culture Frames and Framing Effects on the Macro Level: A Semantic Network Analysis*. Paper presented at XXXV

Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Pan, W., Jiang, K., Wang, Y., Barnett, G. A., & Feng, B. (2015, June). *What Do People Say When They Post and Comment in Online Depression Forum: A Semantic Network Analysis*. Paper presented at XXXV Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Chen, M., Jiang, K., Zhao, L., & Barnett, G. A. (2015, June). *A Semantic Network Analysis of Online Breast Cancer Forum*. Paper presented at XXXV Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Barnett, G. A., Chu, J. X., Jiang, K., Huh, C., & Park, H. W. (2015, June). *The Network of International Relations as Expressed in Social Media: Examining Facebook and Weibo*. Paper presented at XXXV Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Ji, J. J., Chu, J. X., Jiang, K., & Barnett, G. A. (2015, June). *Semantic Network Analysis of GMO News on WeChat in China*. Paper presented at XXXV Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Langle-Flores, A., Perez-Maqueo, O., Jiang, K., & Hilbert, M. (2015, June). *Social Network and Environmental Policy-Civil Society Engagement in Guarding Cabo Pulmo National Park*. Paper presented at XXXV Sunbelt Conference of the International Network For Social Network Analysis, Brighton, UK.

Jiang, K., Barnett, G. A., & Taylor, L. D. (2014, December). *Culture Frames in International News Coverages: A Semantic Network Analysis*. Paper presented at the Daegu(Korea) Gyeongbuk International Social Network Conference.

Jiang, K., & Barnett, G. A. (2014, November). *News Framing in the Era of Globalization: Is Convergence Happening?*. Paper presented at annual convention of the National Communication Association, Chicago, IL.

Jiang, K., & Barnett, G. A. (2014, May). *News Framing in an International Context: A Semantic Network Analysis*. Paper presented at International Communication Association Conference, Seattle, WA.

Jiang, K. (2013, December). *International Student Flows from A Macro Perspective: A Network Analysis*. Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.

Barnett, G. A., Ruiz, J. B., Hammond, J. R., Xin, Zhige, & Jiang, K. (2013, July). *An Examination of the Relationship between International Telecommunication and State Sponsorship of Terrorism*. Paper presented at the International Network For Social Network Analysis Conference, Xi'an, China.

### **GRANTS**

**Co-Principal Investigator**, Emergency Management Communication Modeling and Neurophysiological Mechanism in Online Social Networks: A Transactive Memory System Perspective, *National Natural Science Foundation of China*, \$100,000, 01/01/2016 – 01/01/2020.

### **AWARDS**

**1st Place**, Faculty Paper Competition, Communication Technology Division, AEJMC (2018)

**Top Paper**, Peace and Conflict Communication Division, NCA (2016)

**Dissertation Improvement Award**, Institute for Social Sciences, UC Davis (2015)

**Special Award for Outstanding Original Work**, the Daegu Gyeongbuk International Social Network Conference (2013)

**Championship**, CCTV Host Challenge Contest, China (2005)

**Championship**, Anhui Province TV host contest, China (2004)

**Championship**, China Life Radio Host Contest (2004)

**3rd Place**, National College TV Host Contest, China (2003)

**Outstanding Student Leadership Award**, Anhui University (2001-2004)

### **HONORS & SCHOLARSHIPS**

**Social Science Dean's Doctoral Fellowship for Excellence Award**, UC Davis (2015)

**University Fellowship for Excellent Performance**, University of Science and Technology of China (2006)

**Best Bachelor Thesis of the Year**, Anhui University (2005)

**1st Place Scholarship**, Anhui University (Top 2 among 164 in School of Journalism and Communication) (2002)

### **CONFERENCE LEADERSHIP**

**Conference Committee Member**, The International Conference on E-Democracy and Open Government (2016 - Present)

**Conference Committee Member, Co-Chair, Moderator**, Daegu Gyeongbuk International Social Network Conference (2015 - 2016)

**Board Member**, World Association for Triple Helix & Future Strategy Studies (2015 - Present)

### **JOURNAL REVIEWER**

International Journal of Communication (2018)

Quality & Quantity (2017)

Technological Forecasting & Social Change (2016)

Journal of Contemporary Eastern Asia (2014 - 2016)

### **PROFESSIONAL MEMBERSHIPS**

**Association for Education in Journalism and Mass Communication**, USA (2018 – Present)

**International Communication Association** (2014 – Present)

**National Communication Association**, USA (2014 – Present)

**International Network for Social Network Analysis** (2013 – Present)



## PROFESSIONAL EXPERIENCE

**News Anchor, Editor, Producer,** China Economic Radio Station (2004 – 2008)

## SKILLS

### **Programming & Development:**

*Python* (e.g. pandas, simplejson, sqlalchemy, sqlite3, textblob, twython)

*R* (e.g. axtsa, forecast, foreign, igraph, network, PCIT, Snowball, survival, tm, tent) Database:

SQLite

*Social Media Analysis:* Banjo, Brandwatch, Crimson Hexagon, TCAT, Google Analytics

*E-Commerce:* Amazon Seller

*Network Analysis and Visualization:* UCINET, NodeXL, Gephi, ConText, ORA, Pajek

*Text Analysis:* Natural language processing, Topic modeling, Sentiment analysis

*Web Design:* JavaScript/D3.js, HTML5/CSS

### **Graphic Design & Animation:**

Proficient in *Photoshop, Illustrator, InDesign*

### **Video and Radio Editing:**

Proficient in *Premiere, Audition*

### **Languages:**

Fluent English, Native Mandarin