

Curriculum Vitae

HAIRONG FENG

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PERSONAL INFORMATION

Work Address: Department of Communication
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EDUCATION

- Ph.D. 2007 **Purdue University**, Department of Communication, West Lafayette, IN 47907-2098
Major area: Interpersonal Communication
Minor areas: Intercultural Communication, Communication Theory, Health Communication, and Research Methods
Dissertation: Prediction of Support Intentions from Support Beliefs in Two Cultures
Advisor: Steven R. Wilson (Professor, Purdue University);
Committee Members:
Brant R. Burleson (Professor, Purdue University);
Marifran Mattson (Associate Professor, Purdue University)
Christopher R. Agnew (Associate Professor, Purdue University)
- M.A. 2002 **University of Illinois at Chicago**, Department of Communication, Chicago, IL 60607
Major area: Intercultural Communication
Minor areas: Chinese Communication, Research Methods
Thesis: *Politeness Strategies of Chinese Gift-giving Behavior*
Advisor: Hui-Ching Chang (Associate Professor, University of Illinois at Chicago)
- M.A. 1996 **Beijing Normal University**, Department of Foreign Languages, Beijing, China, 100875
Major area: Linguistics
Minor area: TEFL (Teaching English as a Foreign Language)
Thesis: *Asking for Advice in the Chinese Context*

Advisors: Liuxi Zhou (Professor, Beijing Normal University)
Yuan Qian (Professor, Beijing Normal University)

B.A. 1993 **Capital Normal University, Department of English**
Beijing, China, 100037
Major area: English
Minor area: Education
Advisor: Elizabeth West (Professor, Capital Normal University)

ACADEMIC APPOINTMENTS

December 16th, 2007 – Present Assistant Professor, Department of Communication
University of Minnesota, Duluth

August 2006 – December 15th, 2007 Instructor, Department of Communication
University of Minnesota, Duluth

2001- May 2006 Instructor/Teaching Assistant, Department of Communication,
Purdue University

1999 - 2001 Teaching Assistant, Department of Communication,
University of Illinois, Chicago

1994 - 1995 Instructor, Department of Foreign Languages,
Beijing Normal University

GRANTS, AWARDS AND HONORS

Top Three Paper Award: Feng, H., & Wilson S. (2009, November): *Development and cross-cultural validation of an avoidance support scale*. 95th National Communication Association: Chicago, IL.

Single Semester Leave: *Supportive Communication across Cultures*. University of Minnesota Duluth (Fall 2009).

Alan H. Monroe Graduate Scholar Award, Department of Communication, Purdue University (2007).

Recipient of a Graduate Teaching Certificate from the Center for Instructional Excellence of Purdue University (Spring 2005).

Feng, H. (2004). *Culture and Social Support Interaction Goals*. Purdue University Research Foundation (PRF) Summer Grant (\$1,960).

Scholarships for Academic Excellence, Department of English, Capital Normal University, China (1990, 1991, 1992, 1993)

PUBLICATIONS

Journal Articles and Book Chapters

Feng, H., & Mattson, M. (2008). Health communication. In S. Lu (Ed.), *An analysis on development of communication research in the West [xifang goutong jiaojixue qianyan fazhan pingxi]* (pp. 279-300). Beijing, China: People's University Press.

Dutta-Bergman, M. J., & **Feng, H.** (2007). Health orientation and disease state as predictors of online health support group use. *Health Communication*, 22, 181-189.

Feng, H., & Yang, Y. (2007). A model of cancer-related health information seeking on the Internet. *China Media Research*, 3, 14-24.

Wilson, S. R., & **Feng, H.** (2007). Interaction goals and message production: Conceptual and methodological developments. In D. Roskos-Ewoldsen & J. Monahan (Eds.), *Communication and social cognition* (pp. 71-95), Mahwah, NJ: Erlbaum.

Feng, H. (2006). Theory and practice integration in health communication. *China Media Research*, 2, 1-8.

Feng, H. (2003). *Keqi* and Chinese communication principles. In G. M. Chen (Ed.). *Theories and principles of Chinese communication* (pp. 437-450), WuNan, Taipei: Taiwan.

PAPERS DELIVERED AT PROFESSIONAL MEETINGS

Feng, H. (2009, June). *A cross-cultural comparison of face and facework in negotiation*. Paper will be presented for International Association for Conflict Management, Kyoto, Japan.

Feng, H. (2009, June). *Variations of personal relationships across the two cultures of China and the United States*. Paper will be presented for China Association for Intercultural Communication, Beijing China.

Feng, H., & Wilson S. R. (2009). Development and cross-cultural validation of an avoidance support scale. Paper accepted by the International and Intercultural Communication Division of the 95th National Communication Association, Chicago, IL. (Top Three Paper)

Feng, H. (2008, November). *Building a harmonious society from the supportive communication perspective*. Paper accepted by the Chinese Communication Division of the National Communication Association, San Diego, CA.

Feng, H., & Wilson, S. R. (2007, November). *An application of the Theory of Planned Behavior to support provision behaviors across cultures*. Paper presented for the Intercultural Communication Division of the National Communication Association, Chicago, IL.

- Feng, H.** (2007, April). *Cultural variations in beliefs about the appropriateness and function of avoidance as a form of social support provision*. Paper presented for the Interpersonal and Small Group Communication Division of the Central States Communication Association, Minneapolis, MN.
- Feng, H.** (2006, November). *A model of cancer-related health information seeking on the Internet*. Paper presented for the Health Communication Division of the National Communication Association, San Antonio, TX.
- Feng, H.** (2006, April). *Support provision across cultures: Differences and similarities between Americans and Chinese*. Paper presented for the Intercultural Communication Division of the Central States Communication Association, Indianapolis, IN.
- Dutta-Bergman, M. J., & **Feng, H.** (2005, November). *Participation in online health support groups: The role of health orientation, Internet Use, and Internet satisfaction*. Paper presented for the Human Communication and Technology Division of the National Communication Association, Boston, MA.
- Feng, B., & **Feng, H.** (2005, November). *Revisiting Individualism and Collectivism: Conceptual clarification, theory, and research*. Paper presented as an invited panel member for the Chinese Communication Division of the National Communication Association, Boston, MA.
- Feng, H.**, & Feng, B. (2005, November). *Bridging differences and building relations: the unique communicative functions of a Christian church*. Paper presented for the Religious Communication Division of the National Communication Association, Boston, MA.
- Feng, H.** (2005, November). *Theory and practice integration in health communication*. Paper presented for the Health Communication Division of the National Communication Association, Boston, MA.
- Wilson, S. R., & **Feng, H.** (2005, November). *Interaction goals and message production: Conceptual and methodological developments*. Paper presented for the Interpersonal Communication Division of the National Communication Association, Boston, MA.
- Feng, H.** (2005, July). *Studying health communication in everyday supportive communication across cultures: Differences and similarities in individualistic and collectivistic cultures*. Paper presented at the International Association for Relationship Research (IARR) convention, Indianapolis, IN.
- Feng, H.** (2004, November). *Social Support in a Chinese online HIV/AIDS community: Dealing with HIV/AIDS related stigma*. Paper presented for the Chinese Communication Division of the National Communication Association, Chicago, IL.

Feng, H. (2004, November). *An ethnographic study of Chinese conversion to Christianity: An analysis from the communication perspective*. Paper presented for the Intercultural Communication Division of the National Communication Association, Chicago, IL.

Feng, H. (2004, October). *Social support interaction goals among indigenous Chinese*. Paper presented at the Organization for the Study of Communication, Language, and Gender (OSCLG) convention, Saint Mary College, South Bend, IN.

Feng, H., & Wilson, S. R. (2004, May). *A critical review of the primary and secondary goal framework*. Paper presented for the Interpersonal Communication Division of the International Communication Association, New Orleans, LA.

Feng, H. (2003, November). *Dealing with HIV/AIDS in China*. Paper presented for the Health Communication Division of the National Communication Association, Miami Beach, FL.

Morgan, M., Wilson, S. R., Gilstrap, C. M., Graves, A. R., & **Feng, H.** (2003, November). *“Is this going to be on the test?” Corrective exchanges in the college classroom*. Paper presented for the Interpersonal Communication Division of the National Communication Association, Miami Beach, FL.

Wu, X., & **Feng, H.** (2003, November). *The change of contemporary Chinese vocabulary system in the new age*. Paper presented for the Chinese Communication Division of the National Communication Association, Miami Beach, FL.

Feng, H. (2002, November). *The fragrance of Chinese communication atmosphere*. Paper presented for the Chinese Communication Division of the National Communication Association, New Orleans, LA.

Feng, H. (2002, June). *Keqi and Chinese communication principles*. Paper presented at the annual meeting of the Chinese Communication Society Convention, Taipei, Taiwan.

TEACHING

Courses Taught/Assisted

the University of Minnesota at Duluth

Relationship Communication (COMM 3205) – Primary Instructor. Taught relationship communication theories and research. Focused on developing interpersonal relationship development and maintenance skills. (Fall 2006, 1 section; Spring 2007 1 section; Fall 2007, 1 section; Spring 2008 1 section; Fall 2008, 2 sections)

Group Communication (COMM 3210) – Primary Instructor. Taught units on communication theories of group communication. Explored contemporary teamwork issues such as leadership and decision-making, from both a theoretical and pragmatic approach. (Fall 2006, 1 section; Spring

2007 1 section; Fall 2007, 1 section; Spring 2008, 1 section; Fall 2008, 1 section)

Interpersonal Communication (COMM 1222) – Primary Instructor. Taught units on interpersonal communication theories and general communication theories as applied to interpersonal relationships. Focused on developing interpersonal communication skills such as conflict management skills, emotional support skills, and interaction skills. (Fall 2007, 1 section).

Interpersonal Communication Theory (COMM 3200) – Primary Instructor. Focused on various approaches to interpersonal communication theory including cognitive, relational, and interactive perspectives.

Purdue University

Interpersonal Communication (COM 212) – Primary Instructor. Taught units on interpersonal communication theories and general communication theories as applied to interpersonal relationships. Focused on developing interpersonal communication skills such as conflict management skills, emotional support skills, and interaction skills. (Fall 2004, 1 section; Spring 2005, 1 section; Fall 2005, 1 section)

Small Group Communication (COM 320) – Primary Instructor. Taught units on communication theories of group communication. Explored contemporary teamwork issues such as leadership and decision-making, from both a theoretical and pragmatic approach. Focused on developing an ability in the student to integrate theories with practice. (Spring 2003, 1 section; Fall 2003 2 sections; Spring 2004, 1 section)

Quantitative Methods for Communication Research (COM 304) – Lab Instructor and Large Lecture Teaching Assistant. Independently taught SPSS during lab sessions, wrote lab notes, homework and quizzes. Helped with large lecture classroom technology. Administered WebCT Vista, an online course facility. Graded all the homework assignments, quizzes, and exams. Held office hours and helped students with both procedural and substantive questions. (Fall 2004 with Dr. Steve Wilson; Spring and Fall, 2005 with Dr. Robert Ogles)

Fundamentals of Public Speaking (COM 114) – Primary Instructor. Taught units on communication theories as applied to speech. Focused on developing interpersonal skills, preparing and delivering speeches and presentations, and maximizing effectiveness in small groups. (Spring 2002, 2 sections; Fall 2002, 2 sections; Spring 2003, 1 section)

the University of Illinois at Chicago

Intercultural Communication (COMM 203) – Large Lecture Teaching Assistant. Helped with preparing class materials, grading quizzes and exams. Held office hours and helped students with procedural and substantive questions. (Summer, 2001 with Dr. Hui-Ching Chang)

Discourse Analysis (COMM 418) – Lecture Teaching Assistant. Helped with preparing class materials, grading quizzes and exams. Held office hours and helped students with procedural and substantive questions. (Fall, 2000 with Dr. Richard Holt)

Communication Technology (COMM 200) – Large Lecture Teaching Assistant. Helped with preparing class materials, grading essays and exams, and giving occasional lectures. Held office hours and helped students with procedural and substantive questions. (Fall, 2000; Spring 2001 with Dr. James Danowski)

Beijing Normal University

College English – Intensive Reading – Primary Instructor. Focused on training Chinese college students' analytical reading skills of English texts. Provided in-depth discussions on English vocabulary, grammar, writing styles, etc. Acquainted students with Western culture and literature.

College English – Extensive Reading – Primary Instructor. Focused on training Chinese students' English reading comprehension as well as improving the speed of reading.

RESEARCH INTERESTS

Themes across Research

I have received a broad exposure to the field of communication during my professional years at the University of Minnesota Duluth, doctoral studies at Purdue University and M.A. work at the University of Illinois at Chicago. Over the years, my research interests have extended to different topics, including message production in interpersonal influence and social support contexts, online support and health, and religious communication; all are embedded in cross-cultural contexts. My research tool box has expanded to include both quantitative and qualitative analytical techniques. Across most of the work, there are five themes that reflect my research interests: (a) most projects involve **message production and interaction goals** – whether in interpersonal influence contexts (e.g., critical review of the primary and secondary goals framework) or social support contexts (e.g., beliefs and support goals); (b) most projects reflect efforts to understand how and why communication varies as a function of **culture** from both etic (e.g., cross-cultural comparisons of support beliefs) and emic (e.g., politeness strategies in Chinese gift-giving behavior) perspectives; (c) many projects examine **health** communication related phenomena (e.g., online health support group use, a structural equation model of cancer-related information seeking on the Internet); (d) most projects advance **theory** (e.g., theorizing Chinese interpersonal communication) but also have implications for **practice** (e.g., integration of theory and practice in health communication), and (e) many projects employ **quantitative methods** (e.g., analyzing a secondary data set by using the structural equation modeling technique) but some projects also use **qualitative methods** (e.g., in-depth interviews and thematic analyses on Chinese conversion to Christianity); methodology choices are driven by research questions.

SERVICE AND OUTREACH

Department and University Service

On the search committee for temporary interpersonal communication and public speaking term faculty (December 2007)

Search Committee – Participated in the tenure-track faculty search committee. The University of Minnesota – Duluth. (Fall, 2006 & Fall, 2007)

Communicating around the World – Girl Scouts in the Lafayette, Indiana area. Introduced Chinese culture to American Girl Scout members. Purdue University. (Spring 2005)

Invited presentation on intercultural communication for the ISS (International Students and Scholars) office of Purdue University. This presentation was part of the series of cultural adaptation program for international students and scholars at Purdue University. (November 2004)

Communication Graduate Student Association (CGSA) Faculty Representative (elected position, 2003-2004). Responsibilities included:

- (a) attending faculty meetings and reporting minutes to the CGSA board;
- (b) coordinating a variety of social and academic activities for communication graduate students, e.g., Friday afternoon clubs (FAC), Chinese New Year party, international potluck and performance hour, etc.

Assisted with Communication Department Prospective Students Recruitment Weekend (2004, 2006). Responsibilities included presenting a research poster, answering questions for the invited prospective students and providing transportation in the local areas.

Assisted with Graduate Recruitment of the Department of Communication at Purdue and in NCA. Responsibilities included answering questions for interested students (2002, 2003, 2005).

Mentored new graduate students (member of the Buddy System, 2002, 2005)

Guest Speaker: (1) COM 212 *Interpersonal Communication* taught by Jenny Kramer (March 2002); (2) COM 314 *Intercultural Communication* taught by Robert Smith (Spring, 2003)

Graduate Council Representative, Department of Communication, the University of Illinois at Chicago (2000-2001): Responsibilities included attending the monthly university-wide Graduate Student Council meeting and reporting to the department graduate director and serving as the liaison of the university graduate student council and the graduate students in the communication department.

Vice President of Public Relations, the Student Union Board of the University of Illinois at Chicago (2000-2001): Responsibilities included planning activities for students and attending meetings of the Student Union Board.

Professional Service

March 2009: Paper reviewer for International Association for Conflict Management

March 2009: Paper reviewer for National Communication Association

December 2008: Article reviewer for *Health Promotion Practice*

November 2008: Paper reviewer for International Communication Association

Fall 2007 – Spring 2008: Newsletter editor for the Association for Chinese Communication

October 2007: Article reviewer for *Health Communication*

Invited article reviewer, *Health Promotion Practice* (August 2005). The reviewed article was titled “*Health information competencies of information age students: Results from the interactive online research readiness self-assessment.*”

Panel Chair, Relational Maintenance and Repair, Interpersonal Communication Division of the annual National Communication Association, Boston, MA. (November 2005)

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

National Communication Association (NCA)

International Communication Association (ICA)

International Association for Intercultural Communication Studies (IAICS)

Association of Chinese Communication Studies (ACCS)