

Jianing Li

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University of South Florida
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Name Pronunciation: jee-AH-ning LEE

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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

JOURNAL ARTICLES

10. Li, J. (2023). Not All Skepticism is “Healthy” Skepticism: Theorizing Accuracy- and Identity-Motivated Skepticism towards Social Media Misinformation. *New Media & Society*, 0(0).
<https://doi.org/10.1177/14614448231179941>

9. Tao, R. *, Li, J. *, Shen, L., & Yang, S. (2023). Hope Over Fear: The Interplay between Threat Information and Hope Appeal Corrections in Debunking Early COVID-19 Misinformation. *Social Science & Medicine*, 333, 116132. <https://doi.org/10.1016/j.socscimed.2023.116132>

*Authorship notes: Jianing Li and Ran Tao share the first-authorship.

8. 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>
7. **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>
6. 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/10.1177/20563051211019013>
5. **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>
4. **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>
3. **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>
2. 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>
1. **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

5. Dempsey, S. & **Li, J.** (In Press). The Local Roots of January 6th: A Mixed-Methods, Multi-Level Approach to Political Communication. In K. White, D. Kreiss, S. McGregor, & R. Tromble (Eds.), *The Media and 1/6/21*. Oxford University Press.
4. **Li, J.**, Friesen, A., Wagner, M. W. (2023). Faith, Source Credibility, and Trust in Pandemic Information. In P. A. Djupe & A. Friesen (Eds.), *An Epidemic among My People: Religion, Politics, and COVID-19 in the United States* (pp. 140-158). Temple University Press.
3. Friedland, L. A., Shah, D. V., Wagner, M. W., Wells, C., Cramer, K. J., Pevehouse, J., Lukito, J., Dempsey S., Suk, J., **Li, J.**, Yang., E., Foley, J., Hughes, C., Busch, M. S., Sun, Z., Duan, Z., & Franklin, C. (2022). Studying the Wisconsin Communication Ecology. *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin* (pp. 28-44). Cambridge University Press.

2. Friedland, L. A., Shah, D. V., Wagner, M. W., Wells, C., Cramer, K. J., Pevehouse, J., Suk, J., Lukito, J., Dempsey S., **Li, J.**, (2022). Immigration: Complex Issues and Conservative Asymmetries. *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin* (pp. 44-56). Cambridge University Press.

1. 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

4. **Li, J.**, Borah, P., Kang, J., Kim, J., Okada, T., Shen, L., Tao, R., & Yang, S. Does News Literacy Help Combat Misinformation? The Interplay of News Literacy, Political Ideology, and Ideological Media Use on COVID-19 Misperceptions. R&R at *Information, Communication, & Society*.

3. **Li, J.** & Wagner, M. W. How Do Users and Journalists Express Concerns about Social Media Misinformation? A Computational Analysis. Under Review at *Harvard Kennedy School (HKS) Misinformation Review*.

2. Minich, M., **Li, J.**, Cotter, L., Cross, L., Suh, Y. J., Liao, X., Chung, J., Chang, C.-T., Tveleneva, A., & Cascio, C. Neural Correlates Associated with Persuasion Differ Based on Health and Environmental Misperceptions. Under Review at *Journal of Cognitive Neuroscience*.

1. **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. Under Review at *Political Communication*.

AWARDS AND HONORS

2023 **Thomas E. Patterson Best Dissertation Award**, American Political Science Association, Political Communication Division. Awarded to Dissertation “False Beliefs and ‘Healthy’ Skepticism: Understanding the Multilevel and Enduring Challenges of Misinformation.”

2023 **Paper of the Year**, *Mass Communication & Society*. Award to First-Authored Paper “The Power of a Genre: Political News Presented as Fact-Checking Increases Accurate Belief Updating and Hostile Media Perceptions.”

2022 **Top Student Paper**, International Communication Association, Political Communication Division. Awarded to First-Authored Paper “Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use.”

2021 **Top Poster Paper**, International Communication Association, Political Communication Division. Awarded to First-Authored Paper “Partisanship in Context: The Asymmetric Influence of Local Newspaper Availability and Selective Exposure on Political Misperceptions in the U.S.”

- 2019 *Top Student Paper*, 3rd place, Association for Education in Journalism and Mass Communication, Political Communication Division. Awarded to Co-Authored Paper “#Donatenow!: A computer-assisted analysis of musician’s political engagement on Twitter.”

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)

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)

COMPETITIVELY SELECTED CONFERENCE PRESENTATIONS

31. **Li, J.** (2023). Anti-Black Disinformation, Corrections, and Black-Asian Solidarity Building in Discussions of Violence against Asians across Social Media Platforms. Paper to be presented at National Communication Association, National Harbor, MD.
30. Dempsey, S., **Li, J.**, Witkovsky, B., Wang, Y., Friedland, L. A., Wagner, M. W., Shah, D. V. (2023). The Local Roots of January 6th: Election Fraud Claims on Local GOP Facebook Pages in Six Swing States. Paper presented at American Sociological Association, Philadelphia, PA.
29. **Li, J.** (2023). Theorizing Accuracy and Identity-Motivated Skepticism towards Misinformation. Paper presented at American Political Science Association, Virtual.
28. **Li, J.** (2023). Not All Skepticism is “Healthy” Skepticism: Theorizing Accuracy- and Identity-Motivated Skepticism towards Social Media Misinformation. Paper presented at International Communication Association, Toronto, Canada.
27. **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.
26. **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.
25. 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.
24. 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.
23. 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.
22. **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.
21. **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.

20. **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.
19. 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.
18. **Li, J.** & Wagner, M. W. (2021). A Multilevel Approach to COVID-19 Misperceptions. Paper presented at American Political Science Association, Seattle, WA and Virtual.
17. 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.
16. 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.
15. **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.
14. 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.
13. **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.
12. **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.
11. 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.
10. 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.

9. 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.
8. **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.
7. **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.
6. **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.
5. **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.
4. 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.
3. **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.
2. **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.
1. **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

3. **Li, J.** (2022). "[Good Skeptic, Bad Skeptic: How Types of Skepticism Towards Social Media Misinformation Influence How People Use Social Media and Understand Politics.](#)" *MediaWell*.
2. **Li, J.**, Wagner, M. W., Friedland, L. A., Shah, D. V. (2020). "[When Do Voters Support Black Lives Matter or the Green New Deal?](#)" *The Washington Post*.
1. **Li, J.** & Wagner, M. W. (2020) "[When Are Readers Likely to Believe a Fact-Check?](#)" *Brookings TechStream*.

INVITED TALKS

5. "[Media Literacy and Information Quality in the Digital Age](#)," Invited talk at College of Arts & Sciences Democracy and Citizenship Speaker Series, University of South Florida, April 18, 2023
4. "How Local GOP Facebook Pages Message about #StopTheSteal," Invited talk at The Project for Sustainable Democracy, University of South Florida, April 4, 2023
3. "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.
2. "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.
1. "[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:

COM7325: Computational Communication (Graduate course, in-person), Instructor of Record, 2023 spring

SPC 3544: Persuasion and Media (Undergraduate core course, online and in-person), Instructor of Record, 2022 fall, 2023 fall

University of Wisconsin-Madison:

J566: Communication and Public Opinion (Undergraduate elective, in-person), Graduate Teaching Assistant, 2019 spring

J201: Introduction to Mass Communication (Undergraduate core course, in-person), Graduate Teaching Assistant, 2018 spring, 2017 spring, 2016 fall

STUDENT ADVISING

Co-advisor:

Mitchell Popovic (M.A. student), Department of Communication, University of South Florida
Zakaria Khan (M.A. student), Department of Communication, University of South Florida

Committee member:

Andrew J. Anderson (Ph.D. student), Department of Communication, University of South Florida

OTHER PEDAGOGICAL ACTIVITIES

Certificate in Inclusive and Equitable Pedagogy, Center for Innovative Teaching and Learning, University of South Florida, 2023 spring

Participant, Decolonizing Communication Pedagogy: Principles and Practices, ICA Blue Sky Workshop, 2023 spring

Participant, Academic Ableism and its Alternatives Workshop, Department of Communication, University of South Florida, 2023 spring

Participant, First Fridays Workshop - Building Community Using a Course Covenant, Center for Innovative Teaching and Learning, University of South Florida, 2022 fall

Participant, IEP Workshop Series: Diversifying Content and Facilitating Conversations, Center for Innovative Teaching and Learning, University of South Florida, 2022 fall

SERVICE ACTIVITIES

Service to the Discipline:

Journal article reviewer:

2023 – present *Communication Research*
2023 – present *Journal of Race, Ethnicity, and Politics*
2023 – present *Journal of International & Intercultural Communication*
2022 – present *Human Communication Research*
2022 – present *Public Opinion Quarterly*
2021 – present *Political Communication*
2020 – present *American Political Science Review*
2020 – present *Information, Communication and Society*
2020 – present *Harvard Kennedy School (HKS) Misinformation Review*
2020 – present *Electoral Studies*
2020 – present *Journal of Experimental Political Science*
2019 – present *New Media & Society*
2019 – present *Social Media + Society*

Conference paper reviewer:

2017 – present Political Communication Division, International Communication Association
2017 – 2020 Mass Communication Division, International Communication Association
2017 – 2020 Communication and Technology Division, International Communication Association
2018 – 2020 Political Communication Division, Association for Education in Journalism and Mass Communication

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Award reviewer:

- 2024 Chair, Thomas E. Patterson Best Dissertation Award Committee, Political Communication Division, American Political Science Association
- 2023 Member, Doris Graber Outstanding Book Award Committee, Political Communication, American Political Science Association

Professional development:

- 2023 Panelist, ICA 2023 Blue Sky SECAC Skills Workshop: Show Me the Money - Grant Writing 101 in an Era of Shrinking Academic Budgets
- 2023 Panelist, Job Market Workshop, University of Texas at Austin, School of Journalism and Media
- 2020 Co-organizer, Pol Comm ICA 2020 Grad Event: Social Media and Mis/Dis-information

Service to the Department & University:

University of South Florida:

- 2023 – 2024 Member, Graduate Committee, Department of Communication
- 2023 – 2024 Member, Research Committee, Department of Communication
- 2023 – 2024 Member, Search Committee for Assistant Professor of Health Disparities, Department of Communication
- 2023 Member, Assistant Professor of Instruction Candidate Interview with Faculty, Department of Communication
- 2023 Member, Faculty-Student Meeting with Prospective Graduate Students on Recruiting Visit, Department of Communication,
- 2022 Member, NCA Graduate Student Recruitment Open House, Department of Communication

University of Wisconsin-Madison:

- 2023 Panelist, Alumni Panel on Navigating the Academic Job Market, School of Journalism and Mass Communication
- 2020 Co-organizer, GradChat: Black Lives Matter, School of Journalism and Mass Communication
- 2020 Co-organizer, Fracturing Democracy: The Erosion of Civil Society in a Shifting Communication Ecology Conference, Center for Communication and Civic Renewal

Service to the Community:

- 2020 Content production and research support, COVID-19 Wisconsin Connect. 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.
- 2020 Research consultations, Election Integrity Project.

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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](#).