

Wei Lu, Associate Professor of School of Media and International Culture

Email: drluwei@zju.edu.cn

Web: <http://mypage.zju.edu.cn/luwei>

Education:

Washington State University, Pullman, Washington

Ph.D. in Communication, August 2007

Dissertation: The Political Effects of the Digital Divide

Chair: Dr. Douglas Blanks Hindman

Huazhong University of Science & Technology, Wuhan, China

M.A. in Journalism, June 2001

Thesis: A Theoretical Exploration of Online Communication

Chair: Professor Tingjun Wu

Nanyang Technological University, Singapore

Exchange Student in Mass Communication, July 2000-January 2001

Huazhong University of Science & Technology, Wuhan, China

B.A. in Journalism, Major, with emphasis in Broadcasting, June 1998

B.L. in Economic Law, Minor, June 1998

Teaching Experience:

College of Media and International Culture, Zhejiang University

Associate Professor, September 2008 to date

Courses teaching:

Introduction to Mass Media

Introduction to New Media

Media Convergence

Graduate Seminar in New Media and Society

Department of Communication Studies, University of Rhode Island

Assistant Professor, June 2007 to August 2008

Courses taught:

Social and Cultural Aspects of Media

Electronic Media Programming

Communication Fundamentals

Edward R. Murrow School of Communication, Washington State University

Teaching Assistant, August 2004 to May 2007

Courses assisted:

Mass Media & Society

Introduction to Communication Technologies

School of Journalism & Communication, Huazhong University of Science & Technology

Lecturer, September 2001 to May 2004

Courses taught:

Communication Technology & Society

Computer Assisted Editing

Public Speaking and Debate in Chinese

Teaching Assistant, September 1998-June 2001

Courses assisted:

Communication Technology & Society

Computer Assisted Editing

Research Areas:

The adoption, use and social impacts of new media technologies

The digital divide and the knowledge gap

Political communication and public opinion

Media sociology

Media psychology

Selected English Publications:

Wei, L. & Hindman, D. (In press). Does the digital divide matter more? Comparing the effects of new media and old media use on the education-based knowledge gap. *Mass Communication and Society*. (SSCI indexed)

Wei, L. (2009). Filter blogs vs. personal journals: Understanding the knowledge production gap on the Internet. *Journal of Computer-Mediated Communication*, 14(3), 532-558. (SSCI indexed)

Wei, L. & Zhang, M. (2008). The impact of Internet knowledge on college students' intention to continue to use the Internet. *Information Research*, 13(3) paper 348. [Available at <http://InformationR.net/ir/13-3/paper348.html>]. (SSCI indexed)

Wei, L. & Zhang, M. (2008). The adoption and use of mobile phone in rural China: A case study of Hubei, China. *Telematics and Informatics*, 25, 169-186. (EI indexed)

Lee, T.-T., & **Wei, L.** (2008). How newspaper readership affects political participation. *Newspaper Research Journal*, 29(3), 8-23. (Communication Abstract indexed)

Professional Service:

Steering committee member

China New Media Communication Association

Editorial board member

China Media Research, 2009 to date

China Media Research Overseas, 2009 to date

Reviewer

Journal of Computer-Mediated Communication

Journal of Broadcasting & Electronic Media

Computers in Human Behavior

Discussant:

“New media theory and methods” section, China New Media Communication Association, 2009 convention.

Course on China Studies:

Media & Mass Communication in China