

Jianing Li

School of Journalism and Mass Communication
University of Wisconsin-Madison

5115 Vilas Communication Hall, 821 University Avenue, Madison, WI 53706

Name Pronunciation: jee-AH-ning Email: jli724@wisc.edu Website: <https://jianingli.org/>

EDUCATION

Ph.D. in Mass Communication, University of Wisconsin-Madison, 2018 – Present (Expected: May 15, 2022)

Dissertation: False Beliefs and “Healthy” Skepticism: Understanding the Multilevel and Enduring Challenges of Misinformation.

This dissertation work is supported by Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellowship and [SSRC Social Data Dissertation Fellowship](#) (\$15,000).

Dissertation Committee: Michael W. Wagner (Chair), Dhavan V. Shah, Sijia Yang, Christopher N. Cascio, Michael A. Xenos, Katherine J. Cramer

M.A. in Journalism and Mass Communication, University of Wisconsin-Madison, 2018

Thesis: Audience Selectivity and Information Antecedents of Fact-Checking Journalism.

Thesis Committee: Michael W. Wagner (Chair), Karyn Riddle, Douglas McLeod

B.A. in Journalism and Sociology, Peking University, 2016

Thesis: Content Analysis of *The New York Times*’ Coverage of Taiwan Elections During 1996-2016.

PEER REVIEWED PUBLICATIONS

Li, J., Foley, J., Dum Dum, O., & Wagner, M. W. (2021). The Power of a Genre: Political News Presented as Fact-Checking Increases Accurate Belief Updating and Hostile Media Perceptions. *Mass Communication and Society*. doi: [10.1080/15205436.2021.1924382](https://doi.org/10.1080/15205436.2021.1924382)

Lukito, J., Loya, L., Davalos, C., Li, J., Tong, C., McLeod, D. (2021). Chiming In: A Computer-Assisted Analysis of Popular Musicians’ Political Engagement on Twitter. *Social Media + Society*, 7(2). doi: [10.1177/20563051211019013](https://doi.org/10.1177/20563051211019013)

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. doi: [10.1093/joc/jqaa022](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. doi: [10.1080/10584609.2020.1716499](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). doi: [10.1177/2056305120916841](https://doi.org/10.1177/2056305120916841)

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. doi: [10.1080/15205436.2020.1789661](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. doi: [10.1145/3097286.3097333](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”)

Jianing Li

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

Duan, Z., Li, J., Lukito, J., Yang, K.-C., Chen, F., Shah, D. V., Yang, S. Algorithmic Communicators in the Hybrid Media System: How Social Bots Selectively Promoted Polarized Issues during the COVID-19 Pandemic. Under review at *Human Communication Research*.

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.*, Tao, R., Shen, L., & Yang, S. Hope Over Fear: The Effectiveness of Hope Appeal Enhancements to Debunk COVID-19 Misinformation Amid Heightened Threat. Targeting for submission at *Social Science & Medicine*.

**Shared graduate student first authorship*

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 one of the dissertation projects "[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)

Jianing Li

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

RESEARCH POSITIONS

Knight Scholar of Communication and Civic Renewal, [Center for Communication and Civic Renewal](#), 2019 fall – Present.

Responsibilities: experimental & survey data management & analysis; social media data management & analysis; event time series & contextual data collection of state politics, economy & local news; conference organizing & grant seeking.

PIs: Michael W. Wagner, Dhavan V. Shah, Lewis A. Friedland. *Co-PIs:* Katherine J. Cramer, Chris Wells, William A. Sethares, Karl Rohe

Project Assistant, National Television Violence Study: A 20-Year Update, 2017 fall, 2018 fall.

Responsibilities: assistance in sampling, coder training & content analysis of violence in programs aired in major American TV channels during 2017-2018.

PI: Karyn Riddle

PUBLIC FACING SCHOLARSHIP

- Essay in *MediaWell* (February 3, 2022): "[Good Skeptic, Bad Skeptic: How Types of Skepticism Towards Social Media Misinformation Influence How People Use Social Media and Understand Politics](#)"
- Essay in *The Washington Post Monkey Cage* (December 8, 2020): "[When do voters support Black Lives Matter or the Green New Deal?](#)" (and Michael W. Wagner, Lewis A. Friedland, Dhavan V. Shah)
- Essay in *Brookings TechStream* (May 27, 2020): "[When are readers likely to believe a fact-check?](#)" (and Michael W. Wagner)
- Content production and research support for [COVID-19 Wisconsin Connect App](#) (March – September 2020): Produced [17 misinformation correction articles](#) and assisted with social media opinion mining. Developed by Wisconsin Department of Health Services and UW-Madison's Center for Health Enhancement Systems Studies, this desktop and mobile app provided misinformation correction, social support and helpful resources about COVID-19 to Wisconsinites (select media coverage of the project: [Wisconsin State Journal](#), [WKOW](#))
- Research support for the [Election Integrity Project](#) by Wisconsin Center for Investigative Journalism and the Center for Journalism Ethics at the UW-Madison (July – September 2020): 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](#)

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.

Jianing Li

- 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 graduate student 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.
- 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.

Jianing Li

- 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., Dum Dum, 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.
- 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.

TEACHING POSITIONS

University of Wisconsin-Madison, Teaching Assistant, J566: Communication and Public Opinion, 2019 spring.

Responsibilities: designed and instructed all lab sessions on theoretical and practical aspects of public opinion research; supervised and graded research projects that involved conceptualization, operationalization, data collection and data analysis.

University of Wisconsin-Madison, Teaching Assistant, J201: Introduction to Mass Communication, 2016 fall, 2017 spring, 2018 spring.

Responsibilities: taught discussion sessions; graded and provided feedback for oral presentations, class papers and exams.

INVITED TALKS

"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.

<https://annenberg.usc.edu/events/multilevel-dynamics-and-enduring-challenges-misinformation>

ACADEMIC SERVICE

Journal article reviewer:

- *American Political Science Review*

Jianing Li

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

Conference paper reviewer:

- *International Communication Association (Political Communication Division, Communication and Technology Division, Mass Communication Division), 2017 – 2022*
- *Association for Education in Journalism and Mass Communication (Political Communication Division), 2018, 2020*

Event organization:

- GradChat: Black Lives Matter (co-organizer with Josephine Lukito and Elaine Almeida), School of Journalism and Mass Communication, UW-Madison, June 2020
- Pol Comm ICA 2020 Grad Event: Social Media and Mis/Dis-information (co-organizer with Josephine Lukito), May 2020
- Fracturing Democracy: The Erosion of Civil Society in a Shifting Communication Ecology Conference, Center for Communication and Civic Renewal, UW-Madison, February 2020