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EDUCATION

University of Southern California

Ph.D. in Communication, *Expected May 2012*.

Dissertation: *The Social Meaning of Geocoding and Sharing: Location Awareness In Online Communities* (Defense scheduled: February, 2012)

Committee: Dmitri Williams (Chair), Andrea Hollingshead, Margaret McLaughlin, Ann Majchrzak (Marshall School of Business),

University of Illinois

Ph.D. in Communications, *2004 – 2007 (transferred out)*.

Edinburgh University, Scotland, UK

M.S. in Cultural Studies, with Distinction, *2003*.

Thesis: *MTV Made in China: Intentional Misreading and Reappropriation of Music Video*

Advisor: John Frow

Beijing Foreign Studies University

B.A. in English Language and Literature, *1998*.

PUBLICATIONS

Articles in Peer-Reviewed Journals

Castronova, E., Williams, D., Huang, Y., Shen, C., Keegan, B., Ratan, R., **Xiong, L.**, Contractor, N. (2009). As real as real? Macroeconomic behavior in a large-scale virtual world. *New Media & Society*, *11*(5), 685-707

Williams, D., Caplan, S., & **Xiong, L.** (2007). Can You Hear Me Now? The Impact of Voice in Online Communities. *Human Communication Research*, *33*(4), 427-449

Williams, D., Ducheneaut, N., **Xiong, L.**, Zhang, Y., Yee, N., & Nickell, E. (2006). From tree house to barracks: The social life of guilds in World of Warcraft. *Games & Culture*, *1*(4), 338-361

Articles in Edited Volumes

Xiong, L., Ratan, R., & Williams, D. (2009). Location-based mobile games: A theoretical framework for research. In A. de Souza e Silva & D. Sutko (Eds.), *Hybrid Reality and location-based games: Reconfiguring social and urban networks via locative media*. New York, NY: Peter Lang

Williams, D., & **Xiong, L.** (2009). Herding Cats Online: Challenges in Deriving a Sample from Online Communities. In E. Hargittai (Ed.), *Research Confidential: Solutions to Problems Most Social Scientists Pretend They Never Have*. Ann Arbor, MI: University of Michigan Press

Manuscripts in Preparation for Publication

Xiong, L., Pilny, A., Mahapatra, A. The Behavioral Manifestation of Extraversion in an MMO. To be submitted to *Media Psychology*. (4,832 words as of 10/2011)

Xiong, L., Poole, M. S., Williams, D., Ahmad, M. The Effects of Group Structure on Group Behavior and Outcomes in an Online Gaming Environment. To be submitted to *Small Group Research*. (10,072 words as of 10/2011)

Xiong, L. The Structure of Sharing in a Mobile Social Network. To be submitted to *Journal of Information Systems Research*. (6,007 words as of 10/2011)

Kim, Y. J., **Xiong, L., Hollingshead, A.** Web Credibility 2.0: Source Credibility and Online Reviews. To be submitted to *Journal of Communication*. (11,207 words as of 10/2011)

GRANTS

Amazon.com

July 2011, Amazon Web Services PhD Research Grant, Principal Investigator, *Voilah.com: A location-based sharing community*, \$500

University of Southern California

May 2010, Annenberg Program for Online Communities, Principal Investigator. "Location Awareness in Online Communities", \$5,384

May 2009, Annenberg Program for Online Communities, Principal Investigator. "The Design, Use and Implications of Location-based Services", \$1,000

PEER-REVIEWED CONFERENCE PAPERS

Xiong, L. (May, 2011). *How Communication Technologies Facilitate Knowledge Sharing: An Overview and Critique*. Paper presented at the 61st Annual Conference of the International Communication Boston, MA

Xiong, L. & Hollingshead, A. (June, 2010). *Evaluating Restaurant Reviews and Reviewers on Yelp.com*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.

Xiong, L., Poole, M. S., Williams, D., Ahmad, M. (July, 2009). *The Effects of Group Structure on Group Behavior and Outcomes in an Online Gaming Environment*. Paper presented at the Interdisciplinary Network for Group Research Annual Conference, Colorado Springs, Colorado.

Xiong, L. (December, 2008). *The Diffusion of an Online Social Networking Application*. Paper accepted at the 42nd Hawaii International Conference on System Sciences, Manoa, Hawaii.

Xiong, L. (December, 2008). *The Structure and Impact of the Mobile Social Media Industry*. Paper accepted at the 42nd Hawaii International Conference on System Sciences, Manoa, Hawaii.

Xiong, L. (May, 2008). *A Preliminary Study of the Interfirm Network of Wireless Mobile Media Business in the U.S.* Paper presented at the 58th Annual Conference of the International Communication Association, Montreal, Canada.

Xiong, L. (May, 2008). *Imagining the Medium of the Mobile game: Technical, Commercial, and Social issues*. Paper presented at the 58th Annual Conference of the International Communication Association, Montreal, Canada.

FELLOWSHIPS & AWARDS

University of Southern California

Fall 2011, Annenberg Program for Online Communities Dissertation Fellowship, \$6,250

April 2011, "Voilah.com", Community Impact Award, *Annual Research and Creative Project Symposium*, \$1,075

April 2011, “Voilah.com: A location-aware community of sharing needs and offers”, Annenberg Innovation Lab Crunch Design Award, \$1,000

June 2009, New York Law School Travel Award, *State of Play VI Conference and Graduate Student Symposium*

April 2010, “idHoc: A location-based iPhone sharing application”, Graduate School Award, *Annual Research and Creative Project Symposium*”, \$1,000

2007 – 2009, Annenberg Graduate Fellowship

University of Illinois

2004 – 2007, Graduate Fellowship

Edinburgh University

British Council Chevening Scholarship, 2002-2003

RESEARCH EXPERIENCE

University of Southern California

Research Associate, 2007-present

The Virtual World Observatory: Identifying Real World (RW) Characteristics from Virtual Behavior (Funded by IARPA)

PIs: Dmitri Williams, Nosh Contractor, Scott Poole, Jaideep Srivastava & Ronald Burt

I am Leader of the Extraversion Prediction Group

Virtual Worlds: An Exploratorium for Theorizing and Modeling the Dynamics of Group Behavior (Funded by Army Research Institute)

PIs: Dmitri Williams, Nosh Contractor, Scott Poole, Jaideep Srivastava & Ronald Burt

Online Brand Communities (Funded by Annenberg Program for Online Communities)

PI: Andrea Hollingshead

A Mobile Social Networking Site for Young Adult Cancer Survivors (Funded by Annenberg Program for Online Communities)

PI: Margaret McLaughlin

University of Illinois
Research Associate, 2004-2007

Collaborative Research: Instrumenting Behaviors and Attitudes in Virtual Worlds
(Funded by National Science Foundation)
PIs: Dmitri Williams, Nosh Contractor & Dan Hunter

Virtual World Exploratory Research” (Symposium and team-building) (Funded by
Kauffman Foundation)
PIs: Leigh Estabrook, Dmitri Williams & Guy Garnett

TEACHING EXPERIENCE

University of Southern California

Teaching Assistant. COMM203: *Communication and Mass Media*, Spring 2010
Graded bi-weekly assignments, midterms, reflection papers and finals

Teaching Assistant. COMM201: *Communication as Liberal Arts*, Spring 2009
Graded assignments, essay papers and exams

Lab Instructor. COMM202: *Introduction to Communication Technology*, Fall 2008
Lectured for two weekly discussion classes. Designed and executed a lecture
format that was later adopted by the class instructor.

SERVICES

Journal Reviewer

Games & Culture, 2011
International Journal of Communication, 2010
Qualitative Inquiry, 2006

Journal Editor

Assistant Editor, *Qualitative Inquiry*, *Cultural Studies* ⇔ *Critical Methodologies*,
University of Illinois, 2004-2007

Conference Reviewer

Conference Paper Reviewer. *International Communication Association*, 2011
Conference Paper Reviewer. *Computer Human Interaction, Works-in-Progress*
Track, 2010-2011
Conference Paper Reviewer. *Hawaii International Conference on System Sciences*,
2008

Departmental Service

Project Coordinator, *Virtual Worlds Research – China Team*, University of Southern California, July 2010 – present

Conference Organizer, *Virtual Worlds Research All-hands Meeting*, University of Southern California, March 2010

Faculty Search Committee Student Representative, Annenberg School for Communication & Journalism, University of Southern California, January – March 2010

Panelist, *Doctoral Qualifying Exam Workshop*, University of Southern California, January 2010

Conference Organizer, *International Congress of Qualitative Inquiry*, University of Illinois, 2004-2007

INDUSTRY EXPERIENCE

China Central Television, 2003-2004

Wrote, produced, edited TV documentaries for primetime broadcasting.

U-Position Marketing Services Inc., 2002

Edited and translated marketing materials for Volkswagen China as a freelance copyeditor.

China Federation of Literary and Art Circles, 1998-2002

Coordinated and organized collaboration projects between arts foundations and non-profit arts development organizations in China and Europe

SKILLS

Computer Programming:

Python, Django (web framework), Objective-C, HTML, CSS, JavaScript (jQuery), MySQL, Postgresql, R

Media Production:

Linear and nonlinear video production, Final Cut Pro, Reason

Statistical and Network Analysis

REFERENCES

Dmitri Williams, Associate Professor
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Los Angeles, CA 90089
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Margaret McLaughlin, Professor
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Norman K. Denzin, Professor
College of Media
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