

Larry Zhiming Xu

Diederich College of Communication &

EDUCATION	Ph.D., Communication University of Southern California	2020
	<ul style="list-style-type: none"> <li>• Focus areas: organizational communication, information systems, emerging technologies, and computational social science, under direction of Dr. <a href="#">Janet Fulk</a>. Dissertation: <i>A multitheoretical multilevel explication of crowd-enabled organizations</i></li> </ul>	
	M.A., Communication University of Southern California	2017
	M.A., Communication Washington State University	2014
	M.A., Communication Tianjin Normal University	2012
	B.A., Journalism Tianjin Normal University	2010
AWARDS	Dean's Recognition Award for Outstanding Advisor Diederich College of Communication, Marquette University	2022
	Top Student Paper Award Information Systems Division, International Communication Association	2017
	Top Three Papers Award Big Data and Human Behavior Symposium, University of Southern California	2017

4. Xu, Z. (2020). A Multitheoretical multilevel explication of crowd-enabled organizations: Exploration/exploitation, social capital, signaling, and homophily as determinants of associative mechanisms in donation-based crowdfunding. [Doctoral dissertation]. University of Southern California.
5. Wei, R., & Xu, L. Z. (2019). New media and politics: A synopsis of theories, issues, and research. In Oxford Research Encyclopedia of Communication.
6. Xu, L. Z. (2018). Will a digital camera cure your sick puppy? Modality and category effects in donation-based crowdfunding. *Telematics and Informatics*, 35(7), 1914-1924. (2022 IF: 8.5)
7. Walter, N., Cody, M. J., Xu, L. Z., & Murphy, S. T. (2018). A priest, a rabbi, and a minister walk into a bar: A meta-analysis of humor effects on persuasion. *Human Communication Research*, 44(4), 343-373. (2022 IF: 5.0)
8. Xu, L. Z. (2017). Chun Wei Choo, The inquiring organization: How organizations acquire knowledge & seek information. *International Journal of Communication*, 11, 3. (2022 IF: 1.7)
9. Xu, Z. (2014). The "citizen-partisan dilemma": The impact of nationalism and ideology on misperceptions towards publicized truth claims about foreign affairs. [Master's thesis]. Washington State University.
10. Xu, Z. (2012). The relationship between orphans' media exposure and media literacy. [Master's thesis]. Tianjin Normal University
11. Xu, Z. (2011). Internet: The lifesaver of newspapers in the era of media convergence. *Journalism World*, B10, 172. (in Chinese)
12. Xu, Z. (2010). An analysis of the relationship between the Han Chinese culture and high context. *Journalism and Communication*, 4, 103. (in Chinese)

technology. Abstract presented at the the 30th Americas Conference on Information Systems, Salt Lake City, August 15-17.

5. Xu, L. Z. (2022). A MTML approach to examining crowdfunding organizing and networks. Paper presented at the 72rd International Communication Association Annual Conference, Paris, France, May 26-30.
6. Xu, L. Z. (2019). Exploration/exploitation, social capital, signaling, and homophily as determinants of associative mechanisms in crowdfunding. Extended abstract presented at the 32rd Organizational Communication Mini-Conference, Champaign, IL, Oct 4-6.
7. Xu, L. Z. (2019). A multitheoretical multilevel explication of crowd-enabled organizations. Extended abstract presented at the Organizational Communication and Information Systems Doctoral Consortium at the 79th Annual Meeting of the Academy of Management, Boston, Aug 9-13.
8. Xu, L. Z. (2019). What is stronger than fear is hope: Effects of emotional flow in crowdfunding narrative processing. Paper presented at the 69th International Communication Association Annual Conference, Washington DC, May 24-28.
9. Sun, Y. Xu, L. Z., Xu, Y., & Zhou, Y., (2019). Fake or real? Detecting online misinformation using computer vision techniques. Paper presented at the Annenberg Graduate Fellowship Research and Graduate and Creative Project Symposium, Los Angeles, Apr 18.
10. Xu, L. Z. & Walter, N. (2018). A plot twist plus a happy ending: Effects of emotional flow in crowdfunding narrative processing. Paper accepted to the 104th National Communication Association Annual Convention,

15. Xu, L. Z., & Shaikh, S. J. (2017). The inevitable decline: Explicating the (non)sharing decisions on Facebook. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
16. Lopez, R. A., & Xu, L. Z. (2017). Battling for the net: Big data and net neutrality activism. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
17. Walter, N., Cody, M. J., Xu, L. Z., & Murphy S. T. (2017). Meta-analysis of humor effects on persuasion. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
18. Xu, L. Z. (2017). Analyzing crowdfunding description text using topic modeling. Paper presented 2nd Big Data and Human Behavior Symposium at University of Southern California, Los Angeles, March 11.
19. Xu, L. Z., & Ge. Z. (2016). A two-mode network analysis of crowdfunding donors in structural equivalence. Paper presented at the International Network of Social Network Analysis XXXVI Sunbelt Conference, Newport Beach, April 5-10.
20. Lopez. R. A., & Xu, L. Z. (2016). Net neutrality activism. Paper presented at the 1st Big Data and Human Behavior Symposium at University of Southern California, Los Angeles, March 11.
21. Xu, L. Z. (2015). Exploring the impact of diffusion networks and content characteristics on crowdfunding. Paper presented at the 101st National Communication Association Annual Convention, Las Vegas, November 19-22.
22. Wang. X., & Xu, L. Z. (2015). Mapping 20 years of Asian journalism research: A content analysis of top journal articles on journalism in Asia. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, August 6-9.
23. Xu, L. Z. (2014). A revisit with the hostile media effect: Perceived media quality, perceived reach and polarized judgments among college students. Paper presented at the 100th National Communication Association Convention, Chicago, November 18-23.
24. Xu, L. Z. (2014). The "citizen-partisan dilemma": The impact of nationalism and ideology on misperceptions towards publicized truth claims about foreign affairs. Paper presented at the Midwest Association of Public Opinion Research Annual Convention, Chicago, November 18-23.
25. Xu, L. Z. & Peterson. J. C. (2014). Exploring the cultural and communicative meanings of cooking to Chinese students in the USA through photovoice. Paper presented at the 64th International Communication Association Annual Conference, Seattle, May 22-26.

26. Xu, L. Z. (2013). Do international students and domestic students differ in social capital? Examining the disengagement of international college students in the USA. Paper presented at the 99th National Communication Association Annual Convention, Washington, DC, November 21-24.

INVITED  
TALKS  
& PANELS

- Marquette CIRCLES Panel on AI* May 22, 2024  
Capital One, Chicago
- Career Formation Trails Day* March 15, 2023  
Cristo Rey Jesuit High School Milwaukee
- Engaging with LLM Chatbots and GenAI Use on Campus* November 30, 2023  
Marquette University
- Exploring LLM Chatbots and GenAI Use on Campus* September 21, 2023  
Marquette University
- Brown Bag Panel Discussion on AI and ChatGPT* March 24, 2023  
Diederich College of Communication, Marquette University
- Putting data into a local context* May 6, 2022  
Ai4Ai Lounge Launch Event, Marquette University
- Tell me three things about crowdfunding* March 24, 2022  
Communication Science Colloquium, University of Wisconsin-Madison
- Dealing with Uncertainty in data science education* February 25, 2022  
Northwestern Mutual Data Science Institute Impact Education Series, Online
- Revolution of data science curriculum at UWM and Marquette* September 24, 2021  
Northwestern Mutual Data Science Institute Impact Education Series, Online
- The strategic crowd* November 26, 2019  
Diederich College of Communication, Marquette University
- Functions of communication in crowd organizations* January 11, 2019  
Brian Lamb School of Communication, Purdue University

## SERVICE

### University

- *Member*, Core Curriculum Committee  
Marquette University 2024- Present
- *Member*, Data Science Steering Committee  
Marquette University 2024- Present
- *Member*, Job Search Committee, Department of Strategic  
Communication, Marquette University 2022, 2023
- *Faculty Mentor*, [Data Science REU](#), Marquette University 2022, 2023
- *Advisory Board*, Center for Data, Ethics, and Society  
Marquette University 2022 - Present
- *Member*, Talent Subcommittee, Northwestern Mutual  
Data Science Institute 2021- Present
- *Member*, UX/UI education task force  
Diederich College of Communication, Marquette University 2022 - Present

### Professional

- *Conference Reviewer*, Academy of Management; International Communication Association; National Communication Association; The International Conference on Information Systems; Americas Conference on Information Systems
- *Invited Journal Reviewer*, *Cyberpsychology, Behavior, and Social Networking*; *Frontiers in Human Dynamics*; *Information, Communication & Society*; *International Journal of Information Technology & Decision Making*; *Journal of Media Psychology*; *Journal of Medical Internet Research*; *Journal of Social Service Research*; *Journalism & Mass Communication Quarterly*; *New Media & Society*; *PLOS ONE*; *Recent Advances in Electrical & Electronic Engineering*; *Small Group Research*; *Social Network Analysis and Mining*; *Social Science & Medicine*; *Telematics and Informatics*
- *Editorial Board*, *Wave* (a bilingual academic journal that aims to cultivate a global perspective in communication by introducing state-of-the-art theories, methodologies, and research to Chinese scholars, researchers, and students), 2014-2018.

## TEACHING

### Marquette University

- { Methods of Inquiry: Communicating with Data
- { Speaking Data I: Literacy and Fluency (Starting Fall 2025)
- { Speaking Data II: Proficiency and Competency (Starting Fall 2025)
- { Communication Statistics and Analysis
- { Communication Research
- { Data Analytics in the Age of AI
- { Public Relations Research and Measurement

### University of Southern California

- { Communication and Social Science
- { Empirical Research in Communication
- { Persuasion
- { Organizational Communication

### Washington State University

- { Media and Society
- { Multimedia Content Creation
- { Strategic Communication