

## LIN ZHANG

20 Academic Way, Durham, New Hampshire 03824

Email: [lin.zhang@unh.edu](mailto:lin.zhang@unh.edu) | Web: <https://linzhangweb.org/>

Citizenship: permanent resident of the United States, Citizen of P.R. China

### EDUCATION

---

#### University of Southern California

Ph.D. Annenberg School for Communication and Journalism, 2017

- Dissertation: *Entrepreneurial Labor: Digital Work and Subjectivities in China's New Economy*  
Dissertation Committee: Sarah Banet-Weiser (Chair), Henry Jenkins, Taj Frazier, Stanley Rosen

#### The Chinese University of Hong Kong

MPhil., Communication, 2011

#### New York University

M.A., Media, Culture and Communication, 2009

#### Beijing Foreign Studies University

B.A., English Language and Literature, 2007

### ACADEMIC POSITIONS

---

University of New Hampshire, College of Liberal Arts, Department of Communication

Assistant Professor, Fall 2017-Now

### RESEARCH & TEACHING INTEREST

---

The Cultural Economy of Digital Capitalism; Global Media and Cultural Industries; Labor and Subjectivities in the Digital Age; Visual Culture and Communication; Fan and Participatory Culture; the History of Communication Technologies and Personal Computing; Gender and Race in Media and Communication; Media, Culture and Society in East Asia; Media and Popular Culture; Qualitative Research Methods; Ethnography.

### PUBLICATIONS

---

#### Referred Journal Articles

1. **Zhang, Lin.** Assembling Alibaba: When Platformization Meets Infrastructuration in China (Extended abstract accepted by the *Chinese Journal of Communication's* special issue on the "Platformization of Chinese Society"; To be published in 2019)

2. **Zhang, Lin.** The contradictions of “women’s work” in digital capitalism—a “non-Western”/Chinese perspective. *Feminist Media Studies*. (2018)
3. **Zhang, Lin,** and Frazier, Taj. “Playing the Chinese card”: Globalization and the aesthetic strategies of Chinese contemporary artists, *International Journal of Cultural Studies*. (2015)
4. **Zhang, Lin.** Fashioning the feminine self in ‘prosumer capitalism’: Women’s work and the transnational reselling of Western luxury online. *Journal of Consumer Culture*. (2015)
5. Frazier, Taj, and **Zhang, Lin.** Deconstructing Lou Jing: Debates over race and Chinese identity in cyberspace, *China Information* 28 (2): 1—12. (2014)
6. **Zhang, Lin.** Productive vs. Pathological: The Contested Space of Video Games in post-reform China (1980s-2012), *International Journal of Communication* 7 (21). (2014)
7. **Zhang, Lin** and Fung, Anthony. Working as playing? Consumer labor, guild and the secondary industry of online gaming in China, *New Media & Society* 16 (1): 38—54. (2014)
8. **Zhang, Lin** and Fung, Anthony. The Myth of 'Shanzhai' culture and the paradox of digital democracy in China. *Inter-Asia Cultural Studies* 14 (3): 401—416. (2013)
9. **Zhang, Lin.** Third-person effect and gender in online gaming. *First Monday*, 18: 1—17. (2013)

### Other Publications

10. **Zhang, Lin.** Review of *The Media and Mundane: Communication Across Media in Everyday Life*, *The Communication Review* 20 (4)
11. **Zhang, Lin** and Jenkins, Henry. A Dialogue with Henry Jenkins on “Textual Poachers” in China, *Communication and Society*. (2016)
12. **Zhang, Lin.** Review of Winnie Wong Yin Wong, *Van Gogh on Demand, China and the Readymade*, *International Journal of Communication* 9. (2015)
13. Frazier, Taj and **Zhang, Lin.** “Deconstructing Lou Jing: Debates over race and Chinese identity in cyberspace” in *China’s Contested Internet* (edited by Guobin Yang), NIAS Press. (2015)

### Manuscript under Preparation

#### Book Manuscript:

14. Reinvent Yourself! Entrepreneurial Labor and Hybrid Subjectivities in China’s New Economy

#### Article Manuscript:

15. Peasant Entrepreneurial Labor and E-commerce Villages in China: The Case of Wantou (To be submitted to *The China Quarterly*)

**HONORS & GRANTS**

---

- 2018 UNH Parents Association Grant (\$1,960, assisted student editor-in-chief Charlotte Harris in obtaining the grant)  
MIST (Murkland Interdisciplinary Scholar) Seed Grant (\$ 2,500)  
Faculty Development Grant, UNH (\$ 1,500)
- 2017 Faculty Start-up Funding, University of New Hampshire (\$ 9,000)
- 2016 USC Annenberg School Graduate Assistantship (\$12,500)
- 2015 USC Graduate School Research Fund  
USC Graduate School Research Enhancement Fellowship (\$35,000)  
ICA Annual Convention Travel Grant (awarded to the top 3 papers in the Feminist Studies Division)
- 2014 Annenberg Fellowship Travel Award  
Doctoral Student Research Fieldwork Grant  
The Graduate School Travel Grant USC
- 2013 Annenberg Travel Grant  
Doctoral Student Summer Fieldwork Research Grant  
The Graduate School Travel Grant USC
- 2012 Annenberg Travel Grant  
ICA Top Student Paper, Division of Game Studies  
US-China Institute Summer Fieldwork Research Grant
- 2010-2016 Annenberg Travel Grant
- 2009-2011 Annenberg Fellowship, University of Southern California
- 2010 Full Scholarship awarded by the University Grants Committee of Hong Kong Government  
School Travel Grant, School of Journalism and Communication, CUHK

- 2009 University Travel Grant, the Chinese University of Hong Kong
- 2008 ICA Annual Convention Travel Grant (awarded to the top 3 student papers in the division of global communication and social change)
- Mitchell Leaska Scholarship
- Top Graduate Paper Award, the 66<sup>th</sup> Annual Conference of the New York State Communication Association, Kerhonkson, NY
- 2007 Department Travel Grant, Department of Media, Culture and Communication, NYU
- Top B.A. Thesis Award, Beijing Foreign Studies University
- 2006 Honored Graduate Award, Beijing Foreign Studies University
- 2005 Xu Gehui Scholarship (top 1%)
- 2004 First-Class University Scholarship (top 1%)
- Esabel Crook Scholarship (top 1%)

### **SELECTED ACADEMIC TALKS & PRESENTATIONS**

---

- ◆ “From Danwei to Co-working space”. Paper presented at the 2019 International Association of Communication Annual Conference, 24-28 May 2018, Prague, Czech Republic
- ◆ Invited Talk, Platform Capitalism as Assemblages: The Case of Alibaba, an international workshop on “The Platformization of Chinese Society”, Hong Kong Baptist University April 12-13, 2018.
- ◆ Co-working Space and Middle-Class Work Imaginaries in Zhongguancun. The 2018 Association for Asian Studies Annual Conference, March 22-25, Washington DC.
- ◆ Invited Talk, Micro aggression, race, and social interaction, UNH undergraduate class on languages and social interaction (taught by Edward Reynolds), December, 2017
- ◆ Peasants as Digital Entrepreneurial Labor and the Chinese E-commerce Village. (organizer of the panel “Digital Capitalism and the Making of New Subjectivities in China). The 2017 Association for Asian Studies Annual Conference, March 16-19, 2017: Toronto, Canada.
- ◆ Rural E-commerce and Digital Entrepreneurship in China. Crossroad in Cultural Studies Conference, Sydney, Australia, December 2016.
- ◆ Peasant Entrepreneurial Labor and E-commerce Villages in China: The Case of Wantou, Keynote Speech at the ICA Fukuoka Preconference, Japan 2016 (declined).

- ◆ Digital Labor in China, Invited Talk in “Social Theories of Information and Communication Technologies” (Taught by Dr. Hongzhe Wang), Beijing University, School of Journalism and Communication, Spring 2016.
- ◆ Participatory Capitalism in New Millennium China: The Case of Wantou as a “Model E-commerce Village”, Capitalism, Culture and Media. University of Leeds, England, September 7-8, 2015.
- ◆ Fashioning the feminine self in ‘prosumer capitalism’: Women’s work and the transnational reselling of Western luxury online. ICA Puerto Rico, 21-25 May 2015 (**Winner of Division Travel Grant**).
- ◆ “Playing the Chinese Card”: Globalization and the Visual Politics of Ai Weiwei and Cai Guo-Qiang. ICA Seattle, 22-26 May 2014.
- ◆ Productive vs. Pathological: The Contested Space of Video Games in Post-Tiananmen China (1989-2012). ICA London, England, June 2013.
- ◆ Working as playing? Consumer labor, guild and the secondary industry of online gaming in China. ICA Phoenix, 24-28 May 2012 (**Winner of Best Student Paper**).
- ◆ User-generated content on the Internet: Implications for democratization, Nationalism and Political Empowerment in China (with Nan He and Jiang Zhao, paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO, August, 2010.
- ◆ Warring media, conflicting discourses: Media construction of “Egao” culture, paper presented at the Annual Convention of International Communication Association, Singapore, June 2010.
- ◆ One Game, Different Players—The Coverage of 2008 Olympics by Three Chinese Newspapers, paper presented at the 59<sup>th</sup> Annual Convention of the International Communication Association, Chicago, IL, May, 2009 (**Winner of Division Travel Grant**).
- ◆ ‘Carnival in cyberspace’? Chinese ‘Egao’ as an Internet subculture, paper presented at the 6<sup>th</sup> Media in Transition International Conference, Boston, MA, April, 2009.
- ◆ Virtual stories-real life: An examination of Chinese students’ acculturation in The United States through blogs, paper presented at the 66<sup>th</sup> Annual Conference of the New York State Communication Association, Kerhonkson, NY, 2009 (**Winner of Best Student Paper**).

## **RESEARCH AND TEACHING EXPERIENCE**

---

### **Research Projects**

#### University of New Hampshire

Since 2018-

- A historical comparative study of urban-to-rural returning experiences and policies in contemporary and socialist China (In collaboration with Dr. Pengfei Zhao @ Indiana

University at Bloomington)

Since 2017-

- Global Education Industry and Chinese International Students in the US: (In collaboration with Dr. Tu Lan @ UNH Geography) exploring the global educational value chains and Chinese international students in the US. Funded by UNH MIST Seed Grant

Annenberg School for Communication and Journalism, University of Southern California

2015-2016

- Conducted 12-month multi-sited dissertation fieldwork (supported by USC Graduate School Research Enhancement Fellowship) in Boxing County, Shandong Province, and Zhongguancun, Beijing, China

2012-2014

- Worked with Dr. Taj Frazier on his book *The East Is Black: Cold War China and Black Radical Imagination* (Duke University Press, 2014)
- Collaborated on two research projects:
  1. Visual culture and transnational Chinese artists.
  2. Race and media in China.

Research Grant Council of Hong Kong

2010-2014

- Worked with PI Dr. Anthony Fung on a 4-year government-funded project investigating Asian gaming industry. *Mapping the Hong Kong Game Industries: Cultural Policy, Creative Cluster, and Asian Markets*. Project no. 4001-SPPR-09.

The Chinese University of Hong Kong

Summer, 2010

- Copyedited the book *Chinese Communication Imagination* [Huaren Chuanbo Xiang Xiang], (Hong Kong: The Chinese University Press, 2012)

2009-2010

- Worked with Dr. Annisa Lee and Dr. Ven-hwei Lo on multiple research projects

New York University

Summer 2009

- Worked for Dr. Charlton McIlwain on the project investigating race in American political communication

2008

- Worked with Dr. Rodney Benson on his book *Framing Immigration: How the French and American Media Shape Public Debate* (Cambridge, UK: Cambridge University Press, 2008)

2007-2008

- Research and Administrative Assistant, Department of Media, Culture and Communication
- Designed and interpreted online survey, conducted extensive literature research for Dr. Susan Fox for her research project on changes in teenage girls' media usage habit

## **Courses Taught**

### **Instructor**

Department of Communication, College of Liberal Arts, University of New Hampshire

- CMN 455 Introduction to Media Studies (Fall, 2017, 2018)
- CMN 696W Global Digital Capitalism (Fall, 2017; Spring, 2018)
- CMN 772 From Pokémon to K-Pop: East Asian Media and Popular Culture (Fall, 2018)

New Oriental School, Beijing, China, 2005-2006

- IELTS English Speaking

### **Teaching Assistant**

Annenberg School for Communication and Journalism, University of Southern California, 2011-2017

- Communication and Culture
- Sports and Social Change
- Sports, Communication and Culture
- Media, Fashion and Culture
- Communication and Technology

School of Journalism and Communication, The Chinese University of Hong Kong, 2009-2011

- Theories in Advertising and Communication
- Film, Television and Hong Kong Culture

### **Guest Instructor**

School of Journalism and Communication, Beijing University, Spring 2016

- Social Theories of Information and Communication Technologies

## **Professional Development**

UNH Writing Academy, Summer 2018

UNH Center for Excellence and Innovation in Teaching & Learning Mid-Course Assessment Program (MAP), Fall 2017

## **ACADEMIC SERVICES**

---

### University Services

Faculty Advisor, UNH Department of Communication's student academic Journal *Comm-entary*, Fall-Spring 2017, Spring 2018 (Nominated by students for UNH's "advisor of the year")

- Worked together with student board member Charlotte Harris on a grant proposal and won a grant (\$1,960) from the UNH Parents Association to support *Comm-entary*'s digitalization initiative in the spring 2018.

Student Engagement Committee, UNH Department of Communication, Fall-Spring 2017

Academic Assessment Committee, UNH Department of Communication, Fall-Spring 2017

Curriculum Committee, UNH Department of Communication, Fall-Spring 2018

Organizer, Talk About Teaching Brown Bags, UNH Department of Communication, Fall-Spring 2018

Asian Studies Faculty Committee, UNH, since Fall 2017

### External Service

Book Review Editor, *Chinese Journal of Communication*, since fall 2017

Editorial Assistant for the *International Journal of Communication*, 2015-2016

Reviewer for *Global Media and China*  
*New Media and Society*  
*Journal of Consumer Culture*  
*Theory, Culture & Society*  
*Information, Communication & Society*  
*International Journal of Communication*  
*Communication and the Public*

## **INDUSTRY/INTERNSHIP EXPERIENCE**

---

Fall 2008 Corporate Communications Department **NBC Universal**, New York City, USA

- Monitored, organized and distributed top media stories across all of NBCU's business to leadership council and other executives on a daily basis

Summer 2008 **VBS TV** (online video and news service), New York City, USA

- Edited and translated online video documentaries on cultural and environmental issues in China



- Spring 2008    **High Impact Partnering** (Marketing and Consultant firm), New York City, USA
- Conducted research to help non-profit organizations integrate new media technologies into their operation
- Jan-Jun 2007    **Red Gate Gallery**, Beijing, China (Contemporary Art Gallery in China)
- Translated and designed the gallery's sales brochure and English website
- Summer 2006    Marketing Department of **Tudou.Com**, Shanghai, China (China's largest video-sharing website)
- Conducted audience research for the website's new advertising program and planned events for amateur videographers
- Summer 2005    Culture Express, **China Central Television International (CCTV)**, Beijing, China
- Wrote and translated scripts for culture and entertainment programs, recorded voiceovers for daily culture news session

## COMPUTER SKILLS

---

Adobe Photoshop/Adobe Image Ready/Adobe Premiere Final Cut Pro (Video Editing & Production)  
SPSS

## LANGUAGE SKILLS

---

Mandarin Chinese (native speaker)  
English (fluent writer and speaker)  
French (limited working proficiency)

## PROFESSIONAL MEMBERSHIP

---

International Communication Association  
National Communication Association  
Asian Studies Association  
Crossroad Cultural Studies Association  
Society for Cinema and Media Studies

## REFERENCES

---

**Sarah Banet-Weiser**  
Professor and Head, Department of Media and Communications  
The London School of Economics and Political Science  
s.banet-weiser@lse.ac.uk

**Henry Jenkins**

Provost Professor of Communication, Journalism, Cinematic Arts and Education  
University of Southern California  
hjenkins@usc.edu

**Robeson Taj Frazier**

Associate Professor,  
Annenberg School for Communication and Journalism  
University of Southern California  
rfrazier@usc.edu

**Stanley Rosen**

Professor, Department of Political Science  
University of Southern California  
rosen@usc.edu

**Larry Gross**

Professor, Annenberg School for Communication & Journalism  
University of Southern California  
lpgross@asc.usc.edu

**Guobin Yang**

Grace Lee Boggs Professor of Sociology and Communication  
University of Pennsylvania  
gyang@asc.upenn.edu