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EDUCATION

University of Southern California

Ph.D. in Communication, *Expected 2011*.

Dissertation: *The Social Meaning of Geocoding and Sharing: Location Awareness In Online Communities*

Committee: Dmitri Williams (Chair), Andrea Hollingshead, Ann Majchrzak, Margaret McLaughlin.

University of Illinois

Ph.D. in Communications, *On Leave Since 2007*.

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*.

REFEREED 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 Books

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., 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*. (9,747 words as of 11/2010)

Xiong, L. The Structure of Sharing in a Mobile Social Network. To be submitted to *Human Communication Research*. (5,386 words as of 11/2010)

CONFERENCE PRESENTATIONS

Xiong, L. (June, 2010). *How Communication Technologies Facilitate Knowledge Sharing: An Overview and Critique*. Paper to be presented at the 61st Annual Conference of the International Communication Boston, MA

Xiong, L. (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. (May, 2009). *A Location-based iPhone Application: idHoc*. Collaborative work presented at the Annual Annenberg Graduate Research and Creative Project Symposium, Los Angeles, CA.

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.

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

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 2010

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.

SERVICE

Journal Reviewer

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

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

GRANTS & AWARDS

University of Southern California

Research Grant, Annenberg Program for Online Communities, Principal Investigator. "*Location Awareness in Online Communities*", 2010

Research Grant, Annenberg Program for Online Communities, Principal Investigator. "*The Design, Use and Implications of Location-based Services*", 2009

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

Graduate School Award, "*Annual Research and Creative Project Symposium*", 2009

Annenberg Fellowship, 2007-2009

University of Illinois

Graduate Fellowship, 2004-2007

Edinburgh University

British Council Chevening Scholarship, 2002-2003

SKILLS

Computer Programming:

Python, Django (web framework), HTML, CSS, JavaScript, MySQL, Postgresql, R

Media Production:

Linear and nonlinear video production, Final Cut Pro, Reason

Statistical Analysis

SPSS, SAS, LISREL, UCInet, PNet

REFERENCES

Dmitri Williams, Associate Professor
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University of Southern California
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Andrea Hollingshead, Professor
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Ann Majchrzak, Professor
Marshall School of Business
University of Southern California
Email: amajchrz@marshall.usc.edu
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Margaret McLaughlin, Professor
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