Curriculum Vitae
Dr. Miao Lu 路淼
miaolu@ln.edu.hk

Academic Appointments

Aug 2022-	Assistant Professor, Department of Cultural Studies, Lingnan University
Aug 2023- Aug 2025	Associate Programme Director, Master of Arts in Arts and Cultural Heritage Management (Concentration in Cultural Management and Digital Future), Lingnan University
Oct 2020–July 2022	Postdoctoral Fellow, School of Journalism and Communication, The Chinese University of Hong Kong

Academic qualifications

Ph.D. in Communication, The Chinese University of Hong Kong (2020)
M.A. in International Journalism, Communication University of China (2016)
Bachelor of Arts (major), Central China Normal University (2013)
Bachelor of Economics (minor), Wuhan University (2013)

Research Grants

Building data centers in tropical Africa: The role of China. **Faculty Research Grant**. LU Research Committee. PI. July 2024 – June 2026. HK$ 99,000.

Platform commons as an alternative future? A comparative study of Hong Kong, Taiwan, South Korea, and Japan. **Lam Woo Research Fund**, Lingnan University. PI. May 2024 – Apr 2026. HK$497,908.

Competing for Africa's digital infrastructure: Cables, base stations, and Chinese telecom companies in Ghana. **Early Career Scheme**. Research Grants Council (HKSAR). PI. Sep 2023 – Aug 2026. HK$548,365.

Competing for Africa's digital infrastructure: Cables, base stations, and Chinese telecom companies in Ghana. **Faculty Research Grant**. LU Research Committee. PI. June 2023 – May 2025. HK$49,940.

Research Seed Fund, Lingnan University, 2022–2024. PI. HK$40,000.

Barrier-free communication for the visually impaired in China: Mobility as a framework. **National Social Science Fund** (Youth Project). Co-PI. 2022-25. RMB 200,000

Publications

- Monograph

Lu, M. "Deep Ploughing": A mobile phone company's technology translations between China and Ghana. University of Illinois Press (Geopolitics of Information Series) (Under contract, Delivery Date: February 1, 2024)

- <u>Articles in Referred Journals</u>

Wei, R., Lo, V.H., Zhang, X., **Lu, M.**, & Qiu, J. L. (2024). Examining the impact of digital information environments, information processing, and presumed influence on behavioral responses to COVID-19 misinformation in Asia. *New Media and Society*. Advance online publication. https://doi.org/10.1177/14614448241252391

Lu, M. (2024). Mobile phone repair in Ghana: Comparing three approaches. *New Media & Society*, *26*(4), 2092-2109.

Lu, M. (2023). Under the socialist gaze : Solidarity, soft Power, and China's representation of Africa in two eras. *Journal of Asian and African Studies*. https://doi.org/10.1177/00219096221144689

Lu, M., & Qiu, J. L. (2023). Transfer or translation? Rethinking traveling technologies from the Global South. *Science, Technology, & Human Values*, *48*(2), 272-294.

Lu, M., Lo, V.H., & Wei, R. (2023). Countering COVID-19 misinformation: An influence of presumed influence study in Hong Kong. *Communication and Society*, *65*, 191–217. [In Chinese]

Lu, M. & Qiu, J. L. (2022). Empowerment or warfare? Dark skin, AI camera, and Transsion's patent narratives. *Information, Communication & Society* (AoIR special issue: Independence), *25*(6), 768-784.

Lu, M. (2022). From "working class culture" to "public culture": Changing national memories of the Workers' Cultural Palace (1949-2015). *Communication & Society*, *60*, 157-183. [In Chinese]

Lu, M. (2021). Translating a Chinese approach? Rural distribution and marketing in Ghana's phone industry. *Media, Culture & Society*, *43*(2), 309-325.

Lu, M. (2021). Designed for the bottom of the pyramid: A case study of a Chinese phone brand in Africa. *Chinese Journal of Communication*, *14*(1), 24-39.

Lu, M. & Fan, H. (2018). I sang, therefore I am! Uses and gratifications of self-mocking memes and the effects on psychological well-being. *International Journal of Cyber Behavior, Psychology and Learning (IJCBPL)*, *8*(2), 35-50.

- <u>Book Chapter</u>

Lu, M. (2022). Technology translations between China and Ghana: The case of low-end phone design. In R. Hoyng & G. P. Chong (Eds.), *Critiquing communication innovation: New media in a multipolar world* (pp.172-205). Michigan State University Press.

- <u>Commentary</u>

Chen, K.H., **Lu, M.**, & Qiu, J. L. (2022). Back to Bandung for the future: The never-ending project of deimperialization. *Communication Theory*, 32(2), 281-288.

- Book Chapter:

Lo, V.H., Zhang, X., & **Lu, M.** (2023). Consequences of exposure to misinformation. In R. Wei (Ed.), *Miscommunicating the COVID-19 pandemic: An Asian perspective* (pp. 89-110). Routledge. https://doi.org/10.4324/9781003355984-6

Lu, M. (2022). Technology translations between China and Ghana: The case of low-end phone design. In R. Hoyng & G. P. Chong (Eds.), *Critiquing communication innovation: New media in a multipolar world* (pp.172-205). Michigan State University Press.

- Book Review

Lu, M. (2024). Book Review: The labor of reinvention: Entrepreneurship in the new Chinese digital economy, By Lin Zhang, Columbia University Press, 2023, US $30 (paperback), 312 pp. *Chinese Journal of Communication*, 1-3. Advance online publication. https://doi.org/10.1080/17544750.2024.2348914

Conference presentations

Lu, M. (2024). *Imagining* and *connecting the last mile in Africa.* EASST-4S 2024 Amsterdam Conference, July 16-19, Amsterdam, the Netherlands.

Qiu, J.L. & **Lu, M.** (2024). *Optimizing smartphone cameras for digital inclusiveness: From Africa to Southeast Asia*. The 74th Annual International Communication Association (ICA) Conference, June 20-24, Gold Coast, Australia.

Lu, M. (2024). *Connecting the last mile in Africa: Balloons, drones, and rural base stations*. The 74th Annual International Communication Association (ICA) Conference, June 20-24, Gold Coast, Australia.

Qiu, J.L., **Lu, M.**, & Gregg, M. (2023). *Servicing phones in the Global South: The case of CarlCare*. The 20th Annual Chinese Internet Research Conference (CIRC), July 12-14, Chiang Mai, Thailand.

Xie, Z. & **Lu, M.** (2023). *The making of "bodily infrastructure": Exploring the body-technology nexus and cross-border traveling during COVID-19*. The 73rd Annual International Communication Association (ICA) Conference, May 23-31, Toronto, Canada.

Lu, M. & Xie, Z. (2022). *Unstable body, fragile mobility: Digital media, Covid-19 and biometric borders between China and Africa*. The International Association for Media and Communication Research (IAMCR) Annual Conference 2022, July 11-15, Beijing.

Lu, M. & Wang, G.Y. (2022). Africa as the new battlefield of smartphone wars: A comparative study of Transsion and Xiaomi. The 72nd Annual International Communication Association (ICA) Conference, May 26-30, Paris, France.

Lo, V.H., Wei, R., **Lu, M.**, Zhang, G., & Qiu, J.L. (2022). *A comparative study of the impact of digital media environments, information processing, and presumed influence on behavioral*

responses to COVID-19 misinformation in Asia. The 72nd Annual International Communication Association (ICA) Annual Conference, May 26-30, Paris, France.

Lu, M. & Lo, V.H. (2022). *Examining media exposure and the influence of presumed influence on Hong Kong citizens' behaviour during the COVID-19 pandemic*. The 2022 Greater China Visiting Scholar Program: COVID-19 Pandemic and Media, January 20-21, Hong Kong.

Lu, M. & Qiu, J. L. (2021). *Algorithmic empowerment or imperialist warfare? Dark skin, AI camera, and a Chinese company's patent strategy*. The 22nd Annual Conference of the Association of Internet Researchers (AoIR), October 13-16, Virtual conference.

Lu, M. (2021). *Rethinking "development" in the China-Africa context: A genealogy and a new conceptualization*. The International Association for Media and Communication Research (IAMCR) Conference 2021, July 11-15, Virtual conference.

Qiu, J. L., **Lu, M.**, & Wang, Z. (2021). *Repair the business of repair*. The Cost of Convenience: Technology and the Environment Workshop, Minderoo Centre for Technology and Democracy, University of Cambridge, July 17, Virtual workshop.

Lu, M. (2021). *An ethnographic study of repair in Ghana's phone industry: Comparing three approaches*. The 71st Annual International Communication Association (ICA) Conference, May 27-31, Virtual conference.

Lu, M. (2021). *"Oburoni" or "Sister Beijing"? Fieldwork reflections from China and Ghana*. "Revisiting Networked China" Conference, Moody College of Communication, The University of Texas at Austin, April 3 & 10, Virtual conference.

Lu, M. (2020). *Transfer or translation? Rethinking traveling technologies from the Global South*. The 70th Annual International Communication Association (ICA) Conference, May 21-25, Virtual conference. (**ICA Fee Waiver**)

Lu, M. (2020). *"Below the Line": A Chinese phone company's rural marketing in Ghana*. @frica: Digital Media Conference, February 27-28, Houston, USA.

Lu, M. (2019). *Designed for the bottom of the pyramid: Examining a Chinese phone company in Africa*. The 17th Annual Chinese Internet Research Conference (CIRC), June 28, Singapore. (**Top Student Paper Award**)

Lu, M. (2019). *The politics of big battery: Marketing a Chinese phone brand to rural Africa*. The 69th Annual International Communication Association (ICA) Conference, May 24-28, Washington DC, USA.

Lu, M. (2019). *Designing phones for the poor: An ethnographic study of a Chinese phone company*. The 68th Annual International Communication Association (ICA) Conference, May 24-28, Washington DC, USA.

Lu, M. (2018). *Representing Africa in China: Comparing the Maoist and Post-Maoist eras*. The 67th Annual International Communication Association (ICA) Conference, May 24-28, Prague, Czech Republic.

Lu, M., & Fan, Hua. (2017). *Self-mockery as an alternative social strategy: Gratifications-sought, need for humor, narcissism, and self-mocking meme usage*. The 100th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 9-12, Chicago, Illinois, USA.

Awards & Scholarship
2023   Research & Knowledge Transfer Fund Award 2023, Lingnan U (HK$20,000)
2022   Best Dissertation Award (runner-up), ICA Global Comm and Social Change Division
2020   ICA conference fee waiver, Division of Philosophy, Theory and Critique (US$145)
2019   Global Scholarship Programme for Research Excellence 2019-20, CUHK (HK$15,000)
2019   Doctoral Dissertation Grant, CUHK (HK$10,000)
2019   Top Student Paper Award, The 17th Chinese Internet Research Conference (SGD$400)
2016-20   Postgraduate Studentship, CUHK
2014   Youth Scholarship for China-Denmark Joint Documentary Project
2014   Top Student Paper Award, The 1st Postgraduate Student Forum in Guangdong

Teaching Experience
Instructor, Lingnan University
CUS2410   Digital Technology and Creative Commons (Spring 2024 & Spring 2025)
CUS522   Everyday Culture of the Web (Spring 2024 & Spring 2025)
CUS524   Dissertation (Spring 2024 & Spring 2025)
CLE9026   Everyday Culture of the Web (Fall 2022 & Fall 2023)
CUS3310   Media, Culture and Society (Spring 2023, Fall 2023 & Fall 2024)

Instructor, The Chinese University of Hong Kong
COMM1120   Development of Mass Communication (Fall 2021 & Spring 2022)

Guest Lecturer, University of Toronto
"*Innovations from the Global South*". Guest lecture for MA course "CCT420H5F Information Technology and Globalization", November 2020.

Guest Lecturer, National University of Singapore
"*Designed for the bottom of the pyramid: The case of Transsion*". Guest lecture for MA course "NM4213 Digital Economies", October 2020.

Guest Lecturer, The Chinese University of Hong Kong
"*Grassroots innovation from China*". Guest lecture for MA course "COMM5960 Issues of ICTs in China", October 2019.

Teaching Assistant, The Chinese University of Hong Kong
COMM2150   Communication Theories (Fall 2017)
COMM3100   Critical Communication Theories (Spring 2018)

Professional Service

Ad hoc reviewer   Information, Communication and Society
Chinese Journal of Communication
Global Communication and Media
Journal of Asian and African Studies

Professional Organizations

Member, Society for Social Studies of Science (4S)
Member, International Communication Association (ICA)
Member, The Association of Internet Researchers (AoIR)
Member, The International Association for Media and Communication Research (IAMCR)