



Biography

LI Ruohan (Rebecca) is a Ph.D. candidate in School of Creative Media, City University of Hong Kong. She got the M.A. degree with distinction (Master's of Arts in Media Cultures) from School of Creative Media, City University of Hong Kong. Her research interests focus on the relationship between media technologies and individuals. She is currently researching on a worldwide phenomenon on social media—Internet celebrity. As YouTube, Twitter, Facebook, and other social media platforms generated a sort of bottom-up, do-it-yourself celebrity production process, Ordinary people now can leverage their expertise in a new way. However, self-presentation on social media cannot guarantee the success of celebrity status. By using mixed methods, Rebecca's research explores how did Chinese Internet celebrities (aka.wanghong, 网红) attract others' attention; how did Chinese Internet celebrities (aka.wanghong, 网红) maintain an intimate relationship with their followers; and how did Chinese Internet celebrities (aka.wanghong, 网红) achieve business success by means of social media platforms.

Education

Doctor of Philosophy (Student), PhD Creative Media

School of Creative Media

City University of Hong Kong

1 Sep 2016 → 23 Dec 2021

Research outputs

The Internet Celebrity Effect on Chinese Online Retail: Investigating Followers' Purchase Intentions

LI, R., 9 May 2019, (Presented).

"I feel no distance with her.": Discussing Intimacy and Social Capital on Social Media Platforms

LI, R., 15 Aug 2018, *Book of Abstracts: The 12th Biennial Crossroads in Cultural Studies Conference*. p. 495

The Secret of Internet Celebrities: A Qualitative Study of Online Opinion Leaders on Weibo

Li, R., Jan 2018, *Proceedings of the 51st Annual Hawaii International Conference on System Sciences*. Bui, T. X. (ed.). HICSS, p. 533-542 (Proceedings of the Annual Hawaii International Conference on System Sciences; vol. 2018-January). Scopus citations: 10

The Use of Wearable Technologies and Body Awareness: A Body-Tool Relationship Perspective

Suh, A., Li, R. & Liu, L., 2016, *HCI International 2016 – Posters' Extended Abstracts : Part I*. Constantine Stephanidis (ed.). Springer International Publishing Switzerland, p. 388-392 (Communications in Computer and Information Science; vol. 617). Scopus citations: 5

Factors Influencing Information credibility on Social Media Platforms: Evidence from Facebook Pages

Li, R. & Suh, A., 2015, In: *Procedia Computer Science*. 72, p. 314-328 Scopus citations: 78