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1. What are your current 3 main areas of research?

- Consumer information processing
- Green advertising and its effects on people's attitude and behavior
- Culture and consumer media experience and behavior

2. What are the top 3 areas of expertise/tools you are looking for in a research collaborator?

- Experimental stimulus design and production
- Structural equation modeling
- Writing and editing skills for proposals and journal articles

3. What 3 skills/tools that you have access to, are you willing to share with a potential research collaborator?

- Familiarity with media research areas
- Consumer and media research skills such as content analysis and experimental design
- Cross-cultural research experience focusing on comparison of Chinese and American consumer cultures in communication