

Qinran Li

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EDUCATION

University of Tennessee, Knoxville Ph.D. in Communication & Information	Knoxville, TN 2027 (Expected)
Boston University Master of Science in Media Science: Marketing Communication Research Graduate Certificate in Data Analytics	Boston, MA Jan 2023
Communication University of China Bachelor of Arts in Chinese Language and Literature Bachelor of Management in Cultural Industry Management	Beijing, China Jun 2021

RESEARCH INTERESTS

influencer advertising, social media, mental health, consumer literacy

PUBLICATIONS

Pittman, M., & Li, Q. (2025). Green advertising on Instagram versus TikTok: Construal level moderates processing fluency and environmental commitment. *Journal of Interactive Advertising*, 1–19. <https://doi.org/10.1080/15252019.2025.2475792>

UNDER REVIEW

Li, S., & Li, Q. (R&R). Natty or juice: How social media images and videos amplify multifaceted envy in fitness influencer services marketing. *Journal of Current Issues & Research in Advertising*.

CONFERENCE

Li, Q. (2026, August). You are the data: Using AI platforms to teach consumer segmentation and critical AI literacy. Poster presented at the CSGE Graduate Teaching Showcase, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, New Orleans, LA.

Li, Q., & Li, M. (2025, June). Eating disorder literacy and warning labels as mitigation strategies for fitspiration content: The role of fear appeal. Extended abstract presented at the 75th Annual International Communication Association (ICA) Conference. Denver, CO

Li, Q., & Pittman, M. (2024, August). Processing fluency on instagram vs tiktok: Construal level influences green advertising outcomes on social media. Paper posted at the 2024 Association of Education in Journalism and Mass Communication (AEJMC) Annual Conference. Philadelphia, PA

Li, Q., & Pittman, M. (2024, February). TikTok vs Instagram: Green advertising, construal level and platforms differences. Paper presented at the 2024(46th) Annual CCI Symposium. Knoxville, TN

TEACHING EXPERIENCE

Teaching Assistant to Dr. Stan Li ADPR 316 AI & Creativity in ADPR, University of Tennessee, Knoxville	Spring 2026-Current
Instructor of Record ADPR 340R Advertising Research Method, University of Tennessee, Knoxville	Spring 2025-Current

Teaching Assistant to Dr. Stan Li ADPR 340R Advertising Research Method, University of Tennessee, Knoxville	Fall 2024
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Teaching Assistant/Co-Instructor to Dr. Michael Palenchar ADPR 530 Advertising & Public Relation Research (graduate level), University of Tennessee, Knoxville	Spring 2024
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Teaching Assistant to Dr. Matthew Pittman ADPR 365 Social Media Strategy, University of Tennessee, Knoxville	Fall 2023
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Teaching Assistant to Dr. Zlatko Vasilkoski CS 688 Web Mining and Graph Analytics (graduate level), Boston University	Fall 2022
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GRANTS & AWARDS

Graduate Student Research Award, \$1,440 <i>Eating Disorder Literacy and Warning Label on Mitigating the Negative Impact of Fitspiration</i> <i>Content: The Role of Fear Appeal</i> University of Tennessee, Knoxville	Fall 2024
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Ben Bates Fellowship, \$9,000 University of Tennessee, Knoxville	2023
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Emerging Leaders Scholarship, \$6000 Boston University	2021-2022
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Merit Student Communication University of China	2018
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Third-grade Scholarship Communication University of China	2018
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Individual Scholarship for Science and Technology Competition Communication University of China	2018
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SERVICE

Member, Graduate Student Committee American Academy of Advertising (AAA)	2025
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Reviewer, International Journal of Advertising (IJA)	2024-Present
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Graduate Student Ambassador College of Communication & Information (CCI), University of Tennessee	2025-present
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OTHER EXPERIENCE

BlueFocus Digital Marketing Agency <i>Account Executive Intern</i>	Beijing, China Jul - Sep 2020
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Geomatics World (key magazine of China technology) <i>Editor Intern</i>	Beijing, China Nov 2019 - Feb 2020
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SKILLS

Data analytics tools: SPSS, R, Google Analytics, Mplus, html, CSS

Languages: Mandarin Chinese (native), Japanese (intermediate)