



Qiong Gong
PhD candidate
Department of Media & Communication
Erasmus School of History, Culture and Communication,
Erasmus University Rotterdam
Netherlands



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Qiong Gong is a PhD candidate in the Department of Media & Communication in the Erasmus School of History, Culture and Communication at Erasmus University Rotterdam. Her promoter is Prof. Susanne Janssen and supervisor is Dr. Marc Verboord. Before she moved to Europe, Qiong studied Communication at East China Normal University (Shanghai, China) from 2011 to 2014. She obtained her Bachelor's degree in Management in 2011 and Research Master's degree in July of 2014. Her master thesis focused on the communication effect of new media in health communication.

Qiong's main research interests include social media, health communication and political communication, especially focus on the differences between young adults' trust in social media and traditional media. She has published Chinese papers about electronic commerce and city publicity film in Chinese journals.

