Shenghua Zha, Ph.D.
Curriculum Vitae

HIGHER EDUCATION

Ph.D.
Information Science and Learning Technologies
School of Information Science and Learning Technologies College of Education
University of Missouri-Columbia, Columbia, MO, USA

Master of Arts
Computer-assisted Language Learning in Applied Linguistics
School of Foreign Languages
Shanghai JiaoTong University, Shanghai, China

Bachelor of Arts
English for Science and Technology
Department of Foreign Languages
Huazhong University of Science and Technology, Wuhan, Hubei, China

PROFESSIONAL APPOINTMENTS

2017-present
Assistant Professor
Department of Counseling and Instructional Sciences,
College of Education and Professional Studies, University of South Alabama

2009-2017
Senior Instructional Designer
Libraries and Educational Technologies, James Madison University

2006-2009
Instructional/Multimedia Designer
College of Public Health University of South Florida

PUBLICATIONS & PRESENTATIONS

Refereed Articles
Zha, S., Adams, A. H., Calcagno-Roach, J., & Stringham, D. (accepted). An examination on the
   effect of prior knowledge, personal goals, and incentive in an online employee training

program, *New Horizons in Adult Education and Human Resource Development*.

Harris, C. & Zha, S. (2017). Concept mapping for critical thinking: Efficacy, timing, & type. Education, 137(3), 277-280.

Qin, L., Li, N., Zha, S.*, & He, W. (2016). Research on factors influencing perceived usefulness of a virtual teacher community. Telematics and Informatics. doi: 10.1016/j.tele.2016.09.008 (*corresponding author)

Zha, S., & Adams, A. H. (2015). Designing a non-formal open online learning program that encourages participant-to-content interaction. In B. Hokanson, Clinton, G., & Tracey, M. (Ed.), The Design of Learning Experience: Creating the Future of Educational Technology (pp.127-137). New York, NY: Springer-Verlag.

Zha, S. & He, W. (2015). An analysis of user-generated comments on the development of social mobile learning. Knowledge Management & E-Learning, 7(2), 199-214.

Estes, M., Liu, J., Zha, S., & Reedy, K. (2014). Designing for problem-based learning in a collaborative STEM lab: A case study. TechTrends, 58(6), 90-98.

He, W. & Zha, S. (2014). Insights into the adoption of social media mashups. Internet Research, 24(2).

Harris, C. & Zha, S. (2013). Concept mapping: A critical thinking technique. Education, 134(2), 207-211.

He, W., Zha, S., & Li, L. (2013). Social media competitive analysis and text mining. International Journal of Information Management, 33(3), 464-472.

Zha, S., Adams, A., & Mathews-Ailsworth, J. (2013). Examining the blog use in a faculty development program: A multiple case study. International Journal of Learning Technology, 8(1), 5-19.

Loveless, D.J., Sturm, D.C., Guo, C., Tanaka, K., Zha, S., & Berkeley, E.V. (2013). Cross-disciplinary collaboration to engage diverse researchers. Journal of Faculty Development, 27(2), 11-18.

Zha, S. & Ottendorfer, C. (2011). Effects of peer-led online asynchronous discussion on undergraduate students' cognitive achievement. American Journal of Distance Education, 25(4), 238-253.

Zha, S., & Fitzgerald, G. (2010). Effectiveness of online case-based instruction on international teaching assistants' presentation and active listening strategies. In L. L. B. Border (Ed.), Studies in Graduate and Professional Student Development (Vol. 13, pp. 122-136). Stillwater, Oklahoma: New Forum Press.

Perrin, K., Rusnak, L., Zha, S., Lewis, D., & Srinivasan, S. (2009). Using blended learning to ensure consistency and quality in multiple course sections. The Journal of the Research Center for Educational Technology, 5(1), 42-48.

Koury, K., Hollingsead, C., Fitzgerald, G., Miller, K., Mitchem, K., Tsai, H., & Zha, S. (2009). Case-based instruction in different delivery contexts: The impact of time in cases. Journal of Interactive Learning Research, 20(4), 445-467.

Mitchem, K., Koury, K., Fitzgerald, G., Hollingsead, C., Miller, K., Tsai, H., & Zha, S. (2009). Impact of instructional implementation on learning with interactive multimedia case-based instruction. Teacher Education and Special Education, 32(4), 297-318.

DeJoy, S. B., Perrin, K. M., Zha, S., & Burke, S. G. (2008). College students' knowledge about Meningococcal Disease and preferences for health information. Florida Public Health Review, 5, 96-98.

Zha, S., Kelly, P., Park, M. K., & Fitzgerald, G. (2006) An investigation of communicative competence of ESL students using electronic discussion boards. Journal of Research on Technology in Education, 38(3), 349-367.

Selected Conference Presentations

Zha. S., Yen, C. J., Qin, L., & He, W. (2017). Understanding users' continued use intention of a virtual professional development community. Paper presented at the 2017 AERA Annual Conference, San Antonio, TX.

Zha, S., Hamdan, H., & Trybus, M. (2016). Offering online peer-assisted study sessions to help students' learning in an undergraduate statistics course. Paper presented at the 2016 Mathematical Association of America Maryland-District of Columbia-Virginia Sectional Meeting, Baltimore, MD.

Zha, S., Adams, A., Calcagno-Roach, J., & Stringham, D. (2016). What affects participants' goal achievement in online self-paced workplace learning? Paper presented at the poster session of EDUCAUSE 2016 Annual Conference, Anaheim, CA.

Zha, S. (2015). Do subject areas and educational levels matter in peer-led learning? A meta-analysis using HLM. Paper presented at 2015 AERA Annual Conference, Chicago, IL.

Hokanson, B., Clinton, G., Zha, S., Kaminski, K. & Ge, X. (2014). The 2014 AECT Research Symposium experience. Panel discussion at the 2014 AECT International Convention, Jacksonville, FL.

Estes, M., Liu, J., & Zha, S. (2014). Designing learning environments: Collaborative online STEM course sharing. Paper presented at the roundtable of 2014 AECT International Convention, Jacksonville, FL.

Zha, S. & Adams, A. (2014). Designing a non-formal open online learning environment that

encourages learner participation. Paper presented at AECT 2014 Summer Research Symposium, Jacksonville, FL.

Adams, A., Zha, S., & Liu, J. (2013). Assessing impact: Developing quality online courses. Paper presented at the 19th. Annual Sloan Consortium International Conference on Online Learning, Lake Buena Vista, FL.

Estes, M., Liu, J., & Zha, S. (2013). Designing inter-institutional learner-centered STEM spaces. Paper presented at the 2013 Association for Educational Communications and Technology (AECT) International Convention, Anaheim, CA.

Harris, C. M. & Zha, S. (2013). Concept mapping: Rationale, technologies, types & applications. Paper presented at the Best Practices: Research-Based Approaches for Teaching Psychology Conference, Atlanta, GA.

Sturm, D.C., Loveless, D.J., Guo, C., Tanaka, K., Zha, S., & Berkeley, E.V. (2013). Engaging diverse researchers in cross-disciplinary faculty development. Paper presented at the annual conference of the American Educational Research Association (AERA), San Francisco, CA.

Harris, C. M. & Zha, S. (2013). Concept mapping: A critical thinking technique. Paper presented at the Poster Session at the Conference on Higher Education Pedagogy (CHEP), Blacksburg, VA.

Harris, C. & Zha, S. (2012). A Solomon four-group design assessment of critical thinking. Paper presented at the Best Practices in Teaching Statistics and Research Methods in Psychology Conference, Atlanta, GA.

Zha, S., Adams, A., & Mathews-Ailsworth, J. L. (2012). Using group blog to promote reflective thinking in a faculty development program. Paper presented at the Roundtable Session at the World Conference on Educational Multimedia, Hypermedia and Telecommunications (ED-Media), Denver, CO.

Mathews-Ailsworth, J. L. & Zha, S. (2010). Establishing meaningful assessment practices for faculty development initiatives. Paper presented at the 2010 Virginia Assessment Group Conference, Lynchburg, VA.

Rusnak, L., Zha, S., Lewis, D., Srinivasan, S., Perrin, K., & Cooper, M. (2010). Advantages to using blended learning in multiple course sections. Paper presented at the Poster Session at the Teaching Professor Conference, Cambridge, MA.

Lewis, D., Zha, S., & Srinivasan, S. (2010). The PSI project/training grant: an administrative strategy to increase online course offerings. Project Briefing presented at the 2010 EDUCAUSE Learning Initiative (ELI) Annual Meeting, Austin, Texas.

Lewis, D., Lopez, S, Srinivasan, S. & Zha, S. (2009). Customizing course standards to meet your institution's needs. Paper presented at the Poster Session at the 2009 EDUCAUSE Annual Conference, Denver, CO.

Chen, Y. H. & Zha, S. (2009). Impact of teachers' computer use on students' learning achievement in elementary school mathematics class: Results from TIMSS-2003. Paper presented at the Annual Conference of The Chinese American Educational Research and Development Association (CAERDA), San Diego, CA.

Zha, S., Tsai, H., & Fitzgerald, G. (2008). The impact of online interactions on individual transfer of knowledge in case-based discussion. Paper presented at the Poster Session at the Annual Conference of Association for Educational Communications and Technology (AECT), Orlando, FL.

Srinivasan, S., Perrin, K., Perry-Casler, S., & Zha, S. (2007). Creating positive experiences with social networking sites for undergraduate students. Paper presented at the Poster Session at the 13th Annual Sloan-C International Conference on Online Learning, Orlando, FL.

Huang, X., Zha, S., & Shen, D. (2006). Modeling students' sense of community in online learning environments. Paper presented at the Roundtable Session at the World Conference on Educational Multimedia, Hypermedia and Telecommunications (ED-Media), Orlando, FL.

Zha, S. (2006). The effect of a technology-supported vs. face-to-face training system on second language use strategies for international teaching assistants. Presentation and Proceedings paper presented at the Annual Meeting of American Educational Research Association (AERA), San Francisco, CA.

Zha, S. & McCrory, M. (2006). Exploring the ITA identity through narratives & virtual ITA preparation. Presentation and Proceedings paper presented at the 40th Annual Teachers of English to Speakers of Other Language (TESOL) Convention and Exhibit, Tampa, FL.

Ko, M., & Zha, S. (2004). Bridging the digital divide: The impact of public libraries on computer access and Internet use. Paper presented at the Poster Session at the Library and Information Technology Association (LITA) National Forum, St. Louis, MO.

Zha, S., & Tsai, H. (2004). The applications of shared case-based reasoning system in pre-service teachers' decision-making. Paper presented in a Roundtable Session at the Annual Conference of Association for Educational Communications and Technology (AECT), Chicago, IL.

Zha, S., & Ko, M. (2002). Internet as an ideal technological tool for multicultural education. Presentation and Proceedings paper presented at the World Conference on Educational Multimedia, Hypermedia and Telecommunications (ED-Media), Denver, CO.

GRANTS & AWARDS

2016
Collaborative Research: Implementing an innovative competency-based training model to improve student leaders' skills and STEM students' learning in online PASS, submitted for NSF Division of Undergraduate Education, IUSE Program ($590,000 requested, not awarded)
My Role: Principal Investigator

2015
Developing and assessing an online peer-assisted learning (PASS Online) program to enhance JMU online students' retention and academic achievement, funded by Library & Educational Technology at James Madison University ($2,800 awarded)
My Role: Principal Investigator

2014
An Interprofessional Doctor of Nursing Practice Program to Meet the Needs of Underserved Mental Health and Cardiovascular Health Conditions, funded by the U.S. Department of Health and Human Services ($1,120,000 awarded)
My Role: Lead Instructional Designer

2012-2013
Madison Research Fellow-Tier II Grant, funded by James Madison University ($2000 awarded to the team)

2011-2012
Madison Research Fellow on Human Diversity, funded by James Madison University ($750 awarded)
My Role: Principal Investigator

2007-2009
Development of a Self-paced Online Program in Social Marketing, funded by Population Services International (PSI) (awarded)
My Role: Lead Instructional Designer

2007
Milestones in Public Health Curriculum Development, funded by The Association of Schools of Public Health and Pfizer ($200,000 not awarded)

2007
Using Online Social Networking Sites to Promote and Host a Virtual Health Event, funded by the Centers for Disease Control and Prevention ($100,000 not awarded)

2006
Eunice Drake Vandiver Fund in Education, awarded by College of Education, University of Missouri-Columbia

2005
Loran G. Townsend Scholarship, awarded by College of Education, University of Missouri-Columbia

INVITED TALKS

2009
Topic: The Impact of Technologies on Teaching and Learning Presented online for students at the Department of Adult and Continuing Education, Taiwan National Chung Cheng University

2010
Topic: Use of Social Media in Higher Education
Presented at the conference of Western Virginia International Educators

TEACHING EXPERIENCES
Undergraduate/Graduate Courses:
University of South Alabama, College of Education and Professional Studies, Department of Counseling and Instructional Sciences
- EDM310. Micro-computing Systems (Fall, 2017)

James Madison University, Department of Learning Technology and Leadership Education
- LTLE695. Applied Research (Spring 2017)
- AHRD695. Phase 1 Applied Research (Fall, 2016)
- LTLE675. Applied Research Design (Fall, 2016)
- LTLE655. Implementation & Evaluation of e-Learning (Spring, 2013)

University of Missouri-Columbia, School of Information Science and Learning Technologies
- Introduction to Web Development (Fall, 2002; Spring, 2003)

TECHNOLOGY SKILLS
Programming Languages/Programs:
HTML, DHTML, CSS, JavaScript, OpenSCAD for 3D design, knowledge of Visual Basic, knowledge of SQL

Web Development and Multimedia Production Tools:
Adobe Dreamweaver, Adobe Photoshop, Adobe Premiere, Adobe Presenter, Apple iMovie, Apple QuickTime Pro, Articulate, Audacity, Camtasia Studio, SnagIt

Research Tools:
QSR NVivo, SPSS, SAS, knowledge of R, MS Excel, SSI HLM, BILOG-MG, Inspiration, Stella, EndNote

PROFESSIONAL SERVICES

2012-present:
- Reviewer for the *American Journal of Distance Education* (AJDE)

2011-present:
- An executive peer-reviewer board member of the *Journal of Educational Technology & Society*
- A peer-reviewer board member of the *Research in Learning Technology*

2011-2016:
- An editorial review board member of the *International Journal of Distance Education Technologies* (IJDET)

2009-2011:
- A member of Diversity Council at JMU Libraries and Educational Technologies

2008-2015:
- A peer-reviewer board member of the *International Journal of Education and Development using Information and Communication Technology* (IJEDICT)

2008:
- Course reviewer in the Blackboard Exemplary Course Program

STUDENT ADVISING

2016-2017:
Mariya Khan (Master's thesis, James Madison University)

2015-2016:
Andee Henriques (Master's thesis, James Madison University)