

# Dr. Fuyuan Shen

## Curriculum Vitae

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The Pennsylvania State University  
CM - Advertising/Public Relations  
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### Education

Ph D, University of North Carolina at Chapel Hill, 1997.  
Major: Mass Communication

MA, University of Montana, 1993.  
Major: Journalism

Diploma, Shanghai International Studies University, 1990.  
Major: English

BA, E. China Normal University, 1985.  
Major: English

### Administrative Assignments

Department Head. (March 2017 - Present).

Acting Department Head. (January 2016 - June 2016).

### Professional Positions

#### Academic

Professor, Pennsylvania State University. (July 2016 - Present).

Associate Professor, Pennsylvania State University. (July 2007 - June 2016).

Visiting Professor, Department of Marketing, University of Hawaii at Manoa, Hawaii. (June 2012 - August 2012).  
Taught one advertising class

Assistant Professor, Pennsylvania State University. (July 2001 - June 2007).  
Taught advertising and communication classes

Assistant Professor, University of South Dakota, Vermillion, SD. (July 1997 - June 2001).  
Taught advertising and communication classes

Visiting Assistant Professor, Bradley University, Peoria, IL. (August 1996 - July 1997).  
Taught advertising classes

Research Assistant, School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, NC. (August 1993 - July 1996).  
Assisted faculty in teaching and research

Instructor, Changsha University of Science & Tech., China. (August 1985 - July 1988).  
Taught English classes

## **Professional Memberships**

American Academy of Advertising. (1997 - Present).

Chinese Communication Association. (1997 - Present).

International Communication Association. (1997 - Present).

Association for Education in Journalism and Mass Communication. (1993 - Present).

## **Awards and Honors**

BIG Ten DOE Fellow, Big Ten Academic Alliance. (November 2017).

President's Fund for Undergraduate Research. (February 2015 - May 2015).

Deans' Excellence Award for Integrated Scholarship, College of Communications, Penn State. (2014).

Nominee, Outstanding graduate teaching award, Pennsylvania State University. (November 2014).

President's Fund for Undergraduate Research. (February 2014 - May 2014).

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 422, Advtg Media Plng, 14 courses

COMM 424, Advts Campaigns, 5 courses

COMM 494, Research Projects, 3 courses

COMM 521, Adv Perspectives, 2 courses

COMM 594, Research Topics, 2 courses

COMM 596, Individual Studies, 7 courses

PSU 9, First-Year Seminar Communications, 2 courses

### **Directed Student Learning**

Janelle Applequist, Ph.D. Committee Member (2011 - 2015).

Saras Bellur, Ph.D. Committee Member (2009 - 2012).

Carolyn Donaldson, Master's Committee Member (2010 - Present).

Ruoxu Wang, Ph.D. Committee Member (2013 - 2017).

Michelle Baker, Ph.D. Committee Chair (2009 - 2012).

Enica Castaneda, Ph.D. Committee Member (2013 - Present).

Mun Young Chung, Ph.D. Committee Member (2011 - 2016).

Xu Dou, Ph.D. Committee Member (2010 - 2013).

Arienne Ferchaud, Ph.D. Committee Member (2015 - 2018).

Arienne Ferchaud, Master's Committee Member (2013 - 2015).

Eun Go, Ph.D. Committee Member (2011 - 2015).

Ashley Han, Independent Studies Supervisor (August 2013 - December 2013).

Ashley Han, Ph.D. Committee Chair (2012 - 2016). Research Supervisor (June 2014 - August 2014).

Yan Huang, Ph.D. Committee Chair (2014 - 2017). Research Supervisor (June 2015 - August 2015).

Svitlana Iarmolenko, Ph.D. Committee Member (2012 - 2014).

Ashley Jiang, Master's Committee Chair (2016 - Present).

Eun-Hwa Jung, Ph.D. Committee Member (2011 - 2016).

Hyunjin Kang, Ph.D. Committee Member (2010 - 2013).

Guan-Soon Khoo, Ph.D. Committee Member (2010 - 2013).

Hyang-Sook Kim, Ph.D. Committee Member (2009 - 2012).

Hye-jin Kim, Ph.D. Committee Member (2011 - 2013).

Jinyoung Kim, Ph.D. Committee Member (2014 - Present).

Sushma Kumble, Ph.D. Committee Chair (2013 - 2018). Independent Studies Supervisor (June 2015 - August 2015).

Ruobing Li, Ph.D. Committee Member (2013 - 2017). Research Supervisor (June 2015 - August 2015). Master's Committee Chair (2011 - 2014).

Xiao Li, Ph.D. Committee Member (2011 - 2013).

Caijia Liu, Independent Studies Supervisor (January 2013 - May 2013).

Lian Ma, Ph.D. Committee Member (2013 - 2015).

Siobhan McGroarty, Master's Committee Member (2012 - 2015).

Siobhan McGroarty, Independent Studies Supervisor (June 2013 - August 2013).

Sonya Miller, Ph.D. Committee Member (2009 - 2012).

Jessica Ruiz, Master's Committee Chair (2010 - 2012).

Kiwon Seo, Ph.D. Committee Member (2011 - 2014).

Drew Shade, Ph.D. Committee Member (2011 - 2014).

Yao Sun, Master's Committee Member (2012 - 2013).

Michail Vafeiadi, Independent Studies Supervisor (January 2016 - May 2016).

Michail Vafeiadi, Research Supervisor (September 2014 - December 2014).

Michail Vafeiadis, Ph.D. Committee Chair (2013 - 2017).

Michail Vafeiadis, Independent Studies Supervisor (June 2014 - August 2014).

Lewen Wei, Co-Advisor (2017 - Present). Master's Committee Chair (2015 - 2017).

Chun Yang, Ph.D. Committee Member (2013 - 2017).

Fan Yang, Ph.D. Committee Member (2013 - 2017).

Fan Yang, Independent Studies Supervisor (June 2014 - August 2014).

Julia Ye, Master's Committee Chair (2012 - 2015).

Xiaojia Zhang, Ph.D. Committee Member (2015).

## Research

### Intellectual Contributions

#### Articles Published in Refereed Journals

- Shen, F., Ahern, I., & Han, J. (2017). Environmental Orientations and News Coverage: Examining the Impact of Individual Differences and Narrative News. *International Journal of Communication, 11*, 14.
- Sheer, V., Shen, F., Tse, D. T., & Chan, T. (2017). Evaluating the effectiveness of four Hong Kong antismoking cartoon posters with humor and threat elements. *Chinese Journal of Communication, 19*.
- Shen, F. (Author), & Mou, Y. (2017). Potential patients like me: testing the effects of user-generated health content on social media. *Chinese Journal of Communication, 16*.
- Wang, W., & Shen, F. (2017). Reciprocal communication in online health support groups: Effects of message format and social support on individual responses to health issues. *Media Psychology, 1-27*.
- Wen, N. (2016). Communicating to young Chinese about human papillomavirus vaccination: Examining the impact of message framing and temporal distance. *Asian Journal of Communication, 1-18*.
- Huang, Y., & Shen, F. (2016). Effects of cultural tailoring on persuasion in cancer communication: A meta-analysis. *Journal of Communication, 66*(4), 693-715.
- Shen, F., & Yan, C. (2015). Causal attributions and frames: An examination of media coverage of obesity among adults and children. *Communication & Society (in Chinese), 31*, 45-64.

- Shen, F., Sheer, V., & Li, R. (2015). Impact of narratives on persuasion in health communication: A meta-analysis. *Journal of Advertising*, 44(2), 105-113.
- Shen, F., & Han, J. A. (2014). Effectiveness of entertainment-education in communicating health information: A systematic review. *Asian Journal of Communication*, 24(6), 605-616.
- Shen, F., Ahern, L., & Baker, M. (2014). Stories that Count Influence of News Narratives on Issue Attitudes. *Journalism & Mass Communication Quarterly*, 91(1), 98-117.
- Yu, N., & Shen, F. (2013). Benefits for me or risks for others: a cross-culture investigation of the effects of message frames and cultural appeals. *Health communication*, 28(2), 133-145.
- Seo, K., Dillard, J., & Shen, F. (2013). Effects of message framing and visual image on persuasion. *Communication Quarterly*, 61(5), 564-583.
- Shen, F., Lee, S. Y., Sipes, C., & Hu, F. (2012). Effects of media framing of obesity among adolescents. *Communication Research Reports*, 29(1), 26-33.
- Yan, C., Dillard, J., & Shen, F. (2012). Emotion, motivation, and the persuasive effects of message framing. *Journal of Communication*, 62(4), 682-700.
- Lin, H.-F., & Shen, F. (2012). Regulatory focus and attribute framing: Evidence of compatibility effects in advertising. *International Journal of Advertising*, 31(1), 169-188.

### **Manuscripts Accepted for Publication**

#### ***Journal Article, Refereed***

- Wang, W., & Shen, F. The effects of health narratives: Examining the moderating role of persuasive intent. *Health Marketing Quarterly*. [Accepted 2018].
- Yang, F., & Shen, F. (2018). Effects of Web Interactivity: A Meta- Analysis. *Communication Research*. [Accepted 2017].
- Vafeiadis, M., Li, R., & Shen, F. Narratives in political advertising: An analysis of political ads in the 2014 midterm elections. *Journal of Broadcasting & Electronic Media*. [Accepted 2016].

### **Editorial and Advisory Boards**

- Mass Communication and Society*, Editor. (January 2017 - Present).
- Cogent Social Sciences, Taylor & Francis*, Co-Editor. (May 2015 - September 2017).
- Mass Communication and Society*, Editorial Board. (March 2015 - December 2015).
- Asian Journal of Communication*, Associate Editor. (March 2012 - December 2015).

### **Peer Reviewer of Grant Proposals, Manuscripts, Etc.**

- Journal of Media Psychology*, Reviewer. (2012 - Present).
- Journal of Health Communication*, Reviewer. (2007 - Present).
- Journal of Communication*, Reviewer. (2006 - Present).

*Media Psychology*, Reviewer. (2004 - Present).

*Health Communication*, Reviewer. (2016 - 2017).

*International Journal of Communication*, Reviewer. (2016 - 2017).

*Journalism and Mass Communication Quarterly*, Reviewer. (2008 - 2017).

*Journal of Advertising*, Reviewer. (2001 - 2017).

*European Journal of Marketing*, Reviewer. (2016).

*Journal of Consumer Behavior*, Reviewer. (2016).

*Mass Communication and Society*, Reviewer. (2007 - 2016).

*Communication Yearbook*, Reviewer. (2015).

*Journal of Computer-Mediate Communication*, Reviewer. (2014 - 2015).

*Media and Society (Hong Kong)*, Reviewer. (2013 - 2015).

*Journal of Applied Communication*, Reviewer. (2011 - 2015).

*Communication Research*, Reviewer. (2008 - 2015).

*Communication Theory*, Reviewer. (2006 - 2015).

University of West Virginia, Ad-hoc Reviewer. (2012).  
Reviewed one grant proposal for the University of West Virginia Faculty Senate.

*Chinese Journal of Communication*, Reviewer. (2012).

## **Consulting/Advising**

Consultant, Health Campaign Evaluations, World Bank, Compensated, Contract Period (wks): 30. (March 2015 - 2016).  
Working with the Research Department of World Bank in evaluating health campaign effects in Africa, and conducting a comprehensive review of the prior research related to entertainment-education and health.

## **Presentations Given**

Huang, Y., & Shen, F., (May 2018). "Persuasion and Counter Persuasion: The Impact of Narratives in Health Promotion.," International Communication Association, Prague, Czech Republic, peer-reviewed/refereed, Accepted.

Yang, F., & Shen, F., (May 2018). "Involvement without Learning: A Meta-Analytic Review on the Cognitive Effects of Website Interactivity," International Communication Association, Prague, Czech Republic, peer-reviewed/refereed, Accepted.

Shen, F., (2017). "Conducting and publishing mass communication research," Guest Lecture, School of Journalism and Communication, Guangzhou University, China,

Shen, F., (2017). "Conducting and publishing mass communication research," Guest Lecture, School of Journalism and Communication, South China University of Technology, China.

- Shen, F., (2017). "Branding positioning and consumer insight," Guest Lecture, School of Journalism and Communication, Jinan University, China, Invited.
- Didi, P., Kumble, S., & Shen, F., (August 2017). "The efficacy of radio entertainment education in disseminating health messages: A meta- analysis.," Association for Education in Journalism and Mass Communication, peer-reviewed/refereed.
- Shen, F., (November 2016). "Psychological principles and integrated marketing campaigns," Guest Lecture, Department of Advertising, Rahman University, Kampar, Malaysia, Invited.
- Huang, Y., & Shen, F., (June 2016). "Effects of cultural tailoring on persuasion in cancer communication: A meta-analysis," International Communication Association, Fukuoka, Japan, peer-reviewed/refereed.
- Shen, F., (May 2016). "Doing communication research," Guest Lecture, School of Journalism and Communication, Jinan University, Guangzhou, China, Invited.
- Shen, F., (May 2016). "Psychological principles and integrated marketing campaigns," Guest Lecture, School of Journalism and Communication, Jinan University, Guangzhou, China, Invited.
- Shen, F., (May 2016). "Measuring health campaign effects," Guest presentation, World Bank's Narrating Behavioral Change Workshop, Mexico City, Invited.
- Shen, F., (October 2015). "Entertainment education and health message effect," Guest presentation, Morelia International Film Festival, Morelia, Mexico.
- Shen, F., & Wen, N., (August 2015). "Communicating to young Chinese about HPV vaccination: Examining the impact of message framing and temporal distance," Annual Conference, Association for Education in Journalism and Mass Communication, San Francisco, peer-reviewed/refereed.
- Wang, W., & Shen, F., (August 2015). "Health narratives effectiveness: Examining the moderating role of persuasive intention," Annual Conference, Association for Education in Journalism and Mass Communication, San Francisco, peer-reviewed/refereed.
- Ye, Z., Shen, F., & Huang, Y., (August 2015). "Narratives and exemplars: A comparison of their effects in health promotions," Annual Conference, Association for Education in Journalism and Mass Communication, San Francisco, peer-reviewed/refereed.
- Vafeiadis, M., Li, R., & Shen, F., (August 2015). "Narratives in political advertising: An analysis of the ads in the 2014 midterm elections," Annual Conference, Association for Education in Journalism and Mass Communication, San Francisco, peer-reviewed/refereed.
- Shen, F., & Yang, F., (May 2015). "Effects of interactivity in computer-mediated communication: A meta-analysis.," Annual Conference, International Communication Association, San Juan, Puerto Rico, peer-reviewed/refereed.
- Shen, F., (November 2014). "Persuasion and media effects," Guest lecture, COMM 518, College of Communications, Penn State.
- Shen, F., Ahern, L., & Han, A., (August 2014). "Environmental orientations and news coverage: Examining the impact of individual differences and narrative news," Annual Conference, Association for Education in Journalism and Mass Communication, Montreal, Canada, peer-reviewed/refereed.

- Shen, F., (May 2014). "Advertising, brand and strategic communication campaigns," Guest Lecture, School of Journalism and Communication, Jinan University, Guangzhou, China, Invited.
- Shen, F., (May 2014). "Health message effects," Guest lecture, Faculty of Humanities and Arts, Macau University of Science and Technology, Macau, Invited.
- Sun, Y., Zhao, X., & Shen, F., (May 2014). "Lazy Audiences? Moderating Effect of Product Involvement on Ads Liking: Evidence from Super Bowl Broadcasts, 1992-2012.," Annual Conference, International Communication Association, Seattle, peer-reviewed/refereed.
- Shen, F., (November 2013). "Persuasion and strategic communication," Guest Lecture, College of Communications, COMM 518 Media Effects, Penn State University.
- Shen, F., (November 2013). "The impact of narratives in health communication," Guest Lecture, College of Communications, COMM 515 MA Proseminar, Penn State University.
- Shen, F., Sheer, V., & Li, R., (August 2013). "A Meta-Analysis assessing the effects of narrative persuasion in health communication.," Annual Conference, Association for Education in Journalism and Mass Communication, Washington, D.C., peer-reviewed/refereed.
- Shen, F., & Han, A., (August 2013). "Effectiveness of entertainment-education in communicating health information: A systematic review," Annual Conference, Association for Education in Journalism and Mass Communication., Washington, D.C., peer-reviewed/refereed.
- Shen, F., (January 2013). "Causal attributions and frames: An examination of media coverage of obesity among adults and children," Guest lecture, Chinese University of Hong Kong, Hong Kong, Invited.
- Shen, F., Ahern, L., & Baker, M., (August 2012). "News narratives, issue attitudes, and audience responses," Annual Conference, Association for Education in Journalism and Mass Communication, Chicago, peer-reviewed/refereed.
- Shen, F., (July 2012). "Statistical power and experimental design," Guest lecture, Department of Marketing, University of Hawaii, Honolulu, HI, Invited.

## **Contracts, Grants, and Sponsored Research**

### **Grant**

- Shen, F. (Principal Investigator). Grant, "Communication and Sustainability Research Grant," The Arthur W. Page Center for Integrity in Public Communication, Penn State. Total awarded: \$4,000.00. (Funded: May 2015 - December 2015).
- Shen, F. (Principal Investigator). Grant, "Faculty Summer Research Grant," College of Communications, Penn State. Total awarded: \$3,500.00. (Funded: April 2015 - August 2015).

## **Impact in Society of Research Scholarship and Creative Accomplishment**

- Interview, "Governor candidates spend big on 'educating' public," Newspaper, The Meadville Tribune, Meadville, PA. (September 21, 2014).  
Quoted on the impact of political advertisements in the PA governor's race.

## **Service**



## **Service to the University**

### **College**

#### **Committee Work**

Department-Level Promotion and Tenure Committee, Member. (2011 - 2014).

Graduate Teaching Award Committee, Member. (March 2014).

#### **Participation in Recruitment and Retention Activities**

Minority High School Achievers Panel, Speaker. (2012 - 2015).

### **Department**

#### **Committee Work**

Coordinator. (2011 - 2013).

Served as the coordinator and resource person for Digital Measures, Department of Advertising and Public Relations

### **University**

#### **Committee Work**

Graduate Council Joint Curricular Committee, Penn State, Member. (September 2014 - 2016).

#### **Participation in Governance Bodies and Related Activities**

Penn State Faculty Senate, Alternate, Elected. (August 25, 2012 - December 31, 2012).  
Served as a member of the Global Programs Committee

## **Service to the Disciplines and to the Profession**

### **Discussant**

Annual Conference, Association for Education in Journalism and Mass Communication, Chinese Communication Association research session, Participant. (August 2015).

Annual Conference, Association for Education in Journalism and Mass Communication, Theory and Methodology Division, Participant. Washington, D.C. (August 2013).

Annual Conference, Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division, Participant. Washington, D.C. (August 2013).

### **External Evaluator for Promotion and/or Tenure**

City University of Hong Kong, Reviewer. (2017).

Florida International University, Reviewer. (2017).

Hong Kong Baptist University, Reviewer. (2017).

University of Rhode Island, Reviewer. (2017).

University of South Carolina, Reviewer. (2017).

Virginia Tech, Reviewer. (2017).

**Moderator**

Annual Conference, International Communication Association, Health Communication Division, Moderator. London. (June 2013).

**Paper Reviewer**

Annual Conference, Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, Risk (CommSHER), Reviewer. (2013 - Present).

Annual Conference, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division, Reviewer. (2004 - Present).

Annual Conference, American Academy of Advertising. (2001 - Present).