Nicholas Eng Jun Hao

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# EDUCATION

**Ph.D. Mass Communications, Pennsylvania State University (August 2019 – Present)**

**M.S. Communication, North Carolina State University (August 2017 – May 2019)**

***GPA:*** *4.0/4.0*

***Courses Taken:*** *Quantitative Research Methods, Qualitative Research Methods, Statistics for the Behavioral Sciences, Human Communication Theory, Teaching College Communication, Risk Communication, Communication Campaigns, Communication and Social Change, Organizational Communication, and Climate Change Communication.*

***Thesis:*** “*Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?”*

**Bachelor of Communication Studies (1st Class Honors), Nanyang Technological University, Singapore (August 2013 – May 2017)**

***GPA:*** *4.5/5.0*

***Major:*** *Broadcast and Cinema Studies*

# RESEARCH

***Research Interests:*** *Strategic communication, in Science, Health, Environmental and Risk contexts*

**Graduate Assistantship with the Donald P. Bellisario College of Communications (August 2019 – Present).**

**Graduate Assistant for Assessment, Research Triangle Nanotechnology Network, Duke, UNC-Chapel Hill & NCSU (December 2018 to May 2019).**

 *Funded NSF Nanotechnology Coordinating Infrastructure*

* Collecting and concatenating data for 4-year annual report and for renewal through 2025.

# PUBLICATIONS

Tandoc, E. C., Jr., & **Eng, N.** (2017). Climate change communication on Facebook, Twitter, Sina Weibo, and other social media platforms. In *Oxford Research Encyclopedia of Climate Science.* https://doi.org/10.1093/acrefore/9780190228620.013.361

# CONFERENCE PRESENTATIONS

**Eng, N.,** Peng, R. X. (August, 2020). *A comparison of pro- and anti-vaping groups’ use of the dialogic communication potential of social media.* Manuscript to be presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

**Eng, N**., Chen, J., Freeman, J., Dirusso, C. *Testing the efficacy of carbon footprint calculator messaging on climate action: An emotions-as-frames approach.* Manuscript to be presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

Malizia, D. A., Jameson, J. K. Halberstadt, A., **Eng, N**. (April, 25, 2020). *The impact of law school mediation training on law student mental health and well-being.* Manuscript to be presented at 22nd American Bar Association Dispute Resolution Spring Conference. New Orleans, Louisiana, USA. (Conference Canceled)

**Eng, N**. (March, 5, 2020). *Impression management after image-threatening events: A case study of JUUL’s online messaging.* Manuscript presented at 23rd International Public Relations Research Conference. Orlando, Florida, USA.

Bogomoletc, E., **Eng, N**, & Berube, D. (December 11, 2019). *Assessing the effectiveness of collaborative projects at R1 universities: A mixed-methods approach.* Manuscript presented at Society for Risk Analysis. Arlington, Virginia, USA.

**Eng, N**. (November 14, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?* Manuscript presented to the Association for Business Communication Division at the at the 105th Annual Convention of the National Communication Association. Baltimore, Maryland, USA.

 **\* Top Paper Award**

**Eng. N**. (March 28, 2019). *Reactance towards Truth: An analysis of social media commentary on an e-cigarette campaign.* Poster presented at the Communication, Rhetoric, and Digital Media Symposium. Raleigh, North Carolina, USA.

**Eng, N**. (March 20, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?* Poster presented at the 14th Annual NC State University Graduate Student Research Symposium. Raleigh, North Carolina, USA.

Cummings, C. L., & **Eng, N**. (December 5, 2018). *What prompts people to believe that vaccines cause disease? A cross-cultural comparison of how people misperceive vaccinations.* Manuscript presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

Kong, S., & **Eng, N.** (December 3, 2018). *Flu vs. Influenza: Do Different Terms Contribute to Disease Perception?* Poster presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

# RESEARCH IN PROGRESS

**Eng, N**., Sun, Y., & Myrick, J. G. *Who is your fitspiration? An exploration of fitspiration source relationships with emotions and exercise intentions.* (Submitted to the Health Communication Division of NCA 2020)

Sun, Y., **Eng, N.**, Myrick, J. G. *Effects of social media virality cues, image types and emotions on college students’ physical activity intentions.*

Skurka, C., **Eng, N**., Oliver, M. B. *On the boundaries of awe and humor appeals to motivate pro-environmental action.*

Skurka, C., Wheldon, C., **Eng, N.** *Message targeting and perceptions of tobacco advertising.*

# GRANTS

NSF National Nanotechnology NSF NINCI Research Triangle Nanotechnology Network. GRA in Assessment. $5,500,000 over 5 years. Funded.

# TEACHING

**North Carolina State University**

 COM 110 Intro to Public Speaking, Instructor of Record

* 2 sections for Fall 2018

 COM 457 Media and the Family, Teaching Assistant

 COM 240 Communication Inquiry, Teaching Assistant

# WORK EXPERIENCE

**Tabula Rasa, Singapore – Marketing and Communications Lead (June 2019 to August 2019)**

Created social media strategy for 2019 and 2020, including a content calendar, evaluation SOP, and evaluation guide. Also completed a Q1 and Q2 social media evaluation report.

**GA Circular, Singapore – Communications Lead (August 2016 to December 2017)**

In charge of all social media platforms, while writing articles for thought leadership on both website and LinkedIn. Worked on business development to research potential clients.

**Havas Worldwide, Shanghai – Planning Intern (March 2016 to July 2016)**

Research for clients such as Dove, Ocean Spray, General Tire and Jacob’s Creek on trends and competitor analysis, while doing social listening for brand penetration into China.

**Gone Adventurin’, Singapore – Intern (May 2015 – August 2015)**

Worked on the Singapore Environment Story, in conjunction with the National Environment Agency, under the Ministry of the Environment and Water Resources.

**Aesthetic Medical Partners Pte. Ltd., Singapore – Operations Executive (April 2013 – June 2013 / November 2013 -January 2014 / May 2014 – August 2014)**

Conducted weekly clinic audits, created sales reports for Board of Directors, coordinated manpower allocation and conducted interviews for employment.

**Ying Communications – Marketing Communications Intern (February 2013 – March 2013)**

Created Email newsletters, microsites, sales kits and media trainings for clients such as EMC, Singtel and Starhub.

**Colour Symphony Pte. Ltd. – Writer (Jan 2011 – March 2011)**

Wrote reviews and informative articles for two trade magazines – BeautyCosmedica & H4Y4M

# SERVICE

President of the Donald P. Bellisario College of Communications Graduate Students in Communication (GSIC) organization (2020 – Present)

Member of National Communication Association (2019 – Present)

Member of Society for Risk Analysis (2018 – Present)

Member of NC State Communication Graduate Student Association (2017-2019)

Represented Department of Communication for Poster Presentation of Community-Engaged Scholarship to Chancellor of NC State University (2018)

Campaign Strategist for North Carolina State Highway Patrol (2018)

Campaign Strategist for Healthcare Organization: Te Taiwhenua o Heretaunga in New Zealand (2016)

Produced video content for Non-governmental organization: HandsOn Shanghai in China (2016)

Campaign Strategist for Non-governmental organization: The Honey Comb Project in Chicago (2015)

Produced marketing collaterals for Non-governmental organization: The Learning Farm in Indonesia (2015)

Social Secretary of Wee Kim Wee School of Communication and Information Club (2014-2015)

# AWARDS

Wayne State University Summer Doctoral Seminar (2020)

* Competitively-selected for fully-funded program on health, risk, and crisis communication

Penn State College of Mass Communications Travel Award, $500 (2019)

Penn State College of Mass Communications First-Year Scholarship, $2000 (2019)

Penn State Graduate Assistantship (2019 – Present)

Member of the Honor Society of Phi Kappa Phi (2019 – 2020)

Golden Key International Honor Society Invitee (2018)

NC State Graduate Teaching Assistantship (2017-2019)

* Selected for competitive assistantship which includes a tuition grant, health insurance coverage and a monthly stipend.

WeR1 Scholarship, $3,000 (2016)

Nanyang Technological University Research Scholar (2016)

TF-LEaRN Scholarship, $7,000 (2016)

Ngee Ann Kongsi University Scholarship, $10,000 (2015)

# CERTIFICATIONS

Penn State World Campus Graduate Student Online Teaching Certificate (Fall, 2019)