

Fuyuan Shen

Donald P. Bellisario College of Communications
The Pennsylvania State University
University Park, PA 16802
(814) 865-1371
fshen@psu.edu

ACADEMIC AND PROFESSIONAL EXPERIENCE

Department of Advertising and Public Relations, Bellisario College of Communications, Pennsylvania State University.

Department chair, 2017-present

Professor, 2016-present

Associate Professor, 2007-2016

Acting department chair, 2009, 2016

Assistant Professor, 2001-2007

Faculty Affiliate, Media Effects Research Lab

Department of Marketing, Shidler School of Business, University of Hawaii at Manoa

Visiting Professor, June-August 2012.

School of Communication, Hong Kong Baptist University

Visiting Professor, August-December 2008.

Department of Mass Communication, University of South Dakota

Assistant Professor, 1997-2001.

Department of Communication, Bradley University, Visiting Professor, 1996-1997.

Account Services Department, Euro RSCG Tatham Advertising-Chicago

Visiting Professor, July 1997.

Media Department, DDB Worldwide Advertising-Chicago

Visiting Professor, June-August 1996.

EDUCATION

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

M.A., Journalism, University of Montana.

Diploma, English, Shanghai International Studies University.

B.A., English, East China Normal University.

TEACHING AND RESEARCH INTERESTS

Research: Advertising and media psychology, health communication, persuasion

Teaching: Integrated marketing communication, advertising campaigns, media planning, advertising and public relations research

PUBLICATIONS

Journal Articles

Wang, W., & Shen, F. (in press). The effects of health narratives: Examining the moderating role of persuasive intent. *Health Marketing Quarterly*.

Yang, F., & Shen, F. (in press). Effects of Web Interactivity: A Meta-Analysis. *Communication Research*, 0093650217700748.

Vafeiadis, M., Li, R., & Shen, F. (2018). Narratives in Political Advertising: An Analysis of the Political Advertisements in the 2014 Midterm Elections. *Journal of Broadcasting & Electronic Media*, 62(2), 354-370.

Shen, F., Ahern, L., & Han, J. (2017). Environmental Orientations and News Coverage: Examining the Impact of Individual Differences and Narrative News. *International Journal of Communication*, 11, 4018-4031.

Sheer, V. C., Shen, F., Tse, D., & Chan, T. (2017). Evaluating the effectiveness of four Hong Kong antismoking cartoon posters with humor and threat elements. *Chinese Journal of Communication*, 1-19.

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*, 20(2), 240-266.

Mou, Y., & Shen, F. (2017). (Potential) patients like me: testing the effects of user-generated health content on social media. *Chinese Journal of Communication*, 1-16.

Huang, Y., & Shen, F. (2016). Effects of cultural tailoring on persuasion in cancer communication: A meta-analysis. *Journal of Communication*, 66(4), 694-715.

Wen, N., & Shen, F. (2016). Communicating to young Chinese about human papillomavirus vaccination: Examining the impact of message framing and temporal distance. *Asian Journal of Communication*, 1-18.

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., & Yan, C. (2015). Causal attributions and frames: An examination of media coverage of obesity among adults and children. *Communication & Society*, 31, 45-64.

Shen, F., & Han, 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.

Seo, K., Dillard, J., & Shen, F. (2013). Effects of message framing and visual image on persuasion. *Communication Quarterly, 61* (5), 564-583.

Yu, N., & Shen, F. (2013). Benefits for me or risks for others: A cross-cultural investigation of the effects of message frames and cultural appeals. *Health Communication, 28*(2), 133-145.

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., & Shen, F. (2012). Regulatory focus and attribute framing: Evidence of compatibility effects in advertising. *International Journal of Advertising, 31*(1), 169-188.

Shen, F., Lee, S., Sipes, C., & Hu, F. (2012). Effects of media framing of obesity among adolescents. *Communication Research Reports, 29*(1), 26-33.

Kong, Y., & Shen, F. (2011). Impact of individuals' locus of control on health message effectiveness. *Health Marketing Quarterly, 28*(4), 354-371.

Shen, F., Dardis, F., & Edwards, H. (2011). Advertising exposure and message type: Exploring the perceived effects of soft-money television political ads. *Journal of Political Marketing, 10*(3), 215-229.

Yu, N., Ahern, L., Connolly-Ahern, C., & Shen, F. (2010). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. *Health Communication, 25*, 692-699.

Yan, C., Dillard, J., & Shen, F. (2010). The effects of mood, message framing, and behavioral advocacy on persuasion. *Journal of Communication, 60*(2), 344-363.

Lee, S., & Shen, F. (2009). Joint advertising and brand congruity: Effects on memory and brand attitudes. *Journal of Promotion Management, 15*, 484-498.

Dardis, F., & Shen, F. (2008). The influence of evidence type and product involvement on message-framing effects in advertising. *Journal of Consumer Behaviour, 7*(3), 222-238.

Dardis, F., De Boef, S., Baumgartner, F. R., Boydston, A. E., & Shen, F. (2008). Media framing of capital punishment and its impact on individuals' cognitive responses. *Mass Communication and Society, 11*(2), 115-140.

Dardis, F., Shen, F., & Edwards, H. H. (2008). Effects of negative political advertising on individuals' cynicism and self-efficacy: The impact of ad type and message exposures. *Mass Communication and Society*, 11(1), 24-42.

Shen, F., & Chen, Q. (2007). Contextual priming and applicability: Implications for ad attitude and brand evaluations. *Journal of Advertising*, 36(1), 69-81.

Shen, F., & Edwards, H. H. (2005). Economic individualism, humanitarianism and welfare reform: A value-based account of framing effects. *Journal of Communication*, 55, 795-809.

Chen, Q., Griffith, D. A., & Shen, F. (2005). The effects of interactivity on cross-channel communication effectiveness. *Journal of Interactive Advertising*, 5(2), 30-44.

Shen, F. (2004). Effects of news frames and schemas on individuals' issue interpretations and attitudes. *Journalism & Mass Communication Quarterly*, 81(2), 400-416.

Shen, F. (2004). Chronic accessibility and individual cognitions: Examining the effects of message frames in political advertisements. *Journal of Communication*, 54, 123-137.

Shen, F., & Wu, H. D. (2002). Effects of soft-money issue advertisements on candidate evaluation and voting preference: An exploration. *Mass Communication and Society*, 5(4), 395-410.

White, A., Shen, F., & Smith, B. L. (2002). Judging advertising creativity: Using the creative product semantic scale. *Journal of Creative Behavior*, 36(4), 241-253.

White, A., Smith, B. L., & Shen, F. (2002). Rating creativity: Do advertising professionals and educators apply the same standards? *Journal of Advertising Education*, 6(2), 37-46.

Shen, F. (2002). Banner advertisement pricing, measurement, and pretesting practices: Perspectives from interactive agencies. *Journal of Advertising*, 31(3), 59-67.

Shen, F. (2001). Effect of violence and brand familiarity on responses to television commercials. *International Journal of Advertising*, 20(3), 381-397.

Shen, F. (1997). McCarthy era ordeal: John William Powell and *The China Weekly Review*. *Mass Comm Review*, 24(3), 102-116.

Zhao, X., & Shen, F. (1995). Audience reaction to commercial advertising in China in the 1980s. *International Journal of Advertising*, 14, 374-379.

Book Chapters/Proceeding Publications

Dardis, F. E., & Shen, F. (2005). Message framing and brand evaluations: The role of evidence type and product involvement. In *Proceedings of the Conference of the American Academy of Advertising* (Vol. 2005, p. 78). Pullman, WA; American Academy of Advertising.

Shen, F. (2004). Banner advertisement pricing, measurement, and pretesting practices: Perspectives from interactive agencies. In M. R. Stafford, & R. J. Faber (Eds.), *Advertising, Promotion and New Media* (pp. 201-214). Armonk, NY: M.E. Sharpe.

Shen, F., & Prinsen, T. (1999). Audience responses to TV commercials embedded in violent programs. In M. S. Roberts (Ed.). *Proceedings of the Conference of the American Academy of Advertising*, (pp. 100-106).

Biocca, F., Brown, J., Shen, F., Bernhardt, J., Batista, L., Kemp, K., et al. (1997). Assessment of television's anti-violence messages. In *National television violence study* (Vol., pp. 415-551). Thousand Oaks, CA: Sage.

Biocca, F., Brown, J., Shen, F., Bernhardt, J., Batista, L., Kemp, K., et al. (1996). Assessment of television's anti-violence messages: Are anti-violence messages effective? In *National television violence study: Executive summary 1994-1995* (pp. 48-52). Los Angeles, CA: Mediascope, Inc.

Zhao, X., Shen, F., & Blake, K. (1995). Position of TV advertisement in a natural pod - A preliminary analysis of concepts, measurements and effects. In C. S. Madden (Ed.). *The Proceedings of the 1995 Annual Conference of the American Academy of Advertising*, (pp. 154-161).

CONVENTION AND CONFERENCE PAPERS PRESENTED

Huang, Y. & Shen, F. (2018) Persuasion and Counter Persuasion: The Impact of Narratives in Health Promotion. Paper presented at annual conference of International Communication Association in Prague, Czech Republic.

Yang, F., & Shen, F. (2018). Involvement without Learning: A Meta-Analytic Review on the Cognitive Effects of Website Interactivity. Paper presented at annual conference of International Communication Association in Prague, Czech Republic.

Diddi, P., Kumble, S., & Shen, F. (2017). The efficacy of radio entertainment education in disseminating health messages: A meta-analysis. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Huang, Y., & Shen, F. (2016). *Effects of cultural tailoring on persuasion in cancer communication: A meta-analysis*. Paper presented at annual conference of International Communication Association in Fukuoka, Japan.

Ye, Z., Shen, F., & Huang, Y. (2015, August). *Narratives and exemplars: A comparison of their effects in health promotions*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Vafeiadis, M., Li, R., & Shen, F. (2015, August). *Narratives in political advertising: An analysis of the ads in the 2014 midterm elections*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Wen, N., & Shen, F. (2015, August). *Communicating to young Chinese about HPV vaccination: Examining the impact of message framing and temporal distance*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Wang, W., & Shen, F. (2015, August). *Health narratives effectiveness: Examining the moderating role of persuasive intention*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Fan, Y., & Shen, F. (2015, May). *Effects of interactivity in computer-mediated communication: A meta-analysis*. Paper presented at annual conference International Communication Association in San Juan, Puerto Rico

Sun, Y., Zhao, X., & Shen, F. (2014, May). *Lazy audiences? Moderating effect of product involvement on ads liking: Evidence from Super Bowl broadcasts, 1992-2012*. Paper presented at annual conference International Communication Association in Seattle, WA.

Shen, F., Lee, A., & Han, A. (2014, August) *Environmental orientations and news coverage: Examining the impact of individual differences and narrative news*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Shen, F., Sheer V., & Li, R. (2013, August). *A Meta-Analysis assessing the effects of narrative persuasion in health communication*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Shen, F., & Han, A. (2013, August). *Effectiveness of entertainment-education in communicating health information: A systematic review*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Shen, F., Ahern, L., & Baker, M. (2012, August). *News narratives, issue attitudes, and audience responses*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, Chicago.

Baker, M., & Shen, F. (2011, August). *The effect of narrative messages on young adults' response to a health message about hepatitis C*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, St. Louise, MO.

Lee, A., & Shen, F. (2011, May). *The Impacts of power, approach orientation and message frames on persuasion in health communications*. Paper presented at annual conference International Communication Association in Boston, MA.

Yu, N., & Shen, F. (2010, November). *An enhancement of persuasive effects in health promotion: An investigation of the interaction between message frames and cultural appeals among Hong Kong Chinese*. Paper presented at the annual conference of National Communication Association, San Francisco.

Shen, F., Lee, S., Sipes, C., & Hu, F. (2009, May). *Effects of media framing of obesity among adolescents*. Papers presented at the Media and Healthy Development in Adolescence Conference, Hong Kong Baptist University, Hong Kong.

Kong, Y., & Shen, F. (2009, May). *A cross-cultural comparison of effectiveness of health campaign with different regulatory focus and frames: China and the United States*. Paper presented at the Asia Pacific Conference of the American Academy of Advertising, Beijing, China.

Kong, Y., & Shen, F. (2009, March). *The impact of the individual's locus of control on advertising message persuasiveness*. Paper presented at annual conference of the American Academy of Advertising, Cincinnati, OH.

Yan, C., Dillard, J., & Shen, F. (2009, May). *The persuasive effects of affect and motivation on message framing*. Paper presented at the annual conference of International Communication Association, Chicago, IL.

Seo, K., & Shen, F. (2009, May). *The interactive effects of visual images and message framing on health-related persuasion*. Paper presented at the annual conference of International Communication Association, Chicago, IL.

Yu, N., Ahern, L., Connolly-Ahern, C., & Shen, F. (2008, August). *Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Yan, C., & Shen, F. (2007, August). *Going beyond message framing: Exploring the relationship between mood and framing for different health behaviors*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D. C.

Dardis, F., Shen, F., & Edwards, H. (2006, August). *Negative political advertising, cynicism, and self-efficacy: The impact of ad type and message exposure*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Lee, S., & Shen, F. (2006, March). *Joint advertising and brand congruity: Effects on memory and attitudes*. Paper presented at the annual conference of the American Academy of Advertising, Reno, NV.

Dardis, F., Edwards, H., & Shen, F. (2005, August). *Advertising exposures and message types: Exploring the perceived effects of soft-money political ads*. Paper presented the annual

conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Lee, S., & Shen, F. (2005, August). *Party affiliation, political ad perceptions and political involvement: Evidence from the 2004 Presidential campaign*. Paper presented the annual conference of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

De Boef, S., Baumgartner, F. R., Boydston, A. E., Dardis, F. E., & Shen, F. (2005, October). *Framing capital punishment: Morality, constitutionality, and innocence, 1960-2003*. Paper presented at the annual meeting of the National Coalition to Abolish the Death Penalty, Austin, TX.

Dardis, F., & Shen, F. (2005, March). *Message framing and brand evaluations: The role of evidence type and product involvement*. Paper presented at the annual conference of the American Academy of Advertising, Houston, TX.

Shen, F., & Chen, Q. (2004, August). *Effects of applicability and contextual primes on ad attitudes and brand evaluations*. Paper presented at annual conference of the American Psychological Association, Honolulu, HI.

Shen, F., & Edwards, H. (2004, August). *Economic individualism, humanitarianism and welfare reform: A value-based account of framing effects*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Chen, Q., Shen, F., & Zhao X. (2004, March). *The effects of interactivity on cross-channel communication effectiveness*. Paper presented at the annual conference of the American Academy of Advertising, Baton Rouge, LA.

Shen, F. (2003, August). *News framing of Arctic drilling and its impact on attributes salience and issue attitudes*. Papers presented at annual conference of the Association for Education in Journalism and Mass Communication, Kansas City, KS.

Shen, F. (2003, May). *The Effect of news frames and individual schemas on issue interpretations and attitudes*. Paper presented at annual conference of the International Communication Association, San Diego, CA.

Shen, F. (2002, August). *Chronic accessibility and individual cognitions: Examining the effect of message frames in political advertisements*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Miami, FL.

White, A., Shen, F., & Smith, B. L. (2001, August). *Judging advertising creativity: Using the creative product semantic scale*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Shen, F., & Wu, H. D. (2001, August). *Effects of soft-money issue advertisements on candidate evaluation and voting preference: An exploration*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Shen, F. (2000, August). *Effect of violence and brand familiarity on responses to television commercials*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Shen, F., & Prinsen, T. (1999, March). *Audience responses to TV commercials embedded in violent programs*. Paper presented at the annual conference of the American Academy of Advertising, Albuquerque, NM.

Shen, F. (1998, August). *Assessing advertising effectiveness: A comparison of two real-time measures of ad liking*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Baltimore, MD.

Biocca, F., Brown, J., Shen, F., Batista, L., Makris, G., & Bernhardt, J. (1996, August). *Exploratory analysis of the effectiveness of television industry's antiviolence public service announcements*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Anaheim, CA.

Makris, G., Brown, J., Biocca, F., Shen, F., & Bernhardt, J. (1996, August). *A qualitative analysis of adolescent reactions to television antiviolence public service announcements: Do antiviolence PSAs make the grade with young murderers, rapists, felons and other students?* Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Anaheim, CA.

Shen, F. (1995, October). *Characteristics of online consumers: A diffusion of innovation approach*. Paper presented at the annual conference of the Southern Association of Public Opinion Research, Raleigh, N.C.

Shen, F., Hsiao, H., Zhao, X., & Biocca, F. (1995, August). *Should USA Today's Super Bowl Ad Meter be changed? An analysis of its continuous audience response data*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Zhao, X., & Shen, F. (1995, August). *Audience reaction to commercial advertising in China in the 1980s*. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Washington, D. C.

Zhao, X., Shen, F., & Blake, K. (1995, May). *Monopoly, saturation, and effects of a newspaper campaign on Chinese attitudes toward democracy*. Paper presented at the annual conference of the International Communication Association, Albuquerque, NM.

Zhao, X., Shen, F., & Blake, K. (1995, March). *Position of television advertising - Measurements and effects*. Paper presented at the annual conference of the American Academy of Advertising, Norfolk, VA.

INVITED PRESENTATIONS/GUEST LECTURES

“Understand and conducting journal peer reviews,” Office of Research Protection, Penn State University, Oct 2018.

“Conducting and publishing mass communication research,” School of Journalism and Communication, South China University of Technology, Guangzhou, China, December 2017.

“Brand positioning and consumer insights,” School of Journalism and Communication, South China University of Technology, Guangzhou, China, December 2017.

“Brand positioning and consumer insights,” School of Journalism and Communication, Jinan University, Guangzhou, China, December 2017.

“Conducting and publishing mass communication research,” School of Journalism and Communication, Shenzhen University, Shenzhen, China, December 2017.

“Psychological principles and integrated marketing campaigns,” Department of Advertising, Rahman University, Kampar, Malaysia, November 2016.

“Measuring health campaign effects,” World Bank’s Narrating Behavioral Change Workshop, Mexico City, Mexico, May 2016.

“Psychological principles and integrated marketing campaigns,” School of Journalism and Communication, South China University of Technology, Guangzhou, China, May 2016.

“Psychological principles and integrated marketing campaigns,” School of Journalism and Communication, Jinan University, Guangzhou, China, May 2016.

“Doing communication research,” School of Journalism and Communication, Jinan University, Guangzhou, China, May 2016.

“Entertainment education and health message effects,” Morelia International Film Festival Workshop, Morelia, Mexico, October 2015.

“Health message effects,” Guest lecture, Faculty of Humanities and Arts, Macau University of Science and Technology, Macau, May 2014.

“Advertising, branding and strategic communication campaigns,” Guest lecture series, School of Journalism and Communication, Jinan University, Guangzhou, China, May 2014.

“Causal attributions and frames: An examination of media coverage of obesity among adults and children,” Guest lecture, School of Journalism and Communication, Chinese University of Hong Kong, Hong Kong, January 2013.

“Statistical power and experimental design,” Guest lecture, Department of Marketing, Shidler School of Business, University of Hawaii at Manoa, July 2012.

“Power of media stories,” Guest lecture, School of Communication & Design, Zhongshan University, Guangzhou, China, June 2012.

“Power of media stories,” Guest lecture, School of Journalism & Communication, Renmin University, Beijing, China, May 2012.

“Power of media stories,” Guest lecture, School of Journalism & Communication, Tsinghua University, Beijing, China, May 2012.

“How do media messages affect our attitudes and opinions?” Guest lecture, School of English, Beijing Foreign Studies University, Beijing, May 2012.

“Effects of affect and health messages: Results and reflections from experimental research,” Guest lecture, Faculty Forum, School of Communication, Hong Kong Baptist University, Hong Kong, November 2008.

“Creating strong brands through marketing communications,” Guest lecture, Penn State University Libraries, Penn State University, November 2005.

VISITING PRESENTATIONS IN CLASSES

“Persuasion, frames and narratives,” Guest lecture, COMM 518 Media Effects Seminar, College of Communications, Penn State, November 2013 and 2014.

“The impact of narratives in health communication: A meta-analysis,” Guest lecture, COMM 515 MA Proseminar, College of Communications, Penn State, November 2013.

“Persuasion and strategic communication messages,” Guest lecture, COMM 518 Media Effects Seminar, College of Communications, Penn State, October 2010.

“Media effects and framing,” Guest lecture, Graduate Colloquium, College of Communications, Penn State, September 2007.

“News framing,” Guest lecture, Graduate Colloquium, College of Communications, Penn State, October 2006.

“Media effects research,” Guest lecture, COMM 515 MA Proseminar in Mass Communication, College of Communications, Penn State, October 2006.

“Creating strong brands through marketing communications,” Guest lecture, Penn State University Libraries, Penn State University, November 2005.

“Advertising campaigns: Basic principles,” Guest lecture, Marketing 422, Department of Marketing, Smeal College of Business, Penn State, October 2005.

“Values, frames and issue attitudes,” Guest lecture, Graduate Colloquium, College of Communications, Penn State, September 2005.

“Media framing of issues,” Guest lecture, COMM 501 Graduate Proseminar in Communication, College of Communications, Penn State University, September 2005.

“Media effects,” Guest lecture, COMM 501 Graduate Proseminar in Communication, College of Communications, Penn State University, September 2003.

“News framing and schemas,” Guest lecture, Graduate Colloquium, College of Communications, Penn State, October 2002.

AWARDS AND HONORS

- Top paper award, Health Communication Division, International Communication Association, 2016.
- Nominee, Outstanding Graduate Teaching Award. Nominated by the college for the annual university-wide award at Penn State, November 2014.
- Deans’ Excellence Award for Integrated Scholarship, College of Communications, Penn State, 2014.
- Deans’ Excellence Award for Research, College of Communications, Penn State, 2003.
- Faculty Marshal, Department of Advertising and Public Relations, College of Communications, Penn State, 2002.
- Governor’s Award for Teaching with Technology, University of South Dakota, 1999.

GRADUATE ADVISING

Dissertation/Thesis Committee Chair

Pratiti Diddi (Ph.D., in progress)
Guolan Yang ((Ph.D., in progress)
Ashley Jiang (MA, in progress)
Lewen Wei (Ph.D., in progress, co-chair)
Yan Huang (Ph.D., 2017, co-chair)
Lee Ahern (Ph.D., 2008)
Michelle Baker (Ph.D., 2012)

Ashley Han (Ph.D., 2016)
 Ying Kong (Ph.D., 2006)
 Sushma Kumble (Ph.D., 2018)
 Hui-Fei Lin (Ph.D., 2005, co-chair)
 Carrie Sipes (Ph.D., 2010)
 Changmin Yan (Ph.D., 2008)
 Nan Yu (Ph.D., 2009)
 Michelle Early (MA, 2006, co-chair)
 Jennifer Fyock (MA, 2011)
 Jennifer Jennings (MA, 2004)
 Ruobing Li (MA, 2015)
 Jessica Ruiz (MA, 2012, co-chair)
 Kiwon Seo (MA, 2008)
 Ekaterina Tabachnikova (M.A., 2003)
 Michail Vafeiadis (Ph.D., 2017)
 Lewen Wei (MA, 2017)
 Julie Ye (MA, 2015)

Dissertation/Thesis Committee Membership

In Progress

Enica Castaneda (Ph.D.)
 Jeff Conlins (Ph.D.)
 Carolyn Donaldson (M.A.)
 Virginia Harrison (Ph.D.)
 Jinyoung Kim (Ph.D.)
 Sara Erlichman (Ph.D.)
 Jinping Wang (Ph.D.)

Completed

Janelle Applequist (M.A., 2011; PhD, 2015)
 Saras Bellur (Ph.D., 2012)
 Corina Constantin (Ph.D., 2010)
 Mun Young Chung (Ph.D., 2016)
 Valerie Dames (M.A., 2011)
 Edward Downs (Ph.D., 2010)
 Yuki Xue Dou (Ph.D., 2013)
 Arienne Ferchaud (Ph.D., 2018)
 Arienne Ferchaud (MA, 2015)
 Eun Go (Ph.D., 2015)
 Sharde Hardy (MA, 2011)

Svitlana Iarmolenko (Ph.D., Recreation, Park and Tourism Management, 2014)
 Eun-Hwa Jung (Ph.D., 2016)
 Hyunjin Kang (Ph.D., 2013)
 Guan-Soon Khoo (Ph.D., 2013)
 Hyang-Sook Kim (Ph.D., 2012)
 Hye-jin Kim (Ph.D., Marketing, 2013)
 Jinhee Kim (Ph.D., 2007)
 Namyoun Kim (MA, 2007)
 Youjeong Kim (Ph.D., 2010)
 Sangki Lee (Ph.D., 2007)
 Sang Lee (Ph.D., 2002)
 Ji Young Lee (MA, 2011)
 Xiao Li (Ph.D., Marketing, 2013)
 Lian Ma (Ph.D., 2015)
 Sampada Marathe (Ph.D., 2010)
 Siobhan M. McGroarty (MA, 2015)
 Sonya Miller (Ph.D., 2012)
 Meghan Sanders (Ph.D., 2009)
 Kiwon Seo (Ph.D., Communication Arts and Science, 2014).
 Drew Shade (Ph.D., 2014)
 Carmen Stavrositu (Ph.D., 2007)
 Yuan Sun (MA, 2010)
 Ruoxu Wang (Ph.D., 2017)

Weirui Wang (Ph.D., 2010)
Chun Yang (2017)
Fan Yang (2017)
Hyeseung Yang (Ph.D., 2005)
Qian Xu (Ph.D., 2010)

Supervision of Student Research/Independent Studies:

Pratiti Diddi, Ph. D. student, supervised research, Summer 2016
Ruobing Li, Ph. D. student, supervised research, Summer 2015
Yan Huang, Ph. D. student, supervised research, Summer 2015
Sushma Kumble, Ph. D. student, independent study, Summer 2015
Michail Vafeiadis, Ph.D. student, supervised research, Fall 2014
Fan Yang, Ph.D. student, independent study, Summer 2014
Michail Vafeiadis, Ph.D. student, independent study, Summer 2014
Ashley Han, Ph.D. student, supervised research, Summer 2014
Ashley Han, Ph.D. student, independent study, Fall 2013
Siobhan McGroarty, MA student, independent study, Summer 2013
Caijia Liu, undergraduate, supervised research, Spring 2013
Jennifer Fyock, MA student, independent study, Fall 2010
Michelle Baker, Ph.D. student, independent study, Fall 2010
Victoria Carey, Undergraduate Summer Research Opportunities Program, 2006
Hui-Fei Lin, Ph.D. student, independent study, Fall 2005
Michelle Early, MA student, independent study, Spring 2004
Qiang Hong, Ph.D. student, independent study, Fall 2002

PROFESSIONAL SERVICE

Editorial Work

Editor, *Mass Communication and Society*, 2017-present.
Co-Editor, *Cogent Social Sciences*, open access journal by Taylor & Francis, 2015-2017.
Associate Editor, *Asian Journal of Communication*, 2012-2015.
Editorial board member, *Asian Journal of Communication*, 2010-2012.
Editorial board member, *Mass Communication and Society*, 2015-2016.
Editorial board member, *Journal of Advertising*, 2018 – present
Editorial board member, *International Journal of Advertising*, 2018 – present
Editorial board member, *Health Communication*, 2018 – present

Manuscript Reviews

Ad hoc reviewer for the following journals:
Communication Theory
Communication Research
Human Communication Research
International Journal of Press/Politics
Journal of Advertising

Journal of Applied Communication
Journal of Communication
Journal of Computer-Mediate Communication
Journal of Health Communication
Journal of Interactive Advertising
Journal of Media Psychology
Journalism and Mass Communication Quarterly
Communication Yearbook
Mass Communication and Society
Media Psychology
Media and Society (Hong Kong)
Chinese Journal of Communication (Hong Kong)

Service to the profession and other entities

- Executive committee member, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2016-present.
- External program examiner, Department of Advertising, Rahman University, Malaysia, 2014 to present.
- Chair, Program Accreditation Committee, Hong Kong Baptist University and United International College, China, 2018.
- External reviewer for promotion and tenure, Florida State University, 2018.
- External reviewer for promotion and tenure, University of Florida, 2018.
- External reviewer for promotion and tenure, University of Illinois at Urbana-Champaign, 2018.
- External reviewer for promotion and tenure, SUNY-Albany, 2018.
- External reviewer for promotion and tenure, Hong Kong Baptist University, 2017.
- External reviewer for promotion to full professor, University of Rhode Island, 2017.
- External reviewer for promotion to full professor, Virginia Tech, 2017.
- External reviewer for promotion and tenure, City University of Hong Kong, 2017.
- External reviewer for promotion and tenure, Florida International University, 2017.
- External reviewer for promotion to full professor, University of Kentucky, 2016.
- External reviewer for promotion and tenure, West Virginia University, 2016.
- External reviewer for promotion and tenure, Hong Kong Baptist University, 2016.
- External reviewer for promotion and tenure, Hong Kong Baptist University, 2015.
- External dissertation examiner for Ming Yang, City University of Hong Kong, 2018.
- External dissertation examiner for Xiaojia Zhang, Hong Kong Baptist University, 2015.
- External thesis examiner for Ang Siong Huat, Rahman University, Malaysia, 2015.
- External reviewer for promotion and tenure, Virginia Commonwealth University, 2014.
- External thesis examiner for Yao Sun, Hong Kong Baptist University, 2013.
- External reviewer for promotion and tenure, University of Miami, 2013.
- External reviewer for promotion and tenure, University of Miami, 2011.
- External reviewer for promotion and tenure, Texas State University, 2013.
- Grant proposal reviewer, Israel Science Foundation, 2011.
- Grant proposal reviewer, West Virginia University, 2012.
- Book reviewer for Taylor & Francis, 2010.

- Research Co-chair, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2006-2007.
- Book proposal reviewer for Lawrence Erlbaum and Associates, 2002.

Manuscript Reviews for Conferences

- Annual conference of American Academy of Advertising.
- Proposals for Dissertation Awards and Research Fellowships, American Academy of Advertising.
- Advertising Division, Association for Education in Journalism and Mass Communication.
- Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication.
- Mass Communication and Society Division, Association of Education in Journalism and Mass Communication.
- Communicating Science, Health, Environment, and Risk Division, Association for Education in Journalism and Mass Communication.

Conference Panels/Sessions

- **Discussant**, Chinese Communication Association research session, Annual Conference of Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2015.
- **Discussant**, Theory and Methodology Division, Annual Conference of Association for Education in Journalism and Mass Communication, Washington, D.C., August 2013.
- **Discussant**, Communicating Science, Health, Environment, and Risk Division, Annual conference of Association for Education in Journalism and Mass Communication, Washington, D.C., August 2013.
- **Moderator**, Health Communication Division, Annual Conference of International Communication Association, London, June 2013.
- **Discussant**, Advertising Division, Annual Conference of Association for Education in Journalism and Mass Communication, St. Louise, MO, August 2011.
- **Discussant**, Mass Communication and Society Division, Annual Conference of Association for Education in Journalism and Mass Communication, Washington, D.C., August 2007.
- **Discussant**, Advertising Division, Annual Conference of Association for Education in Journalism and Mass Communication, Washington, D.C., August 2007.
- **Moderator/Discussant/Research Co-chair**, Mid-Winter Conference, Association for Education in Journalism and Mass Communication, Bowling Green State University, OH, March 2006.
- **Moderator**, Communication Theory and Methodology Division, Annual Conference of AEJMC, San Antonio, TX, August 2005.
- **Discussant**, Advertising Division, Annual Conference of Association for Education in Journalism and Mass Communication, San Antonio, TX, August 2005.
- **Moderator/Discussant**, Annual Conference of the American Academy of Advertising, Jacksonville, FL, March 2002.

SERVICE AT PENN STATE UNIVERSITY

- Member, Graduate Council Joint Curricular Committee, Penn State University, 2014- 2016.
- University Faculty Senate, elected alternate, Penn State University, Fall 2012.
- Chair, Department-Level Promotion and Tenure Committee, College of Communications, 2010-2011.
- Member, College-Level Promotion and Tenure Committee, College of Communications, 2009-2010.
- Member, Department-Level Promotion and Tenure Committee, College of Communications, 2007-08, 2010-2011, 2011-2012, 2013-2014.
- Member, Curriculum Committee, College of Communications, 2005-2007.
- Member, Diversity Advisory Committee, College of Communications, 2004-2006.
- Faculty Coordinator, Advertising Student Learning Assessment Committee, 2004-2007.
- Chair, Advertising Faculty Search Committee, College of Communications, 2004-2005.
- Member, Advertising Faculty Search Committee, College of Communications, 2002-2003; 2003-2004; 2005-2006.
- Member, Board of Directors, Jimirro Center for the Study of Media Influence, College of Communications, 2003-2008.
- Member, Academic Integrity Committee, College of Communications, 2003-2004.
- Member, United Way Committee, College of Communications, 2003-2005.
- Member, Graduate Admissions Committee, College of Communications, 2001-2002; 2003-2004.
- Member, Scholarship Committee, College of Communications, 2001-2002

SERVICE AT UNIVERSITY OF SOUTH DAKOTA

- Member, Chair Search Committee, Department of Mass Communication, 2000-2001.
- Member, University Information Technology Group, 2000-2001.
- Member, University Technology Fellowship Committee, 2000-2001.
- Member, University Research Council, 1998-2001.
- Faculty Advisor, Student Advertising Club (AAF Chapter), 1997-2001.
- Member, Computer Resource Committee, College of Fine Arts, 1997-2001.
- Advisor, Honors Program, Department of Mass Communication, 1997-2001.
- Chair of six M.A. committees.