

# Nicholas Eng Jun Hao

June 2021

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## EDUCATION

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**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?”* Advisor: Dr. David Berube; Committee Members: Dr. Nicole Lee & Dr. Elizabeth Craig

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

*GPA: 4.5/5.0*

*Major: Broadcast and Cinema Studies*

## AWARDS

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Sidney and Helen Friedman Endowed Scholarship, \$1,169 (2020-2021)

- Award for outstanding academic success in media studies and advertising

Member of the Honor Society of Phi Kappa Phi, Pennsylvania State University Chapter (2021 – present)

Wayne State University Summer Doctoral Seminar (2020)

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

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

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

Penn State Graduate Assistantship (2019 – Present)

Member of the Honor Society of Phi Kappa Phi, North Carolina State University Chapter (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)

## RESEARCH

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

**Graduate Assistant with the Arthur W. Page Center for Integrity in Public Communication (August 2021 – Present)**

**Graduate Assistantship with the Donald P. Bellisario College of Communications (August 2019 – May 2020).**

**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

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Myrick, J. G., Nabi, R., & **Eng, N.** (in press). Consuming memes during the COVID pandemic: Effects of memes and meme type on COVID-related stress and coping efficacy. *Psychology of Popular Media*.

**Eng, N.** (2021). Exploring the interplay between psychological processes, affective responses, political identity, and news avoidance. In D. M. Berube (Ed.), *Pandemic Communication and Resilience (Risk, Systems and Decisions)* (pp. 127-142). Springer. <https://doi.org/10.1007/978-3-030-77344-1>

Bogomoletc, E., & **Eng, N.** (2021). Battling fake science news: The power of framing. In C. Benjes-Small, C. Wittig, & M. K. Oberlies (Eds.), *Teaching about Fake News: Lesson Plans for Different Disciplines and Audiences* (pp. 177-189). Association of College and Research Libraries.

Skurka, C., Weldon, C., & **Eng, N.** (2021). Targeted truth: An experiment testing the efficacy of counterindustry tobacco advertisements targeted to Black and sexual and gender minority individuals. *Nicotine & Tobacco Research*

**Eng, N.** (2020). Impression management after image-threatening events: A case study of JUUL's online messaging. *Journal of Public Interest Communication*, 4(2), 32-50.  
<https://doi.org/10.32473/jpic.v4.i2.p32>

Berube, D. M., Bogomoletc, E., **Eng, N.**, Jones, J. L., & Jokerst, N. (2020). Social science and infrastructure networks and the human–technology interface. *Journal of Nanoparticle Research*, 22, 296. <https://doi.org/10.1007/s11051-020-05022-2>

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>

## MANUSCRIPTS UNDER REVIEW

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**Eng, N.**, DiRusso, C., Troy, C., Freeman, J., Liao, M., & Yuan, S. (Minor revisions). “*I had no idea that greenwashing was even a thing*”: Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. Manuscript submitted for publication.

**Eng, N.**, Yuan, S., & Myrick, J. G. (Under review). *Who is your fitpiration? An exploration of strong and weak ties with emotions and exercise intentions*. Manuscript submitted for publication.

**Eng, N.**, Chen, J., Freeman, J., & Dirusso, C. (Under review). *Testing the effects of carbon footprint calculator messaging on climate action: An emotion-as-frames approach*. Manuscript submitted for publication.

Skurka, C., **Eng, N.**, & Oliver, M. B. (Under review). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Manuscript submitted for publication.

Madden, S., & **Eng, N.** (Under review). *From managing emotion to trauma-informed management: A new direction in crisis communication*. Manuscript submitted for publication.

## CONFERENCE PRESENTATIONS

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**Eng, N.**, Buckley, C., & Peng, X. (November, 2021). *Tracking the path of the green consumer: Surveying the decision-making process from self-transcendent values to supportive CSR intentions*. Poster to be presented to the Environmental Communication Division at the 107<sup>th</sup> Annual National Communication Association Conference.

**Eng, N.** (November, 2021). *The privilege to be skeptical of climate change: A critical discourse analysis of Singaporean social media influencer Xiaxue*. Poster to be presented to the International and Intercultural Communication Division at the 107<sup>th</sup> Annual National Communication Association Conference.

Madden, S., **Eng, N.**, & Myrick, J. (August, 2021). *Public perceptions of using the wireless emergency alert system for COVID-19: Lessons for state government crisis communication*. Poster presented to the Public Relations Division at the 104<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

\* **Top Open Paper Poster Award**

- Eng, N., DiRusso, C., Troy, C., Freeman, J., Liao, M., & Sun, Y.** (August, 2021). *“I had no idea that greenwashing was even a thing”*: Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 104<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Eng, N., Wang, R., Peng, X., & Cui, Z.** (August, 2021). *Promoting COVID-19 social distancing on social media: The persuasive role of threat and controlling language representation*. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 104<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Sun, Y., **Eng, N., & Myrick, J.** (August, 2021). *Getting inspired by fitspiration posts: Effects of picture type, number of likes and inspiration emotions on workout intentions*. Manuscript presented to the Mass Communication and Society Division at the 104<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Eng, N., Sun, Y., & Myrick, J.** (May, 2021). *Who is your fitspiration? An exploration of strong and weak ties with emotions and exercise intentions*. Manuscript presented to the Health Communication Division at the 71<sup>st</sup> Annual International Communication Association Meeting. (Virtual Conference).
- Skurka, C., **Eng, N., & Oliver, M.** (May, 2021). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Manuscript presented to the Environmental Communication Division at the 71<sup>st</sup> Annual International Communication Association Meeting. (Virtual Conference).
- DiRusso, C., Buckley, C., Didi, P., Dardis, F., Vafeiadis, M., **Eng, N.** (May, 2021). *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Poster presented to the Public Relations Division at the 71<sup>st</sup> Annual International Communication Association Meeting. (Virtual Conference).
- Weldon, C., Skurka, C., & **Eng, N.** (February, 2021). *Community connectedness and anti-tobacco industry beliefs among African American and LGBTQ young adults*. Poster presented to the Public Health: Behavioral Science Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).
- Skurka, C., Weldon, C., & **Eng, N.** (February, 2021). *Are targeted counterindustry tobacco advertisements perceived as more effective by vulnerable groups than non-targeted advertisements? An experiment with Black and LGBTQ young adults in the United States*. Poster presented to the Public Health: Communications/Media Messaging Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).
- Eng, N. & Peng, R. X.** (August, 6, 2020). *A comparison of pro- and anti-vaping groups’ use of the dialogic communication potential of social media*. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 103<sup>rd</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

- Eng, N.**, Chen, J., Freeman, J., & Dirusso, C. (August, 8, 2020). *Testing the efficacy of carbon footprint calculator messaging on climate action: An emotion-as-frames approach*. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 103<sup>rd</sup> Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)  
**\* Top Student Paper Award (Lori Eason Award for Graduate Student Research)**
- 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 22<sup>nd</sup> 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 23<sup>rd</sup> International Public Relations Research Conference. Orlando, Florida, USA.
- Bogomoletc, E., **Eng, N.**, & Berube, D. (December 11, 2019). *Assessing the effectiveness of collaborative projects at RI 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 105<sup>th</sup> 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 14<sup>th</sup> 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.

## GRANTS

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The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant (2021). Co-PI Nicholas Eng and Co-PI Cassandra Troy. *Corporate communications of sustainable development goal 12 commitments*. \$1,630.

Don Davis Program in Ethical Leadership Grant (2021). Co-PI Nicholas Eng and Co-PI Cassandra Troy. *Ethical implications of moralizing climate change messages*. \$1,500.

Bellisario College of Communications Graduate Research Fund (2020). Co-PI Nicholas Eng, Co-PI Christen Buckley, Co-PI Rachel Peng. *Tracking the path of the green consumer: Surveying the decision-making process from self-transcendent values to supportive CSR intentions*. \$325.

Bellisario College of Communications Science Communication Program Fund (2020). PI. *COVID-19 social distancing via social media: The persuasive role of information source and message representation*. \$400.

## TEACHING

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### North Carolina State University

COM 110: Introduction 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

### Pennsylvania State University

COM 310: Digital Media Metrics, Instructor of Record

- 3 sections for Fall 2020

COM 420: Research Methods in Advertising and Public Relations, Instructor of Record

- 1 section for Spring 2021

## PROFESSIONAL EXPERIENCE

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### 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**

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Member of the Donald P. Bellisario College of Communications Academic Integrity Committee (2020 – Present)

Member of Graduate Student Committee for the comSHER division at AEJMC (2020 – Present)

President of the Donald P. Bellisario College of Communications Graduate Students in Communication (GSIC) (2020 – 2021)

Member of International Communication Association (2020 – Present)

Member of the Association for Education in Journalism and Mass Communication (2019 – Present)

Member of National Communication Association (2019 – Present)

Member of Society for Risk Analysis (2018 – 2019)

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)

## **CERTIFICATIONS**

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