

Fuyuan Shen, Ph.D.

Donald P. Bellisario College of Communications
Pennsylvania State University
University Park, PA 16802
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ACADEMIC AND PROFESSIONAL EXPERIENCE

Donald P. Bellisario College of Communications, Pennsylvania State University

Department Head, Dept of Advertising/Public Relations, 2017-present.

Donald P. Bellisario Professor of Advertising, 2022-present.

Professor, 2016-present.

Associate Professor, 2007-2016.

Acting Department Head, 2009 and 2016.

Assistant Professor, 2001-2007.

Faculty Affiliate, Center for Socially Responsible Artificial Intelligence, Penn State.

Faculty Affiliate, Media Effects Research Lab, Penn State.

Senior Fellow, Arthur W. Page Center, Penn State.

Development Impact Evaluation Department, World Bank, Washington, D. C.

Research Consultant, 2015-2016.

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, International Journalism, Shanghai International Studies University.

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

AWARDS AND HONORS

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|------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024 | Faculty Marshall, Bellisario College of Communications, December Commencement |
| 2023 | Top Paper Award, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication. |
| | Faculty Marshall, Bellisario College of Communications, May Commencement. |
| 2022 | Top Paper Award, Advertising Division, Association for Education in Journalism and Mass Communication. |
| 2021 | Top Paper Award, Communication Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication. |
| 2021 | Outstanding Paper Award, Health Communication Conference, Xiamen University, China. |
| 2021 | Outstanding Paper Award, 28 th China International Advertising Festival. |
| 2020 | Top Paper Award, Advertising Division, Association for Education in Journalism and Mass Communication. |
| 2020 | Trayes Award for outstanding service, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication. |
| 2019 | Top Paper Award, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication. |
| 2017 | Fellow, Department Executive Officer Program, Big Ten Academic Alliance, Chicago. |
| 2016 | Top Paper Award, Health Communication Division, International Communication Association. |
| 2014 | Finalist, Penn State Outstanding Graduate Teaching Award. |
| 2014 | Deans' Excellence Award for Integrated Scholarship, College of Communications, Penn State. |
| 2003 | Deans' Excellence Award for Research, College of Communications, Penn State. |
| 2002 | Faculty Marshal for Advertising and Public Relations, College of Communications, Penn State. |
| 1999 | Governor's Award for Teaching with Technology, University of South Dakota. |
| 1996 | Media Research Fellow, Media Research Club of Chicago. |

TEACHING AND RESEARCH INTERESTS

Advertising and media psychology, media effects, research methods, health communication, integrated marketing communications

PUBLICATIONS

Books

Shen, F. & Edwards, H. H. (Eds.) (2023) *Narratives in public communication*. New York:

Routledge
Shen, F. (Ed.). (2021). *Social media news and its impact*. New York: Routledge

Journal Articles

Sun, Y., Freeman, J., Shoenberger, H., & Shen, F. (2025). To Tell or Not to Tell: Investigating the Persuasive Appeal of Information Transparency for AR-Powered E-Commerce Sites. *International Journal of Human-Computer Interaction*, 1–15.

Shen, F., Shoenberger, H., Zhang, B., & Tan, R. (2025). Effects of state-sponsored political posts on perceived credibility and persuasion. *Journal of Information Technology & Politics*, 1-12.

Peng, R. X., & Shen, F. (2024). Why fall for misinformation? Role of information processing strategies, health consciousness, and overconfidence in health literacy. *Journal of Health Psychology*.

Shen, F., Yang, G., Conlin, J., & Wang, X. (2024). Effects of green messages in advertisements: A meta-analysis. *International Journal of Advertising*, 43(1), 36-52.

Conlin, J., Kumble, S., Baker, M., & Shen, F. (2024). Re-routing persuasion: How conversion messages boost attitudes and reduce resistance among holdouts unvaccinated for COVID-19. *Health Communication*, 39(12), 2834-2849.

Zhao, X., Liu, X., Chen, Y., Jiao, W., Ao, S., Shen, F., & Zhao, Z. (2023). First-person influences on third-person perceptions. *China Media Research*, 19(4), 1-26.

Shen, F., Yang, G., Conlin, J., & Diddi, P. (2023). Effects of Issue- and Character-Based Narrative Political Ads on Ad Evaluations. *Journal of Media Psychology*, 35(6), 325–334.

Li, K., & Shen, F. (2023). Irritating or enjoyable? Exploring the effects of soft-text native advertising and social media engagement metrics. *Journal of Promotion Management*, 29(7), 992-1014.

Conlin, J., Baker, M., Zhang, B., Shoenberger, H., & Shen, F. (2023). Facing the strain: The

persuasive effects of conversion messages on COVID-19 vaccination attitudes and behavioral intentions. *Health Communication*, 38(11), 2302-2312.

Didi, P., Kumble, S., & Shen, F. (2023). Efficacy of radio entertainment education in promoting health behavior: A meta-analysis. *Journal of Radio & Audio Media*, 30(1), 387-407.

Kumble, S. & Shen, F. (2022) The effects of narratives and disclosure timing on reducing stigma and implicit bias against people suffering from Mental illness. *International Journal of Communication* 16, 5297–5317

Huang, Y., Shen, F., & Ye, Z. (2022). Do storytelling and processing motivation matter? Comparing narratives and exemplars in promoting Hepatitis C screening among college students. *Journal of Health Communication*, 27(8), 535-544.

Vafeiadis, M., Wang, W., Baker, M., & Shen, F. (2022). Examining the effects of celebrity (vs. noncelebrity) narratives on opioid addiction prevention: identification, transportation, and the moderating role of personal relevance. *Journal of Health Communication*, 27(5), 271-280.

Ren, Y., & Shen, F. (2022). Effects of narratives and behavioral involvement on adolescents' attitudes toward gaming disorder. *Health Communication*, 37(6), 657-667.

Freeman, J., Wei, L., Yang, H., & Shen, F. (2022). Does in-Stream video advertising work? Effects of position and congruence on consumer responses. *Journal of Promotion Management*, 28(5), 515-536.

Vafeiadis, M., & Shen, F. (2022). Effects of narratives, frames, and involvement on health message effectiveness. *Health Marketing Quarterly*, 39(3), 213-229.

Zhou, S., Ha, L., Zhong, B., & Shen, F. (2022). Navigating the SSCI publication maze. *Communication and Society*, 60, 1–22.

Ren Y., Shen, F., Liang, Y., & Feng, P. (2021). 当玩家变成病人：媒介叙事对电子游戏障碍污名感知的影响[When gamers become patients: The impact of media narratives on stigma toward gaming disorder]. *Chinese Journal of Computer-Mediated Communication*, 20, 2-23.

Wei, L., Yang, G., Shoenberger, H., & Shen, F. (2021). Interacting with social media ads: Effects of carousel advertising and message type on health outcomes. *Journal of Interactive Advertising*, 21(3), 269-282. <https://doi.org/10.1080/15252019.2021.1977736>

Gong, S., Shen, F., Chen, N., Peng, X., and Zhao, X (2021). 沉浸式营销传播的产生与发展趋势 [Emergence and development of immersive marketing]. *Journalism & Communication Review*, 74(3), 107-117.

Vafeiadis, M., Han, J. A., & Shen, F. (2020). News storytelling through images: Examining the effects of narratives and visuals in news coverage of issues. *International Journal of Communication*, 14, 4365-4384.

Orozco-Olvera, V., Shen, F., & Cluver, L. (2019). The effectiveness of using entertainment education narratives to promote safer sexual behaviors of youth: A meta-analysis, 1985- 2017. *PloS one*, 14(2), e0209969.

Wang, W., & Shen, F. (2019). The effects of health narratives: Examining the moderating role of persuasive intent. *Health Marketing Quarterly*, 36(2), 120-135.

Yang, F., & Shen, F. (2019). Involvement without knowledge gain: A meta-analysis of the cognitive effects of website interactivity. *Journal of Broadcasting & Electronic Media*, 63(2), 211-230.

Yang, F., & Shen, F. (2018). Effects of web interactivity: A meta-analysis. *Communication Research*, 45(5), 635-658.

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.

Sheer, V. C., Shen, F., Tse, D., & Chan, T. (2018). Evaluating the effectiveness of four Hong Kong antismoking cartoon posters with humor and threat elements. *Chinese Journal of Communication*, 11(4), 400-418.

Mou, Y., & Shen, F. (2018). (Potential) patients like me: testing the effects of user-generated health content on social media. *Chinese Journal of Communication*, 11(2), 186-201.

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.

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.

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 types 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

Conlin, J., Yang, G., & Shen, F. (2023). Persuasive mechanisms and effects of narrative video political ads from the 2018 U.S. midterm elections on voter attitudes. In F. Shen & Edwards, H. H. (Eds.), *Narratives in public communication*. New York: Routledge.

Edwards, H. H. & Shen, F. (2023). Once upon a time...a story of narratives in public communication. In F. Shen & Edwards, H. H. (Eds.), *Narratives in public communication*. New York: Routledge.

Han, J., Lou, S., Edwards, H. H., & Shen, F., (2023). Effects of narrative-based corporate message and sponsorship disclosure in native CSR advertising. In F. Shen & Edwards, H. H. (Eds.), *Narratives in public communication*. New York: Routledge.

Shen, F., & Edwards, H. H. (2023). Narratives in public communication: An introduction. In F. Shen & Edwards, H. H. (Eds.), *Narratives in public communication*. New York: Routledge.

Shen, F. (2021). Introduction: Social Media as a News Source. In F. Shen (Ed.), *Social Media News and Its Impact* (pp. 1-2), Routledge.

Shen, F. (2017). Note from the editor. *Mass Communication and Society*, 20(1), pp. 1–2.

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).

Shoenberger, H, Zhang, B., Peng, P., & Shen, F. (2024). *Brand value statements' impact on consumer perceptions of activist advertising*. Paper presented at the annual conference of the AEJMC, Philadelphia, PA.

Peng, R., Shoenberger, H., Shen, F., & Freeman, J. (2024). *Antecedents of co-branding success for branded virtual influencers*. Paper presented at the annual conference of the AEJMC, Philadelphia, PA.

Conlin, J., Kumble, S., Baker, M., & Shen, F. (2023). *Re-routing persuasion: How conversion messages boost attitudes and reduce resistance among holdouts unvaccinated for COVID-19*. Paper presented at the annual conference of the AEJMC, Washington, D.C.

Peng, R. & Shen, F. (2022, August). *Why fall for misinformation? The role of health consciousness, subjective and objective health literacy, and information processing strategies*. Paper presented at the annual conference of the AEJMC, Detroit, Michigan.

Shoenberger, H., Zhang, B., & Shen, F. (2022, May). *Brand Love and Authenticity in the Era of Activist Advertising*. Paper presented during the annual conference of ICA, Paris.

Wang, W., Yu, N., She, S., & Shen, F. (2022, May). *Understanding the effects of fear, hope and perceived information accuracy in misinformation management: When do we debunk rumors?* Paper presented during the annual conference of ICA, Paris.

Sun, Y., Freeman, J., Shoenberger, H., & Shen, F. (2021). *To Tell or Not to Tell: Effects of AI-powered Virtual Try-on Feature and Transparency on Brand Attitudes and Purchase Intentions*. Paper presented at the annual conference of the AEJMC.

Han, J., Lou, L., Shen, F., & Edwards, H. (2021). *Effects of narrative-based corporate message and sponsorship disclosure in native CSR advertising*. Paper presented at the annual conference of the AEJMC.

Conlin, J., Baker, M., Shoenberger, H., Zhang, B., & Shen, F. (2021). *Facing the Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions*. Paper presented at the annual conference of the AEJMC.

Ren, Y., & Shen, F. (2020). *Effects of narrative and behavioral involvement on adolescents' attitudes toward gaming disorder*. Paper presented at the annual conference of the AEJMC.

Kumble, S., & Shen, F. (2020). *This Could Be Us: The Effects of Narratives and Disclosure Timings on Reducing Stigma and Implicit Bias against People Suffering from Mental Illness*. Paper presented at the annual conference of the AEJMC.

Vafeiadis, M., Wang, W., Baker, M., & Shen, F. (2020). *Celebrity narratives and opioid addiction prevention: The moderating role of issue relevance*. Paper presented at the annual conference of the AEJMC.

Wei, L., Yang, G., Shoenberger, H., & Shen, F. (2020). *Carousel Advertising for Public Health: Effects of Narrative and Involvement*. Paper presented at the annual conference of the

AEJMC.

Li, K., & Shen, F. (2020). *Irritating or enjoyable? Exploring the effects of soft-text native advertising and social-media engagement level*. Paper presented at the annual conference of the AEJMC.

Freeman, J., Wei, L., Yang, H., & Shen, F. (2019, August). *Does in-stream video advertising work? Effects of position and congruence on ad and brand-related responses*. Paper presented at the annual conference of the AEJMC, Toronto, Canada.

Shen, F., Yang, G., Conlin, J., & Diddi, P. (2019, August) *Effects of Narrative Political Ads on Message and Candidate Attitudes*. Paper presented at the annual conference of the AEJMC, Toronto, Canada.

Vafeiadis, M., & Shen, F. (2019, May). *Narratives, frames, and visuals: How negative stories can trigger skin cancer preventive behaviors*. Paper presented at the annual conference of the ICA, Washington, D.C.

Shen, F., Yang, G., Conlin, J., & Wang, X. (2019, July) *Are green ads effective in changing ad and brand attitudes? Evidence from experimental research*. Paper presented at International Conference of the American Academy of Advertising, Beijing, China.

Wei, L. & Shen, F. (2018). *Exploring the effects of interactive narratives in promoting health behaviors*. Paper presented at the annual conference of National Communication Association, Salt Lake City, Utah.

Huang, Y. & Shen, F. (2018) *Persuasion and counter persuasion: The impact of narratives in health promotion*. Paper presented at annual conference of ICA, 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 ICA, 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 AEJMC, 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 ICA 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 AEJMC., 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 AEJMC, 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 AEJMC, 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 AEJMC, San Francisco, CA.

Fan, Y., & Shen, F. (2015, May). *Effects of interactivity in computer-mediated communication: A meta-analysis.* Paper presented at annual conference of ICA, 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 of ICA, 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 at the annual conference of the AEJMC, Montreal, Canada.

Shen, F., Sheer V., & Li, R. (2013, August). *A Meta-Analysis assessing the effects of narrative persuasion in health communication.* Paper presented at the annual conference of the AEJMC, Washington, D.C.

Shen, F., & Han, A. (2013, August). *Effectiveness of entertainment-education in communicating health information: A systematic review.* Paper presented at 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 at the annual conference of the AEJMC, 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 at the annual conference of the AEJMC 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 of ICA, 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 the AEJMC, San Francisco.

INVITED PRESENTATIONS/GUEST LECTURES

- Keynote speech, Health Communication Forum, Xiamen University, China (2021).

- Department of Communication, University of Macau (2019).
- Division of Humanities and Social Sciences, United International College, China (2019)
- Keynote speech, Guangzhou Digital Marketing Communication Summit Forum, China (2019).
- Office of Research Protection, Penn State University (2018).
- School of Journalism and Communication, South China University of Technology, China (2016, 2017).
- School of Journalism and Communication, Guangzhou University, China (2017).
- School of Journalism and Communication, Jinan University, China (2014, 2016, 2017).
- School of Journalism and Communication, Shenzhen University, China (2017).
- Department of Advertising, Rahman University, Malaysia (2016).
- World Bank Behavioral Change Workshop, Mexico City (2016).
- Morelia International Film Festival Workshop, Morelia, Mexico (2015).
- Faculty of Humanities and Arts, Macau University of Science and Technology (2014).
- School of Journalism and Communication, Chinese University of Hong Kong (2013).
- Shidler College of Business, University of Hawaii at Manoa (2012).
- School of Communication & Design, Zhongshan University, Guangzhou, China (2012).
- School of Journalism & Communication, Renmin University, China (2012).
- School of Journalism & Communication, Tsinghua University, China (2012).
- School of English, Beijing Foreign Studies University, China (2012).
- School of Communication, Hong Kong Baptist University (2008).
- Penn State University Libraries, Penn State University (2005).
- Smeal College of Business, Penn State University (2005).

GRADUATE ADVISING

- Dissertation/Thesis Committees Chaired

Temí Adeeko (Ph.D., in Progress)
Rehab Alayoubi (MA, in progress)
Zhihu Hou (Ph.D., in Progress)
Rachel Peng (Ph.D. 2023) Lee Ahern (Ph.D., 2008)
Michelle Baker (Ph.D., 2012)
Pratiti Diddi (Ph.D., 2019, co-chair) Ashley
Han (Ph.D., 2016)
Yan Huang (Ph.D., 2017, co-chair)
Ying Kong (Ph.D., 2006)
Sushma Kumble (Ph.D., 2018)
Hui-Fei Lin (Ph.D., 2005, co-chair) Carrie
Sipes (Ph.D., 2010)
Michail Vafeiadis (Ph.D., 2017)
Changmin Yan (Ph.D., 2008)
Guolan Yang (Ph.D., 2020) 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)
Lewen Wei (MA, 2017)
Julie Ye (MA, 2015)

Dissertation/Thesis Committee Member

Served on 60 committees

Undergraduate honors advising and thesis supervision

Sara Huffman, honors advisor (2021)
Kelsey Bells, thesis and honors advisor (2020)
Lois Brofermaker, thesis and honors advisor (2019)
Sky Zihang E, honors advisor (2020)
Natalie Guarna, honors advisor (2018)
Nicole Miao, thesis reader (2018)
Maggie Zhang, honors advisor (2020)

Supervision of Student Research/Independent Studies:

Kelsey Bells, undergraduate, supervised research, summer 2020.
Jason Freeman, Ph. D. student, supervised research, summer 2018.
Pratiti Diddi, Ph. D. student, supervised research, summer 2016.
Ruobing Li, Ph. D. student, supervised research, summer 2015.s
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, fall 2013 and summer 2014.
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

Editorship

Editor-in-Chief, *Mass Communication and Society*, 2017-2020.

Editor, *Cogent Social Sciences*, 2015-2017.

Associate Editor, *Asian Journal of Communication*, 2012-2015.

Editorial Board

Editorial board member, *Mass Communication and Society*, 2015-present.

Editorial board member, *Journal of Advertising*, 2018-present.

Editorial board member, *International Journal of Advertising*, 2018-present.

Editorial board member, *Health Communication*, 2018-present.

Editorial board member, *Asian Journal of Communication*, 2010-2012.

Editorial board member, *Frontiers in Communication*, 2021-present.

Manuscript Reviews

Ad hoc reviewer for the following journals:

Communication Theory, Communication Research, Human Communication Research, International Journal of Press/Politics, 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, 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, AEJMC, 2017-2020.
- External program examiner, Department of Advertising, Rahman University, Malaysia, 2014 to 2020.
- Chair, Program Accreditation Committee, Hong Kong Baptist University and United International College, China, 2018.
- 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 thesis examiner for Yao Sun, Hong Kong Baptist 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.
- External reviewer of promotion and tenure for:
Boston University, City University of Hong Kong, Florida International University, Florida State University, Hong Kong Baptist University, SUNY-Albany, Texas State University, University of Florida, University of Kentucky, University of Miami, University of Rhode Island, University of Illinois at Urbana-Champaign, University of Minnesota, Virginia Tech, West Virginia University, Villanova University, Virginia Commonwealth University.

Conference Panels/Sessions

Panelist, *Editors' panels on communication journal submissions and publication*, Beijing Normal University, December 2020.

Panel chair, *Advancing advertising research*, American Academy of Advertising International Conference, Beijing, July 2019.

Panelist, *Reimagining Asian Communication Scholarship: Past, Present, and Prospect*, Korean American Communication Association and AEJMC, 2018.

Panelist, *Relationships between grad students and advisors*, CT&M/MC&S Divisions, AEJMC, 2018.

Panelist, *Academic Myths, Demystified*, Mass Communication and Society Division & Graduate Student Interest Group, AEJMC, 2017.

Panelist, *Bad Science, Good Science: Improving Research in our Field*, Theory & Methodology Division, AEJMC, 2017.

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

- Chair, Public Relations Faculty Search Committee, College of Communications, 2020-2021.
- Chair, Telecommunication Department Head Search Committee, College of Communications, 2021.
- AC 14 Administrative Review Committee, College of Communications, 2018, 2020.
- Member, Post Tenure Review Committee, College of Communications, 2018-2020.
- 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, 2010-2012, 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, 2002-2004; 2005-2006.
- Member, Academic Integrity Committee, College of Communications, 2003-2004; 2018-present.
- 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.