

MING (BRYAN) WANG

Associate Professor
College of Journalism & Mass Communications
University of Nebraska-Lincoln
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EDUCATION

Ph.D. - University of Wisconsin-Madison, U.S.A.
School of Journalism and Mass Communication
August 2006 – May 2012
Ph.D. in Mass Communication (with a minor in Quantitative Methodology from
Department of Educational Psychology)
Committee:
Dr. Dhavan Shah, Chair, College of Journalism & Mass Communication
Dr. Karyn Riddle, College of Journalism & Mass Communication
Dr. Ken Goldstein, Department of Political Science
Dr. David Kaplan, Department of Educational Psychology

M.A. - Washington State University (WSU), U.S.A.
Edward R. Murrow School of Communication
August 2004 – May 2006
M.A. in Communication
Advisor: Bruce Pinkleton

B.A. - Shanghai International Studies University (SISU), P.R. China
College of Journalism and Mass Communication
September 2000 – June 2004
B.A. in International Journalism

ACADEMIC POSITIONS

University of Nebraska-Lincoln
College of Journalism & Mass Communications
Associate Professor (Tenured)
August 2018 - present
Assistant Professor (Tenure-track)
August 2012 – August 2018

William Penn University
Digital Communication
Assistant Professor (Tenure-track)
August 2011 – July 2012

GRANTS

External

PI. *Invent2Prevent*. EdVenture Partners Grant, 2023, \$2,000.

PI. *Invent2Prevent*. EdVenture Partners Grant, 2022, \$2,000.

PI. *How do social media activists view civic engagement and democracy?* Philanthropy for Active Civic Engagement (PACE)'s Civic Language Perceptions Project: Creative Mini-Grant, 2022, \$500.

PI. *Integrated Communication Campaign or First Amendment Freedoms*. Middle Tennessee State University, 2021, \$2,000.

PI. *Analyzing visual cancer misinformation on social media*. Kappa Tau Alpha. 2020-2021, \$600.

PI. *How virtual reality engages publics: The role of presence, authenticity and emotions*. Digital Media Grant, Arthur W. Page Center, Penn State University, 2017-2018, \$3,000.

Internal

PI. *Media and information literacy (MIS) in the age of algorithms*. Grand Challenges Planning Grant, 2023-2025, \$149,942.

Interdisciplinary Research Group Leader. *Quantum approaches addressing global threats*. Grand Challenges Catalyst Grant, 2023-2028, \$4,172,883. (PI: Christian Binek)

Essential Personnel. *Community climate resilience on the Great Plains*. Grand Challenges Planning Grant, 2023-2024, \$80,000. (PI: Clinton Rowe)

PI. *Gathering industry insights from data scientists to enrich experiential learning for a social media data mining course*. Center for Transformative Teaching, 2023-2024, \$1,000.

PI. *Using machine learning to analyze visual e-cigarette misinformation on Instagram and TikTok*. Nebraska Governance & Technology Center Seed Grant, 2023-2024, \$20,000.

Co-PI. *Understanding the sentiment of rural consumers on EV charging station deployments using real-time data from mobile platforms*. Nebraska Governance & Technology Center Seed Grant, 2023-2024, \$20,000. (PI: Li Zhao)

PI. *Law and policy analysis of AI-driven health technologies*. Nebraska Governance & Technology Center, 2021, \$10,000.

PI. *Understanding and dispelling health misinformation leveraging Big Data and artificial intelligence*. Layman New Directions Award, Office of Research and Economic Development, University of Nebraska-Lincoln, 2019-2021, \$10,000.

- Co-PI. *A health system level approach to integrate weight management, obesity care coordination, patient engagement and clinical trial recruitment.* University of Nebraska Collaboration Initiative Planning Grant. 2018-2019. \$20,000.
- PI. *Political and civic consequences of social and mobile media.* Layman Fund Award, Office of Research and Economic Development, University of Nebraska-Lincoln, 2014-2015, \$10,000.
- PI. *Use of social media on black newspaper websites.* Small Grant Program, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014-2015, \$1,908.
- PI. Startup Grant, College of Journalism & Mass Communications, University of Nebraska-Lincoln. 2012 - 2017, \$5,000.

HONORS & AWARDS

- Fellow, Nebraska Governance & Technology Center, 2020-2024.
- Kappa Tau Alpha Professor of the Year, Kappa Tau Alpha National Honor Society, 2018.
- Certificate of Recognition for Contribution to Students, Parents Association and Teaching Council of the University of Nebraska-Lincoln, 2015.
- 2010-11 Research & Travel Support for Doctoral Students (\$750). School of Journalism and Mass Communication, University of Wisconsin-Madison, 2010.
- Top Faculty Paper Award (co-author). Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication, 2010.
- Guido Stempel Top Paper Award (lead author). Graduate Education Interest Group, Association for Education in Journalism & Mass Communication, 2010.
- 2008-2009 Research & Travel Support for Doctoral Students (\$500). School of Journalism and Mass Communication, University of Wisconsin-Madison, 2008.
- Top Three Faculty Paper Award (lead author). Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2007.

PUBLICATIONS (REFEREED)

- Dai, H. D., Subramanian, R. Mahroke, A., & **Wang, M.** (2023). Prevalence and factors associated with vaping cannabidiol among US adolescents. *JAMA Network Open*, 6(8), e2329167.
- Choong, J., & **Wang, M.** (2023). Disruptive and destructive? A typology of social bots in public relations. *Journal of Digital and Social Media Marketing*, 10(4), 312-325.

- Jones, V., & **Wang, M.** (2020). Firearms, brass knuckles... and Instagram: intended and unintended influence of social media advertising. *Journal of Brand Strategy*, 9, 171-189.
- Wang, M.**, & Struthers, A. (2018). Health buzz at school: Evaluation of a state-wide teen health campaign. *Health Marketing Quarterly*, 35(2), 151-166..
- Wang, M.** (2017). Using crisis simulation to enhance crisis management competencies: The role of presence. *Journal of Public Relations Education*, 3(2), 96-109.
- Farmer, M. & **Wang, M.** (2017). Instructional messaging most significant in food recalls. *Newspaper Research Journal*, 38(3), 328-339.
- Wang, M.**, & Jones, V. K. (2017). How Instagram content affects brand attitudes and behaviour. *Journal of Digital & Social Media Marketing*, 5(2), 1-14.
- Wang, M.** (2016). Social media marketing: A 3A's model of best practices. In Brown, R., Jones, V., & Wang, M. (2016). *The new advertising: Branding, content, and consumer relationships in the data-driven social media era* (Vol. 2) (pp. 29-51). Santa Barbara, CA: Praeger.
- Struthers, A., & **Wang, M.** (2016). Buzz agents in a teen-driven social marketing campaign: Positive campaign attitude leads to positive changes in health outcomes. *Social Marketing Quarterly*, 22, 218-235.
- Kim, Y. M., **Wang, M.**, Gotlieb, M., Gabay, I., & Edgerly, S. (2013). Ambivalence reduction and polarization in the campaign information environment: The Interaction between individual- and contextual-level influences. *Communication Research*, 40, 388-416.
- Wang, M.**, Gabay, I., & Shah, D. (2012). The civic consequences of "going negative": Attack ads and adolescents' knowledge, consumption, and participation. *The ANNALS of the American Academy of Political and Social Science*, 644, 256-271.
- Vraga, E., Edgerly, S., **Wang, M.**, & Shah, D. (2011). Who taught me that? Repurposed news, blog structure, and source identification. *Journal of Communication*, 61, 795-815.

BOOK

- Brown, R., Jones, V. K., & **Wang, M.** (2016). *The new advertising: Branding, content, and consumer relationships in the data-driven social media era*. Santa Barbara, CA: Praeger.

CONFERENCE PAPERS AND PRESENTATIONS (REFEREED)

- Davis, D., Beck, T., & **Wang, M.** (2023 October). *Digital materiality and issue field*

- dynamics: Social media use during the 2022 Jackson Mississippi water crisis.*
Southern Management Association, St. Pete Beach, FL.
- Wang, M.** (2023 September). *Social media experiences moderate the effects of vaping frequency on perceived e-cigarette harm.* National Cancer Institute 2023 HINTS Data Users Conference, Bethesda, MD.
- Wang, M.** (2023 August). *AI fairness and trust in predicting support for algorithmic misinformation moderation.* Paper presented at the 2023 Association for Education in Journalism & Mass Communication Convention, Washington, DC.
- Wang, M.** (2023 August). *Civic values, media use, and participatory democratic norms.* Paper presented at the 2023 Association for Education in Journalism & Mass Communication Convention, Washington, DC.
- Wang, M. & Herz, M.** (2022 August). *Health misinformation in an alternative social media ecosystem: Sharing and framing anti-vaccine content on Telegram.* Paper presented at the 2022 Association for Education in Journalism & Mass Communication Convention, Detroit, MI.
- Wang, M.** (2022 August). *Differential Internet effects on climate change policy support.* Paper presented at the 2022 Association for Education in Journalism & Mass Communication Convention, Detroit, MI.
- Wang, M.** (2020 August). *Media use and attitudes toward social media bots.* Paper presented at the 2020 Association for Education in Journalism & Mass Communication Convention, virtual.
- Lemburg, N., & **Wang, M.** (2019 March). *Message Features Predict Engagement with #MeToo Tweets.* Paper presented at the 2019 Association for Education in Journalism & Mass Communication Convention, Montreal, Canada.
- Farmer, M., & **Wang, M.** (2018 March). *Crisis communication in the omni-channel age.* Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Jones, V. K., & **Wang, M.** (2017 August). *Firearms, brass knuckles ... and Instagram: Interactive effects of social media and violent media on support for gun control.* Paper presented at the 2017 Association for Education in Journalism & Mass Communication Convention, Chicago, IL. Division acceptance rate: 51.3%.
- Wang, M.** (2017 March). *Explicating authenticity in public relations.* Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Wang, M., & Jones, V. K.** (2016 August). *Weapons and puppies: Effectiveness of TSA's use of Instagram.* Paper presented at the 2016 Association for Education in Journalism & Mass Communication Convention, Minneapolis, MN. Division acceptance rate: 50.6%.

- Wang, M.** (2016 March). How S&P 500 companies use social media for investor relations. Paper presented at the International Public Relations Research Conference, Miami, FL.
- Wang, M.** & Struthers, A. (2014 August). *Health buzz at school: Evaluations of a statewide teen health campaign*. Paper presented at the 2014 Association for Education in Journalism & Mass Communication Convention, Montreal, Canada. Division acceptance rate: 50%.
- Struthers, A. & **Wang, M.** (2014 August). *Buzz agents and a teen public health marketing campaign: Positive campaign attitude leads to positive changes in health outcomes*. Paper presented at the 2014 Association for Education in Journalism & Mass Communication Convention, Montreal, Canada. Division acceptance rate: 63.4%.
- Wang, M.** (2014 August). *Political relevance of social and mobile use in the 2012 presidential election*. Paper presented at the 2014 American Political Science Association Conference, Washington, DC.
- Wang, M.** (2014 May). *One more Christian, one less Chinese? How Chinese Christians construct religious discourse?* Paper presented at the 2014 International Communication Association Conference, Seattle, WA. Conference acceptance rate: 53%
- Wang, M.** (2013 August). *Automatic and controlled processes in stereotype and prejudice activation: What communication science can learn from social psychology*. Paper presented at the 2013 Association for Education in Journalism & Mass Communication Convention, Washington, DC. Division acceptance rate: 46.2%.
- Wang, M.**, Hanna, A., Sayre, B., Yang, J., Mirer, M., Kim, Y. M., & Shah, D. V. (2011). *Followers, friends, and fame: Political structural influence on candidate Twitter networks*. Paper presented at the 2011 Association for Education in Journalism & Mass Communication Convention, St. Louis, MO.
- Wang, M.**, Hanna, A., Sayre, B., Yang, J., Mirer, M., Kim, Y. M., & Shah, D. V. (2011). *Who is following me? An analysis of candidate egocentric networks on Twitter in the 2010 midterm elections*. Paper presented at the 2011 Midwest Political Science Association, Chicago, IL.
- Wang, M.**, Gabay, I., & Shah, D. (2010 November). *A new kind of socialization: Effects of social media and political advertising on knowledge acquisition and participation among adolescents*. Paper presented at the 2010 Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, Y. M., **Wang, M.**, Gotlieb, M., Gabay, I., & Edgerly, S. (2010 August). *Ambivalence reduction and polarization in the campaign information environment: The Interaction between individual-level and contextual-level influences*. Paper presented at the 2010 Association for Education in Journalism and Mass Communication Convention, Denver, CO.
Top Place Faculty Paper in Communication Theory and Methodology Division

- Wang, M.,** Gabay, I., Borah P., & Shah, D. (2010 August). *Family harmony: How campaign information environment affected evaluations of Barack Obama among parents and kids*. Paper presented at the 2010 Association for Education in Journalism and Mass Communication Convention, Denver, CO.
- Wang, M.,** Borah, P., Wise, D., Zukas, K., McLaughlin, B., & Mirer, M. (2010 August). *Unusual pathways to issue engagement: How dispositional cynicism conditions incivility effect on television political talk shows*. Paper presented at the 2010 Association for Education in Journalism and Mass Communication Convention, Denver, CO.
Guido Stempel Best Paper Award in Graduate Education Interest Group
- Wang, M.,** Gabay, I., Edgerly, S., Borah, P., & Shah, D. (2010 April). *Political advertising environment, candidate favorability, and vote choice certainty in the 2008 presidential election: A longitudinal multilevel analysis*. Paper presented at the 2010 Midwest Political Science Association National Conference, Chicago, Illinois.
- Wang, M.,** & Borah, P. (2010 April). *Cable news use and evaluations of press coverage fairness of Barack Obama during the 2008 presidential election: An exploratory study*. Paper presentation at the 2010 Midwest Political Science Association National Conference, Chicago, Illinois.
- Sayre, B., Bode, L., Shah, D., **Wang, M.,** & Wilcox, D. (2009). *Flows of influence: Tracking attention to Prop. 8 in social and professional media*. Paper presented at the AOIR conference. Milwaukee, WI.
- Edgerly, S., Thorson, K., **Wang, M.,** Shah, D., & Thorson, E. (2009 August). *Testing the limits of "post broadcast democracy:" Adolescents, media choice, and participatory engagement*. Paper presented at the 2009 Association for Education in Journalism and Mass Communication Convention, Boston, Massachusetts.
- Vraga, E., Borah, P., **Wang, M.,** & Shah, D. (2009 August). *Building the habit: Growth in news use among teens during the 2008 campaign*. Paper presented at the 2009 Association for Education in Journalism and Mass Communication Convention, Boston, Massachusetts.
- Wang, M.** (2008 August). *I think, I talk, therefore I learn: Extending the cognitive mediation model to online communication*. Paper presented at the 2008 Association for Education in Journalism and Mass Communication Convention, Chicago, Illinois.
- Vraga, E., Edgerly, S., **Wang, M.,** & Shah, D. (2008 May). *Who taught me that? Blog structure, information recall, and source identification*. Paper presented at the 2008 International Communication Association Convention, Montreal, Canada.
- Shah, D. V., Hwang, H., Lee, N., Gotlieb, M., Scholl, R., Veenstra, A., Vraga, E., **Wang, M.,** & Gabay, I. (2008 May). *Examining effects of political ads on voter support: OLS and Heckman models of candidate evaluations and partisan voting*. Paper presented

- at the 2008 American Association for Public Opinion Research, New Orleans, Louisiana.
- Veenstra, A. S., Bode, L., **Wang, M.**, Shah, D. V., & Perlmutter, D. D. (2007 October). *Authorship, intention, and orientations: How bloggers and their readers create participatory opportunity*. Paper presented at the 2007 Association for Internet Researchers, Vancouver, Canada.
- Shah, D., Gotlieb, M. R., Hwang, H., Lee, N., Scholl, R. M., Veenstra, A. S., Vraga, E. K., & **Wang, M.** (2007 August). *Political advertising effects on candidate evaluations and partisan voting*. Paper presented at the 2007 Midwest Association of Public Opinion Research, Chicago, Illinois.
- Hwang, H., Thorson, K., Ekdale, B., Borah, P., Veenstra, A., Vraga, E., **Wang, M.**, & Shah, D. (2007 November). *Why does civility matter in blogosphere? Examining the effects of civility and ideological dissonance*. Paper presented at the 2007 Midwest Association of Public Opinion Research, Chicago, Illinois.
- Wang, M.** & Pinkleton, B. E. (2007 August). *The impact of political discussion on political decision-making*. Paper presented at the 2007 Association for Education in Journalism and Mass Communication Convention, Washington, DC.
Second Place Faculty Paper in the Mass Communication & Society Division
- Scholl, R. M., Pingree, R. J., Gotlieb, M. R., Vraga, E. K., **Wang, M.**, Shah, D. V. (2007 August). *Media effects on deliberate processing: Frames, congruence, and emotion*. Paper presented at the 2007 Association for Education in Journalism and Mass Communication Convention, Washington, DC.
- Gil de Zuniga, H., Veenstra, A., Varaga, E. K., **Wang, M.**, Deshano, K., Shah, D. (2007 August). *Online and offline activism: Communication mediation and political messaging among blog readers*. Paper presented at the 2007 Association for Education in Journalism and Mass Communication Convention, Washington, DC.
- Wang, M.** (2006 August). *Personal contact with minorities and satisfaction with mass media coverage of minorities in reducing ethnic stereotypes*. Paper presented at the 2006 Association for Education in Journalism and Mass Communication Convention, San Francisco, CA.
- Lee, T., Wu, D. H., **Wang, M.**, & Zhang, L. (2006 August). *A comparison of media usage among racial groups in the United States*. Paper presented at the 2006 Association for Education in Journalism and Mass Communication Convention, San Francisco, CA.
- Pinkleton, B.E., Cuillier, D., Chen, Y.C., Van de Vord, R., Hively, M.H., Austin, E., & **Wang, M.** (2005 August). *Advertising evaluations and perceived media importance in political decision-making*. Paper presented at the 2005 Association for Education in Journalism and Mass Communication Convention, San Antonio, Texas.

Pinkleton, B.E., Chen, Y.C., Hively, M.H., Van de Vord, R., **Wang, M.**, Austin, E.W., & Cuillier, D. (2005 August). *The role of apathy, complacency and media perceptions in political decision-making*. Paper presented at the 2005 Association for Education in Journalism and Mass Communication Convention, San Antonio, Texas.

INVITED GUEST LECTURES AND PRESENTATIONS

Use of Social Media in PR (JOMC 101: Mass Media Principles). College of Journalism & Mass Communications, University of Nebraska-Lincoln. Spring 2017, Fall 2016, Spring 2016, Spring 2015, Fall 2014, Spring 2014, Fall 2013.

Social Media Research (JOMC 101: Mass Media Principles). College of Journalism & Mass Communications, University of Nebraska-Lincoln. Fall 2015.

Social Media Research (JOUR 491/891: Social Media for Journalists). College of Journalism & Mass Communications, University of Nebraska-Lincoln. Spring 2014.

What is Advertising & Public Relations? (College Access Day Presentation). University of Nebraska-Lincoln. October & November, 2013.

Public Relations Tactics (ADPR 357: Account Planning). College of Journalism & Mass Communications, University of Nebraska-Lincoln. Fall 2012.

Psychology of Strategic Communication (J345: Strategic Communication). School of Journalism & Mass Communication, University of Wisconsin-Madison. 2009, 2010.

ACADEMIC ADVISING

Ph.D. Dissertation Committee Member

Luke Grossnicklaus. Educational Administration, University of Nebraska-Lincoln, 2022-present.

Dissertation title: *A Multi-case Examination of Community and Public Relations Practices of Rural School Superintendents in Nebraska*

Fathiyah Maryufani. Political Science, University of Nebraska-Lincoln, 2020-2022

Dissertation title: *Examining Indonesian National Identity Through Instagram*

Jennifer Kienzle. Communication Studies, University of Nebraska-Lincoln, 2014-2016.

Dissertation title: *The Technological Factors of Reddit: Communication and Identity on Relational Networks* [Current position: University of San Francisco].

Yue Zou. Political Science, University of Nebraska-Lincoln, 2013-present.

M.A. Thesis Advisor

Sara Nash. Media Studies, College of Journalism & Mass Communications, University of

Nebraska-Lincoln, 2015. Thesis title: *Life Beyond the Like: Uses & Gratifications of Sharing Business Facebook Page Content* [Current position: Associate at HDR].

Joseph Moore. Media Studies, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014. Thesis title: *News Goes Native: An Examination of Online Media's Disclosure Practices for Sponsored Content* [Current position: Ph.D. student in the School of Journalism at the University of Missouri-Columbia].

Top Student Paper award from the Newspaper and Online News Division at the 2014 Association for Education in Journalism and Mass Communications (AEJMC)

Monique Farmer. Media Studies, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014. Thesis title: *The Impact of Food Manufacturers' Recall Notifications on the Tone of Newspaper Coverage* [Current position: Director of Communications, Omaha Public Schools].

M.A. Thesis/Professional Project Committee Member

Hannah VanDerslice. Integrated Media Communication, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2016. Title: *How Female Online Businesses and Brands are Using Instagram Stories*.

Stephanie Shipp. Integrated Media Communication, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2015. Title: *Crisis Communication in an International Organization: An Investigation of the BBC's Reputation in the Aftermath of the Savile Scandal*.

Liz Levine. Professional Journalism, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014. Title: *Explaining the Trend toward English-Language Programming in Hispanic-American Television: Why Now?*

Lauren Harrison. Integrated Media Communication, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014. Title: *Case Study on the First-Time Use of a Webinar by a Small Marketing Firm*.

Bonnie Ryan. Integrated Media Communication, College of Journalism & Mass Communications, University of Nebraska-Lincoln, 2014. Title: *#SOCKS4SLAMDUNK: A Case Study Examining the Role of Social Media in a Collegiate Men's Basketball Campaign*.

Undergraduate Research Advising

Divsirat Singh, UCARE student, University of Nebraska-Lincoln, 2022-2023. Monkeypox misinformation on social media.

Martin Herz, UCARE student, University of Nebraska-Lincoln, 2021-2022. Vaccine misinformation on Instagram, TikTok, and Telegram.

Janica Choong. UCARE student, University of Nebraska-Lincoln, 2020-2021. PR bots in public relations.

Becca Mann. UCARE student, University of Nebraska-Lincoln, 2014-2016.

UCARE is a competitively reviewed program and scholarship that supports UNL undergraduate students to work one-on-one with faculty research advisors in research activities.

TEACHING EXPERIENCES

(Note: * indicates an online asynchronous course; ^ indicates a class with a synchronous online component; FA = Fall; SP = Spring; SU = Summer)

University of Nebraska-Lincoln

ADPR 491/891: Political Campaign Communication in the Social Media Era [**Developed and designed**]
(2016FA)

ADPR 930: Integrated Media Communications Capstone Seminar [**Redesigned**]
(2015FA*, 2016SP*, 2018SP*, 2018SU*, 2018FA*)

ADPR 439: Student Competition: Bateman Competition [**Developed and designed**]
(2015SP)

ADPR 283: Strategy Development for Advertising/Public Relations
(2013SU, 2013SP, 2013SU*, 2016SP)

ADPR 450/850: Public Relations Theory and Strategy [**Redesigned**]
(2013SP, 2013FA^, 2014SP^, 2014SU*, 2014FA, 2015SP, 2015FA, 2016SP, 2016SU*, 2017SP, 2017SU*, 2017FA, 2018SP, 2018SU*, 2018FA*)

ADPR 466/866: Social Media: Theory and Practice [**Developed and designed**]
(2015FA, 2016FA, 2017SP*, 2017FA, 2018SP*, 2018SU*, 2018FA*)

ADPR 491/891: Social Media: Theory and Practice [**Developed and designed**]
(2012FA, 2013FA, 2014FA)

University of Wisconsin-Madison

J345: Introduction to Strategic Communications (TA)
(2009FA, 2010SP, 2010FA, 2011SP)

Course supervisors: Dr. Dhavan Shah, Dr. Doug McLeod, Dr. Young Mie Kim

Responsibilities: Advising on strategic communication campaign projects

Number of students: About 100 in fall and 65 in the spring

J201: Introduction to Mass Communication (TA)
(2006FA, 2007SP, 2007FA, 2008SP, 2008FA, 2009SP)

Course supervisors: Dr. Jack Mitchell and Dr. Greg Downey
Responsibilities: Organizing lab discussions, and teaching writing skills
Number of students in my labs: Approximately 48 each semester

Washington State University

COM 101: Mass Communication and Society (TA)
(2004FA, 2005SP, 2005FA, 2006SP)
Course supervisor: Dr. David Demers
Responsibilities: Organizing lab discussions, giving lectures, and grading
Number of students in my labs: Approximately 140 each semester

PROFESSIONAL DEVELOPMENT

Visiting Professor Program of the Advertising Education Foundation in NYC

June 2 – June 13, 2014

The Advertising Education Foundation (AEF) chooses a select group of educators each year for the Visiting Professor Program (VPP). I visited a number of advertising agencies in NYC (including GWT, d'Exposito & Partners, Ogilvy & Mather, R/GA, and Google) as part of the orientation session. Later, I spent eight days (June 4 – June 13) shadowing the Cannon account team and interviewing a variety of contacts at Grey in NYC. I also delivered a lunchtime talk on my social media research at Grey.

Plank Center Fellowship at Tesoro Corporation in San Antonio, TX

August 12, 2013 – August 23, 2013

The Plank Center for Leadership in Public Relations at the University of Alabama chooses a select group of educators each year for the Fellowship for Educators Program. As a Plank Center Fellow, I spent two weeks in the summer of 2013 with the Corporate Communications team at Tesoro Corporations, a Fortune 100 and Fortune Global 500 company located in San Antonio, Texas to offer consultation for their internal communications work and their social media initiative.

Summer Institute for Online Teaching, UNL

May 26, 2013 – June 12, 2013

I participated in this online course to learn how to effectively teach distance learning courses.

SERVICE

Department & College Service (University of Nebraska-Lincoln)

Member, Creative Activity and Awards Committee of the College of Journalism & Mass Communications, 2022-2023.

Member, Undergraduate Curriculum Committee of the College of Journalism & Mass Communications, 2021-2022.

Member, Diversity Committee of the College of Journalism & Mass Communications, 2016-2017.

Member, Global Engagement Committee of the College of Journalism & Mass Communications, 2016-2017.

Member, College of Journalism and Mass Communications Graduate Policies & Procedures Committee. 2012 to present.

Member, ADPR Ad Hoc Public Relations Program Committee. 2012 to present.

Co-Advisor, Public Relations Student Society of America (PRSSA). 2012 to present.

Member, Search Committee for Assistant Professor of Advertising in the College of Journalism & Mass Communications. 2015-2016.

Member, Search Committee for Assistant Professor of Advertising in the College of Journalism & Mass Communications. 2014-2015.

Member, Executive Committee of the College of Journalism & Mass Communications, 2014-2015.

Member, Search Committee for Dean of the College of Journalism & Mass Communications. 2013-2014.

Member, Search Committee for College of Journalism and Mass Communications Advisor. 2012-2013.

Member, Search Committee for Assistant Professor of Advertising in the College of Journalism & Mass Communications. 2012-2013.

University Service

Member, Search Committee for Senior Vice Chancellor for Academic Affairs at the University of Nebraska-Lincoln. 2014-2015.

Member, Research Council of the University of Nebraska-Lincoln. 2016, 2021-present.

Member, Academic Standards Committee at the University of Nebraska-Lincoln, 2020-present.

Community

Judge, Distributive Education Clubs of America (DECA) Nebraska chapter 60th State Career Development Conference, Principles of Business and Principles of Finance, and Principles of Marketing judging, May 2017; First Timers Competition, Hospitality Services Team judging, October, 2016; 59th State Career Development

Conference, Public Relations Project judging, March, 2016; Junior Invite, Marketing Communications Team judging, November, 2015.

Academic Journal Review

FIIB Business Review (2022, 2023)
Journal of Creative Communications (2022)
Online Media and Global Communication (2022, 2023)
Journalism & Mass Communication Quarterly (2015x2, 2017, 2019)
Political Communication (2016)
Journal of Broadcasting and Electronic Media (2014, 2015)
American Politics Research (2015, 2021)
Asian Journal of Communication (2015)
Communication Research (2015)
Journal of Communication (2015)
Political Behavior (2013, 2014)
International Journal of Public Opinion Research (2009)
Journal of Creative Communications (2020)
The International Journal of Press/Politics (2019)

Book Proposal Reviews

Public Relations Writing (1e), Fields, Sage, 2023.
Social media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution, Rowman & Littlefield, 2022.
The Revolution Shall Be Retweeted, Routledge/Taylor & Francis. 2021
Social Media Campaigns (2nd ed.), Routledge/Taylor & Francis. 2021.
Social Media Campaigns (1st ed.), Routledge/Taylor & Francis. 2019.
The Modern Communication Handbook, Sage. 2018.

Academic Conference Review

Association for Education in Journalism & Mass Communications (AEJMC)
Communication Theory & Methodology (2013,2014, 2015, 2016, 2017)
Mass Communication & Society (2014)
Communication Technology Division (2014 - 2023)
Communicating Science, Health, Environmental and Risk (2020-2023)
Advertising Division (2023)
Public Relations Division (2023)
Political Communication Division (2023)
 International Communication Association
Mass Communication Division (2009; 2011; 2013; 2014)
Communication and Technology Division (2014)
 American Academy of Advertising (2015)

Academic Associations

Vice Head, Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication. 2020-2021

MEDIA INTERVIEWS

Local Media

Nebraska Today (2023: [National survey finds adolescent e-cig users turning to CBD](#))
 1011 (2023: [Nebraska University researchers find more teens using CBD e-cigs](#))
 Channel 8 (2023: [“Sometimes they will just make up facts”: UNL professor on the pitfalls of new AI](#))
 KLKN-TV (2022: [What do GOP gubernatorial ads say about candidates? UNL professors weigh in](#))
 KLKN-TV (2022: [Nebraska AG Doug Peterson on why he’s investigating TikTok](#))

Campus

Star City News UNL (2012), NewsNetNebraska (2012), KRNU (2012), Daily Nebraskan (2015)

ACADEMIC AND PROFESSIONAL ASSOCIATION MEMBERSHIPS

Association for Education in Journalism and Mass Communication (**AEJMC**)
 International Communication Association (**ICA**)

PROFESSIONAL EXPERIENCE

Shanghai Television (STV), Shanghai, China

Department of News Reporting

April 2004 – May 2004

Responsibility: prime-time news reporting and writing

Xinhua News Agency, Beijing, China

Department of Foreign Service

January 2004 – March 2004

Responsibilities: political and economic news reporting and writing

China Central Television English Language Channel (CCTV-9), Beijing

Program: *Culture Express*, half-hour daily cultural news program

July 2003 - October 2003

Responsibilities: cultural news reporting and writing

Shanghai Broadcasting Network (SBN), Shanghai, China

Programs: *News at Ten* and *Shanghai Noon*

October 2002 - January 2003

Responsibilities: political and social news reporting and writing

Updated: Jan. 2024