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## **Changmin Yan**

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Lincoln, NE 68588-0449

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### **EDUCATION**

Ph.D. in Mass Communications, August 2008.

Pennsylvania State University, University Park

M.A. in Communication Studies, August 2004.

Graduate Certificate in International Development, August 2004.

University of North Carolina at Chapel Hill

B.A. in Communication, *Cum Laude*, August 2002.

University of Colorado at Denver

### **ACADEMIC APPOINTMENTS & AFFILIATIONS**

Director, Consortium for Health Promotion and Translational Research (2017-Present),

University of Nebraska, Lincoln, NE

Associate Professor, College of Journalism and Mass Communications (2015-2017: Assistant Professor, 2017-Present: Associate Professor), University of Nebraska, Lincoln, NE

Faculty Affiliate, Nebraska Center for Research on Children, Youth, Families and Schools (2015-Present), University of Nebraska, Lincoln, NE.

Faculty Affiliate, Nebraska Virtual Reality Network for Education and Research (2015-Present); Nebraska Center for Heart and Vascular Research (2018-Present), University of Nebraska Medical Center, Omaha, NE.

Mountains of Excellence Assistant Professor, the Reed College of Media (2014-2015), West Virginia University, Morgantown, WV.

Assistant Professor, the Edward R. Murrow College of Communication (2009-2014); Graduate Faculty, Ph.D. Program in Prevention Science, Department of Human Development (2011-2014), Washington State University, Pullman, WA.

Assistant Professor, Department of Communication and Journalism (2008-2009); Cooperating Assistant Professor of Psychology, Department of Psychology (2008-2009), the University of Maine, Orono, ME.

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## RESEARCH INTERESTS

Translational research in health promotion and team science: strategic health message design, health-related community engagement outreach campaigns, and digital prevention delivery (mobile, wearables, games, virtual reality), diversity and health disparity. Theory-driven research in persuasive health message design: the roles of emotion, motivation, attitudinal ambivalence, and persuasion in health message tailoring, narrative persuasion.

## PUBLICATIONS

- Wagler, A., Krcmarik, K., & Yan, C. (2020). Proactive approach to diversity and inclusion: Designing an immersive, performance-driven, virtual reality-based diversity and inclusion training program. *Journal of Design and Creative Technologies*, 2.
- Yan, C., & Wagler, A. (2018). Video games and childhood obesity. In H. D. Davies, H. E. Fitzgerald, & K. J. Silk, *Obesity in childhood and adolescence* (pp. 107-124). Santa Barbara, CA: Praeger.
- Hindman, D. B., & Yan, C. (2016). The knowledge gap vs. the belief gap: Political ideology and inequities in beliefs about abstinence-only sex education. *Journal of Health Communication*, 29, 949-957. ISI Journal Citation Reports® Ranking: 2012: 5/72. Communication. Impact Factor: 2.079.
- Shen, F., & Yan, C. (2016). Causal attributions and frames: An examination of the news media coverage of obesity among adults and children. *Communication and Society*, 31, 45-64.
- Yan, C. (2015). Persuading people to eat less junk food: A cognitive resource match between attitudinal ambivalence and health message framing. *Health Communication*, 30, 251-260. ISI Journal Citation Reports® Ranking: 2012: 17/72 Communication. Impact Factor: 1.763.
- Typhina, E., & Yan, C. (2014). Managing dog waste: Campaign insights from the health belief model. *Applied Environmental Education and Communication*, 13, 73-82.
- Yan, C., Dillard, P. J., & Shen, F. (2012). Emotion, motivation, and the persuasive effects of message framing. *Journal of Communication*, 62, 682-700. ISI Journal Citation Reports® Ranking: 2008: 1/45 Communication. Impact Factor: 2.266.
- Yan, C., Dillard, P. J., & Shen, F. (2010). The effects of mood, framing, and behavioral advocacy on persuasion. *Journal of Communication*, 60, 344-364. ISI Journal Citation Reports® Ranking: 2008: 1/45 Communication. Impact Factor: 2.266.
- Yan, C., & Dillard, J. P. (2010). Emotion inductions cause changes in activation levels of the behavioural inhibition and approach systems. *Personality and Individual Differences*, 48, 676-680. ISI Journal Citation Reports® Ranking: 2008: 18/50 Psychology, Social. Impact Factor: 1.598.

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## GRANTS

Co-PI, *The Loneliness Epidemic: Tailoring Interventions to Reduce Loneliness and Pain in Aging Adults Through Voice Assistants*, The Great Plains IDeA-CTR Team Development Pilot grant, University of Nebraska Medical Center, \$38250 (07/2021-06/2022).

PI, *A Proactive Approach to Diversity and Inclusion: Developing an Immersive Performance-driven Virtual Reality-based Diversity and Inclusion Training Program*, Inclusive Excellence Development Award, UNL, \$3,000 (06/2019-12/2020).

PI, *Imagine!: Improving Kindergarteners Nutrition and Physical Activity Related Knowledge, Preferences and Habits through Virtual Reality Game in Rural Nebraska*, Interdisciplinary Research Grant, UNL Research Council, \$20,000 (01/2018 – 12/2019).

PI, *A Health System Level Approach to Integrate Weight Management, Obesity Care Coordination, Patient Engagement and Clinical Trial Recruitment*. Systems Science Collaboration Initiative. Nebraska EPSCoR and the University of Nebraska System: \$20,000 (05/2017 – 05/2019).

Co-PI, *Using Integrated Learning Platforms with Co-Parenting for Successful Kids to Increase Engagement and Foster Effective Learning Experiences*, Sponsored/funded by: UNL, Universities, \$13,273. (02/2018 – 12/2019).

Co-PI, *Forming Team Grant: How to better apply virtual reality technology for healthcare education and clinical practice?*, System Science Collaboration Initiative, Nebraska EPSCoR and the University of Nebraska System, \$13,000, (04/2017 – 03/2019).

Co-PI, *FY 2016 Team Nutrition Training Grant in Nebraska*, the U.S. Department of Agriculture, \$478,963, (10/2016 – 09/2019).

Co-PI, *Forming Team Grant: Integrating evidence-based nutrition, exercise, and weight management interventions in primary care to increase reach, effectiveness, and maintenance of lifestyle interventions*, Food for Health Initiative, Nebraska EPSCoR and the University of Nebraska System, \$148,384, (03/2016 – 03/2018).

PI, *Closing the Health Gap: An Energy-balance Approach to Bridging Early Childhood Obesity Disparities among At-risk Children in Rural and Urban Nebraska*, Food for Health Initiative, Nebraska EPSCoR and the University of Nebraska System, \$19,981, (03/2016 – 03/2017).

Co-PI, *Planning Grant: Integrating evidence-based nutrition, exercise, and weight management interventions in primary care to increase reach, effectiveness, and maintenance of lifestyle interventions*, Food for Health Initiative, Nebraska EPSCoR and the University of Nebraska System, \$20,000, (03/2016 – 03/2017).

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PI, *Team Up and Get Moving: Using Mobile Communication, Wearables, and Geogames to Deliver a Stage-of-change Guided Physical Activity Intervention Program among Obese Adults*, Addressing Health Disparities in Appalachia Proposal 2014, Reed College of Media, West Virginia University, \$4,000. (11/2014 – 05/2015).

PI, *Lessons from the 2014 Elk River Chemical Spill: Assessing Crisis Response Strategies and Crisis Clusters*, Faculty Research Grant, Reed College of Media, West Virginia University, \$1,000. (11/2014 – 05/2015).

PI, *Matching Health Message Framing Styles with Univalent and Ambivalent Attitudes toward Eating Junk Food*, Seed Grant, Washington State University, \$23,900. (05/15/2012 – 08/14/2014).

Co-PI, *The Roles of Identification and Emotion in Entertainment Education*, National Science Foundation, \$5,000. (02/28/2011 – 05/01/2011).

Co-PI, *Washington State Synar Sampling Frame Coverage Study*, Division of Alcohol & Substance Abuse, Washington State Department of Social and Health Services, \$32,009. (04/15/2010 – 12/31/2010).

Co-PI, *The Role of Emotion in Processing Anti-addiction Narratives: Testing Self-report and Psycho-physiological Indicators*, German Science Foundation, \$27,300. (08/2009 – 08/2012)

Co-PI, *Multi-Faceted Communication Strategies to Promote Healthy Eating for Chronic Disease Prevention among Individuals and Families*, Chronic Illness Research Center, Washington State University, \$35,013. (02/01/2009 – 09/25/2010).

PI, *Downtown Bangor Revitalization and Student Civic Engagement: Lessons from a Service-Learning Course in Advertising Campaigns*, University of Maine-Bangor Community Outreach Partnership Center, Margaret Chase Smith Policy Center, University of Maine, \$3,000 (01/2009 – 05/2009).

Co-PI, *Media Framing of Obesity: A Content Analysis of the New York Times Coverage, 1985-2006*. Outreach Health Initiative Fund, Obesity and Its Complications: Prevention and Treatment, the Pennsylvania State University, \$10,000 (05/2006 – 08/2008).

#### **REFEREED CONFERENCE PAPERS**

Yan, C. (April, 2018). *Video Games and Childhood Obesity*. Paper presented at the 2018 CYFS Summit on Research in Early Childhood, Lincoln, Nebraska.

Yan, C., & Ren, C. (August, 2015). *Chipping away the Stigma toward People Living with HIV: New Insights from Matching Frames of HIV Onset Controllability with Attitudinal Ambivalence*. Paper presented in the Communicating Science, Health, Environment and Risk Division, the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

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- Yan, C., & Ren, C. (August, 2013). *Engendering Support for Anti-Stigma Activities toward People Living with HIV/AIDS: The Interactive Effects of Dispositional Motivation, HIV Onset Controllability and Attribute Framing*. Paper presented in the Communicating Science, Health, Environment and Risk Division, the Association for Education in Journalism and Mass Communication Conference, Washington D.C.
- Typhina, E., & Yan, C. (August, 2013). *Managing Dog Waste: Campaign Insights from the Health Belief Model*. Paper presented in the Communicating Science, Health, Environment and Risk Division, the Association for Education in Journalism and Mass Communication Conference, Washington D.C.
- Hindman, D. B., & Yan, C. (August 2012). *The knowledge gap vs. the belief gap: political ideology and inequities in beliefs about abstinence-only sex education*. Paper presented in the Mass Communication and Society Division, the Association for Education in Journalism and Mass Communication Conference, Chicago, Illinois.
- Yan, C. (August 2011). *Construing health message framing: Motivational systems, valence of framing and event tendency of framing*. Paper presented in the Communicating Science, Health, Environment, Risk Division, the Association for Education in Journalism and Mass Communication Conference, St. Louis, Missouri.
- Yan, C. (August 2010). *Motivational systems and health message framing: Testing two competing accounts*. Paper presented in the Communication Theory and Methodology Division, the Association for Education in Journalism and Mass Communication Conference, Denver, Colorado.
- Austin, B, Austin, E., Hindman, D., Hindman, E., Hust, S., Pinkleton, B., Vandevord, R., & Yan, C. (February 2010). *Student Perceptions, Actions and Efficacy Regarding H1N1 in Fall of 2009*. Paper presented in the International Globalization, Diversity, & Education Conference, Spokane, Washington.
- Yan, C., Dillard, J., & Shen, F. (May 2009). *The persuasive effects of affect and motivation on message framing*. Presentation given in the Health Communication Division, International Communication Association, Chicago, Illinois.
- Yan, C. (2008). *The persuasive effects of discrete emotions, functions of motivational systems, and health message framing*. Paper presented in the 2008 National Communication Association Doctoral Honors Seminar. The University of Alabama, Tuscaloosa, Alabama.
- Yan, C., & Shen, F. (August 2007). *Going beyond message framing: Exploring the relationship between mood and framing for different health behaviors*. Paper presented in the

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Communication Theory and Methodology Division, the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.

Yan, C., & Sipes, C. (August 2006). *Political advertising, political cynicism and affect: A mediation model account*. Paper presented in the Advertising Division, the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Yan, C., Sipes, C., & Farabaugh, P. (August 2006) *Political advertising valence and candidate response strategy*. Paper presented in the Advertising Division, the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Yan, C., Sipes, C., & Farabaugh, P. (February 2006). *Nice guys: Do they always finish last?* Paper presented in the Communication Theory and Methodology Division, the Association for Education in Journalism and Mass Communication Midwinter Conference, Bowling Green, Ohio.

#### **ADVERTISING PROFESSIONAL EXPERIENCE**

Visiting Assistant Professor, *Razorfish*, Seattle, WA, 2011.

- Reconnected with the advertising industry in areas including social media, search, email, eCRM, digital media metrics, and web analytics.

Media Planner, *Admerasia, Publicis Groupe* of New York City, NY, 2006.

- Conducted consumer research, media planning and buying. Clients served include *McDonald's, Procter & Gamble, Citigroup, Verizon, and Moët Hennessy USA, Inc.*

Advertising Sales Assistant Director, *World Journal*, Wilmington, DE, 2004-2005.

- Managed the newspaper's sales and ad production team in the Delaware Valley region. Oversaw print and digital advertising sales, direct mail, and commercial printing.

#### **TEACHING EXPERIENCE**

College of Journalism and Mass Communications, University of Nebraska-Lincoln, 2015-Present.

- ADPR 283, Research and Strategy Development for Advertising and Public Relations (***In-class & Online***)
- ADPR 360, Media Planning and Strategy (***In-class & Online***)
- ADPR 361, Owned, Paid, Earned Media (***In-class & Online***)
- ADPR 484, Brands and Branding
- ADPR 489, Advertising and Public Relations Capstone Campaigns (***In-class & Online***)
- ADPR 491/891, Data Analysis for Media Professionals (***Online, both Undergraduate & Graduate Levels***)
- ADPR 891, Strategic Health Communication and Promotion (***Online, Graduate Level***)

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The Reed College of Media, West Virginia University, Morgantown, 2014-2015.

- Adv 403, Media Planning/Strategy
- Adv 409, Advertising Research and Media (*Online*)
- STCM 459, Advertising & Public Relations Campaigns Capstone
- Adv 499, Digital Media Analytics for Strategic Planning (*Online*)
- STCM 599, Strategic Health Communications (*Cross-listed in the College of Media and the School of Public Health; Graduate Level*)

The Edward R. Murrow College of Communication, Washington State University, Pullman, 2009-2014.

- Adver 380, Advertising Principles and Practices
- Adver 382, Media Planning
- Adver 475, Account Planning: Consumer Insights and Branding
- Adver 480, Advertising Agency Operation and Campaigns
- Comstrat 564, Consumer Behavior and Brand Development (*Online; Graduate Level*)
- Com 506, Persuasion and Social Influence (*Graduate Level*)

Department of Communication and Journalism, the University of Maine, Orono.

- CMJ 356, Advertising Media (Media Planning), Fall 2008.
- CMJ 601, Seminar in Research Methods (*Graduate Level*), Fall 2008.
- CMJ 250, Introduction to Advertising, Spring 2009.
- CMJ 380, Advertising, Media, and Society (Media Effects), Spring 2009.
- CMJ 459, Advertising Campaigns, Spring 2009.

College of Communications, Pennsylvania State University, University Park.

- COMM 420, Research Methods in Advertising and Public Relations, Fall 2007, Spring 2008.
- COMM 413, Media and Public (Mass Communication Theory), Fall 2006.
- COMM 422, Advertising Media Planning, Spring 2007 (Teaching Assistant).
- COMM 418, Media Effects, Spring 2007 (Teaching Assistant).

Department of Communication Studies, University of North Carolina, Chapel Hill.

- COMM 120, Introduction to Interpersonal and Organizational Communication, Spring 2004, Summer 2004.
- COMM 100, Communication as Social Process, Spring 2003 (Co-Instructor).

## **INVITED TALKS**

- Yan, C. (November, 2018). *The Science of Health Promotion: Message Tailoring, Interactive Technology, and Team Science*, Faculty Connector, the Office of Research and Economic Development, University of Nebraska, Lincoln, NE.

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- Yan, C. (March 16, 2016). *Closing the Health Gap: An Energy-balance Approach to Bridging Early Childhood Obesity Disparities among Vulnerable Children in Nebraska*, Nebraska Extension's Eureka! 2016 Conference, University of Nebraska Extension, Lincoln, NE.
- Yan, C. (June 24, 2011). *Consumerism in Advertising*. Featured as an advertising research expert in *Agenda* on Danish Public Radio, Denmark.
- Yan, C. (2010). *A media framing analysis of obesity: Adults vs. kids*. WSU Extension Research Update Webinar, Washington State University.
- Yan, C. (2008). *Affect and persuasion: Structural models and strategic message features*. Psychology Department Colloquia, University of Maine.
- Yan, C. (2008). *Emotion, motivational systems and energy sustainability*. Politics & Society Colloquia, University of Maine.
- Yan, C. (2008). *Inside the black box: Coding cognitive and emotive responses to strategic communication messages*. Communication and Journalism Research Colloquia, University of Maine.

## **SERVICE**

Member, Editorial Board, *Media Psychology*, (12/2016 – Present).

College Designee, University Council of Associate Dean for Research, University of Nebraska-Lincoln, (2017-2020).

Member, Academic Rights and Responsibilities Panel, University of Nebraska-Lincoln, (08/2018 – Present).

Chair (08/2020-Present) & Member, Promotion and Tenure Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (08/2016 – Present).

Member, Executive Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (09/2016 – 08/2018).

Member, Advertising Search Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (09/2016 – 05/2017; 09/2020 – 05/2021).

Chair, Marketing Sub-Committee, 10 Health TV Steering Committee, City of Lincoln, (12/2015– Present).

Member, Sports Communication Search Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (09/2015 – 05/2016).



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Member, Sports Media Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (09/2015 – 05/2016).

Member, Diversity Committee, College of Journalism and Mass Communications, University of Nebraska-Lincoln, (08/2015 – 05/2016).

Member, Search Committee, Reed College of Media, West Virginia University, (08/2014 – 05/2015).

Member, Diversity Committee, Reed College of Media, West Virginia University, (08/2014 – 05/2015).

Faculty Senator, Faculty Senate, Washington State University (08/2011 – 08/2014).

Member, Murrow Center for Media and Health Promotion, the Edward R. Murrow College of Communication, Washington State University (08/2009 – 08/2014).

Search Committee Member, the Edward R. Murrow College of Communication, Washington State University (08/2012 – 05/2014).

Graduate Studies Committee Member, Edward R. Murrow College of Communication, Washington State University (08/2009 – 08/2011).

M.A. Admission Committee Member, Edward R. Murrow College of Communication, Washington State University (12/2009 – 08/2011).

Advertising Search Committee Member, Edward R. Murrow College of Communication, Washington State University (10/2009 – 08/2010).

Invited Presenter of the Advertising Sequence, COM 138: Freshman Special Topics, Edward R. Murrow College of Communication, Washington State University (08/2009 – Present; repeated presentations twice a semester).

Research Presentation, Academic Showcase, Washington State University (2009 & 2010).

Invited Guest Speaker, *Social scientific approach to persuasion*. COM 506: Persuasion and Social Influence, Washington State University (2010).

Invited Guest Speaker, WSU Advertising Club, Edward R. Murrow College of Communication, Washington State University (10/2009).

Invited Guest Speaker, *Persuasion theory*. CMJ 515: Mass Communication Theory, University of Maine (2008).

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Technical Advisory Committee Member, *Climate Variability and Coastal Community Resilience: Developing and Testing a National Model of State-Based Outreach*, Maine Sea Grant College Program, University of Maine (08/2008 – 05/2009).

**PARTICIPATION IN STUDENT RESEARCH COMMITTEE**

Master's Thesis Advisees, West Virginia University (2014 – 2015)

- Cassandra Lang
- Rachael McKinney

Ph.D. Dissertation Advisees, Washington State University (2012 – 2014)

- Amanda Miller
- Chun Yang

Master's Thesis Advisee, Washington State University (2010 – 2012)

- Elizabeth Typhina (Graduated in 2012)

Ph.D. Dissertation Committee Member, Washington State University (2009 – 2014)

- Mary Grace Antony (Graduated in 2010)
- Zena Edwards (Prevention Science)
- Weina Ran (Graduated in 2014)
- Chunbo Ren (Graduated in 2012)
- Lok Pokhrel (Graduated in 2014)

Master's Thesis Committee Member, Washington State University (2010 – 2014)

- Jennifer Safreno (Graduated in 2011)
- Shan Xu (Graduated in 2014)
- Zhiming Xu (Graduated in 2014)

Undergraduate Honors Thesis, Advisor, Washington State University (2010 – 2014)

- Erin Elizabeth Peterson (Graduated in 2013)

Undergraduate Independent Study, Advisor, Washington State University (2009 – 2014)

- Christine Marie Koontz (Graduated in 2011)
- Julianne Lynn Leveque (Graduated in 2010)
- Xiaoshan Li (Graduated in 2011)
- Erika Ann Rattray (Graduated in 2012)
- Kristiana Marie Wright (Graduated in 2011)

Master's Thesis Advisee, University of Maine (2008 – 2009)

- Kurt Klappenbach

Master's Theses Committee Member, University of Maine (2008 – 2009)

- Ashley Pelkey

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- Rebecca Rogers

Undergraduate Honors Thesis Committee, University of Maine (2008 – 2009)

- Jessica LaMunyon

## **MANUSCRIPT REVIEWERS**

### **Journal Manuscript Reviewer**

- *Asian Journal of Communication* (2011-Present).
- *Communication Research* (2012-Present).
- *Health Communication* (2012-Present)
- *Human Communication Research* (2008-Present).
- *Health Education Research* (2012-Present).
- *Journal of Communication* (2011-Present).
- *Media Psychology* (2012-Present; Editorial Board Member).
- *Personality and Individual Differences* (2009-Present).

### **Conference Paper Reviewer & Program Chair**

- Communicating Science, Health, Environment, Risk Division, Association for Education in Journalism & Mass Communication Annual Conference, 2011-Present.
- Communication Theory and Methodology, Association for Education in Journalism & Mass Communication Annual Conference, 2010-Present.
- Advertising Division, Program Chair, Association for Education in Journalism & Mass Communication Annual Conference, 2011-2014.
- Mass Communication Division, International Communication Association Annual Convention, 2010-2012.
- Health Communication Division, International Communication Association Annual Convention, 2010-2012.
- Political Communication Division, National Communication Association Annual Convention, 2009-2010.
- Graduate Student Division, National Communication Association 2006 Annual Convention, San Antonio, TX.
- Graduate Student Division, National Communication Association 2005 Annual Convention, Boston, MA.
- President, *Kappa Beta, Lambda Pi Eta*, National Communication Association, 1999-2002.

## **MEMBERSHIPS**

Association for Education in Journalism and Mass Communication

International Communication Association

## **AWARDS AND HONORS**

Honorary Fellow, Ph.D. Program in Prevention Science, Department of Human Development, Washington State University, Pullman, 2011-2014.

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Graham Endowed Fellowship, the Graduate School, Pennsylvania State University, University Park, 2005-2008.

Scholar for Tomorrow Fellowship, the Graduate School, University of North Carolina at Chapel Hill, 2002-2004.