

Fan (“Ellie”) Yang – Curriculum Vitae (Updated in March 2023)

CONTACT INFORMATION	Northwest Missouri State University School of Communication and Mass Media 239 Wells Hall, Maryville, MO 64468, USA	<i>E-mail:</i> eyang@nwmissouri.edu <i>WWW:</i> www.eyanguw.com
ACADEMIC EMPLOYMENT	Assistant Professor School of Communication and Mass Media Northwest Missouri State University, USA	August 2022 - present
EDUCATION	Ph.D. in Mass Communication University of Wisconsin-Madison, USA	2022
	<ul style="list-style-type: none">• Research Directions: <i>Communication Technology, Digital Media, Preventive Healthcare, Health Disparity, Computational Social Science</i>• Dissertation Title: <i>mHealth Support for Substance Use Disorder Recovery – System, Expression, and Networked Community</i>• Dissertation Committee: Dhavan V. Shah (Advisor), Douglas M. McLeod, Chris Cascio, Jon C. Pevehouse, William A. Sethares	
	MPhil in Communication Hong Kong Baptist University, Hong Kong	2013
	<ul style="list-style-type: none">• Thesis Title: <i>The Impact of Imagery Ability on Vividness Hypothesis: The Case of HPV Vaccine Advertising in China</i>	
	B.A. in Communication School of Journalism, Fudan University, China	2011
PUBLICATIONS	<i>Journal Articles</i> 11. Yang, E. F. , Shah, D. V., Tahk, A., Vjorn, O., Dietz, S., Pe-Romashko, K., ... & Westergaard, R. (2023). mHealth and social mediation: Mobile support among stigmatized people living with HIV and substance use disorder. <i>New Media & Society</i> , 25(4), 702-731. 10. Liu, Y., Kornfield, R., Yang, E. F. , Burnside, E., Keevil, J., & Shah, D. V. (2022). Patient-provider communication while using a clinical decision support tool: explaining satisfaction with shared decision making for mammography screening. <i>BMC Medical Informatics and Decision Making</i> , 22(1), 323. 9. Friedland, L.A., Shah, D.V., Wagner, M.W., Wells, C., Cramer, K. J., Pevehouse, J., Dempsey, S., Suk, J., Lukito, J., Yang, E. F. , (2022). Healthcare: A national issue with lifeworld implications. In L.A. Friedland, D.V. Shah, M.W. Wagner, C. Wells, K. J. Cramer, & J. Pevehouse (Eds.), <i>Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin</i> . Cambridge University Press. 8. Rao, J., Chen, K., Yang, E. F. , Kruse, J., Hudson, K., & Gao, S. (2021). A multi-perspective narrative-based geovisualization dashboard for the 2020 US presidential election. <i>Journal of Geovisualization and Spatial Analysis</i> , 5(2), 1-15. 7. Gustafson, D. H., Kornfield, R., Mares, M. L., Johnston, D. C., Cody, O. J., Yang, E. F. , ... & Shah, D. V. (2021). Effect of an eHealth intervention on older adults’ quality of	

life and health-related outcomes: a randomized clinical trial. *Journal of General Internal Medicine*, 1-10.

6. **Yang, E. F.**, Shah, D. V., Burnside, E. S., Little, T. A., Garino, N., & Campbell, C. E. (2020). Framing the clinical encounter: Shared decision-making, mammography screening, and decision satisfaction. *Journal of Health Communication*, 25, 681-691.

5. Du, Y. R., Zhu, L., & **Yang, E. F.** (2018). A movement of varying faces: How “Occupy Central” was framed in the news in Hong Kong, Taiwan, mainland China, the UK, and the US. *International Journal of Communication*, 12, 2556-2577.

4. **Yang, E. F.** & Du, Y. R. (2016). Storytelling in the age of big data: Hong Kong students’ readiness and attitude towards data journalism. *Asia Pacific Media Educator*, 26(2), 148-162.

3. **Yang, E. F.** & Lv, N. (2016). Chapter 15: A brief introduction of communication studies in Hong Kong. In *2015 Yearbook of Communication Academia in China* (pp.532-560). Beijing, China: China Social Science Press. (in Chinese)

2. **Yang, E. F.** (2015). The persuasion effect of vivid message: a psychological perspective in communication studies. *Journalism Bimonthly*, 4, 7-11. (in Chinese)

1. **Yang, E. F.** & Guo, S. (2015). The moderating effect of imagery ability on perceived vividness: The case of HPV vaccine advertising in China. *Chinese Journal of Communication*, 8 (2), 177 -195.

Revise and Resubmit Articles

3. **Yang, E. F.**, Kornfield, R., Liu, Y., Chih, M. Y., Sarma, P., Gustafson, D. H., Curtin J., & Shah, D. V. (R-R). Using Machine Learning of Online Expression to Explain Recovery Trajectories

2. **Yang, E. F.**, Kriss, L., & Sun, Y. B. (R-R). Fun with Frustration? TikTok Influencers’ Emotional Appeals Predict User Engagement with COVID Vaccination Messages.

1. **Yang, E. F.** & Yang, S. J. (R-R) Effects of Moral Frames within Tobacco Control Messages on Smokers’ Support for Electronic Cigarettes Regulations

COURSES TAUGHT (With teaching record)

Undergraduate Level

Social Media Strategies
Introduction to Web Publishing
Introduction to Advertising

COURSES TO BE TAUGHT

(Syllabuses are available upon request)

Undergraduate Level

Strategic Analysis in Digital Era
Introduction to Health Communication
Introduction to AI in Health Communication

Graduate Level

Mass Communication Effects
Seminar in Computer-Mediated Communication
Research Methods in Communication

AWARDS, GRANTS & FELLOWSHIPS	Improvement of Teaching and Learning Grant, Northwest Missouri State University (\$2, 067)	2023
	Top Paper at the <i>Political Communication Division of the 72nd Annual ICA Conference</i> , Paris, France, 26-30 May.	2022
	Scholarship from the CASOS Summer Institute at Carnegie Mellon University (\$2, 500)	2022
	Top Paper at the <i>Mass Communication Division of the 107th Annual NCA Conference</i> , Seattle, USA, 18-21 November.	2021
	<i>Scientists in Computational Social Science Grant (\$ 1,034)</i> Summer Institute in Computational Social Science- Chicago	2021
	<i>Graduate Student Award (\$ 200)</i> CommSHER Division, AEJMC	2021
	<i>Student Research Grant (\$ 1,200)</i> Graduate School, University of Wisconsin-Madison	2021
	<i>Kopenhaver Fellow</i> Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication in the AEJMC Commission on the Status of Women	2020
	<i>Research Fund for Dissertation (\$ 1,500)</i> School of Journalism and Mass Communication University of Wisconsin-Madison	2020
	<i>Fellowship</i> AEJMC Presidential Diversity & Inclusion Career Development Workshop	2020
<i>Student Research Travel Grants (\$ 1,200)</i> Wisconsin Scholarship Hub UW- Wisconsin-Madison	2019	
<i>Conference Travel Grant (\$ 300)</i> The Communication Science and Biology Interest Group, ICA	2019	

	<i>Conference Travel Grant (\$ 300)</i> Digital Asia Division, ICA	2017
	<i>Research Fund for PhD Student (\$ 1,500)</i> School of Journalism and Mass Communication, University of Wisconsin-Madison	2017
	<i>University Fellowship (\$ 20,000)</i> School of Journalism and Mass Communication, University of Wisconsin-Madison	2016
	<i>Academic Excellence for Undergraduates</i> Fudan University	2011
	<i>Municipal Excellent Volunteer Award</i> 2010 World Expo, Shanghai, China	2010
	<i>Campus Excellent Social Practice National Scholarship (Top 10%)</i> Fudan University	2009
GRANT EXPERIENCES	Division of Infectious Disease School of Medicine and Public Health, University of Wisconsin-Madison Supervisors: Dhavan Shah, Ryan Westergaard NIH Grant Number DP2DA042424	2020-2021
	Department of Radiology School of Medicine and Public Health, University of Wisconsin-Madison Supervisors: Elizabeth Burnside, Dhavan Shah NIH Grant Number K24 CA194251	2018-2020
	Center for Health Enhancement System Studies (CHESS), University of Wisconsin-Madison Supervisors: Dave Gustafson, Dhavan Shah NIH Grant Number DP2DA042424	2018-2019
PUBLICATION SERVICE	Reviewer of the <i>New Media & Society</i> (Verified review number: 1)	2021
	Reviewer of the <i>Journal of Children and Media</i> (Verified review number: 1)	2021
	Reviewer of the <i>Journalism & Mass Communication Quarterly</i> (Verified review number: 5)	2020-2021
	Reviewer of the <i>Communication Methods and Measures Journal</i> (Verified review number: 1)	2019

RESEARCH SERVICE	Invited Participant for the <i>20th Annual ICA Mobile Preconference 2023: Keeping it Real After 20 Years</i> , 24 May	2023
	Member of the Nominating Committee for the <i>Health Communication Division</i> at ICA	2022-2023
	Elected Sectary for the <i>Mass Communication Division</i> at NCA	2022
	Invited Participant for the <i>Summer Institutes in Computational Social Science-Chicago</i>	2021
	Panelist for <i>Misinformation, Racism, and the Magnification of Health Inequities: Research Informing Publics and the Practices</i> , sponsored by the Public Relations, ComSHER, & Minorities and Communication Divisions at the AEJMC virtual conference, 6-9 August.	2021
	Invited Participant for the <i>AAA/AEF Future Visiting Professor Program</i>	2021
	Panel Moderator for <i>Persuasive Messaging to Curb the COVID-19 Pandemic and Infodemic: Questions and Lessons from Around the Globe</i> , the Health Communication Division of the 71st ICA annual virtual conference, 27-31 May.	2021
	Panel Host for <i>Mobile Communication Interest Group Social Event- Pitch & Connect #3</i> , the 71st ICA annual virtual conference, 27-31 May.	2021
	Officer in the Graduate Student Committee in the Communicating Science, Health, Environment and Risk (COMMSHER) division of AEJMC	2020-2022
	Member of the <i>Global Badger Experience Grant Review Committee</i> , Student Affairs, UW-Madison	2020-2021
	Panel Chair for <i>I Think, I Feel: Attribution and Emotion in Interpersonal Exchanges Session</i> , the Interpersonal Communication Division of the 69th ICA annual conference, Washington, USA, 24 - 28 May.	2019
	Reviewer Trainee, <i>Journalism & Mass Communication Quarterly</i>	2018-2019
	The <i>3rd Overseas Visit Program for Young Scholars in Communication</i> , School of Communication and Design, Sun Yat-sen University	2018

CONFERENCE
PRESENTATIONS

19. **Yang, E. F.**, Pham B., Zhang, S. F. & Kriss, L., (2023). “Talking about Pain Plainly: Authentic Expression of Pain Management on Reddit”, paper accepted at *the Health Communication Division of the 73rd Annual ICA Conference*, Toronto, Canada, 25-29 May.
18. **Yang, E. F.**, Kriss, L., Sun, Y. B., & Shah, D. V (2022). “Fun with Frustration? TikTok Influencers’ Emotional Appeals Predict User Engagement with COVID Vaccination Messages”, paper presented at *the Communication and Technology Division of the 72nd Annual ICA Conference*, Paris, France, 26-30 May.
17. Li, J. N., Lukito, J., **Yang, E. F.**, Suk, J., Shah, D.V., & Wagner, M.W. (2022). “Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use”, paper presented at *the Political Communication Division of the 72nd Annual ICA Conference*, Paris, France, 26-30 May. (**Top Paper**)
16. **Yang, E. F.**, Kornfield, R., Liu, Y., Chih, M. Y., Sarma, P., Shah, D. V., & Gustafson, D. H. (2021). “Expression in an Online Support Forum: Machine Learning, Communication Style, and Recovery Trajectories”, presented at *the Mass Communication Division Top Paper Panel of 107th Annual Convention of NCA*, Seattle, USA, 18-21 November. (**Top Paper**)
15. **Yang, E. F.**, Zhang, Y., & Zhang, S. F. (2021). “Who am I Connected with? Community Detection and Effects in an Online Peer-to-Peer Support Forum”, presented at *the Communicating Science, Health, Environment, and Risk Division of Annual Conference of AEJMC (virtual)*, August 4-7.
14. **Yang, E. F.**, Mi, E. R., Shah, D. V., Borah, P., & Gustafson, D. (2021). “The Communication Dynamics of mHealth Affordances: Initiation, Intensity, Duration, and Mutual Influence in Online Social Support”, presented at *the Communication and Technology Division of the 71st Annual ICA Virtual Conference*, 27-31 May
13. **Yang, E. F.**, & Yang, S. J. (2021). “Care or Purity: The power of Moral values and Frames on Policy Support for Vaping Regulation”, presented at *the Health Division of the 71st Annual ICA Virtual Conference*, 27-31 May.
12. **Yang, E. F.**, Mi, R. E., Shah, D. V., Loya, G., Campbell, Claire Elise, Tahk, A. & Gustafson, D. H. (2020). “How Do We Engage with Communication Functions on an mHealth System for Social Support? The Time Dynamics of Modality Interactivity”, presented at *the Health Division of 106th Annual Convention of NCA*, Indianapolis, USA, 19-22 November.
11. **Yang, E. F.**, McLeod, D., & Shah, D. V. (2020). “The Promises and Perils of Message Framing Effects in Health Communication”, presented at *the Health Division of 106th Annual Convention of NCA*, Indianapolis, USA, 19-22 November.
10. **Yang, E. F.**, Mi, R. E., & Shah, D. V. (2020). “What is the Precursor in mHealth System Use? The Time Dynamics of Communicative Use on an mHealth Application”, presented at *the New Media, Technology, and mHealth Division of Kentucky Conference on Health Communication*, Lexington, USA, 2-4 April.
9. **Yang, E. F.**, Shah, D. V., Burnside, E. & Terry, L. (2019). “The Leverage Power of Risk Framing in Physician and Patient Communication: A Study of Shared Decision-Making Perception”, *the Communicating Science, Health, Environment, and Risk Division of 102nd Annual Conference of AEJMC*, Toronto, Canada, 7-10 Aug.

8. **Yang, E. F.**, Shah, D. V., McLeod, D. M., Sethares, W. A., Sun, Z. K., Guo, S., & Wang, X. Y. (2019). "Classification Algorithms for Modeling Categorical Dependent Variables: A Study of Online Health Information Seeking", *the 5th International Conference on Computational Social Science*, University of Amsterdam, The Netherlands, 17-20 July
7. **Yang, E. F.**, Wang, X. Y. & Pollak, N. B. (2019). "The Revival of Media Equation Theory on Mobile Health System Use: A Study of Gratitude Expression Effect on Alcohol-Dependent Individuals", *the Mobile Communication Interest Group of the 69th Annual ICA Conference*, Washington, USA, 24-28 May.
6. Liu, Y., Kornfield, R., **Yang, E. F.**, Burnside, B., Keevil, J., Shah, D.V. (2019). "Patient-Clinician Interaction and Electronic Decision Tools for Screening Mammography: Using Digital Trace Data to Predict Satisfaction with Shared Decision Making", *the Health Communication Division of the 69th ICA Annual Conference*, Washington, D. C., USA, 24-28 May.
5. Ghosh, S., & **Yang, E. F.** (2018). "The Boomerang Effect for Online Social Movement: A case Study of #metoo Event", *the 2018 Annual Conference of the Midwest Association for Public Opinion Research*, Chicago, USA, 16-17 Nov.
4. Du, Y. R., **Yang, E. F.**, & Zhu, L. (2017). "One 'Occupy Central', three stories: Media Portrayals of the "Hong Kong Umbrella Movement" in Mainland China, Hong Kong, and Taiwan", *the Political Communication Research Section of the Association for Education in Journalism and Mass Communication Annual Conference*, Cartagena, Colombia, 16-20 July.
3. **Yang, E. F.**, Guo, S., & Shen, F. (2017). "Who is to Blame: Locality-based Reporting of Conflicts in Hong Kong press", *the International Communication Association Preconference - Digital Asia: Recent Research and Practice*, San Diego, USA, 25-29 May.
2. **Yang, E. F.**, Guo, S., Huang, Y., & Shen, F. (2015). "Community Conflict as News value: The case of Hong Kong press", *the Pearl River Delta Urban Creativity and Cultural Communication Conference*, Shenzhen, China, 13-14 Nov. (**Student Top Paper Award**)
1. **Yang, E. F.** & Guo, S. (2014). "The Impact of Imagery Ability on Image Vividness: The case of HPV Vaccine Advertising in China", *the Health Communication Division of the 64th Annual ICA Conference*, Seattle, USA, 22- 26 May.

TA EXPERIENCES

Teaching Assistant (Undergraduate Level)	2017-2018/2021-2022
Course Name: Introduction to Mass Communication	
University of Wisconsin-Madison	
Teaching Assistant (Graduate Level)	2011-2013
Course Name:	
Special Topics in Public Relations and Advertising	
Principles and Methods of Advertising	
Hong Kong Baptist University	

PROFESSIONAL EXPERIENCES	Social Media Operator for the Online Community “@techno_soc”	2021-present
	Online Editor for the “Night Talk” Show at Tencent Ltd.	2013-2015
COMPUTER SKILLS	For research: Stata (Sophisticated), R, Python, SPSS, Mplus For teaching: Photoshop (Sophisticated), Illustrator, iMovie, Premiere Pro	
SELECTED NEWS PUBLICATIONS (in Chinese)	<p>6. Apr. 26, 2011. The present situation of Chinese intellectual property judicial cases, Oriental Morning Post, with Han, X., A10.</p> <p>5. Apr. 23, 2011. Shanghai civil workers’ official Weibo presses, Oriental Morning Post, with Han, X., p.8.</p> <p>4. Apr. 19, 2011. Are postgraduate students in China really in poverty?, Oriental Morning Post, with Han, X., A5.</p> <p>3. Apr. 15, 2011. The 90’s benevolence: 83 support letters for an unfortunate girl to recover, Oriental Morning Post, with Han, X., A4.</p> <p>2. March 29, 2011. The foundation of Shanghai-New York University in Lujiazui, Oriental Morning Post, with Han, X., & Shi, J., A10.</p> <p>1. March 27, 2011. New rules for the entrance examination of “alliance-colleges” in Shanghai, Oriental Morning Post, with Han, X., p.8.</p>	
CERTIFICATES	Grade 10 on the Violin test Conferred by the Music Examination Committee of the Chinese Musicians’ Association	2006
	Level 2 technical abacus skills Confirmed by the Chinese Abacus Association	1997-2002