

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

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CONTACT INFORMATION	Northwest Missouri State University School of Communication and Mass Media 239 Wells Hall, Maryville, MO 64468, USA	<i>E-mail:</i> <a href="mailto:eyang@nwmissouri.edu">eyang@nwmissouri.edu</a> <i>WWW:</i> <a href="http://www.eyanguw.com">www.eyanguw.com</a>
ACADEMIC EMPLOYMENT	Assistant Professor School of Communication and Mass Media Northwest Missouri State University, USA	August 2022 - present
	Research Associate Mass Communication Research Center (MCRC) University of Wisconsin-Madison	December 2022 - present
EDUCATION	Ph.D. in Mass Communication University of Wisconsin-Madison, USA	2022
	<ul style="list-style-type: none"><li>• Research Directions: <i>Communication Technology, Digital Media, Preventive Healthcare, Health Disparity, Computational Social Science</i></li><li>• Dissertation Title: <i>mHealth Support for Substance Use Disorder Recovery – System, Expression, and Networked Community</i></li><li>• Dissertation Committee: Dhavan V. Shah (Advisor), Douglas M. McLeod, Chris Cascio, Jon C. Pevehouse, William A. Sethares</li></ul>	
	MPhil in Communication Hong Kong Baptist University, Hong Kong	2013
	<ul style="list-style-type: none"><li>• Thesis Title: <i>The Impact of Imagery Ability on Vividness Hypothesis: The Case of HPV Vaccine Advertising in China</i></li></ul>	
	B.A. in Communication School of Journalism, Fudan University, China	2011
PUBLICATIONS	<b><i>Journal Articles</i></b> 11. <b>Yang, E. F.</b> , Shah, D. V., Tahk, A., Cody, O., Dietz, S., Pe-Romashko, K., Bailey, E., Gicquelais, R., Hwang, J., Gustafson, D., & Westergaard, R. (in press). mHealth and social mediation: Mobile support among stigmatized people living with HIV and substance use disorders. <i>New Media &amp; Society</i> .  10. Liu, Y., Kornfield, R., <b>Yang, E. F.</b> , 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., <b>Yang, E. F.</b> , (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., <b>Yang, E. F.</b> , 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.

#### **Articles under Review**

3. **Yang, E. F.**, Kornfield, R., Liu, Y., Chih, M. Y., Sarma, P., Gustafson, D. H., Curtin J., & Shah, D. V. (under review). Using Machine Learning of Online Expression to Explain Recovery Trajectories
2. **Yang, E. F.**, Kriss, L., & Sun, Y. B. (under review). Fun with Frustration? TikTok Influencers' Emotional Appeals Predict User Engagement with COVID Vaccination Messages.
1. **Yang, E. F.** & Yang, S. J. (under review) 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	<b>Top Paper</b> 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
	<b>Top Paper</b> 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>	2017
	School of Journalism and Mass Communication, University of Wisconsin-Madison	
	<i>University Fellowship (\$ 20,000)</i>	2016
	School of Journalism and Mass Communication, University of Wisconsin-Madison	
	<i>Academic Excellence for Undergraduates</i>	2011
	Fudan University	
	<i>Municipal Excellent Volunteer Award</i>	2010
	2010 World Expo, Shanghai, China	
	<i>Campus Excellent Social Practice</i>	2009
	<i>National Scholarship (Top 10%)</i>	
	Fudan University	
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 &amp; 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 &amp; 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 &amp; 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 &amp; 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., &amp; 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