

HUA (HELEN) WANG

C.V. updated on 10/30/2019

University at Buffalo, The State University of New York
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EDUCATION

- Ph.D. Communication (2010) Annenberg School for Communication & Journalism
University of Southern California, Los Angeles, California, USA
- M.A. Communication (2008) Annenberg School for Communication & Journalism
University of Southern California, Los Angeles, California, USA
- M.A. Communication (2004) School of Communication
San Diego State University, San Diego, California, USA
- B.A. Japanese Language and Culture (2000) College of Foreign Languages
Peking University, Beijing, China

EMPLOYMENT

University at Buffalo, The State University of New York (2010 - present)

- Associate Professor with tenure, Department of Communication, 2016-present
- Assistant Professor, tenure-track, Department of Communication, 2010-2016
- Affiliated Faculty, Department of Community Health and Health Behavior, 2010-present

University of Southern California (2005-2010)

- Graduate Research Associate, Annenberg Center for the Digital Future
- Graduate Research Associate, Annenberg Online Community Research Initiative
- Graduate Research Associate, Annenberg Game Studies Group
- Graduate Teaching Assistant, Annenberg School for Communication

San Diego State University (2001-2005)

- Lead Administrative and Research Assistant/Telephone Survey Supervisor/ Interviewer,
Social Science Research Laboratory, SDSU Foundation, 2002-2005
- Graduate Teaching and Research Associate, School of Communication, 2001-2004

GRANTS

External Funding

13. Department of Health and Human Services, Office of Adolescent Health through Power to Decide, Innovation Next Award, "*Healthy You, Healthy Future: A technology-based solution to create culturally and linguistically relevant opportunities and materials about sexual and reproductive health for young refugee women,*" role: Advisor, 2/6/2019-6/30/2019 (70,000USD)
12. Advocates for Youth, "Sex101 in Comics: Entertainment-education to empower young female refugees in the United States," role: Principal Investigator, 10/15/2018-10/14/2019 (47,000USD)
11. Rockefeller Foundation, ITAD M&E Advisors Grant, "Investments in Entertainment Education as a way to catalyze and sustain social and behavior change," role: Advisor and Meeting Facilitator, 7/1/2016-7/31/2016 (1,200USD)
10. Department of Health and Human Services, Office of Adolescent Health through The National Campaign to Prevent Teen and Unplanned Pregnancy, Innovation Next Stage One Award, "*Juntos: A Neighborhood Storytelling and Action Network for Teen Pregnancy Prevention among Latino Youth,*" role: Principal Investigator, 3/7/2016-8/31/2016 (80,000USD)
9. Social Sciences and Humanities Research Council, "Networked Individualism: A Comparative Study of Social Networks, Digital Media, International Ties, and Privacy," (PI: Brent Berry, University of Toronto, Department of Sociology); role: Collaborator, 4/15/2015-4/14/2019 (153,358CAD)
8. New York State Department of Health, C029525, "Community Pharmacists Trained in Pharmaceutical Care for Cancer Survivors," (PI: Alice Ceacoreanu, University at Buffalo, School of Pharmacy and Pharmaceutical Sciences); role: Faculty Consultant, 7/1/2014-6/30/2016 (530,022USD)
7. National Institutes of Health/NIDCR (3R01DE023072-02S1), "Diversity Supplement for Integrating Social and Systems Science Approaches to Promote Oral Health Equity," (PI: Northridge, New York University), role: Faculty Mentor for Bionca Dearing, 6/1/2014-5/31/2016 (90,552USD)
6. Champlain College President's Cabinet, "Assessment of an Educational Game *BREAKAWAY* at Youth Camps in El Salvador," role: Principal Investigator, 10/17/2013-8/17/2014 (21,600USD)
5. Population Media Center, "Assessment of *East Los High* Web Series and Transmedia Extensions," role: Principal Investigator, 7/1/2013-12/31/2014 (56,265USD)
4. Health Resources Services Administration, Division of Transplantation (R39OT25726), "A Positive Deviance Approach to Increasing Familial Consent Rates for Organ Donation," (PI: Ashley Anker, University at Buffalo, College of Arts and Sciences, Department of Communication), role: Co-Investigator, 9/1/2013-8/31/2016 (632,388USD)
3. National Institutes of Health (R01DE0230721), "Integrating Social and Systems Science Approaches to Promote Oral Health Equity for Older Adults", (PIs: Mary Northridge, New York University; Carol Kunzel, Columbia University, and Sara Metcalf, University at Buffalo, College of Arts and Sciences, Department of Geography); role: Co-Investigator, 9/1/2012-8/31/2017 (3,762,933USD; UB sub-award: 1,257,924USD)
2. Social Sciences and Humanities Research Council, Graphics, Animation and New Media (GRAND) Network Centre of Excellence, "Digital Infrastructures: Access and Use in the Network Society", (PI: Barry Wellman, University of Toronto, Department of Sociology); role: Collaborator, 3/1/2010-2/28/2015 (250,000CAD)
1. Robert Wood Johnson Foundation, Health Game Research, "Wellness Partners", (PIs: Marientina Gotsis, Tom Valente, University of Southern California); role: Ph.D. Student Investigator, 2008-2010 (199,088USD)

Internal Funding

13. Social Media Research Fund, Department of Communication, University at Buffalo, 2017 (1,743USD)
12. Civic Engagement and Public Policy Research Dissemination Fellowship, University at Buffalo, 2014-2015 (5,000USD)
11. Civic Engagement Research Fellowship, University at Buffalo, 2012-2013 (5,000USD)
10. Annenberg Dissertation Research Grant, University of Southern California, 2010 (1,000USD)
9. Annenberg Trust, Annenberg Program on Online Communities Research Initiative, "The Guanxi Revolution: Emergence, Development, and Practices of Chinese SNS", role: Principal Investigator, 2009-2010 (4,000USD) and 2010-2011 (5,895USD)
8. Annenberg Program on Online Communities Research Travel Award, University of Southern California, November 2009 (1,200USD)
7. Annenberg Summer Doctoral Student Research Grant, University of Southern California, 2007-2009 (4,000USD per year)
6. Annenberg Doctoral Student Research Travel Award, University of Southern California, 2005-2010 (500USD per year)
5. Graduate Scholarship, Annenberg School for Communication & Journalism, University of Southern California, 2005-2010 (25,000USD stipend per year with tuition waiver)
4. Research Scholarship, Phi Beta Delta Honor Society for International Scholars, 2002 (1,000USD)
3. Graduate Scholarship, School of Communication, San Diego State University, 2001-2004 (10,090USD stipend per year with tuition waiver)
2. Japan Studies Research Grant, Japan Calbee Group, 1998 (2,000 RMB)
1. You Da Academic Fellowship, Peking University, 1997-2000 (2,000 RMB per year)

HONORS

Research Awards

- Outstanding Article of the Year, International Communication Association, 2018
- American Journal of Public Health Editor's Choice Award – Best Paper of the Year, American Public Health Association, 2017
- UB Exceptional Scholars – Young Investigator Award, University at Buffalo, 2016
- Top Downloaded Research Paper, Social Science Research Network, October 2011
- Top Paper Award, Games Studies, International Communication Association, 2009

Academic Honors

- Faculty Fellow, Air Quality Ideas Lab, Community of Excellence for Global Health Equity, University at Buffalo, June 2017
- Faculty Fellow, Food Equity Ideas Lab, Community of Excellence for Global Health Equity, University at Buffalo, January 2017
- Wang, H. (Ed.) (2015). *Communication and "the good life"* (International Communication Association theme book series, Vol. 2). New York: Peter Lang. Recognized at book exhibition event "An Anthology of Recognition: The seventh salute to UB authors," March 24, 2016
- Positive Deviance and Liberating Structures Research Fellow, Social Justice Initiative, University of Texas-El Paso, 2012-2015
- Phi Kappa Phi Honor Society, University of Southern California Chapter, May 2010

- Academic Achievement Award, USC Office of International Services, April 2010
- Certificate of Appreciation, Career Services, San Diego State University, June 2003
- Outstanding Student of Peking University, Peking University, 1997

Recognitions for Service

- Vola Mitchell International Scholarship in Voluntary Service, Phi Beta Delta Honor Society for International Scholars, 2003
- Excellence of the Month Award for telephone interviewers, Social Science Research Laboratory, San Diego State University, June 2003
- Prominent Contributor to China-Japan Cultural Exchange, Peking University, 2000
- Creativity Award for Student Activities, Peking University, 1999
- Student Services Award, Department of Oriental Studies, Peking University, 1998
- Excellent Student Leader, Peking University Student Government, 1998

PUBLICATIONS ([Google Scholar Citations](#))

*graduate student co-author; ** former graduate student co-author

Refereed Journal Articles

25. **Wang, H.** (forthcoming). Connected life, connected health: Insights from mapping young refugees' personal communication system. *International Journal of Information, Diversity, & Inclusion*.
24. **Wang, H.**, Singhal, A. Quist, C., Sachdev, A., & Liu, S. (2019). Aligning the stars in *East Los High*: How authentic characters and storylines can translate into real-life changes through transmedia edutainment. *SEARCH Journal of Media and Communication Research*, 11(3), 1-22. Available at <http://search.taylors.edu.my/documents/journals/2019-11-3/SEARCH-2019-11-3-J1-1-22.pdf>
23. Khalil, G. E.**, **Wang, H.**, Calabro, K. S., & Prokhorov, A. V. (2019). Revealing users' experience and social interaction outcomes following a web-based smoking prevention intervention for adolescents: A qualitative study. *PLOS One*. Available at <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0223836>
22. Yue, Z.*, **Wang, H.**, Singhal, A. (2019). Using television drama as entertainment-education to tackle domestic violence in China. *The Journal of Development Communication*, 30(1). Available at <http://jdc.journals.unisel.edu.my/ojs/index.php/jdc/article/view/139>
21. **Wang, H.**, Xu, W.**, Saxton, G. D., & Singhal, A. (2019). Social media fandom for health promotion? Insights from East Los High, a transmedia edutainment initiative. *SEARCH Journal of Media and Communication Research*, 11, 1-15. Available at <http://search.taylors.edu.my/arc-11-1.html>
20. **Wang, H.**, Wu, Y.**, Choi, J. H.**, & DeMarle, A. (2019). Players as transitional characters: How youth can "BREAKAWAY" from gender-based violence. *Well Played*, 8, 27-40. Available at <http://press.etc.cmu.edu/index.php/product/well-played-vol-8-no-1/>
19. **Wang, H.**, Choi, J. H.**, Wu, Y.**, & DeMarle, A. (2018). *BREAKAWAY*: Combating violence against women and girls through soccer video game and youth camps. *Health & New Media Research*, 2(4), available at <http://healthmedia.hallym.ac.kr/>
18. **Wang, H.**, & Singhal, A. (2018). Audience-centered discourses in communication and social change: The "voicebook" of *Main Kuch Bhi Kar Sakti Hoon*, an entertainment-education initiative in India. *Journal of Multicultural Discourses*, doi: 10.1080/17447143.2018.1481857

17. **Wang, H.**, Zhang, R.*, & Wellman, B. (2018). Are older adults networked individuals? Insights from East Yorkers' network structure, relational autonomy, and digital media use. *Information, Communication & Society*, 21, 681-696.
16. Khalil, G. E.**, **Wang, H.**, Calabro, K., Mitra, N., Shegog, R., Prokhorov, A. V. (2017). How does the user experience lower intention to smoke? A randomized controlled trial of a web-based smoking prevention program for adolescents. *Journal of Medical Internet Research*, available at <http://www.jmir.org/2017/2/e44/> doi:10.2196/jmir.7174
15. Northridge, M. E., Kum, S. S.*, Chakraborty, B., Greenblatt, A. P., Marshall, S. E., **Wang, H.**, Kunzel, C., Metcalf, S. S. (2016). Third places for health promotion with older adults: Using the consolidated framework for implementation research to enhance program implementation and evaluation. *Journal of Urban Health*. DOI: 10.1007/s11524-016-0070-9
14. **Wang, H.**, & Singhal, A. (2016). *East Los High*: Transmedia edutainment to promote the sexual and reproductive health of young Latina/o Americans. *American Journal of Public Health*, 106, 1002-1010. doi:10.2105/AJPH.2016.303072
13. **Wang, H.**, Chua, V., & Stefanone, M. A. (2015). Social ties, communication channels, and personal well-being: A study of the networked lives of colleges students in Singapore. *American Behavioral Scientist*, 59, 1189-1202. doi: 10.1177/0002764215580590
12. Kum, S. S.*, **Wang, H.**, Wang, P.*, Jin, Z.*, De La Cruz, L., Northridge, M. E., et al. (2015). The ElderSmile TimeMap: Benefits of connecting statistics with time and place. *American Journal of Public Health*, 105(9), 1748-1750.
11. Metcalf, S., Birenz, S. S., Kunzel, C., **Wang, H.**, Schrimshaw, E. W., Marshall, S. E., Northridge, M. E. (2015). The impact of Medicaid expansion on oral health equity for older adults: A systems perspective. *Journal of California Dental Association*, 43, 369-378.
10. Rui, J.*, & **Wang, H.** (2015). Social network sites and international students' cross-cultural adaptation. *Computers in Human Behavior*, 49, 400-411.
9. Lin, H.*, & **Wang, H.** (2014). Avatar creation in virtual worlds: Behaviors and motivations. *Computers in Human Behavior*, 34, 213-218.
8. Valente, T., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Gotsis, M. (2013). Networked networks: Changing health behaviors using a socially-networked game. *Annals of Behavioral Medicine*, 45, S66.
7. Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2013). Wellness Partners: Design and evaluation of a web-based physical activity diary with social gaming features for adults. *JMIR Research Protocols*, 2(1), e10. Available at <http://www.researchprotocols.org/2013/1/e10/>
6. **Wang, H.**, Meng, J., & Dong, F. (2012). Sharing as "frands:" Personified branding strategies on social network sites in China. *First Monday*, 17(5). Available at <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/3718/3201>
5. Kim, S., & **Wang, H.** (2012). From television to the filming set: Korean drama *Daejanggeum* drives Chinese, Taiwanese, Japanese, and Thai audience to screen-tourism. *International Communication Gazette*, 74(5), 423-442.
4. **Wang, H.**, Chung, J. E., Park, N., McLaughlin, M. L., & Fulk, J. (2012). Understanding Online Community Participation: A Technology Acceptance Perspective. *Communication Research*, 39(6), 781-801. doi: 10.1177/0093650211408593

3. Chung, J. E., Park, N., **Wang, H.**, Fulk, J., & McLaughlin, M. L. (2010). Age differences in perceptions of online community participation among non-users: An extension of the technology acceptance model, *Computers in Human Behavior*, 26, 1674-1684.
2. **Wang, H.**, & Wellman, B. (2010). Social connectivity in America: Change in adult friendship network size from 2002 to 2007. *American Behavioral Scientist*, 53, 1148-1169.
1. Ritterfeld, U., Shen, C., **Wang, H.**, Nocera, L., & Wong, W. L. (2009). Multimodality and interactivity: Connecting properties of serious games with educational outcomes. *CyberPsychology & Behavior*, 12, 691-697.

Refereed Conference Proceedings

5. **Wang, H.**, Wu, Y.*, Choi, J. H.*, & DeMarle, A. (2018). Players as transitional characters: How youth can “BREAKAWAY” from gender-based violence. *The 2018 Connected Learning Summit Proceedings*, p.385. ETC Press.
4. **Wang, H.**, Northridge, M. E., Kunzel, C., Zhang, Q.*, Kum, S. S.*, Gilbert, J. L.*, Jin, Z.*, Metcalf, S. S. (2015). Modeling social capital as dynamic networks to promote access to oral healthcare. *Lecture notes in computer science: Proceedings of 2016 International Conference on Social Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representations in Modeling and Simulation*. Springer.
3. Kum, S.*, **Wang, H.**, Jin, Z.*, Xu, W.*, Mark, J.*, Northridge, M. E., Kunzel, C., Marshall, S. E., Metcalf, S. S. (2015). Boundary objects for group model building to explore oral health equity. *System Dynamics Society 2015 International Conference Proceeding*. Available at <http://www.systemdynamics.org/web.portal?P1302+0>
2. Metcalf, S., **Wang, H.**, Kum, S.*, Jin, Z.*, Wang, P.*, Widener, M., Kunzel, C., Marshall, S., & Northridge, M. (2013). Modeling social factors of oral health equity for older adults. In Pasupathy, R., Kim, S.-H., Tolk, A., Hill, R., & Kuhl, M. E. (Eds.), *Proceedings of the 2013 Winter Simulation Conference*, IEEE, 3994-3995.
1. Wong, W. L., Shen, C., Nocera, L., Carriazo, E., Tang, F., Bugga, S., Narayanan, H., **Wang, H.**, & Ritterfeld, U. (2007). Serious video game effectiveness. *Proceedings of the International Conference on Advances in Computer Entertainment Technology*, pp. 49-55. New York: ACM.

Edited Books

1. **Wang, H.** (Ed.) (2015). *Communication and “the good life”* (International Communication Association theme book series, Vol. 2). New York: Peter Lang.

Book Chapters

16. Singhal, A., & **Wang, H.** (forthcoming). Positive Deviance: A New Paradigm for Social, Organizational, and Behavioral Change. In A. Singhal (Ed.), *Positive Deviance: A New Paradigm for Social, Organizational, and Behavioral Change*. Thousand Oaks, CA: Sage.
15. Fico, A. E., Feeley, T. H., **Wang, H.**, & Hakim, S.* (forthcoming). Communicating with families about organ donation: Using positive deviance to improve authorization rates. In A. Singhal (Ed.), *Positive Deviance: A New Paradigm for Social, Organizational, and Behavioral Change*. Thousand Oaks, CA: Sage.

14. **Wang, H.**, Choi, J. H.*, Wu, Y. C.*, & DeMarle, A. (2019). *BREAKAWAY*: A narrative-based digital game to educate youth about gender-based discrimination and violence. In K. Schrier (Ed.), *Learning, education, and games (Volume 3): 100 Games to Use in the classroom and beyond*.
13. **Wang, H.**, & Singhal, A. (2018). Health promotion and social change through storytelling across communication platforms. In C. F. Parvanta & S. B. Bass (Eds.), *Health communication: Strategies and skills for a new era* (pp. 141-148). New York: Jones and Bartlett.
12. Quan-Haase, A., Zhang, R.*, Wellman, B., & **Wang, H.** (2019). How Older Adults Network On and Offline. In M. Graham & W. H. Dutton (Eds.), *Society and the Internet: How Networks of Information and Communication are Changing Our Lives* (2nd ed.). London, UK: Oxford University Press.
11. Quan-Haase, A., **Wang, H.**, Wellman, B., & Zhang, R.* (2018). Coming of old age in the digital era: The turn to networked individualism. In B. B. Neves & C. Casimiro (Eds.), *Connecting families? Information & Communication Technologies, Generations, and the Life Course* (pp. 57-77). Bristol: Policy Press and Bristol University Press.
10. Metcalf, S. S., Svendsen, E. S., Knigge, L., **Wang, H.**, Palmer, H. D., & Northridge, M. E. (2016). Urban greening as a social movement. In J. Gatrell, R. Jensen, N. Hoalst Pullen, and M. Patterson (Eds.), *Urban Sustainability: Praxis and Place* (pp.1-18). Springer.
9. Lipmanowicz, H., Singhal, A., McCandless, K., & **Wang, H.** (2015). Liberating structures: Engaging everyone to build a good life together. In Wang, H. (Ed.), *Communication and "the good life"* (pp. 233-246). New York: Peter Lang.
8. **Wang, H.** & Singhal, A. (2014). Digital games: The SECRET of alternative health realities. In D. K. Kim, A. Singhal, & G. L. Kreps (Eds.), *Health communication: Strategies for developing global health programs* (pp. 67-82). New York: Peter Lang.
7. **Wang, H.** (2013). Holistically educating graduate students using the Process Enneagram. In R. N. Knowles (Ed.), *The Process Enneagram: Essays on Theory and Practice* (pp. 94-107). Litchfield Park, AZ: Emergent Publications.
6. Singhal, A., **Wang, H.**, Rogers, E. M. (2013). The rising tide of entertainment-education in communication campaigns. In R. Rice & C. Atkin (Eds.), *Public Communication Campaigns* (pp. 321-333). Thousand Oaks, CA: Sage.
5. **Wang, H.** & Singhal, A. (2009). Entertainment-education through digital games. In Ritterfeld, U., Cody, M. J., & Vorderer, P. (Eds.) *Serious games: Mechanisms and effects* (pp. 271-292). New York: Routledge.
4. Shen, C., **Wang, H.**, & Ritterfeld, U. (2009). Serious games and seriously fun games: Can they be one and the same? In Ritterfeld, U., Cody, M. J., & Vorderer, P. (Eds.) *Serious games: Mechanisms and effects* (pp. 48-62). New York: Routledge.
3. **Wang, H.**, Shen, C., & Ritterfeld, U. (2009). Enjoyment of digital games: What makes them seriously fun? In Ritterfeld, U., Cody, M. J., & Vorderer, P. (Eds.) *Serious games: Mechanisms and effects* (pp. 25-47). New York: Routledge.
2. Andersen, P. A., & **Wang, H.** (2008). Beyond language: Nonverbal communication across cultures. In L. Samovar, R. Porter, & E. R. McDaniel (Eds.), *Intercultural Communication: A Reader* (12th ed., pp. 264-280), Belmont, CA: Wadsworth.
1. Andersen, P. A., & **Wang, H.** (2005). Unraveling cultural cues: Dimensions of nonverbal Communication across cultures. In L. Samovar, R. Porter, & E. R. McDaniel (Eds.), *Intercultural Communication: A Reader* (11th ed., pp. 250-266), Belmont, CA: Wadsworth.

TECHNICAL REPORTS (* indicates graduate student co-authors)

11. **Wang, H.** (2018, July). *RYMBI: Using human-centered design to promote sexual and reproductive health among refugees in the United States*. A report for Advocates for Youth and the International Rescue Committee-Atlanta, GA.
10. **Wang, H.**, & Singhal, A. (2017, May). *Unfurling the voicebook of Main Kuch Bhi Kar Sakti Hoon: Real-time audience engagement, rising fandom, and spurring of prosocial actions*. An independent research report submitted to the Population Foundation of India, New Delhi.
9. **Wang, H.**, Wu, Y. C.*, & Choi, J. H.* (2016, December). *BREAKAWAY Research Brief* for Emergent Media Center at Champlain College in Vermont, USA and the UNDP in El Salvador. Available at https://breakawaygame.champlain.edu/wp-content/uploads/sites/33/2014/03/BREAKAWAY_Research_Brief_Final-1.pdf
8. **Wang, H.**, & Singhal, A. with Quist, C.*, Sachdev, A.*, Xu, W.*, Saxton, G. D. (2015, January). *Assessment of East Los High (Season 1): Using Transmedia Storytelling to Promote Safe Sex and Teen Pregnancy Prevention among Latino Communities in the U.S.* An integrated research report to the Population Media Center, Vermont. [250 pages]
7. Cole, J. I., Suman, M., Schramm, P., Lunn, R., Zhou, L., Salvador, A., Chung, J., & **Wang, H.** (2010). *The 2010 Digital Future Report: Surveying the digital future-Year nine*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication & Journalism, University of Southern California.
6. Cole, J. I., Suman, M., Schramm, P., Lunn, R., Salvador, A., Chung, J., Liu, J., **Wang, H.**, & Zhou, L. (2008). *The 2008 Digital Future Report: Surveying the digital future-Year seven*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication, University of Southern California.
5. Cole, J. I., Suman, M., Schramm, P., Lunn, R., Salvador, A., Lee, S., **Wang, H.**, & Zhou, L. (2007). *The 2007 Digital Future Report: Surveying the digital future-Year six*. Annual report of the World Internet Project by Center for the Digital Future, Annenberg School for Communication, University of Southern California.
4. Nije Bijvank, M. & **Wang, H.** (2007). Creating communication: Content, control, and critique. *Journal of Media Psychology*.
3. Nije Bijvank, M. & **Wang, H.** (2007). The Annenberg Workshop on Games for Learning, Development & Change. *Journal of Media Psychology*.
2. **Wang, H.** (2005). *This is my professional life: A study of telephone survey interviewers in social science research*. Social Science Research Laboratory, San Diego State University.
1. **Wang, H.**, Heiligttag, J., Renick, J., & Schweppe, A. (2003). *On promotional mix*. Career Services, San Diego State University.

CONFERENCE PRESENTATIONS (*graduate student co-author; ** former student co-author)

73. **Wang, H.** (2019, November). *Using transmedia edutainment to tackle complex health issues*. Presentation at the American Public Health Association annual meeting, Philadelphia, PA.
72. **Wang, H.**, & Yue, Z.* (2019, November). *Sexual violence among American college students: Campus education, self-reported victimization, and academic impact (2009-2015)*. Presentation at the American Public Health Association annual meeting, Philadelphia, PA.

71. **Wang, H.** (2019, March). *Mapping personal communication systems: What can social media do for young refugees?* Presentation at the iConference international workshop on Charting the Future of Forced Migration Research in Information Science, Washington DC.
70. **Wang, H.**, Spitz, A., & Davis, L. (2018, November). *Challenges and opportunities for promoting sexual and reproductive health among young adult refugees in the United States.* Presentation at the American Public Health Association annual meeting, San Diego, CA.
69. **Wang, H.**, & Woelfel, J. (2018, September). *Reasons for concern? Group comparisons through cognitive mapping.* Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
68. Chu, H.* , Gruzd, A., & **Wang, H.** (2018, September). *Many reasons why? The dynamic of viewer discussions on r/13ReasonsWhy subreddit.* Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
67. Yue, Z.* , S, D.** , & **Wang, H.** (2018, September). *What is the reason why? How the mainstream news media covered 13 Reasons Why.* Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
66. Parris, J.* , & **Wang, H.** (2018, September). *Not your typical teen drama? An analysis of the entertainment content in 13 Reasons Why.* Paper presented at the CDC National Conference on Health Communication, Media & Marketing, Atlanta, GA.
65. **Wang, H.**, Wu, Y.* , Choi, J. H*., & DeMarle, A. (2018, August). *Players as transitional characters: How youth can "BREAKAWAY" from gender-based violence.* Paper presented at the Connected Learning Summit, Massachusetts Institute of Technology, Boston, MA.
64. **Wang, H.**, Chu, H.* , & Gruzd, A. (2018, July). *From 13 Reasons Why to Suicide Watch: Reddit discussions about the controversial Netflix series.* Poster to be presented at the Social Media & Society International Conference, Copenhagen, Denmark.
63. Wellman, B., Quan-Hasse, A., **Wang, H.**, & Zhang, R.* (2018, July). *How older adults network and use digital media in East York, Toronto.* ISA World Congress of Sociology annual meeting, Toronto, Canada.
62. **Wang, H.**, Liu, S.* , & Bouman, M. (2018, April). *Digital entertainment as an alternative to sex ed: Examples from the Netherlands, the United States, and China.* Paper presented at the International Social and Behavior Change Communication Summit, Nusa Dua, Indonesia.
61. Khalil, G. E.** , **Wang, H.**, Calabro, K. S., & Prokhorov, A. V. (2017, November). *A qualitative examination of adolescents' experience and social interaction outcomes following an interactive and entertaining smoking prevention intervention.* Paper presented at the National Communication Association annual meeting, Dallas, TX.
60. Yue, Z.* , & **Wang, H.** (2017, August). *Don't Respond to Strangers: How a groundbreaking television drama serial helped to raise awareness of domestic violence in China.* Paper presented at the Association of Education for Journalism and Mass Communication annual meeting, Chicago, IL.
59. Liu, S.* , & **Wang, H.**, Chu, H.* (2017, August). *Dad, Where Are We Going? Analyzing the Popular Chinese Reality Show from a Communication Perspective.* Paper presented at the Association of Education for Journalism and Mass Communication annual meeting, Chicago, IL.
58. Wellman, B., Quan-Haase, A., Mo, G. Y., **Wang, H.**, & Zhang, R.* (2017, August). *Connected seniors: How older adults exchange social support on and off-line.* Paper presented at the American Sociological Association annual meeting, Montreal, Canada.
57. **Wang, H.**, Wellman, B., & Zhang, R.* (2017, July). *Better connected? Insights on how social is social media for older adults in Toronto.* Paper presented as part of the panel "Connected Seniors:

Wearables, Apps, and Social Media Barriers and Opportunities “at the Social Media & Society Conference, Toronto, Canada.

56. Quan-Haase, A., **Wang, H.**, Wellman, B., Mo, G. Y., & Zhang, R.* (2017, June). *Connected and networked seniors*. Paper presented at the Sunbelt International Network of Social Network Analysis meeting, Beijing, China.
55. Quan-Haase, A., **Wang, H.**, Wellman, B., Zhang, R.*, Mo., G. Y. (2017, May). *Coming of old age in the digital era: The turn to networked individualism*. Paper presented at the International Communication Association annual meeting, San Diego, CA.
54. Northridge, M. E., Kum, S. S.*, Chakraborty, B., Greenblatt, A. P., Marshall, S. E., **Wang, H.**, Kunzel, C., Metcalf, S. S. (2016, December). *Third places for health promotion with older adults: Using the consolidated framework for implementation research to enhance program implementation and evaluation*. The 9th Annual Conference on the Science of Dissemination and Implementation in Health, Washington D.C.
53. Zhang, Q.*, Gilbert, J., L.*, Jin, Z.*, Northridge, M. E., Kunzel, C., **Wang, H.**, & Metcalf, S. S. (2017, April). *Modeling the dynamics of oral health disparities in aging adult populations*. Paper presented at the American Association of Geographers annual meeting, Boston, MA.
52. **Wang, H.**, Northridge, M. E., Kunzel, C., Zhang, Q.*, Kum, S. S.*, Gilbert, J. L.*, Jin, Z., & Metcalf, S. S. (2016, June). *Modeling social capital as dynamic networks to promote health equity*. Paper presented at the 2016 International Conference on Social Computing, Behavioral-Cultural Modeling & Prediction and Behavior Representations in Modeling and Simulation, Washington D.C.
51. Wu, Y.*, **Wang, H.**, Choi, J.*, & DeMarle, A. (2016, June). *The effect of BREAKAWAY gameplay on bullying victimization self-efficacy among youth in El Salvador*. Paper presented at the International Communication Association annual meeting, Fukuoka, Japan.
50. Choi, J.*, **Wang, H.**, Wu, Y.*, & DeMarle, A. (2016, June). *BREAKAWAY: An educational game tackling gender-based stereotypes among youth*. Extended abstract presented at the Games Studies Preconference of the International Communication Association annual meeting, Fukuoka, Japan.
49. **Wang, H.**, Quist, C., Singhal, A., & Liu, S.* (2016, April). *In their own words: Audience response to East Los High, an edutainment teen drama to promote safe sex among young Latina Americans*. Poster presented at the 14th biennial Kentucky Conference on Health Communication, Lexington, KY.
48. Jin, Z.*, Gilbert, J. L.*, Kum, S. S.*, Zhang, Q.*, **Wang, H.**, Kunzel, C., Northridge, M. E., & Metcalf, S. S. (2016, March). *Modeling multi-scalar factors of oral health equity for older adults*. Paper presented at the American Association of Geographers annual meeting, San Francisco, CA.
47. Khalil, G. E.**, **Wang, H.**, & Prokhorov, A. (2016, March). *The need for social interaction during interventions for smoking prevention among adolescents*. Poster presented at the Society for Research on Nicotine & Tobacco annual meeting, Chicago, IL.
46. Khalil, G. E.**, **Wang, H.**, & Prokhorov, A. (2016, March). *Interactivity and entertainment in an online program for smoking prevention among adolescents: A randomized controlled trial and intention to smoke*. Poster presented at the Society for Research on Nicotine & Tobacco annual meeting, Chicago, IL.
45. **Wang, H.**, & Singhal, A. (2015, November). *Using transmedia storytelling to promote safe sex and teen pregnancy prevention among Latino youths in the U.S.* Paper presented at the 101st National Communication Association annual meeting, Las Vegas, NA.

44. Kum, S.*, **Wang, H.**, Jin, Z.*, Xu, W.*, Mark, J.*, Northridge, M. E., Kunzel, C., Marshall, S. E., Metcalf, S. S. (2015, July). Boundary objects for group model building to explore oral health equity. Paper presented at the 33rd International conference of the System Dynamics Society, Cambridge, MA.
43. **Wang, H.**, Rienti, M., Jr.*, Kum, S.* (2014, November). *Local stories, national concerns and global reach: East Los High for safe sex promotion and teen pregnancy prevention*. Presented at the 142nd American Public Health Association Annual Meeting & Expo, New Orleans, LA.
42. Kum, S.*, Northridge, M. E., **Wang, H.**, Kunzel, C., Marshall, S., Widner, M., Wang, P., Jin, Z.*, & Metcalf, S. S. (2014, November). *Spatial systems science for oral health promotion among older adults*. Presented at the 142nd American Public Health Association Annual Meeting & Expo, New Orleans, LA.
41. **Wang, H.**, Xu, W.*, & Saxton, G. D. (2014, November). *Cultivating a fan base on Facebook for public health promotion: The case of East Los High*. Poster presented at Medicine 2.0 International Conference, Maui, HI.
40. **Wang, H.**, DeMarle, A., Choi, J.*, & Wu, Y.* (2014, October). *BREAKAWAY: Combating violence against women and girls through soccer video game and youth camps*. Paper presented at Meaningful Play 2014 conference, East Lansing, MI.
39. Choi, J.*, & **Wang, H.** (2014, October). *Factors affecting active video gaming in adolescence*. Poster presented at Meaningful Play 2014 conference, East Lansing, MI.
38. **Wang, H.**, Xu, W.*, & Saxton, G. D. (2014, September). *Network structures for a better Twitter community*. Presented at the Social Media & Society International Conference, Toronto, Canada.
37. **Wang, H.** (2014, May). *Conditions of a good life of the iGeneration*. Presented at the 64th International Communication Association annual conference theme session, Seattle, WA.
36. **Wang, H.**, Singhal, A., & Quist, C. (2014, April). *East Los High: A Transmedia Entertainment-Education Program for Latino Teen Pregnancy Prevention Empowered by Community Partnerships*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
35. **Wang, H.**, Chua, V., & Stefanone, M. A. (2014, February). *Personal networks, communication multiplexity, and well-being: An examination of networked individualism among college students in Singapore*. Paper presented the 34th Sunbelt Social Networks Conference of International Network for Social Network Analysis, St. Pete Beach, FL.
34. Metcalf, S., **Wang, H.**, Kum, S.*, Jin, Z.*, Wang, P.*, Widener, M., Kunzel, C., Marshall, S., & Northridge, M. (2013, December). *Modeling social factors of oral health equity for older adults*. Poster presented at the Winter Simulation Conference, Washington DC.
33. **Wang, H.**, Rui, J.*, & Stefanone, M. (2013, November). *Exploring the nature of networked individuals: Social structures, communication multiplexity, and personal well-being*. Paper presented at the National Communication Association annual meeting, Washington DC.
32. Rui, J.R.*, & **Wang, H.** (2013, November). *Social network sites and international students' cross-cultural adaptation*. Paper presented at the National Communication Association annual conference, Washington, DC.
31. Kwak, Y.*, & **Wang, H.** (2012, November). *The moderating roles of product involvement and information processing ability on perceived credibility of consumer product reviews*. Paper presented at National Communication Association annual meeting, Orlando, FL.
30. Morey, O., & **Wang, H.** (2012, October). *Mapping the social informatics web for women at high risk of poor pregnancy in Buffalo*. Poster presented at the Social Informatics Research Symposium, Baltimore, MD.

29. **Wang, H.**, Gotsis, M., Jordan-Marsh, M., Spruijt-Metz, D., & Valente, T. (2012, October). *Leveling up: Game enjoyment threshold model and player feedback on the design of a serious game*. Paper presented at Meaningful Play 2012 conference, East Lansing, MI.
28. Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2012, June). *Effectiveness of a Web-Based Socially-Networked Physical Activity Diary with Game Features*. Paper presented at the annual Games for Health Conference, Boston, MA.
27. Quagliata, A. B.* & **Wang, H.** (2012, May) *Imagine Your Future: Inspiring American youth toward innovative careers*. Paper presented at the International Communication Association annual meeting, Phoenix, AZ.
26. Spruijt-Metz, D., Gotsis, M., Jordan-Marsh, M., **Wang, H.**, & Valente, T. (2011, December). *Wellness Partners*. Paper presented at mHealth Summit, Washington DC.
25. **Wang, H.** (2011, October). *Networked play to build personal wellness communities*. Health Communication Working Group solicited session on Social and Mobile Media to Improve Community and Individual Health at the American Public Health Association annual meeting, Washington D.C.
24. Fan, D., & **Wang, H.** (2011, September). *Visions and praxes: The trajectories of Chinese SNS trailblazers*. Paper presented at A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society, Oxford, United Kingdom.
23. **Wang, H.**, Meng, J., & Dong, F. (2011, June). *Sharing with "frands:." Personified organization-public communication on social network sites*. Paper presented at the 5th International Conference on Communities & Technologies, Organizations and Social Network Sites Workshop, Brisbane, Australia.
22. Kim, S., & **Wang, H.** (2011, May). *The Impact of audience involvement in television serial drama on screen-tourism experience*. Paper presented at the International Communication Association annual conference, Boston, MA.
21. Hou, J., & **Wang, H.** (2011, May). *Networked play as online community participation: Uses and gratifications of social games*. Paper presented at CHI Social Games Workshop, Vancouver, Canada.
20. Gotsis, M., **Wang, H.**, Spruijt-Metz, D., Jordan-Marsh, M., & Valente, T. (2011, April). *Promoting active lifestyles through social networking and digital gaming*. Poster presented at D.C.-area Health Communication Conference, Fairfax, VA.
19. **Wang, H.**, Gotsis, M., Jordan-Marsh, M., Spruijt-Metz, D., & Valente, T. (2011, February). *Networked play for health: Promoting physical activity through a social game*. Paper presented at the Sunbelt Social Networks Conference of International Network for Social Network Analysis, St. Pete Beach, FL.
18. Gotsis, M., Jordan-Marsh, M., Graner, W., Antonisse, J., Hughes, D., Spruijt-Metz, D., **Wang, H.**, & Valente, T. (2010, October). *The Wellness Partners collaboration: Intervention and study design from scratch*. Poster presented at Meaningful Play 2010 conference, East Lansing, MI.
17. **Wang, H.** (2010, May). *Hedonic processing of narrative persuasion*. Paper presented at the 2nd Annual Community-Research Forum "Improving Health Literacy in LA County: A Multi-disciplinary, Multi-sector Challenge," Los Angeles, CA.
16. **Wang, H.**, Chung, J. E., Park, N., McLaughlin, M. L., & Fulk, J. (2009, November). *A model of technology acceptance of online community participation*. Paper presented at the National Communication Association annual conference, Chicago, IL.

15. Chung, J. E., Park, N., & **Wang, H.** (2009, August). *Age differences participation in online communities: An extension of technology acceptance model*. Paper presented at the Association of Education, Journalism, and Mass Communication annual conference, Boston, MA.
14. Ritterfeld, U., Shen, C., **Wang, H.**, Nocera, L., & Wong, W. L. (2009, May). *Multimodality and interactivity: Connecting properties of serious games with educational outcomes*. Paper presented at the International Communication Association annual conference, Chicago, IL. (Top Paper Award)
13. McLaughlin, M. L., Frank, L. B., Chung, J. E., Pan, S., Phua, J. J., Sen, N., & **Wang, H.** (2009, May). *Modes of online health information acquisition*. Paper presented at the International Communication Association annual conference, Chicago, IL.
12. **Wang, H.** & Wellman, B. (2008, May). *Internet and an increasingly connected life in America: Trend spotting through a year-to-year comparison between 2002 and 2007*. Paper presented at the International Communication Association annual conference, Montreal, Canada.
11. **Wang, H.** (2008, May). *Hedonic processing of narrative persuasion: An examination of Dae Jang Geum for social change*. Paper presented at the International Communication Association annual conference, Montreal, Canada.
10. **Wang, H.** & Wellman, B. (2008, January). *Social connectivity in American: On and offline*. Paper presented at the International Sunbelt Social Network Conference, St. Pete Beach, FL.
9. **Wang, H.**, & Wellman, B. w/ Cole, J. I., & Suman, M. W. (2007, June). *Solitude, participation or transformation? Unraveling the American myth of social isolation and networking in the age of the Internet*. Paper presented at the Communities & Technologies International Conference, East Lansing, MI.
8. **Wang, H.**, & Andersen, P. A. (2007, May). *Computer-mediated communication in relationship maintenance: An examination of self-disclosure in long-distance friendships*. Paper presented at the International Communication Association annual conference, San Francisco, CA.
7. Ritterfeld, U., Shen, C., **Wang, H.**, Nocera, L., & Wong, W. L. (2007, May). *Interactivity and enjoyment*. Panel discussion on dimensions and determinants of video game enjoyment at the International Communication Association annual convention, San Francisco, CA.
6. **Wang, H.**, w/ Ritterfeld, U., Ratan, R., & Shen, C. (2007, May). *Serious games and seriously fun games: Can they be one and the same?* Paper presented at the Annenberg Workshop on Games for Learning, Development & Change, Los Angeles, CA.
5. **Wang, H.** (2006, January). *This is my professional life: A study of telephone survey interviewers in social science research*. Paper presented at the Hawaii International Conference on Arts and Humanities, Honolulu, HI.
4. **Wang, H.**, & Andersen, P. A. (2004, October). *Self-disclosure in long-distance friendship: A comparison between face-to-face and computer-mediated communication*. Paper presented at the National Communication Association annual convention, New York.
3. **Wang, H.** (2003, November). *Computer-mediated compliance: An experimental study on the influence of language intensity and email announcement responses*. Paper presented at the National Communication Association annual conference, Miami, FL.
2. **Wang, H.** (2003, April). *Celebrating Benzene sisterhood: An online ethnographic study on long-distance female friendship*. Paper presented at the BINACOM annual conference, San Diego, CA.
1. **Wang, H.** (2001, July). *China, from the eyes of Japanese youth*. Paper presented at the International Conference on Cross-Cultural Communication, Hong Kong, China.

WORKSHOPS & CONSORTIUMS

29. Storytelling for Influence, IDEO U, April 2019
28. Certificate of Completion, The Omega Institute for Holistic Studies, 62.5 hours professional training in Mindfulness-Based Stress Reduction in Mind-Body Medicine, June 2017
27. KnowInnovation Air Quality Ideas Lab, University at Buffalo, June 2017
26. KnowInnovation Food Equity Ideas Lab, University at Buffalo, January 2017
25. Design Thinking training workshops by IDEO, San Francisco, April and May 2016
24. Liberating Structures: Creating a Culture of Innovation, Omega Institute, June 2015
23. Workshop on "The Positive Deviance Approach," University of Oxford, UK, April 2015
22. Agent-Based Modeling Bootcamp for Health Researchers, Saskatoon, Canada, August 2014 (AnyLogic 7.0 by Nathaniel Osgood, University of Saskatoon)
21. Social Network Analysis Workshop, Sunbelt International Social Network Conference, St. Pete Beach, February 2014 (NodeXL by Marc Smith, Connected Action Consulting Group/Formerly Microsoft Research)
20. Liberating Structures Strategy Design Workshop, Seattle, January 2013
19. Changemakers Summit, University of Texas at El Paso, April 2012
18. St. Olavs Hospital Knowledge Center Experience Design Workshop, Toronto, Canada, November 2011
17. mHealth Evidence Workshop Webinar, National Institutes of Health, August 2011
16. Hierarchical Linear Modeling Summer Workshop, University at Buffalo, May 2011
15. Celebrating the Scholarship and Mentorship of Everett M. Rogers and 50 Years of Diffusion of Innovations Book, Mentorship Symposium, Ohio University, March 2011
14. Social Network Analysis Workshops, Sunbelt International Social Network Conference, St. Pete Beach, February 2011 (RSiena by Tom Snijders, University of Oxford, UK)
13. NIH Grant Writing Workshop, University at Buffalo, December 2010
12. Plexus Summit 2010: Positive Deviance Workshop, Borders and bridges: Transforming constraints into opportunities, Liberating Structures Workshop, The University of Texas at El Paso, November 2010
11. NetLab Research Workshop with Howard Rheingold, Department of Sociology, University of Toronto, Canada, September 2010
10. The 1st Doctoral Consortium, Communication and Technology Division, International Communication Association, Singapore, June 2010
9. Adaptive Ambient Empowerment for the Elderly ($A^2 E^2$) Workshop, VU University Amsterdam, the Netherlands, August 2009
8. Annenberg Summer Institute of Methods and Statistics, University of Southern California, Los Angeles, June 2009 (Advanced Statistics by René Weber, UC Santa Barbra)
7. Social Network Analysis Workshops, Sunbelt International Social Network Conference, San Diego, March 2009: Mixed Methods for Ego Networks by Betina Hollstein and Laura Bernardi, Germany; Longitudinal Modeling by Tom Snijders, University of Oxford, UK
6. International Graduate Student Workshop on Narrative in Health Communication, Persuasion, and Cultivation, University of Erfurt, Germany, July 2008
5. Summer Doctoral Programme, Oxford Internet Institute, UK, July 2008
4. Annenberg Summer Institute of Methods and Statistics, University of Southern California, Los Angeles, June 2008

- Media and Development by Gerry Power, BBC World Service Trust
Community-Based Multimedia with Steve Anderson/Sasha Costanza-Chock, USC
3. NetLab Research Brainstorming Workshop on the Internet and Social Connectivity, Department of Sociology, University of Toronto, Canada, May 2008
 2. The 4th Graduate Seminars on Contemporary China, Chinese University of Hong Kong, China, January 2008
 1. The 8th Association of Pacific Rim Universities (APRU) Doctoral Student Conference, Keio University, Tokyo, Japan, August 2007

TEACHING

Associate Professor, Department of Communication, University at Buffalo

Undergraduate level:

COM199 Entertainment-Education: Pop Culture with a Purpose! (2017 Spring, 2018 Fall)

COM240 Survey of Mass Communication (2017 Fall, 2018 Summer & Fall, 2019 Fall)

Graduate level (MA and PhD):

COM517 Applied Theory Testing (2019 Spring, 2020 Spring)

COM682 Audience Analysis and Program Evaluation (2016 Fall, 2017 Fall)

COM629 Entertainment-Education (2019 Spring)

COM682 Communication Technologies for Wellness Promotion (2017 Spring)

Assistant Professor, Department of Communication, University at Buffalo

Undergraduate level:

COM240 Survey of Mass Communication (2011 Fall, 2012-2013 Spring & Fall, 2015 Summer)

COM249 Mass Communication Theory (2012-2013 Summer)

COM337 Communication Theory (2011 Spring)

COM360/481 Social Network Analysis (2015-2016 Spring)

Graduate level (MA and PhD):

COM515 Theoretical Foundations in Communication I (2013-2015 Fall)

COM517 Theoretical Foundations in Communication II (2013 Spring)

COM629 Communication Technologies in Everyday Life (2011 Fall)

COM629 Entertainment-Education (2011 Spring, 2012 Fall, 2016 Fall)

COM632 Communication Technologies for Wellness Promotion (2012 Spring)

Teaching Assistant, Annenberg School for Communication, University of Southern California

COMM200 Communication as a Social Science (2007 Spring & Fall) by Ken Sereno

COMM202 Introduction to Communication Technology (2009 Spring) by Doug Thomas

COMM203 Introduction to Mass Communication (2008 Fall) by Stacy Smith

COMM301 Empirical Research in Communication (2009 Fall) by Lynn Miller

Graduate Teaching Associate, School of Communication, San Diego State University

COMM103 Introduction to Communication (2001-2004 Spring & Fall) stand-alone

COMM600B Communication Research Methodologies (2003 Fall) by David Dozier

COMM620 Quantitative Methodologies and Research (2004 Spring) by David Dozier

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)
National Communication Association (NCA)
American Public Health Association (APHA)
American College Health Association (ACHA)
International Network for Social Network Analysis (INSNA)

SERVICE

International Community Services

12. Reviewer, International Social and Behavior Change Communication Summit, Nusa Dua, Indonesia, 2018
11. Reviewer, theme sessions, International Communication Association annual convention, Prague, Czech Republic, 2018
10. Preconference Co-Organizer on Innovations in Narrative-Based Intervention Design, Development & Evaluation, International Communication Association annual convention, San Diego, CA, 2017
9. Program Committee member, International Conference on Social Media & Society, Toronto, Canada, 2017
8. Conference Theme Chair, International Communication Association annual convention, Seattle, WA, 2014
7. Pre-conference Co-Organizer on Liberating Structures, International Communication Association annual convention, Seattle, WA, 2014
6. Reviewer, Health Communication Division, National Communication Association annual convention, Orlando, FL, 2012
5. Reviewer, 5th International Conference on Entertainment-Education, New Delhi, India, 2011
4. Reviewer, Games Interest Group, International Communication Association annual convention, Chicago, IL, 2009
3. Co-organizer, Annenberg Workshop on Games for Learning, Development & Change, University of Southern California, Los Angeles, CA, 2007
2. Volunteer, International Communication Association annual meeting, San Diego, CA, 2003
1. Translator for the Chinese Delegation to San Diego, CA, 2002

External Appointments

3. Editorial Board Member, The Journal of Broadcasting & Electronic Media, (6/2018-present)
2. Advisory Board Member, "Immersive Media Technology Experiences", eSHARE consortium led by the Centre for Quantifiable Quality of Service in Communication Systems (Q2S), Norwegian University of Science and Technology, for a 3 million Euro proposal submitted to EU (PI: Andrew Perkis, 9/23/2012 – 1/31/2013)
1. Advisory Board Member, "Digital Infrastructures: Access and Use in the Network Society" (DINS), Canadian GRAND Network Centre for Excellence (PI: Barry Wellman, 9/1/2010 – 3/31/2013)

Invited Talks

23. "From Sesame Street to RYMBI: Leveraging engaging stories to empower refugee youth", the International Rescue Committee headquarters, New York, NY, 3/12/2019
22. "BREAKAWAY: An entertainment-education digital game for bullying prevention?" Alberti Center for Bullying Abuse Prevention, University at Buffalo, NY, 11/7/2018
21. "RYMBI: Human-Centered Design to Promote Sexual and Reproductive Health Education, Referrals, and Services in Clarkston, GA" Advocates for Youth and the International Rescue Committee health communication strategy meeting, Washington, DC, 5/14/2018
20. "Tackling the Wicked Questions about Sexual and Reproductive Health Promotion among Refugees in the United States" Asian Institute of Technology, Bangkok, Thailand, 4/11/2018
19. "Juntos: A Neighborhood Storytelling and Action Network for Latino Youth" Advocates for Youth and the International Rescue Committee health communication strategy meeting, Washington, DC, 12/12/2017
18. "Unfurling the Voicebook of *Main Kuch Bhi Kar Sakti Hoon*" The Change Designers Workshop on Innovative Solutions for Social, Organizational & Behavior Change, New Delhi, India, 7/10/2017
17. "Dare to evoke! Narrative-Based Communication Strategies for Health Promotion and Behavior Change" Global Health Equity Ideas Lab, University at Buffalo, 6/12/2017
16. Sunrise talk "Positive Deviance and Organ Donation" The Positive Deviance Global Conference, Copenhagen, Denmark, 11/2/2016
15. Speaker at the opening panel "Positive Deviance by the Numbers," The Positive Deviance Global Conference, Copenhagen, Denmark, 11/1/2016
14. "The art and science of experiencing TV drama in the digital age" at the Department of Communication and Media Studies, Hanover University of Music, Drama, and Media, Hanover, Germany, 10/27/2016
13. "*East Los High*: Transmedia Edutainment for Health Promotion and Behavior Change" at the Center for Media & Health, Gouda, the Netherlands, 10/26/2016
12. "*East Los High*: Transmedia Edutainment for Health Promotion and Behavior Change" at the "Health Communication Matters!" Webinar "From fotonovela to beyond webnovela: The power of storytelling for health promotion" co-hosted by American Public Health Association's Health Communication Working Group and Community Planning and Policy Development Sections and UC Berkeley Center for Global Public Health, 9/14/2016
11. Speaker at the opening panel on "Communications for Social and Behavior Change: Where Are We Today?" and facilitator of group discussion on "Evidence, Replication & Scaling-up" at the Convening of "Investments in Entertainment Education as a way to catalyze and sustain social and behavior change" co-hosted by the Rockefeller Foundation, the Population Foundation of India, the Bill & Melinda Gates Foundation, the Ford Foundation, UNFPA, and UNICEF, New York, NY, 7/12/2016
10. "*East Los High*: Promoting teen pregnancy prevention and safe sex among young Latino Americans via entertainment-education transmedia storytelling" invited session by Public Health Education and Health Promotion & Health Communication Working Group on the 21st century fotonovela, from booklet to digital: lessons in developing, using, and evaluating this unique health communication tool for Latino communities at the 143rd American Public Health Association annual meeting, Chicago, IL, 11/3/2015

9. "Evaluating the effectiveness of entertainment media on behavior change" Global Public Health Film Festival, American Public Health Association annual meeting, Chicago, IL, 11/2/2015
8. "Digital games: The SECRET of alternative health realities" St. Olavs Hospital (the largest research hospital in Europe) and NTNU (Norwegian University of Science and Technology), Trondheim, Norway, 9/24/2012
7. "Networked play to build personal wellness communities" Health Communication Working Group solicited session on Social and Mobile Media to Improve Community and Individual Health at the 134th American Public Health Association annual meeting, Washington D.C., 10/31/2011
6. "The dancing bits and narrative symphony" Storytelling for Sustainable Development Workshop, PCI-Media Impact, New York, 5/10/2011
5. "Dancing to the bits: The dynamics of digital networked play and social change" Research Colloquium, Department of Communication, University at Buffalo, 4/15/2011
4. "Have fun and be well: Health promotion through entertainment and social media" Research Colloquium, School of Public Health and Health Professions, University at Buffalo, 4/7/2011
3. "Health communication and promotion through digital entertainment and social media" in School of Communication Studies, Kent State University, 12/8/2009
2. "Connected: The social transformations of communication technology in everyday life" in the Department of Communication, University at Buffalo, 12/4/2009
1. "Health communication and promotion through digital entertainment and social media" in School of Journalism and Mass Communication, University of Iowa, 12/2/2009

University Services

4. Micro-Credential Search Committee, 2019
3. Micro-Credential Review Committee, 2018-present
2. UB Addiction Initiative Educational Strategy Subcommittee member, 2016-present
1. Global Health Research Panelist, 7th Annual Global Health Day at UB, March 31, 2017

College-Level Services

1. Name reader at the College of Arts and Sciences Undergraduate Commencement, 2018

Departmental Services

9. Qualtrics Departmental Administrator, 2012-present
8. Applied Master's Program committee member, Fall 2017-present
7. New Faculty Search Committee member, 2014
6. UB-SIM New Lecturer Search Committee member, 2019
5. Organizer of Department Brown Bag Research Colloquium, Fall 2017
4. UB-SIM New Lecturer Search Committee member, 2016
3. New Faculty Search Committee Chair, 2014
2. Graduate Student Admission Committee member, 2012, 2014
1. New Faculty Search Committee member, 2011, 2012

Ph.D. Dissertation Committee Chair

3. Yishin Wu, Department of Communication, University at Buffalo (4/2014-6/2018); participant of International Summer School “Living with Media” Cologne, Germany (July 2015); doctoral student of instructional design, University of Illinois-Urbana Champaign (8/2018-present)
2. Ji Hye Choi, Department of Communication, University at Buffalo (5/2013-6/2018); summer intern, Game Media Lab, Seoul National University, Korea (summer 2013); Research Professor, Graduate School of Interaction Design, Hallym University, South Korea (1/2019-present)
1. Georges Khalil, Department of Communication, University at Buffalo (12/2012-6/2015); NCI R25T Pre-Doctoral Fellow (12/2012-06/2015) Post-Doctoral Fellow (7/2015-4/2018) in cancer prevention at MD Anderson Cancer Research Center, Houston, TX; K99 Award (4/2018-4/2020) from National Institute on Drug Abuse.

M.A. Thesis Committee Chair

4. Juliet Parris, Department of Communication, University at Buffalo (08/2017-5/2019)
3. Zhiying Yue, Department of Communication, University at Buffalo (10/2016-5/2017)
PhD student in Department of Communication, University at Buffalo (08/2017-present)
2. Sixiao Liu, Department of Communication, University at Buffalo (8/2016-5/2017)
PhD student in Department of Communication, University at Buffalo (08/2017-present)
1. Hsin Lin, Department of Communication, University at Buffalo (12/2011-12/2012)
Digital Data Analyst at Google; currently Digital Entertainment Analyst at Disney

Ph.D. Dissertation Committee Member

8. Haoran Chu, Department of Communication, University at Buffalo (9/2017-5/2019)
7. Yishin Wu, Department of Communication, University at Buffalo (9/2013-4/2014)
6. Seyoung Lee, Department of Communication, University at Buffalo (8/2013-8/2016)
5. Yixin Chen, Department of Communication, University at Buffalo (12/2012-5/2014)
4. Jian Rui, Department of Communication, University at Buffalo (8/2012-5/2014)
3. Youngsun Kwak, Department of Communication, University at Buffalo (1/2012-12/2016)
2. Joseph Loporcaro, Department of Communication, University at Buffalo (9/2010-5/2012)
1. Kyle Reinson, Department of Geography, University at Buffalo (8/2011-5/2012)

M.A. Thesis Committee Member

3. Daniel Lee, Department of Communication, University at Buffalo (1/2019-5/2019)
2. Si Chen, Department of Communication, University at Buffalo (9/2010-8/2011)
1. Dan Zhou, Department of Communication, University at Buffalo (9/2010-5/2011)

Graduate Advisor

14. Wentao Lu, Department of Communication, University at Buffalo (9/2018 - present)
13. Yifan Liu, Department of Communication, University at Buffalo (9/2018 - present)
12. Zhuohui Yang, Department of Communication, University at Buffalo (9/2018 – 5/2019)
11. Juliet Parris, Department of Communication, University at Buffalo (9/2017 – 5/2019)
10. Zhiying Yue, Department of Communication, University at Buffalo (8/2016 – 12/2018)
9. Sixiao Liu, Department of Communication, University at Buffalo (1/2016 – 5/2018)
8. Hong Zhu, Department of Communication, University at Buffalo (8/2015 – 8/2016)

7. Chris Chu, Department of Communication, University at Buffalo (8/2015 – 5/2016)
6. Yishin Wu, Department of Communication, University at Buffalo (4/2014 – 5/2018)
5. Julia Weiss, Department of Communication, University at Buffalo (8/2013-12/2013)
4. Ji Hye Choi, Department of Communication, University at Buffalo (8/2011-5/2018)
3. Hsin Lin, Department of Communication, University at Buffalo (8/2011-12/2012)
2. Jian Rui, Department of Communication, University at Buffalo (8/2010-8/2012)
1. Georges Khalil, Department of Communication, University at Buffalo (8/2010-6/2015)

Supervised Teaching

6. Dana Himoff, undergraduate student (2013 Fall)
5. Ji Hye Choi, graduate student (2013 Spring)
4. Jami Gallant, undergraduate student (2013 Spring)
3. Yishin Wu, graduate student (2012 Fall)
2. Hsin Lin, graduate student (2012 Spring)
1. Deya Roy, graduate student (2011 Spring)

Independent Studies

6. Zhiying Yue, “*Trends related to intimate partner violence among international college students: Information gaining, self-reported victimization, and academic impact*” (2019 Spring)
5. Sixiao Liu, “*Health information seeking among young Latino students*” (2017 Fall)
4. Rudy Johnson, “*Campaigning for Breakaway – A Social Impact Game on Violence Against Women/Girls*” (2014 Spring) Presented at the 2014 Celebration of Academic Excellence, Center for Undergraduate Research & Creative Activities, University at Buffalo
3. Ji Hye Choi, “*Digital Gaming and Health Promotion: On Smoking Cessation*” (2013 Spring)
2. Georges Khalil, “*Students’ Reactions to a Health Digital Game*” (2011 Fall)
1. Youngsun Kwak, “*Credibility Assessments of Consumer Product Reviews: The Effects of Personal Involvement and Information Processing Ability*” (2011 Fall)

Guided Student Publications

3. Khalil, G. E., Beale, I. L., Chen, M., Prokhorov, A. V. (2016). A video game promoting cancer risk perception and information seeking behavior among young-adult college students: A randomized controlled trial. *JMIR Serious Games*, 4(2), e13. <http://games.jmir.org/2016/2/e13>
2. Quagliata, A. B. (2015). University festival promotes STEM education. *Journal of STEM Education*, 16(3), 20-23.
1. Khalil, G. E. (2012). When losing means winning: The impact of conflict in a digital game on young adults’ intentions to get protected from cancer. *Games for Health Journal: Research, Development, and Clinical Applications*, 1(4), 279-286.

Guest Lectures

15. “Digital communication and social networking for health promotion and social change” in COM500 Pro-Seminar, Department of Communication, University at Buffalo, fall 2010-present
14. “Transmedia edutainment for health promotion and social change”, INF 2332 Information Behavior, Faculty of Information (iSchool), University of Toronto, Canada, 5/30/2019

13. "A conversation with E-E IBCOM students on East Los High and MKBKSH", CM2039 Entertainment Media and Social Change, School of History, Culture and Communication, Erasmus University Rotterdam, the Netherlands, 3/21/2019
12. "Exploring the Nature of Networked Individuals" in COM205 Research Methods, Department of Communication, University at Buffalo, 4/9/2013
11. "Applications/Uses of Gaming, Social Media for Health" guest discussant in CHB 599 Independent Readings on Technology for Behavior Assessment and Intervention, Department of Community Health and Health Behavior, University at Buffalo, 3/20/2013
10. "Gaming for fun and beyond" in SOC356 Technology and Society, Department of Sociology, University of Toronto, 9/30/2011
9. "From eHealth to iHealth: New media and health interventions" in CHB602 Principles of Community Health and Health Behavior, Department of Community Health and Health Behavior, University at Buffalo, 3/31/2011
8. "Social gaming, networked play, and online communities" in SOC356 Technology and Society, Department of Sociology, University of Toronto, 3/24/2011
7. "The entertainment-education strategy in health communication campaigns" in COM633 Health Communication Campaigns, Department of Communication, University at Buffalo, 11/30/2010
6. "Meaningful play: Food for thought for digital health game designers" in CTIN492 Experimental Game Topics: Health and Interactive Media, School of Cinematic Arts, University of Southern California, 2/16/2010
5. "The power of entertainment-education" in Health and Media class, School of Journalism and Mass Communication, University of Iowa, 12/1/2009
4. "Health communication and promotion through digital entertainment and social media" in COMM620 Communication Technology for Health and Social Services, University of Southern California, 11/18/2009
3. "Introduction to Qualtrics: A web survey tool for research" in COMM552 Research Methods in Communication II, University of Southern California, 2/12/2009
2. "Serious games: Meaningful play in the digital network society" in COMM402 Public Communication Campaigns, University of Southern California, 11/17/2008
1. "Digital games beyond entertainment: Possibilities, challenges, and lots of open-ended questions" in CMGT583 Social Marketing and Entertainment-Education, University of Southern California, 4/15/2008

Letters of Recommendation

18. Yishin Wu, EdD Online Program at University of Illinois-Urbana Champaign, 2018, awarded
17. Deya Roy, Postdoctoral Associate at Northeastern University, 2017, awarded
16. Seyoung Lee, job applications, 2017
15. Ji Hye Choi, Mark Diamond Research Fund, University at Buffalo, 2017, awarded
14. Yishin Wu, Mark Diamond Research Fund and College of Arts and Sciences Dissertation Fellowship, University at Buffalo, 2017, awarded
13. Susan Kum, Post-Doctoral fellowship, New York University Center for the Study of Asian American Health, 2016, awarded
12. Tanuka Mukherjee, PhD applications, 2015
11. Georges Khalil, NCI Post-Doctoral Fellowship, MD Andersen Cancer Center, 2014, awarded

10. Weiai Wayne Xu, job and fellowship applications, 2014-2016, awarded Post-Doctoral Fellowship at Northeastern University; hired as tenure-track Assistant Professor at the University of Massachusetts at Amherst
9. Yixin Chen, Tenure-track faculty job applications, 2013, hired as tenure-track Assistant Professor at Sam Houston State University
8. Jian Raymond Rui, job applications, 2013-2014, hired as Visiting Assistant Professor at Texas Tech; now tenure-track assistant professor at Lamar University
7. Yi Wang, Stewart Global Citizen scholarship application, 2013, awarded
6. Hsin Lin, industry job application, 2013, hired by Google
5. Georges Khalil, NCI Pre-Doctoral Fellowship, MD Andersen Cancer Center, 2012, awarded
4. Miao Liu, PhD applications, 2011, admitted to University of Utah
3. Deya Roy, PhD applications, 2011, admitted to University of Connecticut
2. Ran Yang, PhD applications, 2011
1. Amy Counter, JD application, 2011, admitted to UB Law School

Ad Hoc Reviewer

Refereed Journals:

- *Health Communication* (2019, 2018, 2017, 2013)
- *Journal of Broadcasting and Electronic Media* (2019, 2018)
- *PLoS ONE* (2019, 2015)
- *Nature-Human Behavior* (2019)
- *Asia Pacific Media Educator* (2019)
- *Journalism & Mass Communication Quarterly* (2018)
- *Journal of Children and Media* (2018)
- *Journal of Media Psychology* (2018, 2008)
- *BMC Public Health* (2018)
- *Journal of Internet Medical Research* (2018)
- *Social Networks* (2017, 2010)
- *American Journal of Public Health* (2016)
- *Oxford Bibliographies* (2016)
- *Journal of Communication* (2016)
- *International Journal of Communication* (2015)
- *Information, Communication, & Society* (2013)
- *New Media & Society* (2012)
- *Communication Research* (2011)
- *Human Communication Research* (2010)
- *Journal of Communication* (2009)
- *Journal of Computer-Mediated Communication* (2008)
- *Social Science Computer Review* (2011)
- *Creative Arts: Entertainment-Education* entire special issue (2012)
- *International Journal of Emerging Technologies and Society* (2011)
- *Journal of Interactive Marketing* (2011)
- *Journal of Comparative Family* (special issue, 2010)
- *Sociology Compass* (2009)

Book Proposals:

- *Pedagogies of the popular: Critical perspectives on education and entertainment*, Peter Lang, 2011

Book Chapters:

- *Beyond #liking: Inspiring user-generated content among adolescent and young adult audiences for health promotion* submitted to “New technology for health-related cognitive and behavioral change” edited by Hayeon Song and Jihyun Kim, 2019
- *Digital games: Consumer resource for health, social and emotional capital* in a book edited by Maryalice Jordan-Marsh, 2008

Journal Submissions:

- Sigismondi, P. (2009). Hollywood piracy in China: An accidental case of US public diplomacy in the globalization age? *Chinese Journal of Communication*, 2(3), 273-287.

Grant Proposals:

- *Digital storytelling for social change*, submitted to NOW, The Steering Group Creative Industry of the Netherlands Organisation for Scientific Research, 2013

Technical Reports:

- *Social isolation, cohesion, or transformation? How Canadians' use of the Internet is shaping society* by the Science, Innovation, and Electronic Information Division of Statistics Canada, 2009

PRESS COVERAGE

Frode, S. (2017, September 27). Beste artikkel I American Journal of Public health. Press release by the Inland Norway University of Applied Sciences. Available at <https://www.inn.no/om-hoegskolen/nyheter/beste-artikkel-i-american-journal-of-public-health>

Jarzab, S. (2017, March). 60 Seconds with Helen Wang: Storytelling across Platforms. At *Buffalo* magazine, p.12, <http://www.buffalo.edu/atbuffalo/article-page-spring-2017.host.html/content/shared/www/atbuffalo/articles/Spring-2017/eureka/60-seconds.detail.html>

Gambini, B. (2016, September 22). Transmedia storytelling can be an effective health intervention. *UB Reporter*, <http://www.buffalo.edu/news/releases/2016/09/039.html>

DeVries, K. O. (2016, July 8). East Los High: Transmedia edutainment to promote sexual and reproductive health among young Latina/o Americans. Featured on *The Communication Initiative Network* with over 88,000 subscribers who are interested in media and communication for development, social and behavioural change <http://www.comminit.com/global/content/east-los-high-transmedia-edutainment-promote-sexual-and-reproductive-health-young-latina>

Singh, M. (2016, January 11). “East Los High” isn’t just a soapy teen drama – It’s also a science experiment. *National Public Radio*, available at <http://www.npr.org/sections/codeswitch/2016/01/11/451940463/east-los-high-isnt-just-a-soapy-teen-drama-its-also-a-science-experiment>

Singh, M. (2015, October 27). “East Los High” serves up sex ed with its teen drama. *National Public Radio*, available at <http://www.npr.org/2015/10/26/450294490/east-los-high-serves-up-sex-ed-with-its-teen-drama>

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- Donovan, P. (2014, July 23). How 'East Los High' Is Helping Young Latinos. *Huffington Post*, available at http://www.huffingtonpost.com/2014/07/23/east-los-high-latino-tv_n_5613208.html?ncid=tweetlnkushpmg00000052
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- Hedman, K. (2014, July 10). Soccer video game developed by college students proves to reduce violence against women and girls. *Huffington Post*, available at http://www.huffingtonpost.com/kayla-hedman/soccer-video-game-develop_b_5530855.html
- DeMarle, A. (2014, July 1). *Using soccer to reverse violence against women*. *Huffington Post*, available at http://www.huffingtonpost.com/ann-demarle/using-soccer-to-reverse-v_b_5545378.html
- Garibay, L. Y. (2014, June 27). UTEP researchers contribute to the success of a groundbreaking TV series. *UTEP News*, available at <http://news.utep.edu/?p=25458>
- Donovan, P. (2013, October 3). UB researcher plunges into hot teen webnovela. *UB Reporter*, available at <http://www.buffalo.edu/news/releases/2013/10/026.html>
- Singhal, A. (2013, July). PSB: Wholesome entertainment-education transmedia storytelling. *YOJANA* (special issue on public service broadcasting), vol. 57, pp. 10-15.
- Bergland, C. (2013, April 20). The athlete's way: 4 keys to creating healthy behavior. *Psychology Today*, available at <http://psychologytoday.com/blog/the-athletes-way/201304/4-keys-creating-healthy-behavior>
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