

## **Joe Phua, Ph.D.**

Associate Professor  
Department of Advertising and Public Relations  
Grady College of Journalism and Mass Communication  
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### **EDUCATION**

Ph.D., **University of Southern California**, 2011, Communication  
Advisor: Dr. Michael Cody  
Dissertation: The Social Groups Approach to Quitting Smoking: An Examination of Smoking Cessation Online and Offline through the Influence of Social Identification, Social Norms, Social Support, and Social Capital

M.A., **University of Southern California**, 2004, Communication Management

B.A., **University of Southern California**, 2002, Cinema and Media Studies

### **ACADEMIC APPOINTMENTS**

#### **University of Georgia**

Associate Professor (Tenured), Grady College of Journalism and Mass Communication, Department of Advertising and Public Relations (Fall 2017 – Present)

Assistant Professor (Tenure-track), Grady College of Journalism and Mass Communication, Department of Advertising and Public Relations (Fall 2011 – Spring 2017)

Faculty Affiliate, Center for Health and Risk Communication (Fall 2011 – Present)

Faculty Affiliate, Persuasive Health Communication Strategies Team, UGA Obesity Initiative (Fall 2011 – Present)

### **ACADEMIC HONORS AND AWARDS**

#### **International and National Honors and Awards**

1. Best Article Award 2018 in “Journal of Interactive Advertising”, Awarded by: American Academy of Advertising (AAA).
2. Young Scholar Award 2018 (Nominee), International Communication Association (ICA).
3. Top Paper Award 2016, Awarded by: International Communication Association (ICA), Sports Communication Interest Group.
4. Dissertation of the Year Award 2012, Awarded by: International Communication Association (ICA) and National Communication Association (NCA), Health Communication Divisions.
5. Summer Doctoral Scholarship 2010, Awarded by: Oxford Internet Institute (OII), University of Oxford, Oxford, United Kingdom.
6. Visiting Scholar Fellowship 2010, Awarded by: Singapore Internet Research Center (SiRC), Nanyang Technological University, Singapore.
7. Top Student Paper Award 2009, Awarded by: National Communication Association (NCA), Human Communication and Technology Division.
8. Top Student Paper Award 2008, Awarded by: International Communication Association (ICA), Intergroup Communication Interest Group.

### **University and Departmental Honors and Awards**

1. Grant Development Program Participant 2014-2016, Owens Institute for Behavioral Research (OIBR), University of Georgia.
2. Charles B. Knapp Early Career Scholar Award 2016 (Nominee), University of Georgia Research Foundation (UGARF), University of Georgia.
3. Lilly Teaching Fellow 2012-2014, Center for Teaching and Learning (CTL), University of Georgia.
4. Research Award for International Dissertation Study 2010-2011, Annenberg School for Communication and Journalism, University of Southern California.
5. Doctoral Studies Fellowship Award 2006-2011, Annenberg School for Communication and Journalism, University of Southern California.

### **RESEARCH GRANTS AND SPONSORED PROJECTS**

**Extramural (FUNDED):**

1. United States Department of Agriculture (USDA) Food and Nutrition Service, GA Department of Human Services, "Georgia Supplemental Nutrition Assistance Program Education (SNAP-Ed)," FY2015, Co-Principal Investigator, **Award Amount: \$2,800,000 (Funded)**. Project #: 42700-040-0000030629
2. United States Department of Agriculture (UDSA), Food and Nutrition Service, GA Department of Human Services, "Georgia Supplemental Nutrition Assistance Program Education (SNAP-Ed)," FY2015, Co-Principal Investigator, **Award Amount: \$1,701,975 (Funded)**. Project #: 42700-040-0000030629

**Intramural (FUNDED):**

1. University of Georgia, ADPR Faculty Ad Hoc Seed Grant, "Using Native Advertising for E-Cigarette Prevention Public Service Announcements (PSAs): Effects of Disclosure Type, Publication Type and Organization Type on Consumers' Attitudes towards E-Cigarettes, Intentions to use E-Cigarettes and Self-efficacy," FY2019, Principal Investigator, **Award Amount: \$2,500 (Funded)**.
2. University of Georgia, ADPR Faculty Ad Hoc Seed Grant, "Validating a Political Authenticity Scale using the 2016 U.S. Presidential Election," FY2017, Principal Investigator, **Award Amount: \$1,400 (Funded)**.
3. University of Georgia, ADPR Faculty Seed Grant, "Examining E-cigarette Advertising through Social Media: The Effect of Congruence between Consumer Risk-Oriented Possible Self and Celebrity Image on E-cigarette Smoking Intentions," FY2016, Principal Investigator, **Award Amount: \$5,000 (Funded)**.
4. University of Georgia, Owens Institute for Behavioral Research (OIBR), Faculty Seed Grant, "Assessing Electronic Cigarette Marketing Messages on Social Media Sites," FY2015, Principal Investigator, **Award Amount: \$4,000 (Funded)**.
5. University of Georgia Research Foundation (UGARF), Junior Faculty Seed Grant, "Online IPV Intervention Training Curriculum for Korean-American Faith Leaders," FY2015, Co-Investigator, **Award Amount: \$9,993 (Funded)**.
6. University of Georgia Research Foundation (UGARF), Junior Faculty Seed Grant, "Audience Expectations for Sources of Health Messages in PSAs: An Examination of the Georgia "Stop Childhood Obesity"

Campaign,” FY2013, Principal Investigator, **Award Amount: \$10,000 (Funded).**

7. University of Georgia Office of Institutional Diversity, Research in Diversity Seed Grant (RIDSG), “Online IPV Training Curriculum for Korean-American Clergy,” FY2013, Co-Investigator, **Award Amount: \$1,989 (Funded).**

## ACADEMIC PUBLICATIONS

### Refereed Academic Journal Articles:

1. **Phua, Joe** (In Press). E-Cigarette Marketing on Social Networking Sites: Effects on Attitudes, Behavioral Control, Intention to Quit and Self-Efficacy. *Journal of Advertising Research*.
2. **Phua, Joe**, Seunga Jin, and Jihoon Kim (In Press). The Roles of Celebrity Endorsers’ and Consumers’ Vegan Identity in Marketing Communication about Veganism. *Journal of Marketing Communications*.
3. Lee, Yen-I, **Joe Phua**, and Tai-Yee Wu (In Press). Marketing a Health Brand on Facebook: Effects of Reaction Icons and User Comments on Brand Attitude, Trust, Purchase Intention, and eWOM Intention. *Health Marketing Quarterly*.
4. **Phua, Joe**, and Jihoon Kim (2018). Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands. *Telematics and Informatics*, 35(5), 1524-1533.
5. **Phua, Joe**, Jhih-Syuan Lin, and Dong Jae Lim (2018). Understanding Consumer Engagement with Celebrity-Endorsed E-Cigarette Advertising on Instagram. *Computers in Human Behavior*, 84, 93-102.
6. **Phua, Joe**, Po-Lin Pan, and Kuan-Ju Chen (2018). Sport Team-Endorsed Brands on Facebook: Effects of Game Outcome (Win/Loss), Location (Home/Away) and Team Identification on Fans' Brand Evaluations. *Online Information Review*, 42(4), 438-450.
7. Hagues, Rachel, Sarah Stotz, Austin Childers, **Joe Phua**, Judy Hibbs, Deborah Murray, and Jung Sun Lee (2018). Social Marketing Nutrition Education for Low-Income Population. *Social Work in Public Health*, 33(5), 317-328.
8. **Phua, Joe**, Seunga Jin, and Jung Min Hahm (2018). Celebrity-Endorsed E-cigarette Brand Instagram Advertisements: Effects on Young Adults’

- Attitudes towards E-cigarettes and Smoking Intentions. *Journal of Health Psychology*, 23(4), 550-560.
9. Evans, Nathaniel, **Joe Phua**, Dong Jae Lim, and Hyoyeun Jun (2018). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2), 138-149.
    - Published in Special Issue on “Native Advertising: Theories and Practices” (Guest Editor: Jooyoung Kim)
    - Winner of Best Article Award 2018 in “Journal of Interactive Advertising” by American Academy of Advertising (AAA)
  10. Choi, Yoon Joon, **Joe Phua**, Kelli Armstrong, and Soonok An (2017). Negotiating the Cultural Steps in Developing an Online Intervention for Korean American Intimate Partner Violence. *Journal of Aggression, Maltreatment and Trauma*, 26(8), 920-936.
  11. **Phua, Joe**, Seunga Jin, and Jihoon Kim (2017). Uses and Gratifications of Social Networking Sites for Bridging and Bonding Social Capital: A Comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, 72, 115-122.
  12. Ahn, Sun Joo, **Joe Phua**, and Yan Shan (2017). Self-Endorsing in Digital Advertisements: Using Virtual Selves to Persuade Physical Selves. *Computers in Human Behavior*, 71, 110-121.
  13. **Phua, Joe**, Seunga Jin, and Jihoon Kim (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention. *Telematics and Informatics*, 34(1), 412-424.
  14. **Phua, Joe**, and Sun Joo Ahn (2016). Explicating the “Like” on Facebook Brand Pages: The Effect of Intensity of Facebook Use, Number of Overall “Likes”, and Number of Friends’ “Likes” on Consumers’ Brand Outcomes. *Journal of Marketing Communications*, 22(5), 544-559.
  15. Chen, Kuan-Ju, and **Joe Phua** (2016). Self-Categorization Process in Sport: An Examination of the “Linsanity” Phenomenon in Taiwan. *Sport Management Review*, 19(4), 431-440.
  16. **Phua, Joe** (2016). The Effects of Similarity, Parasocial Identification, and Source Credibility in Obesity Public Service Announcements (PSAs) on Diet and Exercise Self-Efficacy. *Journal of Health Psychology*, 21(5), 699-708.

17. **Phua, Joe**, and Spencer Tinkham (2016). Authenticity in Obesity Public Service Announcements (PSAs): Influence of Spokesperson Type, Viewer Weight and Source Credibility on Diet, Exercise, Information Seeking, and eWoM Intentions. *Journal of Health Communication*, 21(3), 337-345.
18. Jin, Seunga, and **Joe Phua** (2016). Making Reservations Online: The Impact of Consumer-Written and System-Aggregated User-Generated Content (UGC) in Travel Booking Websites on Consumers' Behavioral Intentions. *Journal of Travel and Tourism Marketing*, 33(1), 101-117.
19. Hagues, Rachel, Austin Childers, Jung Sun Lee, and **Joe Phua** (2016). Nutrition Education for Low-Income Population through Social Marketing: Insight from SNAP-Ed Eligible Participants. *FASEB Journal*, 30(1 Supplement), 901-24.
20. White, Alice, Rachel Hagues, Austin Childers, Jung Sun Lee, Babatunde Olubajo, and **Joe Phua** (2016). Social Media Usage Pattern among Supplemental Nutrition Assistance Program Education (SNAP-Ed) Eligible Individuals in Georgia. *FASEB Journal*, 30(1 Supplement), 410-5.
21. Hagues, Rachel, Sarah Stotz, Austin Childers, Jung Sun Lee, **Joe Phua**, Judy Hibbs, and Deborah Murray (2016). Nutrition Education for Low-Income Population through Social Marketing: Insight from Cooperative Extension Agents. *FASEB Journal*, 30(1 Supplement), 901-23.
22. Park, Jung Hwan, **Joe Phua**, Young Ik Suh, and Tywan G. Martin (2016). When Good Athletes Go Bad: The Impact of the Tiger Woods Scandal on Consumers' Perceptions of his Brand Endorsements. *Global Sport Business Journal*, 4(2), 41-54.
23. Jin, Seunga, **Joe Phua**, and Kwan Min Lee (2015). Telling Stories About Breastfeeding Through Facebook: The Impact of User-Generated Content (UGC) on Pro-Breastfeeding Attitudes. *Computers in Human Behavior*, 46, 6-17.
24. Jin, Seunga, and **Joe Phua** (2015). The Moderating Effect of Computer Users' Autotelic Need for Touch on Brand Trust, Perceived Brand Excitement, and Brand Placement Awareness in Haptic Games and In-Game Advertising. *Computers in Human Behavior*, 43, 58-67.
25. **Phua, Joe** (2014). The Influence of Asian-American Spokesmodels in Technology-Related Advertising: An Experiment. *Howard Journal of Communications*, 25(4), 399-414.
  - *Published in Special Issue on "Minorities and Mass Communication Scholarship: A Legacy of Dr. Lionel C. Barrow" (Guest Editor:*

*Kenneth Campbell) [Sponsored by Association of Education in Journalism and Mass Communication (AEJMC) Minorities and Communication Division]*

26. **Phua, Joe** (2014). Quitting Smoking using Health Issue-Specific Social Networking Sites (SNSs): What influences Participation, Social Identification, and Smoking Cessation Self-Efficacy? *Journal of Smoking Cessation*, 9(1), 39-51.
27. Jin, Seunga and **Joe Phua** (2014). Following Celebrities' Tweets about Brands: The Impact of Twitter-Based Electronic Word-of-Mouth (eWoM) on Consumers' Source Credibility Perception, Buying Intention, and Social Identification with Celebrities. *Journal of Advertising*, 43(2), 181-195.
28. **Phua, Joe** (2013). Participating in Health Issue-Specific Social Networking Sites (SNSs) to Quit Smoking: How does Online Social Interconnectedness influence Smoking Cessation Self-Efficacy? *Journal of Communication*, 63(5), 933-952.
29. **Phua, Joe** (2013). The Reference Group Perspective for Smoking Cessation: An Examination of the Influence of Social Norms and Social Identification with Reference Groups on Smoking Cessation Self-Efficacy. *Psychology of Addictive Behaviors*, 27(1), 102-112.
30. **Phua, Joe** (2012). Use of Social Networking Sites by Sports Fans: Implications for the Creation and Maintenance of Social Capital. *Journal of Sports Media*, 7(1), 109-132.
31. **Phua, Joe**, and Seunga Jin (2011). Finding a Home Away from Home: Use of Social Networking Sites by Asia-Pacific Students in the United States for Bridging and Bonding Social Capital. *Asian Journal of Communication*, 21(5), 504-519.
32. **Phua, Joe** (2011). The Influence of Peer Norms and Popularity on Smoking and Drinking Behavior among College Fraternity Members: A Social Network Analysis. *Social Influence*, 6(3), 1-17.
33. **Phua, Joe** (2010). Sports Fans and Media Use: Influence on Sports Fan Identification and Collective Self-esteem. *International Journal of Sport Communication*, 3(2), 190-206.

#### **Refereed Book Chapters:**

1. **Phua, Joe** (2011). Online Organization of the LGBT Community in Singapore. In Godwyn, M. and Gittell, J. (Eds.). *The Sociology of*

*Organizations: Structures and Relationships*, Thousand Oaks, CA: Sage, 720-728.

### **Refereed Conference and Panel Presentations**

1. Trude, Bryan, **Joe Phua**, Jiaying Liu, Taewook Ham, Solyee Kim and Katherine Downs (2019). Content Analysis of JUUL Electronic Cigarettes Posts and Comments on Instagram. *International Communication Association (ICA) Annual Conference*, Washington D.C., May 2019.
2. Woo, Chang Wan, Po-Lin Pan, **Joe Phua**, Wonjun Chung and Yeonsoo Kim (2019). Protagonist's CSR and Antagonist's CSR: How Sports Fans Respond Differently to a Crisis applying Affective Disposition Theory. *International Communication Association (ICA) Annual Conference*, Washington D.C., May 2019.
3. **Phua, Joe**, and Dong Jae Lim (2019). Electronic Cigarette Advertising on Instagram: Influence of Advertising Message Claims and Health Warning Labels on Consumers' Attitudes and Behavioral Intentions towards Electronic Cigarettes. *American Academy of Advertising (AAA) Annual Conference*, Dallas, TX, March 2019.
4. Kim, Taeyeon, and **Joe Phua** (2019). "#YSL, is this enough?" Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Instagram Posts of Luxury versus Mass-market Cosmetic Brands. *American Academy of Advertising (AAA) Annual Conference*, Dallas, TX, March 2019.
5. **Phua, Joe** (2018). My (Social Media) Friends "Vape," So I Do Too!: Peer Influence on Electronic Cigarette Use. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.
6. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim (2018). Celebrity Endorsers of Veganism on Social Media: Influence on Attitudes and Behavioral Intentions towards Veganism. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.
7. Pan, Po-Lin, and **Joe Phua** (2018). Linking with Sponsor Brand through Sports Competition: The Activation Processes of Brand Trust and Brand Loyalty in Sports Fans. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.
8. **Phua, Joe**, and Jihoon Kim (2018). Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and

- Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands. *American Academy of Advertising (AAA) Annual Conference*, New York, NY, March 2018.
9. Cameron, Kristen, **Joe Phua**, and Spencer Tinkham (2018). The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice. *American Academy of Advertising (AAA) Annual Conference*, New York, NY, March 2018.
  10. **Phua, Joe**, Jhih-Syuan Lin and Dong Jae Lim (2017). Examining E-cigarette Advertising through Social Media: Effects of Consumer-Celebrity Risk-Oriented Image Congruence and Parasocial Identification on Ad Attitude, Electronic Word-of-Mouth, and E-Cigarette Smoking Intentions. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Chicago, IL, August 2017.
  11. Kim, Jihoon, and **Joe Phua** (2017). Sponsor Advertisement Embedded in Instant Replay Video (AIRV): The Effectiveness of AIRV in Professional Tennis Events. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Chicago, IL, August 2017
  12. **Phua, Joe** (2017). E-Cigarette Marketing on Social Networking Sites: Effects on Attitudes, Behavioral Control, Self-Efficacy and Brand Intentions. *International Communication Association (ICA) Annual Conference*, San Diego, CA, May 2017.
  13. Lee, Yen-I, **Joe Phua** and Tai-Yee Wu (2017). Advertising a Health Product Brand on Facebook: The Effects of Valence of Reaction Icons and Brand Post Comments on Brand Attitude, Trust, Purchase Intention and eWoM Intention. *International Communication Association (ICA) Annual Conference*, San Diego, CA, May 2017.
  14. **Phua, Joe**, and Jung Min Hahm (2017). Electronic Cigarette Brand Posts on Instagram: Influence of Endorser Type, Perceived Source Credibility, and Social Identification on Young Adults' Attitudes towards E-Cigarettes and E-Cigarette Smoking Intentions. *American Academy of Advertising (AAA) Annual Conference*, Boston, MA, March 2017.
  15. Kim, Jihoon, and **Joe Phua** (2017). Why Do Consumers Use Branded Mobile Apps? A Structural Equation Model Examining Motivations and Concerns Influencing Consumers' Branded Mobile App Usage. *American Academy of Advertising (AAA) Annual Conference*, Boston, MA, March 2017.

16. **Phua, Joe**, Seunga Jin, and Jihoon Kim (2016). Uses and Gratifications of Social Networking Sites for Social Capital: Comparing Facebook, Twitter, Instagram, and Snapchat. *International Communication Association (ICA) Annual Conference*, Fukuoka, Japan, June 2016.
17. Pan, Po-Lin, **Joe Phua**, and Chang Wan Woo (2016). Perceived Brand Personality through Sports Sponsorship: Locating a Blurred Line between Entertainment and Persuasion in Mediated Sports. *International Communication Association (ICA) Annual Conference*, Fukuoka, Japan, June 2016.
  - *Awarded Top Paper (ICA Sport Communication Interest Group)*
18. **Phua, Joe**, Seunga Jin, and Jihoon Kim (2016). Gratifications of using Facebook, Twitter, Instagram, and Snapchat to follow Brands: Influence on Brand Community-Related Outcomes. *American Academy of Advertising (AAA) Annual Conference*, Seattle, WA, March 2016.
19. Hagues, Rachel, Austin Childers, Jung Sun Lee, and **Joe Phua** (2016). Nutrition Education for Low Income Population through Social Marketing: Insight from SNAP-Ed Eligible Participants. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
20. Hagues, Rachel, Sarah Stotz, Austin Childers, Jung Sun Lee, **Joe Phua**, Judy Hibbs, and Deborah Murray (2016). Nutrition Education for Low Income Population through Social Marketing: Insight from Cooperative Extension Agents. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
21. White, Alice, Rachel Hagues, Austin Childers, Jung Sun Lee, Babatunde Olubajo, and **Joe Phua** (2016). Social Media Usage Pattern among Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Individuals in Georgia. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
22. **Phua, Joe**, and Spencer Tinkham (2015). Influence of Spokesperson Type and Viewer Weight in Obesity PSAs on Diet and Exercise Intentions. *International Communication Association (ICA) Annual Conference*, San Juan, Puerto Rico, May 2015.
23. **Phua, Joe**, Seunga Jin, and Jung Min Hahm (2015). Electronic Cigarette Advertising in Social Media: Influence of Celebrity Endorsers, Identification, and Source Credibility. *International Communication Association (ICA) Annual Conference*, San Juan, Puerto Rico, May 2015.
24. **Phua, Joe**, Po-Lin Pan, and Kuan-Ju Chen (2015). Fan Identification and Brand Preferences on Social Media Sites: Effects of BIRGing and

- CORFing on Sport Fans' Evaluations of Endorsed Brands. *American Academy of Advertising (AAA) Annual Conference*, Chicago, IL, March 2015.
25. **Phua, Joe** (2014). The Person in the Ad Looks like Me!: Effect of Similarity, Social Identification, and Source Credibility in Obesity PSAs on Health Behavioral Intentions. *International Communication Association (ICA) Annual Conference*, Seattle, WA, May 2014.
  26. **Phua, Joe**, and Sun Joo Ahn (2014). Explicating the "Like" on Facebook Brand Pages: The Effect of Intensity of Facebook Use, Number of Overall "Likes", and Number of Friends' "Likes" on Consumers' Perceived Brand Outcomes. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
  27. Ahn, Sun Joo, **Joe Phua**, and Yan Shan (2014). Starring in Your Own LinkedIn Job Advertisement: The Influence of Self-Endorsing, Oneness, and Involvement on Brand Attitude. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
  28. Jin, Seunga, and **Joe Phua** (2014). Making Reservations Online: The Influence of User-Generated Content and Web 2.0 Features of Travel Booking Sites on the Dynamics of Persuasion. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
  29. Chen, Kuan-Ju, and **Joe Phua** (2013). Does Culture Matter in Sport?: The Moderating Role of Cultural Identity in Self-Expressive Identification and Sport Engagement. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington, D.C., August 2013.
  30. Ahn, Sun Joo, and **Joe Phua** (2013). Picture Yourself, and Like This Brand: The Effect of Self-Endorsing in Advertisements within LinkedIn. *American Academy of Advertising (AAA) Annual Conference*, Albuquerque, NM, April 2013.
  31. Park, Jung Hwan, **Joe Phua**, and Lingzi Xia (2012). When Good Athletes Go Bad: The Impact of the Tiger Woods Scandal on Consumers' Perceptions of his Brand Endorsements through Maintenance or Dismissal of his Endorsement Contracts. *Sport Entertainment and Venues Tomorrow (SEVT) Annual Conference*, Columbia, SC, November 2012.
  32. **Phua, Joe** (2012). The Social Groups Approach to Quitting Smoking: An Examination of Smoking Cessation in Social Networking Sites through the Influence of Social Norms, Social Identification, Social Capital and Social

- Support. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.
33. **Phua, Joe** (2012). The Reference Group Perspective for Smoking Cessation: An Examination of the Influence of Social Norms and Social Identification with Reference Groups on Smoking Cessation Self-Efficacy. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.
  34. **Phua, Joe** (2012). Active Participants and Lurkers in Health-Based SNSs for Smoking Cessation: Factors that Influence Participation and Smoking Cessation Self-Efficacy. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.
  35. **Phua, Joe** (2011). Where can I find an (Asian) American Pop Star: A Reception Analysis of Popular Music Fans. *National Communication Association (NCA) Annual Conference*, New Orleans, Louisiana, November 2011.
  36. **Phua, Joe** (2010). Obesity is No Laughing Matter!: A Content Analysis of Food Messages in Popular African American versus General Audience Primetime Comedies. *National Communication Association (NCA) Annual Conference*, San Francisco, California, November 2010.
  37. **Phua, Joe** (2010). College Students and Smoking: How their Attitudes towards Smoking and Smoking Behavior are influenced by Social identification with Close Friends, College Peers and Family Members. *National Communication Association (NCA) Annual Conference*, San Francisco, California, November 2010.
  38. **Phua, Joe** (2010). Influence of Peer Norms and Popularity on Smoking and Drinking Behavior among College Fraternity members: A Social Network Analysis. *International Communication Association (ICA) Annual Conference*, Singapore, May 2010.
  39. **Phua, Joe**, and Seunga Jin (2010). Finding a Home Away from Home: International Students' Use of Social Networking Sites for Bridging and Bonding Social Capital. *International Communication Association (ICA) Annual Conference*, Singapore, May 2010.
  40. McLaughlin, Margaret, Lauren Frank, Jae-Eun Chung, Shuya Pan, **Joe Phua**, Nupur Sen, and Hua Wang (2009). Modes of Online Health Information Seeking. *International Communication Association (ICA) Annual Conference*, Chicago, Illinois, May 2009.

41. **Phua, Joe** (2009). Sports Fans' Use of Facebook Sports Groups and Applications: Implications for Bridging and Bonding Social Capital. *National Communication Association (NCA) Annual Conference*, Chicago, Illinois, November 2009.
  - *Awarded Top Student Paper (NCA Human Communication and Technology Division)*
42. **Phua, Joe** (2008). Attribution of Model Minority characteristics to Products in Print Advertisements with Asian-American Spokesmodels: An Experiment. *National Communication Association (NCA) Annual Conference*, San Diego, California, November 2008.
43. **Phua, Joe** (2008). Posters and Lurkers: Participation in Online Smoking Cessation Communities and its Implications for Perceived Social Support and Smoking Cessation Self-Efficacy. *National Communication Association (NCA) Annual Conference*, San Diego, California, November 2008.
44. **Phua, Joe** (2008). Online Organization of the LGBT Community in Singapore. *International Communication Association (ICA) Annual Conference*, Montreal, Canada, May 2008.
45. **Phua, Joe** (2008). Consumption of Sports Team-related Media: Its Influence on Sports Fan Identity Salience and Self-esteem. *International Communication Association (ICA) Annual Conference*, Montreal, Canada, May 2008.
  - *Awarded Top Student Paper (ICA Intergroup Communication Interest Group)*

### **Research Assistantships**

University of Southern California, Annenberg Program on Online Communities (APOC), 2008-2009

University of Southern California, Annenberg Health Survey (ANHS), 2007-2008

University of Southern California, Annenberg Television Monitoring Project, 2007-2008

University of Southern California, Metamorphosis Project, 2008

University of Southern California, Annenberg Institute for Methods and Statistics (ASIMS), 2008-2009

## **SERVICE AND PROFESSIONAL ACTIVITIES**

### **UNIVERSITY OF GEORGIA**

#### **Standing Committees**

Faculty Hiring and Retention Committee (UGA Grady College) (2018 – Present)

Undergraduate Curriculum Committee (UGA Grady College) (2016 – Present)

Admissions Committee (UGA Grady College) (2012 – 2015)  
Social Media Certificate Committee (UGA Grady College) (2012 – Present)  
Digital Media 4+1 Masters Program Committee (UGA Grady College) (2014 – Present)  
Journalism Faculty Search Committee (UGA Grady College) (Fall 2017)  
ADPR Faculty Search Committee (UGA Grady College) (Fall 2011)  
NMI Faculty Search Committee (UGA Grady College) (Spring 2014)  
ADPR Department Teaching Awards Committee (UGA Grady College) (2014 – Present)  
ADPR Non-Thesis Masters Program Committee (UGA Grady College) (2017 – Present)

### **Faculty Development Activities (Selected List)**

University of Georgia, ADPR Faculty Workshop: “Crimson Hexagon” Social Monitoring Workshop (Attended: 2016, 2017 and 2018)  
Moxie Interactive, ADPR Professor Learning Day (Attended: 2014, 2015, 2016, 2017 and 2018)  
University of Georgia, 23<sup>rd</sup> Academic Affairs Faculty Symposium (Attended: 3/22/2013)  
University of Georgia, “Write Winning Grant Proposals” Seminar (Attended: 12/5/2012)

## **PROFESSIONAL SERVICE**

### **Journal Editorial Boards**

Journal of Advertising (2018 – Present)  
Journal of Interactive Advertising (2018 – Present)

### **Journal Reviewer Experience (Selected List)**

Reviewer, Journal of Communication (2011 – Present)  
Reviewer, Journal of Computer-Mediated Communication (2009 - Present)  
Reviewer, International Journal of Sport Communication (2012 – Present)  
Reviewer, Communication Quarterly (2012 – Present)  
Reviewer, Journal of Advertising (2013 – Present)  
Reviewer, International Journal of Advertising (2014 – Present)  
Reviewer, Alcoholism: Clinical and Experimental Research (2013 – Present)  
Reviewer, CyberPsychology, Social Networking & Behavior (2013 – Present)  
Reviewer, Journal of Interactive Advertising (2014 – Present)  
Reviewer, Journal of Public Relations Research (2014 – Present)  
Reviewer, Health Communication (2015 – Present)  
Reviewer, Journal of Health Communication (2016 – Present)  
Reviewer, European Sport Management Quarterly (2016 – Present)  
Reviewer, Computers in Human Behavior (2016 – Present)  
Reviewer, Journal of Broadcasting & Electronic Media (2017 – Present)  
Reviewer, Journal of Marketing Communications (2018 – Present)  
Reviewer, Communication Research Reports (2018 – Present)

Reviewer, Telematics & Informatics (2018 – Present)  
Reviewer, Journalism & Mass Communication Quarterly (2018 – Present)  
Reviewer, Journal of Current Issues & Research in Advertising (2018 – Present)

### **Conference Reviewer Experience**

Reviewer, ICA Annual Conference (2007 – Present)  
Reviewer, NCA Annual Conference (2007 – Present)  
Reviewer, AEJMC Annual Conference (2009 – Present)  
Reviewer, AAA Annual Conference (2012 – Present)

### **Journal Editorial Experience**

Editorial Assistant, Journal of Communication (2007 – 2011)

### **Professional Organization Memberships**

American Academy of Advertising (AAA) (2011 – Present)  
International Communication Association (ICA) (2007 – Present)  
National Communication Association (NCA) (2007 – Present)  
International Association of Language and Social Psychology (IALSP) (2008 – Present)  
International Network for Social Network Analysis (INSNA) (2008 – Present)  
Association for Education in Journalism and Mass Communication (AEJMC) (2009 – Present)

### **Academic Organization Memberships**

USC Norman Topping Scholar (2006 – 2011)  
USC Dean's List (2006- 2011)  
Order of Omega Greek Honor Society (2002 – Present)  
Golden Key National Honor Society (2002 – Present)  
Alpha Lambda Delta National Honor Society (2002 – Present)  
Phi Eta Sigma National Honor Society (2002 – Present)  
National Society of Collegiate Scholars (2002 – Present)  
Phi Kappa Phi Honor Society (2002 – Present)  
Phi Beta Kappa Honor Society (2002 – Present)  
USC School of Cinematic Arts Departmental Honors (2002)

### **Service and Leadership**

American Academy of Advertising (AAA), Global and Multicultural Committee, Member (2019 – Present)  
American Academy of Advertising (AAA), Membership Committee, Member (2016 – 2018)  
International Communication Association (ICA), Health Communication Division Mentorship Program, Mentor (2016 – Present)  
Georgia Healthcare Foundation, Evaluation Resource Center (ERC), Grant Reviewer and Program Evaluator (2013-Present)  
Consortium for Global Media Culture and Communication, Member (2013-Present)

USC Annenberg Communication Graduate Student Association, Member (2006 – 2011)

USC Norman Topping Community Outreach Association, Member (2006 – 2011)

## **TEACHING EXPERIENCE**

### **Teaching Honors**

UGA Career Center (Contribution to Career Development of UGA Students)  
(Awarded for 2014, 2015, 2016, 2017 and 2018)

UGA ADPR Departmental Teacher of the Year 2013 (Nominee)

### **INVITED LECTURES** (Selected List)

Building Your Professional Brand on Social Media, *Invited talk at the Advertising and Public Relations (ADPR) Connection, Grady College of Journalism and Mass Communication, University of Georgia, October 23, 2018.*

Social Media Branding and Advertising, *Invited talk at the Hugh Hodgson School of Music, University of Georgia, March 19, 2018.*

Global Trends in Digital and Social Media Advertising, *Invited talk to the Shanghai Administration Institute delegation, Carl Vinson Institute of Government, University of Georgia, October 25, 2017.*

Digital and Social Media Trends, *Invited talk at the Center for International Trade and Security (CITS), University of Georgia, September 21, 2017.*

Social Media and Brand Building. *Invited talk at the Hugh Hodgson School of Music, University of Georgia, September 23, 2016.*

Fan Identification and Brand Preferences on Social Media Sites: Effects of BIRGing and CORFing on Sport Fans' Evaluations of Endorsed Brands. *Invited talk at the Grady Pro-Seminar, University of Georgia, October 3, 2015.*

Using Social Media Sites for Advertising and Branding. *Invited talk at the Hugh Hodgson School of Music, University of Georgia, September 21, 2015.*

Explicating the "Like" on Facebook Brand Pages: The Effect of Intensity of Facebook Use, Number of Overall "Likes", and Number of Friends' "Likes" on Consumers' Perceived Brand Outcomes. *Invited talk at the Grady Pro-Seminar, University of Georgia, September 29, 2014.*

Building a Brand using Social Media for Musicians. *Invited talk at the Hugh Hodgson School of Music, University of Georgia, September 9, 2014.*

- Following Celebrities' Tweets about Brands: The Impact of Twitter-Based Electronic Word-of-Mouth (eWoM) on Consumers' Source Credibility Perception, Buying Intention, and Social Identification with Celebrities. *Invited talk at the Grady Pro-Seminar, University of Georgia, October 13, 2013.*
- Sport Fans' Use of Facebook Sport Groups and Apps: Implications for Bridging and Bonding Social Capital. *Invited talk for Sports Journalism at the Grady College of Journalism and Mass Communication, University of Georgia, March 12, 2013.*
- Quitting Smoking using Health-Based Social Networking Sites (SNSs). *Invited talk at the Grady Colloquium Series, University of Georgia, November 8, 2012.*
- Active Participants and Lurkers in Health-Based SNSs for Smoking Cessation: Factors that Influence Participation and Smoking Cessation Self-Efficacy. *Invited talk at the Grady Pro-Seminar, University of Georgia, October 5, 2012.*
- The Digital Horizon for Brands: How Social Media Transforms the Brand Landscape. *Invited talk at the LG Global PR Benchmarking Program, University of Georgia, August 23, 2012.*
- Participating in Health Issue-Specific Social Networking Sites (SNSs) to Quit Smoking. *Invited talk at the Annenberg School for Communication and Journalism, University of Southern California, April 2, 2011.*
- The Social Groups Approach to Quitting Smoking: Examining Smoking Cessation through Social Networking Sites. *Invited talk at the Summer Doctoral Program, Oxford Internet Institute, University of Oxford, UK, July 8, 2010.*
- Finding a Home Away from Home: International Students' Use of Social Networking Sites for Bridging and Bonding Social Capital. *Invited talk at the Singapore Internet Research Center (SiRC), Nanyang Technological University, Singapore, June 9, 2010.*
- Smoking among Teenagers and Young Adults: How is Smoking Cessation Behavior Influenced by Peer Norms and Social Identity? *Invited talk at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, June 3, 2010.*
- The Influence of Peer Norms, Popularity and Social Media use on Smoking and Drinking Behavior among U.S. College Students. *Invited talk at the Singapore Health Promotion Board, Singapore, May 13, 2010.*

**Graduate Committees (M.A and Ph.D. Students)**

Ph.D. Dissertation Committee Member (Taeyeon Kim), 2018  
 Ph.D. Dissertation Committee Member (Jihoon Kim), 2018  
 Ph.D. Dissertation Committee Member (Jung Min Hahm), 2017  
 M.A. Thesis Committee Member (Keqing Kuang), 2017  
 Ph.D. Dissertation Committee Member (Jung Hwan Park), 2016  
 Ph.D. Dissertation Committee Member (Yan Shan), 2014  
 Ph.D. Dissertation Committee Member (Aggeliki Nikolinakou), 2014  
 M.A. Thesis Committee Member (Stephanie Stevens), 2013

**Directed Research (M.A. and Ph.D. Students)**

JRMC 8050 (Taeyeon Kim), Spring 2018  
 JRMC 8050 (Nah Ray Han), Spring 2018  
 JRMC 8050 (Caroline Kopot), Fall 2017  
 JRMC 7220 (Matthew Pimenta), Summer 2015  
 JRMC 8050 (Yan Shan), Fall 2013  
 JRMC 8050 (Jung Hwan Park), Spring 2013  
 JRMC 7220 (Christine Roberts), Summer 2012  
 JRMC 8050 (Eun Sook Kwon), Fall 2012  
 JRMC 8050 (Kuan-Ju Chen), Fall 2012

**Special Student Projects and Enrichment Programs (Selected List)**

Faculty Instructor, Cannes Lions Study Abroad Program; Teach summer course and supervised students on trip to Cannes Lions Festival of Creativity, Cannes, France (Summer 2018 - Present)  
 Faculty Advisor, Silicon Valley Program; Supervise students for visits to tech companies in San Francisco (Spring 2018 - Present)  
 Faculty Advisor, ADPR Performics AdWords Program; Supervise students for AdWords Certification (Spring 2018 – Present)  
 Faculty Judge, Advertising and Communication Campaigns (ADPR 5740) (Spring 2018 – Present)  
 Faculty Advisor, Turner Networks Student Internships; Supervise research projects (Sara Bertolini, Alex Butenko, Caitlin Glasscock, Thomas Jordan, Caroline Youngs) (Summer 2016)  
 Faculty Social Media Advisor, Advertising and Communication Campaigns (ADPR 5740) (Spring 2013 - Present)  
 Faculty Member, Developed online Social Media Certificate Course; Created Module 3 on Use of Facebook, LinkedIn and YouTube for Businesses (Spring 2012 – Present)

**Courses Taught****UNIVERSITY OF GEORGIA****Graduate Courses**

JRMC8130: Digital Advertising (Spring 2012, Spring 2013)

JRMC8130: Digital and Social Media Advertising Communication Strategies (Spring 2014, Spring 2015, Spring 2016)

### **Undergraduate Courses**

ADPR5760: Digital and Social Communication Strategies (Fall 2013, Spring 2014, Fall 2014 and Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Summer 2018, Fall 2018, Spring 2019)

ADPR5710: Advertising and Communication Management (Spring 2012, Fall 2012, Spring 2013, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019)

ADPR5990: Digital Advertising (Fall 2011, Fall 2012)

FYOS 1001: Social Media, Advertising and Branding (Fall 2018, Spring 2019)

### **UNIVERSITY OF SOUTHERN CALIFORNIA**

#### **Undergraduate Courses**

COMM321: Communication in the Virtual Group (Spring 2011) (Instructor of Record)

COMM320: Small Group and Team Communication (Fall 2010) (Instructor of Record)

COMM202: Intro to Communication Technology (Fall 2009) (TA)

COMM200: Communication as a Social Science (Fall 2008) (TA)

COMM301L: Empirical Research in Communication (Spring 2008) (TA)

COMM383: Sports, Communication and Culture (Fall 2007) (TA)

COMM396: Fashion, Communication and Culture (Spring 2007) (TA)

COMM300: Foundations for Study of Entertainment, Communication and Society (Fall 2006) (TA)

#### **MEDIA COVERAGE** (Selected List)

Newsweek (2013), "Smoking in the Chat Room," Retrieved from:

<http://mag.newsweek.com/2013/10/04/smoking-in-the-chat-room.html>

Huffington Post UK (2013), "Stoptober: Want to Give Up Smoking? Get on Social Media, says Study," Retrieved from:

[http://www.huffingtonpost.co.uk/2013/09/27/quit-smoking-with-social-media\\_n\\_4001267.html?ir=UK+Lifestyle](http://www.huffingtonpost.co.uk/2013/09/27/quit-smoking-with-social-media_n_4001267.html?ir=UK+Lifestyle)

Marketplace Tech (2013), "Radio Interview: Can Social Media Help People Stop Smoking?" Retrieved from: <http://www.marketplace.org/topics/tech/can-social-media-help-people-stop-smoking>

Men's Fitness (2013). "Don't Go It Alone: Social Media can Help You Quit Smoking," Retrieved from: <https://www.mensjournal.com/adventure/dont-go-it-alone-social-media-can-help-you-quit-smoking/>

- Men's Health (2013), "How Twitter can Help You Quit Smoking," Retrieved from: <https://www.menshealth.com/health/a19519657/how-twitter-can-help-you-stop-smoking/>
- ABC News (2013), "Television Interview: How Social Media Sites can Help Smokers to Quit," WSB-TV Atlanta Channel 2, Action News (Morning edition), Oct 3, 2013.
- CBS News (2013), "Television Interview: Social Media Sites for Quitting Smoking," WGCL-TV Atlanta CBS 46, Daily News (Primetime edition), Oct 5, 2013.
- New York Daily News (2013), "Trying to Quit Smoking? Join an Online Support Group," Retrieved from: <http://www.nydailynews.com/life-style/health/quit-smoking-online-article-1.1471878>
- WebMD (2013), "Social Networking Sites may help Smokers Quit Smoking," Retrieved from: <http://www.webmd.com/smoking-cessation/news/20131018/social-networking-sites-may-help-smokers-kick-the-habit>
- Yahoo! Health News (2013), "Trying to Quit Smoking? Join an Online Support Group," Retrieved from: <https://sg.news.yahoo.com/trying-quit-smoking-join-online-support-group-104621129.html>
- Health eNews (2013), "Social media may help you quit smoking," Retrieved from: <https://www.ahchealthnews.com/2013/10/23/social-media-may-help-you-kick-the-habit/>
- Medical Daily (2013), "Using Facebook, Twitter to Quit Smoking: How Social Media Helps You Overcome Addiction" Retrieved from: <https://www.medicaldaily.com/using-facebook-twitter-quit-smoking-how-social-media-helps-you-overcome-addiction-258211>
- Medicine Shoppe Online (2013), "Social Sites Support Quitting Smokers," Retrieved from: <https://www.medicineshoppe.com/news-article/smoking-cessation-support-health-specific-social-networking-sites-may-help-quitters>
- Men's Health Magazine (2014, March), "3 Drug-Free (and Free) Ways to Stop Smoking," p. 26, Emmaus, Pennsylvania: Rodale Inc.
- Athens Banner Herald (2014), "UGA Study shows Celebrities on Twitter can be Credible Brand Endorsers," Retrieved from: <http://onlineathens.com/uga/2014-05-09/uga-study-shows-celebrities-twitter-can-be-credible-brand-endorsers>

- Albany Herald (2014), "Ice Bucket Challenge Burns Through Social Media," Retrieved from: <http://www.albanyherald.com/news/2014/aug/26/ice-bucket-challenge-burns-through-social-media/>
- Albuquerque Business First (2014), "Kim Kardashian Wants You to Read This Story (Maybe)," Retrieved from: <https://www.bizjournals.com/albuquerque/blog/morning-edition/2014/05/kim-kardashian-wants-you-to-read-this-story-maybe.html>
- Red and Black (2014), "Social Media Use for Class at UGA depends on Professor," Retrieved from: [http://www.redandblack.com/uganews/social-media-use-for-class-at-uga-depends-on-professor/article\\_0723dd18-51b7-11e4-b355-001a4bcf6878.html](http://www.redandblack.com/uganews/social-media-use-for-class-at-uga-depends-on-professor/article_0723dd18-51b7-11e4-b355-001a4bcf6878.html)
- Business2Community (2015), "Could Social Media Help Thousands Quit Smoking?" Retrieved from: <http://www.business2community.com/health-wellness/could-social-media-help-thousands-quit-smoking-01289976#XxylKz2sr166Ef6F.97>
- Las Vegas Review-Journal (2016), "Professional Bull Riders (PBR) takes 'Toughest' Route to Attract Fans," Retrieved from: <http://www.reviewjournal.com/sports/pbr-takes-toughest-route-attract-fans>
- ABC News (2017, May 18), "Television Interview: Digital and Social Media Detox," WSB-TV Atlanta Channel 2, Action News (Primetime edition), Available at: <https://www.youtube.com/watch?v=hiCmEwE0kyo>
- College Magazine (2017, Oct 19), "Will You Really Be Happy Doing What You Love?," Retrieved from: <https://www.collegemagazine.com/happy-if-you-do-what-you-love/>
- Athens Banner Herald (2018, Feb 3), "4 Things to Know about Facebook's New Algorithm," Retrieved from: <http://onlineathens.com/business/2018-02-03/4-things-know-about-facebook-s-new-algorithm>
- American Academy of Advertising (2018, December 3), "Research Feature: Electronic Cigarette Marketing on Social Media Sites," Retrieved from: <https://www.aaasite.org/aaa-newsletters>