

Nicholas Eng, Ph.D.

July 2023

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EDUCATION

Ph.D. Mass Communications, Pennsylvania State University (August 2019 – May 2023)

GPA: 4.0/4.0

Dissertation: “Testing the effectiveness of emotional appeals on self- and other-focused mental health outcomes.” Advisor: Dr. Jessica Gall Myrick; Committee Members: Dr. Mary Beth Oliver, Dr. Christofer Skurka, & Dr. Denise Bortree

M.S. Communication, North Carolina State University (August 2017 – May 2019)

GPA: 4.0/4.0

Thesis: “Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?” Advisor: Dr. David Berube; Committee Members: Dr. Nicole Lee & Dr. Elizabeth Craig

Bachelor of Communication Studies (1st Class Honors), Nanyang Technological University, Singapore (August 2013 – May 2017)

GPA: 4.5/5.0

Major: Broadcast and Cinema Studies

ACADEMIC APPOINTMENTS

Assistant Professor, University of Georgia (August 2023 – Present)

Grady College of Journalism and Mass Communication, Department of Advertising & Public Relations

OVERVIEW

Research Focus: Social scientist with a focus on quantitative methods to test the interplay of cognition and affect in shaping audience responses to strategic messages about health, science, risk, and the environment; Focused on integrating communication theory and research with practical applications that can make a difference in the real world.

Teaching Experience and Interests: Experienced instructor focused on creating engaging and equitable spaces for students to learn about strategic communication, digital media analytics, research methods, health/science/environment/risk communication, and media effects; certified in online teaching pedagogy.

AWARDS & HONORS

- 2022 Institute for Public Relations W. Ward White Awards for Top Three Papers of Practical Significance, International Public Relations Research Conference
- 2021 Sidney and Helen Friedman Endowed Scholarship, \$1,169
- Award for outstanding academic success in media studies and advertising
- Top Open Paper Poster Award, Public Relations Division, Association for Education in Journalism and Mass Communication
- Inducted to the Honor Society of Phi Kappa Phi, Pennsylvania State University Chapter
- 2020 Wayne State University Summer Doctoral Seminar
- Competitively selected for fully-funded program on health, risk, and crisis communication
- Top Student Paper Award (Lori Eason Award for Graduate Student Research), Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication
- 2019 Top Paper Award, Association for Business Communication Division, National Communication Association
- Penn State Graduate Assistantship
- Penn State College of Communications First-Year Scholarship, \$2000
- Inducted to the Honor Society of Phi Kappa Phi, North Carolina State University Chapter
- 2017 NC State Graduate Teaching Assistantship (2017-2019)
- Selected for competitive assistantship which included a tuition grant, health insurance coverage and a monthly stipend.
- 2016 TF-LEaRN Scholarship, \$7,000
- Nanyang Technological University Research Scholar
- WeR1 Scholarship, \$3,000
- 2015 Ngee Ann Kongsi University Scholarship, \$10,000

RESEARCH EXPERIENCE

Graduate Assistant with the Arthur W. Page Center for Integrity in Public Communication (August 2021 – July 2023)

- Conducted research (e.g., literature reviews and experimental design) to advance the goals of the Page Center, reviewed grant proposals, collected data for the Public Relations Museum, and was part of the team that organized the sixth and seventh annual Arthur W. Page Center Awards.
- Coordinated the public relations research lab group with members both within and outside of Penn State.

Research Assistant with the Donald P. Bellisario College of Communications (August 2019 – August 2020)

- Conducted quantitative (e.g., designing and producing experimental stimuli, survey design, and statistical data analysis) and qualitative (e.g., interview transcription, coding, and analyzing qualitative data) research that resulted in several peer-reviewed journal and book chapter publications.

Graduate Assistant for Assessment, Research Triangle Nanotechnology Network, Duke, UNC-Chapel Hill & NCSU (December 2018 to May 2019)

Funded NSF Nanotechnology Coordinating Infrastructure

- Collected and analyzed quantitative and qualitative data, translating data points into a 4-year annual report for grant renewal through 2025.

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Eng, N., Troy, C., Bortree, D. (2023). Symbolic and substantive legitimation: Examining corporate commitments to sustainable development goal 12. *Journal of Communication Management*. <https://doi.org/10.1108/JCOM-06-2022-0075>

Troy, C., Norman, M., Eng, N., Freeman, J., & Bortree, D. (2023). To advocate or not to advocate: Impacts of environmental CSA and CSR messaging on consumer perceptions and collective action intentions. *Corporate Communications*. <https://doi.org/10.1108/CCIJ-02-2023-0019>

Wheldon, C., Skurka, C., & Eng, N. (2023). Inoculating Black/African American and LGBTQ communities against the tobacco industry: The role of community connectedness and tobacco denormalization beliefs. *Health Promotion Practice*. <https://doi.org/10.1177/15248399221146553>

Madden, S., Eng, N., & Myrick, J. G. (2023). Emotional responses to wireless emergency alerts for COVID-19 and predictors of public health compliance. *Journal of International Crisis and Risk Communication Research*, 6(1), 91-114. <https://doi.org/10.30658/jicrcr.6.1.4>

Eng, N., Buckley, C., & Peng, R. (2022). Tracking the path of the green consumer: Surveying the decision-making process from self-transcendent values to supportive CSR intentions*. *Sustainability*, 14(3), 1106. <https://doi.org/10.3390/su14031106>

**This article was published in a special issue titled, "Corporate social responsibility, corporate advocacy, and societal change," in partnership with the Arthur W. Page Center. All articles were published open access and did not incur any fees.*

Eng, N., Yuan, S., & Myrick, J. G. (2022). Who is your fitspiration? An exploration of strong and weak ties with emotions, body satisfaction, and the theory of planned behavior. *Health Communication*, 38(7), 1477-1489. <https://doi.org/10.1080/10410236.2021.2012978>

Skurka, C., Eng, N., & Oliver, M. B. (2022). On the effects and boundaries of awe and humor appeals for pro-environmental engagement. *International Journal of Communication*, 16, 2709-2729. <https://ijoc.org/index.php/ijoc/article/view/19513/3786>

DiRusso, C., Buckley, C., Diddi, P., Dardis, F. E., Vafeiadis, M., & Eng, N. (2022). Designing effective corporate social advocacy campaigns using valence, arousal, and issue salience. *Public Relations Review*, 48(3), 102207. <https://doi.org/10.1016/j.pubrev.2022.102207>

Eng, N., DiRusso, C., Troy, C., Freeman, J., Liao, M., & Yuan, S. (2021). "I had no idea that greenwashing was even a thing": Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. *Environmental Education Research*, 27(11), 1599-1617. <https://doi.org/10.1080/13504622.2021.1976732>

Myrick, J. G., Nabi, R., & Eng, N. (2021). Consuming memes during the COVID pandemic: Effects of memes and meme type on COVID-related stress and coping efficacy. *Psychology of Popular Media*. <https://doi.org/10.1037/ppm0000371>

Skurka, C., Weldon, C., & Eng, N. (2021). Targeted truth: An experiment testing the efficacy of counterindustry tobacco advertisements targeted to Black and sexual and gender minority individuals. *Nicotine & Tobacco Research*, 23(9), 1542-1550. <https://doi.org/10.1093/ntr/ntab032>

Eng, N. (2020). Impression management after image-threatening events: A case study of JUUL's online messaging. *Journal of Public Interest Communication*, 4(2), 32-50. <https://doi.org/10.32473/jpic.v4.i2.p32>

Berube, D. M., Bogomoletc, E., Eng, N., Jones, J. L., & Jokerst, N. (2020). Social science and infrastructure networks and the human-technology interface. *Journal of Nanoparticle Research*, 22, 296. <https://doi.org/10.1007/s11051-020-05022-2>

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

Overton, H., Harrison, V., Eng, N. (2022). CSR Communication and legitimacy creation. In A. O'Connor (Ed.), *The Routledge Handbook of Corporate Social Responsibility Communication* (pp. 283-195). Routledge.

Madden, S., & Eng, N. (2022). From managing emotion to trauma-informed management: A new direction in crisis communication. In T. W. Coombs & S. J. Holladay (Eds.), *The Handbook of Crisis Communication 2nd Edition* (pp. 373-390). Wiley.

Eng, N. (2021). Exploring the interplay between psychological processes, affective responses, political identity, and news avoidance. In D. M. Berube (Ed.), *Pandemic Communication and Resilience (Risk, Systems and Decisions)* (pp. 127-142). Springer. <https://doi.org/10.1007/978-3-030-77344-1>

Bogomoletc, E., & Eng, N. (2021). Battling fake science news: The power of framing. In C. Benjes-Small, C. Wittig, & M. K. Oberlies (Eds.), *Teaching about Fake News: Lesson Plans for Different Disciplines and Audiences* (pp. 177-189). Association of College and Research Libraries.

Tandoc, E. C., Jr., & Eng, N. (2017). Climate change communication on Facebook, Twitter, Sina Weibo, and other social media platforms. In *Oxford Research Encyclopedia of Climate Science*. <https://doi.org/10.1093/acrefore/9780190228620.013.361>

MANUSCRIPTS UNDER REVIEW

Troy, C., Eng, N., Skurka, C. (R&R). *Green and Good? Benefits and Drawbacks of Moral Frames in Environmental Messages*. Manuscript submitted for publication.

Overton, H. & Eng, N. (Under review). *Proving it with action: Embracing a responsibility to advocate for social change*. Manuscript submitted for publication.

Jameson, J. K., Malizia, D. A., Halberstadt, A. G., & Eng, N. (R&R). *A pilot study examining the impact of mediation training on law student mental health and well-being*. Manuscript submitted for publication.

REFEREED CONFERENCE PRESENTATIONS

Troy, C., Eng, N., & Overton, H. (November, 2023). *Effects of symbolic and substantive corporate support for vaccine equity*. Manuscript to be presented to the Health Communication Division at the 109th Annual National Communication Association Conference.

Eng, N. (August, 2023). *Testing the effectiveness of emotional appeals on self- and others-focused mental health outcomes*. Manuscript to be presented to the Communicating Science, Health, Environment and Risk Division at the 106th Annual Association for Education in Journalism and Mass Communication Conference.

Bortree, D., Eng, N., Reed, O., Goke, M., Chen, J., & Kurniasari, T. (August, 2023). *Health Influencers: How influencer type and sponsorship disclosure influence perceptions and intended behavior*. Manuscript to be presented to the Public Relations Division at the 106th Annual Association for Education in Journalism and Mass Communication Conference.

Eng, N., Reed, O., Berndt, M., Chen, J., Kurniasari, T., & Bortree, D. (March, 2023). *Health influencers: How influencer type and area of expertise influence source credibility, message*

trust, and intended behavior on social media. Manuscript presented at the 26th International Public Relations Research Conference. Orlando, Florida, USA.

Eng, N., Troy, C., & Bortree, D. (November, 2022) *Symbolic and substantive legitimation: Examining corporate commitments to sustainable development goal 12.* Manuscript presented to the Association for Business Communication Division at the 108th Annual National Communication Association Conference.

Troy, C., **Eng, N., & Skurka, C.** (August, 2022) *Green and good? Benefits and drawbacks of moral frames in environmental messages.* Manuscript presented to the Communicating Science, Health, Environment and Risk Division at the 105th Annual Association for Education in Journalism and Mass Communication Conference.

Bortree, D., Troy, C., **Eng, N., Pietruszewski, M., & Freeman, J.** (August, 2022). *Improving environmental legitimacy: A test of CSR and CSA environmental messages.* Manuscript presented to the Public Relations Division at the 105th Annual Association for Education in Journalism and Mass Communication Conference.

Overton, H., Harrison, V., **Eng, N., & Kim, J.** (March, 2022). *Are we legit? Measuring perceptions of organization, issue, and actional legitimacy across CSR partnership types.* * Manuscript presented at the 25th International Public Relations Research Conference. Orlando, Florida, USA.

***Institute for Public Relations W. Ward White Awards for Top Three Papers of Practical Significance**

Bortree, D., Kim, N., **Eng, N., Dardis, F., Darrah, A., Freeman, J., & Vafeidadis, M.** (March, 2022). *Promoting environmental responsibility: A big data examination of corporate digital communication on UN Sustainable Development Goals themes.* Manuscript presented to 25th International Public Relations Research Conference. Orlando, Florida, USA.

Eng, N. (November, 2021). *The privilege to be skeptical of climate change: A critical discourse analysis of Singaporean social media influencer Xiaxue.* Poster presented to the International and Intercultural Communication Division at the 107th Annual National Communication Association Conference.

Madden, S., **Eng, N., & Myrick, J.** (August, 2021). *Public perceptions of using the wireless emergency alert system for COVID-19: Lessons for state government crisis communication.* * Poster presented to the Public Relations Division at the 104th Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

***Top Open Paper Poster Award**

Eng, N., DiRusso, C., Troy, C., Freeman, J., Liao, M., & Sun, Y. (August, 2021). *“I had no idea that greenwashing was even a thing”: Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions.* Poster presented to the Communicating Science, Health, Environment and Risk Division at the 104th Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

- Eng, N.,** Wang, R., Peng, X., & Cui, Z. (August, 2021). *Promoting COVID-19 social distancing on social media: The persuasive role of threat and controlling language representation*. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 104th Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Sun, Y., **Eng, N.,** & Myrick, J. (August, 2021). *Getting inspired by fitspiration posts: Effects of picture type, number of likes and inspiration emotions on workout intentions*. Manuscript presented to the Mass Communication and Society Division at the 104th Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Eng, N.,** Sun, Y., & Myrick, J. (May, 2021). *Who is your fitspiration? An exploration of strong and weak ties with emotions and exercise intentions*. Manuscript presented to the Health Communication Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).
- Skurka, C., **Eng, N.,** & Oliver, M. (May, 2021). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Manuscript presented to the Environmental Communication Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).
- DiRusso, C., Buckley, C., Didi, P., Dardis, F., Vafeiadis, M., **Eng, N.** (May, 2021). *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Poster presented to the Public Relations Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).
- Weldon, C., Skurka, C., & **Eng, N.** (February, 2021). *Community connectedness and anti-tobacco industry beliefs among African American and LGBTQ young adults*. Poster presented to the Public Health: Behavioral Science Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).
- Skurka, C., Weldon, C., & **Eng, N.** (February, 2021). *Are targeted counterindustry tobacco advertisements perceived as more effective by vulnerable groups than non-targeted advertisements? An experiment with Black and LGBTQ young adults in the United States*. Poster presented to the Public Health: Communications/Media Messaging Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).
- Eng, N.** & Peng, R. X. (August, 6, 2020). *A comparison of pro- and anti-vaping groups' use of the dialogic communication potential of social media*. Poster presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
- Eng, N.,** Chen, J., Freeman, J., & Dirusso, C. (August, 8, 2020). *Testing the efficacy of carbon footprint calculator messaging on climate action: An emotion-as-frames approach*. * Paper presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

***Top Student Paper Award (Lori Eason Award for Graduate Student Research)**

Malizia, D. A., Jameson, J. K. Halberstadt, A., **Eng, N.** (April, 25, 2020). *The impact of law school mediation training on law student mental health and well-being*. Manuscript to be presented at 22nd American Bar Association Dispute Resolution Spring Conference. New Orleans, Louisiana, USA. (Conference Canceled)

Eng, N. (March, 5, 2020). *Impression management after image-threatening events: A case study of JUUL's online messaging*. Manuscript presented at 23rd International Public Relations Research Conference. Orlando, Florida, USA.

Bogomoletc, E., **Eng, N.**, & Berube, D. (December 11, 2019). *Assessing the effectiveness of collaborative projects at R1 universities: A mixed-methods approach*. Manuscript presented at Society for Risk Analysis. Arlington, Virginia, USA.

Eng, N. (November 14, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?** Manuscript presented to the Association for Business Communication Division at the at the 105th Annual Convention of the National Communication Association. Baltimore, Maryland, USA.

***Top Paper Award**

Eng, N. (March 28, 2019). *Reactance towards Truth: An analysis of social media commentary on an e-cigarette campaign*. Poster presented at the Communication, Rhetoric, and Digital Media Symposium. Raleigh, North Carolina, USA.

Eng, N. (March 20, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?* Poster presented at the 14th Annual NC State University Graduate Student Research Symposium. Raleigh, North Carolina, USA.

Cummings, C. L., & **Eng, N.** (December 5, 2018). *What prompts people to believe that vaccines cause disease? A cross-cultural comparison of how people misperceive vaccinations*. Manuscript presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

Kong, S., & **Eng, N.** (December 3, 2018). *Flu vs. Influenza: Do Different Terms Contribute to Disease Perception?* Poster presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

GRANT EXPERIENCE

The Arthur W. Page Center for Integrity in Public Communication Graduate Research Grant (2021). **Co-PI Nicholas Eng** and Co-PI Cassandra Troy. *Corporate communications of sustainable development goal 12 commitments*. \$1,630.

Don Davis Program in Ethical Leadership Grant (2021). **Co-PI Nicholas Eng** and Co-PI Cassandra Troy. *Ethical implications of moralizing climate change messages*. \$1,500.

Bellisario College of Communications Graduate Research Fund (2020). **Co-PI Nicholas Eng**, Co-PI Christen Buckley, Co-PI Rachel Peng. *Tracking the path of the green consumer: Surveying the decision-making process from self-transcendent values to supportive CSR intentions*. \$325.

Bellisario College of Communications Science Communication Program Fund (2020). **PI Nicholas Eng.** *COVID-19 social distancing via social media: The persuasive role of information source and message representation.* \$400.

TEACHING EXPERIENCE

Pennsylvania State University

COM 310: Digital Media Metrics, Instructor of Record

- 3 sections, Fall 2020

COM 420: Research Methods in Advertising and Public Relations, Instructor of Record

- 1 section, Spring 2021

North Carolina State University

COM 110: Introduction to Public Speaking, Instructor of Record

- 2 sections, Fall 2018

COM 457: Media and the Family, Teaching Assistant

COM 240: Communication Inquiry, Teaching Assistant

INVITED LECTURES

Pennsylvania State University

- Guest lecture on *Qualitative Analysis of Corporate Commitments to Sustainable Development Goal 12*, COMM 597: Advanced Qualitative Methods (Graduate Course), [Instructor: Dr. Juliet Pinto]. Fall 2022.
- Guest lecture on *Qualitative and Quantitative Content Analysis*, COMM 420: Research Methods in Advertising and Public Relations (Undergraduate Course), [Instructor: Cassandra Troy]. Fall 2022.
- Guest lecture on *Media, Emotions, and Health Communication*, COMM 418: Media Effects (Undergraduate Course), [Instructor: Olivia Reed]. Spring 2022.
- Guest lecture on *Climate Change Communication*, COMM 328: Effects of Science, Environmental, and Health Media (Undergraduate Course), [Instructor: Dr. Christofer Skurka]. Fall 2021.
- Guest lecture on *Environmental Communication*, COMM 118: Introduction to Media Effects (Undergraduate Course), [Instructor: Ryan Tan]. Fall 2021.
- Guest lecture on *Analysis in Social and Interactive Media*, COMM 597: Advanced Qualitative Methods (Graduate Course), [Instructor: Dr. Juliet Pinto]. Fall 2021.
- Bellisario College Research Brownbag: *Who Is Your Fitspiration? An Exploration of Strong and Weak Ties with Emotions and Exercise Intentions*. Spring 2021.

PROFESSIONAL EXPERIENCE

Tabula Rasa, Singapore – Marketing and Communications Lead (June 2019 to August 2019)

Created social media strategy for 2019 and 2020, including a content calendar, evaluation SOP, evaluation guide, and completed a Q1/Q2 social media evaluation report.

GA Circular, Singapore – Communications Lead (August 2016 to December 2017)

In charge of all social media platforms, while writing articles for thought leadership on both website and LinkedIn. Worked on business development to research potential clients.

Havas Worldwide, Shanghai – Planning Intern (March 2016 to July 2016)

Research for clients such as Dove, Ocean Spray, General Tire and Jacob’s Creek on trends and competitor analysis, while doing social listening for brand penetration into China.

Gone Adventurin’, Singapore – Intern (May 2015 – August 2015)

Worked on the Singapore Environment Story, in conjunction with the National Environment Agency, under the Ministry of the Environment and Water Resources.

Aesthetic Medical Partners Pte. Ltd., Singapore – Operations Executive (April 2013 – June 2013 / November 2013 -January 2014 / May 2014 – August 2014)

Conducted weekly clinic audits, created sales reports for Board of Directors, coordinated manpower allocation and conducted interviews for employment.

Ying Communications – Marketing Communications Intern (February 2013 – March 2013)

Created Email newsletters, microsites, sales kits and media trainings for clients such as EMC, Singtel and Starhub.

Colour Symphony Pte. Ltd. – Writer (Jan 2011 – March 2011)

Wrote reviews and informative articles for two trade magazines – BeautyCosmedica & H4Y4M

SERVICE

- 2022 Member of Graduate Student Liaison Committee for the Public Relations division at AEJMC
- 2021 Member of Graduate Student Committee for the comSHER division at AEJMC
- 2020 President of the Pennsylvania State University’s Donald P. Bellisario College of Communications Graduate Students in Communication
 - Member of the Bellisario College’s Academic Integrity Committee
 - Member of Graduate Student Committee for the comSHER division at AEJMC
- 2018 Campaign Strategist for North Carolina State Highway Patrol
 - Represented Department of Communication for Poster Presentation of Community-Engaged Scholarship to Chancellor of NC State University
- 2017 Member of NC State Communication Graduate Student Association
- 2016 Produced video content for non-governmental organization: HandsOn Shanghai in China
 - Campaign Strategist for Healthcare Organization: Te Taiwhenua o Heretaunga in New Zealand

- 2015 Produced marketing collaterals for non-governmental organization: The Learning Farm in Indonesia
Campaign Strategist for Non-governmental organization: The Honey Comb Project in Chicago
- 2014 Social Secretary of Nanyang Technological University's Wee Kim Wee School of Communication and Information Club

JOURNAL REVIEWING

Ad-hoc Manuscript Reviewer:

- Psychology of Popular Media (2023)
- Journal of Environmental Education (2022)
- Analyses of Social Issues and Public Policy (2022)

PROFESSIONAL AFFILIATIONS

National Communication Association (2019 – Present)
Association for Education in Journalism and Mass Communication (2019 – Present)
International Communication Association (2020 – Present)
Society for Risk Analysis (2018 – 2019)

CERTIFICATIONS

Penn State World Campus Graduate Student Online Teaching Certificate (Fall, 2019)