JIN CHEN

Assistant Professor
Richard T. Robertson School of Communication
Virginia Commonwealth University
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Google Scholar: https://scholar.google.com/citations?hl=en&user=O5xv5j8AAAAJ

ACADEMIC APPOINTMENTS

Assistant Professor (2025-present)
- Virginia Commonwealth University, Richard T. Robertson School of Communication, Richmond, VA.

Assistant Professor (2023-2025)
- Grand Valley State University, School of Communications, Grand Rapids, MI.

Research and Teaching Assistant (2019-2023)
- Pennsylvania State University, Bellisario College of Communications, PA.

Research and Teaching Assistant (2017-2019)
- Northern Illinois University, Department of Communication, DeKalb, IL.

EDUCATION

Ph.D. in Mass Communications (2023)
- Pennsylvania State University, Donald P. Bellisario College of Communications.

M.A. in Communication Studies (2019)
- Northern Illinois University, Department of Communication.

M.A. in English Translation (2017)
- Beijing Technology and Business University, School of Foreign Languages.

Dual B.A. in Marketing and International Finance (2012)
- Tianjin University of Finance & Economics, School of Marketing.

RESEARCH INTERESTS & SKILLS

Research interests: health communication, technologies, media effects, emotions.
Methods: experiment, survey, content analysis, biometrics (e.g., eye tracking), interview.

AWARDS & HONORS

2024 AEJMC Third Place Teaching Paper Award, Public Relations Division
2024 Kopenhaver Center Fellow, Lillian Lodge Kopenhaver Center for the
        Advancement of Women in Communication
2022 AEJMC Professional Relevance Award, Media Ethics Division
2020 AEJMC Top Student Paper Award, ComSHER Division
2019 University Graduate Fellowship, Penn State University
2019 Outstanding Graduate Student Award, Northern Illinois University
2017-2019 Graduate Teaching Assistantship, Northern Illinois University

2016 National Studying Abroad Scholarship, Beijing Technology and Business University
2016 First Prize Scholarship, Beijing Technology and Business University
2012 Outstanding Graduates, Tianjin University of Finance & Economics
2011 Outstanding Student Leader Award, Tianjin University of Finance & Economics
2009 First Prize Scholarship, Tianjin University of Finance & Economics
2010 Outstanding Student Award, Tianjin University of Finance & Economics

GRANTS & FUNDING

2024 Catalyst Grant for Research and Creativity, Grand Valley State University, PI,
       Visual representation of deadly pathogen matters, $4,074.84.
2023 Sponsored Teaching and Learning Event Grant, Pew Faculty Teaching and
       Learning Center, Grand Valley State University, $4,150.
2022 Arthur W. Page Center for Integrity in Public Communication Grant, PI,
       Exemplifying risks in health news: The interplay of social identity and objective risk
       (Dissertation Research), $2,000.
2016 Graduate Student Research Grant, Beijing Technology and Business University,
       Co-PI, *Corpus-based analysis of collocational clash in translated legal texts,* RMB5,000.

PUBLICATIONS (*N* = **11**)

Plaisance, P. L. & **Chen, J.** (2024). Transparency, disclosure, and autonomy: Moral
       judgment and attitudes toward branded content among media workers.
       Journalism. https://doi.org/10.1177/14648849241298761

Mazid, I., Wallace, A., **Chen, J.,** & Choi. S. (2024). Exploring key drivers for embracing
       artificial intelligence in public relations pedagogy. *Journalism & Mass
       Communication Educator.* https://doi.org/10.1177/10776958241299075

Chen, J. & Peng, J. (2024). The therapeutic power of cute: Effects of media sub-forms
       and individual differences in media prescription. *Health Communication.*
       https://doi.org/10.1080/10410236.2024.2384224

Sun, Y., **Chen, J.,** & Sundar, S. S. (2024). Chatbot ads with a human touch: A test of
       anthropomorphism, interactivity, and narrativity. *Journal of Business Research*, *172*,
       Article 114403. https://doi.org/10.1016/j.jbusres.2023.114403

Craig, D. A., Plaisance, P. L., Schauster, E., Roberts, C., Place, K. R., Yetter, C., & **Chen, J.**
       (2024). Moral identity development among emerging adults in media: A
       longitudinal analysis. *Journal of Media Ethics*, *39*(3), 170–189.
       https://doi.org/10.1080/23736992.2024.2375514

Myrick, J. G., **Chen, J.,** Jang, E., Norman, M., Liu, Y., Medina, L., Blessing, J., &
       Parhizkar, H. (2024). An experimental test of the effects of public mockery of a
       social media health campaign: Implications for theory and health organizations'
       social media strategies. *Health Communication*, *39*(12), 2658–2670.
       https://doi.org/10.1080/10410236.2023.2282833

Plaisance, P. L., Neill, M., & **Chen, J**. (2024). Moral orientations and traits of public
       relations exemplars. *Journal of Public Relations Research*, *36*(2), 113–128.
       https://doi.org/10.1080/1062726X.2023.2250034

Cheng, Z., **Chen, J.,** Peng, J. & Shoenberger, H. (2024). Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity, and sharing intention. *Journal of Information Technology & Politics*, 21(2), 117–131. https://doi.org/10.1080/19331681.2023.2173700

Myrick, J. G., & **Chen, J**. (2022). Schadenfreude after watching the news: How audiences respond to media coverage of partisans disclosing illnesses. *Journalism & Mass Communication Quarterly, 99*(1), 135–155. https://doi.org/10.1177/10776990211008534

Chen, J., Chen, C., B. Walther, J., & Sundar, S. S. (2021). Do you feel special when an AI doctor remembers you? Individuation effects of AI vs. human doctors on user experience. *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI'21)*. https://doi.org/10.1145/3411763.3451735

Craig, D. A., Plaisance, P. L., Schauster, E., Thomas, R. J., Roberts, C., Place, K. R., Sun, Y., **Chen, J.,** Yetter, C., & Thomas, R. L. (2021). Moving into the media world: The moral psychology of emerging adults in journalism and communication. *Journalism & Mass Communication Educator, 76(*3), 314–337. https://doi.org/10.1177/1077695821992244

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES (*N* = **3**)

Myrick, J. G., **Chen, J.,** & Bao, J. A. (2025). Schadenfreude. In Nai, A., Grömping, M., & Wirz, D. (Eds). *Elgar encyclopedia of political communication*. Edward Elgar Publishing.

Blessing, J., Tory, C., Eng, N., & **Chen, J.** (2025). Journalists' responsibility in communicating about public and corporate health crises: Opportunities afforded by social media. In Shah, F. & Ginossar, T. (Eds.), *Health and science journalism in the 21st century: Emerging practices during crises.* Rowman & Littlefield.

Sundar, S. S. & **Chen, J.** (2023). From CASA to TIME: Machine as a source of media effects. In Guzman A., McEwen R., & Jones S. (Eds.), *The SAGE handbook of human-machine communication* (pp. 63-72). Sage Publications. https://doi.org/10.4135/9781529782783

CONFERENCE PRESENTATIONS (*N* = **25**)

Myrick, J. G. & **Chen, J.** (August 2024). *Doomscrolling effects: An experimental test of differential susceptibility to negatively-valenced social media posts.* Paper presented at the 107th Annual Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA.

Myrick, J. G., Smith, R. A., **Chen, J.**, & Eng, N. (August 2024). *When and For Whom Mediated Contact Shifts Stereotypes: Emotion and Narrative Involvement Audience Segments as Predictors of Stigma Reduction*. Paper presented at the 107th Annual Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA.

Mazid, I., Wallace, A., **Chen, J.**, & Choi. S. (August 2024). *Exploring Key Drivers for Embracing Artificial Intelligence in Public Relations Pedagogy*. Paper presented at the

107th Annual Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA. ***PRDV Teaching Paper Competition - 3rd Place**

Mazid, I., Wallace, A., Choi. S., & **Chen, J.** (August 2024). Artificial Intelligence (AI) for Empowerment: Preparing Students in Ethical Use of AI for Civic Engagement. Poster presented at the 107th Annual Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA.

Myrick, J. G., **Chen, J.,** Jang, E., Norman, M., Liu, Y., Medina, L., Parhizkar, H., & Blessing, J. (August 2023). *An experimental test of the effects of public mockery of a social media health campaign: Implications for health organizations' social media strategies.* Extended abstract presented at the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington, D.C., USA.

Bortree, O. Eng, N., **Chen, J.,** Berndt, M., Reed, O., & Kurniasari, T. (August 2023). *Health Influencers: How influencer type and sponsorship disclosure influence perceptions and intended behavior*. Extended abstract presented at the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington, D.C., USA.

Craig, D. A., Plaisance, P. L., Schauster, E., Roberts, C., Place, K., Yetter, C., & **Chen, J.** (August 2023). *Moral Identity Development Among Emerging Adults in Media: A Longitudinal Analysis.* Paper presented at the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington, D.C., USA.

Peng, J. & **Chen, J**. (May 2023). *How memes use intensity mediate the negative impact of social anxiety on interpersonal processes.* Paper presented at the 73rd Annual Meeting of the International Communication Association.

Eng, N., Reed, O., Berndt, M., **Chen, J.,** Kurniasari, T., & Bortree, O. (March 2023). *Health influencers: expertise and issue fit.* Paper presented at the 26th annual International Public Relations Research Conference (IPRRC), Orlando, USA.

Craig, D. A., Roberts, C., Plaisance, P. L., Schauster, E., Place, K., Thomas, R. J., Yetter, C., Vardeman, C., Sun, Y., **Chen, J.,** & Thomas, R. (March 2023). Relationships among features of emerging adulthood, personality traits, and character strengths. Paper presented at the 32nd Annual APPE Conference, Portland.

Plaisance, P. L., & **Chen, J.** (August 2022). *Transparency, disclosure, and autonomy: Moral judgment and attitudes toward branded content among media workers.* Paper presented at the 105th Annual Association for Education in Journalism and Mass Communication Conference, Detroit, US. ***Professional Relevance Award**

Freeman, J., Conlin, J., **Chen, J.,** & Triptow, C. (August 2022). *Kids and Cookies: How kidfluencer content changed as a result of FTC policy enforcement.* Paper presented at the 105th Annual Association for Education in Journalism and Mass Communication Conference, Detroit, US.

Chen, J., Schmierbach, M., & Tan, R. R. (May 2022). *Pandemic gaming experiences: examining recovery and post-game emotions in relation to game demand.* Paper presented at the 72nd Annual Meeting of the International Communication Association, Paris, France.

Plaisance, P. L., Neill, M. S., & **Chen, J.** (August 2021). *Moral orientations and traits of public relations exemplars*. Paper presented at the 104th Annual Association for Education in Journalism and Mass Communication Conference (Virtual).

Craig, D. A., Place, K., Plaisance, P. L., Thomas, R. J., Yetter, C., & **Chen, J.** (August 2021). *Moral foundations in life narratives of emerging adults in media-related fields*. Paper presented at the 104th Annual Association for Education in Journalism and Mass Communication Conference (Virtual).

Chen, J., Sun, Y., Wu, Y. & Sundar, S. S. (May 2021). *Tailoring your AI friend: Effects of customizing companion chatbots*. Paper presented at the 71st Annual Meeting of the International Communication Association (Virtual).

Oliver, M. B., Myrick, J. G., **Chen, J.,** Blomster, J., & Raney A. (May 2021). *Won't You Be My Neighbor? Longitudinal effects of an inspiring documentary*. Paper presented at the 71st Annual Meeting of the International Communication Association.

Cheng, Z., **Chen, J.**, Peng, J. & Shoenberger, H. (May 2021). *Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity, and sharing intention*. Paper presented at the 71st Annual Meeting of the International Communication Association (Virtual).

Sun, Y., **Chen, J.**, & Sundar, S. S. (May 2021). *Should chatbot ads be chatty? A test of anthropomorphism, interactivity, and narrativity*. Paper presented at the 71st Annual Meeting of the International Communication Association (Virtual).

Craig, D., Plaisance, P.L. Schauster, E., Roberts, C., Place, K., Thomas, R., **Chen, J.,** & Yetter C. (May 2021). *Toward identifying moral exemplars among emerging adult graduates in media-related fields*. Paper presented at the 71st Annual Meeting of the International Communication Association (Virtual).

Craig, D., Plaisance, P.L., Roberts, C., Schauster, E., Thomas, R., Place, K., **Chen, J.,** Sun, Y., Yetter, C., & Thomas, R.L. (February 2021). *Moral psychology profiles of emerging adults by media major.* Paper presented at the 30th Annual APPE International Conference (Virtual).

Myrick, J. G. & **Chen, J.** (November 2020). *Schadenfreude and public health: How audiences respond to media coverage of partisans disclosing illnesses.* Paper presented to the Health Communication Division at the 106th Annual Meeting of the National Communication Association (Virtual).

Eng, N., **Chen, J.,** Freeman, J., Dirusso, C. (August 2020). *Testing the efficacy of carbon footprint calculator messaging on climate action: An emotions-as-frames approach.* Paper presented at the 103rd Annual Association for Education in Journalism and Mass Communication Conference (Virtual).
   * Top Student Paper Award (Lori Eason Award for Graduate Student Research)

Chen, J. (April 2018). *Micro-celebrity as commodity and business model*. Paper presented at Midwestern Conference on Literature, Language, and Media (MCLLM).

Chen, J. (April 2018). *Cross-cultural study of refusal in close relationships*. Paper presented at Qualitative Inquiry Collaborative Conference, Northern Illinois University

Chen, J. (April 2018). *The All-in-one trend of Chinese social media*. Paper presented at Qualitative Inquiry Collaborative conference, Northern Illinois University, USA.

TEACHING EXPERIENCE

Instructor of Record
Virginia Commonwealth University, Richard T. Robertson School of Communication
- *MASC 333: Technical Writing and Media Relations*

Grand Valley State University, School of Communications
- *COM209: Health Communication Systems*
- *CAP330: Social Media Strategy*
- *CAP210: Foundations of Advertising*
- *CAP105: Technology in Public Relations and Advertising*
- *CAP220: Foundations of Public Relations*
- *COM275: Foundations of Communication Research*

Penn State University, Donald P. Bellisario College of Communications
- *COMM310: Digital Media Metrics*
- *COMM100N: Mass Media and Society*
- *COMM420: Research Methods in Advertising/Public Relations*

Northern Illinois University, Department of Communication
- *COMS100: Public Speaking*

Guest lecturer
- University of Southern Indiana, *COM603 Quantitative Research Method* (Fall 2024)
- Penn State University, *COMM518: Media Effects* (Fall 2022)
- Northern Illinois University, *COMS303: Interpersonal Communication* (Spring 2018)

SERVICES

To the School of Communication and Grand Valley State University
Committee Member, Faculty Research & Development Committee, GVSU (2024 - 2025)
Faculty Advisor, PRSSA, GVSU (2024 - 2025)
Faculty Mentor, Asian Faculty and Staff Association Mentoring Program, GVSU (2023)
Committee Member, SoC's Synthetic Media Committee, GVSU (2023 Fall)

To the Field
Chair, Social Media Committee, Public Relations Division at AEJMC (2025 - 2026)
Vice-chair, Social Media Committee, Public Relations Division at AEJMC (2024 - 2025)
Committee Member, Professional Development Committee, WMPRSA (2024 - 2025)
Committee Member, Social Media Committee, PR Division at AEJMC (2022 - 2024)
Planning Committee, Midwest Conference on Literature, Language, and Media (2019)

Ad-hoc Reviewer
- *Health Communication*
- *Journal of Media Ethics*

- *Atlantic Journal of Communication*
- *CHI Conference on Human Factors in Computing Systems*
- *Hawaii International Conference on System Sciences*
- *Association for Education in Journalism and Mass Communication Conference*
- *International Communication Association Conference*

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)
American Academy of Advertising (AAA)
Public Relations Society of America (PRSA)

PROFESSIONAL DEVELOPMENT

Storytelling in Grantwriting, Part II: The Plot Thickens, Webinar by Dr. Julie Turner, Hanover Research (July 31, 2025)

NIH Grants Process Primer: Application to Award Part One & Two, NIH Webinar (Nov 13 & 14, 2024)

ICONic practices for leading PRSSA Chapters: Insights for faculty advisors from ICON 2024, AEJMC PRD Webinar (Nov 13, 2024)

Women Faculty Moving Forward: Securing the Future, Pre-Convention Workshop, 2024 Kopenhaver Fellow (August 2024, Philadelphia).

Multilevel Structural Equation Modeling. Workshop by Dr. Kris Preacher, Statistical Horizons (May 2024).

How to Integrate AI in Advertising and Public Relations Teaching. GVSU Pew Faculty Teaching and Learning Center (May- June 2024).

Asian Leadership Summit. Technology Workshop by the West Michigan Asian American Association (April 2024).

Faculty Success Program. Program run by the National Center for Faculty Development & Diversity (Winter 2024).

First-Year Faculty Mentoring Community. Mentoring program by the GVSU Pew Faculty Teaching and Learning Center (Fall 2023).

Data Scientist with R Track Certificate. Data Camp (June 2021).

Graduate Student Online Teaching Certificate. Penn State University (Fall 2020).

TRANSLATION WORK

Krell, D. F. (2020). 哲思与海 [The Sea: A Philosophical Encounter]. (**Chen, J.**, Trans.). Beijing: Yanshan Chubanshe. (Original work published 2019).

Sharot, T. (2019). 被左右的独立思维 [The Influential Mind]. (**Chen, J.**, Trans.). Beijing: Huaxue Gongye Chubanshe. (Original work published 2017).

Cherry, P. (2019). 不懂提问 你怎么做销售 [Questions that Sells]. (**Chen, J.**, Trans.). Beijing: Lianhe Chubanshe. (Original work published 2006).

Eggerichs, D. E. (2018). 父母需要尊重 孩子需要爱 [Love and Respect in the Family]. (**Chen, J.**, Trans.). Beijing: Lianhe Chubanshe. (Original work published 2013).

Becker, A. (2018). 财富的十大支柱 *[Ten Pillars of the Wealth]*. (**Chen, J.**, Trans.). Beijing: Xinhua Publishing House. (Original work published 2016).

Ross, A., Lemkin, J. (2017). 从*1*到*N* 企业如何实现持续高速增长 *[From Impossible to Inevitable: How Hyper-Growth Companies Create Predictable Revenue]*. (**Chen, J.**, Trans.). Beijing: CITIC Press. (Original work published 2016).