

Lijiang Shen

Education

University of Wisconsin-Madison: Ph.D. in Communication Science (May 2005)

Academic Appointments

The Pennsylvania State University:

Professor, Department of Communication Arts & Sciences: 2019-present

Associate Professor, Department of Communication Arts & Sciences: 2015-2019

The University of Georgia:

Associate Professor, Department of Communication Studies: 2011-2015

Assistant Professor, Department of Speech Communication: 2005 – 2011

Research Areas

persuasion, social influence, health communication, message processing and message effects, quantitative research methods

Graduate Advising

Pennsylvania State University

Major Professor

Ph.D. Student

Jose Maldonado (2018-)

M.A. Student

Michael Broghammer (2019-2022)

Committee Member

Christopher Jackson (2023-)

Yingke Li (2023-)

Danielle Tarantino (2022-)

Nahyun Kim, Ph.D. (2020-2022)

Rachel Vanderbilt (2019-2020)

Recipient, Gerald R. Miller Outstanding Doctoral Dissertation Award (2021)

Xu Zhu, Ph.D. (2016-2018)

Yerheen Ha, Ph.D. (2015-2017)

University of Georgia

Major Professor:

Ph.D. Students

Suyeun Seung: 2012-2015

Liyuan Wang: 2013-2015

Jason Palmer: 2012-2014

M.A. Students

Lanelle Wright: 2009-2010—thesis defended with a different committee.

Committee Member:

Ph.D. Students:

Laura Min Kollar Ph.D.(2011-2015)

Stacy Westerman (2010-2012)

Christin Huggins Ph.D. (2011-2014)

Tim Worley, Ph.D. (2010-2013)

Kyongseok Kim, Ph.D., (2010-2013, School of Journalism and Mass Communication)

Elizabeth Bigsby, Ph.D. (2007- 2010)

Shelly Hovick, Ph.D. (2006-2009)

Recipient, NCA/ICA Dissertation of the Year Award in Health Communication

M.A. Students:

Brittany Brown (2013-2014)

Kristin Andersen (2013-2014)

Kyungeun Jang (2012-2013)

Sisie Nong (2011-2012, Grady School of Journalism and Mass Communication)

Emily Scheinfeld (2011-2012)

Chad Sutton (2010-2011)

Erin Basinger (2010-2011)

Christin Bates (2009-2010)

Other Universities (Without Employment/Affiliation)

Committee Member

Ph.D. Students

Leo Shan, Ph.D. (School of Journalism and Mass Communication, UW-Madison) (2021-)

Sherrie-Anne Kaye (Queensland University of Technology, Australia) (2013-2014)

Rachael Sullivan (University of La Verne) (2013-2015)

Publications

Books Edited

Shen, L. (under contract). Handbook of Quantitative Research Methods in Communication Science Vol 1: Fundamental issues, measurement, and study design. De Gruyter.

Shen, L. (under contract). Handbook of Quantitative Research Methods in Communication Science Vol 2: Data analysis. De Gruyter.

Dillard, J. P. & Shen, L. (2013). *The persuasion handbook: Developments in theory and practice* (2nd ed.). Sage. doi: 10.4135/9781452218410

Chapters in Books

- Shen, L. (2022). Psychological reactance and persuasive communication. In K. Shultz, & A. Goodboy (Eds.). *Introduction to Communication Studies: Translating Communication Scholarship to Meaningful Practice* (2nd. Ed.)
- Shen, L. (2013). Persuasion as communication. in P. Cobley & P. Schulz (Eds.), *Theories and models of communication* (pp. 273-288). Berlin, Germany: De Gruyter Mouton.
- Shen, L., & Bigsby, E. (2013). The effects of message features on persuasion. In J. P. Dillard, & L. Shen (Eds.), *The persuasion handbook: Developments in theory and practice* (2nd ed.) Thousand Oaks, CA: Sage.
- Quick, B., Shen, L., & Dillard, J. P. (2013). Reactance. In J. P. Dillard, & L. Shen (Eds.), *The persuasion handbook: Developments in theory and practice* (2nd ed.) Thousand Oaks, CA: Sage.
- Shen, L., & Condit, C. M. (2013). On measurement instruments for fatalism. in M. C. Bocarnea, R. A. Reynolds, & J. D. Baker (Eds.), *Handbook of research on online instruments, data collection and electronic measurements: Organizational advancements* (pp. 134-150). Hershey, PA: IGI Publishing.
- Shen, L., & Condit, C. M. (2011). Addressing fatalism with health communication messages. In H. Cho (Ed.), *Designing health messages* (pp. 191-208). Thousand Oaks, CA: Sage.
- Shen, L., & Dillard, J. P. (2006). Reactance proneness assessment. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 320-326). Hershey, PA: IGR.
- Dillard, J. P., & Shen, L. (2006). Self-reports of discrete emotions. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 330-333). Hershey, PA: IGR.

Encyclopedia Entries

- Shen, L. (2020). Greenwald's cognitive response theory. in D. Ewoldsen (ed.). *The International Encyclopedia of Media Psychology*. New York, NY: Wiley
- Shen, L. (2020). Involvement. in D. Ewoldsen (ed.). *The International Encyclopedia of Media Psychology*. New York, NY: Wiley
- Shen, L. (2017). Fatalism and locus of control as a consideration when designing health and risk messages. In R. Parrott (Ed.) *The Encyclopedia of health and risk message design and processing*. New York: Oxford University Press. doi:10.1093/acrefore/9780190228613.013.341
- Shen, L. (2016). Longitudinal design and growth curve modeling. In C. R. Berger & M. E. Roloff (Eds.). *The International Encyclopedia of Interpersonal Communication*. New York: Wiley.
- Shen, L. (2014). Smoking. In T. Thompson (Ed.), *Encyclopedia of health communication*. (Vol. 18, pp. 1267-1270). Thousand Oaks, CA: SAGE Publications, Inc. doi: <http://dx.doi.org/10.4135/9781483346427.n498>
- Shen, L. (2014). Tobacco. In T. Thompson (Ed.), *Encyclopedia of health communication*. (Vol. 19, pp. 1400-1403). Thousand Oaks, CA: SAGE Publications, Inc. doi: <http://dx.doi.org/10.4135/9781483346427.n554>

Journal Articles (* indicates co-author with graduate students)

- Zhou, Y., Li, R., & Shen, L. (2023b). Psychological profiles of Covid vaccine-hesitant individuals and implications for vaccine message design strategies. *Vaccine: X*, 13, 100279. <https://doi.org/10.1016/j.jvacx.2023.100279>
- Zhou, Y., Li, R., & Shen, L. (2023a). Targeting COVID-19 vaccine-hesitancy in college students: An audience-centered approach. *Journal of American College Health*. <https://doi.org/10.1080/07448481.2023.2180988>
- Dillard, J. P., Cruz, S. M., & Shen, L. (in press). Spillover effects of anti-sugar-sweetened beverage messages: From consumption decisions to policy preferences. *Social Science & Medicine*. <https://doi.org/10.1016/j.socscimed.2023.115693>
- Shen, L., & Li, S. S. (in press). Quantifying emotional flow: Testing the emotional flow hypothesis from a longitudinal latent growth curve (LGC) modeling approach. *Media Psychology*. <https://doi.org/10.1080/15213269.2022.2156886>
- Shen, L., Dillard, J. P., Tian, X., Cruz, S., & Smith, R. (2022). The role of fatigue in a campus COVID-19 safety behaviors campaign. *American Behavioral Scientist*. <https://doi.org/10.1177/00027642221124668>
- Perloff, R., & Shen, L. (in press). The third-person effect 40 years after Davison penned it: What we know and where we should traverse. *Mass Communication & Society*. <https://doi.org/10.1080/15205436.2022.2134802>
- Li, R., & Shen, L. (2022). The impact of behavioral topic on psychological reactance: Arousal and freedom restoration. *Journal of Broadcasting & Electronic Media*, 66(1), 47-67. <https://doi.org/10.1080/08838151.2021.2019257>
- Dillard, J. P., Cruz, S., Tian, X., Smith, R. A., & Shen, L. (2022). Persuasive messages, social norms, and reactance: A study of masking behavior during a COVID-19 campus health campaign. *Health Communication*. <https://doi.org/10.1080/10410236.2021.2007579>
- *Zhou, Y., & Shen, L. (2022). Confirmation bias and the persistence of misinformation on climate change. *Communication Research*, 49(4), 500-523. <https://doi.org/10.1177/000276422211028049>
- *Shen, L., Dillard, J. P., & Peng, L. (2022). Correspondence between two methods of measuring discrete emotions: Self-report versus machine-coded facial displays. *Western Journal of Communication*, 86(2), 194-214. <https://doi.org/10.1080/10570314.2022.2040582>
- *Shen, L., & Zhou, Y. (2021). Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link. *Health Communication*, 36(11), 1405-1416. <https://doi.org/10.1080/10410236.2020.1761074>
- *Cho, H., Shen, L., & Peng, L. (2021). Examining and extending the influence of presumed influence hypotheses in social media. *Media Psychology*, 24, 413-435. <https://doi.org/10.1080/15213269.2020.1729812>
- *Shen, L., LeVan, S., Quesnell, M., & Tian, X. (2020). A scale for a-holism in relational communication: Concept explication, scale development, and correlates. *The Social Science Journal*, 57(3), 350-366. <https://doi.org/10.1016/j.soscij.2018.11.002>
- *Mercer-Kollar, L., Peng, L., Ports, K. A., & Shen, L. (2020). Who will be a bystander? An exploratory study of first-person perception effects on bystander behaviors on campus. *Journal of Family Violence*, 35(6), 647-658. <https://doi.org/10.1007/s10896-019-00054-2>
- *Peng, L., Shen, L., Vanderbilt, R., & Forley, K. (2020). The impact of fear versus state empathy on persuasion and social stigma. *Media Psychology*, 23, 1-24. <https://doi.org/10.1080/15213269.2018.1535321>

- *Cho, H., Li, W., Shen, L., & Cannon, J. (2019). Mechanisms of social media effects on attitude toward e-cigarette use among adolescents: Motivations, mediators and moderators. *Journal of Medical Internet Research*, 21, e14303.
- Shen, L. (2019). Features of empathy-arousing strategic messages. *Health Communication*, 34, 1329-1339.
- Shen, L., Sun, Y., & Pan, Z. (2018). Not all perceptual gaps were created equal: Explicating the Third-person Perception (TPP) as a cognitive fallacy. *Mass Communication & Society*, 21, 399-424.
- Dillard, J. P., & Shen, L. (2018). Threat appeals as multi-emotion messages: An argument structure model of fear and disgust. *Human Communication Research*, 44, 103-126.
- *Shen, L., & Seung, S. (2018). On measures of message elaboration in narrative communication. *Communication Quarterly*, 66, 79-95. <https://doi.org/10.1080/01463373.2017.1334682>
- *Huang, P., & Shen, L. (2018). On a scale of health uncertainty. *International Journal of Communication & Health*, 13, 32-47.
- *Shen, L., Seung, S., Andersen, K., & McNeal, D. (2017). The psychological mechanisms of persuasive impact from narrative communication. *Studies in Communication Sciences*, 17(2), 165-181. <https://doi.org/10.24434/j.scoms.2017.02.003>
- Shen, L. (2017). Putting the fear back again (and within individuals): Revisiting the role of fear in persuasion. *Health Communication*, 32, 1331-1341. <https://doi.org/10.1080/10410236.2016.1220043>
- *Dillard, J. P., Meczkowski, E., Yang, C., Li, R., & Shen, L. (2017). Fear responses to threat appeals: Functional form, methodological considerations, and correspondence between static and dynamic data. *Communication Research*, 44, 997-1018.
- Condit, C., Shen, L., Edwards, K., Bowen, D. J., Korngiebel, D. M., & Johnson, C. O. (2016). Participants' role expectations in genetics research and re-consent: Revisiting the theory and methods of mental models research relating to roles. *Journal of Health Communication*, 21(sup2), 16-24.
- *Meczkowski, E., Dillard, J. P., & Shen, L. (2016). Threat appeals and persuasion: Testing for Within-persons effects. *Communication Monographs*, 83, 373-395. <https://doi.org/10.1080/03637751.2016.1158412>
- So, J., & Shen, L. (2016). Personalization of risk through convergence of self- and character-risk: Narrative effects on social distance and self-character risk perception gap. *Communication Research*, 43, 1094-1115. <https://doi.org/10.1177/0093650215570656>
- *Shen, L., & Coles, V. (2015). Fear and psychological reactance: Between- vs. within-individuals perspectives. *Zeitschrift für Psychologie*, 223, 225-235. <https://doi.org/10.1027/2151-2604/a000224>
- * Shen, L., & Mercer-Kollar, L. (2015) Testing moderators of message framing effect: A motivational approach. *Communication Research*, 42, 626-648. <https://doi.org/10.1177/0093650213493924>
- Shen, L. (2015). Targeting smokers with empathy appeal messages: A field experiment. *Journal of Health Communication*, 20, 573-580. <https://doi.org/10.1080/10810730.2015.1012236>
- Shen, L. (2015). Antecedents to psychological reactance: The impact of threat, message frame and choice. *Health Communication*, 30, 975-985. <https://doi.org/10.1080/10410236.2014.910882>
- *Shen, L., Palmer, J., Mercer-Kollar, L., & Comer, S. (2015). On a cognitive model of third-person perception. *Communication Research*, 42, 260-280.

- <https://doi.org/10.1177/0093650212467644>
- *Cho, H., Shen, L., & Wilson, K. (2014). Perceived realism: Examining its dimensions and roles in narrative persuasion. *Communication Research*, 41, 828-851.
<https://doi.org/10.1177/0093650212450585>
- Shen, L., & Dillard, J. P. (2014). Threat, fear, and persuasion: Review and critique of questions about functional form. *Review of Communication Research*, 2, 94-114.
<https://doi.org/10.12840/issn.2255-4165.2014.02.01.004>
- Rhodes, N., Ewoldsen, D., Shen, L., Monahan, J., & Eno, C. (2014). The accessibility of family and peer norms as predictors of young adolescent risk behavior. *Communication Research*, 41, 3-26. <https://doi.org/10.1177/0093650211429118>
- *Shen, L., & Huggins, C. (2013). Testing the model of influence of presumed influence in a boundary condition. *Human Communication Research*, 39, 470-491.
<https://doi.org/10.1111/hcre.12013>
- Shen, L. (2013). Incidental affect and message processing: Re-visiting the competing hypotheses. *Communication Studies*, 64, 337-352.
<https://doi.org/10.1080/10510974.2012.755642>
- *Cho, H., Shen, L., & Wilson, K.M. (2013). What makes a message real? The effects of perceived realism of alcohol and drug related messages on personal probability estimation. *Substance Use and Misuse*, 48, 323-331. <https://doi.org/10.3109/10826084.2012.762528>
- *Baek, T., Shen, L., & Reid, L. (2013). The effects of message framing and counterfactual thinking in anti-binge drinking PSAs. *Journal of Health Communication*, 18, 442-458.
<https://doi.org/10.1080/10810730.2012.743621>
- Shen, L. (2011). The effectiveness of fear- vs. empathy-arousing anti-smoking PSAs. *Health Communication*, 26, 404-415. <https://doi.org/10.1080/10410236.2011.552480>
- Condit, C. M., & Shen, L. (2011). Public understanding of risks from gene-environment interaction in common diseases: Implications for public communications. *Public Health Genomics*, 14, 115-124. doi:10.1159/000314915
- Shen, L., Pan, Z., & Sun, Y. (2010). A test of motivational vs. cognitive explanations for third-person perception. *American Journal of Media Psychology*, 3, 32-53.
- Dillard, J. P., Shen, L., Robinson, J., & Farrell, P. (2010). Parental information seeking following a positive newborn screening for cystic fibrosis. *Journal of Health Communication*, 15, 880-894. doi: 10.1080/10810730.2010.522226
- Shen, L. (2010). Mitigating psychological reactance: The role of message-induced empathy in persuasion. *Human Communication Research*, 36, 397-422. doi: 10.1111/j.1468-2958.2010.01381.x
- Shen, L. (2010). On a scale of state empathy during message processing. *Western Journal of Communication*, 74, 504-524. doi:10.1080/10570314.2010.512278
- *Shen, L., & Bigsby, E. (2010). Behavioral Activation/Inhibition Systems and discrete emotions: A test of valence vs. action tendency hypotheses. *Communication Monographs*, 77, 1-26. doi:10.1080/03637750903514268
- Shen, L. (2010). The effect of message frame in anti-smoking public service announcements on cognitive response and attitude toward smoking. *Health Communication*, 25, 11-21. doi:10.1080/10410230903473490
- Shen, L., Monahan, J., Rhodes, N., & Roskos-Ewoldsen, D. (2009). The impact of attitude accessibility and decision style on adolescents' biased processing of Health-related PSAs. *Communication Research*, 36, 104-128. doi: 10.1177/0093650208326466

- Shen, L., & Dillard, J. P. (2009). Message frames interact with motivational systems to determine depth of message processing. *Health Communication, 24*, 504-514.
- *Shen, L., Condit, C., & Wright, L. (2009). The psychometric property and validation of a fatalism scale. *Psychology & Health, 24*, 597-613.
- Condit, C. M., Gronnvoll, M., Landau, J., Shen, L., Wright, L., & Harris, T. (2009). Believing in both genetic determinism and behavioral action: A materialist framework and implications. *Public Understanding of Science, 18*, 730-746.
- Dillard, J. P., Shen, L., & Farrell, P. (2008). Potential threats to the effective communication of genetic risk information: The case of cystic fibrosis. *Health Communication, 23*, 234-244.
- Sun, Y., Pan, Z., & Shen, L. (2008). Understanding the third-person perception: Evidence from a meta-analysis. *Journal of Communication, 58*, 280-300.
- Sun, Y., Shen, L., & Pan, Z. (2008). On the behavioral component of the Third-Person Effect. *Communication Research, 35*, 257-278.
- Shen, L., & Dillard, J. P. (2007). The influence of BIS/BAS and message framing on the processing of persuasive health messages. *Communication Research, 34*, 433-467.
- Dillard, J. P., Shen, L., & Vail, R. G. (2007). Do perceived message effectiveness cause persuasion or vice versa? Seventeen consistent answers. *Human Communication Research, 33*, 467-488.
- Dillard, J. P., Shen, L., Tluczek, A., Modaff, M., & Farrell, P. (2007). The Effect of disruptions during counseling on recall of genetic risk information: The case of cystic fibrosis. *Journal of Genetic Counseling, 16*, 179-190.
- Pan, Z., Shen, L., Paek, H., & Sun, Y. (2006). Mobilizing political talk in the 2000 presidential campaign—An examination of campaign effects in a deliberative framework. *Communication Research, 33*, 1-31.
- Shen, L., & Dillard, J. P. (2005). The psychometric properties of the Hong Psychological Reactance Scale. *Journal of Personality Assessment, 85*, 72-79.
- Dillard, J. P., & Shen, L. (2005). On the nature of reactance and its role in persuasive health communication. *Communication Monographs, 72*, 144-168.
<https://doi.org/10.1080/03637750500111815>
- Pfau, M., Roskos-Ewoldsen, D., Wood, M., Yin, S., Cho, J., Lu, K., & Shen, L. (2003). Attitude accessibility as an alternative explanation for how inoculation confers resistance. *Communication Monographs, 70*, 39-51.

Research Grants and Fellowships

Awarded:

Merck Co. MISP (100904)

“Developing Tailored Message Strategies to Build Vaccine Confidence Based on Profiles of Individuals Hesitant to Receive Vaccines for COVID-19 and Influenza”

Total cost: \$200,214.87

PI: Lijiang Shen

Co-Is: Erina L. MacGeorge, James Price Dillard, Maciej F. Boni,

Penn State SSRI Large Pilot Award: “Developing an automated system to counter health misinformation in electronic media preferred by persons who identify as Black or African American. Total cost: \$74,789.

PI: Robert Lennon.

Co-I: Lijiang Shen

Completed

“The Southern Center on Communication, Health, and Poverty funding for ‘The role of empathy appeals in reducing drug-abuse among low-income population’. 9/01/2007 to 08/30/2008

\$49,802.50 in direct cost.

PI: Lijiang Shen

Co-Investigator: Jennifer A. Samp

"The Southern Center on Communication, Health, and Poverty." Centers for Disease Control 9/01/2005-08/31/2008 \$836,391 annually.

Center PI: Vicki Freimuth

Project 1 “Genetics” PI: Celeste Condit

Co-Investigator: Lijiang Shen

"Lay and Expert Models of Gene-Environment Interaction," NIH 1 R01 HG003961-01, 7/1/2006-4/30/2009 \$227,194 in direct costs/\$335,111 total costs annually.

PI: Celeste Condit

Co-Investigator: Lijiang Shen

University of Georgia Research Foundation Junior Faculty Research Grant: \$5,000 (2006)

University of Georgia Research Foundation Faculty Research Grant: \$8,850 (2010)

University of Georgia Summer Research Grant: \$5,000 (2014)

Recognitions and Outstanding Achievements

2022 Top paper award: ICA Communication Science & Biology Division

2015 Distinguished Article Award, NCA Communication and Social Cognition Division (Shen & Dillard, 2014).

2014 Distinguished Article Award, NCA Health Communication Division (Dillard & Shen, 2005)

2014 Top Paper Award, NCA Health Communication Division

2010 ICA Hunter Meta-analysis Award

2010 Best Conference Paper Award (American Advertising Academy)

2008 Top Four Paper, ICA Information Systems Division

2006 NIH OBSSR 10th Anniversary Celebration Travel Award

2006 Top Three Paper, NCA Social Cognition & Communication Division

2006 University of Kentucky Conference on Health Communication Travel Award

2003 Thesis of the Year: ICA/NCA Health Communication Division

2002 Top Three Paper Award, NCA Social Cognition & Communication Division

2014 Summer Research Grant (Franklin College, UGA)

2011-2015, Fellow, UGA Institute of Behavioral Research

2008-2010 University of Georgia Lilly Teaching Fellow

Invited Talks

Leader/Mentor, 2012 NCA Health Communication Division Pre-Conference on Early Career Development.

Shen, L. (October, 2012/September, 2013/August 2014) One-day class on *Affect and risk communication*, the CDC University.

Shen, L., & Condit, M. C. (October, 2011/March, 2012). Two-day class on *Affect and risk communication*, the CDC University.

Condit, M. C., & Shen, L. (September, 2010). One day class on *gene-environment interaction as health causation*, the CDC University.

International and National Competitively Selected Conference Presentations (*indicates published counterpart, all competitively reviewed)

Shen, L. & Zhou, Y. (November, 2020). Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link. Paper presented at the annual NCA conference. (Virtual)

Zhou, Y. & Shen, L. (November 2020). The persistence of misinformation about climate change as confirmation bias. Paper presented at the annual NCA conference. (Virtual)

Li, R., & Shen, L. (May, 2020). Machines can't persuade: Effects of message source on reactance and different forms of freedom restoration in communicating health risk. Paper presented at the annual ICA conference. Gold Coast, Australia (Virtual).

Shen, L., & Acevedo Callejas, M. (May, 2020) Carcinophobia: Fear of cancer and its antecedents, consequences, and correlates. Paper presented at the annual ICA conference. Gold Coast, Australia (Virtual).

Cho, H., Shen, L., & Cannon, J. (May, 2020). Reconciling differential explanations for perceived media effects: Toward an integrative perspective. Paper presented at the annual ICA conference. Gold Coast, Australia (Virtual).

Shen, L., Dillard, J. P., & Peng, L. (November, 2019). On the Validity of Noldus FaceReader™ (vis-à-vis Self-report) Emotions Measure: Evidence from a Nomological Network. Paper presented at the annual NCA conference. Baltimore, MD.

Shen, L., LeVan, S., Quesnell, M., & Tian, X. (May, 2019). A scale for a-holism in relational communication: Concept explication, scale development, and correlates. Paper presented at the annual ICA conference. Washington, D.C.

Cho, H., Shen, L., & Peng, L. (May, 2019). Examining and extending the influence of presumed influence hypothesis in social media. Paper presented at the annual ICA conference. Washington, D.C.

Cho, H., Shen, L., & Peng, L. (November, 2018). Dual Roles of Empathy and its Boundary Conditions in Pro- and Anti-Vaccine Persuasion. Paper presented at the annual NCA conference. Salt Lake City.

Shen, L., & Caldes, E. (May, 2018). The dark side of narrative effects: Resistance against scientific evidence and the persistence of misinformation. Paper presented at the annual ICA conference. Prague, Czech Republic.

- *Shen, L. Peng, L., Ports, K., & Mercer Kollar, L. (May, 2018). Who will be a bystander? First-person effects on bystander behavior on campus. Paper presented at the annual ICA conference. Prague, Czech Republic.
- *Peng, L., Shen, L., Foley, K., Kim, Y., & Reymann, R. (November, 2017). The impact of fear versus state empathy on persuasion and social stigma. Paper presented at the annual conference of NCA. Dallas, TX.
- *Shen, L. (November, 2017). Message features of empathy-arousing messages. Paper presented at the annual conference of NCA. Dallas, TX.
- So, J., Shen, L., & Guan, M. (May, 2017). The role of narrative engagement in reducing biases in risk-related perceptions. Paper presented at the annual conference of ICA. San Diego, CA.
- *Shen, L., & Dillard, J. P (November, 2016). Threat appeals as multi-emotion messages: The dynamic interplay of fear and disgust. Paper presented at annual conference of the National Communication Association. Philadelphia, PA.
- Li, R., & Shen, L. (June, 2016). Machines can't persuade: Effects of message source on reactance and different forms of freedom restoration in communicating health risks. Paper presented at the 2nd International conference on communication and the public: Body Lived Space, and Mobile Media. Beijing, China.
- *Shen, L. (June, 2016). Putting the Fear Back Again: A Within-Individuals Perspective to the Role of Fear in Persuasion. Paper presented at ICA conference, Fukuoka, Japan.
- *Shen, L., Sun, Y. & Pan, Z. (June, 2016). Not All Perceptual Gaps Were Created Equal: Explicating the Third-person Perception (TPP) as a Cognitive Fallacy. Paper presented at ICA conference, Fukuoka, Japan.
- *Meczkowski, E., Dillard, J. P., & Shen, L. (November, 2015). Threat appeals and persuasion: Testing for Within-persons effects. Paper presented at NCA conference. Las Vegas, NV.
- *Dillard, J. P., Meczkowski, E., Yang, C., Li, R., & Shen, L. (November, 2015). Fear responses to threat appeals: Functional form, methodological considerations, and correspondence between static and dynamic data. Paper presented at NCA conference. Las Vegas, NV.
- *Shen, L., & Coles, V. (November, 2015). Fear and psychological reactance: Between- vs. within-individuals perspectives. Paper presented at NCA conference. Las Vegas, NV.
- *Shen, L. Wang, L., Seung, S. (May, 2015). Put the fear back again: Revisiting the role of fear in persuasion. Paper presented at ICA conference, Puerto Rico.
- *Seung, S., & Shen, L. (November, 2014). Message elaboration in narrative communication. Paper presented at NCA conference, Chicago, IL.
- *So, J., & Shen, L. (November, 2014). Personalization of risk through convergence of self- and character-risk: Narrative effects on social distance and self-character risk perception gap. Paper presented at NCA conference, Chicago, IL
- Huang, P., & Shen, L. (May, 2014). On a scale of health uncertainty. Paper presented at ICA conference, Seattle, WA.
- *Seung, S., McNeal, D., & Andersen, K. & Shen, L. (May, 2014). Psychological mechanisms underlying narrative communication. Paper presented at ICA conference, Seattle, WA.
- Shen, L. (June, 2013). Cross-validating a state empathy scale with fMRI data. Paper presented at ICA conference preconference communication science, London, UK.

- Wilson, K., Cho, H., & Shen, L. (June, 2013). Identification with media celebrities: A self-discrepancy theory based examination of actual, ideal, and ought identification. Paper presented at ICA conference, London, UK.
- *Shen, L. (June, 2013). Targeting smokers with empathy-appeal messages: A field experiment. Paper presented at ICA conference, London, UK.
- *Shen, L., & Huggins, C. (November, 2012). Testing the model of influence of presumed influence in a boundary condition. Paper presented at NCA conference, Orlando, FL.
- *Shen, L., & Dillard, J. P. (November, 2012). The dynamics of fear and persuasion. Paper presented at NCA conference, Orlando, FL.
- *Shen, L., Palmer, J., Kollar, L., & Comer, S. (May, 2012). On a cognitive model of third-person perception. Paper presented at ICA conference, Phoenix, AZ.
- *Shen, L., & Kollar, L. (November 2011). Searching for moderators of message framing effect: A motivational approach. Paper to be presented at NCA conference, New Orleans, LA.
- *Cho, H., Shen, L., & Wilson, K. (May, 2011). Perceived realism: Examining its dimensions and roles in narrative persuasion. Paper presented at ICA conference, Boston, MA.
- *Shen, L. (May, 2011) Message irrelevant affect and message processing: Revisiting the competing hypotheses in a multi-message context. Paper presented at ICA conference, Boston, MA.
- *Shen, L., Pan, Z., & Sun, Y. (November, 2010). A test of motivational vs. cognitive explanations for third-person perception. Paper presented at NCA conference, San Francisco, CA.
- *Condit, C. M., & Shen, L. (August, 2010). Public Understanding of Risks from Gene-Environment Interaction in Common Diseases: Implications for Public Communications. Paper presented at the International Society of Health Behavior meeting, Washington, DC.
- *Shen, L. (June, 2010). The effectiveness of fear- vs. empathy-arousing anti-smoking PSAs. Paper presented at ICA conference, Singapore.
- *Baek, T., & Shen, L. (March, 2010). The effects of message framing and counterfactual thinking in anti-binge drinking PSAs. Paper presented at American Academy of Advertising Conference, Minneapolis, MN. (*Best Conference Award*).
- *Shen, L. (May, 2009). Mitigating psychological reactance: The role of message-induced empathy in persuasion. Paper presented at ICA conference, Chicago, IL.
- *Shen, L. (November, 2008). On a scale of empathic response to persuasive media messages. Paper presented at NCA conference, San Diego, CA.
- *Shen, L. (November, 2008). The effect of message frame in anti-smoking public service announcements on cognitive response and attitude toward smoking. Paper presented at NCA conference, San Diego, CA.
- Shen, L. (July, 2008). The utility of tobit regression in communication and social cognition research. Paper presented at NCA Summer Conference 2008: Methods and Measures for Communication and Cognition Research, College Park, MD.
- *Shen, L., Monahan, J., Rhodes, N., & Roskos-Ewoldsen, D. (May, 2008). The impact of attitude accessibility and decision style on adolescents' biased processing of anti-smoking PSAs. Paper presented at ICA conference. Montreal, Canada. (*Top Four Paper, Information Systems Division*).
- *Shen, L., & Bigsby, E. (May, 2008). Behavioral Activation/Inhibition systems and discrete emotions: A test of valence vs. action tendency hypotheses. Paper presented at ICA conference, Montreal, Canada.

- *Dillard, J. P., Shen, L., Robinson, J., & Farrell, P. (May, 2008). Parental information seeking following a positive newborn screening for cystic fibrosis. Paper presented at ICA conference in Montreal, Canada.
- *Shen, L., Condit, C., & Wright, L. (May, 2008). The psychometric property and validation of a fatalism scale. Paper presented at ICA conference in Montreal, Canada.
- *Shen, L., & Dillard, J. P. (November, 2007). Message frames interact with motivational systems to determine depth of message processing. Paper presented at NCA conference in Chicago, IL.
- *Dillard, J. P., Shen, L., & Vail, R. G. (November, 2007). Do perceived message effectiveness cause persuasion or vice versa? Seventeen consistent answers. Paper presented at NCA conference in Chicago, IL.
- *Sun, Y., Pan, Z. & Shen, L. (May, 2007). Understanding the third-person perception: Evidence from a meta-analysis. Paper presented at ICA conference in San Francisco, CA.
- *Shen, L., & Dillard, J. P. (November, 2006). The influence of brain systems and message framing on the processing of persuasive health messages. Paper presented at NCA Conference in San Antonio, TX. (*Top Three Paper, Communication & Social Cognition Division*).
- Shen, L., Pan, Z. & Sun Y. (June, 2006). Informational Compensation and Comparative Judgments: An Exploration of Psychological Mechanisms behind the Third-Person Perception. Paper presented at 2006 ICA conference, Dresden, Germany.
- *Sun, Y., Shen, L. & Pan, Z. (June, 2006) Consequences of Perceived Effects: The Variable Perception-Behavior Linkage in the Third-Person Effects. Paper presented at 2006 ICA conference, Dresden, Germany.
- Shen, L. (April, 2006). An introduction of tobit regression to health communication research. Paper presented at Kentucky Conference of Health Communication, Lexington, KY.
- *Shen, L., & Dillard, J. P. (November, 2005). The psychometric properties of the Hong Psychological Reactance Scale. Paper presented at NCA Conference in Boston, MA.
- *Dillard, J. P., & Shen, L. (May, 2005). The Effect of Disruptions during counseling on recall of genetic risk information: The case of Cystic Fibrosis. Paper presented at ICA conference in New York, NY.
- *Pan, Z., Shen, L., Paek, H., & Sun, Y. (May, 2005). Mobilizing political talk in the 2000 presidential campaign—An examination of campaign effects in a deliberative framework. Paper presented at ICA conference in New York, NY.
- Shen, L. (December, 2004). The role of message framing in risk communication. Paper presented at the Epidemics and Transborder Violence: Communication and globalization under a Different Light 2004 Conference, Hong Kong, China.
- *Dillard, J. P., & Shen, L. (May, 2004). Potential threats to the effective communication of genetic risk information: The case of cystic fibrosis. Paper presented at ICA Conference in New Orleans, LA.
- Cheng, Y., & Shen, L. (May, 2004). The impact of Internet on Chinese media: A case study of CCTV news during SARS outbreak. Paper presented at ICA Conference in New Orleans, LA.
- *Dillard, J. P., & Shen, L. (May, 2003). On the nature of reactance and its role in health communication. Paper presented at ICA Annual Conference, San Diego, CA.
- *Pfau, M., Roskos-Ewoldsen, D., Wood, M., Yin, S., Cho, J., Lu, K., & Shen, L. (November, 2002). Attitude accessibility as an alternative explanation for how inoculation confers

resistance. Paper presented at NCA conference in New Orleans, LA. (*Top Three Paper, Communication & Social Cognition Division*)

Editorial Work

Editor in Chief

Communication Methods and Measures (2021-2013)

Associate Editor

Human Communication Research (2018-2021)

Communication and the Public (2016-2018)

Review of Communication Research (2014-present)

Editorial Boards

Communication Monographs (2018-)

Journal of Communication (2020-)

Human Communication Research (2010-2012; 2016-)

Communication Research (2010-)

Health Communication (2009-)

Western Journal of Communication (2011-2019)

Communication Studies (2012-)

Nursing Communication (2014-)

Southern Journal of Communication (2014-)

Chinese Journal of Communication (2018-2020)

Ad Hoc Reviewing

Polity Journal

Emotion and Motivation

Asian Journal of Social Psychology

Journal of Communication in Health Care

Journal of Personality Assessment

Social Influence

Studies in Communication Science

Journal of Computer Mediated Communication

Health Education Journal

Frontiers Psychology

Women's Studies in Communication

The Social Science Journal

Journalism and Mass Communication Quarterly

International Journal of Communication

Health Education Research

Journal of Media Psychology

Communication Reports
Addiction
Journal of Advertising
Argumentation and Advocacy
Journal of Experimental Social Psychology
Tess Experiment
Communication Monographs
Journal of Communication
Communication Theory
Journal of Health Communication
Mass Communication & Society
Journal of Applied Communication Research
Communication Reports
Media Psychology
Journal of Health Psychology
Personal Relationships
Genetics in Medicine
Preventive Medicine
Journal of Behavioral Medicine
Journal of Psychopathology and Behavioral Assessment
Chinese Journal of Communication
Communications: The European Journal of Communication Research

Service: Profession

2019-2020 NCA Leadership Development Committee (At-large members).
2018-2019 NCA Golden Monograph Award Selection Committee (As Chair in 2019).

Penal Reviewer, National Science Foundation (NSF) (June, 2022).
Reviewer, proposal submitted to National Science Foundation (NSF) (2021).
Reviewer, proposal submitted to the Netherland Organization for Scientific Research (2014).
Reviewer, proposal submitted to the Israel Science Foundation (ISF) (2015, 2021).
Ad-hoc reviewer of Ph.D. Proposal (When Story-Telling Makes a Difference: Effects of Writing and Reading Online Health Narratives”) for The Center for Advanced Media Research Amsterdam (CAMeRA) of the VU University, the Netherlands. (2008)

Service: University

Pennsylvania State University

Technology Committee (2015- present, as Chair since 2016)
Graduate Committee (2015-2016)
Undergraduate Studies Committee (2017-2018)
Research Committee Chair (Spring, 2018-, as Chair since Fall 2018)
Advisory Committee (2018-present)

Ad hoc Fixed Term Faculty Promotion Committee (2018-19)
Tenure and Promotion Committee (2019-present)

University of Georgia:

Graduate Coordinator and Associate Head (2014-2015)
Curriculum Committee (2011-2012)
Tenure and Promotion and Merit Committee (2011-2012)
Communication Studies Area Chair (2010-2011, 2013-2014)
Research Subject Pool Coordinator (2008-2010)
Executive Committee (2008-2009)
Graduate Admissions Committee (2006-2008, 2012-2013)

Member, Franklin College Faculty Senate (2005-2008)
Executive Committee, the Center for Health and Risk Communication (2010-2015)