

JIN CHEN

Assistant Professor
School of Communications
Grand Valley State University
(815)-909-6569
chenjin.bd@gmail.com

ACADEMIC APPOINTMENTS

Assistant professor (2023-present)

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

RESEARCH INTERESTS & SKILLS

Research interests: health communication, media effects, technologies, emotions.

Methods: experiment, survey, content analysis (quant. & computational)

AWARDS & HONORS

AEJMC Professional Relevance Award, Media Ethics Division (2022)

AEJMC Top Student Paper Award, ComSHER Division (2020)

University Graduate Fellowship, Penn State, U.S. (2019-2020)

Outstanding Graduate Student Award, NIU, U.S. (2019)

Graduate Teaching Assistantship, NIU, U.S. (2017-2019)

National Scholarship for Studying Abroad, BTBU, China (2016)

First Prize Scholarship, BTBU, China (2016)

Outstanding Graduates, TUFU, China (2012)

Outstanding Student Leader Award, TUFU, China (2011)

First Prize Scholarship, TUFU, China (2009; 2010)

Outstanding Student Award, TUFU, China (2010)

GRANTS

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

PUBLICATIONS

- 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*.
<https://doi.org/10.1016/j.jbusres.2023.114403>
- Myrick, J. G., **Chen, J.**, Jang, E., Norman, M., Liu Y., Medina, L., Blessing, J., & Parhizkar,
H. (2023). 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*.
<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. (2023). Social media influencers talk
about politics: Gen-Z followers' perceived information quality, receptivity, and
sharing intention. *Journal of Information Technology & Politics*.
<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

- Myrick, J. G., **Chen, J.**, & Bao, J. A. (In press). *Schadenfreude*. In Grömping, M., Wirz, D., & Nai, A. (Eds.), *Encyclopedia of Political Communication*. Edward Elgar Publishing.
- Blessing, J., Tory, C., Eng, N., & **Chen, J.** (In press). *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>

UNDER REVIEW

*Manuscript titles omitted to preserve the integrity of blind peer review.

- Chen, J.** & Peng, J. (R&R). The therapeutic power of cute: Effects of media sub-forms and individual difference in media prescription. *Health Communication*.
- Chen, J.**, Sun, Y., Wu, Y. & Sundar, S. S. (Under review). Tailoring Your AI Friend: Unpacking the Psychology of Customizing Companion Chatbots. *Computers in Human Behavior: Artificial Humans*.
- Peng, J. & **Chen, J.** (Under review). How memes use intensity mediate the negative impact of social anxiety on interpersonal processes. *Journal of Plaisance*.
- Plaisance, P. L., & **Chen, J.** (R&R). Transparency, disclosure, and autonomy: Moral judgment and attitudes toward branded content among media workers. *Journalism*.
- Myrick, J. G., & **Chen, J.** (Under review). Doomscrolling effects and an intervention: An experimental test of differential susceptibility to negatively-valenced social media posts. *Psychology of Popular Media*
- Myrick, J. G., Smith, R. A., Eng, N., & **Chen, J.** (Under review). When and For Whom Mediated Contact Shifts Stereotypes: Emotion and Narrative Involvement Audience Segments as Predictors of Stigma Reduction.

CONFERENCE PRESENTATIONS

- 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 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 (Virtual).

- 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 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). Northern Illinois University
- 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

School of Communications, Grand Valley State University

- CAP 330: *Social Media Strategies*, **Instructor of Record**
 - 1 section, 15 undergraduates, Fall 2024
- CAP 210: *Foundations of Advertising*, **Instructor of Record**
 - 1 section, 10 undergraduates, Summer 2024
 - 2 sections, 45 undergraduates, Winter 2024
- CAP 220: *Foundations of Public Relations*, **Instructor of Record**
 - 2 sections, 24 undergraduates, Fall 2024
 - 1 section, 30 undergraduates, Winter 2024
- COM 275: *Foundations of Communication Research*, **Instructor of Record**
 - 1 section, 27 undergraduates, Fall 2023

- *CAP 105: Technology in Public Relations and Advertising, Instructor of Record*
 - 1 section, 21 undergraduates, Fall 2023

Donald P. Bellisario College of Communications, Penn State University

- *COMM 310: Digital Media Metrics, Instructor of Record*
 - 15 undergraduates, Summer 2022
- *COMM 100N: Mass Media and Society, Instructor of Record*
 - 25 undergraduates, Spring 2022
- *COMM 420: Research Methods in Advertising/Public Relations, Instructor of Record*
 - 25 undergraduates, Fall 2021
 - Interview, survey, experiment, computational content analysis

Department of Communication, Northern Illinois University

- *COMS100: Public speaking, Instructor of Record*
 - 48 undergraduates, Spring 2019
 - 48 undergraduates, Fall 2018
 - 48 undergraduates, Fall 2017
- *COMS 303: Interpersonal communication, Teaching Assistant*
 - 100 undergraduates, Spring 2018
 - **Guest lecture:** *Mixing business with pleasure: friendship and romance*

SERVICES

Faculty Advisor, PRSSA, GVSU (2024)

Committee Member, Research & Development Committee, Faculty Council, GVSU (2024)

Faculty Mentor, Asian Faculty and Staff Association Mentoring Program, GVSU (2023)

Committee Member, SoC's Synthetic Media Committee, GVSU (2023 Fall)

Faculty Contact, APR Technology Equipment and Facilities, GVSU(2023-2024)

Committee Member, Social Media Committee, PR Division at AEJMC (2023-2024)

Committee Member, Social Media Committee, PR Division at AEJMC (2022-2023)

Journal Reviewer, Atlantic Journal of Communication

Reviewer, Association for Education in Journalism and Mass Communication (2024-)

Reviewer, International Communication Association (2020-2024)

Planning Committee, Midwest Conference on Literature, Language, and Media (2019)

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

Public Relations Society of America (PRSA)

PROFESSIONAL DEVELOPMENT

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

- "How to Integrate AI in Advertising and Public Relations Teaching." Learning communities sponsored by the 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." Pennsylvania 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).