

## JIN CHEN

Donald P. Bellisario College of Communications,  
Pennsylvania State University, University Park, PA

+(815) 909-6569

Email: [jzc6327@psu.edu](mailto:jzc6327@psu.edu)

Web: <https://jin-chen.netlify.app/>

### EDUCATION

---

Pennsylvania State University, Ph.D. in Mass Communication (2019 – May 2023; **ABD**).

Northern Illinois University, M.A. in Communication Studies, 2019.

Beijing Technology and Business University, M.A. in English Translation, 2017.

Tianjin University of Finance & Economics, B.A. in Marketing; B.A. in Finance, 2012.

### 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)

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

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

National Scholarship for Studying Aboard, 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)

### RESEARCH INTERESTS & SKILLS

---

**Research interests:** strategic and health communication, emotion & social identity, media effects, interactive media technologies

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

**Software:** R, SPSS, Amos, Mplus, LaTeX, Git

## PUBLICATIONS

---

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>

**Chen, J.**, Plaisance, P. L., & Neill, M. S. (2021). The moral motivations of fairness and authority concepts among media professionals. *Media Ethics Magazine*. 33(1). <https://www.mediaethicsmagazine.com/index.php/browse-back-issues/217-spring-2021-vol-32-no-3/3999357-the-moral-motivations-of-fairness-and-authority-concepts-among-media-professionals>

## BOOK CHAPTER

---

Sundar, S. S. & **Chen, J.** (In press). 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*. Sage Publications.

## FUNDING

---

Arthur W. Page Center for Integrity in Public Communication Grant (2022), PI Jin Chen. *Exemplifying risks in health news: The interplay of social identity and objective risk (Dissertation Research)*, \$2,000.

- Data collection

## REFEREED JOURNAL ARTICLES UNDER REVIEW

---

**Chen, J.**, Freeman, J., & Cheng, Z. (R&R). *"This video is Sponsored!": The role of user danmaku disclosure on evaluations of influencer marketing*. Manuscript submitted for publication.

Sun, Y., **Chen, J.**, & Sundar, S. S. (R&R). Should chatbot ads be chatty? A test of anthropomorphism, interactivity, and narrativity. Manuscript submitted for publication.

**Chen, J.**, Schmierbach, M., & Tan, R. R. (Under review). *Taxing or relaxing? Retrospective responses to video games in relation to demand*. Manuscript submitted for publication.

Cheng, Z., **Chen, J.**, Peng, J. & Shoenberger, H. (Under review). *Social media influencers talk about politics: Gen-Z followers' perceived information quality, receptivity, and sharing intention*. Manuscript submitted for publication.

Plaisance, P. L., & **Chen, J.** (Under review). *Transparency, disclosure, and autonomy: Moral judgment and attitudes toward branded content among media workers*. Manuscript submitted for publication.

Plaisance, P. L., Neill, M. S., & **Chen, J.** (Under review). *Moral orientations and traits of public relations exemplars*. Manuscript submitted for publication.

## CONFERENCE PRESENTATIONS

---

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 72<sup>nd</sup> 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 71<sup>st</sup> 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 71<sup>st</sup> 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 71<sup>st</sup> 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 71<sup>st</sup> 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 71<sup>st</sup> 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, USA.

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

**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

---

### 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: a brief examination of workplace friendship and romance*

**RESEARCH EXPERIENCE**

---

*Research assistant* with Dr. Jessica Myrick, Penn State University (August 2022 – present). Worked on literature reviews, data collection, and data analysis for research projects related to *media effects and health communication*.

*Research assistant* with Dr. Krishna Jayakar, Penn State University (May 2022 – August 2022). Worked on literature reviews, data collection, and data analysis for research projects related to *media literacy*.

*Research assistant* with Dr. Patrick Lee Plaisance, Penn State University (August 2020 – May 2021). Worked on literature reviews, data collection, and data analysis for research projects related to *moral psychology and media ethics*.

*Research assistant* with Dr. S. Shyam Sundar, Penn State University (May 2020 – August 2020). Worked on literature reviews, pre-testing, stimuli creation, experimental design, data collection, and data analysis for research projects related to *AI technology*.

*Research assistant* with Dr. Andrea L. Guzman, Northern Illinois University (August 2018 – May 2019). Worked on coding and analysis for research projects related to *digital agents and HMC*.

**CERTIFICATIONS**

---

Google Analytics Individual Qualification Certificate (2022)

Data Scientist with R Track Certificate, Data Camp (2021)

Penn State Graduate Student Online Teaching Certificate (Fall 2020)

China Accreditation Test for Translators and Interpreters Qualification Certificate (2015)

## PROFESSIONAL AFFILIATIONS

---

International Communication Association (2020 – Present)

Association for Education in Journalism and Mass Communication (2020 – Present)

## SERVICES

---

Member of Social Media Committee for Public Relations Division at AEJMC (2022-23)

Conference Paper Reviewer, International Communication Association (2020-2022)

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

Speaker, NIU International Woman's Day Luncheon (2019)

## PROFESSIONAL EXPERIENCE

---

2015-2016     Freelance Translator

2013-2015     KWP Limited, Beijing – Business Development/Translator

2013             China ASEAN Business Council, Beijing - Outreach Coordinator

2012-2013     AEON Company, Beijing – Management Trainee/Purchasing Lead

## 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).