

H. DAT TRAN

School of Communication
University of Central Arkansas
Win Thompson Hall 204D
201 Donaghey Ave, Conway, AR 72035, USA

: (501) 450-3105 (Office)
: htran9@uca.edu
: <https://hdattran.github.io/>

ACADEMIC APPOINTMENTS

(Remote) Lecturer; Ho Chi Minh City University of Transport Since 10/2025
Ho Chi Minh City, Vietnam

Assistant Professor; School of Communication, University of Central Arkansas Since 08/2025
Conway, Arkansas, USA

EDUCATION

Doctor of Philosophy in Media and Public Affairs 2025
Louisiana State University; Baton Rouge, Louisiana, USA

Dissertation: Red Cows, Yellow Dogs: Political Identity, Political Polarization, and Media Skepticism in a Single-Party Socialist Republic

Committee: Dr. Michael Henderson (Chair), Dr. James Garand, Dr. Raymond Pingree, Dr. Chun Yang

Master of Science in Mass Communications 2021
Kansas State University; Manhattan, Kansas, USA

Thesis: “Make A-meme-rica Great Again!”: Studying the Memers among Trump Supporters in the 2020 US Presidential Election on Twitter via Hashtags #maga and #trump2020

Committee: Dr. Jacob Groshek (Chair), Dr. Raluca Cozma, Prof. Bonnie Bressers

Bachelor of Arts in Journalism and Communication 2018
Vietnam National University in Ho Chi Minh City; Ho Chi Minh City, Vietnam

RESEARCH**Interests/Foci**

Political communication, particularly political identity, polarization, and hostility in online environments; media effects; emerging media; social networks; and communication, journalism, and media studies, with special attention to traditionally underrepresented countries in the Global South.

Book Chapters

1. Nguyen, C. T., & **Tran, H. D.** (2025). Social Media Adoption in Vietnamese Newsrooms: An Explanation from the Diffusion of Innovations Theory. In Phan, V. K., Do, A. D., Nguyen, T. T. H., & Nguyen, K. N. (Eds.), *Digital Convergence in Media: Vietnam and Transnational Perspectives* (pp. 31–58). Nomos Publishing House. <https://doi.org/10.5771/9783748954286-31>

Refereed Journal Articles

1. Diep, P. P. U., **Tran, H. D.**, & Nguyen, N. Y. M. (2026). “What in the World!”: Computational and Quantitative Content Analyses of International News Diversity in the US 2018–2022. *Electronic News*, Online First. <https://doi.org/10.1177/19312431261417724>
2. Jeong, Y., Diep, P. P. U., & **Tran, H. D.** (2026). The Effectiveness of Health Warning Labels and Environmental Warning Labels in Different Contexts of Advertisements and Public Service Announcements. *Journal of Marketing Communications*, 32(2), 145–169. <https://doi.org/10.1080/13527266.2024.2323958>
3. **Tran, H. D.**, Diep, P. P. U., & Kafiliveyjuyeh, S. (2026). How Single- vs. Multiple-Statement(s) Fact-Checking and Partisan Identity Influence Individuals’ Trust in Counter-Attitudinal Political Fact-Checks. *Communication Studies*, 77(1), 110–130. <https://doi.org/10.1080/10510974.2025.2544832>

4. **Tran, H. D.**, Diep, P. P. U., & Booth, H. (2025). National Security vs. Freedom of Speech: How Media Exposure, Personal Values, and Media Framing Influence Non-Users' Support for a National Ban on TikTok. *New Media & Society*, Online First. <https://doi.org/10.1177/14614448251349427>
5. **Tran, H. D.**, & Diep, P. P. U. (2025). Investigating the Relationship Between Media Literacy and Media Trust in a Government-Owned and Government-Controlled Media System. *Communication and the Public*, 10(4), 259–279. <https://doi.org/10.1177/20570473241269064>
6. **Tran, H. D.**, & Diep, P. P. U. (2025). “To Swipe, or Not to Swipe”: Exploring the Uses and Gratifications of Dating Applications among Young Adults of the LGBTIQ+ Community. *Information, Communication & Society*, 28(13), 2268–2285. <https://doi.org/10.1080/1369118X.2024.2433546>
7. Diep, P. P. U., & **Tran, H. D.** (2025). Using TikTok as a Search Engine: Affordances, Perceived Credibility, and Evaluative Actions. *Telematics and Informatics*, 102, 102324. <https://doi.org/10.1016/j.tele.2025.102324>
8. **Tran, H. D.**, & Diep, P. P. U. (2025). Me, Myself, and I: Self-Presentation, Self-Esteem, and Uses and Gratifications on Facebook, LinkedIn, and TikTok. *First Monday*, 30(3). <https://doi.org/10.5210/fm.v30i3.13711>
9. **Tran, H. D.**, & Diep, P. P. U. (2025). “Gotta Report ‘Em All”: How International News Diversity Impacts Public Knowledge, Perceptions of Foreign Nations and Nationals, and Fear-Based Xenophobia. *News Research Journal*, 46(1), 137–166. <https://doi.org/10.1177/07395329241298967>
10. **Tran, H. D.**, Diep, P. P. U., & Mushtarin, N. (2024). “Insert Witty Catchphrase Here!”: Do Title Elements Influence Engagement and Citation? – Examining Highly-Cited Research Articles in Media, Communication, and Related Disciplines. *Scientometrics*, 129(11), 6675–6691. <https://doi.org/10.1007/s11192-024-05152-7>
11. Jeong, Y., Diep, P. P. U., & **Tran, H. D.** (2024). Examining the Influences of Message Formats, Context-Induced Moods, and Issue-Relevant Determinants on the Effectiveness of Ecolabels. *Journal of Promotion Management*, 30(8), 1322–1347. <https://doi.org/10.1080/10496491.2024.2403093>
12. **Tran, H. D.**, Diep, P. P. U., & Do, T. N. A. (2023). Advertising Nationalism: How Effective Are Advertisements Appealing to Consumer Ethnocentrism? – The Cases of Electric Vehicles and Smartphones in a Developing Southeast Asian Country. *Asian Communication Research*, 20(3), 215–233. <https://doi.org/10.20879/acr.2023.20.021>
13. **Tran, H. D.** (2022). “Make A-meme-rica Great Again!”: A Content Analysis of the Internet Memes within the #MAGA and #TRUMP2020 Network during the 2020 US Presidential Election on Twitter. *Southwestern Mass Communication Journal*, 38(1). <https://doi.org/10.58997/smc.v38i1.101>
14. **Tran, H. D.**, & Diep, P. P. U. (2022). “Everyone Knows My Name”: Exploring Perceptions, Attitudes, and Behaviors of Vietnamese Practitioners Towards Media Privacy. *Journal of Media Law and Ethics*, 10(1), 32–51. <https://www.k-state.edu/media-communication/research/journal/JMLE-Spring2022-relink.pdf#page=32>
15. **Tran, H. D.** (2021). Studying the Community of Trump Supporters on Twitter during the 2020 US Presidential Election via Hashtags #maga and #trump2020. *Journalism and Media*, 2(4), 709–731. <https://doi.org/10.3390/journalmedia2040042>

Conference Presentations

* also presented at the AEJMC Midwinter Conference

** also presented at the AEJMC Southeast Colloquium

1. ** Diep, P. P. U., & **Tran, H. D.** (2025). *The Journalist, the AI, and the Audience: Journalists' Agency, Perceived Professional Roles, and Ideologies in the Relationship with Generative AI and the Audience*. 2025 AEJMC Conference.

2. * **[Top Paper Abstract Award] Tran, H. D.**, Diep, P. P. U., & Kafiliveyjukeh, S. (2025). *How Single- v. Multiple-Statement(s) Fact-Checking and Partisan Identity Influence Individuals' Trust in Counter-Attitudinal Political Fact-Checks*. 2025 AEJMC Conference.
3. **Tran, H. D.**, Diep, P. P. U., & Booth, H. (2025). *"I'm not a TikTok, but...": A Computational Content Analysis of TikTok Non-Users' Discourse on the TikTok Ban in the US*. 2025 AEJMC Conference.
4. **Tran, H. D.**, Diep, P. P. U., & Booth, H. (2025). *National Security vs. Freedom of Speech: How Media Exposure, Personal Values, and Media Framing Influence Non-Users' Support for A National Ban on TikTok*. 2025 AEJMC Conference.
5. * **Tran, H. D.**, & Diep, P. P. U. (2025). *Using TikTok as a Search Engine: Affordances, Perceived Credibility, and Evaluative Actions*. 2025 AEJMC Conference.
6. Diep, P. P. U., & **Tran, H. D.** (2025). *AI Adoption in the Newsrooms: Perceived Attributes and Responsible Use of AI via Journalistic Discourse and Journalists' Responses*. 2025 ICA Conference.
7. Diep, P. P. U., & **Tran, H. D.** (2025). *Interpreting Press Freedom: Analyses of Journalistic Discourse and Journalists' Interpretation in Malaysia, Singapore, and Vietnam*. 2025 ICA Conference.
8. Hoang, T. T., Nguyen, T. H. N., & **Tran H. D.** (2025). *The Vietnam War, 50 Years Later: How Vietnamese News Media Frame the US-Vietnam Diplomatic Relationship*. 2025 ICA Conference.
9. **Tran, H. D.** (2025). *#ConvictedFelons: A Social Network and Computational Content Analysis of United States Representatives and Their Discourse Related to the Felony Convictions of Hunter Biden and Donald Trump on Twitter (X)*. 2025 ICA Conference.
10. **Tran, H. D.**, & Diep, P. P. U. (2025). *Twenty Years of Communication Research: Key Research Areas, Paradigms, and De-Westernization in 2000–2020*. 2025 AEJMC Southeast Colloquium.
11. Jordan, J., & **Tran, H. D.** (2024). *GOP vs. CRT: The Legislators Who Write "Anti-CRT" Laws and What They Say on X*. 2024 APSA Conference.
12. Diep, P. P. U., **Tran, H. D.**, & Nguyen, N. Y. M. (2024). *"What in the World!": Examining International News Diversity in the US 2018–2022*. 2024 AEJMC Conference.
13. **Tran, H. D.**, & Diep, P. P. U. (2024). *"Gotta Report 'Em All": How International News Diversity Impacts Public Knowledge, Perceptions of Foreign Nations and Nationals, and Fear-Based Xenophobia*. 2024 AEJMC Conference.
14. ** Diep, P. P. U., & **Tran, H. D.** (2024). *Covering Gender Equality: News Coverage, Social Media Discourse, and Journalists' Knowledge in a Patriarchy Southeast Asian Nation*. 2024 AEJMC Conference.
15. **Tran, H. D.**, & Diep, P. P. U. (2024). *"Reform is Coming": An Examination of Americans' Knowledge of Section 230, Perceptions of Its Reform, and Internet Regulations*. 2024 AEJMC Southeast Colloquium.
16. **Tran, H. D.**, & Diep, P. P. U. (2024). *Me, Myself, and I: Self-Presentation and Uses and Gratifications on Facebook, LinkedIn, and TikTok*. 2024 AEJMC Southeast Colloquium.
17. **Tran, H. D.**, & Mushtarin, N. (2024). *Applying the Modified Comprehensive Model of Information Seeking (CMIS) to Explore Sexual Health Information Seeking Intentions of Sex Workers in an Islamic South Asian Country*. 2024 AEJMC Midwinter Conference.
18. **[Top Student Extended Abstract] Tran, H. D.**, Diep, P. P. U., & Mushtarin, N. (2023). *"Witty Catch-Phrase": Examine the Influence of Title Elements on Mass Communication Scientific Publications' Reach and Citation*. 2023 AEJMC Conference.
19. **Tran, H. D.**, & Diep, P. P. U. (2023). *"I Know That I Know Nothing": Examining the Relationship Between Media Consumers' News Literacy and News Skepticism in a Government-Owned Media System*. 2023 ICA Conference.
20. Jeong, Y., Shaw, J., & **Tran, H. D.** (2023). *Considering Consumer Privacy: Influences of Ad, Personal Privacy, and Product Use Factors on Effectiveness of Smart Device Ads*. 2023 AAA Conference.
21. **Tran, H. D.**, & Diep, P. P. U. (2022). *Comparing the Use of TikTok in News Production between Newsrooms in the US and Countries in the Global South*. 2022 SWECJMC Southwest Symposium.
22. **[Top Extended Abstract Award] Tran, H. D.**, & Diep, P. P. U. (2022). *"To Swipe, or Not to Swipe": Exploring the Uses and Gratifications of Dating Applications among Young Adults of the LGBTQ+ Community*. 2022 SWECJMC Southwest Symposium.

23. * **Tran, H. D.**, & Diep, P. P. U. (2022). *Revisiting Online Learning in Mass Communication via TAM: Comparing the US and Countries in the Global South*. 2022 AEJMC Conference.
24. **Tran, H. D.**, & Diep, P. P. U. (2022). *Framing a Pandemic: Vietnamese Newspapers' Framing of the COVID-19 Pandemic*. 2022 ICA Conference.
25. **Tran, H. D.**, Diep, P. P. U., & Do, T. N. A. (2022). *Advertising Nationalism: How Effective Are Advertisements Appealing to Consumer Ethnocentrism? The Cases of VinFast Electric Cars and Bphone Smartphones in Vietnam*. 2022 AEJMC Midwinter Conference.
26. Tran, Q. B., Do, T. N. A., Nguyen, L. Q. K., Nguyen, T. M. A., Nguyen, H. D., & **Tran, H. D.** (2022). *Framing Sports Failures: A Content Analysis of Vietnamese Newspapers' Framing of National Athletes' Failures*. 2022 AEJMC Midwinter Conference.
27. **[Top Extended Abstract Award] Tran, H. D.** (2021). *"Make A-meme-rica Great Again!": Studying the Memers among Trump Supporters in the 2020 US Presidential Election on Twitter via Hashtags #MAGA and #TRUMP2020*. 2021 SWECJMC Southwest Symposium.
28. * **Tran, H. D.**, & Diep, P. P. U. (2021). *"Timely, Accurately, Avoid Unnecessary Panic": How Vietnamese Newspapers Framed the COVID-19 Pandemic during the Initial Stage*. 2021 AEJMC Conference.
29. **Tran, H. D.** (2021). *"Leave None Behind, We Shall": An Analysis of the Framing of the Novel Coronavirus Disease (COVID-19) by the Government of Vietnam on Facebook*. 2021 ICA Conference.
30. **Tran, H. D.**, & Diep, P. P. U. (2021). *"Everyone Knows My Name": Exploring the Perception, Attitudes, and Behaviours of Vietnamese Practitioners towards Media Privacy*. 2021 ICA Conference.

Grants, Honors, and Awards

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| 1. 2025 Ralph S. Izard & Scripps Howard Media Impact Grant (US\$1,500) | Spring 2025 |
| Manship School of Mass Communication – Louisiana State University | |
| 2. Mary Gardner Award for Graduate Student Research (US\$500) | 2024 |
| Commission on the Status of Women – Association for Education in Journalism and Mass Communication (AEJMC) | |
| 3. 2024 Patricia Kay Benoit Graduate Research Award (US\$500) | Fall 2024 |
| Manship School of Mass Communication – Louisiana State University | |
| 4. 2024 John Maxwell Hamilton Fellowship (US\$4,000) | Spring 2024 |
| Manship School of Mass Communication – Louisiana State University | |
| 5. 2024 Len Sanderson Graduate Research Award (US\$750) | Spring 2024 |
| Manship School of Mass Communication – Louisiana State University | |
| 6. 2023 Diversity, Equity, and Media Grant (US\$1,500) | Spring 2023 |
| Manship School of Mass Communication – Louisiana State University | |
| 7. 1 st Place – Poster Presentation/Visual Display/Art Exhibition (US\$250) | Spring 2023 |
| 2023 Graduate Research Conference – Louisiana State University | |
| 8. 2023 Len Sanderson Graduate Research Award (US\$750) | Spring 2023 |
| Manship School of Mass Communication – Louisiana State University | |
| 9. 2022 Patricia Kay Benoit Graduate Research Award (US\$500) | Fall 2022 |
| Manship School of Mass Communication – Louisiana State University | |
| 10. Jaconette Lawrence Tietze Memorial Scholarship (US\$2,000) | 2020–2021 |
| A.Q. Miller School of Journalism and Mass Communications – Kansas State University | |

TEACHING

* average evaluation scores

University of Central Arkansas

PRLS 2305: Introduction to Public Relations (Fall 2025; 4.12/5*), PRLS 4316: Special Topics – Public Relations Ethics (Fall 2025; 4/5)

Louisiana State University

MC 3504: Introduction to Political Communication (Spring 2025; 4.5/5), MC 4090: Media Ethics and Social Responsibility (Fall 2023 – Fall 2024; 4.6/5*)

Kansas State University (as Graduate Teaching Assistant)

MC 316: Data Journalism (Fall 2019 – Spring 2021), MC 331: Digital Photography for Mass Media (Spring 2020), MC 580: Storytelling across Platforms (Fall 2019 – Spring 2020), MC 612: Gender, Class, Race, and the Media (Fall 2020 – Spring 2021)

Invited Speeches/Lectures

1. 2025, May 25. *Experimental Research* [Invited Lectures]. University of Social Sciences and Humanities, Vietnam National University in Ho Chi Minh City.

Honors and Awards

1. 2025 Manship School Graduate Student Teaching Award 2025
Manship School of Mass Communication – Louisiana State University
2. Promising Professors Awards (Students) 2024
Mass Communication and Society Division – Association for Education in Journalism and Mass Communication (AEJMC)

SERVICE**Advisor**

1. Hoang, T. T., & Nguyen, T. H. N. (2025). *The Vietnam War, 50 Years Later: How Vietnamese News Media Frame the US-Vietnam Diplomatic Relationship* [Undergraduate Capstone Research Project]. Vietnam National University in Ho Chi Minh City
2. Tran, Q. B., Do, T. N. A., Nguyen, L. Q. K., Nguyen, T. M. A., & Nguyen, H. D. (2022). *Framing Sports Failures: A Content Analysis of Vietnamese Newspapers' Framing of National Athletes' Failures* [Undergraduate Capstone Research Project]. Vietnam National University in Ho Chi Minh City.

Mentor and Editor

Summer 2024 – Fall 2025

Asian Network of News and Information Educators (ANNIE) School Net's Campus Fact-Checking Project at Vietnam National University in Ho Chi Minh City (Funded by Google News Initiative)

- Establish a sustainable student-driven on-campus fact-checking newsroom.
- Teach open-to-the-public sessions about fact-checking knowledge, techniques, and resources.
- Organize and edit fact-checking articles.

Grants and Honors

1. 2023 AEJMC-MCSD Diversity and Inclusion Career Development Fellowship for Graduate Students Spring 2023
Mass Communication and Society Division – Association for Education in Journalism and Mass Communication (AEJMC)
2. Academic Fellowship on Civic Engagement – SEED Grants 2021
for Project 1856AA
The Young Southeast Asian Leaders Initiative (YSEALI) – United States Department of State

PROFESSIONAL EXPERIENCE**Translator**

05/2019 – 08/2019

Ho Chi Minh City Department of Tourism; Ho Chi Minh City, Vietnam

- Manage the English version of Check-in Saigon, Ho Chi Minh City Department of Tourism's monthly bilingual tourism magazine.

Content Specialist and Advisor

04/2019 – 06/2019

LalaGo; Vietnam

- Participate in the production of videos introducing and promoting Vietnam's culture and tourism.

Content Executive

02/2019 – 07/2019

Bigbom Pte Ltd; Vietnam

- Manage and participate in the production of instructional and promotional content for Bigbom, a toolset developed to optimize Google Ads and Facebook Ads.

Content Manager

04/2017 – 12/2018

Saigon VietPictures Communication JSC; Ho Chi Minh City, Vietnam

- Manage and participate in the production of Check-in Saigon, Ho Chi Minh City Department of Tourism's monthly bilingual tourism magazine.
- Participate in the production of videos introducing and promoting Vietnam's cuisine, culture, traditions, customs, and tourism for Vietnam Television (VTV).
- Participate in the production of advertising and promotional content for corporate clients.
- Participate in the development of smartphone applications.

Journalist

10/2014 – 12/2016

Thanh Nien Online Newspaper; Ho Chi Minh City, Vietnam

- Cover international affairs, politics, and social issues.

Editor

12/2013 – 06/2014

Kimberly-Clark Vietnam; Ho Chi Minh City, Vietnam

- Participate in the development of Huggies Vietnam's official website, as well as the production of instructional, advertising, and promotional content for Huggies Vietnam.

COMMUNITY PROJECTS
1856AA

Vietnam | Co-founded in 10/2020

- Enhance media literacy, promote and support media research starting from the undergraduate level, and encourage political and civic participation in Vietnam.

Out the Run

Vietnam | Co-founded in 06/2015

- Promote under-the-radar forms of arts, especially lesser-known music genres in Vietnam.
- Encourage and create opportunities for local artists to perform and release their art.