

H. DAT TRAN

School of Communication – University of Central Arkansas
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ACADEMIC APPOINTMENTS

School of Communication – University of Central Arkansas
Assistant Professor

Starting 08/2025

EDUCATION

Doctor of Philosophy in Media and Public Affairs 2025

Manship School of Mass Communication – Louisiana State University

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

A. Q. Miller School of Journalism and Mass Communications – Kansas State University

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

University of Social Sciences and Humanities – Vietnam National University in Ho Chi Minh City

RESEARCH**Interests/Foci**

- Political communication: identity, polarization, online hostility, and public opinion
- Emerging culture/media, social media, and social networks
- Communication, journalism, and media studies: media as social institutions, propaganda, literacy, and trust, with a special focus on 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. (In Press) **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*.
2. **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>
3. **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>

4. **Tran, H. D.**, & Diep, P. P. U. (2024). “To Swipe, or Not to Swipe”: Exploring the Uses and Gratifications of Dating Applications among Young Adults of the LGBTIQ+ Community. *Information, Communication & Society*, Online First. <https://doi.org/10.1080/1369118X.2024.2433546>
5. **Tran, H. D.**, & Diep, P. P. U. (2024). Investigating the Relationship Between Media Literacy and Media Trust in a Government-Owned and Government-Controlled Media System. *Communication and the Public*, Online First. <https://doi.org/10.1177/20570473241269064>
6. Jeong, Y., Diep, P. P. U., & **Tran, H. D.** (2024). The Effectiveness of Health Warning Labels and Environmental Warning Labels in Different Contexts of Advertisements and Public Service Announcements. *Journal of Marketing Communications*, Online First. <https://doi.org/10.1080/13527266.2024.2323958>
7. **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>
8. 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>
9. **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>
10. **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>
11. **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>
12. **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., & Kafiliveyjuyeh, 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 and Honors

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. 1st 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), PRLS 4316: Special Topics – Public Relations Ethics (Fall 2025)

Louisiana State University

MC 3504: Introduction to Political Communication (Spring 2025), 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. 2nd Place – Promising Professors Awards 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 civil participation in Vietnam.

Out the Run

Vietnam | Co-founded in 06/2015

- Promote under-the-radar forms of arts, especially lesser-known music genres (e.g., extreme metal, hardcore punk, or experimental music), in Vietnam.
- Encourage and create opportunities for local underground artists to perform and release their art.