

Duy (Tyler) Pham
Curriculum Vitae

Department of Communication
Michigan State University
Office: CAS 555

phamduy@msu.edu
309-749-8469

EDUCATION

Ph.D., Michigan State University

2021 - Present

Communication Science, with concentrations in Mediated Communication, Communication Technology, and Advanced Statistics

Dissertation: *The role of functionality in impression formation: Using an AI chatbot to induce aversive consequences in initial mediated conversations*

Committee: Brandon Van Der Heide, Ph.D. (chair), David Ewoldsen, Ph.D., Monique Turner, Ph.D., & David Markowitz, Ph.D.

Graduate Certificate in Serious Games Design and Research
Cumulative GPA: 3.94/4.0

M.S., Illinois State University

2019 – 2021

Communication, Graduated May 2021

Thesis Title: *Investigating the role video game players' supportive communication plays in moderating the effects of toxicity in online gaming*

Thesis Advisor: Kevin R. Meyer, Ph.D.

Committee: John R. Baldwin, Ph.D and Phillip J. Chidester, Ph.D.

Cumulative GPA: 4.0/4.0

B.A., Augustana College

2015 – 2019

Communication Studies, Graduated Cum Laude

Cumulative GPA: 3.57/4.0 Major GPA: 4.0/4.0

ACADEMIC EXPERIENCE

Statistical Consultant

August 2023- May 2024

Center for Statistical Training and Consulting (CSTAT)
Michigan State University

Adjunct Instructor

January 2024 - present

Department of Communication
Lansing Community College

Graduate Teaching Assistant
Michigan State University

August 2021- Present

Research Assistant to Dr. Jack Glascock
Illinois State University

Spring 2021

**Research Assistant to Dr. John Baldwin, Dr.
Mary-Beth Deline, Dr. Lance Lippert, and
Dr. Aimee Miller-Ott**
Illinois State University

Spring 2020

Graduate Teaching Assistant
Illinois State University

August 2019 – May 2021

MANUSCRIPTS PUBLISHED AND UNDER REVIEW

Pham, D., Van Der Heide, B., & Liu, R. Exploring attitude accessibility as a cognitive mechanism in impression formation in hyperpersonal interactions. [under review]. *Computers in Human Behavior*.

Pham, D. (Listed in the journal as Pham, D. T.), Van Der Heide, B., Zhu, R., & Rathjens, B. (2025). The effects of metacognition on senders' feedback effect in computer-mediated communication. *Communication Studies*, 1–17.
<https://doi.org/10.1080/10510974.2025.2486608>

Pham, D., Van Der Heide, B., Zhang, Y., Earle, K., Rathjens, B., Ulusoy, E., Mason, A. J., & Bredland, A. (2024). Testing the effects of evaluative statements on perceiving selective self-presentations in computer-mediated communication. *Media Psychology*, 1-25. Advanced online publication. <https://doi.org/10.1080/15213269.2024.2418641>

Rathjens, B., Van Der Heide, B., **Pham, D.** (April, 2024). Evaluating the impact of managerial response strategies on negative reviews: Insights from negativity bias and Self-perception Theory. [under review]. *Journal of Marketing Communications*.

Silverwood, S. M., Lichter, K. E., Stavropoulos, K, **Pham, D.** (role: statistician), Randall, J., D'Souza, L., Malik, N., Croke, J., Gunther, J. R., Cao, J., Alfieri, J., Mohamad, O., Golden, D. W., Braunstein, S. (2024). Assessing the readiness for climate change education in radiation oncology in the US and Canada. *Applied Radiation Oncology*, 13(1), 15-22. <https://doi.org/10.37549/ARO-D-24-00007>

Rathjens, B., Van Der Heide, B., **Pham, D.**, Earle, K., Ulusoy, E., Mason, A. J., Zhang, Y., & Bredland, A. (2023). Responding to negative online reviews: Applying expectancy disconfirmation theory in a CMC context. *Communication Reports*, 1-13.
<https://doi.org/10.1080/08934215.2022.2154815>

CONFERENCE PAPERS AND PRESENTATIONS

Pham, D., Van Der Heide, B., & Liu, R. (2024, November). Exploring attitude accessibility as a cognitive mechanism in impression formation in hyperpersonal interactions. Extended abstract presented at the National Communication Association's 110th Annual Conference. New Orleans, LA.

Pham, D., Van Der Heide, B., Rathjens, B., Zhu, R., & Bredland, A. (2024, November). Metacognition's impact on senders' feedback effect in CMC. Paper presented for presentation at the National Communication Association's 110th Annual Conference. New Orleans, LA.

Rathjens, B., Van Der Heide, B., Zhu, R., & **Pham, D.** (2024, April). Motivation unveiled: How altruism and self-interest shape exaggeration behavior. Paper presented at the Central States Communication Association Annual Conference. Grand Rapids, MI.

Rathjens, B., Van Der Heide, B., & **Pham, D.** (2023, November). When the act of writing a negative review makes you more negative: The attenuating effect of manager response. Paper presented at the National Communication Association's 109th Annual Conference. National Harbor, MD.

Pham, D. (2023, November). Measurement equivalence of attitude toward gays and lesbian across age groups and political affiliations: A scale validation from the General Social Survey. Paper presented at the National Communication Association's 109th Annual Conference. National Harbor, MD. [**Top 4 Papers, Caucus on Gay, Lesbian, Bisexual, Transgender, and Queer Concerns**]

Pham, D., Van Der Heide, B., Zhang, Y., Earle, K., Rathjens, B., Ulusoy, E., Mason, A. J., & Bredland, A. (2022, November). Testing the effects of providing feedback on perceiving selective self-presentations in computer-mediated communication. Paper presented at the National Communication Association's 108th Annual Conference, New Orleans, LA.

Van Der Heide, B., Mason, A. J., Earle, K., Ulusoy, E., **Pham, D.**, Rathjens, B., Zhang, Y., & Bredland, A. (2022, November). Does warranting theory function best outside of a truth-default state: Initial Experimental Evidence. Paper presented at the National Communication Association's 108th Annual Conference. New Orleans, LA.

Pham, D. (2021, November). Investigating the role video game players' supportive communication plays in moderating the effects of toxicity in online gaming. Paper presented at the National Communication Association Annual Conference, Seattle, WA. [**Top Student Paper, Game Studies Division**]

Pham, D. (2021, April). Champion of love and justice: Sailor Moon as the conceptualization of a female hero in a Japanese anime as the intersection between femininity and masculinity. Paper presented at the Central States Communication Association Annual Conference,

Cincinnati, OH. [Samuel L. Becker Award for Top Graduate Student Paper, Media Studies Interest Group and Top Five Debut Papers, First Officers Debut Panel]

Pham, D. (2021, April). "Why do you even like these girly Korean dudes?" Examining American K-pop fans' disclosure of their music interests to close friends, families, and significant others. Paper presented at the Central States Communication Association Annual Conference, Cincinnati, OH. [Top Paper and Top Graduate Student Paper, Intercultural Communication Interest Group]

Roloff, K. M., Jauregui, L., Mason, E. J., Witt, M., & **Pham, D.** (2020, November). Directing the communication internship program: Navigating the intersection of experiential learning pedagogy and the practical application of theory to ensure successful internship experiences. Short course presented at the annual meeting of the National Communication Association Conference, Indianapolis, IN. (conference moved online due to the COVID-19 pandemic).

Pham, D., & Le, V. (2020, November). Learning with benefits: International students' account of health-related resources on campus. Paper presented at the annual meeting of the National Communication Association Conference, Indianapolis, IN. (conference moved online due to the COVID-19 pandemic).

Roque, R., Jauregui, L., Patel, A., **Pham, D.**, & Aboagye, D. N. (2020, November). Cultural teacher homophily: Establishing credibility and rapport in the classroom as an "other" instructor. Panel presented at the annual meeting of the National Communication Association Conference, Indianapolis, IN. (conference moved online due to the COVID-19 pandemic).

Pham, D. (2020, April). *Pokémon Let's Go* and player satisfaction: Applying transmedia storytelling into *Let's Go's* interaction with *Pokémon Go* to access the narrative. Paper accepted for presentation at the Central States Communication Association Annual Conference, Chicago, IL. (conference cancelled)

Pham, D. (2019, April). Linguistic discrimination: A study of immigrants in the Quad Cities Area. Paper presented at the annual meeting of the National Conference of Undergraduate Research, Kennesaw State University, GA.

TEACHING EXPERIENCE

Michigan State University

COM 100: Introduction to Human Communication
(Recitation Instructor for 3 sections per semester)

Fall 2021, Spring 2022

COM 100: Introduction to Human Communication
(Instructor of record)

Summer 2022, Summer
2023, Summer 2024

SROP (Summer Research Opportunities Program) Statistics Bootcamp (Lab instructor)	Summer 2022
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COM 225: Introduction to Interpersonal Communication (Teaching assistant for large lecture)	Fall 2022, Spring 2023
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COM 310: Intercultural Communication (Instructor of Record)	Fall 2024
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COM 240: Introduction to Organizational Communication (Recitation Instructor for 2 sections per semester)	Spring 2025
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COM 325: Interpersonal Influence and Conflict (Instructor of Record)	Summer 2025
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COM 300: Methods of Communication Inquiry (Recitation Instructor for 2 sections per semester)	Fall 2025
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Lansing Community College (all courses taught as instructor of record)

COMM 110: Communication in the Workplace	Summer 2025
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COMM 120: Dynamics of Communication	Spring 2025 (3 sections), Fall 2025 (2 sections)
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COMM 130: Fundamentals of Public Speaking	Spring 2024, Summer 2025
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COMM 200: Small Group Communication	Fall 2024, Fall 2025
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Illinois State University

COM 110: Communication as Critical Inquiry (5 sections taught as instructor of record)	Fall 2019, Spring 2020, Fall 2020, Spring 2021
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HONORS AND AWARDS

Center for Teaching Excellent at Lansing Community College Faculty Fellowship in Data Analytics for Faculty Development	August 2025 - present
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Department of Communication at Michigan State University Travel Fellowship (\$2900)	2024
Travel Fellowship (\$2000)	2024

Conventions and Visitors Bureau (CVB) at the City of Lansing <i>Research Grant (\$20,000) – shared with 2 other Ph.D students at the department of Communication</i>	2023
Graduate School at Michigan State University <i>Travel Fellowship (\$600)</i>	2022
NCA Student Travel Award <i>National Communication Association (\$300)</i>	2021, 2022, 2023
Council of Graduate Students (COGS) Travel Award <i>Michigan State University (\$400)</i>	2021
Outstanding Senior Inquiry Award, <i>Augustana College</i>	2019
Omicron Delta Kappa Leadership Honor Society, <i>Augustana College</i>	2019
Alpha Delta Sigma Advertising Honor Society, <i>Augustana College</i>	2019

SERVICE

President <i>Association of Graduate Students in Communication (AGSCOM) – Michigan State University</i>	August 2024 – May 2025
Vice President <i>Association of Graduate Students in Communication (AGSCOM) – Michigan State University</i>	August 2023 – May 2024
Reviewer <i>Journal of Communication</i>	2025 - Present
<i>Psychology of Popular Media</i>	2025 - Present
Interpersonal Communication Division Reviewer Communication and Social Cognition Division Reviewer <i>International Communication Reviewer</i>	2022 - Present
Communication & Social Cognition Division Reviewer Game Studies Division Reviewer Interpersonal Communication Division Reviewer <i>National Communication Association</i>	2021 - Present

Graduate Student Representative
Game Studies Division – National Communication Association

November 2021 –
November 2022

Treasurer
Association of Graduate Students in Communication (AGSCOM)
– Michigan State University

Fall 2021 – Spring 2022

**Selected as a Peer Mentor for first-year Basic Course
Instructors,**
Illinois State University

Fall 2020 – Spring 2021

English as Second Language teaching volunteer,
Black Hawk College

Fall 2018- Spring 2019

PROFESSIONAL EXPERIENCE

Product Management Intern
Hilton Corporate Office, Dallas, TX

June 2024 – August 2024

Circulation Desk Assistant
Thomas Tredway Library, Augustana College

August 2016 – May 2019

Social Media and Business Logistics Intern
Chateau of Art, Davenport, IA

December 2018 – May 2019

First-Year and Transfer Students Mentor
Augustana College

August 2018 – May 2019

Campus Visit Assistant
Augustana College

Summer 2018

Opinions Columnist
The Observer
Augustana College

January 2016 – May 2016

INVITED LECTURES AND SEMINARS

Seminar, How to Design Randomized Online Experiments on Qualtrics for Social Scientists.
Center for Statistical Training and Consulting (CSTAT), Michigan State University,
March 2024.

Guest Lecturer, Dynamics of Close Relationships. In Introduction to Interpersonal
Communication (COM 225), Michigan State University, March 2023.

Guest Lecturer, The Process of Perception and Computer-Mediated Communication. In Introduction to Interpersonal Communication (COM 225), Michigan State University, November 2022.

Guest Speaker, *Languages around the World*. In Psychology of Language (COM 370), Illinois State University, November 2020 and May 2021.

Guest Speaker, *Intercultural Communication*. In Introduction to Interpersonal Communication (COM 123), Illinois State University, November 2019.

MEMBERSHIPS

Central States Communication Association	2019 – 2021
National Communication Association	2019 – Present
International Communication Association	2021 - Present