

Academic History

- ◆ **Assistant Professor**, *Multimedia Journalism*
Department of Communication,
University of South Alabama, AL, USA 08/2025 – Present
- ◆ **Lecturer**, *Data and Broadcasting Journalism*,
William Allen White School of Journalism and Mass Communications,
University of Kansas, KS, USA 01/2025 – 06/2025
- ◆ **Lecturer**, *Broadcasting Journalism*
Broadcasting College
The Voice of Vietnam, Hanoi, Vietnam 08/2008 – 06/2012

Journal Articles

1. Vu, H.T., **Nguyen, N.**, Izhar, N., Diwanji, V.S. (2025). Climate change is real, but I don't wanna talk about it:" Unraveling spiral of silence effects regarding climate change among Midwestern American farmers. *Environmental Communication*.
2. Diwanji, V., Geana, M., Pei, J., **Nguyen, N.**, Izhar N., Chaif, R. (2025). Consumers' emotional responses to AI-Generated versus human-generated content: The role of perceived agency, affect and gaze in Health Marketing. *International Journal of Human-Computer Interaction*.
3. Diwanji, V., **Nguyen, N.**, Barros, M.N., Burkett, M., Chaif, R., Okocha, M. (2025). Are within- and between-session changes in distress associated with treatment outcomes? Findings from two clinical trials of imaginal exposure for eating disorders. *The International Journal of Advertising*.
4. Nguyen, N., Peters, P., Ding, H., Vu, T.H. (2024). When the media goes to war: How Russian news media defend the country's image during the conflict with Ukraine. *Media, War, and Conflicts*.
5. **Nguyen, N.** (2023). Strangers helping strangers in a strange land: Vietnamese immigrant (expectant) mothers in the US. Use social media to navigate health issues in acculturation. *Digital Health*.
6. Vu, H. T., Conlin, J., **Nguyen, N.** Baines, A. (2023). What influences public support for plastic waste control policies and green consumption? Evidence from a multi-level analysis of survey data from 28 European countries. *Online Media and Global Communication*.
7. Vu, H. T., Baines, A., **Nguyen, N.** (2022). Fact-checking climate change: An analysis of claims and verification practices by fact-checkers in four countries. *Journalism & Mass Communication Quarterly*.
8. Duong, T.H., Vu, H.T., **Nguyen, N.** (2019). A. Activists' strategic communication in an authoritarian setting: Integrating social movement framing into issues Management. *International Journal of Strategic Communication*.

Education

- ◆ **Ph.D., *Journalism and Mass Communication***
The University of Kansas, KS, USA 2020 – 2024
- ◆ **M.A., *Responsible Management & Economic Development***
University for Peace, Ciudad Colón, Costa Rica 2015 – 2016
- ◆ **M.A., *Journalism***
University of Social Sciences & Humanities, Hanoi, Vietnam 2009 – 2011
- ◆ **B.A., *Broadcasting***
Academy of Journalism & Communication, Hanoi, Vietnam 2003 – 2007

Industry Experience

- ◆ **Senior Account Manager**
Ministry of Health, Vital Strategies, World Health Organization, Hanoi Vietnam 2018 – 2020
- ◆ **Account Manager**
Aide-et-Action, Hanoi, Vietnam 2017 – 2018
- ◆ **Media Analyst**
Media Tenor Vietnam, Hanoi, Vietnam 2014 – 2015
- ◆ **Account Executive**
Ministry of Natural Resources and Environment, Hanoi Vietnam 2011 – 2013
- ◆ **(Freelance) Broadcasting Reporter/Producer**
Vietnam Television (VTV), Hanoi, Vietnam 2006 – 2014

Teaching Experience

- ◆ **Intro to Media**
University of South Alabama, AL, USA 2025 – Current
- ◆ **International Media**
University of South Alabama, AL, USA 2025 – Current

◆ Broadcast Reporting University of Kansas, KS, USA	2025
◆ TV News – Advanced Media University of Kansas, KS, USA <i>Advising student media channels</i>	2025
◆ Data Storytelling University of Kansas, KS, USA	2023 – 2024
◆ Business Writing University of Kansas, KS, USA	2021 – 2023
◆ Information Exploration University of Kansas, KS, USA <i>Media Literacy for Journalists and PR Professionals</i>	2021 – 2023
◆ Media Writing for Audiences University of Kansas, KS, USA	2020 – 2022

Professional Memberships

◆ Communication Officer: , AEJMC (GSIG)	2022
◆ Conference Reviewer: , AEJMC, ICA, NCA – Digital Health	2021 – Present
◆ Journal Reviewer: , Digital Health & Women’s Health	2021 – Present

Conference Presentations

1. **Nguyen, N.**, Izhar, N., Vu, H.T., & Diwanji., V.S. “Climate change is real, but I don’t wanna talk about it:” Unraveling spiral of silence effects regarding climate change among Midwestern American farmers. *The 107th Association for Education in Journalism in Mass Communication Conference.*
2. Diwanji, V., **Nguyen, N.**, Chaif, R., Burkett, M., Barros, M.N., & Okocha, M. Keep colors bright all-year-long: A big-data-based cross-cultural analysis of consumer discourses about “rainbow washing.” *The 107th Association for Education in Journalism in Mass Communication Conference.*
3. Chen, Y., **Nguyen, N.**, Vu, H.T, Do, T.G., & Nguyen, T.A. U.S. State health departments’ risk communication during the first year of the pandemic revealed missed opportunities. *The 107th Association for Education in Journalism in Mass Communication Conference.*
4. Diwanji, V., Seo, H., Conlin, J., Baines, A., Jun, P.,..., **Nguyen, N.**. Application of virtual reality for diversity, equity, and inclusion training in advertising and public relations. *The 106th Association for Education in Journalism in Mass Communication Conference.*

5. **Nguyen, N.**, Ding, H., Vu, H.T., & Peters, P. When the media goes to war: How Russian news media defend the country's image during the conflict with Ukraine. *The 73rd Annual International Communication Association Conference*.
6. Tong, C., **Nguyen, N.**, Ha, H., Do, H., & Vu, H.T. Examining transparency and accessibility by international fact-checking networks on COVID-19. *The 73rd Annual International Communication Association Conference*.
7. **Nguyen, N.** Using corpus linguistics to analyze big oil companies' Twitter discourse on the "future". *The 105th Association for Education in Journalism in Mass Communication Conference*.
8. **Nguyen, N.**, Baines, A., Ding, H.C., Alhammad, A., & Vu, H.T. Country image restoration during the COVID-19 pandemic: Social media communication strategies used by Chinese embassies in 11 countries. *The 105th Association for Education in Journalism in Mass Communication Conference*.
9. Vu, H. T., Baines, A., & **Nguyen, N.** Fact-checking climate change: An analysis of claims and verification practices by fact-checkers in four countries. *The 72nd International Communication Association Conference*.
10. Vu, H. T., Conlin, J., **Nguyen, N.**, & Baines, A. What influences public support for plastic waste control policies and green consumption? Evidence from a multilevel analysis of survey data from 27 European countries. *72nd International Communication Association Conference*.
11. **Nguyen, N.** Strangers helping strangers in a strange land: Vietnamese immigrant (expectant) mothers in the U.S. use social media to navigate health issues in acculturation. *The 104th Association for Education in Journalism in Mass Communication Conference*.
12. Tong, C., **Nguyen, N.**, Ha. H., Vu, H. & Do, V.H. Misinformation on COVID-19 across 74 countries and case study fact-checking on transparency and accessibility on AFP sites in 59 countries. *The Global Fact 9*.
13. Tong, C., **Nguyen, N.**, Ha. H., Vu, H. & Do, V.H. Dealing with misinformation on COVID-19: Comparing the use of transparency and accessibility in fact-checking practices across 74 countries. *The Misinformation and Global Communication Symposium*.
14. Duong, H.T., Vu, H.T., **Nguyen, N.** Grassroots social movements in authoritarian settings: Examining activists' strategic communication and issues management. *The 100th Association for Education in Journalism in Mass Communication Conference*.

Community Outreach

- ◆ **Panelist**, *Leveraging AI in Social Media Content Development*
#AEJMC 2025, San Francisco, CA, USA 2025
- ◆ **Seminar Organizer & Speaker**, *R for Social Scientists*
Online for Vietnamese doctoral students worldwide 2023 – 2025
- ◆ **Workshop Trainer**, *Peace and Development for All*
University for Peace Alumni, Hanoi, Vietnam 2020

- ◆ **Workshop Trainer**, *Conflict Resolution and Development*
Y4PD, Thai Nguyen, Vietnam 2019
- ◆ **Guest Speaker**, *#DigitalforGood*
Internet Vietnam Forum, Hanoi, Vietnam 2017
- ◆ **Volunteer**, The Resilience Activists, *Environment Deficit Workshop*
Missouri, MO, USA 2021
- ◆ **Volunteer**, *Yanapay Project*
Cusco, Peru 2015
- ◆ **Volunteer**, *Vietnam Breast Cancer Network*
Hanoi, Vietnam 2012 – 2014