

NA YU

Doctoral Candidate in Advertising • University of Texas at Austin • yuna96@utexas.edu

EDUCATION

- Sep. 2019 – Present **Doctoral Candidate in Advertising**
University of Texas at Austin; Austin, Texas
- GPA: 3.95/4.0
 - Course Highlights: Impact of Marketing on Public Health, Statistics Analysis: Experimental Data, Text Analysis/Social Media, Correlation and Regression Method, Survey: Multivariate Methods, Principles of Cognitive Neuroscience, Media Psychology, Computational Media
- Aug. 2017 – May 2019 **M.A in Advertising**
University of Texas at Austin; Austin, Texas
- GPA: 3.95 / 4.0
 - Course Highlights: Quantitative and Qualitative Methods, Designing Experiments, Theories of Persuasion Communication, Integrated Communication Management, Fundamental Statistics
- Sep. 2013 – Jul. 2017 **B.A in Journalism**
East China Normal University; Shanghai, China
- GPA: 3.67 / 4.0 Major Ranking: 1 / 36
 - Course Highlights: Methodologies for Mass Communication Research, New Media Practices, Statistical Investigation Method, Media Distribution
- Sep. 2015 – Dec. 2015 **Study Abroad Program**
Korea University; Seoul, Republic of Korea
- GPA: 4.0 / 4.5
 - Course Highlights: Consumer Behavior & Strategic Communication, Media and Social Change, Broadcasting and Film Criticism, Broadcasting and Film Studies

PUBLICATIONS

- Oh, J., Jin, E., Sudarshan, S., Nah, S., & **Yu, N.** (2021). Does 360-degree Video Enhance Engagement with Global Warming?: The Mediating Role of Spatial Presence and Emotions. *Environmental Communication*, 1-18.
- Oh, J., Sudarshan, S., Lee, J. A., & **Yu, N.** (2021). Serendipity enhances user engagement and sociality perception: the combinatory effect of serendipitous movie suggestions and user motivations. *Behaviour & Information Technology*, 1-18.
- Oh, J., Sudarshan, S., Jin, E., Nah, S., & **Yu, N.** (2020). How 360-Degree Video Influences Content Perceptions and Environmental Behavior: The Moderating Effect of Environmental Self-Efficacy. *Science Communication*, 42(4), 423-453.

HONORS AND AWARDS

- 2021 – 2022 The National Oceanic and Atmospheric Administration's (NOAA's) Weather-Ready Nation (WRN) Fund of the National Science Foundation (NSF Award #1635593), Research Award
- 2020 Top Paper Award: Communication & Technology Division International Communication Association (ICA)

2019 – 2021 University of Texas at Austin, Graduate School Fellowship Stipend
2019 – 2022 University of Texas at Austin, Moody Graduate Fellowship
2014 – 2015 Chinese Ministry of Education, National Scholarship
2015 Korea University, Global KU Scholarship Award
2013 – 2014 East China Normal University, ECNU “Excellent Student” Special Scholarship

REFEREED CONFERENCE PAPERS

Yu, N. (2022), Uses of Twitter in Texas Winter Storm: Understanding Communication Dynamics Across the Stages of a Natural Disaster. *72nd Annual International Communication Association (ICA) Conference*, Paris, France, May 26th – 30th.

Yu, N., Jia M., & Jamar, P. (2021), Science Mapping: Bibliometric Analysis of Green Marketing in Communication Studies. *107th National Communication Association (NCA) Convention* (extended abstract), Seattle, Washington, November 18th-21st.

Oh, J., Sudarshan, S., Jin, E., Nah, S., & **Yu, N.** (2020), 360-degree video persuades high environmental-efficacy users: The interaction effects between interactivity and self-efficacy on content perceptions and behavioral intention. *70th Annual International Communication Association (ICA) Conference*, Virtual, May 20th- 26th (Top Paper Award: Communication & Technology Division).

Oh, J., Jin, E., Sudarshan, S., Nah, S., & **Yu, N.** (2019), Feeling just peaceful: The negative impact of interactive 360-degree videos on environmental engagement. *105th National Communication Association (NCA) Convention*, Baltimore, Maryland, November 14th – 17th.

Oh, J., Sudarshan, S., Jung, J.A. & **Yu, N.** (2019), How and for whom does serendipity work?: The effects of serendipitous movie recommendation and viewing motives on user engagement and rating. *69th Annual International Communication Association (ICA) Conference*, Washington D.C., May 24th – 28th.

REFEREED CONFERENCE PRESENTATIONS

Yu, N., Jia M., & Jamar, P. (2021), Science Mapping: Bibliometric Analysis of Green Marketing in Communication Studies. Presented at *107th National Communication Association (NCA) Convention*, Seattle, Washington, November 18th-21st.

Atkinson, L., Olson, H., **Yu, N.**, Kahlor, L., Kemp, D., & Lake, L. (2021), Overcoming Public Uncertainty About Carbon Capture & Storage Technology. Presented at Fueling a Sustainable Energy Transition (FSET) Year Two Program Review Meeting, Austin, Texas, October 26th.

GRANTS

Current Research

Yu, Na (PI)

The University of Texas at Austin Green Fund.

\$4,700

Sept. 1, 2021 – Aug. 31, 2022

Into a Highly Mediated World: Exploring the Effects of 360-degree Videos on Enhancing Pro-environmental Engagement

Completed Research

Yu, Na (PI) & Atkinson, Lucy (Faculty Supervisor)

National Science Foundation (NSF Award #1635593) through supplemental funding from the National Oceanic and Atmospheric Administration (NOAA) Weather Program Office

\$2,600

The Role of 360-degree Videos in Wildfire Preparedness: A Closer Look at Immersive Media and Risk Information Seeking Behaviors.

RESEARCH EXPERIENCE

Sep. 2020 – Present

Graduate Research Assistant

Overcoming Public Uncertainty About Carbon Capture and Storage Technology

Supervisor: Dr. Lucy Atkinson, The University of Texas at Austin

- Conducted literature Review, content analysis, and quantitative analysis using ANOVA & Mediated analysis.
- Designed research framework and national survey.
- Managed the research team and run team meetings.

April 2021 – Nov. 2021

Use of Twitter in Extreme Weather Event: An Exploratory Study to Investigate the Twitter Usage in Texas Winter Storm

Supervisor: Dr. Josephine Lukito, The University of Texas at Austin

- Conducted literature review, collected and cleaned data, analyzed data using Topic Structure Model, completed the manuscript, and submitted to a conference.

Sep. 2020 – Dec. 2020

Science Mapping: Bibliometric Analysis of Green Marketing in Communication Studies

Coauthor: Mian Jia & Patrick Jamar, The University of Texas at Austin

- Conducted literature Review, explored an automated approach to literature-based discovery, used the meaning extraction method to generate meaningful themes, corroborated the main trends outlined in the review articles, and submitted proposal to a conference.

Jan. 2020 – May 2020

Television content Analysis: Brands in advertising of Conservative and Liberal Shows Project

Supervisor: Dr. Lucy Atkinson, The University of Texas at Austin

- Conducted literature review, revised the coding guide and coded the advertisements in both conservative and liberal shows.

May 2018 – Dec. 2019

Transporting the Binge-watching Television Audiences: A Look at the Effects of Genre Schema and Narrative Relevance on the Flow Experience (Master Thesis)

Supervisor: Dr. Matthew Eastin, The University of Texas at Austin

- Integrated prior knowledge model of TV programs – genre schema and story-related experience with flow theory, and expanded flow theory in entertainment media use.
- Designed a 2 (genre schema) X 2 (story-related experience) experiment, collected data, analyzed data and wrote the manuscript.

Oct. 2018 – Dec. 2018

Graduate Research Assistant

When Green Goes Bad: Boomerang Effects and Moral Licensing among Undergraduate Students

Supervisor: Dr. Lucy Atkinson, The University of Texas at Austin

- Participated in the second study consisting of a lab-based experiment to examine whether moral licensing effects observed during green consumption moments can be mitigated via social labeling.
- Conducted a three-hour lab every week; recorded subjects' consuming behaviors; prepared lab materials.

- Sep. 2018 – Dec. 2020 **Can User Engagement Shield Against Distraction? Enhancing Climate Change Awareness and Pro-environmental Behavior through 360-degree Videos**
Supervisor: Dr. Jeeyun Oh, The University of Texas at Austin
- Researched how 360-degree videos impacted users' cognitively process, and examined whether 360-degree videos can effectively enhance users' climate change awareness and pro-environmental behaviors.
 - Designed novelty measurement scales in the experiment.
 - Conducted a literature review of arousal emotions in Public Service Announcements (PSAs).
 - Conducted a 2 (360-degree video vs. a unidirectional video) X 2 (high arousal vs. low arousal) factorial-design lab experiment, led the media lab, and collected data.
- Mar. 2018 – Dec. 2018 **How Social Distance Affects Chinese Students Online Learning?**
Supervisor: Dr. Renita Coleman, The University of Texas at Austin
- Developed a 2 (feedback level: explanatory or corrective feedback) X 2 (task distance: collaborative task or individual task) between-subjects experimental design.
 - Conducted literature review of interactive distance, designed the experiment, and developed the online survey.
- Mar. 2018 – Nov. 2018 **The Effects of Serendipitous Movie Recommendation and Viewing Motives on User Engagement and Rating**
Supervisor: Dr. Jeeyun Oh, The University of Texas at Austin
- Constructed a mockup system that suggested serendipitous movies.
 - Developed experimental design, created experimental stimuli, and designed the online questionnaire.
 - Collected data, analyzed data, wrote manuscript, and submitted the manuscripts to journals.
- Mar. 2018 – Jun. 2018 **University Health Promotion Office Sun Safety Project**
Manager: Brittany O'Malley, University Health Services, The University of Texas at Austin
- Conducted research to investigate college students' sunscreen knowledge.
 - Developed online questionnaire to explore sun dispensers usage on two campus areas.
 - Installed sunscreen dispensers on campus.
- Sep. 2016 – Jun. 2017 **Investigating WeChat Moments Fatigue Among College Students**
Supervisor: Dr. Peng Cheng Lu, East China Normal University
- This research aimed to investigate what caused WeChat Moments fatigue among college students.
 - Designed online survey, collected data through Wen Jun Xing, analyzed data, and wrote the manuscript.
- Sep. 2015 – Dec. 2015 **Line Store Marketing and Strategic Communication Research**
Supervisor: Dr. Sejung Marina Choi, Korea University
- Explored Korean and Chinese marketing needs, promoted Line branding by effective communication strategies.
 - Conducted online survey to investigate customers' needs, and interviewed customers in Line stores.
 - Developed communication strategies to improve emotional connections with target customers.
- Oct. 2015 – Nov. 2015 **TV Channels of Comprehensive Programming: Joong-Ang Daily Newspaper& JTBC**
Supervisor: Dr. Hun Yul Lee, Korea University
- Compared vertical and horizontal integration on media marketing by studying Joong-Ang Daily Newspaper and JTBS, conducted literature review of vertical and horizontal integration, and applied theories for the case study.

TEACHING EXPERIENCE

Sep. 2019 – May. 2020 **Teaching Assistant, Introduction to Advertising Creativity**

The University of Texas at Austin

- An undergraduate course provided an overview of the inner knowledge of creative advertising agency and hands-on activities centered around the various methods for building an effective creative campaign.
- Administrated and graded advertising campaigns and idea journals, created assignments, and helped to write the course syllabus.

Jan. 2019 – June 2019 **Teaching Assistant, Psychology of Advertising**

The University of Texas at Austin

- An undergraduate course is designed to help students understand the psychology of persuasion and consumer behavior.
- Administrated and graded written assignments, helped students with SSD letters

Sep. 2018 – Jan. 2019 **Teaching Assistant, Communicating Sustainability**

The University of Texas at Austin

- An upper-division undergraduate course focuses on the ways that mass media can foster, challenge and change attitudes and behaviors as they relate to sustainability.
- Administered and graded written assignments – advertising critique portfolio, ran study sessions and maintained grade and attendance records.

Sep. 2018 **Guest Lecturer, Consumer Behavior**

The University of Texas at Austin

- A graduate-division course that introduced the psychology of persuasion and consumer behavior for the purposes of marketing and advertising.
- Planned and delivered a lecture about the information processing procedure, retrieval for marketers, characteristics of stimuli in advertising – package, logos, brand name, category names, and typefaces.

Jan. 2018 – May 2018 **Graduate Assistant, Psychology of Advertising**

The University of Texas at Austin

- An undergraduate course which provides an introduction to a variety of psychological concepts (e.g., perception, learning, memory, motivation, and etc.).
- Planned and delivered in-class advertising cases, created and administered exams and quizzes, graded written assignments, ran study sessions and maintained grade and attendance records.

Jan. 2018 – May 2018 **Graduate Assistant, Health Communication – Messages, Campaigns, and Media**

The University of Texas at Austin

- This health communication course covers three primary areas: a discussion of health communication theories, instruction in health communication campaign design, and a review of health communication in the media.
- Planned and delivered course cases, and assisted students' in-class discussions.

Jan. 2016 – Feb. 2016 **Teaching Assistant, IELTS**

New Oriental Education & Technology Group Inc.

- This course aims to improve students' IELTS learning skills, including speaking, listening, writing and reading.

- Instructed students to study IELTS vocabulary, reported daily feedback of students' opinions and performance to administrators, and ran study sessions.

PROFESSIONAL EXPERIENCE

- Apr. 2016 – Jun. 2016 **Assistant Curator, Intern**
 Power Station of Art, Shanghai, China
- Organized the *Ordinary Metropolis* exhibition and conducted marketing research.
 - Interviewed Shanghai local residents, and edited interviewing videos.
 - Composed the exhibition synopsis.
- Jun. 2015 – Aug. 2015 **Journalist, Intern**
 Changchun TV Station, Changchun, China
- Reported live news (i.e. Automobile Industry Conference, the Joint Arts Exhibition between Changchun and a Korean city)
 - Edited 4 news video clips' scripts and assisted in writing 5 news releases.
- Jul. 2015 **Freelance Journalist in Photography and Arts Department, Intern**
 Liberation Daily, Shanghai, China
- Photographed historical sites in Changchun, interviewed local citizens about their past experiences during the Second Sino-Japanese War, and wrote a news report on the basis of the above.

EXTRACURRICULAR EXPERIENCES

- Sep. 2018 – Dec. 2018 **Data Analyst of TexasAdPR Official Weibo Account**
 Stan Richards School of Advertising & Public Relations, The University of Texas at Austin
- Analyzed the Weibo data and completed weekly reports.
 - Presented data with other team groups to expand TexasAdPR branding to Weibo users.
 - Compared Weibo users' data with Facebook, Instagram, and Twitter to identify differences.
- Mar. 2015 – May 2015 **Media Department Leader**
 Shanghai University Student TV Festival, Shanghai, China
- Managed the WeChat Official Account for advocating the festival to audiences, edited WeChat news reports and disseminated to followers.
 - Coordinated meeting places, scheduled the festival orders, and supervised volunteers.
- Sep. 2014 – Jun. 2015 **Minister, Media Department & Executive, Student Association**
 East China Normal University, Shanghai, China
- Reorganized and managed the WeChat Official Account for the communication college which aimed to disseminate major school events such as Student TV Festival, media designing competitions and related media knowledge such as pragmatic methods of using Photoshop and Premiere.
 - Transformed conventional college WeChat Official Account style into diverse contents.
- Nov. 2013 **Organizer of Campus Sports Competition, Awarded as the Excellent Executive**
 East China Normal University, Shanghai, China
- Supervised staff and planned advocating strategies.
 - Designed competition segments, and coordinated the sports competition.

CERTIFICATIONS

- 2018 **Advanced Teaching Preparation Certificate**
Faculty Innovation Center – The University of Texas at Austin
- 2018 **Certificate of Completion - Advanced Google Analytics**
Google Analytics Academy

SERVICE TO THE ACADEMY

- Sep. 2021 – Present **Group Leader** Green Fund 2021 The University of Texas at Austin
- Oct. 2021 – Dec. 2021 **Reviewer** The 72nd Annual International Communication Association (ICA) Conference
- Aug. 2020 – Aug. 2021 **Reviewer** Journal of Advertising's student reviewer training (SRT) program
- Oct. 2018 – Jan. 2019 **Reviewer** The 69th Annual International Communication Association (ICA) Conference