

NHUNG NGUYEN, PH.D.

The University of Kansas
William Allen White School of Journalism and Mass Communications

CONTACT

- 786-694-0366
- nhungnguyen@ku.edu
- nhungnguyenvn.com
- 1435 Jayhawk Blvd,
Lawrence, KS 66044

PROFILE

I am a passionate researcher and educator specializing in journalism and strategic communication studies.

My research primarily focuses on the influence of digital technologies on promoting positive social changes, public relations strategies for organizations' legitimacy, and mis and disinformation combating in science communication, public health, and climate change in a global context.

EDUCATION

- Ph.D.: University of Kansas, Lawrence, United States
Journalism & Mass Communications
- M.A.: University for Peace, Ciudad Colon, Costa Rica
Responsible Management & Sustainable Development
- M.A.: Hanoi National University, Hanoi, Vietnam
Journalism
- B.A.: Academy of Journalism & Communication, Hanoi, Vietnam
Broadcasting Journalism

WORK EXPERIENCE

- 2017-2020: The Ministry of Health, Vital Strategies, and World Health Organization, Hanoi, Vietnam
Communication Specialist
- 2016: Aide-et-Action Vietnam, Hanoi, Vietnam
Account Manager
- 2014: Media Tenor Vietnam, Hanoi, Vietnam
Media Analyst
- 2011-2013: Ministry of Natural Resources and Environment, Hanoi, Vietnam
Account Executive
- 2006- 2014: Vietnam Television, Hanoi, Vietnam
Freelance Journalist/Correspondent



RESEARCH INTEREST

- Digital Media in Strategic Communication for Social Changes
- Public Relations in Legitimacy Seeking
- Misinformation and Disinformation

RESEARCH METHODS

- Content analysis
- In-depth interview
- Survey and Experiment
- Computational approaches

ACADEMIC POSITION

- 2020- Present: **Graduate Teaching Assistant**, University of Kansas, William Allen White School of Journalism and Mass Communications
- 2012-2014: **Visiting Lecture**, Hanoi National University, Diplomatic Academy of Vietnam, Posts and Telecommunications Institute of Technology
- 2009-2012: **Lecture**, Broadcasting College I

COURSES TAUGHT

University of Kansas, United States

- BUS 305: **Writing for Business**
- JMC 302: **Information Exploitation**
- JMC 304: **Writing for Media**

Universities and Colleges in Vietnam

- **Media, Laws, and Ethics** (Broadcasting College I)
- **Media, Society, and Culture** (Hanoi National University)
- **Journalism Creativity** (Broadcasting College I)
- **Strategic Communication for Social Development** (Diplomatic Academy of Vietnam)
- **Writing for Television** (Broadcasting College I)

PEER- REVIEWED JOURNAL ARTICLES

- **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. *Digital Health*. [SSCI; IF: 4.7]
- Vu, H. T., Baines, A., & **Nguyen, N.** Fact-checking climate change: An analysis of claims and verification practices by fact-checkers in four countries. *Journalism & Mass Communication Quarterly*. [SSCI; IF 3.4]
- Duong, H. T., Vu, H. T., **Nguyen, N.** Activists' strategic communication in an authoritarian setting: Integrating social movement framing into issues management. *International Journal of Strategic Communication*. [SSCI; IF 4.4]

RESEARCH SKILLS

- Qualitative and quantitative
- Computational and traditional content analysis
- In-depth interview

DATA ANALYTIC SKILLS

- Lanbox
- MaxQDA
- Python
- Sketch Engine
- SQL

- **Nguyen, N.**, Ding, H., Vu, H.T., Peters, P. (Under Review). When the media goes to war: How Russian news media defend the country's image during the conflict with Ukraine. *Media, War, and Conflict*.

MANUSCRIPTS UNDER REVIEW

- **Nguyen, N.** Optimism and compromising: Future framed by big oil companies on their Twitters- a corpus linguistic analysis. (Under Review). *Applied Corpus Linguistics*.

CONFERENCE PRESENTATIONS

- **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*.
- Chau, T., **Nguyen, N.**, Ha, H., Do, H., Vu, H.T. Examining practices of transparency and accessibility by international fact-checking networks on COVID-19. *The 73rd Annual International Communication Association Conference*.
- **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*.
- **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*.
- 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*.
- 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. *The 72nd International Communication Association Conference*.



WEB ANALYTICS

- Facebook Analytic
- Google Analytic
- Social Media Listening

STATISTICAL ANALYTIC SKILLS

- Least Square Method
- Maximum Likelihood Method
- LM, GLM, MLM modellings

- **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.*
- 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.*
- 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.*
- 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.*

SERVICE /VOLUNTEER

- 2022- 2023: Reviewer at *ICA* and *Digital Health*
- 2023: Student representative at J-schools Graduate Committee
- 2022: AJEMC- GSIG Communication officer
- 2020: Judge the writing and visualization assignments at the Kansas Scholastic Press Association (KSPA)
- 2020: The Resilience Activist, Kansas, USA - lesson preparation for training on Environmental Deficit Disorder.
- 2015: Yanapay Project, Cusco, Peru- teaching and community events for marginalized children.
- 2012- 2014: Vietnam Breast Cancer Network, Hanoi, Vietnam- translating documents for the network website



PROFESSIONAL SKILLS

- Video editing
- Photo editing
- Open source web design

AWARDS, FELLOWSHIP & SCHOLARSHIP

- 2023: Kappa Tau Alpha Member
- 2023: KU J-schools's Calder Pickett Award (\$2,400)
- 2023: KU's Doctoral Student Research Fund (DSRF) (\$1500)
- 2022: RMIT's Research Fellowship (\$5000)
- 2022: ICA 72, Paris, France (Travel grant, \$500)
- 2022: KU's summer research grant (\$6000)
- 2020: Climate Tracker (\$500)
- 2021-2023: KU J-schools's travel grant to ICA & AEJMC (\$1000/year)
- 2003-2007: Academy of Journalism and Communication annual scholarships (\$3000)
- 2003-2007: Tuoitre Newspaper and the Ho Chi Minh City's Youth Union (\$5000)
- 2003: The third prize National Geography Contest, Granted College Enrollment (Waive of Entrance Examination)

TEACHING PHILOSOPHY

- Inspiration and Creativity
- Flipped classroom strategy
- Scaffolding strategies

SEMINARS/TALKS

- 2023: R for Social Scientists, Vietnamese Doctoral Students Worldwide
- 2019: Conflict Resolution and Development, Y4PD, Thai Nguyen, Vietnam
- 2020: Peace and Development for All, University for Peace Alumni, Hanoi, Vietnam
- 2017: Internet Vietnam Forum: #DigitalforGood, Hanoi, Vietnam

