

**YING CHENG**

5500 University Parkway, JB-461, San Bernardino, CA 92407

[ying.cheng@csusb.edu](mailto:ying.cheng@csusb.edu)**EDUCATION****Doctor of Philosophy, Communication** 2018*Department of Communication, Michigan State University, East Lansing, MI*

Dissertation: Testing Exposure to Nostalgic Messages as an Alternative Self-affirmation

Induction to Reduce Defensive Processing and Promote Message Acceptance

Major Areas of Study: Social Influence/Persuasion, Health Communication, Message

Features and Effectiveness, mHealth

Committee: Franklin J. Boster (chair), Sandi W. Smith, Mary J. Bresnahan, Joseph Cesario

**Master of Arts, Communication** 2013*Department of Communication, Michigan State University, East Lansing, MI***Bachelor of Arts, Communication** 2011*College of Arts and Communication, Southwest Jiaotong University, Chengdu, China***EMPLOYMENT****Assistant Professor** 2018–Present*Department of Management, California State University – San Bernardino, San Bernardino, CA***Communication Consultant** 2016–2018*Ernst & Young Communication Center (EYCC), Department of Accounting & Information Systems, Michigan State University, East Lansing, MI***Teaching Assistant / Graduate Instructor** 2013–2016*Department of Communication, Michigan State University, East Lansing, MI***PUBLICATIONS****Journal Articles****Cheng, Y., & Yan, X.** (2022). Effects of nostalgic messages on ad persuasiveness: A meta-analysis. *International Journal of Advertising*, Advance online publication.<https://doi.org/10.1080/02650487.2022.2064593>**Liu, R., Cheng, Y., Boster, F. J., & Townson, C.** (2022). The suasory force of sticky messages: A replication and extension. *Western Journal of Communication*, 86(3), 297-320.<https://doi.org/10.1080/10570314.2022.2057579>

- Cheng, Y.**, Liu, R. W., & Foerster, T. A. (2021). Predicting intentions to practice COVID-19 preventative behaviors in the United States: A test of the risk perception attitude framework and the theory of normative social behavior. *Journal of Health Psychology*, Advance online publication. doi:10.1177/13591053211057382
- Cheng, Y.**, & Meng, J. (2021). The relationship between smartphone use functions and mental health outcomes among people with depression. *Human Behavior and Emerging Technologies*, 3, 441-453. doi:10.1002/hbe2.258
- Cheng, Y.**, Meng, J., & Liu, S. (2018). Personal network structure and perceived social support in the context of intercultural adjustment. *Communication Quarterly*, 66, 576-594. doi:10.1080/01463373.2018.1515782
- Boster, F. J., Liu, R., **Cheng, Y.**, Kim, W., & Shaikh, S. (2018). The suatory force of sticky messages: An application to the application of sunscreen. *Communication Studies*, 69, 4-22. doi:10.1080/10510974.2017.1414067
- Meng, J., Peng, W., Tan, P.-N., Liu, W., **Cheng, Y.**, & Bae, A. (2018). Diffusion size and structural virality: The effects of message and network features on spreading health information on twitter. *Computers in Human Behavior*, 89, 111-120. doi:10.1016/j.chb.2018.07.039
- Cheng, Y.**, Ahn, J.-S., Lewis, N., & Martinez, L. S. (2017). A cross-comparative survey of information seeking and scanning about drug-related sources and topics among U.S. and Israeli college students. *Journal of Health Communication*, 22, 692-701. doi:10.1080/10810730.2017.1341567
- Boster, F. J., Liu, R., Poorisat, T., **Cheng, Y.**, Kim, W., Salmon-Seidmann, N., & Salmon, C. T. (2016). Communicating to influence perceptions of social stigma: Implications for the use of signs by the homeless as a means of soliciting funds. *American Behavioral Scientist*, 60, 1293-1305. doi:10.1177/0002764216657379
- Zahry, N., **Cheng, Y.**<sup>1</sup>, & Peng, W. (2016). Content analysis of dietary related health apps: A self-regulation perspective. *Health Communication*, 31, 1301-1310. doi:10.1080/10410236.2015.1072123

### Manuscript Under Review

- Liu, R., **Cheng, Y.**, & Foerster, T. A. (Revision & Resubmission). Modeling the relationship between perceived descriptive norms and willingness to practice COVID-19 preventative behaviors: A test of the mediational and moderational mechanisms in the theory of normative social behavior. Paper submitted to *Health Communication*.

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<sup>1</sup> The first and second authors contributed equally to this project.

- Cheng, Y., & Jang, Y.** (Under Review). The effect of emotional vs. informational message appeals on decisions to support crowdfunding campaigns of technology projects: Testing product type as a moderator. Paper submitted to the *Journal of Promotion Management*.
- Cheng, Y., Boyraz, M., Taylor, J., & Gilbert, R.** (Under Review). Understanding college students' and instructors' perspectives on adopting technologies for public speaking skills development in a Hispanic serving university. Paper submitted to *International Journal of Education and Development Using Information and Communication Technology*.

### Conference Papers

- Cheng, Y., Boyraz, M., Taylor, J., & Gilbert, R.** (2022, November). Understanding college students' and instructors' perspectives on adopting technologies for public speaking skills development in a Hispanic serving university: An initiative from the speaking center on campus. Paper accepted by the 108<sup>th</sup> annual meeting of the National Communication Association conference, New Orleans, LA.
- Liu, R., **Cheng, Y., & Fanari, A.** (2022, May). Examining the different levels of social normative influence on COVID-19 preventative behaviors: Testing the theory of normative social behavior in Italy and the USA. Paper presented at the 72<sup>nd</sup> annual International Communication Association conference, Paris, France.
- Liu, R., **Cheng, Y., & Foerster, T. A.** (2021, November). Leveraging the power of social norms on promoting COVID-19 preventative behaviors: A test of the Theory of Normative Social Behavior. Paper presented at the 107<sup>th</sup> annual meeting of the National Communication Association conference, Seattle, WA.
- Cheng, Y., Liu, R. W. & Foerster, T. A.** (2021, May). Predicting intentions to practice COVID-19 preventative behaviors in the United States: A test of the risk perception attitude framework and the theory of normative social behavior. Paper presented at the 71<sup>st</sup> annual International Communication Association conference (Virtual, converted from Denver, CO to virtual due to COVID-19).
- Cheng, Y.** (2020, May). Is checking the induction of self-affirmation reactive? Evidence from an experiment and a meta-analysis. Paper presented at the 70<sup>th</sup> annual International Communication Association conference (Virtual, converted from Australia to virtual due to COVID-19).
- Cheng, Y., & Yan, X.** (2020, May). Effects of nostalgic messages on ad persuasiveness: A meta-Analysis. Paper presented at the 70<sup>th</sup> annual International Communication Association conference (Virtual, converted from Australia to virtual due to COVID-19).
- Cheng, Y., & Jang, Y.** (2020, March). The effect of congruity between crowdfunding message and the product features. Paper presented at the 2020 Pan-Pacific Business Research Conference, Pomona, CA.

- Cheng, Y., & Jang, Y.** (2020, August). The effect of emotional vs. informational message appeals on crowdfunding campaign success: Testing product type as a moderator. Paper presented at the 103<sup>rd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication (Virtual, converted from San Francisco to virtual due to COVID-19).
- Cheng, Y., & Boster, F. J.** (2019, May). Testing exposure to nostalgic messages as an alternative self-affirmation induction to reduce defensive processing and promote message acceptance. Paper presented at the annual meeting of International Communication Association Conference, Washington, D. C.
- Boster, F. J., Liu, R., **Cheng, Y.**, Townson, C., & Yan, X. (2018, November). The suatory force of sticky messages: A replication and extension. Paper presented at the annual meeting of National Communication Association Conference, Salt Lake City, UT.
- Cheng, Y., & Boster, F. J.** (2018, May). Testing the impact of argument consistency in post-message conversations on media message effects. Paper presented at the annual meeting of International Communication Association Conference, Prague, Czech.
- Cheng, Y., & Meng, J.** (2018, May). The relationship between smartphone use functions and mental health outcomes among people with depression. Paper presented at the annual meeting of International Communication Association Conference, Prague, Czech.
- Cheng, Y.** (2017, November). Does the willingness to exchange electronic health information scale meet the assumptions of the item response theory? An exploratory study. Paper presented at the annual meeting of National Communication Association Conference, Dallas, TX.
- Cheng, Y., Reynolds, R., & Boster, F. J.** (2017, May). Predicting the effectiveness of guilt on gaining compliance from others. Paper presented at the annual meeting of International Communication Association Conference, San Diego, CA.
- Zhuang, J., **Cheng, Y.**, Lapinski, M. K., Yue, G., & Hussain, S. (2017, May). Norms and value-relevant involvement on information processing, attitudes, and behavioral change — An experimental approach. Paper presented at the annual meeting of International Communication Association Conference, San Diego, CA.
- Boster, F. J., Liu, R., **Cheng, Y.**, Kim, W., & Shaikh, S. (2016, November). The suatory force of sticky messages: An application to the application of sunscreen. Paper presented at the annual meeting of National Communication Association Conference, Philadelphia, PA.
- Meng, J., Peng, W., Tan, P.-N., Liu, R., **Cheng, Y.**, & He, X. (2016, November). The scale and the range of information transmission: The impacts of message and network features on spreading health messages in social media. Paper presented at the annual meeting of National Communication Association Conference, Philadelphia, PA.

- Zhuang, J., Hussain, S., & **Cheng, Y.** (2016, November). Remembering the past and promoting other-beneficial health behaviors—Testing message framing and nostalgia for organ donation. Paper presented at the annual meeting of National Communication Association Conference, Philadelphia, PA.
- Boster, F. J., Liu, R., **Cheng, Y.**, Kim, W., & Shaikh, S. (2016, June). The suasy force of sticky messages: A case of asymmetric message effects. Paper presented at the annual meeting of International Communication Association Conference, Fukuoka, Japan.
- Cheng, Y.**, & Meng, J., Liu, S. (2016, June). Predicting international students' social adjustment through social ties and network density. Paper presented at the annual meeting of International Communication Association Conference, Fukuoka, Japan.
- Ahn, J. –S., **Cheng, Y.**, Lewis, N., & Martinez, L. S. (2015, May). Does personality predict information seeking about drugs? Using the Big 5 to profile personality traits of college students who actively seek information about marijuana. Paper presented at the annual meeting of International Communication Association Conference, San Juan, Puerto Rico.
- Hahn, L., Kashian, N., **Cheng, Y.**, & Tamborini, R. (2015, May). Cross-national comparison of behavior and norms regarding permanent online usage: Differences between Germany, the US, and the Netherlands. Paper presented at the annual meeting of International Communication Association Conference, San Juan, Puerto Rico.
- Ahn, J. –S., **Cheng, Y.**, Lewis, N., & Martinez, L. S. (2014, November). Does personality predict information seeking about drugs? Using the Big 5 to profile personality traits of college students who actively seek information about marijuana. Poster presented at the annual meeting of American Public Health Association Conference, New Orleans, LA.
- Cheng, Y.**, Ahn, J. –S., Lewis, N., & Martinez, L. (2014, November). Are drug prevention efforts fulfilling the informational needs of college students? A survey of engagement with information about topics related to marijuana and amphetamines from media, medical and interpersonal sources. Paper presented at the annual meeting of National Communication Association Conference, Chicago, IL.
- Cheng, Y.**, Ahn, J. –S., Lewis, N., & Martinez, L. (2014, November). Are drug prevention efforts fulfilling the informational needs of college students? A survey of engagement with information about topics related to marijuana and amphetamines from media, medical and interpersonal sources. Poster presented at the annual meeting of American Public Health Association Conference, New Orleans, LA.
- Zahry, N., **Cheng, Y.**, & Peng, W. (2014, November). A content analysis of dietary related health apps: A self-regulation perspective. Paper presented at the annual meeting of National Communication Association Conference, Chicago, IL.

**Cheng, Y., & Bresnahan, M. J.** (2013, November). The impact of Buddhist and Confucian values on face loss, guilt and shame. Paper presented at the annual meeting of NCA Conference, Washington D. C.

**Cheng, Y., & Bresnahan, M. J.** (2013, March). Effects of Buddhist beliefs, anticipated guilt, and hope on persuading Chinese to be organ donors: An application of the functional theory. Poster presented at the DC-area Health Communication Conference, Fairfax, VA.

### **Manuscripts in Preparation**

Cheng, Y., & Shi, J. A meta-analysis of the predictions of the Theory of Normative Social Behaviors (Data analysis stage).

Zhuang, J., Cheng, Y., Lapinski, M. K., Hussain, S., & Yue, G. Norms and value-relevant involvement on information processing, attitudes, and behavioral change — An experimental approach (Prepare for journal submission).

## **TEACHING EXPERIENCE**

### **Sole Instructor**

*Department of Management, California State University, San Bernardino, CA*

Administrative Communications

Applied Communications

Advanced Managerial Communications (MBA Class)

Interpersonal Relationship at the Workplace (Expected Launching Semester: Spring 2023)

*Department of Accounting & Information Systems, Michigan State University, East Lansing, MI*

Master of Accounting Preparation Program (Communication Seminar)

*Department of Communication, Michigan State University, East Lansing, MI*

Independent Study

Audience Response to Media Entertainment (Online Class)

Methods of Communication Inquiry

### **Teaching Assistant**

*Department of Communication, Michigan State University, East Lansing, MI*

Special Topics in Communication: Health Communication

Methods of Communication Inquiry

Introduction to Organizational Communication

Interpersonal Influence & Conflict

Introduction to Human Communication

## **AWARDS**

**First Place Faculty Paper Award**

2020

*Media Management, Economics & Entrepreneurship, Association for Education in Journalism and Mass Communication*

**Top Four Paper** 2020  
*Information Systems Division, International Communication Association*

### FELLOWSHIPS & GRANTS

**Summer Research Fellowship** (\$3000) 2022  
*Jack H. Brown College of Business and Public Administration*

**Mini Grant** (\$6100) 2020  
*Jack H. Brown College of Business and Public Administration*

**Summer Research Fellowship** (\$3000) 2019  
*Jack H. Brown College of Business and Public Administration*

**Research Enhancement Funding** (\$1000) 2018  
*Graduate School, Michigan State University*

**Summer Research Excellence Fellowship** (\$2375) 2016  
*College of Communication Arts and Sciences, Michigan State University*

**Summer Research Excellence Fellowship** (\$2100) 2014  
*College of Communication Arts and Sciences, Michigan State University*

**Summer Research Excellence Fellowship** (\$1000) 2012  
*Department of Communication, Michigan State University*

### ACADEMIC SERVICE

**Editorial Board**  
Journal of Intercultural Communication Research 2022–Present

**Ad Hoc Reviewer**

Mobile Media & Communication	2022
Journal of Health Communication	2022
Kentucky Journal of Communication	2022
Journal of Intercultural Communication Research	2021
International Journal of Communication	2021
Mobile Media & Communication	2021
Journal of Intercultural Communication Research	2020
Health Communication Division, International Communication Association	2020
Cyberpsychology, Behavior, and Social Networking	2019
Information Systems Division, International Communication Association	2019
Communication Monographs	2019

Health Communication Division, International Communication Association	2018
Information Systems Division, International Communication Association	2018
Mobile Media & Communication	2018
Journal of Health Communication	2017
Health Communication Division, International Communication Association	2016
Asian/Pacific American Communication Studies Division, National Communication Association	2016
Health Communication Division, National Communication Association	2013
<b>Panel Chair</b>	
Interpersonal Communication Division, National Communication Association	2015

### UNIVERSITY SERVICE

<b>Speaking Center Associate Director</b>	2018–Present
Jack H. Brown College of Business and Public Administration, California State University, San Bernardino	
<b>Writing Advisory Board Member</b>	2020–Present
California State University, San Bernardino	
<b>Institutional Review Board Alternate Member</b>	2020–2022
California State University, San Bernardino	
<b>Recruitment Committee Member</b>	2020
Department of Management, California State University, San Bernardino	
<b>Recruitment Committee Member</b>	2019
Department of Management, California State University, San Bernardino	
<b>Curriculum Committee Member</b>	2018
Department of Management, California State University, San Bernardino	
<b>Advisory Committee Member</b>	2015–2016
<i>Association for Graduate Students in Communication, Michigan State University</i>	
<b>Doctoral Affairs Committee Member</b>	2014–2015
<i>Association for Graduate Students in Communication, Michigan State University</i>	

### AFFILIATIONS

International Communication Association

National Communication Association