
KATE T. LUONG

Curriculum Vitae August 2019

luong.31@osu.edu | (714) 928-8415
u.osu.edu/luong.31
The Ohio State University
School of Communication
3045F Derby Hall | 154 N. Oval Mall, Columbus, OH 43210

EDUCATION

Ph.D.	The Ohio State University School of Communication Committee: Dr. Silvia Knobloch-Westerwick (advisor), Dr. Hyunyi Cho, Dr. Emily Moyer-Guse, & Dr. Graham Dixon	Expected May 2020
M.A.	The Ohio State University School of Communication	May 2018
B.A.	California State University, Fullerton College of Communications	May 2012

RESEARCH

Peer-reviewed Journal Articles

Luong, K. T., Knobloch-Westerwick, S., & Frampton, J. (in press). Temporal self impacts on media exposure & effects: A test of the selective exposure self- and affect-management (SESAM) model. *Media Psychology*.

Luong, K. T., Garrett, R. K., & Slater, M. D. (2019). Promoting persuasion with ideologically tailored science messages: A novel approach to research on emphasis framing. *Science Communication*. Advanced online publication. doi: 10.1177/1075547019862559

Luong, K. T., Knobloch-Westerwick, S., & Niewiesk, S. (2019). Superstars within reach: The role of perceived attainability and role congruity in media role models on women's social comparisons. *Communication Monographs*. Advanced online publication. doi: 10.1080/03637751.2019.1622143

Moyer-Guse, E., Woods, K. W., Rader, K. K., & **Luong, K. T.** (2019). Talking about TV: Mother-daughter viewing and discussion of an entertainment narrative about teen pregnancy. *Health Communication*. Advanced online publication. doi: 10.1080/10410236.2019.1623642

Cho, H., Silver, N., Na, K., Adams, D., **Luong, K. T.**, & Song, C. (2018). Content and effects of visual cancer communication on social media: An examination of #melanomasucks. *Journal of Medical Internet Research*, 20, e10501. doi:10.2196/10501

Luong, K. T., & Knobloch-Westerwick, S. (2017). Can media help women be better at math? Stereotype threat, selective exposure, media effects & math performance. *Human Communication Research*, 43, 193–213. doi: 10.1111/hcre.12101

Knobloch-Westerwick, S., Robinson, M. J., Willis, L. E., & **Luong, K. T.** (2016). Beauty or business queen: How young women select media to reinforce possible future selves. *Communication Research*. Advanced online publication. doi: 10.1177/0093650215626978

Book Chapter

Luong, K. T., & Knobloch-Westerwick (in press). Selection of entertainment media: From mood management theory to the SESAM model. In Vorderer, P., & Klimmt, C. (Eds.), *The Oxford handbook of entertainment theory*. Oxford University Press.

Conference Papers

Luong, K. T. (2019, August 7-10). *Does bringing climate change closer work? Examining the impact of proximizing climate change on risk perception using construal level theory and self-affirmation theory*. Paper presented at AEJMC, Toronto, Canada.

Luong, K. T., & Moyer-Guse, E. (2019, May 24-28). *Risk mitigation as altruism: Examining the use of elevation and empathy in risk communication*. Paper presented at ICA, Washington D.C.

Luong, K. T., Knobloch-Westerwick, S., & Frampton, J. (2018, November 8-11). *Temporal self impacts on media exposure & effects: A test of the selective exposure self- and affect-management (SESAM) model*. Paper presented at NCA, Salt Lake City, UT.

Luong, K. T., Garrett, R. K., & Slater, M. D. (2018, May 23-27). *Interpretative framing: A schema-dependent approach*. Paper presented at ICA, Prague, Czech Republic.

Luong, K. T., Knobloch-Westerwick, S., & Niewiesk, S. (2018, May 23-27). *Superstars within reach: The role of perceived attainability & role congruity in media role models on women's social comparisons*. Paper presented at ICA, Prague, Czech Republic.

Anderegg, C., Fox, J., & **Luong, K. T.** (2017, November 16-19). Theoretical and methodological approaches to media content analyses: A case study of romantic movies. Paper presented at NCA, Dallas, TX.

Luong, K. T., Knobloch-Westerwick, S., & Niewiesk, S. (2017, May 25-29). *The effects of role congruity & self-efficacy in mediated role models on women's possible selves and STEM career interests.* Paper presented at ICA, San Diego, CA.

Luong, K. T., Moyer-Guse, E., & McKnight, J. (2017, May 25-29). *Let's go to the movies...for science! The impact of entertainment narratives on science knowledge, interest, and trust.* Top Paper in the Mass Communication Division at ICA, San Diego, CA.

Moyer-Guse, E., Woods, K. W., Rader, K. K., & **Luong, K. T.** (2016, November 10-13). Talking about TV: Mother-daughter viewing and discussion of an entertainment narrative about teen pregnancy. Paper presented at NCA, Philadelphia, PA.

Luong, K. T., & Knobloch-Westerwick, S. (2016, June 9-13). *Can media help women be better at math? Stereotype threat, selective exposure, media effects & math performance.* Paper presented at ICA, Fukuoka, Japan.

Knobloch-Westerwick, S., Kaminski, M., Willis, L., & **Luong, K. T.** (2015, August 6-9). *Beauty or business queen – How young women select media to reinforce possible future selves.* Paper presented at AEJCM, San Francisco, CA.

AWARDS

Distinguished University Fellowship <i>The Ohio State University</i>	2014 – 2015 2018 – 2019
Emery Scholarship Award: Excellence in Research <i>School of Communication, The Ohio State University</i>	2017
Top Paper in Mass Communication Division <i>International Communication Association Annual Conference</i>	2017
Outstanding Senior Honors Project Award <i>CSUF University Honors Program</i>	2012
Professional Promise Award <i>CSUF Department of Communications</i>	2012
Diversity Multicultural Awards <i>Public Relations Student Society of America</i>	2011

Alumni Association Scholarship for Communications Majors 2011
CSUF Alumni Association

Exemplary Achievement Award 2010
Honors Transfer Council of California

GRANTS

Time-sharing Experiments for the School of Communication (TESoC) 2018, 2019
School of Communication, The Ohio State University

TEACHING

Industry Research Methods Fall 2019

Lab Instructor

Duties include: Teaching methods labs; developing class activities & lab slides; guiding students to develop their own research project proposal; working one-on-one with students; grading; holding office hours

Communication & Decision Making Summer 2018

Instructor of record (online)

Duties include: Constructing the syllabus; selecting class readings; developing lecture slides, class assignments & activities, and supplemental materials; recording online lecture videos; organizing and moderating online class discussions; holding virtual office hours

Communication Research Methods Fall 2016 – Spring 2018

Lab Instructor

Duties include: Teaching methods labs; developing class activities & lab slides; guiding students to develop their own research project proposal; working one-on-one with students; grading; holding office hours

Media Entertainment: Theory & Research Summer 2016 – Fall 2016

Teaching assistant (hybrid)

Duties include: Assisting in constructing the syllabus and developing class assignments, lecture slides, activities, exams & quizzes; adapting class materials and exams for the hybrid (half in-person, half online) format; grading; holding office hours

Persuasive Communication Spring 2016

Instructor of record

Duties include: Lecturing; developing class activities & lecture slides; writing exams & quizzes; grading; holding office hours

SERVICE

Disciplinary

Reviewer

International Communication Association Annual Conference 2016, 2018, 2019
National Communication Association Annual Conference 2018, 2019

Departmental

Graduate Student Mentor

School of Communication Peer Mentorship Program 2017 - 2019
The Ohio State University

Ph.D. Representative

School of Communication Graduate Studies Committee 2017 - 2018
The Ohio State University

Panelist

Introduction to Graduate Studies Panel, School of Communication 2017
The Ohio State University

Presenter

Research Talk, School of Communication Graduate Student Visitation Day 2017
The Ohio State University

Ph.D. Officer

School of Communication Graduate Student Organization 2016 - 2017
The Ohio State University

Panelist

Graduate Student Life Panel, School of Communication Graduate Student Visitation Day 2016
The Ohio State University

PROFESSIONAL MEMBERSHIP

International Communication Association (ICA)

National Communication Association (NCA)

Association for Education in Journalism and Mass Communication (AEJMC)