

Wan Wang, PhD

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EDUCATION

The University of Texas at Austin, Austin, TX

PhD in Advertising, 08/2021

Michigan State University, East Lansing, MI

MA in Public Relations, 05/2014

Huazhong University of Science and Technology, CHINA

BA in Journalism, 06/2012

Wuhan University, CHINA

BA in Advertising, 06/2012

RESEARCH

Dissertation

- Exploring the Role of Emotion and Risk-Benefit Perceptions in Information Seeking and Avoidance. **Advisor** : Dr. Lee Ann Kahlor

Publication

- **Wang, W.**, Atkinson, L., Kahlor, L. A., Jamar, P., & Lim, H. S. (2022). Avoiding Covid-19 risk information in the United States: The role of attitudes, norms, affect, social dominance orientations, and perceived trustworthiness of scientists. *Risk Analysis*.
- Shah, P., **Wang, W.**, Yang, J. Z., Kahlor, L., & Anderson, J. (2022). Framing climate change mitigation technology: The impact of risk versus benefit messaging on support for carbon capture and storage. *International Journal of Greenhouse Gas Control*, 119, 103737.
- **Wang, W.**, Kahlor, L. A., Moon, W.-K., & Olson, H. C. (2021). Person, Place, or Thing: Individual, Community, and Risk Information Seeking. *Science Communication*. <https://doi.org/10.1177/1075547020986805>
- Kahlor, L. A., Yang, J., Li, X., **Wang, W.**, Olson, H. C., & Atkinson, L. (2020). Environmental Risk (and Benefit) Information Seeking Intentions: The Case of Carbon Capture and Storage in Southeast Texas. *Environmental Communication*, 14(4), 555-572.
- Kahlor, L. A., **Wang, W.**, Olson, H. C., Li, X., & Markman, A. B. (2019). Public perceptions and information seeking intentions related to seismicity in five Texas communities. *International Journal of Disaster Risk Reduction*, 37, 101147.
- Kahlor, L. A., Olson, H. C., Markman, A. B., & **Wang, W.** (2018). Avoiding Trouble: Exploring Environmental Risk Information Avoidance Intentions. *Environment and Behavior*, 0013916518799149.
- Mitchell, N., Scheinbaum, A. Close, Li, D., & **Wang, W.** (2017). Purse parties: A phenomenology of in-home counterfeit luxury events. *Review of Marketing Research*. 14 (1), 227-255.

Conference

- **Wang, W.**, & Jamar, P., Risk Information Seeking Plus Ecologically Sustainable Products: A Recipe for The Preservation of Our Coral Reefs? *The 16th Conference on Communication and Environment: Re-MEDIating the Wild. 2021*

- **Wang, W.** From Seeking to Sharing: What motivates Risk Information Sharing? *The Virtual 71st Annual International Communication Association Conference: Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice*. 2021
- **Wang, W.,** Kahlor, L., Zhang, A. Hope in Climate Change Communication. *American Association for the Advancement of Science (AAAS) 2021 Annual Meeting*.
- **Wang, W.,** Kahlor, L., Atkinson, L., Jamar, P., & Lim, S. (2020) Flattening the curve for COVID-19 risk information avoidance: The role of norms, attitudes, affect, social dominance orientations and mistrust in scientists. *Society for Risk Analysis 2020 Annual Meeting, Virtual Conference*.
- **Wang, W.,** Kahlor, L., Atkinson, L.. (2020) Risk information seeking and the role of perceived risks, perceived benefits and related affect: The case of highly effective sunscreens that damage coral reefs. *Society for Risk Analysis 2020 Annual Meeting, Virtual Conference*.
- **Wang, W.** (2020) Believing is Knowing? Exploring the Role of Subjective and Objective Knowledge in Information Seeking on Local Environmental Risk. *NCA 106th Annual Convention*, Indianapolis, Indiana.
- **Wang, W.** (2020) When Do People Want to Know More? A Study on Air Pollution Risk Information Seeking. *NCA 106th Annual Convention*, Indianapolis, Indiana.
- **Wang, W.,** Kahlor, L., Ou, W., & Zhang, C.. (2019) Exploring the Role of Hope in the “Numbed” Risk Context. *The Conference on Communication and Environment: Waterlines: Confluence and Hope through Environmental Communication*, Vancouver, Canada.
- Amuneke-Nze, C, **Wang, W.,** & Kearns, K. (2018) Investigating Metabolic Syndrome and Perceptions of Health Management in Under-served Men via Medical Intervention and Communication Theory. *National Communication Association 104th Annual Convention: Communication at play*, Salt Lake City, UT.
- Alhabash.S., Ma,M., & **Wang W.** (2015) Sex Does Not Sell: Effects of Sex Appeal in Food Advertising on Facebook. *Association for Education in Journalism and Mass Communication Annual Conference*, Seattle, WA.

WORK EXPERIENCE

In Academia

Assistant Professor at North Dakota State University	08/2022 – Present
<ul style="list-style-type: none"> • COMM 375 • COMM 470 	
Visiting Assistant Professor at Sam Houston State University	08/2021 – 05/2022
<ul style="list-style-type: none"> • Principle of Public Relations • PR and Advertising Campaign Planning • Writing for Mass Communication • Media, Culture and Society • Principle of Advertising 	

- Sales and Marketing

Research Assistant of the *National Nanotechnology Coordinated Infrastructure Societal and Ethical Implementaiton Project*, at The University of Texas at Austin 05/2020 – 05/2021

Instructor at The University of Texas at Austin 01/2019 – 12/2019

- Fundamentals of Advertising
- Public Relations Principles

Teaching Assistant at The University of Texas at Austin 08/2015 – 05/2020

- Media Foundations (Online)
- Business of Sports Media
- Public Relation Writing
- Advertising Research (Hybrid)
- Media Foundations
- Strategic Public Relations/Integrated Communication Management
- Fundamentals of Public Relations

In Industry

Ruder Finn, Beijing, China | **Account Executive** in *Team Cartier* 01/2015 – 07/2015

- Managed Cartier media relations in the Northern-China Region (over 110 media including both mainstream traditional media and top tier digital media platforms)
- Planned and executed press conference for *Amulette de Cartier* collection, and supported Cartier’s The Making of Art campaign
- Supported Ramada’s Beijing launching event

SERVICE EXPERIENCE

Reviewer of

- *Environmental Communication* 2021
- *ICA Annual Conference* 2019-2021

DEI Committee Member of Diversity and Inclusion Committee of the College of Humanities and Social Sciences at Sam Houston State University 08/2021– Present

President of Chinese Scholar and Student Association at UT Austin 08/2015 – 05/2019

SKILLS

- Adobe sets: Photoshop, Indesign, Premier.
- SPSS, Mplus, Python, Tableau.