

Amy Shirong Lu

College of Arts, Media and Design
Bouvé College of Health Sciences
Northeastern University
Boston, MA, 02115

Phone (O): 617.373.7839
Fax (F): 617.373.8533
E-mail: a.lu@northeastern.edu
Web: www.northeastern.edu/amylyu

Education

Ph. D., *Mass Communication*, UNC-Chapel Hill, 2009
School of Media and Journalism (formerly School of Journalism and Mass Communication)
Graduate Certificate in *Interdisciplinary Health Communication* (Psychological Processes)
Dissertation: *An experimental test of the effectiveness of customized narrative and non-narrative health blogs*. Advisor: Dr. Jane D. Brown

M.A., *Communication Studies*, UNC-Chapel Hill, 2004
Department of Communication Studies
Thesis: *Japanese anime and its many faces of globalization*. Advisor: Dr. Ken J. Hillis

B.A., *English Language and Literature*, Peking University, 2002
Department of English Language and Literature

Appointments

Assistant Professor (Tenure-Track), Communication Studies, Game Design Program, *College of Arts, Media and Design*; Health Sciences, *Bouvé College of Health Sciences*
Director, Health Technology Laboratory
Affiliated Faculty Member, Personal Health Informatics Doctoral Program
Northeastern University, 2014-present

Adjunct Assistant Professor, Pediatrics
Baylor College of Medicine, 2013-2015

Assistant Professor (Tenure-Track), Communication Studies, *School of Communication*
Director, Health Technology Laboratory
Member, Robert H. Lurie Comprehensive Cancer Center, Center for Behavioral Intervention Technologies (CBITS), and the Institute for Public Health and Medicine (IPHAM)
Northwestern University, 2012-2014

Assistant Professor (Tenure-Track), Media Arts and Science, *Indiana University School of Informatics-Indianapolis*
Indiana University-Purdue University Indianapolis, 2010-2012

Postdoctoral Associate, *Children's Nutrition Research Center, Pediatrics*
Baylor College of Medicine, 2009-2010. Mentor: Dr. Tom Baranowski

Research

Publications

Refereed Journal Articles

[J26] Robinson, T. N., Banda, J. A., Hale, L., Lu, A. S., Fleming-Milici, F., Calvert, S. L. & Wartella, E. (2017) Screen media exposure and obesity in children and adolescents. Forthcoming in *Pediatrics*.

- [J25] Baranowski, T., Blumberg, F., Gao, Z., Kato, P. M., Kok, G., **Lu, A. S.**, Lyons, E. J., Morrill, B. A., Peng, W., Prins, P. J., Snyder, L., Staiano, A. & Thompson, D. (2017) Getting research on games for health funded. *Games for Health Journal*. 6(1), 1-8. PMID: 28026985
- [J24] **Lu, A. S.**, Baranowski, T., Hong, S. L., Buday, R., Thompson, D., Beltran, A., Dadabhoy, H. R. & Chen, T. (2016) The narrative impact of active video games on physical activity among children: A feasibility study. *Journal of Medical Internet Research*, 18(10), e272. PMID: 27742605
- [J23] Davies, V., Mafra, R., Beltran, A., Baranowski, T. & **Lu, A. S.** (2016) Children's cognitive and affective responses about a narrative versus a non-narrative cartoon designed for an active video game. *Games for Health Journal*. 5(2), 114-119. PMID: 26881473
- [J22] Baranowski, T., Blumberg, F., Buday, R., DeSmet, A., Fiellin, L. E., Green, C. S., Kato, P. M., **Lu, A. S.**, Maloney, A. E., Mellecker, R., Morrill, B. A., Peng, W., Shegog, R., Simons, M., Staiano, A. E., Thompson, D. & Young, K. (2016) White paper: Games for health for children – Current status and needed research. *Games for Health Journal*. 5(1), 1-12. PMID: 26262772
- [J21] Pfammatter, A. F., **Lu, A. S.**, Conroy, D. & Spring, B. (2015) Brief, computer based implicit and explicit attitude measures to predict online and actual food choice. *Annals of Behavioral Medicine*. 49(S), S19.
- [J20] Brand, L., Beltran, A., Buday, R., O'Connor, T., Hughes, S., Baranowski J., Diep, C., **Lu, A. S.** & Baranowski T. (2015) Prose fiction as a narrative companion for a vegetable parenting videogame. *Games for Health Journal*. 4(4), 305-311. PMID: 26182218
- [J19] **Lu, A. S.** (2015) Narrative in exergames: Thoughts on procedure, mechanism, and others. *Games for Health Journal*. 4(1), 19-24. PMID: 26181676
- [J18] Straker, L. M., Fenner, A. A., Howie, E. K., Feltz, D. L., Gray, C. M., **Lu, A. S.**, Mueller, F., Simons, M. & Barnett, L. M. (2015) Efficient and effective change principles in active video games. *Games for Health Journal*. 4(1), 43-52. PMID: 26181680
- [J17] van't Riet, J., Crutzen, R. & **Lu, A. S.** (2014) How effective are active videogames among the young and the old? Adding meta-analyses to two recent systematic reviews. *Games for Health Journal*. 3(5), 311-318. PMID: 26192486
- [J16] **Lu, A. S.**, Baranowski, J., Islam, N. & Baranowski, T. (2014) How to engage children in self-administered dietary assessment programs. *Journal of Human Nutrition and Dietetics* 27(S1), 5-9. PMID:22594618
- [J15] Moderator: Baranowski, T. Participants: **Lu, A. S.**, Buday, R., Lyons, E. J., Schell, J. & Russoniello, C. (2013) Stories in games for health: More pros or cons? *Games for Health Journal*. 2(5), 256-263. PMID: 26196925

- [J14] Baranowski, T., Buday, R., Thompson, D., Lyons, E. J., **Lu, A. S.** & Baranowski, J. (2013) Developing games for health behavior change: Getting started. *Games for Health Journal*, 2(4), 183-190. PMID: 24443708
- [J13] **Lu, A. S.** (2013) An experimental test of the persuasive effect of source similarity in narrative and nonnarrative health blogs. *Journal of Medical Internet Research*, 15(7), e142. PMID: 23887135
- [J12] **Lu, A. S.**, Kharrazi, H., Gharghabi, F. & Thompson D. (2013) A systematic review of health games on childhood obesity prevention and intervention. *Games for Health Journal*, 2(3), 131-141. PMID: 24353906 (**The Most Cited Article of the Journal**)
- [J11] Brown, J. D., Zhao, X., Wang, M. N., Liu, Q., **Lu, A. S.**, Li, L. J., Oritz, R., Liao, S. & Zhang, G. (2013) "Love is all you need": A content analysis of romantic love and sex in Chinese entertainment television. *Asian Journal of Communication*, 23(3), 229-247.
- [J10] Baranowski, T, Baranowski, J., O'Connor, T., **Lu, A. S.** & Thompson, D. (2012) Is enhanced physical activity possible using active video games? *Games for Health Journal*, 1(3), 228-232. PMID: 24416640
- [J9] **Lu, A. S.**, Baranowski, T, Thompson, D. & Buday, R. (2012) Story immersion of video games for youth health promotion: A review of literature. *Games for Health Journal*, 1(3), 199-204. PMID: 24416639 (**The Second Most Cited Article of the Journal**)
- [J8] Kharrazi, H., **Lu, A. S.**, Gharghabi, F. & Coleman, W. (2012) A scoping review of health game research: Past, present, and future. *Games for Health Journal*, 1(2), 153-164. PMID: 24416638
- [J7] **Lu, A. S.**, Thompson, D., Baranowski, J, Buday, R. & Baranowski, T. (2012) Story immersion in a health video game for child obesity prevention. *Games for Health Journal*, 1(1), 37-44. PMID: 24066276
- [J6] Mitchell, W. J., Szerszen, K. A., **Lu, A. S.**, Schermerhorn, P. W., Scheutz, M. & MacDorman, K. F. (2011) A mismatch in the human realism of face and voice produces an uncanny valley. *i-Perception*, 2(1), 10-12. PMID: 23145223
- [J5] Baranowski, T., Thompson, D., Buday, R., **Lu, A. S.** & Baranowski, J. (2010) Design of video games for children's diet and physical activity behavior change. *International Journal of Computer Science in Sport*, 9(S), 3-17. PMID: 25364331
- [J4] **Lu, A. S.**, Baranowski, J., Cullen, K. W., Jago, R., Thompson, D. & Baranowski, T. (2010) Interactive media for childhood obesity prevention. *Health Communication*, 25(6&7), 581-582. PMID: 20845151
- [J3] **Lu, A. S.** (2009) What race do they represent and does mine have anything to do with it? Perceived racial categories of anime characters. *Animation: An Interdisciplinary Journal*, 4(2), 169-190. (**The Most Downloaded and Cited Article of the Journal**)

Reprinted in 2014 in M. Allen & R. Sakamoto (Eds.), *Japanese Popular Culture: Critical Concepts in Asian Studies, Volume IV: Globalizing Japanese Popular Culture: The Coolness of Japan?* (pp. 250-270) London: Routledge.

[J2] **Lu, A. S.** (2008) The many faces of internationalization in Japanese anime. *Animation: An Interdisciplinary Journal*, 3(2), 169-187.

[J1] **Lu, A. S.** (2007) The characteristics of introductory research methods courses in mass communication doctoral programs. *Journalism and Mass Communication Educator*, 62(3), 289-304.

Book Chapters

[BC7] van't Riet, J., Alblas, E., Crutzen, R. & **Lu, A. S.** (2016) The effects of active videogames on BMI among young people: A meta-analysis. In D. Novák, B. Tulu & H. Brendryen (Eds.), *Holistic perspectives in gamification for clinical practice*. (pp. 277-292) London: IGI Global.

[BC6] **Lu, A. S.**, Kharrazi, H. & Baranowski, T. (2016) Digital games for nutrition and healthy eating: A systematic review. In Dadaczynski, K., Schiemann, S. & Paulus, P. (Eds.), *Gesundheit spielend fördern? Potentiale und Herausforderungen von digitalen Spieleanwendungen für die Gesundheitsförderung und Prävention (Health promotion through gaming? Potentials and challenges of digital games for health promotion and prevention)*. (pp. 261-281) Weinheim: Beltz Juventa. (Translated in German)

[BC5] **Lu, A. S.**, Buday, R., Thompson, D. & Baranowski, T. (2016) What type of narrative do children prefer in active video games? An exploratory study of cognitive and emotional responses. In S. Tettegah & W. H. Huang (Eds.), *Emotions, technology, and digital games*. (pp. 137-155) London: Elsevier Publications.

[BC4] Bolchini, D. & **Lu, A. S.** (2013) Channel. In P. J. Schulz & P. Cobley (Eds.), *Handbooks of communication science*. (pp. 397-410) Berlin, Germany: De Gruyter Mouton.

[BC3] Baranowski, T., O'Connor T., Hughes, S., Beltran, A., Baranowski, J., Nicklas, T., Sleddens, E., Thompson, D., **Lu, A. S.** & Buday R. (2013) Smart phone video game simulation of parent-child interaction: Learning skills for effective vegetable parenting. In S. Arnab, I. Dunwell & K. Debattista (Eds.), *Serious games for healthcare: Applications and implications*. (pp. 248-265) London: IGI Global.

[BC2] **Lu, A. S.**, Baranowski, J., Thompson, D., Cullen, K. W., Baranowski, T., Jago, R. & Buday, R. (2012) Five-a-Day and Fit-for-Life Badge Programs for cancer prevention in Boy Scouts. In R. Elk & H. Landrine (Eds.), *Interventions to reduce cancer disparities: Research funded by the American Cancer Society*. (pp. 169-191). New York: Springer Publications.

[BC1] Brown, J. D. & **Lu, A. S.** (2009) Mass media effects on young people's sexual health. In R. Ma (Ed.), *Health communication and public health*. (pp. 47-64; pp. 179-192). (In English and Chinese). Hong Kong: Hong Kong Educational Publishing Co.

Book Review

[BR2] **Lu, A. S.** (2013) Book review of *Serious games for healthcare: Applications and implications* (S. Arnab, I. Dunwell & K. Debattista, 2012, IGI Global, London), *Games for Health Journal*, 2(5), 313-314. PMID: 26196931.

[BR1] **Lu, A. S.** (2012) Book review of *Video games and learning: Teaching and participatory culture in the digital age* (K. Squire, 2011, Teachers College, Columbia University, New York and London), *Journal of Children and Media*, 7(2), 277-280.

Encyclopedia Entry

[EE1] Brown, J. D. & **Lu, A. S.** (2006) Media's effect on sexual behavior. In J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. (pp. 753-755). Thousand Oaks, CA: Sage Publications.

Refereed Conference Proceeding

[CP1] **Lu, A. S.**, Thompson, D., Baranowski, J., Buday, R. & Baranowski, T. (2010) Role of immersion (transportation) in health video games. Proceedings of the International Society of Behavioral Nutrition and Physical Activity Convention. (pp. 9-12). Minneapolis, MN.

Refereed Conference Papers & Abstracts

International Conferences

[IC21] **Lu, A. S.** (June, 2016) The narrative impact of active video games (AVG) on physical activities (PA) among children. Paper presented at the International Communication Association Convention, Fukuoka, Japan.

[IC20] **Lu, A. S.** (March, 2016) Character design for diverse audiences: Some psychological and behavioral perspectives. Poster presented at the Design and Visual Arts Tracks of the Game Developers Conference, San Francisco, CA, USA.

[IC19] Arendt, F. & **Lu, A. S.** (November, 2015) Implizite Kognition und Gesundheitskommunikation: Zur Theorie und Messung spontan aktivierter Gedanken und Gefühlen (Implicit cognition and health communication: Theory and measurement of automatic activated thoughts and feelings). Paper presented to Dritte Tagung Ad-hoc-Gruppe Gesundheitskommunikation (Third Ad-hoc Group Convention in Health Communication), Lugano, Switzerland.

[IC18] **Lu, A. S.**, Buday, R., Thompson, D. & Baranowski, T. (June, 2015) What kind of stories do children like in an active video game (AVG)? An exploratory study. Paper presented at the Foundations of Digital Games, Pacific Grove, CA, USA.

[IC17] **Lu, A. S.**, Baranowski, T., Hong, S. L., Buday, R., Thompson, D., Beltran, A., Dadabhoy, H. & Chen, T. (June, 2015) Narrative increases step counts during active video game play among children. Poster presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Edinburgh, Scotland.

[IC16] **Lu, A. S.** & Kharrazi, H. (June, 2015) A comprehensive content analysis of games for health. Poster presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Edinburgh, Scotland.

[IC15] van't Riet, J., Alblas, E., Crutzen, R. & **Lu, A. S.** (May, 2015) The effectiveness of active videogames on BMI among young people: A meta-analysis. Paper presented at the Health Communication Division at the International Communication Association Convention, San Juan, PR.

[IC14] van't Riet, J., Alblas, E., Crutzen, R. & **Lu, A. S.** (February, 2015) The effectiveness of active videogames on BMI among young people: A meta-analysis. Abstract presented at Etmaal van de communicatiewetenschap (24 Hours of Communication Sciences), Antwerpen, Belgium.

[IC13] van't Riet, J., Crutzen, R. & **Lu, A. S.** (May, 2014) How effective are active videogames among the young and the old? Adding meta-analyses to two recent systematic reviews. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, San Diego, CA, USA.

[IC12] **Lu, A. S.**, Moller, A. C., Van Horn, L. & Spring, B. J. (May, 2013) Development of an implicit food attitude measure. Poster presented at the International Society for Research on Internet Interventions Convention, Chicago, IL, USA.

[IC11] **Lu, A. S.**, Thompson, D., Baranowski, J, Buday, R. & Baranowski, T. (May, 2012) Story immersion in a health video game for child obesity prevention. Paper presented at the Game Studies Special Interest Group at the International Communication Association Convention, Phoenix, AZ, USA.

[IC10] **Lu, A. S.** (May, 2011) Does customization always work? An experimental test of the effectiveness of customized narrative and non-narrative health blogs. Paper presented at the Health Communication Division of the International Communication Association Convention, Boston, MA, USA.

[IC9] **Lu, A. S.**, Thompson, D., Baranowski, J., Buday, R. & Baranowski, T. (June, 2010) Role of immersion (transportation) in health video games. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Minneapolis, MN, USA.

[IC8] Brown, J. D., Zhao, X., Wang, M. N., Liu, Q., **Lu, A. S.**, Li, L. J., Oritz, R., Liao, S. & Zhang, G. (June, 2010) Love is all you need: A content analysis of romantic love and sex in Chinese entertainment television. Paper presented at the Mass Communication Division at the International Communication Association Convention, Singapore.

[IC7] **Lu, A. S.** (May, 2007) They've come: A Structural Equation Modeling (SEM) analysis of the impact of unwanted software programs on home Internet users. Paper presented at the Communication and Technology Division at the International Communication Association Convention, San Francisco, CA, USA.

[IC6] **Lu, A. S.** (May, 2007) The status of instruction in introductory research methods in mass communication doctoral programs. Paper presented at the Instructional & Developmental Communication Division at the International Communication Association Convention, San Francisco, CA, USA.

[IC5] Carpentier, F. D., Brown, J. D., **Lu, A. S.**, Bertocci, M. & Dahl, R. E. (May, 2007) Sad kids, sad media: The role of mental health in choosing media to regulate affect. Paper presented at the Information Systems Division at the International Communication Association Convention, San Francisco, CA, USA.

[IC4] **Lu, A. S.** (June, 2006) An old ghost or a new shell? A dialectic analysis of *Ghost in the Shell*. Paper presented at the Popular Communication Division at the International Communication Association Convention, Dresden, Germany. (An earlier version was presented at the Open Division at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Tampa, FL, in March, 2004.)

[IC3] **Lu, A. S.** (June, 2006) Racial category of anime characters: How do viewers perceive it? Paper presented at the Visual Studies Division at the International Communication Association Convention, Dresden, Germany.

[IC2] **Lu, A. S.** (June, 2006) Does survey research count? An exploration of the use of surveys in comparative advertising litigations. Paper presented in the Top Paper Session of Communication Law and Policy Division at the International Communication Association Convention, Dresden, Germany. (An earlier version was presented at the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Kennesaw, GA, in February, 2005.)

[IC1] **Lu, A. S.** (May, 2006) Ethnically ambiguous faces of anime characters. Paper presented at the International Conference on Asian Comics, Animation & Gaming, Toronto, Canada.

National Conferences

[NC13] **Lu, A. S.**, Baranowski, T., Hong, S. L., Buday, B., Thompson, D., Beltran, A., Dadabhoy, H. & Chen, T. (October, 2016) The Active Video Games' (AVG) narrative impact on children's physical activities. Paper presented at the Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA, USA.

[NC12] **Lu, A. S.** (March, 2016) The narrative impact on children's step counts during active video game (AVG) play. Poster presented at the Society of Behavioral Medicine, Washington, DC, USA.

[NC11] **Lu, A. S.** (October, 2015) Video game character design for diverse children players. Poster presented at the Digital Media and Developing Minds: The National Academy of Sciences Sackler Colloquia, Irvine, CA, USA.

[NC10] Pfammatter, A. F., **Lu, A. S.**, Conroy, D. & Spring, B. (May, 2015) Brief, computer based implicit and explicit attitude measures to predict online and actual food choice. Abstract presented at the Society of Behavioral Medicine, San Antonio, TX, USA.

[NC9] **Lu, A. S.**, Pfammatter, A. & Spring, B. J. (April, 2014) Implicit health communication for dietary behavior prediction and intervention. Abstract presented at Kentucky Conference on Health Communication, Lexington, KY, USA.

[NC8] **Lu, A. S.**, Parvanta, S. & Brown, J. D. (November, 2009) Chinese couch potatoes? Trends in TV use, physical activity, and snacking behaviors among Chinese children and adolescents, 2000-2006. Paper presented at the American Public Health Association Convention, Philadelphia, PA, USA.

[NC7] **Lu, A. S.** (November, 2008) Frustration or relief? The impact of feelings about the search on the outcomes of online health information seeking. Paper presented at the Health Communication Division at the National Communication Association Convention, San Diego, CA, USA. **(Top Student Paper Award)**

[NC6] Cates, J. R., Peuchaud S., **Lu, A. S.**, Morrison L. & Brown J. D. (August, 2008) CDC's report on high rates of STIs in teens: How newspapers and wire services responded. Paper presented at the Centers for Disease Control and Prevention National Conference on Health Communication, Marketing and Media, Atlanta, GA, USA.

[NC5] **Lu, A. S.** (August, 2008) Does offline life matter? An analysis of U.S. adolescent Instant Message (IM) use. Paper presented at Communication Technology Division of the Association for Education in Journalism and Mass Communication Convention, Chicago, IL, USA. **(First Place, Jung-Sook Lee Student Paper Competition)**

[NC4] **Lu, A. S.** (November, 2007) Growing up with sexy media: The unique contributions of movies, television, music, and magazines on adolescents' sexual behaviors. Paper presented at the Health Communication Division at the National Communication Association Convention, Chicago, IL, USA.

[NC3] **Lu, A. S.** (August, 2005) Elaboration likelihood model of persuasion + uses & gratifications: An enhanced model of comparative advertising effectiveness. Paper presented in the Advertising Division at the Association for Education in Journalism and Mass Communication Convention, San Antonio, TX, USA. (An earlier version was presented at the Graduate Education Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Kennesaw, GA, in February, 2005.)

[NC2] **Lu, A. S.** (November, 2004) Japanese anime and its many faces of globalization. Paper presented at the Japan-U.S. Communication Association Division at the National Communication Association Convention, Chicago, IL, USA.

[NC1] **Lu, A. S.** (February, 2004) Online newspapers: How can a dinosaur make the best out of the Internet? Paper presented at the Newspaper Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, New Brunswick, NJ, USA.

Regional Conferences

[RC3] Mitchell, W. J., Szerszen, K. A., **Lu, A. S.**, Schermerhorn, P. W., Scheutz, M. & MacDorman, K. F. (April, 2012) A mismatch in the human realism of face and voice

produces an uncanny valley. Abstract presented at 2012 IUPUI Research Day, Indianapolis, IN, USA.

[RC2] MacDorman, K., Ho, C.-C., **Lu, A. S.**, Mitchell, W. J., Patel, H., Srinivas, P., Schermerhorn, P. & Scheutz, M. (April, 2011) Android Science Center: The appearance, speech, and motion of synthetic humans influence our empathy toward them. Abstract presented at 2011 IUPUI Research Day, Indianapolis, IN, USA.

[RC1] **Lu, A. S.**, Baranowski, J., Islam, N. & Baranowski, T. (October, 2010) How to engage children in dietary assessment programs? Paper presented at the Midwestern Conference on Health Games, Indianapolis, IN, USA.

**Refereed
Conference
Panels/
Symposia**

[PS3] **Lu, A. S.** (Moderator), Baranowski, T., Dzibur, E., Hwang, J. & Intille, S. (June, 2017) Technology assisted physical activity measurement among children: Attractions and pitfalls. To be presented at the 5th International Conference on Ambulatory Monitoring of Physical Activity and Movement, Bethesda, MD, USA.

[PS2] **Lu, A. S.** (March, 2016) The narrative impact on children's step counts during active video game (AVG) play. Presented at the "Theory-guided exergames" symposium at the Society of Behavioral Medicine, Washington, DC, USA.

[PS1] Liang, Y., Cooper-Chen, A., Wang, X., **Lu, A. S.** & Chen, H. (August, 2007) Deconstructing the concept of piracy: An analysis of pirated popular cultural products in Taiwan. Presented during the Chinese Communication Association panel "Under the radar: Flows of popular media in Greater China" at the Association for Education in Journalism and Mass Communication Convention, Washington, DC, USA.

**Invited
Symposia**

[IW1] **Lu, A. S.** et al. (March, 2016) 2016 United Kingdom-United States Games for Healthcare Workshop, Philadelphia, PA, USA.

**Research
Grants &
Funding**

Funded (External)

[EF6] National Institutes of Health (1R01DK109316-01). **Principal Investigator.** \$3,162,222. The narrative effect of active video games on long-term moderate-to-vigorous physical activity. (April 1, 2016 - March 31, 2021)

[EF5] National Institutes of Health (1R21CA158917-01A1). **Principal Investigator.** \$392,361. The narrative impact of active video games on physical activity. (July 1, 2012 - June 30, 2014)

[EF4] National Institutes of Health (1R01 DK091254-01A1). **Co-Investigator.** \$2,475,704. Videogames for obesity and diabetes prevention: An efficacy trial. (PI: Tom Baranowski) (July 1, 2013 - June 30, 2017)

[EF3] National Institutes of Health (1R44HD075521-01). **Co-Investigator.** \$1,079,994. Kiddio: Food Fight - Training vegetable parenting practices. (PI: Richard Buday) (June 1, 2013 - May 31, 2014)

[EF2] National Institutes of Health (1R21HD073608-01A1). **Consultant**. \$ 207,000. Increasing vegetable intake in children. (PI: Theresa Nicklas) (July 1, 2013 - June 30, 2015)

[EF1] International Communication Association Student Travel Award. Travel award to present research papers at ICA's annual conventions. \$500, ICA, 2006, 2007

Funded (Internal)

[IF10] Northeastern University College of Arts, Media and Design (CAMD) Faculty Research and Creative Activity Incentive Grants (FRCAIG). **Principal Investigator** (with Justin Manjourides & Janice E. Maras, Health Sciences). \$10,000. Development and modification of an Image-based implicit food attitude measure. (May 1, 2016 – April 30, 2017)

[IF9] Northeastern University College of Arts, Media and Design (CAMD) Faculty Research and Creative Activity Incentive Grants (FRCAIG). **Principal Investigator**. \$3,000. A virtual census of health game characters. (January 1, 2016 – December 31, 2016)

[IF8] The Northeastern University TIER 1: Seed Grant/Proof of Concept Program Award. **Co-Principal Investigator** (with Danielle Levac, Physical Therapy, Movement & Rehabilitation Science). \$50,000. Does narrative feedback enhance motor learning of a virtual balance task in children with cerebral palsy? (June 1, 2015 – August 31, 2016)

[IF7] The Robert H. Lurie Cancer Center Cancer Prevention Team (CaP-Team) Award. Feinberg School of Medicine. Northwestern University. **Principal Investigator**. \$25,000. Development of an implicit food attitude measure. (April 1, 2013 - March 31, 2014)

[IF6] The IUPUI Research Support Funds Grant (RSFG). **Co-Investigator**. \$42,400. Development of a predictive, personalized genetic and lifestyle risk model for dyslipidemia and coronary heart disease. (July 1, 2011-June 30, 2012; PI: Jennifer Wessel)

[IF5] Minnie S. and Eli A. Rubinstein Research Award. An experimental test of the effectiveness of customized narrative and non-narrative health blogs. **Principal Investigator**. \$1,000, JOMC, UNC-Chapel Hill, 2009

[IF4] Smith Graduate Research Grant. An experimental test of the effectiveness of customized narrative and non-narrative health blogs. **Principal Investigator**. \$1,000, UNC-Chapel Hill, 2008

[IF3] Graduate Student Mentor Grant (Mentee: J. Daniel Elam). Quantity and content matter: Mass media's influence on black high school students' college application. \$500, Office of Undergraduate Research, UNC-Chapel Hill, 2007

[IF2] Graduate Student Opportunity Fund. Travel fund to present research projects at academic conferences. \$1,000, UNC-Chapel Hill, 2005

[IF1] Graduate Student Transportation Grant. Travel fund to present research projects at academic conferences. \$250, UNC-Chapel Hill, 2004

Teaching Experience

Instructor of Record

- College of Arts, Media and Design Northeastern University
- COMM/GAME 2555: Games for Change Spring 2015, 2016/Fall 2015
- COMM2301: Methods and Research in Communication Fall 2015

- Bouvé College of Health Sciences Northeastern University
- HLTH 5450: Healthcare Research Spring 2015

- School of Communication Northwestern University
- COMM_ST395: Serious Games (Upper Undergraduate Seminar) Winter 2013/Fall 2013
- COMM_ST499: Serious Games (Graduate Seminar) Fall 2013
- MTS525: Psychology of Media Entertainment Spring 2013, 2014

- Indiana University School of Informatics-Indianapolis IUPUI
- INFO399: Introduction to Research in Informatics Spring 2012
- NM485/INFO590: Serious Games Spring 2011/Fall 2011
- NM485/INFO590: Psychology of Media Fall 2011
- NM101: Multimedia Authoring Tools Fall 2010, Spring 2011

- Department of Communication Studies UNC-Chapel Hill
- COMM140: Media Criticism Summer 2003, Fall 2003

Guest Lecturer

- College of Arts, Media and Design Northeastern University
- GAME1110: Games and Society
- “Uncovering the narrative code: Interactive stories for youth health” Fall 2014

- School of Communication Northwestern University
- MTS501: Introduction to Graduate Research in Media, Technology, and Society
- “Beyond fun: Entertainment media for youth health promotion” Fall 2012
- “Tell me a good story: Effective characters for engaging narratives” Fall 2013

- Indiana University School of Informatics-Indianapolis IUPUI
- NM100: Foundations of New Media
- “What does animation tell us about effective communication?” Fall 2010
- “Uncovering the narrative code: Exploring the interactive stories” Spring 2012
- NM335: Character Modeling and Animation
- “What does animation tell us about effective communication?” Spring 2012

- School of Journalism and Mass Communication UNC-Chapel Hill
- JOMC473: Advertising and Media Planning
- “Counter-media planning: Marketing for public welfare” Fall 2006

Selected Invited Research Presentations

[RP17] The intersection of health, technology, and analytics. *Northeastern University Health Data Analytics Lecture Series*. Boston, MA, May, 2017.

- [RP16] Uncovering the narrative code: Interactive stories for youth health. *Center on Media and Child Health, Boston Children's Hospital*. Boston, MA, July, 2016.
- [RP15] The narrative impact of active video games on physical activity. *MIT Education Arcade*. Cambridge, MA, April, 2016.
- [RP14] Exploring the myth of narratives: From blogs to anime to video games. *Boston Culture Salon*, Boston, MA, January, 2016.
- [RP13] The narrative impact of active video games on physical activity. *Northeastern University Game Design Program Research Colloquium*, Boston, MA, October, 2015.
- [RP12] Uncovering the narrative code: Interactive stories for youth health. *Boston University College of Health and Rehabilitation Sciences*, Boston, MA, March, 2015.
- [RP11] Uncovering the narrative code: Interactive stories for youth health. *Northeastern University Personal Health Informatics Seminar*, Boston, MA, October, 2014.
- [RP10] Mechanisms and Procedures in Exergames: Immersion/Transportation & Story/ Narrative. *Games for Increasing Physical Activity: Mechanisms for Change: Pre-Conference Symposium of ISBNPA 2014*, Baylor College of Medicine, Houston, TX, May, 2014.
- [RP9] Uncovering the narrative code: Interactive stories for youth health. *Dana-Farber Cancer Institute, Harvard School of Public Health Seminar*, Brookline, MA, February, 2014.
- [RP8] How to like carrots better and/or cookies less: Development of an implicit attitude food measure for behavioral intervention. *Center for Behavior and Health Brown Bag Seminar*, Northwestern University, Institute for Public Health and Medicine, Chicago, IL, October, 2013.
- [RP7] Entertainment media for health: Several empirical explorations. *Center for Behavior and Health Brown Bag Seminar*, Northwestern University, Institute for Public Health and Medicine, Chicago, IL, July, 2013.
- [RP6] Entertainment narratives as health persuaders: Empirical findings and ethical implications. *Medical Humanities & Bioethics Special Topics Lecture Series*, Northwestern University, Feinberg School of Medicine, Chicago, IL, November, 2012.
- [RP5] Does theory matter? A survey of communication, behavioral, and psychological theories for health video game design & research. *Midwestern Conference on Health Games*, Indianapolis, IN, October, 2011.
- [RP4] Development of an implicit food attitude measure among young children. *Indiana University School of Medicine Children's Health Services Research Faculty Works in Progress (WIP) Lecture Series*, Indianapolis, IN, October, 2010.

[RP3] Making stories work: Health communication technologies for the young. *Indiana University School of Informatics and Computing Colloquium Series*, Bloomington, IN, October, 2010.

[RP2] Growing up with sexy media: The unique contributions of movies, TV, music, and magazines on adolescents' sexual behaviors. *RAND Corporation Behavioral and Social Sciences Research Seminar*, Santa Monica, CA, December, 2009.

[RP1] From implicit attitude to narrative video games: Interactive technologies for children's health promotion. *USDA/ARS Children's Nutrition Research Center Fellowship Seminar Series*, Houston, TX, December, 2009.

Advising

Postdoctoral Advising

Jungyun "JY" Hwang (Ph.D. UT-Austin) August 2016-present

Ph.D. Dissertation Committee

Mexhid Adem Ferati (Human-Computer Interaction, IUPUI) Completed in June, 2012

Master Thesis Committee

Kellen Pilsbury (Master of Public Health, Northeastern) Fall 2016-present

Yao Tong (Comparative Media Studies, MIT) Fall 2016-present

Kevin A. Szerszen (Human-Computer Interaction, IUPUI) Completed in October, 2010

Directed Study

Harley Edge (Undergraduate, Behavioral Neuroscience, Northeastern) To start in Fall 2017

Independent Studies

Northwestern University

Drew Cingel (Doctoral Student, Communication) Spring 2014

Elizabeth Hunter (Doctoral Student, Communication) Fall 2013

Cindy Weng (Doctoral Student, Communication) Fall 2013

Heather Zupancic (Doctoral Student, Communication) Fall 2013

Salwa Barhumi (Master's Student, Learning Sciences) Fall 2013

Dustin Wilson (Master's Student, Creative Writing) Fall 2013

Capstone

Northeastern University

Vivian Cheng (Undergraduate, Health Sciences) To start in Fall, 2017

Danita Boyce (Master of Public Health) February, 2015-present

Brianna Whelan (Master of Public Health) Completed in April, 2015

Graduate Mentor

UNC-Chapel Hill

J. Daniel Elam (Undergraduate, Communication Studies) Spring 2008

Professional Publications

[PP8] Lu, A. S. (July 8, 2011) Pachelbel's Canon. *The Asian American Times*.

[PP7] Lu, S. (September, 2001) More than animation: *Cowboy Bebop*. *One-Eighth*.

[PP6] Lu, S. (August 23, 2001) A shattered tale. *China Film News*.

[PP5] Lu, S. (May, 2001) Hope accompanied by disillusionment: *Mission Impossible 2*. *Muse*.

[PP4] Lu, S. (March 1, 2001) Running chickens refresh your eyes: *Chicken Run*. *China Film News*.

[PP3] Lu, S. (November, 2000) A special SF movie: *Blade Runner. One-Eighth*.
[PP2] Lu, S. (September 7, 2000) The pilgrim's journey: *Gladiator. China Film News*.
[PP1] Lu, S. (September, 2000) Waiting for our savior: *Apocalypse Now. One-Eighth*.

Honors & Awards

[H6] Searle Center for Teaching Excellence Faculty Fellow, Northwestern University, 2014
[H5] Martin Fishbein Distinguished Post Doctoral Fellowship, University of Pennsylvania, 2010-2011 (Declined)
[H4] Top Student Paper Award (1/181 Submissions)(4th Top Paper Overall in the Division), Health Communication Division, National Communication Association, 2008
[H3] First Place in the Jung-Sook Lee Student Paper Competition (1/117 Submissions), Communication Technology Division, Association for Education in Journalism and Mass Communication, 2008
[H2] Donna and Richard Falvo Interdisciplinary Scholars Fellowship, UNC-Chapel Hill, 2008
[H1] Thomas S. and Caroline H. Royster, Jr. Multi-year Fellowship, UNC-Chapel Hill, 2004-2009

Service to University

Northeastern University

2017-present: Health Sciences Public Relations Committee
2015-present: MPH Research/Workforce Accreditation Committee
2014-2015: Communication Studies Curriculum Committee
2014-2015: Game Design Program Research Activities Committee

Northwestern University

2012-2014: Media, Technology and Society PhD Program Admission Committee

Indiana University-Purdue University Indianapolis

2010-2011: HCI/Media Art & Science (MAS) Faculty Search Committee
2012: MAS Faculty Search Committee
2011: The Midwestern Conference on Health Games Planning Committee
2010-2012: IU School of Informatics Colloquia Committee
2010-2012: IU School of Informatics Faculty Affairs Committee
2010-2012: Media Arts Research and Learning Arcade (MARLA) Steering Committee

UNC-Chapel Hill

2011: *Interpreter*, NIH-R21 AIDS Prevention and Treatment Experience Sharing Conference
2008-2009: *International Student Co-Chair*, UNC GPSF Cabinet
2008-2009: *Consultative Committee Member*, UNC-Chapel Hill FACSS
2007: *Interpreter*, Partnership for Social Service Research on HIV/AIDS in China
2006: *Member*, Royster Society of Fellows 10th Year Anniversary Planning Committee
2003: *Co-President/Publicity Officer*, Department of Communication Studies GSA

**Service to
Discipline**

Federal Grant Reviewer

2017: *Regular Reviewer*, NIH SBIR: Neuro/Psychopathology, Lifespan Development, and STEM Education, Risk, Prevention and Health Behavior (RPHB)

2017: *Regular Reviewer*, NIH Special Emphasis Panel: Education and Health, RPHB

2014: *Regular Reviewer*, NIH SBIR Special Emphasis Panel: Psycho/Neuropathology, Lifespan Development, and Science Education, RPHB

2013: *Early Career Reviewer (ECR)*, NIH SBIR/STTR Special Emphasis Panel: Education, Psychology, and Biology in Health Behavior, RPHB

2013: *Regular Reviewer*, USDA Center for Collaborative Research on Women, Infants and Children (WIC) Nutrition Education Innovations Small-Grants Research Program

Journal Reviewer

Behavioral Medicine (2015-)

Computers & Education (2012-)

Cyberpsychology, Behavior, and Social Networking (2008-)

Games for Health Journal (2012-)

Health Communication (2013-)

Health Education Journal (2013-)

Health Education Research (2012-)

International Journal of Behavioral Nutrition and Physical Activity (2012-)

Journal of Broadcasting & Electronic Media (2011-)

Journal of Computer-Mediated Communication (2011-)

Journal of Diabetes Science and Technology (2011-)

Journal of Health Communication (2011-)

Journal of Human Nutrition and Dietetics (2011-)

Journal of Medical Internet Research (2011-)

Journal of the National Cancer Institute (2013-)

JMIR Research Protocols (2012-)

Nutrients (2017-)

Perspectives in Public Health (2011-)

Psychology, Health & Medicine (2013-)

Sensors (2016-)

Vulnerable Children and Youth Studies (2012-)

Conference Paper Reviewer

Association for Education in Journalism and Mass Communication (2011, 2012)

Foundations of Digital Games (2012, 2014, 2017)

International Communication Association (2007, 2008, 2011-5)

Midwestern Conference on Health Games (2010, 2011)

Conference Discussant/Chair

Chair, *Persuasion I: Strategies*, Information Systems, International Communication Association (ICA) Annual Conference, San Juan, PR, May, 2013

Panel Session Chair, *The power of play: Motivational uses and applications of digital games*, Identification as a Motivator and Measuring Motivation, Pre-Conference to the International Communication Association (ICA) Annual Conference, London, UK, June, 2013

Poster Session Discussant, Communication Technology Division, The Association for Education in Journalism and Mass Communication Convention (AEJMC), Chicago IL, August, 2012

Planning Committee Member

Gaming Bodies, Pre-Conference to the International Communication Association (ICA) Annual Conference, 2014-2015

Beyond the Pixels: A Look at Digital Games, Pre-Conference to the ICA Annual Conference, 2013-2014

The power of play: Motivational uses and applications of digital games, Pre-Conference to the ICA Annual Conference, 2012-2013

Webmaster

AEJMC Communication Technology Division

2008-2009

**Service to
Community**

Judge, Michael Driscoll School Science Fair, March 2017, Brookline, MA

**Selected
Professional
Development
Activities**

[T5] Functional Near-Infrared Spectroscopy (fNIRS) Course. A three-day course taught at the Athinoula A. Martinos Center for Biomedical Imaging at Massachusetts General Hospital, November 1-3, 2016. Charlestown, MA.

This course focuses on functional near-infrared spectroscopy (fNIRS), an emerging imaging modality with a wide array of potential applications.

[T4] Mediation & Moderation: A Second Course. A two-day course taught by Andrew Hayes, May 2-3, 2014. Chicago IL.

This course introduces mediation, moderation, and conditional process analysis using the PROCESS tool.

[T3] Presenting Data and Information: A one-day course taught by Edward Tufte, August 20, 2012. Chicago, IL.

This course introduces the fundamental strategies of effective presentation of statistical data via multiple media platforms.

[T2] BIOPAC Research Systems Training Seminar, February 24, 2012. Goleta, CA.

This seminar covers, in detail, all aspects of the BIOPAC MP150, MP100, and MP36R Systems and AcqKnowledge software.

[T1] Bio-behavioral research methods in cancer prevention and addiction, Spring 2010, The University of Texas Graduate School of Biomedical Sciences at Houston.

This course investigates the biological mechanisms underlying risk-related behaviors and aims at understanding their role in determining cancer risk.

Selected Media Attention	March 31, 2017	How new research and sesame street are expanding our understanding of autism. <i>Northeastern News</i> . [URL]
	January 31, 2017	Battling obesity with video games. <i>Top of Mind with Julie Rose</i> . [URL]
	December 7, 2016	Les jeux vidéo de fitness dotés d'un scénario s'avèrent plus efficaces contre l'obésité infantile (Fitness video games with a story are more effective against childhood obesity). <i>Numerama</i> . [URL]
	November 29, 2016	Losing by winning: Researchers use stories, video games to combat obesity. <i>Northeastern News</i> . [URL]
	September 22, 2016	Fighting childhood obesity. <i>South End News</i> . [URL]
	May 6, 2016	Γιατι στα anime και στα manga υπάρχουν τοσοι πολλοι λευκοι χαρακτηρες; η μηπωσ δεν υπάρχουν (Why are there so many white characters in anime and manga? Or are there?); <i>IGN Greece</i> . [URL]
	August 1, 2013	What makes a good running blog? <i>Runner's World</i> . [URL]
	August 5, 2012	Gaming reality: Wiring the world to fight child obesity. <i>CNN</i> . [URL]
	May 4, 2012	Videogame characters: Japanese, white, other? <i>Hyphen Magazine</i> . [URL]
	August 31, 2010	The new face of Japanese games. <i>The Escapist</i> . [URL]
	2010	<i>Cartoon cultures: The globalization of Japanese popular media</i> . New York, NY: Peter Lang, 2010. [URL]
	November 3, 2009	Anime film characters: Do we perceive the intended race, or our own? <i>Cognitive Daily</i> . [URL]
	July 15, 2008	Three anime articles in latest animation academic journal. <i>Anime News Network</i> . [URL]
	2008	Race. <i>Anime: A reflection of Japanese culture & history</i> . [URL]
	Skills	<i>Language</i>
<i>Graphic Design</i>		Dreamweaver / Flash / Photoshop
<i>Statistical</i>		SPSS (fluent) / MPlus (fluent) / AMOS (basic) / SAS (basic)
<i>Operation System</i>		Microsoft Windows, Mac OS
Professional Organizations	Association for Computing Machinery (ACM)	
	Association for Education in Journalism and Mass Communication (AEJMC)	
	American Public Health Association (APHA)	
	Association for Psychological Science (APS)	
	International Communication Association (ICA)	
	International Society for Behavioral Nutrition and Physical Activity (ISBNPA)	
	International Society for the Measurement of Physical Behaviour (ISMPB)	
	International Society for Research on Internet Interventions (ISRII)	
	National Communication Association (NCA)	
	Obesity Society (OS)	
Society of Behavioral Medicine (SBM)		