CUIHUA (CINDY) SHEN

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EMPLOYMENT

2010 -   Assistant Professor
                Emerging Media & Communication Program
                School of Arts & Humanities
                University of Texas at Dallas

EDUCATION

2010   Ph.D. Communication
                University of Southern California

                Dissertation: *The Patterns, Effects and Evolution of Player Social Networks
                in Online Gaming Communities*
                Committee: Peter Monge (Chair), Janet Fulk, Dmitri Williams, Peter
                Robertson

2005   M.A. Communication
                National University of Singapore

2003   B.A. English Literature & Information Systems
                Zhejiang University

HONORS & AWARDS

2011   Runner-up, Herbert S. Dordick Dissertation Award, International
                Communication Association

2010   Carolyn Dexter Award Nominee, "The Effects of Diversity and Repeat
                Collaboration on Performance in Distributed Nanoscientist Teams," the 2010
                Academy of Management Annual Meeting, Organizational Communication &
                Information Systems Division

2010   Top Paper Award, "The Multilevel Impact of Aging: Age, Evolution, and Phase
                Change in the Child Rights NGO Network," International Communication
                Association Annual Convention, Organizational Communication Division

2009   Travel Award to attend State of Play VI Conference and Graduate Student

Symposium, New York University

2009	Top Paper Award, "Multimodality and interactivity: Connecting properties of serious games with learning outcomes," International Communication Association Annual Convention, Game Studies Division
2009	Outstanding Overseas Chinese Student Award, Ministry of Education, People's Republic of China
2007-09	Summer Research Support, USC Annenberg School for Communication ($4000 every year)
2007	Full scholarship to attend Oxford Internet Institute Summer Doctoral Programme, Harvard University
2003-05	National University of Singapore Research Scholarship
2003	Best B.A. Thesis Award, Zhejiang University
1999-03	First Class University Fellowship, Zhejiang University

GRANT ACTIVITIES

2011	National Endowment for the Humanities (NEH) "Digital Humanities Pedagogy" Co-PI, $25,000, not funded
2009	Annenberg Program on Online Communities (APOC) "Transaction, Collaboration and Socialization: The Evolution of Multiplex Networks in Self-Organized Online Communities" PI, $3400, funded

PUBLICATIONS

Referred Journal Articles

Shen, C., & Monge, P. (2011). Who connects with whom? A social network analysis of an online open source software community. *First Monday, 16*(6), available at: http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3551/2991.
- **Lead Article**

Monge, P., Lee, S., Fulk, J., Weber, M., **Shen, C.**, Schultz, C., et al. (2011). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly, 25*(2), 211-251.
- **Lead Article**, also featured in MCQ Newsletter (May 2011)

Monge, P. R., Lee, S., Fulk, J., Frank, L. B., Margolin, D., Schultz, C., **Shen, C.**, & Weber, M. (2011). Evolutionary and ecological models for organizational communication. In V. Miller, M. S. Poole, D. R. Seibold and Associates, Advancing research in organizational communication through qualitative methodology, Management Communication Quarterly, *25*(1), 4-58.

- **Lead Article**, also featured in MCQ Newsletter (Feb 2011)

Shen, C. & Williams, D. (2011). Unpacking time online: Connecting Internet and Massively Multiplayer Online Game use with psychosocial well-being. *Communication Research, 38*(1), 123-149.

- **Most-Read Articles of Communication Research** (36th as of August 2011)

Ratan, R., Chung, J., **Shen, C**., Williams, D. & Poole, M. (2010). Schmoozing and Smiting: Trust, Social Institutions and Communication Patterns in an MMOG. *Journal of Computer-Mediated Communication*, *16*(1), 93-114.

Ritterfeld, U., **Shen, C.**, Wang, H., Nocera, L., & Wong, W.L. (2009). Multimodality and interactivity: Connecting properties of serious games with educational outcomes. *Cyberpsychology & Behavior, 12*(6), 691-697.

Castronova, E., Williams, D., **Shen, C.**, Ratan, R., Xiong, L., Huang, Y., et al. (2009). As real as real? Macroeconomic behavior in a large-scale virtual world. *New Media & Society*, *11*(5), 685-707.

Shen, C. (2009). [Book Review] Jim Rossignol: This gaming life: Travels in three cities. *International Journal of Communication, 3,* available at http://ijoc.org/ojs/index.php/ijoc/article/view/483/275.

Book Chapters

Shen, C., Wang, H. & Ritterfeld, U. (2009). Serious games and seriously fun games: Can they be one and the same? In U.Ritterfeld, M.Cody & P.Vorderer (Eds.), *Serious Games: Mechanisms and Effects*. New York: Routledge.

Wang, H., **Shen, C.** & Ritterfeld, U. (2009). Enjoyment of digital games: What makes them "seriously" fun? In U.Ritterfeld, M.Cody & P.Vorderer (Eds.), *Serious Games: Mechanisms and Effects*. New York: Routledge.

Refereed Conference Proceedings

Ahmad,M., Borbora, Z., **Shen, C.**, Srivastava, J.& Williams, D. (2011). Guilds Play in MMOs: Rethinking Common Group Dynamics Models. In Proceedings of *The Third International Conference on Social Informatics (SocInfo'11)*. Singapore.

Huang, Y., Zhu, M., Wang, J., Pathak, N., **Shen, C.**, Keegan, B., Williams, D. & Contractor, N. (2009). The Formation of Task-Oriented Groups: Exploring Combat Activities in Online Games. In *Proceedings of IEEE SocialComm-09*. (~10% acceptance rate)

Huang, Y., **Shen, C.**, Williams, D. & Contractor, N. (2009). Virtually There: The Role of Proximity and Homophily in Virtual World Networks. In *Proceedings of IEEE Symposium on Social Intelligence and Networking (SIN-09)*. (~20% acceptance rate)

Wong, W. L., **Shen, C.**, Nocera, L., Carriazo, E., Tang, F., Bugga, S., et al. (2007). Serious video game effectiveness. In *Proceedings of the International Conference on Advances in Computer Entertainment Technology* (pp. 49-55). New York, USA: ACM Press.

CONFERENCE PRESENTATIONS

Shen, C., Monge, P., & Williams, D. (2011). *The evolving virtual relationships: A longitudinal analysis of player social networks in a large MMOG.* Paper presented at the iCS Symposium: A Decade in Internet Time, Oxford Internet Institute, Oxford, UK.

Shen, C., Monge, P. & Williams, D. (2011, February). *Virtual Brokerage and Closure: Assessing Player Social Capital in a Massively Multiplayer Online Game.* Paper presented at International Sunbelt Social Network Conference (XXXI), St Pete, FL.

Huang, M., Huang, Y., Margolin, D., Ognyanova, K., **Shen, C.**, and Contractor, N. (2010, August). *The Effects of Diversity and Repeat Collaboration on Performance in Distributed Nanoscientist Teams.* Paper presented at the 2010 Academy of Management Annual Meeting, Montreal, Canada.
- **Nominated for Carolyn Dexter Award** (one nominee in each division), Organizational Communication & Information Systems Division

Shen, C. (2010, June). *Virtual brokerage and closure: Network Structure and Social Capital in a Large Virtual World.* Paper presented at the ICA Preconference—Online Social Capital: An Agenda for Future Research, Singapore.

Margolin, D.B., **Shen, C.**, Lee, S., Weber, M., Monge, P., and Fulk, J. (2010, June) *The Multilevel Impact of Aging: Age, Evolution, and Phase Change in the Child Rights NGO Network.* Paper presented at the 60th Annual Conference of the International Communication Association (ICA), Singapore.
- **Top Paper Award**, Organizational Communication Division

Huang, M., Huang, Y., Margolin, D., Ognyanova, K., **Shen, C.**, and Contractor, N. (2010, June). *Size, diversity and beyond: A mediated model of team composition and performance in "Team Science."* Paper presented at the 60th Annual Conference of the International Communication Association (ICA), Singapore.

Huang, Y., Zhu, M., Keegan, B., Wang, J., **Shen, C.**, Pathak, N., and Contractor, N. (2009, July). *The Formation of Combat Groups in Online Games.* Paper presented at the Fourth Annual INGRoup Conference. Colorado Springs, Colorado, USA.

Huang, Y., **Shen, C.**, and Contractor, N. (2009, July). *Virtually There: Exploring Proximity and Homophily in A Virtual World.* Paper presented at the Fourth Annual INGRoup Conference. Colorado Springs, Colorado, USA.

Ritterfeld, U., **Shen, C.**, Wang, H., Nocera, L., & Wong, W.L. (2009, May). *Multimodality and interactivity: Connecting properties of serious games with learning outcomes.* Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL.
- **Top Paper Award**, Game Studies Division

Ratan, R., **Shen, C**., Xiong, L., Chung, J. & Williams, D. (2009, May). *Schmoozing and Smiting: Trust and Communication Patterns in an MMO.* Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL.

Castronova, E., Williams, D., Huang, Y., **Shen, C**., Keegan, B., Xiong, L., & Ratan, R. (2009, May). *As real as real? Macroeconomic behavior in a large scale virtual world.* Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL.

Shen, C. & Williams, D. (2009, March). *Internet Use and Psychosocial Well-being: Results from a Large Virtual World.* Paper presented at International Sunbelt Social Network Conference (XXIX), San Diego, CA.

Huang, Y., **Shen, C**.,& Contractor, N. (2009, March). *The role of proximity and homophily in virtual world networks.* Paper presented at International Sunbelt Social Network Conference (XXIX), San Diego, CA.

Chung, J. E., **Shen, C**., Xiong, L., & Williams, D. (2008, November). *Pwn the mob, noob: Chat, grouping and trust within MMOs.* Paper presented at the 94th Annual Convention of National Communication Association (NCA), San Diego, CA.

Shen, C. (2008, November). *Wikipedia in China: Free culture in a controlled society.* Paper presented at the 94th Annual Convention of the National Communication Association (NCA), San Diego, CA.

Shen, C. & Monge, P. (2008, May). *Power asymmetry and network structure in Open Source community.* Paper presented at the 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada.

Shen, C. & Fulk, J. (2008, May). *Ecological dynamics of online communities.* Paper presented at the 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada.

Wong, W.L., **Shen, C.**, Nocera, L., Tang, F., Bugga, S., Narayanan, H., Wang, H. & Ritterfeld, U. (2007, June). *Serious video games effectiveness.* Paper presented at the International Conference on Advances in Computer Entertainment Technology (ACE2007), Salzburg, Austria.

Ritterfeld, U, **Shen, C**, Wang, H, Nocera, L & Wong, W.L. (2007, May). *Interactivity and enjoyment.* Paper presented at the 57th Annual Conference of the International Communication Association (ICA), San Francisco, CA.

Shen, C. (2007, May). *Attributional style, motivation and competence in intercultural communication.* Paper presented at the 57th Annual Conference of the International Communication Association (ICA), San Francisco, CA.

Shen, C., Wang, H., Wong, W.L., Nocera, L. & Ritterfeld, U. (2007, May). *In search of interactive entertainment-education.* Paper presented at the Annenberg Workshop on Games for Learning, Development, and Change, University of Southern California, CA.

Ritterfeld, U., Ratan, R., Wang, H. & **Shen, C.** (2007, May). *Serious games and seriously fun games: Can they be one and the same?* Paper presented at the Annenberg Workshop on Games for Learning, Development, and Change, University of Southern California, CA.

Shen, C. & Monge, P. (2007, May). *The network structure of Open Source Software (OSS) community.* Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.

Stephens, K. & **Shen, C.** (2007, May). *Coupled landscapes in the context of competition: An expansion and exploration of the NK[C] Model to the community level.* Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.

Monge, P., Fulk, J., Chatterjee, J., Heiss, B.M.R., Lee, S., Margolin, D.B., **Shen, C.**, Stephens, K. & Weber, M.S. (2007, May). *The structural evolution of organizational communities: How Variation, Selection, and Retention processes operate in NGO networks.* Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.

Shen, C. & Cho, H. (2005, May). *Why people contribute to online learning communities: a case study on motivational factors.* Paper presented at the 55th Annual Conference of the International Communication Association (ICA). New York.

Shen, C. & Cho, H. (2004, September). *Anonymity and participation in online learning communities: A case study.* In Proceedings of International Conference on Interactive Computer-Aided Learning (ICL 2004), Villach, Austria.

WORKSHOP PARTICIPATION

2009   Graduate Student Symposium, State of Play VI Conference, New York

University

2009   Annenberg Summer Institute on Methods & Statistics
                    Advanced Statistics I (Rene Weber)
                    Advanced Statistics II (Rene Weber)

2008   Annenberg Summer Institute on Methods & Statistics
                    Categorical Data Analysis (Tim Biblarz)
                    Hierarchical Linear Modeling (Merrill Silverstein)

2007   Oxford Internet Institute Summer Doctoral Program, Berkman Center for
                Internet & Society, Harvard University

2007   Doctoral Consortium, Organizational Communication Division,
                International Communication Association

INVITED LECTURES

"MMOs and Social Games," COMM3300—Communication Technology, University of Texas at Arlington (Chunke Su), 2011

"Social Media, Communities and Networks," ATEC6300—Interdiscplinary Approaches to Arts and Technology, University of Texas at Dallas (Tom Linehan & Mihai Nadin), 2010

"Introduction to Social Media Research" ATEC2320—Topics in Arts and Technology, University of Texas at Dallas (MaryAnn Young), 2010

"Technology-Mediated Social Networks," CMGT537—Social Dynamic of Communication Technology, University of Southern California (Dmitri Williams), 2010

"Event History Analysis and Networks," COMM645—Communication Networks, University of Southern California (Peter Monge), 2009

"Collaboration asymmetry and network structure in Open Source community," Management and Organization Faculty Retreat Research Seminar, Marshall School of Business, University of Southern California, 2009

"Serious Games," CMGT583—Social Marketing and Entertainment Education, University of Southern California (Paula Patnoe-Woodley), 2008

"Network structure in Open Source community," Web Science Conference, Annenberg School for Communication, University of Southern California, 2008

SELECTED MEDIA APPEARANCES

"Online Gaming with Real-World Friends is Healthier" (May 6, 2011). *U.S. News and World Report*. By Charnicia Huggins.

- Also appeared on Health.com, GB Gamer, Kotaku, LOGIN News, GamerFocus (in Spanish), Express.be (in Dutch), Baidu (in Chinese), Xinhuanet (in Chinese), Sohu (in Chinese), China.com (in Chinese), among others.

"Gamers aren't necessarily social misfits, says study co-authored by UT Dallas researcher" (April 25, 2011). *Pegasus News*. By Teresa Gubbins.

"The Family That Plays Together Stays Together" (April 21, 2011). *UT Dallas News*.

"Online Gaming Is the New Bowling League" (Spring, 2011). *Stanford Social Innovation Review*. By Jessica Ruvinsky.

"Gameworld: Virtual Economies in Video Games Used as Case Studies" (October 1, 2009). *Reuters*. By John Gaudiosi.

"Online Gamers Keep it Local, Says New Study" (February 23, 2009). *MSNBC*. By Kristin Kalning.

"Science Gleans 60TB of Behavior Data from Everquest 2 Logs" (February 15, 2009). *Ars Technica*. By John Trimmer.

RESEARCH EXPERIENCE

2008-   Research Associate
         VOSS: Virtual Organizations as Sociotechnical Systems
         Funded by the National Science Foundation. PIs: Peter Monge, Noshir
         Contractor, Brian Uzzi, Luis Amaral

2008-   Research Associate
         Virtual Worlds: An Exploratorium for Theorizing and Modeling the Dynamics of Group Behavior (VWE).
         Funded by the National Science Foundation, the Army Research Institute and
         IARPA. PIs: Dmitri Williams, Noshir Contractor, Marshall Scott Poole, Jaideep
         Srivastava, Ron Burt, Lada Adamic.

2006-10 Research Associate
         Annenberg Networks Network.
         PIs: Peter Monge & Manuel Castells.

2007   Graduate Researcher
         Annenberg Studies on Computer Games. PI: Ute Ritterfeld.

2005-07   Graduate Researcher
                 Metalloman Project, Annenberg studies on Games and Integrated Media
                 Systems Center, USC. PI: Ute Ritterfeld.

TEACHING

Graduate

    EMAC6372: Approaches to Emerging Media and Communication (Fall 2010, Fall 2011)
    EMAC6v81: Special Topics - Online Communities (Spring 2011)

Undergraduate

    COMM3342: Issues in Communication – Social Networks (Spring 2011, Fall 2011)

Other

    Teaching Assistant, COMM550—Reseach Methods in Communication, University of
    Southern California (Peter Monge), 2009
    Teaching Assistant, COMM202—Introduction to Communication Technology,
    University of Southern California (Douglas Thomas), 2006, 2007
    Teaching Assistant, COMM310—Media and Society, University of Southern California
    (Robert Scheer), 2005, 2006
    Teaching Assistant, IF1101E—Information Revolution and Society, National University
    of Singapore (Gui Kai Chong, Siyoung Chung), 2004, 2005
    Teaching Assistant, IF3204—E-Learning, National University of Singapore (Hichang
    Cho), 2004

SERVICE

Journal Reviewer

    Communication Research
    CyberPsychology, Behavior & Social Networking
    First Monday
    Human Communication Research
    Information, Communication & Society (iCS)
    Journal of Communication
    Journal of Computer-Mediated Communication (JCMC)
    New Media & Society

Conference Reviewer

    ICA Preconference—Online Social Capital: An Agenda for Future Research
    Annual Convention of the International Communication Association (ICA),
    Communication and Technology Division

Departmental Service

At University of Texas at Dallas

Faculty Search Committee, EMAC Program, 2011
Curriculum Development Committee, EMAC Program, 2011
Graduate Admissions Committee, EMAC program, 2010, 2011
Judge, Ericsson EMAC Scholarship Awards Contest, 2010

At University of Southern California

Conference Organizer, Virtual Worlds Research Meeting, funded by the National Science Foundation and Air Force Research Lab, University of Southern California, 2010

Panelist, Doctoral Qualifying Exam Workshop, Annenberg School for Communication, University of Southern California, 2010

Coordinator, Annenberg Networks Network (ANN) Seminar Series, University of Southern California, 2007-10

Manager, Mailing list of Annenberg Networks Network, University of Southern California, 2007-10

Panelist, Professionalism Workshop on Summer Research Activities, University of Southern California, 2008

Conference Organizer, Annenberg Workshop on Games for Learning, Development and Change, University of Southern California, 2007

PROFESSIONAL ASSOCIATIONS

International Communication Association (ICA)
International Network of Social Network Analysis (INSNA)
National Communication Association (NCA)