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   Finalist, 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

PUBLICATIONS

Referred Journal Articles

Shen, C. (in press). Network patterns and social architecture in MMOGs: Mapping the social world of EverQuest II. *New Media & Society*.

Shen, C., Monge, P. & Williams, D. (in press). Virtual brokerage and closure: Network structure and social capital in a massively multiplayer online game. *Communication Research*.

Huang, Y., **Shen, C.**, & Contractor, N. (in press). Distance matters: Exploring proximity and homophily in virtual world networks. *Decision Support Systems*.

Margolin, D. B., **Shen, C.**, Lee, S., Weber, M., Monge, P., and Fulk, J. (in press). The Multilevel Impact of Aging: Age, Evolution, and Phase Change in the Child Rights NGO Network. *Communication Research*.

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)

Miller, V. D., Poole, M. S., Seibold, D. R., Myers, K. K., Park, H.S., Monge, P., Fulk, J., Frank, L.B., Margolin, D., Schultz, C., **Shen, C**., Weber, M., Lee, S. & Shumate, S. (2011). Advancing research in organizational communication through quantitative methodology. Management Communication Quarterly, 25(1), 4-58.
- **Lead Article**, also featured in MCQ Newsletter (Feb 2011)
- **Most-Read Articles of Management Communication Quarterly**

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**

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 International Conference on Computer Science and Engineering (CSE'09)*. (~10% acceptance rate)

Huang, Y., **Shen, C.**, Williams, D. & Contractor, N. (2009). Virtually There: Exploring Proximity and Homophily in a Virtual World. In *Proceedings of IEEE International Conference on Computer Science and Engineering (CSE'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. & Cage, C. (2012, May). *Exodus to the Real World? Assessing the Impact of Offline Meetups on Community Participation and Social Capital.* Paper presented at the 62nd Annual Conference of the International Communication Association (ICA), Phoenix, AZ.

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.

Huang, Y., **Shen, C.,** & Contractor, N. (2011). *Distance Matters: Exploring Proximity and Homophily in a Virtual World.* Paper presented at the First International Conference on the Theory and Applications of Social Networks, Austin, TX.

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.

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.

GRANT ACTIVITIES

Improving ED Geriatric Patient-centered Care with a Crowd-sourced, Game-based Simulation
PI: Marjorie Zielke; Co-PIs: Cuihua Shen, Frank Dufour, Midori Kitagawa, Susan Houston
Patient-Centered Outcomes Research Institute
1/2013-12/2015, $1.5 million, not funded

Avatarized Teleconferencing with Augmented Gesture and Social Presence
PI: Zhigang Deng (U of Houston); Co-PI: Cuihua Shen
National Science Foundation
9/2012-9/2015, $499,998, not funded

Digital Humanities Pedagogy
PIs: Sara Steger, Jessica Murphy; Co-PIs: Monica Evans, John Jones, Kim Knight, Cuihua Shen
National Endowment for the Humanities
9/2011-9/2013, $25,000, not funded.

Transaction, Collaboration and Socialization: The Evolution of Multiplex Networks in Self-Organized Online Communities
PI: Cuihua Shen
Annenberg Program on Online Communities
9/2009-8/2010, $3400, funded

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

"Social Networks in Virtual Worlds," ATEC6390 - Virtual Analog Computing, University of Texas at Dallas (Paul Fishwick), 2013

"Research Methods for ATEC and EMAC," ATEC.CONNECT speaker series, University of Texas at Dallas, 2013

"MMOs and Social Games," COMM3300—Communication Technology, University of Texas at Arlington (Chunke Su), 2011, 2012

"Introduction to Social Media Research" ATEC2320—Topics in Arts and Technology, University of Texas at Dallas (Jainan Sankalia), 2011

"Social Media, Communities and Networks," ATEC6300—Interdiscplinary Approaches to Arts and Technology, University of Texas at Dallas (Tom Linehan & Mihai Nadin), 2010, 2011

"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

"Prof Explores Dynamics of Online Networking" (August 25, 2011). *UT Dallas News*.

"Online Gaming with Real-World Friends is Healthier" (May 6, 2011). *U.S. News and World Report*. By Charnicia Huggins.
- Also appeared on SELF magazine, Health.com, GB Gamer, Kotaku, LOGIN News, Yahoo! News India, 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

Advisement
2010-2013   Numerous independent studies, undergraduate and graduate capstone projects supervised

Classroom teaching

2013	Spring	EMAC3342: Social Networks: Theories and Applications
2012	Fall	EMAC6375: Research Methodologies of EMAC
2012	Spring	ATEC6390: Advanced Research in Arts and Technology
2011	Fall	EMAC6372: Approaches to Emerging Media and Communication COMM3342: Issues in Communication – Social Networks
	Spring	EMAC6v81: Special Topics in Emergent Communication - Online Communities

COMM3342: Issues in Communication – Social Networks
2010   Fall   EMAC6372: Approaches to Emerging Media and Communication

SERVICE

Journal Reviewer

American Journal of Community Psychology
Bulletin of Science, Technology & Society
Communication Research
CyberPsychology, Behavior & Social Networking
Environment & Planning B
First Monday
Human Communication Research
Information, Communication & Society (iCS)
Journal of Communication
Journal of Computer-Mediated Communication (JCMC)
New Media & Society
Sociological Forum

Conference Reviewer

Annual Convention of the International Communication Association (ICA),
Communication and Technology Division, Game Studies Division
ICA Preconference—Online Social Capital: An Agenda for Future Research
The 16th ACM Conference on Computer Supported Cooperative Work and Social
Computing (CSCW '13)

Program Committee

The 2013 International Workshop on Data Mining in Game Analytics

Departmental Service

At University of Texas at Dallas

EMAC Graduate Committee, 2012-13
ATEC Graduate Studies Committee, 2012-13
Faculty Search Committee (EMAC), 2012-13
Faculty Search Committee (History/Philosophy of Technology), 2011-12
Faculty Search Committee (Networked Communication & Social Media), 2011-12
Faculty Search Committee (Visiting Assistant Professor in EMAC), 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)