

# Shawn C. Chiang, PhD MPH

Department of Health Behavior  
Texas A&M University School of Public Health  
212 Adriance Lab Rd. SPH Administration Building, Room 303  
College Station, TX 77843

[shawnchiang@tamu.edu](mailto:shawnchiang@tamu.edu) | (979) 436-9764 | <https://shawnchiang.com/>

---

## **ACADEMIC APPOINTMENTS**

2023 - present    **Assistant Professor**, Department of Health Behavior  
School of Public Health | Texas A&M University, College Station, TX

## **EDUCATION**

2021 – 2023    **Doctor of Philosophy (PhD)**, Health Behavior and Health Promotion  
College of Education and Health Professions | University of Arkansas, Fayetteville, AR  
Department of Health, Human performance, and Recreation  
Advisor: Philip M. Massey, PhD MPH

2019 – 2021    **Doctor of Philosophy (PhD)**, Community Health & Prevention (Transfer to U of Arkansas in 2021)  
Dornsife School of Public Health | Drexel University, Philadelphia, PA  
Department of Community Health and Prevention  
Advisor: Philip M. Massey, PhD MPH

2015 – 2017    **Master of Public Health (MPH)**, Health Communication & Marketing  
Milken Institute School of Public Health | George Washington University, Washington, DC  
Department of Prevention and Community Health  
Advisor: Lorien C. Abroms, ScD MA

2010 – 2014    **Bachelor of Science (BS)**, Biochemistry/Chemistry  
University of California, San Diego, La Jolla, CA

## **TRAINING & FELLOWSHIP APPOINTMENTS**

2021 – 2023    **Doctoral Academy Fellow**, Arkansas Research Center for Public Health & Technology  
College of Education and Health Professions | University of Arkansas, Fayetteville, AR  
Advisor: Philip M. Massey, PhD MPH

2022            **Fellow**, Computational Social Science Summer Institute (SICSS) - Penn  
University of Pennsylvania, Philadelphia, PA

2019 – 2021    **Doctoral Research Fellow**, Health & Digital Media Innovation (HDMI) Lab  
Dornsife School of Public Health | Drexel University, Philadelphia, PA  
Advisor: Philip M. Massey, PhD MPH

2017 – 2019    **CDC Evaluation Fellow**  
Division of Emergency Operations | Centers for Disease Control and Prevention, Atlanta, GA  
Division of Violence Prevention | Centers for Disease Control and Prevention, Atlanta, GA  
Advisor: Sachiko A. Kuwabara, PhD; Melissa Brown, DrPH

2015 - 2018    **Research Scientist** (2017- 2018), mHealth Collaborative  
**Research & Data Management Associate** (2016-2017)  
**Graduate Research Trainee** (2015-2016)  
Milken Institute School of Public Health | George Washington University, Washington, DC  
Advisor: Lorien C. Abroms, ScD

**RESEARCH FOCUS**

Methodological Areas	Topical Areas	Population
<ul style="list-style-type: none"> <li>• Health communication</li> <li>• Social behavioral theories</li> <li>• Community-based participation</li> <li>• Applied computational social science</li> </ul>	<ul style="list-style-type: none"> <li>• HPV Vaccination</li> <li>• Tobacco Control</li> <li>• Misinformation</li> <li>• Digital media</li> <li>• Communication Technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Adolescents and young adults</li> <li>• Parents</li> <li>• Rural areas</li> </ul>

**PUBLICATIONS****Peer-reviewed Publications**

1. Manganello JA, **Chiang SC**, Cowlin H, Kearney MD, Massey PM. HPV and COVID-19 vaccines: Social media use, confidence, and intentions among parents living in different community types in the United States. *Journal of Behavioral Medicine*. 2023;46 (1-2), 212-228. <https://doi.org/10.1007/s10865-022-00316-3>
2. Russell AM, Valdez D, **Chiang SC**, Montemayor BN, Barry AE, Lin HC, Massey PM. Using natural language processing to explore ‘Dry January’ posts on Twitter: A longitudinal infodemiology study. *J Med Internet Res*. 2022;24(11):e40160. <https://doi.org/10.2196/40160>.
3. Sifat MS, **Chiang SC**, Irfan A, Green KM. Beyond Performative Activism- An Exploration of Motivators to Participate Social Media Activism Through the Lens of Self-Determination Theory. *Harvard Public Health Review (HBHR) Journal*. 2021;35.
4. **Chiang SC**, Fisher HH, Bridwell ME, Rasulnia BB, Kuwabara SA. Motivators of Participation in Public Health Emergency Response Among Federal Public Health Workers: A Qualitative Study. *Health Security*. 2021;19(4): 386-392. <https://doi.org/10.1089/hs.2020.0165>
5. Massey PM, **Chiang SC**, Rose R, Murray RM, Togo E, Rockett M, Klassen AC, Manganello JA, Leader AE. Development of Personas to Communicate Narrative-Based Information about the HPV Vaccine on Twitter. *Frontiers in Digital Health*. 2021. <https://doi.org/10.3389/fdgth.2021.682639>
6. Massey PM, Togo E, **Chiang SC**, Klassen A, Rose M, Manganello JA, Leader A. Identifying HPV Vaccine Narrative Communication Needs among Parents. *Preventive Medicine Reports*. 2021. <https://doi.org/10.1016/j.pmedr.2021.101488>
7. Kearney K, **Chiang SC**, Massey PM. The Twitter origins and evolution of the COVID-19 “plandemic” conspiracy theory. *The Harvard Kennedy School (HKS) Misinformation Review*. 2020;1(3). <https://doi.org/10.37016/mr-2020-42>
8. **Chiang SC**, Fisher HH, Bridwell ME, Trigoso SM, Rasulnia BB, Kuwabara SA. Applying the Ready, Willing, and Able Framework to Assess Agency Public Health Emergency Preparedness: the CDC Perspective. *Health Security*. 2020;18(2):75-82. <http://doi.org/10.1089/hs.2019.0090>.
9. **Chiang SC**, Abroms LC, Cleary SD, Pant I, Doherty L, Krishnan N. E-cigarettes and Smoking Cessation: A Prospective Study of a National Sample of Pregnant Smokers. *BMC Public Health*. 2019;19(1):964. <https://doi.org/10.1186/s12889-019-7299-7>.
10. Abroms LC, Fishman M, Vo H, **Chiang SC**, Somerville V, Ruggiero M, Rakhmanov L, Greenberg D. Feasibility of a Motion-Activated Videogame for Substance Use Disorder Relapse Prevention in Youth: A Pilot Randomized Trial. *JMIR Serious Games*. 2019;7(2):e11716. <https://doi.org/10.2196/11716>.
11. Schindler-Ruwisch JM, Roess A, Robert R, Napolitano MN, **Chiang SC**. “Social Support for Breastfeeding in the era of mHealth: A Content Analysis” *Journal of Human Lactation*. 2018; Vol. 34(3): 543–555. <https://doi.org/10.1177/0890334418773302>.
12. Abroms LC, Johnson PR, Leavitt LE, Cleary SD, Bushar J, Brandon TH, **Chiang SC**. A Randomized Trial of a Text-Messaging Program to Promote Smoking Cessation in Pregnant Women. *Am J Prev Med*. 2017;53(6):781-790. <https://doi.org/10.1016/j.amepre.2017.08.002>.
13. Abroms LC, **Chiang SC**, Macherelli L, Leavitt L, Montgomery M. Assessing the National Cancer Institute’s SmokefreeMOM Text-Messaging Program for Pregnant Smokers: Pilot Randomized Trial. *Journal of Medical Internet Research*. 2017;19(10):e333. <https://doi.org/10.2196/jmir.8411>.

**CONFERENCE & INVITED PRESENTATIONS****Conference Presentations (refereed)**

1. Sifat M, Noble B, Zaring-Hinkle B, **Chiang SC**, Kendzor D. Tobacco Use Among Afghan Refugees Resettled in The U.S. Poster Presentation at SRNT 2023 Annual Meeting. March 1-4, 2023; San Antonio, Texas.
2. **Chiang SC**, Guan M, Manganello JA, Hill L, Murray R, Klassen AC, Leader A, Lo WJ, Russell A, Massey PM. Moderating Role of Empathy in Reducing Psychological Reactance for Narrative-based HPV Vaccination Messages on Twitter. Oral Presentation at: 7<sup>th</sup> Annual Promoting Research in Social Media and Health Symposium (PRISM). November 29, 2022; San Francisco, CA.
3. Manganello JA, **Chiang SC**, Kearney MD, Massey PM. HPV and COVID-19 vaccine confidence and social media use among parents living in different community types in the United States. Oral Presentation at: 72<sup>nd</sup> Annual International Communication Association (ICA) Conference. May 26-30, 2022; Paris, France.
4. **Chiang SC**, Massey PM, Kearney MD, Cowlin H, Manganello JA. The need for affect and cognition: Individual differences in vaccine information seeking preferences among parents in the United States. Poster Presentation at: American Academy for Health Behavior (AAHB) 2022 Annual Meeting. March 13-16, 2022; Key Largo, FL.
5. Sifat M, **Chiang SC**, Amin N, Irfan A, Green K. Beyond Performative Activism- An Exploration of Motivators to Participate Social Media Activism Through the Lens of Self-Determination Theory. Poster Presentation at: SPR Virtual 29th Annual Meeting. June 2-4, 2021; Virtual. [*Awarded Abstract of Distinction*]
6. Massey PM, **Chiang SC**, Klassen AC, Togo E, Rose M, Leader A, Manganello JA. Recruiting a Virtual Parent Advisory Board on Twitter. Poster presentation at: Society for Behavioral Medicine Annual Meeting; April, 2021; Virtual.
7. **Chiang SC**, Togo E, Klassen AC, Quick H, Leader A, Manganello JA, Massey PM. Using national immunization survey data to examine parental factors associated with HPV vaccination delay in adolescents: Implications for health communication. Oral presentation at: American Public Health Association (APHA) Annual Meeting; October 24-28, 2020; Virtual.
8. **Chiang SC**, Byram ME, Rasulnia, BB, Kuwabara SA. Development and Initial Implementation of an Innovative Emergency Responder Information System: the DeployCDC Website. Poster presented at: American Public Health Association (APHA) Annual Meeting; November 12, 2018; San Diego, CA.
9. **Chiang SC**, Fisher HH, Rasulnia BB, Kuwabara SA. Enhancing Workforce Planning for Public Health Emergencies: An Evaluation of CDC Responders' Motivation to Respond. Oral presentation delivered at: CDC Evaluation Day; September 12, 2018; Atlanta, GA.
10. Fisher HH, **Chiang SC**, Kuwabara SA. Monitoring and Evaluation of Emergency Response Operations Through the Lens of Risk Management. Poster presented at: NACCHO Preparedness Summit; April 18, 2018; Atlanta, GA.
11. Fisher HH, Yaemsiri S, **Chiang SC**, Bridwell M. Monitoring Trends in CDC Preparedness and Capacity Development to Inform Agency Readiness: From Hurricane Katrina to Zika. Poster presented at: NACCHO Preparedness Summit; April 18, 2018; Atlanta, GA.
12. **Chiang SC**. E-Cigarettes and Smoking Cessation Among Pregnant Women: Insights from a Secondary Analysis of a Randomized Controlled Trial. Poster presented at: GW Research Day; April 5, 2017; Washington, DC.
13. **Chiang SC**, Abrams LC. Smoking Characteristics & Psychiatric Comorbidities of Pregnant Smokers: An Analysis of the Quit4Baby RCT. Poster presented at: GW Research Day; March 30, 2016; Washington, DC.

**Invited Presentations**

1. **Chiang SC**, Togo E. Using national immunization survey data to examine parental factors associated with HPV vaccination delay in adolescents in Pennsylvania. Panel presentation delivered at: Navigating Adolescent Health Conference; October 23, 2020; Virtual.
2. **Chiang SC**, Rasulnia, BB, Kuwabara, SA. Enhancing Decision-making During A Public Health Emergency: Use of Machine Learning to Process Unstructured Data. Oral presentation delivered at: HHS Innovation day; June 12, 2019; Washington, DC. Available: <https://youtu.be/IGcltuZAHqo> 1:40-7:13.
3. **Chiang SC** and Abrams LC. Maximizing Reach and Efficacy with Communication Technology – Results from Quit4Baby Randomized Controlled Trial. Oral presentation delivered at: National Cancer Institute (NCI) SmokefreeText Meeting; December 7, 2016; Washington, DC.

**CURRENT GRANT SUPPORT****Cancer Prevention & Research  
Institute of Texas (CPRIT)****Chen (PI)****2020- 2024***Promoting Access to Maternal Smoking Cessation and Smoke-Free Home Services among Low-Income Rural Pregnant Women and Their Household Smokers*

This implementation study aims to implement a multi-level smoking cessation intervention tailored for pregnant smokers living in Texas and their partners.

Role: Co-Investigator

Amount: \$1,000,000

**Center for Public Health &  
Technology Dissertation Grant****Chiang (PI)****2022- 2023***Toward a Better Understanding of Engagement on Social Media in Influencing Health Behaviors: An Examination of the Relationship Between Message Framing, Social Endorsement Cue, and Message Engagement*

This dissertation study aims to examine the role of engagement, specifically in the context of social-media-based interventions through a scoping review, followed by a factorial experiment that explore the mediating role of message engagement using Instagram and HPV vaccination promotion as the case study.

Role: Principal Investigator

Amount: \$4,500

**NIH/NCI Grant: R01CA229324-01****Massey (PI)****2019- Present***#HPV: Engaging Parents Through Social Media to Increase HPV Vaccination*

This project aims to develop and test a population-level social media intervention to increase HPV vaccine uptake through a narrative-focused strategy, designed to communicate evidence and information about the HPV vaccine to parents who use social media as a health information source.

Role: Pre-doctoral Research Fellow

**COMPLETED GRANT FUNDING****University at Albany Discretionary  
Philanthropic Funds****Manganello (PI)****2021***RUPA-VAX: Social media use, confidence, and intentions among parents living in different community types in the US*

This project seeks to understand how parents of children ages 9-14 view HPV and COVID19 vaccines, particularly the views of parents regarding these vaccines and their sources for vaccine information.

Role: Co-Investigator

**U.S. HHS Internal Funding – Ignite  
Accelerator****Chiang (PI)****2018 - 2019***Enhancing Decision Making during a Public Health Emergency: Use of Natural Language Processing to Process Unstructured Data*

This project aimed to create a machine learning model to analyze publicly available data (i.e., news media, social media and reports) during an emergency.

Role: Principal Investigator

Award Amount: \$5,000

**U.S. CDC Internal Funding (#14665)****Kuwabara (PI)****2017 - 2019***Developing and Implementing a Mobile Technology Tool to Support Responders During Deployment*

This project aimed to develop, test and implement a field mobile application that can be utilized by CDC responders to access important mission and deployment information and report a variety of issues that could negatively impact well-being.

Role: Co-Investigator

Award Amount: \$300,000

**DC Metro Tobacco Research and Instruction Consortium (MeTRIC) Pilot Grant**

Abroms (PI)

2016 - 2017

*Using Text Messaging for Outreach and Cessation Services in Health Systems*

This project aimed to develop and pilot test outreach text messages for smoking patients identified by the EHR and enroll them in smoking cessation resources.

Role: Project Manager

**NIH/NIDA Contract No. HHSN271201300006C**

Greenberg/Abroms(Co-PI)

2014 - 2016

*Developing an X-Box 360 Game for Adolescents in Recovery for Opiate Addiction*

This project aims to develop a commercially viable X-Box 360 Kinect, a motion detection game, to help adolescents in addiction treatment centers recover from opiate and other addictions.

Role: Consultant/Data Analyst (2015-16)

**NIH/NIDA Grant: R44DA035017-01**

Abroms/Johnson (MPI)

2013 - 2017

*Developing and Scaling an Interactive Text Messaging Tool to Help Pregnant Smokers*

This project aimed to develop a commercially viable smoking cessation texting program for pregnant smokers enrolled in Text4Baby.

Role: Graduate Student Trainee (2016-17)

**NIH/NCI Grant: R15CA167586-01**

Abroms (PI)

2013 - 2016

*SmokefreeMOM: Reaching Pregnant Smokers with Health Information via Text Messaging*

This project aimed to develop and pilot test a smoking cessation program for pregnant women at Washington Hospital Center based on SmokefreeTXT using automated computer technologies including text messaging.

Role: Project Manager (2015-16)

**UNIVERSITY TEACHING EXPERIENCE****Instructor****University of Arkansas, Fayetteville, AR**2022 Spring PBHL 4643: *Multicultural Health/Honors* (52 Undergraduate students; 4 honors students)2021 Fall PBHL 1103: *Personal Health & Safety* (32 Undergraduate students)**Teaching Assistantship**

2017 Spring Milken Institute School of Public Health, GWU, Washington, DC

PUBH 6570: *Advanced Public Health Communication: Theory & Practice* (23 MPH students)

2012 Spring University of California, San Diego, La Jolla, CA

FMPH 60: *Peer Health Education & Health Promotion* (35 Undergraduate students)**Guest Lectures**2022 Fall HHPR 5353: *Research Methods in Health, Human Performance, and Recreation* (Graduate) | UA  
“Measuring Health: Constructs and Measurement”PBHL 4643: *Multicultural Health* (Undergraduate) | UA

“Multicultural Health in the era of Digital Health Communication”

2021 Winter PBHL 306: *Introduction to Community Health* (Undergraduate) | Drexel University

“Social Marketing Fundamentals: A Crash Course”

PUBH 2201: *Public Health, Disease, and Injury* (Undergraduate) | Fairfield University

“The State of HPV Vaccine Hesitancy in the United States: Challenges and Opportunities”

## Curriculum Vitae

Shawn C. Chiang, PhD MPH

- 2020 Winter *PBHL 306: Introduction to Community Health* (Undergraduate) | Drexel University  
“Enhancing Public Health Emergency Preparedness at CDC”
- 2019 Fall *HLTH 106: Drug Use and Abuse* (Undergraduate) | UMD – College Park  
“Using Mobile Phone for Smoking Cessation in Pregnant Smokers”
- 2018 Spring *Webinar – Veteran Suicide Prevention Programs* | CDC Foundation  
“Framework for Program Evaluation – Step 1-3”
- Webinar – Veteran Suicide Prevention Programs* | CDC Foundation  
“Framework for Program Evaluation – Step 4-6”
- 2016 Spring *PSYC 4198: Peer Education* (Undergraduate) | George Washington University  
“Social Media Analytics: Use & Best Practices”

## CONSULTANCIES

- 2020 - 2022 **Division of Emergency Operations, Centers for Disease Control and Prevention, Atlanta, GA** Provide risk communication and analytic support related to COVID-19 response.
- 2018 **Division of STD Prevention, Centers for Disease Control and Prevention, Atlanta, GA** Developed and designed a division-level 5-year communication plan to support strategic planning.
- 2018 **Association of State and Territorial Health Officials (ASTHO), Washington, DC** Developed a communication research plan and IRB approval materials.
- 2017 **Society of Public Health Education (SOPHE), Washington, DC** Provided qualitative evaluation support to the Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Program
- 2016 **Mental Health Services, The George Washington University, Washington, DC** Pro bono work to design and pilot-tested a social marketing campaign targeting college males

## HONORS & AWARDS

- 2022 **Center for Public Health and Technology Dissertation Grant** (\$4,500)  
University of Arkansas
- 2022 **Center for Public Health and Technology Professional Development Grant**  
University of Arkansas
- 2022 **Doctoral Student Travel Grant** (\$1,160)  
University of Arkansas
- 2021- 2023 **Doctoral Academy Fellowship** (\$12,000 per year)  
University of Arkansas
- 2020 **Departmental Conference Award** (\$500)  
Dornsife School of Public Health, Drexel University
- 2019 – 2021 **Doctoral Research Fellowship** (\$25,000 per year)  
Drexel University
- 2019 **Early-career Innovator Award – Communications**  
Centers for Disease Control and Prevention
- 2019 **Honor Award - Excellence in Quantitative Sciences**  
Centers for Disease Control and Prevention
- 2018 **U.S. Health and Human Services (HHS) Ignite Accelerator Award**  
U.S. Health and Human Services
- 2018 **Honor Award – Excellence in Domestic Emergency Response**  
Centers for Disease Control and Prevention
- 2017 - 2019 **CDC Evaluation Fellowship**  
Centers for Disease Control and Prevention
- 2017 **Outstanding Master Thesis in Public Health Communication and Marketing**  
*Title: Predicting Smoking Cessation During Pregnancy: A Secondary Analysis of a Randomized Controlled Trial*
- 2017 **Delta Omega Public Health Honor Society Inductee – Omega Chapter**  
Milken Institute School of Public Health, GWU

- 2017 **People's Choice Award – Best Research Poster**  
Milken Institute School of Public Health, GWU
- 2015 - 2016 **Health Promotion & Prevention Services Fellowship**  
The George Washington University
- 2014 **Oceanids Service and Leadership Award** | University of California, San Diego
- 2014 **Resident Advisor of the Year** | University of California, San Diego

## **MEDIA**

The GW Hatchet, November 9<sup>th</sup>, 2016: *Campaign led by public health student raises awareness for men's mental health.*

[https://www.gwhatchet.com/2016/11/09/campaign-led-by-public-health-student-raises-awareness-for-mens-mental-health/?fbclid=IwAR2PEEVciYIPpkzY-FdVisLaR9oHQcIKckqzIP9ZWWgvCfNj3zc8Z\\_YY6zs](https://www.gwhatchet.com/2016/11/09/campaign-led-by-public-health-student-raises-awareness-for-mens-mental-health/?fbclid=IwAR2PEEVciYIPpkzY-FdVisLaR9oHQcIKckqzIP9ZWWgvCfNj3zc8Z_YY6zs)

## **SERVICE**

### **Ad-hoc Peer Reviewer**

Journal of Health Communication; Frontiers in Public Health; Social Media & Society; American Journal of Preventive Medicine; BMC Public Health; Journal of Medical Internet Research (JMIR); Disaster Medicine and Public Health Preparedness

### **Leadership Experience**

- 2020 – 2021 Director of Member Engagement, Delta Omega – Omega Chapter
- 2020 – 2021 Board member, PhD Student Advisory Group, Dornsife School of Public Health, Drexel University
- 2015 – 2017 Co-founder | Director of Finance, GW Outreach
- 2013 – 2016 Youth Crisis Counselor, The Trevor Project
- 2013 – 2014 Sexual Health Lead Coordinator, Student Health Advocate (SHA) program, UC San Diego
- 2012 – 2014 Resident Advisor, LGBTQIA+ Living Learning Community, UC San Diego

## **PROFESSIONAL SOCIETY MEMBERSHIPS**

- 2021- *present* American Academy for Health Behaviors (AAHB)
- 2020- *present* Society for Health Communication
- 2017- *present* Delta Omega Public Health Honor Society, Omega Chapter
- 2017- *present* American Public Health Association (APHA)
- 2016- *present* Social Marketing Association of North America (SMANA)

## **TECHNICAL SKILLS**

**Analytic Software:** SAS, SPSS, R, NVivo, MPlus, Python

**Languages:** Mandarin (Fluent), Spanish (Basic)