

## Amy Shirong Lu, Ph.D.

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### Education

- 2009 UNC-CHAPEL HILL – PhD *Mass Communication*  
Hussman School of Journalism and Media (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
- 2004 UNC-CHAPEL HILL – MA *Communication Studies*  
Department of Communication Studies  
Thesis: *Japanese anime and its many faces of globalization*. Advisor: Dr. Ken J. Hillis
- 2002 PEKING UNIVERSITY – BA *English Language and Literature*  
Department of English Language and Literature

### Academic Positions

- 2018-present NORTHEASTERN UNIVERSITY – Associate Professor (with Tenure)
- 2014-2018 NORTHEASTERN UNIVERSITY – Assistant Professor  
Communication Studies, *College of Arts, Media and Design (CAMD)*  
Health Sciences, *Bouvé College of Health Sciences*  
Director, Health Technology Laboratory  
Affiliated Faculty Member, Personal Health Informatics Doctoral Program  
Faculty Scholar, Institute of Health, Equity, and Social Justice (IHESJR)
- 2013-2015 BAYLOR COLLEGE OF MEDICINE – Adjunct Assistant Professor  
Pediatrics
- 2012-2014 NORTHWESTERN UNIVERSITY – Assistant Professor  
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)
- 2010-2012 INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS – Assistant Professor  
Media Arts and Science, *Indiana University School of Informatics*
- 2009-2010 BAYLOR COLLEGE OF MEDICINE – Postdoctoral Associate  
Children's Nutrition Research Center, Pediatrics

## Research Publications (\*: Co-authored with undergraduate or graduate students)

### Refereed Journal Articles

[J40] Monashefski, A., Alon, D., Baran, A., Borah R., Lee, K., McGarrity, E., Menon, H., Sousa, C., Swaminathan, N. & **Lu, A. S.** (2022) Running an active gaming-based randomized controlled trial during the COVID-19 pandemic: Challenges, solutions and lessons learned. *Public Health in Practice*, 3, 100259. PMID: 9044649 \*

[J39] Sousa, C. V., Hwang, J., Cabrera-Perez, R., Fernandez, A., Misawa, A., Newhook, K. & **Lu, A. S.** (2022) Active video games in fully immersive virtual reality elicit moderate-to-vigorous physical activity and improve cognitive performance in sedentary college students. *Journal of Sport and Health Science*, 11(2), 164-171. PMID: 9068577 \*

[J38] Alon, D., Sousa, C. V., & **Lu, A. S.** (2021) What type of body shape moves children? An experimental exploration of the impact of narrative cartoon character body shape on children's narrative engagement, wishful identification, and exercise motivation. *Frontiers in Psychology*, 12. PMID: 8312721 \*

[J37] Sousa, C. V., Hwang, J., Simoes, H. G., Sun, K. J. & **Lu, A. S.** (2021) Rapid component of excess post-exercise oxygen consumption of children of different weight status after playing active video games. *BMC Pediatrics*, 21(1), 80. PMID: 7883419 \*

[J36] Hwang, J., Hillman, C. H., Lee, I-M, Fernandez, A. & **Lu, A. S.** (2021) Comparison of inhibitory control after acute bouts of exergaming between children with obesity and their normal weight peers. *Games for Health Journal*, 10(1), 63-71. PMID: TBA PMID: 33146563 \*

[J35] Alon, D., Sousa, C. V., Baranowski, T., Barreira, T. V., Cabrera-Perez, R., Chiu, K., Fernandez, A., Fleischman, A., Huang, S., Hwang, J., Green, M. C., Lee, I-M., Lee, K., Lessard, S., Levitsky, L. L., Misawa, A., Noubary, F., Samuels, R., Sun, K. J., Thompson, D., & **Lu, A. S.** (2020) The impact of narratives and active video games on long-term moderate-to-vigorous physical activity: A randomized controlled trial protocol. *Contemporary Clinical Trials*, 96, 106087. PMID: 7494553 \*

[J34] Sousa, C. V., Fernandez, A., Hwang, J. & **Lu, A. S.** (2020) The effect of narrative on physical activity via immersion during active video game play in children: Mediation analysis. *Journal of Medical Internet Research*, 22(3), e17994. PMID: 7157497 \*

[J33] **Lu, A. S.**, Green, M. & Thompson, D. (2019) How to increase children's physical activity through narrative game design: An exploratory thematic analysis. *Journal of Medical Internet Research (JMIR) - Serious Games*, 7(4), e16031. PMID: 6895869

[J32] Hwang, J., Lee, I-M., Fernandez, A., Hillman, C. H. & **Lu, A. S.** (2019) Exploring energy expenditure and body movement of exergaming in children of different weight status. *Pediatric Exercise Science*, 31(4), 438-447. PMID: 7030900 \*

[J31] Baranowski, T., Baranowski, J., Chen, T., Buday, R., Beltran, A., Dadabhoy, H., Ryan, C. & **Lu, A. S.** (2019) Videogames that encourage healthy behavior did not alter fasting insulin or other diabetes risks in children: Randomized clinical trial. *Games for Health Journal*, 8(4), 257-

264. PMID: 6686687 \*

[J30] Baranowski, T., Ryan, C., Hoyos-Cespedes, A. & **Lu, A. S.** (2019) Nutrition education and dietary behavior change games: A scoping review. *Games for Health Journal*, 8(3), 153-176. PMID: 6909754 \*

[J29] Levac, D. & **Lu, A. S.** (2019) Does narrative feedback enhance children's motor learning in a virtual environment? *Journal of Motor Behavior*, 51(2), 199-211. PMID: 6988522

[J28] Hwang, J., Fernandez, A. & **Lu, A. S.** (2018) Application and validation of activity monitors' epoch lengths and placement sites for physical activity assessment in exergaming. *Journal of Clinical Medicine*, 7(9), 268. PMID: 6162850 \*

Reprinted in 2019 in Z. Gao & J. E. Lee (Eds.), *Emerging Technology Applications to Promote Physical Activity and Health* (pp. 18-32) Basel, Switzerland: MDPI.

[J27] Hwang, J. & **Lu, A. S.** (2018) Narrative and active video game in separate and additive effects of physical activity and cognitive function among young adults. *Scientific Reports-Nature*, 8(1), 11020. PMID: 6054679

[J26] **Lu, A. S.** & Kharrazi, H. (2018) A state-of-the-art systematic content analysis of games for health. *Games for Health Journal*, 7(1), 1-15. PMID: 5797326 **(One of the Most Read Articles of the Journal)**

[J25] 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. *Pediatrics*, 140(S2), S91-S101. PMID: 5769928

[J24] 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: 5549802

[J23] **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: 5086024

[J22] 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: 4842948 \*

[J21] 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: 4770851 **(One of the Most Read Articles of the Journal)**

[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: 4532897

[J19] **Lu, A. S.** (2015) Narrative in exergames: Thoughts on procedure, mechanism, and others. *Games for Health Journal*, 4(1), 19-24. PMID: 4580141

[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: 4808282 \*

[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: 4808291

[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: 3883798

[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: 4971408

[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: 3892986

[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: 3742394

[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: 3833378 \*

[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: 3833366

[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: 3833363 **(One of the Most Cited Articles 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: 3884078 \*  
**(One of the Most Cited Articles of the Journal)**

[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: 3779587

[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: 3485769 \*

[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: 4214274

[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: 3356586

[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.

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. **(The Most Downloaded and Cited Article of the Journal)**

[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 Spieleanwendungen im Bereich Ernährung: Eine systematische Übersichtsarbeit (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.

### ***Refereed Conference Proceeding***

[CP6] Sousa, C. V., Fernandez, A., Hwang, J. & **Lu, A. S.** (2020) Animated narrative videos increase physical activity during active videogame play. Proceedings of the International Society of Behavioral Nutrition and Physical Activity Convention Annual Conference, Auckland, New Zealand.

[CP5] Sousa, C. V., Newhook, K., Fernandez, A., Hwang, J. & **Lu, A. S.** (2020) Active virtual reality induces moderate-to-vigorous physical activity in young adults: A feasibility study. Proceedings of the International Society of Behavioral Nutrition and Physical Activity Convention, Auckland, New Zealand.

[CP4] Sousa, C. V., Fernandez, A., Hwang, J. & **Lu, A. S.** (2020) Physiological responses to animated narrative vs. nonnarrative videos in active video gameplay. *Medicine & Science in Sports & Exercise*, 52(7S), 447. Proceedings of the American College of Sports Medicine Annual Meeting, San Francisco, CA, USA.

[CP3] Hwang, J., Hoyos-Cespedes, A., Hashimoto, M. & **Lu, A. S.** (2018) Exercise capacity of active video game play in healthy-weight vs. overweight-obese children. *Annals of Behavioral Medicine*, 52(S), S595. Proceedings of the Society of Behavioral Medicine. New Orleans, LA, USA.

[CP2] 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. Proceedings of the Society of Behavioral Medicine. San Antonio, TX, USA.

[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, USA.

### **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**

[EE3] **Lu, A. S.** Narrative Appeals. Forthcoming in E. Ho, C. Bylund, & J. van Weert (Eds.), *International Encyclopedia of Health Communication*. Hoboken, NJ: Wiley.

[EE2] **Lu, A. S.** & Hwang, J. (2020) Physical Activity. In Jan Van den Bulck (Ed.), *International Encyclopedia of Media Psychology*. Hoboken, NJ: Wiley-Blackwell.

[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 Papers & Abstracts**

#### **International Conferences**

[IC43] **Lu, A. S.**, Sousa, C. V., Green, M. C., Hwang, J., Lee, I-M, Thompson, D. & Baranowski, T. (May, 2022) To pause with a cliffhanger or a temporary closure? The differential impact of serial vs. episodic narratives on children's physical activity behaviors. Paper presented at the Health Communication Division at the International Communication Association Convention, Paris, France.

[IC42] Lee, K. J., Sousa, C. V., Alon, D., & **Lu, A. S.** (May, 2022) A meta-analysis of active video game interventions targeting balance. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA.

[IC41] Lee, C., Sousa, C. V., Alon, D., Lee, K. J. & **Lu, A. S.** (May, 2022) Active video games improve physical activity and physical fitness among children: A meta-analysis. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA.

[IC40] **Lu, A. S.**, Sousa, C. V., Green, M. C., Hwang, J., Lee, I-M, Thompson, D. & Baranowski, T. (May, 2022) How to tell a story? The differential impact of serial vs. episodic narratives on

physical activity behaviors among children. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA.

[IC39] Sousa, C. V., Pelarski, V., Swaminathan, N., Baran, A., McGarrity, E., Alon, D. & **Lu, A. S.** (May, 2022) The effect of narrative addition to active vs. sedentary virtual reality games on moderate-to-vigorous physical activity and game experience. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA.

[IC38] Moller, A. C., Sousa, C. V., Lee, K. J., Alon, D., & **Lu, A. S.** (May, 2022). A systematic review and meta-analysis of active video game (AVG) interventions targeting physical activity. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA.

[IC37] Moller, A. C., Sousa, C. V., Lee, K. J., Alon, D., & **Lu, A. S.** (April, 2022). A comprehensive systematic content analysis of active video game (AVG) interventions. Poster presented at the Society of Behavioral Medicine, Baltimore, MD, USA.

[IC36] Sousa, C. V., Perlarski, V., Swaminathan, N., Baran, A., McGarrity, E., Alon, D. & **Lu, A. S.** (April, 2022) Narrative addition increases physical activity levels during active virtual reality game play. Poster presented at the Society of Behavioral Medicine, Baltimore, MD, USA.

[IC35] Moller, A. C., Kornfield, R. & **Lu, A. S.** (April, 2022) Competition in digital games-for-health as basic need supporting or frustrating: Extending SDT-informed HCI research. Paper presented at the CHI 2022 workshop *Self-Determination Theory in HCI: Shaping a Research Agenda*. (Virtual)

[IC34] **Lu, A. S.** & Moller, A. C. (April, 2022) Elaborating the role of narrative and Self Determination Theory (SDT) in game design research. Paper presented at the CHI 2022 workshop *Self-Determination Theory in HCI: Shaping a Research Agenda*. (Virtual)

[IC33] Alon, D., Sousa, C. V. & **Lu, A. S.** (May, 2021) What type of body shape moves children? An exploratory study of the impact of narrative cartoon character body shape on children's narrative immersion, engagement, wishful identification, and exercise motivation. Paper presented virtually at the Mass Communication Division at the International Communication Association Convention (Virtual Conference).

[IC32] Sousa, C. V., Fernandez, A., Hwang, J. & **Lu, A. S.** (June, 2020) Animated narrative videos increase physical activity during active videogame play. Abstract presented virtually at the International Society of Behavioral Nutrition and Physical Activity Convention, Auckland, New Zealand.

[IC31] Hwang, J., Fernandez, A., Gutiérrez-Arango, S., Hashimoto, M., Hillman, C., H. & **Lu, A. S.** (June, 2019) Classification of physical activity intensities for exergaming using a hip-worn accelerometer in 8-to-12-year-old children. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Prague, Czech Republic.

[IC30] **Lu, A. S.**, Doolittle, H. & Hwang J. (May, 2019) Difference in energy expenditure among



children of different weight groups during active game play. Paper presented at the Game Studies Division at the International Communication Association Convention, Washington, DC, USA.

[IC29] **Lu, A. S.**, Green, M. C. & Thompson, D. (May, 2019) The Dos and Don'ts of increasing children's physical activity through narrative game design: An exploratory thematic analysis. Paper presented at the Children, Adolescents and the Media Division at the International Communication Association Convention, Washington, DC, USA.

[IC28] Hwang, J. & **Lu, A. S.** (March, 2019) Comparison of physical activity behavior through an active video game intervention between lean and overweight-obese children. Poster presented at the Society of Behavioral Medicine, Washington, DC, USA.

[IC27] **Lu, A. S.**, Hwang, J. & Hong, S. L. (June, 2018) Disparities in physical activity performance and aerobic capacity between normal-weight and overweight-obese children during active video game play. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Hong Kong, China.

[IC26] Hwang, J., Hong, S. L., Fernandez, A., Gutierrez-Arango, S. & **Lu, A. S.** (June, 2018) Reliability of ActiGraph accelerometer generations and comparability of placement sites. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Hong Kong, China.

[IC25] Hwang, J., Hoyos-Cespedes, A. & **Lu, A. S.** (June, 2018) Additive effects of narrative and active video game on physical activity and working memory in young adults: A randomized, active placebo-controlled trial. Abstract presented at the International Society of Behavioral Nutrition and Physical Activity Convention, Hong Kong, China.

[IC24] Hwang, J., Hoyos-Cespedes, A., Hashimoto, M. & **Lu, A. S.** (April, 2018) Exercise capacity of active video game play in healthy-weight vs. overweight-obese children. Poster presented at the Society of Behavioral Medicine, New Orleans, LA, USA.

[IC23] **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.

[IC22] **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.

[IC21] **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.

[IC20] 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.

[IC19] **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.

[IC18] **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.

[IC17] **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.

[IC16] 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, USA.

[IC15] 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.

[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 Division 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, USA, 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, USA, 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***

[NC14] **Lu, A. S.**, Alon, D. & Sousa, C. (November, 2022) How to present characters' race? An

experimental exploration of the effect of animation characters' racial presentation on narrative engagement, wishful identification, and physical activity intention among children. Paper to be presented at the Health Communication Division at the National Communication Association Convention, New Orleans, LA, USA.

[NC13] Hwang, J., Gutiérrez-Arango, S., Fernandez, A., Hashimoto, M. & **Lu, A. S.** (October, 2018) Disparities in physical activity behavior through a short-term active video game intervention in healthy-weight vs. overweight-obese children. Poster presented at the Digital Media and Developing Minds: The second national interdisciplinary conference, Long Island, NY, USA.

[NC12] Hwang, J., Gutiérrez-Arango, S., Fernandez, A., Hashimoto, M. & **Lu, A. S.** (October, 2018) Differences in cognitive function at baseline and in response to short bouts of exergaming play between lean and overweight-obese children. Poster presented at the Digital Media and Developing Minds: The second national interdisciplinary conference, Long Island, NY, USA.

[NC11] **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.

[NC10] **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.

[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, USA, 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**

[RC6] Sousa, C. V., Pelarski, V., Swaminathan, N., Baran, A., McGarrity, E., Alon, D. & **Lu, A. S.** (October, 2021) Game experience of active vs. sedentary virtual reality. Posted presented at the 2021 New England Chapter of the American College of Sports Medicine, Providence, RI, USA.

[RC5] Lee, K. J., Sousa, C. V. & **Lu, A. S.** (October, 2021) Do active video games improve functional fitness? A systematic review and meta-analysis. Posted presented at the 2021 New England Chapter of the American College of Sports Medicine, Providence, RI, USA.

[RC4] Cheng, V., Fernandez, A., Gutiérrez-Arango, S., Hwang, J. & **Lu, A. S.** (April, 2018) The effect of an active video game on body movement between normal-weight and overweight-obese children. Poster presented at 2018 Northeastern University Research, Innovation and Scholarship Expo (RISE), Boston, MA, USA.

[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. Presented at the 5<sup>th</sup> 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/Webinars**

[SW2] **Lu, A. S.** et al. (September, 2021) Take advantage of physically active screen time, Children and Screens *Ask the Experts* Series: Healthy Habits, Webinar over Zoom.

[SW1] **Lu, A. S.** et al. (February, 2021) The future of games for health, Northeastern University Center for Design Conversation Series, Webinar over Zoom.

### **Invited Workshops**

[IW2] **Lu, A. S.** et al. (April, 2019) Sesame Street Workshop, Chicago, IL, USA.

[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)***

[EF7] National Institutes of Health (R01DK109316). **Principal Investigator.** \$3,162,222. The narrative effect of active video games on long-term moderate-to-vigorous physical activity. Percentage Effort (PE) = 49% (April 1, 2016 - March 31, 2021) (Administrative Supplement: \$42,000 received in 2018) (No-cost extension till February 28, 2023)

[EF6] National Institutes of Health (R44HD074319). **Consultant.** \$1,534,448. An evidence-based approach for bullying prevention. (PI: Christopher Williams) (June 1, 2017 - May 31, 2020)

[EF5] National Institutes of Health (R21CA158917). **Principal Investigator.** \$392,361. The narrative impact of active video games on physical activity. PE = 25% (July 1, 2012 - June 30, 2014)

[EF4] National Institutes of Health (R01DK091254). **Co-Investigator**. \$2,861,390. Videogames for obesity and diabetes prevention: An efficacy trial. (PI: Tom Baranowski) PE = 5% (July 1, 2013 - June 30, 2017)

[EF3] National Institutes of Health (R44HD075521). **Co-Investigator**. \$2,024,375. Kiddio: Food Fight - Training vegetable parenting practices. (PI: Richard Buday) PE = 5% (June 1, 2013 - August 31, 2016)

[EF2] National Institutes of Health (R21HD073608). **Consultant**. \$ 374,670. 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)***

[IF12] Northeastern University Institute for Health Equity and Social Justice Research (IHESJR) Advancing Health Equity Pilot Project Awards. **Principal Investigator**. \$5,000. How effective are active video games? (June 1, 2020 – May 31, 2021)

[IF11] Northeastern University TIER 1: Seed Grant/Proof of Concept Program Award. **Co-Principal Investigator** (with Qianqian Fang, Bioengineering, College of Engineering). \$50,000. Wearable functional optical brain imaging platform. (July 1, 2018 – September 30, 2019)

[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 – December 31, 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] 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] 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] 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

## **Consulting**

[C3] Sesame Workshop (2019 - present)

[C2] National Health Promotion Associates, Inc. (2018 - present)

[C1] Senso.AI, Inc. (2018)

## **Selected Invited Research Presentations**

[RP29] Fitter, faster, and smarter! Using stories and active video games for health promotion. *World Health Organization (WHO) Expert meeting on video games and noncommunicable diseases: Exploring future opportunities and challenges*, Moscow, Russian Federation, November, 2021, Webinar over Zoom.

[RP28] Move people with stories: Exploring the health potential of narratives. *Progress in Motion* by New England Chapter of the American College of Sports Medicine (NEACSM), Providence, RI, October, 2021.

[RP27] Move children with stories: Exploring narratives' health potential. *Tufts Medical Center - Floating Hospital for Children*, Boston, MA, February, 2020.

[RP26] Move humans with stories: Exploring the potential of narratives. *Northeastern Biomedical Imaging Center Research Seminar*, Boston, MA, December, 2019.

[RP25] Move children with stories: Exploring narratives' health potential. *Northeastern University DREAM Faculty Research Presentation*, Boston, MA, December, 2018.

[RP24] Move people with stories: Exploring narratives' health potential. *University of Massachusetts Amherst Psychological and Brain Sciences Colloquium Series*, Amherst, MA, April, 2018.



[RP23] Move children with stories: Exploring the public health potentials of active gaming. *Northeastern University Health Sciences and Institute on Urban Health Research (IUHRP) Works in Progress Speaker Series*, Boston, MA, April, 2018.

[RP22] Using active video games to combat childhood obesity: Some empirical evidence. *The Optimal Weight for Life (OWL) Program, Boston Children's Hospital*. Boston, MA, March, 2018.

[RP21] Move children with stories: Exploring narratives' health potential. *Lifelong Learning: Kids & Tech, Parenting in a Digital Age*, Newton, MA, January, 2018.

[RP20] A grand picture of games for health: Preliminary findings of a comprehensive systematic content analysis. *Northeastern University Game Design Program Research Colloquium*, Boston, MA, December, 2017.

[RP19] Fitter, faster, and smarter? Exploring the potential of active gaming. *The Childhood Physical Activity and Behavioral Health (CPABH) Speaker Series*, Boston, MA, November, 2017.

[RP18] Fitter, faster, and smarter? Exploring the potential of active gaming. *University of Connecticut Communication Department Speaker Series*, Storrs, CT, November, 2017.

[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.

## **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

## Teaching

### **Instructor of Record** (\*: New course developed)

#### NORTHEASTERN UNIVERSITY

College of Arts, Media and Design

COMM/GAME 2555: Games for Change\* Spring 2015, 2016 / Fall 2015, 2020-1

COMM 2301: Methods and Research in Communication Fall 2015

Bouvé College of Health Sciences

HLTH 5450: Healthcare Research Spring 2015

#### NORTHWESTERN UNIVERSITY

School of Communication

COMM\_ST395: Serious Games\* (Undergraduate Seminar) Winter 2013 /Fall 2013

COMM\_ST499: Serious Games\* (Graduate Seminar) Fall 2013

MTS525: Psychology of Media Entertainment\* Spring 2013, 2014

#### INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS

Indiana University School of Informatics

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

#### UNC-CHAPEL HILL

Department of Communication Studies

COMM140: Media Criticism Summer 2003, Fall 2003

### **Speaker**

NORTHEASTERN UNIVERSITY, College of Arts, Media and Design

Department of Communication Studies Faculty Speaker Series: *Fitter, faster, and smarter! Using stories, active video games, and virtual reality for health promotion* Fall 2021

### **Guest Lecturer**

NORTHEASTERN UNIVERSITY, College of Arts, Media and Design

INAAM7000: Introduction to Research in Interdisciplinary Design and Media Spring 2022

GAME1110: Games and Society Fall 2014

NORTHWESTERN UNIVERSITY, School of Communication

MTS501: Intro to Graduate Research in Media, Technology, and Society Fall 2012, Fall 2013

INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS, School of Informatics

NM100: Foundations of New Media Fall 2010, Spring 2012

NM335: Character Modeling and Animation Spring 2012

## Advising & Mentorship

### **Postdoctoral Advising** [Next position: AP=Tenure-Track Assistant Professor]

Caio Victor Sousa (Ph.D. UCB) [AP@Health & Human Sciences@Loyola Marymont U]	2019-2022
Jungyun “JY” Hwang (Ph.D. UT-AUSTIN) [Medicine@Stanford]	2016-2019
Heloisa Veiga Dias Alves (Ph.D. UIUC) [Psychology@UMass Dartmouth]	2017-2018

### **Graduate Student Research Mentoring** [Next program/position]

Pulkit Manchanda (NORTHEASTERN Computer Science)	2022-present
Rashmi Borah (NORTHEASTERN Regulatory Affairs) [Aleon Pharma]	2021-22
Apoorva Manjunath (NORTHEASTERN Computer Science) [Amazon]	2020-1
Harshita Menon (NORTHEASTERN Regulatory Affairs) [IBM]	2021
Kyung Jin Sun (NORTHEASTERN Pharmacy) [Bristol Myers Squibb]	2019-20
Divyavijay Sahay (NORTHEASTERN Computer Science) [Google]	2018-9
Jasmine Chee (NORTHEASTERN Counseling Psychology) [BCYF]	2018-9
Hannah Doolittle (NORTHEASTERN Exercise Science) [Cape Cod Hospital]	2017-8
Grace Morris (NORTHEASTERN) [RA@U Connecticut]	2015

### **Selected Undergraduate Student Research Mentoring** [Next program/position]

(For a complete list, please refer to the Health Technology Lab’s [Alumni Page](#))

Chloe Lee (NORTHEASTERN Biochemistry/ Behavioral Neuroscience)	2022-present
Alexandra Monashefsky (COLGATE Psychology) [RA@Harvard Medical School]	2021-22
Aleksandra Baran (NORTHEASTERN Biochem/Psych/Pre-Med) [RA@Harvard Medical School]	2020-22
Emma McGarrity (NORTHEASTERN Health Sciences / Pre-Med)	2020-22
Neha Swaminathan (NORTHEASTERN Behavioral Neuro Science / Pre-Med)	2020-22
Kelly Lee (NORTHEASTERN Biology / Pre-Med) (Shout-it-out Peak Award)	2019-22
Grace Novoa (NORTHEASTERN Communication Studies)	2021-22
Apoorva Manjunath (NORTHEASTERN Computer Science) [GR: Amazon]	2019-22
Harshita Menon (NORTHEASTERN Project Management) [GR: IBM]	2019-22
Dar Alon (UMASS-Amherst) [MS Epidemiology@Harvard U]	2019-21
Victoria Pelarski (NORTHEASTERN) [MSPH International Health@Johns Hopkins U]	2017-21
Kexing He (NORTHEASTERN) [MA Edu. Comm. Tech@NYU Steinhart]	2020
Austin Fernandez (NORTHEASTERN) [MEd Human & Org. Development@Vanderbilt]	2017-20
Nicolas Raymond (NORTHEASTERN) [RA@Harvard Medical School]	2019
Samantha Gutiérrez-Arango (ITESM, Campus Guadalajara)[RA: MIT Media Lab]	2017-9
Zachary Woessner (BROWN) [PhD Org. Psychology@Michigan State U]	2016-8
Mie Hashimoto (WUSTL) [T1D Exchange]	2017-8
Michael Williams (NORTHEASTERN) [Rapid7]	2018
Miranda Prasad (NORTHEASTERN) [Intuit]	2017-8
Adam Michalowski (NORTHEASTERN) [Medullan]	2016-7
Lola Akingbade (NORTHEASTERN) [MD Program@U. of Chicago]	2017
Lin Qi (NORTHEASTERN) [MA Communication@U of Southern California]	2016-7
Malcolm Matheson (NORTHEASTERN) [RA@Harvard Medical School]	2016-7
Elise Krims (BATES) [RA@Harvard Medical School]	2016

Taylor Murphy (NORTHEASTERN) [Starry]	2014-6
Kevin Cannon (NORTHEASTERN) [Paidia]	2014-5
John Thomas Hinchey (NORTHEASTERN) [Flex]	2014-5
Joseph Alden Moore (NORTHEASTERN) [Flex]	2014
Andrew He (NORTHWESTERN) [Horizon Pharma]	2014
Peter Karalis (NORTHWESTERN) [MD Program@U of Illinois-Chicago]	2013-4
Wayne Xun (NORTHWESTERN) [MS Computer Science@Northwestern]	2013-4
Adrianna Rodriguez (NORTHWESTERN) [Telemundo]	2013-4

**Ph.D. Dissertation Committee**

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

**Ph.D. Qualification Exam Committee**

Rithika Lakshminarayanan (Personal Health Informatics, NORTHEASTERN) 2022

**Master Thesis Committee**

Elizabeth Kantak (Information Design & Visualization, NORTHEASTERN) Completed in May, 2022  
 Shimeng Guo (Game Design, NORTHEASTERN) Completed in May, 2018  
 Menwon Krua (Exercise Science, NORTHEASTERN) Fall 2018  
 Kellen Pilsbury (Public Health, NORTHEASTERN) Completed in August, 2018  
 Yao Tong (Comparative Media Studies, MIT) Completed in August, 2017  
 Kevin A. Szerszen (Human-Computer Interaction, IUPUI) Completed in October, 2010

**Directed Study**

Andres Hoyos Cespedes (Master's Student, Public Health, NORTHEASTERN) Fall 2017  
 Harley Edge (Undergraduate, Behavioral Neuroscience, NORTHEASTERN) Fall 2017

**Capstone / Research, Innovation, and Scholarship Expo (RISE)**

NORTHEASTERN UNIVERSITY  
 Aika Misawa (Graduate, Bioinformatics) Completed in April, 2020  
 Romina Cabrera-Perez (Undergraduate, Health Sciences) Completed in April, 2020  
 Cindy Zhao (Undergraduate, Health Sciences) Completed in April, 2020  
 Vivian Cheng (Undergraduate, Health Sciences) Completed in April, 2018  
 Brianna Whelan (Graduate, Public Health) Completed in April, 2015

**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

**Graduate Mentor**

J. Daniel Elam (Undergraduate, Communication Studies) UNC-CHAPEL HILL  
 Spring 2008

### **High School Advanced Placement (AP) Project Advising**

Monae White (Midwood High School in Brooklyn, New York)

Fall 2021-Spring 2022

AP Thesis Title: To what extent has the impact of minstrelsy on black representation changed from old generation to new generation anime?

### **Service to University**

#### **NORTHEASTERN UNIVERSITY**

2022: CAMD Grant Seeking Strategy Workshop Panelist

2022-present: CAMD PhD Program Review Committee

2022: CAMD Sports Communication Faculty Search Consultant

2021-2: Northeastern U Asian American Studies Faculty Search Committee

2021-2: Bouvé Health Sciences Faculty Search Committee (Applied Psychology/Health Equity)

2021-2: Bouvé Health Sciences Digital Health Faculty Search Consultant

2021-2: CAMD Information Justice Faculty Search Consultant

2017-2019, 2021-present: Northeastern U Faculty Senate Information Technology Policy Committee (ITPC)

2020-present: CAMD Communication Studies Promotion and Tenure Committee

2018-present: Bouvé Exercise Science Program Committee

2020-2021: Northeastern U Faculty Senate Research Policy Oversight Committee (RPOC)

2020-2021: Bouvé Health Sciences Faculty Search Committee (Digital Health Phenotyping)

2020-2021: Bouvé Health Sciences Faculty Search Committee (Racism & Health)

2020: Bouvé Faculty Research Committee NIH Specific Aims Program

2019-2020: CAMD Website Committee

2018: Northeastern U Honors Interdisciplinary Thesis (HIT) Review

2018: Northeastern U Office of Research Development Workshop Panelist: Understanding NIH

2017: CAMD Communication Studies Merit Committee

2017: CAMD Communication Studies Honors and Awards Committee

2017-2018: Bouvé MPH External Partner Engagement (EPE) Committee

2017: Bouvé Health Sciences Public Relations Committee

2015-2017: Bouvé MPH Research/Workforce Accreditation Committee

2014-2015: CAMD Communication Studies Curriculum Committee

2014-2015: CAMD 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 Review***

2021: *Reviewer*, NIH SBIR: Disease Prevention and Management, Risk Reduction and Health Behavior Change, RPHB IRG  
2020: *Reviewer*, Swiss National Science Foundation (SNSF), Sinergia Programme  
2018-19: *Reviewer*, NIH PRDP: Psychosocial Risk and Disease Prevention Study Section  
2018: *Reviewer*, NIH SEP: Member Conflict Panel, RPHB IRG  
2017: *Reviewer*, NIH SEP: Developing and Testing Interventions for Health-Enhancing Physical Activity, RPHB IRG  
2017: *Reviewer*, NIH SBIR: Neuro/Psychopathology, Lifespan Development, and STEM Education, RPHB IRG  
2017: *Reviewer*, NIH SEP: Education and Health, RPHB IRG  
2014: *Reviewer*, NIH SBIR SEP: Psycho/Neuropathology, Lifespan Development, and Science Education, RPHB IRG  
2013: *Early Career Reviewer (ECR)*, NIH SBIR/STTR Special Emphasis Panel (SEP): Education, Psychology, and Biology in Health Behavior, RPHB IRG  
2013: *Reviewer*, USDA Center for Collaborative Research on Women, Infants and Children (WIC) Nutrition Education Innovations Small-Grants Research Program

### ***Journal Editorial Board***

2020-: *Contemporary Clinical Trial*

### ***Journal Review***

*Behavioral Medicine*  
*Childhood Obesity*  
*Computers & Education*  
*Communication Monographs*  
*Cyberpsychology, Behavior, and Social Networking*  
*Frontiers in Psychology*  
*Games for Health Journal*  
*Health Communication*  
*Health Education Journal*  
*Health Education Research*  
*IEEE Transactions on Games*  
*International Journal of Behavioral Nutrition and Physical Activity*  
*JAMA-Pediatrics*  
*JMIR Research Protocols*  
*JMIR Serious Games*  
*Journal of Broadcasting & Electronic Media*  
*Journal of Computer-Mediated Communication*  
*Journal of Diabetes Science and Technology*

*Journal of Health Communication*  
*Journal of Human Nutrition and Dietetics*  
*Journal of Medical Internet Research*  
*Journal of the National Cancer Institute*  
*Journal of Sport and Health Science*  
*Nutrients*  
*Perspectives in Public Health*  
*PLOS One*  
*Psychology, Health & Medicine*  
*Psychology of Sports & Exercise*  
*Sensors*  
*Vulnerable Children and Youth Studies*

### **Conference Paper Review**

2022: CHI 2022 workshop *Self-Determination Theory in HCI: Shaping a Research Agenda*.  
2007-present: International Communication Association  
2012, 2017: Foundations of Digital Games  
2011-2012: Association for Education in Journalism and Mass Communication  
2010: Midwestern Conference on Health Games

### **Conference Service/Leadership**

2022: Co-Chair and Moderator, Reaching and intervening underrepresented populations using e- & mHealth, International Society of Behavioral Nutrition and Physical Activity Convention, Phoenix, AZ, USA  
2022: ICA CAM (Children, Adolescents, and Media) Division Top Published Article Award committee  
2017: Chair, *The technological transcendence of the Asian cyborg: Visualizing Ghost in the Shell's legacy and relevance as orientalist masculine manifesto*, Visual Communication Division, National Communication Association (NCA) Convention, Dallas, TX, USA  
2015: Chair, *Persuasion I: Strategies*, Information Systems, International Communication Association (ICA) Annual Conference, San Juan, PR, USA  
2014-2015: Planning Committee Member: *Gaming Bodies*, Pre-Conference to the ICA Annual Conference  
2013-2014: Planning Committee Member: *Beyond the Pixels: A Look at Digital Games*, Pre-Conference to the ICA Annual Conference  
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 ICA Annual Conference, London, UK  
2012-2013: Planning Committee Member: *The Power of Play: Motivational Uses and Applications of Digital Games*, Pre-Conference to the ICA Annual Conference  
2012: Poster Session Discussant, Communication Technology Division, The Association for Education in Journalism and Mass Communication Convention (AEJMC), Chicago, IL, USA



### **Webmaster**

2008-2009: The Association for Education in Journalism and Mass Communication (AEJMC)  
Communication Technology Division

### **Service to Community**

*Exhibitor*, The Salvation Army and the City of Boston Annual Back to School Celebration at the TD Garden, August 2016, 2017, Boston, MA

*Host*, The Museum of Fine Arts, Boston STEAM (Science, Technology, Engineering, Art, Math) Site Visit, July 2017, 2018, Boston, MA

*Judge*, Michael Driscoll School Science Fair, March 2017, 2018, 2019, Brookline, MA

### **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*.

### **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, Houston, TX.

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

### **Selected Media Attention (Y/M/D)**

- 2021/12/9: How 'fitness' gaming is impacting our health, from WiiFit to Pokemon Go. *Northeastern News*. [URL]
- 2021/11/19: Netflix's 'Cowboy Bebop' reignites a debate: Is Jet Black a Black anime character? *Washington Post*. [URL]
- 2021/11/3: It's bleak, bloody, and No. 1 on Netflix. How 'Squid Game' won the pandemic. *The Christian Science Monitor*. [URL]
- 2021/10/19: Why are young viewers so drawn to 'Squid Game'? *Northeastern News*. [URL]
- 2020/5/12: A guilty pleasure to get you through quarantine that's actually good for you. *Northeastern News*. [URL]
- 2018/8/7: Science says video games are good for your physical and mental health. *Insight Magazine*. [URL]
- 2018/7/24: Video games can improve your health. You just need to play the right ones. *Northeastern News*. [URL]
- 2017/3/31: How new research and sesame street are expanding our understanding of autism. *Northeastern News*. [URL]
- 2017/1/31: Battling obesity with video games. *Top of Mind with Julie Rose*. [URL]
- 2016/12/7: 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). *Numerama*. [URL]
- 2016/11/29: Losing by winning: Researchers use stories, video games to combat obesity. *Northeastern News*. [URL]
- 2016/9/22: Fighting childhood obesity. *South End News*. [URL]
- 2016/5/6: Γιατι στα anime και στα manga υπάρχουν τόσοι πολλοι λευκοι χαρακτηρες; η μηπως δεν υπάρχουν (Why are there so many white characters in anime and manga? Or are there?); *IGN Greece*. [URL]
- 2013/8/1: What makes a good running blog? *Runner's World*. [URL]
- 2012/8/5: Gaming reality: Wiring the world to fight child obesity. *CNN*. [URL]
- 2012/5/4: Videogame characters: Japanese, white, other? *Hyphen Magazine*. [URL]
- 2009/11/3: Anime film characters: Do we perceive the intended race, or our own? *Cognitive Daily*. [URL]

### **Professional Organizations**

Cognitive Neuroscience Society (CNS)

International Communication Association (ICA)

International Society for Behavioral Nutrition and Physical Activity (ISBNPA)

International Society for Research on Internet Interventions (ISRII)

National Communication Association (NCA)

Society of Behavioral Medicine (SBM)