

Amy Shirong Lu, Ph.D.

Associate Professor
Northeastern University
www.amyshironglu.com

a.lu@northeastern.edu
+ 1.617.373.7839

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)
Communication Studies, *College of Arts, Media and Design (CAMD)*
Public Health and Health Sciences, *Bouvé College of Health Sciences (Bouvé)*
- *Founder and Director*, Health Technology Laboratory
- *Founder and Faculty Lead*, Northeastern University NIH Grant Rounds
- *Affiliated Faculty Member* (In alphabetical order):
Center for Transformative Media
Digital Health Prevention Science Working Group
Game Design Program
Human-Computer (HCI) Interaction Faculty Group
Institute for Cognitive and Brain Health (CBH)
Institute for Experiential Technologies (EXCITE)
Institute for Health Equity and Social Justice Research
Interdisciplinary Design and Media Doctoral Program
Personal Health Informatics Doctoral Program
Public Health Technology Working Group
- Northeastern University Interdisciplinary Research Sabbatical
Visitor, Institute for Cognitive and Brain Health (formerly Center for Cognitive and Brain Health) / Department of Psychology, College of Science (2022-2023)
- 2014-2018 NORTHEASTERN UNIVERSITY – Assistant Professor (Tenure-track)
- 2013-2015 BAYLOR COLLEGE OF MEDICINE – Adjunct Assistant Professor
Pediatrics
- 2012-2014 NORTHWESTERN UNIVERSITY – Assistant Professor (Tenure-track)
Communication Studies, *School of Communication*
- *Founder and Director*, Health Technology Laboratory
- *Affiliated Faculty Member* (In alphabetical order):
Center for Behavioral Intervention Technologies (CBITS)
Institute for Public Health and Medicine (IPHAM)

Robert H. Lurie Comprehensive Cancer Center

2010-2012 INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS – Assistant Professor (Tenure-track)
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

Google Scholar (April 2026): 4,023 total citations; H-index: 28; i10-index: 44

Web of Science (April 2026): 1,908 total citations; H-index: 21; 65 indexed pubs; avg. 29.35/pub

Sole Author=8 / First Author=19 / Last Author=29

Authorship conventions: First and last authors hold primary roles; the senior author (PI) is typically last.

*: Co-authored with undergraduate and/or graduate students

Refereed Journal Articles

[J52] Lu, A. S. & Moller, A. C. (2026) Elaborating the role of narrative and self-determination theory in video game design research. *Interacting with Computers*, 38(3), 501-515. PMID: 12487717

[J51] Moller, A. C., Kornfield, R. & Lu, A. S. (2026) Competition and digital game design: A self-determination theory perspective. *Interacting with Computers*, 38(3), 433-446. PMID: 12412733

[J50] Lu, A. S., Parkar, B., Gupta, S., Hall, S., Pindus, D. M. & Kramer, A. F. (2025) The impact of active augmented reality games on physical activity and cognition among older adults: A feasibility study. *Journal of Medical Internet Research (JMIR) Serious Games*, 13, e73221. PMID: 12494185 *

[J49] Falck, R. S., [...] Lu, A. S., [...], et al. (2025) The Around the Clock Terminology Consortium: A global consensus on terminology to discuss the 24-hour cycle of physical activity, sedentary behavior, and sleep. *Journal of Physical Activity and Health*, 23(2), 143-146. *

[J48] Lu, A. S., Baranowski, T., Barreira, T. V., Fleischman, A., Green, M. C., Huang, S. Y., Lee, I.-M., Levitsky, L. L., Noubary, F. & Thompson, D. (2025) The impact of narratives and active video games among Black and Hispanic children with overweight and obesity: A randomized controlled trial. *International Journal of Behavioral Nutrition and Physical Activity*, 22(60). PMID: 12107869

[J47] Lu, A. S., Green, M. C. & Alon, D. (2024) The effect of animated Sci-Fi characters’ racial presentation on narrative engagement, wishful identification, and physical activity intention among children. *Journal of Communication*, 74(2), 160-172. PMID: 11001265 * (Accompanied by published response in the same journal: <https://doi.org/10.1093/joc/jqae006>)

[J46] Moller, A. C., Sousa, C. V., Lee, K., Alon, D. & Lu, A. S. (2023) Active video game interventions targeting physical activity behaviors: Systematic review and meta-analysis. *Journal of Medical Internet Research*, 25, e45243. PMID: 10230359 *

[J45] Moller, A. C., Sousa, C. V., Lee, K., Alon, D. & Lu, A. S. (2023) A comprehensive systematic content analysis of active video game intervention research. *Digital Health*, 9. PMID: TBA *

- [J44] **Lu, A. S.**, Green, M. C., Sousa, C. V., Hwang, J., Lee, I.-M., Thompson, D. & Baranowski, T. (2023) To pause with a cliffhanger or a temporary closure? The differential impact of serial vs. episodic narratives on children's physical activity behaviors, *Communication Research*, 52(5), 600-625. PMID: 12192482
- [J43] **Lu, A. S.**, Pelarski, V., Swaminathan, N., Baran, A., McGarrity, E., Alon, D. & Sousa, C. V. (2023) The effect of narrative element incorporation on physical activity and game experience in active and sedentary virtual reality games. *Virtual Reality*. 27(3), 1607-1622. PMID: 9888740 *
- [J42] Sousa, C. V., Lee, K. J., Alon, D., Sternad, D. & **Lu, A. S.** (2023) A systematic review and meta-analysis of the effect of active video games on postural balance. *Archives of Physical Medicine and Rehabilitation*, 104(4), 631-644. PMID: 10142571 *
- [J41] Monashefski, A., Alon, D., Baranowski, T., Barreira, T. V., Chiu, K., Fleischman, A., Green, M. C., Huang, S., Samuels, R., Sousa, C. V., Thompson, D. & **Lu, A. S.** (2023) How much did it cost to develop and implement an eHealth intervention for a minority children population that overlapped with the COVID-19 pandemic. *Contemporary Clinical Trials*, 125, 107044. PMID: 9721158 *
- [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: 9754696 *
- [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*, 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. PMID: 9757731 *

[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

[BC8] DeSmet, A., Baranowski, T., Thompson, D. & **Lu, A. S.** (2023) Fantasy, facts and fun: Digital health games for impact and implementation. In G. J. de Bruijn & H. Vandebosch (Eds.), *Handbook on Health, Media, and Communications*, as part of the *Handbook of communication science* series (P. Schulz & P. Cobley, Series Eds.), 287-308. Berlin: Mouton de Gruyter.

[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.

Encyclopedia Entry

[EE3] **Lu, A. S.** (2023) Narrative Appeals. In E. Y. Ho, C. L. Bylund, J. C. M. van Weert, I. Basnyat, N. Bol & M. Dean (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.

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.

Refereed Conference Papers & Abstracts

International Conferences

[IC47] **Lu, A. S.**, Gangal, E., Jaeggi, S. M. & Seitz, A. (June, 2026) Perceiving stories and seeing selves: Older adults' cognitive and emotional engagement with AI-mediated narratives. Paper to be presented at the Health Communication Division at the International Communication Association Convention, Cape Town, South Africa.

[IC46] Parkar, B., Gupta, S., Hall, S., Pindus, D. M., Kramer, A. & **Lu, A. S.** (June 2025) The impact of active augmented reality games on physical activity and cognition among older adults: A feasibility study. Paper presented at the Game Studies Division at the International

Communication Association Convention, Denver, CO, USA.

[IC45] Yanguéz Escalera, M., Coppola, Q., Lelo de Larrea-Mancera, E. S., Lee, C., Fan, J., Gangal, E., Hall, S., Bhatt, P., Seitz, A., Jaeggi, S., Kramer, A. & **Lu, A. S.** (June, 2025) Impact of exergames on cognition in middle-aged and older adults: A systematic review and Bayesian meta-analysis of randomized controlled trials. Extended abstract presented at the Game Studies Division at the International Communication Association Convention, Denver, CO, USA.

[IC44] **Lu, A. S.**, Baranowski, T., Barreira, T. V., Fleischman, A., Green, M. C., Huang, S. Y., Lee, I.-M., Levitsky., L. L., Noubary, F. & Thompson, D. (June, 2024) The impact of narratives and active video games among minority children: A randomized controlled trial. Paper presented at the Health Communication Division at the International Communication Association Convention, Gold Coast, Australia.

[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., Gutiérrez-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

[NC16] **Lu, A. S.**, Baranowski, T., Barreira, T. V., Fleischman, A., Green, M. C., Huang, S. Y., Lee, I.-M., Levitsky., L. L., Noubary, F. & Thompson, D. (April 2024) The impact of narratives and active video games on physical activity and body composition among children. Paper presented at Kentucky Conference on Health Communication, Lexington, KY, USA. **(Top Conference Paper Award)**

[NC15] **Lu, A. S.**, Green, M. C., Baranowski, T. & Thompson, D. (April 2024) Designing stories to make children move: Some psycho-behavioral theoretical insights. Poster presented at Kentucky Conference on Health Communication, Lexington, KY, USA.

[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 virtually 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. Poster 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. Poster 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

[PS4] **Lu, A. S.** (Member), Kim, Y., Jang, E., Van Ouytsel, J., Shin, Y. & Kim, Y. (June 2024) Navigating the ethical landscapes of designing and implementing the intervention programs using immersive technology: Privacy, media literacy, and inclusivity. Presented at the International Communication Association Convention, Gold Coast, Australia.

[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 5th International Conference on Ambulatory Monitoring of Physical Activity and Movement, Bethesda, MD, USA.

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

[PS1] Liang, Y., Cooper-Chen, A., Wang, X., **Lu, A. S.** & Chen, H. (August 2007) Deconstructing the

concept of piracy: An analysis of pirated popular cultural products in Taiwan. Presented during the Chinese Communication Association panel “Under the radar: Flows of popular media in Greater China” at the Association for Education in Journalism and Mass Communication Convention, Washington, DC, USA.

Invited Symposia/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)

[EF8] National Institutes of Health (1R44HD114361). **Co-Investigator**. \$2,266,265. Using digital health technology to prevent bullying and cyberbullying among elementary school students. Percentage Effort (PE) = 3.5% (PI: Christopher Williams) (12/01/2023-11/30/2027)

[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. 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) PE = 5% (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)

[IF18] Northeastern University College of Arts, Media and Design (CAMD) Phase 1 Creative Catalyst Seed Grant program. **Co-Investigator** (with Kristian Kloeckl and Eric Folmar). \$5,000. WalkSensePlace: Leveraging textile shoe insole sensors to generate new insights to connect the act of walking in cities with urban design and health communication. (2025 - 2026)

[IF15-17] Northeastern University College of Arts, Media and Design (CAMD) Research, Scholarship and Creative Activity Dissemination Grant. **Recipient**. \$3,000 (2022), \$1,500, (2023), \$1,500 (2025).

[IF14] Northeastern University Department of Public Health and Health Sciences Small Grant for the Advancement of Departmental Research. **Principal Investigator**. \$9,791. (2024)

[IF13] Northeastern University College of Arts, Media and Design (CAMD) Seed Grant. **Co-Principal Investigator** (with Aaron Seitz & Susanne Jaeggi). \$20,000. Development of a motivational game narrative design framework for working memory training among older adults. (2023 - 2024)

[IF12] Northeastern University Institute for Health Equity and Social Justice Research (IHESJR) Advancing Health Equity Pilot Project Award. **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

[RP38] Moved by stories: Motivating health behavior through narrative in interactive media. To be presented at the *Health Promotion and Resiliency Intervention Research (HPRIR) Center*, Massachusetts General Hospital (MGH), Harvard Medical School, May 2026.

[RP37] A moving story to move people: How narrative motivates physical activity engagement via active video games. Presented at the *7th Annual Childhood Obesity Prevention Conference: Improving Health Outcomes Through Preventing Childhood Obesity*, January 2026.

[RP36] Narratives for health across the lifespan: Advancing innovative interventions. Presented to the *Northeastern University Digital Prevention Science Working Group*, November 2025.

[RP35] Stories and Games for health and well-being: Advancing innovative interventions. Presented at *Northeastern University Communication Department Lecture Series*, Boston, MA, April 2025.

[RP34] Move human with stories: Engaging narrative design in digital health communications. Presented at *Spaulding Rehabilitation Hospital, Harvard Medical School*, Charlestown, MA,

February 2025.

[RP33] From conceptualization to implementation: Five lessons learned in my digital health research journey. Presented to the *Northeastern University Digital Prevention Science Working Group*, March 2024.

[RP32] Leveraging the power of narrative design in XR interventions. *Northeastern's XR Unleashed* symposium, Boston, MA, December 2023.

[RP31] Fitter, faster, and smarter! Using stories and active video games for health promotion. *Center for Cognitive and Brain Health, Northeastern University*, Boston, MA, September 2022, hybrid seminar.

[RP30] Fitter, faster, and smarter! Using stories, active video games, and virtual reality for health promotion. *Department of Communication Studies Faculty Speaker Series, Northeastern University*, Boston, MA, December 2021.

[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, Harvard Medical School, 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, Harvard Medical School*. 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, and Recognition

[H10] Gerald M. Phillips Award for Distinguished Applied Communication Scholarship, National Communication Association, 2024

[H9] Full Member of Sigma Xi: The Scientific Research Honor Society, 2024

[H8] Top Conference Paper Award (1/288 Submissions). Kentucky Conference on Health Communication, 2024

[H7] Grant Submission Activity Recognition, Bouvé College of Health Sciences, Northeastern University, 2023

[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 (*: Course recreated)

COMM/GAME 2555: Games for Change Spring 2015-16 / Fall 2015, 2020*-21, 2024-25

COMM 2301: Communication Research Methods Fall 2015, 2024*, 2025, Spring 2025

Bouvé College of Health Sciences

HLTH 5450: Healthcare Research Spring 2015

PHTH 6910: Public Health Capstone Spring 2025

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

Guest Lecturer

NORTHEASTERN UNIVERSITY, College of Arts, Media and Design

ARTG 6600: Experience Design Studio 2 Spring 2024

INAAM7000: Introduction to Research in Interdisciplinary Design & Media Spring, Fall 2022-2023

GAME 1110: Games and Society Fall 2014

TUFTS UNIVERSITY, The Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy

NUTR 0218: Communications Strategies in Nutrition and Health Promotion Spring 2026

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

UNC-CHAPEL HILL, School of Media and Journalism

JOMC473: Advertising and Media Planning

Fall 2006

Advising & Mentorship

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

Caio Victor Sousa (Ph.D. UCB) [AP@Health & Human Sciences@Loyola Marymont U]	2019-22
Jungyun “JY” Hwang (Ph.D. UT-AUSTIN) [Medicine@Stanford]	2016-19
Heloisa Veiga Dias Alves (Ph.D. UIUC) [Psychology@UMass Dartmouth]	2017-18

Graduate Student Research Mentoring [Next program/position]

Ana Barion (NORTHEASTERN/Pre-Med)	2025-present
John Zhang (NORTHEASTERN/Pre-Med)	2025-present
Nobel Shut Chan (NORTHEASTERN English)	2025-present
Bhagyashree Parkar (NORTHEASTERN Regulatory Affairs/Montefiore MC)	2023-25
Shiveshchandra Gupta (NORTHEASTERN Regulatory Affairs/MUSC)	2023-25
Sierra Marie Hall (BOSTON UNIVERSITY Epidemiology & Biostatistics)	2024-25
Pankil Bhatt (NORTHEASTERN Regulatory Affairs)	2024
Pulkit Manchanda (NORTHEASTERN Computer Science) [PUMA]	2022
Rashmi Borah (NORTHEASTERN Regulatory Affairs) [Aleon Pharma]	2021-22
Apoorva Manjunath (NORTHEASTERN Computer Science) [Amazon]	2019-22
Harshita Menon (NORTHEASTERN Regulatory Affairs) [IBM]	2021-22
Kyung Jin Sun (NORTHEASTERN Pharmacy) [Bristol Myers Squibb]	2019-20
Aika Misawa (NORTHEASTERN Bioinformatics)	2019-20
Kelsey Newhook (NORTHEASTERN Counseling Psychology) [McLean Hospital]	2019
Divyavijay Sahay (NORTHEASTERN Computer Science) [Google]	2018-19
Jasmine Chee (NORTHEASTERN Counseling Psychology) [BCYF]	2018-19
Michael Williams (NORTHEASTERN) [Rapid7]	2018
Hannah Doolittle (NORTHEASTERN Exercise Science) [Cape Cod Hospital]	2017-18
Andrés Hoyos-Céspedes (NORTHEASTERN Public Health) [Institute for Community Health]	2016-18
Molly Lenane (NORTHEASTERN Speech-Language Pathology)	2017
Jessica Peck (NORTHEASTERN Speech-Language Pathology)	2016-17
Borna Fatehi (NORTHEASTERN Game Design)	2016-17
Grace Morris (NORTHEASTERN) [RA@U Connecticut]	2015

Undergraduate Student Research Mentoring [Next program/position]

(For more details, please refer to the Health Technology Lab’s [Alumni Page](#))

Ezra Tian (TUFTS Biochemistry and Biotechnology)	2026-present
Eesha Gangal (TUFTS Biopsychology)	2025-present
Chloe Lee (NORTHEASTERN Biochemistry/Behavioral Neuroscience)	2022-present
Jillian Darris-O’Connor (NORTHEASTERN Behavioral Neuroscience)	2024
Alexandra Monashefsky (COLGATE Psychology) [RA@Harvard Medical School]	2021-22
Grace Novoa (NORTHEASTERN)	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)	2019-22
Grace Novoa (NORTHEASTERN Communication Studies)	2021-22
Dar Alon (UMASS-Amherst) [MS Epidemiology@Harvard U]	2019-21
Ethan Weiss (BOSTON U)	2021
Victoria Pelarski (NORTHEASTERN) [MSPH International Health@Johns Hopkins U]	2018-21
Kexing He (NORTHEASTERN) [MA Edu. Comm. Tech@NYU Steinhardt]	2020
Romina Cabrera-Perez (NORTHEASTERN) [Tufts PA]	2019-20
Sabrina Zhou (NORTHEASTERN)	2019-20
Austin Fernandez (NORTHEASTERN) [MEd Human & Org. Development@Vanderbilt]	2017-20
Nicolas Raymond (NORTHEASTERN) [RA@Harvard Medical School]	2019
Gabriel García Combs Morris (NORTHEASTERN)	2019
Julia Fanelli (NORTHEASTERN)	2019
Samantha Gutiérrez-Arango (ITESM, Campus Guadalajara)[PhD MIT Media Lab]	2017-19
Zachary Woessner (BROWN) [PhD Org. Psychology@Michigan State U]	2016-18
Menwon Krua (NORTHEASTERN)	2018
Samantha Dube (NORTHEASTERN)	2018
Sarah Hazlitt (NORTHEASTERN)	2018
Mie Hashimoto (WUSTL) [T1D Exchange]	2017-18
Miranda Prasad (NORTHEASTERN) [Intuit]	2017-18
Vivian Cheng (NORTHEASTERN)	2017-18
Adam Michalowski (NORTHEASTERN) [Medullan]	2016-17
Harley Edge (NORTHEASTERN)	2016-17
Nicholas DePina (UMASS-BOSTON)	2017
Lola Akingbade (NORTHEASTERN) [MD Program@U. of Chicago]	2017
Haomu Chen (NORTHEASTERN)	2017
Tom Culman (NORTHEASTERN)	2017
Lin Qi (NORTHEASTERN) [MA Communication@U of Southern California]	2016-17
Malcolm Matheson (NORTHEASTERN) [RA@Harvard Medical School]	2016-17
Elise Krims (BATES) [RA@Harvard Medical School]	2016
Ha Eun Yang (NORTHEASTERN)	2016
Taylor Murphy (NORTHEASTERN) [Starry]	2014-16
Kevin Cannon (NORTHEASTERN) [Paidia]	2014-15
Neal Foley (NORTHEASTERN)	2014-15
John Thomas Hinchin (NORTHEASTERN) [Flex]	2014-15
Jessica Kim (NORTHEASTERN)	2014
Joseph Alden Moore (NORTHEASTERN) [Flex]	2014
Andrew He (NORTHWESTERN) [Horizon Pharma]	2014
Alexander James Baker (NORTHWESTERN)	2013-14
Mitchell Robert Perkins (NORTHWESTERN)	2013-14
Peter Karalis (NORTHWESTERN) [MD Program@U of Illinois-Chicago]	2013-14
Wayne Xun (NORTHWESTERN) [MS Computer Science@Northwestern]	2013-14
Adrianna Rodriguez (NORTHWESTERN) [Telemundo]	2013-14
High School Student Research Mentoring [Next program/position]	
Jessica Fan (Hopkinton High School) [Wellesley College]	2024-25
Eesha Gangal (Lexington High School) [Tufts University; continuing as undergraduate RA]	2024-25

Ph.D. Dissertation Committee

Chenfei Yu (Interdisciplinary Design and Media, NORTHEASTERN) 2026-present
Huanyu Bao (Communication, NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE) 2024
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

Yihao Kong (Experience Design, NORTHEASTERN) 2023-24
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

Faculty Mentor

NORTHEASTERN UNIVERSITY

Chloe Lee (NORTHEASTERN, Biochemistry/Behavioral Neuroscience) Spring 2024
- PEAK Summit Award: Using Supplementary Medical Infographics for Patient Education
Kelly Lee (NORTHEASTERN Biology/Pre-Med) Spring 2022
- Shout-it-out Peak Award: Do active video games improve functional fitness? A systematic review and meta-analysis.

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

Master of Public Health Capstone

Hamza Jahangir (NORTHEASTERN) Completed in April 2025
Zian Guan (NORTHEASTERN) Completed in April 2025
Kensley Hawkins (NORTHEASTERN) Completed in April 2025
Allison Zaff (NORTHEASTERN) Completed in April 2025
Ernest Willingham (NORTHEASTERN) Completed in April 2025
Siddharth Mohan (NORTHEASTERN) Completed in April 2025
Tianna Jiang (NORTHEASTERN) Completed in April 2025
Bridget Eleanor Coscia (NORTHEASTERN) Completed in April 2025
Brianna Whelan (NORTHEASTERN) 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

Department Service

2026: CAMD Communication Studies Third-Year Review Committee
2024-present: CAMD Communication Studies Merit Committee
2024-present: Bouvé Public Health and Health Sciences Appointment Committee
2020-present: CAMD Communication Studies Promotion and Tenure Committee
2018-2024: Bouvé Exercise Science Program Committee
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

College Service

2024-2025: CAMD Faculty Search Committee (AI-XR/Design)
2023-present: Bouvé Multidisciplinary Prevention Science Working Group
2022-present: CAMD PhD Program Review Committee
2022: CAMD Grant Seeking Strategy Workshop Panelist
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
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

University Service

2025-present: Founder and Faculty Lead, Northeastern University NIH Grant Rounds

2025-present: Northeastern University Public Health Technology Working Group
2017-2019, 2021-2022: Northeastern U Faculty Senate Information Technology Policy Committee (ITPC)
2020-2021: Northeastern U Faculty Senate Research Policy Oversight Committee (RPOC)
2018: Northeastern U Honors Interdisciplinary Thesis (HIT) Review
2018: Northeastern U Office of Research Development Workshop Panelist: Understanding NIH

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

2024: Royster Society of Fellows Alumni Networking Event (Virtual)
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

Professional Organization

Member, Kids' Slow Media Advisory Board, Norway, 2026-present
Member, GameChanger Advisory Board, 2026-present
Board Member, International Society for the Measurement of Physical Behaviour, 2024-present

Report

Child Development and Media Use: Adolescence Ages 11-18, Children and Screens, 2026

Tenure and Promotion Review

University of Oregon, 2025

Grant Review

2025: *Reviewer*, The Huo Family Foundation Grant
2022: *Reviewer*, National Science Foundation (NSF)
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 Editor-in-Chief

2026-present: *JMIR Serious Games*

Journal Editorial Board

2020-present: *Contemporary Clinical Trials*

2024-present: *JMIR XR and Spatial Computing*

Journal Review

Annals of Medicine

Behavioral Medicine

Childhood Obesity

Computers & Education

Communication Monographs

Communication Research

Cyberpsychology, Behavior, and Social Networking

Digital Health

Frontiers in Psychology

Games for Health Journal

Health Communication

Health Education and Behavior

Health Education Journal

Health Education Research

IEEE Transactions on Games

International Journal of Behavioral Nutrition and Physical Activity

International Journal of Human-Computer Interaction

JAMA-Pediatrics

JMIR mHealth and uHealth

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 (JMIR)

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
Scientific Reports
Sensors
Vulnerable Children and Youth Studies

Conference Review

2022, 2025, 2026: CHI
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 2017-2019, 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

- [T6] Functional MRI Workshop. A five-day workshop taught at the Athinoula A. Martinos Center for Biomedical Imaging at Massachusetts General Hospital, October 17-21, 2022. (Virtually)
- [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.
- [T4] Mediation & Moderation: A Second Course. A two-day course taught by Andrew Hayes, May 2-3, 2014. Chicago IL.
- [T3] Presenting Data and Information: A one-day course taught by Edward Tufte, August 20, 2012. Chicago, IL.
- [T2] BIOPAC Research Systems Training Seminar, February 24, 2012. Goleta, CA.
- [T1] Bio-behavioral research methods in cancer prevention and addiction, Spring 2010, The University of Texas Graduate School of Biomedical Sciences, Houston, TX.

Selected Media Attention (Y/M/D)

- 2026/2/12: Three Northeastern professors want to study how the way you walk impacts your health and your city. *Northeastern Global News*. [\[URL\]](#)
- 2025/7/9: How active video games could benefit children with obesity. *Northeastern Global News*. [\[URL\]](#)
- 2024/2/18: Narrative elements may enhance the intensity of physical activity during active VR gameplay. *PsyPost*. [\[URL\]](#)
- 2023/2/6: Video games might be better for balance rehab than conventional physical therapy. *Northeastern Global News*. [\[URL\]](#)
- 2021/12/9: How 'fitness' gaming is impacting our health, from Wii fit to Pokemon Go. *Northeastern Global 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 Global 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 Global News*. [\[URL\]](#)
- 2017/3/31: How new research and sesame street are expanding our understanding of autism. *Northeastern Global 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 Global News*. [\[URL\]](#)
- 2016/9/22: Fighting childhood obesity. *South End News*. [\[URL\]](#)
- 2016/5/6: Γιατι στα anime και στα manga υπάρχουν τοσοι πολλοι λευκοι χαρακτηρες; η μηπως δεν υπάρχουν (Why are there so many white characters in anime and manga? Or are there?); *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

Association for Computing Machinery (ACM)

Cognitive Neuroscience Society (CNS)

International Communication Association (ICA)

International Society for Behavioral Nutrition and Physical Activity (ISBNPA)

International Society for the Measurement of Physical Behaviour (ISMPB)

International Society for Research on Internet Interventions (ISRII)

National Communication Association (NCA)

Sigma Xi, The Scientific Research Honor Society

Society of Behavioral Medicine (SBM)