

Curriculum Vitae
CUIHUA SHEN

3502 Watt Way, Los Angeles, CA 90089
Annenberg School for Communication
University of Southern California

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EDUCATION

- 2010
(expected) Ph.D. Communication
University of Southern California
Major Areas of Study: Organizational Communication, New Media,
Virtual Worlds, Game studies
- Dissertation: Transaction, Collaboration, and Socialization:
The Evolution of Multiplex Networks in Self-Organized Online
Communities
Committee: Peter Monge (Chair), Janet Fulk, Dmitri Williams, Peter
Robertson
- 2005 M.A. Communication
National University of Singapore
- 2003 B.A. English Language and Literature & Information Systems
Zhejiang University

RESEARCH EXPERIENCE

- 2008-09 Research Associate
VOSS: Virtual Organizations as Sociotechnical Systems
Funded by the National Science Foundation. PIs: Peter Monge, Noshir
Contractor, Brian Uzzi, Luis Amaral
- 2008-09 Research Associate
Virtual Worlds: An Exploratorium for Theorizing and Modeling the Dynamics
of Group Behavior (VWE).
Funded by the National Science Foundation, the Army Research Institute
and IARPA. PIs: Dmitri Williams, Noshir Contractor, Marshall Scott Poole,
Jaideep Srivastava, Ron Burt, Lada Adamic.
- 2006-09 Research Associate
Annenberg Networks Network.
PIs: Peter Monge & Manuel Castells.
- 2007 Graduate Researcher
Annenberg Studies on Computer Games. PI: Ute Ritterfeld.
- 2005-07 Graduate Researcher
Metalloman Project, Annenberg studies on Games and Integrated Media
Systems Center, USC. PI: Ute Ritterfeld.

GRANTS & AWARDS

- 2009 Research Grant, the Annenberg Program on Online Communities (APOC). Principal Investigator. "Transaction, Collaboration and Socialization: The Evolution of Multiplex Networks in Self-Organized Online Communities", \$3400.
- 2009 Travel Award to attend State of Play VI Conference and Graduate Student Symposium, New York University
- 2009 Top Paper Award (2nd place) for "Multimodality and interactivity: Connecting properties of serious games with learning outcomes", International Communication Association Annual Convention, Game Studies Division
- 2009 Outstanding Overseas Chinese Student Award, Ministry of Education, People's Republic of China
- 2007-09 Summer Research Grant, USC Annenberg School for Communication (\$4000 each year)
- 2007 Full Scholarship to attend Oxford Internet Institute Summer Doctoral Programme, Harvard University
- 2003-05 National University of Singapore Research Scholarship
- 2003 Best B.A. Thesis Award, Zhejiang University
- 1999-03 First Class University Fellowship, Zhejiang University

PUBLICATIONS

Journal Articles

- Ritterfeld, U., Shen, C., Wang, H., Nocera, L., & Wong, W.L. (in press). Multimodality and interactivity: Connecting properties of serious games with educational outcomes. *Cyberpsychology & Behavior*.
- Monge, P., Lee, S., Fulk, J., Weber, M., Shen, C., Schultz, C., Margolin, D., Gould, J.J., & Frank, L.B. (in press). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly*.
- Monge, P. R., Lee, S., Fulk, J., Frank, L. B., Margolin, D., Schultz, C., Shen, C., & Weber, M. (in press). Evolutionary and ecological models for organizational communication. *Management Communication Quarterly*.
- Castronova, E., Williams, D., Shen, C., Ratan, R., Xiong, L., Huang, Y., et al. (2009). As real as real? Macroeconomic behavior in a large-scale virtual world. *New Media & Society*, 11(5), 685-707.

Manuscripts under Review

- Shen, C. & Williams, D. *Unpacking time online: Connecting Internet and MMO use with psycho-social well-being*. (2nd round review, *Communication Research*)
- Shen, C. & Monge, P. *Collaboration asymmetry and network structure in Open Source community*. (2nd round review, *The Information Society*)
- Shen, C., Fulk, J., & Monge, P. *Ecological dynamics of online communities: Density dependence and resource partitioning processes*. (initial review, *Journal of Computer-Mediated Communication*)
- Huang, Y., Shen, C., Williams, D., & Contractor, N. *Distance matters: Exploring physical, temporal, and social proximity in a large virtual world*. (initial review, *Social Networks*)
- Ratan, R., Chung, J., Shen, C., Williams, D. & Poole, M. *Schmoozing and Smiting: Trust, Social Institutions and Communication Patterns in an MMOG*. (3rd round review, *Journal of Computer-Mediated Communication*)

Refereed Conference Proceedings

- Huang, Y., Zhu, M., Wang, J., Pathak, N., Shen, C., Keegan, B., Williams, D. & Contractor, N. (2009). The Formation of Task-Oriented Groups: Exploring Combat Activities in Online Games. In *Proceedings of IEEE SocialComm-09*. (~10% acceptance rate)
- Huang, Y., Shen, C., Williams, D. & Contractor, N. (2009). Virtually There: The Role of Proximity and Homophily in Virtual World Networks. In *Proceedings of IEEE Symposium on Social Intelligence and Networking (SIN-09)*. (~20% acceptance rate)
- Wong, W. L., Shen, C., Nocera, L., Carriazo, E., Tang, F., Bugga, S., et al. (2007). Serious video game effectiveness. In *Proceedings of the International Conference on Advances in Computer Entertainment Technology* (pp. 49-55). New York, USA: ACM Press.

Book Chapters

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

Book Review

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

CONFERENCE PRESENTATIONS

- Huang, Y., Zhu, M., Keegan, B., Wang, J., Shen, C., Pathak, N., and Contractor, N. (2009, July). *The Formation of Combat Groups in Online Games*. Paper presented at the Fourth Annual INGRoup Conference. Colorado Springs, Colorado, USA.
- Huang, Y., Shen, C., and Contractor, N. (2009, July). *Virtually There: Exploring Proximity and Homophily in A Virtual World*. Paper presented at the Fourth Annual INGRoup Conference. Colorado Springs, Colorado, USA.
- Ritterfeld, U., Shen, C., Wang, H., Nocera, L., & Wong, W.L. (2009, May). *Multimodality and interactivity: Connecting properties of serious games with learning outcomes*. Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL. – TOP PAPER AWARD (2nd place)
- Ratan, R., Shen, C., Xiong, L., Chung, J. & Williams, D. (2009, May). *Schmoozing and Smiting: Trust and Communication Patterns in an MMO*. Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL.
- Castronova, E., Williams, D., Huang, Y., Shen, C., Keegan, B., Xiong, L., & Ratan, R. (2009, May). *As real as real? Macroeconomic behavior in a large scale virtual world*. Paper presented at the 59th Annual Conference of the International Communication Association (ICA), Chicago, IL.
- Shen, C. & Williams, D. (2009, March). *Internet Use and Psychosocial Well-being: Results from a Large Virtual World*. Paper presented at International Sunbelt Social Network Conference (XXIX), San Diego, CA.
- Huang, Y., Shen, C., & Contractor, N. (2009, March). *The role of proximity and homophily in virtual world networks*. Paper presented at International Sunbelt Social Network Conference (XXIX), San Diego, CA.
- Chung, J. E., Shen, C., Xiong, L., & Williams, D. (2008, November). *Pwn the mob, noob: Chat, grouping and trust within MMOs*. Paper presented at the 94th Annual Convention of National Communication Association (NCA), San Diego, CA.
- Shen, C. (2008, November). *Wikipedia in China: Free culture in a controlled society*. Paper presented at the 94th Annual Convention of the National Communication Association (NCA), San Diego, CA.
- Shen, C. & Monge, P. (2008, May). *Power asymmetry and network structure in Open Source community*. Paper presented at the 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada.
- Shen, C. & Fulk, J. (2008, May). *Ecological dynamics of online communities*. Paper presented at the 58th Annual Conference of the International Communication Association (ICA), Montreal, Canada.
- Wong, W.L., Shen, C., Nocera, L., Tang, F., Bugga, S., Narayanan, H., Wang, H. & Ritterfeld, U. (2007, June). *Serious video games effectiveness*. Paper presented at the International Conference on Advances in Computer Entertainment Technology (ACE2007), Salzburg, Austria.

- Ritterfeld, U., Shen, C., Wang, H., Nocera, L. & Wong, W.L. (2007, May). *Interactivity and enjoyment*. Paper presented at the 57th Annual Conference of the International Communication Association (ICA), San Francisco, CA.
- Shen, C. (2007, May). *Attributional style, motivation and competence in intercultural communication*. Paper presented at the 57th Annual Conference of the International Communication Association (ICA), San Francisco, CA.
- Shen, C., Wang, H., Wong, W.L., Nocera, L. & Ritterfeld, U. (2007, May). *In search of interactive entertainment-education*. Paper presented at the Annenberg Workshop on Games for Learning, Development, and Change, University of Southern California, CA.
- Ritterfeld, U., Ratan, R., Wang, H. & Shen, C. (2007, May). *Serious games and seriously fun games: Can they be one and the same?* Paper presented at the Annenberg Workshop on Games for Learning, Development, and Change, University of Southern California, CA.
- Shen, C. & Monge, P. (2007, May). *The network structure of Open Source Software (OSS) community*. Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.
- Stephens, K. & Shen, C. (2007, May). *Coupled landscapes in the context of competition: An expansion and exploration of the NK[C] Model to the community level*. Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.
- Monge, P., Fulk, J., Chatterjee, J., Heiss, B.M.R., Lee, S., Margolin, D.B., Shen, C., Stephens, K. & Weber, M.S. (2007, May). *The structural evolution of organizational communities: How Variation, Selection, and Retention processes operate in NGO networks*. Paper presented at International Sunbelt Social Network Conference (XXVII), Corfu, Greece.
- Shen, C. & Cho, H. (2005, May). *Why people contribute to online learning communities: a case study on motivational factors*. Paper presented at the 55th Annual Conference of the International Communication Association (ICA). New York.
- Shen, C. & Cho, H. (2004, September). *Anonymity and participation in online learning communities: A case study*. In Proceedings of International Conference on Interactive Computer-Aided Learning (ICL 2004), Villach, Austria.

WORKSHOP PARTICIPATION

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|------|---|
| 2009 | Annenberg Summer Institute on Methods & Statistics
Advanced Statistics I (Rene Weber)
Advanced Statistics II (Rene Weber) |
| 2008 | Annenberg Summer Institute on Methods & Statistics
Categorical Data Analysis (Tim Biblarz)
Hierarchical Linear Modeling (Merrill Silverstein) |
| 2007 | Oxford Internet Institute Summer Doctoral Program, Berkman Center
for Internet & Society, Harvard University |

2007 Doctoral Consortium, Organizational Communication Division,
International Communication Association

INVITED TALKS

Shen, C. & Monge, P. (2009, May). Collaboration asymmetry and network structure in Open Source community. Presented at the Management and Organization Faculty Retreat Research Seminar, Marshall School of Business, University of Southern California.

Shen, C. & Monge, P. (2007, November). Network structure in Open Source community. Presented at the Web Science Conference, Annenberg School for Communication, University of Southern California.

TEACHING EXPERIENCE

2009 Teaching Assistant
COMM550 "Research Methods in Communication"
Professor Peter Monge, USC

2009 Guest lecturer on event history analysis and networks
COMM645 "Communication Networks"
Professor Peter Monge, USC

2008 Guest lecturer on serious games
CMGT583 "Social Marketing and Entertainment Education"
Professor Paula Patnoe-Woodley, USC

2006-07 Teaching Assistant
COMM202 "Introduction to Communication Technology"
Professor Douglas Thomas, USC

2005 Teaching Assistant
COMM310 "Media and Society"
Professor Robert Scheer, USC

2004 Teaching Assistant
IF1101E "Information Revolution and Society"
Professor Siyoung Chung, NUS

2004 Teaching Assistant
IF3204 "E-Learning"
Professor Hichang Cho, NUS

SERVICE

Manuscript Reviewer

CyberPsychology & Behavior, 2009 (2)
Journal of Computer-Mediated Communication (JCMC), 2008 (1)
New Media & Society, 2009 (1)
Annual Convention of the International Communication Association (ICA),
Communication and Technology Division, 2008

Other Service

Student Coordinator, Annenberg Networks Network (ANN) Seminar Series
Student Coordinator, Annenberg Workshop on Games for Learning, Development and Change

PROFESSIONAL AFFILIATIONS

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

SKILLS

Statistical analysis: SPSS, Stata, R, HLM, LISREL
Network analysis: UCInet, MultiNet, PNet family, Statnet

REFERENCES

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The Marshall School of Business
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Professor of Management and Organization, Marshall School of Business
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