

# Minh Hao Nguyen, PhD

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## ACADEMIC APPOINTMENTS

- Since **Assistant Professor** (tenured since 2024)  
08/2022 Persuasion & New Media Technologies Chair Group, Persuasive Communication Program Group, Amsterdam School of Communication Research, University of Amsterdam, The Netherlands
- 01/2021 – **Marie Sklodowska-Curie Actions (MSCA) Postdoctoral Fellow**  
08/2023 Internet Use & Society Division, Department of Communication and Media Research/IKMZ, University of Zurich, Switzerland
- 01/2019 – **Senior Research and Teaching Associate (Postdoctoral)**  
12/2022 Internet Use & Society Division, Department of Communication and Media Research/IKMZ, University of Zurich, Switzerland

## EDUCATION

- 04/2019 **Doctor of Philosophy (PhD)** in Communication Science, *cum laude*  
Amsterdam School of Communication Research, University of Amsterdam, The Netherlands

Dissertation: “A novel approach to tailored communication: Optimizing online health information for older patients.” URL: [http://bit.ly/thesis\\_mhn](http://bit.ly/thesis_mhn)

Supervisors: Prof. Julia van Weert, Prof. Ellen Smets  
Co-supervisors: Prof. Eugène Loos, & Dr. Nadine Bol

Finalist for 2 Top Dissertation Awards; Recipient of 4 Top Paper/Poster Awards.

- 08/2014 **Master of Science (MSc)** in Communication Science (Research), *cum laude*  
University of Amsterdam, The Netherlands
- 08/2012 **Bachelor of Science (BSc)** in International Communication and Media  
Erasmus University Rotterdam, The Netherlands

## RESEARCH EXPERIENCE & VISITING POSITIONS

- 2018 **Visiting scholar**, April – May  
Health Communication and Technology Lab, University of Utah  
Host: Prof. Jakob Jensen
- Department of Communication, University of Kentucky  
Host: Prof. Nancy Harrington
- 2017 **Visiting scholar**, April – May  
School of Information & Communication, Florida State University

Host: Prof. Mia Lustria

2013-14 **Research & Lab assistant**  
Amsterdam School of Communication Research, University of Amsterdam

### CAREER BREAKS

2023-24 Pregnancy and parental leave (5 months)  
2021 Pregnancy and parental leave (4 months)

### PEER-REVIEWED JOURNAL PUBLICATIONS

34. **Nguyen, M. H.**, Bol, N., van Strien, I. S., van der Eijken, K., Tytgat, K. M. A. J., van Laarhoven, H. W. M., van Berge Henegouwen, M. I., Smets, E. M. A., & van Weert, J. C. M. (2025). Online behaviors, offline consequences? Linking online traces of health information use to observed communication during medical consultations. *International Journal of Communication*.
33. Volk, S. C., Schulz, A., Blassnig, S., Marschlich, S., **Nguyen, M. H.**, & Strauß, N. (2024). Selecting, avoiding, disconnecting: a focus group study of people's strategies for dealing with information abundance in the contexts of news, entertainment, and personal communication. *Information, Communication & Society*, 1–20. <https://doi.org/10.1080/1369118X.2024.2358167>
32. **Nguyen, M. H.** & Hargittai, E. (2024). Digital disconnection, digital skills, and well-being: An experience sampling study. *Journal of Computer-Mediated Communication*. Advance online publication. <https://doi.org/10.1093/jcmc/zmad044> \*Pre-registered & Open data
31. Geber, S., **Nguyen, M. H.**, & Büchi, M. (2023). Conflicting norms—How norms of disconnection and availability correlate with digital media use across generations. *Social Science Computer Review*. <https://doi.org/10.1177/08944393231215457> \*Open data
30. Vanden Abeele, M. M., & **Nguyen, M. H.** (2023). Digital media as ambiguous goods: Examining the digital well-being experiences and disconnection practices of Belgian adults. *European Journal of Communication*. Advance online publication. <https://doi.org/10.1177/02673231231201487>
29. **Nguyen, M. H.** & Hargittai, E. (2023). Digital inequality in disconnection practices: Voluntary nonuse during COVID-19. *Journal of Communication*, 1-26. Advance online publication. <https://doi.org/10.1093/joc/jqad021> \*Open data
28. **Nguyen, M. H.** (2023). “Maybe I should get rid of it for a while...”: Examining motivations and challenges for social media disconnection. *The Communication Review*, 1-26. Advance online publication. <https://doi.org/10.1080/10714421.2023.2195795>
27. Gruber, J., Hargittai, E., & **Nguyen, M. H.** (2022). The value of face-to-face communication in the digital world: What people miss about in-person interactions when those are limited. *Studies in Communication Sciences*, 1-19.

<https://doi.org/10.24434/j.scoms.2022.03.3340>

26. **Nguyen, M. H.**, Büchi, M., & Geber, S. (2022). Everyday disconnection experiences: Exploring people's understanding of digital well-being and management of digital media use. *New Media & Society*. Advance online publication. <https://doi.org/10.1177/14614448221105428> \*Open data
25. Vanden Abeele, M. M. P.\* & **Nguyen, M. H.\*** (2022). Digital well-being in an age of mobile connectivity: An introduction to the special issue. *Mobile Media & Communication*. <https://doi.org/10.1177/20501579221080899> \*Shared first authorship
24. Marler, W, Hargittai, E., & **Nguyen, M. H.** (2022). Can you see me now? Video gatherings and social connectedness during the COVID-19 pandemic. *The Information Society*. <https://doi.org/10.1080/01972243.2021.2007193>
23. **Nguyen, M. H.** (2021). Managing social media use in an 'always-on' society: Exploring digital wellbeing strategies that young adults use to disconnect. *Mass Communication and Society*. Advance online publication. <https://doi.org/10.1080/15205436.2021.1979045>
22. **Nguyen, M. H.**, Gruber, J., Fuchs, J., Marler, W., Hunsaker, A., & Hargittai, E. (2021). Staying connected while physically apart: Digital communication when face-to-face interactions are limited. *New Media & Society*. Advance online publication. <https://doi.org/10.1177/1461444820985442>
21. **Nguyen, M. H.**, Hargittai, E., Fuchs, J., Djukaric, T., & Hunsaker, A. (2021). Trading spaces: How and why older adults disconnect from and switch between digital media. *The Information Society*. Advance online publication. <https://doi.org/10.1080/01972243.2021.1960659>
20. **Nguyen, M. H.**, Marler, W., & Hargittai, E. (2021). Digital inequality in communication during a time of physical distancing: The case of COVID-19. *Computers in Human Behavior*. Advance online publication. <https://doi.org/10.1016/j.chb.2021.106717>
19. Gerosa, T., Gui, M., Hargittai, E., & **Nguyen, M. H.** (2021). (Mis)informed during COVID-19: How education level and information sources contribute to knowledge gaps. *International Journal of Communication*, 15. <https://ijoc.org/index.php/ijoc/article/view/16438>
18. Karaoglu, G., Hargittai, E., & **Nguyen, M. H.** (2021). Inequality in job searching in the age of social media. *Information, Communication & Society*. Advance online publication. <https://doi.org/10.1080/1369118X.2021.1897150>
17. Karaoglu, G., Hargittai, E., Hunsaker, A., & **Nguyen, M. H.** (2021). Changing technologies, changing lives: Older adults' perspectives on the benefits of using new technologies. *International Journal of Communication*, 15. <https://ijoc.org/index.php/ijoc/article/view/16047>
16. **Nguyen, M. H.**, Bol, N., & King, A. J. (2020). Customisation versus personalisation of

digital health information: Effects of mode tailoring on information processing outcomes. *European Journal of Health Communication*, 1(1), 30-54.  
<https://doi.org/10.47368/ejhc.2020.003>

15. **Nguyen, M. H.**, Bol, N., Lustria, M. L. A (2020). Perceived active control over online health information: Underlying mechanisms of mode tailoring effects on website attitude and information recall. *Journal of Health Communication*, 25(4), 271-282.  
<https://doi.org/10.1080/10810730.2020.1743797>
14. **Nguyen, M. H.**, Gruber, J., Fuchs, J., Marler, W., Hunsaker, A., & Hargittai, E. (2020). Changes in digital communication during the COVID-19 global pandemic: Implications for digital Inequality and future research. *Social Media + Society*.  
<https://doi.org/10.1177/2056305120948255>
13. **Nguyen, M. H.**, Hunsaker, A., & Hargittai, E. (2020). Older adults' online social engagement and social capital: The moderating role of Internet skills. *Information, Communication & Society*. Advance online publication.  
<https://doi.org/10.1080/1369118X.2020.1804980>
12. Hargittai, E., **Nguyen, M. H.**, Fuchs, J., Gruber, J., Marler, W., Hunsaker, A., & Karaoglu, G. (2020). From zero to a national data set in two weeks: Reflections on a COVID-19 collaborative survey project. *Social Media + Society*.  
<https://doi.org/10.1177/2056305120948196>
11. Hunsaker, A., **Nguyen, M. H.**, Fuchs, J. M., Karaoglu, G., Djukaric, T., & Hargittai, E. (2020). Unsung helpers: Older adults as a source of digital media support for their peers. *The Communication Review*. Advance online publication.  
<https://doi.org/10.1080/10714421.2020.1829307>
10. **Nguyen, M. H.**, Bol, N., van Weert, J. C. M., Loos, E. F., Tytgat, K. M. A. J., Geijssen, E. D., ... & Smets, E. M. A. (2019). Optimising eHealth tools for older patients: Collaborative redesign of a hospital website. *European Journal of Cancer Care*, 28, e12882. <https://doi.org/10.1111/ecc.12882>
9. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., Bronner, M. B., Tytgat, K. M. A. J., Loos, E. F., & van Weert, J. C. M. (2019). Fear and forget: How anxiety impacts recall of medical information in newly diagnosed cancer patients visiting a fast-track clinic. *Acta Oncologica*, 58(2), 182-188. <https://doi.org/10.1080/0284186X.2018.1512156>
8. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., Loos, E. F., van Laarhoven, H. W. M., Geijssen, E. D., ... & van Weert, J. C. M. (2019). Tailored Web-based information for younger and older cancer patients: Randomized controlled trial of a preparatory educational intervention on patient outcomes. *Journal of Medical Internet Research*, 21(10), e14407. <https://doi.org/10.2196/14407>
7. Hunsaker, A., **Nguyen, M. H.**, Fuchs, J. M., Djukaric, T., Hugentobler, L., Hargittai, E. (2019). "He explained it to me and I also did it myself": How older adults get support with their technology uses. *Socius*, 5, 1-5. <https://doi.org/10.1177/2378023119887866>
6. Bol, N., Hoie, N., **Nguyen, M. H.**, Smit, E. S. (2019). Customization in mobile health

apps: Explaining effects on physical activity intentions by the need for autonomy. *Digital Health*, 5, 1-12. <https://doi.org/10.1177/2055207619888074>

5. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., Loos, E. F., & van Weert, J. C. M. (2018). How tailoring the mode of information presentation influences younger and older adults' satisfaction with health websites. *Journal of Health Communication*, 23(2), 170-180. <https://doi.org/10.1080/10810730.2017.1421729>
4. Bronner, M. B., **Nguyen, M. H.**, Smets, E. M A., van de Ven, A. W. H., & van Weert, J. C. M (2018). Anxiety during cancer diagnosis: Examining the influence of monitoring coping style and treatment plan. *Psycho-Oncology*, 27(2), 661-667. <https://doi.org/10.1002/pon.4560>
3. **Nguyen, M. H.**, van Weert, J. C. M., Bol, N., Loos, E. F., Tytgat, K. M. A. J., van de Ven, A. W. H., & Smets, E. M A. (2017). Tailoring the mode of information presentation: Effects on younger and older adults' attention and recall of online information. *Human Communication Research*, 43(1), 102-126. <https://doi.org/10.1111/hcre.12097>
2. De Bruijn, G. J., **Nguyen, M. H.**, Rhodes, R. E., & van Osch, L. (2017). Effects of preparatory and action planning instructions on situation-specific and general fruit and snack intake. *Appetite*, 108, 161-170. <https://doi.org/10.1016/j.appet.2016.09.016>
1. De Graaf, A. M., van den Putte, B., **Nguyen, M. H.**, Zebregs, S., Lammers, J., & Neijens, P. C. (2017). The effectiveness of narrative versus informational smoking education on beliefs, attitudes, and intentions of low educated adolescents. *Psychology & Health*, 32(7), 810-825. <https://doi.org/10.1080/08870446.2017.1307371>

### **OTHER PUBLICATIONS**

2. Smit, E. S., Linn, A. J., **Nguyen, M. H.**, Solovei, A., de Looper, M., & van Weert, J. C. M. (Forthcoming). Tailored Health Communication in a Digital World. In T. Aurujo & P. Neijens (Eds.), *Communication Research into the Digital Society: Fundamental insights from the Amsterdam School of Communication Research*. Amsterdam University Press (AUP), Amsterdam, The Netherlands.
1. **Nguyen, M. H.** & Büchi, M. (2022). Digital media use, impact on well-being. *The International Encyclopedia of Health Communication*. Wiley.

### **RESEARCH FUNDING & FELLOWSHIPS**

- 2023      **Research Priority Area “Youth Digitality”**, University of Amsterdam  
~ € 240.000. A 4-year PhD position for the project: “Digital literacy, time use, and academic performance in primary and secondary education.” Role: Co-PI, Co-Promotor.
- 2021      **Digital Society Initiative**, University of Zurich  
CHF 30.700 / ~ US\$ 33.500. Project: “Studying the concept, conditions, and consequences of information abundance.” Role: Collaborator.

- 2020 **Marie Skłodowska-Curie Actions (MSCA) Individual Fellowship**  
 € 203.150 / ~ US\$ 230.000. European Commission. Project:  
 “Disconnect2Reconnect: Understanding wellbeing in an increasingly digital  
 society.” Role: PI.
- “Strengthening the IKMZ-Community”**, University of Zurich  
 CHF 2.500 / ~ US\$ 2.750. Workshop: “Open Science in Communication Studies:  
 Benefits, Challenges, and Applications.” Role: Co-applicant.
- “Strengthening the IKMZ-Community”**, University of Zurich  
 CHF 5.300 / ~ US\$ 5.750. Project: “Between connected and disconnected:  
 Understanding people’s management of digital media use in everyday life.” Role:  
 PI.
- Digital Society Initiative**, University of Zurich  
 CHF 1.250 / ~ US\$ 1.360. Project: “Between connected and disconnected:  
 Understanding people’s management of digital media use in everyday life.” Role:  
 PI.
- 2019 **Emerging Scholar Research Grant** (US\$ 500), Mobile Communication IG,  
 International Communication Association (ICA). Project: “Smartphones and  
 social media fatigue: The motivations for and experiences with social media  
 disconnection on mobile media.” Role: PI.
- Project Grant** (CHF 2.000 / ~ US\$ 2.175), Web Use Project. Project:  
 “Interviewing young adults about social media disconnection.” Role: PI.
- GRC Travel Grant** (CHF 1.000 / ~ US\$ 1.185). Competitive grant from the  
 University of Zurich to attend a Data Science course and visit Tilburg University.  
 Role: Recipient.
- NeFCA Grant** (€ 500 / ~ US\$ 565). Grant from the Netherlands-Flanders  
 Communication Association to organize a symposium on Visual Health  
 Communication. Role: Recipient.
- 2018 **DigiComLab Seed Grant** (€ 4.750 / ~ US\$ 5.375). Research Priority Area  
 Communication, University of Amsterdam. Project: “Theorizing personalization  
 versus customization effects in mobile communication technologies using  
 behavioral tracking data.” Role: PI.
- UvA 385 Lustrum Grant, University of Amsterdam** (€ 3.000 / ~ US\$ 3.400).  
 Competitive grant to visit the University of Kentucky and University of Utah.  
 Role: Recipient.
- 2017 **ASCoR PhD Research Visit Grant, University of Amsterdam** (€ 3.000 ~ US\$  
 3.400). Competitive grant to visit the Florida State University. Role: Recipient.
- 2015 **ASCoR PhD scholarship** (€ 1.380 / ~ US\$ 1.560). Scholarship to attend the  
 summer school organized by the European Association for Communication in

Healthcare (EACH). Role: Recipient.

### **INVITED LECTURES & RESEARCH TALKS**

10. **Nguyen, M. H.** (2022). Theorizing personalization vs. customization effects in digital information environments using survey and behavioral tracking data. Invited panel on “Combining survey and digital trace data”. To be presented at *Joint Statistical Meetings*, Washington DC, UA.
9. **Nguyen, M. H.** (2019). Disconnect to Reconnect? Health and well-being in an increasingly digital society. TiCC Colloquium, Department of Communication and Cognition, Tilburg University, The Netherlands.
8. **Nguyen, M. H.** (2018). Tailoring online health information to older patients’ needs and preferences. Guest lecture for an undergraduate course, Athena Research Institute, Free University (VU) Amsterdam, The Netherlands.
7. **Nguyen, M. H.**, (2017). Optimizing online and offline communication with older cancer patients: A modality tailoring approach. Guest lecture for the undergraduate course *Cognition, Language, and Communication*, University of Amsterdam, The Netherlands.
6. **Nguyen, M. H.** (2017). Optimizing information provision for Dutch older cancer patients: The interplay between online and offline communication channels. Guest lecture for the undergraduate course *International and Comparative Media*, College of Communication & Information, Florida State University, Tallahassee, USA.
5. **Nguyen, M. H.** (2017). Optimizing online health tools for older cancer patients: Systematic redesign of a hospital website. Research colloquium School of Information, Florida State University, Tallahassee, USA.
4. **Nguyen, M. H.** (2017). Can one size fit all? Tailoring online health information to older cancer patients’ modality preferences. Research colloquium School of Communication, Florida State University, Tallahassee, USA.
3. **Nguyen, M. H.** (2016). Using videos to convey health information to colorectal cancer patients. ARPH Symposium *Using Videos for Research in Health Psychology*, Utrecht, The Netherlands.
2. **Nguyen, M. H.** (2016). Tailoring online information to older cancer patients’ mode preferences. Dutch National Platform for Radiotherapy in Elderly, Netherlands Comprehensive Cancer Organisation, The Netherlands.
1. **Nguyen, M. H.** (2015). How to effectively tailor online information to older cancer patients’ mode preferences: A randomized controlled trial. Colorectal Cancer (CRC) Research Meeting, Academic Medical Center, Amsterdam, The Netherlands.

### **CONFERENCE PRESENTATIONS**

51. **Nguyen, M. H.**, Geber, S. (2024). Conflicting norms around dis/connection: A three-wave panel study. Pre-conference on Digital Disconnection, ECREA, Ljubljana,

Slovenia.

50. Klingelhofer, J., **Nguyen, M. H.**, & Geber, S. (2024). Disconnection strategies to improve productivity and well-being: A two-wave panel study. International Communication Association, Gold Coast, Australia.
49. **Nguyen, M. H.**, Geber, S. (2024). Conflicting norms around mobile media dis/connection and state mindfulness: A vignette experiment. International Communication Association, Gold Coast, Australia. **\*Top Paper in Mobile Communication**
48. Volk, S. C., Schulz, A., Blassnig, S., Marschlich, S., **Nguyen, M. H.**, & Strauss, N. (2023). Information abundance – curse or blessing? A focus group study on how people perceive today’s information flows. ECREA, Berlin, Germany.
47. Geber, S., **Nguyen, M. H.**, & Büchi, M. (2023). Should I stay (online) or should I go (offline)? How conflicting norms of disconnection and availability correlate with mobile media use across generations. International Communication Association. Toronto, Canada. **\*Top Paper in Mobile Communication**
46. **Nguyen, M. H.** (2023). Dataveillance and Disconnection: (Dis)Empowered Users? Part of the panel on “Interdisciplinary Perspective on Chilling Effects: Why and How People Change Media Use.” International Communication Association. Toronto, Canada.
45. Strycharz, J., **Nguyen, M. H.**, Segijn, C. M. (2023). Change in Media Use in the Digital Age: Constructs, Causes, and Consequences. Part of the pre-conference on “Key Themes in Digital Disconnection Research: Authenticity, wellness, datafication and power.” International Communication Association. Toronto, Canada.
44. **Nguyen, M. H.**, & Hargittai, E. (2023). Digital Disconnection, Digital Inequality, & Subjective Well-Being: A Mobile Experience Sampling Study. International Communication Association. Toronto, Canada.
43. Volk, S. C., Schulz, A., Blassnig, S., Marschlich, S., **Nguyen, M. H.**, & Strauss, N. (2023). Selecting, avoiding, disconnecting: A focus group study of people’s strategies for dealing with information abundance in the contexts of news, entertainment and personal communication. Part of pre-conference on “News avoidance.” International Communication Association. Toronto, Canada.
42. **Nguyen, M. H.**, & Hargittai, E. (2023). Digital Disconnection, Digital Inequality, & Subjective Well-Being: A Mobile Experience Sampling Study. *Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science*. Enschede, The Netherlands.
41. **Nguyen, M. H.**, Geber, S. & Büchi (2022). Managing digital media use: A survey of motivations and strategies to disconnect. International Communication Association. Paris, France.
40. **Nguyen, M. H.**, & Hargittai, E. (2022). Digital inequality and digital disconnection. *Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science*.



Brussels, Belgium.

39. Groos, S. S., Linn, A. J., Bol, N., & **Nguyen, M. H.** (2022). Assessing the mechanisms underlying the persuasive effects of user-initiated customization on behavior-related attitudes in the context of COVID-19. *Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science*. Brussels, Belgium.
38. **Nguyen, M. H.**, Gruber, J., Marler, W., Hunsaker, A., J., Fuchs, & Hargittai E. (2021). Digital Communication and Social Connection during Changing Times: The Case of COVID-19. Dreiländertagung für Kommunikationswissenschaft – DACH 21. Virtual conference.
37. **Nguyen, M. H.** (2021). Changing uses and perceptions in a tech-saturated world: Why young adults disconnect from social media. Swiss Association for Communication and Media Research. Virtual conference.
36. **Nguyen, M. H.** (2021). Managing social media use in a tech-saturated society: Young adults' motivations and challenges for disconnecting. International Communication Association. Virtual conference.
35. **Nguyen, M. H.**, Gruber, J., Fuchs, J., Marler, W., Hunsaker, A., & Hargittai, E. (2021). Staying connected while physically apart: Digital communication when face-to-face interactions are limited. International Communication Association. Virtual conference.
34. Groos, S. S., Linn, A. J., Bol, N., & **Nguyen, M. H.** (2021). Flattening the curve: Unraveling the persuasive effects of webpage customization on users' attitudes toward coronavirus health behavior measures. European Conference on Health Communication. Virtual conference. **\*Top Student Paper Award**
33. Gruber, J., Hargittai, E., & **Nguyen, M. H.** (2021). What do people miss about face-to-face interactions during lockdown? International Communication Association. Virtual conference.
32. **Nguyen, M. H.**, (2020). Disconnect to reconnect: Young adults' experiences of social media disconnection in relation to wellbeing. International Communication Association. Virtual conference.
31. **Nguyen, M. H.**, Hunsaker, A., & Hargittai, E. (2020). Older adults' online social engagement and social capital: The moderating role of Internet skills. Swiss Association for Communication and Media Research. Virtual conference.
30. **Nguyen, M. H.**, Hargittai, E., Fuchs, J. M., Djukaric, T., & Hunsaker, A. (2020). Why older adults disconnect from digital media. International Communication Association. Virtual conference. **\*Top Paper Award**
29. **Nguyen, M. H.**, Bol, N., van Strien, I. S., van der Eijken, K., Smets, E. M. A., & van Weert, J. C. M. (2020). Cancer patients' use of online health information and patient participation in medical consultations: Linking online traces to observed offline communication. International Communication Association. Virtual conference.

28. Bol, N., **Nguyen, M. H.**, & Linn, A. J. (2020). The effects and underlying mechanisms of different tailoring strategies: Comparing personalisation and customisation in mobile health apps. Centre for Behavioral Change Conference. Londen, UK.
27. Vanden Abeele, M., **Nguyen, M. H.**, & Aalbers, G. (2020). Digital media as ambiguous goods: An exploratory study of Belgians' experience of digital wellbeing and their use of digital wellbeing interventions. International Communication Association. Virtual conference.
26. **Nguyen, M. H.**, Hunsaker, A., & Hargittai, E. (2019). Digital inequality in older adults' online social engagement and social capital. The Gerontological Society of America. Austin, TX, USA.
25. Hunsaker, A., **Nguyen, M. H.**, Fuchs, J. M., Djukaric, T., Hugentobler, L., Hargittai, E. (2019). "He explained it to me and I also did it myself": How older adults get help with digital technology. The Gerontological Society of America. Austin, TX, USA.
24. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., & van Weert, J. C. M. (2019). Presenting online information to newly diagnosed cancer patients: A tailored pre-visit website intervention on satisfaction, communication self-efficacy, anxiety, question asking and information recall. International Communication Association. Washington DC, USA.
23. **Nguyen, M. H.**, van Weert, J. C. M., Bol, N., Loos, E. F., Tytgat, K. M. A. J., ... Smets, E. M. A. (2019). Text, images, video? Tailoring the modality of presentation in online health information for older patients. European Health Psychology Society. Dubrovnik, Croatia.
22. Bol, N., Hoie, N., **Nguyen, M. H.**, Smit, E. (2019). Customizable digital environments: Can customization in mobile apps support physical activity? European Health Psychology Society. Dubrovnik, Croatia.
21. **Nguyen, M. H.**, Bol, N., & Lustria, M. L. (2018). Putting the user in control: A model examining user-initiated message tailoring effects. Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science. Ghent, Belgium.
20. **Nguyen, M. H.** (2018). Perceived active control over digital content: Effects and underlying mechanisms of user-initiated mode tailoring. International Communication Association. Prague, Czech Republic. **\*Top Student Paper Award**
19. **Nguyen, M. H.**, Bol, N., King, A. J. (2018). Differentiating customization and personalization in mode tailoring of information: Implications for health communication research. International Communication Association. Prague, Czech Republic.
18. **Nguyen, M. H.**, Bol, N., & Lustria, M. L. (2018). Tailoring online health information: Explaining mode tailoring effects on website attitude and information recall. Kentucky Conference on Health Communication. Lexington, KY, USA.
17. **Nguyen, M. H.**, Van Weert, J. C. M., Bol, N., Loos, E. F., & Smets, E. M. A. (2018). Fear and forget: What predicts recall of medical information in newly diagnosed cancer patients? Kentucky Conference on Health Communication. Lexington, KY,

## USA.\*Honorable Poster Award

16. Bol, N., Hoie, N., **Nguyen, M. H.**, Smit, E. (2018). How to make people move: The role of need for autonomy in explaining customization effects in mobile health apps. Kentucky Conference on Health Communication. Lexington, KY, USA.
15. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., Loos, E. F., & van Weert, J. C. M. (2018). Online behaviour, offline consequences: How use of a tailored website influences patient satisfaction and patient participation during cancer consultations. European Association for Health Communication. Porto, Portugal.
14. **Nguyen, M. H.**, Smets, E. M. A., Bol, N., Loos, E. F., & van Weert, J. C. M. (2018). The relation between anxiety and information recall in newly diagnosed cancer patients. European Association for Health Communication. Porto, Portugal.
13. **Nguyen, M. H.**, & Bol, N. (2017). All stakeholders involved: A multi-method roadmap to developing an evidence-based online intervention for older cancer patients. International Communication Association. San Diego, USA.
12. **Nguyen, M. H.** (2017). Younger vs. older adults' satisfaction with health websites: Results from a mode tailoring experiment. International Communication Association. San Diego, USA.
11. **Nguyen, M. H.**, Bol, N., Bolle, S., Linn, A. J., Schouten, B., van Weert, J. C. M. (2017). Tailored eHealth interventions for ageing patient populations. International Communication Association. San Diego, USA.
10. **Nguyen, M. H.** (2017). Can one size fit all? Tailoring the mode of information presentation of health information online. European Health Psychology Society. Padova, Italy.
9. **Nguyen, M. H.** (2017). Optimizing online health tools for older cancer patients: Systematic redesign of an existing hospital website. DC Conference on Health Communication. Washington DC, USA.
8. **Nguyen, M. H.** (2017). Tailoring the mode of information delivery: Younger and older adults' satisfaction with online health information. DC Conference on Health Communication. Washington DC, USA.
7. **Nguyen, M. H.**, Bronner, M. B., Smets, E. M. A., van de Ven, A. W. H., & van Weert, J. C. M. (2017). Angst gedurende de diagnostische fase van kanker: De rol van informatiecopingstijl en behandelmethode. Networking Day "Cancer in Elderly." Ede, The Netherlands.
6. **Nguyen, M. H.**, Bol, N., Smets, E. M. A., Loos, E. F., & Van Weert, J. C. M. (2017). Developing an evidence-based website for older cancer patients: A collaborative multi-method study. Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science. Tilburg, NL.
5. **Nguyen, M. H.**, Van Weert, J. C. M., Bol, N., Loos, E. F., & Smets, E. M. A. (2017).

Effects of an interactive mode tailoring tool on younger and older adults' website satisfaction. Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science. Tilburg, NL.

4. **Nguyen, M. H.** (2016). The effect of mode tailoring on younger and older adults' recall of online health information. International Communication Association. Fukuoka, Japan.
3. **Nguyen, M. H.** (2016). Mode tailoring online health information: Differences in older and younger adults' website use, attention and information recall. Kentucky Conference on Health Communication. Lexington, KY, USA. **\*Top Student Paper Award**
2. **Nguyen, M. H.,** Van Weert, J. C. M., Bol, N., Loos, E. F., & Smets, E. M A. (2016). Persuasive technologies: How to effectively tailor online information to older patients' preferences? Etmaal van de Communicatiewetenschap / 24 Hours of Communication Science. Amsterdam, NL.
1. **Nguyen, M. H.,** Van Weert, J. C. M., Bol, N., Loos, E. F., & Smets, E. M A. (2015). Mode tailoring effects on older adults' online health information recall: A study protocol. International Communication Association. San Juan, Puerto Rico.

### **HONORS & AWARDS**

- |      |  |
|------|--|
| 2024 | <b>Top Paper Award</b> , Mobile Communication, International Communication Association   |
| 2023 | <b>Top Paper Award</b> , Mobile Communication, International Communication Association   |
| 2021 | <b>Nomination Teaching Award</b> , IKMZ, University of Zurich<br><br>Co-author to recipient of a <b>Top Student Paper Award</b> , European Conference on Health Communication  |
| 2020 | <b>Top Paper Award</b> , Communication & Technology Division, International Communication Association<br><br><b>Top Finalist 2020 Abby Prestin Dissertation Award</b> , Health Communication Division, International Communication Association   |
| 2019 | <b>Top Finalist Public Health Dissertation Award</b> , NCVGZ, Dutch Conference for Public Health<br><br><b>Graduation with distinction 'cum laude'</b> , PhD in Communication Science, University of Amsterdam *Highest possible distinction in the Netherlands, only awarded to less than top 5%<br><br><b>Top Poster Award</b> , GeriOnNe, Symposium on Cancer in Elderly, The Netherlands |
| 2018 | <b>Top Student Paper Award</b> , Communication & Technology Division,  |

International Communication Association

**Honorable Poster Award**, Kentucky Conference on Health Communication (KCHC)

2016 **Top Student Paper Award**, Kentucky Conference on Health Communication (KCHC)

2014 **Graduation with distinction ‘cum laude’**, MSc in Communication Science, University of Amsterdam

## TEACHING

### BACHELOR COURSES (UNDERGRADUATE LEVEL)

- 2019-21 Digital Media & Health Communication (English), University of Zurich
- Mobile Media in Everyday Life (English), University of Zurich
- 2016-17 Research Practicum: Experiment (Dutch), University of Amsterdam
- 2015-17 Introduction Communication Science (Dutch, English), University of Amsterdam

### MASTER COURSES (GRADUATE LEVEL)

- 2023 Lecture on “Transparent Research Practices”, Research Methods Tailored to the Thesis, University of Amsterdam
- 2023 Health Communication, University of Amsterdam
- 2023 Persuasive Design in a Digital Era, University of Amsterdam
- 2022-23 Guest lecture on “Experience Sampling Methods”, Research Methods for Studying Internet Use, University of Zurich
- 2020 Social Media & Society: Content, Uses & Effects (English), University of Zurich
- 2015-18 Intensive Survey Analytics (English), University of Amsterdam
- 2017-18 Research Practice Seminar (English), University of Amsterdam

### MASTER THESIS SUPERVISION

- 2023 Second reader on the Thesis Quality Committee for MA theses
- 2023 Danaë Verstegen, University of Amsterdam
- Lisa Heijmans, University of Amsterdam
- Sieham Khries, University of Amsterdam
- Yixin Jiang, University of Amsterdam
- Yue Xu, University of Amsterdam
- 2020 Anisong Somchid, University of Zurich (co-supervisor)
- Jamie Brama, University of Zurich (co-supervisor)
- 2018 Isabella Ingelman-Sunberg, University of Amsterdam
- Kirsten van der Eijken, University of Amsterdam \*2019 *Amanda L. Kundrat Thesis of the Year Award, International Communication Association, Health Communication Division, Washington DC, USA*
- 2017 Lizzy Hissink, University of Amsterdam

## DOCTORAL DISSERTATION SUPERVISION / COMMITTEE

Current Goan Booij, University of Amsterdam  
2021 Gökçe Karaoglu, PhD, Communication Science, University of Zurich

## EXTERNAL DOCTORAL DISSERTATION COMMITTEES

2023 Suzanne Stone, EdD, Educational Sciences, Dublin City University  
2021 Melanie de Looper, PhD, Communication Science, University of Amsterdam

## OTHER SUPERVISION & MENTORING ACTIVITIES

2023-cur PhD Club Convener (8-12 doctoral students), ASCoR, University of Amsterdam  
2019-cur Mentor to 4 doctoral students, University of Zurich  
2016-18 Mentor to junior PhD students as part of the ASCoR peer-mentor program  
2015-17 18 Bachelor internships at professional organizations and research institutes, University of Amsterdam

## UNIVERSITY SERVICE

2020-21 IKMZ “Exchange” Task Force, University of Zurich. Tasks: Develop a strategy to promote informal and intellectual exchange within the department.  
2017-18 PersCom Newsletter editor, Persuasive Communication Program Group, University of Amsterdam

## PROFESSIONAL SERVICE

### JOURNALS

**Guest Editor** Mobile Media & Communication, Special Issue on “Digital Wellbeing in an Age of Ubiquitous Connectivity” (Spring 2022)

**Board Member** European Journal of Health Communication  
Journal of Quantitative Description: Digital Media

**Ad-Hoc Reviewer** Computers in Human Behavior  
Cyberpsychology, Behavior, and Social Networking  
European Journal of Health Communication  
European Journal of Ageing  
Health Communication  
Information, Communication & Society  
Journal of Communication  
Journal of Computer-Mediated Communication  
Journal of Health Communication  
Journal of Medical Internet Research  
Journal of Quantitative Description: Digital Media  
Mobile Media & Communication  
New Media & Society  
Studies in Communication Science

## The Information Society

### SCHOLARLY ORGANIZATIONS / CONFERENCES

2022-cur **Committee Member, Student and Early Career Advisory Committee (SECAC)**  
International Communication Association (ICA). Tasks: Advocate for the needs of student and early career members of the ICA; organize ICA Blue Sky Workshop; write blog entries for the ICA newsletter.

2017-22 **Internationalization Representative Health Communication Division**  
International Communication Association (ICA). Tasks: Organization of activities for international scholars during the ICA conference (e.g., Mentor-Mentee Program); Meet with representatives from other divisions to recommend and monitor policies regarding internationalization and inclusiveness (e.g., meeting the needs of non-U.S. members of ICA); Manage the ICA Health Communication Division website.

2021 **Chair, ICA Health Communication Junior Scholar Support Committee**  
Tasks: Advise on initiatives to support junior health communication scholars.

2020 **Chair, ICA Health Communication Travel Grants Committee**  
Tasks: Organize application and allocation process of travel funds for junior scholars to participate in the ICA conference.

2019 **ICA Health Communication Budget Committee**  
Tasks: Advise on budget allocations within the division.

**Reviewer** Etmaal van de Communicatiewetenschap  
European Communication Research and Education Association  
European Health Communication Conference (EHC)  
International Communication Association (ICA)  
Swiss Association of Communication and Media Research (SACM)

### ORGANIZATION OF EVENTS

2025 **Workshop on “Between Tenure Track and Alternative Academic Careers: Non-traditional Pathways for Students and Early Career Scholars”** as member of the Student and Early Career Advisory Committee (SECAC), International Communication Association, Toronto, Canada.

2024 **Workshop on “Global Perspectives on the Job Market in Communication”** as member of the Student and Early Career Advisory Committee (SECAC), International Communication Association, Gold Coast, Australia.

2023 **Workshop on “Building your Academic and Professional Networks as a Student or Early Career Scholar”** as member of the Student and Early Career Advisory Committee (SECAC), International Communication Association, Toronto, Canada.

2020 **Open Science Workshop**, IKMZ, University of Zurich

Co-organizer of a one-day workshop on Open Science in Communication Research

- 2019 **Symposium ‘Visual Health Communication’**, University of Amsterdam, The Netherlands.  
Main organizer and chair for a 1-day event by the Amsterdam Centre for Health Communication (ACHC) with > 100 participants from science and practice gathering to discuss the state-of-the-art research. URL: <http://bit.ly/2OAqtqy>

### **PROFESSIONAL MEMBERSHIPS**

Digital Society Initiative (DSI), University of Zurich  
European Association for Communication in Healthcare (EACH)  
European Communication Research and Education Association (ECREA)  
European Health Psychology Society (EHPS)  
International Communication Association (ICA)  
Patient-Provider Interaction Network (PPI)  
The Netherlands-Flanders Communication Association (NeFCA)  
Amsterdam Center for Health Communication (ACHC)  
Amsterdam Public Health Institute (APH)  
Association for Researchers in Psychology and Health (ARPH)  
Women in Big Data Switzerland

### **PRESS & MEDIA CONTRIBUTIONS**

7. European Commission (2024). Results in brief: The impact of disconnection on digital well-being. <https://cordis.europa.eu/project/id/891281>
6. Hargittai, E., & Nguyen, M. H. (2020). How Switzerland kept in touch during COVID-19. Swissinfo.com. URL: <https://bit.ly/3fvoX0Y>.
5. Interview for Dutch professional magazine ‘NVPO Psychosocial Oncology’ (December, 2019). ‘Gezondheidswebsite op maat voor betere informatievoorziening aan patiënten met kanker’. URL: <https://nvpo.nl>.
4. Interview for Dutch professional magazine ‘Medische Oncologie’ (July, 2019). ‘Inspelen op de informatiezoekende patient’. URL: <http://bit.ly/2YxlZ7S>.
3. News page of the University of Amsterdam: ‘Customising online health information to suit personal preferences. URL: <http://bit.ly/2yy8ZjI> and <http://bit.ly/2LVEnBr>.
2. **Nguyen, M. H.** (2016). What you choose is what you get: Tailoring information modality on the Web. Communicating Communication Blog. URL: <http://bit.ly/2YqqAJX>.
1. **Nguyen, M. H.** (2015). Can you please tell me what is going to happen? An online preparation tool for older cancer patients. Communicating Communication Blog. URL: <http://bit.ly/2OAJbyl>.

### **COURSES, SKILLS & OTHER QUALIFICATIONS**



2020 Diversity Workshop, IKMZ, University of Zurich  
2020 Lateral Leadership Skills, University of Zurich  
2019 Data Science with R Certificate, Utrecht University Summer School  
2017 Workshop in LaTeX, University of Amsterdam  
2016 English Teaching Certificate, University of Amsterdam  
2015 Academic English Writing, University of Amsterdam, The Netherlands  
2015 Communication in Healthcare Summer School, London UK  
2012-14 Statistics/methods courses: Multivariate Modelling, Structural Equation Modelling, Experimentation, Survey Analytics, Content Analysis

### **SOFTWARE SKILLS**

Data analysis – R, SPSS, Stata, AMOS, The Observer  
App/Website prototyping – AxureRP, InVision

### **LANGUAGE SKILLS**

Dutch Native  
English, Vietnamese – Advanced  
German – Intermediate