

CURRICULUM VITAE

Name: Sonny Ben Rosenthal
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EDUCATION

- Ph.D. Advertising, 2011
The University of Texas at Austin
Dissertation: *Personality and motivation in an augmented PRISM: Risk information seeking in the context of the indoor environment*
Chair: LeeAnn Kahlor
Committee: Richard Corsi, Matthew Eastin, Michael Mackert, Tiffany Whittaker
- M.A. Communication, 2006
Washington State University, Pullman, WA
Thesis: *The role of schema instantiation in transportation into narrative worlds*
Chair: Rick Busselle
Committee: David Robertson, Alexis Tan
- B.A. Communication, 2004; Drama, 2004 (double-degree, cum laude)
The University of Washington, Seattle, WA,

EMPLOYMENT & APPOINTMENTS

- Associate professor Wee Kim Wee School of Communication and Information
Nanyang Technological University
August 2023 – present
- Cluster director Behavioural Economics for Energy Conservation
Energy Research Institute @ NTU
January 2019 – present
- Assistant professor Wee Kim Wee School of Communication and Information
Nanyang Technological University
January 2014 – August 2023
- Postdoctoral fellow Wee Kim Wee School of Communication and Information
Nanyang Technological University
January 2012 – January 2014
- Graduate research assistant Department of Advertising & Public Relations
The University of Texas at Austin
January – May 2011
- NSF IGERT trainee Dept. of Civil, Architectural, & Environmental Engineering
The University of Texas at Austin
January 2008 – December 2010

Teaching assistant Department of Advertising & Public Relations
The University of Texas at Austin
August 2006 – December 2007

Teaching assistant School of Communication
Washington State University
September 2004 – June 2006

TEACHING

*Advanced Quantitative Analysis for
Communication & Information Research* Post-graduate (M.A. & Ph.D.; ~15 students)
Fall, 2022, 2023; Spring 2021, 2022

Promoting Sustainability Upper-level UG (~35 students)
Fall 2016, 2017, 2018, 2019, 2020, 2021,
2022, 2023; Spring 2021

*Sustainability: Society, Economy, and the
Environment* Lower-level UG (~40 students x 2 tutorials)
Fall 2022

Media Literacy & Society Lower-level UG (~100 students)
Spring 2022

Science in the Media Upper-level UG (~20 students)
Fall 2015, 2021; Spring 2019

Final Year Research Project Seminar Upper-level UG (~15 students)
AY2016/17, 2017/18, 2019/20

*Regional Strategic Communication
Management* Lower-level UG (~15 students)
Spring 2015, 2016, 2017, 2019, 2020

*International Strategic Communication
Management* Upper-level UG (12 students)
Fall 2017

Fundamentals of Research Lower-level UG (~200 students)
Spring 2015, 2016

Audience Psychology & Message Design Post-graduate (M.A.; 44 students)
Fall 2015

*Communication Strategies For Sustainability
& Social Change* Lower-level UG (~200 students)
Fall 2013, 2014; Spring 2014

Audience Research Methods Upper-level UG (24 students)
Fall 2012

Introduction To Advertising & Integrated Brand Promotion Lower-level UG (~40 students × 3 tutorials)
Fall 2006, 2007; Spring 2007

Public Speaking: Theory, Models, & Practice Lower-level UG (~20 students × 2 tutorials)
Fall 2004, 2005; Spring 2005, 2006

SUPERVISION AND EXAMINATION (GRADUATION YEAR INDICATED)

PhD	2019	Robert Bautista	co-supervised with Theng Yin Leng
	2020	Xu Yihan	co-supervised with Chris Cummings and Charles Salmon
	2021	Sapphire Lin	co-supervised with Rich Ling
	2021	Lim Kim Loong	thesis examiner
	2021	Ng Ai Sian	thesis advisory committee
	2022	Jeanette Orminski	thesis examiner
	2022	Edith Koh	thesis advisory committee
	2023	Xu Duan	thesis advisory committee
	2024	Valerie Yu Jingwen	co-supervised with Vivian Chen
	2025	Huang Mengxia	thesis advisory committee
	2025	Ai Pengya	main supervisor
	2026	Cheung Chin Ting	thesis advisory committee
M.A.	2018	Leung Yan Wah	main supervisor
	2019	Lam Yinfeng Jocelin	thesis examiner
	2023	Shiu Pui Kar Pedro	main supervisor
	2024	Yi Sue Hyon	QE examiner
FYP*	2021	Chee Zhi Hui, Phang Siong Hang, Daphne Tang, Justlyn Yeo	
	2021	Ling Jia Shin	
	2022	Goh Shu Ling, Jemima Huang, Lim Jia Hui, Lim Yi Hui	
	2022	Cheong Jia Yi, Carynn Chung, Loke Xin Yu, Audria Low	
	2023	Sam Kit Ying, Kezia Eio, Ang Xin Ling, Nicolette Foong	

* Each line is a separate project with up to four team members.

SELECTED AWARDS AND HONORS

2020, Falling Walls Digital Education Breakthrough of the Year (finalist)

2018, ICA Communication and Technology Division top faculty paper (1st place)

2015, ICA Mass Communication Division top faculty paper (1st place)

2013, AEJMC ComSHER Division top faculty paper (2nd place)

2012, AEJMC CT&M Division top faculty paper (1st place)

2009, NCA Doctoral Honors Seminar participant

2008, AEJMC Eason Prize for top student paper (1st place) in science communication

2003, Phi Beta Kappa initiate

1998, Idaho Chemistry Olympiad (1st place)

REFEREED JOURNAL ARTICLES

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1. Lin, S. H., Ling, R., & Rosenthal, S. (2023). Opening the black box of fitness tracking: understanding the mechanisms of feedback in motivating physical activity among older Singaporeans. *Behaviour & Information Technology*. <https://doi.org/10.1080/0144929X.2023.2184180>
- 

2. Zheng, H., Jiang, S., & Rosenthal, S. (2022). Linking online vaccine information seeking to vaccination intention in the context of the COVID-19 pandemic. *Science Communication*. <https://doi.org/10.1177/10755470221101067>
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3. Rosenthal, S. (2022). Information sources, perceived personal experience, and climate change beliefs. *Journal of Environmental Psychology*, 81, Article 101796. <https://doi.org/10.1016/j.jenvp.2022.101796>
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4. Tandoc, E.C., Rosenthal, S., Yeo, J., Ong, Z., Yang, T., Malik, S., Ou M., Zhou, Y., Zheng, J., Mohammad, H. A. b., Tan, J., Lau, Z. X., & Lim, J. Y. (2022). Moving forward against misinformation or stepping back? WhatsApp's forwarded tag as an electronically relayed information cue. *International Journal of Communication*, 16(2022), 1851 – 1868. <https://ijoc.org/index.php/ijoc/article/view/18138/3740>
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5. Rosenthal, S. & Ratan, R. A. (2022). Balancing learning and enjoyment in serious games: Kerbal Space Program and the communication mediation model. *Computers & Education*, Article 104480. <https://doi.org/10.1016/j.compedu.2022.104480>
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6. Rosenthal, S. & Yu. M. (2022). Anticipated guilt and anti-littering civic engagement in an extended norm activation model. *Journal of Environmental Psychology*, 80, Article 101757. <https://doi.org/10.1016/j.jenvp.2022.101757>
- 

7. Rosenthal, S. & Cummings, C. L. (2021). Influence of rapid COVID-19 vaccine development on vaccine hesitancy. *Vaccine*, 39(52), 7625-7632. <https://doi.org/10.1016/j.vaccine.2021.11.014>

8.  Lim, N., Sim, M., Lim, Z-Y., Oh, K. R., & **Rosenthal, S.** (2021). Making e-learning more satisfying: The effects of online-learning self-efficacy, social presence, and content structure on learning satisfaction. *Technology, Pedagogy and Education*, 30(4), 543-556. <https://doi.org/10.1080/1475939X.2021.1934102>

9.  Linder, N., **Rosenthal, S.**, Sörqvist, P., & Barthel, S. (2021). Internal and external factors' influence on recycling: Insights from a laboratory experiment with observed behavior. *Frontiers in Psychology*, 12, Article 699410. <https://doi.org/10.3389/fpsyg.2021.699410>

10.  Ratan, R., Earle, K., **Rosenthal, S.**, Chen, V. H. H., Gambino, A., Goggin, G., Stevens, H., Li, B., & Lee, K. M. (2021). The (digital) medium of mobility is the message: Examining the influence of e-scooter mobile app perceptions on e-scooter use intent. *Computers in Human Behavior Reports*, 3, Article 100076. <https://doi.org/10.1016/j.chbr.2021.100076>


11.  **Rosenthal, S.** & Linder, N. (2021). Effects of convenience and procedural prompts to increase the use of recycling bins and reduce the contamination of recyclables. *Resources, Conservation & Recycling*, 168, Article 105430. <https://doi.org/10.1016/j.resconrec.2021.105430>






12.  Cummings, C. L., **Rosenthal, S.**, & Kong, W. Y. (2021). Secondary risk theory: Validation of a novel model of protection motivation. *Risk Analysis*, 41(1), 204-220. <https://doi.org/10.1111/risa.13573>

13.  **Rosenthal, S.** (2020) Media literacy, scientific literacy, and science videos on the internet. *Frontiers in Communication*, 5, Article 581585. <https://doi.org/10.3389/fcomm.2020.581585>

14.  **Rosenthal, S.**, & Leung, Y. W. (2020). When doing more requires knowing more: Explaining the intention to seek procedural information about recycling. *Society & Natural Resources*, 33(8), 1006-1023. <https://doi.org/10.1080/08941920.2019.1709236>

15.  Tang, N., Chu, J., Leong, K., **Rosenthal, S.** (2020). To thine communication partner be true: The effect of presentation consistency on perceived authenticity and liking after making a first impression online. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 14(3), Article 1. <https://doi.org/10.5817/CP2020-3-1>

16.  **Rosenthal S. & Ho, K. L. (2020).** Minding other people's business: Community attachment and anticipated negative emotion in an extended norm activation model. *Journal of Environmental Psychology*, 69, Article 101439. <https://doi.org/10.1016/j.jenvp.2020.101439>
17.  **Rosenthal, S., Tan, J. Y. C., & Poh, T. F. (2020).** Reputation cues as signals in the sharing economy. *Social Sciences*, 9(4), 49. <https://doi.org/10.3390/socsci9040049>
18. **Rosenthal, S. & Walker, Z. (2020).** Experiencing live composite video lectures: Comparisons with traditional lectures and common video lecture methods. *International Journal for the Scholarship of Teaching and Learning*, 14(1), Article 8. <https://doi.org/10.20429/ijstol.2020.140108>
19.  **Rosenthal, S., Wasenden, O.-C., Gronnevet, G.-A., & Ling, R. (2020).** A tripartite model of trust in Facebook: Acceptance of information personalization, privacy concern, and privacy literacy. *Media Psychology*, 23(6), 840-864. <https://doi.org/10.1080/15213269.2019.1648218>
20.  **Rosenthal, S. & Dahlstrom, M. F. (2019).** Perceived influence of proenvironmental testimonials. *Environmental Communication*, 13(2), 222-238. <https://doi.org/10.1080/17524032.2017.1287112>
21.  **Leung, Y. W. & Rosenthal, S. (2019).** Explicating perceived sustainability-related climate: A situational motivator of pro-environmental behavior. *Sustainability*, 11(1), Article 231. <https://doi.org/10.3390/su11010231>
22.  **Bautista, J. R., Rosenthal, S., Lin, TT, and Theng, YL. (2018).** Psychometric evaluation of the Smartphone for Clinical Work Scale to measure nurses' use of smartphones for work purposes. *Journal of the American Medical Informatics Association*, 25(8) 1018-1025. <https://doi.org/10.1093/jamia/ocy044>
23.  **Bautista, J. R., Rosenthal, S., Lin, TT, and Theng, YL. (2018).** Predictors and outcomes of nurses' use of smartphones for work purposes. *Computers in Human Behavior*, 84, 360-374. <https://doi.org/10.1016/j.chb.2018.03.008>
24.  **Cummings, C. & Rosenthal, S. (2018).** Climate change and technology: Examining opinion formation of geoengineering. *Environ. Systems & Decisions*, 38(2), 208-215. <https://doi.org/10.1007/s10669-018-9683-8>

25.  Dahlstrom, M. F. & **Rosenthal, S.** (2018). Third-person perceptions of science narratives: The case of climate change denial. *Science Communication*, 40(3), 340-365. <https://doi.org/10.1177/1075547018766556>
26.  **Rosenthal, S.** (2018a). Audience prototypes and asymmetric efficacy beliefs. *Journal of Media Psychology*, 30(4), 173-183. <https://doi.org/10.1027/1864-1105/a000193>
27.  **Rosenthal, S.**, Detenber, B.H., & Rojas, H. (2018). Efficacy beliefs in third-person effects. *Communication Research*, 45(4), 554-576. <https://doi.org/10.1177/0093650215570657>
28.  Detenber, B.H. & **Rosenthal, S.** (2018). Public support for censorship in a highly regulated media environment: The influence of self-construal and third-person perception over time. *International Journal of Public Opinion Research*, 30(1), 1–23. <https://doi.org/10.1093/ijpor/edw029>
29.  **Rosenthal, S.** (2018b). Procedural information and behavioral control: Longitudinal analysis of the intention-behavior gap in the context of recycling. *Recycling*, 3, Article 5. <https://doi.org/10.3390/recycling3010005>
30.  **Rosenthal, S.** (2018c). Motivations to seek science videos on YouTube: Free-choice learning in a connected society. *International Journal of Science Education, Part B: Communication and Public Engagement*, 8(1), 22–39. <https://doi.org/10.1080/21548455.2017.1371357>
31.  Detenber, B.H., **Rosenthal, S.**, Liao, Y., & Ho, S. S. (2016). Audience segmentation in preparation for campaign design: Addressing climate change in Singapore. *International Journal of Communication*, 10(2016), 4736–4758. <https://ijoc.org/index.php/ijoc/article/view/4696>
32.  Abi Ghannam, N., Kahlor, L., Dudo, A., J., Hengsen, G., Liang, M.C., **Rosenthal, S.**, & Banner, J. (2015). Expectancies and motivations to attend an informal science lecture series. *Intl. J. of Sci. Ed. Part B*, 6(3), 215–238. <https://doi.org/10.1080/21548455.2015.1039468>
33.  Ho, S.S., Liao, Y., & **Rosenthal, S.** (2015). Applying the theory of planned behavior and media dependency theory: Predictors of public proenvironmental behavioral intention in Singapore. *Environmental Comm.*, 9(1), 77–99. <https://doi.org/10.1080/17524032.2014.932819>

34.  Detenber, B.H. & **Rosenthal, S.** (2014). Changing views on media ethics and societal functions among students in Singapore. *Journal of Media Ethics: Exploring Questions of Media Morality*, 29(2), 108–125. <https://doi.org/10.1080/08900523.2014.893776>
35.  Ho, S.S., Detenber, B.H., **Rosenthal, S.**, & Lee, E.W.J. (2014). Seeking information about climate change: Effects of media use in an extended PRISM. *Science Communication*, 36(3), 270–295. <https://doi.org/10.1177/1075547013520238>
36.  Atkinson, L. & **Rosenthal, S.** (2014). Signaling the green sell: The influence of eco-label source, argument specificity, and product involvement on consumer trust. *Journal of Advertising*, 43(1), 33–45. <https://doi.org/10.1080/00913367.2013.834803>
37.  **Rosenthal, S.** (2013). Measuring differentials in communication research: Issues with multicollinearity in three methods. *Communication Methods & Measures*, 7(2), 105–125. <https://doi.org/10.1080/19312458.2013.789837>
38.  **Rosenthal, S.** (2011). Measuring knowledge of indoor environmental hazards. *Journal of Environmental Psychology*, 31(2), 137–146. <https://doi.org/10.1016/j.jenvp.2010.08.003>
39.  Kahlor, L. & **Rosenthal, S.** (2009). If we seek, do we learn? Predicting knowledge of global warming. *Science Communication*, 30(3), 380–414. <https://doi.org/10.1177/1075547008328798>

NON-REFEREED JOURNAL ARTICLE

1. **Rosenthal, S.** (2010). Radon-resistant new construction. *Journal of Environmental Health*, 72(10), 50. <https://www.jstor.org/stable/26329059>

BOOKS

1. Takahashi, B. & **Rosenthal, S.** (2018). *Environmental communication among minority populations* (edited volume). Routledge. <https://doi.org/10.4324/9781351127080>

CONTRIBUTIONS TO EDITED VOLUMES

1. Cummings, C., Gopi, S., & **Rosenthal, S.** (2021). Vaccine hesitancy and secondary risks. In D. Berube (Ed.), *Pandemic communication and resilience* (pp. 89-105). Springer. https://doi.org/10.1007/978-3-030-77344-1_6

2. Detenber, B. H. & **Rosenthal, S.** (2020). Climate change audience segmentation: An international review. In D. C. Holmes & L. M. Richardson (Eds.) *Edward Elgar research handbook on communicating climate change* (pp. 214–229). Edward Elgar.
<https://doi.org/10.4337/9781789900408.00033>
3. **Rosenthal, S.** (2017a). Data imputation. In J. Matthes (Ed.) *International encyclopedia of communication research methods*. Wiley-Blackwell. doi:
<https://doi.org/10.1002/9781118901731.iecrm0058>
4. **Rosenthal, S.** (2017b). Regression analysis, linear. In J. Matthes (Ed.) *International encyclopedia of communication research methods*. Wiley-Blackwell. doi:
<https://doi.org/10.1002/9781118901731.iecrm0208>
5. **Rosenthal, S.** (2017c). Structural equation modeling. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 1683–1687). SAGE.
<https://doi.org/10.4135/9781483381411.n594>
6. **Rosenthal, S.** & Detenber, B. H. (2014). Cultural orientation and the spiral of silence. In W. Donsbach, C. T. Salmon, & Y. Tsafati (Eds.), *The spiral of silence: New perspectives on communication and public opinion* (pp. 187–200). Routledge.
<https://doi.org/10.4324/9780203125007>

CONFERENCE PAPERS

1. Ho, S. S., Ho, V. S., Chuah, A. S. F., **Rosenthal, S.**, Kim, H. K. (2023). *Feeling and acting: A content analysis of government communication strategies during COVID-19 and dengue outbreak*. Paper to be presented at the annual meeting of the International Association for Media and Communication Research, Lyon, June 26 to July 5. Paper to be presented at the annual meeting of the International Communication Association, Toronto, May 25-29.
2. **Rosenthal, S.**, Cummings, C. L., Ho, S. S., & Kahlor, L.A. (2023). *Planned seeking of secondary risk information about climate change mitigation*.
3. Han, Z., Jiang, S. & **Rosenthal, S.** (2022). *Understanding the effects of online vaccine information seeking on COVID-19 vaccination intention*. Paper presented at the annual meeting of the International Communication Association, Paris, May 26-30.
4. **Rosenthal, S.** & Ai, P. (2022). *Use and trust of government information sources and public opinion about climate change in a technocratic society*. Paper presented at the annual conference of the American Association for Public Opinion Research, Chicago, May 11-14.
5. **Rosenthal, S.** (2021). *Information sources, perceived personal experience, and climate change beliefs*. Paper presented at the annual conference of the Asian Media Information and Communication Centre (virtual conference), November 20 & 27 and December 4.

6. Sutandar, D., Yu, M., & **Rosenthal, S.** (2021). *Does message framing last? A field experiment on reducing litter*. Paper presented at the Asian Conference on Media, Communication, & Film (virtual conference), Kyoto Japan, November 9-12.
7. Ratan, R., Earle, K., **Rosenthal, S.**, Chen, V., Gambino, A., Goggin, G., Stevens, H., Li B., & Lee K.M. (2021). *The (digital) medium of mobility is the message: Comparing perceptions of e-scooter mobile apps and e-scooters themselves*. Paper presented at the annual meeting of the International Communication Association (virtual conference), May 27-31.
8. Huang, J., Ratan, R., **Rosenthal, S.**, & Li, B. (2021). *Agent control and attitude change: The role of self-presence and working self-concept in the proteus effect*. Paper presented at the annual meeting of the International Communication Association (virtual conference), May 27-31.
9. **Rosenthal, S.** & Ho, K. L. (2020). *Extending the norm activation model to explain other-managing behaviors to reduce littering in the community*. Paper presented at the Conference of the International Association of People-Environment Studies, Quebec City, Canada, June 21-26.
10. Yu, S. C., Tay, B. Chen, R., Ng S. L., **Rosenthal, S.**, Yu R. (2020) *Reducing litter through social norms framing and social comparison*. Paper presented at the Conference of the International Association of People-Environment Studies, Quebec City, Canada, June 21-26.
11. Duan, X. & **Rosenthal, S.** (2020). *Silently connected: Examining users' motivations to watch study-with-me vlogs*. Paper presented at the annual meeting of the International Communication Association, Gold Coast, Australia, May 21-25.
12. Leung, Y. W. & **Rosenthal, S.** (2019). *Explicating and operationalizing perceived sustainability-related climate*. Paper presented at the annual meeting of the International Communication Association, Washington, May 24-28.
13. Lim, N., Sim, M., Lim, Z-Y., Oh, K. R., & **Rosenthal, S.** (2019). *Teaching hard facts requires a soft approach: the effects of online-learning self-efficacy, social presence, and content structure on learning satisfaction*. Paper presented at the annual meeting of the International Communication Association, Washington, May 24-28.
14. **Rosenthal, S.**, Wasenden, O.-C., Gronnevet, G.-A., Ling, R., & Nag, W. (2019). *Why do people trust Facebook? Effects of privacy concerns and the moderating role of privacy literacy*. Paper presented at the annual meeting of the International Communication Association, Washington, May 24-28.
15. Tang, N., Chu, J., Leong, K., **Rosenthal, S.** (2019). *To thine communication partner be true: The effect of verbal-nonverbal consistency on perceived authenticity and liking in CMC in a first impression or extended interaction*. Paper presented at the annual meeting of the International Communication Association, Washington, May 24-28.

16. **Rosenthal, S.**, Detenber, B. H., & Orminski, J. (2018). *Framing effects on audience segments: Confidence, worry, and information sufficiency in the context of climate change*. Paper presented at the annual meeting of the International Association for Media and Communication Researchers, Eugene, June 20-24.
17. Bautista, J. R., **Rosenthal, S.**, Lin, TT, and Theng, YL. (2018). *Mobile Phones for Clinical Work Scale–Nurses (MPCWS-N): Development and psychometric evaluation*. Paper presented at the annual meeting of the International Communication Association, Prague, May 24-28.
18. Bautista, J. R., **Rosenthal, S.**, Lin, TT, and Theng, YL. (2018). *Predictors and outcomes of nurses' use of personal mobile phones for work purposes*. Paper presented at the annual meeting of the International Communication Association, Prague, May 24-28.
19. Tan, F., Marten, T., **Rosenthal, S.**, Chen, R. & Chia, C. (2018) *Emphasizing convenience and security to promote the adoption of mobile payment*. Paper presented at the annual meeting of the International Communication Association, Prague, May 24-28.
20. Detenber, B. H. & **Rosenthal, S.** (2017). *Public attitudes and motivations related to climate change: A refined segmentation analysis in Singapore*. Paper presented at the annual meeting of the World Association for Public Opinion Research, Lisbon, July 14-17.
21. Cummings, C. & **Rosenthal, S.** (2017). *Climate change and technology: Examining opinion formation and risk perceptions of geoengineering*. Paper presented at the annual meeting of the International Communication Association, San Diego, May 25-29.
22. Tandoc, E. & **Rosenthal, S.** (2017). *What journalists think audiences want: Social media, web analytics and journalists' perception of audience preferences*. Paper presented at the annual meeting of the International Communication Association, San Diego, May 25-29.
23. Cummings, C. & **Rosenthal, S.** (2016). *Geoengineering: Survey path analysis examining opinion formation, acceptance, and support for funding*. Paper presented at the World Association for Public Opinion Research regional conference, Moscow, Russia, September 15-17.
24. Dahlstrom, M. F. & **Rosenthal, S.** (2016). *The influence of narrative messages on third-person perception*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, August 4-7.
25. **Rosenthal, S.** & Leung, Y. (2016). *Recycling intention promotes attitudinal and procedural information seeking*. Poster presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, August 4-7.
26. **Rosenthal, S.** (2016). *Perceived audiences, efficacy beliefs, and third-person perceptions*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, June 9-13.

27. **Rosenthal, S.** & Dahlstrom, M. F. (2016). *First-person perception of environmental exemplars*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, June 9-13.
28. **Rosenthal, S.** (2015). *Economic circularization in urban Southeast Asia: The influence of convenience and social norms on recycling behavior*. Paper presented at the Southeast Asian Studies in Asia Conference, Kyoto, December 12-13.
29. Detenber, B.H., **Rosenthal, S.**, Liao, Y., & Ho, S.S. (2015). *Audience segmentation in preparation for campaign design: Addressing climate change in Singapore*. Paper presented at the annual meeting of the International Communication Association (post-conference), San Juan, May 27.
30. Detenber, B.H. & **Rosenthal, S.** (2015). *The third-person effect over time: Support for censorship in a highly regulated media environment*. Paper presented at the annual meeting of the International Communication Association, San Juan, May 21-26.
31. **Rosenthal, S.**, Dahlstrom, M.F., and Zhu, X. (2015). *The influence of narrative on third-person perception*. Paper presented at the annual meeting of the International Communication Association, San Juan, May 21-26.
32. **Rosenthal, S.**, Ho, S.S., & Detenber, B. H. (2014). *The ethics of leveraging normative expectations among stakeholder groups*. Paper presented at the Fourth Iowa State University Summer Symposium on Science Communication, Ames, IA, June 5-7.
33. **Rosenthal, S.** & Dahlstrom, M.F. (2014). *Narrative processing and person effects*. Paper presented at the annual meeting of the International Communication Association, Seattle, June 26-30.
34. Ho, S. S., Liao, Y., & **Rosenthal, S.** (2013). *Expanding the theory of planned behavior: The effects of media dependency and communication on proenvironmental behavioral intentions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C., August 8-11.
35. Detenber, B. H. & **Rosenthal, S.** (2013). *Changing views on media ethics and the societal role of media among students in Singapore*. Paper presented at the Third World Journalism Education Congress, Mechelen, Belgium, July 3-5.
36. **Rosenthal, S.** & Björnsdotter, M. (2013). *Epidemiology of Bieber Fever: GLEaMviz simulation of viral video diffusion*. Paper presented at the annual meeting of the International Communication Association, London, June 17-21.
37. Atkinson, L. & **Rosenthal, S.** (2013). *Signaling environmental product benefits: The interactive influence of eco-label source and argument quality on consumer trust*. Paper presented at the annual meeting of the International Communication Association, London, June 17-21.

38. **Rosenthal, S.**, Lee, E. W. J., Ho, S. S. & Detenber, B. H. (2013). *Perceptions of climate change in Singapore and the United States*. Paper presented at the Conference on Communication and the Environment, Uppsala, Sweden, June 6-10.
39. **Rosenthal, S.**, Ho, S. S. & Detenber, B. H. (2013). *Singapore public opinion of nuclear power after Fukushima*. Paper presented at the Conference on Communication and the Environment, Uppsala, Sweden, June 6-10.
40. Abi Ghannam, N., Kahlor, L., Banner, Dudo, A., J., Hengsen, G., Liang., M.C., & **Rosenthal, S.** (2013). *Exploring a teacher partnership with a university science lecture series*. Paper presented at the AAAS International Teacher-Scientist Partnership Conference, Boston, February 13-14.
41. Atkinson, L. & **Rosenthal, S.** (2012). *If they can't help me, can I help myself? Institutional trust and self-efficacy in eco-label use*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9–12.
42. **Rosenthal, S.** (2012). *Information-seeking self-identity: Scale development and validation*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9–12.
43. **Rosenthal, S.** (2012). *A comparison of three approaches to computing information insufficiency: Challenges and opportunities*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9–12.
44. Ho, S. S., Detenber, B. H., **Rosenthal, S.**, & Lee, E. W. J. (2012). *Seeking information about climate change: Attention to news media, objective knowledge, and other antecedents in an augmented PRISM*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9–12.
45. Liao, Y., **Rosenthal, S.**, & Ho, S. S. (2012). *Using the theory of planned behavior to explain green-buying, recycling, and civic engagement behavioral intentions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9–12.
46. Björnsdotter, M., Sona, D., **Rosenthal, S.**, & Dauwels, J. (2012) *Clustered subsampling for clinically informed diagnostic brain mapping*. Paper presented at Information Fusion, Singapore, July 9-12.
47. **Rosenthal, S.** & Detenber, B. H. (2012). *Homosexuality in Singapore: Public opinion, perceptions, and personal contact*. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ, May 24–28.
48. **Rosenthal, S.** (2011). *Self-identity and past behavior in risk information seeking intention: An augmented PRISM*. Poster presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO, August 10–13.

49. **Rosenthal, S.** (2011). *Building a scale to measure indoor environmental knowledge*. Poster presented at Indoor Air 2011, Austin, TX, June 5–10.
50. **Rosenthal, S.** (2011). *Past and future risk information seeking: The case of radon and poor IAQ*. Paper presented at Indoor Air 2011, Austin, TX, June 5–10.
51. Atkinson, L. & **Rosenthal, S.** (2011). Consumer trust in eco-label advertising: The role of label source and argument quality. Paper presented at the Society for Consumer Psychology Conference on Advertising and Consumer Psychology, Eugene, OR, May 6–7.
52. Earnest, C. M., **Rosenthal, S.**, & Corsi, R. (2009). *Soap bubbles in personal bubbles: Modeling proximal exposure to cleaning chemicals*. Paper presented at the Healthy Buildings Conference, Syracuse, NY, September 13–17.
53. **Rosenthal, S.** (2009). *Perception of indoor environmental risk*. Paper presented at the Healthy Buildings Conference, Syracuse, NY, September 13–17.
54. **Rosenthal, S.** (2009). *Engaged scientific scholarship: Between top-down and bottom-up learning in socially dynamic contexts*. Paper presented at the NCA Doctoral Honors Seminar, Morgantown, WV, June 1–5.
55. **Rosenthal, S.** (2008). *Matching news frames with audience values: Moderating affect related to issues of climate change*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, September 6–9.
56. Eastin, M.S., Daugherty, T., Marmor-Lavie, G., & **Rosenthal, S.** (2008). *Consumer control and the psychology of DVR use*. Paper presented at the 2008 American Marketing Association Winter Educators' Conference, Austin, TX, February 15–18.

GRANTS (\$7.07 MILLION SGD; \$4,375 USD)

Project PI	S\$45,900,000 – MOE AcRF Tier 3c, 2023-2030. The project, “Climate Transformation Hub of Singapore” is a multidisciplinary project that aims to understand how climate is changing, identify the best ways to contribute to mitigation, and better predict the risks it poses to people and planet.
Co-PI	S\$19,714 – NIE ERFP, 2023-2024. The project, “Augmented Classroom: AI for automatic detection of regular patterns of teaching behaviours in the classroom (ACAI),” will develop an algorithm to analyze video recordings of classroom teaching and identify patterns of teaching behaviors that can be correlated with teaching outcomes.
PI	S\$99,120 – MOE AcRF Tier 1, 2022-2024. The project, “Narratives, perceived experience, and false memories of climate change,” examines the role of media and narratives in shaping people’s beliefs about climate change.

- Co-PI S\$4,999,995 – NRF, 2022-2025. The project, “Shaping public adaptive capacity for environmental infectious diseases” is an international collaboration studying public responses to infectious diseases, such as dengue. My work package received a sub-award of S\$1,000,000 of the total grant to conduct content analyses, public opinion surveys, and social-psychological experiments.
- PI S\$10,000 – TechSmith, Inc., 2021-2023. The project, “Video composite lectures, guided gaze, and content depth position” extends prior work on the live composite video lecture technique.
- PI S\$74,738 – MOE AcRF Tier 1, 2021-2024. The project, “Planned seeking of secondary risk information about climate change mitigation” integrates the planned risk information seeking model and secondary risk theory.
- PI S\$12,600 – NTU EdeX grant, 2020-2022. The project, “Attentional and learning effects of live composite video lectures,” extends the previous EdeX grant.
- Co-PI S\$597,600 – NRF BSEWWT grant, 2018-2020. The project, “Towards a deep reinforcement learning approach to instill energy-saving behavioral changes for non-residential building occupants in the tropical region” used smart tracking devices and machine learning to automatically adjust air temperature and humidity levels to maximize building occupant comfort and energy efficiency. My work package received a sub-award of S\$138,000 to conduct public opinion surveys and gather social-psychological data for the main study.
- PI* S\$775,056 – NRF BSEWWT grant, 2017-2021. The project, “Reducing litter through group competition,” will develop a novel anti-litter campaign that involves a competition and communication about the competition.
- PI* S\$344,604 – NRF BSEWWT grant, 2017-2020. The project, “Generating consumer buy-in for sustainable solutions in energy and water,” studied different methods for encouraging water and energy savings in residential and hotel environments.
- PI S\$9,000 – NTU SEO grant, 2017-2018. The project, “Sustainability case challenge: Chewing on rationality” involved the implementation of communication campaigns to promote food waste reduction on campus.
- PI S\$10,056 – NTU EdeX grant, 2017-2018. The project, “Development and evaluation of easy-to-make live composite video lectures,” involves an experimental test of a new method of recording video lectures.
- Co-PI S\$19,240 – Earth Observatory of Singapore research grant, 2016-2017. The project, “Climate change communication,” involved a national segmentation analysis of the Singapore public on the issue of climate change.

- PI S\$35,000 – College of Humanities, Arts, and Social Sciences start-up grant, 2014-2017. The project, “Infrastructure provision, messaging, and social influence to motivate recycling in Singapore,” involved a national longitudinal panel survey and field experiment about residential recycling.
- Co-PI S\$50,000 – WKWSCI research cluster grant, 2013-2015. The project, “Environmental sustainability among multiple stakeholders: Communication as the basis of social capital, collective action and policy support,” involved two national surveys about communication and sustainability.
- PI/Co-PI WKWSCI 5K grants have supported research on censorship of sexual content in films (S\$5,000; 2012); public opinion of climate change and nuclear power (S\$5,000; 2012); effects of narrative risk communication (S\$3,186; 2013); cross-cultural indicators of climate change opinion (S\$5,000; 2013) and media literacy in third-person perception (S\$4,605; 2014).
- PI US\$4,375 – U.S. National Science Foundation dissertation improvement grant, 2010-2011. This competitive grant from the National Science Foundation supported a national survey in the U.S., which formed the basis of my doctoral dissertation and three conference papers. This project examined communication and public understanding of indoor environmental risk.

*I took over as PI mid-way through the project.

ACADEMIC SERVICE: JOURNAL EDITORIAL BOARDS

Journal:	<i>Environmental Communication</i>	2021 IF: 2.7
	<i>Science Communication</i>	2021 IF: 9.0

ACADEMIC SERVICE: REVIEWER

Journal:	<i>Agriculture & Human Values</i>	06/2015
	<i>Applied Environ. Education & Communication</i>	02/2022
	<i>Asian Journal of Communication</i>	09/2023, 12/2019, 11/2019, 02/2016
	<i>Canadian Journal of Behavioural Science</i>	05/2020
	<i>Chinese Journal of Communication</i>	01/2020, 11/2019
	<i>Climate Policy</i>	04/2015
	<i>Communication Methods & Measures</i>	05/2017, 07/2015, 08/2013
	<i>Communication & Public</i>	09/2017
	<i>Communication Reports</i>	01/2022
	<i>Communication Research</i>	09/2019, 12/2016
	<i>Communication Theory</i>	07/2021, 07/2020
	<i>Computers & Education</i>	03/2022, 08/2021
	<i>Computers in Human Behavior</i>	12/2019

<i>Current Psychology</i>	09/2020, 07/2019
<i>Environmental Communication</i>	06/2023, 05/2023, 12/2022, 11/2022, 08/2022, 06/2022, 12/2021, 09/2021, 08/2021, 06/2021, 12/2020, 11/2020, 09/2020, 09/2020, 07/2020, 07/2019, 05/2019, 02/2019, 6/2018, 08/2017, 09/2016
<i>Environment, Development & Sustainability</i>	05/2021
<i>Environmental Politics</i>	04/2018
<i>Frontiers in Communication</i>	09/2020
<i>Frontiers in Public Health</i>	01/2022
<i>Global Business & Organizational Excellence</i>	12/2021
<i>Global Ecology & Conservation</i>	11/2020
<i>Health Communication</i>	08/2023, 04/2018
<i>Human Communication Research</i>	01/2017
<i>Humanities and Social Sciences Communications</i>	05/2022
<i>Indoor Air</i>	01/2018
<i>Information, Communication and Society</i>	01/2020
<i>Information Technology & Politics</i>	12/2021
<i>Intl. Journal of Communication</i>	05/2022, 04/2020, 12/2017
<i>Intl. Journal of Consumer Studies</i>	09/2021
<i>Intl. Journal of Environ. Res. & Public Health</i>	09/2021, 12/2020, 12/2019
<i>Intl. Journal of Geoheritage and Parks</i>	07/2022
<i>Intl. Journal of Human-Computer Interaction</i>	11/2021
<i>Intl. Journal of Public Opinion Research</i>	10/2018, 12/2015, 03/2014
<i>Intl. Journal of Science Education Part B</i>	03/2023, 09/2021, 03/2021, 01/2021
<i>Journal of Broadcasting and Electronic Media</i>	11/2021, 04/2018
<i>Journal of Business Research</i>	06/2019
<i>Journal of Communication</i>	10/2022, 09/2020, 10/2019, 07/2019, 01/2018, 08/2015
<i>Journal of Contingencies and Crisis Management</i>	12/2016
<i>Journal of Environmental Psychology</i>	10/2022, 07/2021, 06/2016
<i>Journal of Health Communication</i>	07/2023
<i>Journal of Interactive Advertising</i>	08/2017
<i>Journal of Nonprofit & Public Sector Marketing</i>	04/2023
<i>Journalism & Mass Communication Quarterly</i>	07/2021, 11/2020, 07/2016
<i>Mass Communication & Society</i>	09/2022, 07/2021, 01/2020, 01/2018, 01/2017
<i>Media and Communication</i>	10/2022, 10/2019
<i>Media Psychology</i>	04/2021, 09/2016, 12/2015
<i>MIT Science Policy Review</i>	06/2023
<i>Mobile Media & Communication</i>	09/2018

<i>PLOS One</i>	10/2020
<i>Public Understanding of Science</i>	03/2023
<i>Resources, Conservation & Recycling</i>	10/2021, 07/2020
<i>Resources, Conservation & Recycling Advances</i>	09/2022
<i>Risk Analysis</i>	08/2023, 03/2023, 01/2023, 08/2022, 09/2021, 01/2014
<i>SAGE Open</i>	11/2020, 07/2020
<i>Science Communication</i>	07/2023, 05/2023, 01/2023, 10/2022, 07/2022, 10/2021, 05/2021, 01/2021, 09/2020, 08/2020, 06/2019, 11/2016, 06/2016, 08/2015, 02/2014, 02/2013
<i>Science, Technology, & Human Values</i>	02/2021
<i>Scientific Reports</i>	04/2022
<i>Social Influence</i>	10/2021
<i>Social Media + Society</i>	12/2020
<i>Society & Natural Resources</i>	11/2016, 07/2016
<i>Sustainability</i>	12/2022, 08/2022, 06/2021, 05/2021, 03/2021, 12/2020, 07/2019, 05/2019, 03/2019, 12/2018, 10/2018, 08/2018, 08/2018, 07/2018, 04/2018, 03/2018, 12/2017, 08/2017
<i>Sustainable Cities & Society</i>	11/2020
<i>Sustainable Development</i>	7/2022
<i>Telematics & Informatics</i>	10/2018
<i>Vaccine</i>	06/2023, 02/2023, 08/2022, 02/2022

Article ed.: *SAGE Open* 08/2020, 07/2019

Edited vol.: *Oxford Encyc. of Climate Change Communication* 12/2016

Note. The dates above indicate reviews of initial submissions and do not include resubmissions.

Conference: International Communication Association (Mass Communication Division);
Association for Education in Journalism & Mass Communication (ComSHER
Division; Communication Theory & Methods Division)

Grants: U.S. National Science Foundation 09/2022, 02/2019

ACADEMIC SERVICE: ADMINISTRATIVE

Member; Nanyang Technological University Institutional Review Board; September 2016 – present (university level)

Member; Curriculum Review Committee, Intro to Sustainability: Multidisciplinary Approaches and Solutions (1-credit online module for all undergraduate students); January 2016 – December 2016 (university level)

Fellow, University Scholars Programme; August 2015 – present (college level)

Societal Impact Fellow, NTU Institute of Science and Technology for Humanity; April 2019 – present (college level)

Deputy Director (science), SEHCR (Science, Environmental, and Health Communication Research) Lab, Wee Kim Wee School of Communication and Information, Nanyang Technological University; January 2021 – present (school level)

Chair, School-Level Ethics Review Committee (school level), Wee Kim Wee School of Communication and Information, Nanyang Technological University; August 2021 – present (school level)

Member, Research Committee, Wee Kim Wee School of Communication and Information, Nanyang Technological University; August 2015 – July 2018, August 2021 – present (school level)

ENGAGEMENT AND INVITED TALKS

1. Keynote speaker, Youth Ecosperity Dialogue 2023, *Information, Environment, and Behaviour in the City of Tomorrow*; Event organized by the College of Integrative Studies; 6 June 2023, Singapore Management University.
2. Expert Mentor, Humanities and Social Sciences Research Programme (secondary school student research projects); Ministry of Education, Singapore; AY2019/2020, AY2020/2021, AY2021/2022, AY2022/2023
3. Trainer, Qualtrics Workshop for Faculty and Research Staff; Wee Kim Wee School of Communication and Information; 2 December 2022 & 19 January 2023, Nanyang Technological University.
4. Speaker, Sustainability Media Academy Workshop, *Climate Change in the Media and Lessons for Journalists*; EB Impact, Singapore; 19 August 2022
5. Speaker, research talk series, *Media Use and the Experience of Climate Change*; School of Communications; 26 April 2022, University of Hawaii at Manoa

6. Mentor, YGL-NTU Executive Education Programme; World Economic Forum & NTU Institute of Science and Technology for Humanity; 15-19 November 2021 (virtual workshop).
7. Moderator, Materials for Humanity 2021, *Tools and Strategies for Effective Science Communication*; Panel discussion organized by Materials Research Society, Singapore; 8 July 2021, Singapore (virtual meeting).
8. Speaker, SRAE 2021, *Secondary Risk Perception and Vaccine Hesitancy*; Symposium organized by the Society for Risk Analysis; 15 June 2021, Espoo, Finland (virtual meeting).
9. Keynote speaker, EdukCircle International Convention on Education Studies, *Creating Presence and Connection in Video Lectures*; Event organized by the International Education Circle; 17 April 2021, Manila, Philippines (virtual meeting).
10. Speaker, SPARTIE Lab research series, *Instructor Social Presence in eLearning*; Michigan State University SPARTIE Lab, 18 February 2021 (virtual meeting).
11. Panelist, Think Out debate series, *Responding to Climate Change*; NTU Institute of Science and Technology for Humanity; 18 November 2020, Nanyang Technological University.
12. Trainer, TLPD Faculty Development Online Workshops, *How-to Guide for Making Live Composite Video Lectures*; Workshop organized by the Teaching, Learning and Pedagogy Division; 1 July 2020, Nanyang Technological University.
13. Speaker, TLPD Webinar Series: Augmenting Your Student Engagement Online, *The Method and Benefits of "Live Composite" Video Lectures*; Webinar organized by the Teaching, Learning and Pedagogy Division, Nanyang Technological University; 22 May 2020.
14. Participant, Board Strategy Advance; National Environment Agency; 18 November 2019, Suntec City Convention Centre.
15. Speaker, STP³ Workshop: The Future of Urban Society; Joint workshop by CREATE and ETH-Zurich; 13 June 2019, CREATE Tower, National University of Singapore.
16. Speaker and panelist, Nudge-a-thon Towards a Zero Waste Nation; Internal workshop by the National Environment Agency Behavioural Intervention Design Working Group; 29–30 November 2018, Singapore National Library Drama Centre.
17. Judge, Asian Environmental Journalism Awards 2018; Organized by the Singapore Environment Council; Judging held 23 October 2018, Singapore Environment Council.
18. Speaker, Environmental Humanities: Paving the Way towards a Sustainable Future; Interdisciplinary symposium by the College of Humanities, Arts, and Social Sciences at Nanyang Technological University; 12–13 October 2018, Nanyang Technological University.

19. Trainer, ASEAN Plus Three Youth Environment Forum (AYEF); Workshop by the National Environment Agency; 30 June 2018 (half day) and 1 July 2018 (full day), Orchard Hotel.
20. Trainer, AYEF Youth Planning Team preparatory workshop; Workshop by the National Environment Agency; 21 April 2018 (full day), National Design Centre; 28 April 2018 (full day), Singapore Sustainability Academy.
21. Speaker, NTU Food Waste Symposium, *Communication Strategies for Sustainability*; Seminar by EarthLink NTU; 11 April 2018, Nanyang Technological University.
22. Speaker, 3rd Youth for the Environment Day, *Using Communication and the Media to Promote Sustainable Behaviour*; Seminar by the National Environment Agency; 25 February 2017, Singapore Polytechnic.
23. Emcee, Nat Geo Live at NTU; Public talks by *National Geographic* photographers and videographers David Doubilet (22 January 2015), Steve Winter (26 August 2015), Brian Skerry (22 January 2016), and Molly Ferrill (29 August 2016); Nanyang Technological University.
24. Emcee, United Nations Development Program seminar; Journalism workshop by Royal Golden Eagle International; 5 November 2016, Orchard Parade Hotel.
25. Speaker, International Summer School, *Living with Media*; Graduate research colloquium; 15-19 June 2016, Nanyang Technological University.

MEDIA MENTIONS

- Feng, Z. (21 March 2022). Nurturing greener tenants for more sustainable buildings. *Eco-Business*. Available online at <https://www.eco-business.com/news/nurturing-greener-tenants-for-more-sustainable-buildings/>
- Natividad, N. (16 December 2020). Singapore's war against litter is hiding a pressing environmental problem. *VICE World News*. Available online at <https://www.vice.com/en/article/akd7p5/singapore-problem-waste-trash-management-environment-recycling-landfill>
- Palmer, M. (19 November 2018). Why Singapore burns trash and Brexit's Mars bar dilemma [video; interview at 09:00]. *Business Insider Today*. Available online at <https://www.facebook.com/BusinessInsiderToday/videos/413143145892471>
- Geddie, J. (5 June 2018). In Singapore, where trash becomes ash, plastics are still a problem. *Reuters*. Available online at <https://www.reuters.com/article/us-singapore-waste/in-singapore-where-trash-becomes-ash-plastics-are-still-a-problem-idUSKCN1J20HX>
- Purt, J. (28 August 2014). Are sustainable supply chains valued by the consumer? *The Guardian*. Available online at <http://www.theguardian.com/sustainable-business/2014/aug/28/sustainable-supply-chains-value-consumer-live-chat>
- Chua, G. (28 March 2014). Singapore gets set for Earth Hour. *The Straits Times*. Available online at <http://www.straitstimes.com/singapore/singapore-gets-set-for-earth-hour>