

Fiona Chew
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Highlights

- *Employment:* Faculty member at Syracuse University since 1988; tenure awarded in 1995; full Professor since 2006; Newhouse Endowed Chair of Public Communications, 2008-2009; 2010-2014; Lerner Chair in Health Communication and Promotion, 2009-2010.
- *Education:*
 - ❖ Ph.D. (Communication), University of Washington, Seattle
 - ❖ M.C. (Mass Communications), University of Washington, Seattle
 - ❖ B.A Hons. (English), University of Singapore
 - ❖ B.A. (English, Sociology), University of Singapore
- *Research:*
 - ❖ Primary research areas: television effects, ehealth literacy, health communication, sources of health information, message analysis
 - ❖ Central theme: Television impact, media messaging
 - ❖ Authored/co-authored and presented: 100+ papers
 - ❖ Advised 4 Ph.D. dissertations, 6 Master's theses.

Recent Funding

- Comparison of health measures in Health Information National Trends Survey HINTS (PI) Center for Communications, Health and the Environment; 7/2017- 12/2017.
- A pilot study to validate an ehealth literacy measure (PI), Center for Communications, Health and the Environment; 3/2014-8/2014.

Panels, Editorial and Advisory Boards

- Keynote speaker, "The critical link in messaging phenomena from online symptom search queries to pandemic prevention campaigns." International Conference on Environment, Health and Media, Hong Kong (2015)
- External Review Panel, Azim Premji University, Bangalore (2013-2014)
- External Review Panel, National University of Singapore (2014)
- Program lecturer, Palliative care communications. Continuing Medical Education. St Joseph's Hospital, Syracuse (2013)
- Emerging Scholars Review Panel, Association of Education in Journalism and Mass Communication (2010-2012)
- Founding editor, *Journal of Health and Mass Communication* (2007-2011)
- Member, Publications Committee, Association of Education in Journalism and Mass Communication (2006-2009)
- External Review Panel, Colorado State University (2008)
- Editorial Board, *Journalism and Mass Communication Educator* (2001-07)

Projects and Awards

- Project director, Healthy Monday Campaign, \$600,000; Helaine and Sid Lerner (2005-10)
- Project Director, Media and Health Research Grant, Center for Communications, Health and the Environment (2001-10).

- Research consultant, Determinants of profitable independent films. Triboro Pictures, New York City (2009)
- Research consultant, Assessing quantitative and qualitative market perceptions of Hospice. Hospice of Central New York (2007)
- Telly Award, *First Year*, a scripted drama, Health Programming (2008)
- Telly Award, *The Healthy Show*, a reality TV show, Health Programming (2007)
- Top paper, Science Communication, Association for Education in Journalism and Mass Communication (2005)
- Co-investigator, Doctors online: National survey of family physicians Internet use. American Academy of Family Physician (2004)
- Project Director, HEALTH SMART Project for Central and Eastern Europe, Center for Communications, Health and the Environment, Washington, D.C. (1992 –99).
Co-investigator, "Impact assessment of the Television Program EAT SMART. W.K. Kellogg Foundation. 1991-92.

Professional Affiliations

- Association for Education in Journalism and Mass Communication AEJMC
- Broadcast Education Association BEA
- World Association for Public Opinion Research WAPOR
- American Association for Public Opinion Research AAPOR
- Midwest Association for Public Opinion Research MAPOR

Recent/Health Focused Publications

1. Chew, Fiona & Xianwei Wu (2017). Sources of information influencing the state-of-the-science gap in hormone replacement therapy usage. PLOS ONE.
<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0171189>
2. Soffer, Michal & Chew, Fiona (2014). Framing disability among young adults with disabilities and non-disabled young adults: An exploratory study. *Disability and Rehabilitation*, 37:2:171-178, 2015. Published online 28 April, 2014.
3. Chew, Fiona (2009). Build it and (s)he will come. *Journal of Health and Mass Communication*. 1(1-2):1-2.
4. Chew, Fiona & William Grant (2007). Physicians Internet use: Diffusion through compatibility and observability. *WIT Transactions on Information and Communication Technologies*, 38:245-253.
5. Chew, Fiona, Kalyani Subbiah & Sushma Palmer (2006). Methodological equivalence for health belief modelling in the United States and India. *International Communication Bulletin*, 41(3-4):6-15.
6. Chew, Fiona, Judith Mandelbaum-Schmid & Sue K. Gao (2006). Can health journalists bridge the state-of-the-science gap in mammography guidelines? *Science Communication*, 27(3): 1-22.
7. Palmer, Sushma & Fiona Chew (2005). Television for Health Promotion in Four Countries. *Nutrition*, 21, 634-38.
8. Chew, Fiona & Sushma Palmer (2005). Establishing an Internet-based tobacco-control network for Czech health professionals. *Health Promotion Practice*, 6(1), 109-116.
9. Chew, Fiona, William Grant & Rohit Tote (2004). Doctors online: Using diffusion of innovations theory to understand Internet use. *Family Medicine*, 36(9), 567-572

Recent Refereed Conference Papers

1. Chew, Fiona, Beth E. Egan, Chilukuri K Mohan, Ruochen Jiang, Sushanth Suresh, and Kartik Joshi (2018). Applying Artificial Neural Networks to Predict Ad Viewership During TV Programs. Association for Education in Journalism and Mass Communication Annual Conference, Washington DC.
2. Chew, Fiona, Beth E. Egan, Chilukuri K Mohan, Ruochen Jiang, Sushanth Suresh, Kartik Joshi and Rishi Dabre (2018). Predicting TV audience viewership during commercial breaks through the application of neural networks. Broadcast Education Association Annual Conference. Las Vegas.
3. Chew, Fiona (2018). Examining the relationship of e-health literacy with health knowledge and medical conditions among older adults. World Association for Public Opinion Research 70th Annual Conference. Marrakech.
4. Chew, Fiona (2017). Bridging the e-health literacy knowledge gap among older adults through interest in medical information. World Association for Public Opinion Research 70th Annual Conference. Lisbon.
5. Chew, Fiona (2017). Can ehealth literacy bridge health disparities among minorities? Midwest Association for Public Opinion Research Annual Conference. Chicago.
6. Chew, Fiona and Flora Chi Fei Chen (2017). "You're my n-word": Hate and empowerment in social TV n-word usage about TV characters in a popular TV series. Broadcast Education Association Annual Conference. Las Vegas.
7. Chew, Fiona (2016). Can ehealth literacy promote health in the United States? Communication, Medicine and Ethics Annual Conference, Aalborg.
8. Chew, Fiona (2016). Bridging Divides: Examining the impact of ehealth literacy and education on health outcomes among older adults. Midwest Association for Public Opinion Research Annual Conference. Chicago.
9. Chew, Fiona & Neil Yuqian Ni (2016). Expressing hatred or empowerment using the N-word in Social TV about a popular TV series. Broadcast Education Association Annual Conference. Las Vegas.
10. Chew, Fiona (2015). Can e-health literacy bridge the healthcare divide in the United States? World Association for Public Opinion Research 68th Annual Conference, Buenos Aires.
11. Chew, Fiona (2015). The influence of e-health literacy and education on cancer prevention knowledge and behavior. Midwest Association for Public Opinion Research Annual Conference. Chicago.
12. Chew, Fiona and Neil Yuqian Ni (2015). Promoting health among older adults via ehealth literacy. International Conference on Communications, Media, Technology and Design, Dubai.
13. Chew, Fiona, Sara Zhuqing Cheng, William Grant & Carlos Caceido Bastidas (2014). Developing a new scale to measure e-health literacy. 8th World Congress on Social Media, Mobile Apps and Internet/Web2.0. Maui.
<http://www.medicine20congress.com/ocs/index.php/med/med2014/paper/view/2886>
14. Chew, Fiona (2014). Can attention to health and medical information in media bridge the e-health literacy knowledge gap? Midwest Association for Public Opinion Research Annual Conference. Chicago
15. Chew, Fiona. (2014). Applying e-health literacy, education and internet access to predict health status. Communication, Medicine and Ethics Annual Conference. Lugano.
16. Chew, Fiona (2014). Sources of information influencing the state-of-the-science gap in hormone therapy. Association for Education in Journalism and Mass Communication. Montreal.