

# Curriculum Vitae

## Rachel L. Neo

School of Communications  
College of Social Sciences  
The University of Hawaii at Manoa

August 1<sup>st</sup>, 2016-present

2550 Campus Road  
Crawford Hall 307  
Honolulu, HI, 96822  
Phone: (808) 956-3332  
Email: [rneo@hawaii.edu](mailto:rneo@hawaii.edu)

### Education

Ph.D., Communication, May 2016  
Minor: Graduate Interdisciplinary Specialization in Survey Research  
The Ohio State University  
Committee: Kelly Garrett (chair), Erik Nisbet, David Ewoldsen, Dave DeAndrea

Masters of Communication Studies (By Research), 2010  
Nanyang Technological University  
Wee Kim Wee School of Communication & Information, Singapore

Bachelor of Communication Studies with Honours (2<sup>nd</sup> Upper Division), 2007  
Nanyang Technological University  
Wee Kim Wee School of Communication & Information, Singapore

### Awards/Scholarships

- 2015** AEJMC Political Communication Interest Group's Lynda Lee Kaid Best Published Paper in Political Communication Award Winner (Co-Author, "Implications of Pro- and Counter-attitudinal Information Exposure for Affective Polarization")
- 2014** Top-Four Student Paper Award, Political Communication Division, National Communication Association  
(Sole-Author, "Examining the influence of SNS network homogeneity on actual voting behavior via affective responses toward in and out-group presidential candidates as intervening variables.")
- 2013** Exceptional Teaching Recognition, School of Communication, The Ohio State University
- 2008-2010** Master's Degree Research Scholarship, Wee Kim Wee School of Communication & Information, Nanyang Technological University

## Publications

- Garrett, R. K., Weeks, B., & **Neo, R. L.** (2016) Driving a wedge between evidence and beliefs: How online ideological news exposure promotes political misperceptions. *Journal of Computer Mediated Communication*, *21*, 331-348. DOI: 10.1111/jcc4.12164
- Neo, R. L.** (2015). Favoritism or animosity? Examining how SNS network homogeneity influences vote choice via affective mechanisms. *International Journal of Public Opinion Research*. Advance online publication. DOI: 10.1093/ijpor/edv035
- Garrett, R. K., Gvirsman, S. D., Johnson, B. K., Tsfati, Y., **Neo, R.**, & Dal, A. (2014). Implications of pro- and counterattitudinal information exposure for affective polarization. *Human Communication Research*, *40*, 309-332. doi: 10.1111/hcre.12028 **\*\*Winner of the AEJMC Political Communication Interest Group's Lynda Lee Kaid Best Published Paper in Political Communication Award.\*\***
- Detenber, B. H., Cenite, M., Zhou, S., Malik, S., & **Neo, R. L.** (2014). Rights versus morality: Online debate about decriminalization of gay sex in Singapore. *Journal of Homosexuality*, *61*, 1313-1333. DOI:10.1080/00918369.2014.926769
- Ho, S. S., Poorisat, T., **Neo, R. L.**, & Detenber, B. H. (2014). Examining how social norms mediate presumed media influence on Thai adolescents' drinking behavior. *Journal of Health Communication*, *19*, 282-302. doi:10.1080/10810730.2013.811329
- Detenber, B. H., Ho, S. S., **Neo, R. L.**, Malik, S., & Cenite, M. (2013). Influence of value predispositions, interpersonal contact, and mediated exposure on public attitudes toward homosexuals in Singapore. *Asian Journal of Social Psychology*, *16*, 181-196. doi: 10.1111/ajsp.12006
- Detenber, B. H., Cenite, M., Malik, S., & **Neo, R. L.** (2012). Examining education and newsroom work experience as predictors of communication students' perceptions of journalism ethics. *Journalism and Mass Communication Educator*, *67*, 45-69. doi: 10.1177/1077695811428884
- Ho, S. S., Detenber, B. H., Malik, S., & **Neo, R. L.** (2012). The roles of value predispositions, communication, and third person perception on public support for censorship of films with homosexual content. *Asian Journal of Communication*, *22*, 78-97. doi:10.1080/01292986.2011.622775
- Skoric, M. M., Teo, L. L. C., & **Neo, R. L.** (2009). Children and video games: Addiction, engagement, and scholastic achievement. *CyberPsychology, Behavior, & Social Networking*, *12*, 567-572. doi:10.1089/cpb.2009.0079
- Neo, R. L.** & Skoric, M. M. (2009). Problematic instant messaging use. *Journal of Computer-Mediated Communication*, *14*, 627-657. doi: 10.1111/j.1083-6101.2009.01456.x

## Manuscripts In Preparation

Neo, R. L. *The limits of online consensus effects: A social affirmation theory of how aggregate online rating scores influence trust in factual corrections.* Under review at the Journal of Computer Mediated Communication.

Neo, R. L. *Examining how SNS political information consumption influences offline political participation via like-minded and cross-cutting political conversations.* Data analysis stage.

Neo, R. L. *Antipathy vs. empathy: A explanation of how partisan media influence attitudes toward immigrants via moral emotions.* Data analysis stage.

Dillon, K. P., Neo, R. L., & Seely, N. *Civil keystrokes: Examining anonymity, politeness, and civility in online newspaper forums.*

## Conference Papers

Neo, R. L. (2017, November). *The limits of peer influence: a social (dis)affirmation explanation of how online ratings influence trust in factual corrections.* Paper accepted for presentation at the 103<sup>th</sup> Annual Convention of the National Communication Association, Dallas, TX.

Dillon, K. P., Neo, R. L., & Seely, N. (2015, October). *Civil keystrokes: Examining anonymity, politeness, and civility in online newspaper forums.* Paper presented at the 16<sup>th</sup> Association of Internet Researchers (AOIR) conference, Phoenix, Arizona.

Neo, R. L. (2014, November). *Examining the influence of SNS network homogeneity on actual voting behavior via affective responses toward in and out-group presidential candidates as intervening variables.* Paper presented at the 100<sup>th</sup> Annual Convention of the National Communication Association, Chicago, IL. **\*\*Top 4 Student Paper Award in the Political Communication Division.**

Neo, R. L. (2014, November). *Examining perceptions of peers' political activity and SNS network homogeneity as predictors of expressive political engagement on SNSs.* Paper presented at the 100<sup>th</sup> Annual Convention of the National Communication Association, Chicago, IL.

Neo, R. L. (2014, August). *Of encountering and dealing with disagreement on SNSs: selective avoidance or withholding one's opinions?* Paper presented at the 102<sup>nd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Neo, R. L. (2014, August). *Examining how ideological homogeneity, importance of SNSs for news and political discussions influence political involvement.* Paper presented at the

102<sup>nd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

**Neo, R. L.,** Garrett, R. L., & Dal, A. (2013, November). *Social media's influence on candidate perceptions*. Paper presented at the 99<sup>th</sup> Annual Convention of the National Communication Association, Washington, D.C.

Garrett, R. K., Weeks, B., & **Neo, R. L.** (2013, November). *Explicating the belief gap: Avoiding or discounting counter-attitudinal evidence?* Paper presented at the 99<sup>th</sup> Annual Convention of the National Communication Association, Washington, D.C.

**Neo, R. L.** (2013, August). *Of good, bad, & ugly vibes from social media: Examining how normative opinion cues and incivility on social networking sites influence political engagement*. Paper presented at the 101<sup>st</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Garrett, R. K., Johnson, B., **Neo, R.,** & Dal, A. (2013, June). *Implications of pro- and counter-attitudinal information exposure for affective polarization*. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.

Ho, S. S., Poorisat, T., **Neo, R. L.,** & Detenber, B. H. (2011, August). *Examining how social norms mediate presumed media influence on Thai adolescents' drinking behavior*. Paper presented at the 99<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Ho, S. S., Detenber, B. H., Malik, S., & **Neo, R. L.** (2011, May). *The roles of value predispositions, communication, and third-person perception, on public support for censorship of films with homosexual content*. Paper presented at the 61<sup>st</sup> Annual Conference of the International Communication Association, Boston, MA.

Detenber, B. H., Ho, S. S., **Neo, R. L.,** Malik, S., & Cenite, M. (2010, August). *Influence of value predispositions, interpersonal contact, and mediated exposure on public attitudes toward homosexuals in Singapore*. Paper presented at the 98<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Detenber, B. H., Cenite, M., **Neo, R. L.,** & Malik, S. (2010, July). *Examining education and newsroom work experience as predictors of communication students' perceptions of journalism ethics*. Paper presented at the 2<sup>nd</sup> World Journalism Education Consensus Conference, Grahamstown, South Africa.

**Neo, R. L.** (2010, June). *Examining the impact of multiple negative online consumer reviews and review helpfulness ratings on persuasion*. Paper presented at the 60<sup>th</sup> Annual Conference of the International Communication Association, Singapore.

Skoric, M. M., Teo, L. L. C., & Neo, R. L. (2009, May). *Children and video games: Addiction, engagement, and scholastic achievement*. Paper presented at the 59<sup>th</sup> Annual Conference of the International Communication Association, Chicago, IL.

Neo, R. L., & Skoric, M. M. (2008, May). *Problematic instant messaging use among university students*. Paper presented at the 58<sup>th</sup> Annual Conference of the International Communication Association, Montreal, Canada.

## **Teaching Experience**

### **The University of Hawaii at Manoa**

#### **Communication Theory—COM 611; Autumn 2016**

This course represents a systematic study of major theories of communication and current status of communication research. As a foundation course for the Communication MA program, it helps MA students to critically evaluate and apply theoretical principles in their own research.

#### **Communication Inquiry---COM 612; Spring 2017**

This course is an introduction to inquiry and the array of quantitative and qualitative research methods commonly used in communication. It is an introduction to basic and applied research in communication, but assumes no background in research methods or statistics. The course provides a general overview of the ways that communication researchers collect information about empirical phenomena.

#### **Capstone in Communications in Communities---COM 478; Spring 2017**

In this course, students demonstrate competency in their chosen field with an original research project and a portfolio of their academic accomplishment

### **The Ohio State University**

**\*\*Overall Student Evaluation of Instruction (SEI) rating across courses taught: 4.24/5**

#### ***Courses Taught***

#### **Persuasive Communication—COMM 2367; Autumn 2012, Spring 2013, Autumn 2013**

The course covered persuasive writing strategies, public speaking, and foundational communication theories, including: theory of planned behavior, theory of reasoned action, the elaboration likelihood model, and social judgment theory. I developed and conducted lectures, graded papers, exams, and presentations, and held office hours.

**Strategic Communication Principles—COMM 2331; Summer 2013**

This course introduced students to the general field of strategic communication from a business perspective, with an emphasis on integrated marketing communications, and advertising. I developed and conducted lectures, graded papers, exams, and presentations, and held office hours.

*Courses Assisted*

**Introduction to New Communication Technologies--COMM 2540; Autumn 2015**

This course offers a broad introduction to the technologies underpinning current mass media and their effects on society and on individuals. I designed and graded quizzes and exams. I also managed online files and addressed student concerns.

**Advertising & Society--COMM 3444; Autumn 2014, Spring 2015**

This course introduced students to the ways in which advertising influences and is influenced by society. I designed and graded quizzes and exams. I also managed online files and addressed student concerns.

**Introduction to Organizational Communication--COMM 3325; Autumn 2014, Autumn 2015**

This course gives students an overview of the history, foundational theories, and current research on organizational communication. Students learn to connect theories/research to real-world examples of organizational communication. I designed and graded quizzes, and projects. I also managed online files and addressed student concerns.

**Contemporary Persuasion--COMM 3628; Spring 2014**

This course introduced students to the major theories, key concepts, and methodologies of persuasion research. I designed and graded quizzes, and projects. I also managed online files and addressed student concerns.

**Public Communication Campaigns--COMM 4337; Spring 2014**

This course helped students to apply management techniques to public relations, public relations strategy, and campaign development. I designed course activities, managed online files, graded quizzes and exams, and addressed student concerns.

**Communication in Society--COMM 200; Spring 2012**

This course introduced students to some of the major theories guiding the understanding of communication in various contexts (e.g., interpersonal, small group, political, organizational, intercultural, mass mediated). I designed and graded quizzes and exams. I also managed online files and addressed student concerns.

**Advertising & Society--COMM 644; Winter 2012**

This course introduced students to the ways in which advertising influences and is influenced by society. I designed and graded quizzes and exams. I also managed online files and addressed student concerns.

### **Principles of Strategic Communication--COMM 431; Autumn 2011**

This course introduced students to the general field of strategic communication from a business perspective, with an emphasis on integrated marketing communications, and advertising. I designed and graded quizzes and exams. I also managed online files and addressed student concerns.

## **Wee Kim Wee School of Communication & Information**

### *Courses Assisted*

### **Media Effects-- COM 257; Semester 1 (2008/2009), (2009/2010)**

This course provided an informed and critical evaluation of media's influence and effects by systematically investigating the content of media messages, the nature of individuals and audiences, and the mechanisms involved in various types of media effects. I designed and graded quizzes, exams, course activities, and projects. I also managed online files and addressed student concerns.

### **Professional Memberships**

Member of the International Communication Association (ICA)

Member of the Association for Education in Journalism and Mass Communication (AEJMC)

Member of the National Communication Association (NCA)

### **Adhoc Journal Reviews**

Social Science Computer Review (2015)

International Journal of Public Opinion Research (2013)

CyberPsychology & Behavior (2009)

### **Research Grants**

#### **January 2008**

Wee Kim Wee School of Communication and Information Grant for Research Students

Amount awarded: \$1000

### **Relevant Work Experience**

1. Current job title: Assistant Professor  
Department: School of Communications  
Employer: The University of Hawaii at Manoa  
Start & End Dates: 08/01/2016 to present

Supervisor: Mr. Gerald Kato  
Contact number: 808-956-8881

2. Job title: Graduate Teaching/Research Associate & Lecturer

Department: School of Communication

Employer: The Ohio State University

Start & End Dates: 10/1/2011-05/09/2016

Supervisor: Dr. Daniel McDonald

Contact number: 614-292-3400

3. Job title: Research Associate

Department: Wee Kim Wee School of Communication & Information

Employer: Nanyang Technological University

Start & End Dates: 1/27/2010-08/05/2011

Supervisor: Dr. Benjamin Detenber

Contact number: +65 6790 5966



## **Contact Information of Personnel Managers**

Gerald Kato, M.A.  
Associate Professor, School Chair  
School of Communications  
The University of Hawaii at Manoa  
Phone: 808-956-8881  
Email: gkato@hawaii.edu

Daniel McDonald, PhD  
Professor, Director  
School of Communication  
The Ohio State University  
Phone: 614-292-3400  
Email: McDonald.221@osu.edu

Benjamin H. Detenber, PhD  
Associate Professor  
Wee Kim Wee School of Communication & Information  
Nanyang Technological University  
Phone: +65 6790 5966  
Email: tdetenber@ntu.edu.sg

R. Kelly Garrett, PhD  
Associate Professor  
School of Communication  
The Ohio State University  
Phone: 614-247-7414  
Email: garrett.258@osu.edu