

Nguyen Le Hong Phuc (Lily)

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EDUCATION

BA in Mass Communication (1st class Honours), 2022 – 2023

Curtin University, Western Australia

GPA: 84/100 (Member of the Vice-Chancellor's List for Semester 1, 2023)

Thesis: Exploring #Handwashingmove and #Phongchongdichcovid19 (Covid-19 prevention) hashtags, a content analysis of digital nationalism on TikTok (Supervisor: Prof. Tama Leaver)

BA in Professional Communication, 2014 – 2017

RMIT University, Vietnam

GPA: 3.2/4.0 (Member of Golden Key International Honor Society)

EMPLOYMENT HISTORY

Research Assistant at Influencer Ethnography Research Lab (IERLab) in Faculty of Humanities, Curtin University, Western Australia, 2023 – Now

Public Relations Executive at T&A Ogilvy Vietnam, Vietnam, 2019 – 2021

Account Executive at Gushcloud International Group, Vietnam, 2018 – 2019

RESEARCH EXPERIENCE

Journal articles

Hong-Phuc, N. L., and Tama Leaver. 2024. "Two-way Communication and Nationalism During COVID-19: An Analysis of TikTok Videos from Vietnam." *Communication Studies*. [Under review]

Hong-Phuc, N. L., and Tama Leaver. "Nationalist Sentiments on TikTok: An Analysis of Vietnam's Response to COVID-19." *Communication and the Public*. [Under review]

Reports

Abidin, Crystal, and **N. L. Hong-Phuc**. 2023. Benchmarking Influencer Regulations in the Asia Pacific Region. Influencer Ethnography Research Lab (IERLab), Faculty of Humanities, Curtin University.

<https://ierlab.com/benchmarking-apac>

Abidin, Crystal, Darcy Morgan, and **N. L. Hong-Phuc**. 2024. "Platformed Creator Discourse in English Markets. Influencer Ethnography Research Lab (IERLab), Faculty of Humanities, Curtin University. [forthcoming]

Conferences & Talks

[paper] **Hong-Phuc, N. L.**, and Crystal Abidin. 2024. "Benchmarking the Regulation of Child Influencers in the Asia Pacific Region." 74th Annual Conference of the International Communication Association, Gold Coast. 20–24 June.

[paper] **Hong-Phuc, N. L.** 2024. "Vietnamese Trans-TikTokers and Their Impact on LGBTQ+ Discourse." 74th Annual Conference of the International Communication Association, Gold Coast. 20–24 June.

[podcast] **Hong-Phuc, N. L.** 2024. "Podcast Season 2: APAC Influencer Regulations with N. L. Hong-Phuc (Lily)." Episode 1. IERLab Podcast. Western Australia: IERLab (Curtin University).

<https://open.spotify.com/episode/1xqCPzlaro9txmnWjzSOfo>

GRANTS & AWARDS

[Scholarship] Curtin Summer Research Scholarships, Curtin University. "Two-way Communication and Nationalism During COVID-19: An Analysis of TikTok Videos from Vietnam." (\$3,000AUD)

[Award] Finalist at International Public Relations Awards (IPRA) for Environment communication campaign, 2021

[Other] Delegate at ASEM Conference Simulation Workshop at the National University of Singapore (NUS), 2017

LANGUAGES

Vietnamese (native) – English (IELTS 7.0) – Mandarin (HSK 4 & HSKK Intermediate)

REFEREES

Professor Tama Leaver
Internet Studies at Curtin University in Perth, Western Australia
t.leaver@curtin.edu.au

Dr. Francis Russell
Member of National Tertiary Education Union
Former Curtin's Bachelor of Arts Honours Coordinator
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