

Dr. Carolyn A. Lin

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Professor, Communication Sciences

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Biography

Dr. Lin received her doctorate in Mass Media and Telecommunications from Michigan State University. Prior to joining UConn in the fall of 2004, Dr. Lin was the founder of the Communication Technology Division at the Association of Education in Journalism & Mass Communication. She has over 18 years of experience in teaching health communication and social marketing campaigns; she's a recipient of a Distinguished Research Faculty award.

Current Research Interests

As a media and information technology scholar, Dr. Lin studies the diffusion, content, uses and effects of mass media, health communication and information technology. Her current research focuses on delivering both prevention and intervention programs via various types of E-health channels - integrating her media and information technology background with her expertise in health communication and social marketing.