

Jessy (Jiaxin) Wang

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Education

- **Boston University, US** Sep 2023 – Current
Ph.D. Student, Emerging Media Studies
- **New York University, US** Sep 2019 – May 2021
M.A., Media, Culture, and Communication
- **Shih-Hsin University, Taiwan** Sep 2014 – Jun 2018
B.A., Public Relations and Advertising

Journal Papers

- **Wang, J., Lian, J., Xu, L., & Lokmanoglu, A. D. (2025).** Decoding HPV vaccine discourse: A ChatGPT-driven health belief analysis on social media. *Communication Methods and Measures. Manuscript under review.*
- Introduces an innovative methodology combining a GPT-driven health belief model with supervised machine learning.
- **Yang, J., Wang, J., Wang, Y., & Lin, J. (2025).** Don't Browse It, Experience It: Spatial Presence Mediated the Effect of 3D Marketing Websites. *Computers in Human Behavior. Manuscript under review.*
- An experimental study on how spatial presence mediates the effects of 3D marketing websites on user engagement.

Peer-Reviewed Conference Papers

- **Wang, J., Alghowinem, S.,... & Breazeal, C. (2025).** From Digital Group Game to Deeper Bonds: Enhancing Self-Disclosure Capability through StEMory and the Envisioned Role of Social Robots. *Proceedings of ACM CSCW '28. Under review.*
- A mixed-method study on the impact of imagery stimulated emotional game intervention, supported by the Emotion-Memory Cognitive Model and Social Penetration Theory.
- **Wang, J., Alghowinem, S.,... & Breazeal, C. (2025).** Designing Social Robots to Facilitate Social-Emotional Skills in Interactive Games. *ICA '75. Extended abstract under review.*
- A participatory design study exploring the educational, therapeutic, and facilitator roles of social robots in social emotional game interventions.
- **Wang, J., Sun, Y. (2025).** Self-Disclosure in Virtual Agents: How Self-Disclosure in Digital Companions Touches Our Emotional Engagement through Content and Modality. *ICA '75. Manuscript under review.*
- An experiment using GSR (Galvanic Skin Response) and PPG (Photoplethysmography) measurements to assess participants' emotional responses and cognitive load during interactions with varying levels of self-disclosure in virtual agents.
- **Wang, J. (2022).** A War-Narrative of Covid-19 on Social Media: Leadership, Individual Sacrifice, and Emotion. *Society Must Be Inoculated Conference. Paper presented.*
- A large-scale text analysis examining propaganda and public emotion during the COVID-19.

Research in Progress

- **Mental Health:** A digital game intervention for identity affirmation support in adolescence.
- **Sex Health:** Enhancing sexual harassment education using AI and interactive design approaches.

Research Experience

- **Affiliated Researcher, Personal Robot Group** *May 2024 – Current*
MIT Media Lab, Principle Investigator: Dr. Cynthia Breazeal
 - *Social Robot-Facilitated Emotional Memory Game:* Led a mixed-method study on social robots' roles in supporting individuals with limited verbal expression. Trained research assistants to facilitate data collection and oversaw data collection and paper submission.
 - *Identity-Affirmation Support Intervention:* Creating an educational game tool that combines identity development theories and human-centered design to support self-affirmation among marginalized adolescent immigrants.
 - *Social Robot Design Framework:* Leading a study on how different proportions of informational and emotional support influence the perceived working alliance with social robots.
- **Research Assistant, Advocacy and Community-Based Trauma Studies Lab** *June 2021 – Jan 2023*
NYU Applied Psychology, Principal Investigator: Dr. Alisha Ali
DE-CRUIT Project - Treating Trauma Through Shakespeare and Science
 - Leader of Social Intervention Design: Led two graduate students to develop an online educational tool for the public about military trauma and post-traumatic stress disorder (PTSD) in veterans.
 - Group Intervention Design: Applied a meta-analysis about the effects of group psychotherapy on veterans' mental health.*Lilo Chatbot - Supporting Mental Health for High School Graduates*
 - Engaged end-users through participatory design methods, including iterative feedback sessions, to ensure the chatbot addressed users' unique needs and preferences.
 - Implemented strategic enhancements to the chatbot interface and functionality based on user tests and interviews, resulting in a measurable 25% increase in response rates.
- **Research Assistant, NYU Applied Psychology, Advisor: Dr. Rezarta Bilali** *Aug 2020 – Jan 2021*
 - Conducted social psychology research on the BLM movement, with findings included in the article "*Putting the Past into Action: How Historical Narratives Shape Collective Action Participation*", published in the *European Journal of Social Psychology* (2021).
 - Scraped and processed online messages addressing Black racial justice history.
 - Performed thematic analysis to categorize the data and identified four key topics within the racial justice historical narrative to evaluate their potential effects on collective action engagement.

Teaching Experience

- **Teaching Assistant, Developing Interactivity (EM757)** *Fall 2024*
 - Assisted with grading and course delivery on media technology and interaction design principles.
- **PhD Leader, Masters Collaboratory Project (EM777)** *Spring–Summer 2024*
 - Supervised 15 master's students in completing graduation research projects.
- **Guest Lecturer, Masters Collaboratory Project (EM777)** *Spring 2024*
 - Delivered lectures on nationality, identity, and war psychology.

- **Teaching Apprentice, Communication Research Methods (CM321)** *Spring 2024*
- Supported syllabus design and the instruction of research method for undergraduate students.
- **Teaching Assistant, The World of Communication (COM101)** *Fall 2023*
- Led discussion sections on film/television, journalism, and public relations.

Professional Experience

- **Crisis Counselor, New York State Office of Mental Health, US** *Aug 2021 – Apr 2022*
- Applied participatory observation methods to identify post-pandemic challenges, including diminished social intelligence and delays in self-expression. - Designed group game interventions to help teenagers rebuild social connections. - Developed media literacy and mental health workshops for teachers, equipping them with strategies to manage digital stress.
- **Sex Education Module Researcher/Designer, Hygiene Heroes, Remote** *Feb 2023 – Sep 2023*
- Developed an interactive sex education module for 10,000+ college students in China, increasing engagement by 30%.
- **Data Strategist Intern, WeCan Political Public Relations, Taiwan** *Jan 2018 – Jul 2018*
- Scraped social media data to identify primary public affairs register with voters. - Conducted sentiment analysis of voter opinions, contributing to city management policy proposals.
- **Depth Reporting Intern, Daily News Shanghai, China** *Jun 2016 – Sep 2016*
- Researched social issues such as food safety and private information security, resulting in published articles.

Leadership Experience

- **Multi-Media Artist and Advocate** *Nov 2019-Present*
- Create digital interactive artworks that explore themes of self-empowerment and the value of marginalized individuals. Featured in four exhibitions across Boston Phinista, New York World Trade Center, Beijing Dongsi Hutong, and Taiwan Leyoyo Gallery, receiving over 50 media coverages, including Boston Chinese News, Sina, Yahoo, and Central News Taiwan.

Skills and Certifications

Technical Skills: Python, R, SPSS, Tableau, Figma, NVivo, Biometric Measurement, Prompt Engineering.

Research Skills: Mixed-Method Design, Community-Based Participatory Research, Participatory Design Method, Quantitative and Qualitative Methods (Interviews, Surveys, Focus Groups, Experiments).

Analytical Skills: Statistical Modeling (Linear and Logistic Regression, Time Series Analysis), Content and Thematic Analysis, Biometric Data Processing, Data Visualization (R, Tableau).

Languages: Mandarin (Native), English (Professional).

Certifications: Crisis Counselor Certificate (2021, Columbia Psychiatry), Tableau Data Analyst Certificate (2021, NYU Tandon).