

Jiaxi Wu

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EDUCATION

09/2018 – present	Boston University Ph.D. in Emerging Media Studies, College of Communication	Boston, USA
	<ul style="list-style-type: none">Dissertation title: <i>Resistance to Initiate VS. Courage to Quit: Differentiating Message Framing for Vaping Prevention and Vaping Cessation Among Youth</i>Expected defense time: June 2023	
09/2015 – 06/2018	University of Wisconsin – Madison M.A. in Mass Communication, College of Communication	Madison, USA
09/2011 – 06/2015	Chongqing University B.A., Journalism	Chongqing, China


AREAS OF RESEARCH


Health communication; Health promotion; Computer-mediated-communication; Media Psychology; Media uses and effects; Computational methods; Tobacco Regulatory Science.

FELLOWSHIP

09/2020 – 07/2022	Research Fellow (two-year \$100,000 fellowship) <i>American Heart Association, Tobacco Center for Regulatory Science (A-TRAC)</i> 
	<ul style="list-style-type: none">Attended 60+ weekly webinars for early career investigators in tobacco regulatory scienceLed three research papers on the marketing and appeal of flavored tobacco products on social media for youths and underrepresented populationsLed fellows to submit a docket comment to the FDAPresented research in the 2021 annual NIH Tobacco Centers of Regulatory Science meeting

RESEARCH EXPERIENCE

09/2018 - present	Graduate Research Assistant <i>College of Communication, Boston University</i> <u>Featured Project:</u> Social Media Analysis of Misinformation and Vaccine Hesitancy in Three Middle-Income Countries  (PIs: Traci Hong, PhD; Derry Wijaya, PhD; Veronika J. Wirtz, PhD)
	<ul style="list-style-type: none">Collected, cleaned, and analyzed Twitter data; Assisted codebook development; Trained and led undergraduate and master RAs.

09/2017 - 06/2018 Honorary Associate
School of Medicine and Public Health, University of Wisconsin-Madison, WI
Featured Project: Paramedic Coached ED Care Transitions to Help Older Adults
Maintain Their Health  (PI: Manish N Shah, MD, MPH)

- Reviewed literature; Compiled, coded, and analyzed a subset of data.
- Co-authored a research paper

PUBLICATIONS

Journal Articles

- Wu, J.,** & Hong, T. (2022). The picture of #mentalhealth on Instagram: Congruent vs. incongruent emotions in predicting the sentiment of comments. *Frontiers in Communication*, 7.
<https://doi.org/10.3389/fcomm.2022.824119>
- Wu, J.,** Harlow, A. F., Wijaya, D., Berman, M., Benjamin, E. J., Xuan, Z., Hong, T., & Fetterman, J. L. (2022). The impact of influencers on cigar promotions: A content analysis of large cigar and Swisher Sweets videos on TikTok. *International journal of environmental research and public health*, 19(12), 7064.
<https://doi.org/10.3390/ijerph19127064>
- Mi, R. Z., Jacobsohn, G. C., **Wu, J.,** Shah, M. N., Jones, C. M. C., Caprio, T. V., Cushman, J. T., Lohmeier, M., Kind, A. J. H., & Shah, D. V. (2022). Coaching older adults discharged home from the emergency department: The role of competence and emotion in following up with outpatient clinicians. *Patient Education and Counseling*. <https://doi.org/10.1016/j.pec.2022.08.013>
- Wang, Y., Xu, Y. A., **Wu, J.,** Kim, H. M., Fetterman, J. L., Hong, T., & McLaughlin, M. L. (2022). Moralization of E-cigarette use and regulation: A mixed-method computational analysis of opinion polarization. *Health Communication*, 1-11. <https://doi.org/10.1080/10410236.2022.2027640>
- Hong, T., **Wu, J.,** Wijaya, D., Xuan, Z., & Fetterman, J. L. (2021). JUUL the heartbreaker: Twitter analysis of cardiovascular health perceptions of vaping. *Tobacco induced diseases*, 19, 01.
<https://doi.org/10.18332/tid/130961>
- Xu, Y. A., Kim, H. M., Wang, Y., **Wu, J.,** Hong, T., & McLaughlin, M. (2021). Public responses and concerns regarding vape bans on Reddit: A longitudinal topic modeling approach. In G. Meiselwitz (Ed.), *Social Computing and Social Media: Experience Design and Social Network Analysis* (Vol. 12774, pp. 391-403). Springer, Cham. https://doi.org/10.1007/978-3-030-77626-8_26
- Riddle, K., Tay, S. K., & **Wu, J.** (2019). “It lets me fight the bad guys”: An exploration into the factors predicting enjoyment of violent video games. *Communication Studies*, 70(1), 36-58.
<https://doi.org/10.1080/10510974.2018.1438490>
- Under Review:**
- Wu, J.,** Wang, Y., Xu., Y.A., Fetterman, J.L., Hong, T., (revise and resubmit; journal removed for blind review), Morally driven and emotionally fueled: The interactive effects of values and emotions in the social transmission of information endorsing e-cigarettes.

Wu, J., Origgi, J.M., Ranker, L.R., Bhatnagar, A., Robertson, R.M., Xuan, Z., Wijaya, D., Hong, T., Fetterman, J.L. (under review; journal removed for blind review) Health warning labels and engagement in little cigar and cigarillo Instagram promotions: Using computer vision to detect compliance with FDA guidelines

Hong, T., Tang, Z., Lu, M., Wang, Y., **Wu, J.**, Wijaya, D. (revise and resubmit; journal removed for blind review) Effects of #coronavirus content moderation on misinformation and anti-Asian hate on Instagram.

BOOK CHAPTERS

Wang, Y., **Wu, J.**, & Hong, T., (in press). Advertising: Tobacco. *The International Encyclopedia of Health Communication*. Wiley.

WORKING PAPERS

In Writing:

Wu, J., Ranker, L., Origgi, J.M., Ma, J., Hao, D., Benjamin, E. J., Xuan, Z., Wijaya, D., Fetterman, J. L., Hong, T., How much protection does a protected Twitter brand account afford for engagement with underaged users: A social media analysis of public and protected cigar brand tweets.

Ranker, L., **Wu, J.**, Hong, T., Benjamin, E. J., Bhatnagar A., Robertson, R.M., Fetterman, J.L., Xuan, Z., Social media use, brand engagement, and tobacco product initiation among youth: Evidence from a prospective cohort study.

Wang, Y., **Wu, J.**, Hong, T., How do pregnant and pre-pregnancy persons communicate COVID-19 vaccine hesitancy online? The role of health support groups on Reddit.

Ranker, L., Lu, M., **Wu, J.**, Bhatnagar, A., Robertson, R.M., Wijaya, D., Hong, T., Fetterman, J.F., Xuan, Z. I only vape when I drink”: A content analysis of tweets mentioning both vaping and alcohol use.

TEACHING EXPERIENCE

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| 09/2022 – present | Instructor – CM321 Communication Research Methods (undergraduate level)
<i>College of Communication, Boston University</i> <ul style="list-style-type: none">• Designed course objectives, syllabus, lecture materials, in-class labs, and class handouts• Gave lectures on communication research methods• Held workshops to help students gain hands-on experience with data collection and analysis |
| 09/2019 – 12/2019 | Teaching Assistant – CM101 The World of Communication (undergraduate level) |
| 09/2018 – 12/2018 | <i>College of Communication, Boston University</i> <ul style="list-style-type: none">• Independently taught two discussion sections• Used group activities and scenario-based learning techniques to help students understand communication concepts and processes |
| 01/2019 – 06/2019 | PhD Mentor – EM777 Masters Collaboratory Project (graduate level)
<i>College of Communication, Boston University</i> <ul style="list-style-type: none">• led master students to communicate with clients, and designed research projects to solve real-life communication problems |

- 09/2017 – 06/2018 Facilitator – Badgers Step Up Alcohol Prevention and Bystander Intervention
University Health Services, University of Wisconsin-Madison
- Facilitated training on leadership development and bystander intervention

INVITED TALK

- 04/2022 Topic: Persuasion in Social Media — A Social Network Approach
 COM CM 280: Persuasion Theory
College of Communication, Boston University
- 10/2021 Topic: Filing a Docket Comment with the FDA
 Tobacco Centers of Regulatory Science (A-TRAC) Weekly Webinar
American Heart Association
- 05/2021 Topic: Tobacco Industry Marketing Tactics to Attract Younger Generations
 Tobacco Center for Regulatory Science (A-TRAC) Annual Meeting
American Heart Association

CONFERENCES

- 11/2022 **108th Annual National Communication Association Conference (NCA), New Orleans**
 (Upcoming) Title: Morally driven and emotionally fueled: The interactive effects of values and emotions in the social transmission of information endorsing e-cigarettes (oral presentation)
Authors: Wu, J., Wang, Y., Xu., Y.A., Fetterman, J.L., Hong, T
- 10/2022 **Fall 2021 NIH Tobacco Regulatory Science Meeting, Virtual**
 (Upcoming) Title: Health warning labels and engagement in little cigar and cigarillo Instagram promotions: Using computer vision to detect compliance with FDA guidelines (poster presentation)
Authors: Wu, J., Origgi JM, Ranker LR, Bhatnagar A, Robertson RM, Xuan Z, Wijaya D, Hong T, Fetterman JL.
- 06/2022 **Society for Epidemiologic Research annual meeting, Chicago**
Title: Social media use, tobacco brand engagement, and subsequent tobacco product initiation among youth: Evidence from a nationally representative prospective cohort study (Oral Presentation)
Authors: Ranker, L., Wu, J., Hong, T., Benjamin, E.J., Bhatnagar, A., Robertson, R.M., Fetterman, J.L., Xuan, Z
- 10/2021 **Fall 2021 NIH Tobacco Regulatory Science Meeting, Virtual**
Title: Characterization of large cigar and LCC videos on TikTok: The impact of influencers on cigar promotions (poster presentation)
Authors: Wu, J., Harlow, A., Wijaya, D., Berman, M., Benjamin, E.J., Xuan, Z., Hong, T
Title: A social network analysis of the spread and reach of swisher sweets content on Twitter (oral presentation)
Authors: Wu, J., Ranker, L., Origgi, J.M., Ma, J., Hao, D., Benjamin, E. J., Xuan, Z., Wijaya, D., Fetterman, J. L., Hong, T.,

- 08/2021 **104th Annual Association for Education in Journalism and Mass Communication Conference (AEJMC), Virtual**
Title: Analyzing moral foundations in pro-vaping and anti-vaping Facebook communities (oral presentation)
Authors: Wang, Y., Xu, Y.A., Kim, H.M., **Wu, J.**, Hong, T., McLaughlin, M.
- 05/2021 **71st Annual Conference for the International Communication Association (ICA), Virtual**
Title: Negative moral emotions increase post sharing: Multivariate analyses of vaping-related Discussions on Facebook pages (oral presentation)
Authors: **Wu, J.**, Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., Hong, T.
- 08/2020 **104th Annual Association for Education in Journalism and Mass Communication Conference (AEJMC), Virtual**
Title: The picture of health on Instagram: Congruent vs. incongruent emotions in predicting the sentiment of comments
Authors: **Wu, J.**, Hong, T.
- 05/2017 **67th Annual conference for the International Communication Association (ICA), San Diego**
Title: Effects of display fidelity and priming on game engagement and aggression (oral presentation)
Authors: Tay, S.K., **Wu, J.**, Di, Z., Xu, F., Zheng, M.
- 05/2017 **67th Annual conference for the International Communication Association (ICA), San Diego**
Title: College student and mobile games: An exploratory look at factors predicting problematic gaming (poster presentation)
Authors: Chen, J., Tay, S.K., Su, M., **Wu, J.**, Tao, R., Myung, E., Li, J., Kim, S., Yu, M., Aguilar, M., Riddle, K

AWARDS & HONORS

- 6/2022, 10/2021 Feld Research and Travel Award
College of Communication, Boston University.
- 10/2017 Research and Travel Award
School of Journalism and Mass Communication, University of Wisconsin-Madison.
- 4/2013 Comprehensive Scholarship of Chongqing University 1st-class (Top 10% Scholarship),
Chongqing University

PROFESSIONAL EXPERIENCE

- 10/2013 - 6/2014 Global Times News Website *Chongqing, China*
- 8/2013 – 10/2024 Sina Weibo Network Technology Company *Chongqing, China*