

## Jiaxi Wu

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### EDUCATION

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


### AREAS OF RESEARCH

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


### FELLOWSHIP


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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"><li>Attended 60+ weekly webinars for early career investigators in tobacco regulatory science</li><li>Led three research papers on the marketing and appeal of flavored tobacco products on social media for youths and underrepresented populations</li><li>Led fellows to submit a docket comment to the FDA</li><li>Presented research in the 2021 annual NIH Tobacco Centers of Regulatory Science meeting</li></ul>

### RESEARCH EXPERIENCE

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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"><li>Collected, cleaned, and analyzed Twitter data; Assisted codebook development; Trained and led undergraduate and master RAs.</li></ul>

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

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### 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](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

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

## WORKING PAPERS

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

- 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

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- 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

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- 11/2022 **108<sup>th</sup> 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      **104<sup>th</sup> 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

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- 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

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