Jiaxi Wu

College of Communication, Boston University

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EDUCATION

09/2018 – present	**Boston University**	Boston, USA

Ph.D. in Emerging Media Studies, College of Communication

- Dissertation title: *Resistance to Initiate VS. Courage to Quit: Differentiating Message Framing for Vaping Prevention and Vaping Cessation Among Youth*
- Expected defense time: June 2023

09/2015 – 06/2018	**University of Wisconsin – Madison**	Madison, USA

M.A. in Mass Communication, College of Communication

09/2011 – 06/2015	**Chongqing University**	Chongqing, China

B.A., Journalism

AREAS OF RESEARCH

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

FELLOWSHIP

09/2020 – 07/2022   Research Fellow (two-year $100,000 fellowship)

American Heart Association, Tobacco Center for Regulatory Science (A-TRAC) 🔗

- Attend 60+ weekly webinars for early career investigators in tobacco regulatory science
- Lead three research papers on the marketing and appeal of flavored tobacco products on social media for youths and vulnerable populations
- Lead fellows to submit a docket comment to the FDA
- Present research in the 2021 annual NIH Tobacco Centers of Regulatory Science meeting

RESEARCH EXPERIENCE

09/2018 - present   Graduate Research Assistant

College of Communication, Boston University

Featured Project: Social Media Analysis of Misinformation and Vaccine Hesitancy in Three Middle-Income Countries 🔗

- PIs: Traci Hong, PhD; Derry Wijaya, PhD; Veronika J. Wirtz, PhD
- Collect, clean, and analyze Twitter data; Assist codebook development; Train and lead undergraduate and master RAs.

09/2017 - 06/2018   Honorary Associate

School of Medicine and Public Health, University of Wisconsin-Madison, WI

Featured Project: <u>Paramedic Coached ED Care Transitions to Help Older Adults Maintain Their Health</u> 🔗

- o PI: Manish N Shah, MD, MPH,
- o Review literature; Compile, code, and analyze a subset of data.
- o Co-author a research paper

PEER-REVIEWED 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

BOOK CHAPTERS

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

WORKING PAPERS

Under Review:

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

Wu, J., Wang, Y., Xu., Y.A., Fetterman, J.L., Hong, T., (under review by the International Journal of Communication), Morally driven and emotionally fueled: the interactive effects of values and emotions in the social transmission of information endorsing e-cigarettes.

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.

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.

Hong, T., Tang, Z., Lu, M., Wang, Y., **Wu, J**., Wijaya, D. Effects of #Coronavirus Content Moderation on Misinformation and Anti-Asian Hate on Instagram.

TEACHING EXPERIENCE

09/2022 – present	Instructor – CM321 Communication Research Methods (undergraduate level)
	College of Communication, Boston University
	• Design course objectives, syllabus, lecture materials, in-class labs, and class handouts
	• Give lectures on communication research methods
	• Hold 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	*College of Communication, Boston University*
	• Independently teach two discussion sections
	• Use 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)
	College of Communication, Boston University
	• Lead master students to communicate with clients, and design 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
	• Facilitate training on leadership development, bystander intervention and alcohol education for undergraduate students

INVITED TALK

04/2022	Topic: Persuasion in Social Media — A Social Network Approach
	COM CM 280: Persuasion Theory
	College of Communication, Boston University

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 (Upcoming)	**108th Annual Communication Association Conference,** *New Orleans* 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
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
10/2021	**Fall 2021 NIH Tobacco Regulatory Science Meeting**, *Virtual* *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 in Facebook Pages (Oral Presentation) *Authors*: **Wu., J.,** Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., Hong, T.
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 in Facebook Pages (Oral Presentation) *Authors*: **Wu., J.,** Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., 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.
11/2013	Outstanding Student Reporter of Chongqing University
	Chongqing University
4/2013	Comprehensive Scholarship of Chongqing University 1st-class (Top 10% Scholarship), *Chongqing University*
11/2011	First Prize, National College Students' Art Performance, China

PROFESSIONAL EXPERIENCE

10/2013 - 6/2014	Global Times News Website
	Chongqing, China
8/2013 – 10/1024	Sina Weibo Network Technology Company
	Chongqing, China

OTHER SKILLS

Languages:

- Chinese: Native proficiency
- English: Full professional proficiency

Computer software and hardware:

- Statistical analysis: SPSS, R, Mplus, and LISREL
- Data scrapping & Natural language processing: R (intermediate level), Python (beginner level)
- Social and semantic network analysis: NodeXL, Gephi, Pajek