

## Jiaxi Wu

College of Communication, Boston University  
640 Commonwealth Avenue, Boston, MA 02215  
✉ jiaxiw@bu.edu | 🔗 <https://jiaxiwubu.github.io/>

### EDUCATION

---

- 09/2018 – present     *College of Communication, Boston University, USA*  
**Ph.D.**, Emerging Media Studies
- 09/2015 – 06/2018     *School of Journalism and Mass Communication, University of Wisconsin-Madison, USA*  
**M.A.**, Mass Communication
- 09/2011 – 06/2015     *School of Journalism and Communication, Chongqing University, China*  
**B.A.**, Journalism

### FELLOWSHIP

---

- 09/2020 – 07/2022     Research Fellow  
*American Heart Association, Tobacco Center for Regulatory Science (A-TRAC)*
- Attended weekly webinars for early career investigators in tobacco regulatory science
  - Conducted research on the marketing and appeal of flavored tobacco products on social media for youths and vulnerable populations
  - Led fellows to submit a docket comment to the FDA
  - Presented research in the 2021 annual NIH Tobacco Centers of Regulatory Science meetings

### 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
    - Collected, cleaned, and analyzed Twitter data; Assisted codebook development and coder training.
- 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
    - PIs: Manish N Shah, MD, MPH
    - Reviewed literature; compiled, coded, and analyzed a subset of data.
    - Co-authored a research paper

## TEACHING EXPERIENCE

---

- 09/2022 – present      Instructor – COM CM321 Communication Research Methods  
*College of Communication, Boston University*
- 09/2019 – 12/2019      Teaching Assistant – COM CM101 The World of Communication  
*College of Communication, Boston University*
- 09/2018 – 12/2018      *College of Communication, Boston University*
- 09/2017 – 06/2018      Facilitator – Badgers Step Up Alcohol Prevention and Bystander Intervention  
*University Health Services, University of Wisconsin-Madison*

## 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*

## PUBLICATIONS

---

- 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>

## 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., Does protecting status of a cigar Twitter account prevent engagement from underaged users? a social media analysis of public and protected swisher sweets promotional 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.

## CONFERENCES

---

- |                       |   |
|-----------------------|---|
| 11/2022<br>(Upcoming) | <b>108<sup>th</sup> Annual Communication Association Conference, <i>New Orleans</i></b><br><b>Title:</b> Morally Driven and Emotionally Fueled: The Interactive Effects of Values and Emotions in the Social Transmission of Information Endorsing E-cigarettes<br><b>Authors:</b> <b>Wu, J.</b> , Wang, Y., Xu., Y.A., Fetterman, J.L., Hong, T  |
| 06/2022               | <b>Society for Epidemiologic Research annual meeting, <i>Chicago</i></b><br><b>Title:</b> Social media use, tobacco brand engagement, and subsequent tobacco product initiation among youth: Evidence from a nationally representative prospective cohort study (Oral Presentation)<br><b>Authors:</b> Ranker, L., <b>Wu, J.</b> , Hong, T., Benjamin, E.J., Bhatnagar, A., Robertson, R.M., Fetterman, J.L., Xuan, Z |
| 10/2021               | <b>Fall 2021 NIH Tobacco Regulatory Science Meeting, <i>Virtual</i></b><br><b>Title:</b> Characterization of Large Cigar and LCC Videos on TikTok: The Impact of Influencers on Cigar Promotions (Poster Presentation)<br><b>Authors:</b> <b>Wu, J.</b> , Harlow, A., Wijaya, D., Berman, M., Benjamin, E.J., Xuan, Z., Hong, T   |
| 10/2021               | <b>Fall 2021 NIH Tobacco Regulatory Science Meeting, <i>Virtual</i></b><br><b>Title:</b> A Social Network Analysis of the Spread and Reach of Swisher Sweets Content on Twitter (Oral Presentation)<br><b>Authors:</b> <b>Wu, J.</b> , Ranker, L., Origgi, J.M., Ma, J., Hao, D., Benjamin, E. J., Xuan, Z.,  |

08/2021	<p>Wijaya, D., Fetterman, J. L., Hong, T.,</p> <p><b>104<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference (AEJMC), Virtual</b></p> <p><i>Title:</i> Analyzing Moral Foundations in Pro-vaping and Anti-vaping Facebook Communities (Oral Presentation)</p> <p><i>Authors:</i> Wang, Y., Xu, Y.A., Kim, H.M., <b>Wu, J.</b>, Hong, T., McLaughlin, M.</p>
05/2021	<p><b>71st Annual Conference for the International Communication Association (ICA), Virtual</b></p> <p><i>Title:</i> Negative Moral Emotions Increase Post Sharing: Multivariate Analyses of Vaping-related Discussions in Facebook Pages (Oral Presentation)</p> <p><i>Authors:</i> <b>Wu, J.</b>, Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., Hong, T.</p>
05/2021	<p><b>71st Annual Conference for the International Communication Association (ICA), Virtual</b></p> <p><i>Title:</i> Negative Moral Emotions Increase Post Sharing: Multivariate Analyses of Vaping-related Discussions in Facebook Pages (Oral Presentation)</p> <p><i>Authors:</i> <b>Wu, J.</b>, Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., Hong, T.</p>
05/2017	<p><b>67th Annual conference for the International Communication Association (ICA), San Diego</b></p> <p><i>Title:</i> Effects of Display Fidelity and Priming on Game Engagement and Aggression (Oral Presentation)</p> <p><i>Authors:</i> Tay, S.K., <b>Wu, J.</b>, Di, Z., Xu, F., Zheng, M.</p>
05/2017	<p><b>67th Annual conference for the International Communication Association (ICA), San Diego</b></p> <p><i>Title:</i> College Student and Mobile Games: An Exploratory Look at Factors Predicting Problematic Gaming (Poster Presentation)</p> <p><i>Authors:</i> Chen, J., Tay, S.K., Su, M., <b>Wu, J.</b>, Tao, R., Myung, E., Li, J., Kim, S., Yu, M., Aguilar, M., Riddle, K</p>

## INTERNSHIP

---

10/2013 - 6/2014	<p>Global Times News Website</p> <p><i>Chongqing, China</i></p>
8/2013 – 10/2014	<p>SINA Network Technology Company</p> <p><i>Chongqing, China</i></p>

## AWARDS & HONORS

---

6/2022	<p>Research and Travel Award</p> <p><i>College of Communication, Boston University.</i></p>
10/2021	<p>Research and Travel Award</p> <p><i>College of Communication, Boston University.</i></p>
10/2017	<p>Research and Travel Award</p> <p><i>School of Journalism and Mass Communication, University of Wisconsin-Madison.</i></p>
11/2013	<p>Outstanding Student Reporter of Chongqing University</p>

*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