#### Jiaxi Wu

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## **EDUCATION**

09/2018 − present

Boston University

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

M.A. in Mass Communication, College of Communication

09/2011 − 06/2015

Chongqing University

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

- o 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

<u>Featured Project</u>: Paramedic Coached ED Care Transitions to Help Older Adults Maintain Their Health  $\mathscr{D}$ 

- 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
	<ul> <li>Design course objectives, syllabus, lecture materials, in-class labs, and class</li> </ul>
	handouts
	Give lectures on communication research methods
	<ul> <li>Hold 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	College of Communication, Boston University
	<ul> <li>Independently teach two discussion sections</li> </ul>
	<ul> <li>Use group activities and scenario-based learning techniques to help students</li> </ul>
	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

#### INVITED TALK

04/2022

Topic: Persuasion in Social Media — A Social Network Approach COM CM 280: Persuasion Theory

College of Communication, Boston University

education for undergraduate students

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 Communication Association Conference, 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
06/2022	Society for Epidemiologic Research annual meeting, Chicago
	<i>Title</i> : Social media use, tobacco brand engagement, and subsequent tobacco product initiation among youth: Evidence from a nationally representative prospective cohort
	study (Oral Presentation)
	<i>Authors</i> : Ranker, L., <b>Wu, J.,</b> 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	
10/2021	Fall 2021 NIH Tobacco Regulatory Science Meeting, <i>Virtual</i> 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), <i>Virtual</i>
	<i>Title</i> : 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), <i>Virtual</i> 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), <i>Virtual</i> 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