

Jiaxi Wu

College of Communication, Boston University
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EDUCATION

- 09/2018 – present *College of Communication, Boston University, USA*
Ph.D., Emerging Media Studies
Dissertation title: *Resistance to Initiate VS. Courage to Quit: Differentiating Message Framing for Vaping Prevention and Vaping Cessation Among Youth*
Dissertation status: prospectus defended
- 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*
- 01/2019 – 06/2019 PhD Mentor – COM EM777 Masters Collaboratory Project
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

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

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| 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
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

INTERNSHIP

10/2013 - 6/2014 Global Times News Website
Chongqing, China

8/2013 – 10/2014 Sina Weibo Network Technology Company
Chongqing, China

AWARDS & HONORS

6/2022 Research and Travel Award
College of Communication, Boston University.

10/2021 Research and Travel Award
College of Communication, Boston University.

10/2017	Research and Travel Award <i>School of Journalism and Mass Communication, University of Wisconsin-Madison.</i>
11/2013	Outstanding Student Reporter of Chongqing University <i>Chongqing University</i>
4/2013	Comprehensive Scholarship of Chongqing University 1st-class (Top 10% Scholarship), <i>Chongqing University</i>
11/2011	First Prize, National College Students' Art Performance, China