

SISI HU

Curriculum vitae

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Website: <https://sisihuphd.github.io>

EDUCATION

University of Missouri

Ph.D., Journalism (Strategic Communication) 2022

- Research interests: *Narrative persuasion, health and science communication, social media, quantitative methods*
- Dissertation title: “Testing narrative integration and persuasion focus on prosocial health communication: An extended model of organ donation.”
- Dissertation committee: Amanda Hinnant (Chair), Sungkyoung Lee, Glen Cameron, Shelly Rodgers, and Benjamin Warner

Iowa State University

M.S., Journalism and Mass Communication 2016

Minor: Statistics

- Thesis title: “Why cyberbullies choose cyberspace: From the perspective of uses and gratifications.”
- Thesis committee: Andrew Pritchard (Chair), Michael Dahlstrom, and Lily Wang

Jiangnan University (China)

B.A., Advertising 2008

APPOINTMENT

School of Journalism and Strategic Media, University of Arkansas

Assistant professor of advertising 2022 –

PUBLICATIONS AND PAPERS

Refereed Journal Articles

8. Hinnant, A., **Hu, S.**, Hong, Y., Young, R. (in press). Rethinking user comments on science news stories: The effect of personal stories and evidence in comments on story evaluation and issue uncertainty. *Science Communication*.
7. **Hu, S.**, Kirkpatrick, CE., Hong, Y., Lee, N., Lee, S., & Hinnant, A. (2022). Improving rural White men’s attitudes toward clinical trial messaging and participation: Effects of framing, exemplars, and trust. *Health Education Research*.
<https://doi.org/10.1093/her/cyac026>. (All authors have contributed equally.)

6. Kirkpatrick, CE., **Hu, S.**, Lee, N., Hong, Y., Lee, S., & Hinnant, A. (2022). Overcoming Black Americans' psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars. *Health Communication*.
<https://doi.org/10.1080/10410236.2022.2105619>. (All authors have contributed equally.)
5. Fuzzell, L. N., Dodd, S., **Hu, S.**, Hinnant, A., Lee, S., Cameron, G., & Garbutt, J. M. (2022). An informed approach to the development of primary care pediatric firearm safety messages. *BMC pediatrics*, 22(1), 1-9. <https://doi.org/10.1186/s12887-021-03101-4>
4. **Hu, S.**, Boman, C., & Warner, B. (2021). Waiting for a match: Mitigating reactance in prosocial health behavior using psychological distance. *Health Communication*.
<https://doi.org/10.1080/10410236.2021.1974662>
3. Saffran, L., **Hu, S.***, Hinnant, A., Nagel, S., & Scherer, L. (2020). Constructing and influencing perceived authenticity in science communication: Experimenting with narrative. *PLOS ONE*, 15(1). <https://doi.org/10.1371/journal.pone.0226711>
(*Corresponding author)
This research was reported about in *Nature*, March 19, 2020:
<https://www.nature.com/articles/d41586-020-00857-0>
2. Hinnant, A., Boman, C., **Hu, S.**, Ashley, R., Chung, S., Lee, S., Dodd, S., Garbutt, J., & Cameron, G. (2019). The third rail of pediatric communication: Discussing firearm safety in well-child exams. *Health Communication*, 1-13.
<https://doi.org/10.1080/10410236.2019.1700883>
1. Pritchard, A. D., Fudge, J & **Hu, S.** (2015). Rational choice in religious advertising: American religions adapt to the spiritual marketplace. *Journal of Communication and Religion*, 38(4), 15-35.

Book Chapters

1. Dimitrova, D., & **Hu, S.** (2016). The 2014 midterm elections on local television: Frames, sources and valence. In Hendricks, J. & Schill, D (Eds.), *Communication and Midterm Elections: Media, Message, and Mobilization*. New York: Palgrave Macmillan.

Refereed Conference Papers

14. **Hu, S.**, Kirkpatrick, CE., Lee, N., Hong, Y., Lee, S., Hinnant, A. (2023). *TikTok as a Clinical Trial Recruitment Tool? Effects of Message Source and Framing on Participation Behavior*. Paper accepted for presentation at the Health Communication Division of the 73rd ICA Annual Conference, Toronto, Canada.
13. Kirkpatrick, CE., **Hu, S.**, Lee, N., Hong, Y., Lee, S., Hinnant, A. (2022). *Overcoming Black Americans' psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars*. Paper accepted for presentation at the Health

Communication Division of the 72nd ICA Annual Conference, Paris, France. (All authors have contributed equally.)

12. Hong, Y., Lee, N., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (2022). *Effects of framing and visuals in COVID-19 vaccination messages: Race and vaccine status as moderators*. Paper accepted for presentation at the Health Communication Division of the 72nd ICA Annual Conference, Paris, France. (All authors have contributed equally.)
11. **Hu, S.** & Hu, L. (2020). *Predictors of interactivity and likeability of posts in the online health forum: A computerized content analysis*. Paper accepted for presentation at the Health Communication division of the 70th ICA Annual Conference (Virtual).
10. **Hu, S.**, Boman, C., & Warner, B. (2019). *Waiting for a match: Mitigating reactance using psychological distance*. Paper accepted for presentation at the Health Communication division of the 69th ICA Annual Conference, Washington D.C., USA.
9. **Hu, S.** (2018). *Why cyberbullies choose cyberspace? The uses and gratifications of cyberbullying*. Paper accepted for presentation at the Health Communication division of the 68th ICA Annual Conference, Prague, Czech Republic.
8. **Hu, S.**, & Gao, X. (2018). *Can't repair the bad image? Embrace it! Testing of the pertinacious image as a strategy in crisis communication*. Abstract accepted for presentation at the 21st IPRRC, Orlando, FL, USA.
7. Saffran, L., **Hu, S.**, Hinnant, A., Scherer, L., & Nagel, S. (2020). *Experimenting with authenticity in science communication: Is connection the key to public support for science?* Paper accepted for presentation at the Public Communication of Science and Technology Conference, Aberdeen, Scotland, canceled in May 2020 due to COVID-19.
6. Saffran, L., **Hu, S.**, Hinnant, A., Nagel, S., & Scherer, L. (2019). *Constructing and Influencing Perceived Authenticity in Science Communication: Experimenting with Narrative*. Paper accepted for presentation at the ComSHER division of the 102nd AEJMC Annual Conference, Toronto, Canada.
5. Dockter, C., **Hu, S.**, & Lee, S. (2019). *Examination of comparative advertising and realistic framing in e-cigarette television advertisements*. Paper accepted for presentation at the Health Communication Division of the 69th ICA Annual Conference, Washington DC, USA.
4. Hinnant, A., Boman, C., **Hu, S.**, Ashley, R., Chung, S., Lee, S., Dodd, S., Garbutt, J., & Cameron, G. (2018). *The third rail of pediatric communication: Discussing firearm safety in well-child exams*. Abstract accepted for presentation at the Health Communication Division of 68th ICA Annual Conference, Prague, Czech Republic.
3. Pritchard, A.D., & **Hu, S.** (2016). *Content with uncertainty: Uses and gratifications*

theory and the non-use of religious media by religious “not sures.” Paper accepted for presentation at the 78th Association for the Sociology of Religion Annual Conference, Seattle, WA.

2. Pritchard, A.D., & **Hu, S.** (2016). *Just a phone call (or Facebook post) away: Parents’ influence at a distance on emerging adults’ religious connections.* Paper accepted for presentation at the Religion and Media Interest Group of the 99th AEJMC Annual Conference, Minneapolis, MN.
1. Dimitrova, D., & **Hu, S.** (2015). *The 2014 midterm elections on local television: Frames, sources and valence.* Paper accepted for presentation at the Political Communication interest group of the 98th AEJMC Annual Conference, San Francisco, CA, USA.

Research Under Review and In Progress

3. Hong, Y., Lee, N., **Hu, S.**, Kirkpatrick, CE., Lee, S., Hinnant, A. (under review). Effects of framing and visuals in COVID-19 vaccination messages: Race and vaccine status as moderators. *Health Communication*.
2. Lee, N., Hong, Y., Kirkpatrick, CE., **Hu, S.**, Lee, S., Hinnant, A. (under revise and resubmit). COVID-19 vaccination communication: Considering vaccine conspiracy beliefs and race as individual difference. *Health Education Research*.
1. **Hu, S.**, Kirkpatrick, CE., Lee, N., Hong, Y., Lee, S., Hinnant, A. (in progress). TikTok as a Clinical Trial Recruitment Tool? Effects of Message Source and Framing on Participation Behavior. *Computers in Human Behavior*.

Other Publications

4. Bent, E., Mitchem, M., **Hu, S.**, ... Manas, S. (2019, May 28). The state of journalism in democracy. *Reynolds Journalism Institute*. <https://www.rjionline.org/stories/the-state-of-journalism-in-democracy>
3. Dueck, A., Ng, E., & Muchemi, S.K. **Trans. Sisi Hu.** *Culture, Community, Therapy, and Healing*. PA, US: Fuller Graduate School of Psychology, 2016. (Translation work from English to Chinese)
2. Mukerji, Dhan Gopal. **Trans. Sisi Hu.** *Gay Neck: The Story of a Pigeon*. Wuhan, China: Changjiang Literature and Art Press, 2015. (Translation work from English to Chinese)
1. McCaughrean, Geraldine. **Trans. Sisi Hu.** *Stop the Train*. Wuhan, China: Changjiang Literature and Art Press, 2015. (Translation work from English to Chinese)

RESEARCH SKILLS

Statistical tools: R, SPSS

Statistical skills: General linear model (regression, ANOVA, multivariate analysis), structural equation modeling (SEM), multilevel modeling, cluster analysis, and time series analysis

TEACHING EXPERIENCE

University of Arkansas

Instructor of Record

- Advertising Principles (47 students, in-person) SP2023
- Campaigns (11 students, in-person) SP2023
- Advertising Principles (48 students, in-person) FS2022
- Journalism Theory (10 students, in-person) FS2022

University of Missouri

Instructor of Record

- Strategic Communication Research Methods (25 students, online) FS2020
- Strategic Communication Research Methods (23 students, in-person) SP2020

Teaching Assistant (Grading and Lecturing)

- Strategic Communication Research Methods (50 students) FS2019
- Fundamentals of Multimedia Journalism (49 students) SP2019
- Strategic Communication Research Methods (40 students) FS2018

HONORS & AWARDS

Cordes Teaching and Faculty Support Center (TFSC) Rapport Badge,

University of Arkansas 2022

Inducted into Honor Society of Kappa Tau Alpha,

University of Missouri 2021

Best Student Reviewer, *Journal of Advertising* 2019**Paul Synor Research Fellowship, University of Missouri** 2017 – 2021**Greenlee School Scholarship, Iowa State University** 2014 – 2016

GRANTS FUNDED

Institute of Clinical and Translational Sciences-Communication

(NIH subgrant from Washington University and the University of Missouri)

0067680, 0065990

Student-Investigator 2020 – 2022

Project: “Translation to Population: Population-based outcomes studies/ Improving Patient Outcomes” P.I.: Amanda Hinnant.
\$60,112.

University of Missouri, Research Council Grant

Student-Investigator 2018 – 2020

Project: “Perceived Authenticity as a Cause of Trust in Science Communication.” PI: Lise Jeanne Saffran. \$9,700.

Barnes-Jewish Hospital Foundation and Institute of Clinical and Translational Sciences Grant, NIH. 00056958.

Student-Investigator 2017 – 2018

Project: “Development of exam-room to newsroom strategy to enhance firearm safety.” University of Missouri P.I.: Amanda Hinnant; Washington University P.I.: Jane Garbutt. \$50,000.

Missouri School of Journalism, Graduate Student Travel Grant 2018 – 2019
Supported travel expenses: 2018 IPRRC in Orlando, USA, \$750; 2018 ICA in Prague, Czech Republic, \$1,000; 2019 AEJMC in Toronto, Canada, \$1,000.

Iowa State University, Graduate Student Travel Grant 2015
Supported travel expenses: 2015 AEJMC in Toronto, Canada, \$500.

SERVICE TO THE FIELD

Reviewer. ICA Annual Conference, Health Communication Division, 2019 – present
Reviewer. *Journal of Health Communication*, 2019 – present
Reviewer. *Journalism and Mass Communication Quarterly*, 2020 – present
Reviewer. *PLOS ONE*, 2021 – present
Ph.D. Student Reviewer. *Journal of Advertising*, 2018 – 2019

SERVICE TO SCHOOL OF JOURNALISM AND STRATEGIC MEDIA AT UARK

Member, Search Committee, Digital and Social Media Advertising and/or Public Relations Assistant or Associate Professor 2022 – 2023
Member, Search Committee, Assistant Professor of Documentary/Long-Form Film/Video/Broadcast 2022 – 2023
Faculty Mentor, JOUR 4981 Journalism Writing Requirement 2022 – present
Member, Assessment Committee 2022 – present
Reviewer, ACEJMC Accreditation Self-Study Report 2022 – 2023

GRADUATE STUDENT COMMITTEES

MA theses/project committees

Current member

Wendy Echeverria, Paige McGaughy, William Chamblee

MENTIONS IN THE PRESS / MEDIA COVERAGE

Miseta, E. (2022, December 15). Overcome Recruitment Challenges of Black and Rural Patients. *Clinical Leader*. Available at <https://www.clinicalleader.com/doc/overcome-recruitment-challenges-of-black-and-rural-patients-0001>

Diedrich, S. (2022, November 30). Overcoming barriers to enhance clinical trials. *Show Me Mizzou*. Available at <https://showme.missouri.edu/2022/overcoming-barriers-to-enhance-clinical-trials/>

TFSC Awards Rapport Badge to 25 New Faculty Members. (2022, October 13). *University of Arkansas News*. Available at <https://news.uark.edu/articles/62227/tfsc-awards-rapport-badge-to-25-new-faculty-members>

Reardon, S. (2020, March 19). Adding a personal backstory could boost your scientific credibility with the public. *Nature*. Available at <https://www.nature.com/articles/d41586-020-00857-0>

Stann, E. (2020, February 19). Communicating science can benefit from scientists ‘being human.’ *Show Me Mizzou*. Available at <https://showme.missouri.edu/2020/communicating-science-can-benefit-from-scientists-being-human/>

TEACHING TRAINING

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|---|-------------------|
| New Faculty Lunch Discussions, Cordes Teaching and Faculty Support Center (TFSC), University of Arkansas | 08/2022 – present |
| Online Teaching Certificate, University of Missouri | 08/2020 |

OTHER SKILLS

Language: Chinese (native), English (speak fluently and read/write with high proficiency)
Multimedia skills: Industry experience with using Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro in advertising

GUEST PRESENTATIONS

Guest lecture, University of Arkansas, School of Journalism and Strategic Media, ADPR 4473 Account Planning section 1, November 8, 2022. Spoke about consumer insights and campaign objectives.

Guest lecture, University of Arkansas, School of Journalism and Strategic Media, ADPR 4473 Account Planning section 2, November 10, 2022. Spoke about consumer insights and campaign objectives.

MEMBERSHIPS

International Communication Association (ICA)
Association for Education in Journalism and Mass Communication (AEJMC)
Chinese Communication Association (CCA)
Kappa Tau Alpha, the national honor society in journalism and mass communication

RELATED INDUSTRY EXPERIENCE

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|---|-------------------|
| Chicago Chinese Cultural Institute, Chicago, IL | |
| Social Media Marketing Intern | 01/2017 – 06/2017 |
| <i>English Square Magazine</i> , Wuhan, China | |
| Editorial Director | 09/2010 – 09/2012 |

Yuanxiang Cultural Communications Co., Ltd., Shanghai, China
Account Executive

03/2008 – 05/2010