

# SISI HU

Curriculum vitae

Ph.D. | (515) 708-3834 | sisih@uark.edu

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. (2023). Contested Certainty and Credibility: The Effect of Personal Stories and Scientific Evidence in User Comments on News Story Evaluation and Relevance. *Science Communication*.  
<https://doi.org/10.1177/10755470221150503>
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

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

Chicago Chinese Cultural Institute, Chicago, IL

**Social Media Marketing Intern**

01/2017 – 06/2017

*English Square Magazine*, Wuhan, China

**Editorial Director**

09/2010 – 09/2012

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

**Account Executive**

03/2008 – 05/2010