

SISI HU

Curriculum vitae

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EDUCATION

University of Missouri

Ph.D., Journalism (Strategic Communication)

May 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

PUBLICATIONS AND PAPERS

Refereed Journal Articles

- Kirkpatrick, CE., **Hu, S.**, Lee, N., Hong, Y., Lee, S., Hinnant, A. (Accepted). Overcoming Black Americans’ psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars. *Health Communication*.
- 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>
- **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>

- 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)
- 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>
- 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

- 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

- **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).
- **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.
- **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.
- **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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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

- 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*.
- **Hu, S.**, Kirkpatrick, CE., Hong, Y., Lee, N., Lee, S., Hinnant, A. (under review). Overcoming barriers to clinical trial participation among rural White men: Exploring the effects of framing, exemplar, and trust. *Health Education Research*.
- Lee, N., Hong, Y., Kirkpatrick, CE., **Hu, S.**, Lee, S., Hinnant, A. (under review). COVID-19 vaccination communication: Considering vaccine conspiracy beliefs and race as individual difference. *Health Education Research*.
- **Hu, S.**, Hinnant, A., & Young, R. Don’t read the comments! How user comments affect story credibility, relevance, and perceived health risk. (In the progress of submission to the *Science Communication* by September 15.)

Other Publications

- 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>

- 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)
- 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)
- 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 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

- 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)

Student-Investigator 2017 – present

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

University of Missouri, Research Council Grant

Co-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

Co-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. \$29,000.

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.

ACADEMIC SERVICE

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

MENTIONS IN THE PRESS / MEDIA COVERAGE OF RESEARCH

- 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/>

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
- Certificate: Online Teaching Certificate (University of Missouri, Aug 2020)

TEACHING AREAS/COURSES PREPARED TO TEACH

Strategic Communication Research Methods
Health & Science Communication
Advertising Psychology
Principles of Public Relations
Social Media Strategies & Data Analytics
Crisis Management Case Studies

MEMBERSHIPS

International Communication Association (ICA)
Association for Education in Journalism and Mass Communication (AEJMC)
Chinese Communication Association (CCA)

RELATED INDUSTRY EXPERIENCE

Chicago Chinese Cultural Institute, Chicago, IL Social Media Marketing Intern	01/2017 – 06/2017
<i>English Square</i> Magazine, Wuhan, China Editorial Director	09/2010 – 09/2012
Yuanxiang Cultural Communications Co., Ltd., Shanghai, China Account Executive	03/2008 – 05/2010