

## Jiayi Wu

Postdoctoral Fellow, Health Communication & Equity Lab  
Annenberg School for Communication, University of Pennsylvania

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### EDUCATION

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- 09/2018 – 08/2023 **Boston University** Boston, USA  
Ph.D. in Emerging Media Studies, College of Communication
- Dissertation title: *Messaging for Change: Investigating Effective Communication Strategies to Promote Youth Vaping Cessation on Social Media*
  - Advisor: Dr. Traci Hong
  - Doctoral committee: Dr. Jessica L. Fetterman, Dr. James Cummings, Dr. Chris Chao Su, Dr. Jennifer Cornacchione Ross
- 09/2015 – 06/2018 **University of Wisconsin – Madison** Madison, USA  
M.A. in Mass Communication, College of Communication
- 09/2011 – 06/2015 **Chongqing University** Chongqing, China  
B.A., Journalism


### AREAS OF RESEARCH

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Health communication and promotion; Health equity; Social media analysis; Media psychology; Media uses and effects; Tobacco regulatory science


### FELLOWSHIP

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- 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 underrepresented 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

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- 09/2018 – 06/2023 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)
- 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*

Featured Project: Paramedic Coached ED Care Transitions to Help Older Adults

Maintain Their Health 

- PI: Manish N Shah, MD, MPH;
- Review literature; Compile, code, and analyze a subset of data.
- Co-author a research paper

## **PUBLICATIONS**

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### **Journal Articles**

**Wu, J.**, Origgi, J. M., Ranker, L. R., Bhatnagar, A., Robertson, R. M., Xuan, Z., Wijaya, D., Hong, T., & Fetterman, J. L. (2023). Compliance With the US Food and Drug Administration's Guidelines for Health Warning Labels and Engagement in Little Cigar and Cigarillo Content: Computer Vision Analysis of Instagram Posts. *JMIR infodemiology*, 3, e41969. <https://doi.org/10.2196/41969>

**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>

**Wu, J.**, Wang, Y., Xu, Y., Fetterman, J., & Hong, T. (2023). Morally Driven and Emotionally Fueled: The Interactive Effects of Values and Emotions in the Social Transmission of Information Endorsing E-cigarettes. *International Journal of Communication*, 17, 21. <https://ijoc.org/index.php/ijoc/article/view/19860>

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](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>

### **Under Review:**

Ranker, LR, Lu, M., **Wu, J.**, Bhatnagar, A., Robertson, R.M., Wijaya, D., Hong, T., Fetterman, J.F., Xuan, Z. (under review; journal removed for blind review) “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. (revise and resubmit; journal removed for blind review) Effects of #coronavirus content moderation on misinformation and anti-Asian hate on Instagram.

Ranker, LR, **Wu, J.**, Hong, T., Wijaya, D., Bhatnagar, A, Robertson RM., Fetterman, JL., Xuan, Z. (under review; journal removed for blind review) Social media use, brand engagement, and tobacco product initiation among youth: Evidence from a prospective cohort study.

**Wu J.**, Benjamin, E. J., Ross, J.C., Fetterman, J.F., Hong, T. (under review; journal removed for blind review). Health Messaging Strategies for Vaping Prevention and Cessation Among Youth: A Systematic Review.

### **BOOK CHAPTERS**

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Wang, Y., **Wu, J.**, & Hong, T., Tobacco advertising. In E. Y. Ho, C. L. Bylund, J. C. M. Van Weert, I. Basnyat, N. Bol, & M. Dean (Eds.), *The international encyclopedia of health communication*, John Wiley & Sons.  
doi:10.1002/9781119678816.iehc0751 (<https://doi.org/10.1002/9781119678816.iehc0751>)

### **WORKING PAPERS**

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#### ***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., Protected status vs targeted marketing? A computational analysis of individuals engaging with public and protected cigar-branded Tweets.

Wang, Y., **Wu, J.**, Hong, T., How do pregnant and pre-pregnancy persons communicate COVID-19 vaccine hesitancy online? The role of health support groups on Reddit.

**Wu J.**, Benjamin, E. J., Ross, J.C., Fetterman, J.F., Hong, T. Quitting on TikTok: Effects of Gain/Loss Framed Message Themes and Sources on Engagement with Quitting Vaping TikTok Videos

**Wu J.**, Benjamin, E. J., Ross, J.C., Fetterman, J.F., Hong, T. TikTok-ing to Encourage Vaping Cessation among Youth: The Effects of Source Credibility and Psychological Reactance

### **TEACHING EXPERIENCE**

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09/2022 – 12/2022    Instructor of record – CM321 Communication Research Methods

02/2022 – 05/2023    *College of Communication, Boston University*

- Design course objectives, syllabus, lecture materials, in-class labs, and class handouts
- Give lectures on communication research methods

- Hold workshops to help students gain hands-on experience with data collection and analysis
- 09/2019 – 12/2019 Teaching Assistant – CM101 The World of Communication  
09/2018 – 12/2018 *College of Communication, Boston University*
- Teach discussion sections
  - Use group activities and scenario-based learning techniques to help students understand communication concepts and processes
- 01/2019 – 06/2019 PhD Mentor – EM777 Masters Collaboratory Project  
*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 and bystander intervention

## INVITED TALK

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- 04/2023 Topic: Social Media Analysis of Tobacco Regulatory Science Research  
Kilachand Honor’s College (KHC) 401: Epistemologies and the Process of Inquiry  
*The BU Hub: Boston University’s University-wide general education program*
- 04/2022 Topic: Persuasion in Social Media — A Social Network Approach  
COM CM 280: Persuasion Theory  
*College of Communication, Boston University*
- 10/2021 Topic: Filing a Docket Comment with the FDA  
Tobacco Centers of Regulatory Science (A-TRAC) Weekly Webinar  
*American Heart Association*
- 05/2021 Topic: Tobacco Industry Marketing Tactics to Attract Younger Generations  
Tobacco Center for Regulatory Science (A-TRAC) Annual Meeting  
*American Heart Association*

## CONFERENCES

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- 08/2023 106<sup>th</sup> *Journalism and Mass Communication Annual Conference (AEJMC), Washington, D.C.*  
Title: Posted in error: Did the CDC’s retraction of aerosol guidance undercut its public reputation? (poster presentation)  
Authors: Hong, T., Tang, Z.\*, **Wu, J.\***, Murray, E.J., Wijaya, D. & Beaudoin, C. E.
- 03/2023 *The Society for Research on Nicotine and Tobacco (SRNT), San Antonio, TX*  
Title: FDA health warning label compliance on Instagram advertisements of synthetic nicotine products (oral presentation)  
Authors: Trifiro B\*, **Wu J\***, Ranker L, Origgi JM, Benjamin EJ, Ross JC, Xuan Z, Wijaya D, Fetterman JL\*, & Hong T.\*
- 03/2023 *The Society for Research on Nicotine and Tobacco (SRNT), San Antonio, TX*

- Title: Prospective associations between social media use, following tobacco brand accounts, and tobacco initiation among youth (poster presentation)  
Authors: T Ranker L, **Wu J**, Hong T., Ross JC, Benjamin EJ, Bhatnagar A, Robertson RM, Xuan Z, Fetterman JL.
- 03/2023 *The Society for Research on Nicotine and Tobacco (SRNT), San Antonio, TX*  
Title: Protected status vs targeted marketing? A computational analysis of individuals engaging with public and protected cigar-branded Tweets (poster presentation)  
Authors: **Wu J**, Ranker LR, Origgi JM, Ma J, Hao D, Benjamin EJ, Ross JC, Xuan Z, Wijaya D, Fetterman JL\*, Hong T\*
- 11/2022 *108<sup>th</sup> Annual National Communication Association Conference (NCA), New Orleans*  
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
- 10/2022 *Fall 2021 NIH Tobacco Regulatory Science Meeting, Virtual*  
Title: Health warning labels and engagement in little cigar and cigarillo Instagram promotions: Using computer vision to detect compliance with FDA guidelines (poster presentation)  
Authors: **Wu, J.**, Origgi JM, Ranker LR, Bhatnagar A, Robertson RM, Xuan Z, Wijaya D, Hong T, Fetterman JL.
- 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 *104<sup>th</sup> 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.

- 07/2021 *23<sup>rd</sup> International Conference on Human-Computer Interaction, Virtual*  
Title: Public Responses and Concerns Regarding Vape Bans on Reddit: A Longitudinal Topic Modeling Approach (oral presentation)  
Authors: Xu, Y.A., Kim, H.M., Wang, Y., **Wu, J.**, Hong, T., McLaughlin, M.
- 05/2021 *71<sup>st</sup> Annual Conference for the International Communication Association (ICA), Virtual*  
Title: Negative moral emotions increase post sharing: Multivariate analyses of vaping-related Discussions on Facebook pages (oral presentation)  
Authors: **Wu., J.**, Wang, Y., Xu, A.Y., Kim, H.M., McLaughlin, M., Hong, T.
- 08/2020 *103<sup>th</sup> Annual Association for Education in Journalism and Mass Communication Conference (AEJMC), Virtual*  
Title: The picture of health on Instagram: Congruent vs. incongruent emotions in predicting the sentiment of comments (poster presentation)  
Authors: **Wu, J.**, Hong, T.
- 05/2017 *67<sup>th</sup> 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 *67<sup>th</sup> 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**

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- 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.*
- 4/2013 Comprehensive Scholarship of Chongqing University 1st-class (Top 10% Scholarship),  
*Chongqing University*

## **PROFESSIONAL EXPERIENCE**

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- 10/2013 - 6/2014 Global Times News Website *Chongqing, China*
- 8/2013 – 10/1024 Sina Weibo Network Technology Company *Chongqing, China*