

# Michelle Jeong, PhD

Department of Health Behavior

Gillings School of Global Public Health, University of North Carolina

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## EMPLOYMENT

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**University of North Carolina at Chapel Hill**

Aug 2016 – Present

*Postdoctoral Research Fellow*

Department of Health Behavior | Gillings School of Global Public Health

Center for Regulatory Research on Tobacco Communication | Lineberger Comprehensive Cancer Center

Primary Mentor: Noel T. Brewer

## EDUCATION

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**Annenberg School for Communication, University of Pennsylvania**

Aug 2016

**Ph.D.**, Communication

Dissertation Title: *Sharing in the Context of Tobacco and E-cigarette Communication: Determinants, Consequences, and Contingent Effects*

Dissertation Committee: Robert C. Hornik (Chair), Joseph N. Cappella, Emily Falk

**Annenberg School for Communication, University of Pennsylvania**

May 2013

**M.A.**, Communication

**University of Pennsylvania**

Dec 2010

**B.A.**, Communication | Minor: English

Distinction: Magna Cum Laude

## PEER-REVIEWED PUBLICATIONS

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- El-Toukhy S., Baig, S. A., **Jeong, M.**, Byron, M. J., Ribisl, K. M., & Brewer, N. T. (In press). Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. *Tobacco Control*.
- Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. M., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2018). Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tobacco Control*. Advance online publication. doi: 10.1136/tobaccocontrol-2017-054112
- Mendel, J. R., Baig, S. A., Hall, M. G., **Jeong, M.**, Byron, M. J., Morgan, J. C., Noar, S. M., & Ribisl, K. M., Brewer, N. T. (2018). Brand switching and toxic chemicals in cigarette smoke: A national study. *PLoS ONE*, 13(1): e0189928. doi: 10.1371/journal.pone.0189928

- Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. (2018). Public misperception that very low nicotine cigarettes are less carcinogenic. *Tobacco Control*. Advance online publication. doi: 10.1136/tobaccocontrol-2017-054124
- **Jeong, M.** (2017). Sharing tobacco and e-cigarette information: Predicting its occurrence and valence among youth and young adults. *Health Communication*. Advance online publication. doi: 10.1080/10410236.2017.1331310
- **Jeong, M.**, & Bae, R. E. (2017). The effect of campaign-generated interpersonal communication on campaign-targeted outcomes: A meta-analysis. *Health Communication*. Advance online publication. doi: 10.1080/10410236.2017.1331184
- **Jeong, M.**, Tan, A. S. L., Brennan, E., Gibson, L. A., & Hornik, R. C. (2015). Talking about quitting: Interpersonal communication as a mediator of mass media campaign effects. *Journal of Health Communication, 20*(10), 1196-1205. doi:10.1080/10810730.2015.1018620
- **Jeong, M.**, Gilmore, J. S., Bleakley, A., & Jordan, A. (2014). Local news media framing of obesity in the context of a sugar-sweetened beverage reduction media campaign. *Journal of Nutrition Education and Behavior, 46*(6), 583-388. doi:10.1016/j.jneb.2014.04.294
- Gibson, L. A., Parvanta, S. A., **Jeong, M.**, & Hornik, R. C. (2014). Evaluation of a mass media campaign promoting using help to quit smoking. *American Journal of Preventive Medicine, 46*(5), 487-495. doi:10.1016/j.amepre.2014.01.011

## UNDER REVIEW

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- **Jeong, M.** (2017). Direct and contingent effects of sharing tobacco and e-cigarette information on behavior. Revise and resubmit.
- **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. (2017). Similarities and differences in health behavior research findings from convenience and probability samples. Revise and resubmit.
- Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (2017). How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. Manuscript submitted for publication.
- **Jeong, M.**, Baig, S. A., Osman, A., Goldstein, A. O., & Brewer, N. T. (2017). Seeking information about cigarette constituents in the context of anti-smoking advertisements. Manuscript submitted for publication.
- Mendel, J. R., Hall, M. G., Baig, S. A., **Jeong, M.**, & Brewer, N. T. (2017). Placing health warnings on e-cigarettes: A standardized protocol. Manuscript submitted for publication.
- Morgan, J. C., **Jeong, M.**, Baig, S. A., Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2018). Impact of cigarette pack anti-littering messages. Manuscript submitted for publication.
- **Jeong, M.**, Noar, S. M., Zhang, D., Mendel, J. R., Agans, R. P., Boynton, M. H., Baig, S. A., Byron, M. J., Ribisl, K. M., & Brewer, N. T. (2018). Public understanding of cigarette smoke chemicals: Longitudinal study of US adults and adolescents. Manuscript submitted for publication.

## BOOK CHAPTERS

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- Kim, Y., **Jeong, M.**, & Jeong, S. R. (2015). Using big data opinion mining to predict rises and falls in the stock price index. In M. Tavana, & K. Puranam (Eds.) *Handbook of Research on Organizational Transformations through Big Data Analytics* (pp. 30-42). Hershey, PA: Business Science Reference. doi:10.4018/978-1-4666-7272-7.ch003

## WORKING PAPERS

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- Byron, M. J., Baig, S. A., **Jeong, M.**, Ribisl, K. M., Hall, M. G., & Brewer, N. T. (2018). IQOS reduced exposure claims mislead consumers to believe the product is less harmful. Comment for FDA Tobacco Products Scientific Advisory Committee. January 4.
- Brennan, E., **Jeong, M.**, Momjian-Kybert, A., & Hornik, R. C. (2016). Preventing and reducing tobacco use among youth and young adults: A systematic review of the effectiveness of mass media interventions, 2008-2013 (CECCR/TCORS Working Paper Series). Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.
- Brennan, E., Momjian, A., **Jeong, M.**, Naugle, D., Parvanta, S., & Hornik, R. C. (2012). Mass media campaigns to reduce smoking among youth and young adults: Documenting potential campaign targets and reviewing the evidence from previous campaigns (CECCR Working Paper Series). Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania.
- Brennan, E., Momjian, A., **Jeong, M.**, Naugle, D., Parvanta, S., & Hornik, R. C. (2012). Identifying potential targets for a mass media campaign to reduce youth and young adult smoking behavior (CECCR Working Paper Series). Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania.

## CONFERENCE PRESENTATIONS

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- **Jeong, M.**, Zhang, D., Mendel, J. R., Noar, S. M., Agans, R. P., Boynton, M. H., Baig, S. A., Byron, M. J., Ribisl, K. M., & Brewer, N. T. (June 2018). Public awareness of cigarette smoke chemicals: A longitudinal study of US adults and adolescents. To be presented at the *NIH Tobacco Regulatory Science Meeting*, Bethesda, MD.
- Mendel, J. R., Hall, M. G., Baig, S. A., **Jeong, M.**, & Brewer, N. T. (June 2018). Placing health warnings on e-cigarettes: A standardized protocol. To be presented at the *NIH Tobacco Regulatory Science Meeting*, Bethesda, MD.
- Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (May 2018). Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. To be presented at the *68<sup>th</sup> Annual Conference of the International Communication Association*, Prague, Czech Republic.

- **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. (April 2018). Comparing health behavior research findings from convenience and probability samples. *39th Annual Meeting of the Society of Behavioral Medicine*, New Orleans, LA.
- Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. N., Baig, S. A., Morgan, J. C., Ribisl, K. M. (April 2018). Impact of cigarette pack disclosures about toxic chemicals: A randomized clinical trial. *39th Annual Meeting of the Society of Behavioral Medicine*, New Orleans, LA.
- Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (April 2018). How conversations about pictorial cigarette pack warnings impact quit attempts: A multiple mediational analysis. *39th Annual Meeting of the Society of Behavioral Medicine*, New Orleans, LA.
- **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. (February 2018). Using convenience and probability samples for tobacco research: Comparing estimates of experiments, correlates, and prevalence. *24th Annual Meeting of the Society for Research on Nicotine and Tobacco*, Baltimore, MD.
- Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. (February 2018) Misperceptions about the harm of very low nicotine cigarettes: A national survey of U.S. adult smokers. *24th Annual Meeting of the Society for Research on Nicotine and Tobacco*, Baltimore, MD.
- Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (February 2018). How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. *24th Annual Meeting of the Society for Research on Nicotine & Tobacco*, Baltimore, MD.
- Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. N., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (October 2017). Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial. *National Institutes of Health Tobacco Centers of Regulatory Science (TCORS) Fall Grantee Meeting*, Bethesda, MD.
- Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. (October 2017). Misperceptions about the harm of very low nicotine cigarettes: A national survey of US adult smokers. *National Institutes of Health Tobacco Centers of Regulatory Science (TCORS) Fall Grantee Meeting*, Bethesda, MD.
- **Jeong, M.** (May 2017). Sharing in the context of tobacco and e-cigarette communication: Consequences and contingent effects. *67th Annual Conference of the International Communication Association*, San Diego, CA.
- **Jeong, M.**, & Hornik, R. C. (March 2017). Can sharing about tobacco and e-cigarettes affect behavior among youth, above and beyond intentions? *23rd Annual Meeting of the Society for Research on Nicotine and Tobacco*, Florence, Italy.
- **Jeong, M.**, & Hornik, R. C. (March 2017). Predicting youths' sharing of tobacco and e-cigarette-related information and the valence with which they share. *23rd Annual Meeting of the Society for Research on Nicotine and Tobacco*, Florence, Italy.

- Gibson, L. A., Sangalang, A., Volinsky, A., O'Donnell, M. B., **Jeong, M.**, Yang, Q., & Hornik, R. C. (December 2016). Could a fragmented communication environment reshape the narrative?: Evidence from tobacco and e-cigarette media networks. *9th Annual Conference on the Science of Dissemination and Implementation*, Washington DC.
- Gibson, L. A., Yang, Q., O'Donnell, M. B., Liu, J., Lee, S. J., Kranzler, E. C., Volinsky, A., **Jeong, M.**, & Hornik, R. C. (November 2016). Automated methods for content analysis in health communication: Comparing dictionary and supervised machine learning (SML) methods. *102<sup>nd</sup> Annual Conference of the National Communication Association*, Philadelphia, PA.
- **Jeong, M.** (June 2016). Sharing health content: Measurement validation in the context of tobacco and e-cigarette behaviors. *66<sup>th</sup> Annual Conference of the International Communication Association*, Fukuoka, Japan.
- **Jeong, M.**, & Bae, E. (May 2015). A meta-analysis of the effect of interpersonal communication on health outcomes in the context of mass media campaigns. *65<sup>th</sup> Annual Conference of the International Communication Association*, San Juan, Puerto Rico.
- **Jeong, M.**, & Hornik, R. C. (February 2015). Youths' sharing of information about tobacco and e-cigarettes on online and offline platforms. *21<sup>st</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco*, Philadelphia, PA.
- **Jeong, M.**, Tan, A., Brennan, E., Gibson, L., & Hornik, R.C. (May 2014). Examining interpersonal communication as a mediator of campaign effects on smokers' quit behaviors. *64<sup>th</sup> Annual Conference of the International Communication Association*, Seattle, WA.
- **Jeong, M.**, Tan, A., Brennan, E., Gibson, L., & Hornik, R.C. (August 2013). Interpersonal communication mediates campaign effects on smokers' quit behaviors: Results from the Smoke Free Philly campaign. *National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting*, Ann Arbor, MI.
- Brennan, E., Gibson, L., Momjian, A., **Jeong, M.**, Naugle, D., Forquer, H., Tan, A., Parvanta, S., & Hornik, R. C. (March 2013). Identifying potential themes for a youth-focused smoking prevention mass media campaign: A theory-driven and empirical approach. *19<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco*, Boston, MA.
- Brennan, E., **Jeong, M.**, Gibson, L., Momjian, A., Naugle, D., Forquer, H., Tan, A. S. L., Parvanta, S., & Hornik, R. C. (October 2012). Identifying potential target beliefs for youth smoking prevention mass media campaigns: Findings from an online study with 13-25 year olds. *National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting*, Madison, WI.
- Gibson, L., Parvanta, S., **Jeong, M.**, Mallya, G., Hornik, R.C. (October 2012). Mass media campaign to increase the use of all smoking cessation aids: Results from a monthly population- and individual-level evaluation. *National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting*, Madison, WI.
- Gilmore, J. S., **Jeong, M. (Presenter)**, Alade, S., & Jordan, A. (May 2012). Local news media framing of obesity before and during a public health media intervention. *62<sup>nd</sup> Annual Conference of the*

*International Communication Association, Phoenix, AZ.*

## **RESEARCH EXPERIENCE**

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### ***Center for Regulatory Research on Tobacco Communication*** | Postdoctoral Research Fellow

Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill 2016-Present

- Funded by the Food and Drug Administration and the National Institutes of Health
- Managed data and oversaw analysis of a randomized controlled trial of smokers in San Francisco; developed measures for a pilot study on the effect of tobacco communication on LGBT adults; used data from two separate waves of a nationally-representative survey to conduct studies around tobacco regulatory science and communication
- Assisted in writing the science sections of the renewal grant, as well as reviewing budget details and other logistics pertaining to grant submission
- Supervised a graduate research assistant in various projects

### ***Tobacco Center of Regulatory Science*** / Graduate Research Fellow

Annenberg School for Communication, University of Pennsylvania 2013-2016

- Funded by the Food and Drug Administration and the National Institutes of Health
- Developed measures for a cross-sectional and re-contact survey for a nationally-representative sample of youth and young adults; drafted a codebook for content analysis of various media items; hand-coded and machine-coded items for tobacco-related themes

### ***Center of Excellence in Cancer Communication Research*** | Graduate Research Fellow

Annenberg School for Communication, University of Pennsylvania 2011-2013

- Funded by the National Cancer Institute
- *FDA National Youth Anti-Smoking Campaign* (with support from the Food and Drug Administration): conducted a comprehensive literature review of past anti-smoking campaigns targeting youths and young adults; drafted a youth-targeted online survey that measured beliefs and intentions to smoke; identified potential target beliefs as part of formative research for the FDA's Real Cost campaign
- *Evaluation of the Smoke Free Philly Campaign* (with support from the Philadelphia Department of Public Health and the Centers for Disease Control and Prevention): analyzed survey data and wrote monitoring reports on a monthly basis; conducted a summative evaluation of the campaign

### ***Philadelphia Healthy Lifestyles Initiative*** | Research Assistant

Annenberg Public Policy Center, University of Pennsylvania 2010-2011

- Funded by the Philadelphia Department of Public Health and the Centers for Disease Control and Prevention
- Scanned the local media environment for news that pertained to the city-wide initiative against

obesity; catalogued articles into an Access database; drafted and finalized a codebook, trained coders, and conducted a content analysis of articles via hand coding

## TEACHING EXPERIENCE

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- Teaching Certificate, Center for Teaching and Learning, University of Pennsylvania 2015
- COMM 130, Mass Media & Society | Graduate Teaching Fellow Spring 2014
  - Guest lectured on governmental controls on media content to a class of 160 students; helped design and grade exams and final projects; held weekly office hours and met with students regularly
- COMM 125, Introduction to Communication Behavior | Graduate Teaching Fellow Spring 2013
  - Taught two recitation sections per week (20 students in each class); helped design and grade exams, assignments, and final papers; held weekly office hours and met with students regularly
    - Course evaluations: 3.53/4.00

## HONORS/ AWARDS/ SCHOLARSHIPS

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- Summer Research Fellowship, Annenberg School for Communication 2011-2015
- Doctoral Fellowship, Annenberg School for Communication, 2011-2016
- Dean's List, University of Pennsylvania 2008-2010
- Price Scholarship, University of Pennsylvania 2009-2011
- Invited member of The National Society of Collegiate Scholars 2009-Present

## SERVICE

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- Manuscript reviewer:
  - *Health Communication*
  - *Journal of Health Communication*
  - *Health Education and Behavior*
  - *Journal of Adolescent Health*
  - *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*
- Departmental service:
  - UNC CRRTC Pilot Research Grant Review Committee, 2017
  - UNC CRRTC Biostatistician Search Committee, 2016
  - Annenberg School for Communication Graduate Council, 2012-2013

## PROFESSIONAL ASSOCIATION MEMBERSHIP

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- International Communication Association
- National Communication Association

## RESEARCH INTERESTS

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- Examining the effects of the interplay between interpersonal communication and mass media on health behavior, and the broader role of interpersonal communication in the context of health interventions
- Examining the effects of sharing health information on offline and online platforms on subsequent health behavior, especially on youth and young adults
- General health communication, including theories and research concerning health behavior change education, and formative and evaluative research surrounding public health communication campaigns