

Michelle Jeong

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EMPLOYMENT

University of North Carolina at Chapel Hill

Aug 2016 – Present

Postdoctoral Research Associate

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

Department of Health Behavior | Gillings School of Global Public Health

Primary Mentor: Noel T. Brewer

EDUCATION

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

- **Jeong, M.** & Bae, E. (in revision). The effect of interpersonal communication on health outcomes in the context of mass media campaigns: A meta-analysis. *Health Communication*.
- **Jeong, M.**, Tan, A. S. L., Brennan, E., Gibson, L., & 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.

BOOK CHAPTERS

- 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

- 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.

CONFERENCE PRESENTATIONS

- **Jeong, M.** (June 2016). Sharing health content: Measurement validation in the context of tobacco and e-cigarette behaviors. *66th 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. *65th 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. *Society for Research on Nicotine and Tobacco Annual Meeting*, 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. *64th 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. (March 2013). Identifying potential themes for a youth-focused smoking prevention mass media campaign: A theory-driven and empirical approach. *Society for Research on Nicotine and Tobacco Annual Meeting*, Boston, MA.
- Brennan, E., **Jeong, M.**, Gibson, L., Momjian, A., Naugle, D., Forquer, H., Tan, A., 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. *62nd Annual Conference of the International Communication Association*, Phoenix, AZ.

RESEARCH EXPERIENCE

Center for Regulatory Research on Tobacco Communication | Postdoctoral Fellow

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

- grant awarded by the Food and Drug Administration and the National Institutes of Health
- implementing and monitoring a randomized controlled trial of smokers in San Francisco; developing measures for a pilot study aimed to examine the effect of tobacco communication on the LGBT population; using data from two separate waves of a nationally-representative survey to conduct studies around tobacco communication

Tobacco Center of Regulatory Science / Research Fellow

Annenberg School for Communication, University of Pennsylvania 2013-2016

- grant awarded by the Food and Drug Administration and the National Institutes of Health
- drafted a cross-sectional and re-contact survey to be completed by 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 | Research Fellow

Annenberg School for Communication, University of Pennsylvania 2011-2013

- grant awarded 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 targeted to youths and young adults; drafted a youth-targeted online survey that measured beliefs and intentions to smoke; identified potential target beliefs as part of the 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

- grant awarded 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

- Teaching Certificate, Center for Teaching and Learning, University of Pennsylvania 2015
- COMM 130, Mass Media & Society | 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 on a regular basis.
- COMM 125, Introduction to Communication Behavior| 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 on a regular basis.
 - Course evaluations: 3.53/4.00

HONORS/ AWARDS/ SCHOLARSHIPS

- 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
- Recipient of the Price Scholarship, University of Pennsylvania 2009-2011
- Invited member of The National Society of Collegiate Scholars 2009-Present

SERVICE

- Annenberg School for Communication Graduate Council 2012-2013

PROFESSIONAL ASSOCIATION MEMBERSHIP

- International Communication Association
- National Communication Association

RESEARCH INTERESTS

- Examining the effects of the interplay between interpersonal communication and mass media on health behavior
- 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