

RUI SHI

Annenberg School for Communication
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EDUCATION

- Ph.D.** Communication, University of Pennsylvania, Philadelphia, PA 2016
- Dissertation: *Viewer-Generated Comments to Online Health Policy News: Content, Dynamics, and Influence.*
 - Committee: Drs. Joseph N. Cappella(chair), Robert C. Hornik, John B. Jemmott III, Michael X. Delli Carpini
- M.A.** Communication, University of Pennsylvania, Philadelphia, PA 2011
- M.A.** Communication, Wake Forest University, Winston-Salem, NC 2009
- B.A.** Journalism, Beijing Foreign Studies University, Beijing, China 2007
- Double-Major in English Literature.

ACADEMIC APPOINTMENT

- Research director**, Tobacco Center of Regulatory Science, Univ. of Pennsylvania 2016-
- Adjunct faculty**, School of Media and Communication, Temple University 2015-

RESEARCH INTEREST

- Health communication, campaign evaluation and message design
- Computer-mediated communication, new media and online recommendation systems
- Machine learning and computer assisted content analysis
- Mass communication and media effects
- Experimental design and quantitative research methods

JOURNAL ARTICLES

Shi, R. (in preparation). Communicating a controversial health policy to the public: When news framing encounters user-generated comments.

Shi, R., & Cappella, J. N. (under review). Influence of user-generated comments to online electronic cigarette commercials: Support, opposition and warnings about deception.

Kim, M., **Shi, R.**, & Cappella, J.N. (in press). Effect of character-audience similarity on the perceived effectiveness of anti-smoking PSAs via engagement. *Health Communication*.

Shi, R., Messaris, P., & Cappella, J. N. (2014). Effects of online comments on smokers' perception of anti-smoking public service announcements. *Journal of Computer-Mediated Communication*, 19 (4), 975-990.

Sorenson, S., **Shi, R.**, Zhang, J., & Xue, J. (2014). Self-presentation on the web: Agencies serving abused and assaulted women. *American Journal of Public Health*, 104 (4), 702-707.

Shi, R., & Hazen, M. (2012). Applying the extended parallel process model to examine posters in the 2008 Chinese annual anti-drug campaign. *Journal of Asian Pacific Communication*, 22 (1), 60-77.

Hazen, M., & **Shi, R.** (2008). Toward a better understanding of the role of communication in conflict: The relationship between argument processes, cultural values and conflict behavior in Chinese societies. *China Media Research*, 5 (2), 75-88.

BOOK CHAPTER

Hazen M. & **Shi R.** (2011). Harmony, conflict and the process of argument in Chinese societies. In L. Samovar, R. Porter & E. Mcdaniel (Eds.), *Intercultural Communication: A Reader*. Boston, MA: Wadsworth.

HONORS AND AWARDS

- *Top Paper Award*, Health Communication Division, the National Communication Association (Co-authored) 2013
- *First Place poster presentation*, the annual CECCR Grantee Meeting, the Centers of Excellence in Cancer Communication Research 2011
- *Dissertation Research Fellowship*, Annenberg School for Communication, University of Pennsylvania 2013-2014
- *Full tuition and research stipend*, Annenberg School for Communication, University of Pennsylvania 2009-2013
- *Dean's Summer Research Fellowship*, Annenberg School for Communication, University of Pennsylvania 2009-2013
- *Alumni Student Travel Award*, Graduate School, Wake Forest University. 2008
- *Annual Fellowship for Excellent Students*, Beijing Foreign Studies University 2006

RESEARCH EXPERIENCE

- Research Fellow** to Dr. Joseph Cappella 2010-2015
 Center of Excellence in Cancer Communication Research, *University of Pennsylvania*
- Designed and conducted online experiments to examine impact of online comments following anti-smoking ads and e-cigarette commercials.
 - Oversaw undergraduate research assistants for data collection and content analysis manual coding.
 - Conduct quantitative data analyses using computerized machine learning and statistical methods including Multi-Level Modeling and Structure Equation Model
- Research Assistant** to Dr. Susan Sorenson 2012
 Evelyn Jacobs Ortner Center on Family Violence, *University of Pennsylvania*
- Designed codebook and conducted data analysis to content analyze websites of domestic violence and sexual abuse agencies in the United States.
- Research Fellow** to Dr. Martin Fishbein 2009
 Annenberg Public Policy Center, *University of Pennsylvania*
- Analyzed data from a 3-year longitudinal survey to detect relationship between adolescents' media exposure and sex behaviors.
- Research Assistant** to Dr. Steve Giles 2008
Communication Department, Wake Forest University
- Researched literature for the Prevention Buffet project that aims at developing a searchable internet database of preventions lessons for middle school teachers and providing them with guidance in selecting and implementing these lessons.
- Participant** 2008
School of Medicine, Wake Forest University
- Developed and implemented surveys for the Translational Science Community Research Project to help lower the risk of cardiovascular disease and hypertension among people of low socioeconomic status

TEACHING EXPERIENCE

- Adjunct Faculty** 2015-
 Department of Strategic Communication, Temple University
- Teach undergraduate-level course *Persuasion* in 2015 Fall and 2016 Spring
 - Teach undergraduate-level course *Health Communication* in 2016 Spring
- Guest Lecturer** 2014
 Department of Communication Studies, University of Texas at Austin
- One-day workshop on Computer Automated Content Analysis

Teaching Assistant	2012
Annenberg School for Communication, University of Pennsylvania	
<ul style="list-style-type: none"> • Assist Dr. Micheal Delli Carpini in graduate-level course <i>Introduction to Communication Research</i> • Give lectures on content analysis, basic statistics, and SPSS • Overall Instructor Rating: 4.4 / 5.0 	
Guest Lecturer	2010
School of Journalism and Communication, Renmin University of China	
<ul style="list-style-type: none"> • Health communication summer school 	
Teaching Assistant	2007-2009
Communication Department, Wake Forest University	
<ul style="list-style-type: none"> • Assist Steve Jarrett in undergraduate-level course <i>Introduction to Film</i> 	

CONFERENCE PRESENTATIONS

Shi, R. (2016) Communicating policy to the public: Influence of online news coverage and user-generated comments. . *International Communication Association Annual Convention*, Fukuoka, Japan.

Shi, R. (2015) Communicating the graphic warning label policy to the public: influence of online news coverage and user-generated comments. *2015 TCORS Meeting*, Bethesda, MD.

Shi, R., & Cappella, J. N. (2015) Influence of user-generated comments to online electronic cigarette commercials: Support, opposition and warnings about deception. *International Communication Association Annual Convention*, San Juan, Puerto Rico.

Kim, M., **Shi, R., & Cappella, J.N.** (2013). Effect of character-audience similarity on the perceived effectiveness of anti-smoking PSAs via engagement. *National Communication Association Annual Convention*. Washington, D.C. ***Top Paper – Health Communication Division.**

Sorenson, S., **Shi, R.,** Zhang, J., & Xue, J. (2013). Self-presentation on the web: U.S. agencies serving abused and assaulted women. *American Public Health Association Annual Meeting*, Boston, MA.

Shi, R., Messaris, P., & Cappella, J. N. (2012). Effects of online comments on smokers' perception of anti-smoking public service announcements. *International Communication Association Annual Convention*, Phoenix, AZ.

Shi, R. (2010). Rhetorical analysis on the eviction of Starbucks from the Forbidden City: A case Study. *National Communication Association Annual Convention*, San Francisco, CA.

Shi, R. (2010). Applying the extended parallel process model to examine posters in the 2008 Chinese annual anti-drug campaign. *International Communication Association Annual Convention*, Singapore.

Hazen M., **Shi R.** (2008) Toward a better understanding of the role of communication in conflict: The relationship between argument processes, cultural values and conflict behavior in Chinese societies. National Communication Association Annual Convention. San Diego, CA

OTHER PROFESSIONAL EXPERIENCE

Journalist , <i>China Science & Technology</i> (Monthly magazine)	2007
Intern Journalist , <i>South China Morning Post</i> (Daily newspaper)	2006

PROFESSIONAL MEMBERSHIPS

National Communication Association (NCA)
International Communication Association (ICA)

PROFESSIONAL SKILLS

Experimental design and survey questionnaire development
Quantitative data analysis with SPSS, SAS, STATA, and *Mplus*.
Online survey implementation and subject recruitment using Qualtrics and Amazon Mturk
Dictionary and machine learning based automated content analysis using LIWC and WordStat

REFERENCE

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Dr. Robert C. Hornik
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