

Bo Yang, PhD
Curriculum Vitae

I. PERSONAL INFORMATION

Department of Communication
University of Arizona
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https://scholar.google.com/citations?hl=en&user=tEPccU8AAAAJ&view_op=list_works&sortby=pubdate

Education

2017 Ph.D. Communication, University of Maryland, College Park, MD
2011 M.A. Strategic Public Relations, University of Southern California, Los Angeles, CA
2009 B.A. English, Beihang University, Beijing, China

Academic Appointment

2019- Assistant Professor, Department of Communication, University of Arizona, Tucson, AZ
2017-2019 Postdoctoral Research Associate, Tobacco Center of Regulatory Science, School of Public Health, Georgia State University, Atlanta, GA
2011-2017 Graduate Teaching Assistant and Lecturer, Department of Communication, University of Maryland, College Park, MD

Research Interest

Health communication, strategic communication, media effects, persuasion, social influence, social marketing, communication campaigns, health disparity, substance use education, quantitative (primary) and qualitative research method

II. RESEARCH AND SCHOLARLY ACTIVITY

^undergraduate student co-author when the study was done

^^graduate student co-author when the study was done

Articles in Refereed Journals (total 35)

**The journal impact factor is provided at the end of the list.*

1. **Yang, B.**, Li, Y., Terán, L.^, Choi, E.^, & Choi, Y.^ (in press). COVID-19 vaccines #ForYou: Analyzing COVID-19 vaccine videos on TikTok during the early phase of the vaccine rollout in the U.S. *Health Communication*.

2. Hackworth, E. E.^{^^}, Ntansah, C. A.^{^^}, Henderson, K. C., Pei, D., Reynolds, R. M., Duong, H. T., **Yang, B.**, Ashley, D. L., Thrasher, J. F., & Popova, L. (2023). "I crave a blunt, I don't crave a cigarillo": A focus group study on perceptions of nicotine and addiction among US adults who currently smoke little cigars or cigarillos. *International Journal of Environmental Research and Public Health*, 20(6), 12 pages. doi: 10.3390/ijerph20065086
3. Reynolds, R. M., Popova, L., Ashley, D. L., Henderson, K. C., Ntansah, C. A.^{^^}, **Yang, B.**, Loud, E. E.^{^^}, Hardin, J. W., & Thrasher, J. F. (in press). Messaging about very low nicotine cigarettes (VLNCs) to influence policy attitudes, harm perceptions, and smoking motivations: A discrete choice experiment. *Tobacco Control*. doi: 10.1136/tc-2022-057577
4. **Yang, B.**, Li, Y., Yan, K.^{^^}, Choi, Y.^{^^}, & Bennett-Jones, B.[^] (in press). Analyzing U.S. state governments' COVID-19 homepages during the initial lockdown in March and April 2020: Information content and interactivity. *Health Communication*. doi:10.1080/10410236.2021.2007574
—featured in CDC's *Health Communication Science Digest* (note: *Health Communication Science Digest* is a monthly offering of journal article selected by the Science Team in the Office of the Associate Director for Communications at the CDC. The *Digest* features recently published articles and reports with particular relevance for the public health communication community).
5. Henderson, K. C., Loud, E. E.^{^^}, Duong, H. T., Reynolds, R. M., **Yang, B.**, Ntansah, C.^{^^}, Ashley, D., Thrasher, J. F., & Popova, L. (2022). Perceptions of nicotine reduction policy in the US: A qualitative study. *Nicotine & Tobacco Research*, 24, 1422-1429. doi:10.1093/ntr/ntac071
6. **Yang, B.**, Massey, Z. B., & Popova, L. (2022). Effects of modified risk tobacco product claims on consumer comprehension and risk perceptions of IQOS. *Tobacco Control*, 31, e41-e49. doi:10.1136/tobaccocontrol-2020-056191
7. Li, Y., **Yang, B.**, Henderson, K. C.^{^^}, & Popova, L. (2022). A content analysis of U.S. adults' open-ended responses to e-cigarette risk messages. *Health Communication*, 37, 285-295. doi:10.1080/10410236.2020.1837427
—featured in CDC's *Health Communication Science Digest*
8. Nan, X., Iles, I., **Yang, B.**, & Ma, Z. (2022). Public health messaging during the COVID-19 pandemic and beyond: Lessons from communication science. *Health Communication*, 37, 1-19. doi:10.1080/10410236.2021.1994910
—featured in CDC's *Health Communication Science Digest*
9. Li, Y., **Yang, B.**, & Chen, B.[^] (2021). LGB tobacco control: Do health belief model constructs predict tobacco use intentions differently between LGB and heterosexual individuals?

International Journal of Environmental Research and Public Health, 18, 7008, 12 pages.
doi:10.3390/ijerph18137008

10. **Yang, B.**, & Jiang, S. (2021). Intentions to seek information about e-cigarettes: Perceived risk, efficacy, and smoking identity. *Journal of Health Communication*, 26, 339-349.
doi:10.1080/10810730.2021.1943728
11. **Yang, B.**, Barbati, J.^{^^}, & Choi, Y.^{^^} (2021). Will e-cigarette modified risk messages with a nicotine warning polarize smokers' beliefs about the efficacy of switching completely to e-cigarettes in reducing smoking-related risks? *International Journal of Environmental Research and Public Health*, 18, 6094, 15 pages. doi:10.3390/ijerph18116094
12. Churchill, V.^{^^}, Nyman, A. L., Weaver, S., **Yang, B.**, Huang, J., & Popova, L. (2021). Perceived risk of electronic cigarettes compared to combustible cigarettes: Direct vs. indirect questioning. *Tobacco Control*, 30, 443-445. doi: 10.1136/tobaccocontrol-2019-055404
13. **Yang, B.**, & Popova, L. (2020). Communicating risk differences between electronic and combusted cigarettes: The role of the FDA-mandated addiction warning and a nicotine fact sheet. *Tobacco Control*, 29, 663-671. doi:10.1136/tobaccocontrol-2019-055204
14. **Yang, B.**, & Nan, X. (2020). Self-Affirmation moderates self-congruency effect in health messaging. *Health Communication*. 35, 1359-1367. doi:10.1080/10410236.2019.1636338 [JIF: 3.50; 30/94 in "Communication" (SSCI)]
—featured in CDC's *Health Communication Science Digest*
15. Li, Y., **Yang, B.**, Owusu, D., & Popova, L. (2020). Higher emotions in response to cigarette pictorial warning labels predict higher quit intentions among smokers. *Tobacco Control*, 29, 496-501. doi:10.1136/tobaccocontrol-2019-055116
16. Spears, C. A., Jones, D. M.^{^^}, Weaver, S. R., **Yang, B.**, Pechacek, T. F., Eriksen, M. P. (2020). Use of and perceptions about Electronic Nicotine Delivery Systems (ENDS) among people with mental health conditions or serious psychological distress, 2018. *Drug and Alcohol Dependence*, 212, 108049, 8 pages. doi:10.1016/j.drugalcdep.2020.108049
17. Massey, Z. B., Li, Y., Holli, J., Churchill, V.^{^^}, **Yang, B.**, Henderson, K.^{^^}, Ashley, D., & Popova, L. (2020). Modifications to Electronic Nicotine Delivery Systems (ENDS): A content analysis of YouTube videos. *Journal of Medical Internet Research*, 22, e17104, 10 pages. doi: 10.2196/17104.
18. **Yang, B.**, Owusu, D., & Popova, L. (2020). Effects of a nicotine fact sheet on perceived risk of nicotine and e-cigarettes and intentions to seek information about and use e-cigarettes. *International Journal of Environmental Research and Public Health*, 17, 131, 11 pages.
doi:10.3390/ijerph17010131

19. Owusu, D., Lawley, R., **Yang, B.**, Henderson, K.^{^^}, Bethea, B.^{^^}, LaRose, C., Stallworth, S., & Popova, L. (2020). 'The lesser devil you don't know': A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes. *Tobacco Control*, 29, 217-223. doi:10.1136/tobaccocontrol-2018-054883
20. Zhao, X.^{^^}, **Yang, B.**, & C.-W., Wong^{^^}. (2019). Analyzing trend for U.S. immigrants' e-health engagement from 2008 to 2013. *Health Communication*, 34, 1259-1269. doi:10.1080/10410236.2018.1475999
21. **Yang, B.**, & Nan, X. (2019). The influence of norm-based appeals on college binge drinking intentions: Considering norm type, regulatory mode, and level of alcohol consumption. *Health Communication*, 34, 1711-1720. doi:10.1080/10410236.2018.1517708
—featured in CDC's Health Communication Science Digest
22. Popova, L., Owusu, D., Nyman, A., Weaver, S., **Yang, B.**, Huang, J., & Ashley, D. (2019). Effects of framing nicotine reduction in cigarettes on anticipated tobacco product use intentions and risk perceptions among US adult smokers. *Nicotine & Tobacco Research*, 21, S108-S116. doi:10.1093/ntr/ntz146
23. Spears, C. A., Jones, D. M.^{^^}, Weaver, S. R., Huang, J., **Yang, B.**, Pechacek, T. F., & Eriksen, M. P. (2019). Sociodemographic correlates of electronic nicotine delivery systems (ENDS) use in the United States, 2016-2017. *American Journal of Public Health*, 109, 1224-1232. doi:10.2105/AJPH.2019.305158
24. **Yang, B.**, Owusu, D., & Popova, L. (2019). Testing messages about comparative risk of electronic cigarettes and combusted cigarettes. *Tobacco Control*, 28, 440-448. doi:10.1136/tobaccocontrol-2018-054404
—featured in CDC's Health Communication Science Digest
25. **Yang, B.**, Liu, J., & Popova, L. (2019). Feeling hopeful motivates change: Emotional responses to messages communicating comparative risk of electronic cigarettes and combusted cigarettes. *Health Education & Behavior*, 46, 471-483. doi:10.1177/1090198118825236
26. **Yang, B.**, Spears, C., & Popova, L. (2019). Psychological distress and responses to comparative risk messages about electronic and combusted cigarettes. *Addictive Behaviors*, 91, 141-148. doi:10.1016/j.addbeh.2018.11.025
27. Owusu, D., Weaver, S., **Yang, B.**, Ashley, D. L., & Popova, L. (2019). Trends in trust in the sources of health information on electronic cigarettes among U.S. adults, 2015-2017. *American Journal of Public Health*, 109, 145-147. doi:10.2105/AJPH.2018.304754
—featured in CDC's Health Communication Science Digest

28. Spears, C., Jones, D. M.^{^^}, Weaver, S., **Yang, B.**, Pechacek, T., & Eriksen, M. (2019). Electronic Nicotine Delivery System (ENDS) use in relation to mental health conditions, past-month serious psychological distress, and cigarette smoking status, 2017. *Addiction*, *114*, 315-325. doi:10.1111/add.14464.
29. **Yang, B.**, Liu, J., & Popova, L. (2018). Targeted versus nontargeted communication about Electronic Nicotine Delivery Systems in three smoker groups. *International Journal of Environmental Research and Public Health*, *15*, 2071, 18 pages. doi:10.3390/ijerph15102071
30. **Yang, B.**, & Zhao, X.^{^^} (2018). TV, social media, and college students' binge drinking intentions: Moderated mediation models. *Journal of Health Communication*, *23*, 61-71. doi:10.1080/10810730.2017.1411995
31. **Yang, B.** (2018). The moderating role of close vs. distal peer injunctive norms and interdependent self-construal in the effects of descriptive norms on college drinking. *Health Communication*, *33*, 762-770. doi:10.1080/10410236.2017.1312202
32. **Yang, B.**, Nan, X., & Zhao, X.^{^^} (2017). Persuasiveness of anti-smoking messages: Self-Construal and message focus. *Health Education*, *117*, 398-413. doi:10.1108/HE-12-2016-0064
33. Zhao, X., Nan, X., Iles, I.^{^^}, & **Yang, B.** (2015). Temporal framing and consideration of future consequences: Effects on smokers' and at-risk nonsmokers' responses to cigarette health warnings. *Health Communication*, *30*, 175-185. doi:10.1080/10410236.2014.974122
34. Nan, X., Zhao, X., **Yang, B.** & Iles, I.^{^^} (2015). Effectiveness of cigarette warning labels: Exploring the impact of graphics, message framing, and temporal framing. *Health Communication*, *30*, 81-89. doi:10.1080/10410236.2013.841531
—featured in *CDC's Health Communication Science Digest*
35. Zhao, X., Nan, X., **Yang, B.**, & Iles, I.^{^^} (2014). Cigarette warning labels: graphics, framing, and identity. *Health Education*, *104*, 101-117. doi:10.1108/HE-06-2013-0024

*Journal impact factor (source: Web of Science, 2021)

- *Health Communication*: 3.50; 30/94 in “Communication” (SSCI)
- *Journal of Health Communication*: 2.74; 42/94 in “Communication” (SSCI)
- *Journal of Medical Internet Research*: 7.09; 5/31 in “Medical Informatics” (SCIE)
- *Tobacco Control*: 6.95; 15/182 in “Public, Environmental & Occupational Health” (SSCI); 4/37 in “Substance Abuse” (SSCI)
- *Nicotine & Tobacco Research*: 5.83; 25/182 in “Public, Environmental & Occupational Health” (SSCI); 6/37 in “Substance Abuse” (SSCI)
- *Addiction*: 7.26; 3/37 in “Substance Abuse” (SSCI)
- *Addictive Behaviors*: 4.59; 11/37 in “Substance Abuse” (SSCI)

- *Drug and Alcohol Dependence*: 4.85; 8/37 in “Substance Abuse” (SSCI)
- *American Journal of Public Health*: 11.58; 7/182 in “Public, Environmental & Occupational Health” (SSCI)
- *Health Education & Behavior*: 4.44; 47/182 in “Public, Environmental & Occupational Health” (SSCI)
- *International Journal of Environmental Research and Public Health*: 4.61; 45/182 in “Public, Environmental & Occupational Health” (SSCI)

Encyclopedia Entries

1. Nan, X., **Yang, B.**, & Iles, I.^ (2014). Nutrition/diet. In T. Thompson (Ed.), *The encyclopedia of health communication* (Vol. 1, pp. 960-964). Thousand Oaks, CA: Sage Publications, Inc.
2. Nan, X., Iles, I.^, & **Yang, B.** (2014). Cigarette warning labels. In T. Thompson (Ed.), *The encyclopedia of health communication* (Vol. 1, pp. 1456-1459). Thousand Oaks, CA: Sage Publications, Inc.

Conference Presentations (total 43)

1. **Yang, B.**, Li, Y., Choi, Y.^, & Gahler, H.^ (2023, May). *Exploring the role of stigma in the theory of normative social behavior: Findings on U.S. gay and bisexual men’s monkeypox preventive behaviors*. To be presented at the annual conference of the International Communication Association (Information Systems Division), Toronto, Canada.
2. Ntansah, C.^, Hackworth, E.^, Henderson, K., Reynolds, R., **Yang, B.**, Ashley, D., Thrasher, J., & Popova, L. (2023, May). “*Removing the nicotine from cigarillos is not going to get me to quit.*” *Reactions to messages about nicotine reduction policy among people who use little cigars and cigarillos*. To be presented at the annual conference of the International Communication Association (Information Systems Division), Toronto, Canada.
3. Ntansah, C.^, Hackworth, E.^, Reynolds, R., Henderson, K., **Yang, B.**, Ashley, D., Thrasher, J., & Popova, L. (2023, March). *Reactions to messages about a nicotine reduction policy for cigarettes and other combusted tobacco products: A focus group study among little cigar and cigarillo users*. To be presented at the annual conference of the Society for Research on Nicotine & Tobacco, San Antonio, TX.
4. Reynolds, R., Popova, L., Thrasher, J., & **Yang, B.** (2022, May) *Discrete choice experiments: A primer for the communication researcher*. Presented at the annual conference of the International Communication Association (Information Systems Division), Paris, France.
5. **Yang, B.**, Li, Y., Terán, L.^, Choi, E.^, & Choi, Y.^ (2022, May). *COVID-19 vaccines #ForYou: Analyzing COVID-19 vaccine videos on TikTok during the early phase of the vaccine*

- rollout in the U.S.* Presented at the annual conference of the International Communication Association (Health Communication Division), Paris, France.
6. Massey, Z. B., **Yang, B.**, Mvilongo, A.^{^^}, & Popova, L. (2021, October). *Analyzing consumers' spontaneous reactions to modified risk claims in IQOS advertisements.* Presented at 2021 Tobacco Regulatory Science Meeting, online (due to COVID-19).
 7. Loud, E. E.^{^^}, Henderson, K., Duong, H. T., Reynolds, R., **Yang, B.**, Ntansah, C.^{^^} Ashley, D., Thrasher, J. F., & Popova, L. (2021, October). *"That would literally be stealing away the bread and butter": A qualitative study of unanticipated reactions to the nicotine reduction policy.* Presented at 2021 Tobacco Regulatory Science Meeting, online (due to COVID-19).
 8. **Yang, B.**, Li, Y., Yan, K.^{^^}, Choi, Y.^{^^}, & Bennett-Jones, B.[^] (2021, May). *Analyzing U.S. state governments' COVID-19 web pages at the initial lockdown: Interactivity and information content.* Presented at the annual conference of the International Communication Association (Communication & Technology Division), online (due to COVID-19).
 9. **Yang, B.**, & Choi, Y.^{^^} (2021, May). *Will e-cigarette reduced risk messages with a nicotine warning polarize smokers' beliefs about the efficacy of switching to e-cigarettes?* Presented at the annual conference of the International Communication Association (Health Communication Division), online (due to COVID-19).
 10. Li, Y., **Yang, B.**, & Chen, B.[^] (2021, April). *Health belief model variables predict tobacco-related behavioral intentions differently between LGBTQ and heterosexual individuals.* Presented at the D.C. health communication annual conference, online (due to COVID-19).
 11. Massey, Z. B., **Yang, B.**, Vasi, A.^{^^}, & Popova, L. (2021, February). *Analyzing consumers' reactions to modified risk statements in IQOS advertisements.* Presented at the annual conference of the Society for Research on Nicotine & Tobacco, online (due to COVID-19).
 12. **Yang, B.**, & Popova, L. (2020, May). *Effects of language features of modified risk tobacco product claims on consumer comprehension and risk perceptions of IQOS.* Presented at the annual conference of the International Communication Association (Mass Communication Division), online (due to COVID-19).
 13. **Yang, B.**, & Jiang, S. (2020, May). *Threat, efficacy, and smoking identity as predictors of intentions to seek information about e-cigarettes.* Presented at the annual conference of the International Communication Association (Health Communication Division), online (due to COVID-19).
 14. Popova, L., **Yang, B.**, & Yesser, S.^{^^} (2020, May). *Further evidence that fear appeals do not backfire.* Presented at the annual conference of the International Communication Association (Health Communication Division), online (due to COVID-19).

15. Li, Y., **Yang, B.**, Henderson, K. C.^{^^}, Popova, L. (2020, May). *A content analysis of U.S. adults' open-ended responses to e-cigarette risk messages*. Presented at the annual conference of the International Communication Association (Health Communication Division), online (due to COVID-19).
16. Massey, Z., Li, Y., Holli, J., Churchill, V.^{^^}, **Yang, B.**, Henderson, K.^{^^}, Ashley, D., & Popova, L. (2020, March). *Modifications to Electronic Nicotine Delivery Systems (ENDS): A content analysis of YouTube videos*. Presented at the annual conference of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
17. Li, Y., **Yang, B.**, Owusu, D., & Popova, L. (2019, November). *High-emotion cigarette pictorial warning labels lead to more negative emotions and greater quit intentions than low-emotion pictorial and text-only warning labels*. Presented at the annual conference of the National Communication Association (Health Communication Division), Baltimore, MD.
18. **Yang, B.**, & Popova, L. (2019, November). *Role of negative emotional reactions in the effects of graphic cigarette warning labels on cigarette risk perceptions and behavioral intentions*. Presented at the annual conference of American Public Health Association, Philadelphia, PA.
19. Churchill, V.^{^^}, Weaver, S., Nyman, A., **Yang, B.**, & Popova, L. (2019, November). *Comparative risk perceptions of electronic cigarettes and combusted cigarettes among U.S. adults: Direct and indirect measures*. Presented at the annual conference of the American Public Health Association, Philadelphia, PA.
20. Popova, L., Owusu, D., Nyman, A., Weaver, S., **Yang, B.**, Huang, J., & Ashley, D. (2019, June). *Effects of framing nicotine reduction in cigarettes on tobacco product use intentions and risk perceptions among US adult smokers*. Presented at 2019 Tobacco Regulatory Science Meeting, Bethesda, MD.
21. **Yang, B.**, & Popova, L. (2019, May). *Communicating risk differences between electronic and combusted cigarettes: The role of the FDA-mandated warning and a nicotine fact sheet*. Presented at the annual conference of the International Communication Association (Health Communication Division), Washington, DC.
22. Owusu, D., Lawley, R., **Yang, B.**, Henderson, K.^{^^}, Bethea, B.^{^^}, & Popova, L. (2019, February). *'The lesser devil you don't know': A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
23. **Yang, B.**, & Popova, L. (2019, February). *Testing messages communicating about nicotine and comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of

the Society for Research on Nicotine and Tobacco, San Francisco, CA.

24. **Yang, B.,** & Popova, L. (2019, February). *Psychological distress and responses to comparative risk messages about electronic cigarettes and combusted cigarettes with and without addiction warning*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
25. **Yang, B.,** Liu, J., & Popova, L. (2018, November). *Emotional responses to messages communicating comparative risk of electronic cigarettes and combusted cigarettes*. Presented at the annual conference of the National Communication Association (Health Communication Division), Salt Lake City, UT.
26. **Yang, B.,** & Popova, L. (2018, June). *Testing the role of threat and efficacy beliefs in intentions to switch to electronic cigarettes completely and quit smoking among smokers with and without serious psychological distress*. Presented at 2018 Tobacco Regulatory Science Meeting, Bethesda, MD.
27. **Yang, B.,** Owusu, D., & Popova, L. (2018, June). *Testing messages about comparative risk of electronic cigarettes and combusted cigarettes*. Presented at 2018 Tobacco Regulatory Science Meeting, Bethesda, MD.
28. **Yang, B.,** Owusu, D., & Popova, L. (2018, May). *Testing messages about comparative risk of electronic cigarettes and combustible cigarettes*. Presented at the annual conference of the International Communication Association (Health Communication Division), Prague, Czech Republic.
29. **Yang, B.,** & Zhao, X. (2018, May). *How acculturation to U.S. and Hispanic cultures is related to U.S. Hispanics' health information seeking and source trust*. Presented at the annual conference of the International Communication Association (Ethnicity and Race in Communication Division), Prague, Czech Republic.
30. **Yang, B.,** & Popova, L. (2018, February). *How psychological distress is related to smokers' responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
31. **Yang, B.,** & Popova, L. (2018, February). *Responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes: Smoking identity, threat, and efficacy*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
32. **Yang, B.,** & Zhao, X. (2017, August). *The influence of television, social media, and sensation seeking on college students' normative perceptions, binge drinking attitudes and intentions*.

Presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division), Chicago, IL.

33. Zhao, X.^{^^}, **Yang, B.**, & C.-W., Wong.^{^^} (2017, May). *Toward a multilevel e-health engagement model: Analyzing trend for immigrants' e-health engagement from 2008 to 2013*. Presented at the annual conference of the International Communication Association (Health Communication Division), San Diego, CA.
34. **Yang, B.**, & Nan, X. (2016, November). *How self-affirmation influences nonsmokers' responses to self-congruent vs. self-incongruent anti-smoking messages*. Presented at the annual conference of the National Communication Association (Health Communication Division), Philadelphia, PA.
35. **Yang, B.** (2016, June). *Understanding the normative mechanisms in the theory of normative social behavior in college drinking: Considering the role of close vs. distal peer injunctive norms and interdependent self-construal*. Presented at the annual conference of the International Communication Association (Health Communication Division), Fukuoka, Japan.
36. **Yang, B.**, & Nan, X. (2015, May). *The influence of social norms on college drinking: Considering the role of regulatory mode*. Presented at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.
37. **Yang, B.**, & Zhao, X.^{^^} (2015, May). *An examination of the moderating role of group-identification in the peer norm-mediated media influence*. Presented at the annual conference of the International Communication Association (Mass Communication Division), San Juan, Puerto Rico.
38. **Yang, B.**, Zhao, X.^{^^}, & Nan, X. (2014, November). *Are matched messages more persuasive than mismatched messages? Exploring the role of self-construal and personal/relational message frame in nonsmokers' responses to anti-smoking messages*. Presented at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL.
39. Zhao, X., Nan, X., Iles, I.^{^^}, & **Yang, B.** (2014, November). *Temporal framing and consideration of future consequences: Effects on smokers' and at-risk nonsmokers' responses to cigarette health warnings*. Presented at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL.
40. Zhao, X.^{^^}, **Yang, B.**, & Fink, E. L. (2014, November). *Big gulp or just a sip?: The effect of self-efficacy, goal progress, and gender on selecting one's sugary drink portion*. Presented at the annual conference of the National Communication Association (Social Cognition Division), Chicago, IL.

41. Madden, K.^{^^}, Zhao, X.^{^^}, Iles, I.^{^^}, **Yang, B.**, & Nan, X. (2013, November). *Perceived bias in neutral news coverage of health policies: The role of group difference and anxiety*. Presented at the annual conference of the National Communication Association Conference, Washington, D.C.
42. Zhao, X., Nan, X., **Yang, B.**, & Iles, I.^{^^} (2013, November). *Effect of cigarette warning labels on smokers: The role of graphics, framing, and identity*. Presented at the annual conference of the National Communication Association (Health Communication Division), Washington, D.C.
43. Nan, X., Zhao, X., **Yang, B.**, & Iles, I.^{^^} (2013, June). *Effectiveness of cigarette warning labels: Exploring the impact of graphics, message framing, and temporal framing*. Presented at the annual conference of the International Communication Association (Health Communication Division), London, UK.

Awards and Honors

2017	Outstanding Research Paper Award, Department of Communication, University of Maryland
2013, 2016	International Conference Student Support Award, University of Maryland
2013, 2016	Jacob K. Goldhaber Travel Award, University of Maryland
2015	Highly Commended Paper, Emerald Literati Network Awards for Excellence
2014	Top Paper Award, Health Communication Division, National Communication Association Annual Conference
2013	Graduate Student Travel Award, College of Arts and Humanities, University of Maryland
2011-2012	The International Teaching Fellowship, University of Maryland
2008	Scientific and Technological Innovation Scholarship, Beihang University, Beijing, China
2008	First Place—National University Students' Innovation Program, Ministry of Education of People's Republic of China, Beijing, China
2006, 2008	Outstanding Students' Scholarship, Beihang University, Beijing, China

Grant & Research Experience

Fall 2017- Spring 2019	Postdoctoral research associate. <i>Communicating harm of new tobacco products.</i> National Institutes of Health/National Cancer Institute and Food and Drug Administration Center for Tobacco Products (R00CA187460); PI: Lucy Popova.
Fall 2017- Spring 2019	Postdoctoral research associate. <i>The science of decision making: Connecting people and policy.</i> National Institutes of Health/National Institute on Drug Abuse and Food and Drug Administration Center for Tobacco Products (P50DA036128); PI:

Michael Eriksen.

Spring 2014 **Graduate assistant.** *Sources of food safety information for American consumers.* Food and Drug Administration, Joint Institute for Food Safety and Applied Nutrition; PI: Xiaoli Nan.

Summer 2010 **Research assistant.** Columbia Institute for Tele-Information, Columbia University, NY.

III. TEACHING

Courses Taught

University of Arizona

**graduate course*

COMM 900 Independent Study* (Fall 2020, S/F 2021, S/F 2022, Spring 2023)

COMM 620 Theories of Social Influence* (Spring 2020/2022)

COMM/PR 318 Persuasion (Fall 2019, S/F 2020, S/F 2021, Spring 2023)

PR 204 Strategic Public Relations (Spring 2022, Spring 2023) --- developed new course

University of Maryland

**served as teaching assistant*

COMM107 Oral Communication: Principles and Practices (Fall 2011, Spring 2012, Fall 2016, Spring 2017)

COMM400 Research Methods in Communication* (Spring 2016)

COMM250 Introduction to Communication Inquiry* (Fall 2014, Fall 2015)

COMM402 Communication Theory and Process* (Fall 2012, S/F 2013)

Graduate Committees and Supervision

University of Arizona

Advising

Jian Jiao (PhD student, Fall 2021; teaching supervisor)

Yejin Shin (PhD student, Fall 2019, Spring 2021; teaching supervisor)

Joseph Oliver Fong (MPH student, Fall 2019; internship committee co-chair)

Comprehensive Exam Committee

Leah Marie Dajches (PhD student, 2020-2021)

Kaylin Duncan (PhD student, 2020-2021)

Maddie Brown (MA student, Spring 2021)

IV. SERVICE

Department Service

Member of the search committee for an endowed chair in communication and alcohol studies ,
Department of Communication, University of Arizona (2022-2023)

Public Relations minor curriculum restructuring and new PR course development (Fall 2019)

Speaker at Scholars' Hours — "How to Do Academic Interviews" (Fall 2019/2021)

College Service

Member of the search committee for the SBS dean, College of Social and Behavioral Science
(SBS), University of Arizona (Spring 2022)

University Service

Campus Re-Entry Plan Working Group — "Adapting to the New Normal" (Summer, 2020)

Invited Talks, Lectures or Presentations

1. *Communicating comparative risk of electronic cigarettes and combusted cigarettes.* Presentation at the Center for Tobacco Products, U.S. Food and Drug Administration, Washington, DC. May 2019.
2. *Testing messages about comparative risk of electronic cigarettes and combusted cigarettes.* Presentation at the Health Communication Science Journal Club, Center for Disease Control and Prevention, Atlanta, GA. April 2019.
3. *Health and prevention instruction: Focusing on social norms.* Lecture presented at the School of Public Health, Georgia State University, Atlanta, GA. April 2019.
4. *How can we best communicate comparative risk of e-cigarettes and combustible cigarettes?* Presentation at the Advisory Board Meeting of the GSU Tobacco Center of Regulatory Science, Georgia State University, Atlanta, GA. February 2018.

Media Coverage

1. Arizona 360/PBS. (2019, September 20). *How effective are anti-tobacco campaigns?*
<https://news.azpm.org/p/news-topical-health/2019/9/20/158655-how-effective-are-anti-tobacco-campaigns/>
2. Association of Schools & Programs of Public Health Newsletter (2018, November 15). *Georgia State researcher tests messaging to curb college binge drinking.*
3. Association of Schools & Programs of Public Health Newsletter (2018, October 18).

Georgia State: People with mental health conditions more likely to use ENDS.

4. Association of Schools & Programs of Public Health Newsletter (2018, September 6).
Georgia State tests messaging designed to urge smokers to switch to e-cigs.

Editorial Board

2022- Health Communication

Journal Reviewers

[] = number of reviews if more than one

Communication Monograph (2020[2], 2021)

Communication Methods and Measures (2020)

Communication Research (2019, 2023)

Journal of Communication (2017)

Journal of Health Communication (2016, 2017, 2018, 2019, 2020, 2021[2], 2022[2], 2023)

Health Communication (2018[2], 2019[5], 2020[4], 2021[4], 2022[4], 2023[2])

Journal of Applied Communication Research (2018)

Psychology and Health (2018)

Mass Communication and Society (2019)

Risk Analysis (2022)

China Media Research (2018, 2019)

Science Advances (2020)

Journal of Adolescent Health (2019, 2020, 2021)

Health Education & Behavior (2017)

Tobacco Control (2018, 2020[2], 2021, 2023)

Nicotine and Tobacco Research (2021[3])

International Journal of Environmental Research (2018)

American Journal of Preventive Medicine (2020)

Drug and Alcohol Review (2021)

Drug and Alcohol Dependence (2022)

Conference Paper Reviewers

Society for Research on Nicotine and Tobacco (2022)

National Communication Association Annual Conference

Health Communication Division (2019, 2020)

Association for Chinese Communication Studies (2017)

American Public Health Association Annual Conference

Alcohol, Tobacco, and Other Drugs Program (2018)

Public Health Education and Health Promotion (2018)

International Communication Association Annual Conference

Ethnicity and Race in Communication Division (2017)

Health Communication Division (2016, 2017, 2018, 2019, 2020, 2021, 2022)
Mass Communication Division (2016)

Conference Panel Chair

2018 International Communication Association Annual Conference Health
Communication Division, *Framing Effects in Health Communication*

Professional Membership

2014- National Communication Association
2013- International Communication Association
2018-2019 Society for Research on Nicotine and Tobacco
2017-2019 American Public Health Association
2017-2018 Association for Education in Journalism and Mass Communication
2012-2013 Sigma Xi Scientific Research Society