

Yidi Wang Ph.D.

University of California, San Diego, CA

yidiwang744@ucsb.edu & YIW316@health.ucsd.edu**Research Interests**

Health Communication, Health Misinformation and Correction, Persuasion and Resistance, Message Effects, Psychophysiological and Mixed Methods, Health Disparities, Tobacco Control

Teaching Areas

Health Communication, Health Campaigns, Persuasion, Communication Theories & Research Methods, Statistical Analysis, Interpersonal Communication, Human Deception, Music Communication, Intercultural Communication

Education

Ph.D.	University of California, Santa Barbara, CA. Department of Communication Dissertation Title: <i>When Health Campaign Messages Backfire: How Implicit Threats and Affective Arousal Shape Resistance Through Psychological and Neural Mechanisms</i> Committee: Jiaying Liu, Lawrence Sweet, Prateekshit “Kanu” Pandey, Hongbo Yu	2026
M.A.	Wuhan University, Wuhan, Hubei, China School of Journalism and Communication Thesis Title: <i>Health (Mis)Information Sharing on Social Media Among Older Adults in Chinese Urban Areas</i>	2021
B.A.	Dalian University of Technology, Dalian, Liaoning, China School of Humanities and Social Science Thesis Title: <i>The Uses and Gratifications of New Media among Older Chinese Adults in Urban Areas</i>	2018

Honors and Awards

Top Student Paper , 111 th NCA in the Communication and Social Cognition Division	2025
Graduate Student Mentorship Award , 111 th National Communication Association	2025
International Doctoral Recruitment Fellowship , UCSB Graduate Division	2023-2025
China National Scholarship Award , Ministry of Education, China	2020
Academic Excellence (1st Prize) , Wuhan University	2018–2020
The Honor of Excellent Student , Wuhan University	2019
Outstanding Graduate , Ministry of Education, Liaoning Province, China	2018
Merit Student , Dalian University of Technology	2018

Role Model Student Award, Dalian University of Technology	2017
Technological Innovation Scholarship, Dalian University of Technology	2016-2017
China National Scholarship Award, Ministry of Education, China	2015–2017
Top Student of Academic Excellence (1st Prize), Dalian Univ. of Technology	2014–2017

Published Peer-Reviewed Articles and Book Chapter

16. Gay, J. L., Liu, J., **Wang, Y.**, Land, D., & Cloud, G. (2026). Developing active pro-environmental campaign messaging: Variations in beliefs by physical activity and pro-environmental behavior participation. *Environment and Behavior*.
15. Zhang, HT., Tao, R., **Wang, Y.**, Liu, J., Wu, S. & Yang, S. (2026). Identifying persuasive visual features within tobacco pictorial warnings: Effects on anticipated loss of face, gifting, and refrain intentions among Chinese men who smoke. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2026.2659918> (Reported by Chinese online media, [Weixin.com](https://www.weixin.com)).
14. Yang, S., Sun, L., Tao, R., Yoo, J. S., Duan, Z., Sun, Y., **Wang, Y.**, & Liu, J. (2026). Can algorithms help efficiently identify interpretable and persuasive message features? An agnostic causal machine learning approach. *Health Communication*.
13. **Wang, Y.**, Xu, Y., Wu, S. (2025). “Sharing is caring even when it’s wrong”: The factors influencing health misinformation sharing and relational correction among Chinese older adults from a cultural perspective. *Health Communication*, 1-15. <https://doi.org/10.1080/10410236.2025.2457188>
12. Liu, J., **Wang, Y.**, Fabbriatore, J., Norton, E., Markey, C., McMains, J.T., Worsdale, A., Ye, T., Shi, Z., & Sweet, L.H. (2025). Neural predictors of vaping: Covert emotional engagement vs. reactance to overt emotional appeals in anti-vaping message processing. *American Journal of Preventive Medicine*. <https://doi.org/10.1016/j.amepre.2025.108194>
11. Liu, J., **Wang, Y.**, Gay, J. L. (2025). Promising campaign themes to promote active pro-environmental behaviors among U.S. coastal residents. *Environmental Communication*, 19(4), 663-687. <https://doi.org/10.1080/17524032.2024.2441948>
10. Liu, J., & **Wang, Y.** (2026). The use of eye-tracking methods in communication research: A brief overview and some suggestions for future directions. In L. Shen (Ed.), *Handbook of Quantitative Research Methods in Communication Science*. De Gruyter.
9. Zhang, T. H., Cao, X., **Wang, Y.**, Liu, J., Wu, S., & Yang, S. (2025). Care-based moral appeals in pictorial tobacco control messages: A cross-cultural comparison of American and Chinese smokers using real-world campaign messages. *Journal of Media Psychology*, 37(6), 344-355. <https://doi.org/10.1027/1864-1105/a000495>
8. Wicke, R., Ratcliff, C., Fleerackers, A., **Wang, Y.**, King, A., & Jensen, JD. (2025). Preprints in COVID-19 news coverage: Comparing student and general population perceptions of preliminary science about booster vaccination. *Risk Analysis*. <https://doi.org/10.1111/risa.70071>
7. **Wang, Y.**, Yang, X. & Liu, J. (2024). Navigating sensitive conversations: Patient-centered communication and politeness markers in Chinese online medical consultations. *Healthcare*, 12(23), 2465. <https://doi.org/10.3390/healthcare12232465>

6. Liu, J., Shi, Z., Fabbriatore, J. L., McMains, J. T., Worsdale, A., Jones, E. C., **Wang, Y.**, & Sweet, L. H. (2024). Vaping and smoking cue reactivity in young adult non-smoking electronic cigarette users: A functional neuroimaging study. *Nicotine and Tobacco Research*, 27(4), 762-766. <https://doi.org/10.1101/2024.01.13.575524>
5. Tao, R., Wang, X., **Wang, Y.**, Yao, H., Wu, S., Liu, J., Yang, S. (2023). Emotions and norms: How normative perceptions moderate the persuasive impacts of discrete emotional appeals within pictorial tobacco control messages in China. *Health Communication*, 39(12), 2561-2576. <https://doi.org/10.1080/10410236.2023.2277036>
4. Wu, S., **Wang, Y.**, Du, L. (2021). Frontiers of overseas health communication (2016–2020): Issues, methods, and implications. *Annual Report on the Overseas Humanities and Social Sciences, 2020*. Wuhan University Press.
3. **Wang, Y.** (2020). Why do older Chinese adults share health (mis)information? A study based on social support theory. *Proceedings of Humanity and Media: “Healthy China” & Health Communication International Conference (MHM)*. <http://cnki.sris.com.tw/KCMS/detail/detail.aspx?filename=XWCB202011001038&dbcode=IPFD&dbname=IPFD2020>
2. Wu, S., **Wang, Y.**, Zheng, X. (2019). Game of source credibility: Source and source narrative of health misinformation and corrective information. *Global Media Journal*, 6(3), 73-91. (Reported by Chinese online media, Huxiu.com).
1. **Wang, Y.** (2019). The use and education of new media among Chinese urban elderly. *Proceedings of 2019 International Joint Conference on Information, Media and Engineering (IJCIME)*, 294-299. <https://doi.org/10.1109/IJCIME49369.2019.00066>

Manuscripts Under Review

2. **Wang, Y.**, Tao, R., Liu, J., & Yang, S. (Under Review). Socioeconomic status moderates the message effects of loss frames among Chinese adult male smokers. *Health Communication*.
1. Lu, L., Cotter, L. M., Minich, M., Kriss, L. A., **Wang, Y.**, Liu, J., Cascio, C. N., Yang, S. (Revised and Resubmitted). Weed out the myths: The interplay of warning labels and social cues on intentions for peer intervention. *Health Communication*.

Manuscripts Under Preparation

A. Persuasion and Resistance Studies

13. **Wang, Y.**, & Liu, J. (manuscript preparation). Too stigmatized to process? The role of internalized stigma in shaping social thinking and counterarguing toward anti-vaping messages. *Communication Research*.
12. **Wang, Y.**, Liu, J. & Gay, J. (manuscript revision). Bridging moral foundations and active marine stewardship among U.S. coastal residents: The mediating role of social belief. *Journal of Environmental Psychology*.
11. **Wang, Y.**, Liu, J., & Popova, L. (manuscript revision). “It shouldn’t be about race”: Exploring effective message strategies with diverse flavored tobacco product users in co-created campaigns on social media. *Social Science & Medicine*.

10. Tao, R., **Wang, Y.**, Liu, J., Peng, Y., Yang, S. (manuscript preparation). Identifying message characteristics in pictorial tobacco control images to predict emotional responses, reactance and discussion intentions among Chinese male smokers. *Health Communication*.

B. Psychophysiological Methods

9. **Wang, Y.** Len, S., Saleem, M., & Liu, J. Insider or outsider? Examining the effects of social identity threat on message receptivity through psychophysiological methods (pilot data analysis and data collection). *Media Psychology*.
8. **Wang, Y.** Mapping the neural mechanisms of persuasive health messaging: A narrative review of fMRI applications, methods, and challenges. (manuscript revision). *Communication Methods and Measures*.
7. Liu, J., **Wang, Y.**, Kim, M., Mobley, T., Capell, J., & Tseng, S. (data analysis). Explicit visual mint cues on e-cigarette packaging increase willingness to try through enhanced attention and sensory perceptions: An eye-tracking study. *Preventive Medicine*.
6. Wang, M., **Wang, Y.**, Worsdale, A., Yang, S., & Liu, J. (manuscript revision). Counterarguing against anti-smoking messages primarily follows an affective rather than a cognitive route: Evidence from an eye-tracking study. *Health Communication*.
5. Liu, J., McMains, J. T., Fabbriatore, J. L., Worsdale, A., **Wang, Y.**, Jones, E. C., & Sweet, L. H. (data analysis). Neural response to flavored e-cigarette packages predicts vaping frequency among non-smoking young adult vapers. *Health Psychology*.

C. Health and Interpersonal Communication in Emerging Media

5. **Wang, Y.**, Gao, Y., & Wu, W. Beyond functional skills: How digital literacy interventions shape older adults' misinformation discernment. (manuscript revision). *Information, Communication & Society*.
4. **Wang, Y.**, & Cao, X. Examining *Rednote* discourse around ADHD: Post features, audience engagement, and comment attributions using BERT topic modeling. (data analysis). *Health Communication (Special Issue)*.
3. **Wang, Y.**, & Yang, X. From heartbreak to healing: A computational textual analysis of AI use for post-breakup emotional support and stress management post on Reddit. (data collection). *New Media & Society*.
2. **Wang, Y.**, & Cao, X. When scholarship meets setback: Negative face concerns, resilience, and message sharing on social media after academic rejection. (data collection). *New Media & Society*.
1. **Wang, Y.** & Hou, T. Does AI undermine credibility? Examining the AI involvement and moderating role of privacy concerns in online health advice adoption. (data analysis). *Health Communication*.

Teaching Experience

Instructor of Record

COMM 1500: Introduction to Interpersonal Communication (N = 30)

COMM 1500E: Introduction to Interpersonal Communication (Asynchronous) (N = 30)

Teaching Assistant

Track 12: Digital Brain (N = 25)

COMM 87: Statistical Analysis for Communication (3 sections, N=75)

COMM 88: Research Method for Communication Study (2 sections, N=50)

COMM 146: Understanding and Detecting Human Deception (Asynchronous) (N = 90)

COMM 155: Health Communication (N =105)

COMM 179: Music Communication (N = 90)

COMM 1500: Introduction to Interpersonal Communication (N = 150)

COMM 3520: Persuasion (N = 25)

COMM 3700: Empirical Research Methods in Communication (N = 25)

COMM 4800: Intercultural Communication (N = 90)

Guest Lecture

COMM155: Personality/Individual Difference in Health Communication (2025 Fall)

COMM3520: Persuasion in Advertising and Marketing (2022 Spring)

COMM3520: Interpersonal Persuasion: Psychology of Communicative Compliance (2022 Spring)

Track 12: What Makes a Message Persuasive Without Triggering Resistance? (2025 Summer)

COMM179: What Role Has Music Served in China? From Ancient Philosophy to Pop Culture and Mobilization (2024 Spring /2025 Spring / 2025 Fall)

COMM 2713 (Communication Theory at the University of Oklahoma, Instructor: Yuewei Qiu): The Mechanisms Driving Countereffects to Social Media Health Messages: Sociocultural and Neuroimaging Perspectives on Resistance (2026 Summer)

Grants Awarded

2025-2026	2025-26 Doctoral Student Travel Grant , Academic Senate, UCSB
2025	Health Communities Project Graduate Research Fellow , Institute for Social, Behavioral, and Economic Research, UCSB
2025	GSA Travel Grant , Univ. of California, Santa Barbara
2024-2025	NCA Student Travel Fund , National Communication Association
2024	Graduate Student Travel Fund , Department of Communication, Univ. of California, Santa Barbara
2024	Graduate Student Research Fund , Department of Communication, Univ. of California, Santa Barbara
2023	Graduate Student Travel Award , Graduate School, Univ. of Georgia
2022	Student Travel Award , Society for Risk Analysis Conference, 2022
2022	Graduate Student Travel Award , Dept. of Communication Studies

Grants Funded Positions

2024 – Present	Project Leader (Focus Group) , <i>“Behavioral intervention to mitigate nicotine addiction in digital environments”</i> NIH NCI & FDA Center for Tobacco Products R01 Project PI: Dr. Lucy Popova, School of Public Health, GSU Co-I: Dr. Jiaying Liu, Department of Communication, UCSB
2024 – 2025	Co-Investigator , Academic Senate Grant, PI: Dr.Jiaying Liu, Department of Communication, UCSB

- 2023 – 2025 **Co-Investigator**, Faculty Research Assistance Program, PI: Dr. Jiaying Liu, Department of Communication, UCSB
- 2022 – 2026 **Lab Manager**, “*Neuroimaging approaches to improve prediction of smoking initiation and nicotine use escalation among young adult electronic nicotine delivery systems users*”
NIDA & FDA Center for Tobacco Products K01 Mentored Research Scientist Career Development Award in Tobacco Regulatory Research
PI: Dr. Jiaying Liu, Department of Communication, UCSB
- 2022 – 2024 **Co-Lab Manager & MRI Operator**, “*A neuroimaging approach to advance mechanistic understanding of tobacco use escalation risk among young adult African American vapers*”
National Institute on Drug Abuse R21 Project: Mechanistic Studies on the Impact of Social Inequality on the Substance Use Trajectory
MPIs: Dr. Jiaying Liu, Department of Communication, UCSB & Dr. Lawrence Sweet, Department of Psychology, UGA
- 2019 – 2020 **Graduate Research Assistant**, “*Research on the correction effect and optimization of corrective information in the era of big data*”
The 2019 National Social Science Fund of China
PI: Dr. Shiwen Wu, School of Journalism and Communication, Wuhan University

Disciplinary and Departmental Service

Reviewer Role

- 2025 Ad-hoc reviewer for *Health Communication* (twice)
Ad-hoc reviewer for *Atlantic Journal of Communication*
Ad-hoc reviewer for *Scientific Report*
Ad-hoc reviewer for *Frontiers in Communication*
Ad-hoc reviewer for *Frontiers in Psychology*
Ad-hoc reviewer for *Frontiers in Public Health*
Ad-hoc reviewer for *Psychopharmacology*
NCA 111th Annual Convention
- 2024 NCA 110th Annual Convention, AEJMC 2024, ICA 2025
- 2023 NCA109th Annual Convention

Service Within Department

- 2026 Panelist, International Students Workshop, Dept. of Communication, UCSB
- 2025 All-But-Dissertation Representative, Dept. of Communication, UCSB
- 2023 - Present COMM99/199RA: Independent Research Assistants (Mentoring)

Co-Chair for Conference Section

2024 Student Section - Disclosure and Uncertainty Management in Interpersonal Relationships, NCA 110th Annual Convention

Other Professional and Community Service

2019–2020 **New Media editor**, WeChat Official Account (Center for Studies of Media Development, Wuhan University)

2019 **Volunteer**, *10th International Forum of Media Education in China and America*, Wuhan University, China

2018-2019 **Research assistant**, *2019 Annual Report on China's Communication Innovation*, Center for Studies of Media Development, Wuhan University

2018 **Volunteer**, *3rd China Communication Innovation Forum and academic conferences launched by the Media, History, and Memory Workshop*, Wuhan University, China

2016-2017 **Chief editor**, Student Press Corps, Dalian Univ. of Technology, China

Conference Presentations (Podium)**A. Communication Conferences**

23. **Wang, Y.**, Kodriati, N., Mallory, V., Gupta, A., Pei, D., Adeniji, F., Spears, C., Ashley, D., Liu, J., & Popova, L. (2026 June). "It shouldn't be about race": A co-creation approach to understanding socioeconomic and age disparities in anti-flavored combusted tobacco messaging. 76th International Communication Association (ICA), Cape Town, South Africa.
22. Ye, T., Norton, E., **Wang, Y.**, Peng, Q., Sweet, L., & Liu, J. (2026 June). Social influence vs. self-relevance: Neural correlates of the third-person effect in social appeal anti-vaping messages among young adult vapers. 76th ICA, Cape Town, South Africa.
21. Liu, J., Peng, Q., Malik, M., **Wang, Y.**, Norton, E., Markey, C., Ye, T., & Sweet, L. (2026 June). Identifying optimal cognitive, social, and emotional profiles of anti-vaping messages for young adult vapers: Insights from interpretable machine learning analysis. 76th ICA, Cape Town, South Africa.
20. **Wang, Y.** (2025 November). *Mapping the neural mechanisms of Persuasive health messaging: A narrative review of fMRI applications, methods, and challenges*. National Communication Association (NCA) 111th Annual Convention, Denver, US. ***Top Student Paper in the Communication and Social Cognition Division**
19. Zhang, T.H., Tao, R., **Wang, Y.**, Liu, J., Wu, S., & Yang, S. (2025 June). *Identifying persuasive visual features within tobacco pictorial warnings: Effects on loss of face, gifting, and foregoing intentions among Chinese men who smoke*. 75th ICA, Denver, US.
18. Zhang, T.H., Cao, X., **Wang, Y.**, Liu, J., Wu, S., & Yang, S. (2025 April). *The effectiveness of moral appeals within pictorial tobacco control messages: Comparing American and Chinese smokers*. Moral Media Conference, Buffalo, US.
17. **Wang, Y.**, Huggins, A., Doughty, E., & Chen, J. (2024 November). *Bridging moral foundations and active marine stewardship among U.S. coastal residents: The mediating role of social belief*. NCA110th Annual Convention, New Orleans, U.S.

16. **Wang, Y.**, Tao., R., Yang., S. & Liu., J. (2024 November). *Socioeconomic disparities and message framing: Understanding the differential effects on perceived benefits of smoking in Chinese male smokers*. NCA 110th Annual Convention, New Orleans, U.S.
15. Liu, J., **Wang, Y.**, Kim, M., Mobley, T., Capell, J., & Tseng, S. (2024 November). *Explicit visual mint cues on e-cigarette packaging increase willingness to try through enhanced attention and sensory perceptions: An eye-tracking study*. NCA 110th Annual Convention, New Orleans, U.S.
14. Liu, J., **Wang, Y.**, Gay, J. L. (2024 June). *Promising campaign themes to promote active pro-environmental behaviors among U.S. coastal residents*. 74th ICA, Gold Coast, Australia.
13. Lu, L., Cotter, L., **Wang, Y.**, Liu, J., Cascio, C., Yang, S. (2024 June). *Weed out the myths: The interplay of warning labels and social cues on peer intervention and misinformation correction*. 74th ICA, Gold Coast, Australia.
12. Yang, S., Sun, Lu., Tao, R., Suh, Y., Duan, Z., Sun, Y., **Wang, Y.**, Liu, J. (2024 June). *What makes a strong argument in health promotional messages? Identifying latent persuasive message features through an agnostic causal machine learning approach*. 74th ICA, Gold Coast, Australia.
11. **Wang, Y.**, Xu, Y., Wu, S. (2023 November). *Sharing is caring: The factors influencing health (mis)information sharing and relational correction among Chinese older adults from a cultural perspective*. NCA 109th Annual Convention, Washington, D.C, U.S.
10. Richey, S., **Wang, Y.** (2023 November). *Promoting active pro-environmental behaviors via a multiple goal perspective: Preliminary findings from a qualitative elicitation survey*. NCA 109th Annual Convention, Washington, D.C, U.S.
9. Tao, R., **Wang, Y.**, Liu, J., Peng, Y., Yang, S. (2023 May). *Identifying message characteristics in pictorial tobacco control images to predict emotional responses, reactance and discussion intentions among Chinese male smokers*. 73rd ICA, Toronto, Canada.
8. Kim, M., Liu, J., **Wang, Y.** (2023, May). *Effect of explicit and implicit flavor names and images in menthol/mint-flavored ENDS packaging on product appeal*. 73rd ICA, Toronto, Canada.
7. **Wang, Y.**, & Yang, X. (2023 July). *How is the online medical consultation constructed? A discourse analysis based on Dr.Chunyu in China*. International Association for Media and Communication Research (IAMCR), Lyon, France.
6. **Wang, Y.**, & Yang, X. (2022 November). *How patient-centered communication occurs during online medical consultations: A study based on Dr. Chunyu in China*. Health Communication Division in The Chinese Association for History of Journalism and Mass Communication Conference (CAHJC), Beijing, China. (*Virtual due to COVID-19).
5. Tao, R., Wang, X., Wu, S., Liu, J., Yu, H., **Wang, Y.**, Yang, S. (2021 May). *Emotions and norms: Influence of normative perceptions and persuasive impacts of discrete emotional appeals within pictorial tobacco control messages in China*. 71st Annual ICA.Virtual Conference.
4. **Wang, Y.** (2019 December). *The Use and Education of New Media on Chinese Urban Elderly*. 2019 International Joint Conference on Information, Media, and Engineering (IJCIME), Osaka, Japan.

3. Wu, S., & **Wang, Y.** (2019 June). *Disguise of health misinformation: Investigation based on its source and narrative*. 27th Asian Media Information and Communication Center (AMIC), Bangkok, Thailand.

B. Public Health Conferences

2. Perez, M., Liu, J., Shi, Z., Fabbriatore, J. L., McMains, J. T., Worsdale, A., Jones, E. C., **Wang, Y.**, Markey, C. E., Kim, S., Norton, E., & Sweet, L. H. (2024 March). *Comparative brain imaging study of vaping and food cues in young adult e-cigarette users who have never smoked*. 2024 Society for Research on Nicotine and Tobacco (SRNT) annual meeting, Edinburgh, Scotland.
1. Worsdale, A., Liu, J., McMains, J. T., Fabbriatore, J. L., Wicke, R., **Wang, Y.**, Jones, E. C., & Sweet, L. H. (2024 March). *Enhanced predictive utility of anti-vaping messages with emotional appeals in forecasting vaping reductions among young adults*. 2024 SRNT annual meeting, Edinburgh, Scotland.

Conference Presentations (Poster)

A. Public Health and Neuroscience Conferences

14. **Wang, Y.**, Kodriati, N., Mallory, V., Gupta, A., Pei, D., Adeniji, F., Spears, C., Ashley, D., Kostygina, G., Liu, J., & Popova, L. (2026 March). *"It shouldn't be about race": Exploring effective message strategies with diverse flavored tobacco product users in co-created campaigns*. 2026 SRNT. Baltimore, U.S.
13. Pei, D., Zheng, P., Guo, W., **Wang, Y.**, Pan, J., Dahir, N., Luo, R., & Popova, L. (2026, March). *Anti-smoking video messages for young adults in China: A randomized controlled trial*. Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, MD.
12. Zhao, S., **Wang, Y.**, Yu, H., Sweet, L. H., & Liu, J. (2025 April). *A neural signature of vaping and smoking cues*. 2025 Social & Affective Neuroscience Society (SANS). Chicago, U.S.
11. Zhao, S., **Wang, Y.**, Yu, H., Sweet, L.H., & Liu, J. (2025 March). *Identifying neuromarkers of vaping severity in young adults: Insights from fMRI and machine learning analysis*. 2025 SRNT, New Orleans, U.S.
10. Liu, J., Fabbriatore, J. L., McMains, J. T., Worsdale, A., Jones, E. C., **Wang, Y.**, & Sweet, L. H. (2024 June). *Limbic network response to anti-vaping messages predicts reduced vaping in young adult vapers*. 2024 Organization for Human Brain Mapping (OHBM) Annual Conference, Seoul, Korea.
9. Kim, M., Liu, J., **Wang, Y.** (2024 March). *Implicit flavor names on ENDS packaging may result in misperceptions*. 2024 SRNT, Edinburgh, Scotland.
8. **Wang, Y.**, Liu, J., Kim, M. (2023 March). *"Man-made" but may be "used to get people off of nicotine": (Mis)perceptions about tobacco-free nicotine and synthetic nicotine*. 2023 SRNT, San Antonio, U.S.
7. Liu, J., Kim, M., & **Wang, Y.** (2023 March). *Misperceptions about harms associated with synthetic nicotine and tobacco-free nicotine: Does current vaping status matter?*. 2023 SRNT, San Antonio, Texas.

6. Yang, S., Tao, Ran., Wang, X., **Wang, Y.**, Wu, S., Liu, J. (2023 March). *No more gifting: Identifying design features within pictorial tobacco warnings to improve perceived message effectiveness and reduce gifting intentions among Chinese male smokers*. 2023 SRNT, San Antonio, U.S.
5. Liu, J., McMains, J., Fabbicatore, J. L., Worsdale, A., Jones, E.C., Bhatikar, N.J., **Wang, Y.**, S, D., Sweet, L.H. (2023 March). *Neural response to flavored E-cigarette packages predicts vaping frequency among non-smoking young adult vapers*. 2023 SRNT, San Antonio, U.S.
4. Tao, R., Wang, X., Bao, S., **Wang, Y.**, Yao, H., Wu, S., Yang, S. (2021 February). *Impacts of discrete emotional appeals within pictorial tobacco control messages on perceived message effectiveness and intention to quit among Chinese male smokers*. 2021 virtual SRNT.

B. Communication Conferences

4. Hou, T., & **Wang, Y.** (2026 April). *AI or Human, Does It Matter? How Critical AI Comprehension Shapes Credibility and Adoption of Medical Advice*. Kentucky Conference on Health Communication, Lexington, KY.
3. Hou, T., & **Wang, Y.** (2025 August). *Does AI undermine credibility? Examining the AI involvement and moderating role of privacy concerns in online health advice adoption*. The Association for Education in Journalism and Mass Communication (AEJMC) 2025, San Francisco, CA.
2. **Wang, Y.**, Liu, J., Gay, J.L. (2023 August). *A mixed-method approach to determine salient message themes for promoting active pro-environmental behavior intentions among coastal residents in the U.S*. AEJMC 2023, Washington D.C, U.S.
1. **Wang, Y.** (2022 December). *Operationalizing the heuristic-systematic model in communication studies: A narrative review*. 2022 annual Society for Risk Analysis (SRA), Tampa, Florida.

Professional Experience

2017	Public Relations Intern , Sunshine Public Relations Co., Ltd. (Beijing, China)
2017-2018	Social Media Student Intern , Huawei Technologies Co., Ltd. (Shenzhen, China)
2015-2017	Intern , The Dalian Broadcasting and Television Station. (Dalian, China)

Professional Affiliations

International Communication Association (ICA); National Communication Association (NCA); The Association for Education in Journalism and Mass Communication (AEJMC); Society for Risk Analysis (SRA); Society for Research on Nicotine and Tobacco (SRNT); Asian Media Information and Communication Center