

Bingjing Mao, Ph.D.

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EDUCATION

- Aug. 2018 - Aug. 2022 **University of Miami**, School of Communication
Ph.D. | Communication Studies
Dissertation: *“Why do I feel guilty and what makes me want to buy? Moving forward guilt appeals in advertising.”*
Committee: Nicholas Carcioppolo (Chair), Susan E. Morgan, Tyler Harrison, Soyeon Ahn
- Sept. 2015 - Jun. 2018 **Renmin University of China**, School of Journalism and Communication
Master of Arts | Communication Studies
Thesis: *“The persuasiveness of mHealth intervention among college students”*
Supervisor: Yang Chen
- Sept. 2016 - Sept. 2017 **University of Glasgow**, School of Education
Master of Science | Psychological Studies
Thesis: *“Does need for cognition moderate regulatory fit effect? An examination on the persuasiveness of a dietary intervention among college students”*
Supervisor: Linda Moxey
- Sept. 2011 - Jun. 2015 **Renmin University of China**, School of Journalism and Communication
Bachelor of Arts | Journalism
- Sept. 2013 - Jun. 2014 **Universitat Autònoma de Barcelona**, Faculty of Political Science and Sociology
Exchange program | Political Science

RESEARCH INTERESTS

Topics: Tailored Communication, mHealth, Cancer Prevention and Control.

Research Methodology: Adaptive Trial Design, Ecological Momentary Assessments, Meta-Analysis, Mixed Method.

PROFESSIONAL EXPERIENCE

- July. 2024 – Present **Assistant Professor**, LSU School of Public Health, LSU Health Sciences Center New Orleans
- Aug. 2022 – July. 2024 **Postdoctoral Research Fellow**, TSET Health Promotion Research Center, Stephenson Cancer Center, University of Oklahoma Health Science Center
- Aug. 2020 – Jul. 2021 **Research Assistant**, School of Communication, University of Miami
Teaching Assistant, School of Communication, University of Miami
- Aug. 2018 – Jul. 2019 **Research Assistant**, School of Communication, University of Miami

TEACHING EXPERIENCE

Updated 07/13/2024

PUBLICATIONS

Referred journal articles:

1. Qian, H., Peng, W., Han, J. & **Mao, B.** (2024). Characterizing the perceived need for CRC screening among the elderly living in rural areas in the Pacific Northwest US: Roles of miscommunication, experience of discrimination, and dependence. *American Journal of Health Promotion*. 08901171241257051.
2. **Mao, B.**, Carcioppolo, N., Tian, S. & Harrison, T. (2024). Adding hope to avoid backfire: Understanding why guilt+hope appeals are more effective than guilt-only appeals in road safety campaigns. *Journal of Social Marketing*. 14(1), 52-72.
3. Peng, W., Huang, Q. & **Mao, B.** (2024). Evaluating variations in the barriers to colorectal cancer screening associated with telehealth use in rural U.S. Pacific Northwest. *Cancer Causes & Control*. 35(4), 635-645.
4. Peng, W., Huang, Q., **Mao, B.**, Lun, D., Malova, E., Simmons, J., Carcioppolo, N. (2023). When guilt works: A comprehensive meta-analysis of guilt appeals. *Frontiers in Psychology*. 14, 1201631.
5. Huang, Q., **Mao, B.**, Jia, X., & Peng, W. (2023). COVID-19 Information overload mediated the effects of cross-channel information differences on information elaboration. *Journal of Health Communication*. 28(7), 401-411.
6. Peng, W., McKinnon-Crowley, J., Huang, Q. & **Mao, B.** (2023). Assessing fear, embarrassment, and disgust in colonoscopy: The development of measurement instruments and psychometric evidence. *Health Education & Behavior*. 51(4) 601–612.
7. **Mao, B.**, Jia, X. & Huang, Q. (2022), How do information overload and message fatigue reduce information processing in the era of COVID-19? An ability-motivation approach. *Journal of Information Science*, 01655515221118047.
8. Carcioppolo, N., Kim, S., Sanchez, M., **Mao, B.**, Reynolds, A., Lun, D., Malova, K., Ewing, C. & Hu, S. (2022). Evaluating a game-based intervention to increase melanoma identification among adults living in the U.S. *Social Science & Medicine*, 310, 115281.
9. **Mao, B.** & Li, C. (2022), A good dentist or not: understanding the role of storytelling in online dentist reviews. *Online Information Review*. 46(2), 356-374.
10. **Mao, B.**, Kim, S. & Peng, W. (2021), The interplay between message framing and message recipients' regulatory focus in promoting HPV prevention strategies. *Journal of Health Communication*, 26(2), 96-103.
11. Occa A., Morgan S. E. Peng W., **Mao, B.**, Julian McFarlane S., Grinfeder K., & Byrne M. (2021). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. *Patient Education and Counseling*, 104(5), 1059-1065.
12. Morgan, S. E., Mosser, A., Ahn, S., Harrison, T. R., Wang, J., Huang, Q., Reynolds, A., **Mao, B.** & Bixby, J. L. Developing and evaluating a team development intervention to support interdisciplinary teams. *Journal of Clinical and Translational Science*, 5(1), e166.
13. Malova, E., Aerpati, A., **Mao, B.**, Shah, K., Tian, S., Zhang, Z. & Harrison, T. R. (2021). Food, our common ground: A photovoice study. *Frontiers in Communication*, 6, 50-58.

14. Morgan, S.E., Peng, W., Occa, A., **Mao, B.**, McFarlane, S., Grinfeder, G., Millet, B., and Byrne, M. (2020). Tailored messages about research participation: Using an interactive information aid to improve study recruitment. *Journal of Cancer Education*, 37, 16-22.
15. **Mao, B.**, Morgan, S. E., Peng, W., McFarlane, S. J., Occa, A., Grinfeder, G. & Byrne, M. M. (2020). What motivates you to share? The effect of interactive tailored information aids on information sharing about clinical trials. *Health Communication*, 36(11), 1388-1396.
16. Peng, W., Morgan, S. E., **Mao, B.**, McFarlane, S. J., Occa, A., Grinfeder, G. & Byrne, M. M. (2019). Ready to make a decision: A model of informational aids to improve informed participation in clinical trial research. *Journal of Health Communication*, 24, 865-877.

Under review

1. **Mao, B.** & Carcioppolo, N. (revise). Message design for guilt-based green advertising: Whether and how to highlight moral transgression, personal responsibility, and efficacy. *International Journal of Advertising*.
2. Neil, J., **Mao, B.**, Shao, R., Ogunsanya, A., Frank-Pearce, S. G., Businelle, M.S., Cookson, M., Stratton, K., Doescher, M., Pharr, S., Moise, V., Fleshman, B., Fronheiser, J., Estrada, K., Flores, I., Bradley, D., Kendrick, A., & Alexander, A.C. (under review). A pilot randomized clinical trial of a smartphone-based application for prostate cancer education and at-home PSA screening for African American men: A study protocol. *Contemporary Clinical Trials*.

CONFERENCE PRESENTATION

1. **Mao, B.**, Chen, S., Neil, J., Hébert, E. & Businelle, M (2024, March). Patterns of unhealthy behaviors on weekends versus weekdays: An analysis using Ecological Momentary Assessment. Poster presentation at the Society for Behavioral Medicine Scientific Meeting, Philadelphia, PA.
2. **Mao, B.**, Peng, W. & Huang, Q. (2024, March). Exploring the individual and environmental predictors of negative emotions in rural colorectal cancer screening. Poster presentation at the Society for Behavioral Medicine Scientific Meeting, Philadelphia, PA.
3. **Mao, B.**, Benson, L., Koslovsky, M., Hébert, E., Frank-Pearce, S., Boozary, L., Wetter, D., Kendzor, D. & Businelle, M. (2023, September), Dynamic relations between current smoking triggers and imminent smoking among socioeconomically disadvantaged adults: A time-varying effect model. Oral presentation at the Society for Research on Nicotine and Tobacco Scientific Meeting - Europe, London, the United Kingdom.
4. **Mao, B.** & Carcioppolo, N. (2023, May). Message design for guilt-based green advertising: Whether and how to highlight moral transgression, personal responsibility, and efficacy. Oral presentation at the 2023 International Communication Conference, Toronto, Canada.
5. Walters¹, D., De La Torre, I., Shi, D., **Mao, B.**, Hébert, E. T., Businelle, M. (2023, April). Daily cannabis use and demographics interact to effect affect and other substance use. Poster presentation at the Society for Behavioral Medicine Scientific Meeting, Phoenix, AZ.
6. **Mao, B.**, Carcioppolo, N., Tian, S. & Harrison, T. (2022, April), Adding hope to enhance persuasion: The effect of “guilt-to-hope” appeals on discouraging texting while driving. Oral presentation at the 2022 Kentucky Conference on Health Communication, Lexington, Kentucky.

7. **Mao, B.**, Jia, X. & Huang, Q. (2021, November). Information overload and message fatigue in the era of COVID-19. Oral presentation at the 107th Annual Convention of the National Communication Association, Seattle, Washington State, United States.
8. Deng, H., **Mao, B.**, Andujar, N., & Papera, A. (2021, May). How do you like your wellness chatbot: The effect of message modality and language style on user preference. Oral presentation at the 71st Annual Convention of International Communication Association, Denver, CO, United States.
9. Reynolds, A., Harrison, T., Huang, Q., Mosser, A., **Mao, B.**, Wang, J., Ahn, S., & Morgan, S.E. (2020). The importance of information participation within interdisciplinary teams. Oral presentation at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
10. **Mao, B.**, Mosser, A., Harrison, T., Wang, J., Huang, Q., Reynolds, A., & Morgan, S.E. (2020). The role of shared leadership and team trust on social integration of interdisciplinary teams. Oral presentation at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
11. Mosser, A., Morgan, S.E., Harrison, T., Huang, Q., Reynolds, A., **Mao, B.**, Wang, J., Ahn, S., & Bixby, J.L. (2020). Attitudes about interdisciplinary research: Characteristics of faculty engaged in an interdisciplinary research program. Oral presentation at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
12. Huang, Q., Harrison, T., Reynolds, A., Mosser, A., **Mao, B.**, Ahn, S., Wang, J., & Morgan, S.E. (2020). Why do interdisciplinary team members attend formal meetings? Oral presentation at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
13. Mosser, A., Morgan, S.E., Ahn, S., Harrison, T., Wang, J., **Mao, B.**, Huang, Q., Reynolds, A., & Bixby, J.L. (2020). Team science training outcomes: Evaluation of U-LINK's team science workshop. Oral presentation at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
14. Malova, E., Aerpati, A., **Mao, B.**, Shah, K., Tian, S., Zhang, Z. & Harrison, T. (2020, November). Food our common ground: A photovoice study. Oral presentation at the 106th Annual Convention of the National Communication Association, Indianapolis, Indiana.
15. **Mao, B.** & Lun, D. (2020, November). How laughter alleviate fear: the effect of humorous threat persuasion in improving HPV vaccination for men. Oral presentation at the 106th Annual Convention of the National Communication Association, Indianapolis, Indiana.
16. Occa, A., Morgan, S. E., Peng, W., **Mao, B.**, McFarlane, S., Grinfeder, G. & Byrne, M. (2020, May). Untangling interactivity's effects: The role of cognitive absorption, perceived visual informativeness, and cancer information overload. Oral presentation at the 70th Annual Convention of International Communication Association, Gold Coast, Australia.
17. **Mao, B.** & Li, C. (2020, May). A good doctor or not: That is the question of story-telling. Oral presentation at the 70th Annual Convention of International Communication Association, Gold Coast, Australia.

18. **Mao, B.** & Kim, S. (2020, April). How and when does tailoring change you? An examination on the effects of regulatory fit in different HPV prevention behaviors. Oral presentation at the 2020 Kentucky Conference on Health Communication, Lexington, Kentucky.
19. Peng, W., Morgan, S. E., **Mao, B.**, McFarlane, S., Occa, A., Grinfeder, G., & Byrne, M. (2019, November). Ready to make a decision: A model of information aids to improve informed participation in clinical trial research. Oral presentation at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
20. Morgan, S. E., Peng, W., Occa, A., McFarlane, S., **Mao, B.**, Grinfeder, G., & Byrne, M. (2019, November). Deciding to make a decision: Improving research recruitment through tailored interactive information about clinical trial participation. Oral presentation at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
21. **Mao, B.**, Morgan S. E., Peng, W., McFarlane, S., Occa A., Grinfeder, G., & Byrne, M. (2019, November). What motivates you to share? The effect of interactive tailored information aids on improving information sharing about clinical trials. Oral presentation at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
22. **Mao, B.** (2017, August), The moderation role of need for cognition on regulatory fit: An examination of college students' attitude and intention changes towards fruits and vegetables, Poster presentation at BPS Social Psychology Section Annual Conference, Manchester, the United Kingdom.
23. **Mao, B.** (2016, August), The establishment of psychological contracts in online fan marketing in China-based on the psychological continuum model. Oral presentation at the Association for Education in Journalism and Mass Communication Conference, Minneapolis, Minnesota.

RESEARCH GRANT

Funded

Apr. 2022

SoC Excellence in Dissertation Research, School of Communication, University of Miami (\$1000)

- Role: Principal Investigator.
- Project: Why do I feel guilty and what makes me want to buy? Moving forward guilt appeals in advertising.

Sept. 2021

Student XR Competition, The XR Initiative at the University of Miami (\$1000)

- Role: Principal Investigator.
- Project: Saving that Raccoon: Motivating recycling behavior through Augmented reality.

Unfunded

Oct. 2022

IITFC Clinical Grant, Stephenson Cancer Center, University of Oklahoma Health Science Center (\$150000)

- Role: Co-Investigator.
- Project: The influences of a lung cancer screening mHealth app to navigate current smokers to complete a shared decision-making appointment.
- MPIs: Alexander & Jordan.

Other involvement with grants

May. 2022 – Apr. 2025	U54MD015946 Supp , The National Institute of Health/The National Institute of Mental Health (NIH/NIMH; \$1,271,869; direct costs: \$1,051,967) <ul style="list-style-type: none">• Role: Post-doctoral research fellow.• Project: A fully automated and culturally-adapted mHealth intervention for smoking cessation among Black smokers with HIV.• PI: Obasi; Project MPIs: Businelle & Garey.
Nov. 2021 – Nov. 2022	OUHSC Pilot Funds , University of Oklahoma Health Science Center <ul style="list-style-type: none">• Role: Post-doctoral research fellow.• Project: 32 group MOST design to identify the optimal components, or combinations of components, for achieving the highest compliance rates for smartphone-based ecological momentary assessments (EMAs).• PIs: Businelle & Hebert.
May. 2021 - Mar. 2024	R01MH126586 , NIH/NIMH (\$2,679,216) <ul style="list-style-type: none">• Role: Post-doctoral research fellow.• Project: Mobile health to monitor risk for COVID-19 and improve mental health during the Pandemic.• MPIs: Businelle & Zvolensky.
Sept. 2020 – Apr. 2025	U54MD015946 , NIH/NIMH (\$11,848,265; Direct: \$8,031,234)) <ul style="list-style-type: none">• Role: Post-doctoral research fellow.• Project: Improving access to cigarette cessation treatment among African American smokers: Development and evaluation of an integrated mHealth application.• PI: Obasi; Project MPIs: Businelle & Zvolensky
Feb. 2019 - Jan. 2024	R01CA221819 , NIH/NIMH (\$2,804,785; Direct: \$1,957,142) <ul style="list-style-type: none">• Role: Post-doctoral research fellow.• Project: Smartphone based smoking cessation intervention for socioeconomically disadvantaged adults.• PI: Businelle.

AWARDS & HONORS

2023	SRNT-E Early Career Travel Award (€1000), SRNT Europe
2022-2024	HPRC Postdoctoral Research Fund (\$20000), TSET Health Promotion Research Center
2021-2022	UM Fellowship (\$30000), Graduate School, University of Miami.
2020-2021	Teaching Assistantship and Research Assistantship (Dr. Nicholas Carcioppolo; \$27900), School of Communication, University of Miami.
2021	GAFAC Travel Funding (\$400), Graduate School, University of Miami
2021	Student Caucus Travel Grant (\$300), National Communication Association
2019-2020	UM Fellowship (\$27900), Graduate School, University of Miami.

2018-2019	Teaching Assistantship and Research Assistantship (Dr. Susan Morgan; \$27900), School of Communication, University of Miami.
2019	NCA Top Award , National Communication Association
2019	GAFAC Travel Funding (\$375), Graduate School, University of Miami
2013	Santander Scholarships Mobility Program (\$5000), Renmin University of China

SERVICES

Reviewer

2023 - Present	Abstract reviewer for submissions to <i>Society for Research on Nicotine & Tobacco</i> annual convention.
2020 - Present	Ad-hoc reviewer for <i>Journal of Health Communication</i> , <i>Journal of Information Sciences</i> , <i>Digital Health</i> , <i>Journal of Medical Internet Research</i> , <i>Health Communication</i> , <i>Behavioral Medicine</i> , and <i>Online Information Review</i> .
2018 - Present	Paper reviewer for submissions to <i>International Communication Association</i> annual convention.

Volunteer

2020	National Communication Association <ul style="list-style-type: none"> Assisted attendees with directions, information, and check-in process.
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Student Assistant

2018 - 2020	Laboratory for Integrative Knowledge, University of Miami <ul style="list-style-type: none"> Assisted in “Science of team science research” program, which focuses on evaluating the success of teams funded through the U-LINK interdisciplinary research program. Assisted in coordinating Team Science workshop at the University of Miami.
2012 - 2015	Mental Education and Counseling Center, Renmin University of China <ul style="list-style-type: none"> Served as a teaching assistant of Emotional Psychology. Trained as a counselor in peer-counseling program.

Committee member

2022 - Present	SRNT Treatment Communication Subcommittee <ul style="list-style-type: none"> Managing SRNT mHealth Facebook group and organizing weekly discussions
2018 - Present	International Communication Association
2018 - Present	National Communication Association
2018 - 2019	University of Miami Chinese Students and Scholars Association (UMCSSA)

- Organized social and cultural activities with Council of International Students and Organizations, including international week, home-coming parade, and lantern festival.
- Assisted in integrating Chinese graduate students with campus life and the community where possible.

SKILLS & HOBBIES

Software: SPSS, R, Mplus, Blackboard, E-Prime, Excel, Photoshop, Premiere

Language: Native Mandarin Chinese, Fluent English, Basic Spanish