

# CURRICULUM VITAE

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## Bingjing Mao, Ph.D.

Date: 06/18/2025

School: School of Public Health

Department/Program: Community Health Science and Policy

Current Title: Assistant Professor

Business Address: 2020 Gravier Street, Room 350, New Orleans, LA 70112

Business Telephone: (504) 568-5700

Business email Address: bmao@lsuhsc.edu

Initial Appointment at LSUHSC Date: 07/15/2024

Current Academic Rank: Tenure-track Assistant Professor

Date of Appointment to Current Rank: 07/15/2024

### EDUCATION

- 2015 **Renmin University of China**, School of Journalism and Communication  
Bachelor of Arts | Journalism
- 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
- 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
- 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
- 2022-2024 **Postdoctoral Research Fellow**, TSET Health Promotion Research Center, Stephenson Cancer Center, University of Oklahoma Health Science Center  
Supervisors: Michael Businelle and Jordan Neil

### ACADEMIC, PROFESSIONAL, AND RESEARCH APPOINTMENTS

- 2018–2019 **Research Assistant**, School of Communication, University of Miami
- 2020–2021 **Research Assistant**, School of Communication, University of Miami  
**Teaching Assistant**, School of Communication, University of Miami
- 2024–Present **Assistant Professor**, LSU School of Public Health, LSU Health Sciences Center  
New Orleans

Updated 2/3/2026

## AWARDS & HONORS

2013	<b>Santander Scholarships Mobility Program</b> (\$5000), Renmin University of China
2019	<b>GAFAC Travel Funding</b> (\$375), Graduate School, University of Miami
2019	<b>NCA Top Award</b> , National Communication Association
2019-2020	<b>UM Fellowship</b> (\$27900), Graduate School, University of Miami.
2021	<b>Student Caucus Travel Grant</b> (\$300), National Communication Association
2021	<b>GAFAC Travel Funding</b> (\$400), Graduate School, University of Miami
2021-2022	<b>UM Fellowship</b> (\$30000), Graduate School, University of Miami.
2023	<b>SRNT-E Early Career Travel Award</b> (€1000), SRNT Europe
2022-2024	<b>HPRC Postdoctoral Research Fund</b> (\$20000), TSET Health Promotion Research Center

## TEACHING/MENTORING EXPERIENCE

### Course/Clerkship/Residency or Fellowship/CME Directorships

2020 Fall	<b>COS427-34 Health Behavior and Risk</b> (University of Miami; 3 credit hour course) <ul style="list-style-type: none"><li>• Role: Lecture</li><li>• Rating: 4.7/5.</li><li>• This upper-level undergraduate course introduces students to different theories and models of health communication that are frequently used to develop persuasive health messages.</li><li>• Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.</li></ul>
2021 Spring	<b>COS343-D Introduction to Intercultural Communication</b> (University of Miami; 3 credit hour course; offered in Spring) <ul style="list-style-type: none"><li>• Role: Lecture</li><li>• Rating: 4.5/5.</li><li>• This upper-level undergraduate course focuses on the application of intercultural communication theory and promotes intercultural sensitivity, with a focus on international public relations and advertising.</li><li>• Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.</li></ul>
2025 Summer	<b>PUBH6130 Building Bridges: Communication and Collaboration in Public Health</b> (LSUHSC; 3 credit hour course; asynchronous class) <ul style="list-style-type: none"><li>• Role: Lecture</li><li>• Rating: 4.6/5 (PUBH average: 4.3).</li><li>• This course is a core course of the Master of Public Health program, designed to prepare students to develop, implement, and evaluate health communication campaigns and effectively disseminate information to diverse audiences.</li></ul>

- Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.
- 2025 Fall      **CHSP 6212 Behavioral Science Theories in Public Health Practice** (LSUHSC; 3 credit hour course)
- Role: Lecture
  - Rating: 4.4/5 (PUBH average: 4.1)
  - This course is a core graduate course of the Community Health Science and Policy program, designed to expose students to the origin and use of behavioral and psychosocial theories in public health research and practice.
  - Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.
- 2026 Spring      **CHSP 6500 Special Topics -Digital Health Interventions** (LSUHSC; 3 credit hour course)
- Role: Lecture
  - Rating: Pending
  - This course is an elective graduate course of the Community Health Science and Policy program, designed to expose students to the rapidly evolving field of digital health and its impact on public health.
  - Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.
- 2026 Spring      **BSPH 4504 How Behavior Shapes Health** (LSUHSC; 3 credit hour course)
- Role: Lecture
  - Rating: Pending
  - This course is an elective undergraduate course, designed to provide undergraduate students in public health with foundational knowledge on the relationship between human behavior and health.
  - Responsibilities: Develop course outline and syllabus, design course contents, prepare course materials, provide lectures and evaluate student performance.

### **Undergraduate, Medical, or Graduate Student Research Projects**

- 2022–2024      Project: Daily cannabis use and demographics interact to effect affect and other substance use (TSET Health Promotion Research Center).
- Mentee: Danielle Walter.
  - Role: Assisted Danielle in creating the analytic plan, completing the statistical analyses and drafting her manuscript. The associated abstract has been presented at the 2023 Society for Behavioral Medicine Scientific Meeting.
- 2022 –2024      Project: Using machine learning to predict cannabis use (TSET Health Promotion Research Center).
- Mentee: Danielle Walter.
  - Role: Assisted Danielle in creating the analytic plan and drafting her manuscript.

- 2023 - present Project: How does discrimination impact health behaviors and negative emotions? (TSET Health Promotion Research Center)
- Mentee: Blayne Barker.
  - Role: Assisted Blayne in creating the analytic plan, completing the statistical analyses and drafting her manuscript.
- 2023 - present Project: How does cannabis use associate with physical activity? (TSET Health Promotion Research Center)
- Mentee: Irene DeLaTorre.
  - Role: Assisted Irene in creating the analytic plan, completing the statistical analyses and drafting her manuscript.
- 7/26/2024 Judge for the 21st Annual Summer Research Program Poster Symposium for High School and Undergraduate Students.
- 11/14/2024 Judge for the 3rd Annual Joseph Moerschbaecher III, PhD Graduate Research Day
- Aug. 2024 Comprehensive oral exam committee
- Ty-Runet Bryant
- 2024 - present Project: Systematic review of AR technology in dietary intake interventions.
- Gabrielle Gonzalez.
  - Role: Assisted Gabrielle in literature review, drafting codebook, and drafting manuscript.

## RESEARCH AND SCHOLARSHIP

### Grants and Contracts

#### Funded

**SoC Excellence in Dissertation Research**, School of Communication, University of Miami (\$1000; Apr. 2022–Aug. 2024)

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

**Student XR Competition**, The XR Initiative at the University of Miami (\$1000; Sept. 2021-Jan. 2022)

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

**UM1TR004771**, National Center for Advancing Translational Research (\$43,751; Direct: \$30,000; May.2025 – Apr. 2026)

- Role: Principal Investigator.
- Project: FITtrack: A SMS-Based Navigation Program for Colorectal Cancer Screening Challenges.

#### Pending Funding

**R21**, NCI (\$407,009; 12/01/2025 – 11/31/2027, Overall Impact Score: 24, Percentile: 2.0)

- Role: Principal Investigator.
- Project: A pilot adaptive trial of FITtrack chatbot, nurse navigator, and peer navigator to promote FIT screening among rural residents.

**R01**, NIH/NIMHD (\$2,450,000; July. 2026 – June. 2031)

- Role: Co-Investigator (15%).
- PI: Tseng.

- Project: Smartphone-based Multilevel Intervention on Reducing Sweetened Beverage Consumption for Improving Metabolic Dysfunctional Associated Steatotic Liver Disease

#### **Recent non-funded applications**

**ITFC Clinical Grant**, Stephenson Cancer Center, University of Oklahoma Health Science Center (\$150000; Oct. 2022)

- 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.

**Research Scholar Grants**, ACS (\$943,002, Direct, \$857,275; 04/01/2026 – 03/31/2030, Score: Excellent)

- Role: Principal Investigator.
- Project: Optimizing Adaptive CRC Screening Navigation in African Americans: A Community-Engaged SMART Trial of Chatbot and Person-led Support.

#### **Other involvement with grants**

**U54MD015946 Supp**, NIH/NIMH. \$1,271,869; direct costs: \$1,051,967; May. 2022 – Apr. 2025)

- 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.

**OUHSC Pilot Funds**, University of Oklahoma Health Science Center (Nov. 2021 – Nov. 2022)

- 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).
- MPIs: Businelle & Hebert.

**R01MH126586**, NIH/NIMH (\$2,679,216; May. 2021 - Mar. 2024)

- Role: Post-doctoral research fellow.
- Project: Mobile health to monitor risk for COVID-19 and improve mental health during the Pandemic.
- MPIs: Businelle & Zvolensky.

**U54MD015946**, NIH/NIMH (\$11,848,265; Direct: \$8,031,234; Sept. 2020 – Apr. 2025)

- 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

**R01CA221819**, NIH/NIMH (\$2,804,785; Direct: \$1,957,142; Feb. 2019 - Jan. 2024)

- Role: Post-doctoral research fellow.
- Project: Smartphone based smoking cessation intervention for socioeconomically disadvantaged adults.
- PI: Businelle.

**Major Area of Research Interest:** Dr. Bingjing Mao's research focuses on the intersection of tailored communication, health technology, and cancer disparities. Her work integrates digital tools with traditional person-led support to meet patients' real-time needs in cancer screening and tobacco cessation. She also investigates the unique barriers experienced by marginalized

communities and develops culturally adapted interventions to improve cancer prevention and control.

## Journal Publications

### Referred

1. 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. Impact Factor: 1.60.
2. **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. Impact Factor: 3.20.
3. 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. Impact Factor: 2.04.
4. 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.
5. Morgan, S. E., Mosser, A., Ahn, S., Harrison, T. R., Wang, J., Huang, Q., Reynolds, A., **Mao, B.** & Bixby, J. L (2021). Developing and evaluating a team development intervention to support interdisciplinary teams. *Journal of Clinical and Translational Science*, 5(1), e166.
6. 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. Impact Factor: 3.47.
7. **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. Impact Factor: 2.74.
8. **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. Impact Factor: 2.90.
9. 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. Impact Factor: 5.4.
10. **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. Impact Factor: 2.40.
11. 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. Impact Factor: 2.70.
12. 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. Impact Factor: 3.10.

13. 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. Impact Factor: 2.60.
14. 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. Impact Factor: 2.20.
15. **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. Impact Factor: 3.10.
16. Huang, Q., 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. Impact Factor: 2.50.
17. Neil, J., **Mao, B.**, Shao, R., Adedipe, M., Frank-Pearce, S., Businelle, M., 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. (2024). A pilot randomized clinical trial of a smartphone-based application to support at-home PSA screening and culturally tailored prostate cancer education for African American men: A study protocol. *Contemporary Clinical Trials*. Impact Factor: 2.20.
18. Vo, C., **Mao, B.**, Burns, A., Neil, J., Mercaldo, N., Yan, Q., Nousari, Y., Ballini, L., López-Suárez, N., Khasgiwala, A., Castro, A., Irwin, K., Park, E., Carlos, R. & Flores, E. (2025). Exploring the Relationship Between Perceived Discrimination and Intention to Undergo Cancer Screening in Radiology Among Asian-American Women: A Sequential Explanatory Mixed-Methods Study. *Journal of the American College of Radiology*. 22(5), 538-549. Impact Factor: 4.60.
19. De La Torre, I., Hébert, E.T., Kezbers, K.M., Walters, D., Pope, Z.C., **Mao, B.**, Benson, L., Shi, D., Stanley, N. and Businelle, M.S. (2025). Associations between cannabis use and same-day health and substance use behaviors. *Addictive Behaviors*, 163, 108239. Impact Factor: 3.70.
20. Neil, J. M., Mercaldo, N. D., Tiersma, K., Nelson, Z., Lee, A., Ballini, L., **Mao, B.**, Shao, R., Irwin, K., Carlos, R. C., Park, E. R., & Flores, E. J. (2025). Co-development, evaluation, and dissemination of a lung cancer screening digital outreach intervention: A multiphase randomized clinical trial. *Journal of the American College of Radiology*. 147, 107737. Impact Factor: 5.53.
21. Sifat, M. S., Boozary, L. K., Le, T. N., McQuoid, J., Zaring-Hinkle, B., Tonkin, S., Benson, L., **Mao, B.**, Ogunsanya, M., Shao, R., Cohn, A. M., Shortle, A., Kendzor, D. E. (2025). Mental Health and Beliefs About Abortion Access Following Changes to Reproductive Healthcare Laws in 2022: Findings from Oklahoma. *BMC Public Health*. 25, 4384. Impact Factor: 3.60.
22. Gonzalez, G.V., **Mao, B.**, Wang, R., Liu, W, Wang, C. & Tseng, T.S. (2025). Application of Augmented Reality Technology as a Dietary Monitoring and Control Measure Among Adults: A Systematic Review. *Nutrients*. 17(24), 3893. Impact Factor: 3.00.
23. Barker, B. A., **Mao, B.**, Tonkin, S. T., Benson, L., Becerra, J. A., Stanley, N. S., Hébert, E. T., Kendzor, D. E., & Businelle, M. S. (in press). Associations between perceived discrimination events and next-day emotions assessed via ecological momentary assessments. *Stress and Health*. Impact Factor: 3.60.

24. Kruse, G. R., Neil, J., Chang, Y., Anctil, R., Nagawa, C. S., Shao, R., Flores, I., Durieux, N., **Mao, B.** & Park, E. R. (in press). Predictors and latent class associations with lung cancer screening intentions. *BMC Primary Care*.

### Submitted

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. **Mao, B.**, Peng, W. & Huang, Q. (under review). Exploring the individual and environmental predictors of negative emotions in rural colorectal cancer screening. *International Journal of Behavioral Medicine*.

### H-Index/indices: 9, Google Scholars, 2/3/2026

### Scientific Presentations/Published Abstracts/Oral Sessions and Posters

1. **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
2. **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.
3. **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.
4. 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.
5. 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.
6. **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.
7. **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.
8. 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.

9. **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.
10. 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.
11. Mosser, A., Morgan, S.E., Ahn, S., Harrison, T., Want, 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).
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., 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).
14. **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).
15. 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).
16. 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 71<sup>st</sup> Annual Convention of International Communication Association, Denver, CO, United States.
17. **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.
18. **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.
19. Walters<sup>1</sup>, 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.
20. **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.
  21. **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.
  22. **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.
  23. **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.
  24. Montgomery, A., Tonkin, S., Zhao, J., Kezbers, K.M., Zvolensky, M.J., Garey, L., **Mao, B.**, & Businelle, M.S. Daily associations between anxiety and depression and health behaviors during a 6-month mHealth intervention. (March 2025) Live Research Spotlight at Society of Behavioral Medicine Annual Meeting & Scientific Sessions, San Francisco, CA.
  25. Gonzalez, GV., **Mao, B.**, Wang, R., Liu, W., Wang, C. & Tseng, TS (2025, November). A systematic review of the effectiveness and usability of augmented reality as a dietary control measure. Poster Presentation at American Public Health Association, Washington, D.C.
  26. Gonzalez, GV., Wang, R., Liu, W., **Mao, B.**, Lin, HY., Wang, C. & Tseng, TS (2025, November). Advancing dietary monitoring through augmented reality: validation of AR glasses for chewing and swallowing behavior assessment. Poster Presentation at American Public Health Association, Washington, D.C.
  27. Elewonibi, B., Ballard, J., **Mao, B.**, Birkhoff, T. & Kaufman, R. (2025, November). Using digital media to create colorectal cancer lead-time messages for black men in Louisiana. Poster Presentation at American Public Health Association, Washington, D.C.
  28. **Mao, B.**, Neil, J., Chen, S., Hébert, E. & Businelle, M (2026, April). Exploring the association between cancer screening adherence status, perceived cancer risk, and physical activity: A 28-day ecological momentary assessment study. Society for Behavioral Medicine Scientific Meeting, Chicago, IL.
  29. Hudson, B. L., Dhar, P., Neil, J., **Mao, B.**, Shao, R., Ogunsanya, M. E., Frank-Pearce, S. G., Businelle, M., Cookson, M., Stratton, K., Doescher, M., Pharr, S., Moise, V., Fleshman, B., Fronheiser, J., Estrada, K., Flores, I., Bradley, D., Johnson, S., Kendrick, A., & Alexander, A. C. (2026, March). Beyond the app: A qualitative study of culture, trust, and PSA screening in a randomized digital health trial among Black men. Oral presentation, Cancer Research Symposium, Stephenson Cancer Center, OU Health, The University of Oklahoma, Oklahoma City, OK.

### Editorial Posts and Activities:

Updated 2/3/2026

- 2018 - Present Paper reviewer for submissions to *International Communication Association* annual convention.
- 2020 - Present Ad-hoc reviewer for *Journal of Health Communication, Journal of Information Sciences, Digital Health, Journal of Medical Internet Research, Health Communication, Behavioral Medicine, Online Information Review, and Preventing Chronic Diseases*.
- 2023 - Present Abstract reviewer for submissions to *Society for Research on Nicotine & Tobacco* annual convention.
- 2025 - Present Abstract reviewer for submissions to *Society of Behavioral Medicine* annual convention.

## **SERVICE AND ADMINISTRATION**

### **University/Institutional Service**

- 2024-Present **School of Public Health: DEI Committee**  
 Aug. 2024 **Comprehensive oral exam committee - Ty-Runet Bryant**

### **National Service:**

- 2022-2025 **SRNT Treatment Communication Subcommittee, Committee Member**  
 2025-present **SRNT Treatment Communication Subcommittee, Co-Chair**

### **Membership in Professional Organizations**

- 2018-Present **International Communication Association**  
 2018-Present **National Communication Association**  
 2023-Present **Society for Research on Nicotine and Tobacco**  
 2023-Present **Society of Behavioral Medicine**

### **Volunteer**

- 2020 **National Communication Association**
- Assisted attendees with directions, information, and check-in process.

### **Student Assistant**

- 2018 - 2020 **Laboratory for Integrative Knowledge, University of Miami**
- 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**
- Served as a teaching assistant of Emotional Psychology.
  - Trained as a counselor in peer-counseling program.