

Xinyi Wang, PhD

The Annenberg School for Communication, University of Pennsylvania
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Academic Employment

Postdoctoral Research Fellow July 2025 – Current
Health Communication & Equity Lab,
Annenberg School for Communication, University of Pennsylvania

Education

Ph.D. Communication May 2025
Annenberg School for Communication, University of Pennsylvania
Dissertation: Investigating Environmental and Biological Factors that Shape Our Curiosity for New Information
Committee: Dr. David Lydon-Staley (chair), Dr. Emily Falk, Dr. Andy Tan

M.A. Statistics and Data Science Dec. 2024
The Wharton School, University of Pennsylvania
Thesis: A Socioemotional Network Perspective on Momentary Experiences of Family Conflict in Young Adults

M.A. Journalism and Mass Communication May 2020
School of Journalism and Mass Communication, University of Wisconsin – Madison
Thesis: Beneficial or Harmful: Does Peer Marijuana Expectancy Influence Norm Perception and Use Intent
Committee: Dr. Dhavan. V. Shah (advisor); Dr. Chris. N. Cascio

B.A. Journalism and Mass Communication May 2018
School of Journalism and Mass Communication, University of Wisconsin – Madison

Awards and Fellowships

National Cancer Institute of the National Institutes of Health 07/2025 - Present
U01CA294539
Project Title: From Perceptions to Behaviors: A Comprehensive Approach to Examine the Impact of Public Health Communication Messaging about the Continuum of Risk for Tobacco Products

Role: Postdoctoral research fellow, University of Pennsylvania

Leonard Davis Institute Small Grants 2023

Project Title: Promoting retention of very low nicotine content cigarette information by tailoring health communications in three priority populations to ensure equitable effectiveness of a national nicotine reduction standard

Role: Research assistant, University of Pennsylvania

Health Equity Network Travel Award(\$1400) 2026
Society for Research on Nicotine and Tobacco

Dissertation Research Fund (\$1200) 2024
University of Pennsylvania

CETLI Teaching Certificate 2024
University of Pennsylvania

GAPSA Student Service Award (\$3400) 2023/2024
University of Pennsylvania

Top Paper Award 2020
International Communication Association CommSciBio Group

Technology Grant (\$500) 2020
University of Pennsylvania

Student Research Grant Competition (\$1000) 2019
University of Wisconsin-Madison

Graduate Student Research Grant (\$1200) 2019
University of Wisconsin-Madison

Dean's List 2015 – 2018
University of Wisconsin-Madison

Publications

Peer-reviewed Journal Articles

1. Monami, N., **Wang, X.**, Cornblath, E.J, Lee, S., Shih, Y., Palomero-Gallagher, N., Arcaro, M., Lydon-Staley, D.M, & Mackey, A. (2026). Alcohol impacts an fMRI marker of neural inhibition in humans and rodents. *NeuroImage*, 121899. [10.1016/j.neuroimage.2026.121899](https://doi.org/10.1016/j.neuroimage.2026.121899)
2. **Wang, X.**, Muzekari, B., Mercincavage, M., Tan, A. S., & Lydon-Staley, D. M. (2025). Targeting three United States priority populations of people who smoke with educational nicotine messages using curiosity-eliciting strategies. *Scientific Reports*, 15(1), 23203. <https://doi.org/10.1038/s41598-025-04050-z>

3. **Wang, X.**, McGowan, A.L., Fosco, G.M., Falk, E.B., Bassett, D.S., & Lydon-Staley, D.M. (2024). A Socioemotional Network Perspective on Momentary Experiences of Family Conflict in Young Adults. *Family Process*, 1-16. <https://doi.org/10.1111/famp.12995>
4. Clark, J., Vincent, A., **Wang, X.**, McGowan, A.L., & Lydon-Staley, D.M. (2023). Smokers' curiosity for tobacco-related trivia aids recall of tobacco-related information. *Health Communication*, 38(14), 3357-3365. <https://doi.org/10.1080/10410236.2022.2149098>
5. Tao, R., **Wang, X.**, Wang, Y., Yao, H., Wu, S., Liu, J., Yang, S. (2023). Emotional Appeals and Norms: How Normative Perceptions Moderate the Persuasive Impacts of Discrete Emotional Appeals within Tobacco Pictorial Warnings in China. *Health Communication*, 1-16. <https://doi.org/10.1080/10410236.2023.2277036>
6. **Wang, X.**, Dworkin, J.D., Zhou, D., Stiso, J., Falk, E.B., Bassett, D.S., Zurn, P., & Lydon-Staley, D.M. (2021). Gendered citation practices in the field of communication. *Annals of the International Communication Association*, 45, 134-153. <https://doi.org/10.1080/23808985.2021.1960180>

Book Chapters

7. **Wang, X.**, Scholz, C., Falk, E. B., & Lydon-Staley, D. M. (2023). Neuroimaging. In E. Y. Ho, C. L. Bylund, & J. C. M. van Weert (Eds.), *The International Encyclopedia of Health Communication* (Vol. 4). (The Wiley Blackwell-ICA International Encyclopedias of Communication series). Wiley Blackwell. <https://doi.org/10.1002/9781119678816.iehc0600>

Preprints/Manuscripts in Preparation

1. **Wang, X.**, Falk, E.B., Lydon-Staley, D.M. Using Social Signals Communicating Information Value to Change Curiosity. Preprint: <https://osf.io/preprints/psyarxiv/268pd>
2. Nishio, M., **Wang, X.**, Cornblath, E.J., Lee, S.H., Palomero-Gallagher, N., Arcaro, M.J., Lydon-Staley, D.M., Mackey, A.P. Alcohol Impacts an fMRI Marker of Neural Inhibition in Humans and Rodents. Preprint: <https://www.biorxiv.org/content/10.1101/2025.05.07.652668v2.full.pdf>
3. Mclain, C., Hanby, E., Okker-Edging, K., Gordon, B., Katz-wise, S., Salloum, R., Liu, S., Pilla, J., Saladin, K., **Wang, X.**, Ye, Q., & Tan, A.L. (Under Review). Amplifying LGBTQ+ Youth Voices: A Community-Centered Research Approach to Reducing Vaping in LGBTQ+ Youth Populations
4. **Wang, X.**, Cornblath, E., McGowan, A.L., Vincent, A., Tapera, T., Zupan, B., Falk, E.B., Bassett, D.S., Satterthwaite, T.D., Wilson, S.J., & Lydon-Staley, D.M. (In Prep).

Sips and Synapses: Shared Neural Processing of Emotional Movie Clips Associated with Acute Alcohol Consumption.

5. **Wang, X.**, Muzekari, B., Lyew, T., Fishman, J., Cinquegrani, M., Tan, A.S.L., & Mercincavage, M., Lydon-Staley, D.M. (In Prep). Fluctuations in Curiosity and Time Spent Searching for Health-related Information Online.
6. Zhang, Y., Saladin, K., **Wang, X.**, & Tan, A.L. (In Prep). Mapping the Communication of Tobacco Product Risk: A Scoping Review of Comparative Risk Messaging.

Conference Presentations

Paper Presentations

1. **Wang, X.**, Muzekari, B., Lyew, T., Fishman, J., Cinquegrani, M., Tan, A.S.L., & Mercincavage, M., Lydon-Staley, D.M. (June 2025). Fluctuations in Curiosity and Time Spent Searching for Health-related Information Online. *Annual International Communication Association Conference*.
2. Anh, C*, **Wang, X***, González-Bailón, S. (July 2023). Performative Capitalism in Silicon Valley: Examining Performative and Substantive Political Behaviors of U.S. Technology Companies. *9th International Conference on Computational Social Science*. * indicates co-first authorship
Plenary Talk
3. **Wang, X.**, Falk, E.B., Lydon-Staley, D.M. (May 2023). Using Social Signals Communicating Information Value to Change Curiosity. *Annual International Communication Association Conference*.
4. **Wang, X.**, McGowan, A.L., Fosco, G.M., Falk, E.B., Bassett, D.S., & Lydon-Staley, D.M. (May 2022). A Socioemotional Network Perspective on Momentary Experiences of Family Conflict in Young Adults. *Annual International Communication Association Conference*.
5. **Wang, X.**, Dworkin, J.D., Zhou, D., Stiso, J., Falk, E.B., Bassett, D.S., Zurn, P., & Lydon-Staley, D.M. (May 2021). Gendered citation practices in the field of communication. *Annual International Communication Association Conference*.
Top Paper Award
6. Tveleneva, A., **Wang, X.**, Cascio, C.N., O'Donnell, M.B., Falk, E.B. (May 2020) The Relationship Between Self-Construal and Neural Processes Associated with Conformity. *Annual International Communication Association Conference*.
7. Hills, O., **Wang, X.** (May 2019). Elders, Depression, and Social Networking: Understanding Who Benefits the Most From an Online Social Support System. *Annual International Communication Association Conference*.

Poster Presentations

1. **Wang, X.**, Devkota, J., Saladin, K., Moran, M., Tan, A. (March 2026). Selecting Tobacco Health Message: A Novel Application of Multi-Attribute Decision Modeling. *Society for Research on Nicotine and Tobacco*.
2. **Wang, X.**, Muzekari, B., Mercincavage, M., Tan, A.S., Lydon-Staley, D.M. (March 2025). Targeting three United States priority populations with educational nicotine messages using curiosity-eliciting strategies. *Society for Research on Nicotine and Tobacco*.
3. Yang, E.F., Shah, D.V., Sethares, W.A., Sun, S.G., **Wang, X.** (July 2019). Classification Algorithms for Modeling Categorical Dependent Variables: A Study of Online Health Information Seeking. *5th International Conference on Computational Social Science*.
4. **Wang, X.**, Cascio, C.N., O'Donnell, M.B., Falk, E.B. (April 2019). Social Norms: The Neural Relationship between Social Feedback and Observing Social Norms. *Social & Affective Neuroscience Society*.

Moderator

1. Top Refereed Research Paper Session (Aug. 2025). Communicating Science, Health, Environment and Risk Division. *The Association for Education in Journalism and Mass Communication*

Teaching

Undergraduate Level Class

Annenberg School for Communication, University of Pennsylvania

COMM125

Introduction to Communication Behavior

Spring 2023

Teaching Assistant for Yphtach Lelkes, 15 students

Topics: media effects, attitude and persuasion, misinformation, research design, data analysis

COMM225

Children and Media

Fall 2022

Teaching Assistant for Kimberly D. Woolf, 75 students

Topics: cognitive development, gender and children, mental health, social behavior

Undergraduate Level Class

School of Journalism and Mass Communication, University of Wisconsin – Madison

Journalism 202

Mass Communication Practices

Fall 2019/Spring 2020

Teaching Assistant for Stacy Forster, 15 students

Topics: journalism practices, public relations, marketing, media planning and buying

Journalism 201

Introduction to Journalism and Communication

Fall 2018/Spring 2019

Teaching Assistant for Kathleen Culver, 15 students

Topics: news and new media, strategic communication, global media systems, media effects

Summer School

Summer Institute in Computational Social Science

Summer 2021

Teaching Assistant for Xi Song, Tian Yang, Yuan Yuan

Course Design Institute

Center for Excellence in Teaching, Learning and Innovation,
University of Pennsylvania

Summer 2025

Mentoring Experience

University of Pennsylvania

Health Communication & Equity Lab

Fall 2025-Current

Fengyi Chew

Cecilia Rabayda

MindCORE's Step-Ahead Mentorship Program

Fall 2020

Mentored undergraduate students for graduate school application

Invited Talks

University of California - Santa Barbara

Emotion and Health

Spring 2026

Invited by Jiaying Liu

University of Pennsylvania

Experiments in Communication

Fall 2025

Invited by Andy Tan

Social Media, Habit and the Brain

Spring 2023

Invited by Yphtach Lelkes

Race and Children's Media

Fall 2023

Invited by Kimberly D. Woolf

Research Experience

University of Pennsylvania

Addiction, Health, & Adolescent (AHA!) Lab

Graduate Research Assistant

PI: Dr. David Lydon-Staley

Sept. 2020 – May 2025

University of Wisconsin-Madison

Communication, Brain and Behavior (CBB) Lab

Graduate Research Assistant

PI: Dr. Chris. N. Cascio

Sept. 2018 – May 2020

Health Information Technology Studies (HITS) Group

University of Wisconsin-Madison

Graduate Research Assistant

PI: Dr. Dhavan. V. Shah

Jan. 2017 – May 2020

Center for Communication Research

University of Wisconsin-Madison

Undergraduate Research Assistant

PI: Dr. Catalina Toma

Jan. 2017 – May 2018

Workshops

Qualitative Institute

Thomas Jefferson University

2025

fNIRS Summer School

Washington University in St. Louis

2025

Intensive Longitudinal Methods Workshop

Cornell University

2022

Summer Institute in Computational Social Science

University of Pennsylvania

2021

Summer Institute on Addiction

University of Amsterdam

2019

Service

Ad Hoc Reviewer

Journals: Scientific Report, Health Communication

Conferences: ICA (2019, 2020, 2021, 2022, 2023, 2024, 2025), NCA (2024), SRNT (2025)

Chair

Conversation Series Planning Committee
Health Communication Division,
International Communication Association

2025 – Current

Social Media Coordinator

Communication Science and Biology Interest Group,
International Communication Association

2025 – Current

Operations Coordinator

Health Equity Network Communications Committee,
Society for Research on Nicotine & Tobacco

2025 – Current

Member

MindCore DivE IN Mentorship Weekend Communications Team,
University of Pennsylvania

2025

Director of External Affairs

Advocacy Division, Graduate and Professional Student Assembly,
University of Pennsylvania

2023 – 2024

General Assembly Member

Graduate and Professional Student Assembly,
University of Pennsylvania

2020 – 2022

Graduate Council Member

Annenberg School for Communication, University of Pennsylvania

2020 – 2021

References

David Lydon-Staley

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Associate Professor
Annenberg School for Communication,
University of Pennsylvania

Emily Falk

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Professor
Annenberg School for Communication,
University of Pennsylvania

Andy Tan

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Associate Professor

Annenberg School for Communication,
University of Pennsylvania

Meghan Moran

mmoran22@jhu.edu

Associate Professor

Bloomberg School of Public Health,
Johns Hopkins University