

Xinyi Wang, PhD

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Academic Employment

Postdoctoral 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 (advisor), 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

Dissertation Research Fund (\$1200)

2024

University of Pennsylvania

CETLI Teaching Certificate

2024

University of Pennsylvania

GAPSA Student Service Award (\$3400) University of Pennsylvania	2022 – 2024
Top Paper Award International Communication Association CommSciBio Group	2020
Technology Grant (\$500) University of Pennsylvania	2020
Student Research Grant Competition (\$1000) University of Wisconsin-Madison	2019
Graduate Student Research Grant (\$1200) University of Wisconsin-Madison	2019
Dean's List University of Wisconsin-Madison	2015 – 2018

Publications

Peer-reviewed Journal Articles

1. **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>
2. **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>
3. 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>
4. 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>
5. **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

6. **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. **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.
3. Anh, C*, **Wang, X***, González-Bailón, S. (In Prep). Performative Capitalism in Silicon Valley: Examining Performative and Substantive Political Behaviors of U.S. Technology Companies. * indicates co-first authorship.
4. **Wang, X.**, Muzekari, B., Lyew, T.1, 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.

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.**, 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*.
2. 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*.
3. **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*.

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

Guest Lecture

University of Pennsylvania

Lecture on Social Media, Habit and the Brain

Spring 2023

Invited by Yphtach Lelkes

Lecture on Race and Children's Media

Fall 2023

Invited by Kimberly D. Woolf

Mentoring

University of Pennsylvania

MindCORE's Step-Ahead Mentorship Program

Fall 2020

Mentored undergraduate students for graduate school application

Course Design Institute

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

Summer 2025

Research Experience

University of Pennsylvania

Addiction, Health, & Adolescent (AHA!) Lab

Sept. 2020 – May 2025

Graduate Research Assistant

PI: Dr. David Lydon-Staley

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

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)

Social Media Coordinator

Communication Science and Biology Interest Group,
International Communication Association

2025 – Current

Volunteer

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

2025 – Current

Volunteer MindCore DivE IN Mentorship Weekend Communications Team, University of Pennsylvania	2025 – Current
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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Annenberg School for Communication,
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Emily Falk
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Associate Professor
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University of Pennsylvania