

# Xinyi Wang

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3620 Walnut Street  
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## RESEARCH INTERESTS

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health behavior, information seeking, communication neuroscience, cognitive processing, persuasion

## EDUCATION

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### University of Pennsylvania

#### Ph.D. Communication

May 2025 (anticipated)

Annenberg School for Communication

Committee: Dr. David Lydon-Staley (advisor), Dr. Emily Falk, Dr. Andy Tan

Dissertation: Investigating environmental and biological factors that shape our curiosity for new information

#### M.A. Statistics and Data Science

December 2024 (anticipated)

The Wharton School

#### M.A. Communication

May 2022

Annenberg School for Communication

### University of Wisconsin – Madison

#### M.A. Journalism and Mass Communication

May 2020

School of Journalism and Mass Communication

Committee: Dr. Dhavan. V. Shah (advisor); Dr. Chris. N. Cascio

Thesis: Beneficial or Harmful: Does Peer Marijuana Expectancy Influence Norm Perception and Use Intent

#### B.A. Journalism and Mass Communication

May 2018

School of Journalism and Mass Communication

## RESEARCH EXPERIENCE

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### Addiction, Health, & Adolescent (AHA!) Lab

September 2020 - Present

University of Pennsylvania

Graduate Research Assistant

PI: Dr. David Lydon-Staley

### Communication, Brain and Behavior (CBB) Lab

September 2018 – May 2020

University of Wisconsin-Madison

Graduate Research Assistant

PI: Dr. Chris. N. Cascio

### Health Information Technology Studies (HITS) Group

January 2017 – May 2020

University of Wisconsin-Madison

Graduate Research Assistant

PI: Dr. Dhavan. V. Shah

### Center for Communication Research

January 2017 – May 2018

University of Wisconsin-Madison  
Undergraduate Research Assistant  
PI: Dr. Catalina Toma

### **AWARDS AND FELLOWSHIPS**

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<b>Dissertation Research Fund (\$1200)</b> , University of Pennsylvania	2024
<b>CETLI Teaching Certificate</b> , University of Pennsylvania	2024
<b>GAPSA Student Service Award (\$3400)</b> , University of Pennsylvania	2023 & 2024
<b>Top Paper Award</b> , International Communication Association CommSciBio Group	2020
<b>Technology Grant (\$500)</b> , University of Pennsylvania	2020
<b>Student Research Grant Competition (\$1000)</b> , University of Wisconsin-Madison	2019
<b>Graduate Student Research Grant (\$1200)</b> , University of Wisconsin-Madison	2019
<b>Dean's List</b> , University of Wisconsin-Madison	2015-2018

### **PUBLICATIONS**

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#### **Peer-reviewed Journal Articles**

1. **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*, 00, 1-16. Advanced online publication: <https://doi.org/10.1111/famp.12995>
2. 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>
3. 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>
4. **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**

5. **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.iehcc0600>

### **PREPRINTS/MANUSCRIPTS IN PREPARATION**

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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.**, Muzekari, B., Mercincavage, M., Tan, A.S., Lydon-Staley, D.M. (Under Review). Targeting three United States priority populations with educational nicotine messages using curiosity-eliciting strategies. Preprint: <https://osf.io/preprints/psyarxiv/6tz7h>
3. **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.
4. 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

## CONFERENCE PRESENTATIONS

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### Paper Presentations

1. 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. *9<sup>th</sup> International Conference on Computational Social Science*. \* indicates co-first authorship **\*Plenary Talk\***
2. **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*.
3. **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*.
4. Tao, R., **Wang, X.**, Wang, Y., Yao, H., Wu, S., Liu, J., Yang, S. (March 2021). Emotional Appeals and Norms: How Normative Perceptions Moderate the Persuasive Impacts of Discrete Emotional Appeals within Tobacco Pictorial Warnings in China. *Annual Society for Research on Nicotine and Tobacco*.
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-Constraint 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. 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*.
2. **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*.

## WORKSHOPS ATTENDED

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<b>Intensive Longitudinal Methods Workshop</b> , Cornell University	2022
<b>Summer Institute in Computational Social Science</b> , University of Pennsylvania	2021
<b>Summer Institute on Addiction</b> , University of Amsterdam	2019

## TEACHING

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### Undergraduate Level Class 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

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

### Summer School

- **Summer Institute in Computational Social Science**  
Beijing (online)  
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

## SERVICE

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### Ad Hoc Reviewer

- Journals: Scientific Report, Health Communication
- Conferences: ICA (2019, 2020, 2021, 2022, 2023, 2024), NCA (2024), SRNT (2024)

### University of Pennsylvania

#### Graduate and Professional Student Assembly

##### Director of External Affairs, Advocacy Division

2022 & 2023

- Led campus-wide advocacy efforts including: Ph.D. student stipend raise, food insecurities, menstrual products on campus, international student orientation.
- Created graduate student grant with UPenn Netter Center for Community Partnerships.
- Led annual team conference at IVY+ (annual Ivy school graduate student government conference).

##### General Assembly Member

2020 & 2022

- Reviewed graduate student grants including: Research Travel Grant, Provost Fellowship for Interdisciplinary Innovation, President Gutman Leadership Award.
- Proposed resolutions for graduate student advocacy efforts including: eye insurance, dental insurance, research grant, meal swipe program.

##### Annenberg Grad Council Member

2020 & 2021

- Contributed to school event organization.
- Contributed to soliciting feedback from members of the school on culture and practices.

## RELEVANT PROFESSIONAL EXPERIENCE

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### Advertising Week

New York, NY

#### Writer/Reporter

September 2017

- Published news articles on advertisingweek.com for panel talks in advertising industry

### SHELF Cosmetics

San Francisco (Remote)

#### Social Media Intern

August 2016 – December 2016

- Maintained content on company's social media accounts (Facebook, Instagram and Twitter).
- Monitored and analyzed follower usage data of social media accounts.
- Designed social media campaigns with Photoshop, InDesign, Canva.

## REFERENCES

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### David Lydon-Staley

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Assistant Professor

Annenberg School for Communication

University of Pennsylvania

### Emily Falk

efalk@falklab.org

Professor

Annenberg School for Communication

University of Pennsylvania

### Andy Tan

andy.tan@asc.upenn.edu

Associate Professor  
Annenberg School for Communication  
University of Pennsylvania