

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 - Jul. 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. 2011 - Jun. 2015 **Universitat Autònoma de Barcelona**, Faculty of Political Science and Sociology
Exchange program | Political Science

RESEARCH INTERESTS

Areas of Research: Message Design, Emotional Studies, Interactive Media, Online Health Information

Topics: Health Communication, Environmental Communication, Social Advertising

Research Methodology: Experiments, Surveys, Meta-Analysis

TEACHING EXPERIENCE

Health Behavior and Risk (Instructor)

Introduction to International Communication (Instructor)

PUBLICATIONS

Referred journal articles:

- 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.
- Carcioppolo, N., Kim, S., Sanchez, M., **Mao, B.**, Reynolds, A., Lun, D., Malova, K., Ewing, C. & Hu, S. (in press). Evaluating a game-based intervention to increase melanoma identification among adults living in the U.S. *Social Science & Medicine*.
- Sanchez, M., Carcioppolo, N., Kim, S., Lun, D., Malova, K., **Mao, B.**, Reynolds, A., Ewing, C. & Hu, S. (2021). Interactive online skin cancer training game “Whack-a-Mole” assesses training strategies and real-time feedback on melanoma identification among US adults. *Proceeding of the 2021 American Society of Clinical Oncology Conference*, 39 (15_suppl), 10564-10564.
- Mao, B.** & Li, C. (2021, online), A good dentist or not: understanding the role of storytelling in online dentist reviews. *Online Information Review*.
- 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.
- 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.
- 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*, 1-39.
- 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.
- 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*, 1-7.
- 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*, 1-9.
- 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 & Work in progress:

- Peng, W., Huang, Q, **Mao, B.**, Lun, D, Malova, E, Simmons, J, Carcioppolo, N. (revise). Is guilt the persuasive gift that keeps on giving? A comprehensive meta-analysis on the outcomes and moderators of guilt appeals. *Communication Research*.
- Mao, B.**, Tian, S. & Chuan, Q. (in progress), Saving that Raccoon: Motivating recycling behavior through Augmented reality.

CONFERENCE PRESENTATION

- 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. Presented at the 2022 Kentucky Conference on Health Communication, Lexington, Kentucky.
- Mao, B.**, Jia, X. & Huang, Q. (2021, November). Information overload and message fatigue in the era of COVID-19. Presented at the 107th Annual Convention of the National Communication Association, Seattle, Washington State, United States.
- 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. Presented at the 71st Annual Convention of International Communication Association, Denver, CO, United States.
- 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. Presented at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
- 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. Presented at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
- 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. Presented at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
- 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? Presented at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
- 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. Presented at the annual meeting of the International Network for the Science of Team Science, Durham, NC (online conference).
- Malova, E., Aerpati, A., **Mao, B.**, Shah, K., Tian, S., Zhang, Z. & Harrison, T. (2020, November). Food our common ground: A photovoice study. Presented at the 106th Annual Convention of the National Communication Association, Indianapolis, Indiana.
- Mao, B.** & Lun, D. (2020, November). How laughter alleviate fear: the effect of humorous threat persuasion in improving HPV vaccination for men. Presented at the 106th Annual Convention of the National Communication Association, Indianapolis, Indiana
- 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

- Mao, B.** & Li, C. (2020, May). A good doctor or not: That is the question of story-telling. Presented at the 70th Annual Convention of International Communication Association, Gold Coast, Australia.
- 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. Presented at the 2020 Kentucky Conference on Health Communication, Lexington, Kentucky.
- 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. Presented at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
- 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. Presented at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
- 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. Presented at the 105th Annual Convention of the National Communication Association, Baltimore, Maryland.
- 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, Presented at BPS Social Psychology Section Annual Conference, Manchester, the United Kingdom.
- Mao, B.** (2016, August), The establishment of psychological contracts in online fan marketing in China-based on the psychological continuum model, Presented at the Association for Education in Journalism and Mass Communication Conference, Minneapolis, Minnesota.

FUNDED RESEARCH GRANT

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| Apr. 2022 | SoC Excellence in Dissertation Research (\$1000), School of Communication, University of Miami |
| Sept. 2021 | Student XR Competition (\$1000), The XR Initiative at the University of Miami. Awarded to assist a research project: <i>Saving that Raccoon: Motivating recycling behavior through Augmented reality.</i> |
| Oct. 2019 | Graduate Student Fellowship (\$500), School of Communication, University of Miami. Awarded to assist a research project titled " <i>Adding hope to alleviate guilt: The effect of mixed emotional appeals on decreasing texting while driving</i> ". |

AWARDS & HONORS

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

PROFESSIONAL EXPERIENCE

Mar. 2018 - May. 2018	Human Resources Intern , Bytedance in Beijing <ul style="list-style-type: none"> Worked closely with HRBPs to support employees in the legal counsel division. Organized and coordinating in end-to-end interviewing process.
Apr. 2015 - Jun. 2015	New Media Intern , International Committee of the Red Cross in Beijing <ul style="list-style-type: none"> Assisted in managing and creating content for its different social media in China, including WeChat, Weibo, and Wikipedia.
Jan. 2013 - Dec. 2013	Social Media Manager , Cunxin.org <ul style="list-style-type: none"> Created social media profiles for the newly founded online charitable platform on rare diseases. Managed social media partnership with other charitable organizations
Jan. 2012 - Feb. 2012	Public Relation Intern , Sina.com Corporation in Chongqing <ul style="list-style-type: none"> Worked alongside the team to create a plan for social media strategies. Monitored the growth of brands by raising awareness on Weibo and drafted monthly report.

SERVICES

Reviewer

2022 - Present

Health Communication

- Reviewed one manuscript to date.

2020 - Present

Online Information Review

- Reviewed two manuscripts to date.

2018 - Present

International Communication Association

- Paper reviewer for submissions to annual convention.
 - Health Communication Division
 - Applied Communication Division

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.
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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.

Committee member

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, Python, mySQL, Blackboard, E-Prime, Excel, Photoshop, Premiere

Language: Native Mandarin Chinese, Fluent English, Basic Spanish
Hobbies: Photography, [Backpacking](#), Scuba diving