

DATE: February 19, 2025

NAME: Michelle Jeong, PhD

PRESENT TITLE: Assistant Professor
Department of Health Behavior, Society and Policy, Rutgers School of Public Health
Rutgers Institute for Nicotine & Tobacco Studies

E-MAIL ADDRESS: michelle.jeong@rutgers.edu

EDUCATION

Undergraduate
University of Pennsylvania
Philadelphia, PA
B.A. (Communication, *Magna Cum Laude*), Minor (English), 2010

Graduate
University of Pennsylvania, Annenberg School for Communication
Philadelphia, PA
M.A. (Communication), 2013
PhD (Communication), 2016

ACADEMIC APPOINTMENTS

Department of Health Behavior, Society and Policy, Rutgers School of Public Health
Institute for Nicotine & Tobacco Studies, Rutgers Biomedical Health Sciences
Assistant Professor
08/2019-Present

Center for Tobacco Studies
Rutgers School of Public Health
Postdoctoral Fellow
09/2018-08/2019

Department of Health Behavior
Gillings School of Global Public Health
University of North Carolina at Chapel Hill
Postdoctoral Research Fellow
08/2016-09/2018

HONORS AND AWARDS

New Investigator Award
Rutgers Cancer Institute of New Jersey
2019

Dissertation Fellowship
Annenberg School for Communication
2015-2016

Summer Research Fellowship
Annenberg School for Communication
2011-2015

Doctoral Fellowship
Annenberg School for Communication
2011-2016

Dean's List
University of Pennsylvania
2008-2010

Price Scholarship
University of Pennsylvania
2009-2011

Invited member of The National Society of Collegiate Scholars
2009-2011

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

Associate Member, Rutgers Cancer Institute of New Jersey, 2019-Present
Member, Society for Research on Nicotine and Tobacco, 2016-Present
Member, International Communication Association, 2011-2018

SERVICE

Assistant Guest Editor, Special Issue "Perceptions of Tobacco and Nicotine Products," *International Journal of Environmental Research and Public Health*

Ad Hoc Reviewer

Health Communication
Journal of Health Communication
Journal of Communication
Western Journal of Communication
Tobacco Control
Nicotine & Tobacco Research
JAMA Network Open
Health Education and Behavior
Journal of Adolescent Health
American Journal of Preventive Medicine
International Journal of Environmental Research and Public Health
Social Science and Medicine
Journal of Health Psychology
Substance Use and Misuse
Drug & Alcohol Review

Conference Abstract Reviewer

Society for Research on Nicotine and Tobacco Annual Meeting 2024
NIH Tobacco Regulatory Science Meeting 2023
Society for Research on Nicotine and Tobacco Annual Meeting 2022
NIH Tobacco Regulatory Science Meeting 2021

Departmental service

Rutgers School of Public Health IPE Event, Faculty Facilitator (Spring), 2023
Rutgers School of Public Health IPE Event, Faculty Facilitator (Fall), 2021
Rutgers School of Public Health HBSP Department Social (Fall), 2021
Rutgers School of Public Health HBSP Department Recruitment Event (Spring), 2021
Rutgers School of Public Health NIH F31 Mock Study Panel, 2020
UNC Department of Health Behavior Postdoc/Faculty Panel, 2018
UNC CRRTC Pilot Research Grant Review Committee, 2017
UNC CRRTC Biostatistician Search Committee, 2016
Annenberg School for Communication Graduate Council, 2012-2013

SPONSORSHIP OF CANDIDATES FOR POSTGRADUATE DEGREE

<u>Student</u>	<u>Role</u>	<u>Completed</u>
Arathy Aneesh	APE Faculty Advisor	Ongoing
Brittany Bernstein	APE Faculty Advisor	Ongoing

Ivy Davis	Capstone Faculty Advisor	2024
Shayne Judge	Academic Advisor	2023
Shayne Judge	APE Faculty Advisor	2022
Sun Ho Kim	APE/Capstone Faculty Advisor	2022
Sharon Lee	APE/Capstone Faculty Advisor	2022
Samantha Schleifer	Academic Advisor	2022
Samantha Schleifer	APE Faculty Advisor	2021
Parama Das	APE Faculty Advisor	2021
Laura Cerutti	APE Faculty Advisor	2020

TEACHING EXPERIENCE

2024	Rutgers School of Public Health, <i>Independent Study in Social Marketing</i> (Supervisor, Spring 2024)
2023	Rutgers School of Public Health, <i>HBSP 0655, Social Marketing</i> (Instructor, Fall 2023)
2023	Rutgers School of Public Health, PHocus (Public Health: Outbreaks, Communities, and Urban Studies): A Summer Experience for High School Students (Guest Lecturer, Summer 2023)
2022	Rutgers School of Public Health, <i>PHCO 0505, Social and Behavioral Health Sciences</i> (Guest Lecturer, asynchronous)
2021	Rutgers School of Public Health, <i>HBSP 0655, Social Marketing</i> (Instructor, Fall 2021)
2021	Rutgers School of Public Health, PHocus (Public Health: Outbreaks, Communities, and Urban Studies): A Summer Experience for High School Students (Guest Lecturer, Summer 2021)
2020	Rutgers School of Public Health, <i>SBHS 0656, Social Marketing</i> (Instructor, Fall 2020)
2019	Rutgers School of Public Health, <i>SBHS 0656, Social Marketing</i> (Co-Instructor, Fall 2019)
2019	Rutgers School of Public Health, PHocus (Public Health: Outbreaks, Communities, and Urban Studies): A Summer Experience for High School Students (Guest Lecturer, Summer 2019)
2018	Rutgers School of Communication and Information, <i>SCI 17:194:595, Teens and Screens</i> (Guest Lecturer, Fall 2018)
2015	University of Pennsylvania, Center for Teaching and Learning, Teaching Certificate
2014	University of Pennsylvania, Annenberg School for Communication, <i>COMM 130, Mass Media & Society</i> (Graduate Teaching Fellow, Spring 2014)
2013	University of Pennsylvania, Annenberg School for Communication, <i>COMM 125, Introduction to Communication Behavior</i> (Graduate Teaching Fellow, Spring 2013)

GRANT SUPPORT

Current

R01CA292455 (PI: Wackowski & Jeong)

NIH/FDA

01/2025-12/2029

Prevalence and Effects of "Natural" Descriptors on Cigar Packaging

Role: Principal Investigator

K01CA242591 (PI: Jeong)

09/2019-08/2025

NIH/FDA

The Impact of E-cigarette Marketing Features on Youths' E-cigarette Perceptions and Use Intentions

Role: Principal Investigator

R37CA222002-05 (PI: Wackowski)

NIH/NCI

07/2022-03/2024

Perceptions and Impact of Modified Risk Tobacco Product Communication Messaging (MERIT Award)

Role: Co-Investigator

U54CA229973 (PI: Delnevo/Strasser)

09/2018-08/2023

NIH/FDA

Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products (UPenn/Rutgers Tobacco Center of Regulatory Science)

Role: Co-Investigator

Completed

Pilot Project (PI: Ganz)

05/2020-04/2021

UPenn/Rutgers TCORS

An Examination of Product Characteristics That Are Important to Young Adult Cigarillo Smokers: A Latent Class Analysis

Role: Co-Investigator (2020-2021)

P30CA072720 (PI: Jeong)

09/2019-09/2021

Cancer Institute of New Jersey

New Investigator Award

Role: Principal Investigator (2019-2021)

P50CA180907 (PI: Ribisl)

09/2013-08/2018

NIH/FDA

Effective Communication on Tobacco Product Risk and FDA Authority (UNC Center for Regulatory Research on Tobacco Communication)

Role: Postdoctoral Research Fellow (2016-2018)

P50CA179546 (PI: Hornik/Lerman)

09/2013-08/2018

NIH/FDA

Tobacco Product Messaging in a Complex Communication Environment (UPenn Tobacco Center of Regulatory Science)

Role: Graduate Research Fellow (2013-2016)

P20CA095856 (PI: Hornik)

09/2008-08/2013

NCI

UPenn Center of Excellence in Cancer Communication Research

Role: Graduate Research Fellow (2011-2013)

PEER-REVIEWED PUBLICATIONS

1. Ganz, O., Gonsalves, N., Talbot, E. M., Donaldson, S. I., **Jeong, M.**, & Allem, J-P. Social media use and exposure to e-cigarette content: A comparison of lesbian or gay, bisexual, and questioning and heterosexual male and female young adults in California. *Nicotine & Tobacco Research*. 2025. doi: 10.1093/ntr/ntaf040
2. **Jeong, M.**, Ganz, O., Talbot, E. M., LaVake, M., Wackowski, O. A., Barnwell, P. V., Donaldson, S. I., & Delnevo, C. D. Monitoring youth-appealing advertising on social media for the e-cigarette brand Lost Mary. *Tobacco Prevention & Cessation*. 2024. doi: 10.18332/tpc/195631
3. Wackowski, O.A., **Jeong, M.**, Gratale, S. K., Weiger, C., Chen-Sankey, J., Strasser, A. A., & Delnevo, C. D. The impact of exposure to FDA e-cigarette authorization messages on product perceptions and interest – an experiment with adults who smoke and youth. *Nicotine and Tobacco Research*, 26(12):1666-1675; 2024. doi: 10.1093/ntr/ntae141.
4. Chen-Sankey, J., Elhabashy, M., La Capria, K., **Jeong, M.**, Klein, E. G., Villanti, A. C., & Wackowski, O. A. Associations between noticing e-cigarette advertising features and e-cigarette appeal and switching interest among young adult dual users. *Substance Use & Misuse*, 1-12. doi:

5. **Jeong, M.**, Weiger, C., Uriarte, C., Delnevo, C. D., & Wackowski, O. A. Youth attention and appeal in response to e-cigarette advertising features: A focus group study. *Preventive Medicine Reports*, 44:102789; 2024. doi: 10.1016/j.pmedr.2024.102789
6. Chen-Sankey, J., Weiger, C., La Capria, K., Vassey, J., **Jeong, M.**, Phan, L., Unger, J. B., Allem, J-P., Berg, C. J., & Choi, K. Young adults' visual attention to features of social media marketing for disposable e-cigarettes and associated disposable product perceptions. *Addiction*. 2024. doi: 10.1111/add.16586
7. Steinberg, M. L., Rosen, R. L., Ganz, O., Wackowski, O. A., **Jeong, M.**, & Delnevo, C. D. Communicating the benefits of quitting smoking on mental health increases motivation to quit in people with anxiety and/or depression. *Addictive Behaviors*, 149:107903;2024.
8. Weiger, C., Chen-Sankey, J., **Jeong, M.**, Delnevo, C. D., & Wackowski, O. A. Awareness and beliefs about FDA e-cigarette regulation in the premarket application review era. *Addictive Behaviors*, 144:107748;2023. doi: 10.1016/j.addbeh.2023.107748
9. Wackowski, O. A., Gratale, S. K., **Jeong, M.**, Delnevo, C. D., Steinberg, M. B., & O'Connor, R. J. Over one year later: Smokers' EVALI awareness, knowledge, and perceived impact on e-cigarette interest. *Tobacco Control*, 32:e255-259; 2023. doi: 10.1136/tobaccocontrol-2021-057190
10. **Jeong, M.**, Wackowski, O. A., Schroth, K. R. J., Strasser, A. A., & Delnevo, C. D. Influence of cigarillo packaging characteristics on young adults' perceptions and intentions: Findings from three online experiments. *Tobacco Control*, 32(3):344-351; 2023. doi: 10.1136/tobaccocontrol-2021-056785
11. Chen-Sankey, J., Elhabashy, M., Gratale, S., Geller, J., Mercincavage, M., Strasser, A. A., Delnevo, C. D., **Jeong, M.**, Wackowski, O. A. Examining visual attention to tobacco marketing materials among young adult smokers: A protocol for a remote webcam-based eye-tracking experiment. *JMIR Research Protocols*, 12:e43512; 2023. doi: 10.2196/43512
12. Mays, D., Johnson, A. C., **Jeong, M.**, Ganz, O., Audrain-McGovern, J., Strasser, A. A., & Delnevo, C. D. Tobacco minimum packaging policy to reduce cigarillo use among young people: Results of an experimental study. *Tobacco Control*. Published online first July 15, 2022. doi: 10.1136/tc-2022-057304
13. Gratale, S. K., **Jeong, M.**, Sidhu, A. K., Safi, Z., Strasser, A. A., Delnevo, C. D., & Wackowski, O. A. Young adults' cigarillo risk perceptions, attention to warning labels and perceptions of proposed pictorial warnings – a focus group study. *BMJ Open*, 12:e061064; 2022. doi: 10.1136/bmjopen-2022-061064
14. Chen-Sankey, J., **Jeong, M.**, Wackowski, O. A., Unger, J. B., Niederdeppe, J., Bernat, E., Bansal-Travers, M., Moran, M. B., Kennedy, R., Broun, A., Hacker, K., & Choi, K. Noticing models, discounts, and non-tobacco flavors in e-cigarette ads may increase e-cigarette product appeal among non-tobacco-using young adults. *Tobacco Control*. Published online first June 7, 2022. doi: 10.1136/tobaccocontrol-2022-057269
15. Ganz, O., Wackowski, O. A., Strasser, A. A., **Jeong, M.**, Villanti, A. C., Miller Lo, E. J., Talbot, E., & Delnevo, C. D. The emergence and growth of “natural” cigars in the United States. *Tobacco Control*. Published online first June 3, 2022. doi: 10.1136/tobaccocontrol-2022-057396
16. Young, W. J., Ganz, O., **Jeong, M.**, Wackowski, O. A., & Delnevo, C. D. Perceptions of Game cigarillo packaging among young adult tobacco users: The effect of package color and the “natural” descriptor. *Addictive Behaviors*, 132:107334; 2022. doi: 10.1016/j.addbeh.2022.107334
17. Delnevo, C. D., **Jeong, M.**, Teotia, A., Manderski, M. B., Singh, B., Hrywna, M., Wackowski, O. A., & Steinberg, M. B. Communication between US physicians and patients regarding electronic cigarette use. *JAMA Network Open*, 5(4):e226692; 2022. doi: 10.1001/jamanetworkopen.2022.6692
18. Ganz, O., **Jeong, M.**, Schroth, K. R. J., & Hrywna, M. The importance of cigarillo product characteristics among young adult cigarillo users: Differences by demographics, cigarillo use and other tobacco/substance use behaviors. *PLOS One*, 17(4):e0265470; 2022. doi: 10.1371/journal.pone.0265470
19. Hornik, R., Binns, S., Emery, S., Epstein, V., **Jeong, M.**, Kim, K., Kim, Y., Kranzler, E., Jesch, E., Lee, S., Liu, J., O'Donnell, M. B., Siegel, L., Tran, H., Volinsky, A., Williams, S., Yang, Q., & Gibson, L. A. The effects of tobacco coverage in the public communication environment on young people's decisions to smoke combustible cigarettes. *Journal of Communication*, 72(2):187-213; 2022. doi: 10.1093/joc/jqab052

20. **Jeong, M.**, Singh, B., Wackowski, O. A., Mukherjee, R., Steinberg, M. B., & Delnevo, C. D. Content analysis of e-cigarette news articles amidst the 2019 vaping-associated lung injury (EVALI) outbreak in the US. *Nicotine & Tobacco Research*, 24(5):799-803; 2022. <https://doi.org/10.1093/ntr/ntab203>
21. Morgan, J. C., **Jeong, M.**, Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. The impact of cigarette pack anti-littering message. *Addictive Behaviors*, 126:107184; 2022. doi: 10.1016/j.addbeh.2021.107184
22. Delnevo, C. D., **Jeong, M.**, Ganz, O. Giovenco, D. P., & Miller Lo, E. The effect of cigarillo packaging characteristics on young adult perceptions and intentions: An experimental study. *International Journal of Environmental Research and Public Health*, 18(8):4330; 2021. doi: 10.3390/ijerph18084330
23. Wackowski, O. A., **Jeong, M.**, Schroth, K., Rashid, M., & Delnevo, C. D. Experts' perceptions of and suggestions for cigar warning label messages and pictorials. *Nicotine & Tobacco Research*, 23(8):1382-1388; 2021. doi: 10.1093/ntr/ntab012
24. Kurti, M. K., Schroth, K., Ackerman C., Kennedy, M., **Jeong, M.**, & Delnevo, C. D. Availability of menthol cigarettes in Oakland, California after a partial flavor ban. *Preventive Medicine Reports*, 20:101200, 2020. doi: 10.1016/j.pmedr.2020.101200
25. Wackowski, O. A. & **Jeong, M.** Comparison of a general and conditional measure of e-cigarette harm perceptions. *International Journal of Environmental Research and Public Health*, 17:5151; 2020. doi: 10.3390/ijerph17145151
26. **Jeong, M.**, Kurti, M. K., Hrywna, M., Ackerman, C., & Delnevo, C. D. Changes in tobacco product advertising at point of sale: 2015-2018. *Pediatrics*, 145(6), e20191861; 2020. doi: 10.1542/peds.2019-1861
27. **Jeong, M.**, Noar, S. M., Zhang, D., Mendel, J. R., Agans, R. P., Boynton, M. H., Byron, M. J., Baig, S. A., Ranney, L. M., Ribisl, K. M., & Brewer, N. T. Public understanding of cigarette smoke chemicals: Longitudinal study of US adults and adolescents. *Nicotine & Tobacco Research*, 22(5):747-755; 2020. doi: 10.1093/ntr/ntz035
28. Lewis, M. J., **Jeong, M.**, & Ackerman, C. Naturally similar: Natural American Spirit and Nat Sherman's new Nat's cigarettes. *Tobacco Control*, 29:e161; 2020. doi: 10.1136/tobaccocontrol-2019-055247
29. Gibson, L. A., Siegel, L., Kranzler, E., Volinsky, A., O'Donnell, M. B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Epstein, V. M., Leffel, T., **Jeong, M.**, Liu, J., Lee, S., Emery, S., & Hornik, R. C. Combining crowd-sourcing and automated content methods to improve estimates of overall media coverage: Theme mentions in e-cigarette and other tobacco coverage. *Journal of Health Communication*, 24(12):889-899; 2019. doi: 10.1080/10810730.2019.1682724
30. Brewer, N. T., **Jeong, M.**, Hall, M. G., Baig, S. A., Mendel, J. R., Lazard, A. J., Noar, S. M., Kameny, M., & Ribisl, K. M. The impact of e-cigarette health warnings on motivation to vape and smoke. *Tobacco Control*, 28:e64-e70; 2019. doi: 10.1136/tobaccocontrol-2018-054878
31. **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. Similarities and differences in tobacco control research findings from convenience and probability samples. *Annals of Behavioral Medicine*, 53(5):476-485; 2019. doi: 10.1093/abm/kay059
32. Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. M., Baig, S. A., Morgan, J. C., & Ribisl, K. M. Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tobacco Control*, 28:74-80; 2019. doi: 10.1136/tobaccocontrol-2017-054112
33. Mendel, J. R., Hall, M. G., Baig, S. A., **Jeong, M.**, & Brewer, N. T. Placing health warnings on e-cigarettes: A standardized protocol. *International Journal of Environmental Research and Public Health*, 15(8):1578; 2018. doi: 10.3390/ijerph15081578.
34. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. *Social Science & Medicine*, 218:45-51; 2018. doi: 10.1016/j.socscimed.2018.09.063
35. El-Toukhy S., Baig, S. A., **Jeong, M.**, Byron, M. J., Ribisl, K. M., & Brewer, N. T. Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. *Tobacco Control*, 27:s62-s69; 2018. doi: 10.1136/tobaccocontrol-2018-054315

36. Mendel, J. R., Baig, S. A., Hall, M. G., **Jeong, M.**, Byron, M. J., Morgan, J. C., Noar, S. M., & Ribisl, K. M., Brewer, N. T. Brand switching and toxic chemicals in cigarette smoke: A national study. *PLoS ONE*, 13(1):e0189928; 2018. doi: 10.1371/journal.pone.0189928
37. Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. Public misperception that very low nicotine cigarettes are less carcinogenic. *Tobacco Control*, 27:712-714; 2018. doi: 10.1136/tobaccocontrol-2017-054124
38. **Jeong, M.** Sharing tobacco and e-cigarette information: Predicting its occurrence and valence among youth and young adults. *Health Communication*, 33(9):1114-1123; 2018. doi: 10.1080/10410236.2017.1331310
39. **Jeong, M.**, & Bae, R. E. The effect of campaign-generated interpersonal communication on campaign-targeted outcomes: A meta-analysis. *Health Communication*, 33(8):988-1003; 2018. doi: 10.1080/10410236.2017.1331184
40. **Jeong, M.**, Tan, A. S. L., Brennan, E., Gibson, L. A., & Hornik, R. C. Talking about quitting: Interpersonal communication as a mediator of mass media campaign effects. *Journal of Health Communication*, 20(10):1196-1205; 2015. doi: 10.1080/10810730.2015.1018620
41. Gibson, L. A., Parvanta, S. A., **Jeong, M.**, & Hornik, R. C. Evaluation of a mass media campaign promoting using help to quit smoking. *American Journal of Preventive Medicine*, 46(5):487-495; 2014. doi:10.1016/j.amepre.2014.01.011
42. **Jeong, M.**, Gilmore, J. S., Bleakley, A., & Jordan, A. Local news media framing of obesity in the context of a sugar-sweetened beverage reduction media campaign. *Journal of Nutrition Education and Behavior*, 46(6), 583-588; 2014. doi: 10.1016/j.jneb.2014.04.294

BOOK CHAPTERS

1. Kim, Y., **Jeong, M.**, & Jeong, S. R. (2015). Using big data opinion mining to predict rises and falls in the stock price index. In M. Tavana, & K. Puranam (Eds.) *Handbook of Research on Organizational Transformations through Big Data Analytics* (pp. 30-42). Hershey, PA: Business Science Reference. doi:10.4018/978-1-4666-7272-7.ch003

WORKING PAPERS AND REPORTS

1. Steinberg, M. L., Rosen, R. L., Ganz, O., Wackowski, O. A., **Jeong, M.**, Delnevo, C. D. (2023). Communicating the benefits of quitting smoking on mental health increases motivation to quit in people with anxiety and/or depression: A randomized trial of two health messages. medRxiv Preprint. doi: 10.1101/2023.02.17.23286103. 2023 Feb 21.
2. Delnevo, C. D., **Jeong, M.**, Teotia, A., Bover Manderski, M. T., Singh, B., Hrywna, M., Steinberg, M.B. (2021). Electronic cigarette communications between patients and physicians in the United States. medRxiv Preprint. doi: 10.1101/2021.11.01.21265609
3. Wackowski, O., Schroth, K. R. J., Cappella, J. N., Mays, D., Mercincavage, M., Giovenco, D. P., Morgan, J., Sutton, J. A., **Jeong, M.**, Delnevo, C. D., Strasser, A. A. (2019). FDA's proposed pictorial warning messages will promote greater public understanding of the negative health consequences of smoking and should be implemented with minor improvements. Comment on the FDA Proposed Rule: Tobacco Products; Required Warnings for cigarette Packages and Advertisements. October 15.
4. Byron, M. J., Baig, S. A., **Jeong, M.**, Ribisl, K. M., Hall, M. G., & Brewer, N. T. (2018). IQOS reduced exposure claims mislead consumers to believe the product is less harmful. Comment for FDA Tobacco Products Scientific Advisory Committee. January 4.
5. Brennan, E., **Jeong, M.**, Momjian-Kybert, A., & Hornik, R. C. (2016). Preventing and reducing tobacco use among youth and young adults: A systematic review of the effectiveness of mass media interventions, 2008-2013 (CECCR/TCORS Working Paper Series). Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania
6. Brennan, E., Momjian, A., **Jeong, M.**, Naugle, D., Parvanta, S., & Hornik, R. C. (2012). Mass media

campaigns to reduce smoking among youth and young adults: Documenting potential campaign targets and reviewing the evidence from previous campaigns (CECCR Working Paper Series). Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania.

7. Brennan, E., Momjian, A., **Jeong, M.**, Naugle, D., Parvanta, S., & Hornik, R. C. (2012). Identifying potential targets for a mass media campaign to reduce youth and young adult smoking behavior (CECCR Working Paper Series). Philadelphia, PA: Penn's Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania.

CONFERENCE PRESENTATIONS

1. Weiger, C. & **Jeong, M.** (March 2025). Effective messaging against youth e-cigarette use: Does humor make a difference? To be presented at the 31st Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
2. Ackerman, C., Hrywna, M., Pacek, L., **Jeong, M.**, & Delnevo, C. D. (March 2024). Changes in tobacco product advertising at point of sale: 2015-2024. To be presented at the 31st Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
3. Chen-Sankey, J., Weiger, C., La Capria, K., Vassey, J., **Jeong, M.**, Phan, L., Unger, J. B., Allem, J-P., Berg, C. J., & Choi, K. (March 2024). Young adults' visual attention to features of social media marketing for disposable e-cigarettes and associated product perceptions. To be presented at the 31st Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
4. Chen-Sankey, J., Weiger, C., La Capria, K., Vassey, J., **Jeong, M.**, Phan, L., Unger, J. B., Allem, J-P., Berg, C. J., & Choi, K. (March 2024). Visual attention to features of social media marketing for disposable e-cigarettes and associated product perceptions. 45th Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.
5. Wackowski, O. A., **Jeong, M.**, Gratale, S., Mercincavage, M., Strasser, A. A., & Delnevo, C. D. (March 2024). Reactions and perceived effectiveness of pictorial warnings versus text-only warnings for cigars – an experimental study. 30th Annual Meeting of the Society for Research on Nicotine and Tobacco, Edinburgh, Scotland.
6. **Jeong, M.**, Weiger, C., Wackowski, O. A., & Delnevo, C. D. (October 2023). The effect of specific e-cigarette advertisement features on youths' e-cigarette perceptions and interest. NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
7. Wackowski, O. A., Gratale, S., **Jeong, M.**, Strasser, A. A., & Delnevo, C. D. (October 2023). The impact of cigarillo text warning presence and size on young adults' cigarillo beliefs, knowledge, and use intentions. NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
8. Wackowski, O. A., Gratale, S. K., Chen-Sankey, J., **Jeong, M.**, Weiger, C., & O'Connor, R. J. (March 2023). The impact of hypothetical e-cigarette modified risk ad claims on product perceptions, product interest and message beliefs. 29th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Antonio, TX.
9. Steinberg, M. L., Rosen, R. L., Ganz, O., Wackowski, O. A., **Jeong, M.**, & Delnevo, C. D. (March 2023). Health communication describing the mental health benefits of quitting smoking increases motivation to quit among those with anxiety and depression. 29th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Antonio, TX.
10. La Capria, K., Wackowski, O. A., Villanti, A., **Jeong, M.**, Choi, K., & Chen-Sankey, J. (March 2023). Associations between noticing e-cigarette advertising features and e-cigarette product appeal and product switching among young adults. 29th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Antonio, TX.
11. Wackowski, O. A., **Jeong, M.**, Gratale, S., Chen-Sankey, J., Weiger, C., Strasser, A. A., & Delnevo, C. D. (October 2022). The impact of exposure to FDA e-cigarette authorization messages on product perceptions and interest – an experiment with adult smokers and youth. NIH Tobacco Regulatory Science Meeting. Virtual conference.
12. **Jeong, M.** (April 2022). Youth attention and appeal in response to e-cigarette advertising features: A focus group study. Rutgers CINJ Cancer Prevention and Control Program Seminar. Virtual seminar.
13. Wackowski, O. A., Gratale, S. K., **Jeong, M.**, Delnevo, C. D., Steinberg, M. B., & O'Connor, R. J.

- (March 2022). Over one year later – EVALI awareness, knowledge, and perceived impact on e-cigarette interest among US smokers and young adult non-smokers. 28th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
14. **Jeong, M.**, Rashid, M., & Wackowski, O. A. (October 2021). Youth attention and appeal in response to e-cigarette advertising features: A focus group study. NIH Tobacco Regulatory Science Meeting. Virtual conference.
 15. Wackowski, O. A., **Jeong, M.**, Schroth, K. R. J., & Delnevo, C. D. (February 2021). Experts' perceptions of and suggestions for cigar warning label messages and pictorials. 27th Annual Meeting of the Society for Research on Nicotine and Tobacco. Virtual conference.
 16. Hrywna, M., Rashid, M., **Jeong, M.**, & Delnevo, C. D. (October 2020). Changes in the tobacco marketplace following New Jersey's e-cigarette flavor ban. NIH Tobacco Regulatory Science Meeting. Virtual conference.
 17. **Jeong, M.**, Nikitin, D., Hrywna, M., Schroth, K., Delnevo, C. D. (March 2020). Characterizing JUUL's youth prevention ad campaign in regional newspapers. 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA. [presented as a virtual poster due to COVID-19].
 18. Wackowski, O., **Jeong, M.** (March 2020). Comparison of general and specific measures of e-cigarette harm perceptions. 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA. [presented as a virtual poster due to COVID-19].
 19. Wackowski, O., **Jeong, M.**, Sontag, J. M (March 2020). The effectiveness of pictorial and text-only nicotine addiction warnings in e-cigarette advertisements. 26th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA. [presented as a virtual poster due to COVID-19].
 20. Delnevo, C. D., **Jeong, M.**, Wackowski, O., Schroth, K. (October 2019). Influence of Swisher Sweets cigarillo packaging characteristics on consumer perceptions: Findings from three online experiments. NIH Tobacco Regulatory Science Meeting. Bethesda, MD.
 21. Wackowski, O., **Jeong, M.**, Schroth, K., Delnevo, C. D. (October 2019). Formative research to strengthen cigar warnings: Preliminary findings. NIH Tobacco Regulatory Science Meeting. Bethesda, MD.
 22. **Jeong, M.**, Kurti, M. K., Hrywna, M., Ackerman, C., Delnevo, C. D. (May 2019). Longitudinal changes in tobacco product point-of-sale advertisements near New Jersey high schools. 2019 Annual Retreat on Cancer Research in New Jersey, New Brunswick, NJ.
 23. Kurti, M., Delnevo, C. D., Schroth, K., Ackerman, C., Kennedy, M., **Jeong, M.**, Talbot, E., Singh, B. (May 2019). Evaluating the impact of the cigarette menthol ban in Oakland, California. 2019 Annual Retreat on Cancer Research in New Jersey, New Brunswick, NJ.
 24. Schroth, K., Wackowski, O. A., **Jeong, M.**, Delnevo, C. D. (May 2019). Why it matters when flavored cigars flout FDA rules. 2019 Annual Retreat on Cancer Research in New Jersey, New Brunswick, NJ.
 25. **Jeong, M.**, Hall, M. G., Zhang, D., Mendel, J. R., Noar, S. M., Ribisl, K. M., Brewer, N. T. (March 2019). Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model. 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
 26. Brewer, N. T., **Jeong, M.**, Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., Noar, S. M., Kameny, R., Ribisl, K. M. (March 2019). Examining the effect of e-cigarette health warnings on motivation to vape and smoke. 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
 27. **Jeong, M.**, Kurti, M. K., Hrywna, M., Ackerman, C., Delnevo, C. D. (February 2019). Longitudinal changes in tobacco product point-of-sale advertisements near New Jersey high schools. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
 28. Schroth, K., Wackowski, O. A., **Jeong, M.**, Delnevo, C. D. (February 2019). Why it matters when flavored cigars flout FDA rules. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
 29. **Jeong, M.**, Hall, M. G., Zhang, D., Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (February 2019). Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
 30. Brewer, N. T., **Jeong, M.**, Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., Noar, S. M., Kameny, R.,

- Ribisl, K. M. (February 2019). The impact of e-cigarette health warnings on motivation to vape and smoke. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
31. Gibson, L.A., Siegel, L., Kranzler, E., Volinsky, A., O'Donnell, M.B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Maidel Epstein, V., Leffel, T., **Jeong, M.**, Liu, J., Lee, S., Emery, S., & Hornik R.C. (February 2019). Automated content analysis to quantify theme mentions in e-cigarette and other tobacco coverage across mass media and social media sources. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
 32. Hornik, R. C., Gibson, L.A., Binns, S., Emery, S., Epstein, V., **Jeong, M.**, Kim, K., Kim, Y., Kranzler, E., Lee, S., Liu, J., O'Donnell, M. B., Siegel, L., Tran, H., Volinsky, A., Williams, S., Yang, Q. (February 2019). Effects of mass media and social media coverage of anti-tobacco content on youth and young adult smoking intentions. 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
 33. **Jeong, M.**, Zhang, D., Mendel, J. R., Noar, S. M., Agans, R. P., Boynton, M. H., Baig, S. A., Byron, M. J., Ribisl, K. M., & Brewer, N. T. (June 2018). Public awareness of cigarette smoke chemicals: A longitudinal study of US adults and adolescents. NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
 34. Mendel, J. R., Hall, M. G., Baig, S. A., **Jeong, M.**, & Brewer, N. T. (June 2018). Placing health warnings on e-cigarettes: A standardized protocol. NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
 35. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (May 2018). Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
 36. **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. (April 2018). Comparing health behavior research findings from convenience and probability samples. 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
 37. Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. N., Baig, S. A., Morgan, J. C., Ribisl, K. M. (April 2018). Impact of cigarette pack disclosures about toxic chemicals: A randomized clinical trial. 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
 38. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (April 2018). How conversations about pictorial cigarette pack warnings impact quit attempts: A multiple mediational analysis. 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
 39. **Jeong, M.**, Zhang, D., Morgan, J. C., Cornacchione, J., Osman, A., Boynton, M. H., Mendel, J. R., & Brewer, N. T. (February 2018). Using convenience and probability samples for tobacco research: Comparing estimates of experiments, correlates, and prevalence. 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
 40. Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. (February 2018) Misperceptions about the harm of very low nicotine cigarettes: A national survey of U.S. adult smokers. 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
 41. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., **Jeong, M.**, Hall, M. G., & Brewer, N. T. (February 2018). How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial. 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.
 42. Brewer, N. T., **Jeong, M.**, Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. N., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (October 2017). Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial. National Institutes of Health Tobacco Centers of Regulatory Science (TCORS) Fall Grantee Meeting, Bethesda, MD.
 43. Byron, M. J., **Jeong, M.**, Abrams, D. B., & Brewer, N. T. (October 2017). Misperceptions about the harm of very low nicotine cigarettes: A national survey of US adult smokers. National Institutes of Health Tobacco Centers of Regulatory Science (TCORS) Fall Grantee Meeting, Bethesda, MD.
 44. **Jeong, M.** (May 2017). Sharing in the context of tobacco and e-cigarette communication: Consequences and contingent effects. 67th Annual Conference of the International Communication Association, San Diego, CA.

45. **Jeong, M.**, & Hornik, R. C. (March 2017). Can sharing about tobacco and e-cigarettes affect behavior among youth, above and beyond intentions? 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
46. **Jeong, M.**, & Hornik, R. C. (March 2017). Predicting youths' sharing of tobacco and e-cigarette-related information and the valence with which they share. 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
47. Gibson, L. A., Sangalang, A., Volinsky, A., O'Donnell, M. B., **Jeong, M.**, Yang, Q., & Hornik, R. C. (December 2016). Could a fragmented communication environment reshape the narrative?: Evidence from tobacco and e-cigarette media networks. 9th Annual Conference on the Science of Dissemination and Implementation, Washington DC.
48. Gibson, L. A., Yang, Q., O'Donnell, M. B., Liu, J., Lee, S. J., Kranzler, E. C., Volinsky, A., **Jeong, M.**, & Hornik, R. C. (November 2016). Automated methods for content analysis in health communication: Comparing dictionary and supervised machine learning (SML) methods. 102nd Annual Conference of the National Communication Association, Philadelphia, PA.
49. **Jeong, M.** (June 2016). Sharing health content: Measurement validation in the context of tobacco and e-cigarette behaviors. 66th Annual Conference of the International Communication Association, Fukuoka, Japan.
50. **Jeong, M.**, & Bae, E. (May 2015). A meta-analysis of the effect of interpersonal communication on health outcomes in the context of mass media campaigns. 65th Annual Conference of the International Communication Association, San Juan, Puerto Rico.
51. **Jeong, M.**, & Hornik, R. C. (February 2015). Youths' sharing of information about tobacco and e-cigarettes on online and offline platforms. 21st Annual Meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.
52. **Jeong, M.**, Tan, A., Brennan, E., Gibson, L., & Hornik, R.C. (May 2014). Examining interpersonal communication as a mediator of campaign effects on smokers' quit behaviors. 64th Annual Conference of the International Communication Association, Seattle, WA.
53. **Jeong, M.**, Tan, A., Brennan, E., Gibson, L., & Hornik, R.C. (August 2013). Interpersonal communication mediates campaign effects on smokers' quit behaviors: Results from the Smoke Free Philly campaign. National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting, Ann Arbor, MI.
54. Brennan, E., Gibson, L., Momjian, A., **Jeong, M.**, Naugle, D., Forquer, H., Tan, A., Parvanta, S., & Hornik, R. C. (March 2013). Identifying potential themes for a youth-focused smoking prevention mass media campaign: A theory-driven and empirical approach. 19th Annual Meeting of the Society for Research on Nicotine and Tobacco, Boston, MA.
55. Brennan, E., **Jeong, M.**, Gibson, L., Momjian, A., Naugle, D., Forquer, H., Tan, A. S. L., Parvanta, S., & Hornik, R. C. (October 2012). Identifying potential target beliefs for youth smoking prevention mass media campaigns: Findings from an online study with 13-25 year olds. National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting, Madison, WI.
56. Gibson, L., Parvanta, S., **Jeong, M.**, Mallya, G., Hornik, R.C. (October 2012). Mass media campaign to increase the use of all smoking cessation aids: Results from a monthly population- and individual-level evaluation. National Cancer Institute Centers for Excellence in Cancer Communication Research Grantee Meeting, Madison, WI.
57. Gilmore, J. S., **Jeong, M.** (Presenter), Alade, S., & Jordan, A. (May 2012). Local news media framing of obesity before and during a public health media intervention. 62nd Annual Conference of the International Communication Association, Phoenix, AZ.