

**BIOGRAPHICAL SKETCH**

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NAME: Jeong, Michelle

eRA COMMONS USER NAME (credential, e.g., agency login): M\_JEONG

POSITION TITLE: Assistant Professor

EDUCATION/TRAINING (*Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.*)

INSTITUTION AND LOCATION	DEGREE (if applicable)	Completion Date MM/YYYY	FIELD OF STUDY
University of Pennsylvania, Philadelphia, PA	BA	12/2010	Communication
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA	MA	05/2013	Communication
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA	PhD	08/2016	Communication
University of North Carolina, Chapel Hill, NC	Postdoctoral	08/2018	Health Behavior
Rutgers School of Public Health, New Brunswick, NJ	Postdoctoral	08/2019	Center for Tobacco Studies

**A. Personal Statement**

I am an Assistant Professor at the Rutgers Center for Tobacco Studies and in the Department of Health Behavior, Society and Policy at the Rutgers School of Public Health. My research bridges communication theory and public health outcomes to understand how communication efforts (including both anti-tobacco communication and tobacco industry marketing efforts) can affect public perceptions, intentions, and behavior in the context of tobacco prevention, particularly among young people. I am currently the Principal Investigator of an NIH/FDA-funded Career Development Award in Tobacco Regulatory Science (K01CA242591). My current research uses mixed methods (including content analyses of ads, qualitative focus groups, online experiments, and eye-tracking) to examine the impact of e-cigarette marketing features on young people's attention, perceptions, and use intentions.

**Relevant ongoing and recently completed projects that I would like to highlight include:**

K01CA242591, NIH/FDA

Jeong (PI)

09/2019-08/2024

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

U54CA229973, NIH/FDA

Delnevo/Strasser (MPI); Role: Co-Investigator

09/2018-08/2023

*Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products*

**Citations:**

1. **Jeong M**, Zhang D, Morgan JC, Cornacchione J, Osman A, Boynton MH, Mendel JR, Brewer NT. Similarities and differences in tobacco control research findings from convenience and probability samples. *Ann Behav Med.* 2019;53(5):476-485. PMID: 30052702
2. **Jeong M**, Kurti MK, Hrywna M, Ackerman C, Delnevo CD. Changes in tobacco product advertising at point of sale: 2015-2018. *Pediatrics.* 2020;145(6), e20191861. PMID: 32439814.
3. **Jeong M**, Wackowski OA, Schroth KRJ, Strasser AA, Delnevo CD. (2021). Influence of cigarillo packaging characteristics on young adults' perceptions and intentions: Findings from three online experiments [published online ahead of print October 28, 2021]. *Tob Control.* 2021. PMID: 34711667.
4. Delnevo CD, **Jeong M**, Teotia A, Manderski MB, Singh B, Hrywna M, Wackowski OA, Steinberg MB. (2022). Communication between US physicians and patients regarding electronic cigarette use. *JAMA Netw Open.* 2022;5(4):e226692. PMID: 35426926

## **B. Positions, Scientific Appointments and Honors**

### **Positions and Scientific Appointments**

2019 -	Assistant Professor, Department of Health Behavior, Society and Policy, Center for Tobacco Studies, Rutgers School of Public Health, New Brunswick, NJ
2018 - 2019	Postdoctoral Fellow, Center for Tobacco Studies, Rutgers School of Public Health, New Brunswick, NJ
2016 - 2018	Postdoctoral Research Fellow, Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina, Chapel Hill, NC
2013 - 2016	Graduate Research Fellow, Tobacco Center of Regulatory Science, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
2011 - 2013	Graduate Research Fellow, Center of Excellence in Cancer Communication Research, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
2011 -	Member, Society for Research on Nicotine and Tobacco
2011 -	Member, International Communication Association
2010 - 2011	Research Assistant, Philadelphia Healthy Lifestyles Initiative, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, PA

### **Honors**

2019	New Investigator Award, Rutgers Cancer Institute of New Jersey
2015-2016	Dissertation Fellowship, Annenberg School for Communication, University of Pennsylvania
2011-2015	Summer Research Fellowship, Annenberg School for Communication, University of Pennsylvania
2011-2016	Doctoral Fellowship, Annenberg School for Communication, University of Pennsylvania
2010	Magna Cum Laude, University of Pennsylvania
2009-2010	Price Scholarship, University of Pennsylvania
2008-2010	Dean's List, University of Pennsylvania

## **C. Contributions to Science**

### **1. Examining the effect of tobacco marketing and communications on young people's perceptions.**

Much of my work has examined both the prevalence and impact of tobacco marketing on young people's use intentions and various perceptions. Perceptions are important to assess, as they can go on to lead to intentions and behavior. As such, Dr. Wackowski and I had previously served as Guest Editors for a special issue on Perceptions of Tobacco and Nicotine Products in the International Journal of Environmental Research and Public Health. Most recently, under the current UPenn/Rutgers TCORS, I have led and contributed to online experiments examining the impact of various cigarillo packaging features (including flavor descriptors, color, and price promotions) on young adult cigar users' perceptions and intentions. Furthermore, as part of my K01 (CA242591), I have led a focus group study examining youth responses to e-cigarette marketing features, as well as an online experiment further assessing youth perceptions and e-cigarette use intentions after exposure to e-cigarette ads with various marketing features.

- a. **Jeong M**, Kurti MK, Hrywna M, Ackerman C, Delnevo CD. Changes in tobacco product advertising at point of sale: 2015-2018. *Pediatrics*. 2020;145(6), e20191861. PMID: 32439814.
- b. Delnevo CD, **Jeong M**, Ganz O, Giovenco DP, Miller Lo E. The effect of cigarillo packaging characteristics on young adult perceptions and intentions: An experimental study. *Int J Environ Res*. 2021;18(8):4330. PMID: 33921793.
- c. **Jeong M**, Wackowski OA, Schroth KRJ, Strasser AA, Delnevo CD. (2021). Influence of cigarillo packaging characteristics on young adults' perceptions and intentions: Findings from three online experiments [published online ahead of print October 28, 2021]. *Tob Control*. 2021. PMID: 34711667.
- d. **Jeong M**, Rashid M, Wackowski OA. Youth attention and appeal in response to e-cigarette advertising features: A focus group study. Poster presented at: NIH Tobacco Regulatory Science Meeting. October 2021; Virtual conference.

## 2. Examining the use of modified risk descriptors (such as “Natural” descriptors) in tobacco products.

In addition to examining general tobacco marketing efforts, I have contributed to work that specifically examines the use and impact of modified risk claims and descriptors on tobacco products. Modified risk claims (including descriptors such as “natural”) have the potential to mislead consumers regarding risk perceptions of these products, thereby increasing use intentions. In order to monitor the use of such marketing, I have contributed to ad watches highlighting the use of “natural” descriptors in the marketing of both cigarette and cigar products; notably, our recent ad watch showed a growth in the use of “natural” descriptors in cigarillo marketing in the U.S. To further examine the effects of these descriptors and claims on consumers, I have conducted experimental studies examining perceptions and beliefs in response to different textual claims of modified risk in the context of various modified risk tobacco products (e.g., less nicotine, less amount of chemicals), as well as in response to cigar packaging containing “natural” descriptors.

- a. El-Toukhy S, Baig SA, **Jeong M**, Byron MJ, Ribisl KM, Brewer NT. (2018). Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. *Tob Control*. 2018;27:s62-s69. PMID: 30158212.
- b. Lewis MJ, **Jeong M**, Ackerman C. Naturally similar: Natural American Spirit and Nat Sherman's new Nat's cigarettes. *Tob Control*. 2020;29:e161. PMID: 31471452.
- c. Young, WJ, Ganz O, **Jeong M**, Wackowski OA, Delnevo CD. Perceptions of Game cigarillo packaging among young adult tobacco users: The effect of package color and the “natural” descriptor. *Addict Behav*. 2022;132:107334. PMID: 35617767
- d. Ganz O, Wackowski OA., Strasser AA., **Jeong M**, Villanti AC, Miller Lo, EJ, Talbot E, & Delnevo CD. The emergence and growth of “natural” cigars in the United States. *Tob Control*. Published online first June 3, 2022. doi: 10.1136/tobaccocontrol-2022-057396

## 3. Conducting formative and evaluative research of health communication messages on tobacco products and packages.

I have extensive experience in helping to develop and evaluate health communication messages on tobacco products and packages, including cigarettes, e-cigarettes, and cigars. Messages such as warning labels are important communication tools that have the potential to offset the impact of industry marketing efforts and reduce the prevalence of tobacco use. In one particular research project, I helped conduct a randomized controlled trial that evaluated the effect of placing messages about cigarette smoke chemicals on cigarette packs. I was also involved in studies examining e-cigarette warnings, including a feasibility study that tested a protocol for placing warnings on e-cigarettes as well as an online experiment testing the impact of different text and pictorial e-cigarette warnings with different topics. Most recently, under the current UPenn/Rutgers TCORS, I have been involved in conducting formative research that would inform the development of cigar warning labels, including qualitative one-on-one interviews with experts in the field and focus groups with young adult cigar users, as well as an ongoing online experiment testing the effects of various cigar warnings.

- a. Brewer NT, **Jeong M**, Mendel JR, Hall MG, Zhang D, Parada H, Boynton MH, Noar SM, Baig SA, Morgan JC, Ribisl KM. (2019). Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tob Control*. 2019;28:74-80. PMID: 29654122.
- b. Mendel JR, Hall MG, Baig SA, **Jeong M**, Brewer NT. Placing health warnings on e-cigarettes: A

- standardized protocol. *Int J Environ Res*. 2018;15(8):1578. PMID: 30044431.
- c. Brewer NT, **Jeong M**, Hall MG, Baig SA, Mendel JR, Lazard AJ, Noar SM, Kameny M, Ribisl KM. The impact of e-cigarette health warnings on motivation to vape and smoke. *Tob Control*. 2019;28:e64-e70. PMID: 31292169.
  - d. Wackowski OA, **Jeong M**, Schroth K, Rashid M, Delnevo CD. Experts' perceptions of and suggestions for cigar warning label messages and pictorials. *Nicotine Tob Res*. 2021;23(8):1382-1388. PMID: 33507272.

#### **4. Examining the role of interpersonal conversations in bringing about health outcomes, particularly in the context of tobacco communication efforts.**

In addition to conducting evaluations of health communication efforts, much of my research has examined the question of what makes these communication interventions effective. My work has shown that interpersonal interactions and conversations are common in the context of tobacco, and thus these interactions can be effective ways of bringing about health outcomes, acting as an indirect mechanism through which communication efforts (such as mass media campaigns and warning labels) affect people's health behaviors. Notably, my meta-analysis demonstrated that overall, interpersonal communication has a significant effect in inducing health outcomes that are targeted by health communication campaigns, including in the context of smoking. Most recently, I have been involved in research examining the nature of physician-patient communication and conversations about e-cigarettes.

- a. **Jeong M**, Tan ASL, Brennan E, Gibson L, Hornik RC. Talking about quitting: Interpersonal communication as a mediator of mass media campaign effects. *J Health Commun*. 2015;20(10):1196-1205. PMID: 26147367.
- b. **Jeong M**, Bae RE. The effect of campaign-generated interpersonal communication on campaign-targeted outcomes: A meta-analysis. *Health Commun*. 2018;33(8):988-1003. PMID: 28622003.
- c. Morgan JC, Golden SD, Noar SM, Ribisl KM, Southwell BG, **Jeong M**, Hall MG, Brewer NT. Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. *Soc Sci Med*. 2018;218:45-51. PMID: 30340152.
- d. Delnevo CD, **Jeong M**, Teotia A, Manderski MB, Singh B, Hrywna M, Wackowski OA, Steinberg MB. (2022). Communication between US physicians and patients regarding electronic cigarette use. *JAMA Netw Open*. 2022;5(4):e226692. PMID: 35426926

#### **Complete List of Published Articles in MyBibliography:**

<https://www.ncbi.nlm.nih.gov/sites/myncbi/michelle.jeong.1/bibliography/55092902/public>