Jiawei Long
Email: longjiaw@msu.edu

Research Focus: Persuasion | Emotional Appeals | Interpersonal Communication

Education Background

Ph.D. in Communication (Current)   Start Date: August 2024
University of Texas at Austin, Department of Communication
Austin, TX, U.S.

M.A. in Communication *(Advisor: Dr. Monique Turner)*   August 2021 – July 2023
Michigan State University, Department of Communication, College of Communication Arts and Sciences
East Lansing, MI, U.S.
>   **Thesis Project:** *Do Efficacy Cues Moderate the Persuasive Effects of Guilt and Shame Appeals?*

B.A. in Communication *(Advisor: Dr. Jos Bartels)*   September 2019 – July 2021
Hong Kong Baptist University, Organizational Communication, Department of Communication, School of Communication
Hong Kong

Associate of Arts   September 2017 – July 2019
Hong Kong Baptist University, Media Communication
Hong Kong

Papers

Turner, M. M., Jang, Y., Heo, R. J., Ye, Q., **Long, J**., & Barry, R. C. (2022) Studying the Effects of Emotional Appeals: What is the Proper Manipulation Check? *Communication and Social Cognition Division. National Communication Association (NCA 2022) Annual Conference*, New Orleans, LA, November, 2022.

Schmaelzle, R., Ye, Q., Zhang, Y., Yoon, H., Liu, H., Delle, F., Lewin, K., Jahn, N.T., & **Long, J.**. (2022). Moment-by-moment tracking of brain responses to an engaging story: A replication study using forward and reverse correlation to study narrative reception. *Communication and Social Cognition Division. National Communication Association (NCA 2022) Annual Conference,* New Orleans, LA, November, 2022.

Turner, M. M., Jang, Y., Heo, R. J., Ye, Q., Barry, R., **Long, J**., Lapinski, M., Peng, T., & Lee, S. (2022). Mask wearing as a prosocial behavior: Proposing and testing the moral norms activation model. *The 72nd International Communication Association Conference (ICA 2022)*. Paris, France.

Ralf Schmälzle, Hanjie Liu, Faith A. Delle, Kaitlin M. Lewin, Nolan T. Jahn, Yidi Zhang, Hyungro Yoon & **Jiawei Long** (2023) Moment-by-moment tracking of audience brain responses to an engaging public speech: Replicating the reverse-message engineering approach, *Communication Monographs*, DOI: 10.1080/03637751.2023.2240398

Fellowships and Scholarships

Michigan State University, *Department of Communication*
- The Celebrating Diverse Voices Fellowship   June 2021
- Graduate Office Fellowship   Fall 2022

<u>Work Experience</u>

HUNAN Satellite TV (Program Production Team)   February – May 2020
Hunan Satellite TV, China

MARKET RESEARCH, Internship   February – May 2019
InspiringHK Sports Foundation, Hong Kong

Volunteering Terminal Care (Fulfilling The Last Wish)   June - July 2017
Basic Foundation, BC Lo, Hong Kong

<u>Additional Experience</u>

Interpersonal Communication Research Team (Leader: Dr. Amanda Holmstrom)
Michigan State University, College of Communication Arts and Sciences   From Spring 2022

Persuasion Research Team (Leader: Dr. Monique Turner)   From Summer 2021
Michigan State University, College of Communication Arts and Sciences

CASE (Cognition, Attitudes, and the Study of Emotion) Lab, Lab Management   From   fall
2021 *Michigan State University, College of Communication Arts and Sciences*

<u>Skills</u>

Statistical Programming Languages: SPSS, R
Design Software: Photoshop
Language: Mandarin *(Native)*, Cantonese *(Proficient)*, English *(Proficient)*

<u>Hobbies</u>

Playing piano more than 10 years; Reading and self-learning political science and philosophy;
A Big Fan of Kazuo Ishiguro (Writer, 2017 Nobel Prize Winner)

- Last Update: 1/13/2025 -