Joanne Chen Lyu, PhD

Assistant Professor (Tenure Track)
The University of Oklahoma Health Campus
655 Research Pkwy #400, Oklahoma City, OK 73104
Email: joanne-lyu@ou.edu

EDUCATION

2024	NIH T32 Postdoctoral Fellow Center for Tobacco Control Research and Education University of California, San Francisco
2014	PhD in Communication with a focus on Public Relations School of Journalism and Communication The Chinese University of Hong Kong, Hong Kong
2004	BA in Broadcast and Television Journalism School of Journalism and Communication Fudan University, Shanghai, China

ACADEMIC APPOINTMENTS

2024 - present	Assistant Professor TSET Health Promotion Research Center Department of Family and Preventive Medicine University of Oklahoma Health Sciences Center, Oklahoma City, OK
2024 - present	Associate Member Cancer Prevention and Control Program, Stephenson Cancer Center University of Oklahoma Health Sciences Center, Oklahoma City, OK
2025 - present	Full Member Graduate Faculty in Health Promotion Sciences University of Oklahoma Health Sciences Center, Oklahoma City, OK
2015 - 2017	Assistant Professor School of Communication The Hang Seng University of Hong Kong, Hong Kong
2014 - 2015	Assistant Professor
2013 - 2014	Lecturer Faculty of Humanities and Arts Macau University of Science and Technology, Macau

HONORS & AWARDS

2026	Top treatment-focused poster, Society for Research on Nicotine and Tobacco (SRNT) 2026
2024	Travel Award, Society for Research on Nicotine and Tobacco (SRNT) 2024
2022	Dorothy Rice Fellow, School of Nursing, University of California, San Francisco
2021	NIH Postdoctoral Individual National Research Service Award (NRSA), National Cancer Institute, National Institutes of Health (NIH)
2021	Top Paper Award in Health Communication Division, the 71st Annual Conference of the International Communication Association (ICA)
2012	Top Student Paper Award in Public Relations Division, the 62nd Annual Conference of the International Communication Association (ICA)
2009	Scholarship for Young Promising Scholars, the 7th Chinese Internet Research Conference

GRANTS & FUNDING

Active

05/01/2026 - 04/30/2031 **Principal Investigator**
NIH/National Institute on Drug Abuse (NIDA) (K01DA063913)
Integrating Peer Mentoring Into Social Media-Based Vaping Cessation Interventions for Young Adults
Total Project Amount: $1,000,867

07/01/2025 - 06/30/2027 **Principal Investigator** (MPI: Emily Hébert)
TSET Health Promotion Research Center Seed Grant
Developing a Just-In-Time Adaptive Intervention to Help Young Adults Achieve and Sustain Abstinence from Nicotine Vaping
Total Project Amount: $110,000

09/09/2024 - 08/31/2029 **Co-I** (PI: Pamela M. Ling)
NIH/National Cancer Institute (NCI) (R01 CA292971)
Social media support groups for adolescent vaping cessation
Total Project Amount: $3,399,553

Completed

12/1/2021- 11/30/2022 **Principal Investigator**
NIH NRSA Individual Postdoctoral Fellowship Grant (F32) (1F32CA265059-01)
Developing a peer mentoring system for social media adolescent vaping cessation interventions: A feasibility and acceptability study.
Total Project Amount: $81,409
Additional Information: Funded with a perfect review score (impact score: 10, percentile: 1)

07/01/2021 - 06/31/2023 **Trainee**
California Tobacco Related Diseases Research Program (T31 IR1910)
Social media intervention to stop nicotine and cannabis vaping among adolescents
PI: Pamela M. Ling, MD, MPH

07/01/2019 - 06/30/2021 **Trainee**
NIH National Cancer Institute Postdoctoral Fellowship (T32 CA113710-11)
Transdisciplinary postdoctoral training program in tobacco control research
PI: Pamela M. Ling, MD, MPH

Awarded but Declined

07/01/2024 - 06/30/2027 **Principal Investigator**
California Tobacco-Related Disease Research Program New Investigator Award (T34KT8021)
Peer Mentored Social Media-Based Vaping Cessation Intervention for Adolescents and Young Adults
Total Project Amount: $800,000
Additional Information: Declined due to accepting faculty position outside California

09/01/2017 - 08/31/2018 **Principal Investigator**
Competitive Research Funding Schemes (UGC/FDS14/H21/17)
University Grants Committee, the Government of Hong Kong
The effectiveness of crisis communication strategies on the public's reaction: The moderating role of media crisis framing and an organization's prior reputation
Total Project Amount: 253,100 HKD (approximately $32,000)
Additional information: Declined due to relocating to the US

PUBLICATIONS

* denotes advisee with Dr. Lyu as their mentor

1. **Lyu JC**, White J, Shlipak K,* Afolabi A,* Ling PM. Peer-Mentored Social Media Groups for Youth Vaping Cessation: Single-Arm Pilot Trial. JMIR Pediatr Parent. 2026 May 25;9:e46283. doi: 10.2196/46283
2. **Lyu JC,** Galimov A, Ganz O, Ling PM, Stanton CA, Ozga JE. Clear in California: Sesh+ nicotine pouches' advertising under flavor restrictions. Tobacco Prevention & Cessation. 2026;12(May):23. doi:10.18332/tpc/215182

3. Ling PM, **Lyu JC**, Lisha NE, Nguyen N, Gribben V, Ramo D. Social Media Support Groups for Youth Nicotine Vaping Cessation: An RCT. Am J Prev Med. 2026 Feb 20;71(2):108314. doi: 10.1016/j.amepre.2026.108314
4. Afolabi A*, Brown E, **Lyu JC**, Ling P, Rustad A, Davis A, Hoffman B, Pugliano-Mauro M. Combating Dermatologic Misinformation on Social Media via a Training Program for Health Care Professionals: Protocol for a 2-Phase Pilot Mixed Methods Study. *JMIR Res Protoc* 2026;15:e81003. doi: 10.2196/81003
5. Jiang N, Yang J, Kaplan SA, Rogers ES, Tsoh JY, **Lyu JC**, Sherman SE. Decision-Making on Nicotine Replacement Therapy Use and Product Selection: An Explorative Qualitative Study Among Chinese Americans Who Smoke. *International Journal of Environmental Research and Public Health*. 2026; 23(3):372. https://doi.org/10.3390/ijerph23030372
6. **Lyu JC**, Ozga JE, Stanton CA, Hrywna M, Ganz O, Cornacchione Ross J, Sharma A, Ling PM. Advertising the leading US nicotine pouch brand: a content analysis of ZYN advertisements from 2019 to 2023. *Tob Control*. 2025 May 7:tc-2024-059145. doi: 10.1136/tc-2024-059145
7. Han E, **Lyu JC**, Ling PM. An Exploratory Typology of Tobacco-Related Misleading Content on Social Media: Qualitative Analysis of Instagram and TikTok. *J Med Internet Res*. 2025 Dec 17;27:e78854. doi: 10.2196/78854.
8. Afolabi A*, Cheung E*, **Lyu JC**, Ling PM. Short-Form Video Informed Consent Compared With Written Consent for Adolescents and Young Adults: Randomized Experiment. *JMIR Formative Research*. 2024 Nov 22;8:e57747. doi: 10.2196/57747
9. Rastogi K, Czaplicki L, Spindle TR, Moran MB, Ozga JE, Stanton CA, **Lyu JC**, Ling PM. Affiliate marketing for nicotine products: Juice Head 'Share a Sale' programme and its implications. *Tobacco Control*. 2024 Oct 4:tc-2024-058860. doi: 10.1136/tc-2024-058860.
10. Yao T, Watkins S, Sung HY, Wang Y, Gu D, **Lyu JC**, Lightwood J, Max W. Association between asthma-related interference with activities and cigarette smoking and e-cigarette use among youth with asthma in the U.S. *Preventive Medicine Report*. 2024 Apr 1;41:102712. doi: 10.1016/j.pmedr.2024.102712
11. **Lyu JC**, Meacham M, Nguyen N, Ramo DE, Ling PM. Factors associated with abstinence among young adult smokers enrolled in a real-world social media smoking cessation intervention. *Nicotine & Tobacco Research*. 2024 Feb 15;26(Supplement_1):S27–S35. https://doi.org/10.1093/ntr/ntad170
12. **Lyu JC**, Sung HY, Yao T, Jiang N, Quah ACK, Meng G, Jiang Y, Fong GT, Max W. Cigarette gifting among non-smokers in China: Findings from the International Tobacco Control China Survey. *Nicotine & Tobacco Research*. 2023 Apr 6;25(5):928-936. https://doi.org/10.1093/ntr/ntac294
13. **Lyu JC**, Olson SS, Ramo DE, Ling PM. Delivering vaping cessation interventions to adolescents and young adults on Instagram: protocol for a randomized controlled trial. *BMC Public Health*. 2022 Dec 10;22(1):2311. doi: 10.1186/s12889-022-14606-7
14. **Lyu JC**, Afolabi A*, White JS, Ling PM. Perceptions and Aspirations Toward Peer Mentoring in Social Media-Based Electronic Cigarette Cessation Interventions for Adolescents and Young Adults: Focus Group Study. *JMIR Formative Research*. 2022 Dec 1;6(12):e42538. doi: 10.2196/42538
15. **Lyu JC**, Huang P, Jiang N, Ling PM. A systematic review of e-cigarette marketing communication: Messages, communication channels, and strategies. *International Journal of Environmental Research and Public Health*. 2022; 19(15):9263. https://doi.org/10.3390/ijerph19159263b
16. Nguyen N, Neilands TB, Lisha NE, **Lyu JC**, Olson SS, Ling PM. Longitudinal Associations Between Use of Tobacco and Cannabis Among People Who Smoke Cigarettes in Real-world Smoking Cessation Treatment. *Journal of Addiction Medicine*. 2022 Jul-Aug 01;16(4):413-419. doi: 10.1097/ADM.0000000000000920
17. Jiang N, Rogers ES, Cupertino P, Zhao X, Cartujano-Barrera F, **Lyu JC**, Hu L, Sherman SE. Development of a WeChat-based mobile messaging smoking cessation program for Chinese immigrant smokers. *JMIR Formative Research*. 2022;6(6):e36091. https://formative.jmir.org/2022/6/e36091. DOI: 10.2196/36091
18. Lee A*, Chang AA*, **Lyu JC**, Ling PM, Hsia SL. Characterizing Participant Perceptions about Smoking-Cessation Pharmacotherapy and E-Cigarettes from Facebook Smoking-Cessation Support Groups. *International Journal of Environmental Research and Public Health*. 2022 Jun 14;19(12):7314. doi: 10.3390/ijerph19127314

19. **Lyu JC**, Sung HY, Yao T, Quah ACK, Jiang Y, Fong GT, Max W. Receiving and giving electronic cigarettes as gifts in China: Findings from International Tobacco Control China Survey. *Preventive Medicine Report*. 2022 Mar 15;27:101763. doi: 10.1016/j.pmedr.2022.101763

20. **Lyu JC**, Huang P, Ling PM. Electronic cigarette related topics with conflicting arguments in Chinese newspapers. *Tobacco Induced Diseases*. 2022;20(March):25. doi:10.18332/tid/145929.

21. **Lyu JC**, Wang D, Mao Z, Ling PM. Evolution of media frames about e-cigarettes from 2004 to 2019: a content analysis of newspapers in China. *Health Education Research*. 2022 Jan 22;36(4):456-466. doi: 10.1093/her/cyab019

22. **Lyu JC**, Luli GK, Ling PM. Vaping discussion in the COVID-19 pandemic: An observational study using Twitter data. *PLoS ONE.* 2021 Dec 8;16(12):e0260290. doi: 10.1371/journal.pone.0260290

23. **Lyu JC**, Han EL, Luli GK. COVID-19 Vaccine-Related Discussion on Twitter: Topic Modeling and Sentiment Analysis. *Journal of Medical Internet Research*. 2021 Jun 29;23(6):e24435. doi: 10.2196/24435

24. **Lyu JC**, Luli GK. Understanding the Public Discussion About the Centers for Disease Control and Prevention During the COVID-19 Pandemic Using Twitter Data: Text Mining Analysis Study. *Journal of Medical Internet Research*. 2021 Feb 9;23(2):e25108. doi: 10.2196/25108

25. **Lyu JC**, Wang D, Huang P, Ling PM. News media coverage of e-cigarettes: An analysis of themes in Chinese newspapers. *International Journal of Communication.* 2021;15(22):2827–2848.
    Notes: An early version of this paper won Top Paper Award in the Health Communication Division in the 71st Annual Conference of International Communication Association (ICA), 2021.

26. Wang D, **Lyu JC (contributed equally with the first author)**, Zhao X. Public Opinion About E-Cigarettes on Chinese Social Media: A Combined Study of Text Mining Analysis and Correspondence Analysis. *Journal of Medical Internet Research*. 2020 Oct 14;22(10):e19804. doi: 10.2196/19804

27. **Lyu JC.** Has the Internet won the heart of the Chinese college students? A communication medium dependency approach. *China Media Research*. 2019;15(2):91–101.

28. **Lyu JC.** How prior corporate social responsibility (CSR) record influence the effectiveness of one single CSR initiative: Mediating role of motive attribution. *Asia Pacific Public Relations Journal*. 2017;18:55-72.

29. Huang YH, **Lyu JC**. Retrospect and prospect of Excellence Study in public relations scholarship. *Chinese Journal of Journalism and Communication* (In Chinese). 2017;39(5):129–154.

30. So CY, Wang H, Sung N, **Lyu JC.** et al. Current Status of Chinese Communication Research: Who Do What and Cite Whom. *Communication & Society* (In Chinese). 2013;23:31–80.

31. **Lyu JC.** How young Chinese depend on the media during public health crises? A comparative perspective. *Public Relations Review. 2012;38*(5):799–806.

32. **Lyu JC.** A comparative study of crisis communication strategies between Mainland China and Taiwan: The melamine-tainted milk powder crisis in the Chinese context. *Public Relations Review. 2012;38*(5): 779–791.
    Notes: 1) An early version of this paper was awarded Top Student Paper in the Public Relations Division in the 62nd Annual Conference of International Communication Association (ICA), 2012.
    2) Part of the article has also been included as a classic case study in a textbook: Jaques, T. (2014). Issue and Crisis Management: Exploring Issues, Crises, Risk and Reputation. Oxford University Press.

Book chapters

1. **Lyu JC**, Huang EP. Crisis management in the East. In R Brown, B St. John III, ZY Hou (Eds.), *Global Foundations of Public Relations; Humanism, China and the West* (Part of Routledge's series New Directions in Public Relations). 2022. London: Routledge.

2. **Lyu JC**, Huang YH. Can corporations save the world and save themselves, too? Increasing the excellence of corporate social responsibility communication. In B Heath (Ed.), *The International Encyclopedia of Strategic Communication*. 2018. Thousand Oaks, CA: Sage.

3. Huang YH, **Lyu JC**. A review of Excellence Theory in public relations scholarship. In X Chen (Ed.), *The Imagination of Public Relations* (In Chinese). 2017. Beijing, China: Peking University Press.

4. Huang YH, **Lyu JC**. One crisis, two responses: A transboundary analysis of the melamine-tainted milk powder crisis in China and Taiwan. In AM George, K Kwansah-Aidoo (Eds.), *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (pp. 99-118). 2017. Wiley-IEEE Press.

5. Huang YH, Wu F, Cheng AY, **Lyu JC**. Crisis communication research in the Chinese Mainland. In A Schwarz, MW Seeger, C Auer (Eds.), *The Handbook of International Crisis Communication Research* (pp. 269-282). 2016. Wiley-Blackwell.
6. Huang YH, **Lyu JC**. The influence of excellence: A citation analysis of Excellence Study in public relations scholarship, 1992-2011. In K Sriramesh, A Zerfass, JN Kim (Eds.), *Current Trends and Emerging Topics in Public Relations and Communication Management* (pp. 349-374). 2013. London: Routledge.

CONFERENCE PRESENTATIONS

1. **Lyu JC**, White JS, Shlipak K, Afolabi A, Ling PM. Feasibility and Acceptability of a Peer Mentored Vaping Cessation Program for Adolescents and Young Adults on Social Media. The Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT), Baltimore, Maryland. Mar. 4-7, 2026.
2. **Lyu JC**, Shlipak K, Afolabi A, Vankayalapati V, Ling PM. A Mixed-Method Study on Participant Engagement in Peer-Mentored Social Media interventions: Insights from a Pilot Trial for Vaping Cessation. The Annual Meeting of SRNT, Baltimore, Maryland. Mar. 4-7, 2026.
3. Temourian AA, **Lyu JC**, Gorton SR, Lisha NE, Ling PM. Perceived Social Support and Engagement in a Social Media Vaping Cessation Intervention. The Annual Meeting of SRNT, Baltimore, Maryland. Mar. 4-7, 2026.
4. Li D, Meng S, Fu Y, Chen-Sankey J, Xie Z, **Lyu JC**, Li W, Sutfin E, Feizy S, Garrison K, Adeiji F, Stanton CA, Ozga JE. Electronic Cigarette Marketing and Social Media Analysis: A Case Study of Vuse. The Annual Meeting of SRNT, Baltimore, Maryland. Mar. 4-7, 2026.
5. Ozga JE, Eure A, Czaplicki L, Hrywna M, Ling PM, **Lyu JC**, Sharma A, Stanton CA. Podcast Advertising by Oral Nicotine Pouch Brands, 2023-2025: Ad Expenditures and Target Audiences. The Annual Meeting of SRNT, Baltimore, Maryland. Mar. 4-7, 2026.
6. **Lyu JC**, Ozga JE, Stanton CA, Hrywna M, Ganz O, Cornacchione Ross J, Sharma A, Ling PM. How the Leading US Nicotine Pouch Brand Advertised Itself: A Content Analysis of Zyn Ads from 2019-2023 with a Comparative Perspective. The Annual Meeting of SRNT, New Orleans, Louisiana. Mar. 12-15, 2025.
7. Ling PM, **Lyu JC**, Lisha N, Belohlavek, A, Rosen S, Price P, Hayashi R, Greene G, Tran L. Ramo DE. E-cigarette cessation support groups on social media: a randomized controlled trial. The Annual Meeting of SRNT, New Orleans, Louisiana. Mar. 12-15, 2025.
8. **Lyu JC**, Lisha N, Ramo DE, Ling PM. Acceptability and efficacy of a community-based smoking cessation intervention delivered on social media. The Annual Meeting of SRNT, Edinburgh, Scotland, Mar. 20-23, 2024.
9. **Lyu JC**, Meacham M, Nguyen N, Ramo DE, Ling PM. Factors associated with abstinence among young adult smokers enrolled in a real-world social media smoking cessation intervention. The 2023 Annual Meeting of American Academy of Health Behavior, San Francisco, USA, Mar. 12-15, 2023.
10. **Lyu JC**, Sung HY, Yao T, Quah ACK, Jiang Y, Fong GT, Max W. Receiving and giving e-cigarettes as gifts: Findings from the International Tobacco Control China survey. The 72nd Annual Conference of ICA (hybrid conference), Paris, France, May 26-30, 2022.
11. **Lyu JC**, Huang P, Ling PM. Systematic review of electronic cigarette marketing communication: Strategies, messages, and communication channels. Annual Meeting of American Public Health Association (APHA, hybrid conference), Denver, USA, Oct. 24-27, 2021.
12. **Lyu JC**, Wang D, Huang P, Ling PM. News Media Coverage of E-Cigarettes: An Analysis of Themes in Chinese Newspapers. The 71st Annual Conference of ICA (Virtual Conference). May 27-31, 2021. **(Top Paper Award in Health Communication Division, ICA)**.
13. **Lyu JC**, Huang P, Ling PM. Controversial topics about E-cigarettes in Chinese Newspapers. The 27th Annual Meeting of SRNT (Virtual Conference), Feb. 24-27, 2021.
14. Wang D, **Lyu JC** (**equal contribution as first author**), Zhao X. E-cigarette Policy and Social Media Discussions in China. It's About a Billion Lives Annual Symposium, University of California, San Francisco, USA, Jan. 29, 2021.
15. **Lyu JC**. Can Corporate Social Responsibility (CSR) Be a Corporate Crisis Insurance? Exploring the Role of Prior CSR Record, Crisis Incidence, and Motive Attribution. The 1st Public Relations Society of China and 9th PRAD Conference, Hong Kong, Dec. 2-6, 2016.

16. **Lyu JC**. Effect of CSR Record on the Public's Reaction to CSR initiatives. The Eighth International Forum on Public Relations & Advertising, Wellington, New Zealand, Jan. 20-29, 2016.
17. Huang YH, **Lyu JC**. A Review of Excellence Theory in Public Relations Scholarship. Conference on Government Communication and National Image, Guangzhou, China, Nov. 27-30, 2015.
18. Huang YH, Wu F, Cheng Y, **Lyu JC**. Crisis communication research in Greater China. The 3rd International Conference on Crisis Communication in the 21st Century, Erfurt, Germany, Oct. 2-5, 2013.
19. **Lyu JC**, Dong KY. A State TV's Reputation Restoration after a Devastating Disaster: Framing Analysis of Journalistic Reflection on Sichuan Earthquake. The 63rd Annual Conference of ICA, London, UK, Jun. 17-21, 2013.
20. Huang YH, **Lyu JC**. (2012). The Influence of Excellence: A Citation Analysis of Excellence Study in Public Relations Scholarship, 1992-2011. BledCom International PR Research Symposium, Lake Bled, Slovenia, Jul. 6-7, 2012.
21. **Lyu JC**. (2012). A Comparative Study of Crisis Communication Strategies Between Mainland China and Taiwan: A Double-Case Study of Melamine-Tainted Milk Powder Crisis in the Chinese Context. The 62nd Annual Conference of ICA, Phoenix, Arizona, May 24-28, 2012. **(Top Student Paper in Public Relations Division, ICA)**
22. **Lyu JC**. (2012). A Comparative Study of Traditional Media Dependency and Internet Dependency in Crisis Situations in China. The 62nd Annual Conference of ICA, Phoenix, Arizona, May 24-28, 2012.
23. So CY, Wang H, Sung N, **Lyu JC**, et al. Exploring the Status of Chinese Communication Academia. "Web 2.0 x Society 21: Journalism and Audience Redefined" International conference. Hong Kong, Jan. 6-7, 2012. (In Chinese)
24. **Lyu JC**, Han EL. Witness Narrative, Archival Image and Organizational Improvisation in the Construction of Collective Memory. The International Association for Media and Communication Research Conference (IAMCR), Braga, Portugal, July 18-22, 2010.
25. **Lyu JC**. Improvisation, Professionalism, and Self-censorship: A Case Study of Phoenix TV's Program Oral History (In Chinese). East Asia Chinese Communication Postgraduate Seminar, Taipei, Taiwan, Jun. 12-14, 2010.
26. **Lyu JC**, Huang G. Examining the Factors that Influence Consumers' Television Shopping Behavior in Mainland China. National Communication Association 95th Annual Convention (NCA), Chicago, USA, Nov. 12-15, 2009.
27. **Lyu JC**. Privacy in Human Flesh Search. The International Association for Media and Communication Research Conference (IAMCR), Mexico City, Mexico, Jul. 21-24, 2009.
28. **Lyu JC**. Examining the Factors that Influence College Students' Attitude towards Human Flesh Search. The 7th Chinese Internet Research Conference (CIRC), Philadelphia, USA, May 28-29, 2009.

AD HOC JOURNAL REVIEWER

Tobacco Control
Nicotine & Tobacco Research
Drug and Alcohol Dependence
BMC Public Health
BMC Psychiatry
BMJ Open
Journal of Medical Internet Research
JMIR Formative Research
Journal of Adolescent Health
Preventing Chronic Disease
Social Influence
Frontiers in Psychology

TEACHING EXPERIENCE

2015 - 2017	BJC3001 Communication Research Methods BJC3201 Introduction to Corporate Communication BJC4201 Persuasive Communication BJC4202 Crisis and Issues Management BJC4214 Financial Communication and Investor Relations
2013 - 2015	BJ12007 Fundamentals of Public Relations BJ1014 Integrated Marketing Communication BJ12005 Creative Strategy and Media Planning BJE012 Crisis Management and Image Restoration BJJ005/BJC001 History of Journalism and Communication in China

MENTEES

2022- present	Aliyyat Afolabi	2025	Ranyu Bo
2024- present	Kaira Shlipak	2021- 2022	Pallavi Chaudhary
2025- present	Vasundhara Vankayalapati	2021- 2022	Allison Lee
2026- present	Marina Chen	2021- 2022	Angela A Chang
2026	Neil Talbert		

PROFESSIONAL MEMBERSHIPS

American Public Health Association
Society for Research on Nicotine and Tobacco
American Academy of Health Behavior
International Association of Communication