

EMMA JESCH, MA

PhD Candidate | Annenberg School for Communication, University of Pennsylvania
[student profile](#) | [google scholar](#) | [website](#)

EDUCATION

- 2018 – *present* University of Pennsylvania | Annenberg School for Communication
Philadelphia, PA, USA
Ph.D., Communication (expected June 2023)
Dissertation title: Cascade of confusion: Examining incongruent spillover effects from exposure to conflicting health information across two methods
Committee: Robert Hornik (chair), Andy Tan, Joseph Cappella, Emily Falk
- M.A.**, Communication (2020)
- 2012 – 2016 Cornell University | College of Agriculture and Life Sciences | Department of Communication
Ithaca, NY, USA
B.S., Communication. Concentration in Environment, Science & Health, *summa cum laude*
- 2015 Cornell in Washington
Washington, DC, USA
Thesis: Framing the Ebola epidemic: How public opinion is impacted by newspaper coverage

RESEARCH INTERESTS

health communication | tobacco control | conflicting health information | media effects | message design | campaigns

HONORS AND AWARDS

- 2022 – 2023 **Wharton Risk Center Russell Ackoff Doctoral Student Fellowship**
Competitive grant awarded to University of Pennsylvania Ph.D. students pursuing research in decision making under risk and uncertainty.
- 2021 **James D. Woods Award**, nominated by Dr. Joseph Cappella
Awarded to an outstanding Annenberg graduate teaching assistant.

WORK & RESEARCH POSITIONS

- 2018 – *present* University of Pennsylvania | Annenberg School for Communication
Research Fellow, *Penn Tobacco Center of Regulatory Science*
- 2016 – 2018 Cornell University | Department of Communication
Project Manager and Research Aide
- NIH/FDA Health Messaging Study*
Project funded by the NIH & FDA to understand the impact of the FDA's proposed graphic warning labels on cigarette packages and ads, co-PI'd by Dr. Jeff Niederdeppe and Dr. Sahara Byrne and directed by Dr. Amelia Greiner Safi.
- WesCo (Wesleyan-Cornell) Media Project**
Large-scale political advertising content-analysis project funded by the Robert Wood Johnson Foundation, co-PI'd by Dr. Jeff Niederdeppe (Cornell) and Dr. Erika Franklin Fowler (Wesleyan).

PEER-REVIEWED PUBLICATIONS

- 2022 Kikut, A.*, Clark, D.*, **Jesch, E.***, & Hornik, R. Strengthened belief in vaccine effectiveness predicted increased COVID-19 vaccination intention and behaviour: Results from a nationally representative longitudinal survey of U.S. adults from July 2020 to April/May 2021. *Vaccine*. doi: 10.1016/j.vaccine.2022.08.046
* *co-first authors*
- Hornik, R., Binns, S., Emery, S., Epstein, V.M., Jeong, M., **Jesch, E.**, Kim, K., Kim, Y., Kranzler, E., Lee, S., Levin, A.V., Liu, J., O'Donnell, M.B., Siegel, L., Tran, H., Williams, S., Yang, Q., & Gibson, L.A. (2022). The effects of tobacco coverage in the public communication environment on young people's decisions to smoke combustible cigarettes. *Journal of Communication*. doi: 10.1093/joc/jqab052
- 2021 **Jesch, E.***, Kikut, A.*, & Hornik, R. (2021). Comparing belief in short-term versus long-term consequences of smoking and vaping as predictors of non-use in a 3-year nationally representative survey study of US youth. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2021-056886
* *co-first authors*
- Hornik, R. Kikut, A.*, **Jesch, E.***, Woko, C.*, Siegel, L.* & Kim, K.* (2021). Association of COVID-19 misinformation with face mask wearing and social distancing in a nationally representative U.S. sample. *Health Communication*. doi: 10.1080/10410236.2020.1847437
* *these authors contributed equally to this work*
- 2020 **Jesch, E.**, Niederdeppe, J., King, A.J., Safi, A.G., & Byrne, S. (2020). "I Quit": Testing the added value and sequencing effects of an efficacy-focused message among cigarette warning labels. *Journal of Health Communication*. doi: 10.1080/10810730.2020.1767236
- 2019 Safi, A.G., Reyes, C. B., **Jesch, E.**, Scolere, L. & Steinhardt, J. (2019). Comparing in person and internet methods to recruit low-SES populations for tobacco control policy research. *Social Science & Medicine*. doi: 10.1016/j.socscimed.2019.112597
- Fowler, E.F., Baum, L.M., **Jesch, E.**, Haddad, D., Reyes, C.B., Gollust, S. E., & Niederdeppe, J. (2019). Issues relevant to population health in political advertising in the United States, 2011-2012 and 2015-2016. *The Milbank Quarterly*. doi: 10.1111/1468-0009.12427
- 2018 Niederdeppe, J. Kemp, D., **Jesch, E.**, Scolere, L., Greiner Safi, A., Porticella, N. A., Avery, R., Dorf, M., Mathios, A., & Byrne, S. (2018). Using warning labels to counter effects of social cues and brand imagery in cigarette advertising. *Health Education Research*. doi: 10.1093/her/cyy039

PREPRINTS

- 2020 Hornik, R., Woko, C., Siegel, L., Kim, K., Kikut, A., **Jesch, E.**, & Clark, D. (2020). What beliefs are associated with COVID vaccination intentions? Implications for campaign planning. *PsyArXiv*. <https://psyarxiv.com/t3kyx>
- Jesch, E.***, Kikut, A.*, & Hornik, R.C. (2020). Evaluating cross-sectional and longitudinal associations between anti-smoking/anti-vaping beliefs, intentions, and behavior in a 3-year rolling nationally representative survey of U.S. youth and young adults. *ASC Repository*. https://repository.upenn.edu/cgi/viewcontent.cgi?article=1812&context=asc_papers
* *co-first authors*

IN PREPARATION

Jesch, E., Gibson, L., Williams, S., & Hornik, R. Fluctuating cravings: Tracking the effects of addiction media coverage on the belief that smoking is addictive.

Jesch, E. & Hornik, R. Talking about trust *and* safety? Examining the additive effect of distinct beliefs about COVID-19 vaccination: Implications for communication campaigns.

Jesch, E., Clark, D., & Hornik, R. Evaluating anti sugar-sweetened beverage (SSB) campaigns: Implications for planning & evaluation.

CONFERENCE PRESENTATIONS – ORAL

- 2022 **Jesch, E.** & Hornik, R. (May 2022). Getting a vaccine that came in a hurry: A mixed methods examination of COVID-19 vaccine beliefs and hesitancy. Oral presentation at the 72nd Annual Conference for the International Communication Association (ICA). *Paris, FR.*
- Jesch, E.** & Hornik, R. (April 2022). Getting a vaccine that came in a hurry: A mixed methods examination of COVID-19 vaccine beliefs and hesitancy. Oral presentation (competitive paper session) at the Kentucky Conference for Health Communication (KCHC). *Lexington, KY, USA.*
- 2021 **Jesch, E.*,** Kikut, A.*, & Hornik, R. (May 2021). Within a few puffs or over several years: Assessing the association of belief in short-term versus long-term consequences on tobacco-related intentions and behavior. Oral presentation at the 71st Annual Conference for the International Communication Association (ICA). *Virtual.*
 * *co-first authors*
- 2020 **Jesch, E.,** Gibson, L., Williams, S., & Hornik, R. (May 2020). If I smoke, I will become addicted to nicotine: Examining the effects of addiction media content on the belief that smoking is addictive. Oral presentation at the 70th Annual Conference for the International Communication Association (ICA). *Virtual.*
- 2019 **Jesch, E.,** Niederdeppe, J., King, A.J., Safi, A.G., & Byrne, S. (May 2019). “I Quit”: Testing the added value of including an efficacy-focused message among cigarette package warning labels. Oral presentation at the 69th Annual Conference for the International Communication Association (ICA). *Washington, DC, USA.*
- Jesch, E.,** Niederdeppe, J., King, A.J., Safi, A.G., & Byrne, S. (February 2019). “I Quit”: Testing the added value of including an efficacy-focused message among cigarette package warning labels. Oral presentation at the Society for Research on Nicotine & Tobacco Conference (SRNT). *San Francisco, CA, USA.*

CONFERENCE PRESENTATIONS – POSTER

- 2022 Clark, D., Kikut, A., **Jesch, E.,** Woko, C., Hornik, R.C. (May 2022). Baseline levels and changes in COVID-19 vaccine effectiveness beliefs predict changes in willingness to vaccinate. Poster presentation at the 72nd Annual Conference for the International Communication Association (ICA). *Paris, FR.*
- Jesch, E.** (March 2022). Helping smokers quit or fueling a new addiction? Examining the intersection of conflicting information and recent tobacco experience on support for e-cigarette regulations. Poster presentation at the Society for Research on Nicotine & Tobacco Conference (SRNT). *Baltimore, MD, USA.*

- 2020 **Jesch, E.**, Gibson, L., Williams, S., & Hornik, R. (March 2020). If I smoke, I will become addicted to nicotine: Examining the effects of addiction media content on the belief that smoking is addictive. Poster presentation at the Society for Research on Nicotine & Tobacco Conference (SRNT). *Virtual*.
- 2018 Kemp, D.G., Safi, A.G., **Jesch, E.**, Byrne, S., & Niederdeppe, J. (February 2018). Gruesomeness and recall in graphic warning labels: Does length of visual attention matter? Poster presentation at the Society for Research on Nicotine & Tobacco Conference (SRNT). *Baltimore, MD, USA*.

TEACHING EXPERIENCE

- 2022 **Penn Center for Teaching & Learning (CTL) Teaching Certificate**
- 2021 **Introduction to Quantitative Communication Research Methods** (Teaching Fellow)
Instructor: Dr. Andy Tan. Graduate seminar (8 students).
University of Pennsylvania | Annenberg School for Communication
- 2020 **Introduction to Communication Behavior** (Teaching Fellow)
Instructor: Dr. Michael X. Delli Carpini. Undergraduate lecture (88 students), led recitation.
University of Pennsylvania | Annenberg School for Communication
- 2019 **Communication & Persuasion** (Teaching Fellow)
Instructor: Dr. Joseph Cappella. Undergraduate seminar (30 students), led recitation.
University of Pennsylvania | Annenberg School for Communication

OP-EDS & MASS MEDIA

- 2019 Jesch, E. (November 2019). Philadelphia's Soda Tax Should Include 100% Fruit Juice | Op-Ed. *Philadelphia Inquirer*. <https://www.inquirer.com/opinion/commentary/philadelphia-soda-tax-fruit-juice-sugar-20191114.html>

SERVICE

- 2022 – present Graduate Student Council | Annenberg School for Communication

PROFESSIONAL AFFILIATIONS

- 2018 – present International Communication Association (ICA)
Society for Research on Nicotine & Tobacco (SRNT)

TECHNICAL SKILLS

Stata | SPSS | R | Python