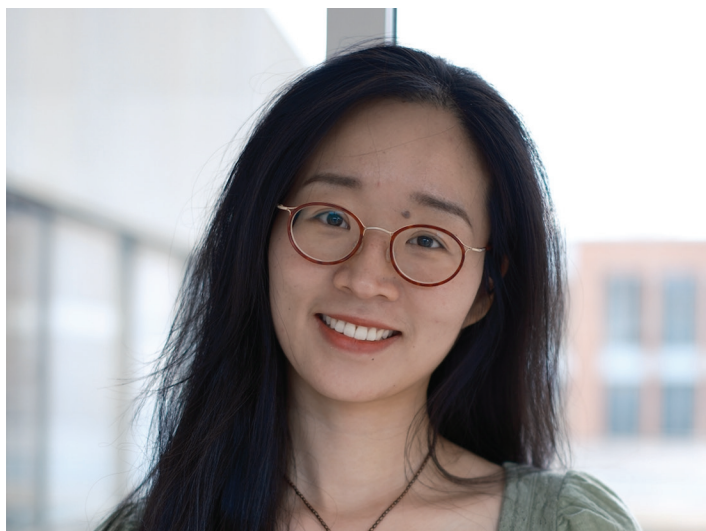


# Faculty profile



## Haijing Ma

### Expertise areas

- Science Communication
- Health Communication
- Persuasive Messaging
- Addiction

### Possible collaboration disciplines

- Communication
- Psychology
- Public Health
- Medicine
- Data Science

**Haijing Ma** is an assistant professor of strategic communication and science communication in the Missouri School of Journalism. Haijing's research focuses on science, risk and health communication, addressing how people perceive scientific information and how communication can either empower or alienate them.

Her work explores (1) individual, environmental and policy impact on people's choices and (2) processes, outcomes and practices of theory-based communication interventions for behavior change. The overall goal of Haijing's research is to advance a better understanding of intervention performances in the field of science, risk and health, inform the public and policymakers about important scientific information, and identify the optimal communication practices to potentially guide regulatory actions.

Prior to joining Mizzou, Haijing completed postdoctoral training at the Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill, and held an Assistant Professor role at the University of Houston-Victoria. Haijing has published in reputable, national and international journals, such as JAMA Network Open, Journal of Health Communication, Health Communication, Addictive Behaviors, Substance Use and Misuse, Nicotine & Tobacco Research, Health Education & Behavior, Health Education Journal, Social Science & Medicine, Health Psychology, Aggressive Behavior, Frontiers in Psychology, Neuropsychologia, etc.



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