

XUAN ZHU

Postdoctoral Research Fellow

Department of Health Sciences Research | Mayo Clinic | Rochester, MN

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Education

University of Minnesota, Twin Cities

08/2013 - 06/2017

Ph.D. in Mass Communication, Graduate Minor in Public Health

University of Illinois at Urbana-Champaign

08/2010 - 05/2012

M.S. in Advertising

Xi'an International Studies University, China

09/2006 - 07/2010

B.A. in Advertising

Postdoctoral Training

Mayo Clinic

Rochester, MN

Postdoctoral Research Fellowship

08/2017 – Present

- Mentor: Carmen Radecki Breitkopf, PhD

Research Interests

Social and behavioral science; Health communication; Health psychology; Behavioral theory guided health message design and evaluation; Provider-centered communication; Health disparities; Genetic communication; Cancer communication

Publications

Refereed Journal Articles

1. **Zhu X.**, Leof E., Chaffee K., McCormick J., Petersen G., & Radecki Breitkopf C. (2019). Psychological impact of learning *CDKN2A* variant status as a genetic research result. *Public Health Genomics*. In press.
2. **Zhu X.**, & Yzer M. (2019). Testing a brief scale format self-affirmation induction for use in health communication research and practice. *Communication Methods and Measures*. In press. doi:10.1080/19312458.2019.1572084
3. **Zhu, X.**, & Yzer, M. (2017). Ends over means: Self-affirmation strengthens attitudinal and weakens perceived control effects on behavioral intention. *Media Psychology*, 1-22. doi: 10.1080/15213269.2017.1282875
4. Nelson, M. R., **Zhu, X.**, Li, Y., Fiese, B., & Koester, B. (2015). Get real: How current behavior influences perceptions of realism and behavioral intent for public service announcements. *Health Communication*, 30(7), 669-679. doi:10.1080/10410236.2014.894425

Journal Articles Under Review

5. Yzer, M., **Zhu**, X., & Noar, S. (*Under review*). Conceptualizing perceived message effectiveness: An experimental comparison of message perceptions and effects perceptions.
6. Leof, E. R., **Zhu**, X., Chaffee, K. G., McCormick, J. B. Petersen, G. M., & Radecki Breitkopf, C. (*Revise & resubmit*). Pancreatic cancer and melanoma related perceptions and behaviors following disclosure of *CDKN2A* variant status.
7. **Zhu**, X., Lee, J., & Gray, L. (*Revise & resubmit*). The effects of self-efficacy and message framing on flu vaccination message persuasiveness among college students.

Presentations at Academic Conferences

Refereed Abstracts

1. Zhu, X. (2019). Type of self-threat and self-esteem moderate self-affirmation effects on health message processing. To be presented at the International Communication Association (ICA) Annual Conference, Washington, DC.
2. Zhu, X., Rutten, L. J., Phelan S., & Radecki Breitkopf, C. (2019). Health self-efficacy mediates the relationship between patient-centered communication and self-assessed physical and emotional health among people with and without a history of cancer. Poster to be presented at the Society of Behavioral Medicine (SBM) Annual Meeting, Washington, DC.
3. Zhu, X. (2018). Can self-affirmation improve acceptance of health messages? – the role of internal vs. External threat to the self. Oral presentation at the Society of Behavioral Medicine (SBM) Annual Meeting, New Orleans, LA.
4. Zhu, X. (2017). Can self-affirmation reduce defensive responses to health messages? – The role of self-esteem. Oral presentation at the D.C. Health Communication Conference (DCHC), Fairfax, VA.
5. Zhu, X. & Yzer, M. (2016). Ends over means: Self-affirmation changes attitude and perceived behavioral control effects on behavioral intention. Poster presentation at the Kentucky Conference on Health Communication (KCHC), Lexington, KY.
6. Zhu, X. & Yzer, M. (2014). Testing media health content exposure versus health status as sources of health control beliefs. Poster presentation at Kentucky Conference on Health Communication (KCHC), Lexington, KY.

Refereed Papers

7. Zhu, X., & Yzer, M. (2018). Understanding self-affirmation effects on health message processing: The role of self-esteem. Oral presentation at the National Communication Association (NCA) Annual Conference, Salt Lake City, UT.
8. Zhu, X., & Yzer, M. (2017). Ends over means: Self-affirmation strengthens attitudinal and weakens perceived control effects on behavioral intention. Oral presentation at the International Communication Association (ICA) Annual Conference, San Diego, CA.
9. Zhu, X. (2016). Psychological reactance as defensive response of a threatened self. Oral presentation at the International Communication Association (ICA) Annual Conference, Fukuoka, Japan. (Top Student Paper – Health Communication Division)
10. Chen, M. & Zhu, X. (2016). I support cancer awareness: The effects of public commitment on intentions to support health causes on Facebook. Poster presentation at the International Communication Association (ICA) Annual Conference, Fukuoka, Japan. (*Shared*)

first-authorship)

11. Zhu, X. (2015). Patients like me: Exploring empathetic interactions about pain in an online health community. Poster presentation at Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA.
12. Im, H. & Zhu, X. (2015). The role of efficacy appraisal and emotions on the health message framing effects. Poster presentation at Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA. (*Shared first-authorship*)
13. Zhu, X., Lee, J., & Gray, L. (2015). The effects of self-efficacy and message framing on flu vaccination message persuasiveness among college students. Poster presentation at Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA. (Fourth Place Student Paper – Communicating Science, Health, Environment, & Risk Division)
14. Zhu, X., Gray, L. & Lee, J. (2014). Social influence on soda consumption behaviors among international students residing in the United States. Poster presentation at Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Montréal, Canada.
15. Nelson, M. R., Zhu, X., & Li, Y. (2012). Get real: How current behavior influences perceptions of realism and behavioral intent for public service announcements. Oral presentation at the American Academy of Advertising (AAA) Annual Conference, Myrtle Beach, SC.

Research in Progress

1. Zhu, X., Leof, E. R., Chaffee, K. G., McCormick, J. B. Petersen, G. M., Radecki Breitkopf, C. Behavioral changes in pancreatic cancer and melanoma prevention following the return of a genetic research result. Manuscript in preparation.
2. Zhu, X. & Yzer, M. Can self-affirmation reduce defensive responses to health messages? – The role of self-esteem. Manuscript in preparation.
3. Zhu, X. Can Self-Affirmation Improve Acceptance of Health Messages? – The Role of Internal vs. External Threat to the Self. Manuscript in preparation.
4. Zhu, X., Rutten, L. J., Phelan S., & Radecki Breitkopf, C. Health self-efficacy mediates the relationship between patient-centered communication and self-assessed physical and emotional health among people with and without a history of cancer. Manuscript in preparation.
5. Ridgeway, J. L., Albertie, M., Pantoja, E., Prescott, D., Zhu, X., & Radecki Breitkopf, C. Understanding diverse perspectives on genetic research through focus group talk. Manuscript in preparation.
6. Zhu, X. & Chen, M. I support cancer awareness: The effects of public commitment on intentions to support health causes on Facebook. Manuscript in preparation.
7. Im, H. & Zhu, X. Disentangling message framing effects: The role of approach/inhibition motivational systems and emotional responses. Manuscript in preparation.

Teaching Experience

Teaching Assistantships | University of Minnesota

Mass Media Effects	Spring 2016
Mass Communication and Public Health	Fall 2015
Information for Mass Communication	Fall 2015
Digital Games, Sims and Apps: Storytelling, Play, and Commerce	Spring 2015
Advertising in Society	Spring 2014
Mass Media and Popular Culture	Spring 2014; Fall 2013
Introduction to Mass Communication	Spring 2016; Spring 2015; Fall 2014

Guest Lecture | University of Minnesota

Self-affirmation: How is it done, how it works, and does it work for everyone	In Theory-Based
Health Message Design	Spring 2016

Awards & Fellowships

Note: † denotes the award has been mentioned in a previous section

Competitive Funding

Ralph D. Casey Dissertation Research Award \$5,000	2016 – 2017
- School of Journalism and Mass Communication University of Minnesota	
Doctoral Dissertation Fellowship \$23,000	2016 – 2017
- Graduate School University of Minnesota	
Conference Travel Grant \$1,200	2016
- Council of Graduate Students at the University of Minnesota	
Graduate Research Partnership Program \$4,000	2015
- College of Liberal Arts University of Minnesota	
Kriss Research Fund \$1,000	2015
- School of Journalism and Mass Communication University of Minnesota	

Fellowships & Scholarships

Joel and Laurie Kramer School of Journalism Fund Award \$5,000	2015
- School of Journalism and Mass Communication University of Minnesota	
Joel Kramer Health Journalism Fellowship \$5,000	2014
- School of Journalism and Mass Communication University of Minnesota	
Hubbard Summer Research Fellowship \$5,000	2014
- School of Journalism and Mass Communication University of Minnesota	
William D. Wells Fellowship \$5,000	2013
- School of Journalism and Mass Communication University of Minnesota	
S. Watson and Elizabeth S. Dunn Fellowship \$5,000	2012
- College of Media University of Illinois	
Outstanding Student Scholarship	2007; 2008; 2009
- School of Journalism and Communication Xi'an International Studies University	

Scholarly Awards

- Top Student Paper Award[†] 2016
- Health Communication Division | International Communication Association (ICA)
- Fourth Place Student Paper Award[†] 2015
- Communicating Science, Health, Environment, & Risk Division (ComSHER) | Association for Education in Journalism and Mass Communication (AEJMC)
- Outstanding Graduate Award 2010
- School of Journalism and Communication | Xi'an International Studies University

Additional Skill Trainings

- The Science of Team Science – Strategies for Success 09/2018 - 12/2018
- Center for Clinical and Translational Science, Mayo Clinic
 - Instructors: Heather Billings, Ph.D.; Alexandra Greenberg-Worisek, Ph.D., M.P.H
- Novel Experimental Approaches to Designing Effective Multi-Component Interventions 04/2018
- Pre-Conference Course at Society of Behavioral Medicine (SBM) Annual Meeting
 - Instructors: Linda Collins, PhD, The Pennsylvania State University; Susan Murphy, PhD, University of Michigan; Inbal Nahum-Shani, PhD, University of Michigan
- Structural Equation Model and its Applications | www.coursera.org 12/2017 - 02/2018
- Instructor: Kit Tai Hau, PhD, The Chinese University of Hong Kong
- Collaborative Leadership and Grand Challenges Research Seminar Series 2016 - 2017
- Graduate School | University of Minnesota
- Research Data Management Graduate Students Summer Camp 08/2016
- University of Minnesota Libraries | University of Minnesota
- Digital Arts Sciences + Humanities (DASH) Graduate Students Summer Camp 08/2014
- University of Minnesota Libraries | University of Minnesota
- Computing for Data Analysis | www.coursera.org 08/2012 - 09/2012
- Instructor: Roger D. Peng, PhD, Johns Hopkins University

Service

Service to profession

- Conference Paper & Abstract Reviewer | International Communication Association (ICA)
- Health Communication Division
 - Mass Communication Division

Service to the University of Minnesota

- Graduate Student Conference Co-Chair | Graduate Student Organization 2015; 2016
- School of Journalism and Mass Communication

Member | Graduate Student Organization 09/2013 - 06/2017
 School of Journalism and Mass Communication

Service to the University of Illinois

Member | Faculty Search Committee Spring 2012
 Department of Advertising | College of Media

Graphic Designer & Publicity Coordinator 09/2011 - 05/2012
 Mithya - the Indian Dramatics Society at the University of Illinois

Service to Xi'an International Studies University

Graphic Designer & Event Planner | Media Festival 2008
 School of Journalism and Communication
Graphic Designer & Event Planner | "May Blossoms" Design & Photography Exhibition 2008
 School of Journalism and Communication

Professional Experience

www.glossybox.com New York, NY
Brand Analytics Associate Manager 12/2012 - 06/2013
Brand Analytics Associate 08/2012 - 11/2012

Professional Affiliations

International Communication Association (ICA); Society of Behavioral Medicine (SBM); Kentucky Conference on Health Communication (KCHC); D.C. Health Communication Conference (DCHC); American Public Health Association (APHA); Association for Education in Journalism and Mass Communication (AEJMC); Kappa Tau Alpha (KTA), the national honor society for journalism and mass communication

Professional Skills

- **Research design:** experiment, survey, in-depth interview, focus group, content analysis
- **Data analysis:** statistical analysis (regression models, structural equation modeling, multivariate analysis, mediation and moderation analyses, factor analysis, large-scale survey data analysis); thematic analysis of texts
- **Software/Application/Programming:** SPSS, R, NVivo, LIWC, Qualtrics, mTurk, Radian6, HTML, CSS, Photoshop
- **Languages:** English, Chinese
- **Other:** graphic design