

Xuan Zhu

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Education

University of Minnesota, Twin Cities PhD in Mass Communication, Doctoral Minor in Public Health	09/2013 - 06/2017
University of Illinois at Urbana-Champaign MS in Advertising	08/2010 - 05/2012
Xi'an International Studies University, China BA in Advertising	09/2006 - 07/2010

Professional Employment

Research Fellow, Mayo Clinic, Rochester, MN Mentors: Carmen Radecki Breitkopf, PhD (Till 04/2019); Lila Finney Rutten, PhD (Since 05/2019)	08/2017 – Present
<ul style="list-style-type: none">- Lead the development of survey instruments for multiple projects, including a community-based participatory research project that aims to develop cancer control plans for two American Indian communities in rural Minnesota- Conduct data analysis, result interpretation, and finding reporting for multiple projects focusing on reducing cancer disparities, including projects on understanding racial and ethnic minority populations' perspectives on cancer clinical research participation- Perform statistical analyses of survey data and thematic analyses of key informant interview and focus group data for multiple projects- Facilitate community survey and interview data collection- Planned and designed research protocols, including surveys and experiments- Prepared and submitted intramural and extramural funding applications, including a NIH R21 research project proposal as a Co-Principal Investigator- Published lead and co-authored peer-reviewed articles in scholarly journals- Presented research findings at national scientific conferences, including oral and poster presentations	

Research Interests

Health communication; Health psychology; Health disparities; Cancer risk communication; Behavioral theory guided health intervention design and evaluation

Skills

- **Research design:** experiment, survey, in-depth interview, focus group, content analysis
- **Data analysis:** statistical analyses (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, Tableau, mTurk, Radian6, HTML, CSS, Photoshop
- **Languages:** English, Chinese

Publications

Refereed Journal Articles

1. Ridgeway, J. L., Alberty, M., Pantoja, E., Prescott, D., **Zhu, X.**, & Radecki Breitkopf, C. Understanding diverse perspectives on genetic research through focus group talk. *International Journal of Qualitative Methods*. In press.
2. Leof, E. R., **Zhu, X.**, Rabe, K. G., McCormick, J. B., Petersen, G. M., & Radecki Breitkopf, C. (2019). Pancreatic cancer and melanoma related perceptions and behaviors following disclosure of *CDKN2A* variant status as a research result. *Genetics in Medicine*. Advance online publication. doi:10.1038/s41436-019-0517-y
3. **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*, 13(3), 178-197. doi:10.1080/19312458.2019.1572084
4. **Zhu, X.**, Leof, E. R., Rabe, K. G., McCormick, J. B., Petersen, G. M., & Radecki Breitkopf, C. (2018). Psychological impact of learning *CDKN2A* variant status as a genetic research result. *Public Health Genomics*, 21, 154-163. doi:10.1159/000496556
5. **Zhu, X.**, & Yzer, M. (2017). Ends over means: Self-affirmation strengthens attitudinal and weakens perceived control effects on behavioral intention. *Media Psychology*, 22(3), 351-372. doi:10.1080/15213269.2017.1282875
6. 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

Manuscripts in Submission

7. **Zhu, X.**, Basappa, S. N., Ridgeway, J. L., Alberty, M., Pantoja, E., Prescott, D., & Radecki Breitkopf, C. (*Under review*). Perspectives regarding family disclosure of genetic research results in three racial and ethnic minority populations.
8. Ma, Z., & **Zhu, X.** (*Under review*). Role of self-affirmation order and narrative perspective in a narrative-based self-affirmation message.
9. Yzer, M., **Zhu, X.**, & Noar, S. (*Under review*). Conceptualizing perceived message effectiveness: An experimental comparison of message perceptions and effects perceptions.

Manuscripts in Preparation

10. **Zhu, X.** & Yzer, M. Understanding self-affirmation effects: The role of self-esteem.
11. **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.
12. **Zhu, X.**, Chaffee, K. G., Wolf, S., Koenig, B., Petersen, G. M., & Radecki Breitkopf, C. Predicting intention to learn genetic research result: Application of the Comprehensive Models of Information Seeking.
13. **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.
14. **Zhu, X.** & Yzer, M. Type of self-threat and self-esteem moderate self-affirmation effects on health message processing.

Presentations at Scientific Conferences

Refereed Abstracts

1. **Zhu, X.** (2019). Type of self-threat and self-esteem moderate self-affirmation effects on health message processing. Oral presentation 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. Poster presentation at the Society of Behavioral Medicine (SBM) Annual Meeting, Washington, DC.
Award for Outstanding Abstract Submission – Population Health Sciences Special Interest Group
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 Convention, 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.

Additional Research Skills Training

- Machine Learning | www.coursera.org 06/2019 - 09/2019
- Instructor: Andrew Ng, Stanford University
- New Conceptualizations and Research to Inform Message Testing: Perceived Message Effectiveness and Its Alternatives 05/2019
- Pre-Conference at International Communication Association (ICA) Annual Conference
 - Organizers: Joseph Cappella, PhD, University of Pennsylvania; Seth Noar, PhD, University of North Carolina at Chapel Hill
- Designing and Evaluating Multilevel Interventions in Behavioral Medicine: Innovations in Theory, Designs and Methods 03/2019
- Pre-Conference Course at Society of Behavioral Medicine (SBM) Annual Meeting
 - Instructors: Erica Breslau, PhD, MPH, National Cancer Institute; Sarah Kobrin, PhD, MPH, National Cancer Institute; Brian Mittman, PhD, Kaiser Permanente Southern California
- The Science of Team Science – Strategies for Success 09/2018 - 12/2018
- Center for Clinical and Translational Science, Mayo Clinic
 - Instructors: Heather Billings, PhD; Alexandra Greenberg-Worisek, PhD, MPH
- 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

Grants & Competitive Funding

Ongoing Research Support

Rural Cancer Control supplement to Mayo Clinic Comprehensive Cancer Center Support Grant (P30 CA15083-44/45) 09/01/2018 - 02/29/2020

- Project title: Developing a Cancer Control Plan with Two Native Communities
- Principal Investigator: Robert Diasio
- Role: Co-Investigator
- This project aims to develop a comprehensive rural cancer control program collaboratively with two American Indian/Alaska Native communities in rural Minnesota to reduce cancer disparities.

Time-sharing Experiments for the Social Sciences (TESS) grant 2019

- Project title: Does Self-affirmation Influence Health Message Processing through Changing Construal Level
- Role: Principal Investigator
- This survey experiment uses a manipulation-of-mediator design to test the mechanism through which self-affirmation (reflecting on one's core values) reduces individuals' resistance toward personally relevant health messages in a probability-based sample of US adults. Specifically, it tests whether this effect occurs because completing the self-affirmation exercise changes the level of abstractness at which individuals think about a health behavior.

Completed Research Support

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 & Awards

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

Scholarly Awards

Award for Outstanding Abstract Submission† 2019

- Population Health Sciences Special Interest Group | Society of Behavioral Medicine (SBM)

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

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

Teaching Experience

Guest Lectures

Mayo Clinic Graduate School of Biomedical Sciences

"Health Behavior Theory and Application"

In Social and Behavioral Foundations of Health in Health Sciences Research Spring 2019

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

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

Service

Service to profession

Ad-hoc journal reviewer

- Health Psychology
- Journal of Cancer Education

Conference paper & abstract reviewer

- International Communication Association (ICA)
 - Health Communication Division
 - Mass Communication Division

- National Communication Association (NCA)
- Health Communication Division

Service to the University of Minnesota

Graduate Student Organization | School of Journalism and Mass Communication

- Member 09/2013 - 06/2017
- Graduate Student Conference Co-Chair 2015; 2016

Service to the University of Illinois

Department of Advertising | College of Media

- Faculty Search Committee Member Spring 2012

Mithya - the Indian Dramatics Society at the University of Illinois

- Graphic Designer & Publicity Coordinator 09/2011 - 05/2012

Service to Xi'an International Studies University

School of Journalism and Communication

- Graphic Designer & Event Planner for Media Festival 2008
- Graphic Designer for "May Blossoms" Student Design & Photography Exhibition 2008

Other Professional Employment

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