

CURRICULUM VITA

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EDUCATION

2005	Ph.D. in communication , Annenberg School for Communication, University of Pennsylvania
2001	M.A. in Mass Communication , Indiana University, Bloomington.
1996	M.A. in English Linguistics , Beijing University, Beijing, China.
1993	B.A. in English Language and Literature , Shaanxi Normal University, China.

EMPLOYMENT HISTORY

2018 -	Professor , Department of Communication, George Mason University
2012 - 2018	Associate Professor , Department of Communication, George Mason University
2014 – present	Subject Matter Expert, Scientific Adviser , Division of Research and Evaluation, Office of Health Communication and Education, Center for Tobacco Products, FDA
2013 - 2014	IOM/FDA Tobacco Regulatory Science Fellow , Center for Tobacco Products, FDA
2006 – 2012	Assistant Professor , Department of Communication, George Mason University
2005 – 2006	Instructor , Department of Communication, George Mason University
1996 – 1998	Instructor , Department of English Language and Literature, Beijing University

PUBLICATIONS

Journal Articles

Harp, E., Rossheim, M. E., **Zhao, X.**, Seiter, C., Emechebe, O. C., & Soule, E. (in press). Electronic nicotine product (ENP) graphic warnings: Association between exposure and changes in perceived susceptibility and severity of explosion and lung injuries. *Health Behavior Research*.

Lee, C., Bigman, C., Choi, S., & **Zhao, X.** (Online 2022). Associations of communication and political trust with policy support and political advocacy in the context of health disparities. *Communication Research*.

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- Li, J., Chen, Y., **Zhao, X.**, Yang, X., & Wang, F. (2023). COVID-19 vaccine-related misinformation identification among Chinese residents during a regional outbreak. *Frontiers in Public Health*, 11.
[HTTPS://WWW.FRONTIERSIN.ORG/ARTICLES/10.3389/FPUBH.2023.1258466](https://www.frontiersin.org/articles/10.3389/fpubh.2023.1258466)
- Pei, D., Kreps, G., & **Zhao, X.** (2023). The role of uncertainty and negative emotion in Chinese parents' self-medication of children with antibiotics. *International Journal of Environmental Research and Public Health*, 20(16), Article 16.
[HTTPS://DOI.ORG/10.3390/IJERPH20166603](https://doi.org/10.3390/IJERPH20166603)
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Book Chapters and Conference Proceedings

- Cai, X., **Zhao, X.**, Mi Oh, K., & Peterson, E. B. (2022). Health campaigns and message design for immigrant populations. In D. K. David Kim & G. L. Kreps, *Global Health Communication for Immigrants and Refugees* (1st ed., pp. 237–252). Routledge.
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- Zhao, X.**, Hoffman, L., Alexander, T., & Delahanty, J. (2016). E-cigarette use and intentions/attempts to quit smoking among sexual minority vs. sexual majority smokers in the United States. *Annals of Behavioral Medicine*, 50(S1), S68.
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- Kreps, G. L., Villagran, M. M., **Zhao, X.**, McHorney, C., Ledford, C., Weather, M., Keefe, B. (2011). Applying consumer psychology to develop and validate motivational message interventions for improving prescription drug adherence with consumers confronting chronic diseases: A multimethodological field study. In R. Batra, P. A. Keller, & V. Strecher (Eds.), *Leveraging consumer psychology for effective health communications* (pp.233-250). Armonk, NY: M. E. Sharpe Press.
- Zhao, X.** (2007). Revitalizing time: An Innisian perspective on the Internet. In R. Watson & M. Blondheim (Eds.), *The Toronto school of communication theory: Interpretations, extensions and application* (pp. 199-214). Jerusalem, Israel: The Hebrew University Magnes Press.

Encyclopedia Entries

- Zhao, X.** (2017). Self-affirmation. In R. Parrott (Ed.), *Oxford encyclopedia of health and risk communication*. New York: Oxford University Press. Doi: 10.1093/acrefore/9780190228613.013.536
- Peterson, E., & **Zhao, X.** (2014). PSAs. In T. Thompson (Ed.), *Encyclopedia of health communication* (pp. 1140-1142). Thousand Oaks, CA: Sage.
- Zhao, X.** (2010). Optimistic bias. In S. Priest (Ed.), *Encyclopedia in science and technology communication* (Vol. 2: 557-558). Thousand Oaks, CA: Sage.

AWARDS/HONORS

2022	Rebecca Morton Best Article Award, <i>Journal of Experimental Political Science</i>
2021	Group Recognition Award, formative research and implementation, <i>This Free Life</i> campaign, Center for Tobacco Products, FDA
2021	Group Recognition Award, implementation of <i>The Real Cost smokeless tobacco</i> youth education campaign, Center for Tobacco Products, FDA
2021	Group Recognition Award, formative research and implementation, <i>Fresh Empire</i> campaign, Center for Tobacco Products, FDA
2021	Group Recognition Award, implementation of <i>Every Try Counts</i> campaign, Center for Tobacco Products, FDA
2020	CGSA Faculty Mentor Award, Department of Communication, George Mason University
2019	Group Recognition Award, "The Real Cost" Return on Investment Research, Center for Tobacco Products, FDA
2017	Group Recognition Award, formative research for <i>Fresh Empire</i> , FDA's multicultural youth tobacco prevention campaign, Center for Tobacco Products, FDA
2016	Citation Award, Society of Behavioral Medicine Annual Meeting, Washington DC.
2015	Group Recognition Award, <i>The Real Cost</i> Youth Tobacco Prevention Campaign Team, FDA
2015	Group Recognition Award, campaign research and evaluation, Center for Tobacco Products, FDA
2015	Emerald Literati Highly Commended Award, <i>Health Education</i> , Emerald Group Publishing
2014	Top paper, Health Communication Division, National Communication Association annual conference, Chicago, IL
2014	Team excellence award, campaign research and evaluation, Center for Tobacco Products, FDA
2014	Featured speaker, preconference on message design in health communication, Kentucky Conference on Health Communication
2013-2014	IOM/FDA Tobacco Regulatory Science Fellow
2013	Extra Mile Award, Department of Communication, George Mason University
2012	Top paper, Health Communication Division, International Communication Association annual conference, Phoenix, AZ
2011	Top paper, Public Relations Division, International Communication Association annual conference, Boston, MA.
2010	Top paper, Science Communication Division, 11 th China Communication Conference, Beijing, China.
2006	Top paper, Health Communication Division, National Communication Association annual conference, San Antonio, TX.

2004	Top paper, Mass Communication Division, International Communication Association annual conference, New Orleans, LA.
2002	Top paper, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication annual conference, Miami, FL.
2000	Francis G. Willhoit Research Award, School of Journalism, Indiana University, Bloomington.
1998 – 2001	Chancellor's Fellowship. Indiana University, Bloomington
1997	Annual Award for Excellence in Teaching (Faculty), Beijing University
1995 – 1996	Guanghua Outstanding Graduate Student Award. Beijing University.
1989 – 1993	Undergraduate scholarship. Shaanxi Teacher's University, P.R. China

FUNDING AND GRANTS

External Funding

Principal Investigator	<i>Advising Research and Evaluation for FDA's Tobacco Education Campaigns.</i> (2023-2025, \$257,528). Food and Drug Administration.
Co-Investigator	<i>HEAL Accelerator: Leveraging Partnerships and Targeted Dissemination to Advance Uptake</i> (Award IC: OTA-22-005/FP00000018; PI: Faye Taxman; 2022-2026; \$12,500,000). National Institute on Drug Abuse.
Co-Investigator	<i>System modeling for youth tobacco prevention and control in Virginia.</i> (PI: Hong Xue; 2021-2024; \$450,000). Virginia Foundation for Healthy Youth.
Co-Principal Investigator	<i>Community network driven COVID-19 testing of vulnerable populations in the Central US.</i> (Subcontract [PI: Faye Taxman, \$231,039]; University of Chicago, Award ID: 3 UG1 DA050066-02S1, 2020-2022, \$3,680,904). National Institute on Drug Abuse.
Principal Investigator	<i>Advising Research and Evaluation for FDA's Tobacco Education Campaigns.</i> (2020-2022, \$150,500). Food and Drug Administration.
Co-Investigator	<i>JCOIN Coordination and Translation Center: Implementation and Translation Research Core.</i> (Award ID: 1U2CDA050097-01; PI: Faye Taxman; 2019-2024; \$15,139,322). National Institute on Drug Abuse.
Co-Principal Investigator	<i>Assessing the Alan Alda Center for Science Communication's Improvisational Training.</i> (PI: Christopher Clarke; 2019-2021; \$164,932). Alan Alda Center for Science Communication, Stony Brook University.
Co-Investigator	<i>Message Development for a Physician-Facilitated Text Messaging Intervention to Prevent Electronic Cigarette Use among Youth in Northern Virginia.</i> (PI: Xiaomei Cai; 2019-2020; \$29,955). Virginia Foundation for Healthy Youth.
Principal Investigator	<i>Advising Research and Evaluation for FDA's Youth and Young Adults Tobacco Education Campaigns.</i> (2018-2020, \$207,872). Food and Drug Administration.
Principal Investigator	<i>Advising Research and Evaluation for FDA's Youth and Young Adults Tobacco Education Campaigns.</i> (2016-2018, \$164,204 [budget revised in 2017; initial budget: \$119,131]). Food and Drug Administration.

Principal Investigator	<i>Research Support for FDA Youth Tobacco Education Campaigns.</i> (2014-2016, \$100,632). Food and Drug Administration.
Principal Investigator	<i>FDA Tobacco Regulatory Science Fellowship Grant.</i> (2013-2014, \$119,083). Food and Drug Administration/Institute of Medicine.
Co-Investigator	<i>Enabling Virginia's TV Weathercasters as Climate Educators.</i> (PI: Edward Maibach; 2012-2014; \$350,000). Sea Change Foundation.
Co-Principal Investigator	<i>Development and Validation of Motivational Messages to Improve Prescription Drug Adherence Based on Merck's Adherence Segmentation Survey Tool.</i> (Principal investigator: Gary L. Kreps; \$219,600; 2008-2009). Merck and Co., Inc.
Co-Investigator	<i>Enabling TV Meteorologists to Provide Viewers with Climate Change-Related Science Education Based on ISE "Best Practices."</i> (Award ID: 0917566; Principal investigator: Edward Maibach; \$1,060,432; 2009-2011). National Science Foundation.
Co-investigator	<i>Kaiser Family Foundation Medicare Marketing Study.</i> (Principal investigator: Gary Kreps; \$100,000; 2007-2008). Kaiser Family Foundation
Internal Funding	
Co-Investigator	<i>Designing and Evaluating an Online Intervention to Combat Anti-Asian Racism: A Pilot Study.</i> Anti-Racism and Inclusive Excellence Seed Funding (\$48,000; 2024-2025; PI: Beidi Dong). George Mason University
Co-Principal Investigator	<i>Development and Evaluation of Electronic Cigarette Counter-Marketing.</i> Summer Team Impact Grant (\$52,000; 2020; PI: Matthew Rossheim). George Mason University.
Principal Investigator	<i>Pilot Testing a Graphic Text Messaging Intervention to Encourage Smoking Cessation Among First-Generation Chinese and Korean Immigrant Men in the Metropolitan DC Area.</i> Provost Multidisciplinary Research Initiatives Seed Grant (\$46,842, 2015-2016). George Mason University
Principal Investigator	<i>Formative Research for a Physician-Led Intervention to Reduce Adolescent E-Cigarette Use.</i> Faculty Research and Professional Development Award (\$4,800, 2014-2015). College of Humanities and Social Sciences, George Mason University
Principal Investigator	<i>Understanding Public Opinion on Climate Change in China: A Three-Step Pilot Project.</i> Seed grant (\$10,000; 2010-2011), Office of Vice President for Research and Economic Development, George Mason University
Principal Investigator	<i>Audience Reactions to TV News on Global Warming.</i> Tenure-track faculty grant (\$5,000; 2007-2008, extension 2009), George Mason University
Co-Investigator	<i>Improving Patient Care through Understanding the Nursing Workplace.</i> (Co-principal investigators: Margaret M. Mahon, Anne M. Nictotera, Patricia Conway-Morana; \$10,000; 2009-2011). Mason-Inova Life Sciences Research Collaboration Fund

PROFESSIONAL SERVICE

Editorship

2021- Senior editor, *Health Communication*

Editorial Boards

Health Communication

Patient Education & Counseling Innovation, 2021-

International Journal of Environmental Research and Public Health, 2021-

Communication Yearbook, 2013

Human Communication Research, 2011-2013

Communication Studies (Associate Editorial Board), 2012

Communication Education (special issue), 2009

Journal of Computer-Mediated Communication (special issue), 2009

Patient Education & Counseling (special issue), 2008

Communication Research Reports, 2005-2006

World Medical and Health Policy (special issue), 2021