

CURRICULUM VITA

Xiaoquan Zhao

CONTACT INFORMATION

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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

Cai, X., & **Zhao, X.** (in press). Framing youth vaping prevention messages: The role of uncertainty tolerance. *Health Communication*.
Cheng, X., Lin, S-Y, Wang, K., Hong, A., **Zhao, X.**, Gress, D., Wojtusiak, J., Cheskin, L., & Xue, H. (2021). Recipe sharing on Pinterest- healthfulness assessment through nutrition information analysis and natural language processing. *Journal of Medical Internet Research*.
Akerlof, K., Bromser-Kloeden, T., Timm, K., Rowan, K. E., Olds, J. L., Clarke, C., Ban Rohring, E., Cloyd, E. T., Curran, K., Duesterhoeft, E. C., Farooque, M., Goldman, E., Gring-

- Pemble, L., Hampton, S. E., Kim, S. C., Kotcher, J., Milligan, D., Muñoz Brenes, C. L., Sandoval, C.... & **Zhao, X.** (In press). Categorizing professionals' perspectives on environmental communication with implications for graduate education. *Environmental Communication*.
- Zhao, X.**, Delahanty, J. C., Duke, J. C., MacMonegle, A. J., Smith, A. A., Allen, J. A., & Nonnemaker, J. (in press). Perceived message effectiveness and campaign-targeted beliefs: Evidence of reciprocal effects in youth tobacco prevention. *Health Communication*.
- Rossheim, M.E., **Zhao, X.**, Soule, E.K., Thombs, D.L., Suzuki, S., Ahmad, A., & Barnett, T.E. (in press). Aerosol, Vapor, or Chemicals? College Student Perceptions of Harm from Electronic Cigarettes and Support for a Tobacco-Free Campus Policy. *Journal of American College Health*.
- Zhao, X.** (2020). Health communication campaigns: A brief introduction and call for dialogue. *International Journal of Nursing Sciences*, 7, S11–S15.
[HTTPS://DOI.ORG/10.1016/J.IJNSS.2020.04.009](https://doi.org/10.1016/j.ijns.2020.04.009)
- Chen, Y., Sun, S., **Zhao, X.**, Zhou, H., & Wang, F. (2020). Objective facts or misleading hype? Associations between features of e-cigarette marketing and sales on a Chinese e-commerce platform. *International Journal of Environmental Research and Public Health*, 17(18), 6711. [HTTPS://DOI.ORG/10.3390/IJERPH17186711](https://doi.org/10.3390/IJERPH17186711)
- Brewer, K. C., Oh, K. M., Kitsantas, P., & **Zhao, X.** (2020). Workplace bullying among nurses and organizational response: An online cross-sectional survey. *Journal of Nurse Management*, 28(1), 148-156. [HTTPS://DOI.ORG/10.1111/JONM.12908](https://doi.org/10.1111/JONM.12908)
- Krebs, P., Sherman, S. E., Wilson, H., El-Shahawy, O., Abrams, L. L., **Zhao, X.**, Nahvi, S., & Shelley, D. (2020). Text2Connect: A health system approach to engage tobacco users in quitline cessation services via text messaging. *Translational Behavioral Medicine*, 10(1), 292–301. [HTTPS://DOI.ORG/10.1093/TBM/IBZ033](https://doi.org/10.1093/TBM/IBZ033)
- Duke, J. C., MacMonegle, A. J., Nonnemaker, J. M., Farrelly, M. C., Delahanty, J. C., **Zhao, X.**, Smith, A. A., Rao, P., & Allen, J. A. (2019). Impact of *The Real Cost* media campaign on youth smoking initiation. *American Journal of Preventive Medicine*, 57(5), 645–651.
<https://doi.org/10.1016/j.amepre.2019.06.011>
- Zhao, X.**, Dineva, A., Navarro, M., Jones, C., Lim, S., Walker, M., & Delahanty, J. (2019). Perceived argument strength and youth response to cigarette risk messages. *Tobacco Regulatory Science*, 5(5), 456-462. DOI: [HTTPS://DOI.ORG/10.18001/TRS.5.5.6](https://doi.org/10.18001/TRS.5.5.6)
- Russel, E., Oh, K. M., & **Zhao, X.** (2019). Undiagnosed diabetes among Hispanic and White adults with elevated Hemoglobin A1c levels. *Diabetes/Metabolism Research and Reviews*, 35(5), e3153. Doi: 10.1002/dmrr.3153
- Zhao, X.**, Peterson, E. B., Oh, K. M., & Cai, X. (2019). Using graphic text-messaging to promote smoking cessation among first-generation Chinese and Korean male immigrants. *Health Education Research*, 34(3), 332-344. Doi:10.1093/her/cyz006
- Zhao, X.**, Roditis, M. L., & Alexander, T. N. (2019). Fear and humor appeals in “The Real Cost” campaign: Evidence of potential effectiveness in message pretesting. *American Journal of Preventive Medicine*, 56(2, Supplement 1), S31–S39.
[HTTPS://DOI.ORG/10.1016/J.AMEPRE.2018.07.033](https://doi.org/10.1016/j.AMEPRE.2018.07.033)

- Wheldon, C. W., Hoffman, L., O'Brien, E. K., Delahanty, J., **Zhao, X.**, Kaufman, A. R., & Moser, R. (2019). The role of sexual identity in tobacco information seeking behaviors and perceptions. *Health Education Journal*, 78(2), 203-213. Doi:10.1177/0017896918801391
- Iles, I., Nan, X., Ma, M., Feldman, R., Butler, J., Wang, M.Q., & **Zhao, X.** (2019). Self-affirmation and defensive processing of graphic cigarette warning labels among African American smokers: A community-based study. *Health Education Journal*, 78(3), 301-314. doi:10.1177/0017896918805129
- Peterson, E. B., Fisher, C. L., & **Zhao, X.** (2018). Pediatric primary healthcare providers' preferences, experiences and perceived barriers to discussing electronic cigarettes with adolescent patients. *Journal of Communication in Healthcare*, 11(4), 245–251. [HTTPS://DOI.ORG/10.1080/17538068.2018.1460960](https://doi.org/10.1080/17538068.2018.1460960)
- MacMonegle, A. J., Nonnemaker, J., Duke, J. C.; Farrelly, M. C., **Zhao, X.**, Delahanty, J. C., Smith, A. A., Rao, P., & Allen, J. A. (2018). Cost-effectiveness analysis of The Real Cost Campaign's effect on smoking prevention. *American Journal of Preventive Medicine*, 55(3), 319-325. DOI: 10.1016/j.amepre.2018.05.006
- Duke, J. C., Farrelly, M. C., Alexander, T. N., MacMonegle, A. J., **Zhao, X.**, Allen, J. A., ... Nonnemaker, J. (2018). Effect of a national tobacco public education campaign on youth's risk perceptions and beliefs about smoking. *American Journal of Health Promotion*, 32(5), 1248–1256. DOI: 10.1177/0890117117720745
- Hoffman, L., Delahanty, J., Johnson, S. E., & **Zhao, X.** (2018). Sexual and gender minority cigarette smoking disparities: An analysis of 2016 Behavioral Risk Factor Surveillance System data. *Preventive Medicine*, 113, 109–115. DOI: 10.1016/j.ypmed.2018.05.014
- Nguyen, A. B., **Zhao, X.**, Hoffman, L., Morse, A. L., & Delahanty, J. (2018). Nicotine and addiction beliefs and perceptions among the US-born and foreign-born populations. *Preventive Medicine*, 114, 107–114. DOI: 10.1080/10810730.2017.1347216
- Peterson, E. B., **Zhao, X.**, Cai, X., & Oh, K. M. (2018). Developing a graphic text messaging intervention for smoking cessation targeting first-generation Chinese immigrant men: Insights from focus group interviews. *Emerald Studies in Media and Communications*, 15, 241-264. DOI: 10.1108/S2050-206020180000015005
- Wang, X., & **Zhao, X.** (2018). The mediating role of temporal considerations on the effects of self-affirmation on responses to organ donation messages. *Health Communication*, 33(2), 148-155. <https://doi.org/10.1080/10410236.2016.1250190>
- Nguyen, A. B., Robinson, J., O'Brien, E. K., & **Zhao, X.** (2017). Racial and ethnic differences in tobacco information seeking and information sources: Findings from the 2015 Health Information National Trends Survey. *Journal of Health Communication*, 22, 743-752. DOI: 10.1080/10810730.2017.1347216
- Kreps, G. L., Yu, G., **Zhao, X.**, Chou, W.-Y., & Hesse, B. (2017). Expanding the NCI Health Information National Trends Survey from the US to China and beyond: Examining the influences of consumer health information needs and practices on local and global health. *Journalism & Mass Communication Quarterly*, 94(2), 515-525. [HTTPS://DOI.ORG/10.1177/1077699016687725](https://doi.org/10.1177/1077699016687725).

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- Zhao, X.**, & Peterson, E. B. (2017). Effects of temporal framing on response to antismoking messages: The mediating role of perceived relevance. *Journal of Health Communication*, 22(1), 37–44. <https://doi.org/10.1080/10810730.2016.1250844>
- Farrelly, M. C., Duke, J., Nonnemaker, J., MacMonegle, A. J., Alexander, T. N., **Zhao, X.**, Delahanty, J. C., Rao, P., & Allen, J. A. (2017). Association between *The Real Cost* media campaign and smoking initiation among youth – United States, 2014–2016. *Morbidity & Mortality Weekly Report*, 66(02), 47–50. DOI: 10.15585/mmwr.mm6602a2
- Thaker, J., Maibach, E., Leiserowitz, A., **Zhao, X.**, Howe, P. (2016). The role of collective efficacy in climate change adaptation in India. *Weather, Climate and Society*, 8(1), 21–34. DOI: 10.1175/WCAS-D-14-00037.1
- Zhao, X.**, Alexander, T. N., Hoffman, L., Jones, C., Delahanty, J., Walker, M., ... Talbert, E. (2016). Youth receptivity to FDA's *The Real Cost* tobacco prevention campaign: Evidence from message pretesting. *Journal of Health Communication*, 21(11), 1153–1160. <https://doi.org/10.1080/10810730.2016.1233307>
- Zhao, X.**, & Cai, X. (2016). The association between exposure to “*Tips*” and smoking-related outcomes among adolescents in the United States. *Health Education Research*, 31(5), 614–623. <https://doi.org/10.1093/her/cyw037>
- Zhao, X.**, & Cai, X. (2016). Exposure to the *Tips from Former Smokers* campaign among adolescents in the United States. *Nicotine & Tobacco Research*, 18(5), 971–975. DOI: 10.1093/ntr/ntv265
- Zhao, X.**, Rolfe-Redding, J., & Kotcher, J. (2016). Partisan differences in the relationship between newspaper coverage and concern over global warming. *Public Understanding of Science*, 25, 543–559. DOI: 10.1177/0963662514558992
- Johnson, S. E., Holder-Hayes, E., Tessman, G. K., King, B. A., Alexander, T., & **Zhao, X.** (2016). Tobacco product use among sexual minority adults: Findings from the 2012–2013 National Adult Tobacco Survey. *American Journal of Preventive Medicine*, 50 (4), e91–100. DOI:10.1016/j.amepre.2015.07.041.
- Nan, X., & **Zhao, X.** (2016). The mediating role of perceived descriptive and injunctive norms in the effects of media messages on youth smoking. *Journal of Health Communication*, 21(1), 56–66. <http://doi.org/10.1080/10810730.2015.1023958>
- Lee, C.-J., **Zhao, X.**, & Pena-y-Lillo, M. (2016). Theorizing the pathways from seeking and scanning to mammography screening. *Health Communication*, 31(1), 117–128. <http://doi.org/10.1080/10410236.2014.942769>
- Mays, D., & **Zhao, X.** (2016). The influence of framed messages and self-affirmation on indoor tanning behavioral intentions in 18- to 30-year-old women. *Health Psychology*, 35(2), 123–130. <http://doi.org/10.1037/hea0000253>
- Duke, J. C., Alexander, T. N., **Zhao, X.**, Delahanty, J. C., Allen, J. A., MacMonegle, A. J., & Farrelly, M. C. (2015). Youth's awareness of and reactions to *The Real Cost* National Tobacco Public Education Campaign. *PLoS ONE*, 10(12), e0144827. <http://doi.org/10.1371/journal.pone.0144827>

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- Oh, K. M., Jun, J., **Zhao, X.**, Kreps, G. L., & Lee, E. E. (2015). Cancer information seeking behaviors of Korean American women: A mixed-methods study using surveys and focus group interviews. *Journal of Health Communication*, *20*(10), 1143–1154. <http://doi.org/10.1080/10810730.2015.1018578>
- Zhao, X.**, Mao, Q., Kreps, G., Yu, G., Li, Y., Chou, W.-Y., Persoskie, A., Nie, X., Xu, Z., Song, M., & Kim, P. (2015). Cancer information seekers in China: A preliminary profile. *Journal of Health Communication*, *20*(5), 616–626. <http://doi.org/10.1080/10810730.2015.1012244>
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- Zhao, X.**, Nan, X., Iles, I. A., & Yang, B. (2015). Temporal framing and consideration of future consequences: Effects on smokers' and at-risk nonsmokers' responses to cigarette health warnings. *Health Communication*, *30*(2), 175-185.
- Mays, D., Turner, M. M., **Zhao, X.**, Evans, W. D., Luta, G., & Tercyak, K. P. (2015). Framing pictorial cigarette warning labels to motivate young smokers to quit. *Nicotine & Tobacco Research*, *17*(7), 769–775. <http://doi.org/10.1093/ntr/ntu164>
- Zhao, X.**, Peterson, E., Kim, W., & Rolfe-Redding, J. (2014). Effects of self-affirmation on daily vs. occasional smokers' responses to graphic warning labels. *Communication Research*, *41*(8), 1137-1158. doi: 10.1177/0093650212465433
- Nan, X., **Zhao, X.**, Yang, B., & Iles, I. (2014). Effectiveness of cigarette warning labels: Examining the impact of graphics, message framing, and temporal framing. *Health Communication*, *30*(1), 81–89. doi:10.1080/10410236.2013.841531
- Roser-Renouf, C., Maibach, E. W., Leiserowitz, A., & **Zhao, X.** (2014). The genesis of climate change activism: From key beliefs to political action. *Climatic Change*, *125*(2), 163–178. doi:10.1007/s10584-014-1173-5
- Cai, X., Hu, Y., & **Zhao, X.** (2014). Health and privacy: A content analysis of popular Chinese children's websites. *Chinese Journal of Communication*, *7*(3), 335-347.
- Persoskie, A., Mao, Q., Chou, W.-Y., Hess, B. W., **Zhao, X.**, Yu, G., Li, Y., Xu, Z., Song, M., Nie, X., Kim, P., & Kreps, G. (2014). Absolute and comparative cancer risk perceptions among smokers in two cities in China. *Nicotine & Tobacco Research*, *16*(6), 899–903. doi:10.1093/ntr/ntu028
- Zhao, X.** (2014). Relationships between sources of health information and diabetes knowledge in the U.S. Hispanic population. *Health Communication*, *29*, 574-585. Doi: 10.1080/10410236.2013.784937
- Zhao, X.**, Nan, X., Yang, B., & Iles, I. A. (2014). Cigarette warning labels: Graphics, framing, and identity. *Health Education*, *114*(2), 101–117. doi:10.1108/HE-06-2013-0024 (**Emerald Literati Highly Commended Award 2015**)
- Zhao, X.**, Maibach, E., Gandy, J., Witte, J., Cullen, H., Klinger, B., Rowan, K., Witte, J., & Pyle, A. (2014). Climate change education through TV weathercasts: Results of a field

- experiment. *Bulletin of the American Meteorological Society*, 95, 117-130. doi: <http://dx.doi.org/10.1175/BAMS-D-12-00144.1>
- Nan, X., **Zhao, X.**, & Briones, R. (2014). Parental cancer beliefs and trust in health information from medical authorities as predictors of HPV vaccine acceptability. *Journal of Health Communication*, 19, 100-114. doi:10.1080/10810730.2013.811319
- Yu, G., Xu, Z., & **Zhao, X.** (2013). 上网时间对传统媒介使用时间的影响 (The influence of Internet use on time spent with traditional media). 《现代传播》 *Modern Communication*, 201, 105-110.
- Cai, X., & **Zhao, X.** (2013). Online advertising on popular children's websites: Structural features and privacy issues. *Computers in Human Behavior*, 29(4), 1510–1518. doi:10.1016/j.chb.2013.01.013
- McHorney, C. A., Zhang, N. J., Stump, T., & **Zhao, X.** (2012). Structural equation modeling of the proximal-distal continuum of adherence drivers. *Patient Preference and Adherence*, 6, 789-804. DOI: 10.2147/PPA.S36535
- Nan, X., & **Zhao, X.** (2012). When does self-affirmation reduce biased processing of anti-smoking messages? *Communication Studies*, 63, 482-497. doi: 10.1080/10510974.2011.633151
- Zhao, X.** (2012). Personal values and environmental concern in China and the US: The mediating role of informational media use. *Communication Monographs*, 79, 137-159. doi:10.1080/03637751.2012.672999
- Zhao, X.**, Villagran, M. M., Kreps, G. L., & McHorney, C. (2012). Gain versus loss framing in adherence-promoting communication targeting patients with chronic diseases: The moderating effect of individual time perspective. *Health Communication*, 27(1), 75–85. doi:10.1080/10410236.2011.569002
- Villigran, M. M., Hajek, C., **Zhao, X.**, Peterson, E., & Wittenberg-Lyles, E. (2011). No Hablamos Juntos: Communication and cultural predictors of medical adherence among Mexican-American patients. *Journal of Health Psychology*, 17, 443-452.
- Ding, D., Maibach, E., **Zhao, X.**, Roser-Renouf, C., & Leiserowitz, A. (2011). Support for climate policy and societal action are linked to perceptions about scientific agreement. *Nature Climate Change*, 1(9), 462-466. doi: 10.1038/NCLIMATE1295
- Zhao, X.**, Leiserowitz, A., Maibach, E., & Roser-Renouf, C. (2011). Attention to science/environment news positively predicts and attention to political news negatively predicts global warming risk perceptions and policy support. *Journal of Communication*, 61, 713-731. doi:10.1111/j.1460-2466.2011.01563.x
- Kreps, G.L. Villagran, M.M., **Zhao, X.**, McHorney, C., Ledford, C., & Weathers, M. (2011). Developing and implementing pharmacy-based communication interventions to promote medication adherence for consumers with chronic health problems. *Patient Education and Counseling*, 83, 375-381.
- Zhao, X.**, Strasser, A., Cappella, J. N., Lerman, C., & Fishbein, M. (2011). A measure of perceived argument strength: Reliability and validity. *Communication Methods & Measures*, 5, 48-75. doi: 10.1080/19312458.2010.547822
- Zhao, X.** (2010). Cancer information disparities between US- and foreign-born populations. *Journal of Health Communication*, 15, S3, 5-21. doi: 10.1080/10810730.2010.522688

- Zhao, X.**, & Nan, X. (2010). Influence of self-affirmation on responses to gain- vs. loss-framed anti-smoking messages. *Human Communication Research*, 36, 493-511. doi: 10.1111/j.1468-2958.2010.01385.x
- Nan, X. & **Zhao, X.** (2010). The influence of liking for anti-smoking PSAs on smoking-related behavioral intentions. *Health Communication*, 25, 459-469. doi: 10.1080/10410236.2010.484877
- Cai, X., & **Zhao, X.** (2010). Click here, kids! Online advertising practices on popular children's websites. *Journal of Children and Media*, 4, 134-154. doi: 10.1080/17482791003629610
- Nicotera, A., Mahon, M., & **Zhao, X.** (2010). Conceptualization and measurement of structural divergence in the healthcare setting. *Journal of Applied Communication Research*, 38, 362-385. doi: 10.1080/00909882.2010.514001
- Ledford, C. J. W., Villagran, M. M., Kreps, G. L., **Zhao, X.**, McHorney, C., Weathers, M., & Keefe, B. (2010). "Practicing medicine": Patient perceptions of physician communication and the process of prescription. *Patient Education & Counseling*, 80, 384-392. doi:10.1016/j.pec.2010.06.033
- Zhao, X.** (2009). Media use and global warming perceptions: A snapshot of the reinforcing spirals. *Communication Research*, 36, 698-723. doi: 10.1177/0093650209338911
- Zhao, X.**, & Cai, X. (2009). The role of risk, efficacy, and anxiety in smokers' cancer information seeking. *Health Communication*, 24, 259-269. doi: 10.1080/10410230902805932
- Zhao, X.**, & Cai, X. (2009). Ambivalence amplifies college smokers' negative emotional responses to anti-smoking information. *Communication Studies*, 60, 288-304. doi: 10.1080/10510970902956032
- Cai, X., **Zhao, X.**, & Carey, G. (2009). Altruism and kids' perceptions of global warming. *International Journal of Sustainability Communication*, 4, 5-22.
- Zhao, X.**, & Cai, X. (2008). The role of ambivalence in college nonsmokers' information seeking and information processing. *Communication Research*, 35, 298-318. doi: 10.1177/0093650208315959
- Zhao, X.**, & Cai, X. (2008). From self-enhancement to supporting censorship: The third-person effect process in the case of Internet pornography. *Mass Communication & Society*, 11, 437-462. doi: 10.1080/15205430802071258
- Zhao, X.**, & Cappella, J. (2008). The influence of ambivalence on adolescents' reactions to anti-drug messages. *Communication Quarterly*, 52, 131-148. doi: 10.1080/01463370802026885
- Zhao, X.**, Sayeed, S., Cappella, J., Fishbein, M., Hornik, R., & Ahern, R. K. (2006). Targeting norm-related beliefs about marijuana use in an adolescent population. *Health Communication*, 19, 187-196.
- Lang, A., Chung, Y., Lee, S., & **Zhao, X.** (2005). It's the product: Do risky products compel attention and elicit arousal in media users? *Health Communication*, 17, 283-300.
- Zhao, X.**, & Gantz, W. (2003). Disruptive and cooperative interruptions in prime-time television fiction: The role of gender, status, and topic. *Journal of Communication*, 53, 347-362.
- Grabe, M. E., Lang, A., & **Zhao, X.** (2003). News content and form: Implications for memory and audience evaluations. *Communication Research*, 30, 387-413.

Book Chapters and Conference Proceedings

- Cai, X., **Zhao, X.**, Oh, K. M., & Peterson, E. B. (forthcoming). Health campaigns and message design for immigrant populations. In D. K. Kim & G. L. Kreps (eds.), *Global health communication for immigrants and refugees: Cases, theories, and strategies*. Routledge.
- 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.
- Zhao, X.**, & Cappella, J. N. (2016). Perceived argument strength. In D. K. Kim & J. Dearing (eds.), *Health communication research measures* (pp.119-126). Peter Lang Publication Group.
- Kreps, G. L., Yu, G., **Zhao, X.**, Chou, W.-Y., Xu, Z., Song, M., Hesse, B.W., & Moser, R. (2012). Extending the US Health Information National Trends Survey to China and beyond: Promoting global access to consumer health information needs and practices. In G.L. Kreps, & P. Dini (Eds.), *Global health 2012: The first international conference on global health challenges* (pp. 119-122). Wilmington, DE: International Academy, Research, and Industry Association (IARIA).
- Espinoza, S., Posegate, A., Rowan, K., Wilson, K., **Zhao, X.**, & Maibach, E. (2012). Television weathercasters as environmental science communicators. In D. R. Gallagher, N, Christensen, & R. N. L. Andrews (Eds.) *Environmental leadership: A reference handbook*. Sage.
- 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

- 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 *Fresh Empire*, 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, *The Real Cost* 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, *Health Education*, 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, 11th 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

External Funding

Co-Investigator	<i>System modeling for youth tobacco prevention and control in Virginia.</i> (PI: Xue Hong; 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-Principal Investigator *Development and Evaluation of Electronic Cigarette Counter-Marketing.* Summer Team Impact Grant (\$52,000; 2020; PI: Matthew Rossheim). George Mason University.
- Principal Investigator *Pilot Testing a Graphic Text Messaging Intervention to Encourage Smoking Cessation Among First-Generation Chinese and Korean Immigrant Men in the Metropolitan DC Area.* Provost Multidisciplinary Research Initiatives Seed Grant (\$46,842, 2015-2016). George Mason University
- Principal Investigator *Formative Research for a Physician-Led Intervention to Reduce Adolescent E-Cigarette Use.* Faculty Research and Professional Development Award (\$4,800, 2014-2015). College of Humanities and Social Sciences, George Mason University
- Principal Investigator *Understanding Public Opinion on Climate Change in China: A Three-Step Pilot Project.* Seed grant (\$10,000; 2010-2011), Office of Vice President for Research and Economic Development, George Mason University
- Principal Investigator *Audience Reactions to TV News on Global Warming.* Tenure-track faculty grant (\$5,000; 2007-2008, extension 2009), George Mason University
- Co-Investigator *Improving Patient Care through Understanding the Nursing Workplace.* (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

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