

Curriculum Vitae

Notarization. I have read the following and certify that this *curriculum vitae* is a current and accurate statement of my professional record.

Signature

Date

I. Personal Information

I.A. UID, Last Name, First Name, Middle Name, Contact Information

Xiaoli Nan, Ph.D. [UID: 105662998]
Professor and Co-Director of Graduate Studies, Department of Communication
Director, Center for Health and Risk Communication
University of Maryland
2102 Skinner Building, 4300 Chapel Ln.
College Park, MD 20742
tel: 301-405-0640 | fax: 301-314-9471
nan@umd.edu | <http://comm.umd.edu/people/faculty/nan>
healthriskcenter.umd.edu | xiaolinan.com

I.B. Academic Appointments at UMD

2017-present	Professor, Department of Communication, University of Maryland-College Park
2014-present	Associate and Full Member, University of Maryland Marlene and Stewart Greenebaum Comprehensive Cancer Center Population Science Program
2012-2017	Associate Professor, Department of Communication, University of Maryland-College Park
2008-2012	Assistant Professor, Department of Communication, University of Maryland-College Park

I.C. Administrative Appointments at UMD

2011-present	Director, University of Maryland Center for Health and Risk Communication
--------------	---

I.D. Other Employment

2005-2008	Assistant Professor, Department of Life Sciences Communication, University of Wisconsin-Madison
2000-2005	Teaching/Research Assistant, School of Journalism and Mass Communication, University of Minnesota-Twin Cities

I.E. Educational Background

- 2005 Ph.D. in Mass Communication (Ph.D. Minor in Psychology),
University of Minnesota-Twin Cities
Advisor: Ronald J. Faber
- 2003 M.A. in Mass Communication, University of Minnesota-Twin Cities
Advisor: Ronald J. Faber
- 2000 B.A. in Advertising, Beijing University, P. R. China

I.F. Professional Certifications, Licenses, and Memberships

- Current *American Public Health Association*
International Communication Association
National Communication Association
Society for Health Communication
- Past *American Academy of Advertising*
American Marketing Association
Association for Consumer Research
Association for Education in Journalism and Mass Communication
Midwest Association for Public Opinion Research
Society for Behavioral Medicine
Society for Consumer Psychology

II. Research, Scholarly, Creative and/or Professional Activities

Note: Unless otherwise indicated, first author is the author with intellectual leadership on jointly authored papers and also the corresponding author; # denotes undergraduate, graduate, or post-doctoral co-authors professor Nan mentored at time research was conducted; ISI Web of Science 5-year (2010-2014) impact factor in parenthesis.

II.A. Chapters & Encyclopedia Entries

1. #Iles, I., & **Nan, X.** (in press). Counterfactuals. In R. Parrott (Ed.), *Oxford research encyclopedia of health and risk message design and processing*. New York, NY: Oxford University Press.
2. **Nan, X.**, & Paek, H. (2014). Social responsibility in international advertising. In H. Cheng (Ed.), *Handbook of international advertising research*. Hoboken, NJ: Wiley-Blackwell.
3. **Nan, X.**, #Yang, B., & #Iles, I. (2014). Nutrition/diet. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.
4. **Nan, X.**, #Madden, K., & #Kim, J. (2014). Vaccinations. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.

5. **Nan, X.**, #Iles, I., & #Yang, B., (2014). Cigarette warning labels. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.
6. **Nan, X.**, #Madden, K., & #Kim, J. (2014). Food safety risk communication. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.
7. **Nan, X.** (2013). Using message framing in health-related persuasion: Theory and evidence. In E. Scharrer (Ed.), *Media Effects/Media Psychology, Vol. 5. The International Encyclopedia of Media Studies*, A. Valdivia (Gen. Ed.). Boston, MA: Wiley-Blackwell.
8. #Kim, J., & **Nan, X.** (2012). Understanding the psychology of attitudes: A review of attitudes research guided by theories of behavioral intention and dual-process models. In N. Gotsiridze-Columbus (Ed.), *Psychology of attitudes* (pp. 35-60). Hauppauge, NY: Nova Science Publishers, Inc.
9. Faber, R., Duff, B., & **Nan, X.** (2012). Coloring outside the lines: Suggestions for making advertising theory more meaningful. In S. Rodgers & E. Thorsten (Eds.), *Advertising theory* (pp. 18-32). New York, NY: Routledge, Taylor & Francis Group.

II.B. Refereed Journal Articles

1. **Nan, X.** & #Qin, Y. (revise and resubmit). How thinking about the future affects our decisions in the present: Effects of time orientation and episodic future thinking on responses to health warning messages. *Human Communication Research*.
2. **Nan, X.**, #Daily, K., #Richards, A., Holt, C., Wang, M., Tracy, K., & #Qin, Y. (revise and resubmit). The role of trust in health information from medical authorities in accepting the HPV vaccine among African American parents. *Human Vaccines & Immunotherapeutics*.
3. #Iles, I., **Nan, X.**, #Ma, Z., Feldman, R., Butler, J., Wang, M., & Zhao, X. (revise and resubmit). Self-affirmation and defensive processing of graphic cigarette warning labels among African Americans. *Health Education Journal*.
4. Yang, B. & **Nan, X.** (in press). Influence of norm-based messages on college students' binge drinking intentions: Considering norm type, regulatory mode, and level of alcohol consumption. *Health Communication*. [1.686]
5. **Nan, X.**, #Daily, K., #Richards, A., & Holt, C. (in press). Parental support for HPV vaccination mandates among African Americans: The impact of message framing and consideration of future consequences. *Health Communication*. [1.686]
6. **Nan, X.**, #Daily, K., & #Qin, Y. (in press). Relative persuasiveness of gain- vs. loss-framed messages: A review of theoretical perspectives and developing an integrative framework. *Review of Communication*.

7. #Ma, Z., **Nan, X.**, #Qin, Y., & Zhou, P. (in press). Using narrative persuasion to promote positive attitudes toward depression in different cultural contexts. *Health Education*.
8. #Ma, Z., & **Nan, X.** (in press). Role of narratives in promoting mental illnesses acceptance. *Atlantic Journal of Communication*.
9. #Jun, J., & **Nan, X.** (in press). Determinants of cancer screening disparities among Asian Americans: A systematic review of public health surveys. *Journal of Cancer Education*. [1.191]
10. #Ma, Z., & **Nan, X.** (in press). Positive facts, negative stories: Message framing as a moderator of narrative persuasion in anti-smoking communication. *Health Communication*. [1.686]
11. #Kim, J., & **Nan, X.** (in press). Temporal framing effects differ for narrative vs. non-narrative messages: The case of promoting HPV vaccination. *Communication Research*. [3.581]
12. #Ma, Z., & **Nan, X.** (2018). Friends don't let friends smoke: How story-telling and social distance influence nonsmokers' responses to anti-smoking messages. *Health Communication*, 33, 887-895. [1.686] – **Featured in CDC's Health Communication Science Digest**
13. #Kim, J., & **Nan, X.** (2018). The effects of consideration of future consequences on HPV vaccine-related attitudes and Intentions. *Journal of Public Relations*, 22, 1-21
14. #Jun, J., & **Nan, X.** (2018). Asian Americans' cancer information seeking, fatalistic belief, and perceived risk: Current status and relationships with cancer prevention and detection behaviors. *Journal of Health Disparities Research and Practice*, 11, 137-159.
15. #Jun, J., & **Nan, X.** (2017). Comparative risk assessment and cessation information seeking among smokeless tobacco users. *Addictive Behaviors*, 80, 14-21.
16. #Iles, I., **Nan, X.**, & Verrill, L. (2017). Nutrient content claims: How they impact perceived healthfulness of fortified snack foods and the moderating effects of nutrition facts labels. *Health Communication*, 33, 1308-1316. [1.686] – **Featured in CDC's Health Communication Science Digest**
17. #Yang, B., **Nan, X.**, & #Zhao, X. (2017). Persuasiveness of anti-smoking messages: Self-construal and message focus. *Health Education*, 117, 398-413.
18. #Futerfas, M., & **Nan, X.** (2017). Role of humor in the persuasiveness of entertainment narratives on unprotected sexual behavior. *Journal of Health Communication*, 22, 312-318. [2.382]
19. #Iles, I., & **Nan, X.** (2017). It's no laughing matter: An exploratory study of the use of ironic versus sarcastic humor in health-related advertising messages. *Health Marketing Quarterly*, 34, 187-201.

20. **Nan, X.** (2017). Influence of incidental discrete emotions on health risk perception and persuasion. *Health Communication, 32*, 721-729. [1.686]
21. **Nan, X., #Futerfas, M., & #Ma, Z.** (2017). Role of narrative perspective and modality in the persuasiveness of public service advertisements promoting HPV vaccination. *Health Communication, 32*, 320-328. [1.686] – **Featured in CDC's Health Communication Science Digest**
22. **Nan, X., Verrill, L. & #Iles, I.** (2017). "As Much Calcium as a Glass of Milk!" Understanding American consumers' preferences for fortified foods. *Journal of Food Products Marketing, 23*, 24-41.
23. **Nan, X., Verrill, L. & #Kim, J.** (2016). Mapping sources of food safety information for U.S. consumers: Findings from a national survey. *Health Communication, 32*, 356-365. [1.686]
24. **#Kim, J., & Nan, X.** (2016). Effects of consideration of future consequences and temporal framing on acceptance of the HPV vaccine among young adults. *Health Communication, 31*, 1089-1096. [1.686] – **Featured in CDC's Health Communication Science Digest**
25. **#Zhao, X., & Nan, X.** (2016). Influence of absolute and comparative risk perceptions on cervical cancer screening and the mediating role of cancer worry. *Journal of Health Communication, 21*, 100-108. [2.382]
26. **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*, 56-66. [2.382]
27. **Nan, X., #Madden, K., #Richards, A., Holt, C., Wang, M., & Tracy, K.** (2015). Message framing, perceived susceptibility, and intentions to vaccinate one's child against HPV among African American parents. *Health Communication, 31*, 798-805. [1.686] – **Featured in CDC's Health Communication Science Digest**
28. **#Madden, K., Nan, X., & #Briones, R.** (2015). Analysis of HPV vaccine information on influential blog sites: A snapshot amid the 2011 Republican presidential primary debates. *Atlantic Journal of Communication, 23*, 159-177.
29. **#Kim, J., & Nan, X.** (2015). Consideration of future consequences and HPV vaccine uptake among young adults. *Journal of Health Communication, 20*, 1033-1040. [2.382] – **Featured in CDC's Health Communication Science Digest**
30. **Zhao, X., Nan, X., #Iles, I. & #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*, 175-185. [1.686]
31. **Nan, X., Zhao, X., #Yang, B., & #Iles, I.** (2015). Effectiveness of cigarette warning labels: Exploring the impact of graphics, message framing, and temporal framing.

Health Communication, 30, 81-89. [1.686] – **Featured in CDC's Health Communication Science Digest**

32. **Nan, X.**, & #Madden, K. (2015). Biased assimilation and need for closure: Examining the effects of mixed blogs on vaccine-related beliefs. *Journal of Health Communication, 20*, 462-471. [2.382] – **Featured in CDC's Health Communication Science Digest**
33. **Nan, X.**, Dahlstrom, M., #Richards, A., & Rangarajan, S. (2015). Influence of evidence type and narrative type on HPV risk perception and intention to obtain the HPV vaccine. *Health Communication, 30*, 301-308. [1.686] – **Featured in CDC's Health Communication Science Digest**
34. #Abril, E. P., #Binder, A., **Nan, X.**, #Nevar, P., & Rojas, H. (2014). Persuasion and affect in the framing of poverty: An experiment on goal framing. *Signo y Pensamiento, 33*, 51-68.
35. Zhao, X., **Nan, X.**, #Yang, B., & #Iles, I. (2014). Effect of cigarette warning labels on smokers: The role of graphics, framing, and identity. *Health Education, 104*, 101-117. (Nan contributed 30% of work) – **Emerald Literati Network Award for Excellence for Highly Recommended Paper**
36. **Nan, X.**, & #Madden, K. (2014). The role of cultural worldviews and message framing in shaping public opinions toward the HPV vaccination mandate. *Human Communication Research, 40*, 30-54. [3.167]
37. **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. [2.382] – **Featured in CDC's Health Communication Science Digest**
38. **Nan, X.**, & #Kim, J. (2014). Predicting H1N1 vaccine uptake and H1N1-related health beliefs: The role of individual difference in consideration of future consequences. *Journal of Health Communication, 19*, 376-388. [2.382]
39. **Nan, X.**, #Briones, R., #Shen, H., #Jiang, H., & #Zhang, A. (2013). A current appraisal of health- and nutrition-related claims in magazine food advertisements. *Journal of Health Communication, 18*, 263-277. [2.382] – **Featured in CDC's Health Communication Science Digest**
40. **Nan, X.** (2013). Perceived source credibility and advertising persuasiveness: Moderators and psychological processes. *Journal of Current Issues and Research in Advertising, 34*, 195-211.
41. **Nan, X.**, & #Madden, K. (2012). HPV vaccine information in the blogosphere: How positive and negative blogs influence vaccine-related risk perceptions, attitudes, and behavioral intentions. *Health Communication, 27*, 829-836. [1.686]

42. O'Keefe, D., & **Nan, X.** (2012). The relative persuasiveness of gain- and loss-framed messages for promoting vaccination: A meta-analytic review. *Health Communication, 27*, 776-783. [1.686]
43. **Nan, X.**, & Zhao, X. (2012). When does self-affirmation reduce biased processing of anti-smoking messages? *Communication Studies, 63*, 482-497.
44. **Nan, X.** (2012). Relative persuasiveness of gain- vs. loss-framed human papillomavirus vaccination messages for the present-minded and future-minded. *Human Communication Research, 38*, 72-94. [3.167]
45. #Madden, K., **Nan, X.**, #Briones, R., & Waks, L. (2012). Sorting through search results: A content analysis of HPV vaccine information online. *Vaccine, 30*, 3741-3746. [3.338] – **Featured in CDC's Health Communication Science Digest**
46. **Nan, X.**, Xie, B., & #Madden, K. (2012). Acceptability of the H1N1 vaccine among older adults: The interplay of message framing and perceived vaccine safety and efficacy. *Health Communication, 27*, 559-568. [1.686] – **Featured in CDC's Health Communication Science Digest**
47. #Briones, R., **Nan, X.**, #Madden, K., & Waks, L. (2012). When vaccines go viral: An analysis of HPV vaccine coverage on YouTube. *Health Communication, 27*, 478-485. [1.686] – **Featured in CDC's Health Communication Science Digest**
48. **Nan, X.** (2012). Communicating to young adults about HPV vaccination: Consideration of message framing, motivation, and gender. *Health Communication, 27*, 10-18. [1.686]
49. **Nan, X.**, #Underhill, J., #Jiang, H., #Shen, H., & #Kuch, B. (2012). Risk, efficacy, and seeking of general, breast, and prostate cancer information. *Journal of Health Communication, 17*, 199-211. [2.382]
50. **Nan, X.** (2011). Influence of television viewing and sensation seeking on adolescents' unrealistic perceptions about smoking and smokers: Evidence from a national survey. *Mass Communication and Society, 14*, 643-665. [1.205]
51. **Nan, X.** (2011). Influence of incidental affect and message framing on persuasion: The case of promoting sun protection behaviors. *International Public Health Journal, 3*, 111-121. (Reprinted in M. Lemal & J. Merrick (Eds.), *Health risk communication*. Hauppauge, NY: Nova Science Publishers, 2012.)
52. Zhao, X., & **Nan, X.** (2010). Influence of self-affirmation on responses to gain- vs. loss-framed anti-smoking messages. *Human Communication Research, 4*, 493-511. [3.167]
53. Sar, S., **Nan, X.**, & Myers, J. (2010). The effects of mood on advertising memory and evaluations under a competitive versus non-competitive context. *Journal of Current Issues and Research in Advertising, 32*, 1-9.

54. **Nan, X.**, & Zhao, X. (2010). The influence of liking for anti-smoking PSAs on adolescents' smoking-related behavioral intentions. *Health Communication, 25*, 459-469. [1.686]
55. **Nan, X.** (2009). Emotional responses to televised PSAs and their influence on persuasion: An investigation of the moderating role of faith in intuition. *Communication Studies, 60*, 426-442.
56. **Nan, X.** (2009). The influence of source credibility on attitude certainty: Exploring the moderating effects of timing of source identification and individual need for cognition. *Psychology and Marketing, 26*, 321-332. [1.547]
57. **Nan, X.** (2008). The influence of liking for a public service announcement on issue attitude. *Communication Research, 35*, 503-528. [3.581]
58. **Nan, X.** (2008). The pursuit of self-regulatory goals: How counterfactual thinking influences advertising persuasiveness. *Journal of Advertising, 37*, 17-27. [1.731]
59. **Nan, X.** (2007). The relative persuasive effect of gain- versus loss-framed messages: Exploring the moderating role of the desirability of end-states. *Journalism and Mass Communication Quarterly, 84*, 509-524. [1.244]
60. **Nan, X.** (2007). Social distance, framing, and judgment: A construal level perspective. *Human Communication Research, 33*, 489-514. [3.167]
61. **Nan, X.**, & Heo, K. (2007). Consumer responses to corporate social responsibility initiatives: Examining the role of brand/cause fit in cause-related marketing. *Journal of Advertising, 36*, 63-74. [1.731]
62. **Nan, X.**, Anghelcev, G., Myers, J. R., Sar, S., & Faber, R. J. (2006). What if a website can talk? Exploring the persuasive effects of web-based anthropomorphic agents. *Journalism and Mass Communication Quarterly, 83*, 615-631. [1.244]
63. **Nan, X.** (2006). Affective cues and brand extension evaluation: Exploring the influence of attitude toward the parent brand and attitude toward the extension ad. *Psychology and Marketing, 23*, 597-616. [1.547]
64. **Nan, X.** (2006). Perceptual predictors of global attitude toward advertising: An investigation of both generalized and personalized beliefs. *Journal of Current Issues and Research in Advertising, 28*, 31-44.
65. **Nan, X.**, & Faber, R. J. (2004). Advertising theory: Reconceptualizing the building blocks. *Marketing Theory, 4*, 7-30. [2.378] (Nan contributed 60% of work) – **Recommended as a must-read resource on Advertising in Oxford Bibliographies Online**
66. Faber, R. J., Lee, M., & **Nan, X.** (2004). Advertising and the consumer information environment online. *American Behavioral Scientist, 48*, 447-466. [1.595]

II.C. Refereed Conference Proceedings

Full-Length Articles

1. **Nan, X.** (2005). Pursuit of regulatory goals and the use of self-regulatory resources. In Rao, A., & Menon, G. (Eds.), *Advances in consumer research* (pp. 467-472). Provo, UT: Association for Consumer Research.
2. **Nan, X.** (2003). Dynamics of consumer attitudes toward advertising in the 1990s: Evidence from longitudinal national data. In Spotts, H. (Ed.), *Developments in marketing science* (pp. 143-147). Coral Gables: Academy of Marketing Science.
3. **Nan, X.** (2003). Antecedents and consequences of consumer perceptions of online retailers' trustworthiness. In Les Carlson (Ed.), *Proceedings of the American Academy of Advertising Conference* (pp. 87-92).
4. **Nan, X.** (2003). Beliefs toward advertising: Antecedents and impact on media consumption. In Les Carlson (Ed.), *Proceedings of the American Academy of Advertising Conference* (pp. 64-70).
5. **Nan, X.** (2003). The influence of brand schema on brand extendibility. In Henderson, G., & Moore, M. (Eds.), *Marketing theory and applications* (pp. 98-103). Chicago: American Marketing Association.

Abstracts

1. **Nan, X.** (2011). Parental attitudes toward adolescent vaccination against the human papillomavirus. *Annals of Behavioral Medicine*, 41, S84-S84. New York, NY: Springer.
2. Nan, X., & Heo, K. (2007). Consumer responses to corporate social responsibility initiatives: Examining the role of brand/cause fit in cause-related marketing. In Sheehan, K. (Ed.), *Proceedings of the American Academy of Advertising Conference*.
3. **Nan, X.** (2006). The influence of consumer skepticism on the goal framing effect: A persuasion knowledge perspective. In Richard, J. (Ed.), *Proceedings of the American Academy of Advertising Conference*.
4. Faber, R. J., **Nan, X.**, & Duff, B. (2006). Media mood manipulation: Examination of mood changes in a 24-hour activities diary. In Craig-Lees, M. (Ed.), *Proceedings of the Association for Consumer Research Asia-Pacific Conference*.
5. **Nan, X.**, Myers, J. R., & Faber, R. J. (2005). Unique features of advertising: What do researchers believe? In La Ferle, C. (Ed.), *Proceedings of the American Academy of Advertising Conference* (p. 54).
6. **Nan, X.** (2005). Counterfactual thinking and regulatory focus: Implications for information processing and persuasion. In La Ferle, C. (Ed.), *Proceedings of the American Academy of Advertising Conference* (p. 56).

7. **Nan, X.** (2004). The effects of attitude toward the extension ad and perceived fit on brand extension evaluations. In Rose, P. (Ed.), *Proceedings of the American Academy of Advertising Conference* (pp. 74-75).
8. **Nan, X., & Sar, S.** (2004). Comparative advertising: The effects of attribute typicality and structural alignability on brand evaluation and similarity judgment. In Cheema, A., Hawkins, S., & Srivastava, J. (Eds.), *Proceedings of the Society for Consumer Psychology Winter Conference* (p. 61).
9. **Nan, X.** (2004). An exploration of cue-based communicators of online retailers' trustworthiness. In Cron, W., & Low, G. (Eds.), *Marketing theory and applications* (p. 15). Chicago: American Marketing Association.
10. **Nan, X.** (2003). Generalized and personalized beliefs toward advertising: Which are better predictors of attitudes toward advertising in general? In Spotts, H. (Ed.), *Developments in marketing science* (p. 142). Coral Gables: Academy of Marketing Science.

II.D. Conferences, Workshops, and Talks

II.D.1. Invited Talks

1. "Cancer communication research," University of Maryland, School of Public Health, March 13, 2017
2. "Cancer communication research," University of Maryland Greenebaum Cancer Center Population Science Seminar Series, October 4, 2016
3. "Food safety information sources for U.S. consumers: Insights from the FDA food safety survey," Joint Institute for Food Safety and Applied Nutrition, June 11, 2015
4. "Cancer communication research," University of Maryland Greenebaum Cancer Center Population Science Retreat, June 16, 2014
5. "Consumer messaging on nutrition," (with Kelly Madden) Joint Institute for Food Safety and Applied Nutrition, May 17, 2012
6. "Health and risk communication," Joint Institute for Food Safety and Applied Nutrition, November 17, 2011
7. "Communicating health issues through social media," University of Maryland, School of Public Health, April 19, 2011
8. "The influence of liking for anti-smoking PSAs on adolescents' smoking-related behavioral intentions," Centers for Disease Control and Prevention/Office on Smoking and Health media network webcast, December 16, 2010
9. "Communicating to young adults about HPV vaccination: Consideration of message framing, motivation, and gender," University of Maryland, College of Journalism, November 12, 2010

10. "Influence of self-affirmation on biased processing of health messages," University of Maryland, Department of Communication Colloquium Series, April 2, 2010
11. "Risk and health communication research agenda" University of Maryland, Center for Risk Communication Research, March 27, 2009
12. "Influence of incidental affect and message framing on persuasion: The case of promoting sun protection behaviors," University of Maryland, School of Public Health, November 10, 2008
13. "The influence of message-induced and incidental emotions on persuasion," University of Wisconsin-Madison, Department of Communication Arts Colloquium Series, November 29, 2007
14. "Social distance, framing, and judgment: A construal level perspective," University of Wisconsin-Madison, Department of Life Sciences Communication Colloquium Series, February 22, 2005
15. "The effects of temporal construal and message framing on persuasion," University of Minnesota, School of Journalism and Mass Communication, November 10, 2004
16. "Audience analysis and communication goals," University of Minnesota, School of Journalism and Mass Communication, September 22, 2004
17. "Conducting communication research using quantitative methods," University of Minnesota, School of Journalism and Mass Communication, May 4, 2004
18. "Message strategies for advertising," University of Minnesota, School of Journalism and Mass Communication, March 24, 2004

II.D.2. Refereed Presentations

1. **Nan, X.**, #Daily, K, & #Qin, Y. (2018, April). Toward an integrative framework on message framing effects. Paper accepted for presentation at the Kentucky Conference on Health Communication, Lexington, KY.
2. #Ma, Z., **Nan, X.**, #Iles, I., Butler, J., Feldman, R., & Wang, M. (2018, February). Role of self-affirmation in African American smokers' responses to graphic cigarette warning labels. Paper accepted for presentation at the 24th Annual Society for Research on Nicotine & Tobacco Meeting, Baltimore, MD.
3. #Jun, J., & **Nan, X.** (2017, November). Cancer/health communication and breast, cervical, and prostate cancer screening among Asian America. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Dallas, TX.
4. #Iles, I., Joyce, N., & **Nan, X.** (2017, November). The impact of disgust- versus sadness-focused messages on perceptions of risk severity and susceptibility, and behavioral intentions: An appraisal theory approach. Paper accepted for

presentation at the annual conference of the National Communication Association (Health Communication Division), Dallas, TX.

5. #Ma, Z., **Nan, X.**, #Qin, Y., & Zhou, P. (2017, May). Testing narrative transportation hypotheses in different cultures: A multi-group analysis. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Diego, CA.
6. **Nan, X.**, #Ma, Z., & #Futerfas, M. (2017, May). Using narratives to promote sunscreen use: The persuasive impact of narrative perspective and modality. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Diego, CA.
7. **Nan, X.**, #Iles, I., #Ma, Z., Feldman, R., Butler, J., Wang, M., & Zhao, X. (2017, April). Self-affirmation and defensive processing of graphic cigarette warning labels among African American smokers: A community-based pilot study. Paper accepted for presentation at the 4th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
8. #Ma, Z., & **Nan, X.** (2017, April). Public responses toward cigarette claims: Results from the HINTS/FDA Survey. Paper accepted for presentation at the 4th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
9. #Jun, J., & **Nan, X.** (2017, April). Cancer fatalism and health/tobacco information seeking among cigarette, alternative, and multiple tobacco product users. Paper accepted for presentation at the 4th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
10. #Jun, J., & **Nan, X.** (2017, April). Cancer/health communication and breast, cervical, and prostate cancer screening among Asian Americans. Paper accepted for presentation at the 4th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
11. #Yang, B., & **Nan, X.** (2016, November). How self-affirmation influences nonsmokers' responses to self-congruent vs. self-incongruent anti-smoking messages. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Philadelphia, PA.
12. #Iles, I., **Nan, X.**, & Verrill, L. (2016, November). Front-of-package nutrient content claims: How they impact perceived healthfulness of fortified snack foods and the mitigating effects of nutrition facts labels. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Philadelphia, PA.
13. Verrill, L., Iles, I., & **Nan, X.** (2016, November). Chocolate or VitaChocolate: How product name influences perceptions of snack food healthfulness. Paper accepted for presentation at the annual conference of the National Communication Association (Applied Communication Division), Philadelphia, PA.

14. #Ma, Z., & **Nan, X.** (2016, November). Positive facts or negative stories: Message framing as a moderator of narrative persuasion. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Philadelphia, PA.
15. #Ma, Z., & **Nan, X.** (2016, May). Effects of narrative vs. non-narrative anti-smoking messages: Examining the moderating role of social distance. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Fukuoka, Japan.
16. **Nan, X.**, Verrill, L., & #Zhao, X. (2015, November). Risk perception and fatalistic belief as predictors of information seeking and sharing related to a food recall. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Las Vegas, NV.
17. **Nan, X.**, Verrill, L., & #Iles, I. (2015, November). "As much calcium as a glass of milk!" Understanding American consumers' preferences for fortified foods. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Las Vegas, NV.
18. #Futerfas, M., & **Nan, X.** (2015, November). Role of humor in the persuasiveness of entertainment narratives on unprotected sexual behavior. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Las Vegas, NV.
19. #Yang, B., & **Nan, X.** (2015, May). The influence of social norms on college drinking: Considering the role of regulatory mode. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.
20. #Ma, Z., & **Nan, X.** (2015, May). Role of narrative persuasion in reducing stigma and promoting acceptance of mental illness. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.
21. #Kim, J., & **Nan, X.** (2015, May). Temporal framing effects differ for narrative vs. non-narrative messages: The case of promoting HPV vaccination. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.
22. #Iles, I., & **Nan, X.** (2015, May). It's no laughing matter: The use of ironic vs. sarcastic humor in health messages. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.
23. **Nan, X.**, #Futerfas, M., & #Ma, Z. (2015, May). Role of narrative perspective and modality in the persuasiveness of public service advertisements promoting HPV vaccination. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), San Juan, Puerto Rico.

24. **Nan, X.**, #Daily, K., & #Richards, A. (2015, April). Parental support of HPV vaccination mandates among African Americans: The interactive effect of message framing and consideration of future consequences. Paper accepted for presentation at the 3rd Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
25. **Nan, X.**, Verrill, L., & #Kim, J. (2014, December). Mapping sources of food safety information for American consumers: Findings from a national survey. Paper accepted for presentation at the Consumer Food Safety Education Conference, Arlington, VA.
26. **Nan, X.**, #Madden, K., & #Richards, A. (2014, November). Message framing, perceived susceptibility, and intentions to vaccinate one's child against HPV among African American parents. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL.
27. Zhao, X., **Nan, X.**, #Iles, I., & #Yang, B. (2014, November). Temporal framing and consideration of future consequences: Effects on smokers' and at-risk nonsmokers' responses to cigarette health warnings. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL. – *Top Paper Award*
28. #Yang, B., #Zhao, X., & **Nan, X.** (2014, November). Are matched messages more persuasive than mismatched messages? Exploring the role of self-construal and personal/relational message frame in nonsmokers' responses to anti-smoking messages. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL.
29. #Zhao, X., & **Nan, X.** (2014, November). Risk perceptions, fatalistic beliefs, and cervical cancer screening. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Chicago, IL.
30. #Kim, J., & **Nan, X.** (2014, May). The effects of temporal framing and consideration of future consequences in the context of HPV vaccination. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Seattle, WA.
31. #Zhao, X., & **Nan, X.** (2014, May). Influence of absolute and comparative risk perceptions on cancer screening behaviors and the mediating role of cancer worry. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Seattle, WA.
32. #Madden, K., #Zhao, X., #Iles, I., #Yang, B., & **Nan, X.** (2013, November). Perceived bias in neutral news coverage of health policies: The role of group difference and anxiety. Panel abstract accepted for presentation at the annual conference of the National Communication Association Conference, Washington, D.C.

33. #Kim, J., & **Nan, X.** (2013, November). How and why individual difference in consideration of future consequences predicts acceptance of the HPV vaccine among college students. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Washington, DC.
34. Zhao, X., **Nan, X.**, #Yang, B., & #Iles, I. (2013, November). Effect of cigarette warning labels on smokers: The role of graphics, framing, and identity. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Washington, DC.
35. **Nan, X.**, #Madden, K., & #Richards, A. (2013, November). The role of trust in health information from medical authorities in accepting the HPV vaccine among African American parents. Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Washington, DC.
36. **Nan, X.**, Dahlstrom, M., #Richards, A., & Rangarajan, S. (2013, June). Influence of evidence type and narrative type on HPV risk perception and intention to obtain the HPV vaccine. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), London, UK
37. **Nan, X.**, & #Madden, K. (2013, June). Biased assimilation and need for closure: Examining the effects of mixed blogs on vaccine-related beliefs. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), London, UK.
38. **Nan, X.**, Zhao, X., #Yang, B., & #Iles, I. (2013, June). Effectiveness of cigarette warning labels: Exploring the impact of graphics, message framing, and temporal framing. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), London, UK.
39. **Nan, X.**, & #Madden, K. (2013, June). The role of cultural worldviews and message framing in shaping public opinions toward the HPV vaccination mandate. Paper accepted for presentation at the annual conference of the International Communication Association (Mass Communication Division), London, UK.
40. #Kim, J., & **Nan, X.** (2013, March). The impact of consideration of future consequences on attitudes and intentions toward HPV vaccination. Paper accepted for presentation at the 2nd Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
41. #Madden, K., **Nan, X.**, & #Briones, R. (2013, March). Analysis of HPV vaccine information on influential blog sites: A snapshot amid the 2011 Republican presidential primary debates. Paper accepted for presentation at the 2nd Washington DC Health Communication Conference, George Mason University, Fairfax, VA.

42. #Oh, S., & **Nan, X.** (2012, August). The reader's willingness to comment on online news articles: A study of the individual's behavioral responses in light of media effects theories and online news. Paper accepted for presentation at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Chicago, IL.
43. **Nan, X.**, & #Kim, J. (2012, May). Predicting H1N1 vaccine uptake and H1N1-related health beliefs: The role of individual difference in consideration of future consequences. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Phoenix, AZ.
44. **Nan, X.**, & #Madden, K. (2012, May). HPV vaccine information in the blogosphere: How positive and negative blogs influence vaccine-related risk perceptions, attitudes, and behavioral intentions. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Phoenix, AZ.
45. **Nan, X.**, Xie, B., & #Madden, K. (2011, August). Acceptability of the H1N1 vaccine among older adults: The interplay of message framing and perceived vaccine safety and efficacy. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication of Science, Health, Environment, and Risk Division), St. Louis, MO.
46. **Nan, X.** (2011, May). Relative persuasiveness of gain- vs. loss-framed human papillomavirus vaccination messages for the present-minded and future-minded. Paper presented at the annual conference of the International Communication Association (Health Communication Division), Boston, MA.
47. **Nan, X.** (2011, May). Communicating to young adults about the human papillomavirus: Consideration of message framing, motivation, and gender. Paper presented at the annual conference of the International Communication Association (Health Communication Division), Boston, MA.
48. #Madden, K., **Nan, X.**, Waks, L., & #Briones, R. (2011, April). A theory-based content analysis of online information about HPV vaccines. Paper presented at the 1st Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
49. **Nan, X.**, Zhao, X., & #Briones, R. (2011, April). Parental attitudes toward adolescent vaccination against the human papillomavirus. Paper presented at the annual meeting & scientific sessions of the Society of Behavioral Medicine, Washington, DC.
50. **Nan, X.**, & Zhao, X. (2010, November). When does self-affirmation reduce biased processing of anti-smoking messages? Paper presented at the annual conference of the National Communication Association (Health Communication Division), San Francisco, CA.
51. #Butler-Peres, K., **Nan, X.**, & Waks, L. (2010, November). HIV/AIDS media coverage in the United States: A comparison of African American and mainstream magazines.

Paper presented at the annual conference of the National Communication Association (Health Communication Division), San Francisco, CA.

52. **Nan, X.**, #Briones, R., #Shen, H., #Jiang, H., & #Zhang, A. (2010, August). A content analysis of health- and nutrition-related claims in food advertisements in popular women's and men's magazines. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication of Science, Health, Environment, and Risk Interest Group), Denver, CO.
53. **Nan, X.** (2010, June). Influence of television viewing and sensation seeking on adolescents' unrealistic perceptions about smoking and smokers: Evidence from a national survey. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Singapore.
54. Zhao, X., & **Nan, X.** (2010, June). Influence of self-affirmation on responses to gain- vs. loss-framed anti-smoking messages. Paper presented at the annual conference of the International Communication Association (Health Communication Division), Singapore.
55. **Nan, X.** (2009, May). The influence of incidental discrete emotions on health risk perceptions and persuasion. Paper presented at the annual conference of the International Communication Association (Information Systems Division), Chicago, IL. – ***Top Paper Award***
56. **Nan, X.**, & Zhao, X. (2009, May). Decomposing media influence on adolescents' smoking intentions: The mediating role of perceived descriptive and injunctive norms. Paper presented at the annual conference of the International Communication Association (Health Communication Division), Chicago, IL.
57. **Nan, X.**, #Underhill, J., #Jiang, H., #Shen, H., & #Kuch, B. (2009, May). Risk, efficacy, and information seeking: Applying the risk perception attitude (RPA) framework to understand seeking of general, breast, and prostate cancer information. Paper presented at the annual conference of the International Communication Association (Health Communication Division), Chicago, IL.
58. **Nan, X.**, & Zhao, X. (2008, August). The influence of liking for anti-smoking PSAs on smoking-related behavioral intentions. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Chicago, IL.
59. **Nan, X.** (2008, August). Influence of incidental affect and message framing on persuasion: The case of promoting sun protection behaviors. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Chicago, IL.
60. **Nan, X.**, & Wang, Y. (2008, August). The role of brand/cause fit in consumer responses to cause-related marketing: A cross-cultural perspective. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Advertising Division), Chicago, IL.

61. **Nan, X.** (2008, May). Influence of incidental discrete emotions on health-related Attitude change: The mediating role of perceived susceptibility and response efficacy. Paper presented at the annual conference of the International Communication Association (Information Systems Division), Montréal, Canada.
62. **Nan, X.** (2007, August). The influence of liking for a public service announcement on issue attitude. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington DC.
63. **Nan, X.** (2007, August). Message-induced emotions, faith in intuition, and persuasion. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Washington DC.
64. **Nan, X.** (2007, May). The effect of perceived source credibility on persuasion: Moderators and mechanism. Paper presented at the annual conference of the International Communication Association (Mass Communication Division), San Francisco, CA.
65. **Nan, X.** (2007, May). Does psychological reactance to loss-framed messages dissipate the negativity bias? An investigation of the message framing effect. Paper presented at the annual conference of the International Communication Association (Information Systems Division), San Francisco, CA. – **Top Paper Award**
66. **Nan, X., #Abril, E. P., #Binder, A., #Nevar, P., & Rojas, H.** (2007, May). Issue responsiveness and negative affect in the framing of poverty: An experiment of gains versus losses. Paper presented at the annual conference of the International Communication Association (Political Communication Division), San Francisco, CA.
67. **Rojas, H., #Liebhart, J. L., #Minzlaff, J., & Nan, X.** (2007, May). Naive media schema or perceived personal differences: An experiment on media framing and third person perceptions. Paper presented at the annual conference of the International Communication Association (Mass Communication Division), San Francisco, CA.
68. **Nan, X., & #Heo, K.** (2007, April). Consumer responses to corporate social responsibility initiatives: Examining the role of brand/cause fit in cause-related marketing. Paper presented at the annual conference of the American Academy of Advertising, Bloomington, VT.
69. **Nan, X., #Abril, E. P., #Binder, A., #Nevar, P., #Minzlaff, J., & Hitchon McSweeney, J.** (2006, November). The framing of poverty: An experiment on gains, losses, and issue responsiveness. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.
70. **Nan, X.** (2006, August). The pursuit of self-regulatory goals: How counterfactual thinking influences advertising persuasiveness. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Advertising Division), San Francisco, CA.

71. **Nan, X.** (2006, August). Social distance, framing, and judgment: A construal level perspective. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), San Francisco, CA. – *Top Faculty Paper Award*
72. **Nan, X.** (2006, August). The relative persuasiveness of gain- versus loss-framed messages: Examining the moderating role of the desirability of end-states. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), San Francisco, CA.
73. **Nan, X.** (2006, August). The influence of source credibility on attitude certainty. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), San Francisco, CA.
74. Faber, R. J., **Nan, X.**, & Duff, B. (2006, June). Media mood manipulation: Examination of mood changes in a 24-hour activities diary. Paper presented at the Association for Consumer Research Asia-Pacific Conference, Sydney, Australia.
75. **Nan, X.** (2006, March). The influence of consumer skepticism on the goal framing effect: A persuasion knowledge perspective. Paper presented at the annual conference of the American Academy of Advertising, Reno, NV.
76. **Nan, X.**, Anghelcev, G., Myers, J. R., Sar, S., & Faber, R. J. (2005, May). The influence of anthropomorphic agents on attitudes toward the website: A test of two mediating routes. Paper presented at the annual conference of the International Communication Association (Communication and Technology Division), New York, NY.
77. **Nan, X.**, Myers, J. R., & Faber, R. J. (2005, March). Unique features of advertising: What do researchers believe? Paper presented at the annual conference of the American Academy of Advertising, Houston, TX.
78. **Nan, X.** (2005, March). Counterfactual thinking and regulatory focus: Implications for information processing and persuasion. Paper presented at the annual conference of the American Academy of Advertising, Houston, TX.
79. **Nan, X.** (2004, October). Pursuit of regulatory goals and the use of self-regulatory resources. Paper presented at the annual conference of the Association for Consumer Research, Portland, OR.
80. **Nan, X.** (2004, August). Attitude toward the extension ad: The influence of attitude toward the parent brand and perceived congruity. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Advertising Division), Toronto, Canada.
81. **Nan, X.**, Dong, D., & Chang, T. K. (2004, August). When globalization encounters national identity: A longitudinal investigation of cultural values and executional cues

in Chinese TV commercials. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Advertising Division), Toronto, Canada.

82. **Nan, X.** (2004, March). The effects of attitude toward the extension ad and perceived fit on brand extension evaluations. Paper presented at the annual conference of the American Academy of Advertising, Baton Rouge, LA.
83. **Nan, X.** (2004, February). An exploration of cue-based communicators of online retailers' trustworthiness. Paper presented at the American Marketing Association Winter Educator's Conference, Scottsdale, AZ.
84. **Nan, X., & Sar, S.** (2004, February). Comparative advertising: The effects of attribute typicality and structural alignability on brand evaluation and similarity judgment. Paper presented at the Society for Consumer Psychology Winter Conference, San Francisco, CA.
85. **Nan, X.** (2003, July). Perceptual antecedents of attitude toward Internet advertising in general. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (Advertising Division), Kansas City, MO.
86. **Nan, X.** (2003, May). Dynamics of consumer attitudes toward advertising in the 1990s: Evidence from longitudinal national data. Paper accepted for presentation at the annual conference of the Academy of Marketing Science, Washington D.C., MD.
87. **Nan, X.** (2003, May). Generalized and personalized beliefs toward advertising: Which are better predictors of attitudes toward advertising in general? Paper accepted for presentation at the annual conference of the Academy of Marketing Science, Washington D.C., MD.
88. **Nan, X.** (2003, March). Antecedents and consequences of consumer perceptions of online retailers' trustworthiness. Paper presented at the annual conference of the American Academy of Advertising, Denver, CO.
89. **Nan, X.** (2003, March). Beliefs toward advertising: Antecedents and impact on media consumption. Paper presented at the annual conference of the American Academy of Advertising, Denver, CO.
90. **Nan, X.** (2003, February). Dynamics of consumer attitudes toward advertising in the 1990s: Evidence from longitudinal national data. Paper accepted for presentation at the Society for Consumer Psychology Winter Conference, New Orleans, LA.
91. **Nan, X.** (2003, February). The influence of brand schema on brand extendibility. Paper presented at the American Marketing Association Winter Educator's Conference, Orlando, FL.

II.D.3. Panels

Invited panelist for the National Cancer Institute’s workshop on “Trust and misinformation in an age of social media,” NCI Shady Grove Campus, MD, August 2018.

Invited panelist for panel session “The role of communication and information science in addressing cervical cancer prevention and screening in vulnerable populations,” at the Kentucky Conference on Health Communication, Lexington, KY, April 2018.

Chair and organizer for panel session “Cancer communication: A spotlight session on NCI funding opportunities and grant seeking strategies,” at the annual conference of the National Communication Association (Health Communication Division), Dallas, TX, November 2017.

Invited panelist for panel session “HPV vaccine communication in the online and social media,” at the annual meeting of the American Public Health Association, Chicago, IL, November 2015.

II.E. Professional and Extension Publications

II.E.1. Reports and Non-Refereed Monographs

1. #Iles, I., **Nan, X.**, & Verrill, L. (2016). Front-of-package nutrient content claims: How they impact perceived healthfulness of snack foods and the mitigating effects of nutrition facts labels. For the Center for Food Safety and Applied Nutrition, the Food and Drug Administration.
2. Verrill, L., #Iles, I., & **Nan, X.** (2016). Chocolate or VitaChocolate: How product name influences perceptions of snack food healthfulness. For the Center for Food Safety and Applied Nutrition, the Food and Drug Administration.
3. **Nan, X.**, Verrill, L., & #Zhao, X. (2015). Risk perception and fatalistic belief as predictors of information seeking and sharing related to a food recall. For the Joint Institute for Food Safety and Applied Nutrition, University of Maryland.
4. **Nan, X.**, Verrill, L., & #Kim, J. (2014). Mapping sources of food safety information for American consumers: Findings from a national survey. For the Joint Institute for Food Safety and Applied Nutrition, University of Maryland.
5. **Nan, X.**, Verrill, L., & #Iles, I. (2014). “As much calcium as a glass of milk!” Understanding American consumers’ preferences for fortified foods. For the Center for Food Safety and Applied Nutrition, the Food and Drug Administration.
6. **Nan, X.**, Verrill, L., & #Yang, B. (2014). Perceived risk and self-efficacy as predictors of information seeking during a food recall: Insights from a real time tracking survey. For the Center for Food Safety and Applied Nutrition, the Food and Drug Administration.
7. **Nan, X.**, & Sheppard, B. (2011). Societal ripple effects from terrorist attacks and risk communication strategies based on fear and anger. For the National Center for Risk and Economic Analysis of Terrorism Events, University of Southern California. – **441 downloads as of June 7, 2016**

II.F. Sponsored Research and Programs – Administered by the Office of Research Administration (ORA)

II.F.1. Grants

Pending

2017-2021 **Role: Co-Investigator** (PI: ICF)
Source: National Cancer Institute (NCI) of the National Institutes of Health (NIH)
Project title: “NCI cancer information service”
Amount: \$287,189
Status: Submitted

Funded

2018-2023 **Role: Principal Investigator**
Source: National Cancer Institute (NCI) of the National Institutes of Health (NIH)
Project title: “Framing HPV vaccination messages for African American parents” (1R01CA219060-01)
Amount: \$2,212,269
Status: Funded

2015-2017 **Role: Co-Principal Investigator** (PI: Zhang)
Source: Depart of Energy Advanced Research Projects Agency-Energy (ARPA-E)
Project title: “Integrated, personalized, real-time traveler information and incentive technology for optimizing energy efficiency in multimodal transportation systems”
Amount: \$4,500,000
Status: Funded

2014-2017 **Role: Principal Investigator**
Source: National Cancer Institute (NCI) of the National Institutes of Health (NIH)
Project title: “Self-affirmation and responses to smoking risk messages among African Americans” (1R21CA187631-01)
Amount: \$357,552
Status: Funded

2013-2015 **Role: Principal Investigator**
Source: Food and Drug Administration through the Joint Institute for Food Safety and Applied Nutrition
Project title: “Sources of food safety information for American consumers”
Amount: \$131,007
Status: Funded

- 2011-2014 *Role: **Principal Investigator*** (Mentor: Holt)
Source: National Cancer Institute (NCI) of the National Institutes of Health (NIH)
Project title: "Message framing and HPV vaccination acceptance among African Americans" (1R03CA150570-01A1)
Amount: \$150,000
Status: Funded
- 2011-2012 *Role: **Principal Investigator***
Source: University of Maryland ADVANCE Program for Inclusive Excellence
Project title: "Developing effective H1N1 influenza vaccine risk communication messages to improve vaccine uptake among older adults"
Amount: \$20,000
Status: Funded
- 2011-2012 *Role: **Principal Investigator***
Source: Department of Homeland Security through the National Center for Risk and Economic Analysis of Terrorism Events (CREATE)
Project title: "Societal ripple effects from terrorist attacks and risk communication strategies"
Amount: \$20,000
Status: Funded
- 2008-2012 *Role: **Principal Investigator*** (2011-2012), Co-Investigator (2008-2010, PI: Turner)
Source: Food and Drug Administration through the Joint Institute for Food Safety and Applied Nutrition
Project title: "Experiment to evaluate risk perceptions of produce growers, food retailers and consumers after a foodborne illness outbreak or food recall"
Amount: \$200,000
Status: Funded
- 2008-2011 *Role: **Principal Investigator***
Source: Department of Agriculture Federal Formula Funds
Project title: "The influence of message framing and discrete emotions on health-related risk perceptions and persuasiveness of health promotion messages"
Amount: \$90,627
Status: Funded
- 2007-2008 *Role: **Principal Investigator***
Source: University of Wisconsin Graduate School Research Committee
Project title: "The advantages of compliance or the disadvantages of noncompliance? An investigation of the message framing effect in health communication"

Amount: \$29,734
Status: Funded

2005-2007 **Role: Principal Investigator**
Source: Department of Agriculture Federal Formula Funds
Project title: "The importance of brand/cause fit in cause-related food marketing"
Amount: \$52,622
Status: Funded

II.F.2. Contracts

2015-2017 **Role: Principal Investigator**
Source: Food and Drug Administration
Project title: "Consumer perceptions of foodborne illness communications"
Amount: \$24,900
Status: Funded

2015-2017 **Role: Principal Investigator**
Source: Food and Drug Administration
Project title: "Consumer behaviors related to fortified snack foods"
Amount: \$24,900
Status: Funded

2013-2014 **Role: Principal Investigator**
Source: Food and Drug Administration
Project title: "Quantitative analysis of data on consumer preferences for fortified food products"
Amount: \$12,000
Status: Funded

2013-2014 **Role: Principal Investigator**
Source: Food and Drug Administration
Project title: "Quantitative analysis of the real time food recall survey on the Hepatitis A outbreak associated with a frozen berry product"
Amount: \$15,000
Status: Funded

II.G. Centers for Research, Scholarship, and Creative Activities

II.G.1. Centers Directed

2011-present University of Maryland Center for Health and Risk Communication (CHRC)

The University of Maryland Center for Health and Risk Communication is a cross-disciplinary research center committed to advancing human health and well-being through the scientific study of communication processes and effects in addressing societal

problems related to health, risk, and science. We promote collaboration and dialogue among government, academia, and industry to pursue evidence-based research that provides meaningful guidelines to the practice of health, risk, and science communication. As a research center, we are also committed to training the next generation of communication scientists and building community partnerships to inform and empower disadvantaged individuals and communities.

II.H. Research Fellowships, Prizes and Awards

2018	Mayhew Derryberry Award, American Public Health Association, for outstanding contributions to health education research and theory
2015-2016	Research and Scholarship (RASA) Award, University of Maryland
2015	Emerald Literati Network Award for Excellence – Highly Recommended Paper published in <i>Health Education</i>
2014	Top Paper Award, National Communication Association, Health Communication Division
2014	Faculty Leader, National Communication Association Doctoral Honors Seminars
2012-2013	Research and Scholarship (RASA) Award, University of Maryland
2009-2010	General Research Board Award, University of Maryland
2009	Top Paper Award, International Communication Association, Information Systems Division
2009	Nominated to Sigma Xi Scientific Research Society
2007	Top Paper Award, International Communication Association, Information Systems Division
2006	Top Faculty Paper Award, Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division
2005	Award for Most Outstanding Graduate Research, School of Journalism and Mass Communication, University of Minnesota
2005	Ralph D. Casey Award for Most Outstanding Dissertation Proposal, School of Journalism and Mass Communication, University of Minnesota
2005	Haeberle Fellowship, University of Minnesota

2005	William D. Wells Scholarship, School of Journalism and Mass Communication, University of Minnesota
2004	Nominated to Kappa Tau Alpha National Journalism Honor Society
2004	F. Gerald Kline Memorial Scholarship, University of Minnesota
2003	Mark Kriss Research Award, School of Journalism and Mass Communication, University of Minnesota
2003	Graduate School Block Grant Scholarship, University of Minnesota

III. Teaching, Extension, Mentoring, and Advising

III.A. Courses Taught

University of Maryland

		Approximate Enrollment
Spring 2018	COMM775: Persuasion and Attitude Change	8
Fall 2017	COMM398E: Health Communication	35
Spring 2017	COMM730: Health Communication	8
Fall 2015	COMM398E: Health Communication	35
Fall 2014	COMM775: Persuasion and Attitude Change	8
Spring 2014	COMM738E: Media Effects	8
Fall 2013	COMM777: Persuasive Message Strategies	8
Spring 2013	COMM730: Health Communication	8
Fall 2011	COMM475: Persuasion	35
Spring 2011	COMM738E: Media Effects	8
Spring 2011	COMM398E: Health Communication	35
Fall 2010	COMM398E: Health Communication	35
Fall 2010	COMM475: Persuasion	35
Spring 2010	COMM475: Persuasion	35
Spring 2010	COMM600: Empirical Research in Communication	8
Fall 2009	COMM398E: Health Communication	35
Fall 2009	COMM475: Persuasion	35
Spring 2009	COMM398E: Health Communication	35
Spring 2009	COMM475: Persuasion	35
Fall 2008	COMM398E: Health Communication	35

University of Wisconsin

Spring 2008	LSC515: Public Information Campaigns and Programs	15
Spring 2008	LSC875: Advertising Theory and Research	8
Fall 2007	LSC515: Public Information Campaigns and Programs	15
Spring 2007	LSC515: Public Information Campaigns and Programs	15
Spring 2007	LSC875: Persuasion in Social Marketing Communication	8
Fall 2006	LSC515: Public Information Campaigns and Programs	15
Spring 2006	LSC515: Public Information Campaigns and Programs	15

Fall 2005 LSC515: Public Information Campaigns and Programs 15

III.B. Teaching Innovations

III.B.1. Course or Curriculum Development

University of Maryland

Fall 2014	Significant revision of COMM775: Persuasion and Attitude Change
Fall 2013	Significant revision of COMM777: Persuasive Message Strategies
Spring 2013	Significant revision of COMM730: Health Communication
Spring 2011	Developed a new course – COMM738E: Media Effects
Spring 2010	Significant revision of COMM600: Empirical Research Methods
Spring 2009	Significant revision of COMM475: Persuasion
Fall 2008	Significant revision of COMM398E: Health Communication

University of Wisconsin

Spring 2008	Developed a new course – LSC875: Advertising Theory and Research
Spring 2007	Developed a new course – LSC875: Persuasion in Social Marketing Communication
Fall 2005	Significant revision of LSC875: Public Information Campaigns and Programs

III.C. Advising: Research or Clinical

III.C.1. Undergraduate

Honor's advisor and thesis committee chair

2010-2011	Darcy McCarthy	(Completed)
2009-2010	Kamilia Butler-Peres	(Completed)

Independent studies/honor's projects/communication practicum projects supervised

Spring 2016	Rachel Marget	(Completed)
Spring 2016	Jenny Lazo	(Completed)
Fall 2015	Jamie Roth	(Completed)
Fall 2015	Jenny Lazo	(Completed)
Fall 2015	Alexis Rio	(Completed)
Spring 2013	Candice Beards	(Completed)
Spring 2013	Liana Newton	(Completed)
Spring 2013	Yasmine Rahmaan	(Completed)
2012-2013	Alysia Cutchis	(Completed)
2012-2013	Lindsay Rayford	(Completed)
2012	Yasmine Rahmaan	(Completed)
Spring 2012	Smantha Mundie	(Completed)
Fall 2011	Samantha Baker	(Completed)
Fall 2011	Sam Bolin	(Completed)
Fall 2011	Ashley Chwastyk	(Completed)

Spring 2011	Meredith Lasner	(Completed)
Spring 2010	Cory Jackson	(Completed)
Fall 2009	Aleksandr Yufest	(Completed)
Spring 2009	Courtney Fallon	(Completed)
Spring 2009	Aleksandr Yufest	(Completed)
Spring 2008	Ruthie Kasnett (UW)	(Completed)

III.C.2. Master's

Advisor and thesis committee chair

2013-2015	Michelle Futerfas	(Completed)
2009-2010	Jingwei Yu	(Completed)
2006-2007	Christine Renner (UW)	(Completed)

Committee members (advisory and/or thesis committee)

2009-2012	Amy Zimmerling	(Completed)
2005-2007	Trisha Eliason (UW)	(Completed)
2005-2006	Bradford Lystra (UW)	(Completed)

Independent studies

Spring 2010	Jingwei Yu	(Completed)
Spring 2007	Andrew Binder (UW)	(Completed)
2006-2007	Christine Renner (UW)	(Completed)

III.C.3. Doctoral

Advisor and dissertation committee chair

2017-present	Victoria Ledford (expected graduation: spring 2021)
2015-present	Yan Qin (expected graduation: spring 2019)
2013-2018	Zexin Ma <ul style="list-style-type: none"> • Dissertation: "Persuasive effects of narratives in immersive mediated environments" • Recipient of the Charles Richardson Award for the most outstanding Ph.D. student in the department • First placement: Tenure-Track Assistant Professor, Oakland University
2012-2018	Irina Iles <ul style="list-style-type: none"> • Dissertation: "Improving chronic illness medication adherence: A counterfactual thinking-based model of persuasive communication" • Recipient of the Charles Richardson Award for the most outstanding Ph.D. student in the department

- First placement: Cancer Prevention Fellow, National Cancer Institute

2011-2017

Bo Yang

- Dissertation: “Impact of web content feedback system on the effectiveness of health promotion messages on YouTube: A norms based inquiry”
- First placement: Post-Doctoral Fellow, Georgia State University Tobacco Center of Regulatory Science (TCORS) jointly funded by the National Institutes of Health (NIH) and the Food and Drug Administration (FDA).

2010-2014

Kelly Madden Daily

- Dissertation: “Explicating the Hostile Media Perception: How source credibility influences partisans’ responses to balanced news coverage of health policies”
- Recipient of the Charles Richardson Award for the most outstanding Ph.D. student in the department
- First placement: Tenure-Track Assistant Professor, La Salle University, Philadelphia, PA

2011-2014

Jarim Kim

- Dissertation: “The impact of consideration of future consequences and temporal framing on acceptance of the human papillomavirus vaccine”
- First placement: Tenure-Track Assistant Professor, University of Missouri-St. Louis, MO

Committee members (advisory, dissertation prospectus, and/or dissertation committee)

2017-	Lingyan Ma	(In progress)
2016-	Nathaniel Stoltz	(In progress)
2013-	Boya Xu	(In progress)
2012-2017	Xinyan Zhao	(Completed)
2012-2014	Soo-Kwang Oh	(Completed)
2009-2014	Rowie Kirby	(Completed)
2010-2013	Paula Weissman	(Completed)
2010-2013	Ling Na	(Completed)
2010-2013	Jing Guo	(Completed)
2009-2013	Adam Richards	(Completed)
2009-2012	Vanessa Boudewyns-Paquin	(Completed)
2008-2012	Sejal Patel	(Completed)
2008-2012	Jill Underhill	(Completed)
2009-2012	Deepa Anagondahalli	(Completed)
2009-2012	Ahnlee Jang	(Completed)
2008-2011	Christine Skubisz	(Completed)
2008-2011	Sarah Evans	(Completed)
2008-2009	Hongmei Shen	(Completed)
2006-2009	Sara Hansen (UW)	(Completed)

Independent studies

Fall 2018	Yuan Wang	(In progress)
Spring 2017	Samantha Stanley	(Completed)
Fall 2016	Yan Qin	(Completed)
Spring 2016	Zexin Ma	(Completed)
Fall 2014	Michelle Futerfas	(Completed)
Spring 2014	Michelle Futerfas	(Completed)
Spring 2014	Irina Iles	(Completed)
Spring 2014	Zexin Ma	(Completed)
2013	Bo Yang	(Completed)
2011-2012	Soo-Kwang Oh	(Completed)
2011-2012	Xinyan Zhao	(Completed)
2007-2008	Kwangjun Heo (UW)	(Completed)

III.C.4. Post-doctoral

2015-2017	Jungmi Wu	(Completed)
-----------	-----------	-------------

III.D. Mentorship

III.D.1. Junior Faculty

2018-2019	Damien Pfister
2018-2019	Lindsey Anderson
2017-2018	Brooke Liu
2017-2018	Jiyoun Kim
2015-2016	Anita Atwell Seate
2013-2014	Amber Westcott-Baker
2012-2013	Anita Atwell Seate

III.E. Advising: Other than Directed Research

Spring 2016	Faculty panelist on a workshop organized to provide training to graduate students on securing grants
Spring 2015	Faculty panelist on a workshop organized to provide training to graduate students on securing grants
Summer 2014	Faculty leader at the National Communication Association Doctoral Honors Seminars
Fall 2010	Faculty panelist on a workshop organized to provide training to graduate students on attending academic conferences, as part of the department colloquium series
Spring 2010	Faculty panelist on a workshop organized to introduce graduate students to the media studies research area, as part of the department colloquium series

Spring 2010	Faculty panelist on a workshop organized to introduce graduate students to the health communication research area, as part of the department colloquium series
2005-2008	Faculty supervisor, National Agricultural Marketing Association (NAMA) Wisconsin chapter (UW)
2005-2008	Faculty advisor, Biotalk Research Group (BTRG, UW)

IV. Service and Outreach

IV.A. Editorships, Editorial Boards, and Reviewing Activities

IV.A.1. Editorships

2018-present Senior Editor for *Health Communication*

IV.A.2. Editorial Boards

2017-present	<i>Journal of Health Communication</i>
2015-present	<i>Communication Research</i>
2013-present	<i>Communication Studies</i>
2012-present	<i>Human Communication Research</i>
2011-present	<i>Health Communication</i>
2015-2018	<i>Journal of Communication</i>
2010-2013	<i>Journal of Advertising</i>
2009-2012	<i>Communication Quarterly</i>
2009-2012	<i>Journal of Current Issues and Research in Advertising</i>

IV.A.3. Reviewing Activities for Journals and Presses

Invited Journal Reviewing (selected)

- *Asian Journal of Communication*
- *Behavior & Information Technology*
- *BMC Public Health*
- *Chinese Journal of Communication*
- *Communication Monographs*
- *Communication Quarterly*
- *Communication Research*
- *European Journal of Marketing*
- *European Journal of Social Psychology*
- *Health Communication*
- *Health Education*
- *Health Education Journal*
- *Health Education Research*
- *Health, Risk, and Society*

- *Howard Journal of Communications*
- *Human Communication Research*
- *International Journal of Advertising*
- *International Journal of Hospitality Management*
- *International Marketing Review*
- *Journalism and Mass Communication Quarterly*
- *Journal of Advertising*
- *Journal of Applied Social Psychology*
- *Journal of Business Ethics*
- *Journal of Communication*
- *Journal of Current Issues and Research in Advertising*
- *Journal of Experimental Social Psychology*
- *Journal of Health Communication*
- *Journal of Health Psychology*
- *Journal of Women's Health, Issues & Care*
- *Mass Communication and Society*
- *Pediatrics*
- *Personality and Social Psychology Bulletin*
- *PLOS ONE*
- *Policy and Internet*
- *Preventing Chronic Disease (a CDC publication)*
- *Psychological Reports*
- *Psychology, Health & Medicine*
- *Psychology and Health*
- *Risk Analysis*
- *Vaccine*
- *Women and Health*
- *Women's Health Issues*

Invited Book/Chapter Reviewing

- *Sage Handbook of Risk Communication*

IV.A.4. Reviewing Activities for Conferences

American Academy of Advertising (AAA)

- Paper reviewer, 2007 Asia-Pacific conference
- Paper reviewer, 2006 conference

American Marketing Association (AMA)

- Paper reviewer (Integrated Marketing Communication Track), 2004 Winter Educator's conference

Association for Education in Journalism and Mass Communication (AEJMC)

- Paper reviewer (Advertising Division), 2008 conference

- Paper reviewer (Advertising Division), 2007 conference
- Paper reviewer (Advertising Division), 2006 conference
- Paper reviewer (Communicating Science, Health, Environment, Risk), 2016 conference
- Paper reviewer (Communication Theory and Methodology Division), 2011 conference
- Paper reviewer (Communication Theory and Methodology Division), 2010 conference
- Paper reviewer (Communication Theory and Methodology Division), 2009 conference
- Paper reviewer (Communication Theory and Methodology Division), 2008 mid-winter conference
- Paper reviewer (Communication Theory and Methodology Division), 2008 conference
- Paper reviewer (Communication Theory and Methodology Division), 2007 conference
- Paper reviewer (Communication Theory and Methodology Division), 2006 conference

International Communication Association (ICA)

- Paper reviewer (Health Communication Division), 2015 conference
- Paper reviewer (Health Communication Division), 2011 conference
- Paper reviewer (Health Communication Division), 2010 conference
- Paper reviewer (Health Communication Division), 2009 conference
- Paper reviewer (Health Communication Division), 2008 conference
- Paper reviewer (Information Systems Division), 2011 conference
- Paper reviewer (Information Systems Division), 2010 conference
- Paper reviewer (Information Systems Division), 2009 conference
- Paper reviewer (Information Systems Division), 2008 conference
- Paper reviewer (Mass Communication Division), 2011 conference
- Paper reviewer (Mass Communication Division), 2010 conference
- Paper reviewer (Mass Communication Division), 2008 conference
- Paper reviewer (Mass Communication Division), 2007 conference

National Communication Association (NCA)

- Paper reviewer (Communication and Social Cognition Division), 2015 conference
- Paper reviewer (Communication and Social Cognition Division), 2009 conference
- Paper reviewer (Health Communication Division), 2009 conference

IV.A.5. Other

Tenure and Promotion Evaluation Requests

2018	University of Colorado at Boulder
2018	University of Haifa, Isrel
2018	Georgia State University
2018	University of Southern California
2018	University of Illinois, Urbana Champaign

2018	University of California, Merced
2018	Rutgers University
2018	University of Georgia
2017	Washington State University
2015	University of Utah
2014	National University of Singapore
2013	Iowa State University

Invited Proposal Reviewing (selected)

- *National Institutes of Health*
- *National Science Foundation*
- *Swiss National Science Foundation*

IV.B. Committees, Professional & Campus Service

IV.B.1. Campus Service – Department

University of Maryland

2018-2019	Faculty mentor (Damien Pfister)
2018-2019	Faculty mentor (Lindsey Anderson)
Spring 2018	Member of the chair review committee
2017-2018	Member of the strategic planning committee
2016-2017	Chair of faculty search committee (communication science/health communication)
2016-present	Co-Director of Graduate Studies
2016-2017	Member of third-year review committee (Nick Joyce)
2016-2017	Faculty mentor (Anita Atwell Seate)
2015-2016	Faculty mentor (Anita Atwell Seate)
2015-2016	Member of advisory subcommittee for intermediate review (Amber Westcott-Baker)
2015-2016	Chair of faculty advisory committee
Fall 2014	Member of graduate studies committee
2013-2014	Member of graduate studies committee
2013-2014	Member of faculty advisory committee
2013-2014	Faculty mentor (Amber Westcott-Baker)
2012-2013	Faculty mentor (Anita Atwell Seate)
2012-2013	Member of faculty search committee (health communication)
2012-2013	Member of salary advisory committee
2012-2013	Member of graduate studies committee
2011-present	Director, Center for Health and Risk Communication (CHRC)
2011-present	Faculty supervisor for the Department Online Participant Pool System (SONA)
2011-2014	Faculty supervisor for the Department Online Survey System (SurveyMonkey)
Fall 2011	Member of chair review committee
2011-2012	Member of faculty advisory committee
2011-2012	Member of faculty search committee (intercultural)
2010-2011	Member of graduate studies committee

2010-2011 Member of salary advisory committee
 2010-2011 Coordinator of department colloquium series
 2009-2010 Member of graduate studies committee
 2009-2010 Coordinator of department colloquium series
 Spring 2010 Member of staff search committee (undergraduate program coordinator)
 2008-2009 Member of undergraduate studies committee

University of Wisconsin

2007-2008 Co-chair of branding committee (centennial planning)
 2008-2008 Member of graduate studies committee
 2007 Faculty representative to new student orientation (SOAR program)
 2006-2007 Member of faculty search committee (environmental communication)
 2006-2007 Ten-year external review:
 • Chair of assessment committee
 • Member of undergraduate studies committee
 • Member of graduate studies committee
 • Member of research committee
 2006 Faculty representative to new student orientation (undergraduate programs and services)
 2006-2007 Member of graduate studies committee
 2005-2006 Member of graduate studies committee

University of Minnesota

2004-2005 Member of the Midwest Communication Conference organization committee
 2004-2005 Founding member of the Strategic Communication Research Group
 2004 Graduate student mentor
 2003 Reviewer and discussant for the Graduate Student Organization Conference
 2002 Graduate student mentor

IV.B.2. Campus Service – College

2013-2014 ARHU collegiate council representative

IV.B.3. Campus Service – University

University of Maryland

2017-present Member of the Research Integrity Council
 Spring 2010 Faculty senate alternate

University of Wisconsin

2007-2008 Faculty senate
 2006-2007 Faculty senate alternate

IV.B.4. Offices and Committee Memberships

American Academy of Advertising (AAA)

2014-2015	Member of research committee
2014-2015	Judge, research fellowship competition
2011	Judge, doctoral dissertation competition
2009-2010	Judge, research fellowship competition
2008-2009	Judge, research fellowship competition
2007-2008	Judge, research fellowship competition
2005-2012	Member of research committee

Association for Education in Journalism and Mass Communication (AEJMC)

2009-2010	Professional freedom & responsibilities chair, Communication Theory and Methodology Division
2008-2009	Teaching standards chair, Communication Theory and Methodology Division
2008-2010	Member of executive committee, Communication Theory and Methodology Division
2007-2008	Barrow Minority Scholarship chair, Communication Theory and Methodology Division
2007	Judge, Barrow Minority Scholarship, Communication Theory and Methodology Division

American Public Health Association

2016-2017	Award nomination sub-committee, Public Health Education and Health Promotion Section (PHEHP)
-----------	--

National Communication Association

2017-2018	Vice Chair, Health Communication Division
-----------	---

IV.B.5. Leadership Roles in Meetings and Conferences

Association for Education in Journalism and Mass Communication (AEJMC)

2010	Discussant (Top Papers session), Communication Theory and Methodology Division
2008	Discussant (paper session on "Cause-related marketing, social responsibility and corporate reputation"), Advertising Division
2007	Discussant (paper session on "Who's responsibility is it anyway? Public policy, PSAs, and socially responsible advertising"), Advertising Division
2006	Discussant (paper session on "Fame, believability, and advertising"), Advertising Division

International Communication Association (ICA)

- 2015 Chair (paper session on “Social media, exercise, and obesity”), Health Communication Division
- 2014 Chair (paper session on “News coverage of health issues”), Health Communication Division
- 2011 Chair (paper session on “From micro to meso to macro: Physician-patient interactions, media campaigns, health policies”), Health Communication Division
- 2008 Chair (paper session on “News coverage of cancer and science: Content and effects”), Mass Communication Division

Midwest Association for Public Opinion Research (MAPOR)

- 2006 Moderator (paper session on “Attitudes about science and technology”)

IV.C. External Service and Consulting

- 2012-present Consultant, U. S. Food and Drug Administration
- 2016 Expert Panel, RAND Evaluation of Mental Health Public Awareness Campaigns