

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
 Affiliate Professor, Department of Behavioral and Community Health
 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

2019-present	Faculty Associate, Joint Institute for Food Safety and Applied Nutrition, University of Maryland-College Park
2018-present	Affiliate Professor, Department of Behavioral and Community Health, University of Maryland-College Park
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
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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 Nan mentored at time research was conducted

II.A. Book Chapters & Encyclopedia Entries

1. #Ledford, V., & **Nan, X.** (manuscript completed). Gain and loss based frames. In D. Ewoldsen (Ed.), *The international encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell.
2. #Qin, Y., & **Nan, X.** (manuscript completed). Need for closure. In D. Ewoldsen (Ed.), *The international encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell.

3. #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.
4. **Nan, X.**, & Paek, H. (2014). Social responsibility in international advertising. In H. Cheng (Ed.), *Handbook of international advertising research*. Hoboken, NJ: Wiley-Blackwell.
5. **Nan, X.**, #Yang, B., & #Iles, I. (2014). Nutrition/diet. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.
6. **Nan, X.**, #Madden, K., & #Kim, J. (2014). Vaccinations. In T. Thompson (Ed.), *The encyclopedia of health communication*. Thousand Oaks, CA: Sage Publications, Inc.
7. **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.
8. **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.
9. **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.
10. #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.
11. 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. #Yang, B., & **Nan, X.** (in press). Self-affirmation moderates self-congruency effect in health messaging. *Health Communication*.
2. Verrill, L., #Iles, I., & **Nan, X.** (in press). Soda or VitaSoda: How product name influences perceptions of snack food healthfulness and the moderating role of nutrition facts labels. *Health Communication*.
3. **Nan, X.**, #Daily, K., #Richards, A., Holt, C., Wang, M., Tracy, K., & #Qin, Y. (in press). The role of trust in health information from medical authorities in accepting the HPV vaccine among African American parents. *Human Vaccines & Immunotherapeutics*.

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*.
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*.
6. #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, 118*, 239-249.
7. #Ma, Z., & **Nan, X.** (in press). Positive facts, negative stories: Message framing as a moderator of narrative persuasion in anti-smoking communication. *Health Communication*.
8. #Kim, J., & **Nan, X.** (2019). Temporal framing effects differ for narrative vs. non-narrative messages: The case of promoting HPV vaccination. *Communication Research, 46*, 401-417.
9. #Iles, I., **Nan, X.**, #Ma, Z., Feldman, R., Butler, J., Wang, M., & Zhao, X. (2019). Self-affirmation and defensive processing of graphic cigarette warning labels among African Americans. *Health Education Journal, 78*, 301-314.
10. #Ma, Z., & **Nan, X.** (2019). Investigating the interplay of self-construal and independent vs. interdependent self-affirmation. *Journal of Health Communication, 24*, 293-302.
11. **Nan, X.** & #Qin, Y. (2018). 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, 45*, 148-168.
12. **Nan, X.**, #Daily, K., & #Qin, Y. (2018). Relative persuasiveness of gain- vs. loss-framed messages: A review of theoretical perspectives and developing an integrative framework. *Review of Communication, 18*, 370-390.
13. #Ma, Z., & **Nan, X.** (2018). Role of narratives in promoting mental illnesses acceptance. *Atlantic Journal of Communication, 26*, 196-209.
14. #Jun, J., & **Nan, X.** (2018). Determinants of cancer screening disparities among Asian Americans: A systematic review of public health surveys. *Journal of Cancer Education, 33*, 757-768.
15. #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. – **Featured in CDC's Health Communication Science Digest**

16. #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
17. #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.
18. #Jun, J., & **Nan, X.** (2017). Comparative risk assessment and cessation information seeking among smokeless tobacco users. *Addictive Behaviors, 80*, 14-21.
19. #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. – **Featured in CDC's Health Communication Science Digest**
20. #Yang, B., **Nan, X.**, & #Zhao, X. (2017). Persuasiveness of anti-smoking messages: Self-construal and message focus. *Health Education, 117*, 398-413.
21. #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.
22. #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.
23. **Nan, X.** (2017). Influence of incidental discrete emotions on health risk perception and persuasion. *Health Communication, 32*, 721-729.
24. **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. – **Featured in CDC's Health Communication Science Digest**
25. **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.
26. **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.
27. #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. – **Featured in CDC's Health Communication Science Digest**

28. #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.
29. **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.
30. **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. – **Featured in CDC's Health Communication Science Digest**
31. #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.
32. #Kim, J., & **Nan, X.** (2015). Consideration of future consequences and HPV vaccine uptake among young adults. *Journal of Health Communication, 20*, 1033-1040. – **Featured in CDC's Health Communication Science Digest**
33. 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.
34. **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. – **Featured in CDC's Health Communication Science Digest**
35. **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. – **Featured in CDC's Health Communication Science Digest**
36. **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. – **Featured in CDC's Health Communication Science Digest**
37. #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.
38. 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. – **Emerald Literati Network Award for Excellence for Highly Recommended Paper**

39. **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.
40. **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. – **Featured in CDC's Health Communication Science Digest**
41. **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.
42. **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. – **Featured in CDC's Health Communication Science Digest**
43. **Nan, X.** (2013). Perceived source credibility and advertising persuasiveness: Moderators and psychological processes. *Journal of Current Issues and Research in Advertising, 34*, 195-211.
44. **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.
45. 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.
46. **Nan, X., & Zhao, X.** (2012). When does self-affirmation reduce biased processing of anti-smoking messages? *Communication Studies, 63*, 482-497.
47. **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.
48. #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. – **Featured in CDC's Health Communication Science Digest**
49. **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. – **Featured in CDC's Health Communication Science Digest**
50. #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. – **Featured in CDC's Health Communication Science Digest**

51. **Nan, X.** (2012). Communicating to young adults about HPV vaccination: Consideration of message framing, motivation, and gender. *Health Communication, 27*, 10-18.
52. **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.
53. **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.
54. **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.)
55. 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.
56. 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.
57. **Nan, X.**, & Zhao, X. (2010). The influence of liking for anti-smoking PSAs on adolescents' smoking-related behavioral intentions. *Health Communication, 25*, 459-469.
58. **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.
59. **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.
60. **Nan, X.** (2008). The influence of liking for a public service announcement on issue attitude. *Communication Research, 35*, 503-528.
61. **Nan, X.** (2008). The pursuit of self-regulatory goals: How counterfactual thinking influences advertising persuasiveness. *Journal of Advertising, 37*, 17-27.
62. **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.
63. **Nan, X.** (2007). Social distance, framing, and judgment: A construal level perspective. *Human Communication Research, 33*, 489-514.

64. **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.
65. **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.
66. **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.
67. **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.
68. **Nan, X.**, & Faber, R. J. (2004). Advertising theory: Reconceptualizing the building blocks. *Marketing Theory*, 4, 7-30. – **Recommended as a must-read resource on Advertising in Oxford Bibliographies Online**
69. Faber, R. J., Lee, M., & **Nan, X.** (2004). Advertising and the consumer information environment online. *American Behavioral Scientist*, 48, 447-466.

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. "Communication science and cancer prevention," University of Maryland Greenebaum Cancer Center Population Science Retreat, September 13, 2019.
2. "NIH proposal writing tips and pitfalls," DC Health Communication Preconference, Fairfax, VA, April 25, 2019.

3. "Prevalence and extent of cancer misinformation through the lens of the HPV vaccine controversy," National Cancer Institute, Shady Grove, MD, August 23, 2018.
4. "Communicate to persuade: Message strategies for promoting HPV vaccination," Kentucky Conference on Health Communication, Lexington, KY, April 14, 2018.
5. "Cancer communication research," University of Maryland, School of Public Health, March 13, 2017.
6. "Cancer communication research," University of Maryland Greenebaum Cancer Center Population Science Seminar Series, October 4, 2016.
7. "HPV vaccine communication in the online and social media," American Public Health Association Conference, Chicago, IL, November 3, 2015.
8. "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.
9. "Cancer communication research," University of Maryland Greenebaum Cancer Center Population Science Retreat, June 16, 2014.
10. "Consumer messaging on nutrition," (with Kelly Madden) Joint Institute for Food Safety and Applied Nutrition, May 17, 2012.
11. "Health and risk communication," Joint Institute for Food Safety and Applied Nutrition, November 17, 2011.
12. "Communicating health issues through social media," University of Maryland, School of Public Health, April 19, 2011.
13. "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.
14. "Communicating to young adults about HPV vaccination: Consideration of message framing, motivation, and gender," University of Maryland, College of Journalism, November 12, 2010.
15. "Influence of self-affirmation on biased processing of health messages," University of Maryland, Department of Communication Colloquium Series, April 2, 2010.
16. "Risk and health communication research agenda" University of Maryland, Center for Risk Communication Research, March 27, 2009.
17. "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.

18. "The influence of message-induced and incidental emotions on persuasion," University of Wisconsin-Madison, Department of Communication Arts Colloquium Series, November 29, 2007.
19. "Social distance, framing, and judgment: A construal level perspective," University of Wisconsin-Madison, Department of Life Sciences Communication Colloquium Series, February 22, 2005.
20. "The effects of temporal construal and message framing on persuasion," University of Minnesota, School of Journalism and Mass Communication, November 10, 2004.
21. "Audience analysis and communication goals," University of Minnesota, School of Journalism and Mass Communication, September 22, 2004.
22. "Conducting communication research using quantitative methods," University of Minnesota, School of Journalism and Mass Communication, May 4, 2004.
23. "Message strategies for advertising," University of Minnesota, School of Journalism and Mass Communication, March 24, 2004.

II.D.2. Refereed Presentations

1. **Nan, X.**, Iles, I., & Ma, Z (2019, November). Impact of self-affirmation on responses to health warning messages: Does consideration of future consequences matter? Paper accepted for presentation at the annual conference of the National Communication Association (Health Communication Division), Baltimore, MD.
2. **Nan, X.**, & #Qin, Y. (2019, April). Effects of time orientation and episodic future thinking on responses to health warning messages. Paper accepted for presentation at the 5th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
3. Guidry, J. P. D., Vraga, E., Ming, H., #Qin, Y., Occa, A., **Nan, X.**, Carlyle, K. E., & Fuemmeler, B. F. (2019, April). Vaccines among recipes: A content analysis of HPV vaccine posts on Pinterest. Paper accepted for presentation at the 5th Washington DC Health Communication Conference, George Mason University, Fairfax, VA.
4. #Iles, I., **Nan, X.**, #Ma, Z., Butler, J., Feldman, R., & Wang. M.Q. (2019, May). Smokers' attitudes toward smoking: How self-affirming prior to viewing graphic cigarette warning labels affects explicit and implicit attitudes. Paper accepted for presentation at the annual conference of the International Communication Association (Communication Science and Biology Division), Washington D.C.
5. #Ma, Z., & **Nan, X.** (2019, May). Effects of immersive stories on prosocial attitudes and willingness to help: Testing psychological mechanisms. Paper accepted for presentation at the annual conference of the International Communication Association (Health Communication Division), Washington D.C.

6. **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.
7. #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.
8. #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.
9. #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.
10. #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.
11. **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.
12. **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.
13. #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.
14. #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.
15. #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.

16. #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.
17. #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.
18. 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.
19. #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.
20. #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.
21. **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.
22. **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.
23. #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.
24. #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.
25. #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.

26. #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.
27. #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.
28. **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.
29. **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.
30. **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.
31. **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.
32. 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***
33. #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.
34. #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.

35. #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.
36. #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.
37. #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.
38. #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.
39. 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.
40. **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.
41. **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
42. **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.
43. **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.

44. **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.
45. #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.
46. #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.
47. #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.
48. **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.
49. **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.
50. **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.
51. **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.
52. **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.

53. #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.
54. **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.
55. **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.
56. #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.
57. **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.
58. **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.
59. 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.
60. **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*
61. **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.
62. **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.
63. **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.
 64. **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.
 65. **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.
 66. **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.
 67. **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.
 68. **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.
 69. **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.
 70. **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**
 71. **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.
 72. 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.
73. **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.
74. **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.
75. **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.
76. **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***
77. **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.
78. **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.
79. 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.
80. **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.
81. **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.

82. **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.
83. **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.
84. **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.
85. **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.
86. **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.
87. **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.
88. **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.
89. **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.
90. **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.
91. **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.
92. **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.

93. **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.
94. **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.
95. **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.
96. **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 Organized

Chair and organizer (in collaboration with the National Cancer Institute) 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.

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.

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

II.F.1. Grants

- | | |
|-----------|--|
| 2018-2023 | <p>Role: Principal Investigator
 <i>Source:</i> National Cancer Institute (NCI) of the National Institutes of Health (NIH)
 <i>Project title:</i> “Framing HPV vaccination messages for African American parents” (1R01CA219060-01)
 <i>Amount:</i> \$2,212,269
 <i>Status:</i> Funded</p> |
| 2018 | <p>Role: Principal Investigator
 <i>Source:</i> Food and Drug Administration through the Joint Institute for Food Safety and Applied Nutrition
 <i>Project title:</i> “Agricultural biotechnology education and outreach initiative”
 <i>Amount:</i> \$40,000
 <i>Status:</i> Funded</p> |
| 2015-2017 | <p>Role: Co-Principal Investigator (PI: Zhang)
 <i>Source:</i> Depart of Energy Advanced Research Projects Agency-Energy (ARPA-E)
 <i>Project title:</i> “Integrated, personalized, real-time traveler information and incentive technology for optimizing energy efficiency in multimodal transportation systems”
 <i>Amount:</i> \$4,500,000
 <i>Status:</i> Funded</p> |
| 2014-2017 | <p>Role: Principal Investigator
 <i>Source:</i> National Cancer Institute (NCI) of the National Institutes of Health (NIH)
 <i>Project title:</i> “Self-affirmation and responses to smoking risk messages among African Americans” (1R21CA187631-01)
 <i>Amount:</i> \$357,552
 <i>Status:</i> Funded</p> |
| 2013-2015 | <p>Role: Principal Investigator
 <i>Source:</i> Food and Drug Administration through the Joint Institute for Food Safety and Applied Nutrition
 <i>Project title:</i> “Sources of food safety information for American consumers”</p> |

		<i>Amount:</i> \$131,007 <i>Status:</i> Funded
2011-2014		<i>Role:</i> Principal Investigator (Mentor: Holt) <i>Source:</i> National Cancer Institute (NCI) of the National Institutes of Health (NIH) <i>Project title:</i> "Message framing and HPV vaccination acceptance among African Americans" (1R03CA150570-01A1) <i>Amount:</i> \$150,000 <i>Status:</i> Funded
2011-2012		<i>Role:</i> Principal Investigator <i>Source:</i> Department of Homeland Security through the National Center for Risk and Economic Analysis of Terrorism Events (CREATE) <i>Project title:</i> "Societal ripple effects from terrorist attacks and risk communication strategies" <i>Amount:</i> \$20,000 <i>Status:</i> Funded
2008-2012		<i>Role:</i> Principal Investigator (2011-2012), Co-Investigator (2008-2010, PI: Turner) <i>Source:</i> Food and Drug Administration through the Joint Institute for Food Safety and Applied Nutrition <i>Project title:</i> "Experiment to evaluate risk perceptions of produce growers, food retailers and consumers after a foodborne illness outbreak or food recall" <i>Amount:</i> \$200,000 <i>Status:</i> Funded
II.F.2.	Contracts	
2015-2017		<i>Role:</i> Principal Investigator <i>Source:</i> Food and Drug Administration <i>Project title:</i> "Consumer perceptions of foodborne illness communications" <i>Amount:</i> \$24,900 <i>Status:</i> Funded
2015-2017		<i>Role:</i> Principal Investigator <i>Source:</i> Food and Drug Administration <i>Project title:</i> "Consumer behaviors related to fortified snack foods" <i>Amount:</i> \$24,900 <i>Status:</i> Funded
2013-2014		<i>Role:</i> Principal Investigator <i>Source:</i> Food and Drug Administration <i>Project title:</i> "Quantitative analysis of data on consumer preferences for fortified food products" <i>Amount:</i> \$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. Funded Research not administered by ORA & Research Funding received at another institution

II.G.1. Grants

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

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.H. Centers for Research, Scholarship, and Creative Activities

II.H.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.I. Research Fellowships, Prizes and Awards

- 2019 Honoree, Inaugural Maryland Research Excellence Celebration, sponsored by the Provost’s Office and the Office of the Vice President for Research
- 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 *Health Education*
- 2014 Top Paper Award, National Communication Association, Health Communication Division
- 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	Haerberle 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

Spring 2019	COMM730: Health Communication
Spring 2018	COMM775: Persuasion and Attitude Change
Fall 2017	COMM398E: Health Communication
Spring 2017	COMM730: Health Communication
Fall 2015	COMM398E: Health Communication
Fall 2014	COMM775: Persuasion and Attitude Change
Spring 2014	COMM738E: Media Effects
Fall 2013	COMM777: Persuasive Message Strategies
Spring 2013	COMM730: Health Communication
Fall 2011	COMM475: Persuasion
Spring 2011	COMM738E: Media Effects
Spring 2011	COMM398E: Health Communication
Fall 2010	COMM398E: Health Communication
Fall 2010	COMM475: Persuasion
Spring 2010	COMM475: Persuasion
Spring 2010	COMM600: Empirical Research in Communication
Fall 2009	COMM398E: Health Communication
Fall 2009	COMM475: Persuasion
Spring 2009	COMM398E: Health Communication
Spring 2009	COMM475: Persuasion
Fall 2008	COMM398E: Health Communication

University of Wisconsin

Spring 2008	LSC515: Public Information Campaigns and Programs
Spring 2008	LSC875: Advertising Theory and Research
Fall 2007	LSC515: Public Information Campaigns and Programs
Spring 2007	LSC515: Public Information Campaigns and Programs
Spring 2007	LSC875: Persuasion in Social Marketing Communication
Fall 2006	LSC515: Public Information Campaigns and Programs
Spring 2006	LSC515: Public Information Campaigns and Programs
Fall 2005	LSC515: Public Information Campaigns and Programs

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		
<i>Advisor and thesis committee chair</i>		
2013-2015	Michelle Futerfas	(Completed)
2009-2010	Jingwei Yu	(Completed)
2006-2007	Christine Renner (UW)	(Completed)
<i>Committee members (advisory and/or thesis committee)</i>		
2009-2012	Amy Zimmerling	(Completed)
2005-2007	Trisha Eliason (UW)	(Completed)
2005-2006	Bradford Lystra (UW)	(Completed)
<i>Independent studies</i>		
Spring 2010	Jingwei Yu	(Completed)
Spring 2007	Andrew Binder (UW)	(Completed)
2006-2007	Christine Renner (UW)	(Completed)
III.C.3. Doctoral		
<i>Advisor and dissertation committee chair</i>		
2018-present	Yuan Wang (expected graduation: spring 2022)	
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
- Current placement: Tenure-Track Assistant Professor, Department of Communication and Journalism, Oakland University

2012-2017

Irina Iles

- 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
- Current 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”
- Current placement: Tenure-Track Assistant Professor, Department of Communication, University of Arizona

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, Department of Communication, La Salle University

2011-2014

Jarim Kim

- Dissertation: “The impact of consideration of future consequences and temporal framing on acceptance of the human papillomavirus vaccine”
- Current placement: Tenure-Track Assistant Professor, Department of Communication, Yonsei University

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

2017-	Xiaojing Wang	(In progress)
2017-	Lingyan Ma	(In progress)
2016-	Nathaniel Stoltz	(In progress)
2013-2019	Boya Xu	(Completed)
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	<ul style="list-style-type: none"> Current placement: Tenure-Track Assistant Professor, School of Journalism and Mass Communications, University of South Carolina
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III.D. Mentorship

III.D.1. Invited Mentorship at National Conferences

2019	Preconference Faculty Mentor, DC Health Communication Conference
2018	Preconference Faculty Mentor, Health Communication Division, National Communication Association Conference
2017	Preconference Faculty Mentor, Kentucky Conference on Health Communication
2014	Faculty Leader, National Communication Association Doctoral Honors Seminars

III.D.2. Mentorship at Maryland

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| Spring 2019 | Faculty panelist on a workshop organized to provide training to graduate students on securing grants |
| 2018-present | Founder and supervisor, Center for Health and Risk Communication Research Group |
| 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 |
| 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 |
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| III.D.3. | Mentorship at Wisconsin |
| 2005-2008 | Founder and supervisor, Biotalk Research Group |
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| III.E. | <u>Advising: Other than Directed Research</u> |
| 2005-2008 | Faculty supervisor, National Agricultural Marketing Association (NAMA) Wisconsin chapter (UW) |
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| IV. | Service and Outreach |
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| IV.A. | <u>Editorships, Editorial Boards, and Reviewing Activities</u> |
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| IV.A.1. | Editorships |
| 2018-present | Senior Editor for <i>Health Communication</i> |
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| 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
- Paper reviewer, 2006

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

International Communication Association (ICA)

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

National Communication Association (NCA)

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

IV.A.5. Other

Tenure and Promotion Evaluation Requests

2019	Indiana University-Purdue University Indianapolis
2019	Washington State University
2019	University of Missouri-St. Louis
2019	Purdue University
2019	University of Oregon
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

2019-2020	Faculty mentor (Erich Sommerfeldt)
2019-2020	Faculty mentor (Damien Pfister)
2019-2020	Member of the salary advisory committee
Spring 2019	Member of the post-tenure review committee (Kristy Maddux)
2018-2019	Chair of the salary advisory committee
2018-2019	Faculty mentor (Damien Pfister)
2018-2019	Faculty mentor (Lindsey Anderson)
Spring 2018	Member of the chair review committee
Spring 2018	Member of the post-tenure review committee (Dale Hample)
2017-2018	Member of the strategic planning committee
2017-2018	Faculty mentor (Brooke Liu)
2017-2018	Faculty mentor (Jiyoun Kim)
2016-2017	Chair of the faculty search committee (communication science/health communication)
2016-present	Co-Director of Graduate Studies
2016-2017	Member of the third-year review committee (Nick Joyce)
2016-2017	Faculty mentor (Anita Atwell Seate)
2015-2016	Faculty mentor (Anita Atwell Seate)
2015-2016	Member of the advisory subcommittee for intermediate review (Amber Westcott-Baker)
2015-2016	Chair of the faculty advisory committee
Fall 2014	Member of the graduate studies committee
2013-2014	Member of the graduate studies committee
2013-2014	Member of the faculty advisory committee
2013-2014	Faculty mentor (Amber Westcott-Baker)
2012-2013	Faculty mentor (Anita Atwell Seate)
2012-2013	Member of the faculty search committee (health communication)
2012-2013	Member of the salary advisory committee
2012-2013	Member of the graduate studies committee

2011-present	Director, Center for Health and Risk Communication (CHRC)
2011-2017	Faculty supervisor for the department's Online Participant Pool System (SONA)
2011-2014	Faculty supervisor for the department's Online Survey System
Fall 2011	Member of the chair review committee
2011-2012	Member of the faculty advisory committee
2011-2012	Member of the faculty search committee (intercultural)
2010-2011	Member of the graduate studies committee
2010-2011	Member of the salary advisory committee
2010-2011	Coordinator of the department's colloquium series
2009-2010	Member of the graduate studies committee
2009-2010	Coordinator of the department's colloquium series
Spring 2010	Member of the staff search committee (undergraduate program coordinator)
2008-2009	Member of the undergraduate studies committee

University of Wisconsin

2007-2008	Co-chair of the branding committee (centennial planning)
2008-2008	Member of the graduate studies committee
2007	Faculty representative to new student orientation (SOAR program)
2006-2007	Member of the faculty search committee (environmental communication)
2006-2007	Ten-year external review (chair of the assessment committee; member of the undergraduate studies committee; member of the graduate studies committee; member of the research committee)
2006	Faculty representative to new student orientation (undergraduate programs and services)
2006-2007	Member of the graduate studies committee
2005-2006	Member of the 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
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IV.B.3. Campus Service – University

University of Maryland

2017-present	Member of the Research Integrity Council
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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)

2019-present Member of the research committee
 2014-2015 Member of the 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 the 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 the 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)
 2019-2020 Judge, Public Health Education and Health Promotion Section (PHEHP) awards

National Communication Association

2019-2020 Past Chair, Health Communication Division
 2018-2019 Chair, Health Communication Division
 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 Chair (paper session on “Attitudes about science and technology”)

National Communication Association

- 2018 Chair (paper session on “Playing with persuasive messaging: The role of message features, psychological states, and communication channels”), Health Communication Division

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