

**LU QIANFENG**  
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Lugano, Switzerland

## EDUCATION

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- PhD Candidate in Communication Sciences** *01/2022 – Present*  
Università della Svizzera italiana (USI), Lugano, Switzerland
- Visiting PhD Fellow** *08/2023 – Present*  
Wee Kee Wee School of Communication and Information  
Nanyang Technological University, Singapore
- Master of Science in Communication in Communication,  
Management & Health** *09/2019 – 12/2021*  
Università della Svizzera italiana (USI), Lugano, Switzerland
- Bachelor of Science in Nursing** *09/2014 – 07/2018*  
Wannan Medical College, Wuhu, China
- Minor in ICU Specialized Nursing.

## AWARD

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- The Paper Awards, 73rd Annual International Communication Association Preconference on Generation Z and Global Communication, 2023 - Awarded as the first-place paper.
- USI Doctoral Mobility Grant, Università della Svizzera italiana, 2023 –Awarded 20,000 CHF to support international research visits and academic stays at Nanyang Technological University in Singapore.
- The Michael Haley Travel Fund, International Communication Association (ICA), 2023 - Awarded \$1000 to attend the 73rd Annual ICA Conference.
- Solidarity Scholarships Fund, Università della Svizzera italiana, 2020 - Awarded a 2,000 CHF scholarship.

## WORK EXPERIENCE

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- Teaching Assistant** *09/2022 – Present*  
Assisted master class in Data Analysis  
Università della Svizzera italiana (USI), Lugano, Switzerland

**Communication Intern**  
Kinderspital Zürich, Zurich, Switzerland

01/2021 – 06/2021

**Nurse**  
Yijishan Hospital, Wuhu, China

01/2017 – 01/2018

## PUBICATIONS AND PAPERS

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1. **Lu, Q.**, Chang, A., Yu, G., Yang, Y., & Schulz, P. J. (2022). Social capital and health information seeking in China. *BMC Public Health* 22, 1525. <https://doi.org/10.1186/s12889-022-13895-2>.
2. **Lu, Q.**, Schulz, P. J. (2023). How physicians tackle Internet-misinformed patients: going beyond traditional patient-centered communication - A study protocol. *Advances in Medical Education and Practice*. (In Press)
3. Chang, A., Ho, M., Jiao, W. **Lu, Q.**, Liu, M.T., Schulz, P. J. (2023). Predicting and Empowering Health for “Generation Z”: Comparing Health Information Seeking and Digital Health Literacy Across Generations. *Journal of Medical Internet Research*. (In Press)
4. **Lu, Q.**, Schulz, P. J. & Chang, A. (XXXX). Medication safety perceptions in China: media exposure, healthcare experiences, and trusted information sources. *Patient Education and Counseling*. (Under Review)
5. **Lu, Q.**, & Schulz, P. J. (XXXX). Physicians’ perspectives on Internet-informed patients: a systematic review. *Journal of Medical Internet Research*. (Under Review)
6. **Lu, Q.**, Schulz, P. J., Link, E., Baumann, E. (XXXX). The relationship between patient-centered communication and cancer information avoidance: A survey study of cancer and non-cancer patients. *Patient Education and Counseling*. (Submitted)

## BOOK CHAPTERS

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1. Schulz, P. J., **Lu, Q.**, Chang. (XXXX). How Social Capital Promotes Mental Health during the COVID-19 Pandemic in China: Exploring the Mediating Effect of Health Empowerment. *Handbook of Communication and Health Disparities*. Palgrave Handbooks. (Under Review)

## CONFERENCE CONTRIBUTION

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1. **Lu, Q.**, Schulz, P. J., Link, E., Baumann, E. (2023). Mitigating Health Disparities: The interplay of health literacy and patient-centered communication on perceived health status. *European Conference on Health Communication 2023*, Klagenfurt, Austria. November 15-17. (Oral Presentation, Accepted)
2. **Lu, Q.**, Schulz, P. J., Chang, A. (2023) Patients’ internet information disclosure with their physicians: the role of patient-centered communication. *20th International Conference on Communication in Healthcare*, Puerto Rico, USA. October 22-25. (Oral Presentation, Accepted)
3. **Lu, Q.**, Schulz, P. J., Chang, A. (2023) Social capital and mental well-being during the dynamic Zero-COVID policy in China: the mediating role of health empowerment. *20th International Conference on Communication in Healthcare*, Puerto Rico, USA. October

- 22-25. (Oral Presentation, Accepted)
4. **Lu, Q.**, Schulz, P.J., Cattaneo., F., Perrone, P. M., Castaldi, S., Hwang, S. (2023) Factors contributing to physician overestimation of patient health literacy: a dyadic analysis. *20th International Conference on Communication in Healthcare*, Puerto Rico, USA. October 22-25. (Oral Presentation, Accepted)
  5. **Lu, Q.**, Schulz, P. J. & Lwin, M. (2023). Not your property! Physicians' perspectives to Internet-informed patients: a systematic review. *73rd Annual International Communication Association Conference*, Toronto, Canada. May 25-29. (Oral Presentation)
  6. **Lu, Q.**, Schulz, P. J., Link, E., Baumann, E. (2023). How patient-centered communication affects cancer information avoidance: observations from cancer patients and non-cancer individuals. *73rd Annual International Communication Association Conference*, Toronto, Canada. May 25-29. (Oral Presentation)
  7. **Lu, Q.**, Ho, M., Jiao, W., Chang, A., Schulz, P. J. (2023). How to Empower Generation Z for Better Health? A Cross-Generational Analysis of Health Information Seeking Behavior and Digital Health Literacy. *73rd Annual International Communication Association Preconference on Generation Z and Global Communication*. Toronto, Canada. May 25. (Oral Presentation)
  8. **Lu, Q.**, Schulz, P. J., Chang, A., Yu, G., & Yang, Y. (2022) Social capital and health information-seeking behavior in China: the effect of bonding and bridging social capital. *72nd International Communication Association (ICA) Post-conference on Digital Health Communication: Issues and perspectives*, Dijon, France. May 31 to June 1. (Oral Presentation)
  9. **Lu, Q.**, Schulz, P. J., Chang, A., Yu, G., & Yang, Y. (2022) Drug safety perception in China: the role of media exposure and past healthcare experience. *19th International Conference on Communication in Healthcare*, Glasgow, Scotland. September 5-9. (Oral Presentation)
  10. **Lu, Q.** & Schulz, P. J (2022). Preparing of advanced end-of-life care planning in Switzerland: the potentials of patient-centered healthcare. *11a Giornata della Ricerca e dell'Innovazione in Medicina Umana della Svizzera italiana*, Lugano, Switzerland. June 3. (Poster Presentation)

## QUALIFICATION AND SKILLS

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- Qualifications: Nurse Qualification Certificate
- Languages: Mandarin (native), English (proficient, C1 level)
- Data Analysis Tools: SPSS, R

## MEMBERSHIPS

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- Member of the International Communication Association (ICA)
- Member of the Academy of Communication in Healthcare (ACH)