

LU QIANFENG
Tel.: +41 586664488
E-mail: luq@usi.ch
Via Buffi 13, 6900
Lugano, Switzerland

EDUCATION

PhD Candidate in Communication Sciences *01/2022 – Present*
Università della Svizzera italiana (USI), Lugano, Switzerland

Supervisor: Prof. Peter J. Schulz (Università della Svizzera italiana),
Co-Supervisor: Prof. May O. Lwin (Nanyang Technological University)

Visiting PhD Fellow *08/2023 – 08/2024*
Wee Kim Wee School of Communication and Information
Nanyang Technological University, Singapore

Master of Science in Communication, Management & Health *09/2019 – 12/2021*
Università della Svizzera italiana, Lugano, Switzerland

Bachelor of Science in Nursing *09/2014 – 07/2018*
Wannan Medical College, Wuhu, China

- Minor in ICU Specialized Nursing.

AWARD

- 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

Teaching Assistant *09/2022 – 02/2024*

Assisted with two master's courses: "Data Analysis" and "Health Communication"
Università della Svizzera italiana, Lugano, Switzerland

Master Coordinator

10/2023 – 12/2023

Program Coordinator for the Master's in Communication, Management, and Health
Università della Svizzera italiana, Lugano, Switzerland

Communication Intern

01/2021 – 06/2021

Kinderspital Zürich, Zurich, Switzerland

Nurse

01/2017 – 01/2018

Yijishan Hospital, Wuhu, China

PUBMICATIONS AND PAPERS

1. **Lu, Q.**, Schulz, P. J., & Chang, A. (2024). Medication safety perceptions in China: Media exposure, healthcare experiences, and trusted information sources. *Patient education and counseling (SSCI, Q1)*, 123, 108209. <https://doi.org/10.1016/j.pec.2024.108209>
2. **Lu, Q.**, & Schulz, P. J. (2024). Physicians' perspectives on Internet-informed patients: a systematic review. *Journal of Medical Internet Research (SCIE, Q1)*. (In press)
3. **Lu, Q.**, Link, E., Baumann, E., & Schulz, P. J. (2024). Linking patient-centered communication with cancer information avoidance: The mediating roles of patient trust and literacy. *Patient education and counseling (SSCI, Q1)*, 123, 108230. <https://doi.org/10.1016/j.pec.2024.108230>
4. *Jiao, W., *Chang, A., *Ho, M., ***Lu, Q.**, Liu, M. T., & Schulz, P. J. (2023). Predicting and Empowering Health for Generation Z by Comparing Health Information Seeking and Digital Health Literacy: Cross-Sectional Questionnaire Study. *Journal of Medical Internet Research (SCIE, Q1)*, 25, e47595. (*Co-first authors) <https://doi.org/10.2196/47595>
5. **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 (ESCI, Q2)*, 983-988. <https://doi.org/10.2147/AMEP.S425434>
6. **Lu, Q.**, Chang, A., Yu, G., Yang, Y., & Schulz, P. J. (2022). Social capital and health information seeking in China. *BMC Public Health (SCIE, Q1)*, 22, 1525. <https://doi.org/10.1186/s12889-022-13895-2>.

BOOK CHPATERS

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. (In revision) (*Co-first authors)

CONFERENCE CONTRIBUTION

1. **Lu, Q., & Schulz, P. J. (2024).** From Social Media to Professional Websites: How Uncertainty Drives Online Health Information Searches. *The International Association for Media and Communications Research Conference 2024*, Christchurch, New Zealand, June 30 - July 4. (Oral Presentation, Accepted)
2. **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)
3. **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)
4. **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)
5. **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)
6. **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)
7. **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)
8. **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)
9. **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)
10. **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)
11. **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

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

MEMBERSHIPS

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