

# Curriculum Vitae

## Jie (Jackie) Zhuang

### Research Interest

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My research interest spans the areas of **health messaging, intersection between intercultural and health communication, and health stigma**. Specifically, my research focuses on the impact of (1) emotions and (2) social normative information on health behavior promotion, the roles played by cultural values and beliefs in shaping people's perceptions about and responses to campaign messages, and the intersection between social norms and cultural values in shaping people's health behaviors. I am also interested in examining the diffusion of stigma and its impact on stigmatizing and stigmatized individuals.

### Education

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- Ph. D. in Communication (2010~2014)  
**College of Communication Arts & Sciences, Michigan State University**

*Dissertation title:* Are guilt and shame distinguishable?—Exploring persuasive effects of guilt and shame on information processing from two novel dimensions.

Advisor: Dr. Mary Bresnahan

Committee Members: Dr. Maria Lapinski, Dr. Steven Lacy, Dr. Stan Kaplowitz, Dr. Lourdes Martinez

- M.A in Health Communication (2007~2009)  
**College of Communication Arts & Sciences, Michigan State University**
- B.A in Television & Broadcast Journalism (2003~2007)  
**Fudan University, P. R. China**

### Academic Appointment

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- **Research Associate** (2014~ present)  
Project manager of Community Engagement Core, Michigan State University Superfund Program Research Center

### Awards

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2013-2014	Department of Communication Travel Fund	\$1,400
2013-2014	Kumata Graduate Fellowship	\$20,000
2013-2014	Dissertation Completion Fellowship	\$6,000
2013	Communication Arts & Science Summer Excellent Research Fellowship	\$4,000
2012-2013	Department of Communication Travel Fund	\$1,200
2012	Communication Arts & Science Summer Excellent Research Fellowship	\$3,000

2011-2012	Department of Communication Travel Fund	\$700
2011	Communication Arts & Science Summer Excellent Research Fellowship	\$4,400
2010-2011	Department of Communication Travel Fund	\$1,300
2009-2010	Department of Communication Travel Fund	\$500
2009	Communication Arts & Science Summer Excellent Research Fellowship	\$800
2004-2007	Renmin Fellowship, Fudan University (First and Second Prize)	

## **Publications**

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### **Peer-reviewed Journal Articles**

- Bresnahan, M. J., **Zhuang, J.**, Anderson, J., Zhu, Y., Nelson, J., & Yan, X. (accepted). The “pumpgate” incident: Stigma against lactating mothers in the U.S. workplace. *Women & Health*. [Impact factor: 2.03]
- Hitt, R., **Zhuang, J.**, & Anderson, J. (Accepted) Content Analysis of Newspaper Coverage of Breastfeeding Beliefs. *Health Communication* [Impact factor: 1.46]
- Bresnahan, M. J., **Zhuang, J.**, Zhu, Y., Yan, X., & Nelson, J. (accepted). How is stigma communicated? Use of negative counterargument to communicate stigma. *Stigma and Health*.
- **Zhuang, J.**, & Bresnahan, M. (accepted) Does shame still prevail in China and guilt prevail in the U.S.? *Journal of Intercultural Communication Research*.
- Bresnahan, M., & **Zhuang, J.** (2016). Detrimental effects of community-based stigma. *American Behavioral Scientist*, 60, 1283-1292. doi:10.1177/0002764216657378 [Impact factor: 1.907]
- **Zhuang, J.**, Cox, J., Cruz, S., Dearing, J., Hamm, J., & Upham, B. (2016). Environmental Stigma: Resident Responses to Living in a Contaminated Area. *American Behavior Scientist* (online first). doi:10.1177/0002764216657381 [Impact factor: 1.907]

- Bresnahan, M. J., **Zhuang, J.**, Zhu, Y., Anderson, J., & Nelson, J. (2016). Obesity stigma and negative perceptions of political leadership competence. *American Behavioral Scientist* (online first). doi:10.1177/0002764216657383 [Impact factor: 1.907]
- Bresnahan, M. J., **Zhuang, J.**, Anderson, J., Zhu, Y., & Viken, G. (2016). "Governor of the house of pancake": A content analysis of the political framing of Chris Christie's size in online news media. *Fat Studies* (online first). doi:10.1080/21604851.2016.1129930
- Boster, F. J., Cruz, S., Manata, B., DeAngelis, B.N., & **Zhuang, J.** (2016). A meta-analytic review of the impact of guilt on compliance. *Social Influence*, *11*, 54-67. doi:10.1080/15534510.2016.1142892 [Impact factor: 0.98]
- Bresnahan, M. J., **Zhuang, J.** & Zhu, X. (2016). Why is the Vegan Line in the Dining Hall Always the Shortest? Understanding Vegan Stigma. *Stigma and Health*, *1*, 3-15. doi: 10.1037/sah0000011[Impact factor: 1.686]
- Bresnahan, M. J., **Zhuang, J.** (2016). Effects of Normative Antismoking Messages in China – A Brief Report. *Health Communication*, *31*, 374-378. [Impact factor: 1.46] doi:10.1080/10410236.2014.952894 [Impact factor: 1.686]
- Lapinski, M. K., **Zhuang, J.**, Koh, H., & Shi, J. (2015). Social norms and involvement in health and environmental behaviors. *Communication Research*. (online first). doi:10.1177/0093650215605153 [Impact factor: 2.493]
- Bresnahan, M. J., **Zhuang, J.**, & Park, S. (2014). Cultural differences in the perception of health and cuteness of fat babies. *International Journal of Health Communication*, *4*, 52-58.
- Bresnahan, M. J., & **Zhuang, J.** (2014). Development and validation of the communicating with family about brain death scale. *Journal of Health Psychology*, 1-10, doi:10.1177/1359105314550349 [Impact factor: 1.882]
- Bresnahan, M. J., Silk, K., & **Zhuang, J.** (2013). "You did this to yourself! Stigma and blame in lung cancer". *Journal of Applied Social Psychology*, *43*, E132-E140. doi:10.1111/jasp.12030 [Impact factor: 0.721]
- Bresnahan, M. J., & **Zhuang, J.** Sun, S. (2013). Influence of Smoking Norms and Gain-Loss Antismoking Messages on Young Chinese Adults. *Nicotine and Tobacco Research*, *15*, 1564-1571. doi:10.1093/ntr/ntt015 [Impact factor: 2.579]

- Bresnahan, M. J., & **Zhuang, J.** (2012). A test of two smoking prevention messages for Chinese adolescents. *Chinese Media Research*, 8, 24-32.
- **Zhuang, J.**, & Bresnahan, M. (2012). HIV/AIDS stigma in Chinese Internet forums: A content analysis approach. *Chinese Journal of Communication*, 5, 227-242.  
doi:10.1080/17544750.2012.664443 [Impact factor: 0.391]
- Bresnahan, M. & **Zhuang, J.** (2011). Exploration and validation of the dimensions of stigma. *Journal of Health Psychology*. 15, 231-243. doi:10.1177/1359105310382583 [Impact factor: 1.882]

### Journal Articles under Review

- Lapinski, M. K., **Zhuang, J.**, Rimal, R., Liu, W., Viken, G., & Chung, M. Priming a normative response through communication: The role of collective group orientation, similarity, and descriptive norms. Revise and resubmit at *Communication Research*.

### Book Chapter

- Bresnahan, M. J., & **Zhuang, J.** (2016). New development in the conceptualization and measurement of stigma. In D, K. Kim & J. Dearing (Eds.) *Health Communication Research Measure*, (p. 233-246). New York, NY: Peter Liang Publishing.

### Invited Journal Article

- Bresnahan, M. J., & **Zhuang, J.** (2014). The urgency and necessity for health communication research in China. *Chinese Journal of Communication*, 7, S259-S266.  
doi:10.1080/17544750.2014.926585

### Grant Experiences

- Co-PI (Co-PIs: Drs. Mary Bresnahan, Steve Haider, Elizabeth Bodgan-Lovis). Coworker stigma towards lactating mothers in workplace. Submitted to Michigan State University S3 grant competition (Funded, \$10,000)
- Co-PI (PI: Winson Peng, Co-PI: Jiliang Tang). Understanding the temporal and structural dynamics of emotion toward emerging diseases. Submitted to Trifecta Grant Funding, Michigan State University (Funded \$10,000).

- Co-PI (PI: Mary Bresnahan, Charles Owen, Joanne Goldbort, Co-PI: Elizabeth Bodgan-Lovis). .Milk—Assessing the utility of a mobile breastfeeding app for health care providers. Submitted to Trifecta Grant Funding, Michigan State University (Unfunded).
- Co-PI (PI: Mary Bresnahan, Co-PI: Dr. Shaojing Sun). “I should have tried to stop: Regret about smoking among older Chinese men” to NIH R21 funding opportunity “Family and interpersonal relationships in an aging context” (re-submit in June. 2017)
- Co-PI (PI: Mary Bresnahan). Preparing for grant application entitled “I will be a winner! Opening up possible selves for inner city youth to overcome stigma” to NIH R01 funding opportunity “Research to characterize and reduce stigma to improve health” (not funded).
- Co-PI (PI: Brad Upham, Co-PIs: Dr. James W Dearing, and Dr. Joseph Hamm) MSU Interdisciplinary Team Building Initiative (ITBI) funding entitled “Stigma, Numeracy, Social Networks, and Trust in a federally designed superfund site”. Not funded (amount: \$10,000)
- Assisted proposing National Institute of Health grant “*One Health: The Role of Emerging Communication Technology in Human Behavior*” awarded in July 2012. Project period: July 2012 ~July 2013. PI: Dr. Maria Lapinski

### Conference presentation

- **Zhuang, J.**, & Lapinski, M. K. (Nov. 2016). Social norms, psychological involvement, and health and environmental behaviors. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.
- **Zhuang, J.**, Hussain, S., & Cheng, Y. (2016). Remembering the past and promoting other-beneficial health behaviors—testing message framing and nostalgia for organ donation. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.
- Bresnahan, M., **Zhuang, J.**, Anderson, J., Zhu, Y., Nelson, J. C., & Yan, X. (Nov. 2016). Donald Trump and “Pumpgate”: Stigma against pumping breastmilk in the workplace. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.
- Hitt, R., **Zhuang, J.**, & Anderson, J. (Nov. 2016). Breastfeeding beliefs: Content analysis of newspaper coverage. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.
- Hitt, R., **Zhuang, J.**, & Anderson, J. (Nov. 2016). Breastfeeding topics in U.S. newspapers. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.

- **Zhuang, J.**, Hussain, S., & Cheng, Y. (Nov. 2016). Remembering the past and promoting other-beneficial health behaviors—Testing message framing and nostalgia for organ donation. Will present at the 102<sup>nd</sup> National Communication Association Annual Meeting in Philadelphia.
- **Zhuang, J.**, Lapinski, M. K., Rimal, R. N., Liu, W., & Yun, D. (Jun, 2016). Using normative influence to change collective environmental beneficial behaviors. Paper presented at the 66<sup>th</sup> International Communication Association Annual Meeting in Fukuoka, Japan.
- **Zhuang, J.**, Bresnahan, M., Sun, S., Zhu, Y., & Nelson, J. (2016). Too old to quit smoking? Exploring the roles of regret and legacy in anti-smoking persuasion. Paper presented at the 66<sup>th</sup> International Communication Association Annual Meeting in Fukuoka, Japan.
- Lapinski, M.K., **Zhuang, J.**, Rimal, R.N., Yun, D., Viken, G. Liu, W., Chung, M. (May, 2015) Maverick or marine: Priming collective group orientation and response to normative information. Paper presentation at the 65<sup>th</sup> International Communication Association Annual Meeting in Puerto Rico.
- Hitt, R., Anderson, J., & **Zhuang, J.** (April, 2015). Newspaper Coverage of Barriers and Facilitators for Breastfeeding: A Content Analysis of Stories from 2008 to 2013. Paper presentation at the 3<sup>rd</sup> D.C. Health Communication (DCHC) in Virginia, US.
- **Zhuang, J.**, Cox, J., Cruz, S., Darnton, J., Upham, B., & Dearing, J. (2014). How do numerical literacy, popular people, and stigma affect community disengagement and decision making? Poster presentation at 2014 SRP Annual Meeting, San Jose, CA.
- **Zhuang, J.** & Bresnahan, M. J. (2014, May). Boundary permeability and projected experiences of guilt and shame in two countries. Paper presented at the international Communication Association Annual Conference, Seattle, WA.
- Lapinski, M. K., **Zhuang, J.**, Koh, H., & Shi, J. (2014, May). Social norms and involvement in health and environmental behaviors. Paper presented at the International Communication Association Annual Conference, Seattle, WA.
- Bresnahan, M. J., & **Zhuang, J.** (2013, November). Communication with Family about Organ Donation in Situations of Brain Death: Validation of an Expanded Measure. Paper presented at the National Communication Association 99<sup>th</sup> Annual Conference, Washington DC.

- Boster, F. J., DeAngelis, B. N., Cruz, S. M. M., **Zhuang, J.**, Manata, B., & Clare, D. D. (2013, November). A Meta-analytic Review of the Impact of Guilt on Compliance. Paper presented at the National Communication Association 99th Annual Conference, Washington DC.
- Peng, W., **Zhuang, J.**, & Lapinski, M. (2013, May). Time-orientation, environmental risk perception, attitudes, and self behavior change intention in two cultures. Paper presented at the International Communication Association Annual Conference, London, Britain.
- Bresnahan, M. J., **Zhuang, J.**, & Park, S. (2013, March). Cultural differences in the perception of obesity in young children. Paper presented at DC-area Health Communication Conference (DCHC), Washington DC.
- **Zhuang, J.** & Bresnahan, M. J. (2013, March). The Efficacy of Normative Smoking Prevention Messages in China. Paper presented at DC-area Health Communication Conference (DCHC), Washington DC.
- **Zhuang, J.** & Bresnahan, M. J. (2012, November). Conceptualizing the distinctiveness of guilt, shame, and anger in a health promotion context. Paper presented at the National Communication Association 98<sup>th</sup> Annual Conference, Orlando, FL.
- Bresnahan, M. J., & **Zhuang, J.** (2012, May). Misconceptions about brain death as barriers to organ donation. Paper was presented to 2012 International Communication Association Annual Convention, Phoenix, AZ.
- Ndiaye, K., **Zhuang, J.**, Havener, N., Sparapany, N., Kurian, J., & Chen, Y. (2012, May). Negotiating health in the U.S.: Understanding international students health beliefs. Paper was presented to 2012 International Communication Association Annual Convention, Phoenix, AZ.
- **Zhuang, J.** Liu, X., & Lapinski, M. (2011, November). Uncertainty and Anxiety Management in Prenatal Care Interactions: The Role of Language Proficiency and Dissimilarity of Health Beliefs. Paper was presented to 2011 National Communication Association Convention, New Orleans, Louisiana.
- Ndiaye, K., Anderson, J., **Zhuang, J.**, Glova, N., & Carpenter, A. (2011, November). It is called “jinzhang (紧张)” Paper was presented to 2011 National Communication Association Convention, New Orleans, LA.

- Bresnahan, M. J., & **Zhuang, J.** (2011, August). Persuasive impact of a value-congruent smoking prevention message on middle school students in Tianjin China. Paper was presented to CDC National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- **Zhuang, J.** & Bresnahan, M. J. (2010, November). HIV/AIDS stigmatization on Chinese Online Forums —A content analysis approach. Paper was presented to 2010 annual conference of National Communication Association, San Diego, CA.
- Peng, W., Tang, L., & **Zhuang, J.** (2009, November). Health Information in Chinese Newspapers: A Content Analysis Approach. Paper presented to 2009 annual conference of National Communication Association, Chicago, IL, Accepted by *Journal of Health Communication*.

### Invited Lectures

- Bresnahan, M., & **Zhuang, J.** (Feb. 2014). The impact of smoking prevention messages in China. International Neurologic and Psychiatric Epidemiology 2013-2014 Brown Bag Seminar Series
- **Zhuang, J.** (Feb. 2015). Social Stigma and Risk Communication. COM399-Communication Topics in Risks and Environment.

### Teaching Experience

- **Teaching Assistant** COM 391 Verbal, Intercultural and Gender Communication 2009 Fall
- **Teaching Assistant** COM 100 Human Communication 2010 Fall
- **Teaching Assistant** COM 100 Human Communication 2011 Spring
- **Instructor** COM 100 Human Communication 2011 Summer
- **Teaching Assistant** COM 240 Organizational Communication 2011 Fall
- **Teaching Assistant** COM300 Communication Inquiries 2012 Spring
- **Teaching Assistant** COM828 Cross-cultural Communication 2012 Spring
- **Instructor** COM 100 Human Communication 2012 Summer
- **Teaching Assistant** COM 300 Communication Inquiries 2012 Fall
- **Teaching Assistant** COM 300 Communication Inquiries 2013 Spring
- **Instructor** COM475 Communication Campaign Design & Analysis 2013 Summer
- **Instructor** COM391 Intercultural Communication 2014 Spring
- **Instructor** COM475 Communication Campaign Design & Analysis 2014 Summer



- **Instructor** COM225 Introduction to Interpersonal Communication (online) 2015 Summer
- **Instructor** COM225 Introduction to Interpersonal Communication (in-person) 2015 Fall
- **Instructor** COM225 Introduction to Interpersonal Communication (online) 2016 Summer
- **Instructor** COM325 Interpersonal Influence and Conflict (online) 2016 Summer

### **Professional Association Membership**

**2009~present** National Communication Association

**2010~present** International Communication Association

**2013~present** Phi Beta Delta Honor Society for International Scholars Alpha Chapter of Michigan State University

### **Department and University Service**

**Sept. 2015-present** Award committee co-chair of Post-doc Association at Michigan State University

**Apr. 2016** Judge for University Undergraduate Research and Art Forum (UURAF) at Michigan State University

**Sept. 2013-May. 2014** Communication Arts & Sciences Deans Advisory Committee

**Sept. 2012-Sept. 2013** Graduate Employee Union Department Representative

### **Professional Service**

#### **Reviewer for:**

Communication Research

International Journal of Environmental Research and Public Health

Journal of Health Communication

Health Communication

Journal of Intercultural Communication Research

### **Statistics and Technical Expertise**

Structural Equation Modeling

Hierarchical Linear Modeling

Multiple Regressions

SPSS

STATA

AMOS

LISREL