Yanmengqian (Alison) Zhou

Department of Communication
University at Buffalo, State University of New York
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Education

Ph.D., Communication Arts and Sciences   August, 2022
Pennsylvania State University
Dissertation: *On the processing and outcomes of conflicting advice*

M.Phil., Communication Studies & Gender Studies   July, 2017
Chinese University of Hong Kong

B.A., Broadcast Journalism   June, 2014
Shanghai International Studies University

Academic Appointments

2024-present   Assistant Professor
                Department of Communication, University at Buffalo

2022-2024   Assistant Professor
                Department of Communication Studies, Louisiana State University

2017-2022   Graduate Research and Teaching Assistant
                Department of Communication Arts and Sciences, Pennsylvania State University

2015-2017   Graduate Research and Teaching Assistant
                School of Journalism and Communication & Gender Studies Program, Chinese
                University of Hong Kong

Research Interests

Health, Environment, Risk, & Science Communication; Interpersonal Communication;
Persuasion/Social Influence; Social Support; Conflicting Information & Misinformation

Peer-Reviewed Journal Articles

Zhou, Y., Dillard, J. P., & Li. Y. (2024). Pushing reactance theory: An examination of the
    reactance process in the context of advice. Motivation Science. Advance online
    publication. https://doi.org/10.1037/mot0000327

Zhou, Y., & Farrell, E. L. (2023). Understanding responses to conflicting advice on COVID-19. *Health Communication*. Advance online publication. https://doi.org/10.1080/10410236.2023.2227429

Zhou, Y., Li, R., & Shen, L. (2023). Targeting COVID-19 vaccine-hesitancy in college students: An audience-centered approach. *Journal of American College Health*. Advance online publication. https://doi.org/10.1080/07448481.2023.2180988

Zhou, Y., Li, R., & Shen, L. (2023). Psychological profiles of COVID vaccine-hesitant individuals and implications for vaccine message design strategies. *Vaccine: X, 13*, 100279. https://doi.org/10.1016/j.jvacx.2023.100279

Zhou, Y., & High, A. C. (2023). Language use in online support provision: The impact of others' supportive messages, support seeking strategy, and channel publicness. *Journal of Computer-Mediated Communication, 28*(2), zmac038. https://doi.org/10.1093/jcmc/zmac038

Acevedo Callejas, M. L., **Zhou, Y.,** Farrell, E. L., & Foley, K. (2023). Providers' shared decision-making as a predictor of healthcare outcomes for college-aged adults managing upper respiratory tract infections. *Patient Education and Counseling, 108*, 107619. https://doi.org/10.1016/j.pec.2022.107619

Sun, G., Manzanares, K., Foley, K. A., **Zhou, Y.,** & MacGeorge, E. L. (2023). Antibiotic stewardship with upper respiratory tract infection patients at student health centers: Providers' communication experiences and strategies. *American Journal of Infection Control, 51*(2), 154-158. https://doi.org/10.1016/j.ajic.2022.05.013

Zhou, Y., Myrick, J. G., Farrell, E. L., & Cohen, O. (2022). Perceived risk, emotions, and stress in response to COVID-19: The interplay of media use and partisanship. *Risk Analysis*. Advance online publication. https://doi.org/10.1111/risa.14044

Brinker, D., Foley, K., **Zhou, Y.,** Acevedo-Callejas, M. L., Li, Y., & Farrell, E. L. (2022). Use of a smartphone medication reminder application to support emerging adult adherence to non-antibiotic treatment for viral upper respiratory tract infection. *Journal of Primary Care and Community Health*, *13*, 1-7. https://doi.org/10.1177/21501319221129732

Zhou, Y., & Shen, L. (2022). Confirmation bias and the persistence of misinformation on climate change. *Communication Research, 49*(4), 500-523. https://doi.org/10.1177/00936502211028049

Zhou, Y., Acevedo Callejas, M. L., Li, Y., & MacGeorge, E. L. (2021). What does patient-centered communication look like?: Linguistic markers of provider compassionate care and shared decision-making and their impacts on patient outcomes. *Health Communication*. Advance online publication. https://doi.org/10.1080/10410236.2021.1989139

Shen, L., & **Zhou, Y.** (2021). Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link. *Health Communication, 36*(11), 1405-1416. https://doi.org/10.1080/10410236.2020.1761074

Zhou, Y., Acevedo Callejas, M. L., & MacGeorge, E. L. (2020). Targeting perceptions of risk from injudicious antibiotic use: An application of the risk information seeking and processing model. *Journal of Health Communication*, *25*(5), 345-352. https://doi.org/10.1080/10810730.2020.1762140

Zhou, Y., MacGeorge, E. L., & Myrick, J. G. (2020). Mental health and its predictors during the early months of the COVID-19 pandemic experience in the United States. *International Journal of Environmental Research and Public Health*, *17*(17), 6315. https://doi.org/10.3390/ijerph17176315

Brinker, D. L., **Zhou, Y.,** Acevedo Callejas, M. L., & MacGeorge, E. L. (2020). Increasing information seeking about antibiotic risks: Testing a clinical intervention message using the Risk Information Seeking and Processing Model (RISP). *Science Communication*, *42*(2), 218-243. https://doi.org/10.1177/1075547020914610

Morley, V. J., Firgens, E. P., Vanderbilt, R. R., **Zhou, Y.**, Zook, M., Read, A. F., & MacGeorge, E. L. (2020). Factors associated with antibiotic prescribing for acute bronchitis at a university health center. *BMC Infectious Diseases*, *20*(1), 177. https://doi.org/10.1186/s12879-020-4825-2

Foley, K. A., MacGeorge, E. L., Brinker, D. L., Li, Y., & **Zhou, Y.** (2020), Health providers' advising on symptom management for upper respiratory tract infections: Does elaboration of reasoning influence outcomes relevant to antibiotic stewardship? *Journal of Language and Social Psychology*, *39*(3), 349-374. https://doi.org/10.1177/0261927X20912460

Zhou, Y., MacGeorge, E. L., & Hackman, N. M. (2019). Parent-provider communication and antibiotic prescribing for pediatric ear infections. *Communication Research Reports*, *36*(2), 170-178. https://doi.org/10.1080/08824096.2019.1586666

Ji, Y., **Zhou, Y.,** & Kim, S. (2017). A moderated mediation model of political collective action in Hong Kong: Examining the roles of social media consumption and social identity. *Asian Journal of Communication*, *27*(5), 497-516. https://doi.org/10.1080/01292986.2017.1336777

Book Chapter

Zhou, Y., & Yang, C. (forthcoming). Latent class and latent profile analysis. In L. Shen (Eds.), *Quantitative research methods in communication science*. De Gruyter.

MacGeorge, E. L., & **Zhou, Y.** (2021). Supportive communication and health. In T. Thompson & N. Harrington (Eds.), *The Routledge handbook of health communication* (3rd ed.).

Routledge.

Conference Presentations

Zhou, Y. & Farrell, E. L. (November, 2023). *Self-focused goals for providing social support: Patterns and influences on self-rated and coded quality of supportive messages.* Paper presented at the 109th Annual Convention of National Communication Association, National Harbor, Maryland.

Li, R., **Zhou, Y.,** Shen, L., & Li, W. (August, 2023). *Racial influences, social media usage, and vaccine hesitancy: A national survey across vaccine topics.* Paper presented at the 106th Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Zhou, Y. (May, 2023). *Interdependence of conflicting advice messages: A test of competing models.* Paper presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

Zhou, Y., Acevedo Callejas, M. L., & Farrell, E. L. (May, 2023). *Addressing related but competing risks: Effectiveness of an antibiotic stewardship intervention during COVID-19.* Paper presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

Zhou, Y., & MacGeorge, E. L. (May, 2022). *On the responses to conflicting advice.* Paper presented at the 2022 Annual Conference of the International Communication Association, Paris, France.

Zhou, Y., Li, R. & Shen, L. (May, 2022). *Profiles of COVID vaccine-hesitant individuals and vaccine message design strategies.* Paper presented at the 2022 Annual Conference of the International Communication Association, Paris, France.

Zhou, Y., & MacGeorge, E. L. (November, 2021). *Responses to conflicting advice on COVID-19: A multilevel model.* Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.

Zhou, Y., & High, A. C. (November, 2021). *Language use in online support provision: The impact of others' supportive messages, support seeking strategy, and channel publicness.* Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.

MacGeorge, E. L. & **Zhou, Y.** (November, 2021). *Supportive communication and health.* Paper presented at the 107th Annual Convention of National Communication Association, Seattle, WA.

Zhou, Y., & Shen, L. (November, 2020). *The persistence of misinformation about climate change as confirmation bias*. Paper presented at the 106th Annual Convention of National Communication Association (virtual convention).

Shen, L., & **Zhou, Y.** (November, 2020). *Epistemic egocentrism and processing of vaccine misinformation (vis-à-vis scientific evidence): The case of vaccine-autism link*. Paper presented at the 106th Annual Convention of National Communication Association (virtual convention).

Zhou, Y., Acevedo Callejas, M. L., Li, Y., & MacGeorge, E. L. (May, 2020). *What does patient-centered communication look like?: Linguistic markers of provider empathy and shared decision-making and their impacts on patient outcomes*. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Zhou, Y., Acevedo Callejas, M. L., MacGeorge, E. L. (May, 2020). *A video intervention on patients' risk perceptions of injudicious antibiotic use: An application of the Risk Information Seeking and Processing Model*. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Li, Y., MacGeorge, E. L., **Zhou, Y.,** & Cannava, K. (May, 2020). *Provider talk about upper respiratory infections and antibiotic treatment: Effects of tailoring on the basis of linguistic abstraction*. Paper presented at the 2020 Annual Conference of the International Communication Association (virtual convention).

Zhou, Y., MacGeorge, E. L., & Foley, K. A. (October, 2019). *Patient efforts to influence treatment decision in URI visits: Associations with antibiotic prescribing and evaluations of care.* Paper presented at the 2019 International Conference on Communication in Healthcare, San Diego, CA.

Zhou, Y. & MacGeorge, E. L. (May, 2019). *"I wanted to impart a little bit of me on her and that she remembers me": Self-focused goals for providing support.* Paper presented at the 2019 Annual Conference of the International Communication Association, Washington, DC.

Zhou, Y., MacGeorge, E. L., Brinker, D. L., Foley K. A., & Bethman C. (May, 2019). *Explaining diagnosis and treatment in outpatient visits for Upper Respiratory Tract Infections: Providers' strategies and their implications for antibiotic stewardship.* Paper presented at the 2019 Annual Conference of the International Communication Association, Washington, DC.

MacGeorge, E. L., **Zhou, Y.,** Foley K. A., Brinker, D. L., Bethman C., Acevedo-Callejas, M., & Venetis, M. K. (April, 2019). *The "magic fix": Nature and potential consequences of health care providers' talk about antibiotics in acute care visits.* Paper presented at the 2019 D.C. Health Communication Conference, Washington, DC.

Zhou, Y. & MacGeorge, E. L. (November, 2018). *The influence of parent-provider communication and visit outcomes on antibiotics prescribing decisions.* Paper presented at the 104th Annual Convention of National Communication Association, Salt Lake City, UT.

Shen, L., Emily, C., **Zhou, Y.**, Li, Y. (May, 2018). *The dark side of narrative effects: Resistance against scientific evidence and the persistent influence from misinformation.* Paper presented at the 2018 International Communication Association Preconference Long-term Effects in Narrative Communication Research, Prague, Czech Republic.

Zhou, Y. (May, 2017). *Young Chinese females' viewing of sexually explicit video: Femininity, sexuality, and the politicized experience.* Paper presented at the 2017 Annual Conference of the International Communication Association, San Diego, CA.

Zhou, Y. & Sun, J. (August, 2016). *Online feminism in china: Voicing for women on social networking site.* Paper presented at the 2016 Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Ji, Y. & **Zhou, Y.** (August, 2016). *The moderating effect of social identity on collective political action in Hong Kong: A communication mediation approach of social networking service use.* Paper presented at the 2016 Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Research Grants

Funder: Louisiana Board of Regents Support Fund, 2024 Research Competitiveness Subprogram
Project Title: *Identifying and testing communication strategies that promote accurate health decision-making in the face of conflicting advice*
Role: Principal Investigator
Amount: $177,774
Awarded: April 2024
awarded but did not accept due to change of employment

Funder: Louisiana State University – 2023 Council on Research Summer Grant
Project Title: *Responses to conflicting advice on interpersonal health advocacy: The effects of preexisting opinion, advisor identity, and issue politicization*
Role: Principal Investigator
Amount: $6,000
Awarded: March 2023

Teaching Experiences

University at Buffalo
2024   Principles of Persuasion
2024   Research Methods

Louisiana State University
2024   Independent Research in Communication Studies (Graduate)
2023   Interpersonal Health Communication (Graduate)
2023/2024   Health Communication
2022/2023/2024   Interpersonal Communication

2022/2023   Persuasive Communication

Pennsylvania State University

2020   Communication & Information Technology [Teaching Assistant]
2020   Interpersonal Communication
2019   Quantitative Methods for Comm Research [Teaching Assistant]
2017   Effective Speech

Chinese University of Hong Kong

2016 Summer   Love & Intimate Relationships [Teaching Assistant]

Honors and Awards

2023   *Top Four Papers, Interpersonal Communication Division*
             Annual Conference of the International Communication Association

2022   *Dissertation Award*
             Department of Communication Arts & Sciences, Penn State University

2021   *Dissertation Research Award*
             College of Liberal Arts, Penn State University

2021   *Carroll C. Arnold Award for Excellence in Research*
             Department of Communication Arts & Sciences, Penn State University

2021/2019   *Specialized Training Award*
             Department of Communication Arts & Sciences, Penn State University

2020   *Liberal Arts Teaching and Research Scholarship*
             College of Liberal Arts, Penn State University

2017-2019   *Graduate Scholar Award*
             Department of Communication Arts & Sciences, Penn State University

2015-2017   *Postgraduate Studentship*
             School of Journalism and Communication, Chinese University of Hong Kong

2012   *Outstanding Student Award*
             Shanghai International Studies University

2010-2014   *Academic Excellence Scholarship*
             Shanghai International Studies University

Service

Ad hoc Journal Reviewer
- *Annals of Behavioral Medicine*
- *Applied Psychology: Health and Well-Being*
- *Communication Methods and Measures*
- *Health Affairs*
- *Health Communication*
- *Information, Communication and Society*
- *Journal of Health Communication*

- *Journal of Language and Social Psychology*
- *Science Communication*
- *Social Media + Society*

Reviewer for Professional Conferences
- National Communication Association
- International Communication Association

University and Departmental Service
- Faculty Senate, Louisiana State University (2023-2024)
- Equity and Justice Committee, Department of Communication Studies, Louisiana State University (2023-2024)
- PhD Dissertation Committee: Ocean Wang (Louisiana State University, 2023-2024)

Professional Training and Development

2023	LSU Office of Research & Economic Development Summer Grant Writing Institute
2021	2021 National Communication Association Doctoral Honors Seminar
2021	Social Network Analysis with Stats Camp
2020	Certified to teach Penn State World Campus courses online
2019	Longitudinal Data Analysis using SEM with Statistical Horizons

Professional Memberships

2018-Present	National Communication Association
2017-Present	International Communication Association