

Jingwen Zhang

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EMPLOYMENT

06/30/2016 - Assistant Professor, Department of Communication, University of California, Davis

EDUCATION

PhD	2016	Annenberg School for Communication, University of Pennsylvania Communication – Health Communication concentration Dissertation: Networked Social Influence: Online Social Network Physical Activity Interventions for Young Adults
MA	2013	Annenberg School for Communication, University of Pennsylvania Communication
MA (Honors)	2011	English Department, Clemson University Professional Communication, Health Communication (certificate)
BA	2009	College of Media and International Culture, Zhejiang University Journalism

AREAS OF RESEARCH

Health communication; Sexual health, HIV/STI risk; Physical activity; Health interventions, Randomized controlled trial; Information and communication technology for development (ICT4D); Monitoring and evaluation; Social media; Online social networks; Mixed methods.

GRANTS

06/2014-12/2017	Consultant, “The Spread and Control of Health Misinformation on Social Media” National Social Science Foundation of China for Young Scholars (14CXW036) PI: Shiwen Wu – Award: RMB 200,000 (\$30,000) The objective of this research is to analyze characteristics and spreading patterns of health misinformation circulated on Chinese social media. Findings will inform the development of interventions and policies for controlling health misinformation on social media.
05/2015-05/2016	Awardee, “Developing an Online Social Network Physical Activity Intervention for Young African American Women to Reduce Risks for Chronic Diseases” Russell Ackoff Doctoral Student Fellowship Award: \$4,000 The objective of this research is to determine the feasibility of an online social network physical activity intervention for young African American women.
11/2013-5/2015	Co-Investigator, “How Online Networks Impact Health Outcomes: An Experimental Approach” Annenberg National Health Communication Study Seed Grant PI: Damon Centola - Award: \$35,000 (direct)

The objective of this research is to collect rigorous empirical data for understanding how persuasive messages and social interactions in online networks impact health attitudes, behaviors, and outcomes.

- 05/2013-05/2014 Awardee, "Internet Use for Sexual Health Information, Sexual Behaviors, and HIV Risks among Chinese Youth"
Student Research Grant of the Center for the Study of Contemporary China - Award: \$1,500
The objective of this research is to examine beliefs on abstinence and condom use among Chinese youth and their engagement with online sexual health information and sexual contents.

PEER-REVIEWED PUBLICATIONS

1. **Zhang, J.**, Jemmott III, J., Jemmott, L. O'Leary, L., Icard, L., Stevens, R., Hsu, J., & Rutledge, S. (Accepted). Efficacy and mediation of a theory based physical activity intervention for African American men who have sex with men: A randomized controlled trial. *Annals of Behavioral Medicine*.
2. **Zhang, J.**, Nurik, C., & Jemmott III, J. (21 Apr 2016, Epub ahead of print). Boundaries of sexual communication: A mixed-method study exploring Chinese young adults' engagement with online sexual health information. *Sexual Health*.
3. Im, E. O., Ji, X., **Zhang, J.**, Kim, S., Lee, Y., Chee, E., Chee, W., Tsai, H., Nishigaki, M., Yeo, S., Schapira, M., & Mao, J. (In press). Issues in developing and evaluating a culturally tailored internet cancer support group. *Computers, Informatics, Nursing*.
4. Im, E. O., Lee, Y., Ji, X., **Zhang, J.**, Kim, S., Chee, E., Chee, W., Tsai, H., Nishigaki, M., Yeo, S., Schapira, M., & Mao, J. (In press). Internet recruitment of Asian American breast cancer survivors. *Advances in Nursing Science*.
5. **Zhang, J.**, Brackbill, D., Yang, S., & Centola, D. (2015). Efficacy and causal mechanism of an online social media intervention to increase physical activity: Results of a randomized controlled trial. *Preventive Medicine Reports*, 2, 651–657.
6. **Zhang, J.**, Brackbill, D., Yang, S., & Centola, D. (2015). Identifying the effects of social media on health behavior: Data from a large-scale online experiment. *Data in Brief*.
7. **Zhang, J.**, Jemmott III, J., & Jemmott, L. (2015). Mediation and moderation of an efficacious theory-based abstinence-only intervention for African American adolescents. *Health Psychology*, 34(12), 1175-1184.
8. **Zhang, J.**, Jemmott III, J., & Heeren, A. (11 Apr 2015, Epub ahead of print). Sub-Saharan African university students' beliefs on abstinence, condom use, and limiting the number of partners. *Behavioral Medicine*, 1-12.
9. **Zhang, J.**, & Jemmott III, J. (2015). Unintentional exposure to Internet sexual content and sexual behavioral intention among college students in China. *Asia Pacific Journal of Public Health*, 27(5), 561-571.
10. **Zhang, J.**, & Ding, H. (2014). Constructing HIV/AIDS on the Internet: A comparative rhetorical analysis of online narratives in the United States and in China. *International Journal of Communication*, 8, 1415–1436.
11. Sorenson, S., Shi, R., **Zhang, J.**, Xue, J. (2014). Self-presentation on the web: Agencies serving abused and assaulted women. *American Journal of Public Health*, 104(4), 702-707.
12. Jemmott III, J., Jemmott, L., Ngwane, Z., **Zhang, J.**, Heeren, A., et al. (2014). Theory-based behavioral intervention increases self-reported physical activity in South African men: a cluster-randomized controlled trial. *Preventive Medicine*, 64, 114-120.
13. Ding, H., & **Zhang, J.** (2010). Social media and participatory risk communication during the H1N1 flu epidemic: A comparative study of the United States and China. *China Media Research*, 6(4), 80-91.

BOOK CHAPTERS

Ding, H., & **Zhang**, J. (Accepted). Fear, fate, death, and family in Chinese and American online discussion forums about HIV/AIDS. In S. J. Hartnett, L.B. Keranen, and D. Conley (Eds.). *Imagining China: Rhetorics of Nationalism in the Age of Globalization*. East Lansing: Michigan State University Press.

Cappella, J. N., **Zhang**, J., & Price, V. (Jul 2014). Collective Intelligence: The wisdom and foolishness of deliberating groups. In K. Kenski and K. H. Jamieson (Eds.) *Oxford Handbook of political communication*. Oxford: Oxford University Press.

OTHER PUBLICATIONS

Zhang, J., Souza, P. P., & Obregon, R. (2014). Concept note: Guidance on applying MoRES for sustainable C4D interventions. C4D Section, Programme Division, UNICEF, New York, NY.

Zhang, J., Souza, P. P., McDonald, K., & Obregon, R. (2013). The rationale and recommendation for C4D indicators in National Surveys. C4D Section, Programme Division, UNICEF, New York, NY.

Zhang, J. (2013). From adoption to retransmission: Tradition and development of diffusion research in the era of online social media [in Chinese]. *Journalism Evolution*, 1(2), 25-33.

Zhang, J. (2008). Analysis on the development of Xi'an city's brand communication [in Chinese], *Xi'an Social Science*, 26(4), 52-56.

WORKING PAPERS

Zhang, J., Brackbill, D., Yang, S., Becker, J., Herbert, N., & Centola, D. (Revise & Resubmit) Support or competition? How online social networks increase physical activity: A randomized controlled trial. *Preventive Medicine Reports*.

Social influence in constructed stranger online social networks.

Predictors and psychological pathways for binge drinking among South African men.

Predictors of physical activities among African American men who have sex with men.

Cascade: Identifying barriers and facilitators of achieving the HIV-care continuum among African American men who have sex with men.

Effects and mediation of parent-child communication on risky sexual behaviors.

CONFERENCE PRESENTATIONS

1. Zhang, J. & Nurik, C. (2016). Boundaries of sexual communication: A mixed-method study exploring Chinese young adults' engagement with online sexual health information. *International Communication Association 2016 Conference*. Fukuoka, Japan, June, 2015.
2. Zhang, J., Brackbill, D., Yang, S., & Centola, D. (2015). Efficacy and causal mechanism of an online social network intervention to increase physical activity. *The 143rd Annual Meeting of the American Public Health Association*. Chicago, IL, November 4, 2015.
3. Zhang, J., Kim, S., Lee, Y., et al. (2015). Use of Internet cancer support groups as research settings. *The 143rd Annual Meeting of the American Public Health Association (poster session)*. Chicago, IL, November 3, 2015.
4. Zhang, J., Kim, S., Lee, Y., et al. (2015). Practical issues in developing and administering a web-based physical activity promotion program for Korean American midlife women. *The 143rd Annual Meeting of the American Public Health Association (poster session)*. Chicago, IL, November 3, 2015.

5. Zhang, J., Kim, S., Im, E.O., et al. (2015). Association of race/ethnicity to cardiovascular symptoms in midlife women: A cluster analysis. *The 143rd Annual Meeting of the American Public Health Association (poster session)*. Chicago, IL, November 4, 2015.
6. Zhang, J., Brackbill, D., Yang, S., & Centola, D. (2015). Engineering behavior change through social media. *International Conference on Computational Social Science*. Helsinki, Finland, June 9, 2015.
7. Zhang, J., Brackbill, D., Yang, S., & Centola, D. (2015). Efficacy and causal mechanism of an online social media intervention to increase physical activity: Results of a randomized controlled trial. *International Communication Association 2015 Conference*. San Juan, Puerto Rico, May 24, 2015.
8. Zhang, J., Jemmott III, J., & Jemmott, L. (2014). Mediation and moderation of an efficacious theory based abstinence-only intervention for African American adolescents. *20th International AIDS Conference*. Melbourne, Australia, July 21, 2014.
9. Zhang, J., Brackbill, D., Yang, S., & Centola, D. (2014). A social media intervention to increase physical activity. *International Workshop on Big Data and Modeling Methods in Communication Research*. Beijing, China, July 14-18, 2014.
10. Zhang, J. (2014). From adoption to retransmission: Tradition and development of diffusion research in the era of online social media. *International Communication Association 2014 Conference*. Seattle, WA, May 25, 2014.
11. Sorenson, S., Shi, R., Zhang, J., & Xue, J. (2013). Self-presentation on the web: Agencies serving abused and assaulted women. 2013. *The 141st Annual Meeting of the American Public Health Association (poster session)*. Boston, MA, November 4, 2013.
12. Zhang, J. & Jemmott III, J. (2013). Relationships between unintentional exposure to Internet sexual content and sexual behavioral intention among college students in China. *International Communication Association 2013 Conference*. London, UK, June 19, 2013.
13. Xu, J., Zhang, J., & Qi, J. (2013). Modeling political message's virality based on the 18th National Congress of the Communist Party. *WAPOR 66th Annual Conference*. Boston, MA, May 16, 2013.
14. Ding, H. & Zhang, J. (2012). Corpus-assisted discourse and metaphorical analyses of HIV/AIDS patient narratives: Cross-cultural comparison of two discussion forums in the United States and in China. *15th Biennial Rhetoric Society of America Conference*. Philadelphia, PA, May 26, 2012.
15. Zhang, J. & Ding, H. (2012). Constructing HIV/AIDS on the Internet: A comparative topoi analysis of online narratives in the United States and in China. *International Communication Association 2012 Conference*. Phoenix, AZ, May 25, 2012.
16. Zhang, J. (2011). The social construction of HIV/AIDS in the United States and China: A comparative analysis of two online discussion forums. (**top student paper/ top three papers**). *National Communication Association 2011 Conference*. New Orleans, LA, November 17, 2011.
17. Zhang, J. (2010). What are virtual intercultural communications about: Discourse analysis of ESL student discussion forums. *Computers and Writing 2010 Conference*. Purdue University, West Lafayette, IN, May 22, 2010.
18. Zhang, J. (2010). World Local Friends: the case of Crimson Summer Exchange. *Harvard Project for Asian and International Relations*. Harvard University, Cambridge, MA, February 20, 2010.
19. Zhang, J. (2009). How international communication competence is perceived and enhanced in international education efforts: A case study of Crimson Summer Exchange. *The 8th CAFIC (China Association for*

Intercultural Communication) International Conference. Beijing Foreign Studies University, Beijing, China, June 12, 2009.

RESEARCH EXPERIENCE

- 2011-2016 Research Assistant, Prof. John Jemmott III
Center of Health Behavior and Communication Research, University of Pennsylvania
 Conducted statistical analyses (multi-level analyses, mediation analyses, and structural equation modeling) on HIV/STI risk reduction and health promotion interventions.
 Conducted qualitative analyses on Sub-Saharan African university students' beliefs about safer sex behaviors.
 Collected and analyzed both qualitative and survey data on Chinese youth's engagement with online sexual health information and sexual contents.
- 2013-2016 Research Assistant, Prof. Damon Centola
Network Dynamics Group (<http://ndg.asc.upenn.edu/>), University of Pennsylvania
 Designed and implemented 2 field experiments involving more than 1000 participants that examined how online social networks and different incentive mechanisms impact physical activity behaviors.
 Designed an online social network experiment that tested the impact of online peer conversation on women's attitude and behavior change with regard to contraceptive use.
- 2015 Research Assistant, Prof. Eun-Ok Im
School of Nursing, University of Pennsylvania
 Recruited Asian American and American breast cancer patients into an online breast cancer support research.
 Recruited Asian American middle-aged women into an online physical activity intervention.
- 2012 Research Assistant, Prof. Susan Sorenson
Evelyn Jacobs Ortner Center on Family Violence, University of Pennsylvania
 Conducted a content analysis research on a nationally representative sample of websites of agencies serving abused and assaulted women in the US.
- 2011-2012 Research Assistant, Prof. Joseph Cappella
Annenberg School for Communication, University of Pennsylvania
 Reviewed literature on collective intelligence and deliberating groups.
- 2010 Research Assistant, Prof. Huiling Ding
English Department, Clemson University
 Reviewed literature on the history of Western medicine in China, the history of Traditional Chinese Medicine in the US and their compared scientific and non-scientific nature.

TEACHING EXPERIENCE

- 2015, Fall Teaching Certificate, Center for Teaching and Learning, University of Pennsylvania
- 2014, Fall Introduction to Communication Behavior, Undergraduate course
 Teaching assistant for Prof. Amy Jordan, University of Pennsylvania
- 2014, Spring Communication and Persuasion, Undergraduate course
 Teaching assistant for Prof. Joseph Cappella, University of Pennsylvania
- 2010, Fall Accelerated Composition-Culture, Identity, and Society, Undergraduate course
 2010, Spring Instructor, Clemson University

AWARDS

2016, April	Chinese Government Award for Outstanding Students Abroad (\$6,000), China Scholarship Council (CSC), China
2015, April	President Gutmann Leadership Award (\$1,100), Graduate and Professional Student Assembly, University of Pennsylvania
2015, April	Research Student Travel Grant (\$519.8), Graduate and Professional Student Assembly, University of Pennsylvania
2015, April	Russell Ackoff Doctoral Student Fellowship Award (\$4,000), Wharton Risk Management and Decision Processes Center
2015, May	Conference Travel Grant (\$400), International Communication Association
2014, May	President Gutmann Leadership Award (\$1,000), Graduate and Professional Student Assembly, University of Pennsylvania
2014, May	Conference Travel Grant (\$400), International Communication Association
2014, April	International Scholarship Award (\$750), 20 th International AIDS Conference
2013, June	Research Student Travel Grant (\$500), Graduate and Professional Student Assembly, University of Pennsylvania
2013, February	Penn Public Policy Challenge, Finals round, Fels Institute of Government, University of Pennsylvania
2012, May	Research Student Travel Grant (\$500), Graduate and Professional Student Assembly, University of Pennsylvania
2010, April	Professional Enrichment Grants (\$500), Clemson University
2008, May	Exchange Scholarship for Exchange Student (RMB 1,200), Zhejiang University
2007, September	First Class Scholarship for Outstanding Student and Outstanding Merit (RMB 8,000), Zhejiang University
2006, September	Third Class Scholarship for Outstanding Student and Outstanding Merit (RMB 5,000), Zhejiang University

PROFESSIONAL AFFILIATIONS

2011-present	Member, National Communication Association
2012-present	Member, International Communication Association
2013-present	Member, American Public Health Association
2014-2015	Member, International AIDS Society
2011-2012	Member, Rhetoric Society of America
2009-2010	Member, China Association for Intercultural Communication

REVIEWERS

Asia-Pacific Journal of Public Health, Behavioral Medicine, International Journal of Communication, Journalism and Mass Communication Quarterly (Ad Hoc), Journal of Research on Adolescence (Ad Hoc), Circulation (Ad Hoc), Journal of the American Heart Association (Ad Hoc), Chinese Journal of Communication (Ad Hoc)

INVITED TALKS

- 03/30/2016 "Online information behaviors on sexual health among Chinese young adults"
Guest lecture for Dr. Eun-Ok Im's *Sociocultural Influences on Health* class at the Nursing School of the University of Pennsylvania, Philadelphia, PA.
- 12/01/2015 "Hacking the system of networked social influence: Linking social networks, social influence, and persuasive technology", Invited Talk, University of California Davis, Davis, CA.
- 09/17/2015 "Hacking the system of networked social influence for public health"
Invited talk, Human Nature Lab within the Yale Institute for Network Science (YINS), Yale University, New Haven, CT.
- 09/29/2014 "Development and implementation of a web-based study"
Guest lecture for Dr. Eun-Ok Im's *Web-based Research Methodology* class at the Nursing School of the University of Pennsylvania, Philadelphia, PA.

INTERNSHIPS

- May 2013 - May 2014 United Nations International Children's Emergency Fund (UNICEF). New York, NY
Wrote concept notes on Communication for Development (C4D) framework and Measuring and Evaluation (M&E) for communication programs/interventions in developing countries.
- Jun 2012 - Aug 2012 Youth and Media Lab, Berkman Center for Internet & Society at Harvard University. Cambridge, MA
Reviewed literature on youth and online health information quality and designed a survey measuring youth's engagement with online health information.
- Sep 2009 - Aug 2010 Joseph F. Sullivan Center at Clemson University. Clemson, SC
Revised center's website and developed online survey forms.
- Aug 2009 - Aug 2010 Multimedia Authoring Teaching and Research Facility (MATRF) at Clemson University. Clemson, SC
Developed websites for several departments and produced promotional videos for non-profit organizations.

SERVICES

- May 2014 - May 2015 Vice Chair for Student Life, Graduate and Professional Student Assembly (GAPSA), University of Pennsylvania
- Jan 2013 - May 2014 Board Member, Student Health Advisory Board (SHAB) University of Pennsylvania
- Aug 2009 - May 2011 President, International Student Association, Clemson University

EXCHANGE STUDIES AND SUMMER COURSES

- May 13-17 2013 Summer Nursing Research Institute
School of Nursing's Center for Health Equity, University of Pennsylvania

June 2011 Communication Policy Advocacy, Summer School
- July 2011 Central European University

Sep 2007 International Journalism
- Dec 2007 Hong Kong Baptist University