

**Qianfeng Lu**  
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Texas A&M University  
456 Ross St, College Station, USA

## **Education**

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**Ph.D. in Communication Sciences (01/2022–10/2025)**

Università della Svizzera italiana (USI), Lugano, Switzerland

Supervisors: Prof. Peter J. Schulz (USI); Co-supervisor: Prof. May O. Lwin (Nanyang Technological University)

**M.Sc., Communication, Management & Health (09/2019–12/2021)**

Università della Svizzera italiana, Lugano, Switzerland

**B.Sc., Nursing (09/2014–07/2018)**

Wannan Medical College, Wuhu, China

## **Academic Appointments**

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**Postdoctoral Research Fellow (11/2025–10/2027)**

Department of Communication & Journalism, Texas A&M University, USA

**Visiting Ph.D. Fellow (08/2023–08/2024)**

Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

**Teaching Assistant (09/2022–09/2024)**

Università della Svizzera italiana, Lugano, Switzerland

• Courses: Data Analysis (MSc); Health Communication (MSc)

**Master's Program Coordinator (10/2023–12/2023)**

Università della Svizzera italiana, Lugano, Switzerland

• Master of Science in Communication, Management & Health

**Field Project Researcher (01/2021–06/2021)**

Kinderspital Zürich, Zurich, Switzerland

## **Grants & Funds**

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**Postdoc.Mobility Fellowship (11/2025–10/2027)**

Swiss National Science Foundation (SNSF) (Grant No. P500-1\_235225), CHF 121,500

**USI Doctoral Mobility Grant** (08/2023–08/2024)  
Università della Svizzera italiana, CHF 20,000

**Michael Haley Travel Fund** (2023)  
International Communication Association, USD 1,000

**Solidarity Scholarship Fund** (2020)  
Università della Svizzera italiana, CHF 2,000

## Awards

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**Top Paper Award** (2023)

73rd Annual International Communication Association Preconference on Generation Z and Global Communication, Toronto

## Publications (peer-reviewed)

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1. Petrocchi, S., **Lu, Q.**, Gabutti, L., Bonetti, S., Sapia, M. R., Denti, F., ... & Schulz, P. J. (2025). Mediation effects of attitudes on the generational and gender influence on Swiss GPs' home visits: A cross-sectional study. *Swiss Medical Weekly*, 155(5), 4039–4039. <https://doi.org/10.57187/s.4039>
2. **Lu, Q.**, & Schulz, P. J. (2024). Physician perspectives on internet-informed patients: A systematic review. *Journal of Medical Internet Research*, 26, e47620. <https://doi.org/10.2196/47620>
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*, 123, 108230. <https://doi.org/10.1016/j.pec.2024.108230>
4. **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*, 123, 108209. <https://doi.org/10.1016/j.pec.2024.108209>
5. 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*, 25, e47595. <https://doi.org/10.2196/47595> (\* co-first author)
6. **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*, 14, 983–988. <https://doi.org/10.2147/AMEP.S425434>
7. **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>

## Under Review / Working Papers

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1. **Lu, Q.**, Schulz, P. J., Jiao, W., & Chang, A. (revise & re-review). Seeking internet health

information but hesitating to discuss it in medical consultations: Profiling patients based on their eHealth literacy and empowerment. *Journal of Medical Internet Research*.

2. **Lu, Q.**, Lwin, M. O., Link, E., Baumann, E., & Schulz, P. J. (under review). Seek health information on social media or professional websites? The role of patient-clinician communication and uncertainty coping. *Patient Education and Counseling*.

## Book Chapters

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1. **Lu, Q.**, Schulz, P. J., & Chang, A. (revise & resubmit). How social capital promotes mental health during the COVID-19 pandemic in China: Exploring the mediating effect of health empowerment. In *Handbook of Communication and Health Disparities*. Palgrave.

## Conference Contributions

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1. **Lu, Q.**, Wu, Q., & Schulz, P. J. (2025, July 13–17). Enhancing well-being through telehealth: The roles of patient-provider communication and health efficacy. International Association for Media and Communication Research Conference, Singapore. Oral presentation.
2. **Lu, Q.**, & Schulz, P. J. (2024, June 30–July 4). From social media to professional websites: How uncertainty drives online health information searches. International Association for Media and Communication Research Conference, Christchurch, New Zealand. Oral presentation.
3. Wu, Q., **Lu, Q.**, Schulz, P. J., & Jiang, S. (2024, July 15–17). Health-related social media use and engagement in physical activities: Examining the roles of health literacy and network homogeneity. 7th Medicine, Humanity and Media International Conference, Beijing, China. Oral presentation.
4. **Lu, Q.**, Schulz, P. J., Link, E., & Baumann, E. (2023, November 15–17). Mitigating health disparities: The interplay of health literacy and patient-centered communication on perceived health status. European Conference on Health Communication, Klagenfurt, Austria. Oral presentation.
5. **Lu, Q.**, Schulz, P. J., & Chang, A. (2023, October 22–25). Patients' internet information disclosure with their physicians: The role of patient-centered communication. 20th International Conference on Communication in Healthcare, Puerto Rico, USA. Oral presentation.
6. **Lu, Q.**, Schulz, P. J., & Chang, A. (2023, October 22–25). 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. Oral presentation.
7. **Lu, Q.**, Schulz, P. J., Cattaneo, F., Perrone, P. M., Castaldi, S., & Hwang, S. (2023, October 22–25). Factors contributing to physician overestimation of patient health literacy: A dyadic analysis. 20th International Conference on Communication in Healthcare, Puerto Rico, USA. Oral presentation.
8. **Lu, Q.**, Schulz, P. J., & Lwin, M. O. (2023, May 25–29). Not your property! Physicians' perspectives on internet-informed patients: A systematic review. 73rd Annual International Communication Association Conference, Toronto, Canada. Oral presentation.

9. **Lu, Q.**, Schulz, P. J., Link, E., & Baumann, E. (2023, May 25–29). How patient-centered communication affects cancer information avoidance: Observations from cancer patients and non-cancer individuals. 73rd Annual International Communication Association Conference, Toronto, Canada. Oral presentation.
10. **Lu, Q.**, Ho, M., Jiao, W., Chang, A., & Schulz, P. J. (2023, May 25). 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. Oral presentation; *Top Paper Award*.
11. **Lu, Q.**, Schulz, P. J., Chang, A., Yu, G., & Yang, Y. (2022, September 5–9). Drug safety perception in China: The role of media exposure and past healthcare experience. 19th International Conference on Communication in Healthcare, Glasgow, Scotland. Oral presentation.
12. **Lu, Q.**, Schulz, P. J., Chang, A., Yu, G., & Yang, Y. (2022, May 31–June 1). Social capital and health information-seeking behavior in China: The effect of bonding and bridging social capital. ICA Post-conference on Digital Health Communication: Issues and Perspectives, Dijon, France. Oral presentation.
13. **Lu, Q.**, & Schulz, P. J. (2022, June 3). Preparing for 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. Poster presentation.

## Academic Service

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### Peer Reviewer

- Social Science & Medicine
- Journal of Medical Internet Research
- Digital Health
- BMC Public Health
- Scientific Reports
- Patient Education and Counseling

## Qualifications & Skills

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**Professional qualification:** Nurse Qualification Certificate (China)

**Software:** SPSS, R, Mplus

**Languages:** Mandarin (native), English (C1, proficient)