

Qianfeng Lu
ORCID: 0000-0002-4825-0987
Email: luq@tamu.edu
Texas A&M University
456 Ross St, College Station, USA

Education

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

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

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

Top Paper Award (2023)

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

Publications (peer-reviewed)

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

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

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

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

Peer Reviewer

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

Qualifications & Skills

Professional qualification: Nurse Qualification Certificate (China)

Software: SPSS, R, Mplus

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