

Hang Lu

Curriculum Vitae
Annenberg Public Policy Center
University of Pennsylvania
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EDUCATION

- Ph.D. Cornell University, USA (2018) – Communication
Dissertation title: *Compassion and Anger as Emotional Frames, Dynamic Processes, and Incidental Cues in Prosocial Communication*
Committee: Katherine McComas (Chair), Jonathon Schuldt, Mike Shapiro, Melissa Ferguson
- M.S. Cornell University, USA (2017) – Communication
- M.A. Marquette University, USA (2013) – Communication
- B.A. Central South University, China (2011) – Journalism

ACADEMIC APPOINTMENTS

- 2018 – Gloria T. and Melvin J. “Jack” Chisum Postdoctoral Fellow
Science of Science Communication
Annenberg Center for Advanced Study in Communication
Annenberg Public Policy Center
University of Pennsylvania
- 2013 – 2018 Research and Teaching Assistant
Department of Communication
Cornell University
- 2011 – 2013 Research Assistant
The Diederich College of Communication
Marquette University

AWARDS & HONORS

- 2018 Top student paper award, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication annual meeting, Washington, DC.
- 2018 Graduate student travel award, Association for Education in Journalism and Mass Communication annual meeting, Washington, DC.

- 2017 Top faculty paper award, Environmental Communication Division, International Communication Association annual meeting, San Diego, CA.
- 2017 CALS Outstanding Graduate Teaching Assistant, Cornell University.
- 2016 Student travel award, Society for Risk Analysis annual meeting, San Diego, California.
- 2016 The Anson E. Rowe Promising Graduate Student Award, Department of Communication, Cornell University, Ithaca, NY.
- 2015 Top student paper award, Risk Communication Specialty Group, Society for Risk Analysis annual meeting, Arlington, VA.
- 2015 Top poster award, Environmental Communication Division, International Communication Association annual meeting, San Juan, Puerto Rico.
- 2015 Student travel award, International Communication Association annual meeting, San Juan, Puerto Rico.
- 2015 Student travel award, Society for Risk Analysis annual meeting, Arlington, Virginia.
- 2013 Student travel award, Society for Risk Analysis annual meeting, Baltimore, Maryland.
- 2013 Second-place student paper, Communicating Science, Health, Environment, and Risk Division, Association for Education in Journalism and Mass Communication annual meeting, Washington, DC.
- 2013 Top graduate student research paper, Annual Faculty/Graduate Student Research Symposium, the Diederich College of Communication, Marquette University, Milwaukee, Wisconsin.
- 2011 Outstanding College Graduate of Hunan Province, Ministry of Education of Hunan Province, China.

REFEREED JOURNAL PUBLICATIONS

- Lu, H.**, & Schuldt, J. P. (in press). Communicating Zika risk: Using metaphor to increase perceived risk susceptibility. *Risk Analysis*. doi:10.1111/risa.12982
- Lu, H.**, Siemer, W. F., Baumer, M. S., & Decker, D. J. (2018). Exploring the role of gain versus loss framing and point of reference in messages to reduce human-bear conflicts. *The Social Science Journal*, 55, 182-192. doi:10.1016/j.soscij.2017.05.002
- Lu, H.**, McComas, K. A., & Besley, J. C. (2017). Messages promoting genetic modification of crops in the context of climate change: Evidence for

psychological reactance. *Appetite*, 108, 104-116.
doi:10.1016/j.appet.2016.09.026

- Lu, H.**, McComas, K. A., Buttke, D. E., Roh, S., Wild, M. A., & Decker, D. J. (2017). One Health messaging about bats and rabies: How framing of risks, benefits, and attributions can support public health and wildlife conservation goals. *Wildlife Research*, 44, 200-206. doi:10.1071/WR16061
- Lu, H.**, & Schuldt, J. P. (2016). Compassion for climate change victims and support for mitigation policy. *Journal of Environmental Psychology*, 45, 192-200. doi:10.1016/j.jenvp.2016.01.007
- Lu, H.** (2016). The effects of emotional appeals and gain versus loss framing in communicating sea star wasting disease. *Science Communication*, 38, 143-169. doi:10.1177/1075547015619173
- Lu, H.**, McComas, K. A., Buttke, D. E., Roh, S., & Wild, M. A. (2016). A One Health message about bats increases intentions to follow public health guidance on bat rabies. *PLoS ONE*, 11(5), e0156205. doi:10.1371/journal.pone.0156205
- Lu, H.**, Siemer, W. F., Baumer, M. S., Decker, D. J., & Gulde, A. (2016). Effects of message framing and past experience on intentions to prevent human-coyote conflicts. *Human Dimensions of Wildlife*, 21, 506-521. doi:10.1080/10871209.2016.1198852
- McComas, K. A., **Lu, H.**, Keranen, K. M., Furtney, M. A., & Song, H. (2016). Public perceptions and acceptance of induced earthquakes related to energy development. *Energy Policy*, 99, 27-32. doi:10.1016/j.enpol.2016.09.026
- Pokrywczynski, J., & **Lu, H.** (2016). Brand tracking on social media: The role of country of origin perceptions. *Journal of Digital & Social Media Marketing*, 4, 279-291.
- Lu, H.**, & Schuldt, J. P. (2015). Exploring the role of incidental emotions in support for climate change policy. *Climatic Change*, 131, 719-726. doi:10.1007/s10584-015-1443-x
- Lu, H.** (2015). Burgers or Tofu? Eating between two worlds: Risk information seeking and processing during dietary acculturation. *Health Communication*, 30, 758-771. doi:10.1080/10410236.2014.899658

REFEREED CONFERENCE PRESENTATIONS

- Lu, H.** (2018). Emotional flow and order effects: Anger, compassion and moderating effects of perceived interest. Paper to be presented at the 2018 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
*** Top student paper award***

- Lu, H.** (2018). Processing victim portrayals: How multiple emotions and victim perceptions influence collective action for environmental justice. Paper to be presented at the 2018 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Lu, H., & Schuldt, J. P.** (2017). Communicating Zika risk: The role of metaphor in influencing risk perceptions and negative affect. Paper presented at the 2017 annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Lu, H., & Schuldt, J. P.** (2017). What makes for persuasive portrayals of climate change victims? Exploring the role of group identity and perspective taking. Paper presented at the 2017 annual conference of International Communication Association, San Diego, CA.
***** Top faculty paper award*****
- Lu, H., & Schuldt, J. P.** (2016). When are climate victim portrayals persuasive? The interplay of perspective taking and social-identity cues. Paper presented at the 2016 Society for Risk Analysis annual meeting, San Diego, CA.
- McComas, K. A., & **Lu, H.** (2016). Exploring the acceptability of human induced earthquakes. Paper presented at the 2016 Society for Risk Analysis annual meeting, San Diego, CA.
- McComas, K. A., **Lu, H.**, Keranen, K., Furtney, M., & Song, H. (2016). Societal acceptance of enhanced geothermal systems and their potential for induced seismic activity. Paper presented at the 2016 Society for Risk Analysis annual meeting, San Diego, CA.
- Lu, H.,** McComas, K. A., & Besley, J. C. (2016). Messages promoting genetically modified crops in the context of climate change: Evidence for psychological reactance. Paper presented at the 2016 annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Lu, H.,** McComas, K. A., Buttke, D. E., Roh, S., & Wild, M. A. (2016). One Health messaging about bats and rabies: How framing of risks, benefits, and attributions can support public health and wildlife conservation goals. Paper presented at the 65th annual international conference of the Wildlife Disease Association, Cortland, NY.
- Lu, H., & Schuldt, J. P.** (2016). Compassion and support for climate change mitigation. Paper presented at the 2016 annual conference of International Communication Association, Fukuoka, Japan.
- Lu, H.,** Siemer, W. F., Baumer, M. S., & Decker, D. J. (2016). Communicating human-black bear conflicts: Exploring the role of message framing and point of reference. Paper presented at the 2016 annual conference of International Communication Association, Fukuoka, Japan.

- Lu, H.**, McComas, K. A., Buttke, D. E., Roh, S., & Wild, M. A. (2015). One Health messaging about bats and rabies: How framing of risks, benefits, and attributions can support public health and wildlife conservation goals. Paper presented at the 2015 Society for Risk Analysis annual meeting, Arlington, VA.
- Lu, H.**, Siemer, W. F., Baumer, M. S., & Decker, D. J. (2015). Communicating human-black bear conflicts: Message framing, point of reference and risk perception. Paper presented at the 2015 Society for Risk Analysis annual meeting, Arlington, VA.
***** Top student paper award *****
- Lu, H.**, Buttke, D., & McComas, K. A. (2015). Measuring the efficacy and collateral effects of public health messaging about zoonotic disease risk: an experimental survey in four national parks. Paper presented at the Council on Terrestrial Council of State and Territorial Epidemiologists (CSTE) annual meeting, Boston, MA.
- Lu, H.**, & Schuldt, J. (2015). Effects of discrete emotions on climate change beliefs and policy preferences. Paper presented at the 2015 annual conference of International Communication Association, San Juan, Puerto Rico.
- Lu, H.** (2015). Linking sadness appeal with gain and hope appeal with loss: Communicating a novel marine disease. Paper presented at the 2015 annual conference of International Communication Association, San Juan, Puerto Rico.
***** Top poster award *****
- Lu, H.**, & Doodoo, NA. (2015). It's real, but not here, not now: The portrayal of climate change in U.S. newspapers. Paper presented at the 2015 annual conference of International Communication Association, San Juan, Puerto Rico.
- Lu, H.** (2014). Creating the right formula through weaving feeling with thinking: Communicating the sea star wasting disease with emotional frames. Paper presented at the 2014 Society for Risk Analysis annual meeting, Denver, CO.
- Lu, H.** (2014). Traversing psychological distance: Climate change framing, emotions and support for policies. Paper presented at the 2014 annual convention of the Association for Education in Journalism and Mass Communication, Montréal, Canada.
- Lu, H.**, & Doodoo, NA. (2014). Framing climate change in psychological distance terms: A content analysis of national and local U.S. newspapers. Paper presented at the 2014 annual convention of the Association for Education in Journalism and Mass Communication, Montréal, Canada.
- Lu, H.** (2013). Burgers or Tofu? Eating between two worlds: Risk information seeking and processing during dietary acculturation. Paper presented at the 2013 Society for Risk Analysis annual meeting, Baltimore, MD.

Lu, H., & Xiahou, M. (2013). Reassuring the public after the Fukushima nuclear accident: Assessing the coverage quality in Chinese newspapers. Paper presented at the 2013 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

*** **Second-place student paper** ***

Lu, H., Xiahou, M., Ke, X., Li, Z., Yu, H., & Zhang, L. (2013). Living with nuclear power: Risk information seeking and processing. Paper presented at the 2013 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Pokrywczynski, J., Keenan, K., & **Lu, H.** (2013). Brand following on social media across the world: The role of country of origin perceptions. Paper presented at the 2013 global/intercultural conference of American Academy of Advertising, Honolulu, HI.

Lu, H. (2012). Gloomy euphoria or joyous melancholy? Nostalgic experiences of massively multiplayer online role-playing gamers in China. Paper presented at the 2012 annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

INVITED PRESENTATIONS

Lu, H., & Schuldt, J. P. (March 11, 2017). Communicating the severity of Zika: Metaphoric influences on affect and risk perceptions. Presented at the Zika Communication Summit, Annenberg Public Policy Center, the University of Pennsylvania.

TECHNICAL REPORTS

Lu, H., Niederdeppe, J., Rainer, R., & Hiltner, S. (2018). Testing strategies to communicate the presence of lead service lines (LSLs) in home buying and home renting scenarios. Department of Communication, Cornell University, Ithaca, New York.

Schuldt, J. P., Niederdeppe, J., & **Lu, H.** (2015). Links between Marylanders' opinions toward sustainability, agriculture, and support for pollution policies in the Chesapeake Bay watershed. Department of Communication, Cornell University, Ithaca, New York.

Siemer, W. F., **Lu, H.**, Baumer, M. S., & Decker, D. J. (2015). Communication about conflict species in Florida: Insights from message-testing research about coyote, black bear, and lionfish. Human Dimensions Research Unit Publication 15-03. Department of Natural Resources, Cornell University, Ithaca, New York.

Lu, H., & McComas, K. A. (2014). One Health messaging about bats and rabies: Results of two surveys in four national park sites. Department of Communication, Cornell University, Ithaca, New York.

GRANTS-RELATED RESEARCH EXPERIENCE

The Environmental Defense Fund – Project Title: *Communicating the Presence of Lead Service Lines with the Public, Property Owners and Occupants* (Graduate Student Research Assistant; Stipend and tuition funded; Spring 2018)

Institute for the Social Sciences at Cornell University – Project Title: *Promoting Conservation of a Risk-Laden Species Using One Health Risk Messaging: The Case of White Nose Syndrome in Bats* (Graduate Student Research Assistant; Summer stipend funded; Summer 2017)

David R. Atkinson Center for a Sustainable Future at Cornell University – Project Title: *Seismic Monitoring and Risk Communication to Support Earth-Source Heating at Cornell* (Graduate Student Research Assistant; Summer stipend funded; Summer 2016)

The Town Creek Foundation – Project Title: *Examining Links between Marylanders' Opinions toward Agriculture, Health, and Sustainability-Related Policies in the Chesapeake Bay Watershed* (Graduate Student Research Assistant; Fall 2015)

The National Institute of Food and Agriculture, U.S. Department of Agriculture – Project Title: *Reducing Losses to Potato and Tomato Late Blight by Monitoring Pathogen Populations, Improved Resistant Plants, Education, and Extension* (AFRI-2011-68004-30154) (Graduate Student Research Assistant; Stipend and tuition funded; Summer 2015, Fall 2015, and Spring 2016)

The National Institute of Food and Agriculture, U.S. Department of Agriculture, and the National Park Service – Project Title: *Linking Climate Change, Biodiversity, Species Conservation, and Public Health through One Health Risk Messaging* (NYC-131404) (Graduate Student Research Assistant; Stipend and tuition funded; Fall 2014 and Spring 2015)

The Florida Fish and Wildlife Conservation Commission – Project Title: *Communication about Conflict Species in Florida* (FWC-13145) (Graduate Student Research Assistant; Hourly and summer stipend funded; Summer 2014 and Fall 2014)

TEACHING EXPERIENCE

Teaching Assistant – Cornell University

Psychology of Entertainment Media, COMM 4220, fall 2017 (90 students)

- Developed quiz and exam questions
- Graded assignments and exams

Persuasion and Social Influence, COMM 2760, spring 2017 (120 students)

- Helped design exam questions
- Graded assignments
- Led students' group projects
- Supervised three undergraduate TAs

Taking America's Pulse: Creating and Conducting a National Survey, COMM/GOVT 3189, fall 2016 (50 students)

- Taught two weekly lab/discussion sections
- Graded assignments
- Developed quiz questions
- Offered 5-hour long office hours each week to help students with survey question development, op-ed writing, STATA assignments and poster design

Visual Communication, COMM 1300, spring 2014 (150 students)

- Taught a weekly discussion section of 50 students
- Graded assignments and exams
- Supervised two undergraduate TAs

Cases in Communication, COMM 1101, fall 2013 (180 students)

- Graded assignments and exams
- Held exam review sessions before each exam

SERVICE

Ad hoc reviewer:

- *Risk Analysis*, 2014-
- *International Communication Association*, Environmental Communication Division, Health Communication Division, & Mass Communication Division, 2015-
- *Time-Sharing Experiments for the Social Sciences (TESS)*, 2016-
- *The Social Science Journal*, 2016-
- *Human Dimensions of Wildlife*, 2016-
- *Environmental Communication*, 2017-
- *International Journal of Disaster Risk Reduction*, 2017-
- *Journal of Environmental Psychology*, 2017-
- *Health Communication*, 2018-

PROFESSIONAL AFFILIATIONS

- Association for Education in Journalism and Mass Communication
- International Communication Association
- Society for Risk Analysis