Hang Lu

Curriculum Vitae
Department of Communication and Media
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Last update: 05/19/2025

EDUCATION

Ph.D. Cornell University, USA (2018) – Communication
M.S.   Cornell University, USA (2017) − Communication
M.A.   Marquette University, USA (2013) − Communication
B.A.   Central South University, China (2011) – Journalism

ACADEMIC APPOINTMENTS

2025 –   Associate Professor of Media Psychology
                  Department of Communication and Media
                  University of Michigan

2019 – 2025   Assistant Professor of Media Psychology
                  Department of Communication and Media
                  University of Michigan

2018 – 2019   Gloria T. and Melvin J. "Jack" Chisum Postdoctoral Fellow
                  Science of Science Communication
                  Annenberg Public Policy Center
                  University of Pennsylvania

2013 – 2018   Research and Teaching Assistant
                  Department of Communication
                  Cornell University

2011 – 2013   Research Assistant
                  Diederich College of Communication
                  Marquette University

RESEARCH INTERESTS

Environmental, science, health, and risk communication; emotion; persuasion; prosocial communication; new media and technology; portrayal of victims; destigmatization through communication; deepfake

REFEREED JOURNAL PUBLICATIONS

*indicates graduate student coauthors at the time of submission

46. Zhang, A. L.*, & **Lu, H.** (in press). When scientists share their struggles: How scientists' self-presentation on social media influences public perceptions, support for science, and information seeking intentions. *Science Communication*.

45. **Lu, H.** & Li, M. (in press). Navigating dual stigmas on social media: How self-disclosure strategies influence public attitudes toward sexual minorities with mental disorders. *New Media and Society*.

44. **Lu, H.**, Chu, H., & Ma, Y. (in press). Mask on while Asian: How acculturation, media use, and alienation influence U.S.-Dwelling Chinese's protection behaviors during the COVID-19 pandemic. *The Social Science Journal*. doi:10.1080/03623319.2021.1999159

43. Zhang, A. L.*, & **Lu, H.** (in press). Scientists as influencers: The role of source identity, self-disclosure, and anti-intellectualism in science communication on social media. *Social Media + Society*. doi:10.1177/20563051231180623

42. **Lu, H.** (in press). Emotional public opinion and its indirect influence on Americans' policy support during the 2022 Russian invasion of Ukraine. *Sage Open*. doi: 10.1177/21582440251340343

41. **Lu, H.** (2025). Generative AI for vaccine misbelief correction: Insights from targeting extraversion and pseudoscientific beliefs. *Vaccine, 54*, 127018. doi: 10.1016/j.vaccine.2025.127018

40. **Lu, H.** & Yuan, S. (2024). "I know it's a deepfake": The role of AI disclaimer and comprehension in the processing of deepfake parodies. *Journal of Communication, 74*(5), 359-373. doi:10.1093/joc/jqae022

39. Zhang, A. L.*, & **Lu, H.** (2024). Behind the lab coat: How scientists' self-disclosure on Twitter influences source perceptions, tweet engagement, and scientific attitude through social presence. *New Media and Society, 26*(10), 5784-5801. doi: 10.1177/14614448221141681

38. **Lu, H.** (2024). Exploring the predictors of public acceptance of artificial intelligence-based resurrection technologies. *Technology in Society, 78*, 102657. doi:10.1016/j.techsoc.2024.102657

37. **Lu, H.** (2024). Highlighting victim vividness and external attribution to influence policy support regarding the opioid epidemic: The mediating role of emotions. *Health Communication, 39*(7), 1333-1342. doi:10.1080/10410236.2023.2212139

36. **Lu, H.** (2024). Promises and pitfalls of #relapse narratives in destigmatization: The mediating role of emotions. *Addictive Behaviors Reports, 19*, 100551. doi:10.1016/j.abrep.2024.100551

35. **Lu, H.** (2024). Communicating uncertainty about the link between COVID-19 and bats: The indirect effects on attitudes toward bats in the United States. *Human Dimensions of Wildlife, 29*(1), 1-13. doi:10.1080/10871209.2023.2167022

34. **Lu, H.** & Yuan, S. (2023). Exploring the sequencing effects of fear-hope appeals on promoting MMR vaccination. *Health Communication, 38*(10), 2132-2140. doi:10.1080/10410236.2022.2054229

33. **Lu, H.** (2023). Instagram sober journeys: How relapse narratives and viewing orders influence audience response on social media. *Computers in Human Behavior, 147*, 107846. doi: 10.1016/j.chb.2023.107846

32. Chu, H., & **Lu, H.** (2023). Acculturation, bilateral hostility, and psychological well-being of U.S.-dwelling Chinese during the COVID-19 pandemic. *Health Communication, 38*(7), 1281-1292. doi:10.1080/10410236.2021.2004677

31. **Lu, H.** (2023). Comparing the effectiveness of different consensus messages in communicating global environmental issues: The role of referent groups, emotions, and message evaluation. *Journal of Environmental Psychology, 88*, 102025. doi:10.1016/j.jenvp.2023.102025

30. **Lu, H.**, & Chu, H. (2023). Let the dead talk: How deepfake resurrection narratives influence audience response in prosocial contexts. *Computers in Human Behavior, 145*, 107761. doi: 10.1016/j.chb.2023.107761

29. Yuan, S., & **Lu, H.** (2023). Don't talk climate like this: Exploring the moderating effects of comment stance on aggressive climate change videos. *Environmental Communication, 17*(2), 146-156. doi:10.1080/17524032.2023.2165524

28. **Lu, H.**, & Chu, H. (2023). The search between two worlds: Motivations for and consequences of U.S.-Dwelling Chinese's use of U.S. and Chinese media for COVID-19 information. *Journalism & Mass Communication Quarterly, 100*(1), 123-144. doi:10.1177/10776990211073951

27. Kuru, O., Chan, S., **Lu, H.**, Stecula, D., Jamieson, K. H., & Albarracin, D. (2022). Religious affiliation and philosophical and moral beliefs about vaccines: A longitudinal study. *Journal of Health Psychology, 27*(13), 3059-3081. doi:10.1177/13591053221082770

26. Zhang, A. L.*, & **Lu, H.** (2022). No laughing matter: Exploring the effects of scientists' humor use on Twitter and the moderating role of superiority. *Science Communication, 44*(4), 418-445. doi: 10.1177/10755470221114352

25. **Lu, H.** (2022). The role of repeated exposure and message fatigue in influencing willingness to help polar bears and support climate change mitigation. *Science Communication, 44*(4), 475-493. doi:10.1177/10755470221105068

24. Yuan, S. & **Lu, H.** (2022). Examining a conceptual framework of aggressive and humorous styles in science YouTube videos about climate change and vaccination. *Public Understanding of Science, 30*(5), 515-534. doi:10.1177/09636625221091490

23. **Lu, H.** (2021). Exposure to victim portrayals: The role of multiple emotions in influencing collective action intentions for environmental justice. *Journal of Environmental Studies and Sciences, 11*, 548-560. doi:10.1007/s13412-020-00660-3

22. Song, H., **Lu, H.**, & McComas, K. A. (2021). The role of fairness in early characterization of new technologies: Effects on selective exposure and risk perception. *Risk Analysis, 41*(9), 1614-1629. doi:10.1111/risa.13633

21. **Lu, H.**, Chu, H., & Ma, Y. (2021). Experience, experts, statistics or just science? Predictors and consequences of reliance on different evidence types during the COVID-19 infodemic. *Public Understanding of Science, 30*(5), 515-534. doi:10.1177/09636625211009685

20. **Lu, H.**, & Yuan, S. (2021). What motivates victim message sharing on social media? Exploring the role of compassion, sadness, expectancy violation, and enjoyment. *International Journal of Disaster Risk Reduction, 63*, 102431. doi:10.1016/j.ijdrr.2021.102431

19. Kuru, O., Stecula, D., **Lu, H.**, Ophir, Y., Chan, S., Winneg, K., Jamieson, K. H., & Albarracin, D. (2021). The effects of scientific messages and narratives about vaccination. *PLoS ONE, 16*(3): e0248328. doi:10.1371/journal.pone.0248328

18. **Lu, H.**, Song, H., & McComas, K. A. (2021). Seeking information about enhanced geothermal systems: The role of fairness, uncertainty, systematic processing, and information engagement intentions. *Renewable Energy, 169*, 855-864. doi:10.1016/j.renene.2021.01.031

17. **Lu, H.**, APPC 2018-2019 ASK Group, Winneg, K., Jamieson, K. H., & Albarracín, D. (2020). Intentions to seek information about the influenza vaccine: The role of informational subjective norms, anticipated and experienced affect, and information insufficiency among vaccinated and unvaccinated people. *Risk Analysis, 40*(10), 2040-2056. doi:10.1111/risa.13459

16. **Lu, H.** (2020). Exploring the role of incidental and integral compassion and anger in health communication about pollution. *Health Communication, 35*(6), 675-684. doi:10.1080/10410236.2019.1582313

15. **Lu, H.**, McComas, K. A., Kretser, H., & Lauber, T. B. (2020). Scared yet compassionate? Exploring the order effects of threat versus suffering messages on attitude toward scary victims. *Science Communication, 42*(1), 3-30. doi:10.1177/1075547019894342

14. Yuan, S., & **Lu, H.** (2020). "It's global warming, stupid": Aggressive communication styles and political ideology in science blog debates about climate change. *Journalism & Mass Communication Quarterly, 97*(4), 1003-1025. doi:10.1177/1077699020904791

13. **Lu, H.**, Romero-Canyas, R., Hiltner, S., Neltner, T., McCormick, L., & Niederdeppe, J. (2019). Research to move toward evidence-based recommendations for lead service line disclosure policies in home buying and home renting scenarios. *International Journal of Environmental Research and Public Health, 16*(6), 963. doi:10.3390/ijerph16060963

12. **Lu, H.**, & Schuldt, J. P. (2018). Communicating Zika risk: Using metaphor to increase perceived risk susceptibility. *Risk Analysis, 38*(12), 2525-2534. doi:10.1111/risa.12982

11. **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*(2), 182-192. doi:10.1016/j.soscij.2017.05.002

10. **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

9. **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*(3), 200-206. doi:10.1071/WR16061

8. **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

7. **Lu, H.** (2016). The effects of emotional appeals and gain versus loss framing in communicating sea star wasting disease. *Science Communication, 38*(2), 143-169. doi:10.1177/1075547015619173

6. **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.

5. **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*(6), 506-521. doi:10.1080/10871209.2016.1198852

4. 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

3. Pokrywczynski, J., & **Lu, H**. (2016). Brand tracking on social media: The role of country of origin perceptions. *Journal of Digital & Social Media Marketing, 4*(3), 279-291.

2. **Lu, H.**, & Schuldt, J. P. (2015). Exploring the role of incidental emotions in support for climate change policy. *Climatic Change, 131*(4), 719-726. doi:10.1007/s10584-015-1443-x

1. **Lu, H.** (2015). Burgers or Tofu? Eating between two worlds: Risk information seeking and processing during dietary acculturation. *Health Communication, 30*(8), 758-771. doi:10.1080/10410236.2014.899658

AWARDS & HONORS

2025   Third-place top faculty paper award, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.

2025   Second-place top paper award, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.

2025   UM Chinese Heritage & Scholarship Junior Faculty Award in Business, Humanities, Law, and Social Sciences, University of Michigan ($5,000)

2024   Third-place top paper award, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication annual meeting, Philadelphia, PA.

2023   Provost's early tenure-track faculty research support initiative award, University of Michigan ($2,516)

2022   First-place open competition paper award, Communication Theory & Methods Division, Association for Education in Journalism and Mass Communication annual meeting, Detroit, MI.

2022   Top theory paper award, Communication Theory & Methods Division, Association for Education in Journalism and Mass Communication annual meeting, Detroit, MI.

2021   Top 3 faculty paper award, Mass Communication Division, International Communication Association annual meeting (virtual).

2021   *Journalism & Mass Communication Quarterly* 2020 Outstanding Research Article Award Finalist.

2021   Golden Apple Teaching Award Nomination, University of Michigan.

2020   Top 4 faculty paper award, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication annual meeting (virtual).

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.

2010   China National Scholarship

2008   China National Scholarship

GRANTS

2025   Science and Environmental Communication Research Fund, Department of Communication and Media, University of Michigan ($1,250) (with Yuhan Li)

2024   Doctoral Dissertation Research in DRMS: Impressions matter: The role of scientists' self-presentation in effective risk communication on social media, National Science Foundation (#2343542), role: PI, 2024-2025 ($23,891) (co-PI: Annie Zhang)

2023   Faculty diversity research award, Department of Communication and Media, University of Michigan ($5,000)

REFEREED CONFERENCE PRESENTATIONS

*indicates graduate student coauthors

64. **Lu, H.** (2025). Correcting the self with AI: The effectiveness of deepfake self-debunking in reducing misinformation. Paper to be presented at the 2025 annual conference of Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.
    *** Third-place top faculty paper award ***

63. Zhang, J. K.*, & **Lu, H.** (2025). Inspiring or distant? The dual role of science fiction in climate change communication. Paper to be presented at the 2025 annual conference of Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.
    *** Second-place top paper award ***

62. **Lu, H.** (2025). Can generative AI correct vaccine misbeliefs? Exploring targeted messaging strategies. Paper to be presented at the 2025 annual conference of International Association for Media and Communication Research, Singapore.

61. Li, Y.*, **Lu, H.**, & Yu, C. (2025). When the science communicator is a woman of color: A computational multimodal analysis of the effects of identities and communication styles on public engagement with science on TikTok. Paper to

be presented at the 2025 annual conference of International Communication Association, Denver, CO.

60. Zhang, A. L.*, & **Lu, H**. (2024). Framing failures: The influence of locus of control in science and risk narratives of research setbacks. Paper to be presented at the 2024 Society for Risk Analysis annual meeting, Austin, TX.

59. Zhang, A. L.*, & **Lu, H**. (2024). Unveiling imperfections: How scientists' self-presentation can influence public perceptions, science advocacy, and information seeking intentions. Paper presented at the 2024 annual convention of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.
*** Third-place top paper award ***

58. **Lu, H**. & Li, M. (2024). Navigating dual stigmas on social media: How self-disclosure strategies influence public attitudes toward sexual minorities with mental disorders. Paper presented at the 2024 annual conference of International Communication Association, Gold Coast, Australia.

57. **Lu, H**. & Yuan, S. (2024). "I know it's a deepfake": The role of AI disclaimer and comprehension in the processing of deepfake parodies. Paper presented at the 2024 annual conference of International Communication Association, Gold Coast, Australia.

56. **Lu, H**. (2023). How #relapse Instagram posts influence destigmatization: The mediating role of perceived realism, counterfactuals, and emotions. Paper presented at the 2023 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

55. **Lu, H**. (2023). Instagram #sober journeys: How relapse narratives and viewing orders contribute to destigmatization on social media. Paper presented at the 2023 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

54. **Lu, H**. (2023). Angry, sad, or anxious? Effects of poll-based emotion consensus messaging on Americans' policy support during the 2022 Russian invasion of Ukraine. Paper presented at the 2023 annual conference of International Communication Association, Toronto, Canada.

53. **Lu, H**., & Chu, H. (2023). Let the dead talk: How deepfake resurrection narratives influence audience response in prosocial contexts. Paper presented at the 2023 annual conference of International Communication Association, Toronto, Canada.

52. **Lu, H**. (2023). Communicating global environmental issues via consensus messaging: The role of sources, emotions, and message evaluation. Paper presented at the 2023 annual conference of International Communication Association, Toronto, Canada.

51. Yu, C., & **Lu, H.** (2023). Sharing is value-laden: Untangling the individual and neighborhood level racial biases in stay choices and guest reviews on Airbnb. Paper presented at the 2023 annual conference of International Communication Association, Toronto, Canada.

50. **Lu, H.** (2022). I feel what most people feel: Testing a sequential mediation model of emotion consensus messaging. Paper presented at the 2022 annual convention of the Association for Education in Journalism and Mass Communication, Detroit, MI.
    *** First-place open competition paper award***
    *** Top theory paper award***

49. Zhang, A.,* & **Lu, H.** (2022). Behind the lab coat: How scientists' self-disclosure on Twitter influences source perceptions. Paper presented at the 2022 annual convention of the Association for Education in Journalism and Mass Communication, Detroit, MI.

48. **Lu, H. (**2022). How repeated exposure and message fatigue influence pro-environmental intentions regarding polar bears and climate change. Paper presented at the 2022 annual conference of International Communication Association, Paris, France.

47. Zhang, A.,* & **Lu, H.** (2022). Exploring the effects of scientists' humor use on Twitter and the moderating role of superiority. Paper presented at the 2022 annual conference of International Communication Association, Paris, France.

46. Yuan, S., & **Lu, H.** (2022). Style congruency: Examining the moderating effects of comment approval on aggressive messaging in the context of climate change videos. Paper presented at the 2022 annual conference of International Communication Association, Paris, France.

45. **Lu, H.** & Yuan, S. (2021). Comparing the persuasive effects of fear-hope appeals on promoting MMR vaccination. Paper presented at the 2021 Society for Risk Analysis annual meeting (virtual).

44. **Lu, H.**, & Chu, H. (2021). Motivations and consequences regarding U.S.-dwelling Chinese's use of U.S. and Chinese media for COVID-19 information. Paper presented at the 2021 annual conference of International Communication Association (virtual).

43. **Lu, H.**, Chu, H., & Ma, Y. (2021). How acculturation, media perceptions, and alienation influence U.S.-dwelling Chinese's protective behaviors during the COVID-19 pandemic. Paper presented at the 2021 annual conference of International Communication Association (virtual).
    *** Top 3 faculty paper award***

42. **Lu, H.** (2021). Exploring the role of uncertainty and message order in communication about bats and COVID-19. Paper presented at the 2021 annual conference of International Communication Association (virtual).

41. Yuan, S. & **Lu, H.** (2021). Style matters: Communicating vaccination through aggressive and humorous YouTube videos. Paper presented at the 2021 annual conference of International Communication Association (virtual).

40. Chu, H., & **Lu, H.** (2021). Acculturation, bilateral hostility, and psychological wellbeing of U.S.-dwelling Chinese during the COVID-19 pandemic. Paper presented at the 2021 annual conference of International Communication Association (virtual).

39. **Lu, H.**, Chu, H., & Ma, Y. (2020). Mask on while Asian: How acculturation, media use and perception, and alienation influence U.S.-Dwelling Chinese's protective behaviors during the COVID-19 pandemic. Paper presented at the 2020 Society for Risk Analysis annual meeting (virtual).

38. Choi, S.,* & **Lu, H.** (2020). Communicating efficacy in collective risk issues, and the mediating effects of hope. Paper presented at the 2020 Society for Risk Analysis annual meeting (virtual).

37. Chu, H., **Lu, H.**, & Ma, Y. (2020). A tale of two countries: How oversea Chinese cope with hostility from China and the U.S. during the COVID-19 pandemic. Paper presented at the 2020 Society for Risk Analysis annual meeting (virtual).

36. **Lu, H.**, Song, H., & McComas, K. A. (2020). Seeking information about an emerging technology: Fairness, uncertainty, systematic processing, and information engagement intentions. Paper presented at the 2020 annual convention of the Association for Education in Journalism and Mass Communication (virtual).
   *** **Top 4 faculty paper award***

35. **Lu, H.**, & Yuan, S. (2020). What motivates climate change victim message sharing? Exploring the role of compassion, sadness, and enjoyment. Paper presented at the 2020 annual conference of International Communication Association (virtual).

34. **Lu, H.**, APPC 2018-2019 ASK Group, Winneg, K., Jamieson, K. H., & Albarracin, D. (2019). Intentions to seek information about the flu vaccine: The role of norms, anticipated and experienced affect, and information insufficiency among vaccinated and unvaccinated people. Paper presented at the 2019 Society for Risk Analysis annual meeting, Arlington, VA.

33. **Lu, H.**, Song, H., & McComas, K. A. (2019). Seeking information about enhanced geothermal systems: The role of systematic processing and information exchanging intentions. Paper presented at the 2019 Society for Risk Analysis annual meeting, Arlington, VA.

32. Kuru, O., **Lu, H.**, Stecula, D., Chan, S., Jamieson, K. H., & Albarracin, D. (2019). The intriguing link between religion and vaccination: The role of religious affiliation and philosophical and moral beliefs in vaccine evaluations. Paper

presented at the 2019 Society for Risk Analysis annual meeting, Arlington, VA.

31. Song, H., **Lu, H.**, & McComas, K. A. (2019). The role of fairness in early characterization of new technologies: Effects on risk beliefs and selective exposure. Paper presented at the 2019 Society for Risk Analysis annual meeting, Arlington, VA.

30. Yuan, S., & **Lu, H.** (2019). "It's global warming, stupid": Aggressive communication styles and political ideology in science blog debates about climate change. Paper presented at the 2019 annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

29. **Lu, H.**, McComas, K. A., Kretser, H., & Lauber, B. (2019). Attitude toward "scary victims": Exploring the order effects of emotion-inducing messages about conservation. Paper presented at the 2019 annual conference of International Communication Association, Washington, DC.

28. **Lu, H.**, McComas, K. A., Kretser, H., & Lauber, B. (2018). Scared yet compassionate? Exploring the order effects of risk messages communicating bat rabies and white-nose syndrome. Paper presented at the 2018 Society for Risk Analysis annual meeting, New Orleans, LA.

27. **Lu, H.** (2018). Exploring the role of incidental and message-induced compassion and anger in health risk communication about pollution. Paper presented at the 2018 Society for Risk Analysis annual meeting, New Orleans, LA.

26. Yuan, S., & **Lu, H.** (2018). No more niceness: Exploring the effects of aggressive and stigmatize communication in climate change debate. Paper presented at the 2018 Society for Risk Analysis annual meeting, New Orleans, LA.

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

24. **Lu, H.** (2018). Processing victim portrayals: How multiple emotions and victim perceptions influence collective action for environmental justice. Paper presented at the 2018 annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

23. **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.

22. **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***

21. **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.

20. 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.

19. 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.

18. **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.

17. **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.

16. **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.

15. **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.

14. **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.

13. **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/ExxonMobil award ***

12. **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.

11. **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.

10. **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 ***

9. **Lu, H.**, & Dodoo, 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.

8. **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.

7. **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.

6. **Lu, H.**, & Dodoo, 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.

5. **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.

4. **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 top student paper ***

3. **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.

2. 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.

1. **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 TALKS

Lu, H. (November 17, 2023). Deepfakes for good: Exploring prosocial applications in a digital world. Presented in the Department of Communications and New Media at National University of Singapore (virtual).

Lu, H. (December 6, 2020). Motivations for and consequences of U.S.-Dwelling Chinese's use of U.S. and Chinese media for COVID-19 information. Presented in the special session "Scientific Literacy and Public Health Crisis" of the 2020 World Conference on Scientific Literacy (virtual).

Lu, H. (September 14, 2020). The role of uncertainty and fairness in early characterization of enhanced geothermal systems. Presented in the *Science, Media, & Society* seminar, University of Utah (virtual).

Lu, H., McComas, K. A., Kretser, H., & Lauber, B. (June 20, 2019). Attitudes toward "scary victims": Exploring the role of images and message presentation orders in communication about bats, rabies and white-nose syndrome. Presented in the 2019 White-Nose Syndrome Webinar.

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.

Lu, H. (November 10, 2015). Emotion and climate change communication. Presented in the Communication and the Environment course, Cornell University.

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.

TEACHING EXPERIENCE

Instructor, University of Michigan
Communicating Science, Health and Environment, COMM 307/345, winter 2020 (67 students; switched to online halfway through; 4.4*), fall 2020 (75 students; online; 4.5), winter 2021 (73 students; online; 4.6), fall 2021 (73 students; N/A), winter 2023 (32 students; 4.8), summer 2023 (24 students; online; 4.6), winter 2024 (72 students; 4.6), summer 2024 (25 students; online; 4.9), winter 2025 (72 students; 4.8)

Media and Emotion, COMM 408, fall 2019 (21 students; 4.4)

Media and Emotion (undergraduate capstone), COMM 490/476, winter 2020 (18 students; switched to online halfway through; 4.8), winter 2022 (16 students; in person with synchronous Zoom meetings as an option; 4.9), winter 2023 (16 students; 5), winter 2024 (27 students; 4.8), fall 2024 (24 students; 4.9), winter 2025 (20 students; 4.6)

Media and Emotion (Ph.D. seminar), COMM 840, winter 2021 (5 students; online; 4.9)

Media Psychology (Ph.D. seminar), COMM 840, fall 2023 (5 students; 4.7)

Undergraduate Independent Research, COMM 442, winter 2020 (1 student)

Undergraduate Research Practice, COMM 322, winter 2022 (1 student)

*The number represents the average student evaluation score for the question: "Overall, Hang Lu was an excellent teacher," rated on a scale from 1 (strongly disagree) to 5 (strongly agree). This question was not asked in the teaching evaluation for fall 2021.

Teaching Assistant – Cornell University
Psychology of Entertainment Media, COMM 4220, fall 2017 (90 students)

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

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

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

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

STUDENT ADVISING

Ph.D. Advisee
Annie Zhang, Communication and Media (2020-2025)
Yuhan Li, Communication and Media (2023-present)
Kristen Zhang, Communication and Media (2024-present)

Dissertation Committee
Shanley Corvite, School of Information (2024-present)
Christopher Doehring, Industrial and Operations Engineering (2024-present)

Ph.D. Prelim Exam Committee
Yuhan Li, Communication and Media (Fall 2025)
Leopele Raabe, Communication and Media (Fall 2024)
Shanley Corvite, School of Information (Summer 2024)
Christopher Doehring, Industrial and Operations Engineering (Summer 2024)
Kristen Leer, Communication and Media (Fall 2023)
Annie Zhang, Communication and Media (Fall 2022)
Elsie Lee-Robbins, School of Information (Fall 2021)
Gavin Ploger, Communication and Media (Fall 2020)

Undergraduate Independent Research
Priscilla Zhao, Communication and Media (Winter 2020)

Undergraduate Honor Thesis
Chuhan Tong, Communication and Media (2024-2025)
Yiheng Zhang, Communication and Media (2023-2024)
Princess Ewang, Communication and Media (2021-2022)
Jiatong Song, Communication and Media (2020-2021)

SERVICE

Association-level:
- Vice Chair, Environmental Communication Division, International Communication Association, 2024-2026.
- Member, Travel Awards Committee, Health Communication Division, International Communication Association, 2024.
- Secretary, Environmental Communication Division, International Communication

Association, 2021-2023.

College-level:
- Member, Carbon Neutrality Scope 3 Emissions and Community Impact working group, College of Literature, Science, and the Arts, University of Michigan, 2021-2022.

Department-level:
- Member, graduate admissions committee, Department of Communication and Media, University of Michigan, 2024-2025.
- Member, assistant professor of media psychology search committee, Department of Communication and Media, University of Michigan, 2024-2025.
- Member, long-term planning committee, Department of Communication and Media, University of Michigan, 2023-2024.
- Faculty coordinator, Media Psychology Working Group, Department of Communication and Media, University of Michigan, 2023-2024.
- Member, Diversity, Equity and Inclusion (DEI) committee, Department of Communication and Media, University of Michigan, 2021-2022.
- Member, Marsh lab committee, Department of Communication and Media, University of Michigan, 2020-2022.

Editorial board:
- *Science Communication*, 2025-present

Ad hoc reviewer (number in parentheses indicates number of reviewing times):
- **Journals:**

Risk Analysis (25); *Environmental Communication* (18); *Science Communication* (17); *Journal of Environmental Psychology* (17); *Health Communication* (16); *Human Dimensions of Wildlife* (7); *International Journal of Communication* (7); *Human Communication Research* (6); *SAGE Open* (5); *Communication Monographs* (5); *Media Psychology* (4); *International Journal of Public Opinion Research* (4); *Computers in Human Behavior* (4); *Public Understanding of Science* (4); *Communication Research* (3); *New Media and Society* (3); *The Social Science Journal* (3); *International Journal of Disaster Risk Reduction* (3); *Society & Natural Resources* (2); *Communication Theory* (2); *Mass Communication and Society* (2); *Social Media + Society* (2); *Journal for Nature Conservation* (2); *Media and Communication* (2); *Communication Research Reports* (2); *Group Processes & Intergroup Relations* (2); *Journal of Health Communication* (2); *Computers in Human Behavior Reports* (2); *Journal of Science Communication* (2); *iScience* (2); *Journal of Communication* (1); *Journal of Computer-Mediated Communication* (1); *Digital Journalism* (1); *Journalism & Mass Communication Quarterly* (1); *Technology in Society* (1); *Environment and Behavior* (1); *Social Science Computer Review* (1); *Journal of Risk Research* (1); *Political Behavior* (1); *Health, Risk & Society* (1); *Energy Research & Social Science* (1); *International Journal of Environmental Health Research* (1); *Environmental Research Letters* (1); *Environmental Politics* (1); *Communication Reports* (1); *Annals of the International Communication Association* (1); *Journal of Experimental Social Psychology* (1);

Climatic Change (1); *Applied Psychology: Health and Wellbeing* (1); *Journal of Applied Communication Research* (1); *Chinese Journal of Communication* (1); *Asian Journal of Communication* (1); *World Medical & Health Policy* (1); *Frontiers in Communication* (1); *Communication and the Public* (1)

- **Conferences:**

International Communication Association (Environmental Communication Division; Health Communication Division; Mass Communication Division) (57); Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment and Risk Division; Mass Communication and Society Division; Communication Theory and Methodology Division; Communication Technology Division) (52); International Association for Media and Communication Research (Health Communication Working Group) (10)

- **Grants:**

Time-Sharing Experiments for the Social Sciences (4); National Science Foundation (Decision, Risk, and Management Sciences program) (2)

Conference services:
- **Co-organizer**

Environmental Communication Pre-Conference: PhD Mentoring Workshop, ICA, 2023, 2025

- **Session moderator/chair**

Risk Communication Specialty Group, SRA, 2019
Environmental Communication Division, ICA, 2019, 2023, 2024, 2025
Mass Communication Division, ICA, 2023
Health Communication Division, ICA, 2024

- **Mentor**

Research escalator session, Environmental Communication Division, ICA, 2023
Environmental Communication Pre-Conference: PhD Mentoring Workshop, ICA, 2024, 2025

- **Student paper competition judge**

Risk Communication Specialty Group, SRA, 2021, 2023, 2024

SELECTED MEDIA COVERAGE OF RESEARCH

Michigan Daily, *Public Health Review Morning Edition*, *Analytics India Magazine*

PROFESSIONAL AFFLIATIONS

- Association for Education in Journalism and Mass Communication (AEJMC)

- International Association for Media and Communication Research (IAMCR)
- International Communication Association (ICA)
- Society for Risk Analysis (SRA)