

“Estelle” Ranran Zhu Mi

University of Wisconsin-Madison
School of Journalism and Mass Communication
821 University Avenue
5115 Vilas Communication Hall
Madison, WI 53706
Phone: 608-263-4898
Fax: 608-262-1361
Email: rzhu29@wisc.edu

EDUCATION

- 2015 – 2021 (expected) PhD Candidate, School of Journalism and Mass Communication
University of Wisconsin-Madison, Madison, WI
Major: Communication - Health Communication concentration);
Minor: Educational Psychology – Quantitative Research Methods
Dissertation: *Examine the Antecedents and Impacts of Media Task-switching: A Media Self-Control Paradigm*
- 2013 - 2015 MA, Edward R. Murrow College of Communication
Washington State University, Pullman, WA
Major: Mass Communication & Media Study
Thesis Title: *Task-Switching and Subjective Time Experience: Distortion of Duration and Passage*
- 2009 - 2013 BA, Zhejiang University, Hangzhou, Zhejiang, China
Major: Journalism
Minor: Intensive Training Program of Innovation and Entrepreneurship

AREAS OF RESEARCH

Health Communication; Computer-mediated-communication; Health information technology; Randomized controlled trial; Behavioral intervention; Media Psychology; Media uses and effects; Task-switching/Multitasking; Mixed methods.

PEER-REVIEWED JOURNAL ARTICLES

1. **Mi, R. Z.**, Kornfield, R., Shah, D. V., Maus, A., Gustafson, D. (2020). Intraindividual, Dyadic and Network Communication in a Digital Health Intervention: Distinguishing Message Exposure from Message Production. *Health Communication*.
<https://doi.org/10.1080/10410236.2020.1846273>
2. Benjenk, I., DuGoff, E. H., Jacobsohn, G. C., Cayenne, N., Jones, C. M., Caprio, T. V., Cushman, J. T., Green, R. K., Kind, A. J., Lohmeier, M., **Mi, R.**, Shah, M. N. (2020)

Predictors of older adult adherence with emergency department discharge instructions. *Academic Emergency Medicine*. <https://doi.org/10.1111/acem.14105>

3. Cayenne, N., Jacobsohn, G. C., Jones, C. M. C., DuGoff, E., Cochran, A., Caprio, T. V., Cushman, J. T., Green, R. K., Kind, A. J., Lohmeier, M. T., **Mi, R.**, Shah, M. N. (2020). Association between social isolation and outpatient follow-up in older adults following emergency department discharge. *Archives of Gerontology and Geriatrics*. <https://doi.org/10.1016/j.archger.2020.104298>
4. **Mi, R.**, Hollander, M. M., Jones, C. M., DuGoff, E. H., Caprio, T. V., Cushman, J. T., Kind, A. J. H., Lohmeier, M., & Shah, M. N. (2018). A randomized controlled trial testing the effectiveness of a paramedic-delivered care transitions intervention to reduce emergency department revisits. *BMC Geriatrics*, 18, Article 104. <https://doi.org/10.1186/s12877-018-0792-5>
5. Shah, M. N., Hollander, M. M., Jones, C. M., Caprio, T. V., Conwell, Y., Cushman, J. T., DuGoff E. H., Kind, A. J., Lohmeier, M., **Mi, R.**, & Coleman, E. A. (2018). Improving the ED-to-home transition: The community paramedic-delivered care transitions intervention—preliminary findings. *Journal of the American Geriatrics Society*, 66(11), 2213-2220. <https://doi.org/10.1111/jgs.15475>

WORKING PAPERS

Mi, R. Z., Wu, J., Jacobsohn, G. C., Shah, M. N., Jones, C. M. C., Shah, D. V. (in preparation). Coaching older adults discharged home from the Emergency Department: The role of competence and emotion in following up with outpatient clinicians.

Mi, R. Z. & Toma, C. L. (in preparation). Media task-switching as a self-control failure: An experimental study.

Yang, E. F., **Mi, R. Z.**, Shah, D. V., Loya, G., Campbell, C. E., Tahk, A. & Gustafson, D. H. (In preparation). The communication dynamics of mHealth affordances: Initiation, intensity, duration and mutual influence in online social support

Mi, R. Z., & Toma, C. L., & David, P. (in preparation). The distortion of time perception in task-switching.

Mi, R. Z., & Toma, C. L. (in preparation). Media task-switching and perceived motivation on primary task.

Mi, R. Z. & Yan, W. (in preparation). Breaking through the social media censorship: Users' strategic resistance.

PEER-REVIEWED CONFERENCE PRESENTATION (*indicates the presenter)

1. **Mi, R. Z.**, Wu, J., Jacobsohn, G. C., Shah, M. N., Jones, C. M. C., Shah, D. V. (under review). Coaching older adults discharged home from the Emergency Department: The

role of competence and emotion in following up with outpatient clinicians. Full paper submitted to International Communication Association 71th Annual Conference, Denver, CO, USA (converted to virtual due to Covid-19)

2. Yang, E. F., **Mi, R. Z.**, Shah, D. V., Borah, P. & Gustafson, D. H. (under review). The communication dynamics of mHealth affordances: Initiation, intensity, duration and mutual influence in online social support. Full paper submitted to International Communication Association 71th Annual Conference, Denver, CO, USA (converted to virtual due to Covid-19)
3. **Mi, R. Z.***, & Toma, C. (2020). Media task-switching as a self-control failure: An experimental Study. Full paper presented at the Communication and Technology Division, International Communication Association 70th Annual Conference, Gold Coast, Australia (converted to virtual due to Covid-19).
4. **Mi, R. Z.** (2020). Examining Antecedents and Outcomes of Media-based Task-switching. Full proposal accepted to 11th Annual Doctoral Consortium of Communication and Technology Division at ICA 2020, Gold Coast, Australia (canceled due to Covid-19).
5. Yang, E. F*., **Mi, R. Z.**, Shah, D. V., Loya, G., Campbell, C. E., Tahk, A. & Gustafson, D. H. (2020). How do we engage with communication functions on an mHealth system for social support? The time dynamics of modality interactivity. Full paper presented at the NCA 106th Annual Convention, Indianapolis, IN, USA (converted to virtual due to Covid-19).
6. Cayenne, N., DuGoff, E., Jacobsohn, G. C., **Mi, R. Z.**, Cushman, J. T., Jones, C. M., Kind, A. J., Lohmeier, M., Shah, M. N. (2019). Social Isolation as a Predictor of Post-ED Visit Follow-up by Older Adults. Abstract presented at the Society for Academic Emergency Medicine 2019 Annual Meeting, Las Vegas, NV, USA.
7. **Mi, R. Z.***, & Kornfield, R. (2018). Examining engagement and exposure use effects across communication levels on digital health intervention. Full paper presented at the Health Communication Division, 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
8. DuGoff, E.*., **Mi, R.**, Cushman, J., Jones, C., Kind, A., Lohmeier, M., & Shah, M. (2018). Characteristics of Emergency Department Patients: Focus on Enabling Resources Among High-Need Older Adults. Extended abstract presented at 2018 Annual Research Meeting, AcademyHealth, Seattle, WA, USA.

9. **Zhu, R*., & David, P.** (2016). A Watched Pot Never Boils During Multitasking. Extended abstract presented at the Information System Division, 66th Annual Conference of the International Communication Association, Fukuoka, Japan.
10. David, P., Brickman, J. S., **Zhu, R*.,** Liu, S., & Silva, D. E. (2015). Time Flies and Students are Productive When Attention is Combined With Multitasking Distraction. Extended abstract presented at the Information System Division, 65th Annual Conference of the International Communication Association, San Juan, Puerto Rico.
11. **Zhu, R*.** (2015). Social Media Efficacy, Social Media Censorship and Strategic Resistance in China: Construct and Measurement. Full paper presented at the ICA Preconference: New Media and Citizenship in Asia: Civic Engagement for Sustainable Development Across the Life Span, San Juan, Puerto Rico.

RESEARCH EXPERIENCE

- 2020 - present **Honorary Research Associate**
Department of Emergency Department, under Dr. Manish Shah
UW School of Medicine and Public Health, UW-Madison
Provide consulting and support to the research team
- 2015 - 2019 **Graduate Research Assistant**
Department of Emergency Department, under Dr. Manish Shah
UW School of Medicine and Public Health, UW-Madison
Data management and analysis for NIH funded clinical trials
- 2015 - present **Research group member**
Health Information Technology Studies (HITS), under Dr. Dhavan Shah
School of Journalism and Mass Communication, UW-Madison
Affiliated with Center for Health Enhancement Systems Studies (CHESS);
Collaborating on Seva project (an addiction recovery support app)
- 2017 - present **Graduate researcher**
Social Media Lab, under Dr. Catalina Toma
Department of Communication Arts, UW-Madison
Lead the design and data collection for media task-switching project;
Research mentor for 10 undergraduate research assistants
- 2014 **Project technician**
“Great Plays” research project (a field experiment for risky drinking prevention), under Dr. Erica Austin

Washington State University

2013 - 2015 **Research group member**
Multitasking research lab, under Dr. Prabu David
Washington State University

TEACHING EXPERIENCE

2020 Fall **Teaching Assistant / Session Instructor**
JOURN 201: Introduction to Mass Communication
UW-Madison
Duties: independently teach two discussion sessions (16 students/session)

2014 Fall - **Teaching Assistant**
2015 Spring COM 210: Multimedia Content Creation
Edward R. Murrow College of Communication
Washington State University
Duties: independently teach lab sessions

2013 Fall - **Teaching Assistant**
2014 Spring COM 105: Communication in Global Contexts
Edward R. Murrow College of Communication
Washington State University
Duties: Grade essays and projects and hold office hours for students' questions

GRANTS & AWARDS

1. 2020 Louise Elizabeth George Scholarship Fund
\$10,000 Dissertator Fellowship
School of Journalism and Mass Communication, UW-Madison
2. 2020 Student Research Grants Competition
\$1,200 Conference Presentation Fund
The Office of Diversity, Inclusion, and Funding, Graduate School, UW-Madison
3. 2020 SJMC Dissertator Fellowship
\$6,000 Dissertator fellowship
School of Journalism and Mass Communication, UW-Madison
4. 2020 SJMC Research Fund Award
\$1,000 research grant

School of Journalism and Mass Communication, UW-Madison

5. 2018 SJMC Travel Fund Award
\$1,000 travel grant
School of Journalism and Mass Communication, UW-Madison
6. 2018 SJMC Research Fund Award
\$1,000 research grant
School of Journalism and Mass Communication, UW-Madison
7. 2016 Research Travel Awards
\$600 travel grant
The Graduate School, UW-Madison
8. 2016 SJMC Travel Fund awards
\$500 travel grant
School of Journalism and Mass Communication, UW-Madison
9. 2016 Graduate Student Research Award
\$5,000 research grant
Global Health Institute (GHI) of UW-Madison

SERVICE & INTERNSHIPS

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| 2020 | Reviewer, Communication and Technology division and Health Communication division of ICA |
| 2019 | Reviewer, Communication and Technology division of ICA |
| 2012 - 2013 | Intern Journalist, Shanghai Daily, Shanghai, China <ul style="list-style-type: none">• Worked in Hangzhou Station, a member of West Lake International Expo reporting team• Interviewed French actress Agnès Jaoui, director Olivier Treiner and producer Matthias Weber, etc. |
| 2012 - 2013 | Student Reporter, China News Network, Shanghai, China <ul style="list-style-type: none">• Published several breaking stories for this student-run news portal featuring stories created by Chinese journalism students |
| 2012 | Summer Intern, Asia Catalyst, New York, NY <ul style="list-style-type: none">• Engaged in translation and memo-writing for the communication department of this NGO helping Asian groups to conduct human rights research and advocacy |

- 2009-2012 Founder and Editor-in-chief of Shuizhaoxi (水朝夕) Magazine, reporter
Qiushichao (求是潮) Website, Zhejiang University
- Founded the online magazine Shuizhaoxi, one of the most influential student magazines in ZJU that has lasted for a decade now.
 - Published over 30 news articles as a reporter and senior editor in the News Information Center
- 2011 Summer Inter, Wenzhou Daily Press Group, Wenzhou, Zhejiang, China
- Published 13 news releases in Wenzhou Daily
 - Reported at the frontline for the 7.23 high-speed train crash in Wenzhou.
- 2010 Summer Inter, Wenzhou TV, Wenzhou, Zhejiang, China
- Wrote 6 news scripts that were aired into this local TV news channel
 - Produced programs using non-linear editing software

EXCHANGE STUDIES & SUMMER COURSES

- 2011 Fall School of Communication, Hong Kong Baptist University, Hong Kong
- Majored in International Journalism
 - One-semester exchange study program
- 2012 Summer China Youth Development Program, Columbia University, New York, NY
- Summer course certificate in Consulting & Media
 - Won two CYDP scholarships for excellence