

Mi Zhou

PhD, MPH, MA

Department of Public Health

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Education

- 2020** **Ph.D.** Human Nutrition, Foods, and Exercise
Department of Human Nutrition, Foods, and Exercise
Virginia Tech
Dissertation: An Examination of Celebrity Endorsement Used to Promote Branded Food and Beverage Products to American Children, Adolescents and Young Adults to Inform Policies to Promote Healthy Food Environments
Academic Mentor: Professor Vivica Kraak, PhD, RDN
- 2016** **M.P.H.** Master of Public Health
Department of Population Health Sciences
Virginia Tech
Practicum: Mental Health Needs Assessment for Virginia Tech Employees
Capstone Project: Stress Management Workshop Proposal for Virginia Tech Employees
Academic Mentor: Professor Kerry Redican, PhD, MSPH, MPH
- 2008** **M.A.** Applied Linguistics and Theoretical Linguistics
Department of Foreign Languages
Beijing Forestry University, Beijing, China
Thesis: Phonological Analysis of Vowel Reduction of Standard Chinese
Academic Mentor: Professor Baohui Shi, PhD
- 2005** **B.A.** English Language and Literature
Department of Foreign Languages
Hebei University of Technology, Tianjin, China
Project: Utilitarianism Analysis in the Novel Hard Times

Professional Experience

- Present** **Postdoctoral Scholar**
Department of Public Health, University of California, Merced
- Collect and analyze experimental data to test a variety of message features and identify mechanisms of effects to improve Mexican American women's dietary behaviors.

2018-2020

Teaching Assistant

Department of Human Nutrition, Foods, and Exercise, Virginia Tech

HNFE 3024: Science of Food Preparation Lab (45 undergraduate students/term)

- Instructed and guided students in lab lectures and laboratory experiments to prepare foods rooted in fundamentals of food science knowledge, culinary instruction, and food chemistry
- Developed students' interdisciplinary and teamwork skills through experiential learning and cooperation
- Contributed to course design and curriculum development
- Created a graduate teaching assistant (GTA) manual and train new GTAs in-class preparation and lab assistance

HNFE 3634: Epidemiology (40 undergraduate students/term)

- Mentored and guided student development and completion of epidemiological capstone projects including topic selection, research design and implementation, data analysis, and grant application
- Guided students with epidemiology disease outbreak investigation practices and mock public health crisis media response
- Contributed to course design, curriculum development, and exam question creation

2016-2018

Research Assistant

Department of Human Nutrition, Foods, and Exercise, Virginia Tech

- Analyzed and visualized celebrity endorsements of foods and beverages in the U.S. marketplace to identify possible reasons for obesity of culturally diverse populations
- Collected and analyzed qualitative data from public health campaign stakeholder interviews and identified the best marketing strategies for campaigns that promote healthy dietary behaviors
- Designed and implemented a mixed-method study to understand the potential influence of celebrity endorsement on young American's food choice
- Mentored three master students on research design, data collection, and data analysis of their thesis projects

2015-2016

Program Assistant

Hokie Wellness, Virginia Tech

- Designed, organized, and implemented attention deficit hyperactivity disorder (ADHD) training programs that increased employees' confidences in caring for children with ADHD
- Designed, organized, and implemented a mental health needs assessment for Virginia Tech employees to identify their most-needed mental health support programs
- Implemented and evaluated workplace health promotion programs including diabetes prevention and work-life harmony programs

- Designed a stress management workshop, created a program assistant training manual, and maintained the daily wellness training program registration system

2013-2014

Health Education and Promotion Intern

The First Affiliated Hospital of Harbin Medical University, Harbin, China

- Designed and implemented breast cancer self-examination promotion programs
- Led volunteer teams to promote healthy postpartum care for women in local rural communities
- Collated, explored, and evaluated educational training materials for teenage pregnancy prevention programs in rural communities

2010-2011

Program Assistant Intern

National Center for Endemic Disease Control, Harbin China

- Proofread articles for publication in the Chinese Journal of Endemiology
- Assisted with data analysis for research on arsenic poisoning that affecting 20 million Chinese population
- Supported material development for a public health program addressing iodine deficiency in affected regions of China

2008-2014

Project and Administration manager

WordCube Inc. Beijing and Harbin, China

- Managed 2000+ freelancers to complete document translation, website and software localization projects
- Guided marketing efforts to increase company proficiency and output by 500% over three years and coordinated development of company to expanded into the United States
- Acted as the first point of contact for more than 1000+ international client liaisons
- Established project management training manuals and trained new employees about project management

2007-2008

Editorial Assistant

China International Publishing Group, Beijing, China

- Proofread manuscripts for publications to the senior editorial staff
- Contacted provincial offices for English publications about Chinese culture
- Communicated with printing house about typesetting, binding, and emergent error amendment

2007-2008

Lecturer

Beijing Forestry University, Beijing, China

- Designed curricula and taught three courses on: Technical English Writing, English to Chinese Translation, and General Linguistics for a class of 55 undergraduate students

- Led a group of students to apply for and win first place for a schoolwide animation movie dubbing competition
- Led a group of students to attend and win third place for a schoolwide interpretation competition

2006-2007

Research Assistant

Beijing Forestry University, Beijing, China

- Collected and analyzed data for a research project that compared phonological awareness of children speaking different native languages collaborated with Newcastle University, UK
- Collected and analyzed data for a cognitive linguistic research project about metaphors in netspeak
- Assisted with organizing and composing a series of IELTS and TOEFL training materials

Publications

Peer-reviewed Publications

- **Zhou M**, Rajamohan S, Hedrick VE, Rincón-Gallardo Patiño S, Abidi F, Polys NF, Kraak VI. Mapping the Celebrity Endorsement of Branded Food and Beverage Products and Marketing Campaigns in the United States, 1990–2017. *International Journal of Environmental Research and Public Health*. **2019**;16:3743. doi:10.3390/ijerph16193743.
- **Zhou M**, Kraak VI, Rincón-Gallardo Patiño S. An accountability evaluation for the responsible use of celebrity endorsement to promote healthy food environments to reduce obesity risk for American children and adolescents. *Obesity Reviews*. **2020**. <https://doi.org/10.1111/obr.13094>.
- Englund TR, **Zhou M**, Hedrick VE, Kraak VI. How Branded Marketing and Media Campaigns Can Support a Healthy Diet and Food Well-Being for Americans: Evidence for 13 Campaigns in the United States. *Journal of Nutrition Education and Behavior*. **2019**;52:87-95. doi:10.1016/j.jneb.2019.09.018.
- Rincón-Gallardo Patiño S, **Zhou M**, Da Silva Gomes F, Lemaire R, Hedrick V, Serrano E, Kraak V. Effects of Menu Labeling Policies on Transnational Restaurant Chains to Promote a Healthy Diet: A Scoping Review to Inform Policy and Research. *Nutrients*. **2020**;12:1544. doi:10.3390/nu12061544.
- Kraak VI, **Zhou M**, Rincón-Gallardo Patiño S. Digital marketing to young people: Consequences for the health and diets of future generations. *UNSCN Nutrition*. **2020**;45:9-24. <https://www.unscn.org/uploads/web/news/UNSCN-Nutrition-45-WEB.pdf>.
- Englund TR, **Zhou M**, Duffey KJ, Kraak VI. A Qualitative Study to Understand Stakeholders' Views About the Fruits & Veggies (FNV) Social Marketing Campaign to Promote Fruit and Vegetable Sales and Consumption in the United States. *Journal of the Academy of Nutrition and Dietetics*. (**in press**)
- **Zhou M**, Kraak VI. A Q methodology study of Millennials' views about celebrity endorsement of branded food and beverage products and branded health promotion and marketing campaigns in the United States to inform obesity prevention policies and programs. *Health Promotion International*. (**in revision**)
- **Zhou M**, Kraak VI, Williams JD. Demographic profile of the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign's pro bono celebrities and

the nutritional quality of food and beverage products they endorse: A cross-sectional study. *Health Education and Behavior*. (in review)

- Adas S, **Zhou M**, Hedrick VE, Davy B, Kraak VI. A mixed-methods study of American adolescents' beverage intake and views about celebrity endorsement of beverage products to promote healthy beverage consumption in the United States. (in preparation)

Other Publications

- Kraak VI, Englund TR, **Zhou M**, Duffey KJ. *Stakeholders' Views About the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign in California and Virginia, 2015-2016*. Report submitted to the Robert Wood Johnson Foundation for the Partnership for a Healthier America's FNV Campaign Evaluation. Blacksburg, Virginia: Virginia Tech. December 2017.
- Kraak VI, Englund TE, **Zhou M**, Duffey KJ. *Branded Marketing and Media Campaigns to Support a Healthy Diet in the United States, 1990-2016: Insights to Inform the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign*. Report submitted to the Robert Wood Johnson Foundation for the Partnership for a Healthier America's FNV Campaign Evaluation. Blacksburg, Virginia: Virginia Tech. March 2017.
- Kraak VI, **Zhou M**, Duffey KJ, Williams JD. *A Profile of Celebrities Involved in the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign 2015-2016*. Report submitted to the Robert Wood Johnson Foundation for the Partnership for a Healthier America's FNV Campaign Evaluation. Blacksburg, Virginia: Virginia Tech. January 2017.
- Kraak VI, Englund TE, **Zhou M**, Duffey KJ. *Evaluation Summary. Four Studies Conducted for the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign in California and Virginia, 2015-2017*. Report submitted to the Robert Wood Johnson Foundation for the Partnership for a Healthier America's FNV Campaign Evaluation. Blacksburg, Virginia: Virginia Tech. March 2017.
- **Zhou M**, Shi B. Pragmatic analysis of apology strategies in the novel *Da Zhai Men*. *Journal of Language and Literature Studies*. 2008;3(14):44-49.
- **Zhou M**. *Phonological Analysis of Vowel Reduction of Standard Chinese*. MA Thesis, Beijing Forestry University, 2008.

Grant Writing Experience

- **Zhou M**, Rajamohan S, Abidi F, Polys NF, Kraak VI. 2017. An Interdisciplinary Collaboration to Map, Analyze and Visually Display a Database of Celebrities Involved with Food and Beverage Endorsements in the United States. \$25,000. Virginia Tech Institute for Creativity, Arts and Technology Science, Engineering, Arts and Design Grant. (Submitted but not awarded)

Conference and Seminar Presentations

- **Zhou M**, Kraak VI. *A Q Methodology Study of Millennials' Views about Celebrity Endorsement of Branded Food and Beverage Products and Branded Marketing Campaigns in the United States to Inform Obesity Prevention Policies and Programs*. 34th Annual Q Conference for the Scientific Study of Subjectivity. Charlotte, NC, U.S. October 11-13, 2018. Oral presentation.

- **Zhou M**, Kraak VI. *A Q Methodology Study of Millennials' Diverse Views about Celebrity Endorsement of Food and Beverage Products in the United States*. International Society for Behavioral Nutrition and Physical Activity (ISBNPA). Hong Kong, China, June 3-6, 2018. Poster presentation.
- **Zhou M**, Kraak VI, Williams JD. *A Profile of Celebrities Involved in the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign to Increase Sales and Consumption of Produce Among Teens and Moms in Two U.S. Cities*. International Society for Behavioral Nutrition and Physical Activity (ISBNPA). Hong Kong, China, June 3-6, 2018. Poster presentation.
- **Zhou M**, Kraak VI, Williams JD. *A Profile of Celebrities Involved in the Partnership for a Healthier America's Fruits & Veggies (FNV) Campaign, 2015-2016*. Healthy Eating Research 12th Annual Grantee Meeting. Nashville, TN, U.S. April 25-27, 2018. Poster presentation.
- **Zhou M**, Kraak VI. *Implications of Celebrity Marketing of Branded Beverages for Obesity Prevention Policy*. November 1, 2017. The Obesity Society Meeting-Obesity Week 2017. October 30-November 2, 2017. National Harbor, MD, U.S. Poster presentation.
- **Zhou M**, Rajamohanb S, Hedrick VE, Gallardo SR, Abidi F, Polys NF. *Celebrity Marketing of Branded Food and Beverage Products in the United States: Policy Implications and Research Needs*. The Future of Food and Nutrition. Tufts University, Boston, MA, U.S. April 4-8, 2017. Poster presentation.
- **Zhou M**, Kraak VI. *Mapping the Celebrity Marketing of Branded Food and Beverage Products in the United States: Policy Implications and Research Needs*. 15th World Congress on Public Health 2017. Melbourne, Victoria, Australia. April 3-7, 2017. Oral presentation.
- **Zhou M**, Rajamohanb S, Hedrick VE, Gallardo SR, Abidi F, Polys NF. *Mapping the Celebrity Marketing of Branded Food and Beverage Products in the United States: Policy Implications and Research Needs*. HPC Day at Virginia Tech 2017. Virginia Tech, Blacksburg, VA, U.S. March 24, 2017. Oral presentation.
- **Zhou M**. *Traditional Postpartum Care for Women in Rural China*. Public Health Seminar. Virginia Tech. Blacksburg, VA, U.S. March 25, 2015. Oral presentation.

Community Service

2020	Health promotor, Translated COVID-19 food safety resources from English to Chinese for the NC State Extension
2017	Lobbyist, Lobbied Virginia legislators on American Heart Association Advocacy Day
2015	Data Collector, Collected data for Appalachia Community Cancer Network
2015	Volunteer, Assisted the Go-Red Champion of American Heart Association
2015	Field Study promotor, Promoted the Virus Tracker program at Virginia Tech

Professional Development

2018	34th Annual Q Conference for the Scientific Study of Subjectivity
2018	Healthy Eating Research 12th Annual Grantee Meeting

2017	The Obesity Society 2017
2017	Partnership for a Healthier America Summit 2017
2017	The Future of Food and Nutrition at Tufts University
2017	2017 Food and Nutrition Policy Seminar in Capitol Hill
2016	Q methodology workshop at Kent State University
2016	2016 Virginia American Public Health Association Student Research Day
2015	NIH Office of Behavioral and Social Sciences Research Symposium
2015	VDH Field Epidemiology Seminar 2015
2015	VAPHA 6th Annual Career and Internship Fair
2014	Marijuana Summit-A Conversation in the Commonwealth

Professional Memberships

2017	The Obesity Society
2017	American Public Health Association
2014	Public Health Association at Virginia Tech

Certifications

2015	Completion of the Field Epidemiology Seminar 2015
2014	Collaborative Institutional Training Initiative at Virginia Tech
2014	Training in Human Subjects Protection at Virginia Tech
2014	Second-level Certificate for Human Resource Management, China

Computer and Language Skills

- Computer: SPSS, R, SAS, JMP, MySQL, NVivo, Tableau, PQ Method, Qualtrics, and digital fluence
- Language: Chinese (native), English (fluent), and Japanese (basic)

Honors and Awards

- Phi Kappa Phi Honor Society, Virginia Tech, U.S.
- First Class Scholarship, Beijing Forestry University, China
- First Class Scholarship, Hebei University of Technology, China