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EDUCATION

- 2015 **Ph.D., Advertising**, Stan Richards School of Advertising and Public Relations, Moody College of Communication, The University of Texas at Austin
Research area: Impact of Visual and Interactive Design on Health Communication
Dissertation: "Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing"
- 2009 **M.S., Media Arts and Science**, School of Informatics, Indiana University-Purdue University Indianapolis
Major area of study: Multimedia and 3D Design
Thesis Project: "Take a Drink: A Visual Campaign for the Center for Earth and Environmental Science"
- 2005 **B.S., Visual Communication**, School of Visual Communication, Ohio University
Major area of study: Commercial Photography
Minor area of study: Anthropology

REFEREED JOURNAL PUBLICATIONS

Note: Asterisk (*) indicates supervised graduate or undergraduate student

- 109 **Lazard, A.J.**, Nicolla, S., Vereen, R., Pendleton, S., Charlot, M., Tan, H.J., DiFranzo, D., Pulido, M., & Nabarun, D. (In press) Exposure and reactions to cancer treatment (mis)information and advice: Online Survey. *JMIR Cancer*.
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- 105 Cornacchione Ross, J., **Lazard, A.J.**, *McKenzie, A.H., *Collins, M.K.R., & Sutfin, E. (2023) What Cigarillo Companies are Putting on Instagram: A Content Analysis of Swisher Sweets' Marketing from 2013-2020. *Nicotine & Tobacco Research*. 25(4), 755-762. doi: 10.1093/ntr/ntac255
- 104 *Nicolla, S. & **Lazard, A.J.** (2023) Social Media Communication about Sexual Violence May Backfire: Online Experiment with Young Men. *Journal of Health Communication*. 28(1), 28-37. doi: 10.1080/10810730.2023.2174214
- 103 Hwang, S., **Lazard, A.J.**, Collins, M.K.R., Brenner, A., Heiling, H., Deal, A., Crockett, S.D., Reuland, D., Elston Lafata, J. (2023) Exploring the Acceptability of Text Messages to Inform and Support Shared Decision Making for Colorectal Cancer Screening. *JMIR Cancer*. 9, e40917. doi: 10.2196/40917

- 102 *Collins, M. K. R., **Lazard, A.J.**, Hedrick, A., & *Varma, T. (Online first) It's nothing like cancer: Young adults with cancer reflect on memorable entertainment media. *Health Communication*. doi: 10.1080/10410236.2023.2174403
- 101 Hall, M.G., Grummon, A., Queen, T., **Lazard, A.J.**, Higgins, I.C.A., Richter, A.P.C., Taillie, L.S. (2023) How Pictorial Warnings Change Parents' Purchases of Sugar-sweetened Beverages for their Children: Mechanisms of Impact. *International Journal of Behavioral Nutrition and Physical Activity*. 20, 76. doi: 10.1186/s12966-023-01469-3
- 100 Kalan, E. M., **Lazard, A.J.**, Mendel Sheldon, J. M., Whitesell, C. A., Hall, M. G., Ribisl, K. M., & Brewer, N. T. (Online first) Terms Tobacco Users Employ to Describe E-cigarette Aerosol. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2021-057233
- 99 Cornacchione Ross, J., **Lazard, A.J.**, King, J., Noar, S., Reboussin, B., Jensen, D., & Sutfin, E. (2023) Responses to Pictorials versus Text-Only Cigarillo Warnings among a Nationally Representative Sample of U.S. Young Adults. *Tobacco Control*. 32(2), 211-217. doi: 10.1136/tobaccocontrol-2020-056288
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- 97 Richter, A.P.C., Grummon, A., Falbe, J., Taillie, L.S., Wallace, D., **Lazard, A.J.**, Golden, S., Conklin, J., Hall, MG. (2023) Toddler Milk: A Scoping Review of Research on Consumption, Perceptions, and Marketing Practices. *Nutrition Reviews*. nuad057. doi: 10.1093/nutrit/nuad057
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- 86 Hill, L., Davis, H., Drewy, M., Shelus, V., Bartels, S., Gora Combs, K., Ribisl, K., & **Lazard, A.J.** (2022) Barriers to and Facilitators of COVID-19 Prevention Behaviors among North Carolina Residents. *Health Education & Behavior*. 49(2), 231-241. doi: 10.1177/10901981221076408
- 85 Bock, M. & **Lazard, A.J.** (2022) Narrative Transparency and Credibility: First-Person Process Statements in Video News. *Convergence*. 28(3), 888-904. doi: 10.1177/13548565211027813
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- 67 Sutfin, E. L., **Lazard, A.J.**, Soule, E. K., Kimes, C. M., King, J., Jenson, D., Cornacchione Ross, J. (2021) Health Claims, Marketing Appeals, and Warnings on Popular Brands of Waterpipe Tobacco Packaging Sold in the U.S. *Nicotine & Tobacco Research*. 23(7), 1183-1190. doi: 10.1093/ntr/ntab002
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- 130 Tan, H.J., Gotz, D., Heiling, H., Deal, A.M., Giannone, K., Usinger, D., Blalock, S., Bennett, A.V., Nielsen, M.D., Reuland, D.S., Harris, A.S., **Lazard, A.J.**, Sacks, G., & Basch, E.M. (2023) “Visual and Numeric Risk Information Reduces Variation in Surgeon Risk Perception: Results from a Randomized, Clinical Vignette Experiment” presented at the 2023 Annual Meeting of the American Urological Association, Chicago, IL, April.
- 129 Feinberg, A., Gessner, K.H., Myers, S., Heiling, H., Deal, A., Wobker, S., **Lazard, A.J.**, Bjurlin, M., Nielsen, M, Raynor, M., Smith, A., Wallen, E., Johnson, D., Kim, W.Y., & Tan, H.J. (2023) “Decisional Conflict Among Patients Newly Diagnosed with Clinical T1 Renal Masses.” presented at the 2023 Annual Meeting of the American Urological Association, Chicago, IL, April.
- 128 Gessner, K.H., Feinberg, A., Myers, S., Heiling, H., Deal, A.M, Wobker, S, **Lazard, A.J.**, Bjurlin, M, Nielsen, M, Raynor, M, Smith, A, Wallen, E, Johnson, D, Kim, WY, & Tan HJ. (2023) “Clinical And Decision-Making Factors Impacting Patient-Centered Communication in Patients with Clinical T1 Renal Masses” presented at the 2023 Annual Meeting of the American Urological Association, Chicago, IL, April.
- 127 Richter, A.P.C., Grummon, A.H., Falbe, J., Smith Taillie, L., Wallace, D.D., **Lazard, A.J.**, Golden, S.D., Conklin, J.L., & Hall, M.G. (2023). “Toddler milk: A scoping review of research on consumption, perceptions, and marketing practices,” presented at the Healthy Eating Research Annual Grantee Meeting, Durham, NC, March.
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- 125 Gessner, K.H., Feinberg, A., Myers, S., Heiling, H., Deal, A.M, Wobker, S, **Lazard, A.J.**, Bjurlin, M, Nielsen, M, Raynor, M, Smith, A, Wallen, E, Johnson, D, Kim, WY, & Tan HJ. (2022) “Treatment Decisions among Patients Newly Diagnosed with Clinical T1 Renal Masses” presented at the International Kidney Cancer Symposium: North America, Austin, TX, November.
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- 122 **Lazard, A.J.**, Nicolla, S., Hall, M., Reboussin, B., Romero-Sandoval, E. A., & Wagoner, K. (2022) “Health Claims in Cannabidiol (CBD) Advertising are Believable and Encourage Use: Two Consumer Exposure Studies in a Mock Store” presented at the Annual Meeting of the Research Society on Marijuana, Boston, MA, July.

- 121 Reboussin, B., Wagoner, K. G., Cornacchione Ross, J., Suerken, C., Romero-Sandoval, A., & **Lazard, A.J.** (2022) "The Impact of Cannabis Edible Packaging Elements on Appeal, Harm Perceptions, and Knowledge: An Experimental Study Among a National Convenience Sample," presented at the Annual Meeting of the Research Society on Marijuana, Boston, MA, July.
- 120 Mediano Stoltze, F., Dillman Carpentier, F., Harris, J., Taillie, L. S., **Lazard, A.J.**, Comello, M. L., & Marcela Reyes, M. (2022) "The Effects of Child-directed vs. General Audience Soda Advertisements on Children's Attitudes and Beverage Choices: Underlying Psychological Mechanisms and Policy Implications," presented at the International Society of Behavioral Nutrition and Physical Activity meeting, Phoenix, AZ, May.
- 119 Mediano Stoltze, F., Dillman Carpentier, F., Harris, J., Comello, M. L., Taillie, L. S., **Lazard, A.J.**, & Marcela Reyes, M. (2022) "Testing the Assumptions Underlying "Child-directed" Marketing Regulations: Children's Attitudes toward Child- vs. Non-child-directed Soda Ads," presented at the 72nd Annual International Communication Association Conference, Paris, France (& virtual due to COVID-19), May.
- 118 Cornacchione Ross, J., **Lazard, A.J.**, Hedrick, A., Collins, M.K.R., & Sutfin, E.L. (2022) "Selling Propositions & Flavors: Persuasive Strategies Used by Swisher Sweets on Instagram" presented at the Society for Research on Nicotine and Tobacco Conference, Baltimore, MD (& virtual due to COVID-19), March.
- 117 Clark, S.A., Kowitt, S.D., **Lazard, A.J.**, Jarman, K.L., Sheeran, P., Ranney, L.M., Cornacchione Ross, J., Kistler, C.E., Thrasher, J.F., Goldstein, A.O. (2022) "Identifying Effective Images for Cigar Warnings" presented at the Society for Research on Nicotine and Tobacco Conference, Baltimore, MD (& virtual due to COVID-19), March.
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- 116 Hall, M.G., **Lazard, A.J.**, Higgins, I., Blitstein, J., Duffy, E., Greenthal, E., Sorscher, S, Taillie, L.S. (2021) "Nutrition-related Claims Lead Parents to Choose Less Healthy Drinks for Young Children: A Randomized Trial in A Virtual Convenience Store" presented at the American Public Health Association Annual Meeting, Denver, CO (& virtual due to COVID-19), October.
- 115 Elston Lafata, J., Hwang, S., **Lazard, A.J.**, Collins, M., Fleming, P.J., Brenner, A., Crockett, S., Cykert, S., & Reuland, D. "Text Messaging to Support Shared Decision Making in Colorectal Cancer Screening: Acceptability among Racially Diverse Adults" presented at the International Conference on Communication in Healthcare (virtual due to COVID-19), October.
- 114 Sutfin, E., **Lazard, A.J.**, Jang, H., Wagoner, K., Reboussin, B., Soule, E., Kimes, C., Jensen, J., & Cornacchione Ross, J. (2021) "Availability and Characteristics of Flavored Waterpipe Tobacco Sold Online in the US" presented at the Tobacco Regulatory Science Meeting (virtual due to COVID-19), October.
- 113 Kalan, E., **Lazard, A.J.**, Sheldon, J. R. M., Whitesell, C., Hall, M. G., Ribisl, K. M., & Brewer, N. T. (2021) "Terms Tobacco Users Employ to Describe E-cigarette Aerosol" presented at the Tobacco Regulatory Science Meeting (virtual due to COVID-19), October.
- 112 Seidenberg, A., Boynton, M., Brewer, N., **Lazard, A.J.**, Sheeran, P., & Ribisl, K. (2021) "Consumer Responses to Modified Risk Tobacco Product Claims" presented at the Tobacco Regulatory Science Meeting (virtual due to COVID-19), October.

- 111 Jarman, K.L., Kistler, C.E., Thrasher, J.F., Kowitt, S.D., Ranney, L.M., Cornacchione Ross, J., Sheeran, P., **Lazard, A.J.**, & Goldstein, A.O. (2021) "Designing Effective Warning Text for Cigars: A discrete choice experiment among adult cigar smokers" presented at the Tobacco Regulatory Science Meeting (virtual due to COVID-19), October.
- 110 Collins, M., **Lazard, A.J.**, Hedrick, A., & Varma, T. (2021) "'It's Nothing like Cancer': Examining how Young Adults with Cancer Perceive and Use Entertainment Media following Diagnosis" presented at the Association for Education in Journalism and Mass Communication Conference (virtual due to COVID-19), August.
- 109 **Lazard, A.J.**, Brennen, J.S., & Belina, S. (2021) "App Design Expectations and Impact on mHealth Appeal and Acceptance," presented at the 71st Annual International Communication Association Conference (virtual due to COVID-19), May.
- 108 Collins, M., **Lazard, A.J.**, & Elston Lafata, J. (2021) "Current and Potential Future Uses of Text Messaging in Health Care Among Diverse Populations" presented at the 71st Annual International Communication Association Conference (virtual due to COVID-19), May.
- 107 **Lazard, A.J.**, Collins, M., Hedrick, A., Varma, T., Love, B., Valle, C., Brooks, E., & Benedict, C. (2021) "Using Social Media for Support Among Young Adults with Cancer" presented at the 18th Annual American Psychosocial Oncology Society Conference (virtual due to COVID-19), March.
- 106 **Lazard, A.J.**, Collins, M., Hedrick, A., Horrell, L., Varma, T., Valle, C., Love, B. & Benedict, C. (2021) "Initiation and Changes in Use of Social Media for Peer Support Among Young Adults with Cancer" presented at the 18th Annual American Psychosocial Oncology Society Conference (virtual due to COVID-19), March.
- 105 Elston Lafata, J., **Lazard, A.J.**, Collins, M. K., Fleming, P., Brenner, A., Crockett, S., Cykert, S., & Reuland, D. (2021) "The Acceptability of Text Messaging to Reach Racially Diverse Adults Eligible for Colorectal Cancer Screening" presented at American Society of Preventive Oncology (virtual due to COVID-19), March.
- 104 Cornacchione Ross, J., **Lazard, A.J.**, King, J., Reboussin, B., Noar, S., Jensen, D., & Sutfin, E. (2021) "Impact of Pictorial vs. Text-Only Cigarillo Warnings Among a Nationally-representative Sample of US Young Adults" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 103 Ranney, L., Jarman, K., Clark, S., Kowitt, S., **Lazard, A.J.**, Cornacchione Ross, J., Baler, G., & Goldstein, A. (2021) "Characteristics of Text and Pictorial Warnings Worldwide" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 102 Jarman, K., Kowitt, S., Ranney, L., Cornacchione Ross, J., **Lazard, A.J.**, Thrasher, J., Sheeran, P., Kistler, C., & Goldstein, A. (2021) "Perceived Message Effectiveness of Cigar Warning Themes" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 101 Jarman, K., Kowitt, S., Ranney, L., Cornacchione Ross, J., Kistler, C., Sheeran, P., Thrasher, J., **Lazard, A.J.**, & Goldstein, A. (2021) "Health Effects that Appear Effective for Cigar Warnings: An Experiment among Adult Cigar Smokers" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.

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- 100 Hall, M. G., **Lazard, A.J.**, Grummon, A. H., Higgins, I., Bercholz, M., Richter, A. P. C., Smith Taillie, L. (2020) "Designing Impactful Warnings for Sugary Drinks: An Online Randomized Clinical Trial with Latino and non-Latino Parents" presented at The Obesity Society Obesity Week®, Atlanta, GA (virtual due to COVID-19), November.
- 99 Grummon, A. H., **Lazard, A.J.**, Smith Taillie, L., & Hall, M. G. (2020) "Should We Discourage Soda, Promote Water, or Both? A Randomized Experiment of Beverage Messages" presented at The Obesity Society Obesity Week®, Atlanta, GA (virtual due to COVID-19), November.
- 98 Bell, T., Noar, S. M., & **Lazard, A.J.** (2020) "Narratives vs. Standard of Care: Testing Message Effectiveness for Adolescents' Type 1 Diabetes Management" presented at the 103rd Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA (virtual due to COVID-19), August.
- 97 **Lazard, A.J.**, Cornacchione Ross, J., Hursting, L., Collins, M., & Sutfin, E. (2020) "Leveraging Listicles (List Articles) to Educate Young Adults about the Harms of E-cigarettes" presented at the Kentucky Conference on Health Communication, Lexington, KY (virtual due to COVID-19), April.
- 96 **Lazard, A.J.** & Collins, M. (2020) "This is My Story": Processing of Narratives and Testimonials About Adolescent E-Cigarette Use" presented at the Kentucky Conference on Health Communication, Lexington, KY (virtual due to COVID-19), April.
- 95 Hall, M., **Lazard, A.J.**, Grummon, A., Higgins, I., Bercholz, M. G., Cardoso Richter, A., Taillie, L. (2020) "Designing Pictorial Health Warnings on Sugar-sweetened Beverages to Overcome Language and Literacy Barriers: An Online Experiment with US Parents" presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO, March.

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- 94 Brewer, N.T., Jeong, M., Hall, M.G., Baig, S.A., Mendel, J.R., **Lazard, A.J.**, Noar, S.M., Kameny, M.R., & Ribisl, K.M. (2019) "The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke," presented at the Tobacco Regulatory Science Meeting, Bethesda, MD, October.
- 93 Cornacchione Ross, J., Reboussin, B., King, J., Jensen, D., **Lazard, A.J.**, Noar, S., & Sutfin, E. (2019) "Relative Effectiveness of Pictorials vs. Text-Only Cigarillo Warnings among Young Adults" presented at the Tobacco Regulatory Science Meeting, Bethesda, MD, October.
- 92 Jarman, K., Kowitt, S., Ranney, L., Sheeran, P., **Lazard, A.J.**, Noar, S., & Goldstein, A. (2019) "Development of a Media Campaign about Harmful Cigarette Smoke Constituents: Methods and Lessons Learned," presented at the National Conference on Tobacco or Health, Minneapolis, Minnesota, August.
- 91 Collins, M. & **Lazard, A.J.** (2019) "How Narrative Engagement with Young Adult Literature Influences Perceptions of Anorexia Nervosa" presented the Association for Education in Journalism and Mass Communication Conference in Toronto, CA, August.
- 90 **Lazard, A.J.**, Brennen, J. S., Adams, E., & Love, B. (2019) "Design Cues for Increasing Social Presence in Mobile Health Apps" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.
- 89 Adams, E., **Lazard, A.J.**, Kavlie, J., (2019) "Do People Believe 'Everything Causes Cancer'? Testing the Effects of Relative Risk on Evaluations of Behavioral Feedback Generated by a Cancer Prevention App" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.

- 88 Brewer, N., Jeong, M., Baig, S., Mendel, J., Hall, M., **Lazard, A.J.**, Noar, S., Kameny, M., Ribisl, K. (2019) "Examining the Effect of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 87 Horrell, L., **Lazard, A.J.**, Bhowmick, A., Hayes, S., Mees, S., & Valle, C. (2019) "Increasing Recruitment to Online Health Communities: Results of the LungCancer.net Facebook Advertisement Campaign," presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 86 King, J., **Lazard, A.J.**, Reboussin, B., Cornacchione Ross, J., Ranney, L., Wagoner, K., & Sutfin, E. (2019) "Optimizing Warnings on E-Cigarette Advertisements" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 85 Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., **Lazard, A.J.**, Noar, S. M., Kameny, M. R., Ribisl, K. M. (2019) "The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 84 Byron, M. J., **Lazard, A.J.**, & Brewer, N. (2019) "How Chemical Quantities are Conveyed Affects Perceived Risk of Cigarette Brands and Interest in Switching Brands" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 2018-
- 83 Horrell, L., **Lazard, A.J.**, Diamond, M., Valle, C. (2018) "Message Strategies and Channels to Recruit Young Adult Cancer Survivors to Research" presented at the Global Adolescent and Young Adult Cancer Congress, Sydney, AU, December.
- 82 Horrell, L.N., Kneipp, S.M., Knafl, G., **Lazard, A.J.**, Leeman, J. & Linnan, L.A. (2018) "Advertisements and Engagement Behavior: How Advertisement Cue Preferences Relate to Cognitive and Behavioral Engagement of Working-Age Adults in a Study of the Chronic Disease Self-Management Program" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 81 Horrell, L.N., Kneipp, S.M., **Lazard, A.J.**, Knafl, G., Leeman, J. & Linnan, L.A. (2018) "Innovation in Communication Assessment: New Theoretical and Data Collection Approaches for Evaluating Health Communication Preferences among Vulnerable Populations" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 80 **Lazard, A.J.**, Saffer, A., Horrell, L., Benedict, C., & Love, B. (2018) "Peer-to-Peer Connections: Perceptions of a Social Networking App Designed for Young Adults with Cancer" presented at the Association for Education in Journalism and Mass Communication 2018 Conference in Washington, DC, August.
- 79 Smith, M.K., Cao, B., Fu, R., Zhao, Y., Liu, C., Tangthanasup, M., **Lazard, A.J.**, & Tucker, J. (2018) "Health Messaging from BY the People or FOR the People? A Comparative Visual Content Analysis of Crowdsourced and Government HIV Posters" presented at the 22nd International AIDS Conference, Amsterdam, Netherlands, July.
- 78 King, J., **Lazard, A.J.**, Ranney, L., Cornacchione Ross, J., Wagoner, K., & Sutfin, E. (2018) "Optimizing Warnings on E-cigarette Advertisements" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 77 Sutfin, E., **Lazard, A.J.**, King, J., Soule, E., Kimes, C., Jenson, D., & Cornacchione Ross, J. (2018) "Characterization of Waterpipe Tobacco Packaging" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.

- 76 Kowitt, S., **Lazard, A.J.**, Queen, T., & Goldstein, A. (2018) "Adolescents' Recall of New National Tobacco Communication Campaigns" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 75 Cornacchione Ross, J., **Lazard, A.J.**, Reboussin, B. A., Noar, S. M., King, J. L., & Sutfin, E. L. (2018) "Impact of New FDA Cigar Warnings Among Young Adults in the United States" presented at the Annual Meeting of the International Communication Association, Prague, Czech Republic, May.
- 74 Baig, S., Byron, M. J., **Lazard, A.J.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 73 Benedict, C., **Lazard, A.J.**, Love, B., Zachary, M., & Fuehrer, D. (2018) "The Stupid Cancer app: Initial findings from an mHealth tool for young adult cancer survivors" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 72 Cornacchione Ross, J., King, J., Reboussin, B., **Lazard, A.J.**, Noar, S., & Sutfin, E. (2018) "Selecting Images to Develop Pictorial Warnings for Cigarillos: Insights from Focus Groups" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 71 Meernik, C., Ranney, L., Kim, K., **Lazard, A.J.**, Avishai, A., Sheeran, P., Queen, T., & Goldstein, A. (2018) "The Effect of Cigarillo Packaging Elements on Young Adult Perceptions of Product Flavor, Taste, Smell, and Appeal" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 70 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.J.**, Cornacchione Ross, J., & Sutfin, E. (2018) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 69 Sutfin, E.L., Reboussin, B. A., **Lazard, A.J.**, Cornacchione Ross, J., & Noar, S. M. (2018) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 68 Cornacchione Ross, J., **Lazard, A.J.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2018) "Impact of Warnings on Young Adults' Thinking about the Risks and Discouragement from Use of Little Cigars and Cigarillos," presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 67 Baig, S., Byron, M. J., **Lazard, A.J.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 2017-
- 66 **Lazard, A.J.**, Saffer, A., Horrell, L., Benedict, C., Fuehrer, D., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.
- 65 Benedict, C., **Lazard, A.J.**, Saffer, A., Love, B., Fuehrer, D., & Zachery, M. (2017) "Adolescent and Young Adult Cancer Survivors' Unmet Needs and Motivations for Attending an Oncology and Social Networking Event" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.

- 64 Pikowski, J., **Lazard, A.J.**, Noar, S., Sheeran, P., Queen, T., & Goldstein. (2017) "The Impact of Source, Channel, and Theme on Adult Receptivity to Tobacco Control Messages" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 63 Cornacchione Ross, J., **Lazard, A.J.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2017) "Impact of Newly Mandated Cigar Warnings Among Young Adults in the United States," presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 62 Sutfin E.L., Reboussin B. A., **Lazard, A.J.**, Ross J., Noar S. M. (2017) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 61 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.J.**, Cornacchione Ross, J., & Sutfin, E. (2017) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 60 Horrell, L., **Lazard, A.J.**, Saffer, A., Benedict, C., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the North Carolina Public Health Association Conference, Asheville, North Carolina, September.
- 59 **Lazard, A.J.**, Holton, A., Wilner, T., Zenner, S., & Cannon, A. (2017). "Cancer Selfies: Implicit Representations of Cancer and Gender on Instagram" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 58 Garrett, K. P., & **Lazard, A.J.** (2017). "Who Should Regulate? Testing the Influence of Policy Origins on Support for Controversial Media Regulations" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 57 Ball, J., Mackert, M., & **Lazard, A.J.** (2017). "Promoting Multivitamins to College Women: An Examination of Source, Message, and Audience Characteristics" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 56 **Lazard, A.J.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Information and Delivery Preferences of Adolescents and Young Adults for Tobacco Education Websites" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 55 King, A. & **Lazard, A.J.** (2017). "Improving First Impressions of Health Websites: The Influence of Visual Complexity on Positive Elaboration" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 54 **Lazard, A.J.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type" presented at the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, California, March.
- 53 Pikowski, J., **Lazard, A.J.**, Sutfin, E., Cornacchione, J., Noar, S. (2017). "Examining Effective Message Strategies for Communicating the Risks and Harms of E-Cigarettes" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 52 Pikowski, J., **Lazard, A.J.**, Noar, S. (2017) "FDA Credibility in a New Media Environment: The Impact of Source, Channel and Theme on Reception of Tobacco Control Messages" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 51 Bryon, M. J., **Lazard, A.J.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2017) "Designing a tobacco constituent website that is understandable and Not Misleading" presented at the National Conference on Tobacco or Health in Austin, Texas, March.

- 50 **Lazard, A.J.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Anti-Tobacco Education Websites: Information and Delivery Preferences of Adolescents and Young Adults" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 49 **Lazard, A.J.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Communicating Risk At-A-Glance: Effectiveness of Semiotics-Based Icons for Health Harms of Cigarette Smoke" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 48 Sutfin, E., Cornacchione, J., **Lazard, A.J.**, Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., & Noar, S. (2017) "Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Florence, Italy, March.
- 2016-
- 47 Bryon, M. J., **Lazard, A.J.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2016) "Can a Tobacco Constituent Website be Understandable and Not Misleading?" presented at the NIH Tobacco Regulatory Science Fall (TCORS) Fall Grantee Meeting in Bethesda, MD, November.
- 46 **Lazard, A.J.** (2016) "Seeing is the First Step in Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 45 **Lazard, A.J.**, Schmidt, A., Vu., H., Byron, M. J., Peters, E., Boynton, M., & Brewer, N. (2016) "Health Effects of Cigarette Smoke Icons: A Test of Semiotic Type to Increase Communication Effectiveness" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 44 Horrell L., **Lazard, A.J.**, Pikowski J., Suftin E., Cornacchione J., & Noar S. (2016) "Adolescent and Young Adults' Perceptions of Anti-Tobacco Websites: Results of Four Focus Group Sessions" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 43 **Lazard, A.J.**, Wilcox, G., Tuttle, H., Glowacki, E., & Pikowski, J. (2016) "Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 42 **Lazard, A.J.**, Bamgbade, B., Sontag, J., & Brown, C. (2016) "Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication" presented at the Association for Education in Journalism and Mass Communication 2016 Conference in Minneapolis, MN, August.
- 41 Chung, A.D., **Lazard, A.J.**, Koh, H., Jeon, Y., Wilcox, G., Mackert, M., & Bernhardt, J. (2016) "Measles Outbreak and Public Conversation on Twitter," presented at the Tenth Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
- 40 **Lazard, A.J.** & Holton, A. (2016) "My Cancer, My Image: Implicit Communication of Cancer and Gender in Instagram Self-Representations" presented at The Visual Communication Conference in Salt Lake City, UT, June.
- 39 Stanforth, D., **Lazard, A.J.**, Stanforth, P., Wyeth, B., Mackert, M., & Li, X. (2016) "Signage Increases Stair Use: Applying Visual Metaphors with Health and Non-health Messages for Behavior Change" presented at the American College of Sports Medicine 63rd Annual Conference in Boston, MA, June.
- 38 **Lazard, A.J.**, Noar, S., Kowitt, S., Jarman, K., & Goldstein. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the 2nd NIH Tobacco Regulatory Science Conference in Bethesda, MD, May.

- 37 Case, K., Crook, B., **Lazard, A.J.**, & Mackert M. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the Society for Prevention Research 24th Annual Meeting in San Francisco, CA, May.
- 36 **Lazard, A.J.**, Wilcox, G., Chung, A. D., Mackert, M., & Bernhardt, J. (2016) "Examination of Social Media E-cigarette Messages: Marketing and Consumer Conversations on Twitter" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 35 Case, K., **Lazard, A.J.**, Crook, B., & Mackert, M. (2016) "Vapor Isn't Water: Perceptions and Effectiveness of E-cigarette Health Education Messages among College Students" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 34 Holton, A. & **Lazard, A.J.** (2016) "Representing Cancer: Implicit Communication of Cancer and Gender on Instagram" presented at the 3rd Media + Health Symposium in Richmond, VA, February. -2015-
- 33 **Lazard, A.J.**, Bock, M., & Mackert, M. (2015) "The Persuasive Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 32 Mackert, M., Guadagno, M., **Lazard, A.J.**, Champlin, S., Pounders, K., & Walker, L. (2015) "Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 31 Mackert, M. & **Lazard, A.J.** (2015) "Can I Recycle This?" presented at the University of Texas at Austin's 6th Annual Sustainability Symposium in Austin, TX, September.
- 30 Bamgbade, B., **Lazard, A.J.**, & Brown, C. (2015) "Understanding Conceptualizations of Mental Health Among College Students" presented at the American Association of Colleges of Pharmacy in National Harbor, MD, July.
- 29 **Lazard, A.J.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2015) "Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 28 **Lazard, A.J.**, Bamgbade, B., & Brown, C. (2015) "Mental Health Representations Among College Students: Insights for Designing Messages to Reduce Stigma" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.
- 27 Case, K., Mackert, M., Crook, B., & **Lazard, A.J.** (2015) "Perceptions of E-cigarettes in College Students: Formative Research to Develop Health Education Messages" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Philadelphia, PA, February.
- 26 Liang, M, Dudo, A., Kahlor, L, Abi Ghannam, N., & **Lazard, A.J.** (2015) "Share if You Care: Scientists' Information Behaviors About Nanoethics" presented at the American Association for the Advancement of Science in San Jose, CA, February. -2014-
- 25 Champlin, S., **Lazard, A.J.**, Mackert, M., & Pasch, K.E. (2014) "Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements" presented at National Communication Association 100th Annual Convention: The Presence of our Past(s) in Chicago, IL, November.

- 24 Dudo, A., **Lazard, A.J.**, Kahlor, L., Ghannam, N.A., & Liang, M-C. (2014) "When Scientists Talk to the 'Rest of Us': Using the Technology Acceptance Model to Explain Scientists' Use of New Media to Communicate with the Public" presented at the Association for Education in Journalism and Mass Communication 2014 Conference in Montréal, Canada, August.
- 23 **Lazard, A.J.** (2014) "The Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at The Visual Communication Conference in Greenwich, RI, June.
- 22 **Lazard, A.J.** & Atkinson, L. (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion" presented at the 2014 Advertising and Consumer Psychology Conference: The Psychology of Design in Ann Arbor, MI, May.
- 21 **Lazard, A.J.**, & Mackert, M. (2014) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 20 **Lazard, A.J.**, Dudo, A., Dennis, T., Ewald, M.G., & Love, B. (2014) "Visual Variation at a Glance: An Analysis of the Visual Complexity of Nutritional Information Online" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 19 Hughes-Wagner, J., Mackert, M., & **Lazard, A.J.** (2014) "Using a Sleep Promotion Campaign Case Study to Demonstrate an Effective Partnership Between Student, Faculty, and Health Promotion Practitioner" presented at the American College Health Association 2014 Annual Meeting in San Antonio, TX, May.
- 18 **Lazard, A.J.** (2014) "Improving Visual Assessments for Health Materials: Extending Current Suitability Guidelines" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 17 Stewart, K. & **Lazard, A.J.** (2014) "Sensory Perceptions and Fluency: The Effect of Audio-Visual vs. Verbal-Visual Content on Health Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 16 Mackert, M., **Lazard, A.J.**, Berman, M., Boguski, M. (2014) "Engaging Audiences via Celebrity Diagnoses: Using Teachable Moments for Online Health Communication" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 15 Ball, J., **Lazard, A.J.**, & Mackert, M. (2014) "The Influence of Source and Message Factors on the Promotion of Multivitamins Among College Students" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 14 Watkins, I., **Lazard, A.J.**, Mackert, M., Xie, B., Stephens, K., & Shalev, H. (2014) "Investigating the Gap Between Enrollment and Use of a Patient Portal" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 2013-
- 13 Dudo, A., Kahlor, L., **Lazard, A.J.**, Liang, M-C., & Ghannam, N.A. (2013) "Talking 'nano': Nanoscientists as public communicators" presented at the annual meeting of the American Association for the Advancement of Science in Chicago, IL, February.
- 12 Mackert, M., **Lazard, A.J.**, Guadagno, M., & Hughes-Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the National Communication Association 99th Annual Convention in Washington, DC, November.

- 11 **Lazard, A.J.** & Harrison, T. (2013) "Visual Communication for Improved Health Literacy: A Symbolic Interactionism Approach" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 10 **Lazard, A.J.** & Mackert, M. (2013) "Design and E-Health: Key Principles for Advancing Research and Practice in Effective Communication" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 9 **Lazard, A.J.** & Harrison, T. (2013) "Visual Communication for Health Literacy: Analyzing the Role of Visuals through Symbolic Interactionism" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 8 **Lazard, A.J.** & Mackert, M. (2013) "E-Health First Impressions and Visual Evaluations: Key Principles for Attention and Appeal" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 7 **Lazard, A.J.** & Mackert, M. (2013) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Obtaining Online Health Information" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 6 **Lazard, A.J.**, Atkinson, L., & Mackert, M. (2013) "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model" presented at the Association for Education in Journalism and Mass Communication 2013 Conference in Washington, DC, August.
- 5 **Lazard, A.J.** & Atkinson, L. (2013) "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: An Investigation of Infographics and Visual Learners" presented at The Visual Communication Conference in Steamboat Springs, CO, June.
- 4 Liang, M., Dudo, A., Kahlor, L., Gahannam, N. A., & **Lazard, A.J.** (2013) "Nano Ethics: How Nanoscientists Evaluate and Communicate the Ethical Dimensions of Their Research" presented at the Third Iowa State University Summer Symposium on Science Communication in Ames, IA, May.
- 3 Mackert, M., **Lazard, A.J.**, Guadagno, M., & Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 2 **Lazard, A.J.** & Mackert, M. (2013) "Digital Design and e-Health: Tools and Narratives for Improved Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 1 Mackert, M., **Lazard, A.J.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroeve, S., & Watkins, L. (2013) "'Take Time. Save Lives. Clean Hands Protect: Encouraging Hospital Hand Hygiene Through Health Promotion" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.

GRANTS: CURRENT

- 2023-2028 National Cancer Institute (NCI). "Optimizing Social Connectedness Interventions for Young Adults with Cancer." MPIs: Lazard & Fredrickson. \$3,256,575.
Role: Multiple Principal Investigator.
 We propose to optimize an evidence-based social connectedness intervention and test its efficacy to improve flourishing mental health among young adults with cancer.

- 2023-2027 National Institute on Minority Health and Health Disparities (NIMHD). “Ameliorating Social Isolation in Populations Facing Health Disparities: Identifying Social Structural and Person-level Factors that Impede or Facilitate Health-related Social Behavior Change.” MPIs: Fredrickson & Lazard. \$3,074,936.
Role: Multiple Principal Investigator.
We propose basic experimental research on social connectedness to discover whether, how, where, and for whom health communication can ameliorate social isolation.
- 2023-2025 Robert Wood Johnson Foundation. “Health Communication to Improve Social Interaction: Promoting Health Equity Amidst Rising Economic Inequality.” MPIs: Fredrickson & Lazard. \$682,148.
Role: Multiple Principal Investigator.
We propose to develop and evaluate health communication messages to encourage social connectedness to ameliorate social isolation among disadvantaged populations.
- 2023-2024 Lineberger Comprehensive Cancer Center. “Using Social Media Designs to Reduce Cancer Misinformation in English and Spanish.” \$150,000.
Role: Principal Investigator.
We will establish the feasibility, infrastructure, and protocols to test social media designs (prompts with messages) in English and Spanish among cancer care networks.
- 2022-2023 UNC School of Medicine Innovation Pilot Award. “Social media designs to reduce cancer misinformation.” June 1, 2022-May 31, 2023. \$50,000.
Role: Principal Investigator.
We aim to develop our infrastructure for examining the impact of social media designs on intervening for cancer misinformation in a realistic, fully controlled social media platform.
- 2022-2024 Foundation for Opioid Response Efforts (FORE). “Randomized Trial and Analytic Chemistry Innovations to Optimize Drug Alerts.” PI: Nabarun Dasgupta. \$599,488.
Role: Co-Investigator
The project aims to generate evidence-based guidance for drug alerts and chemistry innovations for timely data to reduce overdose deaths.
- 2020-2025 National Cancer Institute (NCI) R01CA241420. “Communicating Waterpipe Tobacco Harms to Reduce Use Among Young Adults.” PI: Erin Sutfin. \$2,629,941.
Role: Co-Investigator.
This project will develop and test health warnings to increase young adults’ accurate perceptions of harm and decrease use.
- 2020-2025 National Institute of Drug Abuse (NIDA) R01DA048390. “Informing ENDS Policies: Studying the Impact of E-cigarette Warnings on Behavior.” PI: Noel Brewer. \$2,510,739.
Role: Co-Investigator.
The overarching goal of the proposed research is to develop effective e-cigarette warnings that help e-cigarettes users become tobacco free.
- 2021-2026 National Institute of Drug Abuse (NIDA) R01DA051542. “Impact of Cannabidiol (CBD) Health Claims at Point-of-Sale on Consumer Perceptions and Behavior” PI: Kimberly Wagoner. \$2,757,764.
Role: Sub-Award PI; Co-Investigator.
This project will document the types of health claims being made by CBD retailers, evaluate consumers perceptions, and evaluate their impact on consumer purchase of CBD products.

- 2022-2027 National Institute of Drug Abuse (NIDA). “The Impact of Product Packaging on Appeal, Knowledge and Harm Perceptions of Cannabis Edibles.” PI: Beth Reboussin. \$2,889,461.
Role: Sub-Award PI; Co-Investigator
This project will address gaps in our understanding of how to effectively communicate knowledge and potential harms of edibles to inform state regulatory decision-making for cannabis edible product packaging and warnings.
- 2019-2024 National Cancer Institute (NCI)/Food and Drug Administration (FDA) 1R01CA240732. “Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Diseases.” PI: Adam Goldstein. \$2,714,379.
Role: Co-Investigator.
This project will evaluate the effectiveness of warning characteristics for little cigars and cigarillos to reduce use.
- 2022 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. “Building Virtual Peer Navigation to Support Testis Cancer Care and Survivorship.” PI: Hung-Jui Tan. \$49,999.
Role: Co-Investigator.
This project will identify patients’ needs and an analysis of resources for virtual peer navigation to improve survivorship for patients with testis cancer.
- 2021-2024 American Society of Clinical Oncology. “A User-Centered Mobile Health App to Promote Participation of Black Women in Cancer Clinical Trials.” PI: Marjory Charlot. \$450,000.
Role: Co-Investigator.
This project will develop and evaluate responses to a mobile health app to increase participation in breast cancer clinical trials among Black women.
- 2020-2023 Foundations of Hope. “A Web-based Interventions to Improve Mental Health Outcomes among Newly Diagnosed Parents with Cancer.” PI: Eliza Park. \$39,997.
Role: Co-Investigator
The goal of this project is to adapt and test the feasibility and acceptability of a web-based intervention to reduce parental anxiety and facilitate communication about illness with their children.
- 2021-24 Department of Defense W81XWH-21-1-0775 “Personalizing Kidney Cancer Communication to Improve Decision-Making.” PI: Hung-Jui Tan. \$929,618.
Role: Co- Investigator.
We will develop tailored, patient-centered communication strategies responsive to patients with early-stage kidney cancer.

GRANTS: COMPLETED

- 2020-2022 American Cancer Society (ACS) 133694-PEP-19-154-01-PCSM. “Engaging Adolescents and Young Adults with Cancer via a Social Support App.” \$144,000.
Role: Principal Investigator.
This project will develop and evaluate the visual design of a peer-to-peer social support app to increase engagement (seeking and sharing support) among young adults with cancer.

- 2019-2022 National Cancer Institute/Food and Drug Administration R01CA239192. "Evaluating the Impact of Waterpipe Marketing Claims on Young Adults." \$1,311,866. PI: Erin Sutfin.
Role: Sub-Award PI; Co-Investigator.
The project will address how waterpipe tobacco packaging and digital marketing influences perceptions of harm and behavior to inform future rulemaking.
- 2020-21 Lineberger Comprehensive Cancer Center. "Closing the Gap in Socioeconomic Disparities in Cancer: Using Neuroscience and Social Psychology to Improve Cancer Prevention Messaging." PI: Keely Muscatell. \$130,566.
Role: Co-Investigator.
We propose to identify neural biomarkers of message effectiveness and use them to predict engagement in cancer-prevention behaviors across the socioeconomic spectrum.
- 2019-2021 Robert Wood Johnson Foundation. "Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases Among Parents." Co-PIs: Lindsey Smith Taillie/Marissa Hall. \$298,924.
Role: Co-Investigator
This project will examine the effects of nutrition claims on parents' purchases fruit drinks.
- 2019-2021 Lineberger Comprehensive Cancer Center. "Text Messaging to Enhance the Use of Patient-targeted Decision Support among Diverse Populations." \$199,987. PI: Jennifer Elston Lafata.
Role: Co-Investigator.
This study will examine the feasibility of text messaging to reach and support socio-demographically diverse patients at the time of a colorectal cancer screening decision.
- 2020 North Carolina Department of Health and Human Services. "Face Covering Messaging in Response to the COVID-19 State of Emergency." \$22,827. PI: Allison Lazard.
Role: Principal Investigator.
This project investigates motivations, barriers, and messaging strategies for wearing face coverings as preventive health behavior in response to COVID-19.
- 2019-2020 Robert Wood Johnson Foundation. "Developing and Evaluating High-Impact Pictorial Health Warnings for Sugar-Sweetened Beverages: A Study of Latino Parents in the US." Co-PIs: Marissa Hall/Lindsey Smith Taillie. \$199,415.
Role: Co-Investigator
This project will develop and examine the impact of pictorial health warnings on sugar-sweetened beverages on purchasing behavior among Latino parents.
- 2019-2020 Wake Forest Tobacco Control Center for Excellence. "Understanding Industry-sponsored Cigarillo Digital Marketing Visual Strategies and Tactics." PI: Jennifer Cornacchione Ross. \$55,229.
Role: Co-Investigator
This project will analyze the strategies and tactics used by the tobacco industry to appeal to consumers in digital marketing for cigarillos.
- 2018-2020 Delta Dental Foundation & Texas Oral Health Coalition. "Texas Fluoridation Campaigns." PI: Michael Mackert. \$88,645.
Role: Co-Investigator

- 2019 University of North Carolina at Chapel Hill (Junior Faculty Development Award). "Evaluating Reach and Engagement with Adolescent Tobacco Prevention Messages on Social Media." \$10,000.
Role: Principal Investigator.
This project evaluated attributes of digital messages that increase reach and engagement with information to counter marketing efforts reaching youth.
- 2019 MEJO Research Center, University of North Carolina at Chapel Hill. "Digital Media Designs for Adolescent Tobacco Prevention." \$5,000.
Role: Principal Investigator.
This study examined design strategies to increase knowledge of harms and negative attitudes toward e-cigarette use among adolescents.
- 2019 North Carolina Translational and Clinical Sciences Institute (NC TraCS), NIH Clinical and Translational Science Award (CTSA) UL1TR002489. "Feasibility of a New Food Store Model to Test the Impact of Obesity Prevention Policies among Latino Mothers." PI: Lindsey Smith Taillie. \$49,999.
Role: Co-Investigator
This project developed and evaluated the feasibility of using a realistic but controlled food store setting to test the impact of policies on sugar-sweetened beverage purchases and intake.
- 2018-2019 MEJO Research Center, University of North Carolina at Chapel Hill. "Message Strategies and Channels to Engage Adolescents and Young Adults with Cancer in Research." \$5,000.
Role: Principal Investigator.
This project evaluated the effects of message strategy and channel on intentions to engage in research among adolescents and young adults with cancer.
- 2017-2018 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Designing Effective Interactive Applications for Cancer-Prevention Interventions." \$49,663.
Role: Principal Investigator.
This project developed and evaluated interactive application formats to provide guidance for how to effectively design online interventions for cancer prevention.
- 2013-2018 Food and Drug Administration (FDA)/National Cancer Institute (NCI) P50CA180907. "Effective Communication on Tobacco Product Risk and FDA Authority." PI: Kurt Ribisl. \$19,415,248.
Role: Co-Investigator.
The center conducted three integrated projects to advance an understanding of effective communication about the harms of cigarettes and other tobacco products.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Characterization of Waterpipe Tobacco Packaging." \$18,404.
Role: Co-Investigator.
The objective of this project was to conduct a content analysis of 100 waterpipe tobacco packages to characterize the types of claims being made to inform future rulemaking.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Optimizing Warnings on E-cigarette Advertisements." \$15,215.
Role: Co-Investigator.
The objective of this project was to test whether design elements increase recall of e-cigarette advertising warnings.

- 2016-2018 National Cancer Institute (NCI) R03CA206487. “Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults.” PI: Jennifer Cornacchione Ross. \$150,000.
Role: Consultant.
The goal of this project was to test the relative effectiveness of text-only vs. graphic cigarillo warning labels to discourage young adults from smoking cigarillos.
- 2016-2017 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. “Relationships between Little Cigar and Cigarillo Packaging Elements, Perceptions of Characterizing Flavors, and Use among Young Adults.” PI: Adam Goldstein. \$90,482.
Role: Co-Investigator.
This project experimentally tested how key package design elements impact flavor perception of little cigars and cigarillos that influence risk, susceptibility, and use among young adults.
- 2017 MEJO Research Center, University of North Carolina at Chapel Hill. “Instapeer: A Platform for Social Support for Young Adult Cancer Patients.” \$5,000.
Role: Co-Principal Investigator.
This project explored the potential of a peer-to-peer app to positively influence social support and health outcomes of young adult cancer patients.
- 2016-2017 MD Anderson. “UT System Culture of Tobacco Control – Health Communication Branding.” PI: Michael Mackert. \$30,000.
Role: Consultant.
The goal of this project was to develop a brand identity and messaging strategy for a unified anti-tobacco health communication approach across the entire University of Texas system.
- 2015-2017 Food and Drug Administration (FDA)/National Cancer Institute (NCI) 3P50CA180907-03S1. “Optimizing public display of information on tobacco product constituents.” PI: Noel Brewer. \$500,000.
Role: Co-Investigator.
The objective of this project was to identify website formats and content that increase comprehension of constituent disclosures, especially among people with lower health literacy.
- 2015-2017 UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab. “Improving Prenatal Health Communication: Engaging Men via e-Health.” PI: Michael Mackert. \$40,000.
Role: Consultant.
The objective of this project was to design and iteratively test an e-health application to effectively communicate prenatal health to men in the United States and Portugal.
- 2016 JOMC Research Center, University of North Carolina at Chapel Hill. “Visually Implied Vaping Arguments: Effects of E-cigarette Cues for Implicit and Explicit Attitudes.” \$5,000.
Role: Principal Investigator.
The purpose of this study was to understand how the use of e-cigarette imagery cues influences the effectiveness of messages to communicate the potential harms and risks of e-cigarettes.
- 2015-2016 Center for Regulatory Research on Tobacco Communication. “Development of an Educational Website about Other Tobacco Products.” \$42,122.
Role: Principal Investigator.
The objective of this project was to conduct qualitative research to identify effective elements of tobacco education websites and optimize online education about tobacco product risks.

- 2015-2016 UT-Austin Green Fee, The University of Texas at Austin. "Can I Recycle This? A Campaign to Help Longhorns Make Recycling Decisions." PI: Michael Mackert. \$15,865.
Role: Co-Investigator.
This was a two-phase project to increase recycling on UT's campus by reducing confusion associated with recycling items and aid decision-making at the point of action.
- 2014-2015 Health Communication Scholars Program (HCSP), The University of Texas at Austin. "Using Visual Metaphors to Decrease Mental Health Stigma in College Students." \$1500.
Role: Principal Investigator.
The objective of this project was to test whether visual metaphors, a strategic message design tactic, can be used to communicate about and decrease mental illness stigma.
- 2014-2015 The Tobacco Center of Regulatory Science on Youth and Young Adults (NIH/NCI P50CA-180906-01, Perry, PI) (2014-15). "Formative Research to Develop and Evaluate Messages About E-cigarettes." PI: Kathleen Case. \$5,000.
Role: Research Scientist.
The purpose of this proposed research was to test the potential effectiveness of an anti-ENDS health campaign designed and developed from formative research.
- 2014-2015 Tobacco Centers of Regulatory Science (TCORS), The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living. PI of Training Core: Steven Kelder. \$15,673,801. **Role: Research Assistant**
- 2013 National Nanotechnology Infrastructure Network (NINN), Social and Ethical Implications Seed Grant. "Talking Nano: Nanoscientists as Public Communicators." PIs: Anthony Dudo and LeeAnn Kahlor. \$20,000.
Role: Research Assistant.
The purpose of this study was to examine the social dimension of nanoscience, specifically examining nano-scientists' opinions about engaging with laypersons.

INVITED PRESENTATIONS

Lazard, A.J. (2023). "Data Visualization" presented at the North Carolina Department of Health and Human Services Local Epidemiologist Meeting, Chapel Hill, NC, April.

Lazard, A.J. (2022). "Visual Design to Increase the Effectiveness of Health Communication" presented at the 2022 North Carolina Partnership for Excellence in Applied Epidemiology's Telling Your Story: Communicating Complex Health Data Symposium," Chapel Hill, NC, November.

Lazard, A.J. (2022). "How Data Visualization Can Enhance Reporting of Environmental Health Data" presented at UNC Center for Environmental Health and Susceptibility's Cancer Epidemiology Seminar Series, Chapel Hill, NC, September.

Lazard, A.J. (2022). "Visuals, Design, and Health Communication" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A.J. (2022). "Cancer Communication on Social Media" presented to the National Cancer Institute Clinical Genetics Brand, virtual due to COVID-19, February.

Lazard, A.J. (2020). "New Strategies in Communication" presented to the Lineberger Comprehensive Cancer Center Scientific Retreat, Chapel Hill, NC, December.

Lazard, A.J. (2020). "Young People and Cancer" presented to Red Hat Cares about a Cure for Cancer and American Cancer Society Virtual Series, Raleigh, NC, October.

Dasgupta, N. & **Lazard, A.J.** (2020) "Social Distancing Privilege and Real-time Message Testing in North Carolina" presented to Gillings School of Global Public Health's Research, Innovations and Global Solutions, Chapel Hill, NC, May.

Lazard, A.J. (2019). "Visual Design Strategies to Increase the Effectiveness of Cancer Communication" presented to the American Society of Preventive Oncology (ASPO) Behavioral Science & Health Communication Special Interest Group, November.

Lazard, A.J. (2019). "Leveraging Design Theory and Methods for Cancer Outcomes Research" presented at the Lineberger Cancer Outcomes Research Program Seminar, Chapel Hill, NC, September.

Lazard, A.J. (2019). "Visual Design Strategies to Increase the Effectiveness of Cancer Communication" presented at the Health Literacy and Communication Strategies in Oncology workshop hosted by the National Academies of Sciences, Engineering, and Medicine, Washington, DC, July.

Lazard, A.J. (2019). "Visual Communication to Reach Your Audience" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A.J. (2019). "Data Visualization Best Practices" presented at the Data Visualization Workshop for the Texas Department of State Health Services Center for Health Statistics hosted by The University of Texas Center for Health Communication, Austin, TX, June.

Lazard, A.J. (2019). "Designing Cancer Communication: Using Visual Cues to Increase Engagement" presented to the Tobacco Control Center of Excellence at Wake Forest School of Medicine, Winston-Salem, NC, January.

Lazard, A.J. (2018). "Visual Communication Strategies to Engage Your Audience" presented as the keynote of the Create Meaningful Change through Data Visualization workshop by the Community Engaged Texas Research Alliance (CENTRAL), a University of Texas at Austin Grand Challenge, Austin, TX, April.

Lazard, A.J. (2018). "The Impact of Visual Communication for Tobacco Control Messages" presented as the Abby Prestin Memorial Lecture to the US Food and Drug Administration (FDA), Silver Spring, MD, April.

Lazard, A.J. (2017). "Seeing is Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A.J. (2017). "Visual Communication to Improve Cancer Control Messaging" presented at the UNC Lineberger Cancer Prevention and Control Quarterly Meeting, Chapel Hill, NC, June.

Lazard, A.J., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Orlan, E., Berman, M, Lindlom, E., Ribisl, K., & Brewer, N. (2016). "Optimizing Public Display of Information on Tobacco Product Constituents" presented to the Food and Drug Administration, Washington, DC, November.

Lazard, A.J., Sutfin, E. Pikowski, J., Cornacchione, J., Noar, S., Sontag, J., & Horrell, L. (2016) "Development of an Educational Website about Other Tobacco Products" presented to the Center for Regulatory Research on Tobacco Communication journal club, Chapel Hill, NC, May.

Lazard, A.J., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Ribisl, K., & Brewer, N. (2016). "Tobacco Product Constituent Displays" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Lazard, A.J., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2016). "Identifying Engaging Tobacco Education Website Features: Formative Research for Design and Development" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Holton, A. & **Lazard, A.J.** "My self, my scars: Representations of cancer and gender on Instagram." presented to the Utah Symposium on the Digital Humanities in Orem, UT, February 2016.

Mackert, M., **Lazard, A.J.**, Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., Mabry, A., & Damásio, M. "Improving Prenatal Health Communication: Engaging Men via e-Health" presented to the UT-Austin | Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February 2015.

Lazard, A.J. "Visual Communication Principles to Improve Health Literacy: Understandability and Actionability" presented to UnitedHealth Group Health Literacy Innovations Program's Bridging the Gap Series, Minnetonka, MN, January 2014.

ACADEMIC APPOINTMENTS

2020-present	<i>Associate Professor</i> Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
2020-present	<i>Member</i> Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill
2015-2020	<i>Assistant Professor</i> Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
2018-2020	<i>Associate Member</i> Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill
2013-2015	<i>Teaching Assistant</i> Stand Richards School of Advertising and Public Relations, The University of Texas at Austin
2014-2015	<i>Graduate Research Assistant</i> School of Public Health, The University of Texas Health Science Center at Houston-Austin
2014	<i>Graduate Assistant</i> Center for Health Communication, The University of Texas at Austin
2010-2012	<i>Instructor</i> The Art Institute of Indianapolis

COURSES TAUGHT: UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Advertising Campaigns
Experimental Design (Doctoral section)
Interdisciplinary Health Communication (Graduate section)
Principles of Advertising and Public Relations
Process and Effects of Mass Communication
Research Methods (Graduate section)

COURSES ASSISTED: THE UNIVERSITY OF TEXAS AT AUSTIN

Advanced Advertising Theories I (Doctoral section)
Account Planning (Undergraduate and Graduate sections)
Integrated Communication Campaigns
Introduction to Advertising & Integrated Brand Promotion
Health Communication

COURSES TAUGHT: THE ART INSTITUTE OF INDIANAPOLIS

Digital Photography: Architectural Photography
Digital Photography: Advanced Portraiture
Digital Photography: Color Management
Digital Photography: Corporate & Industrial Photography
Digital Photography: Digital Photographic Production
Digital Photography: Editorial Photography
Digital Photography: Lighting
Digital Photography: Photographic Design
Digital Photography: Portraiture
Digital Photography: Studio Photography
Digital Photography: Survey of Photography
Graphic Design: Digital Imaging
Media Arts and Animation: Background Layout and Design
Media Arts and Animation: Computer Paint

CREATIVE INDUSTRY EXPERIENCE

2008-2010 *Multimedia Associate*, Project Team Lead, DWA Healthcare Communications Group
2005-2008 *Commercial Photographer*, Chicago, Illinois and Indianapolis, Indiana

PROFESSIONAL DEVELOPMENT

2013 Instructor Learning Community's Critical Thinking Through Creativity at the Center for Teaching and Learning, The University of Texas at Austin.
2011 Adobe Certified Expert in Photoshop Lightroom, Adobe Systems Incorporated

HONORS AND AWARDS

- 2021 David Brinkley Teaching Excellence Award, UNC Hussman School of Journalism and Media
- 2020 E. Reese Felts Jr. Distinguished Associate Professor – Term Professorship
- 2015 American Academy of Advertising Dissertation Proposal Competition Award
- 2014 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2014 Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
- 2014 Tracy-Locke/Morris Hite Endowed Presidential Scholarship for Advertising Studies
- 2013 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2012 Pre-emptive Graduate Fellowship, The University of Texas at Austin
- 2010 Spring Faculty Member of the Quarter – Adjunct, The Art Institute of Indianapolis
- 2005 College Photographer of the Year, University of Missouri, Gold in Illustration Category
- 2005 Outstanding Senior Award, School of Visual Communication, Ohio University
- 2005 Society of News Design, Design Contest for College Students, Honorable Mention in Photography
- 2004 College Photographer of the Year, University of Missouri, Silver in Photo Illustration
- 2002 Kodak Professional Photography Scholarship, School of Visual Communication, Ohio University

PH.D. DISSERTATION ADVISING

- Committee member, Ana Paula Richter (in progress)*
- Committee member, Emily Pearce (in progress)*
- 2023 *Chair, Rhyan Vereen (in progress)*
- 2023 *Chair, Sydney Nicolla (in progress)*
- 2023 *Chair, Meredith Collins (in progress)*
- 2023 *Committee member, Shanetta Pendleton (in progress)*
- 2022 *Committee member, Justin Kavlie, “Narrative Structure, Narrative Impact: How the Arrangement of Narrative Events Helps Us Feel, Understand, and Enjoy the Story”*
- 2021 *Committee member, Fernanda Mediano Stoltze, “Effects of Child-directed and General Audience Soda Advertisements on Children’s Preferences for Beverage Products and Beverage Categories: The Mediating Role of Attitudes toward the Ad, Brand, and Product Category in Predicting Beverage Choice”*
- 2021 *Committee member, Ashley Hedrick, “Recognize and Resist: A Health Intervention to Promote Writing About Sexual Consent and Egalitarian Gender Roles Among One Direction Fanfiction Writers”*
- 2020 *Committee member, Andrew Seidenberg, “Consumer Responses to Modified Risk Tobacco Product Claims”*
- 2019 *Committee member, Trevor Bell, “The Impact of Narrative Messages on Adolescents’ Type 1 Diabetes Management”*

- 2019 *Committee member*, Seoyeon Kim, “Effects of CSR Initiative Type on Consumer Responses in Relations to Company-Cause Fit, Stigmatized Industry, and CSR Crises”
- 2018 *Committee member*, Sabeeh Baig, “Examining Perceived Message Effectiveness as a Marker for the Impact of Brief Health Behavior Interventions”
- 2018 *Committee member*, Lindsey Horrell, “Communication Cues to Engage Lower-To-Middle Income Adults in a Study of the Chronic Disease Self-Management Program: An Innovative Approach to Recruitment Strategies”
- 2017 *Co-chair*, Jenna Sontag, “The Effectiveness of Visual and Text Frames in Health Communication”

MASTER’S THESIS ADVISING

- 2022 *Committee Member*, Sheerah Coe, “Helping Physicians Translate Their Complex Medical Research to Improve Individual Health Literacy”
- 2022 *Committee Member*, Erin Friday, “How Communications Professionals at Health-based Government Agencies Can Build Trust with African Americans using Twitter to Alleviate Race-related Stress”
- 2022 *Committee Member*, Ely Portillo, “A Global Pandemic, Reported Locally: COVID-19 Coverage in Six North Carolina News Sources”
- 2022 *Committee Member*, Kaitlin Jansen, “Improving the Digital Health Care Experience: Applying Digital Communication Best Practices within Patient Portal Messaging in Pediatric Care to Support Both Child Physical Health and Parent Emotional Health”
- 2022 *Chair*, Stephanie Belina, “Healthcare Provider Perspectives on the Communication and Social Support Resource Trajectory for Adolescent and Young Adult Program Care”
- 2022 *Committee Member*, Bethany Welch, “The Rise of Virtual Health: Understanding Telehealth, A Guide to Improving the Patient and Provider Experience”
- 2021 *Committee Member*, Kristen Hendrickson, “Comparing and Using Different Media Formats on Informational Health Web Pages”
- 2020 *Chair*, Will Rimer, “The Usability of Chapel Hill Area Volleyball Club’s Website: Analyzing Web Aesthetics’ and Design Complexity’s Effects on Perceptions of the Club Website”
- 2019 *Chair*, Meredith Collins, “The Way We Get By: How Narrative Engagement with Young Adult Literature Influences Perceptions of Eating Disorders”
- 2019 *Committee member*, Maddie Omeltchenko, “Engagement on Instagram: How Green Brands Leverage Social Media to Reach Mass Audiences”
- 2018 *Committee member*, Christine Scalora, “Countering Mental Health Stigma: Recommendations for a Social Marketing Campaign”
- 2017 *Chair*, Jessica Pikowski, “The Impact of Source, Channel, and Theme on Receptivity to Tobacco Control Messages”
- 2017 *Committee member*, Deanna Puglia, “Social Media Use and Its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in Young Women”
- 2016 *Chair*, Alan Maynard, “Successfully Streaming Video: A Video Marketing Plan for Print Magazine Brands and Case Study for Garden & Gun”

HONORS THESIS (UNDERGRADUATE) ADVISING

- 2019 *Chair*, Brooke Murad, "Perceptions of Authenticity on Instagram"
- 2018 *Chair*, Ali Dunlap, "Visual Metaphors in Health Messages: A Strategy to De-Stigmatize Opioid Use Disorder"
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PROFESSIONAL ACADEMIC SERVICE

- 2019-present *Associate Editor*, Health Communication
- 2015-present *Reviewer*, Health Communication, Journal of Health Communication, Tobacco Control, Science Communication, Journal of Adolescent and Young Adult Oncology, Addictive Behaviors, American Journal of Public Health, Journal of the American Medical Informatics Association, Health Psychology, Journal of the American Medical Association (JAMA), Journal of Medical Internet Research, Computers in Human Behavior, Addictive Behaviors Reports, Journal of Communication, Journal of Advertising, Mass Communication & Society, Journalism and Mass Communication Quarterly, New Media & Society, Social Science & Medicine, Visual Communication Quarterly, Media Psychology, International Journal of Communication, PLoS One, BMC Public Health, International Journal of Human-Computer Interaction, Communication Methods & Measures, Addiction Research & Theory, among others
- 2015-2021 *Reviewer*, Association for Education in Journalism and Mass Communication Annual Conferences
- 2013-2016 *Membership Chair*, ComSHER Division of AEJMC
- 2013-2015 *Graduate Student Liaison*, Visual Communication Division of AEJMC
- 2013 *Mentor*, The Nanotechnology Research Experience for Undergraduates (N-REU) Program, National Nanotechnology Infrastructure Network supported by the National Science Foundation
- 2012 - 2013 *Newsletter Co-Editor*, ComSHER Division of AEJMC
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UNIVERSITY SERVICE

- 2023-2025 UNC School of Information and Library Science (SILS) Administrative Board
- 2021-2022 Hussman School of Journalism and Media Dean Search Committee
- 2020-2021 UNC Public Health Education Working Group
- 2019 Lineberger Comprehensive Cancer Center Marci Campbell Dissertation Award Review Committee
- 2018-2019 Lineberger Cancer Conversations Advisory Board
- 2017-2018 Lineberger Comprehensive Cancer Center Development Award Review Committee
- 2016 Center for Regulatory Research on Tobacco Communication Pilot Grant Review Committee

SCHOOL (DEPARTMENT) SERVICE

2017-2023	Hussman School of Journalism and Media PhD Admissions Committee
2016-2019, 2021-2023	Hussman School of Journalism and Media PhD Advisory Committee
2022-2023	David Brinkley Teaching Excellence Award Committee
2021-2022	<i>Chair</i> , Hussman School of Journalism and Media Richard Cole Eminent Professor Search Committee
2021-2022	<i>Co-chair</i> , David Brinkley Teaching Excellence Award Committee
2018-2019	School of Media and Journalism Dean's Cabinet
2019	School of Media and Journal Strategic Planning Committee
2016-2019	School of Media and Journalism MA Admissions Committee
2016-2017	School of Media and Journalism Curriculum Committee
2013	Texas Advertising Group Travel Stipend Ad Hoc Award Committee