

Name
address
Email: Phone:

EDUCATION

- Ph.D., Annenberg School for Communication, University of Pennsylvania** **2010**
Major: Communication
Dissertation- Risky Business: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing
Advisor: Dr. Joseph N. Cappella
- M. A., Annenberg School for Communication, University of Pennsylvania** **2007**
Major: Communication
Advisor: Dr. Robert Hornik
- B. A., Department of Communication, University of Arizona** **2004**
Major: Communication
Minor: Business Administration
Distinction: Summa Cum Laude
- A. A., Pima Community College, Tucson Arizona** **2002**
Major: Liberal Arts
Distinction: Cum Laude

RESEARCH INTERESTS

Health communication campaigns, health disparities, mass communication, media effects, HIV risk reduction

ACADEMIC POSITIONS

University of Wisconsin- Madison

Assistant Professor

School of Journalism and Mass Communication, Fall 2011-present

Anna Julia Cooper Post-Doctoral Fellow

School of Journalism and Mass Communication, Fall 2010 - Fall 2011

University of Pennsylvania

Instructor

Communication and Behavior (Comm 125), Annenberg School for Communication, Summer 2009

Teaching Assistant

Communication and Behavior (Comm 125), Annenberg School for Communication, University of Pennsylvania. Instructor: Bruce Hardy, MA; Spring 2009.

Children and Media (Comm 225), Annenberg School for Communication, University of Pennsylvania. Instructor: Dr. Amy Jordan; Fall 2008.

Persuasion and Communication (Comm 275), Annenberg School for Communication, University of Pennsylvania. Instructor: Dr. Joseph Cappella; Spring 2008.

RESEARCH POSITIONS

Research Fellow- Annenberg School for Communication, University of Pennsylvania, Sex and Media Research Group. Supervisor: Dr. Martin Fishbein, Summer 2008 and Summer 2009

- Analyzed data from a 3-year longitudinal survey and content analysis examining the effects of representations in the media on adolescents

Research Fellow- Annenberg School for Communication, University of Pennsylvania, The Center for Excellence in Cancer Communication Research (CECCR): Theory and Methods Core. Supervisor: Dr. Martin Fishbein, September 2006 - December 2007.

- Contributed to the planning, organization and data collection for a Theory of Reasoned Action/Planned Behavior meta-analysis
- Planned and conducted elicitation research

Research Fellow- Annenberg School for Communication, University of Pennsylvania, The Center for Excellence in Cancer Communication Research (CECCR): Seeking and Scanning Behavior (SSB) Research Group. Supervisor: Dr. Robert Hornik, August 2005 - September 2006 and Summer 2007

- Developed and disseminated the Seeking and Scanning Behavior (SSB) survey and follow-up survey (both for the general public and for cancer patients)
- Analyzed the subsequent data
- Created and maintained a database of references for the SSB project for group access
- Created the Annenberg National Health Communication Survey (ANHCS) codebook and publicly available users' guide
- Merged and maintained datasets generated from rolling data collection
- Created users' guide for follow-up data of the Annenberg National Health Communication Survey (ANHCS)
- Conducted in-depth elicitation interviews with cancer patients
- Coded data generated from in-depth interviews

Undergraduate Research Assistant- University of Arizona. Supervisor: Dr. Robin L. Nabi, summer 2004

- Conducted literature review
- Conducted experimental sessions
- Completed data entry

REFEREED ARTICLES

Name (forthcoming). Perceived Risk as a Moderator of the Effectiveness of Framed HIV Test Promotion Messages Among Women: A Randomized Controlled Trial. *Health Psychology*.

Name, Hennessy, M., Bleakley, A., Fishbein, M. & Jordan, A. (forthcoming). Identifying the Causal Pathways from Religiosity to Delayed Adolescent Sexual Behavior. *Journal of Sex Research*.

Kelly, B.J., Hornik, R. C., Romantan, A., Schwartz, J., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., **Name**, Kim, A., Nagler, R., Niederdeppe, J. D., Ramirez, A., Smith-McLallen, A., & Wong, N., (2010). Cancer information scanning and seeking in the general population. *Journal of Health Communication*, 15(7), pp. 734-753. doi: 10.1080/10810730.2010.514029.

Nagler, R. H., Romantan, A., Kelly, B. J., Stevens, R. S., Gray, S. W., **Name**, Ramirez, A. S., & Hornik, R. C. (2010). How do cancer patients navigate the public information environment? Understanding

patterns and motivations for movement among information sources. *Journal of Cancer Education*, 25(3), pp. 360-370. doi: 10.1007/s13187-010-0054-5.

Nabi, R., Finnerty, K., Domschke, T., & **Name** (2006). Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences. *Journal of Communication*, 56(3). 689-706. doi: 10.1111/j.1460-2466.2006.00315.x

ARTICLES UNDER REVIEW

Name Explicating the effects of gain and loss framed messages on HIV test intentions: Integrating theories of message effects, information processing and behavior change.

REFEREED CONFERENCE PAPERS

Namkoon, K., Shah, D., McLaughlin, B., Yoo, W.H., Kim, S. C., **Name**, Moon, T. J., Johnson, C., Hawkins, R. P. & Gustafson, D. H. (2011, November). *An Analytic Method for Computer-Mediated Communication (CMC): Distinguishing the Message Expression and Reception Effects in Online Social Networks*. Paper presented to the 2011 annual conference of the Association for Education in Journalism and Mass Communication. St. Louis, MO

Lee, C., & **Name** (2008, November). *Validating seeking and scanning measures for cancer patients*. Paper presented to the 2008 annual conference of the National Communication Association. San Diego, CA.

Name, Lee, C., & Hornik, R. (2008, May). *The effects of seeking and scanning on behavior: Theory of planned behavior approach to seeking and scanning*. Paper presented to the 2008 annual conference of the International Communication Association. Montreal, Canada.

Kelly, B. J., Hornik, R., Romantan, A., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., **Name**, Kim, A., Nagler, R., Niederdeppe, J., Ramirez, A. S., Smith-McLallen, A. S., & Wong, N. (2008, May). *Cancer Information Scanning and Seeking in the General Population*. Paper presented to the 2007 annual conference of the International Communication Association. Montreal, Canada.

Stevens, R., **Name**, & Ho, A. (2007, October). *From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents*. Paper presented to the 2007 annual conference of the National Communication Association. Chicago, Illinois. Also presented to the 2007 annual conference of the Association for the Study of the Worldwide African Diapora. Barbados.

Name, Lee, C., & Hornik, R. (2007, May). *The effects of seeking and scanning on behavioral intention: Theory of planned behavior approach to seeking and scanning*. Paper presented to the 2007 annual conference of the International Communication Association. San Francisco, CA.

Hornik, R., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Frazee, T., Frosch, D., Gray, S., **Name**, Kelly, B., Kim, A., Lee, C., Lewis, N., Martinez, L., Nagler, R., Niederdeppe, J., Ramirez, S., Romantan, A., Smith-McLallen, A., & Wong, N. (2007, May) *The seeking and scanning behavior (SSB) project*. Poster presented at the USC-IPR/NIH Conference on Interdisciplinary Science, Health Promotion & Disease Prevention held in Pasadena, CA.

Name (2006, July). *Deconstructing and re-constructing identities: Language and the construction of the soldier*. Paper presented to the 2006 annual conference of the International Communication Association. Dresden, Germany.

Nabi, R., Finnerty, K., Domschke, T., & **Name** (2005, May). *Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences*. Paper presented to the 2005 annual conference of the International Communication Association. New York, NY.

INVITED PRESENTATIONS

School of Journalism and Mass Communication, University of Wisconsin Madison. (J901: Colloquium in Mass Communication)

Talk Title: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing

School of Journalism and Mass Communication, University of Wisconsin- Madison. (J201: Introduction to Journalism and Mass Communication)

Talk Title- Public Interest Marketing

School of Journalism and Mass Communication, University of Wisconsin- Madison. (J849: Mass Communication and the Individual)

Talk Title- Behavior Change Theory in Health Communication

School of Journalism and Mass Communication, University of Wisconsin- Madison (J860: Science and Environmental Communication)

Talk Title- Perceived risk: Antecedents and Consequences

Communication Arts Department, University of Wisconsin- Madison. (Strategic Communication Interest Group)

Talk Title- An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing

Wisconsin Health Department AIDS/HIV Program

Talk Title- An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing

Wisconsin Health Department AIDS/HIV Program

Talk Title- The Integrative Model of Behavior Change

FELLOWSHIPS AND AWARDS

James D. Woods Teaching Award. 2009
This award is granted to an outstanding graduate teaching assistant.

Russell Ackoff Fellowship: Wharton Risk Management and Decision Processes Center (\$1560;\$1500; respectively) 2008 & 2009

Summer Fellowship awarded by Annenberg School Dean (\$4000 each year) 2006-2009

Full Tuition and Research Fellowship, Annenberg School 2005-2009

Fontaine Society Fellow, University of Pennsylvania 2005-2009
Fellowship for nationally under-represented groups in Ph.D. education.

Top Student Paper: Stevens, R., Name, & Ho., A. *From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents.* 2007
 Paper presented to the annual conference of the National Communication Association Health Communication Division.

Finalist: Donald. P. Cushman Memorial Award 2007
 The award honors the top-ranked student authored paper from all National Communication Association units that competitively rank papers for programming at the NCA Annual Convention.

PROFESSIONAL SERVICES

Manuscript Reviewer 2011
Cases in Public Health Communications & Marketing

Association for Education in Journalism and Mass Communication 2011
 Peer Reviewer: Graduate Education Interest Group

American Public Health Association 2011
 Peer Reviewer: Public Health Education & Health Promotion Division

Diverse and Resilient Inc. 2011
 Focus Group Facilitator Trainer & Town Hall Facilitator

US Dream Academy mentor 2007-2010

National Communication Association: 2009
 Peer reviewer: Health Communication Division

Fontaine Society Coordinating Committee: 2007-2009
 Finance Committee Chair; Community Outreach Committee Co-Chair; Professional Development Committee Co-Chair; Networking and Cultural Enrichment Committee Co-Chair

Graduate and Professional Student Association: 2007-2008
 Annenberg School for Communication representative

Annenberg School for Communication Graduate Council 2005-2006

PROFESSIONAL ASSOCIATION MEMBERSHIP

American Public Health Association (APHA)
 Association for the Study of the Worldwide African Diaspora (ASWAD)
 International Communication Association (ICA)
 National Communication Association (NCA)