

CURRICULUM VITAE

Lourdes S. Martinez
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EDUCATION

August 2011 Ph.D.	University of Pennsylvania Communication
August 2008 M.A.	University of Pennsylvania Communication
May 2006 M.A.	Johns Hopkins University Communication
May 2004 B.A.	Johns Hopkins University Public Health

TEACHING POSITIONS

August 2023-present San Diego State University	Professor Communication
August 2018-August 2023 San Diego State University	Associate Professor Communication
August 2015-August 2018 San Diego State University	Assistant Professor Communication
August 2011-June 2015 Michigan State University	Assistant Professor Communication

PROFESSIONAL GROWTH

REFEREED JOURNAL ARTICLES¹

After Tenure

1. Devi, A., **Martinez, L.S.**, Kritz-Silverstein, D., Calzo, J.P., Strong, D. Hoeft, K.S., Finlayson, T.L. (in press). Psychosocial determinants of poor dental attendance among young Mexican-identifying adults in California. *Community Dentistry and Oral Epidemiology*.
Journal Rank: 155/656; Impact Factor: .89; H-Index: 113
Contributions: Manuscript writing.

¹Data for journal ranking, impact factor, and H-index are reported by Scimago as of September 2022 for all items after tenure. For all items before tenure, these data are reported by Scimago as of September 2017. All journal acceptance rates are reported by each journal as of September 2022 for all items after tenure, and September 2017 for all items before tenure.

2. **Martinez, L.S.**, Savage, M.W., Williams, D.M., Alvarado, J., Cordon-Mulbry, C., Dickerson, D., Roquia, R., Spitzberg, B.H., Peddecord, M., Issa, E., & Tsou, M-H. (in press). Exploring sentiment, values, and misinformation surrounding vaccination legislation on Twitter: A case study of California's passage of SB277. *Health Communication*.
Journal Rank: 46/458; Acceptance Rate: 14%; Impact Factor: 1.10; H-Index: 76
Contributions: Conceptualization, analysis and manuscript writing.
3. **Martinez, L.S.**, Devi, A., Maupomé, G., Schiaffino, M.K., Ayala, G.X., Malcarne, V., Hoeft, K.S., Finlayson, T.L. (in press). Using a social network approach to characterize oral health behavior social support among Mexican-origin young adults. *Journal of Health Communication*.
Journal Rank: 70/458; Acceptance Rate: 11%; Impact Factor: .88; H-Index: 93
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
4. Lacy, N.B., Canary, H.E., **Martinez, L.S.** (2024). Cultivating social justice and anti-racism across the curriculum: A school of communication case study. *Communication Teacher*, 38(2), 162-182.
<https://doi.org/10.1080/17404622.2023.2299677>
Journal Rank: 205/472; Acceptance Rate: 29%; Impact Factor: .32; H-Index: 13
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
5. Satybaldiyeva, N., **Martinez, L. S.**, Cooper, B., & Oren, E. (2024). The association between message framing and intention to vaccinate is predictive of Hepatitis A vaccine uptake. *International Journal of Environmental Research and Public Health*, 21(2), 207. <https://doi.org/10.3390/ijerph21020207>
Journal Rank: 153/585; Acceptance Rate: 49%; Impact Factor: .81; H-Index: 138
Contributions: Conceptualization, data collection, and manuscript writing.
6. Lee, A., Gonzalez, A., Garcia, J., **Martinez, L.**, Oren, E. (2024). COVID-19 risk perceptions, self-efficacy, and prevention behaviors among California undergraduate students. *Journal of American College Health*, 72(6), 1707-1716. <https://doi.org/jgjp9>
Journal Rank: 217/585; Acceptance Rate: 50%; Impact Factor: .62; H-Index: 100
Contributions: Conceptualization, data collection, and manuscript writing.
7. Canary, H.C., Wellman, N., **Martinez, L.** (2023). COVID-19, genetics, and risk: Content analysis of Facebook posts early in the coronavirus pandemic. *Health Communication*, 38(8), 1654-1665. <https://doi.org/gn8xgz>
Journal Rank: 46/458; Acceptance Rate: 14%; Impact Factor: 1.10; H-Index: 76
Contributions: Data collection and manuscript writing.
8. Lewis, N., **Martinez, L.** (2023). Information scanning impacts nonmedical drug use among college students: A longitudinal study of scanning effects. *Health Communication*, 38(10), 2035-2046. <https://doi.org/jgqjb>
Journal Rank: 46/458; Acceptance Rate: 14%; Impact Factor: 1.10; H-Index: 76
Contributions: Conceptualization, data collection, and manuscript writing.
9. **Martinez, L.S.**, Savage, M.W., Jones, E., Mikita, E., Yadav, V., Tsou, M.-H. (2022). Examining vaccine sentiment on Twitter and local vaccine deployment during the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 20(1), 354. <https://doi.org/jrhn>
Journal Rank: 153/585; Acceptance Rate: 49%; Impact Factor: .81; H-Index: 138
Contributions: Conceptualization and manuscript writing.
10. Lewis, N., Rossman, C., de Bruijn, G-J., **Martinez, L.S.** (2022). Dual process models and information engagement: Testing effects of seeking, scanning and trust in sources on attitudes toward marijuana. *Journal of Communication*, 72(1), 59-82. <https://doi.org/jgqjc>
Journal Rank: 9/458; Acceptance Rate: 5%; Impact Factor: 2.50; H-Index: 143
Contributions: Data collection and manuscript writing.

11. Walsh-Buhi, E., Houghton, R.F., Lange, C., Hockensmith, R., Ferrand, J., & **Martinez, L.** (2021). Pre-exposure prophylaxis (PrEP) information on Instagram: A content analytic study. *Journal of Medical Internet Research*, 7(7), e23876. <https://doi.org/jgqd>
Journal Rank: 9/104; Acceptance Rate: 35%; Impact Factor: 1.74; H-Index: 158
Contributions: Manuscript writing.
12. Oren, E., **Martinez, L.**, Hensley, R.E., Jain, P., Ahmed, T., Purnajo, I., Nara, A., Tsou, M.H. (2020). Twitter communication during an infectious disease outbreak: The case of Hepatitis A in San Diego, 2016–2018. *American Journal of Public Health*, 110(S3), S348-S355. <https://doi.org/g4tc>
Journal Rank: 13/585; Acceptance Rate: 18%; Impact Factor: 2.41; H-Index: 278
Contributions: Analysis and manuscript writing.
13. Deal, B.E., **Martinez, L.**, Spitzberg, B.S., Tsou, M.-H. (2020). "I definitely did not report it when I was raped...#WeBelieveChristine #MeToo": A content analysis of disclosures of sexual assault on Twitter. *Social Media & Society*, 6(4), 2056305120974610. <https://doi.org/jgqf>
Journal Rank: 21/458; Acceptance Rate: 15%; Impact Factor: 1.81; H-Index: 42
Contributions: Analysis and manuscript writing.
14. Lewis, N., **Martinez, L.S.** (2020). Information seeking as a predictor of risk behavior: Testing a behavior and risk information engagement model (BRIE). *Journal of Health Communication*, 25(6), 474-483. <https://doi.org/jgqg>
Journal Rank: 70/458; Acceptance Rate: 11%; Impact Factor: .88; H-Index: 93
Contributions: Conceptualization, data collection, and manuscript writing.
15. Gibbons, J., Malouf, R., Spitzberg, B., **Martinez, L.**, Appleyard, B., Thompson, C., Nara, A., Tsou, M.H. (2019). Twitter-based measures of neighborhood sentiment as predictors of residential population health. *Plos ONE*, 14(7), e0219550. <https://doi.org/gpbsxt>
Journal Rank: 474/2836; Acceptance Rate: 70%; Impact Factor: .85; H-Index: 367
Contributions: Manuscript writing.
16. **Martinez, L.S.**, Hughes, S., Walsh-Buhi, E., Tsou, M. H. (2018). "Okay, we get it. You vape": An analysis of content, context, and sentiment regarding e-cigarettes on Twitter. *Journal of Health Communication*, 23(6), 550-562. <https://doi.org/g4tb>
Journal Rank: 70/458; Acceptance Rate: 11%; Impact Factor: .88; H-Index: 93
Contributions: Analysis and manuscript writing.

Before Tenure

17. Lewis, N., **Martinez, L.S.**, Carmel, O. (2017). Measures of information seeking: A validation study in the context of drug use behaviors. *Communication Methods and Measures*, 4(11), 266-288. <https://doi.org/jgqh>
Journal Rank: 31/293; Acceptance Rate: <35%; Impact Factor: 1.13; H-Index: 13
Contributions: Conceptualization, data collection, and manuscript writing.
18. Cheng, Y., Ahn, J., Lewis, N., & **Martinez, L.** (2017). A cross-comparative survey of information seeking and scanning about drug-related sources and topics among US and Israeli college students. *Journal of Health Communication*, 22(8), 692-701. <https://doi.org/gcz7w5>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, data collection, and manuscript writing (student-led paper).
19. Meng, J., **Martinez, L.**, Holmstrom, A.J., Cox, J., Chung, M. (2017). Research on social networking sites and social support from 2004 to 2015: A narrative review and directions for future research. *Cyberpsychology, Behavior, and Social Networking*, 20(1), 44-51. <https://doi.org/f9m47m>
Journal Rank: 22/293; Acceptance Rate: <15%; Impact Factor: 2.19; H-Index: 106
Contributions: Conceptualization, data collection, analysis, and manuscript writing.

20. **Martinez, L.S.**, Lewis, N. (2016). The moderated influence of perceived behavioral control on intentions among the general U.S. population: Implications for public communication campaigns. *Journal of Health Communication*, 21(9), 1006-1015. <https://doi.org/jgqj>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, analysis, and manuscript writing.
21. **Martinez, L.S.**, Lewis, N. (2016). A mediation model to explain the effects of information seeking from media and interpersonal sources on young adults' intention to use marijuana. *International Journal of Communication*, 10, 1809-1832.
Journal Rank: 155/293; Impact Factor: 0.67; H-Index: 15
Contributions: Conceptualization, data collection, and manuscript writing.
22. Lewis, N., **Martinez, L.S.**, Agbarya, A., & Piatok-Vaisman, T. (2016). Examining patterns and motivations for drug-related information seeking and scanning behavior: A cross-national comparison of American and Israeli college students. *Communication Quarterly*, 64(2), 145-172. <https://doi.org/jgqk>
Journal Rank: 97/293; Acceptance Rate: <9%; Impact Factor: 0.50; H-Index: 15
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
- Prior to Affiliation with San Diego State University-----
23. Gibson, L., Tan, A. S., Freres, D., Lewis, N., **Martinez, L.**, & Hornik, R. C. (2016). Nonmedical information seeking amid conflicting health information: Negative and positive effects on prostate cancer screening. *Health Communication*, 31(4), 417-424. <https://doi.org/jgqm>
Journal Rank: 38/293; Acceptance Rate: 13%; Impact Factor: 1.46; H-Index: 50
Contributions: Data collection and preliminary analysis.
24. Moldovan-Johnson, M., **Martinez, L.S.**, Lewis, N., Freres, D., Hornik, R.C. (2014). The role of patient clinician information engagement and information seeking from nonmedical sources in fruit and vegetable intake among cancer patients. *Journal of Health Communication*, 19(12), 1359-1376. <https://doi.org/jgqn>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.
25. Lewis, N., & **Martinez, L.S.** (2014). Does the number of cancer patients' close social ties affect cancer-related information seeking through communication efficacy? Testing a mediation model. *Journal of Health Communication*, 19(9), 1076-1097. <https://doi.org/jgqp>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.
26. **Martinez, L.S.** (2014). Explaining the effects of anticipated regret messages on young women's intention to consume folic acid: A moderated-mediation model. *Journal of Health Communication*, 19(1), 115-132. <https://doi.org/jgqq>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
27. Ramirez, A.S., Freres, D., **Martinez, L.S.**, Lewis, N., Bourgoin, A., Kelly, B.J., Lee, C.J., Nagler, R., Schwartz, J.S., Hornik, R.C. (2013). Information seeking from media and family/friends increases likelihood of engaging in healthy lifestyle behaviors. *Journal of Health Communication*, 18(5), 527-542. <https://doi.org/gqkc5f>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.

28. Lewis, N., **Martinez, L.**, Freres, D.R., Sanford Schwartz, J.S., Armstrong, K., Gray, S., Frazee, T., Nagler, R., Bourgoin, A., & Hornik, R.C. (2012). Seeking cancer-related information from media and family/friends increases fruit and vegetable consumption among cancer patients. *Health Communication, 27*(4), 380-388. <https://doi.org/bb76zx>
Journal Rank: 38/293; Acceptance Rate: 13%; Impact Factor: 1.46; H-Index: 50
Contributions: Data collection, analysis, and manuscript writing.
29. **Martinez, L.S.**, Schwartz, J.S., Freres, D., Frazee, T., Hornik, R.C. (2009). Patient-clinician information engagement increases treatment decision satisfaction among cancer patients through feeling of being informed. *Patient Education and Counseling, 77*(3), 384-390. <https://doi.org/c8xcd4>
Journal Rank: 198/1806; Impact Factor: 2.23; H-Index: 107
Contributions: Data collection, analysis, and manuscript writing.
30. **Martinez, L.S.**, Lewis, N. (2009). The role of direct-to-consumer advertising in shaping public opinion surrounding prescription drug use to treat depression or anxiety in youth. *Journal of Health Communication, 14*(3), 246-261. <https://doi.org/fg944k>
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
31. Annenberg Media Exposure Research Group: Arnold, A.K., Bigman, C., Brechman, J., Fishman, J., Lee, C., Lewis, N., **Martinez, L.**, Verrochi, N., Wainwright, D. & Fishbein, M. (2008). Linking measures of media exposure to sexual cognitions and behaviors: A review. *Communication Methods and Measures, 2*(Issues 1 and 2), 23-42. <https://doi.org/bzn6rf>
Journal Rank: 31/293; Acceptance Rate: <35%; Impact Factor: 1.13; H-Index: 13
Contributions: Data collection, analysis, and manuscript writing.

REFEREED PROCEEDINGS

After Tenure

1. **Martinez, L.S.**, Tsou, M.H., & Spitzberg, B.S. (2019). A case study in belief surveillance, sentiment analysis, and identification of informational targets for e-cigarettes interventions. *Proceedings of the 10th International Conference on Social Media and Society* (pp. 15-23). New York: ACM.

REFEREED BOOK CHAPTERS

After Tenure

1. **Martinez, L.S.** (2023). Health conspiracy theories. In E. Ho, C. Bylund, J.C.M. van Weert, I. Basnyat, N. Bol & M. Dean (Eds.) *The International Encyclopedia of Health Communication*. Wiley: Hoboken, NJ.
2. **Martinez, L.S.** (2023). Health misinformation and rumors. In E. Ho, C. Bylund, & J.C.M. van Weert (Eds.) *The International Encyclopedia of Health Communication*. Wiley: Hoboken, NJ.
3. **Martinez, L.S.**, Tsou, M.-H., Spitzberg, B.H. (2021). A case study in belief surveillance, sentiment analysis, and identification of informational targets for e-cigarettes interventions. In A. Nara & M. Tsou (Eds.) *Empowering Human Dynamics Research with Social Media and Geospatial Data Analytics*. Springer, New York: NY.
4. **Martinez, L.S.** (2021). Research on misinformation and social networking sites. In A. Nara & M. Tsou (Eds.) *Empowering Human Dynamics Research with Social Media and Geospatial Data Analytics*. Springer, New York: NY.

Before Tenure

5. **Martinez, L.S.** (2017). Data science. In L.A. Schintler & C.L. McNeely (Eds.) *The Encyclopedia of Big Data*. Springer Publishing Company: New York, NY.
6. **Martinez, L.S.** (2017). Behavioral analytics. In L.A. Schintler & C.L. McNeely (Eds.) *The Encyclopedia of Big Data*. Springer Publishing Company: New York, NY.

7. **Martinez, L.S.** (2017). Validity (face/content). In M. Allen (Ed.) *The SAGE Encyclopedia of Communication Research Methods*. Sage Publications, Inc.: Thousand Oaks, CA.
8. **Martinez, L.S.** (2017). Variables (operationalization). In M. Allen (Ed.) *The SAGE Encyclopedia of Communication Research Methods*. Sage Publications, Inc.: Thousand Oaks, CA.

-----Prior to Affiliation with San Diego State University-----

9. **Martinez, L.S.** (2014). Information nonseeking. In T.L. Thompson (Ed.) *Encyclopedia of Health Communication*. Sage Publications, Inc.: Thousand Oaks, CA.
10. **Martinez, L.S.** (2014). Psychosocial determinants of health information seeking behavior. In T.L. Thompson (Ed.) *Encyclopedia of Health Communication*. Sage Publications, Inc.: Thousand Oaks, CA.

UNPUBLISHED, REFEREED PAPERS BEFORE PROFESSIONAL CONFERENCES

After Tenure

1. Satybaldiyeva, N., **Martinez, L. S.**, Cooper, B., & Oren, E. (May, 2024). The association between message framing and intention to vaccinate against Hepatitis A. Paper accepted for presentation at the National Foundation for Infectious Diseases (NFID) Annual Conference on Vaccinology Research (ACVR), Online.
2. **Martinez, L.S.**, Park, J., Chen, H.L., Mikita, E.A., Gonzalez, M., Yadav, V., Jones, E., Tsou, M.-H. (June, 2024). Psychosocial determinants of three behaviors related to COVID-19 vaccination: Implications for public health communication campaigns. Paper accepted for presentation at the International Communication Association annual meeting, Gold Coast, Australia.
3. Finlayson, T.L., Malcarne, V.L., Ayala, G.X., Schiaffino, M.K., Hoefft, K.S., Garcia-Alcaraz, C., Ryder, M., Gansky, S., **Martinez, L.**, Yang, M., Dougherty, E., Maupomé, G., Stamm, N., Shue, B. (March, 2024). Development of Bilingual Oral Health Behavior Social Support scales. Abstract accepted for presentation at the International Association for Dental Research (IADR) annual meeting, New Orleans, LA.
4. Canary, H.E., Daly, B.M., Roberts, S., Wong, B., **Martinez, L.S.**, Savage, M., Gammon, A., Kaphingst, K. (May, 2023). Mapping the genetics communication circuit: A family case study. Paper accepted for presentation at the International Communication Association (ICA) annual meeting, Toronto, CA.
5. **Martinez, L.S.**, Devi, A., Maupome, G., Finlayson, T.L. (May, 2023). Using a social network approach to understand oral health behaviors and social support among Mexican-origin young adults. Paper accepted for presentation at the International Communication Association (ICA) annual meeting, Toronto, CA.
6. Lee, A., **Martinez, L.**, Oren, E. (September, 2022). COVID-19-related information engagement, risk perceptions and behaviors among undergraduate students. Paper accepted for presentation at the American College of Epidemiology (ACE) annual meeting. Scottsdale, AZ.
7. Walsh-Buhi, E., Houghton, R.F., Ferrand, J., & **Martinez, L.** (June, 2022). Communicating about pre-exposure prophylaxis on Instagram. Poster accepted for presentation at the Indiana University National HIV Conference (IUNHC). Bloomington, IN.
8. **Martinez, L.S.**, Williams, D., Brooks, A., Duarte, E., Light, D., Spitzberg, B.H., Tsou, M.-H. (May, 2022). Pandemic or plandemic? A content analysis of tweets mentioning COVID-19 conspiracy theories on Twitter. Paper accepted for presentation at the International Communication Association (ICA) annual meeting, Paris, FR.
9. Canary, H.C., **Martinez, L.S.**, Lacy, N.B. (February, 2022). Cultivating social justice and anti-racism across the curriculum: A school of communication case study. Paper accepted for presentation at the Western States Communication Association (WSCA) annual meeting, Portland, OR.
10. **Martinez, L.S.**, Azzam, K., Han, G., Santiago, V., Ahn, S. Osuna, J. (February, 2022). Genetics and COVID-19: Who is driving the conversation on Facebook? Paper accepted for presentation at the Western States Communication Association (WSCA) annual meeting, Portland, OR. Awarded Top Paper in Health Communication Division.
11. Canary, H.C., Wellman, N., **Martinez, L.** (November, 2021). COVID-19, genetics, and risk: Content analysis of Facebook posts early in the coronavirus pandemic. Paper accepted for presentation at the National Communication Association (NCA) annual meeting, Seattle, WA.

12. **Martinez, L.S.**, Jones, E., Mikita, E., Yadav, V., Tsou, M.-H. (October, 2021). Examining vaccine sentiment on Twitter and offline local vaccine events during the COVID-19 pandemic. Poster accepted for presentation at the American Public Health Association (APHA) annual meeting, Denver, CO.
13. Lewis, N., **Martinez, L.** (May, 2021). Information scanning impacts nonmedical drug use among college students: A longitudinal study of scanning effects. Paper presented at the International Communication Association (ICA) annual meeting, Denver, CO.
14. **Martinez, L.**, Navarrete, R., Hughes, S., Walsh-Buhi, E., & Tsou, M.-H. (May, 2020). E-cigarettes and vape gods: An analysis of robot accounts on Twitter. Paper presented at the International Communication Association (ICA) annual meeting, Gold Coast, AU.
15. Deal, B.E., **Martinez, L.**, Spitzberg, B.S., Tsou, M.-H. (November, 2019). "I definitely did not report it when I was raped...#WeBelieveChristine #MeToo": A content analysis of disclosures of sexual assault on Twitter. Paper presented at the National Communication Association (NCA) annual meeting, Baltimore, MD.
16. **Martinez, L.S.**, Reno, J., Deal, B.E. (May, 2019). Differences in human papillomavirus virus (HPV) knowledge and awareness: Comparing self, surrogate, and mutual health information seekers. Poster presented at the HINTS Data Users Conference, Bethesda, MD and paper presented at the International Communication Association (ICA) annual meeting, Washington, DC.
17. Harrer, H., **Martinez, L.**, Spitzberg, B., Roesch, S. (February, 2019). IMPACCTS©: The development of the interactive media package for the assessment of communication and critical thinking - Short version. Paper presented at the Western States Communication Association (WSCA) annual meeting, Seattle, WA. Awarded Top Paper in Communication and Instruction Division.
18. Hensley, R.E. & **Martinez, L.** (November, 2018). Why do you (un)friend? Motivations for friending and unfriending others on Facebook. Paper presented at the National Communication Association (NCA) annual meeting, Salt Lake City, UT.
19. **Martinez, L.S.**, Hensley, R.E., Tsou, M.H., Jung, C.T. (November, 2018). Conversations with advocates of e-cigarettes. Paper presented at the National Communication Association (NCA) annual meeting, Salt Lake City, UT and poster presented at the American Public Health Association (APHA) annual meeting, San Diego, CA.
20. Lewis, N., **Martinez, L.S.** (November, 2018). Testing a longitudinal model of effects of information seeking from media and interpersonal sources on nonmedical cannabis use. Poster presented at the American Public Health Association (APHA) annual meeting, San Diego, CA.
21. Oren, E., Purnajo, I., **Martinez, L.**, Islam, T., Hensley, R.E., Jain, P., Nara, A., Tsou, M.H. (November, 2018). Using social media to complement Hepatitis A outbreak efforts. Presentation at the American Public Health Association (APHA) annual meeting, San Diego, CA.
22. **Martinez, L. S.**, Tan, A., Lewis, N., Santiago, J.E., & Woo, N.T. (May, 2018). A narrative review of information engagement and social networking sites research. Paper presented at the International Communication Association (ICA) annual meeting, Prague, CZ.

Before Tenure

23. Ede, A., Feltz, D.L., **Martinez, L.S.**, Neal, J.W., Smith, A.L. (2017, June). Predictors of friendship between exercisers and their personal trainers. Poster presented at the North American Society for the Psychology of Sport and Physical Activity (NASPSPA) annual meeting, San Diego, CA.
24. **Martinez, L.S.**, Hugh, S., Buhi, E. (2017, May). "Okay, we get it. You vape": An analysis of content, context, and sentiment regarding e-cigarettes on twitter. Paper presented at the International Communication Association (ICA) annual meeting, San Diego, CA.
25. **Martinez, L.S.**, Spitzberg, B., Tsou, M., Issa, E., & Peddecord, M. (2017, May). *Vax populi*: The social [media] (de)construction of public health policy. Paper presented at the International Communication Association (ICA) annual meeting, San Diego, CA.
26. Lewis, N., **Martinez, L.S.**, Carmel, O. (May, 2017). Measures of information seeking: A validation study in the context of drug use behaviors. Paper presented at the International Communication Association (ICA) annual meeting, San Diego, CA.
27. Christerson, K., Spitzberg, B., & **Martinez, L.** (2017, May). Organizing persuasive appeals for organ donation: A study of evidence and prospect effects on organ donation. Paper presented at the International Communication Association (ICA) annual meeting, San Diego, CA.

28. Meng, J., **Martinez, L.**, Holmstrom, A.J., Cox, J., Chung, M. (2016, November). A review of research on social networking sites and social support from 2004 to 2015. Paper presented at the National Communication Association (NCA) annual meeting, Philadelphia, PA.
29. **Martinez, L.S.**, Record, R., Silberman, W., Wehlage, S., Kaiser, E. (2016, November). Run the risk or take a chance? Comparing effects of probabilistic frames on behavioral intention. Paper presented at the National Communication Association (NCA) annual meeting, Philadelphia, PA.
30. **Martinez, L.S.**, Tan, A., Lewis, N. (2016, June). Conceptual and methodological considerations for information engagement research. Paper presented at the International Communication Association (ICA) annual meeting, Fukuoka, Japan.
31. **Martinez, L.S.** (2015, November). Like, comment, share: How engagement with social media and online health information seeking strengthens resolve to quit among current smokers. Paper presented at the American Public Health Association (APHA) annual meeting, Chicago, IL.

-----Prior to Affiliation with San Diego State University-----

32. Lewis, N., **Martinez, L.S.** (2014, September). Retweeting nonmedical amphetamine use: How social media is changing the way social influence promotes drug use intentions among university students. Paper presented at the International Communication Association Regional Conference, Brisbane, Australia.
33. **Martinez, L.S.**, Lewis, N. (2014, November). Effects of information seeking about amphetamines and marijuana from media and interpersonal sources on intention to engage in nonmedical drug use among college students: The mediating role of attitudes and perceived normative pressure. Paper presented at the National Communication Association (NCA) annual meeting, Chicago, IL and poster presented at the American Public Health Association (APHA) annual meeting, New Orleans, LA.
34. Piatok-Vaisman, T., Agbarya, A., **Martinez, L.S.**, & Lewis, N. (2014, November). Exploring uses and sources of information about nonmedical prescription drugs among university students. Poster presented at the American Public Health Association (APHA) annual meeting, New Orleans, LA.
35. Cheng, Y., Ahn, J., Lewis, N., **Martinez, L.** (2014, November). Are drug prevention efforts fulfilling the informational needs of college students? A survey of engagement with information about topics related to marijuana and amphetamines from media, medical, and interpersonal sources. Poster presented at the American Public Health Association (APHA) annual meeting, New Orleans, LA and the National Communication Association (NCA) annual meeting, Chicago, IL.
36. Ahn, J., Cheng, Y., Lewis, N., **Martinez, L.** (2014, November and 2015, May). Does personality predict information seeking about drugs? Using the big 5 to profile personality traits of college students who actively seek information about marijuana. Poster presented at the American Public Health Association (APHA) annual meeting, New Orleans, LA and the International Communication Association (ICA) annual meeting, San Juan, Puerto Rico.
37. Gibson, L., Tan, A., Freres, D., Lewis, N., **Martinez, L.**, & Hornik, R.C. (2014, May). Non-medical seeking in a climate of conflicting health information: Negative and positive effects on undergoing prostate cancer screening with the prostate-specific antigen test. Paper presented at the International Communication Association (ICA) annual meeting, Seattle, WA. Awarded Top Paper in Health Communication Division.
38. **Martinez, L.S.**, Lewis, N. (2013, November). Examining patterns and motivations for drug-related information seeking and scanning behavior among college students. Paper presented at the National Communication Association (NCA) annual meeting, Washington, DC.
39. Lewis, N., **Martinez, L.S.** (2012, October and November). Perceived social support increases cancer-related information seeking among cancer patients through communication efficacy. Poster presented at the American Public Health Association (APHA) annual meeting, San Francisco, CA and paper presented at the National Communication Association (NCA) annual meeting, Orlando, FL.
40. **Martinez, L.S.** (2012, May). Explaining the joint effects of consideration of future consequences and anticipated regret messages on women's intention to consume folic acid: A moderated-mediation model. Paper presented at the International Communication Association (ICA) annual meeting, Phoenix, AZ.
41. Moldovan-Johnson, M., **Martinez, L.S.**, Lewis, N., Freres, D., Hornik, R.C. (2012, May). The role of patient clinician information engagement and information seeking from nonmedical sources in fruit and vegetable intake

among cancer patients. Paper presented at the International Communication Association (ICA) annual meeting, Phoenix, AZ.

42. **Martinez, L.S.**, & Lewis, N. (2010, November). Nothing but a good time: Celebrity endorsement of alcohol consumption. A content analysis of Rock of Love with Bret Michaels (Season 1). Paper presented at the National Communication Association (NCA) annual meeting, San Francisco; CA.
43. Moldovan, M., Bourgoin, A., Freres, D., Tan, A., Parvanta, S., Mello, S., **Martinez, L.**, Hornik, R. (2010, April). Antecedents of patient clinician information engagement (PCIE). Poster presented at the National Cancer Institute Centers for Excellence in Cancer Communication (CECCR) annual meeting, Philadelphia, PA.
44. Lewis, N., **Martinez, L.**, Freres, D.R., Sanford Schwartz, J.S., Armstrong, K., Gray, S., Frazee, T., Nagler, R., Bourgoin, A., & Hornik, R.C. (2009, November and 2010, June). Seeking cancer-related information from media and family/friends increases fruit and vegetable consumption among cancer patients. Paper presented at the American Public Health Association (APHA) annual meeting, Philadelphia, PA and at the International Communication Association (ICA) annual meeting, Singapore.
45. **Martinez, L.**, Hornik, R., Schwartz, J.S., Freres, D., & T. Frazee. (2008, November). Patient-clinician information exchange increases treatment decision satisfaction among cancer patients through feeling of being informed. Paper presented at the National Communication Association (NCA) annual meeting, San Diego, CA.
46. Lewis, N., & **Martinez, L.S.** (2008, November). Why celebrity bloggers are the new beauty police. Paper presented at the National Communication Association (NCA) annual meeting; San Diego, CA.
47. Frazee, T. Gray, S. Ho, A., Nagler, R., Lee, C-J., Schwartz, S., Armstrong, K., DeMichele, A., Freres, D., Hull, S., Kelly, B., Lewis, N., **Martinez, L.**, Smith-McLallen, A., Niederdeppe, J., Ramirez, S., Romantan, A., Wong, N., & Hornik, R. (2008, April). Longitudinal effects of information seeking on cancer patients' concerns about risks. Poster presented at the National Cancer Institute Centers for Excellence in Cancer Communication (CECCR) annual meeting, Atlanta, GA.
48. Freres, D., Ramírez, A.S., Lewis-Persky, N., **Martinez, L.**, Armstrong, K., DeMichele, A., Frazee, T., Gray, S., Hull, S., Kelly, B., Lee, C-J., Nagler, R., Romantan, A., Schwartz, J.S., Smith-McLallen, A., & R. Hornik. (2008, April). Longitudinal effects of psa-related information seeking and scanning on psa testing behavior. Poster presented at the National Cancer Institute Centers for Excellence in Cancer Communication (CECCR) annual meeting, Atlanta, GA.
49. Ramírez, A.S., Freres, D., **Martinez, L.**, Lewis-Persky, N., Armstrong, K., DeMichele, A., Frazee, T., Gray, S., Hull, S., Kelly, B., Lee, C-J., Nagler, R., Romantan, A., Schwartz, J.S., Smith-McLallen, A., & R. Hornik. (2008, April). Longitudinal effects of diet-related information seeking and scanning on dieting behavior. Poster presented at the annual meeting of the National Cancer Institute Centers for Excellence in Cancer Communication (CECCR), Atlanta, GA.
50. **Martinez, L.S.**, Lewis, N. (2007, November and 2008, May). The role of direct-to-consumer advertising in shaping public opinion surrounding prescription drug use to treat depression or anxiety in youth. Paper presented at the American Public Health Association (APHA) annual meeting, Washington, DC and at the International Communication Association (ICA) annual meeting, Montreal; May 2008.
51. Nagler, R.H., **Martinez, L.S.**, Hornik, R. (2007, November). Americans' reliance on interpersonal and media sources is associated with cancer screening and prevention behavior. Poster presented at the American Public Health Association (APHA) annual meeting, Washington, DC.
52. Annenberg Media Exposure Research Group: Arnold, A.K., Bigman, C., Brechman, J., Fishman, J., Lee, C., Lewis, N., **Martinez, L.**, Verrochi, N., Wainwright, D. & Fishbein, M. (2007, April). Linking measures of exposure to sexual cognitions and behaviors: A historical review. A National Cancer Institute Centers for Excellence in Cancer Communication (CECCR) Workshop: Investigating Relations between Media Exposure and Cancer-Related or Other Behaviors: How Should we Measure Exposure?, Philadelphia, PA.

MEDIA COVERAGE & INTERVIEWS

After Tenure

1. **Martinez, Lourdes S.** Interviewed by Oliver Conway: "The Newsroom", August 8, 2018. BBC World Service (Radio).

2. **Martinez, Lourdes S.** Cited by Victoria Forster: “Bots are Dominating the Discussion about E-cigarettes on Twitter”, August 7, 2018. Forbes Magazine (Online).
3. **Martinez, Lourdes S.** Cited by Natalie Rahhal: “Are BOTS Fueling your Vaping Addiction? Study Finds Most Online Resources About E-cigarettes are Nonsense Generated by Devices”, August 9, 2018. Daily Mail (Online).
4. **Martinez, Lourdes S.** “Switched to Vaping Because it is Safe? Blame Twitter Bots for Misleading You”, August 6, 2018. The Economic Times, India Times (Online).
5. **Martinez, Lourdes S.** “Vaping Draws Strong Support—From Bots”, August 6, 2018. Medical Express (Online).
6. **Martinez, Lourdes S.** Cited by Jeff Parsons: “Army of Internet ‘Bots’ are Spreading Positive Messages about E-cigs, Study Finds”, August 6, 2018. Metro (Online).

PUBLICATIONS IN PROCESS

1. **Martinez, L.S.,** Park, J., Chen, H.L., Mikita, E.A., Gonzalez, M., Yadav, V., Jones, E., Tsou, M.-H. (under review). Psychosocial determinants of three behaviors related to COVID-19 vaccination: Implications for public health communication campaigns.

SCHOLARLY AWARDS

After Tenure

1. Top Paper, Health Communication Division, Western States Communication Association, 2022.
2. Top Paper, Communication & Instruction Division, Western States Communication Association, 2019.

Before Tenure

-----Prior to Affiliation with San Diego State University-----

3. Top Paper, Health Communication Division, International Communication Association, 2014.

FUNDED RESEARCH GRANTS

After Tenure

1. Co-Investigator: “Investigating skin cancer discourse on social media and crafting effective prevention messages for adolescents and young adults” – submitted to the National Institutes of Health. Amount funded: \$ 2,164,377, September 2024 – August 2028.
2. Principal Investigator: “Examining Patterns of Vaccine Acceptance and Uptake in U.S.-Mexico Border Region” – submitted to the Merck Investigators Study Program (MISP). Amount funded: \$126,547, January 2024 – December 2024.
3. Co-Investigator: “Community Partnership for Telehealth Solutions to Counter Misinformation and Achieve Equity (MINT)” – submitted to the Kaiser Permanente Medical Center. Amount funded: \$127,160, September 2022 – April 2027.
4. Co-Investigator: “Pre-exposure prophylaxis (PrEP) Information on Social Media: A Theory-Guided Study to Characterize the Social Media Landscape Regarding PrEP and Develop Evidence-based Messages to Increase PrEP Usage” – resubmitted to the National Institutes of Health (May 2022). Amount requested: \$445,333 (subaward: \$97,199). Impact Score: 22, Percentile: 8. Amount funded: \$210,205, December 2022 – November 2024.
5. Co-Investigator: “SDSU Center and Institute Funding Proposal (2021) for The Center for Human Dynamics in the Mobile Age (HDMA)” – submitted to SDSU Research Centers and Institutes (May 2021). Amount requested: \$50,000. Amount funded: \$40,000, 2021-2023.

6. Co-Investigator: “Applying Egocentric Social Network Analysis to Bilingual Oral Health Behavior Social Support Scale Validation for Mexican-origin Adults” – submitted to the National Institutes of Health (March 2020). Amount request: \$186,048.00. Amount funded: \$166,877, July 2020 – June 2021.
7. Co-Investigator: “Mapping the Genetics Communication Circuit: Genetic Counseling, Family Conversations, and Information Seeking Behaviors” – submitted to National Institutes of Health, University of Utah Center for Excellence in Ethical, Legal and Social Implication Research (UCEER). Amount funded: \$31,250, Spring 2018-Spring 2021.

Before Tenure

8. Co-Principal Investigator: “Using Social Media for Hepatitis A Outbreak Surveillance and Monitoring” – San Diego State University HealthLink. Amount funded: \$4,000, 2018 – 2019.
9. Principal Investigator: “Using Social Media Analytics to Understand Tobacco Use” – submitted to San Diego State University Grants and Research Enterprise Writing (GREW) Fellowship. Amount funded: \$1,000, February 2016 – January 2017.

-----Prior to Affiliation with San Diego State University-----

10. Consultant: “Drug-Related Information Seeking and Scanning from Media and Interpersonal Sources as an Indicator of Drug Use Risk: An Innovative Approach to Drug Use Prevention” – submitted to the European Union’s Marie Curie Career Reintegration Grant FP7-PEOPLE. Amount funded: \$189,638, 2013-2017.

GRANTS SUBMITTED

After Tenure

1. Co-Investigator: “Assisting, Informing, and Guiding Individuals Underrepresented in Biomedical Research Participating in Digital Clinical Trials Using Large Language Models” – submitted to the National Institutes of Health (May 2024). Amount requested: (Subaward with Scripps: \$1,083,600).
2. Co-Investigator: “Investigating skin cancer discourse on social media and crafting effective prevention messages for adolescents and young adults” – submitted to the National Institutes of Health (February 2024). Amount requested: \$ 2,669,806 (Subaward: \$280,054).
3. Co-Investigator: “*IHBEM: Data-Driven Modeling of Social Networks and Human Mobility into Pandemic Disease Transmission*” – submitted to the National Science Foundation (April 2022). Amount requested: 1,000,000. Impact Score: Not provided, Percentile: Not provided. Not funded.
4. Co-Investigator: “Skin Cancer on Social media: Analyzing Current Communications, Modeling Diffusion Potential, and Developing Innovative Prevention-focused Messages” – resubmitted to the National Institutes of Health (July 2023). Amount requested: \$ 2,669,806 (Subaward: \$280,054).
5. Principal Investigator: “Public Information Environment Around Third-hand Smoke” – submitted to the California Collaborative Consortium on Thirdhand Smoke (January 2023). Amount requested: \$75,000. Impact Score: Not provided, Percentile: Not provided. Not funded.
6. Co-Investigator: “Characterizing the Current Communications Landscape, Building a Health communication Model, and Testing the Efficacy of Innovative Skin Cancer-related Messages across 3 Social Media Platforms” – submitted to the National Institutes of Health (May 2022). Amount requested: \$1,464,460 (subaward: \$171,345). Not funded.
7. Co-Investigator: “RAISE: IHBEM: Advancement of Mathematical Models of Pandemic Diseases by Incorporating Real-time Data and Mechanisms of Human Behavior, Social Networks, and Human Mobility” – submitted to the National Science Foundation (May 2022). Amount requested: 1,000,000. Impact Score: Not provided, Percentile: Not provided. Not funded.
8. Principal Investigator: “Vaccine Misinformation, Health Disparities, and U.S.-Mexico Border Communities” – submitted to the Andrew Carnegie Fellowship Program (November 2021). Amount requested: \$200,000. Impact Score: Not provided, Percentile: Not provided. Not funded.

9. Research and Methods Co-Lead Investigator: “Center for Equity in Telehealth-delivered Cancer-Related Care for rural Latinos (C-TRAC)” – submitted to the National Institutes of Health (May 2021). Amount requested: \$6,003,270. Impact Score: 35, Percentile: Not provided. Not funded.
10. Co-Investigator: “Pre-exposure prophylaxis (PrEP) Information on Social Media: A Theory-Guided Study to Characterize the Social Media Landscape Regarding PrEP and Develop Evidence-based Messages to Increase PrEP Usage” – submitted to the National Institutes of Health (May 2021). Amount requested: \$445,246 (subaward: \$65,674). Impact Score: 47, Percentile: 44. Not funded.
11. Co-Principal Investigator: “Investigating the Health Information Landscape for Influenza Outbreak Communication and Monitoring” – submitted to the National Institutes of Health (March 2020). Amount requested: \$3,492,322. Not funded.
12. Co-Investigator: “Integrating Community Surveys and Social Media Analytic Approaches for Infectious Disease Outbreak Surveillance and Monitoring” - submitted to the National Institutes of Health (May 2019). Amount requested: \$2,042,953. Impact Score: 51, Percentile: 48. Not funded.
13. Co-Investigator: “Integrating Community Surveys and Social Media Analytic Approaches for Infectious Disease Outbreak Surveillance and Monitoring” - submitted to the National Institutes of Health (February 2018). Amount requested: \$413,875. Not funded.

Before Tenure

14. Co-Investigator: “Performing Actions of Civil Engagement (PACE): Promoting and Practicing Civil Dialogue” – submitted to the Waterhouse Family Institute (May 2017). Amount requested: \$10,000. Not funded.
15. Principal Investigator: “ENDS Advocacy on Social Media: Implications for Tobacco Control Policy” – submitted to the Tobacco-Related Disease Research Program (December 2016). Amount requested: \$352,510. Not funded.
16. Co-Investigator: “Building a Social Web Analytic and Surveillance Hub (SWASH) for HPV Vaccine Messages with a Multi-level Communication Research Framework” – submitted to the National Institutes of Health (October 2016). Amount requested: \$3,464,453. Impact Score: 35, Percentile: 22. Not funded.
17. Consultant: “Communication About Breast Cancer and Diversity in Cancer Care” – submitted to the National Institutes of Health (June 2017). Amount requested: \$2,327,354. Not funded.

-----Prior to Affiliation with San Diego State University-----

18. Principal Investigator: “Seeking and Scanning Drug-Related Information Shapes Drug Trajectories” – submitted to the National Institute on Drug Abuse (June 2012). Amount requested: \$335,660. Not funded.

GRANTS IN PROGRESS

1. Principal Investigator: “Examining patterns of vaccine acceptance and hesitancy in the U.S.-Mexico Border Region” – in preparation for submission to the National Institutes of Health (September 2023).

PARTICIPATION IN PROFESSIONAL ASSOCIATIONS

After Tenure

1. Convention Panel Chair for “HYBRID: Coping with Health Risks: The International Perspective.” 2024 Annual Meeting of the International Communication Association (ICA), Gold Coast, AU.
2. Convention Panel Chair for “Detecting and Addressing Misinformation about Health Issues.” 2022 Annual Meeting of the International Communication Association (ICA), Paris, FR.
3. Convention Panel Chair for “HIGH-DENSITY: Health Communication and Mental Health.” 2022 Annual Meeting of the International Communication Association (ICA), Paris, FR.

4. Convention Panel Chair for “New Insights Regarding Information Management and Avoidance of Health Information.” 2022 Annual Meeting of the International Communication Association (ICA), Paris, FR.
5. Convention Panel Chair for “The Effects and Prevention of Smoking, Vaping, and Chewing.” 2019 Annual Meeting of the National Communication Association (NCA), Baltimore, MD.
6. Convention Panel Chair for “Health Communication to Promote HPV Vaccination.” 2019 Annual Meeting of the International Communication Association (ICA), Washington, DC.
7. Convention Panel Chair for “Media and Race.” 2018 Annual Meeting of the International Communication Association (ICA), Prague, CZ.

Before Tenure

8. Convention Panel Chair for “Message Framing Effects in Health Contexts.” 2017 Annual Meeting of the International Communication Association (ICA), San Diego, CA.
9. Convention Panel Chair for “The Use of Communication Technologies in Interpersonal Communication.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.
10. Convention Panel Chair for “Health Messages: Content and Effects.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.
11. Conventional Panel Respondent for “Applied Health Communication: Changing Attitudes and Saving Lives.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.

TEACHING EFFECTIVENESS

STUDENT SUPERVISION

After Tenure

- 2022 Mikay Parsons (M.A., Communication, 2022). Feeling guilty: Testing the effectiveness of guilt and shame appeals in motivating trans-inclusive behavioral change among college students.
- 2021 Elizabeth Jones (M.A., Big Data Analytics, 2021). Local government in the context of COVID-19: Using natural language processing to analyze discourse on Twitter across four U.S. cities.
- 2019 Bonnie Deal (M.A., Communication, 2019). “I definitely did not report it when I was raped...#WeBelieveChristine #MeToo”: A content analysis of disclosures of sexual assault on Twitter.

Before Tenure

- 2018 Eliza (Rachel) Hensley (M.A., Communication, 2018). Why do you (un)friend? Motivations for friending and unfriending others on Facebook.

-----Prior to Affiliation with San Diego State University-----

- 2013 Ying Cheng (M.A., Communication, 2013). Matching affect-related risk message and cognitive-related risk message to need for affect and need for cognition: Persuading Chinese women to get routine Pap smear test.

TEACHING AWARDS

Before Tenure

-----Prior to Affiliation with San Diego State University-----

- 2014-2015 Lilly Teaching Fellowship, Michigan State University.

PUBLICATION OF TEXTBOOKS AND OTHER TEACHING AIDS

Before Tenure

- 2015-2017 Coauthor for select chapters in upcoming textbook *Communication Inquiry and Theory Experience (CITE): The Communication Capstone* (Brian H. Spitzberg, Ed.) – published in 2020.
- “Argument, Persuasion, and Influence” Chapter (Record, R., Martinez, L., Spitzberg, B.)
 - “Health Communication” Chapter (Geist-Martin, P., Record, R., Pauley, P., Beach, W., Martinez, L., Moran, M.)
 - “Experimental and Quantitative Ways of Knowing” Chapter (Martinez, L., Record, R., Spitzberg, B.)

CURRICULUM DEVELOPMENT AND TEACHING INNOVATIONS

After Tenure

- 2018-2020 Faculty-Student Mentorship Program (FSMP)
- 2021 Development of new course titled Communicating Science in the Public Interest (COMM 540)
- 2020 Development of new course titled Special Topics: Analysis of Social Networks (COMM 750)
- 2020 Use of UCINET software for data visualizations, analysis, and active learning activities in Special Topics: Analysis of Social Networks (COMM 750, Spring 2020)

Before Tenure

- 2016 Use of Coursekey as class engagement system in Quantitative Methods in Communication (COMM 420, Spring 2016) and Communication in Health Risk and Crises (COMM 426, Spring 2016)

PARTICIPATION IN TEACHING TRAINING OR TEACHING CONFERENCES

After Tenure

- 2022 “Cultivating Social Justice and Anti-Racism Across the Curriculum: A School of Communication Case Study.” Co-presented with Dr. Heather Canary and Nicholas B. Lacy (Communication, SDSU). Disseminating Curricular Redesign Efforts Webinar. California State University – San Francisco, CA. May 2022.
- 2021 Summer learning course “Flexible Course Design Institute” at San Diego State University through SDSU Flexible Course Design Training for additional teaching training in multiple modalities and future course development.
- 2020 Summer learning course “Flexible Course Design Institute” at San Diego State University through SDSU Flexible Course Design Training for transition to virtual learning during pandemic and future course development.

Before Tenure

- 2017 Extended learning course “*Network Analysis I*” at the University of Michigan through Inter-university Consortium for Political and Social Research (ICPSR) Summer Scholars Program (June-July 2017) for future course development.
- 2017 “Cultivating a Growth Mindset” at the Center for Teaching and Learning (September 18, 2017)
- 2016 “Catch Them Early: Using Blackboard’s Analytics To Identify and Support Struggling Students” at the Center for Teaching and Learning (September 13, 2016)
- 2016 Use of Coursekey as class engagement system in Quantitative Methods in Communication (COMM 420, Spring 2016) and Communication in Health Risk and Crises (COMM 426, Spring 2016)
- 2015 “Common Student Grievances (and How to Avoid Them)” at the Center for Teaching and Learning (September 9, 2015)

INVITED GUEST LECTURES

After Tenure

- 2024 "Vaccine Misinformation, Public Policy, and Trust in Public Health Leadership During the COVID-19 Pandemic". Keynote Presentation for the 2024 International Communication Association (ICA) regional conference *Human Tech Transition: Crises in Mediatized Politics, Society & Economy*. University of Warsaw, Poland. March 2024.
- 2023 "Communication On Social Media and Infectious Diseases." Invited Seminar. Haifa University, Israel. March 2023.
- 2020 "Risk Perceptions and Responses to Infectious Disease Outbreaks Among Members of the Public: A Twitter Analysis in San Diego County." Co-presented with Dr. Eyal Oren (Public Health, SDSU). High Grand Rounds. University of California – San Diego, CA. August 2020.

Before Tenure

- 2018 "Examining Twitter Conversations About Electronic Nicotine Delivery Systems (ENDS)." NSF-CDI and NSF-IBSS Project Summer Specialist Meeting, San Diego State University, CA. August 2018.
- 2018 "E-cigarettes and Twitter." HDMA Lightening Talk Series. San Diego State University, CA. March 2018.
- 2017 "Probabilistic Message Framing." School of Communication Research Colloquium. San Diego State University, CA. September 2017.
- 2017 "Social Influence on Social Media and Normative Perceptions of Health-Related Behaviors." NSF-CDI and NSF-IBSS Project Summer Specialist Meeting, San Diego State University, CA. August 2017.
- 2017 "Social Media and Public Health Policy in an Era of Big Data." HDMA Lightening Talk Series. San Diego State University, CA. March 2017.
- 2016 "10 Years of Research on Social Support: What Do We Know and Where Do We Need To Go." School of Communication Research Colloquium. San Diego State University, CA. December 2016.
- 2016 "Health Intervention Opportunities Using Social Media Analytics and Behavioral Science Theory." NSF-CDI and NSF-IBSS Project Summer Specialist Meeting, San Diego State University, CA. August 2016.
- 2016 "Using Big Data and a Reasoned-Action Approach to Map Interventions Opportunities to Map Intervention Opportunities for E-Cigarettes." HDMA Lightening Talk Series. San Diego State University, CA. April 2016.
- 2015 "Information Engagement Research." School of Communication Research Colloquium. San Diego State University, CA. December 2015.
- 2015 "Social Scientific Frameworks for Guiding the Use of Social Media and Big Data in Hyperlocal Human Dynamics Research." NSF-CDI and NSF-IBSS Project Summer Specialist Meeting, San Diego State University, CA. August 2015.

-----Prior to Affiliation with San Diego State University-----

- 2015 "Outcomes and Antecedents of Information Seeking: Cross-National Comparisons Between U.S. and Israeli College Students". Invited Seminar. Department of Psychology, Michigan State University. April 2015.
- 2015 "Outcomes and Antecedents of Information Seeking: Cross-National Comparisons Between U.S. and Israeli College Students". Invited Seminar. Department of Communication, Michigan State University. April 2015.
- 2014 "Outcomes and Antecedents of Drug-Related Information Seeking Among U.S. College Students: Implications for Intervention." Invited Seminar. Haifa University, Israel. March 2014.

SERVICE

SERVICE FOR THE DEPARTMENT

After Tenure

- 2024 Interim School Director (San Diego State University: Fall 2024)
- 2020-present Associate Director (San Diego State University: 2020-present) (Sabbatical Spring 2023; Interim Director Fall 2024)
- 2020-present Director of Undergraduate Studies (San Diego State University: 2020-present) (Sabbatical Spring 2023)

- 2020-present Curriculum Committee Chair (San Diego State University: Fall 2020-present) (Sabbatical Spring 2023)
- 2018-present Retention, Tenure, and Promotion (RTP) Committee (San Diego State University: Fall 2018-present) (Sabbatical Spring 2023)
- 2020-present Ad-Hoc Doctoral Program Proposal Development Committee (San Diego State University: Spring 2020-present) (Sabbatical Spring 2023)
- 2021 Faculty Search Chair – Communication: Health Disparities (San Diego State University: Fall 2021)
- 2021 Faculty Search Committee – Conflict and Communication (San Diego State University: Fall 2021)

- 2020 Faculty Search Chair – Communication, Media and Technology (San Diego State University: Fall 2020).

Before Tenure

- 2018 Faculty Search Committee – Capstone Course (San Diego State University: Fall 2017)
- 2016 Faculty Search Committee – Organizational Communication (San Diego State University: Fall 2016)
- 2016 Ad-Hoc Assessment Committee (San Diego State University: Spring 2016)
- 2016 Faculty Search Committee – Relational/Health Communication (San Diego State University: Fall 2016)
- 2015 Faculty Search Committee – Intercultural Communication (San Diego State University: Fall 2015)
- 2015 Faculty Meeting Scribe – (San Diego State University: Fall 2015)

SERVICE FOR THE COLLEGE

After Tenure

- 2020-present Curriculum Committee (San Diego State University: Fall 2020-present) (Sabbatical Spring 2023)
- 2017-2020 Academic Policy, Planning, and Personnel Committee (San Diego State University: Fall 2017-Spring 2020)

Before Tenure

-----Prior to Affiliation with San Diego State University-----

- 2012-2013 Graduate Health and Risk Communication Program Admissions Committee (Michigan State University: 2012-2013)
- 2012-2013 Graduate Summer Funding Proposals Reviewer (Michigan State University: 2012-2013)

SERVICE FOR THE UNIVERSITY

After Tenure

- Fall 2022 Undergraduate Council PSFA College Representative (Fall 2022)
- 2017-present Student Research Symposium (SRS) Judge (San Diego State University: Spring 2017- present) (Sabbatical Spring 2023)
- 2016-present Institutional Review Board (IRB) Member (San Diego State University: Fall 2016-present) (Sabbatical Spring 2023)
- 2017-2019 Center for Human Dynamics in the Mobile Age (HDMA) Lightning Talks Series (Co-Planner: Spring 2017-2019)
- 2019 Common Experience SDSU Lecture: The Psychology of Time: How Time Perspective is Associated with Health and Human Development with invited speaker Dr. Zena Mello (San Francisco State University) (Planner for “Time” Theme: Spring 2019)

Before Tenure

-----Prior to Affiliation with San Diego State University-----

- 2013 Faculty Search Committee – Computer-Mediated/Social Media & Interpersonal Communication (Michigan State University: Fall 2013)
- 2013 Faculty Search Committee – Organizational Communication (Michigan State University: Fall 2013)

2012 Faculty Search Committee – Communication Theories in Health (Michigan State University: Fall 2012)
2013-2014 Faculty Meeting Scribe – (Michigan State University: 2013-2014)
2011-2012 Faculty Meeting Scribe – (Michigan State University: 2011-2012)
2011-2013 Advisory Committee (Michigan State University: 2011-2013)

SERVICE FOR THE PROFESSION

After Tenure

2025-2027 Senior Editor for the Journal of Health Communication
2024-2026 Editorial Review Board Member for Western Journal of Communication
2022-2024 Chair of the Health Communication Division of the International Communication Association
2020-2022 Vice-Chair of the Health Communication Division of the International Communication Association
2020-present Health Communication Associate Editor
2021-2022 WSCA Publications Committee Chair
2019-2021 WSCA Publications Committee Member
2019-2020 New Jersey Governor’s Council for Medical Research and Treatment of Autism Grant Scientific Panel
Reviewer
2010-present ICA Reviewer
2010-present NCA Reviewer
2015-present WSCA Reviewer
2012-present Health Communication Reviewer
2013-present Journal of Health Communication Reviewer

Before Tenure

2015-2016 WSCA Host Committee