

CURRICULUM VITAE

Lourdes S. Martinez
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EDUCATION

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

TEACHING POSITIONS

Associate Professor San Diego State University	August 2018-Present Communication
Assistant Professor San Diego State University	August 2015 – August 2018 Communication
Assistant Professor Michigan State University	August 2011 – June 2015 Communication

PROFESSIONAL GROWTH

Refereed Journal Articles

1. Lewis, N., Rossman, C., de Bruijn, G-J., **Martinez, L.S.** (in press). Dual process models and information engagement: Testing effects of seeking, scanning and trust in sources on attitudes toward marijuana. *Journal of Communication*.
Journal Rank: 2/508; Impact Factor: 3.75; H-Index: 131
Contributions: Manuscript writing.
2. 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.
Journal Rank: 7/274; Acceptance Rate: 40%; Impact Factor: 1.45; H-Index: 142
Contributions: Manuscript writing.

3. 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.
Journal Rank: 19/560; Acceptance Rate: 15-20%; Impact Factor: 2.28; H-Index: 264
Contributions: Analysis and manuscript writing.
4. 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.
Journal Rank: 17/445; Acceptance Rate: 25%; Impact Factor: 1.99; H-Index: 23
Contributions: Analysis and manuscript writing.
5. 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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Manuscript writing.
6. 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.
Journal Rank: 474/2836; Acceptance Rate: 70%; Impact Factor: 2.78; H-Index: 268
Contributions: Manuscript writing.
7. **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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Analysis and manuscript writing.
8. 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.
Journal Rank: 31/293; Acceptance Rate: <35%; Impact Factor: 1.13; H-Index: 13
Contributions: Conceptualization, data collection, and manuscript writing.
9. 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.
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).
10. 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.
Journal Rank: 22/293; Acceptance Rate: <15%; Impact Factor: 2.19; H-Index: 106
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
11. **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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64

Contributions: Conceptualization, analysis, and manuscript writing.

12. **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.
13. 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.
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-----

14. 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.
Journal Rank: 38/293; Acceptance Rate: 13%; Impact Factor: 1.46; H-Index: 50
Contributions: Data collection and preliminary analysis.
15. 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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.
16. 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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.
17. **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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
18. 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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Data collection, analysis, and manuscript writing.
19. 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.
Journal Rank: 38/293; Acceptance Rate: 13%; Impact Factor: 1.46; H-Index: 50

Contributions: Data collection, analysis, and manuscript writing.

20. **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.
Journal Rank: 198/1806; Impact Factor: 2.23; H-Index: 107
Contributions: Data collection, analysis, and manuscript writing.
21. **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.
Journal Rank: 27/293; Acceptance Rate: 15-20%; Impact Factor: 1.87; H-Index: 64
Contributions: Conceptualization, data collection, analysis, and manuscript writing.
22. 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.
Journal Rank: 31/293; Acceptance Rate: <35%; Impact Factor: 1.13; H-Index: 13
Contributions: Data collection, analysis, and manuscript writing.

Other Peer-Reviewed Publications

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

1. **Martinez, L.S.** (under review). Health Conspiracy Theories. In E. Ho, C. Bylund, & J.C.M. van Weert (Eds.) *The International Encyclopedia of Health Communication*. Wiley: Hoboken, NJ.
2. **Martinez, L.S.** (in press). 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. (in press). 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.** (in press). 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.
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

1. 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.
2. **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.
3. 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.
4. **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.
5. 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.
6. 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.
7. 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.
8. **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.
9. 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.
10. 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.
11. **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.
12. **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.
13. 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.
14. **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.

15. **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.
16. 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.
17. 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.
18. 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.
19. **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.
20. **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.
21. **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-----

22. 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.
23. **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.
24. 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.
25. 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.
26. 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.
27. 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.

28. **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.
29. 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.
30. **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.
31. 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.
32. **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.
33. 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.
34. 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.
35. **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.
36. 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.
37. 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.
38. 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.
39. 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.
40. **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.

41. 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.
42. 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

1. **Martinez, Lourdes S.** Interviewed by Oliver Conway: “The Newsroom”, August 8, 2012. 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. Walsh-Buhi, E., et al TBD. (under review). Use and perceptions of digital health wearables by college students: Implications for health education. *Journal of Medical Internet Research*.

Scholarly Awards

1. Top Paper, Communication & Instruction Division, Western States Communication Association, 2019.
2. Top Paper, Health Communication Division, International Communication Association, 2014.

Funded Research Grants

1. 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.
2. \$4,000 - “Using Social Media for Hepatitis A Outbreak Surveillance and Monitoring.” Co-Principal Investigator, San Diego State University HealthLink (November 2017).
3. \$1,000 - “Using Social Media Analytics to Understand Tobacco Use.” Primary Investigator, San Diego State University Grants and Research Enterprise Writing (GREW) Fellowship (Spring 2016).

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

4. \$189,638 – “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.” Consultant, European Union's Marie Curie Career Reintegration Grant FP7-PEOPLE, (2013-2017).

Submitted Research Grants

1. 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).

2. 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 request: \$445,246.00. Impact Score: 47, Percentile: 44. Not funded.
3. Co-Principal Investigator: “Investigating the Health Information Landscape for Influenza Outbreak Communication and Monitoring” – submitted to the National Institutes of Health (March 2020). Amount request: \$3,492,322.00. Not funded.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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-----

10. 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.

Participation in Professional Associations

1. Convention Panel Chair for “The Effects and Prevention of Smoking, Vaping, and Chewing.” 2019 Annual Meeting of the National Communication Association (NCA), Baltimore, MD.
2. Convention Panel Chair for “Health Communication to Promote HPV Vaccination.” 2019 Annual Meeting of the International Communication Association (ICA), Washington, DC.
3. Convention Panel Chair for “Media and Race.” 2018 Annual Meeting of the International Communication Association (ICA), Prague, CZ.
4. Convention Panel Chair for “Message Framing Effects in Health Contexts.” 2017 Annual Meeting of the International Communication Association (ICA), San Diego, CA.
5. Convention Panel Chair for “The Use of Communication Technologies in Interpersonal Communication.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.
6. Convention Panel Chair for “Health Messages: Content and Effects.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.
7. Conventional Panel Respondent for “Applied Health Communication: Changing Attitudes and Saving Lives.” 2015 Annual Meeting of the National Communication Association (NCA), Las Vegas, NV.

Publications-In-Progress

1. Harrer, H., **Martinez, L.**, Spitzberg, B., Roesch, S. (in preparation). IMPACCTS©: The development of the interactive media package for the assessment of communication and critical thinking - Short version.
2. **Martinez, L.S.**, Hensley, R.E., Tsou, M.H., Jung, C.T. (in preparation). Conversations with advocates of e-cigarettes.
3. **Martinez, L.S.**, Reno, J., Deal, B.E. (in preparation). Differences in human papillomavirus virus (HPV) knowledge and awareness: Comparing self, surrogate, and mutual health information seekers.
4. **Martinez, L.S.**, Spitzberg, B., Tsou, M., Issa, E., & Peddecord, M. (in preparation). *Vax populi*: The social [media] (de)construction of public health policy.

TEACHING EFFECTIVENESS

Courses Taught

- COMM 492: Persuasion (Fall 2018-present)
- COMM 792: Persuasion (Spring 2018-present)
- COMM 422: Politics and Health Communication (Spring 2017-present)
- COMM 752: Dark Side of Communication (Spring 2017-present)
- COMM 424: Health Communication & Relationships (Fall 2016)
- COMM 420: Quantitative Methods in Communication (Spring 2016)
- COMM 426: Communication in Health Risk & Crises (Spring 2016-present)
- COMM 425: Theory & Research in Health Communication Campaigns (Fall 2015-present)
- COMM 540: Communicating Science in the Public Interest (Spring 2021-present)
- COMM 620: Quantitative Research Methods (Fall 2015; 2017)
- COMM 750: Analyzing Social Networks (Spring 2020)

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

- COM 475: Communication Campaign Design & Analysis (Spring 2013-2015; Fall 2013-2014)
- CAS 825: Mass Communication and Public Health (Fall 2011-2012; Fall 2014)
- COM 275: Effects of Mass Communication (Fall 2011-2012; Spring 2012-2014)

Teaching Awards

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

Textbooks and Other Teaching Aids

- Coauthor for select chapters in upcoming textbook *Communication Inquiry and Theory Experience (CITE): The Communication Capstone* (Brian H. Spitzberg, Ed.)
 - “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.)

Teaching Innovations

- 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)

Course Workshops For Course Enhancement and Prospective Course Development

- “Cultivating a Growth Mindset” at the Center for Teaching and Learning (September 18, 2017)

- “Catch Them Early: Using Blackboard’s Analytics To Identify and Support Struggling Students” at the Center for Teaching and Learning (September 13, 2016)
- “Common Student Grievances (and How to Avoid Them)” at the Center for Teaching and Learning (September 9, 2015)

Extended Learning

- Summer learning course “Course Development Institute” at San Diego State University through SDSU Flexible Course Design Training (July 2020 and August 2021) for transition to virtual learning during pandemic and future course development.
- 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.

Guest Lectures

- “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.
- “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.
- “E-cigarettes and Twitter.” HDMA Lightening Talk Series. San Diego State University, CA. March 2018.
- “Probabilistic Message Framing.” School of Communication Research Colloquium. San Diego State University, CA. September 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.
- “Social Media and Public Health Policy in an Era of Big Data.” HDMA Lightening Talk Series. San Diego State University, CA. March 2017.
- “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.
- “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.
- “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.
- “Information Engagement Research.” School of Communication Research Colloquium. San Diego State University, CA. December 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-----

- “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.
- “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.

- “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

1. Associate Director (2020-present)
2. Director of Undergraduate Studies (2020-present)
3. Curriculum Committee Chair (San Diego State University: Fall 2020)
4. Retention, Tenure, and Promotion (RTP) Committee (San Diego State University: Fall 2018-present)
5. Ad-Hoc Doctoral Program Proposal Development Committee Chair (San Diego State University: Spring 2020-present)
6. Ad-Hoc Assessment Committee (San Diego State University: Spring 2016)
7. Faculty Search Chair – Communication, Media and Technology (San Diego State University: Fall 2020).
8. Faculty Search Committee – Capstone Course (San Diego State University: Fall 2017)
9. Faculty Search Committee – Organizational Communication (San Diego State University: Fall 2016)
10. Faculty Search Committee – Relational/Health Communication (San Diego State University: Fall 2016)
11. Faculty Search Committee – Intercultural Communication (San Diego State University: Fall 2015)
12. Faculty Meeting Scribe – (San Diego State University: Fall 2015)

Service for the College

1. Curriculum Committee (San Diego State University: Fall 2020)
2. Academic Policy, Planning, and Personnel Committee (San Diego State University: Fall 2017-Spring 2020)

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

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

Service for the University

1. Graduate Council Member (San Diego State University: Fall 2019-present)
2. Student Research Symposium (SRS) Judge (San Diego State University: Spring 2017- present)
3. Institutional Review Board (IRB) Member (San Diego State University: Fall 2016-present)
4. Center for Human Dynamics in the Mobile Age (HDMA) Lightning Talks Series (Co-Planner: Spring 2017-2018)

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

13. Faculty Search Committee – Computer-Mediated/Social Media & Interpersonal Communication (Michigan State University: Fall 2013)
14. Faculty Search Committee – Organizational Communication (Michigan State University: Fall 2013)
15. Faculty Search Committee – Communication Theories in Health (Michigan State University: Fall 2012)
16. Faculty Meeting Scribe – (Michigan State University: 2011-2012; 2013-2014)
17. Advisory Committee (Michigan State University: 2011-2013)

Service for the Profession

1. Vice-Chair/Chair of the Health Communication Division of the International Communication Association (2020-present)
2. Health Communication Associate Editor
3. WSCA Publications Committee Member (2020-present)
4. New Jersey Governor's Council for Medical Research and Treatment of Autism Grant Scientific Panel Reviewer (2019-2020)
5. NCA Reviewer (2010-present)
6. ICA Reviewer (2010-present)
7. WSCA Reviewer (2015-present)
8. WSCA Host Committee (2015-2016)
9. American Journal of Public Health Reviewer (2015-present)
10. Communication Studies Reviewer (2019)
11. Global Health Communication Reviewer (2016)
12. Health Communication Reviewer (2012-present)
13. Health Education and Behavior Reviewer (2012-2014; 2016)
14. Human Communication Research Reviewer (2016)
15. Journal of Communication Reviewer (2015-present)
16. Journal of Health Communication Reviewer (2013-present)
17. National Institutes of Health (NIH) Early Career Reviewer (2016)
18. Patient, Education & Counseling Reviewer (2016-present)
19. PLOS One Reviewer (2018-present)
20. Social Media + Society (2020)