

# Brad Love

## Curriculum Vitae

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### EDUCATION

**Michigan State University**, East Lansing, MI, defended August 2007.

Ph.D., media and information studies; Dissertation: *News Media, Individual-Level Traits, and Behavior Change in Fear Appeal Research*

**University of Florida**, Gainesville, FL, December 1998.

B.S., journalism; minor area: French.

### UNIVERSITY APPOINTMENTS

**Associate Director, Center for Health Communication**, May 2015-present  
**University of Texas**, Austin, TX

**Associate Professor, University of Texas**, September 2014-present

**Stan Richards School of Advertising and Public Relations**

**Faculty Affiliations: Population Research Center and Center for European Studies**,  
 Austin, TX

**Assistant Professor, The University of Texas at Austin**, September 2007-August 2014  
**Department of Advertising and Public Relations**, Austin, TX

### COURSES TAUGHT

PR 348	Pro-Social Public Relations Techniques	ADV 392	Advanced Communication Theories
BDP 101	Social Inequality, Health, & Policy	ADV 370J	Integrated Communication Management
ADV 373/ PR 377K	Integrated Communication Campaigns	ADV/PR 378	Communication Entrepreneurship
UGS 302	From Gutenberg to Your iPad	ADV 382J	Theories of Persuasion
ADV 391K	Graduate Integrated Campaigns	PR 378	Public Relations Writing

### REFEREED PUBLICATIONS

Lazard, A., Dudo, A., Dennis, T., Ewald, M. G., and Love, B. (2016). "Making a Visual Impression (or Not): Current Design Practices of Nutritional Websites." *Health Communication*. <http://dx.doi.org/10.1080/10410236.2016.1140267>.

Pounders, K., Stowers, K., Love, B., Wilcox, G., and Mackert, M. (in press). “Exploring gender and identity issues among female AYAs in an anonymous platform.” *Journal of Health Psychology*.

Myrick, J., Holton, A., Love, B., and Himelboim, I. (2015). “#StupidCancer: Exploring a typology of social support in an online interactive environment.” *Health Communication*.  
<http://dx.doi.org/10.1080/10410236.2014.981664>.

Crook, B., Glowacki, E., Love, B., Jones, B., MacPherson, C.F., and Johnson, R. (2015). “Hanging by a Thread: Exploring the Features of Nonresponse in an Online Young Adult Cancer Survivorship Support Community.” *Journal of Cancer Survivorship*. <http://dx.doi.org/10.1007/s11764-015-0465-8>.

Thompson, C., Crook, B., Love, B., MacPherson, C., and Johnson, R. (2015). “Understanding How Adolescents and Young Adults with Cancer Talk about Needs in Online and Face-to-face Support Groups: Language Descriptions and Comparisons.” *Journal of Health Psychology*. <http://dx.doi.org/10.1177/1359105315581515>.

Donovan-Kicken, E., Brown, L. E., LeFebvre, L., Zaitchik, S., and Love, B. (2014). “‘The uncertainty is what is driving me crazy’: The tripartite model of uncertainty in the adolescent and young adult cancer context.” *Health Communication*. <http://dx.doi.org/10.1080/10410236.2014.898193>.

Donovan-Kicken, E., Lefebvre, L., Zaitchik, S., Brown, L., and Love, B. (2014). “Patterns of Social Support Communicated in Response to Expressions of Uncertainty in Online Conversations of Young Adults with Cancer.” *Journal of Applied Communication Research*.  
<http://dx.doi.org/10.1080/00909882.2014.929725>.

Love, B. and Mackert, M. (2014). “‘You May Have a Cancer-Causing Virus and Not Even Know It’: Fear Appeals in Online News.” *First Monday*, vol. 19, no. 2-3,  
<http://dx.doi.org/10.5210/fm.v19i2.4368>.

Love, B., Mooney Thompson, C., and Knapp, J. (2014). “The Need to be Superman: Caring for Young Men Affected by Cancer.” *Oncology Nursing Forum*, vol. 41, no. 1, p. E21-E27. <http://doi:10.1188/14.ONF.E21-E27>.

Love, B. and Donovan-Kicken, E. (2013). “Online Friends, Offline Loved Ones, And Full-Time Media: Young Adult ‘Mass Personal’ Use Of Communication Resources For Educational And Emotional Support.” *Journal of Cancer Education*, <http://doi:10.1007/s13187-013-0579-5>.

Love, B. (2013). “Finishing Strong: End-of-Class Review to Improve Relationships, Measurement, and Learning Outcomes.” *College Teaching*, vol. 61, no. 4., p. 151-52. <http://doi:10.1080/87567555.2013.773417>.

Love, B., Mackert, M., and Silk, K. (2013). “Examining Consumer Trust in Information Sources: Testing an Interdisciplinary Model.” *Sage Open*, vol. 3, no. 2, p. 1-13.  
<http://doi:10.1177/2158244013492782>.

Love, B. (2013). “Using Campus Art to Build Relationships.” *College Teaching*, vol. 61, no. 4., p. 150.  
<http://doi:10.1080/87567555.2012.752340>.

Love, B., Mooney Thompson, C., Crook, B., and Donovan-Kicken, E. (2013). "Work and 'Mass Personal' Communication as Means of Navigating Nutrition and Exercise Concerns in an Online Cancer Community." *Journal of Medical Internet Research*, vol. 15, no. 5, p. e102. <http://doi:10.2196/jmir.2594>.

Love, B., Moskowitz, M., Crook, B., Thompson, C., Donovan-Kicken, E., Stegenga, K., Macpherson, C., Johnson, R. (2013). "Defining Adolescent And Young Adult (AYA) Exercise And Nutrition Needs: Concerns Communicated In An Online Cancer Support Community." *Patient Education and Counseling*, vol. 92, no. 1, p. 130-33. <http://dx.doi.org/10.1016/j.pec.2013.02.011>.

Love, B., Himelboim, I., Holton, A., and Stewart, K. (2013). "Twitter as a Source of Vaccination Information: Content Drivers and What They Are Saying." *American Journal of Infection Control*, vol. 41, p. 568-70. <http://doi:10.1016/j.ajic.2012.10.016>.

Holton, A. and Love, B. (2013). "Lonely No More: Remembering Text Messaging in mHealth Conversations." *Health Communication*, vol. 28, no. 5, p. 530-32. <http://dx.doi.org/10.1080/10410236.2012.713776>.

Love, B. and Mackert, M. (2013). "Capstone and Building Block: Helping Students Manage Ambiguity About Their Futures Through Writing." *Communication Teacher*, vol. 27, no. 4, p. 202-06. <http://dx.doi.org/10.1080/17404622.2013.798012>.

Love, B., Crook, B., Mooney Thompson, C., Zaitchik, S., Knapp, J., LeFebvre, L., Jones, B., Donovan-Kicken, E., Eargle, E., and Rechis, R. (2012). "Exploring the Communication of Social Support within Online Communities: A Content Analysis of Messages Posted to an Adolescent/Young Adult Cancer Support Group." *Cyberpsychology, Behavior, and Social Networking*, vol. 15, no. 10, p. 1-5.

Mackert, M. and Love, B. (2011). "Educational Content and Health Literacy Issues in Direct to Consumer Pharmaceutical Advertising." *Health Marketing Quarterly*, vol. 28, no. 3, p. 205-18.

Mackert, M., Love, B., and Holton, A. (2011). "Journalism as Health Education: Media Coverage of a Non-Branded Pharma Website." *Telemedicine and e-Health*, vol. 17, no. 2, p. 88-94.

Holton, A., Love, B., and Mackert, M. (2011). "Exchanging Health for Commercialization: The News Media's Mediation of the Baby Carrots Campaign." *Cases in Public Health Communication & Marketing*, vol. 5, no. 1, p. 2-25.

Mackert, M. and Love, B. (2011). "Profits and Perspectives: Advertising, Social Marketing, and Public Health." *Journal of Social Marketing*, vol. 1, no. 3, p. 240-46.

Mackert, M., Love, B., Donovan-Kicken, E., and Uhle, K. (2011). "Health Literacy as Controversy: An Online Community's Discussion of the U.S. Food and Drug Administration Acetaminophen Recommendations." *Qualitative Health Research*, vol. 21, no. 12, p. 1607-17.

Mackert, M., Love, B., and Whitten, P. (2009). "Patient Education on Mobile Devices: An e-Health Intervention for Low Health Literate Audiences." *Journal of Information Science*, vol. 35, no. 1, p. 82-93.

Whitten, P., Buis, L., Love, B., and Mackert, M. (2008). "Health Education Online for Individuals with Low Health Literacy: Evaluation of the Diabetes and You Website." *Journal of Technology in Human Services*, vol. 26, no. 1, p. 77-88.

Freedman, E., Fico, F., and Love, B. (2008). "Male and Female Sources in Newspaper Coverage of Male and Female Candidates in US Senate Races in 2004." *Journal of Women, Politics, and Policy*, vol. 30, no. 1, p. 57-76.

Whitten, P., Buis, L., and Love, B. (2007). "Physician-Patient E-Visit Programs: Implementation and Appropriateness." *Disease Management & Health Outcomes*, vol. 15, no. 4, p. 207-14.

Fico, F., Freedman, E., and Love, B. (2006). "Partisan and Structural Balance in Newspaper Coverage of U.S. Senate Races in 2004 with Female Nominees." *Journalism and Mass Communication Quarterly*, vol. 83, no. 1, p. 43-57.

LaRose, R. Lai, Y., Lange, R., Love, B., and Wu, Y. (2005). "Sharing or Piracy? An Exploration of Downloading Behavior." *Journal of Computer-Mediated Communication*, vol. 11, no. 1, article 1. <http://jcmc.indiana.edu/vol11/issue1/larose.html>.

Whitten, P. and Love, B. (2005). "Patient and Provider Satisfaction with the Use of Telemedicine: Overview and Rationale for Cautious Enthusiasm." *Journal of Postgraduate Medicine*, vol. 51, no. 4, p. 294-300.

#### **MANUSCRIPTS UNDER REVIEW:**

Crook, B. and Love, B. "I am sure just writing this post gave you some kind of cathartic release' Examining the Light and Dark of an Online Young Adult Cancer Support Community." Second revise and resubmit to *Qualitative Health Research*.

Lazard, A., Mackert, M., Bock, M., Atkinson, L., Dudo, A., and Love, B. "Visually Implied Arguments: Effects of Photo Manipulation and Dual Processing for Food Advertisements." In submission to *Visual Communication Quarterly*.

Mackert, M., Love, B., Champlin, S., and Guadagno, M. "Health Literacy in Action: Improving Measurement by Analyzing Online Discussion of Cancer Screening Recommendations." In submission to *Journal of Computer-Mediated Communication*.

Stewart, K., Holton, A., Love, B., and Himelboim, I. "Vaccination Communication On Social Media: The Relationship Between Tone, Humor And Conversational Impact Of Twitter Messages." In submission to *Communication Research*.

Dannels, D., Toale, M., Backlund, P., Frederick, J., and Love, B. "Upside/Downside Up: Problematizing Teacher Communication Behaviors And Learning Outcomes In Communication." In submission to *Communication Education*.

#### **REFEREED CONFERENCE PROCEEDINGS**

Love, B., Mackert, M., McKnight, D., Huang, S., & Garcia, A. (2009). "Comparing Trust and Credibility Perceptions of Online Health Information Sources." *Proceedings of the Winter American Marketing Association Conference*.

Whitten, P., Mackert, M., Love, B., and Buis, L. (2006). "Health Information Online for Low Literate Adults: An Evaluation in Two Populations." *Proceedings of MedNET 2006, 11th World Congress on Internet in Medicine*. <http://www.mednetcongress.org/ocs/viewpaper.php?id=142>.

## **REFEREED CONFERENCE PRESENTATIONS**

Myrick, J., Holton, A., Himelboim, I., and Love, B. (2014). "Hope And The Hyperlink: Drivers Of Message Sharing In A Twitter Cancer Network." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, Montreal, August.

Lazard, A., Dudo, A., Dennis, T., Ewald, M. G., and Love, B. (2014). "Visual Variation at a Glance: An Analysis of the Visual Complexity of Nutritional Information Online." Paper presented at the International Communication Association Annual Convention, Seattle, June.

Mackert, M., Love, B., Guadagno, M., and Champlin, S. (2014). "Progressing Health Literacy Measurement by Exploring How it is Demonstrated in Online Conversations about Health." Paper presented at the International Communication Association Annual Convention, Seattle, June.

Thompson, C., Crook, B., and Love, B. "A Linguistic Analysis (LIWC) Of How Young Adults With Cancer Frame Certain Topics In Online And Offline Support Communities." Poster presented at the Kentucky Conference on Health Communication, Lexington, Kentucky, April.

Crook, B. and Love, B. (2013). "Exploring the Light (and Dark) of an Online Young Adult Cancer Support Forum." Presentation at Critical Mass: The Young Adult Cancer Alliance, Cleveland, Ohio, November.

Donovan-Kicken, E., Brown, L. E., LeFebvre, L., Zaitchik, S., and Love, B. (2013). "The tripartite model of uncertainty in the adolescent and young adult cancer context." Poster presented at Critical Mass: The Young Adult Cancer Alliance, Cleveland, Ohio, November.

Donovan-Kicken, E., Brown, L., LeFebvre, L., Love, B., and Zaitchik, S. (2013). "Patterns of Social Support Communicated in Response to Expressions of Uncertainty in Online Conversations of Young Adults with Cancer." Paper presented at the National Communication Association, Washington, D.C., November.

Love, B., Mooney Thompson, C., Crook, B., and Donovan-Kicken, E. (2013). "Work as a Means of Navigating Nutrition and Exercise Concerns in an Online Cancer Community." Paper presented at the International Communication Association Annual Convention, London, June.

Love, B., Mooney Thompson, C., Crook, B., Zaitchik, S., Knapp, J., LeFebvre, L., Donovan, E., Jones, B., Eargle, E., and Rechis, R. (2013). "Understanding the Communication and Psychosocial Needs of Young Adult Cancer Survivors in An Online Support Community." Paper presented at the Annual Conference of the Society for Social Work and Research, San Diego, CA, January.

Love, B., Moskowitz, M., Crook, B., Thompson, C., Donovan-Kicken, E., Stegenga, K., Macpherson, C., and Johnson, R. (2012). "Defining adolescent and young adult (AYA) exercise and nutrition needs: Concerns communicated in an online cancer support community." Paper presented at Critical Mass: The Young Adult Cancer Alliance, Atlanta, GA, November.

Crook, B. and Love, B. (2012). "Fostering COMMunity: A Pilot Content Analysis of Communication Norms and Message-Topic in an Online Support COMMunity for Young Adults with Cancer." Paper presented at the National Communication Association Annual Convention, Orlando, FL, November.

Mackert, M., Love, B., Guadagno, M., and Champlin, S. (2012) "Improving Health Literacy Measurement by Observing Health Conversations Online." Paper presented at the 8th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.

Love, B., Mooney Thompson, C., Crook, B., Zaitchik, S., Knapp, J., Lefebvre, L., Donovan, E., Jones, B., Eargle, E., and Rechis, R. (2012). "Am I Alone in This?" Informing Support Strategies Through Communication Themes in an Online Support Community for Young Adults Affected by Cancer." Paper presented at the Association of Oncology Social Work Annual Conference, Boston, June.

Love, B. (2011). "A PR Prescription: News Media, Outcome Involvement, Behavior Change, and Fear Appeals." Paper presented at the International Communication Association Annual Conference, Boston, MA, May.

Love, B. and Mackert, M. (2010). "Examining Consumer Trust in the Media and the FDA as Information Sources on Genetically Modified Food." Poster presented at the National Communication Association Annual Conference in San Francisco, CA, November.

Mackert, M., Love, B., Donovan-Kicken, E., and Rudzki, K. (2010) "Health Literacy as Controversy: An Online Community's Perceptions of the U.S. Food and Drug Administration Acetaminophen Guidelines." Paper presented at the National Communication Association Annual Conference in San Francisco, CA, November.

Mackert, M., Love, B., Donovan-Kicken, E., and Rudzki, K. (2010) "Proposed FDA Ban on Acetaminophen: Perceptions of Consequences, Responsibilities, and Consumers' Health Literacy." Paper presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2010 Conference in Austin, TX, February.

Mackert, M. and Love, B. (2009). "The Educational Potential of Direct-to-Consumer Drug Advertisements: A Health Literacy Perspective." Poster presented at the Center for Health Promotion and Disease Prevention Research in Underserved Populations 2009 Conference, Austin, TX, February.

Love, B., Mackert, M., McKnight, D., Huang, S., and Garcia, A. (2009). "Comparing Trust and Credibility Perceptions of Online Health Information Sources." Paper presented at the Winter American Marketing Association Conference, Tampa, FL, February.

Mackert, M., Garcia, A., Love, B., Hausler, S., and Ruth, H. (2008). "Educational Information and Health Literacy Concerns in Direct-to-Consumer Pharmaceutical Advertising." Poster presented at the Kentucky Conference on Health Communication, Lexington, KY, April.

Whitten, P., Love, B., Buis, L., and Mackert, M. (2007). "Using Digital Animation to Combat Low Health Literacy: Results of Tailored Patient Education Programs for Diabetes Prevention and Childhood Health." Paper presented at the 135<sup>th</sup> Annual Meeting & Exposition of the American Public Health Association, Washington, DC, November.

Whitten, P., Buis, L., Love, B., and Mackert, M. (2007). “An Internet-Based Health Information Intervention for Individuals With Varying Degrees of Health Literacy.” Paper presented at the International Communication Association Annual Conference, San Francisco, CA, May.

Mackert, M., Whitten, P., Love, B., and Buis, L. (2007). “Advancing Research into e-Health Interventions Targeting Low Health Literate Audiences.” Paper presented at the 2007 Center for Health Promotion & Disease Prevention Research in Underserved Populations. Austin, TX, February.

Love, B. and Fico, F. (2006). “Framing by Reporters, Partisan and Non-Partisan Sources in Newspaper Coverage of U.S. Senate Races in 2004.” Paper presented at the International Communication Association Annual Conference in Dresden, Germany, June.

Whitten, P., Love, B., Buis, L., and Mackert, M. (2006). “Providing Health Information to Adults with Low Health Literacy.” Poster presented at the American Telemedicine Association Annual Meeting in San Diego, CA, May.

Whitten, P., Love, B., Buis, L., and Mackert, M. (2006). “Providers and the Electronic Medical Records System at Michigan State University.” Paper presented at the 2006 American Telemedicine Association Annual Meeting in San Diego, CA, May.

Whitten, P., Buis, L., Love, B., and Mackert, M. (2006). “Health Websites for Low-literate Communities: Analysis of a Diabetes Website for Disadvantaged High School Students.” Paper presented at the 2006 Kentucky Conference on Health Communication in Lexington, KY, April.

Mackert, M. and Love, B. (2005). “Internet Addiction: A Model of Influences on Addiction.” Paper presented at the National Communication Association Annual Convention in Boston, MA, November.

Whitten, P., Winn, B., Nakagawa, A., Mackert, M., and Love, B. (2005). “Diabetes and You: Designing a Website to Deliver Diabetes Information to Low-Literate Adults.” Paper presented at the National Communication Association Annual Convention in Boston, MA, November.

Whitten, P., Winn, B., Nakagawa, A., Mackert, M., and Love, B. (2005). “Low-Literate Adult Access to Internet Health Content: A Research Design.” Poster presented at Michigan’s Premier Public Health Conference in Grand Rapids, MI, October.

Whitten, P., Mackert, M., Love, B., and Winn, B. (2005). “Internet Generation by Disparities: Ensuring Low-Literate Adult Access to Online Health Information.” Paper presented at the 6th International and Interdisciplinary Conference of the Association of Internet Researchers in Chicago, IL, October.

Freedman, E., Fico, F., and Love, B. (2005). “Male and Female Sources in Newspaper Coverage of Male and Female Candidates in US Senate Races in 2004.” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention in San Antonio, TX, August.

Fico, F., Freedman, E., and Love, B. (2005). “Partisan and Structural Balance in Newspaper Coverage of U.S. Senate Races in 2004 with Female Nominees.” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention in San Antonio, TX, August.

Whitten, P., Mackert, M., and Love, B. (2005). “Using New Technologies to Deliver Diabetes Information to Low-Literate Adults.” Paper presented at the AcademyHealth Conference in Boston, MA, June.

Whitten, P., Mackert, M., and Love, B. (2005). “Ensuring Low-Literate Adult Access to Online Diabetes Education – A Research Program.” Paper presented at the 12<sup>th</sup> International Conference on Learning in Granada, Spain, April.

Whitten, P., Mackert, M., and Love, B. (2005). “Low-Literate Adult Access to Online Health Information: Developing a Research Design.” Paper presented at the 7<sup>th</sup> International Conference for General Online Research in Zurich, Switzerland, March.

Whitten, P., Winn, B., Chen, H., Nakagawa, A., Mackert, M., and Love, B. (2004). “Diabetes and You: Designing a Website to Deliver Diabetes Information to Low-Literate Adults.” Poster presented at the Michigan State University Usability & Accessibility Conference in East Lansing, MI, October.

LaRose, R. Lai, Y., Lange, R., Love, B. and Wu, Y. (2004). “Sharing or Stealing? Understanding Downloading Behavior.” Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention in Toronto, Ont., August.

## **INVITED LECTURES**

Love, B. (2014). “Advertising and Oncology: How Insight Research Can Improve Adolescent and Young Adult Outcomes.” Invited series of lectures to the National Cancer Institute, August.

Love, B. (2013). “Leanwashing: Marketing Secrets Revealed.” Invited panel presentation at the Leanwashing Index Forum with Enviromedia at the University of Texas, Austin, October.

Love, B. (2013). “Twitter as a Public Health Tool for Vaccination Information.” Invited lecture to the Centers for Disease Control National Center for Immunization and Respiratory Diseases, Atlanta, June.

Love, B. (2013). “Engaging First-Year Students for Long-Term Success.” Invited lecture to School of Undergraduate Studies Signature Course faculty at the University of Texas, Austin, May.

Love, B. (2013). “Generation Why: Healthcare Disparities for Young Adults Affected by Cancer.” Invited lecture to the Social Inequality, Health, & Policy program in the School of Undergraduate Studies Bridging Disciplines Program at the University of Texas, Austin, March.

Love, B. (2012). “Relationships and Young Adult Cancer: Examining Social Isolation as a Factor in Health Outcomes.” Invited lecture to Senior Fellows of the College of Communication at the University of Texas, Austin, March.

Love, B. (2011). “Teaching the Whole Person.” Invited lecture at the Association for Education for Journalism and Mass Communication Annual Conference, St. Louis, MO, August.



Love, B. (2010). “Trust Soup: Clearing up Confusion on an Essential Construct.” Invited lecture at the School of Information at the University of Texas, Austin, October.

Love, B. (2008). “Advertising and Behavioral Science: Parallel Tracks to Consumer Understanding.” Advertising Educational Foundation Visiting Professor Program Lunchtime Lecture, New York City, NY, July.

Whitten, P., Mackert, M., and Love, B. (2005). “Diabetes Online: Using the Internet to Bring Health Information to Low Literate Adults.” Panel at the International Communication Association Annual Conference, New York, NY, May.

Whitten, P., Love, B., and Mackert, M. (2005). “Disparities Workshop: An Overview of Health Literacy for Health Plans.” Workshop for the Michigan Department of Community Health, East Lansing, MI, April.

## **GRANT EXPERIENCE**

The University of Texas at Austin, College of Communication (2013). “Public Relations as Public Health.” \$5,800. Principal investigator: Brad Love

- Work with undergraduate research team to investigate how public health and science communication entities employ public relations strategies to digitally connect with target publics

Seattle Children’s Hospital (2012). “In-person and Digital Support for Young Adult Cancer Survivors: A Comparison of Workloads and Information-Source Trust.” \$12,500. Principal investigator: Brad Love

- Design and manage research aspects of a multi-institution project examining the utility of in-person and online support groups to understand how best to support psychosocial needs

The University of Texas at Austin, College of Communication (2011-2012). “Building an Information Community: Factors Leading to Effective Online Support Among Adolescents and Young Adults Affected by Cancer.” \$5,800. Principal investigator: Brad Love

- Lead research team analyzing social media content concerning what leads online communities to be effective providers of emotional and informational support for adolescents and young adults affected by cancer

The Livestrong Foundation (2011). “Trust in Information Sources Among Young Adult Cancer Survivors.” \$900. Principal investigator: Brad Love

- Develop all aspects of focus-group-based study to examine key information sources among AYA patients and survivors, including how individuals develop trust in those sources and how those resources act as support

The University of Texas at Austin, Department of Advertising and Public Relations (2011). “Information-source Trust and Quality Life in the AYA Cancer Community.” \$400. Principal investigator: Brad Love

- Complete quantitative data collection of first study examining relationships to relevant information sources and quality of life perceptions among adolescent and young adult cancer survivors

The University of Texas at Austin, College of Communication (2007-2008). “Intermedia Agenda-Setting Between the Blogosphere and the Mainstream Press.” \$5,800. Principal investigator: Brad Love

- Create content analysis project to examine the relationship between online health information sources and the mainstream media to determine patterns of influence between different types of news sources covering health issues for the general population

The University of Texas at Austin, College of Communication (2007-2008). “Agenda-building and the Media: A Content Analysis of the Relationship Between Pharmaceutical Public Relations and the Media.” \$5,800. Principal investigator: Brad Love

- Construct all aspects of a Student Enrichment Fund research project, working with one graduate and three undergraduate students to carry out all aspects of a research project from conception to publication

Michigan State University, Graduate School (2007). Dissertation Completion Fellowship for “News Media, Individual-level Traits, and Behavior Change in Fear Appeal Research.” \$2,500. Principal investigator: Brad Love

- Awarded competitive funding to pay for project expenses related to implementation of dissertation research project on fear appeals in behavior-change communication

Department of Health Resources and Services Administration, Office for Advancement of Telehealth (2005-06). “Michigan Telehospice Project: Providing Innovative End-of-Life Care for Patients and Families Throughout Michigan.” \$98,206. Principal investigator: Pamela Whitten.

- Managed all aspects of the project, including submission of federal reports, instrument selection, data collection, staff administration, and budgeting

Michigan Department of Community Health (2005-06). “Low Literacy Website for Parents of Pediatric Patients.” \$165,000. Principal investigator: Pamela Whitten.

- Selected instruments, located research participants, trained research associates in data collection procedures, analyzed data using SPSS, and produced scholarly journal articles

Michigan Department of Community Health (2004-05). “Electronic Health Literacy for Michigan’s Medicaid Population.” \$318,980. Principal investigator: Pamela Whitten.

- Worked with Medicaid clinic to locate research participants, conducted in-depth interviews of participants, presented results at conferences, and wrote journal articles

Project for Excellence in Journalism (2004). “State of the Mass Media.” \$34,000. Principal investigators: Frederick Fico and Stephen Lacy.

- Helped develop project codebook, trained staff, and coded television news segments

Michigan Department of Community Health (2003-04). “Medicaid Administrative Match Agreement.” \$320,892. Principal investigator: Pamela Whitten.

- Developed a Web site to reach audiences with low health literacy, tested the product for effectiveness, analyzed quantitative and qualitative data, produce scholarly publications

**GRANTS SUBMITTED, NOT FUNDED**

The Commonwealth Fund, “Super-sized messages: Advertising and social influences on childhood obesity among low-income Hispanic families.” \$165,300. Co-principal investigator: Brad Love, responsible for \$135,00 in project costs

Robert Wood Johnson Foundation, Health & Society Scholars Program, “Mass Personalized Public Health Communication: Leveraging Capabilities of the Digital Future.” \$160,000. Principal investigator: Brad Love

Robert Wood Johnson Foundation, New Connections program, “Online friends, offline loved ones, and full-time media: Communication work and ‘mass personal’ digital media for young adults affected by cancer.” \$150,000. Principal investigator: Brad Love

Robert Wood Johnson Foundation, “Super-sized messages: Advertising and social influences on childhood obesity among low-income Hispanic families.” \$165,300. Co-principal investigator: Brad Love

National Cancer Institute, Division of Cancer Control and Population Sciences (submission and re-submission), “Information Source Trust and Quality of Life in a Digital Young Adult Community.” \$159,389. Principal investigator: Brad Love

UT Austin | Portugal International Collaboratory for Emerging Technologies, “Games, Participatory Media and Science Culture: Uses and communicative effectiveness.” \$228,000. Co-principal investigator: Brad Love

**AWARDS & HONORS**

Dads’ Association Centennial Teaching Fellowship (2016). Campus award for engagement in the instruction of undergraduate students

University of Texas Tower Award (2015). Campus-wide recognition by the Division of Diversity and Community Engagement as the top faculty member engaged in academic service learning

University of Texas Provost Teaching Fellow (2014). Invitation to join campus-wide faculty coalition to develop and implement projects to improve teaching and learning

Moody College of Communication Teaching Excellence Award (2014). Chosen by student nominations and the college’s Academic Excellence Committee for college-wide recognition as the top teaching faculty member

Regents’ Outstanding Teaching Award (2014). Selection for UT System Board of Regents highest honor awarded to faculty who have demonstrated extraordinary classroom performance and innovation in undergraduate instruction

Texas Spirits Apple Polishing award (2013). One of three faculty honored by campus women’s organization for impact on student careers

Adolescent and Young Adult Cancer Innovation and Research Award from the Steven G. AYA Cancer Research Fund and Critical Mass: The Young Adult Cancer Alliance (2013). Winner of annual young-adult-cancer research award for work advancing care research in a novel direction

President's Associates Teaching Excellence Award (2013). First communication college faculty member to win president's office recognition for excellence in undergraduate education in the core curriculum

American Journal of Infection Control "Journal Club" selection (2013). Monthly choice for top article in the journal's print and online effort promoted to keep clinicians current on essential research literature

Speaker at Bridging Disciplines Program graduation (2013). Invited presenter for commencement ceremony for students completing inter-disciplinary minors

School of Undergraduate Studies delegate to Honors Day ceremony (2013). Invited representative for UGS students recognized at university-wide event as top academic performers

Rev Forum small-group facilitator appointment (2012). Section leader for funded, invitation-only, 200-person conference convening medical professionals, researchers, and patient advocates to accelerate innovation in cancer care

Society for Teaching Excellence selection (2012). Two-year appointment to School of Undergraduate Studies organization for junior faculty with a demonstrated commitment to teaching

Promising Professor Award from the Mass Communication & Society Division and the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication (2011). Winner of international competition for demonstrating excellence and innovation as a faculty member focused on mass communication

Texas Exes Teaching Award for the College of Communication (2011). Picked from among all college faculty in a student-driven and -decided process to receive a commendation for care in student interactions

Sigma Lambda Gamma Amethyst Light Most Outstanding Faculty Award (2010). Recognized from a campus-wide selection by the university chapter of this national, Latina-based organization promoting morality, ethics, and education among women

Dean's Fellow Sabbatical Award (2010). Designated by department chair and dean's office for a semester-long sabbatical release to promote ongoing faculty research

University of Texas Division of Statistics & Scientific Computation Early Career Grant Development Program (2009). Chosen through application process to be one of a dozen university junior faculty members to receive writing and statistical support in the development of a grant application

Advertising Educational Foundation Visiting Professor Program (2008). Selected to serve as professor-in-residence at major media agency to build relationships between professionals and academics while offering professional experience to enhance classroom lessons

National Cancer Institute Advanced Training Institute in Behavioral Sciences Fellow (2008). Selected to attend weeklong intensive seminar to promote inter-disciplinary collaborations and scientific advancement in behavioral medicine

Harry Ransom Center Humanities Institute Fellow (2008). Application-based program at the University of Texas at Austin to promote research and collegiality across departments

Student Parents on a Mission LaRonda Brown Recognition Award (2007). Student-group award given annually to the person viewed as the best advocate for student parents at Michigan State University

## **THESIS AND PROFESSIONAL REPORT ADVISING**

### **DOCTORAL STUDENTS**

- Davit Davtyan, doctoral dissertation committee member, College of Communication
- Katherine Hubbard, “Implicit Theories of Creatives,” doctoral dissertation and program of work committee member, College of Communication, July 2016
- Erin Nelson, “I Have Cancer’: Understanding the Decision to Disclose to Family Members Using the Theory of Motivated Information Management,” doctoral dissertation committee member, College of Communication, July 2015
- Benjamin Wyeth, “Chasing the White Rabbit: Seeking Clarity and Understanding in Advertising Creativity and Education,” doctoral dissertation and program of work committee member, College of Communication, April 2015
- Allison Lazard, “Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing,” doctoral dissertation committee member, College of Communication, April 2015
- Sarah Champlin, “Understanding and Improving Health Literacy Measurement as a Necessary Step Toward Improved Health Outcomes: A Focus on Skills Needed to Find Health Information,” doctoral dissertation committee member, College of Communication, April 2015
- Jinnie Yoo, “Bicultural Identity Negotiation and Patriotic Consumption: The Influence of National Identity Activation on Responses to Patriotic Advertising Appeals Among Asian Americans,” doctoral program of work and dissertation committee member, College of Communication, September 2013
- Avery Holton, “A Journalistic Chasm? Normative practices and participatory and gatekeeping roles of organizational and entrepreneurial health journalists,” doctoral program of work and dissertation committee member, College of Communication, August 2013
- Marlene Neill, “Seat at the Table(s): An Examination of Senior Public Relations Practitioners’ Power and Influence Among Multiple Executive-Level Coalitions,” College of Communication doctoral dissertation committee member, August 2012
- Danae Manika, “A Typology of Prior: Implications for Health Information Seeking and Prevention Behaviors,” College of Communication doctoral dissertation committee, August 2011

**MASTER’S STUDENTS**

- Meshaal Almahmoud, “Title Forthcoming,” College of Communication master’s thesis committee, July 2016
- Victoria Davis, “Trusting the Guru: Studying the Effects of Online Beauty Guru Reviews on Consumer Opinion Forming and Purchase Intent of Cosmetics,” College of Communication master’s thesis committee, May 2016
- Rachelle Ray, “Male Perceptions of and Attitudes Toward the Human Papillomavirus Vaccine: Effective Promotional Strategies,” College of Communication master’s thesis committee, May 2015
- Jessica Groff, “Online Advertising: The Impact of Browsing Behavior on Brand Recall,” College of Communication master’s thesis committee, December 2014
- William Lopez, “Need For Cognition And Its Effects On Opinions Of Film As Observed Through Social Media Usage,” College of Communication master’s thesis committee, May 2014
- Hilary Schlimbach, “How Disaster Relief Organizations Solicit Funds: The Effects of Disaster Presence, Message Framing, and Source Credibility on Individual’s Intention to Donate,” College of Communication master’s thesis committee, May 2013
- Shayla Maresh, “Social Media Usage in Campus Health Communication,” College of Communication professional report committee, December 2012
- Cara Hawkins, “How Social Media Can Overcome the Barriers to Sponsorship for Elite Runners,” College of Communication professional report committee, May 2012
- Meredith Pursell, “Campus Health Communications: The Theoretical Application and Development of a Student-Focused Sleep Deprivation Campaign,” College of Communication professional report committee, May 2012
- Alix E. Floyd, “Consumer Interactions with Online Genetic Testing Results: A Lesson in Health Literacy,” College of Communication professional report committee, December 2011
- Erin Kelly, “Marketing Health Issues To Tweens: Recommendations For Reaching This Demographic More Effectively,” College of Communication professional report committee, December 2011
- Jia Zhang, “Collaborative Consumption: Its Impact on Branding in the USA and China,” College of Communication professional report committee, May 2011
- Laura Nettleton, “A Marketing Analysis of How Baby Boomers Can Manage Their Chronic Health Conditions through Digital Health Information Technologies,” College of Communication professional report committee, May 2011
- Lauren Edwards, “RediClinic: An Evaluation of a Convenient Care Clinic in a Shifting Medical Landscape,” College of Communication professional report committee, December 2010
- Anne Winsett, “Gatorade’s Approach to Obesity in the Hispanic Market,” College of Communication professional report committee, December 2010
- Lama Soueissi, “eHealth Effectiveness Model: A Focus on the Hispanic Minority,” College of Communication professional report committee, August 2010
- Katherine Rudzki, “Evaluating Folic Acid Ad Campaigns for Low Health Literate Hispanic Women,” College of Communication professional report committee, December 2009
- Rhonda Taylor, “Social Media Marketing: A New Era in the Pharmaceutical Industry,” College of Communication professional report committee, December 2009
- Criss McCauley, “Austin Plastic Surgery Center Marketing Recommendations,” College of Communication professional report chair, May 2009
- Kelly Eidson, “Overcoming Inertia: How recessionary chaos and disruptive technology are fueling an evolution in advertising agency organization and compensation models,” College of

Communication professional report committee, May 2009

- Katrina Kokoska, “Viral Marketing: Past, Present and Future,” College of Communication professional report chair, May 2008
- Jamie Lynn Robitaille, “Examining Super Bowl Viewers’ Recall Rates of User Generated Advertisements Versus Commercially Produced Advertisements,” College of Communication professional report committee, May 2008
- Kathleen Hinton, “Applying an Embedded Premium to DTC Pharmaceutical Advertising,” College of Communication professional report committee, May 2008
- Shelby Hausler, “The State of DTC Pharmaceutical Advertising: Theoretical Consideration of Common Perceptions & Misconceptions,” College of Communication professional report committee, December 2007

#### **UNDERGRADUATE STUDENTS**

- Taylor Ullmann, “Water to Thrive Promotional Plan,” Bridging Disciplines Program Connecting Experience chair, May 2016
- Sarah Garza, “Reflective Student Teaching and Social Justice,” Bridging Disciplines Program Connecting Experience chair, May 2016
- Freeman Brunaugh, “Nutrition, Childhood Health, and Education,” Bridging Disciplines Program Connecting Experience chair, December 2015
- Kate Greenstein, “Navigating Cancer Support as a Community,” Bridging Disciplines Program Connecting Experience chair, December 2015
- Kevin Elwood, “Making Healthier Lifestyles an Easier Choice,” Bridging Disciplines Program Connecting Experience chair, December 2015
- Martina Belozerc, “Investigating incarcerated individuals' knowledge and perceptions of Human Immunodeficiency Virus (HIV) post-release, Bridging Disciplines Program Connecting Experience chair, December 2015
- Kevin Elwood, “Understanding the Psychosocial Interplay of Cancer and Fertility,” Bridging Disciplines Program Connecting Experience chair, May 2015
- Jacey Tosh, “Breast Cancer and Social Inequalities,” Bridging Disciplines Program Connecting Experience chair, December 2014
- Jan Ross Piedad, “Stories of Making a Difference Through CASA,” Bridging Disciplines Program Connecting Experience chair, December 2014
- Maria Roque, “Measuring the Effectiveness of Cancer-Prevention Campaigns,” Bridging Disciplines Program Connecting Experience chair, December 2014
- Nina Ho, “Increasing Social Entrepreneurship Among Students,” Bridging Disciplines Program Connecting Experience chair, May 2014
- Gabriela Ramirez Trejo, “Improving Health Literacy to Overcome Inequalities,” Bridging Disciplines Program Connecting Experience chair, May 2014
- Jamie Hill, “Telling the Non-Profit Story: Narrative Transportation for Social Good,” Bridging Disciplines Program Connecting Experience chair, December 2013
- Nida Virani, “Digital Media and Parental Decisions on Childhood Vaccinations,” Bridging Disciplines Program Connecting Experience chair, December 2013.
- Susie Reinecke, “Millennials and the Church: Strategies for Millennial Growth Among Religious Institutions,” Department of Advertising honors thesis chair, May 2013
- Paola Finol, “Social Media in Non-Profits,” Bridging Disciplines Program Connecting Experience chair, May 2013

- Jennifer Sunny, “Medicine as Policy,” Bridging Disciplines Program Connecting Experience chair, May 2011
- Elissa Prado, “Meet the Most Famous Doctor: Dr. Internet,” Texas Interdisciplinary Plan capstone project chair, May 2011
- Nicole Gelsomini, “Brand China: A Post-Olympics Evaluation,” College of Liberal Arts Humanities honors thesis chair, May 2009
- Caitlin Compo, “The Effects of E-Commerce on the American Consumer,” College of Liberal Arts Plan II honors thesis chair, May 2008
- Nathan Drummond, “Patient Perception of Physician Communication When Delivering Bad News,” College of Liberal Arts Plan II honors thesis reader, May 2008

## **EXTERNAL SERVICE**

**Advisory Committee Member**, September 2014-present

**Rudd Center for Food Policy and Obesity, University of Connecticut**, Hartford, CT

- Advise Robert Wood Johnson Foundation-funded studies on the extent and impact of food marketing to children and adolescents
- Help to interpret findings and make recommendations related to marketing to multicultural youth through digital channels

**Research Chair**, February 2014-November 2014

**Annual Meeting Planning Committee, Critical Mass Young Adult Cancer**

**Alliance**, Denver, CO

- Organize and lead team to solicit, process, and evaluate conference content for the primary adolescent and young adult oncology annual research meeting
- Create procedures and web interface for accepting and reviewing submissions

**Member**, January 2014-present

**Student Learning Outcomes In Communication Project, National Communication Association**, Chicago, IL

- Collaborate with nationally selected team of six to define process and outcomes for university level communication education
- Integrate Institute for Evidence-Based Change data and methodology to develop a degree qualifications profile for use by communication colleges across the United States

**Professional Advisory Council/Board of Directors** (from 2014), January 2013-present

**Stupid Cancer Foundation**, New York, NY

- Advise public relations and social media efforts for young-adult-oncology non-profit
- Lead Academic Advisory Board for Instapeer, the first mobile health peer-support application for young adults affected by cancer

**Member**, August 2012-October 2012

**Austin Cancer Care Study, Data Working Group**, Austin, TX

- Gather and review data regarding the state of cancer care in Central Texas in collaboration with all care providers and advocates as managed by Livestrong and Health Resources in Action
- Provide advice and edit a final report to frame future care evaluations and provision of resources, including toward the development of medical education in Austin



**Board of Directors and Professional Advisory Board**, February 2011-present  
**Regarding Cancer/Cancer Support Community of Central Texas**, Austin, TX

- Found a local chapter of the international Regarding Cancer/Cancer Support Community group
- Guide program development and plans for connection to cancer communication research and advocacy

**UNIVERSITY SERVICE**

**Fellow**, January 2015-present

**Provost's Teaching Fellows**, Austin, TX

- Advise Learning Sciences division on workshops and faculty education
- Create program to engage more undergraduate students in strategic advising for career planning

**Member**, September 2015-August 2016

**Faculty Building Advisory Committee**, Austin, TX

- Represent faculty, staff, and students in planning campus buildings
- Advocate for administrative attention to campus public space, including creation of a new central-campus pedestrian mall

**Representative**, July 2014-August 2016

**Faculty Council**, Austin, TX

- Serve on Admissions and Registration Committee overseeing student entrance and advancement
- Coordinate evaluation groups for Faculty Grievance Committee when employment issues arise

**Member**, April 2014-February 2015

**Director of New Student Services Search Committee**

- Develop selection criteria for university-level position responsible for helping new students acclimate
- Recruit and interview candidates with a focus on improving retention and graduation rates

**Member**, February 2014-September 2014

**DemTex: Student-Led Courses Advisory Board**, Austin, TX

- Advise Senate of College Councils student leaders on course selections
- Plan program implementation and improvements

**Facilitator**, August 2012-December 2013

**Faculty Innovation Center**, Austin, TX

- Organize and lead teaching-focused section of new faculty orientation to present essential pedagogical ideas as well as campus support-resources
- Lead monthly sessions to help other faculty integrate problem-based pedagogy into their lesson plans and course measurements

**Section Leader**, each August, 2009-present

**Reading Round-Up**, Austin, TX

- Work with incoming freshmen to understand an important text and apply its lessons to their lives
- Welcome students to campus and offer advice on the transition to university life

**Member**, June 2009-present

**Career Exploration Center Faculty Contacts Program**, Austin, TX

- Aid students seeking personally useful information about career paths
- Meet students to discuss career ideas as well as class and internship experiences

**Member**, June 2009-present

**Committee to Create a Health and Society Bachelor of Arts Degree**, Austin, TX

- Help marshal academic resources necessary for an interdisciplinary degree intended to meet social and student demand for a public-health-focused liberal arts program
- Co-chair the health communication track, including a review of relevant campus resources, course offerings, student advising, and existing inter-college relationships

**Member**, August 2008-June 2016; **Chair**, June 2016-present

**Bridging Disciplines Program: Social Inequality, Health, and Policy**, Austin, TX

- Evaluate application materials to determine student admissions
- Assist in decisions about curricular requirements for the certificate program

## **COLLEGE/DEPARTMENT SERVICE**

**Member**, June 2013-August 2014

**College of Communication Center for Health Communication Search Committee**

- Partner with colleagues to draft job description and carry out recruitment plans

**Member**, October 2012-present

**Department of Advertising and Public Relations Cross-Cultural/International Studies**

**Committee**, Austin, TX

- Advise department chair on international programs such as study abroad as well as cross-cultural exchange activities

**Member**, October 2007-August 2010; October 2012-2014; October 2015-present

**College of Communication Internationalization Committee**, Austin TX

- Counsel associate dean on the communication college's international plans
- Develop strategic plan for long-term efforts to create effective study abroad, research, and exchange programs for communication students and faculty

**Member**, June 2011-June 2012

**Department of Advertising and Public Relations Graduate Program Review Committee**

- Work with four other department faculty to examine and improve graduate programs

**Member**, August 2010-September 2013

**College of Communication Scholastic Dismissal Appeals Committee**

- Assess cases of student dismissal, including appeals

**Member**, August 2010-August 2013

**Department of Advertising and Public Relations Health Services Initiative**

- Collaborate with other health-focused faculty on creating university-wide research opportunities

**Member**, August 2008-August 2013; June 2015-April 2016

**Department of Advertising and Public Relations Faculty Hiring Committee**, Austin, TX

- Examine application materials submitted by candidates and assess suitability to department needs

**Chair**, August 2010-September 2012

**Department of Advertising and Public Relations Faculty Research Committee**

- Create overview documents of active faculty research for development planning, external relations, and visiting scholar suitability

**Member**, August 2010-August 2011

**Department of Advertising and Public Relations PhD Admissions Committee**

- Assess application portfolio's for potential admission into the departmental doctoral program

**Member**, September 2007-August 2010

**Department of Advertising and Public Relations Peer Institution Committee**, Austin TX

- Investigate trends in public relations education at peer institutions for use in departmental report to college dean and university president

## PROFESSIONAL SERVICE

2007- present	Ad hoc reviewer, <i>Journal of School Health</i>
2010- present	Ad hoc reviewer, <i>Journal of Health Communication</i>
2010- present	Ad hoc reviewer, <i>International Journal of Advertising</i>
2011- present	Ad hoc reviewer, <i>Science Communication</i>
2011- present	Ad hoc reviewer, <i>American Journal of Public Health</i>
2011	Author, "The Need to be Superman: Caring for Young Men Dealing with Cancer" advisory report requested by Livestrong and Movember non-profits
2011	Author, "Thank goodness I have Planet Cancer: An Initial Examination of Planet Cancer Usage" advisory report for Livestrong
2012- present	Ad hoc reviewer, <i>Journal of Advertising</i>
2012	Editorial board member, <i>Health Communication</i> special issue on the Extended Parallel Process Model
2012- present	Ad hoc reviewer, <i>Cyberpsychology, Behavior, and Social Networking</i>
2013- present	Ad hoc reviewer, <i>Psycho-Oncology</i>
2014- present	Ad hoc reviewer, <i>Journal of Adolescent and Young Adult Oncology</i>
2014-present	Ad hoc reviewer, Dutch Cancer Society
2015	Author, "Professional Service Expertise in the Digital Age" white paper for Pierpont Communication
2016-present	Associate editor, <i>Journal of Cancer Survivorship</i>
2016	External Dissertation Reader, Curtin University
2016	External grant reviewer, Moffitt Cancer Center

## AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association (ICA)

National Communication Association (NCA)

Critical Mass: Young Adult Cancer Alliance