

Curriculum Vitae – 9/10/2021

## Seth M. Noar

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### Office Address

Hussman School of Journalism and Media  
382 Carroll Hall (CB3365)  
University of North Carolina at Chapel Hill  
Chapel Hill, NC 27599-3365  
Phone: 919-962-4075  
Fax: 919-962-0620  
Email: [noar@unc.edu](mailto:noar@unc.edu)

### EDUCATION

- Ph.D.**      **Psychology, University of Rhode Island, Kingston, RI**  
2001      Specialization: Social / Experimental Psychology  
Doctoral Dissertation: “Sexual Negotiation and the Influence of  
Gender and Power in Heterosexually Active Men and Women”  
Major Professor: Patricia J. Morokoff, Ph.D.
- M.A.**      **Psychology, University of Rhode Island, Kingston, RI**  
1998      Specialization: Social / Experimental Psychology  
Master's thesis: “Predictors of Condom Use in a Male Heterosexual  
Population”  
Major Professor: Patricia J. Morokoff, Ph.D.
- B.S.**      **Education, University of Rhode Island, Kingston, RI**  
1995      (Summa Cum Laude)

### HONORS AND AWARDS

Clarivate Analytics Highly Cited Researcher, Social Sciences (2018, 2021)  
NCA Distinguished Article/Chapter Award, Health Communication Division (2020)  
Web of Science Group Highly Cited Researcher, Social Sciences (2019, 2020)  
American Public Health Association Mayhew Derryberry Research Award (2017)  
Inaugural Abby Prestin Lecture, FDA Center for Tobacco Products (2016)  
NCA Outstanding Health Communication Scholar Award (2016)  
Lewis Donohew Outstanding Health Communication Scholar Award (2016)  
Thomson Reuters Highly Cited Researcher, Social Sciences (2014)  
Top Paper, International Communication Association (2005, 2010)  
Faculty Community Service Award, CCIS, University of Kentucky (2008)  
Faculty Research Excellence Award, CCIS, University of Kentucky (2005)  
National Institutes of Health Loan Repayment Program Award & Renewals (2004-2009)  
Peter Merenda Prize in Statistics and Research Methodology (2001)  
Feinstein Foundation Grant Award for Excellence in Teaching (1995)  
Phi Kappa Phi, Kappa Delta Pi, and Phi Eta Sigma Honor Societies (1992-1994)  
University Scholar, University of Rhode Island (1992)

**PROFESSIONAL EXPERIENCE**

- 2020-present**      **James Howard and Hallie McLean Parker Distinguished Professor**  
Hussman School of Journalism and Media  
University of North Carolina at Chapel Hill
- 2014-2020**      **Professor**  
Hussman School of Journalism and Media  
University of North Carolina at Chapel Hill
- 2013-present**      **Research Fellow**  
Center for Health Promotion and Disease Prevention  
University of North Carolina at Chapel Hill
- 2011-present**      **Member**  
Lineberger Comprehensive Cancer Center  
University of North Carolina at Chapel Hill
- 2008-present**      **Visiting Research Fellow**  
Rural Center for AIDS/STD Prevention  
Indiana University, Bloomington, IN
- 2013-2019**      **Co-Director**  
Interdisciplinary Health Communication Program  
University of North Carolina at Chapel Hill
- 2011-2014 (June)**      **Associate Professor**  
Hussman School of Journalism and Media  
University of North Carolina at Chapel Hill
- 2008-2011 (June)**      **Associate Professor and Full Member of Graduate Faculty**  
Department of Communication  
University of Kentucky, Lexington, KY
- 2008-2011 (June)**      **Associate Professor (secondary appointment)**  
Department of Health Behavior, College of Public Health  
University of Kentucky, Lexington, KY
- 2001-2011 (June)**      **Visiting Scholar**  
Department of Psychology  
University of Kentucky, Lexington, KY
- 2003-2008 (June)**      **Assistant Professor and Associate Member of Graduate Faculty**  
Department of Communication  
University of Kentucky, Lexington, KY
- 2001-2003 (June)**      **Postdoctoral Researcher**  
HIV Prevention Research  
Department of Communication  
University of Kentucky, Lexington, KY

**1998-  
2001  
(June)**            **Graduate Research Assistant**  
Cancer Prevention Research Center  
University of Rhode Island, Kingston, RI

**1998-  
2000**            **Adjunct Instructor**  
Department of Psychology  
University of Rhode Island, Kingston, RI

## **GRANTS (PRESENTLY FUNDED)**

### **Co-Investigator**

*State-of-the-Art Synthesis of Interventions to Promote Quit Intentions and Smoking Cessation*  
National Cancer Institute, 1R01 \$960,408, 2021-2024 (PI: Paschal Sheeran)

*Project Description:* The goal of this project is to conduct a meta-analysis of the impact of smoking cessation interventions and to identify behavior change techniques that most effectively increase quit intentions and cessation behavior.

### **Principal Investigator**

*Impact of E-Cigarette Prevention Messages on Adolescents*  
National Institute on Drug Abuse and Food and Drug Administration, 1R01DA049155,  
\$3,354,576, 2020-2025

*Project Description:* The goal of this study is to systematically develop messages that discourage adolescents from vaping and test their impact in a randomized controlled trial using text messaging.

### **Principal Investigator**

*Advancing Perceived Message Effectiveness: A New Measure for Youth Prevention Media Campaigns*  
National Cancer Institute and Food and Drug Administration, 1R01CA246600, \$1,389,558,  
2019-2022

*Project Description:* The goal of this study is to develop and validate a new perceived effectiveness measure that prospectively predicts the impact of tobacco education ads on youth.

### **Co-Investigator**

*Communicating Waterpipe Tobacco Harms to Reduce Use*  
National Cancer Institute, 1R01CA246600, \$2,629,941, 2020-2025 (PI: Erin Sutfin)

*Project Description:* The goal of this research is to develop and test text and pictorial warnings for waterpipe tobacco products to inform susceptible and current users about the risks associated with waterpipe tobacco use. The research culminates in a cluster randomized crossover trial to test the impact of the risk messages at waterpipe cafes.

### **Co-Investigator**

*Social and Behavioral Sciences Research Core, Center for AIDS Research (CFAR)*  
National Institutes of Health (NIH), P30AI050410, \$1,804,530, 2016-2021, (PI: Ron Swanstrom)

*Project Description:* The Social and Behavioral Sciences core assists HIV/AIDS investigators with measurement, interventions, and accessing vulnerable populations.

## **GRANTS (SUBMITTED)**

### **Faculty Mentor**

*Communication Messages to Reduce Youth Multiple Tobacco Product Use*  
National Cancer Institute, K01, \$873,565, 2021-2026 (PI: Sarah D. Kowitt)

*Project Description:* The primary goal of the proposed research and training is to develop and evaluate health communication messages for youth about the harms of multiple tobacco product use (i.e., concurrent use of two or more tobacco products).

**Co-Investigator**

*A Multidisciplinary Assessment of Risks from Vaping*

National Cancer Institute, P01CA269048, \$12,499,942, 04/01/22 – 03/31/27

(PIs: Sutfin/Donny)

*Project Description:* Project MARVEL takes a multidisciplinary approach to assess the impact of youth vaping on health, with projects that address vaping behavior, dependence, well-being, brain structure and function, respiratory health, and how to inform adolescents about the health harms to stem the epidemic of youth vaping.

**GRANTS (PAST)**

**Co-Investigator**

*Developing a Measure of Perceived Message Effectiveness for Youth E-Cigarette Prevention*

North Carolina Translational and Clinical Sciences Institute, R01, \$2,000, 2019-2020 (PI: Jacob Rohde)

*Project Description:* The goal of this research is to develop and test an effects perception measure of perceived message effectiveness for e-cigarette prevention ads.

**Principal Investigator**

*Developing an Effects-Oriented Measure of Perceived Message Effectiveness (PME) for E-Cigarette Prevention*

MEJO Research Center Seed Grant, University of North Carolina at Chapel Hill, \$5,000, 2019

**Co-Investigator and Associate Director, Communication Core**

*Effective Communication on Tobacco Product Risk and FDA Authority*

National Cancer Institute, P50CA180907, \$19.4 million, 2013-2019 (PI: Kurt Ribisl)

**Principal Investigator**

*Systematic Review of Perceived Message Effectiveness Measures for Anti-Tobacco Communication*

National Institute on Drug Abuse, R03DA041869, \$222,600 (2016-2019)

**Co-Investigator**

*Effects of Physical Activity Calorie Expenditure (PACE) Food Labeling*

National Cancer Institute, R01CA184473-01A, \$1.86 million, 2014-2018

**Co-Principal Investigator**

*Cigarette Warning Labels: Research Synthesis and Impact on Smoking Behavior*

National Cancer Institute, P30CA016086, \$2 million, 2013-2017 (Co-PI with Noel T. Brewer)

**Faculty Mentor**

*Understanding How Graphic Warnings on Cigarette Packs Increase Quit Intentions*

National Institutes of Health (NIH), 2015-2017, F31 National Research Service Award (PI: Marissa Hall)

**Faculty Mentor**

*The Effect of E-cigarette Print Advertisements on Smoking Cessation*

National Institutes of Health (NIH), 2015-2017, F31 National Research Service Award (PI: Catherine Jo)

**Faculty Mentor**

*Reducing HIV Risk Among Adolescents*

National Institute of Child Health and Human Development (NICHD), K99, \$920,000 (PI: Laura Widman).

**Co-Investigator**

*Social Network Analysis of The Real Cost Campaign: An Ego-Network Perspective*

CRRTC Pilot Award, \$35,243, 2016-2017 (PI: Adam Saffer)

**Co-Investigator**

*How Can Skin Cancer Best be Prevented? Meta-Analysis of Behavior Change Techniques in Randomized Controlled Trials*

Lineberger Cancer Center Developmental Award, \$95,000, 2016 (PI: Paschal Sheeran)

**Co-Investigator**

*Development of an Anti-Tobacco Website about other Tobacco Products*

CRRTC Pilot Award, \$42,122, 2015-2016 (PI: Allison Lazard)

**Co-Investigator**

*Impact of FDA Branding on Source Awareness, Credibility, and Recall: An Eye Tracking Approach*

CRRTC Pilot Award, \$28,210, 2015 (PI: Leah Ranney)

**Co-Principal Investigator**

*Evaluation of an Innovative Condom Distribution Program Targeting Young African American Women*

UNC Center for AIDS Research Developmental Award, \$30,000, 2014-2015 (Co-PI with Diane Francis)

**Co-Investigator**

*Systematic Review of Health Communication for Non-Cigarette Tobacco Products*

CRRTC Pilot Award, \$20,000, 2014-2015 (PI: Jennifer Cornacchione)

**Co-Investigator**

*Systematic Quantitative Content Analysis of e-Cigarette Advertisements in Consumer Magazines*

CRRTC Pilot Award, \$10,000, 2014-2015 (PI: Dannielle Kelley)

**Co-Investigator**

*Comprehensive Cancer Control Collaborative of North Carolina (4CNC)*

Centers for Disease Control and Prevention (CDC), \$1,499,596, 2009-2014 (PI: Jennifer Leeman)

**Co-Investigator**

*BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan*

Blue Cross Blue Shield Foundation of North Carolina, \$99,522, 2012-2014 (PI: Alice Ammerman)

**Principal Investigator**

*Meta-Analysis of the Impact of Cigarette Graphic Warning Labels on Smoking-related Outcomes*

JOMC Research Center Seed Grant, University of North Carolina at Chapel Hill, \$5,000, 2013

**Principal Investigator**

*Perceptions of Condom Availability and Condom Dispensers on UNC's Campus*

Center for AIDS Research, University of North Carolina at Chapel Hill, \$2,000, 2013

**Principal Investigator**

*Theories Longitudinal Survey: Prioritization and Identification of Measures*

National Cancer Institute (NCI), HHSN261200700006I (Westat Subcontract #8447-S02), \$34,462, 2011-2012

**Faculty Mentor**

*Promoting Mammography in African-American Women Visiting the Emergency Department*

National Institute of Nursing Research (NINR), K01, \$678,233 (PI: Jennifer Hatcher).

**Principal Investigator**

*Enhancing Message Design in Tailored, Computerized HIV/STI Interventions*

National Institute of Mental Health (NIMH), R34, \$618,411, 2008-2012

**Co-Investigator**

*Targeting Mass Media Campaigns for HIV, STD, and Pregnancy Prevention*

National Institute of Mental Health (NIMH), R01, 2.73 million, 2005-2011 (PIs: Rick S. Zimmerman and Philip Palmgreen).

**Co-Investigator**

*Exploring the Neurobiological Response to Anti-Drug Media Messages with fMRI*

National Institute on Drug Abuse (NIDA), R21, \$735,682, 2009-2011 (PI: Jane E. Joseph).

**Co-Investigator**

*Promoting HPV Vaccination among Rural Appalachians (Core Research Project of The Rural Cancer Prevention Center)*

Centers for Disease Control and Prevention, 4.8 million (PI: Richard Crosby)

**Co-Investigator**

*Rural Guidelines for HIV Prevention Materials and Program Development (Part of the Rural Center for AIDS/STD Prevention)*

Centers for Disease Control and Prevention, \$1,256,495, 2006-2010 (PI: Richard Crosby)

**Principal Investigator**

*Understanding Sexual Risk Behavior among African-American STI Clinic Patients*

Research Support Grant, Office of the Vice President for Research and the College of Communications and Information Studies, University of Kentucky, \$37,500, 2006-2007.

**Co-Investigator**

*School-based Alcohol and HIV Prevention in South Africa*

National Institute on Alcohol Abuse and Alcoholism (NIAAA), 1-R01-AA013927, 1.58 million, 2002-2007 (PI: Rick S. Zimmerman).

**Principal Investigator**

*Mass Media Campaigns and Health Behavior: Reviewing the Literature*

College Research Activity Grant Award, College of Communications and Information Studies, University of Kentucky, \$4,600, 2005.

**Co-Investigator**

*Targeting Mass Media Campaigns for Risky Sexual Behavior*

National Institute of Mental Health (NIMH), 1-R01-MH63705, 2.86 million, 2001-2005 (PI: Rick S. Zimmerman).

**Principal Investigator**

*Understanding Communication in the Context of Safer Sexual Behavior: A Meta-Analysis*

Dean's Summer Research Support Grant Award, College of Communications and Information Studies, University of Kentucky, \$1,800, 2004.

**Principal Investigator**

*Sexual Negotiation in Heterosexually Active Men and Women*

Society for the Psychological Study of Social Issues Grants-in-Aid Award, \$1,800, 2000-2001.



## **PUBLICATIONS**

### **Books**

**Noar, S. M.**, & Harrington, N. G. (Eds.) (2012). *eHealth applications: Promising strategies for behavior change*. New York: Routledge.

Edgar, T., **Noar, S. M.**, & Freimuth, V. S. (Eds.) (2008). *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century*. New York: Lawrence Erlbaum.

### **Journal Special Issues**

**Noar, S. M.**, & Cappella, J. N. (Eds.) (2019). Communication research about tobacco regulatory science. *Health Communication*, 34(3).

**Noar, S. M.**, & Palmgreen, P. (Eds.) (2009). Evaluating health communication campaigns: Key issues and alternative approaches. *Communication Methods and Measures*, 3(1-2).

### **Peer-Reviewed Journal Articles**

Note: Asterisk (\*) indicates student at time research was conducted.

### **In press**

184. \*Adams, E. T., Nabi, R., **Noar, S. M.**, Evans, R., & Widman, L. (in press). Effects of emotional shifts on perceptions of addiction risk and efficacy: Testing the *Know The Truth* anti-opioid campaign. *Health Communication*.

183. Agans, R. P., Zeng, D., Shook-Sa, B. E., Boynton, M. H., Brewer, N. T., Sutfin, E. L., Goldstein, A. O., **Noar, S. M.**, Vallejos, Q., Queen, T. L., Bowling, J. M., & Ribisl, K. M., & (in press). Using social networks to supplement RDD telephone surveys to oversample hard-to-reach populations: A new RDD+RDS approach. *Sociological Methodology*.

182. Cornacchione Ross, J., **Noar, S. M.**, Reboussin, B. A., King, J. L., Jensen, D., Lazard, A. J., & Sutfin, E. L. (in press). Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults. *Tobacco Control*.

181. Erku, D. A., Bauld, L., Dawkins, L., Gartner, C. E., Steadman, K. J., **Noar, S. M.**, Shrestha, S., & Morphett, K., (in press). Does the content and source credibility of health and risk messages related to nicotine vaping products have an impact on harm perception and behavioural intentions? A systematic review. *Addiction*.

180. Grummon, A. H., Hall, M. G., Mitchell, C. G., Pulido, M., Mendel, J. R., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (in press). Reactions to messages about smoking, vaping, and COVID-19: Two national experiments. *Tobacco Control*.

179. Kresovich, A., **Noar, S. M.**, Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (in press). A review of web-based tobacco control media archives for researchers and practitioners. *Journal of Cancer Education*.

178. Li, W., Vargas-Rivera, M., Kalan, M. E., Taleb, Z. B., Asfar, T., Osibogun, O., **Noar, S., M.**, & Maziak, W. (in press). The effect of graphic health warning labels placed on the ENDS device on young adults users' experience, exposure and intention to use: A pilot study. *Health Communication*.

177. Sutfin, E. L., Lazard, A. J., Ross, Jennifer C., **Noar, S. M.**, & Reboussin, B. A (in press). Waterpipe tobacco warnings: An experimental study among a nationally representative sample of young adults. *Nicotine & Tobacco Research*.

176. Sutfin, E. L., Lazard, A. J., Wagoner, K. G., King, J. L., Cornacchione Ross, J., Wiseman, K. D., Orlan, E., Suerken, C. K., Reboussin, B. A., Wolfson, M., **Noar, S. M.**, & Reboussin, B. A. (in press). Point-of-sale health communication campaign for cigarillos and waterpipe tobacco: Effects and lessons learned from two cluster randomized trials. *Health Communication*.

175. \*Vereen, R. N., \*Kurtzman, R., & **Noar, S. M.** (in press). Are social media interventions for health behavior change efficacious among health disparity populations? A meta-analytic review. *Health Communication*.

## 2021

174. \*Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Lazard, A. J., Ribisl, K. M., & Brewer, N. T. (2021). Message perceptions and effects perceptions as proxies for behavioral impact in the context of anti-smoking messages. *Preventive Medicine Reports*, 23, 101434.

173. \*Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Lazard, A. J., Ribisl, K. M., & Brewer, N. T. (2021). Incremental criterion validity of message perceptions and effects perceptions in the context of anti-smoking messages. *Journal of Behavioral Medicine*, 44(1), 74-83.

172. Cornacchione Ross, J., King, J. L., Lazard, A. J., **Noar, S. M.**, Reboussin, B. A., Jenson, D., & Sutfin, E. L. (2021). Developing pictorial cigarillo warnings: Insights from focus groups. *Nicotine & Tobacco Research*, 23(2), 383-389.

171. Cornacchione Ross, J., Reboussin, D. M., **Noar, S. M.**, Wiseman, K. D., & Sutfin, E. L. (2021). What do adolescents and young adults think a cigarillo is? Implications for health communication. *International Journal of Environmental Research and Public Health*, 18(6), 3311.

170. Francis, D. B., Zelaya, C. M., Fortune, D. A., & **Noar, S. M.** (2021). Black college women's interpersonal communication in response to a sexual health intervention: A mixed methods study. *Health Communication*, 36(2), 217-225.

169. Goldstein, A. O., Jarman, K. L., Kowitt, S. D., Queen, T. L., Kim, K. S., Shook-Sa, B. E., Sheeran, P., **Noar, S. M.**, & Ranney, L. M. (2021). Effect of cigarette constituent messages with engagement text on intention to quit smoking among adults who smoke cigarettes: A randomized clinical trial. *JAMA Network Open*, 4(2), e210045.

168. \*Rohde, J. A., \*Barker, J. O., & **Noar, S. M.** (2021). Impact of eHealth technologies on patient outcomes: A meta-analysis of chronic gastrointestinal illness interventions. *Translational Behavioral Medicine*, 11(1), 1-10.

167. \*Rohde, J. A., **Noar, S. M.**, Prentice-Dunn, H., \*Kresovich, A., & Hall, M. G. (2021). Comparison of message and effects perceptions for *The Real Cost* e-cigarette prevention ads. *Health Communication, 36*(10), 1222-1230.

166. \*Rohde, J. A., Sibley, A. L., & **Noar, S. M.** (2021). Topics analysis of Reddit and Twitter posts discussing inflammatory bowel disease and distress from 2017-2019. *Crohn's & Colitis 360, 3*(3), otab044.

165. \*Rohde, J. A., \*Vereen, R. N., & **Noar, S. M.** (2021). Adolescents and young adults who vape or are susceptible to vaping: Characteristics, product preferences, and beliefs. *Substance Use & Misuse, 56*(11), 1607-1615.

## 2020

164. Jeong, M., **Noar, S. M.**, Zhang, D., Mendel, J. R., Agans, R. P., Boynton, M. H., Byron, M. J., Baig, S. A., Ranney, L. M., Ribisl, K. M., & Brewer, N. T. (2020). Public understanding of cigarette smoke chemicals: Longitudinal study of US adults and adolescents. *Nicotine & Tobacco Research, 22*(5), 747-755.

163. \*Kresovich, A. & **Noar, S. M.** (2020). The power of celebrity: Meta-analysis of the relationship between audience involvement and behavioral intentions. *Journal of Health Communication, 25*(6), 501-513.

162. Lazard, A. J., Pikowski, J., Horrell, L., Cornacchione Ross, J., **Noar, S. M.**, & Sutfin, E. L. (2020). Adolescents' and young adults' aesthetics and functionality preferences for online tobacco education. *Journal of Cancer Education, 35*(2), 373-379.

161. Myrick, J. G., **Noar, S. M.**, \*Sontag, J., & \*Kelley, D. (2020). Connections between sources of health and beauty information and indoor tanning behavior among college women. *Journal of American College Health, 68*(2), 163-168.

160. **Noar, S. M.**, \*Barker, J., \*Bell, T., & Yzer, M. (2020). Does perceived message effectiveness predict the actual effectiveness of tobacco education messages? A systematic review and meta-analysis. *Health Communication, 35*(2), 148-157.

159. **Noar, S. M.**, \*Rohde, J. A., \*Barker, J. O., Hall, M. G., & Brewer, N. T. (2020). Pictorial cigarette pack warnings increase some risk appraisals but not risk beliefs: A meta-analysis. *Human Communication Research, 46*(2-3), 250-272.

[The above article is published in a special issue on "Communication Science and Meta-Analysis"]

158. **Noar, S. M.**, \*Rohde, J. A., Prentice-Dunn, H., \*Kresovich, A., Hall, M. G., & Brewer, N. T. (2020). Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addictive Behaviors, 109*.

[The above article is published in a special issue on "The Development and Evaluation of Novel, Youth E-cigarette Prevention and Cessation Programs"]

157. **Noar, S. M.**, Willoughby, J. F., Crosby, R., Webb, E. M., Van Stee, S. K., Feist-Price, S., & Davis, E. (2020). Acceptability of a computer-tailored safer sex intervention for

heterosexual African Americans attending an STI clinic. *The Journal of Primary Prevention*, 41(3), 211-227.

156. Nobles, A. L., Leas, E. C., **Noar, S. M.**, Drezde, M., Latkin, C. A., Strathdee, S. A., & Ayers, J. W. (2020). Automated image analysis of instagram posts: Implications for risk perception and communication in public health using a case study of #HIV. *PLoS ONE*, 15(5), e0231155.

155. \*Rohde J. A., **Noar S. M.**, Mendel, J. R., Hall, M. G., Baig, S. A., Ribisl, K. M., & Brewer, N. T. (2020). E-cigarette health harm awareness and discouragement: Implications for health communication. *Nicotine & Tobacco Research*, 22(7), 1131-1138.

154. Sheeran, P., Goldstein, A. O., Abraham, C., Eaker, K., Wright, C. E., Villegas, M. E., Jones, K., \*Avishai, A., Miles, E., Gates, K. M., & **Noar, S. M.** (2020). Reducing exposure to ultraviolet radiation from the sun and indoor tanning: A meta-analysis. *Health Psychology*, 39(7), 600-616.

## 2019

153. \*Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2019). UNC perceived message effectiveness: Validation of a brief scale. *Annals of Behavioral Medicine*, 53(8), 732-742.

152. \*Barker, J. O., \*Kelley, D. E., **Noar, S. M.**, Reboussin, B. A., Cornacchione Ross, J., & Sutfin, E. L. (2019). E-cigarette outcome expectancies among nationally representative samples of adolescents and young adults. *Substance Use & Misuse*, 54(12), 1970-1979.

151. Brewer, N. T., Jeong, M., Hall, M. G., Baig, S. A., Mendel, J., R., Lazard, A. L., **Noar, S. M.**, Kameny, M. R., & Ribisl, K. M. (2019). Impact of e-cigarette health warnings on motivation to vape and smoke. *Tobacco Control*, 28(e1), e64-e70.

150. Brewer, N. T., Jeong, M., Mendel, J. R., \*Hall, M. G., \*Zhang, D., \*Parada, H., Boynton, M. H., **Noar, S. M.**, \*Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2019). Cigarette pack messages about toxic chemicals: A randomised clinical trial. *Tobacco Control*, 28(1), 74-80.

149. Brewer, N. T., \*Parada, H., \*Hall, M. G., Boynton, M. H., **Noar, S. M.**, & Ribisl, K. M. (2019). Understanding why pictorial cigarette pack warnings increase quit attempts. *Annals of Behavioral Medicine*, 53(3), 232-243.

148. Choukas-Bradley, S., Nesi, J., Widman, L., & **Noar, S. M.**, (2019). Examining the roles of self-objectification and appearance expectations in young women's indoor tanning behavior. *Sex Roles*, 80, 52-62.

147. Cornacchione Ross, J., **Noar, S. M.**, & Sutfin, E. L. (2019). Systematic review of health communication for non-cigarette tobacco products. *Health Communication*, 34(3), 361-369.

[The above article is published in a special issue titled, "Communication Research about Tobacco Regulatory Science"]

146. Deery, C. B., Hales, D., Viera, L., Lin, F. C., Liu, Z., Olsson, E., Gras-Najjar, J., Linnan, L., **Noar, S. M.**, Ammerman, A. S., & Viera, A. J., (2019). Physical activity calorie expenditure (PACE) labels in worksite cafeterias: Effects on physical activity. *BMC Public Health*, 19(1), 1596.

145. Francis, D. B., \*Mason, N., Cornacchione Ross, J., & **Noar, S. M.** (2019). Impact of pictorial tobacco pack warnings on youth and young adults: A systematic review of experimental studies. *Tobacco Induced Diseases*, 17(41), 1-11.

144. \*Francis, D., B., \*Stevens, E. M., **Noar, S. M.**, & Widman, L. (2019). Public reactions to and impact of celebrity health announcements: Understanding the Charlie Sheen effect. *Howard Journal of Communications*, 30(5), 479-494.

143. \*Green, A. C., Driezen, P., **Noar, S. M.**, Hammond, D., & Fong, G. T. (2019). Impact of adding and removing warning label messages from cigarette packages on adult smokers' awareness about the health harms of smoking: Findings from the ITC Canada survey. *Tobacco Control*, 28(e1), e56-e63.

142. Hall, M. G., Byron, M. J., Brewer, N. T., **Noar, S. M.**, & Ribisl, K. M. (2019). Interest in illicit purchase of cigarettes under a very low nicotine content product standard. *Nicotine & Tobacco Research*, 21(1), S128-S132.

[The above article is published in a special issue titled, "Standards to Reduce Nicotine in Combusted Tobacco in the United States"]

141. Hall, M. G., Saffer, A. J., & **Noar, S. M.** (2019). A secondary audience's reactions to The Real Cost advertisements: Results from a study of US young adult smokers and susceptible non-smokers. *American Journal of Preventive Medicine*, 56(2S1), S57-S64.

[The above article is published in a special issue titled, "Fifth Anniversary Retrospective of *The Real Cost*, the Food and Drug Administration's Historic Youth Smoking Prevention Media Campaign"]

140. \*Jo, C. L., **Noar, S. M.**, Southwell, B. G., & Ribisl, K. M. (2019). Effects of e-cigarette advertising message form and cues on cessation intention: An exploratory study. *Journal of Health Communication*, 24(5), 570-580.

139. \*Kowitt, S. D., Sheeran, P., Jarman, K. L., Ranney, L. M., Schmidt, A. M., **Noar, S. M.**, Huang, L., & Goldstein, A. O. (2019). Cigarette constituent health communications for smokers: Impact of chemical, imagery, and source. *Nicotine & Tobacco Research*, 21(6), 841-845.

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47. **Noar, S. M.**, \*Webb, E., \*Van Stee, S., Feist-Price, S., Crosby, R., \*Willoughby, J. F., & Troutman, A. (2012). Sexual partnerships, risk behaviors, and condom use among low-income heterosexual African Americans: A qualitative study. *Archives of Sexual Behavior*, 41(4), 959-970.

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[The above article appears in a special issue from the Tenth International AIDS Impact Conference]

45. \*Van Stee, S. K., **Noar, S. M.**, \*Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2012). Reactions to safer-sex public service announcement message

features: Attention, perceptions of realism, and cognitive responses. *Qualitative Health Research*, 22(11), 1568-1579.

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[The above appears in a special issue sponsored by NIDCR/NIH: Behavioral and Social Intervention Research Essentials]

43. Helme, D. W., **Noar, S. M.**, \*Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2011). In-depth investigation of interpersonal discussions in response to a safer sex mass media campaign. *Health Communication*, 26(4), 366-378.

42. **Noar, S. M.** (2011). Computer technology-based interventions in HIV prevention: State of the evidence and future directions for research. *AIDS Care*, 23(5), 525-533 [Lead article].

41. **Noar, S. M.**, Crosby, R., \*Benac, C., \*Snow, G., & Troutman, A. (2011). Applying the attitude-social influence-efficacy model to condom use among African-American STD clinic patients: Implications for tailored health communication. *AIDS & Behavior*, 15(5), 1045-1057.

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[The above is the lead article in a special issue section: Tailored Health Communication]

39. **Noar, S. M.**, & \*Head, K. J. (2011). Trends in the research and practice of health communication campaigns. *Sociology Compass*, 5(6), 426-438.

38. **Noar, S. M.**, & \*Mehrotra, P. (2011). Toward a new methodological paradigm for testing theories of health behavior and health behavior change. *Patient Education & Counseling*, 82(3), 468-474.

[The above article appears in a special issue on methodology in health communication]

37. **Noar, S. M.**, \*Webb, E. M., \*Van Stee, S. K., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2011). Using computer technology for HIV prevention among African Americans: Development of a tailored information program for safer sex (TIPSS). *Health Education Research*, 26(3), 393-406 [Lead article].

[The above is the lead empirical article in a special issue on HIV prevention education]

36. Redding, C. A., Brown-Peterside, P., **Noar, S. M.**, Rossi, J. S., & Koblin, B. A. (2011). One session of TTM-tailored condom use feedback: A pilot study among at risk women in the Bronx. *AIDS Care*, 23(1), 10-15.

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35. Crosby, R., & **Noar, S. M.** (2010). Theory development in health promotion: Are we there yet? *Journal of Behavioral Medicine*, 33(4), 259-263 [Lead article].

34. DeSantis, A., **Noar, S. M.**, & \*Webb, E. (2010). Speeding through the frat house: A qualitative exploration of nonmedical ADHD stimulant use in fraternities. *Journal of Drug Education*, 40(2), 157-171.

33. **Noar, S. M.**, Palmgreen, P., Zimmerman, R. S., \*Lustria, M. L. A., & \*Lu, H. Y. (2010). Assessing the relationship between perceived message sensation value and perceived message effectiveness: Analysis of PSAs from an effective campaign. *Communication Studies*, 61(1), 21-45.

32. **Noar, S. M.**, \*Pierce, L. B., & \*Black, H. G. (2010). Can computer-mediated interventions change theoretical mediators of safer sex? A meta-analysis. *Human Communication Research*, 36(3), 261-297 [Lead article].

31. \*Xiao, Z., Palmgreen, P., Zimmerman, R. S., & **Noar, S. M.** (2010). Adapting and applying a multiple domain model of condom use to Chinese college students. *AIDS Care*, 22(3), 332-338.

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30. DeSantis, A., **Noar, S. M.**, & \*Webb, E. (2009). Nonmedical ADHD stimulant use in fraternities. *Journal of Studies on Alcohol and Drugs*, 70(6), 952-954.

29. Lustria, M. L. A., Cortese, J., **Noar, S. M.**, & Glueckauf, R. (2009). Computer-tailored health interventions delivered over the web: Review and analysis of key components. *Patient Education & Counseling*, 74(2), 156-173.

28. \*Mehrotra, P., **Noar, S. M.**, Zimmerman, R. S., & Palmgreen, P. (2009). Demographic and personality factors as predictors of HIV/STD partner-specific risk perceptions: Implications for interventions. *AIDS Education and Prevention*, 21(1), 39-54.

27. **Noar, S. M.**, \*Black, H. G., & \*Pierce, L. B. (2009). Efficacy of computer technology-based HIV prevention interventions: A meta-analysis. *AIDS*, 23(1), 107-115.

26. **Noar, S. M.**, Harrington, N. G., & \*Aldrich, R. S. (2009). The role of message tailoring in the development of persuasive health communication messages. *Communication Yearbook*, 33, 73-133.

[The above article was reprinted in G. L. Kreps (2010). *Health communication - Volume 4, Health communication and new information technologies (eHealth)*. Thousand Oaks, CA: Sage]

25. **Noar, S. M.**, Palmgreen, P., \*Chabot, M., \*Dobransky, N., & Zimmerman, R. S. (2009). A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress? *Journal of Health Communication*, 14(1), 15-42.

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24. DeSantis, A., \*Webb, E., & **Noar, S. M.** (2008). Illicit use of prescription ADHD medications on a college campus: A multimethodological approach. *Journal of American College Health, 57*(3), 315-323.

23. **Noar, S. M.** (2008). Behavioral interventions to reduce HIV-related sexual risk behavior: Review and synthesis of meta-analytic evidence. *AIDS & Behavior, 12*(3), 335-353.

22. **Noar, S. M.**, \*Chabot, M., & Zimmerman, R. S. (2008). Applying health behavior theory to multiple behavior change: Considerations and approaches. *Preventive Medicine, 46*(3), 275-280.

[The above article appears in a special issue on multiple behavior change]

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[The above article was reprinted in M. Murray & K. Chamberlain (2015). *New Directions in Health Psychology*. Thousand Oaks, CA: Sage]

19. Pequegnat, W., Rosser, B.R.S., Bowen, A., Bull, S.S., DiClemente, R.J., Bockting, W.O., Elford, J., Fishbein, M., Gurak, L., Horvath, K., Konstan, J., **Noar, S. M.**, Ross, M.W., Sherr, L., Spiegel, D., & Zimmerman, R. (2007). Conducting Internet-based HIV/STD prevention survey research: Considerations in design and evaluation. *AIDS & Behavior, 11*(4), 505-521.

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17. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, \*Lustria, M. L. A., \*Lu, H. Y., & \*Horosewski, M. L. (2007). Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. *Health Education & Behavior, 34*(5), 810-826.

[The above campaign project was selected for inclusion in R. E. Golden et al.'s (2013) *Best Evidence Structural Interventions for HIV Prevention*, New York: Springer]

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15. **Noar, S. M.** (2006). A 10-year retrospective of research in health mass media campaigns: Where do we go from here? *Journal of Health Communication, 11*(1), 21-42.

[The above article appears in a 10-year retrospective special issue]

[The above article is reprinted in G. L. Kreps (2010). *Health communication -Volume 2, Health communication and health promotion*. Thousand Oaks, CA: Sage].

14. **Noar, S. M.** (2006). In pursuit of cumulative knowledge in health communication: The role of meta-analysis. *Health Communication, 20*(2), 169-175.

[The above article appears in a special 75<sup>th</sup> issue of the journal]

13. **Noar, S. M.**, \*Carlyle, K., & \*Cole, C. (2006). Why communication is crucial: Meta-analysis of the relationship between safer sexual communication and condom use. *Journal of Health Communication, 11*(4), 365-390.

12. **Noar, S. M.**, \*Clark, A., \*Cole, C., & \*Lustria, M. (2006). Review of interactive safer sex websites: Practice and potential. *Health Communication, 20*(3), 233-241.

11. **Noar, S. M.**, \*Cole, C., & \*Carlyle, K. (2006). Condom use measurement in 56 studies of sexual risk behavior: Review and recommendations. *Archives of Sexual Behavior, 35*(3), 327-345.

10. **Noar, S. M.**, Zimmerman, R. S., Palmgreen, P., \*Lustria, M. L. A., & \*Horosewski, M. L. (2006). Integrating personality and psychosocial theoretical approaches to understanding safer sexual behavior: Implications for message design. *Health Communication, 19*(2), 165-174.

#### 2005

9. **Noar, S. M.**, & Zimmerman, R. S. (2005). Health behavior theory and cumulative knowledge regarding health behaviors: Are we moving in the right direction? *Health Education Research: Theory & Practice, 20*(3), 275-290.

[The above article was highlighted in a special section of the journal, which included 2 invited responses]

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7. **Noar, S. M.**, Morokoff, P. J., & Harlow, L. L. (2004). Condom influence strategies in a community sample of ethnically diverse men and women. *Journal of Applied Social Psychology, 34*(8), 1730-1751.

#### 2003

6. **Noar, S. M.** (2003). The role of structural equation modeling in scale development. *Structural Equation Modeling: A Multidisciplinary Journal, 10*(4), 622-647.

5. **Noar, S. M.**, Laforge, R. G., Maddock, J. E., & Wood, M. D. (2003). Rethinking positive and negative aspects of alcohol use: Suggestions from a comparison of alcohol expectancies and decisional balance. *Journal of Studies on Alcohol, 64*(1), 60-69.

2002

4. **Noar, S. M.**, & Morokoff, P. J. (2002). The relationship between masculinity ideology, condom attitudes, and condom use stage of change: A structural equation modeling approach. *International Journal of Men's Health*, 1(1), 43-58.

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[The above scale was selected for inclusion in PsycTESTS, a searchable research database of robust measures published by the American Psychological Association:  
<http://www.apa.org/pubs/databases/psyctests/>]

2. **Noar, S. M.**, Morokoff, P. J., & Redding, C. A. (2002). Sexual assertiveness in heterosexually active men: A test of three samples. *AIDS Education and Prevention*, 14(4), 330-342.

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**Manuscripts Under Review**

13. Sanzo, N., \*Brothers, W., \*Kresovich, A., Prentice-Dunn, H., Boynton, M. H., Sutfin, E. L., Sheeran, P., & **Noar, S. M.** (2021). *What's in the message? An analysis of themes and features used in vaping prevention messages*. Manuscript submitted for publication.

12. \*Rohde, J. A., **Noar, S. M.**, Sheldon, J. M., Hall, M. G., & Brewer, N. T. (2021). *Responses to vaping warning themes for adolescents: A national experiment*. Manuscript submitted for publication.

11. Pikowski, J., Lazard, A. J., **Noar, S. M.**, Sheeran, P. J., & Goldstein, A. O. (2021). *The impact of source, channel, and theme on receptivity to tobacco control messages among adolescents and adults*. Manuscript submitted for publication.

10. \*Morgan, J. C., Jeong, M., Baig, S. A., Mendel, J., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2021). *Impact of anti-littering messages on cigarette packs*. Manuscript submitted for publication.

9. \*Morgan, J. C., **Noar, S. M.**, Southwell, B. G., Golden, S. D., Ribisl, K. M., & Brewer, N. T. (2021). *Predictors of conversational trajectories about pictorial cigarette pack warnings*. Manuscript submitted for publication.

8. **Noar, S. M.**, Gottfredson, N. C., \*Vereen, R. N., \*Kurtzman, R., Sheldon, J. M., \*Adams, E., Hall, M. G., & Brewer, N. T. (2021). Development of the UNC perceived message effectiveness scale for youth. *Manuscript submitted for publication*.

7. \*Kurtzman, R. T., \*Vereen, R., Mendel Sheldon, J., Hall, M. G., Brewer, N. T., Gottfredson, N., & **Noar, S. M.** (2021). Cognitive interviews with adolescents: Understanding smoking and vaping risk language to inform scale development. Manuscript submitted for publication.
6. \*Kelley, D. E., **Noar, S. M.**, Ivanov, B., Dillman-Carpentier, F., Comello, M. L. G., & Southwell, B. G. (2021). *Countering misinformation: An experiment of one- and two-sided messages for skin cancer prevention*. Manuscript submitted for publication.
5. Jarman, K., Queen, T. L., Ranney, L. M., Osman, A., **Noar, S. M.**, Sheeran, P., & Goldstein A. O. (2021). *Changing perceptions of FDA regulation of tobacco products in the US: Results of 2 waves of a national survey*. Manuscript submitted for publication.
4. Cartwright, A. F., Alspaugh, A., Britton, L. E., & **Noar, S. M.** (2021). *mHealth interventions for contraceptive behavior change in the United States: A systematic review*. Manuscript submitted for publication.
3. \*Bell, T., & **Noar, S. M.**, & Lazard, A. (2021). *Narratives versus standard of care: Testing how messages can positively influence adolescents with type 1 diabetes*. Manuscript submitted for publication.
2. \*Bell, T., & **Noar, S. M.**, & Shafer, A. (2021). *The process of developing and pretesting narrative messages for adolescents with type 1 diabetes*. Manuscript submitted for publication.
1. \*Barker, J. O., Saffer, A., & **Noar, S. M.** (2021). *The interplay of personal networks and outcome expectancies: An egocentric analysis of e-cigarette beliefs and use among young adults*. Manuscript submitted for publication.

## **Book Chapters**

### In press

30. **Noar, S. M.**, & Brewer, N. T. (in press). Systematic reviews and meta-analysis in behavioral medicine. In S. R. Waldstein, W. J. Kop, E. C. Suarez, W. R. Lovallo, & L. I. Katzel (Eds.), *Handbook of Cardiovascular Behavioral Medicine*. New York: Springer.

### 2019

29. Salazar, L. F., Crosby, R. A., DiClemente, R. J., **Noar, S. M.**, & Schipani-McLaughlin, A. M. (2019). Health communication: Theory, social marketing, and tailoring. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations, and applications* (2<sup>nd</sup> Ed) (pp. 137-159). Burlington, MA: Jones & Barlett.

28. Salazar, L. F., Crosby, R. A., **Noar, S. M.**, Schipani-McLaughlin, A. M., & DiClemente, R. J. (2019). Models based on perceived threat and fear appeals. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations, and applications* (2<sup>nd</sup> Ed) (pp. 73-93). Burlington, MA: Jones & Barlett.

### 2017

27. **Noar, S. M.** (2017). The transtheoretical model and stages of change in health and risk messaging. In R. L. Parrott (Ed.), *Oxford Research Encyclopedia of Communication*, Oxford University Press, DOI: 10.1093/acrefore/9780190228613.013.324

#### 2016

26. **Noar, S. M.**, & Harrington, N. G. (2016). Tailored communications for health-related decision-making and behavior change. In M. A. Diefenbach, S. Miller-Halegoua, & D. J. Bowen (Eds.), *Handbook of health decision science* (pp. 251-263). New York: Springer.

25. **Noar, S. M.**, & Myrick, J. G. (2016). Outcome expectations. In D. K. Kim & J. W. Dearing (Eds.), *Health communication research measures* (pp. 87-98). New York: Peter Lang.

#### 2015

24. Harrington, N. G., Helme, D., & **Noar, S. M.** (2015). Message design approaches to health risk behavior prevention. In L. M. Scheier (Ed.), *Handbook of adolescent drug use prevention: Research, intervention strategies, and practice* (pp. 381-396). Washington, DC: American Psychological Association.

23. **Noar, S. M.** (2015). Internet and eHealth. In N. G. Harrington (Ed.), *Health communication: Theory, method, and application* (pp. 428-453). New York: Routledge.

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22. **Noar, S. M.**, & Snyder, L. B. (2014). Building cumulative knowledge in health communication: The application of meta-analytic methods. In B. B. Whaley (Ed.), *Research methods in health communication: Principles and Application* (pp. 232-253). New York: Routledge.

21. Willoughby, J. F., & **Noar, S. M.** (2014). Communication and marketing strategies. In M. P. O'Donnell (Ed.), *Health promotion in the workplace: Improving awareness, enhancing motivation, building skills, and creating opportunities (4<sup>th</sup> Ed.)* (pp. 265-277). Troy, MI: American Journal of Health Promotion.

#### 2013

20. Cohen, E. L., Vanderpool, R. C. Crosby, R., **Noar, S. M.**, Bates, W., Collins, T., Head, K. J., McGladrey, M., & Casey, B. (2013). 1-2-3 pap: A campaign to prevent cervical cancer in Eastern Kentucky. In M. J. Dutta & G. L. Kreps & (Eds.), *Reducing health disparities: Communication interventions* (pp. 158-177). New York: Peter Lang Publishing.

19. Palmgreen, P., **Noar, S. M.**, & Zimmerman, R. S. (2013). A mass media campaign to increase condom use among high sensation-seeking and impulsive decision-making young adults. In R. E. Rice & C. K. Atkin (Eds.), *Public communication campaigns (4<sup>th</sup> Ed)* (pp. 205-218). Thousand Oaks, CA: Sage.

18. Salazar, L. F., Crosby, R. A., & **Noar, S. M.** (2013). Health communication: Theory, social marketing, and tailoring. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations, and applications* (pp. 187-209). Burlington, MA: Jones & Barlett.

17. Salazar, L. F., **Noar, S. M.**, Walker, J. H., & Crosby, R. A. (2013). Models based on perceived threat and fear appeals. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations, and applications* (pp. 83-104). Burlington, MA: Jones & Barlett.

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16. Crosby, R., A. **Noar, S. M.**, Head, S., & \*Webb, E. (2012). Condoms and other barrier methods of STI and HIV prevention (pp. 117-133). In S. Gupta & B. Kumar (Eds.), *Sexually transmitted infections (2<sup>nd</sup> Edition)*. New Delhi, India: Elsevier.

15. Harrington, N. G., & **Noar, S. M.** (2012). Building an evidence base for eHealth applications: Research questions and practice implications. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (263-274). New York: Routledge.

14. **Noar, S. M.**, & Harrington, N. G. (2012). eHealth applications: An introduction and overview. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (pp. 3-16). New York: Routledge.

13. **Noar, S. M.**, & Harrington, N. G. (2012). Computer-tailored interventions for improving health behaviors. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (pp. 128-146). New York: Routledge.

12. **Noar, S. M.**, & \*Van Stee, S. K. (2012). Designing messages for individuals in different stages of change. In H. Cho (Ed.), *Health communication message design: Theory and practice* (pp. 209-229). Thousand Oaks, CA: Sage.

11. **Noar, S. M.**, \*Webb, E., \*Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2012). Conversations with low-income, African-American women and men: Critical reflections on sexuality, risk behavior, and HIV/AIDS. In K. L. Walker, J. L. Hart, & M. U. D'Silva (Eds.), *Communicating about HIV/AIDS: Taboo topics and difficult conversations* (pp. 23-41). New York: Hampton Press.

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10. Zimmerman, R. S., Donohew, R. L., Palmgreen, P., **Noar, S. M.**, Cupp, P. K. & \*Floyd, B. (2011). Designing media and classroom interventions targeting high sensation-seeking or impulsive adolescents to prevent drug abuse and risky sexual behavior. In M. T. Bardo, D. H. Fishbein, & R. Milich (Eds.), *Inhibitory control and drug abuse prevention: From research to translation* (pp. 263-281). New York: Springer.

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9. **Noar, S. M.** (2009). The utility of “old” and “new” media as tools for HIV prevention. In C. Pope, R. T. White, & R. Malow (Eds.), *HIV/AIDS: Global frontiers in prevention/intervention* (pp. 343-353). New York: Routledge.

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8. Edgar, T., & **Noar, S. M.**, & Murphy, B. (2008). Communication skills training in HIV prevention interventions. In T. Edgar, S. M. Noar, & V. Freimuth (Eds.), *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century* (pp. 29-66). New York: Lawrence Erlbaum.

7. Johnson, B. T., Scott-Sheldon, L. A. J., Snyder, L. B., **Noar, S. M.**, & Huedo-Medina, T. B. (2008). Contemporary approaches to meta-analysis in communication research. In A. F. Hayes, M. D. Slater, & L. B. Snyder (Eds.), *The sage sourcebook of advanced data analysis methods for communication research* (pp. 311-347). Thousand Oaks, CA: Sage.

6. **Noar, S. M.**, & Edgar, T. (2008). HIV/AIDS communication research: Past, present, and future. In M. U. D'Silva, J. L. Hart, & K. L. Walker (Eds.), *HIV/AIDS: Prevention and health communication* (pp. 213-229). United Kingdom: Cambridge Scholars Publishing.

5. **Noar, S. M.**, & Edgar, T. (2008). The role of partner communication in safer sexual behavior: A theoretical and empirical review. In T. Edgar, S. M. Noar, & V. Freimuth (Eds.), *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century* (pp. 3-28). New York: Lawrence Erlbaum.

4. **Noar, S. M.**, Palmgreen, P., Zimmerman, R. S., & Cupp, P. K. (2008). Formative research and HIV/AIDS mass media campaigns: Applications and insights from the field. In M. U. D'Silva, J. L. Hart, & K. L. Walker (Eds.), *HIV/AIDS: Prevention and health communication* (pp. 10-25). United Kingdom: Cambridge Scholars Publishing.

3. Palmgreen, P., **Noar, S. M.**, & Zimmerman, R. S. (2008). Mass media campaigns as a tool for HIV prevention. In T. Edgar, S. M. Noar, & V. Freimuth (Eds.), *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century* (pp. 221-252). New York: Lawrence Erlbaum.

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2. Anderman, E. M., **Noar, S. M.**, Zimmerman, R. S., & Donohew, L. (2004). The need for sensation as a prerequisite for motivation to engage in academic tasks. In M. L. Maehr & P. R. Pintrich (Eds.), *Advances in motivation and achievement, Volume 13: Motivating students, improving schools: The legacy of Carol Midgley* (pp. 1-26). San Diego, CA: Elsevier.

1. **Noar, S. M.**, Zimmerman, R. S., & Atwood, K. A. (2004). Safer sex and sexually transmitted infections from a relationship perspective. In J. H. Harvey, A. Wenzel, & S. Sprecher (Eds.), *Handbook of sexuality in close relationships* (pp. 519-544). Mahwah, NJ: Lawrence Erlbaum.

#### **Invited Articles and Letters**

28. **Noar, S. M.**, & Austin, L. (2020). (Mis)communicating about COVID-19: Insights from health and crisis communication. *Health Communication, 35*(14), 1735-1739.

[The above article is published in a special forum on “Public Health Communication in an Age of COVID-19”]

27. Hemmerich, N., Ribisl, K. M., & **Noar, S. M.** (2020). A list of permissible electronic nicotine delivery systems ingredients would be more effective [editorial]. *American Journal of Public Health, 110*(6), 774-775.

26. Hall M. G., **Noar S. M.**, & Brewer N. T. (2019, November). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. *Second comment submitted on Federal Register Docket No. FDA-2019-N-3065*.

25. Hall M. G., **Noar S. M.**, & Brewer N. T. (2019, October). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. *First comment submitted on Federal Register Docket No. FDA-2019-N-3065*.

24. **Noar, S. M.**, Cappella, J. N., & Price, S. (2019). Communication regulatory science: Mapping a new field. *Health Communication, 34*(3), 273-279.

23. **Noar, S. M.**, \*Barker, J., & Yzer, M. (2018). Measurement and design heterogeneity in perceived message effectiveness studies: A call for research. *Journal of Communication, 68*(5), 990-993.

[The above article is published in a special forum on perceived effectiveness in this issue of JOC]

22. Brewer N. T., Hall, M. G., & **Noar, S. M.** (2018). Pictorial cigarette pack warnings increase quitting: A comment on Kok et al. *Health Psychology Review, 12*(2), 129-132.

21. \*Hall, M. G., Ribisl, K. M., **Noar, S. M.**, & Brewer, N. T. (2017). Experimental study on warning statements for cigarette graphic health warnings: Response to FDA request for comments. *Comment submitted on Federal Register Docket No. FDA-2017-N-0932*.

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### **Manuals**

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### **Fact Sheets**

3. **Noar, S. M.** (2008). Computer-technology based HIV prevention interventions [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 22*.

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### **Book Reviews**

3. **Noar, S. M.** (2008). [Review of the book *Communicating health: Strategies for health promotion*]. *Journal of Health Communication, 13*(3), 303-305.

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## **PRESENTATIONS**

### **Conference Presentations (Peer-Reviewed)**

254. Cornacchione Ross, J., Lazard, A. J., King, J. L., Reboussin, B. A., **Noar, S. M.**, Jenson, D., & Sutfin, E. L. (2021, February). *Impact of pictorial vs. text-only cigarillo warnings among a nationally-representative sample of US young adults*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].

253. Rohde, J. A., **Noar, S. M.**, Mendel Sheldon, J., Hall, M. G., & Brewer, N. T. (2021, April). Responses to health warnings about the harms of vaping: Experimental findings from a national sample of US adolescents. Poster presented at the 6th *Biennial Meeting of the D.C. Health Communication Conference* [virtual conference due to COVID-19].

252. Rohde, J. A., Sibley, A. L., & **Noar, S. M.** (2021, April). Topics analysis of Reddit and Twitter posts discussing inflammatory bowel disease and distress from 2017-2019. Poster presented at the 6th *Biennial Meeting of the D.C. Health Communication Conference* [virtual conference due to COVID-19].

251. Rohde, J. A., Vereen, R. N., & **Noar, S. M.** (2021, February). *Adolescents and young adults who vape or are susceptible to vaping: Characteristics, product preferences, and beliefs*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].

250. Sanzo, N., Brothers, W., Kresovich, A., Boynton, M., Sutfin, E., Sheeran, P., & **Noar, S. M.** (2021, February). *An analysis of objective message features of a large collection of vaping prevention messages*. Poster session presented at the 27<sup>th</sup> Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].

249. Hurley, L., Tate, D. F., & **Noar, S. M.** (2020, April). *Meta-analysis of fully remote mHealth weight loss interventions: Significant results at short- and long-term duration*. Paper presented at the 41<sup>st</sup> Annual Meeting of the Society of Behavioral Medicine [virtual conference due to COVID-19 pandemic].

248. Adams, E. T., **Noar, S. M.**, Nabi, R. L., Evans, R., & Widman, L. (2020, April). *Fear before hope: Assessing the effect of emotional flow in a youth opioid prevention narrative*. Paper presented at the 16<sup>th</sup> Biennial Kentucky Conference on Health Communication [virtual conference due to COVID-19 pandemic].

247. Barker, J. O., Saffer, A., & **Noar, S. M.** (2020, May). *The interplay of personal networks and outcome expectancies: An egocentric analysis of e-cigarette beliefs and use among young adults*. Paper presented at the 70<sup>th</sup> Annual Conference of the International Communication Association [virtual conference due to COVID-19 pandemic].

246. Bell, T., **Noar, S. M.**, & Lazard, A. (2020, August). *Narratives vs. standard of care: Testing message effectiveness for adolescents' type 1 diabetes management*. Paper presented in the Communicating Science, Health, Environment, and Risk Division at the 103<sup>rd</sup> Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

245. Cornacchione Ross, J., Reboussin, B. A., King, J. L., Lazard, A., **Noar, S. M.**, Jenson, D., & Sutfin, E. L. (2020, March). *Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults*. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].

244. **Noar, S. M.**, Kresovich, A., Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (2020, March). *Web-based resources for tobacco prevention and control media content: A review of online tools for researchers and practitioners*. Poster session presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].
243. **Noar, S. M.**, Krieger, J., Nan, X., & Niederdeppe, J. (2020, April). *The art and science of writing successful health communication grant applications*. Panel session presented at the 16<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].
242. **Noar, S. M.**, Rohde, J. A., Prentice-Dunn, H., Kresovich, A., & Hall, M. G. (2020, March). *Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults*. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].
241. Rohde, J. A., **Noar, S. M.**, Prentice-Dunn, H., Kresovich, A. K., Hall, M. G., & Brewer, N. T. (2020, April). *Understanding e-cigarette prevention ad effectiveness: A comparison of message and effects perceptions*. Paper presented at the 16<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].
240. Baig, S. A., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2019, February). *Predictive validity of perceived message effectiveness: A comparison of message versus effect perceptions*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
239. Barker, J. & **Noar, S. M.**, Bell, T., Saffer, A., & Morehouse, J. (2019, May). *Examining networks of perceived message effectiveness conceptualizations: A bibliometric analysis*. In J. N. Cappella & S. M. Noar (chairs), *New conceptualizations and research to inform message testing: Perceived message effectiveness and its alternatives*. Pre-conference at the 69th Annual Conference of the International Communication Association, Washington, DC.
238. Bell, T., & **Noar, S. M.** (2019, May). *Formative narrative message development and pretesting for adolescents with type 1 diabetes*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.
237. Brewer, N. T., Hall, M. G., Mendel, J. R., **Noar, S. M.**, & Ribisl, K. M. (2019, October). *Vaping restraint: Frequency, reasons, and strategies*. Poster session presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
236. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., **Noar, S. M.**, Kameny, M. R., Ribisl, K. M. (2019, October). *The impact of e-cigarette health warnings on motivation to vape and smoke*. Poster session presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
235. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., **Noar, S. M.**, Kameny, M. R., Ribisl, K. M. (2019, February). *The impact of e-cigarette health warnings on motivation to vape and smoke*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
234. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., **Noar, S. M.**, Kameny, M. R., & Ribisl, K. M. (2019, March). *Examining the effect of e-cigarette health*

*warnings on motivation to vape and smoke*. Paper presented at the 40<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

233. Byron, M. J., Vu, H., Ribisl, K. M., **Noar, S. M.**, Abrams, D. B., & Brewer, N. T. (2019, February). *US smokers' qualitative perceptions and questions about very low nicotine cigarettes*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

232. Cornacchione Ross, J., Reboussin, B. A., King, J. L., Lazard, A., **Noar, S. M.**, Jensen, D., & Sutfin, E. L. (2019, October). *Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults*. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

231. Francis, D. B., Zelaya, C. M., Fortune, D. A., & **Noar, S. M.** (2019, November). *Black college women's interpersonal communication in response to a sexual health intervention: A mixed methods study*. Paper presented at the 105<sup>th</sup> Annual Convention of the National Communication Association, Baltimore, MD.

230. Jeong, M., Hall, M. G., Zhang, D., Mendel, J. R., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2019, February). *Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model*. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

229. Jeong, M., Hall, M. G., Zhang, D., Mendel, J. R., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2019, March). *Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model*. Poster session presented at the 40<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

228. Kelley, D. E., **Noar, S. M.**, Ivanov, B., Dillman Carpentier, F., Comello, M., & Southwell, B.G. (2019, May). *Countering misinformation: An experiment of one- and two-sided messages for skin cancer prevention*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

227. Kowitt, S. D., Queen, T. L., **Noar, S. M.**, & Goldstein, A. O. (2019, February). *Recall of tobacco communication campaigns: Examining cross-campaign cumulative exposure using a national sample of adolescents*. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

226. **Noar, S. M.**, Rohde, J. A., Barker, J. O., Hall, M., Brewer, N. T. (2019, February). *Pictorial cigarette pack warnings increase negative affect and thinking about risks but not risk perceptions: A meta-analysis*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

225. **Noar, S. M.**, Rohde, J. A., Barker, J. O., Hall, M., Brewer, N. T. (2019, March). *Do pictorial cigarette pack warnings impact risk appraisals? A meta-analysis*. Poster session presented at the 40<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

224. **Noar, S. M.**, Rohde, J. A., Barker, J. O., Hall, M. G., & Brewer, N. T. (2019, May). *How do pictorial cigarette pack warnings communicate risk? A meta-analysis*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

223. **Noar, S. M.**, Rohde, J. A., Mendel, J. R., Hall, M. G., Ribisl, K. M., Brewer, N. T. (2019, February). *Identifying effective elements for e-cigarette health warnings*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

222. **Noar, S. M.**, Rohde, J. A., Mendel, J. R., Hall, M. G., Ribisl, K. M., Brewer, N. T. (2019, March). *Identifying effective harms for use in e-cigarette health warnings*. Paper presented at the 40<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
221. Ribisl, K. M., Hall, M. G., Byron, M. J., **Noar, S. M.**, & Brewer, N. T. (2019). Interest in illegally buying cigarettes under a very low nicotine content product standard. Paper presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
220. Rohde, J. A., Fisher, E. B., **Noar, S. M.**, Kerlin, A. M., Martin, C. F., Sandler, R. S., & Long, M. D. (2019, March). *Loneliness, social isolation, and psychological distress in inflammatory bowel disease patients*. Poster session presented at the 40<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
219. Saffer, A. J., Hall, M. G., Barker, J. O., & **Noar, S. M.** (2019, June). *Discerning the differences in smokers' and nonsmokers' health discussion networks*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, Montreal, Canada.
218. Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2018, April). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief tool for identifying promising health messages*. Poster session presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
217. Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2018, April). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief scale*. Poster session presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
216. Barker, J., Kelley, D., **Noar, S. M.**, Reboussin, B. A., Cornacchione, J., & Sutfin, E. L. (2018, May). *Adolescent and young adult e-cigarette outcome expectations: Implications for health messaging from a national study*. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association, Prague, Czech Republic.
215. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., **Noar, S. M.**, Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2018, April). *Impact of cigarette pack disclosures about toxic chemicals: A randomized clinical trial*. Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
214. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., **Noar, S. M.**, Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2018, February). *Constituent disclosures on cigarette packs: A randomized clinical trial*. Poster session presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
213. Cornacchione Ross, J., King, J. L., Reboussin, B. A., Lazard, A., **Noar, S. M.**, & Sutfin, E. L. (2018, February). *Selecting images to develop pictorial warnings for cigarillos: Insights from focus groups*. Poster session presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
212. Cornacchione Ross, J., Lazard, A., Reboussin, B. A., **Noar, S. M.**, King, J. L., & Sutfin, E. L. (2018, February). *Impact of warnings on young adults' thinking about the risks of and discouragement from use of little cigars and cigarillos*. Poster session presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

211. Cornacchione Ross, J., Lazard, A., Reboussin, B. A., **Noar, S. M.**, King, J. L., & Sutfin, E. L. (2018, February). *Impact of new FDA cigar warnings among young adults in the United States*. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

210. Francis, D. B., **Noar, S. M.**, & Fortune, D. A., & Adimora, A. A. (2018, April). *Evaluation of a novel condom distribution and health communication intervention targeting young African American females*. Poster session presented at the 15<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

209. Hall M. G., Mendel, J.R., **Noar S. M.**, & Brewer N. T. (2018, February). *Avoidance of cigarette pack risk messages: Results from two randomized clinical trials with smokers*. Poster presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

208. Hall M. G., Saffer A. J., & **Noar S. M.** (2018, February). *A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults*. Poster presented at the 24<sup>th</sup> Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

207. Hall M. G., Saffer A. J., & **Noar S. M.** (2018, May). *A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults*. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

206. Hall, M. G., Sheeran, P., **Noar, S. M.**, Boynton, M. H., Ribisl, K. M., Parada, H., Johnson, T. O., & Brewer, N. T. (2018, April). *Negative affect, message reactance, and risk perceptions: How do pictorial cigarette pack warnings change quit intentions?* Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

205. Jeong, M., Zhang, D., Mendel, J. R., **Noar, S. M.**, Agans, R. P., Boynton, M. H., Baig, S. A., Byron, M. J., Ribisl, K. M., & Brewer, N. T. (2018, June). *Public awareness of cigarette smoke chemicals: A longitudinal study of US adults and adolescents*. Poster presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

204. Kelley, D. E., **Noar, S. M.**, Ivanov, B., Dillman Carpentier, F., Comello, M., & Southwell, B. G. (2018, April). *Countering indoor tanning arguments: An experiment using skin cancer prevention messages*. Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

203. Kelley, D. E., **Noar, S. M.**, & Seidenberg, A. B. (2018, April). *Understanding the pro-tanning communication environment: Content analysis as a critical step towards message development*. Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA [Winner of a Citation Award and the 2018 Population Health Sciences SIG Trainee Award for Outstanding Abstract Submission].

202. Morgan, J. C., Golden, S. D., **Noar, S. M.**, Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, February). *How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial*. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

201. Morgan, J. C., Golden, S. D., **Noar, S. M.**, Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, May). *Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence*. Presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

200. Morgan, J. C., Golden, S. D., **Noar, S. M.**, Southwell, B. G., Ribisl, K. M., & Brewer, N. T. (2018, February). *Conversational trajectories about pictorial cigarette pack warnings: Message characteristics and demographic predictors*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

199. Morgan, J. C., Golden, S. D., **Noar, S. M.**, Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, April). *How conversations about pictorial cigarette packs warnings impact quit attempts: A multiple mediational analysis*. Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

198. Morgan, J. C., Golden, S. D., **Noar, S. M.**, Southwell, B. G., Ribisl, K. M., & Brewer, N. T. (2018, April). *Message characteristics and demographic predictors of conversational trajectories about pictorial cigarette pack warnings*. Paper presented at the 39<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

197. **Noar, S. M.**, Bell, T., Kelley, D., Barker, J., & Yzer, M. (2018, February). *Perceived message effectiveness of anti-tobacco advertisements: A systematic review*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

196. **Noar, S. M.**, Bell, T., Kelley, D., Barker, J., & Yzer, M. (2018, April). *Perceived message effectiveness: What is it and how should we measure it?* In M. Yzer (Chair), *Perceived effectiveness ratings of health messages: Useful or overrated?* Panel session conducted at the 15<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

195. **Noar, S. M.**, Horvitz, C., Rohde, J., Lazard, A., Cornacchione Ross, J., & Sutfin, E. L. (2018, February). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

194. Sutfin, E. L., Reboussin, B. A., Lazard, A., Cornacchione Ross, J., & **Noar, S. M.** (2018, February). *An experimental study of waterpipe warning statements among a national sample of US young adults*. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

193. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., **Noar, S. M.**, Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2017, October). *Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial*. Paper presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

192. Baig, S. A., Gottfredson, N. C., **Noar, S. M.**, Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2017, October). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief scale*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

191. **Noar, S. M.**, Horvitz, C., Rohde, J., Lazard, J., Ross, J. C., & Sutfin, E. L. (2017, October). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

190. Pikowski, J. M., Lazard, A., **Noar, S. M.**, Sheeran, P. J., Queen, T., & Goldstein, A. O. (2017, October). *The impact of source channel, and theme on adult receptivity to tobacco control*



messages. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

189. Ross, J. C., King, J. L., Reboussin, B. A., Lazard, A., **Noar, S. M.**, & Sutfin, E. L. (2017, October). *Impact of newly mandated cigar warnings among young adults in the United States*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

188. Sutfin, E. L., Reboussin, B. A., Lazard, A., Ross, J. C., & **Noar, S. M.** (2017, October). *Testing waterpipe warning statements: An experimental study among a national sample of young adults*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

187. Brewer, N. T., Morgan, J. C., Baig, S. A., Mendel, J. R., Boynton, M. H., Pepper, J. K., Byron, M. J., **Noar, S. M.**, Agans, R. P., & Ribisl, K. M. (2017, March). *Public understanding of cigarette smoke constituents: Three United States surveys*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

186. Brewer, N., Parada, H., Hall, M., G., **Noar, S. M.**, Boynton, M. H., & Ribisl, K. M. (2017, March). *Mediators of the impact of pictorial cigarette pack warnings on quit attempts*. Paper presented at the 38th Annual Meeting of the Society of Behavioral Medicine, San Diego, CA [Citation Award Winner].

185. Cornacchione, J., Reboussin, D. M., **Noar, S. M.**, Wiseman, K. D., & Sutfin, E. L. (2017, March). *Cigarillo knowledge, risk perceptions, and norms among a national sample of adolescents & young adults*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

184. Francis, D., Hall, M., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2017, March). *Measures used in pictorial cigarette pack warning experiments: A systematic review, 2000-2016*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

183. Francis, D., **Noar, S. M.**, Fortune, D., & Adimora, A. (2017, May). *Be straight up and so will he: Impact of an innovative HIV prevention intervention targeting young black women*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association, San Diego, CA.

182. Kowitt, S. D., **Noar, S. M.**, Ranney, L. M., Goldstein, A. O. (2017, March). Public attitudes toward larger cigarette warning labels: A national study. Poster session presented at the 2017 National Conference on Tobacco or Health, Austin, TX.

181. Lazard, A, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & **Noar, S. M.** (2017, May). *Information and delivery preferences of adolescents and young adults for tobacco education websites*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association, San Diego, CA.

180. Lazard, A., Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & **Noar, S. M.** (2017, March). *Anti-tobacco education websites: Information and delivery preferences of adolescents and young adults*. Poster session presented at the National Conference on Tobacco or Health, Austin, Texas.

179. Mendel, J. R., Baig, S. A., Byron, M. J., Ribisl, K. M., **Noar, S. M.**, & Brewer, N. T. (2017, March). *Past cigarette brand-switching and likelihood of future switching based on information*

*about harmful chemicals in cigarette smoke: A national study*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

178. Morgan, J. C., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T., (2017, March). *Characterizing social interactions about pictorial warnings on cigarette packs*. Paper presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

177. Myrick, J., **Noar, S. M.**, Sontag, J., & Kelley, D. (2017, May). *Outcome expectations mediate the relationship between sources of health and beauty information and indoor tanning behavior*. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association, San Diego, CA.

176. **Noar, S. M.** (discussant). (2017, March). *Health communication for non-cigarette tobacco products*. Symposium conducted at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

175. **Noar, S. M.**, Kelley, D. E., Barker, J., Reboussin, B. A., Cornacchione, J., & Sutfin, E. (2017, March). *E-cigarette outcome expectations among a national sample of adolescents and young adults*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

174. Pikowski, J., Lazard, A., & **Noar, S. M.** (2017, March). *FDA credibility in a new media environment: The impact of source, channel and theme on reception of tobacco control messages*. Poster session presented at the National Conference on Tobacco or Health, Austin, Texas.

173. Pikowski, J., Lazard, A., Sutfin, E., Cornacchione, J., & **Noar, S. M.** (2017, March). *Examining effective message strategies for communicating the risks and harms of e-cigarettes*. Paper presented at the National Conference on Tobacco or Health, Austin, Texas.

172. Ranney, L. M., Jarman, K., Meernik, C., Queen, T., Ruel, L., Huang, L., **Noar, S. M.**, & Goldstein, A. O. (2017, March). Attention to source in The Real Cost Advertisements among susceptible youth. Poster session presented at the 2017 National Conference on Tobacco or Health, Austin, TX.

171. Sutfin E. L., Cornacchione J., Lazard A., Orlan, E., Suerken, C., Wiseman, K. D., Reboussin B. A., Wolfson M., & **Noar S. M.** (2017, March). *Developing a point-of-sale health communication campaign for cigarillos and waterpipe tobacco*. In E. L. Sutfin (chair), *Health communication for non-cigarette tobacco products*. Symposium conducted at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine & Tobacco, Florence, Italy.

170. Sutfin, E. L., Suerken C., Cornacchione J., Wagoner K.G., King, J., Wolfson, M., & **Noar, S. M.** (2017, March). *Waterpipe tobacco use, norms, risk perceptions, and exposure to advertising among adolescents and young adults*. Poster session presented at the 23<sup>rd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

169. Boynton, M. H., Agans, R., Bowling, J. M., Brewer, N. T., Goldstein, A., Sutfin, E. L., **Noar, S. M.**, & Ribisl, K. (2016, March). *Leveraging national tobacco use phone survey data to inform FDA policy*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

168. Brewer, N. T., Hall, M. G., **Noar, S. M.**, Parada, H., Stein-Seroussi, A., Bach, L., & Ribisl, K. M. (2016, May). *Randomized trial of pictorial cigarette pack warnings' impact on smoking*. In N. T. Brewer (Chair), *Pictorial cigarette pack warnings: Theoretical mechanisms and impact*. Symposium conducted at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.

167. Cornacchione, J., **Noar, S. M.**, & Sutfin, E. (2016, March). *Systematic review of health communication for non-cigarette tobacco products: State of the literature*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

166. Cornacchione, J., Reboussin, D., **Noar, S. M.**, Wiseman, K. D., Richardson, A., & Sutfin, E. L. (2016, March). *Health effects or constituents? Leveraging two nationally representative surveys to inform a point-of-sale campaign about novel tobacco products*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

165. Cornacchione, J., Suerken, C. K., Wiseman, K. D., **Noar, S. M.**, Wagoner, K. G., & Sutfin, E. L. (2016, March). *Predictors of adolescents' first tobacco product and associations with current tobacco use*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

164. Francis, D. B., **Noar, S. M.**, Fortune, D., & Adimora, A. A. (2016, April). *The relationship between condom access and sexual risk behaviors among black college women: Implications for health communication*. Poster session presented at the 14<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

163. Garrett, K. P., Widman, L., Nesi, J., & **Noar, S. M.** (2016, August). *Sources of information about emergency contraception: Associations with women's knowledge and intentions to use*. Paper presented at the 2016 Association for Education in Journalism and Mass Communication conference, Minneapolis, MN.

162. Hall, M. G., Sheeran, P., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2016, March). *A short measure of reactance to health warnings*. Paper presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

161. Hall, M. G., Sheeran, P., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2016, March). *Reactance to health warnings: The role of affect and cognition*. In M. Kiviniemi (Chair), *Affect and cognition in health decision making: The nature and complexity of their relations and effects on health decisions*. Symposium conducted at the 37<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

160. Horrell L., Lazard A., Pikowski J., Suftin E., Cornacchione J., & Noar S. M. (2016, September) *Adolescent and young adults' perceptions of anti-tobacco websites: Results of four focus group sessions*. Paper presented at the North Carolina Public Health Association Fall Educational Conference, New Bern, NC.

159. Huang L., Pepper J., **Noar S. M.**, Ranney L. M., Benefield T., & Goldstein A. O. (2016, March). *Impact of the Real Cost campaign on adolescents' recall, attitudes, and risk perceptions about tobacco use: A national study*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

158. Kelley, D. E., Boynton, M., **Noar, S. M.**, Morgan, J., Mendel, J., Ribisl, K. M., & Brewer, N. T. (2016, March). *Identifying effective elements for disclosure messages about harmful constituents*. Poster session presented at the 37<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Washington, D.C.

157. Kelley, D. E., **Noar, S. M.**, Jo, C., & Victor, A. (2016, April). *What is being communicated to whom? Content analysis of e-cigarette print advertisements, 2010-2014*. Poster session presented at the 14<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

156. Kelley, D., **Noar, S. M.**, Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2016, March). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Poster session presented at the 74th annual meeting of the American Academy of Dermatology, Washington, DC.
155. Kowitt, S., Sheeran, P., Jarman, K., Ranney, L., Schmidt, A., **Noar, S. M.**, Huang, L., & Goldstein, A. (2016, May). *The skull of smoke: Evidence that visual imagery increases the impact of health communication messaging on tobacco constituents*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
154. Lazard, A. J., **Noar, S. M.**, Kowitt, S., Jarman, K., & Goldstein, A. (2016, May). *Believability of cigarette warnings about addiction: A national experiment of adolescents*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
153. Myrick, J., **Noar, S. M.**, Kelley, D., & Zeitany, A. (2016, April). *R U tanning? The relationships between female adolescents' media use, indoor tanning beliefs, and behavioral intentions*. Poster session presented at the 14<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.
152. **Noar, S. M.**, Francis, D. B., Bridges, C., Sontag, J. M., Hall, M. G., Ribisl, K. M., & Brewer, N. T. (2016, May). *Do cigarette pack warnings have impact? Quantitative syntheses of the evidence*. In N. T. Brewer (Chair), *Pictorial cigarette pack warnings: Theoretical mechanisms and impact*. Symposium conducted at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
151. **Noar, S. M.**, Francis, D. B., Bridges, C., Sontag, J. M., Ribisl, K. M., & Brewer, N. T. (2016, March). *Does anyone heed the warnings? Systematic review of the longitudinal impact of cigarette pack warnings*. Paper presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
150. **Noar, S. M.**, Francis, D. B., Bridges, C., Sontag, J., Brewer, N. T., & Ribisl, K. M. (2016, April). *The impact of strengthened cigarette pack warnings on attention and message processing: A systematic review*. Poster session presented at the 14<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.
149. **Noar, S. M.**, Kelley, D. E., Boynton, M., Morgan, J., Hall, M., Mendel, J., Ribisl, K. M., & Brewer, N. T. (2016, March). *Perceived effectiveness of cigarette pack constituent disclosures: A randomized experiment*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
148. Schmidt, A. M., Jarman, K., Ranney, L., **Noar, S. M.**, & Goldstein, A. O. (2016, May). *Knowledge and beliefs about FDA credibility and regulatory authority: Results of a national survey*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
147. Schmidt, A., Ranney, L. M., **Noar, S. M.**, & Goldstein A. O. (2016, March). *Development of the FDA tobacco credibility scale (FDA-TCS)*. Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
146. Schmidt, A., Ranney, L. M., **Noar, S. M.**, & Goldstein A. O. (2016, May). *Development of the FDA tobacco credibility scale (FDA-TCS)*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.

145. Seidenberg, A., **Noar, S. M.**, & Sontag, J. (2016, March). *Is initiating tanning bed use as a minor associated with increased risky tanning behaviors?* Paper presented at the 37th Annual Meeting of the Society of Behavioral Medicine, Washington, D.C.

144. Sontag, J., & **Noar, S. M.** (2016, April). *Assessing the potential effectiveness of pictorial messages to deter young women from indoor tanning.* Poster session presented at the 14<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

143. Sontag, J., & **Noar, S. M.** (2016, March). *Assessing the effectiveness of pictorial messages to deter young women from indoor tanning.* Paper presented at 67<sup>th</sup> Annual Meeting of the Society of Public Health Education, Charlotte, NC.

142. Sutfin E. L., Reboussin B. A., Richardson A., Cornacchione J., Wiseman K. D., & **Noar S. M.** (2016, March). *Novel tobacco product use in a nationally representative sample of US adults.* Poster session presented at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

141. Wagoner K. G., Reboussin D., Cornacchione J., Wiseman K. D., Kelley D. E., **Noar S. M.**, & Sutfin E. L. (2016, March). *Adolescents' and adults exposure to advertising of electronic nicotine delivery systems (ENDS).* In E. Klein (Chair), *Evaluating current e-cigarette marketing through a legal lens*, symposium conducted at the 22<sup>nd</sup> Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

140. Bach, L. E., Hall, M. G., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2015, February). *Do pictorial cigarette pack warnings spark conversations?* Poster session presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.

139. Cornacchione, J., Kelley, D., **Noar, S. M.**, Smith, M. H., & Sutfin, E. L. (2015, February). *Adolescent and young adult perceptions of hookah and little cigars/cigarillos.* Poster presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.

138. Cornacchione, J., Wagoner, K., Wiseman, K., Kelley, D., **Noar, S. M.**, Smith, M. H., & Sutfin, E. (2015, November). *Adolescent and young adult perceptions of hookah and little cigars/cigarillos.* Paper presented at the 101<sup>st</sup> Annual Convention of the National Communication Association, Las Vegas, NV.

137. Francis, D. F., Hall, M. G., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2015, February). *Systematic review of measures used in pictorial cigarette pack warning experiments.* Paper presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.

136. Francis, D. F., Hall, M. G., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2015, May). *Systematic review of measures used in pictorial cigarette pack warning experiments.* Paper presented at the Sixty-fifth Annual Conference of the International Communication Association, San Juan, Puerto Rico.

135. Francis, D. F., **Noar, S. M.**, Fortune, D. A., Esters, A. N., & Williams, L. (2015, July). *Development of messages for a "point-of-access" poster campaign to increase condom access and acquisition among African American college women.* Poster session presented at the 12<sup>th</sup> International AIDS Impact Conference, Amsterdam, The Netherlands.

134. Hall, M. G., Bach, L. E., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2015, April). *Social reactions to graphic cigarette pack warnings: A pilot study*. Paper presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
133. Hall, M. G., Sheeran, P., **Noar, S. M.**, Ribisl, K. M., Bach, L. E., & Brewer, N. T. (2015, April). *Does reactance to pictorial cigarette pack warnings weaken their impact?* Paper presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
132. Hall, M. G., Sheeran, P., **Noar, S. M.**, Ribisl, K. M., Bach, L. E., & Brewer, N. T. (2015, February). *Does reactance to graphic cigarette pack warnings weaken their impact?* Poster session presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.
131. Kelley, D., & **Noar, S. M.** (2015, April). *A quantitative analysis of e-cigarette print advertisements featured in U.S. consumer publications*. Poster session presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
130. Kelley, D., **Noar, S. M.**, Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, April). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Poster session presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
129. Kelley, D., **Noar, S. M.**, Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, May). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Paper presented at the Sixty-fifth Annual Conference of the International Communication Association, San Juan, Puerto Rico.
128. Morgan, J. C., Moracco, K. E., Mendel, J. R., Teal, R., Ribisl, K. M., **Noar, S. M.**, & Brewer, N. T. (2015, April). *'Sounds like croutons' Adult smoker and non-smokers' knowledge and perceptions of cigarette smoke constituents*. Paper presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.
127. Morgan, J. C., Moracco, K. E., Mendel, J. R., Teal, R., Ribisl, K. M., **Noar, S. M.**, & Brewer, N. T. (2015, April). *Up in smoke: Knowledge and perceptions of constituents in cigarette smoke*. Poster session presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
126. Myrick, J. G., **Noar, S. M.**, Kelley, D., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, March). *A longitudinal test of the comprehensive indoor tanning expectations (CITE) scale: The role of affect in predicting indoor tanning behavior*. Poster session presented at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
125. Myrick, J. G., **Noar, S. M.**, Kelley, D., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, March). *A longitudinal test of the comprehensive indoor tanning expectations (CITE) scale: The role of affect in predicting indoor tanning behavior*. Poster session presented at the 73<sup>rd</sup> annual meeting of the American Academy of Dermatology, San Francisco, CA.
124. **Noar, S. M.** (2015, April). *Evidence-based health communication for tobacco prevention and control*. In S. M. Noar (Chair), *Tobacco centers for regulatory science: A seismic shift in tobacco prevention and control*. Symposium conducted at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.

123. **Noar, S. M.**, Hall, M. G., Francis, D., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, April). *Pictorial cigarette pack warnings: A meta-analysis of experimental studies*. Poster session presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.
122. **Noar, S. M.**, Hall, M. G., Francis, D., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, April). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. In M. Boynton (Chair), *Mind the gaps: Using theory-based tobacco prevention and control research to inform regulatory science*. Symposium conducted at the 36<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
121. Seidenberg, A., **Noar, S. M.**, & Sontag, J. (2015, November). *Support for tanning bed control policies among female university students*. Poster session presented at the 143<sup>rd</sup> Annual Meeting of the American Public Health Association, Chicago, IL.
120. Sontag, J., & **Noar, S. M.** (2015, October). *Assessing the effectiveness of pictorial messages to deter young women from indoor tanning*. Poster session presented at 39<sup>th</sup> Annual Southeastern Consortium for Dermatology, Winston-Salem, NC.
119. Wiseman, K. D., Cornacchione, J., **Noar, S. M.**, Moracco, K. E., Teal, R., Wolfson, M., & Sutfin, E. L. (2015, February). *Adolescents' and young adults' knowledge and beliefs about constituents in novel tobacco products*. Poster presented at the Society for Research on Nicotine and Tobacco 21<sup>st</sup> Annual Meeting, Philadelphia, PA.
118. Francis, D. B., **Noar, S. M.**, Widman, L., Willoughby, J. F., Sanchez, D. M., & Grodensky, C. (2014, April). *The condom dispenser initiative: Promoting condom availability, accessibility, and use on a college campus*. Paper presented at the 13<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.
117. Francis, D. B., Willoughby, J. F., **Noar, S. M.**, Crosby, R. (2014, February). *Is a condom just a condom? Condom preferences among young African Americans visiting an STI clinic*. Poster session presented at the 35<sup>th</sup> annual Minority Health Conference, Chapel Hill, NC.
116. Garrett, K. P., Francis, D. B., **Noar, S. M.**, & Widman, L. (2014, April). *Awareness of emergency contraception on a university campus: Implications for health communication*. Poster session presented at the 13<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.
115. Hall, K. L., & **Noar, S. M.** (2014, April). *Advancing health behavior research: Theories, constructs, and measures*. Paper presented at the 35<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.
114. Hall, M. G., Ribisl, K. M., Lee, J. G. L., **Noar, S. M.**, & Brewer, N. T. (2014, February). *Testing warning messages on smokers' cigarette packages: A proof of principle study*. Paper presented at the Twentieth Annual Meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.
113. Hennink-Kaminski, H., **Noar, S. M.**, Jeffries, J., & Thayer, L. (2014, June). *Food explorers: Developing a campaign to increase fruit & vegetable consumption in rural NC elementary schools*. Paper presented at the 23<sup>rd</sup> annual Social Marketing Conference, Clearwater Beach, FL.

112. **Noar, S. M.**, Hall, M. G., Francis, D. B., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2014, May). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. Paper presented at the Sixty-fourth Annual Conference of the International Communication Association, Seattle, WA.
111. **Noar, S. M.**, Myrick, J. G., Zeitany, A., Kelley, D., Morales-Pico, B., & Thomas, N. (2014, May). *Testing a social cognitive theory-based model of indoor tanning: Implications for health communication*. Paper presented at the Sixty-fourth Annual Conference of the International Communication Association, Seattle, WA.
110. Rogers, E., **Noar, S. M.**, Sciarrino, J., & Flaherty, M. G. (2014, April). *Keep a breast: A qualitative study of motivations for selection, downloading, and using a breast cancer self-exam mobile app*. Poster session presented at the 2014 mHealth@Duke conference, Durham, NC.
109. Tripicchio, G., Heo, M., Diewald, L., **Noar, S. M.**, Dooley, R., & Pietrobelli, A., & Faith, M. S. (2014, November). *Restricting advertisements for high-fat high-sugar foods during children's television programs: Attitudes in a US population-based sample*. Poster session presented at the 2014 Obesity Society Conference, Boston, MA.
108. Widman, L. **Noar, S. M.**, Choukas-Bradley, S., & Francis, D. (2014, April). *Meta-analysis of adolescent sexual communication and condom use*. Paper presented at the 35<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.
107. Widman, L. **Noar, S. M.**, Choukas-Bradley, S., & Francis, D. (2014, April). *Adolescent sexual health communication and and condom use: A meta-analysis*. Paper presented at the 2014 Meeting of the International Academy of Sex Research, Dubronvik, Croatia.
106. **Noar, S. M.** (2013, March). *Introduction to eHealth*. In S. M. Noar (Chair), *eHealth interventions: Where we've been and where we're going*. Symposium conducted at the 34<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
105. **Noar, S. M.**, Crosby, R., Willoughby, J. F., Webb, E., Van Stee, S., Feist-Price, S., & Davis, E. (2013, March). *Acceptability of an interactive, computer-tailored intervention to promote condom use among African Americans visiting an STI clinic*. Poster session presented at the 34<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
104. **Noar, S. M.**, Ribisl, K., Althouse, B. M., Willoughby, J. F., & Ayers, J. W. (2013, March). *Examining the impact of public figure pancreatic cancer diagnoses and deaths using search query data*. Poster session presented at the 34<sup>th</sup> Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
103. Van Stee, S. K., **Noar, S. M.**, & Harrington, N. G. (2013, June). *The effects of metaphor use and message format on cognitive processing and persuasive outcomes of condom promotion messages*. Paper presented at the Sixty-third Annual Conference of the International Communication Association, London.
102. Bowleg, L., Burkholder, G., **Noar, S. M.**, Teti, M., Malebranche, D., Tschann, J. M., & Massie, J. S. (2012, November). *Black heterosexual men's sexual scripts & implications for HIV prevention: A mixed methods development and test of the cultural scenarios sexual scripts scale (C-4S)*. Paper presented at the 140<sup>th</sup> Annual Meeting of the American Public Health Association, San Francisco, CA.



101. Bowleg, L., Burkholder, G., **Noar, S. M.**, Teti, M., Malebranche, D., Tschann, J. M., & Massie, J. S. (2012, July). *The whos, whats, whens, and wheres of sex: Low income US black heterosexual men's sexual scripts and HIV risk and protective behaviors*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

100. Head, K. J., & **Noar, S. M.** (2012, November). *Congestion in health behavior theory development and modification: The reasoned action approach as a case study*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

99. Head, K. J., **Noar, S. M.**, Iannarino, N. T., & Harrington, N. G. (2012, November). *Efficacy of text messaging-based interventions for health promotion: A meta-analysis*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

98. Myrick, J. G., Willoughby, J. F., **Noar, S. M.**, & Brown, J. (2012, April). *Seeking about Steve: A survey analysis of the impact of Steve Jobs' death on information seeking and interpersonal communication about pancreatic cancer*. Paper presented at the 12<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

97. **Noar, S. M.**, Myrick, J. G., Willoughby, J. F., & Brown, J. (2012, November). *Public reaction to the death of Steve Jobs: Implications for cancer communication*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

96. **Noar, S. M.**, Widman, L., Willoughby, J. F., Golin, C., & Crosby, R. (2012, July). *Incarceration and unstable housing interact to predict sexual risk behaviors among low income, heterosexually active African Americans*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

95. **Noar, S. M.**, Willoughby, J. F., Myrick, J. G., & Brown, J. (2012, April). *Celebrity announcements about cancer and opportunities for cancer communication and prevention: A review and research agenda*. Poster session presented at the 12<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

94. Van Stee, S. K., **Noar, S. M.**, Palmgreen, P., Grant, L., Floyd, B., & Zimmerman, R. S. (2012, May). *Perceived message effectiveness of delay of sex PSAs targeted to African American and white adolescents*. Paper presented at the Sixty-second Annual Conference of the International Communication Association, Phoenix, AZ.

93. Widman, L., Golin, C., & **Noar, S. M.** (2012, July). *When do intentions to use condoms lead to action? Examining the role of sexual communication on safer sexual behavior among people living with HIV*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

92. Anderson, C. N., **Noar, S. M.**, & Rogers, B. D. (2011, April). *The persuasive power of oral health messages: A theory of planned behavior approach to dental care visitation*. Paper presented at the 2011 Eastern Communication Association Conference, Arlington, VA.

91. McGladrey, M. L., **Noar, S. M.**, Crosby, R. A., Young, A. M., & Webb, E. M. (2011, April). *Creating Project CREATE: Lessons learned and best practices for developing web-based resources for public health practitioners*. Paper presented at the 2011 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

90. **Noar, S. M.**, Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2011, May). *Development and implementation of mass media campaigns to delay sexual initiation*

*among African American and White youth*. Paper presented at the Sixty-first Annual Conference of the International Communication Association, Boston, MA.

89. Van Stee, S. K., **Noar, S. M.**, & Palmgreen, P. (2011, November). *A systematic review and meta-analysis of the effects of message sensation value on health-related attitudes and intentions*. Paper presented at the Ninety-Seventh Annual Conference of the National Communication Association, New Orleans, LA.

88. Xiao, Z., & **Noar, S. M.** (2011, May). *A systematic review of HIV prevention interventions in China*. Paper presented at the Sixty-first Annual Conference of the International Communication Association, Boston, MA.

87. Floyd, B., Zimmerman, R. S., **Noar, S. M.**, & Palmgreen, P. (2010, November). *Racial differences in sexual debut: Implications for designing HIV/STD and pregnancy prevention messages targeting adolescents*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

86. Harrington, N. G. & **Noar, S. M.** (2010, June). *Reporting standards for studies of tailored interventions: A communication challenge*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore.

85. Helme, D. W., **Noar, S. M.**, Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, June). *Exploratory investigation of interpersonal discussions in response to a safer sex mass media campaign*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore [*Top Three Paper Award, Health Communication Division*].

84. Lustria, M. L. A., **Noar, S. M.**, Cortese, J., Van Stee, S. K., Glueckauf, R., & Lee, J. A. (2010, April). *A meta-analysis of tailored behavior change interventions delivered via the web: Effects and moderators of efficacy*. Paper presented at the 11<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

83. Lustria, M. L. A., **Noar, S. M.**, Cortese, J., Van Stee, S. K., Glueckauf, R., & Lee, J. A. (2010, June). *Looking under the hood of web-based tailoring: A meta-analysis of second-generation tailored health behavior change interventions*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore.

82. Mehrotra, P., Zimmerman, R. S., & **Noar, S. M.** (2010, November). *A test of an adapted Multiple Domain Model in predicting sexual behaviors among Indian college students*. Poster session presented at the 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

81. Mehrotra, P., Zimmerman, R. S., & **Noar, S. M.** (2010, November). *A test of the adapted Multiple Domain Model in predicting sexual behaviors among young people in India: Implications for media interventions*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

80. **Noar, S. M.**, Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, November). *Using computer technology for HIV/STD prevention among African Americans: Development of the tailored information program for safer sex (TIPSS)*. Paper presented at the 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

79. **Noar, S. M.**, Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, August). *Using computer-tailored interventions for HIV prevention among African Americans: Development of the tailored information program for safer sex (TIPSS)*. In S.

M. Noar (Chair), *Innovative applications of new technologies for HIV/AIDS prevention in diverse populations*. Symposium conducted at the 2010 National Conference on Health Communication, Marketing and Media, Atlanta, GA.

78. **Noar, S. M.**, Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2010, November). *Development and implementation of mass media campaigns to delay sexual initiation among African American and Caucasian youth*. Paper presented at the 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

77. Van Stee, S. K., **Noar, S. M.**, Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, November). *What makes campaign messages effective? A qualitative investigation of reactions to PSAs in a safer sex mass media campaign*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

76. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, Cupp, P. K., & Floyd, B. R. (2010, November). *Developing, implementing, and evaluating a public service announcement (PSA) campaign to delay sexual activity in adolescents: The challenge and promise*. Paper presented at the 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

75. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, Cupp, P. K., Floyd, B., Sznitman, S., & Romer, D. (2010, June). *Outcomes of a two-city mass media campaign aimed at delaying initiation of sexual activity among African-American and Caucasian youth*. In P. Palmgreen (Chair), *Can mass media campaigns change health-related behaviors among youth?* Symposium conducted at the 18<sup>th</sup> Annual Meeting of the Society for Prevention Research, Denver, Colorado.

74. Rose, S. A., Poynter, P.S., & **Noar, S. M.**, & Conigliaro, J. (2009, October). *Weight loss attempts after physician weight loss advice: A meta-analysis*. Poster session presented at the Twenty-Seventh Annual Scientific Meeting of the Obesity Society, Washington, DC.

73. Brewer, N. T., & **Noar, S. M.** (2009, September). *A consumer's guide to understanding and critically evaluating meta-analyses in health psychology*. Paper presented at the Twenty-Third Annual Conference of the European Health Psychology Society, Pisa, Italy.

72. Brewer, N. T., & **Noar, S. M.** (2009, April). *A consumer's guide to understanding and critically evaluating meta-analyses*. Paper presented at the Thirtieth Annual Scientific Sessions of the Society of Behavioral Medicine, Montreal, Canada.

71. Lustria, M. L. A., Cortese, J., **Noar, S. M.**, Glueckauf, R. L., Lee, J., & Van Stee, S. (2009). *A meta-analysis of tailored web-based intervention studies*. Paper presented at the Academy Health 2009 Annual Research Meeting, Chicago, IL.

70. **Noar, S. M.**, Webb, E., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, November). *A multi-methods examination of sexual partnerships and condom use among low income heterosexual African-American men*. Poster session presented at the 137<sup>th</sup> Annual Meeting of the American Public Health Association, Philadelphia, PA.

69. **Noar, S. M.**, Webb, E., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, August). *Sexual partnerships, risk behaviors, and condom use among heterosexual African-American men: A multi-methods approach*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

68. Webb, E., **Noar, S. M.**, Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, November). *"I got a baby's daddy, but I got friends, too": Investigating heterosexual African*

*Americans' sexual partnerships*. Poster session presented at the 137<sup>th</sup> Annual Meeting of the American Public Health Association, Philadelphia, PA.

67. Webb, E., **Noar, S. M.**, Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, August). *"I got a baby's daddy, but I got friends, too": A qualitative investigation of heterosexual African Americans' sexual partnerships and risk behavior*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

66. Yarber, W., Dreisbach, S., Crosby, R., & **Noar, S. M.** (2009, August). *Tearing down fences: HIV/STD prevention in rural America. A new guide from RCAP*. Paper presented at the 2009 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

65. Yarber, W., Dreisbach, S., Crosby, R., & **Noar, S. M.** (2009, August). *Tearing down fences: HIV/STD prevention in rural America. A new guide from RCAP*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

64. Young, A. M., Webb, E., Crosby, R. A., & **Noar, S. M.** (2009, April). *A web-based tool for developing HIV prevention materials for rural communities*. Paper presented at the 2009 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

63. Young, A. M., Webb, E., Crosby, R. A., & **Noar, S. M.** (2009, August). *A web-based tool for developing HIV prevention materials for rural communities*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

62. Mehrotra, P., **Noar, S. M.**, Zimmerman, R. S., & Palmgreen, P. (2008, April). *A test of the theory of planned behavior using structural equation modeling: Gender differences in condom use intentions of young adults*. Paper presented at the 10<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

61. Mehrotra, P., **Noar, S. M.**, Zimmerman, R. S., & Palmgreen, P. (2008, November). *Gender and personality factors as moderators in the theory of planned behavior to test condom use intentions of young adults: Implications for message design*. Paper presented at the Society for the Scientific Study of Sexuality Mid-continent and Eastern Regions Conference, Cleveland, Ohio.

60. Mehrotra, P., **Noar, S. M.**, Zimmerman, R. S., & Palmgreen, P. (2008, May). *Understanding partner characteristics and personality factors as predictors of HIV and STD risk perception: Implications for message design*. Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada [*Top Five Student Paper Award, Health Communication Division*].

59. **Noar, S. M.** (2008, November). *Evaluating health communication campaigns: Key issues and alternative approaches*. Paper presented at the 22<sup>nd</sup> Annual Conference of the American Evaluation Association, Denver, Colorado.

58. **Noar, S. M.** (discussant). (2008, March). *Innovative, theory-based approaches to health interventions across various communication channels*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

57. **Noar, S. M.**, Benac, C., Crosby, R., Snow, G., & Troutman, A. (2008, May). *Applying the attitude-social influence-efficacy model to condom use among African-American STD clinic patients: Implications for tailored health communication*. Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

56. **Noar, S. M.**, Benac, C., Zimmerman, R. S., Crosby, R., Snow, G., & Troutman, A. (2008, March). *Tailoring sexual risk reduction messages for African-American STD clinic patients: Application of the attitude-social influence-efficacy model*. In M. Campbell (Chair), *Theories and mechanisms of tailored communications: Application to diverse populations*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

55. **Noar, S. M.**, Chabot, M., & Zimmerman, R. S. (2008, March). *Applying health behavior theory to multiple behavior change: Considerations and approaches*. In C. Nigg (Chair), *Conceptualizing multiple health behavior change*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

54. **Noar, S. M.**, Palmgreen, P., Chabot, M., Zimmerman, R. S., & Dobransky, N. (2008, May). *A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress?* Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

53. Snyder, L. B., Li, S., Huedo-Medina, T. B., **Noar, S. M.**, Kotz, J., D'Alessandro, N., Polonsky, M., & Fuhrel, A. (2008, October). *Meta-analysis of the effectiveness of tailored interventions over time*. Paper presented at the 136<sup>th</sup> Annual Meeting of the American Public Health Association, San Diego, CA.

52. Snyder, L. B., Li, S., Huedo-Medina, T. B., **Noar, S. M.**, Kotz, J., D'Alessandro, N., Polonsky, M., & Fuhrel-Forbis, A. (2008, August). *Tailored interventions are more effective than traditional interventions over time: A meta-analysis*. Paper presented at the 2<sup>nd</sup> Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

51. Floyd, N., **Noar, S. M.**, Mehrotra, P., Chabot, M., Palmgreen, P., & Zimmerman, R. S. (2007, November). *The role of sensation value in the effectiveness of PSAs aimed at postponing sex among middle school students: An initial study*. Paper presented at the Ninety-third Annual Convention of the National Communication Association, Chicago, IL.

50. **Noar, S. M.**, Benac, C., & Harris, M. (2007, November). *Peering into the "black box": A meta-analysis of print tailored health behavior change interventions*. Paper presented at the Ninety-third Annual Convention of the National Communication Association, Chicago, IL.

49. **Noar, S. M.** (2007, April). *Behavioral interventions to reduce HIV risk behavior: A review and synthesis of meta-analytic evidence*. Paper presented at the Fifth National Conference of the Rural Center for AIDS/STD Prevention, Bloomington, IN.

48. **Noar, S. M.** (chair and discussant). (2007, May). *Communication perspectives on HIV/AIDS for the 21<sup>st</sup> century*. Panel session presented at the Fifty Seventh Annual Conference of the International Communication Association, San Francisco, CA.

47. **Noar, S. M.**, Benac, C., & Harris, M. (2007, May). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the Fifty Seventh Annual Conference of the International Communication Association, San Francisco, CA.

46. **Noar, S. M.**, Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2007, April). *Mass media campaigns as a tool for HIV prevention: A review and update*. Poster session presented at the Fifth National Conference of the Rural Center for AIDS/STD Prevention, Bloomington, IN.

45. Edgar, T., **Noar, S. M.**, & Murphy, B. (2006, November). *Efficacy of teaching sexual communication skills for HIV prevention: 15 years of intervention studies*. Poster session presented at the 134<sup>th</sup> Annual Meeting of the American Public Health Association, Boston, MA.
44. **Noar, S. M.**, Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2006, August). *Design, implementation, and evaluation of HIV/AIDS prevention mass media campaigns: How are we doing?* Poster session presented at the XVI International AIDS Conference, Toronto, Canada.
43. **Noar, S. M.**, & Zimmerman, R. S. (2006, March). *Consensus and fragmentation: Health behavior theory and cumulative knowledge regarding health behaviors*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.
42. **Noar, S. M.**, Zimmerman, R. S., Floyd, N., & Bowleg, L. (2006, August). *Why don't young adults use condoms consistently? A stages of change investigation and comparison of African-American and Caucasian young adults*. Poster session presented at the XVI International AIDS Conference, Toronto, Canada.
41. Zimmerman, R. S., Calderon, R., **Noar, S. M.**, Novak, S. P., & Donohew, R. L. (2006, September). *The effects of individual differences and situational alcohol use on sexual behavior among adolescents*. Paper presented at the sixth annual conference of the National Hispanic Science Network on Drug Abuse, Scottsdale, AZ.
40. Zimmerman, R. S., **Noar, S. M.**, Cupp, P. K., & Donohew, R. L. (2006, March). *Going beyond traditional theories: The multiple-domain model of health-related behavior*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.
39. Chaisamrej, R., Zimmerman, R. S., **Noar, S. M.**, & Thomas L. (2005, May). *A comparison of five social psychological models of condom use: Implications for designing prevention messages*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.
38. Cupp, P. K., Zimmerman, R. S., **Noar, S. M.**, Feist-Price, S. M., Bhana, A., Bennie, T., & Ramsoomar, L. (2005, April). *Relative influence of social and individual difference variables in understanding adolescent risk behavior in three countries*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.
37. **Noar, S. M.** (2005, November). *A 10-year retrospective of research in mass media campaigns for health*. In T. Edgar and V. Freimuth (Chairs), *A 10-year retrospective of health communication scholarship and directions for the next decade*. Panel session conducted at the Ninety First Annual Convention of the National Communication Association, Boston, MA.
36. **Noar, S. M.**, Carlyle, K., & Cole, C. (2005, May). *Why communication is crucial: Meta-analysis of the relationship between safer sexual communication and condom use*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY [Top Three Paper Award, Health Communication Division].
35. **Noar, S. M.**, Clark, A., Cole, C., & Lustria, M. (2005, November). *Review of interactive safer sex websites on the internet: Practice and potential*. Paper presented at the Ninety First Annual Convention of the National Communication Association, Boston, MA.
34. **Noar, S. M.**, Cole, C., & Carlyle, K. (2005, April). *Measurement of self-reported condom use in studies of sexual risk behavior: How are we doing?* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

33. **Noar, S. M.**, Palmgreen, P., Zimmerman, R. S., Lustria, M., & Lu, H. Y. (2005, May). *What makes an effective public service announcement?* Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

32. Zimmerman, R. S., Cupp, P. K., Bhana, A., Feist-Price, S. M., **Noar, S. M.**, Bailey, A., Bennie, T., & Ramsoomar, L. (2005, April). *Test of the multiple domain model of health-related behavior for initiation of sexual activity in South African adolescents.* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

31. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, May). *Results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults.* Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

30. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, April). *Effects of a televised 2-city mass media campaign targeting risk-taking heterosexually active young adults.* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

29. **Noar, S. M.**, Zimmerman, R. S., Palmgreen, P., Lustria, M. L. A., & Matuza, M. L. (2004, May). *Understanding condom use in young adults: Integrating personality and psychosocial theoretical approaches.* Poster session presented at the Fifty Fourth Annual Conference of the International Communication Association, New Orleans, LA.

28. Redding, C. A., Morokoff, P. J., Rossi, J. S., Meier, K. S., Hoepfner, B. B., Mayer, K., Koblin, B., Brown-Peterside, P., **Noar, S. M.**, White, S. L., & Gazabon, S. A. (2004, April). *Effectiveness of a computer-delivered TTM-tailored intervention at increasing condom use in at-risk heterosexual adults: RI Project Respect.* Paper presented at the Twenty-Fifth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

27. Zimmerman, R. S., Palmgreen, P., **Noar, S. M.**, Lustria, M. L. A., Matuza, M. L., & Allard, S. A. (2003, November). *Sensation seeking and impulsive vs. rational decision-making as moderators of perceived effectiveness of HIV/STD public service announcements.* Poster session presented at the One Hundred and Thirty-First Annual Meeting of the American Public Health Association, San Francisco, CA.

26. **Noar, S. M.**, Zimmerman, R. S., Palmgreen, P., Allard, S. L., Lustria, M. L. A., Matuza, M. L., & Cupp, P. K. (2003, July). *Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults.* Paper presented at the 2003 National HIV Prevention Conference, Atlanta, GA.

25. Clay, C. B., **Noar, S. M.**, Zimmerman, R. S., & Stewart, G. M. (2002, August). *The influence of gender roles on safer sexual behaviors.* Poster session presented at the One Hundred and Tenth Annual Convention of the American Psychological Association, Chicago, IL.

24. Matthews, K. F., Hughes, H. K., Freeman, T. M., Leake, V. S., Prout, H. T., Anderman, L. H., Nellis, L. M., Danner, F. W., Anderman, E. M., & **Noar, S. M.** (2002, August). *Depression and optimism among adolescents with and without mental retardation.* Poster session presented at the One Hundred and Tenth Annual Convention of the American Psychological Association, Chicago, IL.

23. Morokoff, P. J., Redding, C. A., **Noar, S. M.**, Rossi, J. S., Mayer, K., & Meier, K. S. (2002, July). *Stage and gender differences in model-based variables among at-risk heterosexual men and women.* Poster session presented at the Fourteenth Annual International AIDS Conference, Barcelona, Spain.

22. Morokoff, P. J., **Noar, S. M.**, Harlow, L. L., Redding, C. A., White, S., Gazabon, S., Quina, K., Mayer, K., Koblin, B., Brown-Peterside, P., Meier, K., & Rossi, J. S. (2002, April). Multifaceted model of HIV risk applied to heterosexual men and women: Interpersonal predictors of HIV risk in RI project respect. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
21. **Noar, S. M.**, & Morokoff, P. J. (2002, April). Condom negotiation behaviors in at-risk heterosexually active men and women. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
20. Redding, C. A., Morokoff, P. J., **Noar, S. M.**, Meier, K. S., Rossi, J. S., Koblin, B., Brown-Peterside, P., Mayer, K., Harlow, L., White, S., & Gazabon, S. (2002, April). Evaluating transtheoretical model-based predictors of condom use in at-risk men and women. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
19. Gazabon, S. A., Morokoff, P. J., Harlow, L. L., Redding, C. A., Meier, K. S., Rossi, J. S., Quina, K., Mayer, K., Evers, K., **Noar, S. M.**, & White, S. L. (2001, August). *Predictors of stage of condom use among ethnic minority men and women*. Poster session presented at the One Hundred and Ninth Annual Convention of the American Psychological Association, San Francisco, CA.
18. **Noar, S. M.**, & Morokoff, P. J. (2001, August). Verbal and nonverbal expressions of sexual assertiveness: How do men and women negotiate condom use? In P. J. Morokoff (Chair), *Sexual negotiations: Gender and sexual assertiveness in youth*. Symposium conducted at the One Hundred and Ninth Annual Convention of the American Psychological Association, San Francisco, CA.
17. Mauriello, L. M., Laforge, R.G., **Noar, S. M.**, & Eastwood, A. L. (2001, March). *Decisional balance and temptation across the stages of change for "binge" drinking among adults*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
16. **Noar, S. M.**, & Morokoff, P. J. (2001, March). *How do heterosexually active men and women negotiate condom use? The development and validation of a condom influence strategy scale*. Paper presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
15. **Noar, S. M.**, Laforge, R. G., Maddock, J. E., & Wood, M. D. (2001, March). *A comparison of alcohol expectancies and decisional balance: Implications for the prediction of alcohol use and problems*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
14. Redding, C. A., Meier, K. S., **Noar, S. M.**, White, S. L., Rossi, J. S., Doherty-Iddings, P., Gazabon, S. A., Morokoff, P. J., & Mayer, K. (2001, March). *The transtheoretical model for condom use in a community sample of at-risk men and women*. Paper presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
13. White, S. L., **Noar, S. M.**, Redding, C. A., Meier, K. S., Rossi, J. S., Morokoff, P. J., & Gazabon, S. A. (2001, March). *Preparation stage criteria for condom use in three adult samples*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.



12. Disch, W. B., & **Noar, S. M.** (2000, April). *Gambling behavior and alcohol consumption in college students*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

11. Gazabon, S. A., Harlow, L. L., Rose, J. S., Morokoff, P. J., Quina, K., Mayer, K., Mitchell, K., Schnoll, R., **Noar, S. M.**, & White, S. L. (2000, April). *A comparison of the transtheoretical model's scales among white and minority women at-risk for HIV*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

10. Laforge, R. G., **Noar, S. M.**, Mauriello, L., Gomes, S., & Cottrill, S. (2000, June). *Construct validity of a measure of readiness to change heavy episodic "binge" drinking in a general population sample of adults*. Poster session presented at the Twenty-Third Annual Scientific Meeting of the Research Society on Alcoholism, Denver, CO.

9. **Noar, S. M.**, Morokoff, P. J., & Redding, C. A. (2000, April) *Sexual assertiveness and the stages of change in heterosexually active men*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

8. **Noar, S. M.**, Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & White, S. L. (2000, April). *The pros and cons of condom use in college students and at-risk, ethnically diverse men and women: Implications of sample and gender differences*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

7. White, S. L., Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & **Noar, S. M.** (2000, April). *Utility of a 5-point likert condom frequency scale in at risk sexually active adults*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

6. White, S. L., Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & **Noar, S. M.** (2000, April). *Preparation stage criteria for condom use in an at risk adult sample*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

5. **Noar, S. M.** (1999, March). *Are perceived risk of AIDS and sexually transmitted infections important variables when it comes to sexual risk taking?* Poster session presented at the Twentieth Annual Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.

4. **Noar, S. M.** (1999, March). *Increasing condom use in heterosexual males: The application of fifteen processes of change*. Poster session presented at the Twentieth Annual Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.

3. **Noar, S. M.**, & Morokoff, P. J. (1999, August). *A structural equation modeling approach to sexual risk reduction*. Poster session presented at the One Hundred and Seventh Annual Convention of the American Psychological Association, Boston, MA.

2. Evans, J. and **Noar, S. M.** (1998, April). *Reducing aggression in our schools: A pilot project*. Paper presented at the Sixty-Ninth Annual Meeting of the Eastern Psychological Association, Boston, MA.

1. **Noar, S. M.** (1998, August). *Predictors of condom use in a male heterosexual population*. Poster session presented at the One Hundred and Sixth Annual Convention of the American Psychological Association, San Francisco, CA.

### **Invited Presentations**

71. **Noar, S. M.** (2020, November). *Healthcare, media, and building public trust*. Moderator at panel session at the 2020 UNC Business of Healthcare Conference, Chapel Hill, NC [virtual conference].

70. **Noar, S. M.** (2020, October). *The new epidemic: E-cigarette and JUUL use among youth*. Webinar presented to the Chapel Hill Carrboro City Schools, Chapel Hill, NC.

69. **Noar, S. M.** (2020, February). *Health warnings for e-cigarette prevention*. Presented at the National Institutes of Health meeting on “E-cigarette Prevention and Cessation in Youth and Young Adults,” Bethesda, MD.

68. **Noar, S. M.** (2020, January). *Cigarette warning labels: The battle between the FDA and the tobacco industry*. Presented at the Center for Human Science, UNC Chapel Hill.

67. **Noar, S. M.** (2019, October). *Perceived message effectiveness: Current status and research gaps*. Presented at Moody’s College of Communication, University of Texas at Austin, Austin, Texas.

66. **Noar, S. M.** (2019, March). *Perceived message effectiveness: Current status and research gaps*. Presented at the Food and Drug Administration Center for Tobacco Products, Rockville, MD.

65. **Noar, S. M.** (2018, November). *The impact of pictorial cigarette pack warnings*. Paper presented at the Louisiana Health Sciences Center, New Orleans, LA.

64. **Noar, S. M.** (2018, November). *Smokers’ misperceptions about the source of health harms from smoking*. Presented at the National Cancer Institute meeting on “Strategies for Preventing Tobacco-Related Misinformation and Misperceptions,” Bethesda, MD.

63. Hall, M., **Noar, S. M.**, & Brewer, N. T. (2017, October). *Why do smokers avoid risk messages? Results from two randomized controlled trials*. Poster session presented at the 2017 Lineberger Comprehensive Cancer Center Retreat.

62. **Noar, S. M.**, & Cappella, J. (2017, October). *Communication research about tobacco regulatory science: A special issue*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

61. **Noar, S. M.** (2017, October). *Cigarette warning labels: The battle between the FDA and the tobacco industry*. Presented in the Carolina Public Humanities Seminar Series.

60. **Noar, S. M.** (2017, September). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Paper presented at the State of North Carolina E-cigarette affinity group meeting via webinar.

59. **Noar, S. M.** (2017, April). *Actual and perceived effectiveness of messages to change behavior and improve public health*. Paper presented at the Psychology and Behavioral Sciences Symposium at North Carolina State University, Raleigh, NC.

58. **Noar, S. M.** (2017, February). *Indoor tanning prevention among young women*. Paper presented at the 11<sup>th</sup> Annual UNC Conference on Melanoma: A Multidisciplinary Perspective, Chapel Hill, NC.

57. **Noar, S. M.** (2016, September). *Actual and perceived effectiveness of messages to change behavior and improve public health*. Paper presented at the Inaugural Abby Prestin Health Communication Lecture, Food and Drug Administration Center for Tobacco Products, Rockville, MD.

56. Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., **Noar, S. M.**, Sontag, J., & Horrell, L. (2016, May). *Development of an educational website about other tobacco products*. Paper presented at the Center for Regulatory Research on Tobacco Communication Journal Club, Chapel Hill, NC.

55. Cornacchione, J., **Noar, S. M.**, & Sutfin, E. L. (2016, April). *Systematic review of health communication for non-cigarette tobacco products*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

54. Francis, D. B., **Noar, S. M.**, Kowitt, S., Jarman, K., & Goldstein, A. (2016, April). *Do source or message factors impact believability of new diseases linked to smoking? Implications for health communication*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

53. Jo, C. L., Southwell, B., Golden, S., **Noar, S. M.**, & Ribisl, K. (2016, April). *The effect of e-cigarette ad messages and cues on smoking-related outcomes*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

52. Kelley, D., & **Noar, S. M.** (2016, April). *Systematic quantitative content analysis of e-cigarette advertisements in consumer magazines*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

51. Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., & **Noar, S. M.** (2016, April). *Identifying engaging tobacco education website features: Formative research for design and development*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

50. **Noar, S. M.** (2016, March). *The impact of cigarette pack warnings*. Presented at the Institute for Collaboration on Health, Intervention, and Policy (InCHIP), University of Connecticut, Storrs, CT.

49. **Noar, S. M.**, Francis, D., Hall, M., Bridges, C., Sontag, J., Ribisl, K., & Brewer, N. (2016, March). *Quantitative syntheses of the evidence for cigarette pack warnings*. Presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.

48. Peebles, K., Hall, M. G., Pepper, J. K., Byron, M. J., **Noar, S. M.**, & Brewer, N. T. (2016, April). *Adolescents' responses to pictorial cigarette pack warnings*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

47. Boynton, M. H., Agans, R., Bowling, J. M., Brewer, N. T., Goldstein, A., Sutfin, E. L., **Noar, S. M.**, & Ribisl, K. M. (2015, October). *Center for regulatory research on tobacco communication (CRRTC) national phone survey, 2014-2015*. Poster session presented at the 2015 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

46. Kelley, D., & **Noar, S. M.** (2015, September). *A quantitative analysis of e-cigarette print advertisements featured in U.S. consumer publications*. Poster session presented at the 2015 Lineberger Comprehensive Cancer Center Annual Scientific Retreat, Chapel Hill, NC.

45. **Noar, S. M.** (2015, December). *The impact of cigarette pack warnings*. Webinar presentation conducted for the Center for Evaluation and Coordination of Training and Research (CECTR) in Tobacco Regulatory Science.

44. **Noar, S. M.**, Kelley, D., Boynton, M. H., Morgan, J. C., Mendel, J. R., Ribisl, K. M., & Brewer, N. T. (2015, October). *Developing effective constituent disclosures for cigarette packs*. Poster session presented at the 2015 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

43. **Noar, S. M.** (2015, July). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at the Annual Meeting of the North Carolina Dermatology Association, Asheville, NC.

42. **Noar, S. M.** (2015, June). *Synthesizing cigarette warnings literature*. Presented at the National Institutes of Health (NIH) Tobacco Regulatory Science Health Communication meeting, Bethesda, MD.

41. **Noar, S. M.** (2015, February). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at the 9<sup>th</sup> Annual UNC Conference on Melanoma: A Multidisciplinary Perspective, Chapel Hill, NC.

40. **Noar, S. M.** (2014, August). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented to the skin cancer workgroup, Centers for Disease Control and Prevention, Atlanta, GA.

39. Brewer, N. T., Hall, M. G., Lee, J., **Noar, S. M.**, & Ribisl, K. M. (2014, April). *Testing warning messages on smokers' cigarette packages: A proof of principle study*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

38. Goldstein, A., Ranney, L., Teal, R., Vu, M., Baker, H., **Noar, S. M.**, Ruel, L., & Ribisl, K. (2014, April). *Enhancing source credibility in tobacco regulatory communications*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

37. Brewer, N. T., **Noar, S. M.**, Moracco, K. E., Mendel, J., & Ribisl, K. M. (2014, April). *Communicating the risks of harmful cigarette smoke constituents*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

36. **Noar, S. M.** (2014, June). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at Virginia Commonwealth University's Public Health Symposium, Richmond, VA.

35. **Noar, S. M.**, Hall, M. G., Francis, D. B., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2014, April). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

34. Sutfin, E. L., Wolfson, M., Wagoner, K., Wiseman, K., **Noar, S. M.**, Teal, R., & Ribisl, K. (2014, April). *Effective risk communication on new and emerging tobacco products*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

33. **Noar, S. M.** (2013, October). *Efficacy and effectiveness of eHealth applications*. Paper presented at the Inaugural Symposium on Using New Technologies to Enhance Healthy Behaviors, UNC Chapel Hill.

32. **Noar, S. M.** (2013, August). *Celebrities and cancer: Implications for health communication*. Paper presented at the Cancer Prevention and Control Quarterly Meeting, Lineberger Comprehensive Cancer Center, UNC Chapel Hill.

31. **Noar, S. M.** (2013, January). *Public figure announcements about cancer: Implications for health communication*. Paper presented in the seminar series at Texas Tech University, Lubbock, TX.

30. Ribisl, K. M., & **Noar, S. M.** (2012, December). *Surveillance of Google searches to inform cancer prevention and control*. Paper presented at the cancer outcomes breakfast series, Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill.

29. **Noar, S. M.** (2012, November). *Using health communication to reduce indoor tanning behavior among youth*. Paper presented to the National Council on Skin Cancer Prevention, Washington, DC.

28. **Noar, S. M.** (2012, June). *Mass media campaigns to promote healthy behaviors: A primer*. Paper presented to the Task Force on Early Childhood Obesity Prevention, North Carolina Institute of Medicine, Morrisville, NC.

27. Myrick, J. G., **Noar, S. M.**, Willoughby, J. F., & Brown, J. (2012, May). *Public reaction to the death of Steve Jobs: Implications for cancer communication*. Poster session presented at the 2012 Lineberger Comprehensive Cancer Center Annual Scientific Retreat, Chapel Hill, North Carolina.

26. Widman, L., Golin, C. E., & **Noar, S. M.** (2012, March). *Individual and interactive effects of condom use intentions and sexual communication on safer sexual behavior among people living with HIV*. Poster session presented at the Sixth National Scientific Meeting of the Social and Behavioral Sciences Research Network, Chapel Hill, North Carolina.

25. **Noar, S. M.** (2011, November). *eHealth applications for health promotion and disease prevention*. Paper presented in the seminar series in the Department of Community and Global Health, George Mason University, Fairfax, VA.

24. **Noar, S. M.** (2011, September). *The role of computer technology-based interventions in HIV prevention*. Plenary presentation delivered at the 2011 AIDS Impact Conference, Santa Fe, New Mexico.

23. **Noar, S. M.** (2010, October). *Harnessing the power of interactive health communication applications for health promotion and disease prevention*. Paper presented in the Mary Junck Research Colloquium seminar, Lineberger Comprehensive Cancer Center and the School of Journalism and Mass Communication, University of North Carolina, Chapel Hill.

22. **Noar, S. M.** (2010, March). *Efficacy of computer-based interventions in HIV prevention: Evidence from meta-analysis*. Paper presented at the New York HIV Research Centers Consortium 2010 Scientific Conference, "Innovative Applications of Information and Communication Technologies in Addressing the HIV/AIDS Epidemic," New York University, New York.

21. **Noar, S. M.** (2010, March). *The role of computer-based interventions in HIV prevention*. In J. Brug (Chair), *Computer tailoring and health behavior: A promising field*. Symposium

conducted at the EMGO Institute for Health and Care Research, VU University, Amsterdam, The Netherlands.

20. **Noar, S. M.** (2010, March). *The role of computer-based interventions in HIV prevention*. Keynote lecture delivered at the Research Institute for Psychology and Health, Utrecht, The Netherlands.

19. **Noar, S. M.**, Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, April). *Using computer technology for HIV prevention among African Americans: Development of a tailored information program for safer sex (TIPSS)*. Paper presented at the 11<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, KY.

18. **Noar, S. M.** (2008, June). *Using a stages of change approach to developing an individually tailored intervention: Project TIPSS*. Paper presented at the Stage of Change Interventions for Enhancing Health and Mental Health Workshop, Kentucky Psychological Association, Louisville, KY.

17. **Noar, S. M.**, Black, H. G., & Pierce, L. B. (2008, September). *Efficacy of computer technology-based HIV prevention interventions: A meta-analysis*. Paper presented at the Center on Drug and Alcohol Research Translation Colloquium Series, University of Kentucky, Lexington, KY.

16. **Noar, S. M.**, Crosby, R., Webb, E., & Van Stee, S. (2008, September). *Condom use among African-American men and women: What do we and don't we know?* Paper presented at the 2008 African-American and Latino Leadership Conference on HIV/AIDS, Lexington, KY.

15. **Noar, S. M.** (2008, April). *Challenges in evaluating health communication campaigns: Defining the issues*. Paper presented at the Tenth Biennial Kentucky Conference on Health Communication, Lexington, KY.

14. **Noar, S. M.** (2008, March). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the colloquium series at the Cancer Prevention Research Center, University of Rhode Island, Kingston, RI.

13. **Noar, S. M.** (2007, July). *Behavioral interventions to reduce HIV-related sexual risk behavior: Review and synthesis of meta-analytic evidence*. Paper presented to the Kentucky AIDS Education Training Center, Department of Medicine, University of Kentucky, Lexington.

12. **Noar, S. M.** (2007, October). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented in the colloquium series at the School of Public Health, University of North Carolina, Chapel Hill.

11. **Noar, S. M.** (2007, September). *Behavioral interventions to reduce sexual risk behavior: What do we know?* Paper presented at the 2007 African-American and Latino Leadership Conference on HIV/AIDS, Lexington, KY.

10. **Noar, S. M.** (2007, July). *Behavioral interventions to reduce HIV-related sexual risk behavior: Review and synthesis of meta-analytic evidence*. Paper presented at the Translating Research into Prevention Symposium Series, Centers for Disease Control and Prevention, National Center for HIV/AIDS, STD, & TB Prevention, Division of HIV/AIDS Prevention, Atlanta, GA.

9. **Noar, S. M.**, Benac, C., & Harris, M. (2006, October). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the Targeting and Tailoring for Communication Interventions Conference, University of Connecticut, Storrs, CT.

8. **Noar, S. M.** (2006, September). *African-Americans and HIV/AIDS: Trends and opportunities for intervention*. Paper presented at the 2006 African-American and Hispanic Leadership Conference on HIV/AIDS, Louisville, KY.

7. **Noar, S. M.** (2006, July). *Mass media campaigns to promote healthy behaviors: A primer*. Paper presented at the Office of National Drug Control Policy's Media Campaign Optimization Expert Panel Meeting, New York, NY.

6. **Noar, S. M.** (2006, April). *Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults*. Paper presented at the Kaiser Family Foundation Symposium on Assessing the Effectiveness of Public Education Campaigns, Washington, DC.

5. **Noar, S. M.** (2006, April). *Methodological workshop: Meta-analysis of communication research*. Workshop conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

4. **Noar, S. M.**, Palmgreen, P., Zimmerman, R. S., Lustria, M., & Lu, H. Y. (2006, April). *Perceived message sensation value as a predictor of perceived message impact: Application to safer sex PSAs*. In R. L. Donohew (Chair), *Increasing the effectiveness of substance abuse and risky sexual behavior prevention interventions through audience targeting: University of Kentucky research*. Symposium conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

3. Zimmerman, R. S., Cupp, P. K., Donohew, R. L., Palmgreen, P., **Noar, S. M.**, Feist-Price, S., Anderman, E., Lane, D., Roberto, A. J., & Lynam, D. (2006, April). *Program of research on individual differences, the multiple-domain model of health-related behavior, and risky sexual behavior*. In R. L. Donohew (Chair), *Increasing the effectiveness of substance abuse and risky sexual behavior prevention interventions through audience targeting: University of Kentucky research*. Symposium conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

2. **Noar, S. M.** (2005, May). *Review of interactive safer sex websites on the internet: Practice and potential*. Paper presented to Planned Parenthood of New York City, New York, NY.

1. **Noar, S. M.** (2005, March). *Development and implementation of a safer sex mass media campaign targeting young adults*. Medical Messengers Health Communication Lecture, Emerson College, Boston, MA.

### **Workshops**

5. **Noar, S. M.** (2020, February). *Meta-analysis of communication research*. Conducted at University of Maryland, College Park, Maryland.

4. **Noar, S. M.** (2018, November). *Meta-analysis of social science research*. Conducted at The LSU Health Sciences School of Nursing, New Orleans, Louisiana.

3. **Noar, S. M.** (2018, March). *Meta-analysis of social science research*. Conducted at the University of Miami, Miami, Florida.

2. **Noar, S. M.** (2017, January). *Meta-analysis of communication research*. Conducted at the University of Kentucky, Lexington, Kentucky.

1. **Noar, S. M.** (2006, April). *Meta-analysis of communication research*. Conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY (with Chrissy Benac).



## **CONSULTING AND INVITED MEETINGS**

- 2020** Invited Panelist and Participant, “NIH Workshop: E-cigarette Prevention and Cessation in Youth and Young Adults,” *NIH, NHLBI, NCI*
- 2018-2020** *Exploring Reactions to Health Warnings on Waterpipe Tobacco Ads*  
R21 Funded by NIDA (PI: Isaac Lipkus)
- 2018** Invited Participant and Speaker, “Strategies for Preventing Tobacco-Related Misinformation and Misperceptions,” *National Cancer Institute (CASPHR)*
- 2016-2018** *Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults*. RO3 Funded by NCI (PI: Jennifer Cornacchione)
- 2016** Expert Panel, “CDC’s National Tobacco Education Campaign: Evaluation Stakeholder Panel,” *Centers for Disease Control and Prevention*
- 2016** Expert Panel, “Economic Model to Predict Consumer Behavioral Response to Health Information and Warnings,” *Research Triangle Institute*
- 2016** Invited Participant and Speaker, “Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods,” *National Cancer Institute*
- 2015** Invited Participant, “Theories and Techniques of Behavior Change”  
Expert Consensus Study
- 2014** “Mapping the Health Behavior Theory Literature Using a Systems Approach”  
Funded by the *National Cancer Institute* (Contract – PI: Seth M. Noar)
- 2011-2013** HIV Prevention Trials Network, Women at Risk Subcommittee  
*National Institutes of Health* (Subcommittee leader: Adaora Adimora)
- 2011** “Health Behavior Theory Constructs and Measures”  
Funded by the *National Cancer Institute* (Contract – PI: Seth M. Noar)
- 2011** Expert Panel, “Influence of New Media on Adolescent Sexual Activity,”  
*Rand Corporation*
- 2009** Invited Panel, “Next Generation of HIV/AIDS Prevention Messages Targeting MSM,” *Centers for Disease Control and Prevention*
- 2007-2010** *Gender Role Norms, Sexual Scripts, and Black Men’s Heterosexual Relationships*. RO1 Funded by NIMH (PI: Lisa Bowleg, Ph.D.)
- 2007-2009** Coordination Team Member, Sexual Behavior Reviews, The Guide to Community Preventive Services, *Centers for Disease Control and Prevention*
- 2008** Expert Scientist Panel, Campaign Evaluation, National Youth Anti-Drug Media Campaign, *Office of National Drug Control Policy*

- 2008** Tobacco media evaluation workgroup, *Partnership for a Tobacco-Free Maine*
- 2007** Planning Committee Member and Participant, Computerized Tailored Interventions Workgroup on Dissemination, *National Cancer Institute*
- 2006** Expert Scientist Panel, Media Message Design, National Youth Anti-Drug Media Campaign, *Office of National Drug Control Policy*

## **SELECTED PRESS COVERAGE (RESEARCH)**

### **North Carolina Center for Public Policy Research, 6/28/2019**

*'Taste, Stress Relief, and Doing Vape Tricks' - Study Surveys Why Youth Vape*  
(coverage of our e-cigarette outcome expectations national study published in *Substance Use & Misuse*)  
<https://nccppr.org/taste-stress-relief-and-doing-vape-tricks-study-surveys-why-youth-vape/>

### **US News & World Report, 12/13/2017**

*Woman's Selfie of Skin Cancer Went Viral, Sparked Awareness*  
(coverage of our Google Trends study published in *Preventive Medicine*)  
<https://health.usnews.com/health-care/articles/2017-12-13/womans-selfie-of-skin-cancer-went-viral-sparked-awareness>

### **Huffington Post, 5/22/2017**

*Surge in Home Testing Sales Following Charlie Sheen's HIV Disclosure*  
(coverage of our study of Charlie Sheen and HIV test kit sales published in *Prevention Science*)  
[https://www.huffpost.com/entry/surge-in-home-testing-sales-followed-charlie-sheens-hiv-disclosure\\_n\\_5923681ce4b03b485cb4467e](https://www.huffpost.com/entry/surge-in-home-testing-sales-followed-charlie-sheens-hiv-disclosure_n_5923681ce4b03b485cb4467e)

### **The Washington Post, 8/5/2016**

*People Really Do Pay Attention to Climate Change – When Leonardo DiCaprio Talks About It*  
(coverage of our Google Trends study published in *PLoS ONE*)  
[https://www.washingtonpost.com/news/energy-environment/wp/2016/08/05/the-leo-effect-when-dicaprio-talked-climate-change-at-the-oscars-people-suddenly-cared/?utm\\_term=.f3d91b111ae2](https://www.washingtonpost.com/news/energy-environment/wp/2016/08/05/the-leo-effect-when-dicaprio-talked-climate-change-at-the-oscars-people-suddenly-cared/?utm_term=.f3d91b111ae2)

### **The New York Times, 6/8/2016**

*Graphic Cigarette Warnings Deter Smokers*  
(coverage of our RCT published in *JAMA Internal Medicine*)  
[http://well.blogs.nytimes.com/2016/06/08/graphic-cigarette-warnings-deter-smokers/?\\_r=0](http://well.blogs.nytimes.com/2016/06/08/graphic-cigarette-warnings-deter-smokers/?_r=0)

### **NBC News, 2/22/2016**

*'Charlie Sheen Effect' Fuels Interest in HIV, Researchers Find*  
(coverage of our Google Trends study published in *JAMA Internal Medicine*)  
<http://www.nbcnews.com/health/health-news/charlie-sheen-effect-fuels-interest-hiv-n523646>

### **Reuters Health, 11/4/2015**

*Why Parents Should Have the 'Sex Talk' With Their Children*  
(coverage of our meta-analysis published in *JAMA Pediatrics*)  
<http://well.blogs.nytimes.com/2015/11/04/why-parents-should-have-the-sex-talk-with-their-children/?ref=health>

### **Reuters Health, 9/25/2015**

*Video Games with Smoking Characters Lack Tobacco Warnings*  
(quoted as expert to comment on study about tobacco imagery in video games)  
<http://www.reuters.com/article/2015/05/27/us-public-health-cigarettes-photos-idUSKBN0OC2R120150527>

### **The New York Times, 7/1/2015**

*U.S. Chamber Fights Smoking Laws While Hospitals and Insurers Sit on Its Board*  
(quoted in article as expert on graphic cigarette warnings)  
<http://www.nytimes.com/2015/07/02/business/international/many-board-members-fight-smoking-even-as-chamber-opposes-tobacco-laws.html?smid=fb-nytimes&smtyp=cur>

### **Reuters Health, 5/27/2015**

*Cigarette Warnings on Packages Work Better with Pictures*  
(coverage of our meta-analysis published in *Tobacco Control*)

<http://www.reuters.com/article/2015/05/27/us-public-health-cigarettes-photos-idUSKBN0OC2R120150527>

**WUNC, 91.5 (public radio interview), 5/6/2015**

*Study: Graphic Tobacco Warnings are More Effective than Text*

*(coverage of our meta-analysis published in Tobacco Control)*

<http://wunc.org/post/study-graphic-tobacco-warnings-are-more-effective-text#stream/o>

**Fast Company, 5/7/2014**

*How Steve Jobs' Death Boosted Public Health Education*

*(coverage of our survey study published in Journal of Health Communication)*

<http://www.fastcoexist.com/3029752/how-steve-jobs-death-boosted-public-health-education>

**Reuters Health, 2/8/2014**

*Young Women Use Tanning Beds, Despite Being Aware of Health Risks*

*(coverage of our survey study published in JAMA Dermatology)*

<http://www.hngn.com/articles/23996/20140208/young-women-use-tanning-beds-despite-being-aware-health-risks.htm>

**The New York Times, 12/30/2013**

*Celebrity Cancer Diagnosis Spurs Smokers to Try to Quit*

*(coverage of our Google Trends study published in Preventive Medicine)*

[http://well.blogs.nytimes.com/2013/12/30/celebrity-cancer-diagnosis-spurs-smokers-to-try-to-quit/?ref=health&\\_r=0](http://well.blogs.nytimes.com/2013/12/30/celebrity-cancer-diagnosis-spurs-smokers-to-try-to-quit/?ref=health&_r=0)

**Huffington Post, 12/15/2013**

*People Seek Smoking Cessation Information When Celebrities Are Diagnosed With Cigarette-Caused Cancer*

*(coverage of our Google Trends study published in Preventive Medicine)*

[http://www.huffingtonpost.com/2013/12/15/celebrities-cancer-smoking-quit-\\_n\\_4428169.html?utm\\_hp\\_ref=healthy-living](http://www.huffingtonpost.com/2013/12/15/celebrities-cancer-smoking-quit-_n_4428169.html?utm_hp_ref=healthy-living)

## **TEACHING EXPERIENCE**

### **UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**

#### **Undergraduate Courses**

Health Communication (MEJO490)  
Social Marketing (MEJO671)

#### **Graduate Courses**

Seminar in Interdisciplinary Health Communication (MEJO/HBEH 825)  
Seminar in eHealth Applications (MEJO/HBEH 795)  
Advanced Research Methods in Meta-Analysis (MEJO890)

#### **Guest Teaching Lectures**

**Noar, S. M.** (Fall, 2012). *Using theory to improve health communication campaigns*. Guest lecture in “Infectious Diseases at the Community Level” (EPID 753)

**Noar, S. M.** (Fall, 2013). *Using theory to improve health communication campaigns*. Guest lecture in “Infectious Diseases at the Community Level” (EPID 753)

**Noar, S. M.** (Fall, 2013). *A consumer’s guide to understanding and critically evaluating meta-analyses*. Guest lecture in “Applied Research Methods” (HBEH 750)

**Noar, S. M.** (Spring, 2014). *Elaboration likelihood model and message tailoring*. Guest lecture in “Communication for Health-related Decision-Making” (HBEH/PUBH 715)

**Noar, S. M.** (Spring, 2015). *Elaboration likelihood model and message tailoring*. Guest lecture in “Communication for Health-related Decision-Making” (HBEH/PUBH 715)

**Noar, S. M.** (Spring, 2016). *Tailoring and mHealth*. Guest lecture in “mHealth for Behavior Change” (HBEH 892)

**Noar, S. M.** (Spring, 2016). *Indoor tanning and health communication*. Guest lecture in “Public Relations Campaigns” (JOMC)

**Noar, S. M.** (Fall, 2020). *How Communication Has Impact: The Example of Cigarette Pack Warnings*. Guest lecture in “Communication for Health-related Decision-Making” (HBEH/PUBH 715)

### **UNIVERSITY OF KENTUCKY**

#### **Graduate Courses**

Pro-seminar in Health Communication (CJT671)  
Quantitative Methods in Communication Research (CJT665)  
Advanced Research Methods in Meta-Analysis (CJT765)

### Undergraduate Courses

Health Communication (COM571)

Studies in Persuasion (COM482)

Introduction to Communication Research Methods (COM365)

### UNIVERSITY OF RHODE ISLAND

#### Undergraduate Courses

Research Methods (Instructor); Applied Research in Health Promotion (Co-Instructor); Applied Research Methods in Psychology (Co-Instructor); Health Promotion (Co-Instructor); Research Methods (Graduate Teaching Assistant); Talent Development Program (Tutor)

### **DOCTORAL DISSERTATION COMMITTEES**

#### **University of North Carolina at Chapel Hill**

1. Jessica Willoughby, 2013, “BrdsNBz: A mixed methods study exploring adolescents’ use of a sexual health text messaging service”
2. Jessica Myrick, 2013, “Searching from the heart: The interplay between emotions and customization in online health information seeking”
3. Diane Francis (Chair), 2016, “Evaluation of an innovative condom distribution program and point-of-access campaign targeting black college women”
4. Tosha Smith (Nutrition), 2016, “Taste texting: Using behavioral economics and mobile health to increase high school lunch participation”
5. Linden Thayer (Nutrition), 2016, “Food explorers: Family edition – A theory-based text message and social media pilot intervention for families to address child diet”
6. Dannielle Kelley (Chair), 2017, “Countering indoor tanning arguments: An experiment using skin cancer prevention messages”
7. Marissa Hall (Health Behavior), 2017, “Understanding the role of reactance to pictorial warnings on cigarette packs”
8. Catherine Jo (Health Behavior), 2017, “The effect of e-cigarette print advertisements on smoking cessation”
9. Chioma Ihekweazu, 2017, “Novelty, accuracy, and behavioral recommendations in health news: Two decades of *New York Times* nutrition coverage and reader comments”
10. Jennah Sontag (Co-Chair), 2017, “The effectiveness of visual and text frames in health communication”
11. Jennifer Morgan (Health Behavior), 2017, “Social interactions about pictorial cigarette pack warnings”
12. Sabeeh Baig (Health Behavior), 2018, “Examining perceived message effectiveness as a marker for the impact of brief health behavior interventions”
13. Trevor Bell (Chair), 2019, “The impact of narrative messages on adolescents’ type 1 diabetes management”
14. Josh Barker, 2020, “Testing associations between personal networks, vaping outcome expectancies, and perceptions of anti-vaping advertisements”
15. Jacob Rohde (Chair), 2021, “Text4IBD: Development, feasibility, and acceptability of an eHealth intervention to reduce distress among people with inflammatory bowel disease”
16. Barbara Martin (Public Health), in progress, “Improving public health communication in a politically polarized environment: Exploring the use of moral values in message framing”
17. Alex Kresovich (Co-Chair), in progress

## **University of Kentucky**

1. Lara Bethanne Hayes, 2004, “Using physicians’ persuasive message strategies to gain mammography compliance in older women”
2. Sherman Lee (Counseling Psychology), 2005, “Towards the development and validation of the sympathy scales”
3. Mary Lee Horosewski 2005, “A synthesis of spirituality, mutuality, and sexuality: Toward an understanding of religious and spiritual variables in sexual health communication research”
4. Melissa Harris, 2006, “The role of emotion in anti-drug PSAs: Investigating the impact of guilt arousal on perceived message effectiveness and behavioral intentions to use drugs”
5. Zhiwen Xiao, 2007, “Adapting and applying a multiple domain model of condom use to Chinese college students”
6. Andrea Smith, 2009, “Differentiating acculturation and ethnic identity in predicting African American psychosocial functioning” (OE)
7. Purnima Mehrotra, 2009, “Understanding the sexual behaviors of undergraduate college students in India”
8. Brenikki Floyd, 2009, “Racial differences in sexual debut: Implications for designing HIV/STD and pregnancy prevention messages”
9. Christina Benac (Chair), 2009, “Understanding and promoting regular dental visitation: Theoretical analyses and message testing”
10. Jennifer Fairchild, 2009, “What might have been: The communication of social support and women’s post-miscarriage narrative reconstruction”
11. Larson Pierce (Counseling Psychology), 2010, “Factors associated with problem drinking among high school age adolescents”
12. Jihan Mahmoud (Nursing), 2010, “The relationship of anxiety, selected demographics, social support, coping, and thinking styles among young adult college students”
13. Hulda Black (Marketing), 2011, “Network drivers of inter-customer social support”
14. Christson Adedoyin (Social Work), 2011, “A systematic review of evidence-based cancer education media interventions to improve cancer screening behaviors among African Americans in the United States” (OE)
15. Carol Smith (Nursing), 2012, “A comparison of acute and prodromal myocardial infarction symptoms and treatment-seeking behavior in women diagnosed with and without an acute myocardial infarction where all have presented with a potential acute myocardial infarction”
16. Stephanie Van Stee (Chair), 2012, “Cognitive processing, persuasive outcomes, and theoretical explanations for the effects of metaphor use and message format in condom use messages”

## **DOCTORAL QUALIFYING EXAM COMMITTEES**

### **University of North Carolina at Chapel Hill**

Jessica Willoughby, 2012; Jessica Myrick, 2012; Diane Francis (chair), 2014; Dannielle Kelley (chair), 2016; Jennah Sontag (Co-Chair), 2016; Chioma Ihekweazu, 2017; Josh Barker, 2018; Trevor Bell (chair), 2018; Jacob Rohde (chair), 2019.

## **University of Kentucky**

Brenikki Floyd, 2004; Melissa Harris, 2005; Zhiwen Xiao, 2005; Carol Smith (Nursing), 2007; Purnima Mehrotra, 2007; Christina Benac, 2007; Elizabeth Webb, 2008; Larson Pierce (Counseling Psychology), 2009; Jihan Mahmoud (Nursing), 2009; Stephanie Van Stee, 2010.

## **MASTER’S DEGREE COMMITTEES**

### **University of North Carolina at Chapel Hill**

1. Lisa Mauriello Stockman (Chair), 2013, “Effects of social networking sites in building better patients”
2. Emery Rogers (Chair), 2014, “Keep a breast: A qualitative study of motivations for selecting, downloading, and using a breast cancer self-exam mobile app”
3. Kyla Garrett (Chair), 2016, “Emergency contraception sources of information among college women: Implications for health communication”
4. Stephanie Lane (Chair), 2016, “Young women’s responses to narrative and pictorial messages about indoor tanning: A qualitative study”
5. Deanna Puglia (Chair), 2017, “Social media use and its impact on body image: The effects of body comparison tendency, motivation for social media use, and social media platform on body esteem in young women”
6. Whitney Brothers (Chair), 2021, “The world’s greatest rivals vs. COVID-19: What twitter can tell us about how Duke and UNC managed their fall 2020 reopening”

### **University of Kentucky**

Purnima Mehrotra, 2004; Meredith Lyster, 2005; Christi Cole (Chair), 2005; Ashley Clark, 2006; Ashley Paynter, 2006; Aaron Marshall, 2006; Morgan Poor, 2007 (thesis option); Chris Garnett (Public Health), 2008; Chrissie Balding Tune, 2009.

## **INDEPENDENT STUDY**

### **University of North Carolina at Chapel Hill**

Jessica Willoughby, 2012; Jessica Myrick, 2012; Jennifer Brown, 2012; Jayne Jeffries, 2013; Diane Francis, 2014; Kyla Garrett, 2014; Dannielle Kelley, 2015; Jacob Rohde, 2018; Rhyen Vereen, 2020.

### **University of Kentucky**

CJT781 - Christi Cole, 2004; Chrissy Benac, 2006; Melissa Chabot, 2007; Larson Pierce (ECP), 2008; Stephanie Van Stee, 2009; Katharine Head, 2011. CJT790 - Purnima Mehrotra, 2007; Hulda Black (Marketing), 2008; Stephanie Van Stee, 2009; Margaret McGladrey, 2011.

## **STUDENT ADVISING**

### **University of North Carolina at Chapel Hill**

Serve as academic advisor to master’s and/or doctoral students each year

### **University of Kentucky**



5-10 undergraduate students each year - 2003-2008.

**OTHER MENTORING**

**University of North Carolina at Chapel Hill**

Served as a research mentor for medical students – Brenda Morales (2012-2013); Alexandra Zeitany (2013-2014)

**STUDENT AWARDS**

**University of North Carolina at Chapel Hill**

Jessica Willoughby, Graduate School Impact Award, 2013 (on dissertation committee)  
Diane Francis, Barrow Minority Doctoral Student Scholarship, 2015 (chaired dissertation)  
Marissa Hall, Marci Kramish Campbell Dissertation Award, 2015 (on dissertation committee)  
Jayne Jeffries, Graduate School Impact Award, 2015 (supervised project work)  
Diane Francis, Outstanding PhD student award, Hussman School, 2016 (chaired dissertation)  
Diane Francis, Graduate School Impact Award, 2017 (chaired dissertation)  
Trevor Bell, Rubenstein Dissertation Award, 2019 (chaired dissertation)  
Jacob Rohde, Outstanding PhD student award, Hussman School, 2021(chaired dissertation)

**SERVICE**

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

**University**

2020-2023	Committee on Appointments, Promotions, and Tenure
2020-2021	Campus & Community Advisory Committee (COVID-19)
2020	Office of the Provost Engaged Scholarship Awards Committee
2016	Graduate School Program Review, Department of Health Behavior
2013	Research Navigator, NC TraCS Institute

**Hussman School of Journalism and Media**

2021	P&T Revisions Completion Committee (Chair)
2021	Health Communication & Marketing Search Committee (Chair)
2020-2021	Seed Grant Review Committee
2020	Health Communication & Marketing Search Committee (Chair)
2020	Graduate Program Alignment Committee
2020	Research and Study Leave Selection Committee
2019-2020	Strategic Planning Committee, Healthy Communities (Chair)
2016-2017	Research 2020 Committee (Chair)
2015-2016	Research Center Advisory Board
2015-2016	Seed Grant Review Committee
2014-2015	Digital Media Search Committee
2014-2019	Promotion and Tenure Committee
2013-2015	Committee on Thought Centers
2012-2016	Graduate Curriculum & Admissions Committee Member
2011-2012	Graduate Admissions Ad Hoc Committee Member
2011-2019	IHC Academic Committee (MEJO representative)

**Lineberger Comprehensive Cancer Center (UNC Chapel Hill)**

2019-present	Co-lead on Vaping Prevention Resource Initiative
2015-2017	Cancer Prevention & Control Program Leadership Team Member
2015-2016	Social/Health Psychology Search Committee
2014-2015	Protocol Review Committee
2011-present	Cancer Prevention & Control Program Member
2011-2012	Behavioral Intervention Search Committee

UNIVERSITY OF KENTUCKY

**University**

2009-2011	Advisory Board, Quantitative Initiative for Policy and Social Research
2009-2011	Summer Faculty Research Fellowship Review Committee

**Graduate Program**

2010-2011	Review Committee
2010-2011	Scholarship and Awards Committee* (Chair)
2009-2010	Resource Committee
2008-2009	Resource Committee
2008-2009	Scholarship and Awards Committee* (Chair)
2007-2008	Admissions and Financial Aid Committee
2006-2007	Scholarship and Awards Committee*

2006-2007 Recruitment Committee  
2005-2006 Admissions and Financial Aid Committee  
2004-2005 Graduate Program Committee

**Department/College (University of Kentucky)**

2010-2011 College Research Activity Award Review Committee  
2010-2011 Admissions and Placement Committee  
2009-2010 Risk & Crisis Communication Search Committee  
2009-2010 Resource Committee  
2008-2009 College Research Activity Award Review Committee  
2007-2008 Faculty Council\*  
2007-2008 International/Intercultural Search Committee (Chair)  
2007-2008 Curriculum Committee  
2006-2008 Academic Personnel Committee\*  
2006-2007 Risk & Crisis Communication Search Committee  
2006-2007 Resource Committee  
2005-2006 Admissions and Placement Committee  
2003-2005 Strategic Planning Committee

**PROFESSIONAL/COMMUNITY SERVICE**

**Professional**

2020 Mentor, Kentucky Conference on Health Communication  
2009-present Scientific Committee, International AIDS Impact Conference  
2016-2018 Health Communication Working Group Co-Chair,  
NIH/FDA Tobacco Centers of Regulatory Science  
2007-2009 Secretary, Health Communication Division,  
International Communication Association\*

**Community**

2011-present Task Force on Early Childhood Obesity Prevention  
North Carolina Institute of Medicine (NCIOM)  
  
2004-2008 Member, Board of Directors  
AIDS Volunteers of Lexington, Inc., Lexington, KY  
  
1998-2009 Behavioral and Social Science Program Volunteer  
American Psychological Association, Washington, DC

\* Elected positions

### **EDITORIAL BOARD MEMBERSHIP (current)**

*AIDS Care*, 2010-present  
*AIDS Education and Prevention*, 2008-present  
*Communication Monographs*, 2007-2010, 2016-present  
*Health Communication*, 2007-present  
*Health Psychology Review*, 2010-present  
*Journal of Advertising*, 2020-present  
*Journal of Behavioral Medicine*, 2009-present  
*Journal of Health Communication*, 2018-present  
*Journalism and Mass Communication Quarterly*, 2020-present  
*Nursing Communication*, 2015-present  
*Social Science & Medicine*, 2018-present

### **EDITORIAL BOARD MEMBERSHIP (past)**

*Communication Research Reports*, 2007-2009  
*Communication Studies*, 2006-2008  
*Communication Yearbook*, 2012-2015  
*Journal of Applied Communication Research*, 2008-2012  
*Journal of Science Communication*, 2008-2012  
*The Open Communication Journal*, 2008-2015

### **REVIEWER FOR PROFESSIONAL JOURNALS**

*Addiction*, 2005  
*Addictive Behaviors*, 2020  
*AIDS and Behavior*, 2004, 2005, 2006, 2007, 2008, 2009, 2010  
*AIDS Care*, 2003, 2005, 2006, 2007, 2010, 2011, 2013, 2016  
*AIDS Education and Prevention*, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2010, 2013, 2016, 2019  
*American Journal of Lifestyle Medicine*, 2010, 2011  
*American Journal of Preventive Medicine*, 2010, 2016, 2017, 2018  
*American Journal of Public Health*, 2007, 2008, 2009  
*American Psychologist*, 2018  
*Annals of Behavioral Medicine*, 2007, 2008, 2009, 2010, 2015, 2018  
*Archives of Sexual Behavior*, 2011, 2012, 2017  
*British Medical Journal*, 2011  
*British Medical Journal (BMJ) Open*, 2017  
*Bulletin of the World Health Organization*, 2009  
*Cancer Epidemiology*, 2014  
*Cochrane Review Group on HIV/AIDS*, 2010  
*Communication Methods and Measures*, 2009, 2013, 2015, 2018, 2019  
*Communication Monographs*, 2007, 2008, 2009, 2010, 2016, 2017, 2018, 2019, 2020, 2021  
*Communication Research Reports*, 2007  
*Communication Studies*, 2006  
*Communication Theory*, 2007  
*Communication Yearbook*, 2012, 2013, 2014  
*Evaluation & Program Planning*, 2006  
*Genetics in Medicine*, 2014  
*Health Communication*, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

*Health Education & Behavior*, 2008, 2012, 2019  
*Health Education Research*, 2006, 2007, 2010, 2011  
*Health Promotion Practice*, 2013  
*Health Psychology*, 2003, 2004, 2005, 2006, 2009  
*Health Psychology Review*, 2012, 2013, 2014, 2015, 2018, 2019, 2020  
*Human Communication Research*, 2011, 2012, 2017, 2018, 2019  
*International Electronic Journal of Health Education*, 2006, 2007  
*International Journal of Sustainability Communication*, 2008  
*International Journal of Environmental Research and Public Health*, 2019  
*JAMA Dermatology*, 2015  
*Journal of Adolescent Health*, 2006, 2007  
*Journal of Advertising*, 2020  
*Journal of Applied Biobehavioral Research*, 2006  
*Journal of Applied Communication Research*, 2008, 2009, 2010, 2011  
*Journal of Behavioral Medicine*, 2006, 2011, 2018  
*Journal of Communication*, 2009, 2010, 2011, 2012, 2014, 2016, 2017, 2018, 2020  
*Journal of Community and Applied Social Psychology*, 2005  
*Journal of Computer-Mediated Communication*, 2009, 2016  
*Journal of Educational Psychology*, 2005, 2007  
*Journal of Health and Social Behavior*, 2004  
*Journal of Health Communication*, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2018, 2019, 2020  
*Journal of Health Psychology*, 2006, 2007  
*Journal of Medical Internet Research*, 2012  
*Journal of Personality*, 2002  
*Journal of Science Communication*, 2007, 2008  
*Journal of Sex Research*, 2009, 2010, 2011, 2012  
*Journal of Social and Personal Relationships*, 2007  
*Journal of Substance Abuse Treatment*, 2014, 2015  
*Journalism & Mass Communication Quarterly*, 2016, 2020, 2021  
*Mass Communication & Society*, 2013  
*Media Psychology*, 2013, 2014, 2015  
*Nicotine & Tobacco Research*, 2012, 2015, 2016, 2017, 2018, 2019, 2021  
*Oxford Research Encyclopedia of Communication (book chapters)*, 2016  
*Patient Education and Counseling*, 2007  
*Pediatrics*, 2019  
*Personal Relationships*, 2003, 2004  
*Perspectives on Sexual and Reproductive Health*, 2007  
*Prevention Science*, 2006  
*Preventive Medicine*, 2018  
*Psychological Assessment*, 2003, 2004  
*Psychology & Health*, 2008, 2009, 2013  
*Sexual Health*, 2013  
*Sex Roles*, 2008  
*Social Science & Medicine*, 2016, 2018, 2019, 2020, 2021  
*Structural Equation Modeling*, 2004  
*The Journal of Primary Prevention*, 2020  
*Tobacco Control*, 2016, 2020, 2021  
*Translational Behavioral Medicine*, 2015, 2016  
*Western Journal of Communication*, 2008

### **REVIEWER FOR PROFESSIONAL CONFERENCES**

American Psychological Association, 2002  
American Public Health Association, 2010, 2011  
International AIDS Impact Conference, 2011  
International Communication Association, 2004, 2005, 2007, 2012, 2013, 2015, 2016, 2017, 2018  
Kentucky Conference on Health Communication, 2004, 2006, 2008, 2010  
Medicine 2.0, 2013  
Scientific Committee, International AIDS Impact Conference, 2009, 2011, 2013  
Society of Behavioral Medicine, 2002, 2004, 2005, 2006, 2007  
Society for Research on Nicotine and Tobacco, 2015, 2016, 2017

### **REVIEWER FOR GRANT PROPOSALS**

National Institutes of Health, Tobacco Regulatory Science R03 Grants, November, 2016  
Center for Regulatory Research on Tobacco Communication Pilot Grants, 2014  
National Cancer Institute, Behavioral Research Grants, July, 2013  
American Cancer Society, Behavioral Research Center Grant, February, 2013  
National Cancer Institute, Behavioral Research Grants, November, 2010 (telephone reviewer)  
International Engagement Award Program, Wellcome Trust, London, 2008  
Internal Research Award Program, The City University of New York, 2007

### **EXTERNAL REVIEWER FOR APPOINTMENT/TENURE/PROMOTION**

University of Oklahoma, 2009 (pre-tenure review)  
Brown University, 2011 (initial appointment – assistant professor)  
The George Washington University, 2011 (tenure review)  
University of Kentucky, 2011 (tenure review)  
Brown University, 2013 (tenure review)  
North Carolina State University, 2013 (tenure review)  
University of Missouri – St. Louis, 2014 (tenure review)  
The George Washington University, 2015 (tenure review)  
Boston University, 2016 (appointment – full professor)  
The Ohio State University, 2016 (appointment – full professor)  
University of Florida, 2016 (promotion – full professor)  
University of Iowa, 2016 (tenure review)  
University of Texas at Austin, 2017 (promotion – full professor)  
Rutgers University, 2017 (tenure review)  
Northeastern University, 2017 (tenure review)  
University of Rhode Island, 2017 (promotion – associate professor, research)  
University of Minnesota, 2018 (tenure review)  
Temple University, 2018 (tenure review)  
The George Washington University, 2018 (tenure review)  
Cornell University, 2018 (promotion – full professor)  
University of Pennsylvania, 2019 (promotion – full professor)  
University of Minnesota, 2019 (appointment – associate professor with tenure)  
University of North Carolina at Chapel Hill, 2019 (initial appointment – assistant professor)  
University of Texas at Austin, 2019 (tenure review)  
North Carolina State University, 2019 (promotion – full professor)  
University of Oregon, 2019 (tenure review)  
Cornell University, 2019 (promotion – full professor)

Georgia State University, 2020 (tenure review)  
University of Minnesota, 2020 (tenure review)  
University of Kentucky, 2020 (tenure review)  
Texas Tech University, 2021 (tenure review)  
Texas A&M University, 2021 (tenure review)

### **REVIEWER FOR AWARDS**

APHA Public Health Education and Health Promotion Awards, 2018, 2019  
Marci K. Campbell Dissertation Award, 2014, 2015

### **RESEARCH AND GRANT ADVISORY COMMITTEES**

Internal Advisory Committee, Center for Drug Abuse Research Translation, University of Kentucky (funded by the National Institute on Drug Abuse), 2010 – 2011

HIV Prevention Trials Network, Women at Risk Subcommittee, National Institutes of Health, 2011 – 2014

### **PRE-PUBLICATION BOOK REVIEWS**

DiClemente, R. J., Salazar, L. F., & Crosby, R. A. (2013). *Health behavior theory for public health: Principles, foundations and applications*. Burlington, MA: Jones & Bartlett.

Raykov, T., & Marcoulides, G. A. (2011). *Introduction to psychometric theory*. New York: Routledge.

### **PROFESSIONAL MEMBERSHIPS**

International Communication Association  
Society for Research on Nicotine and Tobacco  
Society for Health Communication (founding member)

### **REFERENCES**

Available Upon Request