

Curriculum Vitae – 6/7/18

Seth M. Noar

Office Address

School of Media and Journalism
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@email.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

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)
Translating Research into Prevention (TRIP) Presentation, CDC, Atlanta, Georgia (2007)
Faculty Research Excellence Award, CCIS, University of Kentucky (2005)
Medical Messengers Lecture, Emerson College, Boston, MA (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

- 2014-present** **Professor**
School of Media and Journalism
University of North Carolina at Chapel Hill
- 2013-present** **Co-Director**
Interdisciplinary Health Communication Program
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
- 2011-2014**
(June) **Associate Professor**
School of Media and Journalism
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)

External Grants

Principal Investigator

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

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

Project Description: The goal of this study is to systematically review perceived message effectiveness measures and conduct a meta-analysis of the association between perceived and actual message effectiveness in anti-tobacco advertising studies.

Co-Investigator

Effects of Physical Activity Calorie Expenditure (PACE) Food Labeling

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

Project Description: The goal of this study is to test the effects of physical activity calorie labels on point-of-decision food purchasing behavior and physical activity.

Co-Investigator and Associate Director, Communication Core

Effective Communication on Tobacco Product Risk and FDA Authority

National Cancer Institute, P50CA180907, \$19.4 million, 2013-2018 (PI: Kurt Ribisl)

Project Description: The Center for Regulatory Research on Tobacco Communications (CRRTC) is conducting 3 integrated projects over 5 years to advance an understanding of effective communication about the harms of cigarettes and other tobacco products across the lifespan and among diverse populations.

Health Communication Specialist

Social and Behavioral Sciences Research Core, Center for AIDS Research (CFAR)

National Institutes of Health (NIH), P30AI50410, 2017-2022, (CFAR PI: Ron Swanstrom)

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

External Grants – 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)

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)

Reducing HIV Risk Among Adolescents

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

Internal Grants

Co-Investigator

Social Network Analysis of The Real Cost Campaign: An Ego-Network Perspective
CRRTC Pilot Award, \$35,243, 2016-2017 (PI: Adam Saffer)

Project Description: The goal of this study to conduct a network analysis of discussion and engagement that results from a national anti-smoking mass media campaign.

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)

Project Description: The goal of this study to conduct a meta-analysis of behavioral interventions for skin cancer prevention.

Co-Investigator

Development of an Anti-Tobacco Website about other Tobacco Products
CRRTC Pilot Award, \$42,122, 2015-2016 (PI: Allison Lazard)

Project Description: The goal of this study is to develop and test a website for adolescents and young adults about the risks of novel tobacco products.

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)

Project Description: The goal of this study is evaluate the effects of condom dispensers with “point of access” messaging to increase condom acquisition, carrying, and use among young women attending an all-women’s historically black college in North Carolina.

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)

Project Description: The goal of this study is to use eye tracking technology and survey research to test the impact of FDA print and video anti-smoking ads on smoking-related outcomes.

Co-Investigator

Systematic Review of Health Communication for Non-Cigarette Tobacco Products
CRRTC Pilot Award, \$20,000, 2014-2015 (PI: Jennifer Cornacchione)

Project Description: The goal of this study is to conduct a systematic review of health communication messaging about non-cigarette tobacco products.

Co-Investigator

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

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

Project Description: The goal of this study is to conduct a content analysis of e-cigarette advertisements appearing in consumer magazines.

GRANTS (PAST)

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)

Project Description: The goal of this study is to systematically review the cigarette graphic warning label literature and conduct a randomized trial testing the efficacy of cigarette warnings in changing smoking behavior.

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.

Graduate Research Assistant

Computer Programs for Students for Six Cancer Risks
National Cancer Institute (NCI), R01, 2001-2005, (PI: James O. Prochaska)

A Proactive Individualized Program for College Drinkers

National Institute on Alcohol Abuse and Alcoholism (NIAAA), R01, 2000-2004 (PI: Robert G. Laforge)

Increasing Condom Use with a Stage-Matched Intervention

National Institute of Allergy and Infectious Diseases (NIAID), R01, 1999-2003.
(PI: Patricia J. Morokoff)

Stage-Matched Intervention to Increase Dual Method Use

National Institute of Child Health and Human Development (NICHD), R01, 1999-2003
(PIs: Jeffrey F. Piepert & Colleen A. Redding)

CONSULTING AND INVITED MEETINGS

- 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, “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*

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 21st century*. New York: Lawrence Erlbaum.

Journal Special Issues

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

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

137. Brewer, N. T., Jeong, M., Mendel, J., *Hall, M. G., *Zhang, D., *Parada, H., Boynton, M. H., **Noar, S. M.**, *Baig, S., A., Morgan, J. C., & Ribisl, K. M. (in press). Cigarette pack messages about toxic chemicals: A randomized clinical trial. *Tobacco Control*.

136. Brewer, N. T., *Parada, H., *Hall, M. G., Boynton, M. H., **Noar, S. M.**, & Ribisl, K. M. (2018). Understanding why pictorial cigarette pack warnings increase quit attempts. *Annals of Behavioral Medicine*.

135. Choukas-Bradley, S., Nesi, J., Widman, L., & **Noar, S. M.**, (in press). Examining the role of self-objectification and appearance expectations in young women's indoor tanning behavior. *Sex Roles*.

134. Cornacchione Ross, J., **Noar, S. M.**, & Sutfin, E. L. (in press). Systematic review of health communication for non-cigarette tobacco products. *Health Communication*.

[The above article is published in a special issue titled, "Communication research about tobacco regulatory science"]

133. *Garrett, K. P., Widman, L., Nesi, J., & **Noar, S. M.** (in press). Intentions to use emergency contraception: The role of accurate knowledge and source credibility. *American Journal of Health Education*.

[The above article is published in a special issue on misinformation]

132. *Hall, M. G., Sheeran, P., **Noar, S. M.**, Boynton, M. H., Ribisl, K. M., *Parada, H., Johnson, T. O., & Brewer, N. T. (in press). Negative affect, message reactance, and perceived risk: How do pictorial cigarette pack warnings change quit intentions? *Tobacco Control*.

131. *Kelley, D. E., Boynton, M., **Noar, S. M.**, *Morgan, J., Mendel, J., Ribisl, K. M., Stepanov, I., Nylander-French, L., & Brewer, N. T. (in press). Effective elements for disclosures about chemicals in cigarette smoke. *Nicotine & Tobacco Research*.

130. *Kelley, D. E., Seidenberg, A., & **Noar, S. M.** (in press). Understanding misinformation in the pro-tanning communication environment: A content analysis. *American Journal of Health Education*.

[The above article is published in a special issue on misinformation]

129. *Kowitt, S. D., Sheeran, P., Jarman, K. L., Ranney, L. M., Schmidt, A. M., **Noar, S. M.**, Huang, L., & Goldstein, A. O. (in press). Cigarette constituent health communications for smokers: Impact of chemical, imagery, and source. *Nicotine & Tobacco Research*.

128. *Morgan, J. C., Moracco, K. E., Mendel, J. R., *Kelley, D. E., **Noar, S. M.**, & Brewer, N. T. (in press). Making messages about chemicals in cigarette smoke more effective. *Tobacco Regulatory Science*.

127. **Noar, S. M.**, *Bell, T., *Kelley, D., *Barker, J., & Yzer, M. (in press). Perceived message effectiveness measures in tobacco education campaigns: A systematic review. *Communication Methods & Measures*.

126. **Noar, S. M.**, *Rohde, J. A., Horvitz, C., Lazard, A., Cornacchione Ross, J., & Suftin, E. L. (in press). Adolescents' receptivity to e-cigarette harms messages delivered using text messaging. *Addictive Behaviors*.

[The above article is published in a special issue on e-cigarettes and non-combustible tobacco products]

125. Schmidt, A. M., Jarman, K., Ranney, L. M., Queen, T., **Noar, S. M.**, Ruel, L., Agans, R., Hannan, A., & Goldstein, A. O. (in press). Public knowledge and credibility perceptions of the FDA as a tobacco regulator. *Nicotine & Tobacco Research*.

124. Sutfin, E. L., Cornacchione, J., Lazard, A. J., *Orlan, E., Suerken, C. K., Wiseman, K. D., Reboussin, B. A., Wolfson, M. & **Noar, S. M.** (in press). Developing a point-of-sale health communication campaign for cigarillos and waterpipe tobacco. *Health Communication*.

[The above article is published in a special issue titled, "Communication research about tobacco regulatory science"]

2018

123. Cornacchione Ross, J., Suerken, C. K., King, J. L., Wiseman, K. D., **Noar, S. M.**, Wagoner, K. G., & Suftin, E. L. (2018). Adolescents' first tobacco product: Results from a nationally representative survey. *Tobacco Regulatory Science*, 4(3), 38-46.

122. Donohew, L., DiBartolo, M., Zhu, X., Benca, C., Lorch, E., **Noar, S. M.**, Kelly, T. H., & Joseph, J. E. (2018). Communicating with sensation seekers: An fMRI study of neural responses to antidrug public service announcements. *Health Communication, 33*(8), 1004-1012.

121. *Francis, D. B., **Noar, S. M.**, Fortune, D. A., & Adimora, A. A. (2018). “Be straight up and so will he”: Impact of a novel condom distribution and health communication intervention targeting young African American females. *AIDS Education & Prevention, 30*(2), 137-151.

120. Hall, M. G., Marteau, T. M., Sunstein, C. R., Ribisl, K. M., **Noar, S. M.**, Orlan, E. N., & Brewer, N. T. (2018). Public support for pictorial warnings on cigarette packs: An experimental study of US smokers. *Journal of Behavioral Medicine, 41*(3), 398-405.

119. *Jo, C. L., Golden, S. D., **Noar, S. M.**, Rini, C., & Ribisl, K. M. (2018). Effects of e-cigarette advertising messages and cues on cessation outcomes. *Tobacco Regulatory Science, 4*(1), 562-572.

118. Lazard, A., *Kowitt, S., Huang, L. L., **Noar, S. M.**, Jarman, K., & Goldstein, A. O. (2018). Believability of cigarette warnings about addiction: National experiments of adolescents and adults. *Nicotine & Tobacco Research, 20*(7), 867-875.

117. Mendel, J. R., *Baig, S. A., Hall, M. G., Byron, M. J., *Morgan, J. C., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2018). Brand switching and toxic chemicals in cigarette smoke: A national study. *Plos One, 13*(1), e0189928.

116. *Morgan, J. C., Southwell, B. G., **Noar, S. M.**, Ribisl, K. M., Golden, S. D., & Brewer, N. T. (2018). Frequency and content of conversations about pictorial warnings on cigarette packs. *Nicotine & Tobacco Research, 20*(7), 882-887.

115. **Noar, S. M.**, *Kelley, D. E., Boynton, M. H., *Morgan, J. C., *Hall, M. G., Mendel, J. R., Ribisl, K. M., & Brewer, N. T. (2018). Identifying principles for effective messages about chemicals in cigarette smoke. *Preventive Medicine, 106*, 31-37.

114. **Noar, S. M.**, Leas, E., Althouse, B. M., Dredze, M., *Kelley, D. E., & Ayers, J. W. (2018). Can a selfie promote public engagement with skin cancer? *Preventive Medicine, 111*, 280-283.

113. Ranney, L. M., Jarman, K., L. Baker, H. M., Vu, M., **Noar, S. M.**, & Goldstein, A. O. (2018). Factors influencing trust in government agencies that disseminate tobacco prevention information. *Journal of Primary Prevention, 39*(2), 99-116.

112. *Rohde, J. A., **Noar, S. M.**, Horvitz, C., Lazard, A. J., Cornacchione Ross, J., & Suftin, E. L. (2018). The role of knowledge and risk beliefs in adolescent e-cigarette use: A pilot study. *International Journal of Environmental Research & Public Health, 15*(830).

111. *Van Stee, S. K., **Noar, S. M.**, Harrington, N. G., & Grant, L. F. (2018). The effects of metaphor use and message format on cognitive processing and persuasive outcomes of condom promotion messages. *Communication Studies, 69*(1), 23-41.

110. Allem, J. P., *Leas, E. C., Caputi, T. L., Dredze, M., Althouse, B. M., **Noar, S. M.**, & Ayers, J. W. (2017). The Charlie Sheen effect on rapid in-home human immunodeficiency virus test sales. *Prevention Science*, 18(5), 541-544.

109. 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). Public understanding of cigarette smoke constituents: Three United States surveys. *Tobacco Control*, 26(5), 592-599.

108. *Francis, D., *Hall, M. G., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2017). Systematic review of measures used in pictorial cigarette pack warning experiments. *Nicotine & Tobacco Research*, 19(10), 1127-1137.

[The above article was selected by the journal as an “Editor’s Choice” article and made open access]

107. *Francis, D. B., **Noar, S. M.**, *Kowitt, S. D., Jarman, K., L. & Goldstein, A. O. (2017). Believability of new diseases reported in the 2014 Surgeon General’s report on smoking: Experimental results from a national survey of US adults. *Preventive Medicine*, 99, 94-98.

106. *Hall, M. G., Sheeran, P., **Noar, S. M.**, Ribisl, K. M., Boynton, M. H., & Brewer, N. T. (2017). A brief measure of reactance to health warnings. *Journal of Behavioral Medicine*, 40(3), 520-529.

105. Huang, L., Lazard, A. J., Pepper, J. K., **Noar, S. M.**, Ranney, L. M., & Goldstein, A. O. (2017). Impact of *The Real Cost* campaign on adolescents’ recall, attitudes, and risk perceptions about tobacco use: A national study. *International Journal of Environmental Research and Public Health*, 14, 42.

104. *Kowitt, S. D., **Noar, S. M.**, Ranney, L. M., Goldstein, A. O. (2017). Public attitudes toward larger cigarette pack warnings: Results from a nationally representative US sample. *Plos One*, 12(3), e0171496.

103. *Luecking, C., T. **Noar, S. M.**, *Dooley, R. M., Gizlice, Z., & Ammerman, A. S. (2017). Impact of Weight of the Nation community screenings on obesity-related beliefs. *American Journal of Preventive Medicine*, 52 (3S3), S315-S321.

[The above article is published in a special issue on the 30th anniversary of CDC’s Prevention Research Centers, titled “Translating Applied Public Health Research into Policy and Practice”]

102. **Noar, S. M.**, *Francis, D. B., *Bridges, C., *Sontag, J. M., Brewer, N. T., & Ribisl, K. M. (2017). Effects of strengthening cigarette pack warnings on attention and message processing: A systematic review. *Journalism and Mass Communication Quarterly*, 94(2), 416-442.

[The above article is published in a special issue titled, “Advances in Global Health Communication”]

101. Myrick, J. G., **Noar, S. M.**, *Kelley, D., & Zeitany, A. E. (2017). The relationships between female adolescents’ media use, indoor tanning outcome expectations, and behavioral intentions. *Health Education & Behavior*, 44(3), 403-410.

100. *Myrick, J. G., **Noar, S. M.**, *Kelley, D., *Zeitany, A. E., *Morales-Pico, B. M., & Thomas, N. E. (2017). A longitudinal test of the comprehensive indoor tanning expectations (CITE) scale: The importance of affective beliefs in predicting indoor tanning behavior. *Journal of Health Psychology, 22*(1), 3-15.

99. *Schmidt, A. M., Ranney, L. M., **Noar, S. M.**, & Goldstein A. O. (2017). Development of the FDA tobacco credibility scale (FDA-TCS). *Tobacco Regulatory Science, 3*(1), 47-55.

98. *Seidenberg, A. B., **Noar, S. M.**, & *Sontag, J. M. (2017). Is initiating tanning bed use as a minor associated with increased risky tanning behaviors and burning? An exploratory study. *Preventive Medicine, 105*, 15-18.

97. *Sontag, J. M. & **Noar, S. M.** (2017). Assessing the potential effectiveness of pictorial messages to deter young women from indoor tanning: An experimental study. *Journal of Health Communication, 22*(4), 294-303.

96. Viera, A. J., Tuttle, L., Olsson, E., Gras-Najjar, J., Gizlice, Z., Hales, D., Linnan, L., Lin, F. C., **Noar, S. M.**, & Ammerman, A. (2017). Effects of physical activity calorie expenditure (PACE) labeling: Study design and baseline sample characteristics. *BMC Public Health, 17*, 1-8.

2016

95. Ayers, J. W., Althouse, B. M., Dredze, M., *Leas, E. C., & **Noar, S. M.**, (2016). News and internet searches about human immunodeficiency virus after Charlie Sheen's disclosure. *JAMA Internal Medicine, 176*(4), 552-554.

[The above article is published along with an editor's note highlighting the study and its implications, titled, "Adapting Health Education for the Internet Age"]

94. Boynton, M. H., Agans, R. P., Bowling, J. M., Brewer, N. T., Sutfin, E., Goldstein, A. G., **Noar, S. M.**, & Ribisl, K. M. (2016). Understanding how perceptions of tobacco constituents and the FDA relate to effective and credible tobacco risk messaging: A national phone survey of US adults, 2014-2015. *BMC Public Health, 16*(516), 1-13.

93. Brewer, N. T., *Hall, M. G., *Lee, J. G., *Peebles, K., **Noar, S. M.**, & Ribisl, K. M. (2016). Testing warning messages on smokers' cigarette packages: A standardized protocol. *Tobacco Control, 25*(2), 153-159.

92. Brewer, N. T., *Hall, M. G., **Noar, S. M.**, Parada, H., Stein-Seroussi, A., Bach, L. E., Hanley, S., & Ribisl, K. M. (2016). Effect of pictorial cigarette pack warnings on changes in smoking behavior: A randomized clinical trial. *JAMA Internal Medicine, 176*(7), 905-912.

91. Cornacchione, J., Wagoner, K. G., Wiseman, K. D., *Kelley, D., **Noar, S. M.**, *Smith, M. H., & Sutfin, E. L. (2016). Adolescent and young adult perceptions of hookah and little cigars/cigarillos: Implications for risk messages. *Journal of Health Communication, 21*(7), 818-825.

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[The above article is published along with a special editorial highlighting the meta-analysis and its implications, titled, “Parent-Adolescent Communication about Contraception and Condom Use”]

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Manuscripts Under Review

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21. *Thayer, L. M., **Noar, S. M.**, *Jeffries, J. K., Hennink-Kaminski, H., & Ammerman, A. (2018). *Food Explorers: A social marketing program to increase student fruit and vegetable consumptions in schools*. Manuscript submitted for publication.

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18. Pikowski, J., Lazard, A. J., **Noar, S. M.**, Sheeran, P. J., & Goldstein, A. O. (2018). *The impact of source, channel, and theme on receptivity to tobacco control messages among adolescents and adults*. Manuscript submitted for publication.

17. **Noar, S. M.**, Crosby, R., *Webb, E. M., *Van Stee, S. K., *Willoughby, J. F., Feist-Price, S., & Davis, E. (2018). *Efficacy of a computer-tailored intervention to increase condom use among African-American STD clinic patients*. Manuscript submitted for publication.

16. **Noar, S. M.**, *Barker, J., *Bell, T., & Yzer, M. (2018). *Validating perceived message effectiveness: A synthesis of the longitudinal evidence*. Manuscript submitted for publication.

15. *Morgan, J. C., Golden, S. D., **Noar, S. M.**, Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018). *Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence*. Manuscript submitted for publication.

14. *Morgan, J. C., Jeong, M., Baig, S. A., Mendel, J., **Noar, S. M.**, Ribisl, K. M., & Brewer, N. T. (2018). *Impact of anti-littering messages on cigarette packs*. Manuscript submitted for publication.

13. Myrick, J. G., **Noar, S. M.**, *Kelley, D., & Sontag, J. (2018). *Connections between sources of health and beauty information and indoor tanning behavior among college women*. Manuscript submitted for publication.

12. Lazard, A., Horrell, L., Sutfin, E. L., Pikowski, J., Cornaccione, J., & **Noar, S. M.** (2018). *Message and delivery preferences for tobacco education websites among adolescents and young adults*. Manuscript submitted for publication.
11. Kowitt, S. D., Lazard, A. J., Queen, T. L., **Noar, S. M.**, & Goldstein, A. O. (2018). *Adolescents' aided recall of targeted and non-targeted tobacco communication campaigns in the United States*. Manuscript submitted for publication.
10. *Kelley, D. E., **Noar, S. M.**, & Myrick, J. (2018). *Warning or danger? Female adolescents' responses to warning messages about tanning beds*. Manuscript submitted for publication.
9. *Jo, C. L., **Noar, S. M.**, Southwell, B. G., & Ribisl, K. M. (2018). *Effects of e-cigarette ads on cessation intention: Do message form and e-cigarette cues matter?* Manuscript submitted for publication.
8. *Jeffries, J. K., *Ihekweazu, C. E., Hennink-Kaminski, H., **Noar, S. M.**, *Thayer, L. M., & Ammerman, A. (2018). *Implementation of the Food Explorers pilot trial: Process evaluation results and insights*. Manuscript submitted for publication.
7. Hall, M. G., Saffer, A. J., & **Noar, S. M.** (2018). *A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults*. Manuscript submitted for publication.
6. Hall, M. G., Mendel, J., **Noar, S. M.**, & Brewer, N. T. (2018). *Why smokers avoid cigarette pack risk messages: Two randomized clinical trials*. Manuscript submitted for publication.
5. *Francis, D., B. Stevens, E., **Noar, S. M.**, & Widman, L. (2018). *Public reactions to and impact of celebrity health announcements: Understanding the Charlie Sheen effect*. Manuscript submitted for publication.
4. Cornaccione Ross, J., Reboussin, D. M., **Noar, S. M.**, Wiseman, K. D., & Sutfin, E. L. (2018). *What do adolescents and young adults think a cigarillo is? Implications for health communication*. Manuscript submitted for publication.
3. *Barker, J., *Kelley, D., **Noar, S. M.**, Reboussin, B., Cornaccione Ross, J., & Sutfin, E. (2018). *E-cigarette outcome expectations among nationally representative samples of adolescents and young adults*. Manuscript submitted for publication.
2. *Baig, S. A., **Noar, S. M.**, Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2018). *UNC perceived message effectiveness: Validation of a brief scale*. Manuscript submitted for publication.
1. Agans, R., Zeng, D., Shook-Sa, B. E., Boynton, M., Brewer, N. T., Sutfin, E. L., Goldstein, A., **Noar, S. M.**, Vallejos, Q., Kim, K. S., Queen, T., Bowling, M., & Ribisl, K. M., & (2018). *Using social networks to supplement RDD telephone surveys to oversample hard-to-reach populations: A new RDD+RDS approach*. Manuscript submitted for publication.

Book Chapters

2019

30. 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* (2nd Ed) (pp. 137-159). Burlington, MA: Jones & Barlett.

29. 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* (2nd Ed) (pp. 73-93). Burlington, MA: Jones & Barlett.

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28. **Noar, S. M.**, & Brewer, N. T. (in press). Systematic reviews and meta-analysis in behavioral medicine. In S. Waldstein, W. Kop, & L. Katzel (Eds.), *Cardiovascular Behavioral Medicine*. New York: Springer.

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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

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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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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.

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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 21st 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.

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Invited Articles and Letters

23. **Noar, S. M.**, Cappella, J. N., & Price, S. (in press). Communication regulatory science: Mapping a new field. *Health Communication*.

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*.

20. **Noar, S. M.** (2015). Communication in health campaigns. In W. Donsbach (Ed.), *The Concise Encyclopedia of Communication* (pp. 238-240). Oxford: Wiley Blackwell.

19. **Noar, S. M.**, Hall, M., & Brewer, N. T. (2015). Pictorial cigarette pack warnings have important effects [Letter to the Editor]. *American Journal of Public Health, 105*(3), e1-e1.

18. **Noar, S. M.** (2014). Celebrity cancer announcements. In T. L. Thompson & J. G. Golson (Eds.), *Encyclopedia of Health Communication* (Vol. 3, pp. 154-156). Thousand Oaks, CA: Sage.

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16. **Noar, S. M.** & Head, K. J. (2014). Mind the gap: Bringing our theories in line with the empirical data – a response to commentaries. *Health Psychology Review, 8*(1), 65-69.

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14. Mayer, D. K., & **Noar, S. M.** (2013). Celebrity cancers [Editorial]. *Clinical Journal of Oncology Nursing, 17*(3), 232.

13. **Noar, S. M.** (2013). Charting the course forward: Promising trends in health behavior theory application [Letter to the Editor]. *Journal of Public Health Dentistry, 73*(1), 83-85.

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have sex with men and male-to-female transgender women. *Cochrane Database of Systematic Reviews*, 9, 1-19.

11. **Noar, S. M.** (2011, Spring). Targeting heterosexual men in HIV prevention interventions: Lessons and challenges. *Psychology & AIDS Exchange*, 36, 7-8.

10. **Noar, S. M.**, Harrington, N. G., & Helme, D. W. (2010). The contributions of health communication research to campaign practice. *Health Communication*, 25 (6-7), 593-594.

[The above article appears in a special 100th issue of the journal focused on the impact of health communication research].

9. **Noar, S. M.** (2009). Challenges in evaluating health communication campaigns: Defining the issues. *Communication Methods & Measures*, 3(1-2), 1-11.

[The above is the lead article in a special issue on campaign evaluation]

8. **Noar, S. M.**, & Kennedy, M. G. (2009). HIV/AIDS prevention messages. *Virtual Mentor: American Medical Association Journal of Ethics*, 11(12), 980-987.
<http://virtualmentor.ama-assn.org/2009/12/msoc1-0912.html>

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6. **Noar, S. M.**, Palmgreen, P., & Zimmerman, R. S. (2009). Reflections on the evaluation of health communication campaigns. *Communication Methods & Measures*, 3(1-2), 105-114.

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5. **Noar, S. M.** & Zimmerman, R. S. (2009). Safe sex. In H. T. Reis & S. K. Sprecher (Eds.), *Encyclopedia of human relationships* (pp. 1395-1397). Thousand Oaks, CA: Sage.

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3. **Noar, S. M.** (2002, October 5). Reducing unintended pregnancy among adolescents: Authors did not give balanced interpretation of their findings [Letter to the Editor]. *British Medical Journal*, 325(7367), 777.

2. **Noar, S. M.** (2002, Summer). Eyes wide shut or open? What we are learning about men, masculinity, and safer sex. *Society for the Psychological Study of Men and Masculinity Bulletin*, 7(3), 7-9.

1. **Noar, S. M.**, & Zimmerman, R. S. (2001, October 13). Reducing sexually transmitted infections among gay men: No doubt should be cast on efficacy of cognitive behavioural interventions [Letter to the Editor]. *British Medical Journal*, 323(7317), 867.

Manuals

1. Driesbach, S., Crosby, R. A., **Noar, S. M.**, Yarber, W. L., & the Rural HIV/STD Prevention Workgroup (2009). *Tearing down fences: HIV/STD prevention in rural America*. Bloomington, IN: Rural Center for AIDS/STD Prevention.

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*.

2. **Noar, S. M.** (2007). Behavioral interventions for reducing sexual risk behavior [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 21*.

1. **Noar, S. M.** (2007). HIV/AIDS mass media campaigns [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 20*.

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.

2. **Noar, S. M.** (2004). [Review of the book *Sex & the internet: A guidebook for clinicians*]. *AIDS Care, 1*(16), 129-130.

1. **Noar, S. M.**, & Trader, R. J. (2004). [Review of the book *Reasoning with statistics: How to read quantitative research*]. *Structural Equation Modeling: A Multidisciplinary Journal, 11*(4), 638-641.

PRESENTATIONS

Conference Presentations (Peer-Reviewed)

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 24th 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 39th 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 68th 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 39th 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 24th 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 24th 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 24th 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 15th 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 24th 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 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

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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 39th 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. (June, 2018). *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 39th 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 39th 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 39th 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 39th 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 15th 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 23rd 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 23rd 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 23rd 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 67th 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 67th 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 23rd 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 23rd 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 67th 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 23rd 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 23rd 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 23rd 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 23rd 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 22nd 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 22nd 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 22nd 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 22nd 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 14th 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 22nd 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 37th 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 22nd 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 37th 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 14th 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 14th 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 22nd 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 14th 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 22nd 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 22nd 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 14th 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 67th 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 22nd 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 22nd 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 21st 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 21st 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 101st 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 21st 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 12th 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 36th 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 36th 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 21st 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 36th 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 36th 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 21st 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 36th 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 36th 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 73rd 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 36th 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 21st 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 36th 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 143rd 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 39th 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 21st 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 13th 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 35th 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 13th 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 35th 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 23rd 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 35th 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, Dubrovnik, 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 34th 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 34th 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 34th 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 140th 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 12th 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 12th 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 11th 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 138th 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 138th 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 138th 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 138th 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 18th 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 137th 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 137th 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 10th 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 22nd 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 136th 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 2nd 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 21st 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 134th 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

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 11th 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 9th 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 11th 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

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).

SELECTED PRESS COVERAGE (RESEARCH)

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>

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

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

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/0>

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

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

TEACHING EXPERIENCE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Undergraduate Courses

Health Communication (JOMC490)

Graduate Courses

Seminar in Interdisciplinary Health Communication (JOMC/HBEH 825)

Seminar in eHealth Applications (JOMC/HBEH 795)

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)

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 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”

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), in progress
13. Trevor Bell (Chair), in progress

DOCTORAL QUALIFYING EXAM COMMITTEES

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.

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.

MASTER’S DEGREE COMMITTEES

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.

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. Ashlie White, in progress, “Insurance fairness for amputees”

INDEPENDENT STUDY

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.

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.

STUDENT ADVISING

University of Kentucky

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

University of North Carolina at Chapel Hill

3 IHC master’s students –2011-2012
3 IHC master’s and 2 IHC doctoral students – 2012-2013
1 IHC master’s and 1 IHC doctoral student – 2013-2014

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

Diane Francis, Graduate School Impact Award, 2017 (chaired committee)
Diane Francis, Outstanding PhD student award, School of MJ, 2016
Jayne Jeffries, Graduate School Impact Award, 2015 (supervised work)
Marissa Hall, Marci Kramish Campbell Dissertation Award, 2015, (on committee)
Diane Francis, Barrow Minority Doctoral Student Scholarship, 2015
Jessica Willoughby, Graduate School Impact Award, 2013 (on committee)

SERVICE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

University

2016 Graduate School Program Review, Department of Health Behavior
2013 Research Navigator, NCTraCS Institute

School of Media and Journalism

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-present 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-present IHC Academic Committee (MEJO representative)

Lineberger Comprehensive Cancer Center (UNC Chapel Hill)

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

Professional

2016-present	Health Communication Working Group Co-Chair, NIH/FDA Tobacco Centers of Regulatory Science
2009-present	Scientific Committee, International AIDS Impact Conference
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

AIDS Care, 2010-present
AIDS Education and Prevention, 2008-present
Communication Monographs, 2007-2010, 2016-present
Communication Research Reports, 2007-2009
Communication Studies, 2006-2008
Communication Yearbook, 2012-2015
Health Communication, 2007-present
Health Psychology Review, 2010-present
Journal of Applied Communication Research, 2008-2012
Journal of Behavioral Medicine, 2009-present
Journal of Communication, 2009-present
Journal of Science Communication, 2008-2012
Nursing Communication, 2015-present
Social Science & Medicine, 2018-present
The Open Communication Journal, 2008-present

REVIEWER FOR PROFESSIONAL JOURNALS

Addiction, 2005
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
American Journal of Lifestyle Medicine, 2010, 2011
American Journal of Preventive Medicine, 2010, 2016, 2017, 2018
American Journal of Public Health, 2007, 2008, 2009
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 & Measures, 2009, 2013, 2015, 2018
Communication Monographs, 2007, 2008, 2009, 2010, 2016, 2017, 2018
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
Health Education & Behavior, 2008, 2012
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
Human Communication Research, 2011, 2012, 2017
International Electronic Journal of Health Education, 2006, 2007
International Journal of Sustainability Communication, 2008

JAMA Dermatology, 2015
Journal of Adolescent Health, 2006, 2007
Journal of Applied Biobehavioral Research, 2006
Journal of Applied Communication Research, 2008, 2009, 2010, 2011
Journal of Behavioral Medicine, 2006, 2011
Journal of Communication, 2009, 2010, 2011, 2012, 2014, 2016, 2017
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
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
Mass Communication & Society, 2013
Media Psychology, 2013, 2014, 2015
Nicotine & Tobacco Research, 2012, 2015, 2016, 2017
Oxford Research Encyclopedia of Communication (book chapters), 2016
Patient Education and Counseling, 2007
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
Structural Equation Modeling, 2004
Tobacco Control, 2016
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
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)

REVIEWER FOR AWARDS

APHA Public Health Education and Health Promotion Awards, 2018
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

National Communication Association
International Communication Association
Society for Health Communication (founding member)

REFERENCES

Available Upon Request