

VITAE

TAMAR GINOSSAR, Ph.D.

Professor & Associate Department Chair
Department of Communication & Journalism & The BA/MD Program
Director, the Institute for Social Research
Presidential Teaching Fellow
University of New Mexico

Educational History

Ph.D., 2002, University of New Mexico
Albuquerque, New Mexico

Major Field of Study: Communication

Specializations: Health Communication, Intercultural Communication.

Dissertation: *“Knowledge is Power: Health Information Seeking of Internet Cancer Support Group Members”*

Advisor: Everett M. Rogers

M. A., 1999, University of Illinois
Urbana-Champaign, Illinois

Major Field of Study: Communication

Specializations: New Media, Political Communication, Organizational Communication

Comprehensive exam option

Advisor: David Swanson

B. A., 1992, Tel Aviv University
Tel Aviv, Israel

Major Field of Study: Film and Television

Specializations: Script-Writing

Certificate of Teaching Hebrew as a Foreign Language, 1992, The Hebrew University Jerusalem, Israel

Employment History Part I

Principal positions since the Bachelor’s degree

Full Professor, Department of Communication and Journalism, University of New Mexico
2021-Present

Director, Institute for Social Research, University of New Mexico 2021- Present

Associate Chair, Department of Communication and Journalism, University of New Mexico
2017-present

Acting Department Chair, Department of Communication and Journalism, University of New Mexico
2020 1/7-7/7

Associate Professor, Department of Communication & Journalism & The BA/MD Program
University of New Mexico, 2015-present

Assistant Professor, Department of Communication and Journalism, University of New Mexico,
2011-2015

Research Assistant Professor, School of Medicine, Department of Internal Medicine
Division of Oncology-Hematology, University of New Mexico, 2009-2011.

Associate Scientist II, the Youth, Risk and Resiliency Project Manager, Prevention Research
Center,
Department of Pediatrics, School of Medicine, University of New Mexico, 2008-2009

Research Assistant Professor, University of New Mexico, Department of Communication and
Journalism,
2005-2008

Part Time Instructor, Department of Communication and Journalism, University of New Mexico,
2004

Post Doctoral Fellow/Assistant Professor, Department of Communication, Tel Aviv University,
2003-2004.

Teaching Assistant, Department of Communication and Journalism, University of New Mexico,
1999- 2002

Research Assistant, Center for Health Promotion and Disease Prevention, University of New
Mexico, 2001.

Research Assistant, Center of Alcohol, Substance Abuse and Addictions, University of New
Mexico, 2000.

Teaching Assistant, Department of Communication, University of Illinois, Fall 1997-Summer
1999

Scriptwriter of educational software, Edusoft, Israel, 1994.

Freelance Script-writer and researcher, Israeli Educational, Private, and National Television, Fall
1992-Summer 1996.

Employment History Part II

Concurrent and/or temporary positions; consultancies

UNM Institute for Social Research, 2020-Present

Adjunct Faculty, UNM Prevention Research Center, 2013-Present

Associate Member/Member at Large, UNM Comprehensive Cancer Center, 2011-Present

Communication Consultant, Breast Cancer and Diabetes: Effects of Lifestyle on Reducing Risk PCORI inaugural Pipeline to Proposal awards (Cynthia Hill, PI). 2016

Consultant, Social marketing workshops for patient rights organizations
The Tel Aviv University Institute for Participatory Research, 2007

Consultant, Designing messages for an online intervention to promote patient-provider communication about nutrition and exercise for culturally diverse populations. PI: Kerem Shuval, Yale-Griffin Prevention Research Center. New Haven, Connecticut, 2007.

Consultant, Designing messages for patient self-management of Coumadin, for Hadassah School of Medicine
Jerusalem, Israel, 2003.

Professional Recognition and Honors

Faculty, Multi-Level Interventions Training Institute (MLTI). Selected from other 2020 fellows as a faculty member by the National Cancer Institute (NCI) Division of Cancer Control and Population Sciences (DCCPS). 11-07/2021

Fellow, Multi-Level Interventions Training Institute (MLTI). Selected as a fellow by the National Cancer Institute (NCI) Division of Cancer Control and Population Sciences (DCCPS). 05-09/2020

Keynote Speaker, Challenges and Opportunities in Promoting Less Commonly Taught Languages: Using Diffusion of Innovations Theory to Inform Contemporary Efforts. Shared Less Commonly Taught Languages Symposium 2019. Big Ten Conference Center, Rosemont, IL. August, 2019.

Presidential Teaching Fellow. The Presidential Teaching Fellowship is the highest recognition for effective teaching. One Fellow is selected each year. Fellows carry a special responsibility for ensuring teaching excellence by sharing their expertise with the University Community. University of New Mexico, May 2019.

Chair, Health Communication Working Group, American Public Health Association 2018

Speaker, "Communication, Culture, and Health." National Communication Association (NCA)

Public Program in New Mexico on September 14, 2017. This public program addressed the roles of culture and communication in advancing health equity, improving health quality, and eliminating health disparities in New Mexico, a minority-majority state with a large population of second language speakers.

Top 3 Papers (ranked #2), Health Communication Division, Western Communication Association Annual Convention for the paper: The Dark Side of Social Support: Experiences of Social Undermining among People Living with HIV Salt Lake City, Utah, February 2017.

Invited speaker, HIV healthcare providers' burnout. International Symposium on HIV and Emerging Infectious Diseases (ISHEID), Marseilles, France. 2016. Invited to present about my work on HIV providers' burnout in a leading European international symposium.

Invited speaker, Institute of Medicine (IOM). Digital Health Strategies, Health Disparities, and Health Equity: The Promises and Perils of Technology. A Public Workshop. Invited to speak about my work with communities to reduce the digital divide. Wayne State, Detroit, MI, October 2, 2014.

Fellow, Mentored Training for Dissemination and Implementation Research in Cancer, Washington University in St. Louis, 2014-2016. Selected as one of 14 fellows nationwide to receive two-years mentoring and training in research on dissemination and implementation in cancer (PI: Brownson, personal mentor: Kreuter).

Senior Fellow, the New Mexico Center for the Advancement of Research, Engagement, & Science on Health Disparities (NM CARES HD). 2012-Present. Nominated as a Senior Fellow by the Center's leadership based upon my interests in the challenges and resolutions of health disparities in New Mexico and my contributions toward alleviating health disparities and creating health equity.

Interim Director, University of New Mexico Cancer Center, Community Partnerships and Health Disparities Office. September 2012-2013. Role and responsibilities include management and oversight of community-based research to address cancer health disparities in New Mexico underserved communities and supervision of community outreach efforts.

Minority-Serving Institution Faculty Scholar in Cancer Research Award. Selected as an awardee for participation in the American Association Cancer Research (AACR) 2012 Cancer Health Disparities Conference, San Diego, CA. (\$1,800).

Fellow, National Institutes of Health/Office of Behavioral and Social Sciences Research Institute on Systems Science and Health, Social Network track. Selected to attend the National Institute of Health and the Office of Behavioral and Social Sciences Research 5-day training institute on Systems Science and Health (June 10 - 15, 2012).

Minority-Serving Institution Faculty Scholar in Cancer Research Award. Selected as an awardee for participation in the American Association for Cancer Research (AACR) 2012 Annual Meeting in Chicago, IL (\$1,800).

Top three papers in health communication for the paper: Ginossar, T. & Nelson, S. (2012, February). Promoting women leadership as a strategy for reducing health and digital disparities in Latino/a immigrant communities (ranked #3). Western States Communication Association, Albuquerque, NM.

Associated Member, University of New Mexico Cancer Center. Selected as a member in recognition of my cancer-related research achievements (July, 2011-Present).

Fellow, National Institutes of Health/Office of Behavioral and Social Sciences Research NIH Advanced Training Institute in Health Behavior Theory. Selected to attend the National Cancer Institute (NCI) and the Office of Behavioral and Social Sciences Research 7-day workshop for early career investigators (July 25 - August 1, 2010).

2nd place winner for the 2002-03 Best Article Award published in *The Journal of Intergroup Relations* for the article: "Mistreatment as a source of intergroup conflict in the culturally diverse organization."

Top four papers in organizational communication for the paper: Meares, M. M., Oetzel, J.G., Torres, A., Derkacs, D., & Ginossar, T. (2002, November). 'They make you feel like they have the right': A Critical Analysis of Employee Mistreatment and Muted Voices in the Culturally Diverse Workplace." Western States Communication Association, Long Beach, CA.

Top Paper Award in Health and Organizational Communication for the paper: Ginossar, T. (2002, October). "Does anyone have information about anything?" *Information seeking on Internet cancer support groups*. Paper presented at the University of Oklahoma Communication Scholar Conference. Norman, Oklahoma.

Top Student Paper Award for the paper: Ginossar, T. (2002, April). "Knowledge is Power:" *Information Seeking of Internet Cancer Support Group Members*. Kentucky Conference on Health Communication, Lexington, Kentucky.

Short Narrative Description of Research, Teaching and Service Interests

I strive to contribute to health promotion and to reduce inequities in my research, teaching, and service. My research focuses on the role of communication in advancing health in diverse contexts, with a focus on creating and sustaining theoretically informed, community-engaged, interdisciplinary collaborations. Since I earned promotion and tenure, my research has focused on generating and disseminating knowledge to guide evidence-based health communication practices that are grounded in communities' experiences and that seek to reduce disparities in health outcomes. This research program centers on advancing the science of health communication and its translation to practice in key areas, including environmental health, infectious diseases prevention and care, and improving cancer communication along the cancer care continuum. This focus is informed by the specific needs of communities in New Mexico, a state with a rich and complicated cultural heritage. The research opportunities here are immense, as is the need for work that can inform efforts to address gaps. My teaching is consistent with my research interests. I have taught a broad range of communication courses. My main focus and contributions center on teaching specific courses on health communication in diverse contexts, and on mentoring undergraduate and graduate students who have similar research interests. I also engage in pedagogical innovations to the curriculum, including developing and teaching the first Cannabis and Communication course, a general education health communication course, and most recently the public speaking for engineering course. I have also expanded my teaching portfolio by designing and teaching a graduate course on mixed-methods research. Similarly, I served in different departmental, college, and national service roles, most recently as an acting department chair and as faculty at the National Cancer Institute (NCI) Division of Cancer Control and Population Sciences.

Scholarly Achievements

*Co-author is either a current student or a former student/intern.

Books Authored or Co-authored

Shah, S. F* & Ginossar, T. Global vaccine misinformation. *Palgrave McMillan, Journalism, Media and Communication series* (under contract).

Special Issue Editor

The *International Journal of Environmental Research and Public Health* (IJERPH) Special issue titled “Innovative Approaches to Study Health Communication.”

Articles Published in Refereed Journals (n=33)

*student/former student co-author

Ginossar, T., Cruickshank, I., Sulskis, J.,* Zheleva, E., & Berger-Wolf, T. Cross-Platform Spread: Vaccine-Related Content, Sources, and Conspiracy Theories in YouTube Videos Shared in Early Twitter COVID-19 Conversations (In Press).

Shah, S.F,** **Ginossar, T.**, Bentley, J, Zimet, G. & McGrail, P. J. Using the Theory of Planned Behavior to predict HPV vaccination uptake among college students in a rural university of Alabama. *Vaccine* (In Press).

Cruickshank, I., **Ginossar, T.**, Sulskis, J.,* Zheleva, E., & Berger-Wolf, T. Content and Dynamics of Websites Shared over Vaccine-Related Tweets in COVID-19 Conversations: A Computational Analysis. *Journal of Medical Internet Research*. In Press. Journal impact factor: 5.43

Ginossar, T., Rishel Brakey, H., Sussman, A., Price, B., Kano, M., Davis, S. , Blair, C. K. (2021). You’re going to have to think a little bit different” Barriers and Facilitators to Using mHealth to Increase Physical Activity among Older, Rural Cancer Survivors. *International Journal of Environmental Research and Public Health*. Journal impact factor: 3.3

Shah, S.F.A.,* **Ginossar, T.**, Ittefaq, M.* ““We always report under pressure”: Professionalism and journalistic identity among regional journalists in a conflict zone.” *Journalism* In press. Journal impact factor: 3.97.

Selove, R., Walker, P. D., Neil-Sztramko, S., Leng, J., Salloum, R. G., **Ginossar, T.** et al. (2021). Use of implementation science in tobacco control intervention studies in the United States between 2000-2018: A scoping review protocol. *BMJ Open* , 10(11), e038617 Impact factor 2.5

Shah, S. F*., Faizulla, J., **Ginossar, T.** McGrail P. J., Baber, D. Ulah, T. (2020). Trauma

exposure and post-traumatic stress disorder among regional journalists in Pakistan. *Journalism*, 1-8 DOI: 10.1177/1464884920965783. Journal impact factor: 2.8.

Ginossar, T., Diaz-Fuentez, C., Oetzel, J. (2020). Understanding Willingness to Participate in Cancer Clinical Trials Among Patients and Caregivers Attending a Minority-Serving Academic Cancer Center. *Journal of Cancer Education*. Journal impact factor 1.8

Kalke, K.,* **Ginossar, T.**, Carver, H.,* Shah, S.F.A.,* Bentley, J., & Kinney, A.Y. (2020). Use of Behavior Change Theories in Commercial Breast Cancer Mobile Phone Applications: A Systematic Analysis. *JMIR mHealth uHealth*. Journal impact factor: 4.3

Ginossar, T. & Oetzel, J.G. (2019). “It’s A Trade Off:” Perspectives of Ryan White Social Service Providers on the Implementation of the Affordable Care Act. *Journal of HIV/AIDS Social Services*, 18 4), 417-433. DOI 10.1080/15381501.2019.1676358. Journal impact factor: 0.5

Shah, S. F. A.* , **Ginossar, T.**, & Weiss, D. (2019). “This is a Pakhtun disease”: Pakhtun health journalists’ perceptions of the barriers and facilitators to polio vaccine acceptance among the high-risk Pakhtun community in Pakistan. *Vaccine*, 37(28), 3694-3703. doi:<https://doi.org/10.1016/j.vaccine.2019.05.029> Journal impact factor 3.3.

Ginossar, T., & Oetzel, J.G. (2019). “It’s a dark cloud:” Experiences of social undermining among people living with HIV in New Mexico. *Journal of Applied Communication Research*, 47(2), 175-196. Doi: 10.1080/00909882.2019.1583358 Journal impact factor 1.0

Ginossar, T., Van Meter, L.* , Shah, S. F., * Bentley, J. M., Weiss, D. & Oetzel, J. G., (2019). Early impact of the Patient Protection and Affordable Care Act on people living with HIV: A systematic review. *Journal of the Association of Nurses in AIDS Care (JANAC)*, 30(3), 259-269. doi10.1097/JNC.000000000000079 Journal impact factor 1.3

Ginossar, T., Cragun, D., Heckman C., Quintiliani, L., Skalarus, T., Chambers. D., Proctor, E., & Brownson, R., (2018). Bridging the Chasm: Challenges, Opportunities and Resources for Integrating a Dissemination and Implementation Science Curriculum into Medical Education. *Journal of Medical Education and Curricular Development*. doi [10.1177/2382120518761875](https://doi.org/10.1177/2382120518761875)

Kalke, K.,* **Ginossar, T.**, Shah, S.F.A.,* & West, A.* (2018) Sex Ed to Go- A Content Analysis of Comprehensive Sexual Education Apps (mHealth). *Health Education & Behavior* 45(4):581-590. doi10.1177/1090198117749259 Journal impact factor 2.34

Ginossar, T., Shah, S. F.,* West, A.,* Bentley, J., Kreuter, M. W., Caburnay, C., & Kinney, A.Y. (2017). Content, usability, and utilization of plain language in breast cancer mobile phone apps: a systematic analysis. *JMIR mHealth and uHealth*, 5(3), e20. Journal impact factor 4.3

Napoles, A., Cook, E., **Ginossar, T.**, Knight, K.D., & Ford, M. (2017). Applying a Conceptual Framework to Maximize the Participation of Diverse Populations in Cancer Clinical Trials. *Advances in Cancer Research*. 133, 77-94. Journal impact factor 6.4

- Ginossar, T.,** Benavidez, J.,* Gilluli, Z.,* Kanwal Aaterya, A.,* Nguyen, H.,* & Bentley, J. (2016). Ethnic/racial, religious, and demographic predictors of organ donor registration status among young adults in the Southwestern United States. *Progress in Transplantation* 27(1), 16-22. doi:10.1177/1526924816665367. Journal impact factor 1.2
- Archiopoli, A.,* **Ginossar, T.,** Oetzel, J. G, Avila, M., Hill, R.,* & Wilcox, B.,* (2016). Factors of interpersonal communication and behavioral health on medication self-efficacy and medication adherence. *Journal of Aids Care* 28(12):1607-1614. doi.org/10.1080/09540121.2016.1192577. Journal impact factor 2.1
- Ginossar, T.** (2016). Predictors of online cancer prevention information seeking among patients and caregivers across the digital divide: A cross-sectional, correlational study. *JMIR cancer*, 2(1), e2. doi: 10.2196/cancer.5108. Journal impact factor 4.7.
- Koczwara, B., Birken, S.A., Perry, C., Cragun, D., Zullig, L.L., **Ginossar, T.,** Nodora, J., Chawla, N. Ramanadhan, S., Kerner, J., & Brownson.R. C. (2016). How context matters- a dissemination and implementation primer for global oncologists. *Global Oncology*, 2:51-55 doi:10.1200/JGO.2015.001438. Journal impact factor 1.7.
- Wilcox, B.,* Oetzel, J., Avila, M., Archiopoli, A.,* Hill, R.,* & **Ginossar, T.** (2015). Patient-provider interaction, patient satisfaction, and health outcomes: An explanatory model for people living with HIV/AIDS. *Aids Care*, 27 (8), 972–978. DOI: 10.1080/09540121.2015.1015478. Journal impact factor 2.1
- Ginossar, T.,** Larkey, L., How, N., & Goel, N.* (2015). Coping with women’s cancer and perceived providers’ support: Does type of cancer make a difference? *Online Journal of Communication and Media Technologies*, 5 (1).
- Ginossar, T.,** Oetzel, J., Hill, R.,* Avila M., Archiopoli, A.,* & Wilcox, B.* (2014). HIV healthcare providers’ burnout: Can organizational culture make a difference? *Aids Care*, 26 (12) 1605-1608. Journal impact factor 2.1
- Ginossar, T.** (2014). Disparities and antecedents to cancer prevention information seeking among cancer patients and caregivers attending a minority-serving cancer center. *Journal of Communication in Healthcare*, 7(2) 93-105. Journal impact factor 1.0
- Ginossar, T.,** & Nelson, S. (2010). La Comunidad Habla: Using Internet community-based information interventions to increase empowerment and access to health care of low income Latino/a immigrants. *Communication Education*, 59(3),328 – 343. Journal impact factor 1.0
- Ginossar, T.** & Nelson, S. (2010). Reducing the health and digital divides: A model for using community-based participatory research approach to E-health interventions in low income Hispanic communities, *Journal of Computer Mediated Communication*, (15)4, 530-551 (**lead article**). Journal impact factor 4.9, #1 in communication, Journal Citation Reports.
- Ginossar, T.,** De-Vargas, F.,* Sanchez, C.,* & Oetzel, J. G. (2010). “That word, cancer:” Breast

care behavior of Hispanic women in New Mexico. *Health Care for Women International*, 1(31), 68-87. Journal impact factor .95

Ginossar, T. (2008). Online participation: A content analysis of differences in utilization of two online cancer communities by men and women, patients and family members. *Health Communication*, 1(23), 1-12. (**lead article**). Journal impact factor 1.5

Oetzel, J. G., De-Vargas, F.,* **Ginossar, T.**, & Sanchez, C.* (2007). Hispanic women's preferences for breast health information, *Health Communication*, 21(3), 223-233. *The second authors are in alphabetical order. Journal impact factor 1.5

Meares, M. M., Oetzel, J. G., Torres, A., Derkacs, D., & **Ginossar, T.** (2004). Employee mistreatment and muted voices in the culturally diverse workplace. *Journal of Applied Communication*, 32 (1)4-27. Journal impact factor 1.0

Oetzel, J. G., Torres, A. B., Meares, M.M., **Ginossar, T.**, & Derkacs, D. (2003). Mistreatment as a source of intergroup conflict in the culturally diverse organization. *Journal of Intergroup Relations*, 29(4), 44-63. Journal impact factor 1.5

Articles Appearing in Chapters in Edited Volumes (n=7)

Ginossar, T. (2022). Mixed Methods Research in Health Communication. Invited to contribute an entry in the Encyclopedia of Health Communication (submitted 5/2021, accepted 8/1/2021).

Ginossar, T. & Oetzel, J. (2015). Stress and burnout in a small non-governmental organization. In J. Mize Smith & M. W. Kramer (Eds.). *Case studies in volunteering and NGOs*. New York, NY: Peter Lang Publishing.

Ginossar, T. (2014). "In a Group of Our Own." The role of stigma, smoking, and the tobacco industry in communication in lung Internet cancer support group. In K. L. Walker, S. L. Esrock, & J. L. Hart (Eds.) *Talking tobacco: Interpersonal, organizational, and mediated messages* (pp. 62-80.). New York: Peter Lang Publishing.

Ginossar, T. (2013). Promoting women leadership as a strategy for reducing health and digital disparities in Latino/a immigrant communities. In G. L. Kreps & M. Dutta (Eds.). *Reducing health disparities: Working with communities* (pp.95-112). New York: Peter Lang Publishing.

Ginossar, T. (2011). Bridging the health and digital divide in a low income Hispanic community: Using community-based participatory research to advance communities' well-being. In M. Brann (Ed.). *Contemporary case studies in health communication: Theoretical and applied approaches*. Dubuque, IA: Kendall Hunt.

Ginossar, T. (2011). Media globalization and "the secondary flow": Consumption of telenovelas in Israel. In D. I. Rios & M. Castaneda (Eds.). *Soap operas and Telenovelas in the digital age: Global industries, hybrid content, and new audiences* (pp.55-74); New York: Peter Lang Publishing.

Ginossar, T. (2011). Content, participants, and dynamics in online discussion in a lung Internet cancer support group: A case study. In L. Shedletsky & J. E. Aitken (Eds). *Cases on online discussion and interaction: Experiences and outcomes* (pp.302-318). Hershey, PA: IGI Global.

Manuscripts Under Review

Manuscripts in Preparation (n=6)

Shah, S.F.A.,* **Ginossar, T.** Conflict, journalism practice, and coverage of health: A case of study of marginalized towns in Pakistan. To be submitted to *Journal of Health Communication*.

Ginossar, T., Dunn, B.*, Burgess, E. Rodeman, J., Guest, D. & Sussman, A. “It was a raffle, but I did not win” experiences of cancer patients’ participation in recruitment to cancer clinical trials.

Ginossar, T. Oloruntobi, T., *& Dunn, B.* “Their decision:” Family members’ narratives regarding participation in cancer clinical trials.

Ginossar, T., Weiss, D. & Bentley, J. Satisfaction with decision making of minority patients.

Selove, R., Walker, P. D., Neil-Sztramko, S., Leng, J., Salloum, R. G., **Ginossar, T.** et al. Use of implementation science in tobacco control intervention studies in the United States between 2000-2018: A scoping review.

Berger Wolf, T., Y., **Ginossar, T.** Zheleva, E. Sulskis, J.* Social networks of Anti-Vaxxers Pre and Post COVID-19 Pandemic.

Other Writing: Official Published Reports (n=6)

Ginossar, T., Oetzel, J. G., Asante, G.*, Shah, S. F.*, & Baig, N.* (2015). *Assessment of HIV Unmet Needs in New Mexico. Data Report*. Prepared for: New Mexico Department of Health.

Oetzel, J. G., **Ginossar, T.**, Avila, M., & Gonzales, E.* (2014). *Assessment of HIV Unmet Needs in New Mexico. Data Report*. Prepared for: New Mexico Department of Health.

Oetzel, J. G., **Ginossar, T.**, Avila, M., Archiopoli, A.*, Wilcox, B.*, & Hill, R.* (2013). *Assessment of HIV Case Management Services in New Mexico. Data Report*. Prepared for: New Mexico Department of Health.

Peñaloza, L. J., Chrisp, E., **Ginossar, T.**, & Gutman, L. (2010). *The Intersection of Tobacco, the Social Determinants of Health and Priority Populations in New Mexico. 2009 Data Report*. Prepared for: New Mexico Department of Health Tobacco Use Prevention and Control Program (TUPAC).

Green, D., Peñaloza, L., & **Ginossar, T.** (2008). *Healthy Choices, Healthy Students: 2007 New*

Mexico Youth Risk and Resiliency Survey High School Results - Highlights. Published by New Mexico Department of Health and the University of New Mexico Health Sciences Center, Albuquerque, NM.

Green, D., Peñaloza, L., & **Ginossar T.** (2008). *New Mexico High School Results: Alcohol Use and Related Behavior; 2007*. Santa Fe, NM: New Mexico Department of Health.

Refereed Presentations at Professional Meetings (n=59)

*student/former student co-author

Shah, S.F.A., **Ginossar, T.** (November 18-21). HPV vaccination status, knowledge, and attitudes among college students in a regional university of Alabama. Paper accepted for presentation at the annual convention of the National Communication Association, Seattle, WA.

Shah, S.F.A., **Ginossar, T.** (2020, November 19-22). Conflict, journalism practice, and coverage of health: A case of study of marginalized towns in Pakistan. Paper presented at the annual convention of the National Communication Association, Indianapolis, IN.

Shah, S.F.A., **Ginossar, T.**, Ittefaq, M. (2020, November 19-22). Renegotiating professionalism and journalistic identities: Small town journalists in Pakistan. Paper presented at the annual convention of the National Communication Association, Indianapolis, IN.

Ginossar, T., Burgess, E., Rodeman, J., Dunn, B*., Guest, D. Sussman, A. (March, 2020). Diverse patients' experiences of recruitment and participation in cancer clinical trials. 44th Annual Meeting of the American Society of Preventive Oncology (ASPO), Tucson, Arizona.

Kalke, K.M., Ginossar, T., Bentley, J., Carver, H., **Shah, S.F.A.**, Kinney, A.Y. (April 26-27). The use of behavior change theories in commercial breast cancer mobile phone applications: A systematic analysis. Paper presented at annual meeting of the DC Health Communication Conference, Fairfax, VA.

Ginossar, T., Van Meter, L.*, Weiss, D. (February, 2019). The Ryan White HIV/AIDS Program after the Affordable Care Act full implementation: predictions, evidence and future directions. Population and Public Policy Conference. Albuquerque, NM.

Woodall, W.G., Zimet, G., Reither, J., Kong, A., Buller, D.B., Chilton, L., Myers, V., Starling, R., **Ginossar, T.** (December, 2018). Vacteens: Results from Ongoing Trials of Mobile Web Apps to Improve HPV Vaccine Uptake. (poster). EUROGIN International Multidisciplinary HPV Congress – December 2-5 in Lisbon, Portugal.

Kong, A.S. Woodall, W.G., Zimet, G., Reither, J., Myers, V. Buller, D., Starling, R., Chilton, L., & **Ginossar, T.** (June 2018). Improving HPV Vaccine Uptake with Digital Interventions. National Cancer Institute HPV Vaccination meeting, Huntsman Cancer Institute Salt Lake City, UT June 7-8, 2018.

Ginossar, T., Oetzel, J. Archiopoli, A.* The Dark Side of Social Support: Experiences of Social Undermining among People Living with HIV, (February 2017). Western States Communication

Association (Top #2 Paper Award, Health Communication Division).

Lucero, L. *, Dhawan, S. *, **Ginossar, T.** Family and health communication influence on Latino Cancer clinical trial participation, (September, 2017). AACR The Science of Cancer Health Disparities

Shah, S. A. *, **Ginossar, T.** & Oetzel, J. Affordable Care Act and People Living with HIV. American Public Health Association, (November 2016). (Selected for oral presentation).

Ginossar, T., Aaterya, A. *, Benavidez, J. *, Giluli, Z. *, Nguyen, H. *, Bentley, J. (November 2015). Ethnic, Religious, and Demographic Predictors of Organ Donation Registration Status among Young Adults in a Majority-Minority State

Aaterya, A. *, Benavidez, J. *, Giluli, Z. *, Nguyen, H. *, Bentley, J., & **Ginossar, T.**, (April, 2015). Predictors of Organ Donor Registration in a Diverse Young Adults Sample in New Mexico. Poster presented at the New Mexico Public Health Association Conference, Albuquerque, NM.

Aaterya, A. *, Benavidez, J. *, Giluli, Z. *, Nguyen, H. *, Bentley, J., & **Ginossar, T.**, (March, 2015). Predictors of Registration as an Organ Donor in an Online Sample of Predominantly Minority Students in New Mexico. Poster presented at the American Academy of Health Behavior, San Antonio, TX.

Ginossar, T. (2014, May). Disparities in awareness, opportunity, and willingness to participate in clinical trials among patients and caregivers attending a minority-serving university Cancer Center. Paper presented at the International Communication Association Meeting, Seattle.

Ginossar, T. (2014, February). Complex systems approach to reducing disparities in recruitment and retention of minority patients to cancer clinical trials. Paper presented at the NIH-sponsored meeting on complex systems thinking and health disparities, Bethesda, Maryland.

Ginossar, T. (2013, June). Cancer prevention information seeking and health consciousness among American Indian, Hispanic, and Non-Hispanic White cancer patients and family members. Paper presented at the International Communication Association Meeting, London.

Ginossar, T. (2013, March). The changing landscape in communication technologies: Experiences of underserved minority patients and families in cancer information seeking. Paper presented at the Society for Behavioral Medicine Annual Meeting, San Francisco, CA.

Ginossar, T. (2013, March). Systems-thinking approach to recruitment of minority patients to cancer clinical trials. Paper presented at the American Association for Health Behavior Annual Meeting, Santa Fe, NM.

Ginossar, T. (2012, October). Cancer prevention information seeking of Hispanic, Native American, and Non-Hispanic White cancer patients and Caregivers. Paper presented at the American Association for Cancer Research Cancer Health Disparities Conference, San Diego,

CA.

Ginossar, T. & Nelson, S. (2012, February). Promoting women leadership as a strategy for reducing health and digital disparities in Latino/a immigrant communities. Paper presented at the Western States Communication Association, Albuquerque, NM. *Top Three Papers Award.

Guzman Vasquez, C. E.*, & Ginossar, T. (2011, April). Community-based participatory research approach to reducing health disparities in early childhood development and behavioral health among Hispanic/Latino populations: Policy suggestions. Paper presented at the New Mexico Public Health Association Annual Meeting, Albuquerque, NM.

Ginossar, T. (2011, April). Reducing disparities in childhood development and behavioral health service utilization. Paper presented at the University of New Mexico National Health Disparities NM Cares Annual Meeting, Albuquerque, NM.

Ginossar, T. (2011, March). Using social networks for multilevel interventions in health. Poster session presented at the National Cancer Institute Meeting on Multilevel interventions in health, Las Vegas, Nevada.

Ginossar, T. (2010, November). Bridging the hegemonic media flow: Telenovelas in Israel. Paper presented at the National Communication Association annual meeting, San Francisco, CA.

Ginossar, T. (2010, November). There's always hope: Content, participants and dynamics of discussion in a lung cancer Internet support group. Paper presented at the National Communication Association annual meeting, San Francisco, CA.

Ginossar, T. (2010, November). Charisma, conflict, and filling up the void: Different roles of moderators in online cancer support groups. Paper presented at the National Communication Association annual meeting, San Francisco, CA.

Ginossar, T., & Verschraegen, C. F. (2010, May). Communication about Clinical Trials in Online Forums. Poster session presented at the ASCO/NCI Cancer Clinical Trials Meeting, Bethesda, MD.

Ginossar, T., Larkey, L. K., Howe, N.*, & Goel, N.* (2009, May). Coping with women's cancer: Type of cancer, coping styles, and perceived importance of information and emotional support from physicians and from nurses. Paper presented at the International Communication Association Annual Convention, Chicago, IL.

Ginossar, T., Larkey, L. K., Howe, N.*, & Goel, N.* (2009, February). Coping with women's cancer: Type of cancer, coping styles, and perceived importance of information and emotional support from physicians. Paper presented at the Western States Communication Association Annual Conference.

Ginossar, T.; Larkey, L., & Howe, N.* (February. 2008). Cancer-related uncertainty management and patient-provider communication: Exploring perceptions of women with breast

cancer and ovarian cancer. Paper presented at the Western States Communication Association conference, Denver, CO.

Larkey, L., Ginossar, T. & Howe, N.* (February. 2008). Breast and ovarian cancer patients' coping styles, resource seeking, and decision satisfaction. Poster session presented at the American Psychological-Oncology Society (APOS) Convention.

Howe, N.*, Larkey, L., & **Ginossar, T.** (February. 2008). Dissimilar journeys: Comparing diagnostic trajectories between breast and ovarian cancer patients. Poster session presented at the American Psychological-Oncology Society (APOS) Convention.

Ginossar, T. (November, 2007). Online activism: Advocacy in Internet cancer communities. American Public Health Association Annual Meeting, Washington, DC. Selected for oral presentation.

Ginossar, T. (November, 2006). Dueling panels: The battle royale over perceptions of and procedures for videotaping speeches in the basic course. Paper presented at the National Communication Association Conference, San Antonio, TX.

Ginossar, T. (November, 2005). Intercultural cooperation in the Middle East: Perceptions of Israelis. Paper presented at the National Communication Association Conference, Boston, MA.

Ginossar, T. (November, 2005). Online advocacy in Internet cancer support groups. Paper presented at the National Communication Association Conference, Boston, MA.

Ginossar, T. (May, 2005). Exploring participation in cancer-related virtual communities. Paper presented at the International Communication Association Convention, New York, NY.

Ginossar, T. (February, 2005). Virtually empowered: An exploration of psychological empowerment in a Leukemia email support list. Paper presented at the Western States Communication Association Convention, San Francisco, CA.

Ginossar, T. (2004, November). Coping online: A content analysis of uses and participation in Internet cancer support groups. Paper presented at the National Communication Association Conference, Chicago, IL.

Ginossar, T. (2004, November). Understanding information exchange in Internet Cancer Support Groups. Paper presented to be presented at the American Public Health Association Convention, Washington, DC.

Ginossar, T. (2004, February). Uncertainty Management of Online Cancer Community Members. Paper presented at the Western States Communication Association Convention, Albuquerque, NM.

Ginossar, T. (2003, November). Information Seeking and Uncertainty Management in Internet Cancer Support Groups. Paper presented at the National Communication Association

Convention, Miami, FL.

Ginossar, T. (2003, February). Agenda denial and linguistic accessibility: A case study of the struggle of community advocacy group. Paper presented at the Western States Communication Association Convention, Salt Lake City, UT.

Ginossar, T. (2002, November). Cyber Cafes in the middle of the Jungle: Usage of the Internet by Israeli travelers in South America. Paper presented at the National Communication Association Convention, New Orleans, LA.

Ginossar, T. (2002, April). "Knowledge is power:" Information seeking of Internet cancer support group members. Paper presented at the Kentucky Conference on Health Communication, Lexington, Kentucky (Top Student Paper).

Meares, M. M., Oetzel, J. G., Torres, A. B., Ginossar, T., & Derkacs, D. (2002, March). They make you feel like they have the right: A critical analysis of employee mistreatment and muted voices in the culturally diverse workplace. Paper presented at the annual meeting of the Western States Communication Association, Long Beach, CA (Top Four Paper in the Organizational Communication Division).

Ginossar, T. (2001, November). Exploring information seeking on Internet cancer support groups: A family network perspective. Paper presented at the National Communication Association Convention, Atlanta, GA.

Ginossar, T. (2001, November). "What have I got?" Information needs and information seeking in Internet Cancer Support Groups. Paper presented at the National Communication Association Convention, Atlanta, GA.

Ginossar, T. (2001, November). Collective action and empowerment in a lung cancer Internet support group. Paper presented at the National Communication Association Convention, Atlanta, GA.

Ginossar, T. (2001, November). The chosen people on a shoestring: Ethnography of Israeli travelers in South Peru and North Bolivia. Paper presented at the National Communication Association Convention, Atlanta, GA.

Ginossar, T. (2001, April). Culture and interpretations of cooperation. A Semantic Network Analysis. Paper presented at the Meeting of the International Academy for Intercultural Research Convention. Oxford, Mississippi.

Ginossar, T. (2001, February). "The days of the god-like Doctors are over:" Information seeking and experiences with doctors of cancer patients, their families and friends. Paper presented at the Western States Communication Association annual conference, Coeur d'Alene, Idaho

Ginossar, T. (2000, October). Does anyone have information about anything? Information seeking on Internet cancer support groups. Paper presented at the University of Oklahoma

Communication Scholar Conference. Norman, Oklahoma (Top Paper Award in Health and Organizational Communication).

Ginossar, T. (2000, October). Prominence of leaders in political ads in 1992 and 1996 Israeli elections campaigns: Israel as a case study for personalization and the electoral system. Paper presented at the University of Oklahoma Communication Scholar Conference. Norman, Oklahoma.

Ginossar, T. (April, 2000). Symbols in political spots: Usage and denial of Rabin's images in 1996 Israeli election campaign. Paper presented at the 42nd Annual Conference of the Western Social Science Association, San Diego.

Ginossar, T. (March, 2000). Celebrating the end of the world: Post- Modern images in Israeli Film. Paper presented at the Social Science Interdisciplinary conference, Colorado Springs.

Ginossar, T. (February, 2000). In search of a frame: Coverage of NATO operation in Yugoslavia by Media on the periphery: A content analysis of Times of India and Cape Times. Paper presented at the 17th Annual Intercultural Communication Conference. Coral Gables, FL.

Ginossar, T., Matei, S., Sassina, K. & Townsly, N. (November 1999). Globalizing television. Paper presented at the National Communication Association Convention, Chicago, IL.

Aidman, A. & Ginossar, T. (July, 1998). Remembering life with television: An analysis of Israeli students' TV autobiographies. Paper presented at the International Communications Association Preconference, Haifa, Israel.

Other Invited or Public Presentations

Ginossar, T., Magee, K., & West, A. (November, 2018). Cancer Education in Your Pocket? Prevention Information Needs and the Applicability of Apps for Cancer Prevention Communication and Behavior Change among Ethnically Diverse Breast Cancer Survivors and Their Families. Presented at University of New Mexico Cancer Control Research Program group, November 5th 2018.

Ginossar, T., "Communication, Culture, and Health." National Communication Association (NCA) Public Program in New Mexico, September 14, 2017.

Ginossar, T. (May, 2016). The Role of Organizational Culture in HIV Healthcare Providers' Burnout; How to Measure it and How to Decrease It? International Symposium on HIV and Emerging Infectious Diseases (ISHEID), Marseilles, France.

Ginossar, T. (October, 2014). Disparities in Cancer Prevention Information Seeking among Cancer Patients and their Families. University of New Mexico School of Medicine Cancer Control Meeting.

Ginossar, T. (October, 2014). Institute of Medicine (IOM). Digital Health Strategies, Health Disparities, and Health Equity: The Promises and Perils of Technology. A Public Workshop.

Ginossar, T. (November, 2012). The Role of Physicians in Recruitment of Minority Patients to Cancer Clinical Trials: Preliminary findings and an opportunity for a dialogue. Presented to the University of New Mexico Breast Cancer Working Group.

Ginossar, T. (November, 2012). Mediated Risk Communication. Invited talk at the Community Based Prevention Professional Series, University of New Mexico Prevention Research Center.

Ginossar, T. (February, 2012). Reducing Disparities in Childhood Development & Behavioral Health: Understanding Parental Information Behavior. Presentation at the CBPR Café, University of New Mexico School of Medicine.

Ginossar, T. (February, 2010). Communication in Online Cancer Support Groups. Invited talk at the Division of Epidemiology, Department of Internal Medicine, University of New Mexico.

Ginossar, T. (October, 2009). Research of Health Disparities in Health Communication in New Mexico: The Promise of Community-Based Internet Interventions. Invited talk at the research meeting of NCI-funded researchers.

Ginossar, T. (November, 2007). Conducting Literature Reviews: Tricks of the Trade. Participation in a panel in Dr. Mary Jane Collier's Graduate Research Methods Seminar.

Ginossar, T. (June 2003). Knowledge is Power: Information Seeking of Internet Cancer Support Group Members. School of Public Health, Hadassah Ein Karem.

Ginossar, T. (April, 2003). Knowledge is Power: Information Seeking of Internet Cancer Support Group Members. College of Management, School of Communication.

Ginossar, T. (March 2002). Knowledge is Power: Information Seeking of Internet Cancer Support Group Members. Department of Communication, Tel Aviv University.

Ginossar, T. (November 2001). The Chosen People on a Shoestring: Ethnography of Israeli Travelers in South Peru and North Bolivia. Departments of Communication & Journalism, University of New Mexico.

Ginossar, T. (October, 2000). Experiences of International Students in the United States. Department of Communication and Journalism, University of New Mexico.

Research

In preparation

A Multilevel Approach to Connecting Underrepresented Populations to Clinical Trials (\$450,000)

in direct costs per year for five years). To be submitted 12/2021.
Role: Co-investigator

Current funded research

Women faculty in Science, Technology, Engineering and Mathematics (STEM) Seed Money Award, Office of Academic Affairs (\$10,000)

09/2020-05/2022

Project Title: Social Networks Analysis of Vaccination-Related Discourse on Twitter Before and After the Coronavirus Outbreak

Role: PI

Web app technology for Boys and Parents: Improving HPV Vaccine Uptake. Application funded by the National Cancer Institute, \$3,221,019. PI: Woodall, role: consultant

This application will systematically develop and test a smart phone web app for young adolescents and their parents to improve HPV vaccine uptake.

Pending Funding (n=3)

National Institute of Environmental Health Sciences P-30 Liu (PI). 01/01/2021-2025 (\$3,200,000).

Project Title: New Mexico Integrative Science Program Incorporating Research in Environmental Science (NM-INSPIRES).

Environmental Health Sciences Core Centers (EHS CC). The Center will focus on environmental risk exposure in New Mexico and the Four Corner Area.

Role: Community Engagement Core Leader (\$500,000).

Re-Submitted 5/2021 Score: 26. Awaiting funding decision.

Recent unfunded submissions

National Institute of Health, Heart, Lung and Blood Institute. R-01 Collins (PI) 1/01/2021-12/30/2025

A Smartphone Application to Increase Physical Activity among Latino Adults

Submitted 9/2020

Role: Co-investigator

American Cancer Society Institutional Research Grant Keating (PI) 1/1/2021-12/2021

Project Title: Promoting Tobacco Control through Understanding and Overcoming New Mexico Adults' Fatigue with Tobacco Prevention Messaging.

\$30,000

Submitted 9/2020, requested to resubmit in 2021 due to hiatus in funding

Role: Senior Mentor

Completed Funded Research (n=14)

UNM Cancer Center Shared Resources Ginossar (PI) 02/01/2019-2020
Project Title: “Saludamos: Successful Accrual: co-Learning and Understanding of Decisions, Attitudes, Meaning Making, Obstacles and Support for Research”
The research examines attitudes and experiences of diverse cancer patients and family members of cancer clinical trials’ accrual and participation
\$10,000

TREE Pilot Funding DeMaria (PI) 4/4/2018-2019
Project Title: Shifting Narratives for Behavioral Health Justice
Role: Research Mentor
This community-academic collaboration examines the role of media literacy in reducing mental health stigma
\$30,000

CTSC Pilot Award Blair (PI) 10/01/2017-09/30/2018
Project Title: Assessing the appeal and relevance of a mHealth physical activity intervention among rural and Hispanic cancer survivors.
This will be accomplished via key stakeholder interviews and focus groups.
Role: Co-Investigator
\$30,000

Patient Centered Outcomes Research Institute (PCORI) Woodall (PI) 2016-2018
Project Title: Engaging Patients and Providers in Collaborative Communication on HPV Vaccination (EPICC-HPV).
Application funded by the Patient Centered Outcomes Research Institute (PCORI), \$2,094,611.
This application translated an effective HPV vaccine uptake improvement website for adolescent girls and their parents to a mobile device responsive format and examine the impact of the mobile web application in a clinic-based randomized trial. Role: consultant

Project Title: Applicability of Mobile Health Applications for Cancer Prevention Communication and Behavior Change among Ethnically Diverse Breast Cancer Survivors and Their Families
Principal Investigator: Ginossar
American Cancer Society Institutional Research Grant #IRG-92-024 to UNM.
4/1/2015-12/30-2016
\$30,000

Project Title: HIV Services Needs Assessment in Ryan-White Funded Clinics in New Mexico.
Principal Investigator: Ginossar
Funded by New Mexico Department of Health.
7/1/2014-6/31/2016.
\$100,000, 25% effort.

Project Title: HIV Services Needs Assessment in Ryan-White Funded Clinics in New Mexico.
Principal Investigator: Ginossar

Funded by New Mexico Department of Health.
6/1/2012-6/31/2014.
\$100,000, 25% effort.

Project Title: New Mexico Minority Based Community Clinical Oncology Program (NMBCCOP) Research Supplement to Promote Re-Entry into Biomedical and Behavioral Research Careers: Increasing minority participation in Cancer Clinical Trials.

Principle Investigator: Royce.

Funded by the National Cancer Institute.

I received this supplemental grant to New Mexico Minority-Based Community Clinical Oncology Program led by Dr. Royce. The goal of the study that I designed, proposed, and led was to examine perceptions of university and of community oncologists of barriers and facilitators in recruitment of minority cancer patients to clinical trials.

12/23/2009-09/22/2012.

\$317,000; 100% effort.

Project Title: Community-Participatory-Web Based Intervention for Low Income Hispanic Parents and Caregivers to Improve Information Provision and Awareness for Children's Mental Health and Early Screening.

Principle Investigator: Ginossar.

Funded by the "Community Engagement Award" of the University of New Mexico Clinical and Translational Sciences Center," DHHS/NIH/NCRR grant #1 UL1RR031977-01, The University of New Mexico, Clinical and Translational Science Center (CTSC) 10/11-10/12 \$30,000.

Project Title: Investigating Cancer Prevention Information Behavior of Family Members of Hispanics Diagnosed with Cancer

Principle Investigator: Ginossar

Funded by the American Cancer Society Institutional Research Grant (ACS-IRG) 10/01/2010-09/30/2011 \$30,000.

Project Title: Reducing Disparities in Childhood Development and Behavioral Health.

Principle Investigator: Ginossar

Funded by the "Community Engagement Award" of the University of New Mexico Clinical and Translational Sciences Center," DHHS/NIH/NCRR grant #1 UL1RR031977-01, The University of New Mexico, Clinical and Translational Science Center (CTSC) 10/01/2010-03/31/2011 \$23,100.

Project Title: Promoting Childhood Development Knowledge in Hispanic Community.

Principle Investigator: Ginossar

Funded by La Tierra Sagrada Association

10/01/2010-09/30/2011

\$19,812

Project Title: Coping with Women's Cancer.

Principle Investigator: Larkey

Role: Co-Investigator

Funded by the Better Than Ever Foundation, the Arizona Cancer Center.
06/01/05 – 06/01/06
\$22,000

Patients' Self-Management of Coumadin Intake.
Brezis, M. (PI).
Role: Consultant
Funded by Hadassah Ein Karem Hospital, Jerusalem, Israel.
01/01/03-09/01/03

Unfunded proposals (n= 13)

National Institute of Health, National Institute of Child Health and Human Development,
Ginossar (PI)
Title: Reducing Health Disparities Among Minority and Underserved Children, R21 \$175,000
2009-2011

National Institute of Health, National Cancer Institute Ginossar (PI) 2015
Project Title: Dissemination of Cancer Information to Hispanic Patients and their Families, R03
\$50,000

New Mexico Special Supplemental Nutrition Program for Women, Infants, & Children (WIC)
Yakes (PI)
Promoting Maternal Health and Self-Care to Reduce Postpartum Weight Retention Among New
Mexico WIC Participants, 9/30/12-9/30/15, \$57,330
Role: Senior Mentor

New Mexico Department of Health Tobacco Use Prevention and Control Program: Reducing
Adult and Youth Tobacco Use Using Population-Based Strategies. Mishra (PI)
Tobacco use in New Mexico: Changing social norms \$499,990
Role: co-investigator

National Institute of Health, National Cancer Institute Pal-Kinney (MPI)
Project Title: Enhancing Gene-based Care Among Those with Inherited Genes Elevating Cancer
Risk (ENGAGER), \$1,232,267.00
10/01/2018–09/30/2023
Role: Co-investigator

National Institute of Health, National Cancer Institute Yan (PI) Geospatial information and
technology for cancer screening promotion R03, 2018-2020, \$100,000 Role: Senior mentor

Center for Disease Control and Prevention (CDC) Ginossar & Kong (PIs) 2018 (\$450,000)
Project Title: HPV Immunization Strategies Targeting Organizations: Research in Improving
Communication (HISTORIC)

Frontiers Western States Inter-institutional Pilot Program Application Sussman-Ellis-Mugur-Ginossar (MPI)

Project Title: AIRE: Aprender|Informar|Reclutar en Espanol LEARN|INFORM| RECRUIT to Increase Latino Participation to Urological Cancer Clinical Trials, \$50,000 2019-2020

University of New Mexico Research faculty pilot funding (RAC) Ginossar (PI)

Project Title: Bridging the digital divide: A culture-centered approach to reach marginalized women 2019-2020, \$10,000

Women faculty in Science, Technology, Engineering and Mathematics (STEM) Seed Money Award, Office of Academic Affairs

Project Title: Utilizing Machine Learning Text Mining to Explore Diffusion of Cancer Survivorship Health

Promotion and Its Relationship to Sentiment in Online Cancer Support Groups: A Proposal for a Pilot, Proof of Concept of Using Sentiment and Social Network Analysis in Analyzing Positive Health

Behavior Changes in Cancer Survivorship Online Groups, Ginossar (PI) 09/01/2019-2020

Center for Disease Control and Prevention (CDC) Cruz (PI) 09/01/2020/-08/30/2025 (\$450,000)

Project Title: Listo! Comprehensive Suicide Prevention Program

Role: Communication specialist. Design, implement and evaluate comprehensive communication plan

Submitted 5/2020- approved but no funded, score 85/100.

National Science Foundation (NSF). Osiński (PI). (\$1,000,000)

Project Title: Architectures by Quantum Engineering Transduction Across Systems

Submitted: July 2020.

Role: co-investigator, design and oversee outreach and science communication

National Institute of Health 3P42ES023389-03S3-NOSI supplement to P42 grant McKenzie (PI) 09/01/2020 through 08/31/2022 (\$4,957,215.00)

Project Title: Expanded Point-of-Care SARS-CoV-2 Antigen, Antibody, and Strain Testing in Underserved NM Communities

Teaching

Recent Sample Pedagogical innovations and Leadership

Initiated and designed the first “Public Speaking for Engineers.” Developed and coordinated with the UNM School of Engineering the implementation of a public speaking section that would focus on the needs and skills of engineering students. Worked with engineering department chairs and pedagogical leaders. The class will be offered in Spring 2022.

Designed the first general education health communication course in the state of New Mexico, secured university and state approval, and recruited students. The course is being taught in Fall 2021 and reached its maximum enrollment.

Oversaw the re-design of CJ 340, Communication in Organizations by doctoral student Kimm Oostman, Spring 2022. Proposed the overall design, including selection of a textbook, design of assignments, and identification of resources.

Oversaw the re-design of CJ 323, Nonverbal Communication by doctoral student Moonsun Choi, Spring 2021.

Proposed the overall design, including selection of a textbook, design of assignments, and identification of resources.

Developed and taught the first course on Advanced Cannabis and Communication, Summer 2020 (using remote technologies).

Developed and taught the first course on Cannabis and Communication, 2019.

Founder, “The Ambassadors” training and supporting undergraduate students in becoming peer advocates. 2018-Present.

Health Communication Group. Initiated and hosted professional development and opportunities for social networking for faculty and graduate students who are interested in health communication. 2013-Present.

Current Doctoral Advisement (n=1)

Velarde, Camille, June 2022 (expected). Area of focus: Mental Health Communication

Completed Doctoral Committees (n=5)

Stilwell-Jensen, Chenoa Bah June 2021. “Diabetes Self Care Among Navajo Women”

West, Andrew, April 2019. Acceptability and Use of mHealth among Older Adults. (Dissertation Committee Chair).

Siebert, Margaret, April 2019. Communication on Genetically Modified Salmon (Dissertation Committee Chair).

Shah, Sayyed, Fawad, April 2018. "Content Analysis of Vaccination Coverage in Pakistani Media" (Dissertation Committee Chair).

Walters, Lynn, December 2015. "Communicating about Food and Cooking: High School Students' Perceptions and Experiences of Nourishment in Their Lives," (Dissertation Committee Co-Chair).

Comprehensive Examination Doctoral Committees (n=4)

Cholka, Brooke, September 2018. Safe sex negotiation among conceptual non-monogamous/polyamorous individuals (Comprehensive Examination and Prospectus Committee Chair).

Chenoa Bah Stillwell Jensen 2014 "Diabetes Self Care Among Navajo Women" (Comprehensive Examination Committee Chair).

Archiopoli, Ashley, 2012, "Aging with HIV." (Comprehensive Examination Committee Chair).

Tan, Vanessa, 2012. "Diffusion of Innovation and Farm-to Table Restaurants" (Comprehensive Examination Committee Chair).

Doctoral Committee Member (n=9)

German, Lisa, December 2020 (expected). Parental disclosure of epilepsy (Dissertation Committee Member).

Cooper, Nina, 2019 (Comprehensive Examination Committee).

Knudsen, Lissa, 2018 (Comprehensive Examination and Prospectus Committees member).

Lilo, Emily, June 2017. Increasing water consumption in a rural low-income community (Comprehensive Examination, Prospectus Dissertation Committee Member).

Morrales, Gabriela June 2017 (Comprehensive Examination & Prospectus Committee member).
Physician's social support

Hill, Ricky. April 2016. Transformation. A Photovoice of Transgender People's Wellness (Dissertation Committee Member).

Riffenburgh, Audrey April 2017. Health Literacy Implementation (Comprehensive Examination, Prospectus & Dissertation Committee Member).

Burton, Laura, March 2016. "Church-Based Social Support Groups." (Comprehensive

Examination, Prospectus & Dissertation Committee Member).

Archiopoli, Ashley, July 2014, “‘Don’t Put Me in Quotes’: Examining Communication Episodes of Health-Related Stigma.” (Dissertation Committee Member).

Masters Advisement (n=5)

Alison Balder, May 2021. “Strategic Cannabis Communication” (Project Committee Chair).

Kaitlin Magee, May 2019. “Information seeking of cancer patients” (Thesis Committee Chair).

Billotte, China July 2015. “Negative Reciprocal Disclosure,” (Thesis Committee Chair).

Velarde, Camille July 2014, “A Content Analysis Spanning 30 Years of Mental Health Communication Scholarship,” (Thesis Committee Chair).

Hengjun, Lin, July 2014, “Coverage of Tobacco in Chinese Newspapers” (Thesis Committee Chair).

Masters Committee Member (n=5)

Mika Hashimoto July 2021. (Thesis Committee Member)

Kalke, Kerstin July 2016. Mobile-Based Sexual Education (Thesis Committee Member)

Oostman, Kimm June 2016. Social Media and Regret (Thesis Committee Member)

Kimura, Miwa, February 2013, “A program of Attraction Rather than Promotion: Encouraging Newcomers to ‘Keep Coming Back,’” (Thesis Committee Member).

Vasquez Guzman, Cirilia Estela, April, 2012, “Conceptualizing Mental Health: A Qualitative Study on Mexican Immigrant Mothers’ Definitions of their Children’s Mental Health in New Mexico,” (Thesis Committee Member).

Site Preceptor, MPH George Washington University (n=2)

Carver, Hannah. Summer 2017. Research project: “Analysis of breast cancer apps.”

Van Meter, L. Summer 2016. Research project: “Affordable Care Act and HIV Services.”

Medical Student Mentoring (n=11)

Lucas Maestas, Spring 2021-present. Twitter online misinformation about vaccinations.

Matthew Lucero, Spring 2021-present. HIV-related communication.

Kenneth Haffer, Fall 2020. Use of Twitter for anti vaccination messages.

Paulina Majewska, Spring 2018-2020. Transition in care following the Affordable Care Act among Ryan White Clients in New Mexico, Vaccination-related tweets.

Leah Lucero, Spring 2016. Latina oncology patients' perspectives of cancer clinical trials.

Darian Dahwan, Spring 2016. Latina oncology patients' perspectives of cancer clinical trials.

Attreya Aarty, Spring 2016. "The impact of culture on perceptions of organ donation," Medical Student Required Research

Lola Carette. M.D., Spring 2013, "Parental perceptions of early childhood mental health," Medical Student Required Research

Nguyen Hieu, Spring 2013, "The impact of culture on perceptions of organ donation," Student's Initiated Research.

Gilluli Zach, Spring 2013, "The impact of culture on perceptions of organ donation," Student's Initiated Research.

Benavidez Julian, Spring 2013, "The impact of culture on perceptions of organ donation," Student's Initiated Research.

Undergraduate Student Mentoring (n=9)

Cartron, Melanie, Summer 2020. Twitter and Anti Vaccination Social Networks. Undergraduate Pipeline Network Summer Research.

Cartron, Melanie, Fall 2020-Spring 2021. Parental Perceptions of Early Childhood Mental Health. Independent Study. The student was accepted to a graduate program in Europe in Fall 2021.

Brooke Dunn, 2019-2020. Independent study on Cancer Clinical Trials Communication. The student was accepted to UNM school of Medicine.

Phuong Anh Nguyen, B.S., Spring 2014. "Asian Cancer Patients' Perceptions of Cancer Clinical Trials and Treatment Decision Making; Development of a Survey in Vietnamese," Independent Study. The student was accepted to UNM graduate program in bio-engineering.

Menchaca Perla, B.S., Fall 2013. "Latino Patients' Narratives of Cancer Treatment Decision Making, Independent Study."

Mitchell Veronica, Fall 2013, "Cancer Information Seeking," Independent Study. The student was accepted to UNM graduate program in bio-engineering.

Wilcox, Bryan, B.A., Summer 2012 – Summer 2013, "HIV Services Needs Assessment,"

Recipient of the College of Arts and Sciences Undergraduate Student Research Award (\$500). The student was accepted to and have graduated from Political Science doctoral program at the University of California, Los Angeles and is a research scientist at Facebook.

Winer Michael, B.S., Fall 2012, A Service-Learning Journey to Guatemala and Experiences in Health Care Volunteering, Independent Study. The student was admitted to and have graduated the UNM School of Medicine.

Phuong Anh Nguyen. B.S., Summer 2012 – Fall 2012, Undergraduate Pipeline Network..

Meissnest Aubrey, B.S., Summer 2011, Undergraduate Pipeline Network.

Classroom Teaching

2021, Spring; CJ 609 Mixed Methods; 7 Students

2021, Spring; HMHV 310; Health and Cultural Diversity; 28 students

2020, Fall C&J 323 Nonverbal Communication, (online) 33 students.

2020, Fall C&J 500 Communication Theories, 10 students

2020, Fall C&J 550, Health Communication, 11 students

2020, Summer, C&J 393, Advance cannabis and communication, 15 students

2020, Spring: C&J 450 Health Communication; 26 students

2019, Fall; HMHV 310; Health and Cultural Diversity; 28 students

2019, Spring; Cannabis and Communication, 57 students

2019, Spring; HMHV 310; Health and Cultural Diversity; 20 students

2018, Winter: CJ 333 Professional Communication (online), 40 students.

2018, Fall; CJ 609 Mixed Methods

2018, Fall; CJ 550 Health Communication

2018, Spring; Special Topics in Health Communication: mHealth and Behavior Change, 7 students

2018, Spring; Health and Cultural Diversity; HMHV 310; 26 students.

2017, Fall: Persuasion, C&J 327 (online). 39 students

2017, Fall; Culture & Disparities in Health Communication; C&J 555, 7 students

2017, Fall; Mixed Methods Research C&J 609; 10 students

2017, Summer. Communication in Organizations, C&J 310 (online). 39 students

2016; Spring; Health and Cultural Diversity; HMHV 310; 28 students.

2016; Fall: Mixed Methods Research C&J 609; 9 students

2016; Fall: Intercultural Communication; C&J 314; 45 students in 4 campuses

2016; Fall: Special Topics in Health Communication: mHealth and Behavior Change

2015; Spring: Culture & Disparities in Health Communication; C&J 555.

2015; Spring; Health and Cultural Diversity; HMHV 310.

2014; Fall, Culture & Disparities in Health Communication; C&J 555; 13 students.

2014; Summer, Intercultural communication; C&J 314; 13 students.

2014; Spring; Health Communication; C&J 550; 7 students.

2014; Spring; Health and Cultural Diversity; HMHV 310; 28 students.

2013; Spring; Health and Cultural Diversity; HMHV 310; 28 students.

2013; Spring; Interpersonal Communication; C&J 221; 28 students.

2012; Fall; Interpersonal Communication; C&J 221; 23 students.
2012; Fall; Culture & Disparities in Health Communication; C&J 555; 9 students.
2012; Spring; Health Communication; C&J 550; 7 students.
2012; Spring; Health and Cultural Diversity; HMHV 310; 28 students.
2011; Fall; Interpersonal communication; C&J 221; 20 students.
2011; Fall; Quantitative Research Methods; C&J 607; 7 students.

Service

Reviewing for academic publishers

Reviewer, *Handbook of Complex Systems in Social Sciences*. Book proposal, Sage.
Reviewer, various Mixed Methods books, Sage

Reviewing for journals

AIDS Care and Behavior
BMC Public Health
Health Communication
Journal of Applied Communication Research
Journal of Computer-Mediated Communication
Journal of Communication Education
Journal of CyberPsychology
Journal of General Internal Medicine
Journal of HIV/AIDS & Social Services
Journal of immigrant and minority health
Journal of Nurses in AIDS Care
Journal of Medical Internet Research (JMIR)
Journal of Medical Internet Research (JMIR) Cancer
Journal of Medical Internet Research (JMIR) mHealth
Journal of Media and Children.
Journal of Patient Education and Counseling
Journal for the Poor and Underserved
New Media and Society
Media, Health & Psychology.
Psychology, Health & Medicine

Editorial Board Member, *Communication Reports*, 2014-Present.

Reviewing for academic conferences

Reviewer for the Health Communication Division International Communication Association
2008-Present.
Reviewer for the Health Communication Division, Western States Communication Association
Convention, 2005-Present.

Reviewer for Human Communication and Technology Division at the National Communication Association 2005-2007 Conventions.

Reviewer for the Health Communication Division National Communication Association 2004-Present.

Reviewer for the Organizational Communication Division. Western States Communication Association 2002-2006.

Grant Reviews

Formal member of the UNM American Cancer Society Institutional Research Review Committee 2020-Present.

Reviewer for Mountain West IDeA Clinical and Translational Research –Infrastructure Network (CTR-IN) Pilot Projects, 2018-2019.

Reviewer for American Cancer Society Institutional Research Pilot Projects, 2017-Present.

Additional service to the field

Professional Development Chair, APHA HCWG 2021-Present.

Immediate Past Chair, American Public Health Association, 2019-2020

Chair, APHA HCWG 2017-2018

Chair, Paper Session. *Talking About Cancer: Patient Self-Disclosure and Willingness to Communicate*. International Communication Association Annual Convention, Seattle, WA, May, 2014.

Chair, Health Communication Division, Western States Communication Association. 2007.

Chair, Paper Session, *Health Information and the Internet*. National Communication Association Annual Convention, Chicago, IL, November, 2004.

Sample Service and Administrative Work in Department, College, and University committees

Acting Chair, Communication and Journalism Department, University of New Mexico, Spring-Summer 2020.

Role and responsibilities included oversight of departmental budget; scheduling of courses for faculty, graduate students, term teachers, and part time instructors; management and oversight of faculty support and mentoring junior faculty; analysis and engagement of department faculty and administration to influence strategic directions, future lines and staffing; strategic budget planning initiation and oversight of collaborations with other departments across UNM and with community and professional organizations.

Associate Chair, Communication and Journalism Department, University of New Mexico, 2017-

Present

Role and responsibilities include management and oversight of junior faculty support mentoring, analysis and engagement of department faculty and administration to influence strategic directions, future lines and staffing, strategic budget planning, initiate and oversee collaborations with other departments across UNM and with community and professional organizations.

Tenure and Promotion Committee Member, College of Arts and Sciences, 2018-2020.

Search Committee Member, Journalism Assistant Professor, Fall 2019.

Member, M.A. Graduate Studies Committee. Department of Communication and Journalism, University of New Mexico, 2018-2019.

Search Committee Chair, Health Communication Assistant Professor, Fall 2017.

Member, Communication and Journalism Department Head Search Committee, 2016.

Member, hiring committee for the University of New Mexico Cancer Center Associate Director to the Community Partnerships and Health Disparities Office, Fall 2014.

Member, Colloquium committee- Department of Communication and Journalism, University of New Mexico, 2014- 2015.

Member, Doctoral Studies Committee. Department of Communication and Journalism, University of New Mexico, 2012-2014; 2016.

Interim Director, University of New Mexico Cancer Center, Community Partnerships and Health Disparities Office, September 2012-April 2013.

Role and responsibilities include management and oversight of community-based research to address cancer health disparities in New Mexico underserved communities; and supervision of community outreach leaders.

Chair, Institute on Culture, Communication and Change, University of New Mexico Department of Communication and Journalism, 2011-2012. Leading community academic-partnership initiative. Oversight and leading a meeting in community-setting with community organization with the goal of creating collaboration on research and service.

Member, Health Communication Group, American Public Health Association, 2007-Present.

Member, University of New Mexico Cancer Center Division of Population Science, 2011-present.

Associated Member, University of New Mexico Cancer Center (competitive selection) 2011-Present.

Co-facilitator, University of New Mexico school of Medicine, Perspectives in Medicine (PIM). 2012.

Chair and Program Planner, the Health Communication Interest Group of Western States Communication Association, 2006-2007.

Community Service

New Mexico's Public Health Institute Center for Health Innovations, Spring 2021. Presenter: COVID-19, Tailoring Interactions to Positively impact Your Community (presented about Twitter Misinformation about Vaccinations to a group of public health practitioners).

Advance, University of New Mexico Communication Board 2019-2020.

New Mexico Hepatitis C Task Force, December 2018-2019.

University of New Mexico Hospital; Health Literacy Action Group, 2018-Present.

University of New Mexico Hospital; Design of health educational materials, Spring 2013. As part of Service Learning, I facilitated pre-medical student creation of health education materials targeting patients and families from under-served communities according to content areas identified by the hospital.

Presenter, HIV Quality Control Group, 2013.

Presented and attended New Mexico Community Planning and Advocacy Action Group (NMCPAG), 2012-present.

Presenter, Community Health Fair. Represented University of New Mexico Cancer Center, 2010.

Attendee, International District Health Community Coalition. Participated in monthly meeting, including community advocacy and planning, 2010-2011.

Volunteer Consultant. Designing messages for women with bladder infection who use Emergency Room services. Hadassah School of Medicine, Jerusalem, Israel, 2003.

Board Member, Open Door, Israel. 2003-2004.

Professional memberships

American Academy of Health Behavior.

American Association for Cancer Research.

American Public Health Association.

International Communication Association.

National Communication Association.

Western States Communication Association.