

CURRICULUM VITAE

Brian A. Primack, MD, PhD, MS, EdM

Dean, University of Pittsburgh Honors College
Bernice L. and Morton S. Lerner Endowed Chair
Professor of Medicine, Pediatrics, and Clinical and Translational Science, with tenure
Director, Center for Research on Media, Technology, and Health

University of Pittsburgh, Pittsburgh, Pennsylvania

BIOGRAPHICAL INFORMATION

Name: Brian A. Primack Citizenship: USA
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EDUCATION AND TRAINING

Undergraduate

1987–1991 Yale University BA (1991), English and Mathematics
New Haven, CT *Magna cum Laude*
GPA 3.7/4.0

Graduate

1992–1993 Harvard University EdM (1993), Human Development,
Cambridge, MA Psychology, and Education
GPA 3.9/4.0

1995–1999 Emory University MD (1999), Medicine
Atlanta, GA *Summa cum Laude*
GPA 4.0/4.0

2005–2008 University of Pittsburgh MS (2008), Clinical and Translational
Pittsburgh, PA Science
GPA 4.0/4.0

2008–2011 University of Pittsburgh PhD (2011), Clinical and Translational
Pittsburgh, PA Science
GPA 4.0/4.0

Residency

1999–2002 University of Pittsburgh Medical Intern and Resident, University of
Center Pittsburgh Medical Center Family
Pittsburgh, PA Medicine Residency Program [Director:
Ted Schaffer, MD]

APPOINTMENTS AND POSITIONS

Academic Appointments

- 2017–present Dean, University Honors College, University of Pittsburgh, Pittsburgh, PA
- 2017–present Bernice L. and Morton S. Lerner Endowed Chair, University of Pittsburgh, Pittsburgh, PA
- 2016–2017 Leo H. Crip Endowed Chair in Patient Care, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2016–present Professor of Medicine (with tenure), Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2016–present Professor of Pediatrics (secondary appointment), Division of Adolescent Medicine, Department of Pediatrics, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2016–present Professor of Clinical and Translational Science (tertiary appointment), School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2014–present Director, Center for Research on Media, Technology, and Health, Schools of the Health Sciences (Medicine, Public Health, Nursing, Pharmacy, Dentistry, and Rehabilitation), University of Pittsburgh, Pittsburgh, PA
- 2014–2017 Assistant Vice Chancellor for Research on Health and Society, Schools of the Health Sciences (Medicine, Public Health, Nursing, Pharmacy, Dentistry, and Rehabilitation), University of Pittsburgh, Pittsburgh, PA
- 2014–2016 Associate Professor of Clinical and Translational Science (tertiary appointment), Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2011–2016 Associate Professor of Medicine, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2011–2016 Associate Professor of Pediatrics (secondary appointment), Division of Adolescent Medicine, Department of Pediatrics, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2010–2014 Director, Program for Research on Media and Health, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2009–present Affiliated Faculty Member, Section of Health Disparities and International Health, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA.

- 2008–present Affiliated Faculty Member, RAND–University of Pittsburgh Health Institute, Pittsburgh, PA
- 2007–present Core Faculty Member, Center for Research on Health Care, University of Pittsburgh, Pittsburgh, PA
- 2007–present Affiliated Faculty Member, Center for Health Equity Research and Promotion, VA Pittsburgh Healthcare System, Pittsburgh, PA
- 2007–present Affiliated Faculty Member, Institute for Clinical Research Education, University of Pittsburgh, Pittsburgh, PA
- 2007–2011 Assistant Professor of Pediatrics (secondary appointment), Division of Adolescent Medicine, Department of Pediatrics, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2005–2011 Assistant Professor of Medicine, Division of General Internal Medicine, Department of Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 2002–2005 Assistant Professor of Family Medicine, Department of Family Medicine, School of Medicine, University of Pittsburgh, Pittsburgh, PA
- 1993–1995 Instructor of Mathematics, Department of Mathematics, University of Maryland, College Park, MD
- 1992–1993 Teacher, American International School of Niamey, Niger, West Africa

Nonacademic Appointments

- 2013–2016 Physician, General Internal Medicine, Montefiore Hospital, Pittsburgh, PA
- 2007–2013 Physician, Student Health Service, Carnegie Mellon University, Pittsburgh, PA
- 2004–2007 Physician, Student Health Service, University of Pittsburgh, Pittsburgh, PA
- 2002–2004 Physician, Matilda Theiss Health Center (federally-qualified health center), Pittsburgh, PA
- 2000 Dean of Students, Exploration Summer Program, Wellesley, MA
- 1995–1996 Resident Director, Emory University, Atlanta, GA
- 1993–1995 Head of House, Exploration Summer Program, Wellesley, MA
- 1990–1992 Instructor and Counselor, Exploration Summer Program, Wellesley, MA
- 1990–1991 Freshman Counselor, Yale University, New Haven, CT
- 1988 Mathematician, National Security Agency, Fort Meade, MD

CERTIFICATION AND LICENSURE

- 2003–2023 Board Certification, American Board of Family Medicine (successfully renewed on first attempt in 2013)
- 2000–present Medical License, Commonwealth of PA

MEMBERSHIPS IN PROFESSIONAL AND SCIENTIFIC SOCIETIES

- 2007–present Society of Behavioral Medicine
- 2005–present Society for Adolescent Health and Medicine
- 2003–present National Association for Media Literacy Education
- 2003–present American Public Health Association
- 2002–2005 Society for Public Health Education
- 2002–2004 Society of Teachers of Family Medicine
- 1999–2005 American Academy of Family Physicians

HONORS AND AWARDS

- 2018 Altmetric Top 100 award. Original research manuscript published in *American Journal of Preventive Medicine* was #73 in terms of publicity for all published research in 2017, which included over 2.2 million articles.
- 2017 Plenary Student Research Award (to my mentee). Shenouda M, **Primack BA***, Conti T, Wilson A. Systematic Qualitative Assessment of Health Needs and Barriers in a Low-Income Community. 26th International Conference on Healthcare & Life-Science Research (ICHLSR). Dubai, United Arab Emirates. December 23, 2017.
- 2017 NIH Director’s Blog. Interviewed for **Primack BA**, Shensa A, Sidani JE, Whaite EO, Lin L, Rosen D, Colditz JB, Radovic A, Miller E. Social media use and social isolation among young adults in the United States. *American Journal of Preventive Medicine*. In press, 2017.
- 2016 Society of Behavioral Medicine Executive Leadership Fellow

- 2016 Outstanding Research Award. Awarded for **Primack BA**, Shensa A, Sidani JE, Hoffman BL, Soneji S, James AE, Sargent JD, Fine MJ. Initiation of Cigarette Smoking after E-cigarette Use: A Nationally-Representative Study. Oral Presentation. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. March 30, 2016.
- 2016 Outstanding Student Research Award (to my mentee). Awarded for Corbin B, Colditz JB, Raithel A, Switzer GE, Sidani JE, Klatt P, **Primack BA**. The SMARxT Media Literacy Program: A Pilot Study to Improve Evidence-Based Prescribing among Medical Residents. Oral Presentation. 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine. Washington, DC. April 1, 2016.
- 2016 Institute for Clinical Research Education Distinguished Alumnus of the Year
- 2014 Outstanding Medical Student Research Mentor, University of Pittsburgh School of Medicine
- 2013 Outstanding Medical Student Research Mentor, University of Pittsburgh School of Medicine (Received two years in a row)
- 2012 Best Student Research and Travel Award (to my mentee). Awarded for Carroll MV, Shensa A, **Primack BA**. A comparison of internet videos related to cigarette and hookah tobacco smoking. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
- 2011 Best Student Research Award (to my mentee). Awarded for Nuzzo E, Rice KR, Sargent JD, **Primack BA**. Alcohol brand appearances in U.S. popular music. Society for Behavioral Medicine Annual Meeting 2011. Washington, DC. April 30, 2011.
- 2010 Best Poster Award, Association for Clinical Research Training and Society for Clinical and Translational Science. Awarded for **Primack BA**, Dilmore TC, Switzer GE, Bryce CL, Seltzer DL, Li J, Landsittel D, Kapoor WN, Rubio DM. Burnout among early career clinical investigators. Joint Annual Meeting of the Association for Clinical Research Training and Society for Clinical and Translational Science, Washington, DC. April 2010.
- 2010 Top Early Career Researcher Award, Society of Behavioral Medicine (given to one individual annually)
- 2010 University of Pittsburgh Cancer Institute Junior Research Scholar Award (plaque and cash award)
- 2009 Physician Faculty Scholar Award, Robert Wood Johnson Foundation
- 2006 New Investigator Award for "Excellence in Research Unique to the Development and Health Care Needs of Adolescents," Society for Adolescent Medicine (given to one individual annually)

- 2006 Bronze Telly Award (National Video Production Award), Health and Wellness Category (trophy)
- 2005 Innovation in Education Award, University of Pittsburgh
- 2003 Program Award in Cancer Control, American Cancer Society
- 2002 Outstanding Teaching Resident Award, UPMC St. Margaret Hospital, Pittsburgh, PA
- 1999 Graduated *summa cum laude* and was first in the Class of 1999, Emory University School of Medicine
- 1998 Elected to Alpha Omega Alpha (medical honor society representing top 3% of class)
- 1997 Stanley Foundation Fellowship (research grant)
- 1997 Award for Service to the Community, Anne Elizabeth and Harper Gaston Service Award, Atlanta, GA (\$10,000 cash award)
- 1995 Robert W. Woodruff Fellowship in Medicine (full four-year scholarship and stipend to medical school, given to 4 individuals from a pool of over 5000 applications received)
- 1992 Niger National Champion, Individual Category, International French Mathematics Competition of 1992, *Fédération Française des Jeux Mathématiques*, Paris, France
- 1991 Commencement Day Speaker, Class of 1991, Yale University
- 1991 Graduated *magna cum laude*, Yale University
- 1991 Graduated with distinction in the English major, Yale University
- 1991 Fellow's Prize for "Academic Achievement Above and Beyond the Call of Duty," Saybrook College of Yale University

PUBLICATIONS

Refereed Articles of Original Research (*Indicates mentoring or supervisory author)

1. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale for adolescents. *Archives of Pediatric and Adolescent Medicine*. 2006;160(4):369-74. PMID: 16585481. PMCID: PMC3001232.
2. **Primack BA**, Gold MA, Land SR, Fine MJ. Association of cigarette smoking and media literacy about smoking among adolescents. *Journal of Adolescent Health*. 2006;39(4):465-72. PMID: 16982379. PMCID: PMC3008629.
3. **Primack BA**, Switzer GE, Dalton MA. Improving measurement of normative beliefs involving smoking among adolescents. *Archives of Pediatric and Adolescent Medicine*. 2007;161(5):434-9. PMID: 17485617. PMCID: PMC3008629.

4. **Primack BA**, Bui T, Fertman CI. Social marketing meets health literacy: innovative improvement of health care providers' comfort with patient interaction. *Patient Education and Counseling*. 2007;68(1):3-9. PMID: 17418522. PMCID: PMC3013365.
5. **Primack BA**, Bost JE, Land SR, Fine MJ. Volume of tobacco advertising in African American markets: systematic review and meta-analysis. *Public Health Reports*. 2007;122(5):607-15. PMID: 17877308. PMCID: PMC1936959.
6. **Primack BA**, Dalton MA, Carroll MV, Agarwal AA, Fine MJ. Content analysis of tobacco, alcohol, and other drugs in popular music. *Archives of Pediatric and Adolescent Medicine*. 2008;162(2):169-75. PMID: 18250243. PMCID: PMC3004676.
7. **Primack BA**, Land SR, Fine MJ. Adolescent smoking and volume of exposure to various forms of media. *Public Health*. 2008;122(4):379-89. PMID: 18206196. PMCID: PMC3001229.
8. **Primack BA**, Gold MA, Schwarz EB, Dalton MA. Degrading and non-degrading sex in popular music: a content analysis. *Public Health Reports*. 2008;123(5):593-600. PMID: 18828414. PMCID: PMC2496932.
9. **Primack BA**, Sidani J, Agarwal AA, Shadel WG, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among U.S. university students. *Annals of Behavioral Medicine*. 2008;36(1):81-6. PMID: 18719977. PMCID: PMC3004534.
10. **Primack BA**, Hobbs R. Association of various components of media literacy and adolescent smoking. *American Journal of Health Behavior*. 2009;33(2):192-201. PMID: 18844513. PMCID: PMC3001227.
11. **Primack BA**, Kraemer KL, Fine MJ, Dalton MA. Media exposure and marijuana and alcohol use among adolescents. *Substance Use and Misuse*. 2009;44(5):722-39. PMID: 19306219. PMCID: PMC3008330.
12. **Primack BA**, Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Association between media use in adolescence and depression in young adulthood: a longitudinal study. *Archives of General Psychiatry*. 2009;66(2):181-8. PMID: 19188540. PMCID: PMC3004674.
13. **Primack BA**, Walsh M, Bryce C, Eissenberg T. Water-pipe tobacco smoking among middle and high school students in Arizona. *Pediatrics*. 2009;123(2):e282-8. PMID: 19171581. PMCID: PMC3013632.
14. Adachi-Mejia AM, **Primack BA***, Beach ML, Titus-Ernstoff L, Longacre MR, Weiss JE, Dalton MA. Influence of movie smoking exposure and team sports participation on established smoking. *Archives of Pediatric and Adolescent Medicine*. 2009;163(7):638-43. PMID: 19581547. PMCID: PMC3006430.
15. **Primack BA**, Fine D, Yang CK, Wickett D, Zickmund S. Adolescents' impressions of antismoking media literacy education: qualitative results from a randomized controlled trial. *Health Education Research*. 2009;24(4):608-21. PMID: 19052155. PMCID: PMC2706492.

16. **Primack BA**, Sidani J, Carroll MV, Fine MJ. Associations between smoking and media literacy in college students. *Journal of Health Communication*. 2009;14(6):541-55. PMID:19731126. PMCID: PMC3008588.
17. **Primack BA**, Douglas EL, Fine MJ, Dalton MA. Exposure to sexual lyrics and sexual experience among urban adolescents. *American Journal of Preventive Medicine*. 2009;36(4):317-23. PMID: 19285196. PMCID: PMC3008595.
18. Rubin AG, Gold MA, **Primack BA***. Associations between depressive symptoms and sexual risk behavior in a diverse sample of female adolescents. *Journal of Pediatric and Adolescent Gynecology*. 2009;22(5):306-12. PMID: 19592279. PMCID: PMC3004526.
19. Arke ET, **Primack BA***. Quantifying media literacy: development, reliability, and validity of a new measure. *Educational Media International*. 2009;46(1):53-65. PMID: 21572920. PMCID: PMC3092308.
20. Fertman CI, **Primack BA***. Elementary student self-efficacy scale development and validation focused on student learning, peer relations, and resisting drug use. *Journal of Drug Education*. 2009;39(1):23-38. PMID: 19886160. PMCID: PMC3008354.
21. Sherman EJ, **Primack BA***. What works to prevent adolescent smoking? A systematic review of the National Cancer Institute's Research-Tested Intervention Programs. *Journal of School Health*. 2009;79(9):391-9. PMID: 19691713. PMCID: PMC3004538.
22. **Primack BA**, Fertman CI, Rice KR, Adachi-Mejia AM, Fine MJ. Waterpipe and cigarette smoking among college athletes in the United States. *Journal of Adolescent Health*. 2010;46(1):45-51. PMID: 20123257. PMCID: PMC3001225.
23. **Primack BA**, Douglas EL, Kraemer KL. Exposure to cannabis in popular music and cannabis use among adolescents. *Addiction*. 2010;105(3):515-23. PMID: 20039860. PMCID: PMC2881613.
24. Simon MA, **Primack BA**, Teuteberg J, Kormos RL, Bermudez C, Toyoda Y, Shah H, Gorcsan J 3rd, McNamara DM. Left ventricular remodeling and myocardial recovery on mechanical circulatory support. *Journal of Cardiac Failure*. 2010;16(2):99-105. PMID: 20142020. PMCID: PMC2819986.
25. Azab M, Khabour OF, Alkaraki AK, Eissenberg T, Alzoubi KH, **Primack BA***. Water pipe tobacco smoking among university students in Jordan. *Nicotine and Tobacco Research*. 2010;12(6):606-12. PMID: 20418383. PMCID: PMC2878728.
26. **Primack BA**, Wickett DJ, Kraemer KL, Zickmund S. Teaching health literacy using popular television programming: a qualitative pilot study. *American Journal of Health Education*. 2010;41(3):147-54. PMID: 23998135. PMCID: PMC3757562.

27. Snyder ME, Zillich AJ, **Primack BA**, Rice K, McGivney MA, Pringle JL, Smith RB. Exploring successful community pharmacist-physician collaborative working relationships using mixed methods. *Research in Social and Administrative Pharmacy*. 2010;6(4):307-23. PMID: 21111388. PMCID: PMC3004536.
28. Gold MA, Sheftel AV, Chiapetta L, Young AJ, Zuckoff A, Clemente CC, **Primack BA***. Associations between religiosity and sexual and contraceptive behaviors. *Journal of Pediatric and Adolescent Gynecology*. 2010;23:290-97. PMID: 20493738. PMCID: PMC2933332.
29. Dilmore TC, Rubio DM, Cohen E, Seltzer DL, Switzer GE, Bryce CL, **Primack BA**, Fine MJ, Kapoor WN. Psychometric properties of the mentor role instrument when used in an academic medicine setting. *Clinical and Translational Science*. 2010;3(3):104-8. PMID: 20590679. PMCID: PMC3042890.
30. **Primack BA**, Dilmore TC, Switzer GE, Bryce CL, Seltzer DL, Li JI, Landsittel DP, Kapoor WN, Rubio DM. Burnout among early-career research trainees. *Clinical and Translational Science*. 2010;3(4):186-8. PMID: 20718821. PMCID: PMC2925292.
31. Shadel WG, Martino S, Haviland A, Setodji C, **Primack BA**. Smoking motives in movies are important for understanding adolescent smoking: A preliminary investigation. *Nicotine and Tobacco Research*. 2010;12(8):850-4. PMID: 20576800. PMCID: PMC2917740.
32. Bier MC, Spring SJ, Shields D, Zwarun L, Sherblom S, **Primack BA**, Pulley C, Rucker B. School-based smoking prevention with media literacy: A pilot study. *Journal of Media Literacy Education*. 2011;2(3):185-98.
33. Longacre M, **Primack BA***, Owens PM, Gibson L, Beauregard S, Dalton MA. Public directory data sources do not accurately characterize the community food environment in two predominantly rural states. *Journal of the American Dietetic Association*. 2011;111:577-82. PMID: 21443992. PMCID: PMC3119892.
34. **Primack BA**, Silk JS, DeLozier CR, Shadel WS, Dillman Carpentier F, Dahl RE, Switzer GE. Using ecological momentary assessment to determine media use by individuals with and without major depressive disorder. *Archives of Pediatric and Adolescent Medicine*. 2011;165(4):360-5. PMID: 21464384. PMCID: PMC3074228.
35. Lee JS, **Primack BA***, Mor MK, Stone RA, Obrosky DS, Yealy DM, Fine MJ. Processes of care and outcomes for community-acquired pneumonia. *American Journal of Medicine*. 2011;124(12):1175.e9-17. PMID: 22000624. PMCID: PMC3578284.
36. Hu X, **Primack BA***, Barnett TE, Cook RL. College students and use of K2: An emerging drug of abuse in young persons. *Substance Abuse Treatment, Prevention, and Policy*. 2011;6:16. PMID: 21745369. PMCID: PMC3142218.
37. Rubio DM, **Primack BA**, Switzer GE, Bryce CL, Seltzer DL, Kapoor WN. A comprehensive career-success model for physician-scientists. *Academic Medicine*. 2011;86(12):1571-6. PMID: 22030759. PMCID: PMC3228877.

38. **Primack BA**, Longacre MR, Beach M, Adachi-Mejia AM, Dalton MA. Association of established smoking among adolescents with timing of exposure to smoking depicted in movies. *Journal of the National Cancer Institute*. 2012;104(7):1571-6. PMID: 22423010. PMCID: PMC3317882.
39. **Primack BA**, Nuzzo E, Rice K, Sargent J. Alcohol brand references in U.S. popular music. *Addiction*. 2012;107(3):557-66. PMID: 22011113. PMCID: PMC3273659.
40. **Primack BA**, Rice KR, Shensa A, Carroll MV, DePenna EJ, Nakkash R, Barnett T. U.S. hookah tobacco smoking establishments advertised on the internet. *American Journal of Preventive Medicine*. 2012;42(2):150-6. PMID: 22261211. PMCID: PMC3391575.
41. Salgado MV, Perez-Stable EJ, **Primack BA**, Kaplan CP, Mejia RM, Gregorich SE, Alderete E. Association of media literacy with cigarette smoking among youth in Jujuy, Argentina. *Nicotine & Tobacco Research*. 2012;14(5):516-21. PMID: 22193569. PMCID: PMC3337534.
42. **Primack BA**, Kim KH, Shensa A, Sidani JE, Barnett TE, Switzer GE. Tobacco, marijuana, and alcohol use in University students: A cluster analysis. *Journal of American College Health*. 2012;60(5):374-86. PMID: 22686360. PMCID: PMC3401532.
43. **Primack BA**, Carroll MV, McNamara M, Klem ML, King B, Rich MO, Chan CW, Nayak S. Role of video games in improving health-related outcomes: a systematic review. *American Journal of Preventive Medicine*. 2012;42(6):630-8. PMID: 22608382. PMCID: PMC3391574.
44. **Primack BA**, Roberts T, Fine MJ, Dillman Carpentier FR, Rice KR, Barnato AE. ER vs. ED: A comparison of televised and real-life emergency medicine. *Journal of Emergency Medicine*. 2012;43(6):1160-6. PMID: 22766407. PMCID: PMC3391574.
45. Carroll MV, Shensa A, **Primack BA***. A comparison of cigarette and hookah-related videos on YouTube. *Tobacco Control*. 2013;22(5):319-323. PMID: 22363069. PMCID: PMC3655091.
46. Shadel WG, Martino S, Setodji C, Haviland A, **Primack BA**, Scharf D. Motives for smoking in movies affect future smoking risk in middle school students: An experimental investigation. *Drug and Alcohol Dependence*. 2012;123(1-3):66-71. PMID: 22074766. PMCID: PMC3288217.
47. Khabour OF, Alzoubi KH, Eissenberg T, Mehrotra P, Azab M, Carroll MV, Afifi RA, **Primack BA***. Waterpipe tobacco and cigarette smoking among university students in Jordan. *International Journal of Tuberculosis and Lung Disease*. 2012;16(7):986-92. PMID: 22525279. NIHMSID: 387888.
48. **Primack BA**, Hopkins M, Hallett C, Carroll MV, Zeller M, Dachille K, Donohue JM. U.S. health policy related to hookah tobacco smoking. *American Journal of Public Health*. 2012;102(9):e47-51. PMID: 22827447. PMCID: PMC3482044.
49. **Primack BA**, Land SR, Fan J, Kim KH, Rosen DA. Associations of mental health problems with waterpipe tobacco and cigarette smoking among college students. *Substance Use and Misuse*. 2013;48(3):211-219. PMID: 23302059. PMCID: PMC3582711.

50. **Primack BA**, Douglas E, Land SR, Miller E, Fine MJ. Comparison of media literacy and usual education to prevent tobacco use: A cluster randomized trial. *Journal of School Health*. 2014;84(2):106-115. PMID: 25099425. PMCID: PMC4126196.
51. Nuzzo E, Shensa A, Kim KH, Fine MJ, Barnett TE, Cook R, **Primack BA***. Associations between hookah tobacco smoking knowledge and hookah smoking behavior among U.S. college students. *Health Education Research*. 2013;28(1);92-100. PMID:22987864. PMCID: PMC3549589.
52. **Primack BA**, Shensa A, Kim KH, Carroll MV, Hoban MT, Leino EV, Eissenberg T, Dachille KH, Fine MJ. Waterpipe smoking among U.S. university students. *Nicotine & Tobacco Research*. 2013;15(1);29-35. PMID: 22641433. PMCID: PMC3524056.
53. Barnett TE, Shensa A, Kim KH, Cook RL, Nuzzo E, **Primack BA***. The predictive utility of attitudes toward hookah tobacco smoking on current use and use among a sample of college students. *American Journal of Health Behavior*. 2013;37(4):433-439. PMID: 23985224. PMCID: PMC3761412.
54. **Primack BA**, Hendricks KM, Longacre MR, Adachi-Mejia AM, Weiss JE, Titus LJ, Beach ML, Dalton MA. Parental efficacy and child behavior in a community sample of children with and without attention-deficit hyperactivity disorder (ADHD). *Attention Deficit and Hyperactivity Disorders*. 2012;4(4):189-97. PMID: 22886756. PMCID: PMC3562484.
55. Sidani JE, Shensa A, **Primack BA***. Substance use and living arrangement among fraternity and sorority members at U.S. colleges and universities. *Journal of Community Health*. 2012;38(2), 238-245. PMID: 22903805. PMCID: PMC3594445.
56. Robinson GF, Switzer GE, Cohen ED, **Primack BA**, Kapoor WN, Seltzer DL, Bakken LL, Rubio DM. A shortened version of the Clinical Research Appraisal Inventory: CRAI-12. *Academic Medicine*. 2013;88(9):1340-5. PMID: 23886999. PMCID: PMC3758379.
57. Alzoubi KH, Khabour OF, Azab M, Shqair DM, Shihadeh A, **Primack BA**, Eissenberg T. Carbon monoxide exposure and puff topography are associated with the Lebanese Waterpipe Dependence Scale score. *Nicotine & Tobacco Research*. 2013;15(10):1782-6. PMID: 23616231. PMCID: PMC3842104.
58. **Primack BA**, Colditz JB, Cohen E, Switzer GE, Robinson G, Seltzer DL, Rubio DM, Kapoor WN. Measurement of social capital among clinical research trainees. *Clinical and Translational Science*. 2014;7(1):33-7. PMID: 24118964. PMCID: PMC3944911.
59. **Primack BA**, Mah J, Shensa A, Rosen D, Yonas MA, Fine MJ. Associations between race, ethnicity, religion, and waterpipe tobacco smoking. *Journal of Ethnicity in Substance Abuse*. 2014;13(1):58-71. PMID: 24564560. PMCID: PMC3998664.
60. Robinson GF, Switzer GE, Cohen ED, **Primack BA**, Kapoor WN, Seltzer DL, Bakken LL, Rubio DM. Shortening the Work Preference Inventory for use with physician scientists: WPI 10. *Clinical and Translational Science*. 2014;7(4):324-8. PMID: 24405561. PMCID: PMC4090299.

61. Sidani JE, Shensa A, Barnett TE, Cook RL, **Primack BA***. Knowledge, attitudes, and normative beliefs as predictors of hookah tobacco smoking initiation: A longitudinal study of University students. *Nicotine & Tobacco Research*. 2014;16(6):647-54. PMID: 24323574. PMCID: PMC4015087.
62. **Primack BA**, Khabour OF, Alzoubi KH, Switzer GE, Shensa A, Carroll MV, Azab M, Eissenberg T. The LWDS-10J: Reliability and validity of the Lebanon Waterpipe Dependence Scale among university students in Jordan. *Nicotine & Tobacco Research*. 2014;16(7):915-22. PMID: 24571810. PMCID: PMC4133566.
63. **Primack BA**, McClure A, Li Z, Sargent JD. Receptivity to and recall of alcohol brand appearances in US popular music and alcohol-related behaviors. *Alcoholism: Clinical and Experimental Research*. 2014;38(6):1737-44. PMID: 24716496. PMCID: PMC4047148.
64. Carroll MV, Chang J, Sidani JE, Barnett TE, Soule E, Balbach E, **Primack BA***. Reigniting tobacco ritual: Waterpipe tobacco smoking establishment culture in the United States. *Nicotine & Tobacco Research*. 2014;16(12):1549-58. PMID: 24972889. PMCID: PMC4296182.
65. Rubio DM, Robinson GF, Gilliam VA, **Primack BA**, Switzer GE, Seltzer DL, Kapoor WN. Characterization of investigators' approach to translational research: A qualitative study. *Clinical and Translational Science*. 2014;7(6):441-6. PMID: 25066780. PMCID: PMC4268360.
66. Sidani JE, Shensa A, **Primack BA***. Waterpipe steam stones: Familiarity with and use among U.S. young adults. *Nicotine & Tobacco Research*. 2015;17(1):114-8. PMID: 25145376. PMCID: PMC4318932.
67. Soneji S, Sargent JD, Tansky SE, **Primack BA***. Associations between initial waterpipe tobacco smoking and snus and subsequent cigarette smoking: Results from a longitudinal study of U.S. adolescents and young adults. *JAMA Pediatrics*. 2015;169(2):129-36. PMID: 25485959. PMCID: PMC4388043.
68. Phelps-Tschang J, Miller E, Rice K, **Primack BA***. Web-based media literacy to prevent tobacco use among high school students. *Journal of Media Literacy Education*. 2015;7(3):29-40.
69. **Primack BA**, Colditz JB, Pang K, Jackson KM. Portrayal of alcohol intoxication on YouTube. *Alcoholism: Clinical and Experimental Research*. 2015;39(3):496-503. PMID: 25703135. PMCID: PMC4510943.
70. **Primack BA**, Carroll MV, Shensa A, Davis W, Levine MD. Sex differences in hookah-related images posted on Tumblr. *Journal of Health Communication*. 2016;21(3):366-75. PMID: 26890733. PMCID: PMC779493.
71. **Primack BA**, Soneji S, Stoolmiller M, Fine MJ, Sargent JD. Progression to traditional cigarette smoking after electronic cigarette use among U.S. adolescents and young adults. *JAMA Pediatrics*. 2015;169(9):1-7. PMID:26348249. PMCID: PMC4800740.

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78. Lin LY, Sidani JE, Shensa A, Radovic A, Miller E, Colditz JB, **Primack BA***. Association between social media use and depression among U.S. young adults. *Depression and Anxiety*. 2016;33(4):323-31. PMID: 26783723. PMCID: PMC4853817.
79. Levenson JC, Shensa A, Sidani JE, Colditz JB, **Primack BA***. Social media use and sleep disturbance among young adults. *Preventive Medicine*. 2016;85:36-41. PMID: 26791323. PMCID: PMC4857587.
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85. **Primack BA**, Shensa A, Escobar-Viera CG, Barrett EL, Sidani JE, Colditz JB, James AE. Use of multiple social media platforms and symptoms of depression and anxiety: A nationally-representative study among U.S. young adults. *Computers in Human Behavior*. 2017;69:1-9.
86. Hoffman BL, Shensa A, Wessel C, Hoffman RM, **Primack BA***. Exposure to fictional medical television and health: A systematic review. *Health Education Research*. 2017;32(2):107-123. PMID:28334962.
87. Sidani JE, Shensa A, Naidu MR, Yabes J, **Primack BA***. Initiation, progression, and sustained waterpipe use: A nationally-representative longitudinal study of U.S. young adults. *Cancer Epidemiology, Biomarkers, and Prevention*. 2017;26(5):748-755 PMID: 28082346.
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89. Colditz JB, Welling J, Smith NA, James AE, **Primack BA***. World Vaping Day: Contextualizing vaping culture in online social media. *Journal of Mixed Methods Research*. 2017:1-20.
90. **Primack BA**, Colditz JB, Rosen E, Giles LM, Jackson K, Kraemer KL. Portrayal of alcohol brands favored by underage youth on YouTube. *Journal of Studies on Alcohol and Drugs*. 2017;78(5):654-664.
91. Soneji S, Barrington-Trimis JL, Leventhal AM, Unger JB, Gibson LA, Wills TA, Yang J, Andrews JA, Hornick RC, **Primack BA**, Dang R, Sargent JD. Association between initial use of e-cigarettes and subsequent cigarette smoking among adolescents and young adults: A systematic review and meta-analysis. *JAMA Pediatrics*. 2017;171(8):788-797. PMID: 28654986.
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93. Levenson J, Shensa A, Sidani JE, Colditz JB, **Primack BA***. Social media use before bed and sleep disturbance among young adults in the United States: A nationally-representative study. *SLEEP*. 2017;40(9):1-7. PMID: 28934521.

94. Rosen DA, McCall J, **Primack BA***. A telehealth protocol prevents readmission among a high-risk cohort of patients with congestive heart failure. *The American Journal of Medicine*. 2017;130(11):1326-1330.
95. Chakraborty P, Colditz JB, Silvestre AJ, Friedman MR, Bogen KW, **Primack BA***. Using Twitter to characterize public sentiment toward HPV vaccination. *Cogent Med*. 2017;4(1).
96. Whaite E, Shensa A, Sidani JE, Colditz JB, Rosen D, **Primack BA***. Social media relationships and depressive symptoms among U.S. university students. *Personality and Individual Differences*. In press, 2017.
97. **Primack BA**, Shensa A, Sidani JE, Soneji S, Hoffman BL, Sargent JD, James AE, Hoffman R, Fine MJ. Initiation of traditional cigarette smoking after electronic cigarette use among tobacco-naïve U.S. young adults. *American Journal of Medicine*. In press, 2017. PMID: 29242110.
98. Hoffman BL, Rosenthal EL, Colditz JB, McGarry R, **Primack BA***. Use of Twitter to assess viewer reactions to the medical drama *Code Black*. *Journal of Health Communication*. In press, 2017.
99. Colditz JB, Chu K, Switzer GE, Pelechris K, **Primack BA***. Online data to contextualize waterpipe tobacco smoking establishments surrounding large US universities. *Health Informatics Journal*. In press, 2017.
100. Shensa A, Sidani JE, Dew MA, Escobar-Viera CG, **Primack BA***. Social Media Use and Depression and Anxiety Symptoms: A Cluster Analysis. *American Journal of Health Behavior*. In press, 2018.
101. Soneji S, **Primack BA**, Pierce JJ, Sung H, Sargent JD. Quantifying population-level health benefits and harms of e-cigarette use. *PLOS ONE*. In press, 2018.
102. Shensa A, Sidani JE, Escobar-Viera CG, Chu K, Bowman ND, Knight JM, **Primack BA***. Real-life closeness of social media contacts and depressive symptoms among university students. *Journal of American College Health*. In press, 2018.
103. **Primack BA**, Shensa A, Sidani JE, Tulikangas MC, Roberts MS, Colditz JB, James AE, Fine MJ. Comparison of toxicant load from waterpipe and cigarette tobacco smoking among young adults in the United States. *Tobacco Control*. In press, 2018.
104. Hoffman BL, Tulikangas MC, James AE, Shensa A, Colditz JB, **Primack BA***. Pennsylvania policymakers' knowledge, attitudes, and likelihood for action regarding waterpipe tobacco smoking & electronic nicotine delivery systems. *Tobacco Prevention & Cessation*. In press, 2018.

Peer-Reviewed Manuscript Authorship Breakdown

- First author: 46/104 (44%)
- Mentoring/supervising author: 42/104 (40%)
- Other author: 16/104 (15%)

Submitted Manuscripts Currently Under Peer Review (*Indicates mentoring or supervisory author)

1. Corbin BD, Colditz JB, Switzer GE, Sidani JE, Klatt PM, Schaffer T, **Primack BA***. The SMARxT media literacy program: Improving evidence-based prescribing among medical students. [Submitted]
2. Taleb ZB, Laestadius LI, Asfar T, **Primack BA**, Maziak W. #Hookahlife: The rise of waterpipe promotion on Instagram. [Revision requested and submitted]
3. Escobar-Viera CG, Shensa A, Bowman ND, Sidani JE, Knight J, James AE, **Primack BA***. Passive and active social media use and depressive symptoms among U.S. young adults. [Submitted]
4. Sidani JE, Shensa A, Yabes J, Fertman C, **Primack BA***. Waterpipe tobacco smoking among U.S. young adults both in and not in school: A nationally-representative study. [Submitted]
5. **Primack BA**, Karim SA, Shensa A, Bowman B, Knight J, Sidani JE. Positive and negative social media experiences and social isolation. [Revision requested]
6. **Primack BA**, Bisbey M, Shensa A, Bowman B, Karim SA, Knight J, Sidani JE. The association between valence of social media experiences and depression. [Revision requested and submitted]
7. Sidani JE, Shensa A, Wade K, **Primack BA***. Individual social media platforms and eating and body image concerns: A nationally-representative study of U.S. young adults. [Submitted]

Additional Publications, including Reviews, Commentaries, Invited Published Papers, Monographs, Books, and Book Chapters (*Indicates mentoring or lead supervisory author)

1. **Primack BA**. Applied pressure reduced perceived pain at the intramuscular injection site [invited commentary]. *Evidence-Based Medicine*. 2003;8(2):61.
2. **Primack BA**. The WHO-5 Wellbeing Index performed the best in screening for depression in primary care [invited commentary]. *Evidence-Based Medicine*. 2003;139(2):48. PMID: 12954040.
3. **Primack BA**, Pincus HA. Review: complex organisational and educational interventions appear to be effective for managing depression in primary care [invited commentary]. *Evidence-Based Medicine*. 2003;8(6):191.
4. **Primack BA**, Mahaniah KJ. *Anemia*. Leawood, KS: American Academy of Family Physicians; 2004.

5. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. New York, NY: McGraw-Hill; 2004:369-82.
6. **Primack BA**. Mass media and violence. Policy statement for the American Academy of Family Physicians (AAFP). Leawood, KS: AAFP; June 2004.
7. **Primack BA**. Alcohol advertising and youth. Policy statement for the AAFP. Leawood, KS: AAFP; June 2004.
8. **Primack BA**, Zimmerman RK. Immunizations in women [invited article; cover article]. *The Female Patient, Primary Care Edition*. 2004;29(1):12-8.
9. **Primack BA**. Counseling patients on mass media and health [review]. *American Family Physician*. 2004;69(11):2545-6, 2548, 2553-4. PMID: 15202692.
10. **Primack BA**, Zimmerman RK. Update on influenza and other immunizations in women [invited article]. *The Female Patient, Obstetrics/Gynecology Edition*. 2004;29(10):34-40.
11. **Primack BA**. Review: some therapies for treating the irritable bowel syndrome may be effective for symptom improvement [invited commentary]. *American College of Physicians Journal Club*. 2005;142(3):78. PMID: 15862077.
12. **Primack BA**. Review: some evidence shows that self-help books based on cognitive behaviour therapy can relieve depression in some patients [invited commentary]. *Evidence-Based Medicine*. 2006;11(1):8. PMID: 17213050.
13. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. 2nd ed. New York, NY: McGraw-Hill; 2007:329-42.
14. **Primack BA**. Review: nicotine replacement therapy as assisted “reduction-to-stop” reduces smoking and sustains abstinence in smokers [invited commentary]. *Evidence-Based Medicine*. 2009;14(5):144. PMID: 19794019.
15. **Primack BA**. Video games: play or “playlike activity”? [invited commentary]. *American Journal of Preventive Medicine*. 2009;37(4):379-80. PMID: 19765513.
16. **Primack BA**, Mahaniah KJ. Anemia. In: South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. 3rd ed. New York, NY: McGraw-Hill; 2011:337-350.
17. James AE, Gellad W, **Primack BA**. Implications of new insurance coverage for access to care, cost-sharing, and reimbursement. [editorial]. *JAMA*. 2014;311(3):241-2. PMID: 24337312.
18. **Primack BA**, Mahaniah KJ. Anemia: In South-Paul JE, Matheny SC, Lewis EL, eds. *Current Medical Diagnosis and Treatment in Family Medicine*. 4th ed. New York, NY: McGraw-Hill; 2015:332-344.

19. **Primack BA.** Effects of nicotine patch vs. varenicline vs. combination replacement therapy on smoking cessation at 26 weeks: A randomized controlled trial [invited commentary]. *Annals of Internal Medicine.* 2016;164(10):JC54.
20. **Primack BA,** Escobar-Viera CG. Social media as it interfaces with mental illness in transitional age youth [invited review article]. *Child & Adolescent Psychiatric Clinics of North America.* 2017;26(2):217-233.
21. **Primack BA,** Woods MS, Kupersmidt J, Bier M, Austin EW. Tobacco use and media literacy [invited book chapter]. *The International Encyclopedia of Media Literacy.* In press, 2017.
22. Colditz JB, Woods MS, **Primack BA***. Adolescents seeking online health information: Topics, approaches, and challenges [invited book chapter]. *Technology and Adolescent Health.* In press, 2017.
23. **Primack BA,** Shensa A, Sidani JE, Bowman N, Knight J, Karim SA, Bisbey M, Colditz JB, Woods M, Escobar-Viera CG. Toward a paradigm for reducing risk for mental health conditions associated with social media use: Encouraging “REAL” communication [Invited book chapter]. *Families and Technology.* In press, 2017.

Published Abstracts / Presentations (*Indicates mentoring or lead supervisory author)

1. **Primack BA.** Remote control: Media literacy and health education. Oral presentation. Annual Patient Education Conference of the Society of Teachers of Family Medicine and American Association of Family Physicians. Fort Lauderdale, FL. November 22, 2002.
2. **Primack BA.** A family physician–led school-based media education program to reduce adolescent smoking. Oral presentation. World Congress of Family Physicians. Orlando, FL. October 14, 2004.
3. **Primack BA.** Can family physicians buffer the impact of media messages on the health of their patients? Oral presentation. World Congress of Family Physicians. Orlando, FL. October 15, 2004.
4. **Primack BA.** Feasibility of media literacy to prevent adolescent smoking. Poster presentation. Society for Public Health Education Annual Meeting. Washington, DC. November 6, 2004.
5. **Primack BA,** Land SR, Fine MJ. Tobacco-related mass communications aimed at African Americans. Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 8, 2004.
6. **Primack BA,** Steinkamp K, Land SR. Developing school-based media education programs aimed at reducing youth tobacco use. Poster presentation. American Public Health Association Annual Meeting. Washington, DC. November 9, 2004.
7. **Primack BA.** Ad It Up: Innovative smoking media literacy education. Oral presentation. National Association of Media Literacy Education Biannual Meeting. San Francisco, CA. June 26, 2005.

8. **Primack BA**, Gold MA, Switzer GE, Hobbs R, Land SR, Fine MJ. Development and validation of a smoking media literacy scale. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Orlando, FL. February 17, 2006.
9. **Primack BA**. Association of adolescent smoking and specific types of media exposure. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Orlando, FL. February 18, 2006.
10. **Primack BA**, Gold MA, Land SR, Fine MJ. Associations between media literacy and adolescent smoking. Plenary oral presentation. Society for Adolescent Medicine Annual Meeting. Boston, MA. March 23, 2006. [Winner of the New Investigator Award for Excellence in Research Unique to the Development and Health Care Needs of Adolescents.]
11. **Primack BA**. The relationship between media literacy and adolescent smoking. Oral presentation. World Conference on Tobacco and Health. Washington, DC. July 14, 2006.
12. Sheftel AV, Chiapetta L, **Primack BA**, Gold MA. Association between religiosity and sexual behaviors. Oral presentation. North American Society for Pediatric and Adolescent Gynecology Annual Meeting. Atlanta, GA. April 20, 2007. [Winner of the Laufer Award for Best Oral Presentation.]
13. **Primack BA**. Measurement of smoking behaviors and beliefs. Plenary oral presentation. National Association of Media Literacy Education Biannual Meeting. St. Louis, MO. June 23, 2007.
14. **Primack BA**. Antismoking media literacy: preliminary results from a randomized controlled trial. Oral presentation. National Association of Media Literacy Education Biannual Meeting. St. Louis, MO. June 24, 2007.
15. **Primack BA**, Gold MA, Schwarz EB, Dalton MA. Music preference and sexual experience among adolescents. Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 5, 2007.
16. **Primack BA**, Hobbs R. Which specific components of media literacy are most strongly associated with adolescent smoking? Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 6, 2007.
17. **Primack BA**, Dalton MA, Carroll MV, Agarwal AA, Fine MJ. Content analysis of references to substance abuse in popular music. Oral presentation. American Public Health Association Annual Meeting. Washington, DC. November 7, 2007.
18. **Primack BA**, Swanier B, Georgiopoulos AM, Land SR, Fine MJ. Adolescent media use and young adult depression: a longitudinal study. Plenary oral presentation. Society for Adolescent Health and Medicine Annual Meeting. Greensboro, NC. March 27, 2008.
19. **Primack BA**, Kraemer KL, Fine MJ, Dalton MA. Association between media exposure and marijuana and alcohol use in adolescents. Plenary oral presentation. Society for Adolescent Health and Medicine Annual Meeting. Greensboro, NC. March 27, 2008.

20. **Primack BA**, Sidani J, Agarwal AA, Shadel WS, Donny EC, Eissenberg TE. Prevalence of and associations with waterpipe tobacco smoking among U.S. university students. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. Greensboro, NC. March 27, 2008.
21. **Primack BA**, Douglas E, Wickett DJ, Fine MJ. Exposure to degrading sex in popular music and sexual experience among adolescents. Oral presentation. Society of General Internal Medicine Annual Meeting. Pittsburgh, PA. April 10, 2008.
22. Chan CW, **Primack BA***. Video games to improve health: a systematic review. Poster presentation. Society for Teachers of Family Medicine Annual Meeting. Baltimore, MD. May 1, 2008.
23. Somma MA, Culley CM, Hall DL, **Primack BA**, Meyer SM. Integrating a student-directed public health outreach project into experiential learning. American Association of Colleges of Pharmacy Annual Meeting. Chicago, IL. July 22, 2008.
24. Rich MO, Bickham D, **Primack BA**. Take back the remote control: Media literacy for adolescent health. Oral presentation. Society for Adolescent Health and Medicine Annual Meeting. Los Angeles, CA. March 25, 2009.
25. **Primack BA**, Carroll M, McNamara M, Klem M, King B, Rich MO, Nayak S. Systematic review: can video games improve health? Oral presentation. Society of Behavioral Medicine Annual Meeting. Montreal, QC, Canada. April 24, 2009.
26. **Primack BA**. Waterpipe tobacco smoking among college students: a first look at national data. Poster presentation. Annual Meeting of the Society of Behavioral Medicine. Montreal, QC, Canada. April 25, 2009.
27. **Primack BA**. Exposure to marijuana in popular music and marijuana smoking among adolescents. Poster presentation. Society of Behavioral Medicine Annual Meeting. Montreal, QC, Canada. April 25, 2009.
28. Cobb C, **Primack BA**, Eissenberg TE. Tracking waterpipe tobacco smoking on a U.S. college campus. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Dublin, Ireland. April 29, 2009.
29. Shadel WG, Martino SC, Haviland A, **Primack BA**. The reasons that actors smoking in movies matter to adolescents: A preliminary investigation. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Baltimore, MD. February 26, 2010.
30. Martino SC, **Primack BA**, Haviland A, Shadel WG. Development and initial validation of a movie smoking media literacy scale. Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. Baltimore, MD. February 26, 2010.
31. Land SR, Cooper KL, Lee J, Moss D, **Primack BA***. A social network analysis of cigarette and hookah tobacco smoking among college students. Society for Research on Nicotine and Tobacco Annual Meeting. Baltimore, MD. February 26, 2010.

32. **Primack BA**, Dilmore TC, Switzer GE, Bryce CL, Seltzer DL, Li J, Landsittel D, Kapoor WN, Rubio DM. Burnout among early career clinical investigators. Poster presentation. Joint Annual Meeting of the Association for Clinical Research Training and Society for Clinical and Translational Science. Washington, DC. April 6, 2010. [Winner of Best Poster Award.]
33. **Primack BA**, Hoban M, Leino EV, Rice KR, Land SR, Eissenberg T, Fine MJ. Hookah tobacco smoking in a large national sample of US university students. Poster presentation. Society for Prevention Research Annual Meeting. Denver, CO. June 2, 2010.
34. **Primack BA**, Douglas EL, Rice KR, Fine MJ. School-based media literacy to prevent adolescent smoking. Poster presentation. Society for Prevention Research Annual Meeting. Denver, CO. June 3, 2010.
35. **Primack BA**, Silk JS, DeLozier CR, Shadel WG, Carpentier FRD, Dahl RE, Switzer GE. Investigating associations between media use and depression using ecological momentary assessment. Poster presentation. Society for Behavioral Medicine Annual Meeting. Washington, DC. April 27, 2011.
36. **Primack BA**, Roberts T, Fine MJ, Carpentier FRD, Rice KR, Barnato AE. ER vs. ED: A comparison of televised and real-life emergency medicine. Poster presentation. Society for Behavioral Medicine Annual Meeting. Washington, DC. April 28, 2011.
37. Nuzzo E, Rice KR, Sargent JD, **Primack BA***. Alcohol brand appearances in U.S. popular music. Oral presentation. Society for Behavioral Medicine Annual Meeting. Washington, DC. April 30, 2011. [Winner of Best Student Research Award.]
38. Rice KR, DePenna EJ, Dinella HM, Land SR, **Primack BA***. Hookah tobacco smoking establishment Web sites in the US. Oral presentation. Society for Behavioral Medicine Annual Meeting. Washington, DC. April 30, 2011.
39. Salgado MV, Pérez-Stable EJ, **Primack BA**, Kaplan CP, Mejia R, Gregorich SE, Alderete E. Association of media literacy with cigarette smoking among indigenous youth in Argentina. Oral presentation. Society for General Internal Medicine Annual Meeting. Phoenix, AZ. May 5, 2011.
40. Smith HA, **Primack BA***, Marshal M, Shensa A. Sex and sexual orientation variations in cigarette, hookah, cigar, and smokeless tobacco use within a population-based study of college students in the U.S. Poster presentation. National Service Research Award Annual Meeting. Bethesda, MD. May 25, 2011.
41. Hu X, **Primack BA***, Barnett TE, Cook RL. College students and use of K2/Spice: An emerging drug of abuse in young persons. Poster presentation. Congress of Epidemiology Annual Meeting. Montreal, QC, Canada. June 23, 2011.
42. Bergsma L, Austin EA, Chen Y, Glik D, **Primack BA**, Kupersmidt J. Media literacy education to promote health: Research and promising K-12 and community applications. Member of Keynote Panel. National Association of Media Literacy Education Biannual Meeting. Philadelphia, PA. July 24, 2011.

43. **Primack BA**, Pringle JL. SMARxT: Media literacy to improve evidence-based prescribing among family medicine trainees. Oral presentation. National Association of Media Literacy Education Biannual Meeting. Philadelphia, PA. July 24, 2011.
44. **Primack BA**, Rice KR, Tschang J. AD IT UP: Innovative Web-based media literacy to prevent tobacco use. Oral presentation. National Association of Media Literacy Education Biannual Meeting. Philadelphia, PA. July 24, 2011.
45. Tschang J, **Primack BA***. Humans still matter: Blended e-learning for integration of human facilitation into computer-based media literacy programming. Poster presentation. National Association of Media Literacy Education Annual Meeting. Philadelphia, PA. July 24, 2011.
46. Georgiopoulos AM, **Primack BA***. Association between media use and adolescent depression. Poster presentation. American Academy of Child and Adolescent Psychiatry Annual Meeting. Toronto, ON, Canada. October 18, 2011.
47. **Primack BA**, Longacre MR, Beach ML, Adachi-Mejia AM, Titus-Ernstoff L, Dalton MA. Established smoking among adolescents and its association with early and late exposure to smoking depicted in movies. Oral presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 17, 2012.
48. **Primack BA**, Hopkins M, Hallett C, Carroll MV, Zeller M, Dachille K, Kim KH, Fine MJ, Donohue JM. US health policy related to hookah tobacco smoking. Oral presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 17, 2012.
49. **Primack BA**, Kim KH, Shensa AS, Sidani JE, Barnett TE, Switzer GE. Tobacco, marijuana, and alcohol use in university students: A cluster analysis. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 16, 2012.
50. Carroll MV, Shensa A, **Primack BA***. A comparison of internet videos related to cigarette and hookah tobacco smoking. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
51. Sidani JE, Shensa A, **Primack BA***. Waterpipe smoking among fraternity and sorority members attending US colleges and universities. Poster presentation. Society for Adolescent Health and Medicine Annual Meeting. New Orleans, LA. March 15, 2012.
52. Klatt P, Schaffer T, Wilson S, **Primack BA***. SMARxT: A novel media literacy curriculum for family medicine trainees. Oral presentation. Society for Teachers of Family Medicine Annual Meeting. Baltimore, MD. May 3, 2013.
53. Phelps JT, **Primack BA***. AD IT UP: Innovative smoking prevention with inner city youth. Poster presentation. American Academy of Child and Adolescent Psychiatry Annual Meeting. Orlando, FL. October 25, 2013.
54. Yu M, **Primack BA***, Pitner RO, Olate R. Tobacco advertising and marketing, and adolescent tobacco use. Poster presentation. Society for Social Work and Research Annual Meeting. San Antonio, TX. January 17, 2014.

55. Sidani JE, Shensa A, Baffour M, Hoffman BL, Hanmer J, **Primack BA***. Associations between Social Media Use and Eating Disorder Risk among US Young Adults. Oral presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
56. **Primack BA**, Carroll MV, Weiss PM, Shihadeh AL, Shensa A, Farley ST, Fine MJ, Eissenberg T, Nayak S. Systematic Review and Meta-Analysis of Inhaled Toxicants from Waterpipe and Cigarette Smoking. Oral presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
57. Colditz JB, Pang K, James AE, Stanley C, Brook J, **Primack BA***. “World Vape Day” 2014: Lessons from the Twittersphere. Oral presentation. 38th Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 25, 2015.
58. Lin L, Sidani JE, Shensa A, Hoffman BL, Radakovic A, Miller E, **Primack BA***. Associations between Social Media Use and Depressive Symptoms among US Young Adults. Oral presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
59. **Primack BA**, Shensa A, Sidani JE, Colditz JB, Brook J, Eissenberg T, Fine MJ. Waterpipe Tobacco Smoking among US Young Adults Both in And Not in School: A Nationally-Representative Study. Poster presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
60. Sidani JE, Shiffman S, Shensa A, Switzer GE, **Primack BA***. Waterpipe Tobacco Smoking Dependence among US Young Adults. Poster presentation. 38th Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 23, 2015.
61. Shensa A, Sidani JE, Colditz JB, Abebe KZ, Xu J, Lin L, **Primack BA***. Associations between Social Media Use and Perceived Emotional Support among a Nationally-Representative Cohort of Young Adults. Poster presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
62. **Primack BA**, Soneji S, Stoolmiller M, Fine MJ, Sargent JD. Initiation of Cigarette Smoking after Electronic Cigarette Use: A National Study of Young Adults. Poster presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.
63. Hoffman BL, Shensa A, Wessel C, Hoffman R, **Primack BA***. The Use of Fictional Medical Television in Medical Education: A Systematic Review. Poster presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 23, 2015.
64. Hoffman BL, Shensa A, Wessel C, Hoffman R, **Primack BA***. Exposure to Fictional Medical Television and Patients’ Health: A Systematic Review. Poster presentation. Society of General Internal Medicine Annual Meeting. Toronto, ON, Canada. April 24, 2015.

65. **Primack BA**, Colditz JB, Shensa A, Rosen D, Harris J, Brent D. Is Higher Social Media Use Associated with Reduced Social Isolation? Poster Presentation. Inaugural PROMIS (Patient-Reported Outcomes Measurement Information System) Health Organization Conference. Philadelphia, PA. May 15, 2015.
66. Colditz JB, Shensa A, Jones JR, Lin L, Pilkonis PA, Rollman BL, **Primack BA***. Social Media Use and Anxiety as Measured by the PROMIS Anxiety Short Form. Oral Presentation. Inaugural PROMIS (Patient-Reported Outcomes Measurement Information System) Health Organization Conference. Philadelphia, PA. May 15, 2015.
67. Colditz JB, Naidu M, Smith NA, Welling J, **Primack BA***. Use of Twitter to Assess Sentiment toward Waterpipe Tobacco Smoking. Oral Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016.
68. Levenson J, Shensa A, Sidani JE, Colditz JB, **Primack BA***. Social Media Use and Sleep Disturbance among Young Adults. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016.
69. **Primack BA**, Giles LE, Colditz JB, Kraemer KL, Jackson KM. Alcohol Brands Represented on YouTube. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016.
70. Rosen D, McCall J, **Primack BA***. Adherence to a Telehealth Protocol Designed to Prevent Readmission for Patients with Congestive Heart Failure. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016.
71. **Primack BA**, Shensa A, Sidani JE, Hoffman BL, Soneji S, James AE, Sargent JD, Fine MJ. Initiation of Cigarette Smoking after E-cigarette Use: A Nationally-Representative Study. Oral Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016. [Winner of best research award]
72. Corbin B, Colditz JB, Raithel A, Switzer GE, Sidani JE, Klatt P, **Primack BA***. The SMARxT Media Literacy Program: A Pilot Study to Improve Evidence-Based Prescribing among Medical Residents. Paper Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. April 1, 2016. [Winner of best student research award]
73. Sidani JE, Shensa A, Naidu M, Shiffman S, **Primack BA***. Initiation of Waterpipe Tobacco Smoking: A Nationally-Representative Longitudinal Study of U.S. Young Adults. Oral Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 31, 2016.
74. Hoffman BL, Colditz JB, McGarry R, **Primack BA***. Use of Twitter to Assess Viewer reactions to the Medical Drama *Code Black*. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. April 2, 2016.
75. Hoffman BL, James AE, Tulikangas M, **Primack BA***. Electronic Nicotine Delivery Systems: The State of State Politics. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. April 1, 2016.

76. Colditz JB, Giles LM, **Primack BA***. Prevalence of Waterpipe Tobacco Smoking Establishments Near Large Universities: Utility of Public Data from the Yelp Platform. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. March 30, 2016.
77. Shensa A, Sidani JE, Bowman N, **Primack BA***. Social Media Addiction as a Contributing Factor to the Association between Social Media Use and Depression among US Young Adults. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC. April 1, 2016.
78. Hoffman BL, Tulikangas MC, Shensa A, James AE, Colditz JB, **Primack BA***. Pennsylvania Policymakers' Attitudes & Knowledge Regarding Waterpipe Tobacco Smoking & Electronic Nicotine Delivery Systems. Poster Presentation. Society of Behavioral Medicine Annual Meeting. San Diego, CA. March 29, 2017.
79. Jacobs Z, Kennedy A, **Primack BA**, Bui T. E-Mentoring via Text Message: A Model for Maintaining Professional Relationships and Providing Mentorship from Across the Sea. Poster Presentation. Society of Behavioral Medicine Annual Meeting. San Diego, CA. March 29, 2017.
80. Escobar-Viera CG, Shensa A, Bowman ND, Knight J, James AE, **Primack BA***. Passive and Active Social Media Use and Depressive Symptoms among Young Adults. Poster Presentation. Society of Behavioral Medicine Annual Meeting. San Diego, CA. March 29, 2017.
81. Rubio DM, Norman M, Nouraie SM, Zimmer S, **Primack BA**, Davis E, South-Paul J. Professional Mentoring Skills Enhancing Diversity (PROMISED). Poster Presentation. Translational Science 2017. Washington DC. April, 2017.
82. Knight J, Bowman N, Banks J, **Primack BA**, Colditz JB, Shensa A. What's on my mind: Using social media to discuss stressful situations. Poster Presentation. Association of Internet Reserachers Conference. Tartu, Estonia. October 18-21, 2017.
83. Colditz JB, Chakraborty P, Silvestre A, Friedman MR, Bogen K, **Primack BA***. Observation of public sentiment toward Human Papillomavirus vaccination on Twitter. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
84. Chu K, Colditz JB, Malik M, **Primack BA***. Detecting opinion change about waterpipe tobacco smoking on Twitter. Oral Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
85. Levenson J, Shensa A, Sidani JE, Colditz JB, **Primack BA***. Social media use before bed and sleep disturbance among young adults in the United States: A nationally-representative study. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
86. **Primack BA**, Bisbey M, Shensa A, Bowman ND, Karim S, Knight JM, Sidani JE. The association between valence of social media experiences and depression among U.S. young adults. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.

87. **Primack BA**, Shensa A, Sidani JE, Tulikangas M, Roberts M, Colditz JB, Mor M, James AE, Fine M. Comparison of toxicant load from waterpipe and cigarette tobacco smoking among young adults in the United States. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
88. **Primack BA**, Karim S, Shensa A, Bowman ND, Knight JM, Sidani JE. Positive and negative social media experiences and social isolation. Roundtable Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
89. Shensa A, Sidani JE, Escobar-Viera CG, Chu K, Bowman ND, Knight JM, **Primack BA***. Real-life closeness of social media contacts and depressive symptoms among university students. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
90. Sidani JE, Shensa A, Wade K, **Primack BA***. Individual social media platforms and eating and body image concerns: A nationally-representative study of U.S. young adults. Poster Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
91. Whaite E, Shensa A, Sidani JE, Colditz JB, Rosen D, **Primack BA***. Social media use, personality characteristics, and social isolation among young adults in the United States. Roundtable Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
92. Colditz JB, Tulikangas M, Dodson Z, Williams C, Williams D, **Primack BA***. Regional prevalence of ENDS retailers in Pennsylvania using open data from the Yelp platform. Oral Presentation. American Public Health Association Annual Meeting. Atlanta, GA. November 5–8, 2017.
93. Shenouda M, **Primack BA***, Conti T, Wilson A. Systematic Qualitative Assessment of Health Needs and Barriers in a Low-Income Community. 26th International Conference on Healthcare & Life-Science Research (ICHLSR). Dubai, United Arab Emirates. December 23, 2017.

Other Publications

1. **Primack BA**, Aronson JD, Agarwal AA. An old custom, a new threat to tobacco control [letter]. *American Journal of Public Health*. 2006;96(8):1339. PMID: 16809578; PMCID: PMC1522102.
2. **Primack BA**, Walsh M, Bryce C, Eissenberg TE. Highlighting the potential dangers of waterpipe tobacco smoking to the public health [letter]. *Pediatrics*. 2009;123:e282.
3. Sidani JE, Shensa A, Shiffman S, Switzer GE, **Primack BA***. Public health implications of waterpipe tobacco use in the U.S. warrant initial steps toward assessing dependence [letter]. *Addiction*. 2016;111:937-8.
4. Soneji S, Sargent JD, **Primack BA**, Unger J, Pierce JP. Assessing the potential harm of e-cigarette use based on the best available scientific evidence [letter]. *Epidemiology*. In press, 2017.

5. Soneji S, **Primack BA**, Pierce JJ, Sung HY, Sargent JD. Assessment of the impact of vaporized nicotine product initiation in the United States [letter]. *Nicotine & Tobacco Research*. In press, 2017.

PROFESSIONAL ACTIVITIES: TEACHING

- 2015–2017 Lecturer and Course co-Developer, “Professional Mentoring Skills Enhancing Diversity (PROMISED).” PROMISED is a leadership training program that also includes skills on career coaching. It is tailored toward future leaders who are members of underrepresented minority groups.
- 2015–2017 Lecturer, “Developing Leadership Skills for a Career in Clinical and Translational Science” (CLRES 2077). Three 2-hour lectures on budget planning, working with personal strengths and weaknesses, and setting a culture for success on the research team.
- 2009–present Lecturer, Physician Assistant Board Review for Chatham University, two 3-hour lectures on pulmonology and endocrinology once each year.
- 2004–present Lecturer, “Clinical Experiences 1 and 2” (MED 5138 and MED 5233), two 1-hour lectures on health literacy and optimizing patient-physician communication each year for 150 first-year medical students.
- 2003–2017 Public Health School Lecturer, “Theories of Health Behavior” (BCHS 2511 and BCHS 2520), two lecture sessions per year to 25 Master of Public Health candidates per session.
- 2008–2016 Lecturer, “Medical Writing and Presentation Skills” (MEDEDU 2140). One 1-hour lecture on medical writing twice each year.
- 2008–2012 Lecturer, “Profession of Pharmacy 4” (PHARM 5211), one 2-hour lecture on the effects of mass media on health for 100 fourth-year pharmacy students once a year.
- 2008–2012 Lecturer, “Foundations of Nursing Practice” (NUR 0800), one 2-hour lecture on the effects of mass media on health for 120 first-year nursing students once a year.
- 2007–2015 Lecturer, Combined Ambulatory Medicine and Pediatrics Clerkship (MED 5328), two 1-hour lectures on nicotine addiction for 20 third-year medical students 8 times a year.
- 2007–2013 Adolescent Health and Internal Medicine Preceptor, Student Health Center, Carnegie Mellon University, 4-8 hours of precepting and clinical teaching for one third-year medical student and one second-year internal medicine resident each week for 48 weeks a year.

- 2006 Problem-Based Learning Facilitator, “Introduction to Psychiatry” (MED 5133), two 3-hour meetings with 10 first-year medical students.
- 2005 Course developer and director, “Medicine: From Molecules to Mass Media” (MED 2111), a 3-credit course, given 3 hours per week for 16 weeks, to 8 undergraduate students in the University Honors College.
- 2004 Instructor and small-group facilitator, “Medical Interviewing” (MED 5122), seven 3-hour sessions given to 8 first-year medical students.
- 2004 Course developer and director, “Health: From Cells to Communities” (MED 2110), 3-credit course, given 3 hours per week for 16 weeks, to 16 undergraduate students in the University Honors College.
- 2003–2004 Lecturer, Family Medicine Clerkship, a 1-hour lecture on evidence-based prevention for 20 third-year medical students each month for 8 months a year.
- 2002–2004 Family Medicine Preceptor, Matilda Theiss Health Center, 6 hours of precepting and clinical teaching for 1 second-year medical student each week for 48 weeks a year.
- 2002–2003 Family Medicine Preceptor, Shadyside Family Health Center, 3 hours of precepting and clinical teaching for 15 students (third- and fourth-year medical students and first-, second-, and third-year residents) each week for 48 weeks a year.

PROFESSIONAL ACTIVITIES: MENTORING AND ADVISING

Undergraduate Students

- 2017–present Research advisor, Mira Shenouda. Advised as U3 student. Accomplishments while under supervision: First-author oral presentation accepted to international conference in Dubai, UAE.
- 2017–present First Experiences in Research advisor, Kirsten Wade. Advised as a U1 student. Accomplishments while under supervision: working on project entitled “Individual social media platforms and eating concerns: A nationally-representative study of U.S. young adults.”
- 2017–present First Experiences in Research advisor, Tabitha Yates. Advised as a U1 student. Accomplishments while under supervision: working on a project entitled “Understanding public sentiment about waterpipe tobacco smoking to inform public health research.”
- 2017–present First Experiences in Research advisor, Charis Williams. Advised as a U1 student. Accomplishments while under supervision: successful completion of project entitled “Prevalence and characteristics of electronic nicotine delivery systems (ENDS) retailers in Pennsylvania using primary data from the Yelp platform.”

- 2016–present Research advisor, Chandler Larkin. Advised as an undergraduate student. Currently working on project entitled “Leveraging Twitter data and machine learning to improve drug use surveillance.”
- 2016–present First Experiences in Research advisor, Daria Williams. Advised as a U1 student. Accomplishments while under supervision: successful completion of project entitled “Validation of a unique social media tool to assess tobacco retail outlets” (with Erica Barrett).
- 2016–present First Experiences in Research advisor, Erica Barrett. Advised as a U1 student. Accomplishments while under supervision: Successful completion of project entitled “Validation of a unique social media tool to assess tobacco retail outlets” (with Daria Williams) and meriting authorship on a manuscript currently in submission.
- 2016 Research mentor, Eva Rosen. Advised as a U1-U2 student on break from University of Michigan. Accomplishments while under supervision: successful completion of a summer research project meriting her authorship on a manuscript submitted to the *Journal of Studies on Alcohol and other Drugs*.
- 2015–present Research advisor, Maharsi Naidu. Advised as a U2-U4 student. Accomplishments while under supervision: successful completion of projects including “Use of Twitter to assess sentiment toward waterpipe tobacco smoking” and “Initiation of waterpipe tobacco smoking: A nationally-representative longitudinal study of U.S. young adults.” Work was sufficient to receive authorship on national meeting abstracts for both projects.
- 2015–2016 Research advisor, Gabrielle Scherer. Advised as a U1 student. Accomplishments while under supervision: first experiences in research project underway entitled “Waterpipe tobacco smoking messages on Twitter” (with Paige Haring).
- 2015–2016 Research Advisor, Paige Haring. Advised as a U1 student. Accomplishments while under supervision: first experiences in research project underway entitled “Waterpipe tobacco smoking messages on Twitter” (with Gabrielle Scherer).
- 2014–2016 Research advisor, Christine Stanley. Advised as a U2-U4 student. Accomplishments while under supervision: authorship on submitted manuscript entitled “World Vape Day: A systematic assessment of Twitter messaging.”
- 2013–2014 First Experiences in Research advisor, Nancy Adkins. Advised as a U1 student. Accomplishments while under supervision: Completed and presented research project entitled “Systematic analysis of alcohol-related content on YouTube.” Continued on as student worker for our research group after project complete.

- 2013–2014 First Experiences in Research advisor, Sarah Whyler. Advised as a U1 student. Accomplishments while under supervision: Completed and presented research project entitled “Assessment of US hookah tobacco smoking establishments.” Continued on as student worker for our research group after project complete.
- 2012–2015 First Experiences in Research advisor, Kevin Pang. Advised as a U2-U4 student. Accomplishments while under supervision: Completed and presented research project entitled “Systematic analysis of alcohol-related content in Internet-based traditional and social media.” Continued on as student worker for our research group after project complete. Author on manuscript published in journal *Alcoholism: Clinical and Experimental Research*. Author on manuscript in submission on media messaging around electronic cigarettes.
- 2006–2013 Advisor, Mary Carroll. Advised as a U2 to U4 student in anthropology and linguistics and while taking prerequisites for nursing school. Accomplishments while under supervision: Received BA in linguistics and anthropology. Admitted to first-choice nursing program. Coauthored articles published in the *Archives of Pediatric and Adolescent Medicine*, *Journal of Health Communication*, *American Journal of Public Health*, and *American Journal of Preventive Medicine*. First author publications in *Tobacco Control* and *Nicotine Tobacco Research*. Served as Peace Corps Volunteer in Health Education, Turkmenistan. Received Society of Adolescent Health and Medicine Student Travel Award for 2012 annual conference in New Orleans, LA. Received Nurse Corps Scholarship to Nursing School 2013-2015 (free tuition and stipend). Current position: Public health nurse at clinic serving low-income and international patients.
- 2010–2013 First Experiences in Research advisor, Steven Farley. Advised as a U1 to U4 student in biology and psychology. Accomplishments while under supervision: Received BS in biology and psychology. Completed research project on qualitative analysis of social media content. Continued on as student worker for our research group after project complete. Earned authorship on major publication in *Public Health Reports* entitled “Systematic review and meta-analysis of inhaled toxicants from waterpipe and cigarette smoking.” Current position: Nutrition educator in underserved communities for Clemson’s Youth Learning Institute.

- 2008–2009 Honors thesis advisor, Elyse Sherman. Advised as a U4 student in sociology. Accomplishments while under supervision: Received BA in honors sociology. Completed a graduate-level honors thesis. Was the first author of an article for which I was mentoring author published in the *Journal of School Health*; the article was entitled “What works to prevent adolescent smoking? A systematic review of the National Cancer Institute’s Research-Tested Intervention Programs” and has been cited 32 times since publication in 2009. Received first choice graduate program in public policy at George Washington University. Current position: Director of Data Management and Analysis at Independent Sector Research Firm.
- 2005–2008 Advisor, Natasha Hoyte. Advised as a U2 to U4 student in biology and chemistry. Accomplishments while under supervision: Received BS. Awarded the Vira Heinz Scholarship to study in Tanzania for the summer of 2007. Admitted to first-choice MPH program at George Washington University and then trained as a nurse practitioner. Current position: Certified Registered Nurse Practitioner in Philadelphia.
- 2005–2008 Advisor, Aaron Agarwal. Advised as a U2 to U4 student in psychology. Accomplishments while under supervision: Received BA. Coauthored a letter published in the *American Journal of Public Health*. Coauthored articles published in the *Archives of Pediatric and Adolescent Medicine* and the *Annals of Behavioral Medicine*. Admitted to graduate program in accounting and finance at the George Washington University. Current position: Senior Accountant.

Graduate Students

- 2017 Master’s Thesis Reader, Jessica Cheng, BS. Advised as MPH student. On thesis committee for project entitled “Tobacco dependence: An ethnicity by smoker type interaction.”
- 2014–present Research mentor, Beth Hoffman, BS. Advised since the MS1 year. Accomplishments while under supervision: Two first-author manuscripts in press at major journals (*Health Education Research* and *Advances in Health Sciences Education*). Two first-author abstracts accepted as poster presentations to 2015 Society of General Internal Medicine meeting in Toronto, ON and two first-author presentations at 2016 Society of Behavioral Medicine annual meeting in Washington, DC. First-author manuscript under development on policy-makers’ knowledge of and attitudes toward new tobacco products.

- 2013–present Research mentor, Jason Colditz, MEd. Advised as a project coordinator at the University of Pittsburgh and a PhD candidate. Accomplishments while under supervision: First author manuscripts published in *American Journal of Health Promotion* and *Journal of Mixed Methods Research*. Admitted to PhD program in Clinical and Translational Science on first attempt. Begun dissertation on leveraging machine learning and natural language processing to improve surveillance of substance use.
- 2012–present Research mentor, Ariel Shensa, MA. Advised as a statistician at the University of Pittsburgh and a PhD candidate. Accomplishments while under supervision: First author manuscripts published in *Health Education Research* and *Journal of Community Health*. 16 total peer-reviewed publications and 17 total peer-reviewed presentations. Admitted to PhD program in Clinical and Translational Science on first attempt. Begun dissertation on complex associations between social media use and mental health outcomes.
- 2015–2016 Research Mentor, Amanda Shaginaw, BS. Advised as MPH student in Epidemiology. On thesis committee for project entitled “Associations between cyberbullying and depression.”
- 2015–present Research Mentor, Amber Chaudhry, BS. Advised as MPH student in Behavioral and Community Health Sciences. Participated on thesis committee. Successfully defended thesis entitled “College student perceptions of diversification of tobacco products.”
- 2015–2016 Research Mentor, Mara Leff, BA. Advised as MPH student in Health Policy and Management. Participated on thesis committee. Successfully defended thesis entitled “The Emergence of a Social Marketing Campaign Framework to Increase Hand Washing Among Rural Women in Telangana, India.”
- 2014–2015 Research Mentor, Priam Chakraborty, BS. Advised as MPH student in Infectious Diseases and Microbiology. On thesis committee. Successfully defended thesis entitled “Assessment of Attitudes toward Human Papillomavirus Vaccine on Social Media.” Successfully developed thesis into first author manuscript currently submitted to *Journal of Women’s Health*. Current Position: Medical student.
- 2014–2017 Research Mentor, Jaquelynn Jones, BS. Advised as MPH student in Behavioral Science and Health Education. On thesis committee for project entitled “Occupational Social Media and Mental Health.” Successfully defended thesis and had first-author manuscript accepted to *Cyberpsychology, Behavior, and Social Networking*.

- 2014–2015 Research Mentor, Ravi Choudhuri, BS, BA. Advised as MPH student in Health Policy and Management. On thesis committee for project entitled “Assessment of Electronic Cigarette Policy from the Perspective of Policy Makers.” Current position: Research Scientist at American Lung Association of Southern California.
- 2010–2012 Research mentor, Xingdi Hu, PhD. Advised as PhD student. Was primary mentor for candidate’s first-author publication in *Substance Abuse Treatment, Prevention and Policy* entitled “College Students and Use of K2: An Emerging Drug of Abuse in Young Persons.” According to Google Scholar, this publication has been cited 115 times since 2011. Current position: Faculty member at the University of Florida.
- 2009-2011 Faculty advisor and thesis committee member, Mari Vandenberg, BS. Accomplishments while under supervision: Received MHA (master of health administration) from Graduate School of Public Health at University of Pittsburgh. Successfully defended thesis entitled “Media Strategies and Their Impact on Health Care Reform Efforts.” Current position: Manager, Care Model Innovation & Design at Highmark.

Medical Students

- 2016–present Scholarly project mentor, Sabrina Karim, BA. Advised as a medical student since the MS2 year. Accomplishments while under supervision: Scholarly project entitled “Negative and Positive Experiences on Social Media and Perceived Social Isolation.”
- 2016–present Scholarly project mentor, Meghan Bisbey, BS. Advised as a medical student since the MS2 year. Accomplishments while under supervision: Scholarly project entitled “Social Media Affect and Mental Health Outcomes.”
- 2015–present Scholarly project mentor, Erin Whaite, BS. Advised as a medical student since the MS1 year. Accomplishments while under supervision: Scholarly project entitled “Social media audience and mental health outcomes” approved. Merited authorship on manuscript currently in press at *American Journal of Preventive Medicine* and developing first-author manuscript on interactions between personality factors, social media use, and emotional health.
- 2014–present Scholarly project mentor, Bethany Corbin, BS. Advised since the MS2 year. Accomplishments while under supervision: Scholarly project entitled “Media literacy education to improve evidence-based prescribing” approved. Received commendation for her first-author abstract at the 2016 Society for Behavioral Medicine Annual Meeting. Is first author on manuscript submitted to *Health Education Research*.

- 2014–2016 Research mentor, Laura Lin, BA. Advised since the MS2 year. Official mentor for year-long T32 Fellowship Program in Mental Health Research. Project entitled, “Social Media Use and Mental Health Outcomes in Young Adults.” First-author manuscript published in *Depression and Anxiety*. First author abstract accepted as oral presentation to 2015 Society of General Internal Medicine meeting in Toronto, ON. Received first-choice residency program in combined family medicine and psychiatry.
- 2014–2016 Research mentor, Simon Yohannes, BS. Advised since the MS1 year. Official mentor for Schweitzer Foundation project mentoring African-American youth around health and wellness issues, leadership, and scientific literacy.
- 2014–2015 Research mentor, Mercy Baffour, BS. Advised during the MS2 year. Accomplishments while under supervision: Scholarly project proposal approved for “Social Media Use and Disordered Eating.” Now pursuing additional research experience via MPH program in a different city.
- 2013–2015 Research mentor, Jamil Alhassan, BS. Advised since the MS1 year. Accomplishments while under supervision: Completed research project entitled “Translating effective anti-smoking programming into inner city environments.” Received and completed prestigious Schweitzer Fellowship.
- 2011–2014 Scholarly project mentor, Carly Schram, BS. Have advised since the MS1 year. Accomplishments while under supervision: Successfully completed project entitled “Improving evidence-based prescribing among medical residents.” Current Position: Emergency Medicine Resident at Detroit Medical Center and Wayne State University.
- 2011–2014 Scholarly project mentor, Jennifer Mah, BS. Advised since the MS1 year. Accomplishments while under supervision: Proposed project entitled “Associations between knowledge and behavior regarding hookah tobacco smoking.” Is second author on manuscript published in *Journal of Ethnicity and Substance Abuse*. First author manuscript currently under development. Current position: Internal Medicine Resident at the University of California, Irvine.
- 2010–2014 Scholarly project mentor, Jane Tschang, BS, MA. Advised since the MS1 year. Accomplishments while under supervision: Scholarly project entitled “Media literacy and tobacco use among urban youth in Pittsburgh” completed and approved. Was first author on oral presentation delivered at National Media Education Conference in Philadelphia, PA, July, 2011. First-author manuscript submitted to peer-reviewed journal. Received first-choice residency in pediatric psychiatry.

- 2009–2013 Scholarly project mentor, Erin Nuzzo, BS. Advised since the MS1 year. Accomplishments while under supervision: Received Outstanding Student Presentation Award at 2011 Society of Behavioral Medicine Meeting. Was first author on oral presentation accepted to the Annual Meeting of the *Society of Behavioral Medicine*. Was second author on publication accepted to *Addiction* and is first author on manuscript published in *Health Education Research* in 2013. Received first choice residency placement at Beth Israel Hospital / Harvard University.
- 2008–2012 Scholarly project mentor, Jonathan Lee, BS. Advised since the MS1 year. Accomplishments while under supervision: Completed project entitled “Association between Recommended Processes of Care and Pneumonia Outcomes.” Presented associated abstract to national meeting of the Society for General Internal Medicine. Was primary mentor on student’s first-author publication published in *American Journal of Medicine*. Elected as Chief Resident in 2013. Current position: Internal Medicine fellow at UCSF.
- 2007–2011 Scholarly project mentor, Traci Roberts, BS, MS. Advised since the MS1 year. Accomplishments while under supervision: Completed a project entitled “Representation of Emergency Department Visits in Mass Media.” Was second author on manuscript accepted to the *Journal of Emergency Medicine*. Current position: Internal medicine resident.
- 2007–2011 Scholarly project mentor, Enrico Castillo, BA. Advised as an MS2 to MS4 student. Accomplishments while under supervision: Completed a project entitled “Development of a Cancer Screening Brochure for Asian Females.” Received first choice residency placement at Columbia University. Current position: Psychiatry Resident at Columbia University.
- 2007–2010 Research mentor, Alison G. Rubin, BA. Advised as an MS2 to MS4 student. Accomplishments while under supervision: Received Best Poster Award at the 2007 Annual Meeting of the Society of Pediatric and Adolescent Gynecology. Was the first author of an article accepted for publication in the *Journal of Pediatric and Adolescent Gynecology*. Received first choice pediatrics residency. Current position: Pediatrician in Philadelphia, PA.
- 2008–2009 Research mentor, Christopher Yang, BA. Advised as an MS1 to MS2 student. Official mentor for Western Pennsylvania Health Preceptorship. Accomplishments while under supervision: completed research project on qualitative coding and analysis and was third author of an article accepted to *Health Education Research*. Current position: Medical student at the University of Pittsburgh.

- 2007–2008 Research mentor, Brandi Swanier, BA. Advised as an MS3 to MS4 student. Accomplishments while under supervision: Received MD. Was the second author of an article published in the *Archives of General Psychiatry*. Received first-choice residency program at Brown University. Current position: Family medicine physician in Pawtucket, RI.
- 2004–2008 Faculty advisor, Kristen Scopaz, BS. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency at the University of Pittsburgh. Completed Sports Medicine fellowship in 2012. Current position: Family medicine physician with additional specialization in sports medicine at Maine Medical Center in Scarborough, ME.
- 2004–2008 Faculty advisor, Shail Mehta, BS. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency in internal medicine and pediatrics at the University of Michigan. Current position: Internal medicine and pediatrics physician in Shiprock, NM.
- 2004–2008 Faculty advisor, Jennifer Basarab, BA. Advised as an MS1 to M4 student. Accomplishments while under supervision: Received MD and first-choice residency at the University of Pennsylvania. Current position: Emergency medicine physician in Philadelphia, PA.

Postdoctoral Fellows and Faculty Members

- 2016–present Research Mentor, Kar-Hai Chu, PhD. Recruited to faculty position at the University of Pittsburgh from University of Southern California. Has over 20 publications with 11 first-author. Received KL2 career development award. Developing independent research career focusing on leveraging social network analysis to improve substance use surveillance, prevention, and treatment.
- 2016–present Research Mentor, Cesar G. Escobar-Viera, MD, PhD. Recruited as post-doctoral fellow from Stanford University. Has 13 publications with 4 first-author. Developing K99-R00 application studying unique aspects of the social media and online milieu that may be relevant to the delivery and maintenance of mental health care.
- 2016–present Zan Dodson, PhD. Post-doctoral fellow in the public health dynamics laboratory. I am co-primary mentor (with Mark Roberts, MD, MPP) on KL2 application around leveraging social media use to improve understanding of opioid abuse.

- 2015–present Research Mentor, Jessica Levenson, PhD. Advise as a postdoctoral fellow and junior faculty member at the University of Pittsburgh. Accomplishments while under supervision: First-author publication “Social Media Use and Sleep Quality” published in *Preventive Medicine*. The release of this study was reported in hundreds of national and international news outlets. Additional first-author publication in process. Impact score of 23 (10 being the best and 90 the worst) for first submission of K23 application to NICHD.
- 2014–present Research Mentor, Samir Soneji, PhD. Advise as a junior faculty member in cancer control and pediatrics. Accomplishments under supervision: First-author publication in *JAMA Pediatrics* with me as mentoring author: Soneji S, Sargent JD, Tansky SE, Primack BA*. Associations between initial waterpipe tobacco smoking and snus and subsequent cigarette smoking: Results from a longitudinal study of U.S. adolescents and young adults. *JAMA Pediatrics*. 2015;169(2):129-36. PMID: 25485959. PMCID: PMC4388043. Multiple other publications and received an R21.
- 2014–2017 Research Mentor, Daniel Rosen, PhD. Advise as a mid-career faculty member in social work at the University of Pittsburgh. Accomplishments while under supervision: Multiple joint publications including “Associations of mental health problems with waterpipe tobacco and cigarette smoking among college students,” “Associations between race, ethnicity, religion, and waterpipe tobacco smoking,” “Sustained waterpipe tobacco smoking and trends over time,” and “Adherence to a telehealth protocol to prevent readmission among a high-risk cohort of patients with congestive heart failure.” Promoted to full professor with tenure.
- 2011–present Research Mentor, Jaime Sidani, PhD. Advise as a research associate at the University of Pittsburgh. Accomplishments while under supervision: Two first author publications in *Nicotine & Tobacco Research*, one in *Journal of Community Health*, and one in *Addiction*. 15 total publications with 5 first-author. 18 total peer-reviewed presentations. Current position: Assistant Director of the Center for Research on Media, Technology, and Health at the University of Pittsburgh.
- 2012–2014 Research Mentor, Mansoo Yu, PhD. Advise as a mid-career faculty member at the University of Missouri. Accomplishments while under supervision: First-author publications in peer reviewed journals and successful submission of an R21 research grant to the National Cancer Institute. First-author presentation accepted to and presented at 18th annual conference of Society for Social Work and Research (SSWR). Awarded promotion to associate professor and tenure. Current position: Faculty member at University of Missouri School of Social Work.

- 2011–2013 Research mentor, Tracey Barnett, PhD. Advised as a junior faculty member at the University of Florida. Accomplishments while under supervision: First author on manuscript published in and *American Journal of Health Behavior*. Current position: Faculty member at University of Florida School of Public Health.
- 2007–2012 Research mentor, Anna Adachi-Mejia, PhD. Advised as a junior faculty member at Dartmouth University. Accomplishments while under supervision: Was the first author of article in *Archives of Pediatric and Adolescent Medicine*. Current position: Faculty member at Dartmouth University School of Medicine.
- 2006–2012 Research mentor, Jennifer Middleton, MD. Advised as a Family Medicine fellow and faculty member. Accomplishments while under supervision: Received the Top Paper Award at the 2006 Annual Meeting of the Northeast Society for Teachers of Family Medicine, received a Green Award Research Scholarship, and received a career development award from the American Academy of Family Physicians Foundation. Current position: Associate Director at ProMedica Toledo Hospital Family Medicine Residency Program and Clinical Assistant Professor at The University of Toledo Department of Family Medicine.
- 2008–2010 Research mentor, Margie Snyder, PharmD. Advised as a fellow. Accomplishments while under supervision: Published dissertation in *Research on Social and Administrative Pharmacy*. Received faculty position offer from first-choice institution. Current position: Research faculty, Purdue University.

PROFESSIONAL ACTIVITIES: PATIENT CARE

- 2013–2016 Staff physician, Montefiore Hospital General Internal Medicine Urgent Care, Pittsburgh, PA. Schedule: 2 half-days per week. Panel size: about 11,000, ages 16 to geriatric.
- 2007–2013 Staff physician, Student Health Service, Carnegie Mellon University, Pittsburgh, PA. Schedule: 1-3 days half-days per week. Panel size: about 4,000 patients, primarily college and graduate students.
- 2004–2007 Staff physician, Student Health Service, University of Pittsburgh. Schedule: 2-3 days half-days per week. Panel size: about 12,000 patients, primarily college and graduate students.
- 2002–2004 Staff physician, Matilda Theiss Health Center, University of Pittsburgh Medical Center. Schedule: 5-6 half-day sessions per week from 2002-2004. Panel size: about 800 patients, ages newborn to geriatric.

1999-2002 Resident Physician, University of Pittsburgh Medical Center. Rotations and experiences included family medicine, pediatrics, ophthalmology, ear, nose, and throat, orthopedics, intensive care unit, night float, obstetrics (delivered over 50 babies), and inpatient wards.

PROFESSIONAL ACTIVITIES: RESEARCH

Current Grant Support

Years	Grant Title	Role and % Effort	Source and Dollar Amount
2018–2022	R01-DA: Leveraging Twitter to Understand Drug Use	Principal Investigator, 25%	National Institute of Drug Abuse R01, Direct: \$1,710,917; Indirect: \$842,391
2013–2019	R01-DA034629: Cessation in Non-Daily Smokers: An RCT of NRT with Ecological Momentary Assessment	Principal Investigator (MPI with H. Tindle), 10%	National Institute on Drug Abuse R01, Direct: \$2,029,819; Indirect: \$1,026,867
2017–2020	171R32SM-2018: Optimizing Mental Health in the Age of Social Media	Principal Investigator, 5%	Fine Foundation Direct: \$300,000; Indirect: \$0
2017–2020	Data Storage Leveraging Twitter as an Epidemiologic Tool to Understand Health Behaviors	Principal Investigator, 2.5%	Extreme Science and Engineering Discovery Environment (National Science Foundation) Direct: \$7,140; Indirect: \$0
2016–2020	R01-HL130388: Improving the Ability of Younger Unrelated Hematopoietic Stem Cell Donors	Co-Investigator, 5% (PI G. Switzer)	National Institute of Heart, Lung, and Blood R01, Direct: \$815,588; Indirect: \$418,722

Previous Grant Support

Years	Grant Title	Role and % Effort	Source and Dollar Amount
2010–2018	R01-CA140150: Waterpipe Tobacco Smoking among Adolescents and Young Adults in the United States	Principal investigator, 35%	National Cancer Institute R01, Direct: \$1,727,259; Indirect: \$824,018
2014–2017	R01-CA140150-S1: Exploring sex differences in Waterpipe Tobacco Smoking	Principal investigator, 5%	NIH Office of Women’s Health R01 Supplement, Direct: \$64,918; Indirect: \$35,055
2014–2017	R21-HS022927: Sponsored Health Information Technology and Evidence-Based Prescribing among Medical Residents	Principal Investigator, 20%	Agency for Health Quality Research R21, \$194,805; Indirect: \$105,195
2014–2018	R21-CA185767: Improving U.S. Health Policy Regarding Water-pipe Tobacco Smoking	Principal Investigator, 20%	National Cancer Institute R21, \$239,250; Indirect: \$129,195
2015–2018	U54-GM119023-S1: Professional Skill Development for Mentors	Co-Investigator, 15% (PI D. Burgess)	National Research Mentoring Award (NRMN), Direct: \$1,490,740; Indirect: \$119,259
2017–2018	Using Social Media as a Drug Surveillance and Intervention Tool	Principal Investigator, 10%	Pennsylvania Department of Health, Direct: \$27,855; Indirect: \$0
2014–2016	R01-AA021347: Alcohol Marketing and Underage Drinking	Co-investigator, 5% (PI J. Sargent)	National Institute of Alcohol Abuse and Alcoholism R01, Direct: \$1,471,139; Indirect: \$803,046
2013–2015	Alcohol-Related Messages in Social Media	Principal Investigator, 5%	ABMRF Alcohol Research Foundation, Direct: \$86,957; Indirect: \$13,043
2013–2014	Waterpipe Tobacco Smoking Among Women: Data Synthesis from Social Media and Implications for Interventions, 3/1/2013 to 8/30/2014	Principal Investigator, 5%	University of Pittsburgh Cancer Institute; Direct: \$25,000; Indirect: \$0

2012–2014	Investigating Hookah Tobacco Smoking Policy, 1/1/2012 to 6/30/2014	Principal Investigator, 5%	University of Pittsburgh Health Policy Institute; Direct: \$19,834; Indirect: \$0
2012–2013	R01: Waterpipe Tobacco Smoke: Toxicant Exposure and Effects, 2/1/12 to 1/31/13	Co-Investigator, 10% (PI T. Eissenberg)	National Cancer Institute, Direct: \$422,765; Indirect: \$117,215
2011–2012	Media Literacy to Improve Evidence-Based Prescribing Among Family Medicine Trainees, 9/1/11 to 12/31/12	Principal investigator, 25%	The Consumer and Prescriber Grant Program, Direct: \$177,160; Indirect: \$0
2009–2012	R03: Waterpipe Tobacco Smoking: Trends, Toxicity, and Capacity Building in Jordan, 9/1/2009 to 6/30/2012	Co-Investigator, 5% (PI T. Eissenberg)	National Cancer Institute, Direct: \$96,804; Indirect: \$17,237
2009–2011	Investigating Associations between Media Use, Depression, and Anxiety, Using Ecological Momentary Assessment (EMA), 8/1/09 to 7/31/11	Co-principal investigator, 10%	RAND–University of Pittsburgh Health Institute (RUPHI), Direct: \$25,000; Indirect: \$0
2009–2011	Waterpipe Tobacco Smoking among Students at the University of Florida, 7/1/09 to 6/30/11	Principal investigator, 5%	University Center for Social and Urban Research, University of Pittsburgh, \$10,000; Indirect: \$0
2009–2011	K07-S: Supplement to Media Literacy to Prevent Adolescent Smoking, 9/1/09 to 8/31/11	Principal Investigator, 10%	National Cancer Institute, Direct: \$100,000; Indirect: \$8000
2006–2011	K07: Media Literacy to Prevent Adolescent Smoking, 9/1/06 to 8/31/11	Principal investigator, 75%	National Cancer Institute, Direct: \$609,375; Indirect: \$48,750
2008–2011	Computer-Based Health and Medical Education in Needy Area High Schools, 7/1/08 to 6/30/11	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$92,592; Indirect: \$7408.
2008–2011	The Effect of a Targeted Video Intervention on Beliefs regarding Hypertension, 4/1/08 to 3/31/11	Co-investigator and research mentor, 5% (PI J. Middleton)	American Academy of Family Physicians Foundation, Direct: \$30,000; Indirect: \$2400

2006–2009	School-Based Media Literacy to Reduce Adolescent Smoking, 7/1/06 to 12/31/09	Principal investigator, 25%	Physician Faculty Scholar Award from the Robert Wood Johnson Foundation, Direct: \$300,000; Indirect: \$0
2005–2006	Improving Medical Students’ Cultural Competency through Developing Community Patient Education Materials, 1/1/05 to 6/30/06	Principal investigator, 3%	Provost’s Innovation in Education Award, University of Pittsburgh, Direct: \$13,435; Indirect: \$0
2004–2007	Ad It Up: Integration of Video Production into Smoking Prevention Media Literacy Programs, 4/1/04 to 3/31/07	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$65,765; Indirect: \$5261
2004–2005	Health, Media Exposure, and Media Literacy, 11/1/04 to 10/31/05	Principal investigator, 10%	Tobacco-Free Allegheny, Direct: \$20,264; Indirect: \$1621
2003–2004	Media Literacy for Health Education and Disease Prevention: Pilot Project, 2/1/03 to 1/31/04	Principal investigator, 10%	Maurice Falk Foundation, Direct: \$26,365; Indirect: \$2109

PROFESSIONAL ACTIVITIES: INVITED LECTURES AND SEMINARS

State and National Presentations

- 2018 “How Social Are Social Media?” Winter Academy Keynote Speaker. Naples, FL. February 16, 2018.
- 2018 “Social Media and Mental Health in 2018.” Los Angeles Alumni Event Keynote Speaker. Los Angeles, CA. January 30, 2018.
- 2017 “E-cigarettes: Facts and Myths.” Continuing Medical Education Live Conference Presentation at the Pennsylvania Osteopathic Medical Association District VIII Winter Seminar. Farmington, PA. January 26, 2017.
- 2015 “Ethical Implications of 21st Century Media and Technology on Health,” featured speaker for Consortium Ethics Program Conference. LaRoche College. Pittsburgh, PA. December 15, 2015.
- 2015 “Electronic Cigarette Use: Lifesaving Remedy or Public Health Nightmare?” Center for Addiction and Substance Abuse. Columbia University. New York, NY. July 2, 2015.
- 2015 “Implications of the New Media Environment for Health Education,” Indiana University of Pennsylvania Health Professions Grand Rounds. Indiana, PA. May 15, 2015.

- 2015 “Alternative Nicotine Products: What Policy Makers Need to Know,” seminar given at Pennsylvania Department of Health. Harrisburg, PA. March 23, 2015.
- 2014 “Substance Use and Social Media,” plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. State College, PA. October 17, 2014.
- 2014 “Substance Use and Social Media,” plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Pittsburgh, PA. October 10, 2014.
- 2014 “Leveraging the Power of Video Gaming to Improve Health,” mainstage speaker, TEDMED 2014. San Francisco, CA. September 11, 2014.
- 2013 “Substance Use Prevention in the Media Age: State College,” plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. State College, PA. October 21, 2013.
- 2013 “Substance Use Prevention in the Media Age: Pittsburgh,” plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Pittsburgh, PA. October 15, 2013.
- 2013 “Media Literacy to Prevent Substance Abuse,” plenary speaker, Commonwealth Prevention Alliance 23rd Annual Prevention Conference: Leading the Challenge. State College, PA. June 13, 2013.
- 2013 “How Do Mass Media Messages Influence Substance Use?” Health Policy Research Institute Seminar Series. University of California. Irvine, CA. August 22, 2013.
- 2013 “Strength in Synergy: Our Best Hope for Reducing Morbidity, Mortality, and Economic Costs from Tobacco Use.” National Cancer Institute. Rockville, MD. May 9, 2013.
- 2013 “Waterpipe (Hookah) Tobacco Smoking: Ancient History or New Epidemic?” Grand Rounds, University of North Carolina School of Journalism and Mass Communication. Chapel Hill, NC. April 11, 2013.
- 2012 “Media Literacy, Social Media, and Substance Use: Pittsburgh.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Pittsburgh, PA. November 13, 2012.
- 2012 “Media Literacy, Social Media, and Substance Use: State College.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. State College, PA. November 6, 2012.
- 2012 “Waterpipe Tobacco Smoking: What Do We Know in 2012?” Featured speaker at National Cancer Institute. April 9, 2012.
- 2011 “Media Literacy to Prevent Substance Use: State College.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. State College, Pennsylvania, May 10–11, 2011.

- 2011 “Media Literacy to Prevent Substance Use: Pittsburgh.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Pittsburgh, PA. May 3–4, 2011.
- 2011 “From Big Macs to Big Pharma: Media and Health in 2011.” Featured Speaker. University of Pittsburgh Winter Academy. Naples, FL. January 28, 2011.
- 2010 “Media Literacy to Prevent Substance Use.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Harrisburg, PA. March 25–26, 2010.
- 2010 “Mass Media Messages and Adolescent Substance Abuse in 2010.” Featured presentation, National Center on Substance Abuse. Columbia University. New York, NY. March 18, 2010.
- 2010 “An Update on Mass Media and the Health of Adolescents,” Adolescent Medicine Grand Rounds. Columbia University. New York, NY. March 17, 2010.
- 2009 “Waterpipe Tobacco Smoking: 16th Century Practice, 21st Century Public Health Threat.” Grand Rounds, Department of Pediatrics, University of Rochester School of Medicine. Rochester, NY. November 17, 2009.
- 2009 “Media Literacy: Can It Improve Our Relationships with Our Patients?” Seminar Speaker, Department of Pediatrics, Dartmouth University School of Medicine. Hanover, NH. August 12, 2009.
- 2009 “Hookah Smoking in the Middle East, New Hampshire, and Beyond.” Cancer Control Seminar, Dartmouth University School of Medicine. Hanover, NH. August 11, 2009.
- 2009 “Hookah Smoking: The Next Strain in the Global Tobacco Epidemic.” Featured Speaker, Prevention Connections National Tobacco Control Conference. Alexandria, VA. April 30, 2009.
- 2009 “Media Literacy to Prevent Substance Use.” Plenary speaker and conference developer, Drug-Free Pennsylvania Media Literacy Conference. Harrisburg, PA. April 2–3, 2009.
- 2009 “Ancient Practice Gets New Life: Hookah.” Office of Smoking and Health Media Network Webcast, Centers for Disease Control and Prevention (CDC). Atlanta, GA. March 19, 2009.
- 2009 “Can Media Literacy Prevent Substance Use?” National Leadership Forum, Community Anti-Drug Coalitions of America. Washington, DC. February 9, 2009.
- 2008 “Media Literacy to Prevent Substance Use.” Plenary speaker and conference developer. Drug-Free Pennsylvania Media Literacy Conference. Harrisburg, PA. June 19–20, 2008.
- 2008 “Keeping Children Safe in a Multimedia World.” Plenary presentation, Annual Conference of the Center for Safe Schools. Harrisburg, PA. May 7, 2008.
- 2006 “Innovative Youth Smoking Prevention.” Invited Seminar, Pennsylvania Department of Health. Harrisburg, PA. May 23, 2006.
- 2003 “Social Marketing: The Tobacco Story.” Teleconference presentation, U.S. EPA Chesapeake Bay Program. Washington, DC. September 15, 2003.

Local and Regional Presentations

- 2018 "The Three Other Directions." Honors Convocation Keynote Speaker. Pittsburgh, PA. February 23, 2018.
- 2016 "My Paper Is Published, Now What?" University of Pittsburgh Medical Scientist MD/PhD Training Program Featured Speaker. Pittsburgh, PA. October 26, 2016.
- 2016 "Mass Media and Public Health in 2016." State of Pennsylvania Health Career Scholars Academy (formerly Pennsylvania Governor's School for Health Care). Pittsburgh, PA. July 30, 2016.
- 2016 "Optimizing Health in a New Media Environment." 1787 Society Keynote Speaker. Pittsburgh, PA. May 13, 2016.
- 2016 "Social Media Use and Mental Health Outcomes." Health Services Research Seminar Series. Pittsburgh, PA. February 25, 2016.
- 2016 "Update on Teen Tobacco and Nicotine Use." University of Pittsburgh Cardiovascular Outcomes Research Retreat. Pittsburgh, PA. January 6, 2016.
- 2015 "Electronic Cigarette Use: Lifesaving Remedy or Public Health Nightmare?" University of Pittsburgh Center for Research on Healthcare Seminar. Pittsburgh, PA. May 1, 2015.
- 2015 "Update on Hookah Smoking." Tobacco, Nicotine, Biomarkers, and Cancer Retreat Speaker. University of Pittsburgh Cancer Institute. Pittsburgh, PA. March 26, 2015.
- 2014 "Destruction or Salvation? The Current State of Video Games and Health." Grand Rounds Speaker. Department of Medicine, University of Pittsburgh School of Medicine. Pittsburgh, PA. November 11, 2014.
- 2014 "Leveraging Twitter to Follow Substance Use." Department of Biomedical Informatics Seminar Series. University of Pittsburgh. Pittsburgh, PA. November 7, 2014.
- 2014 "Video Games: The Good, the Bad, and the Future." Grand Rounds Speaker. Graduate School of Public Health, University of Pittsburgh. Pittsburgh, PA. August 27, 2014.
- 2014 "The Influence of Social Media on Health Behavior." ARCS Foundation Featured Speaker. Pittsburgh, PA. February 12, 2014.
- 2014 "The latest perfect storm: Hookah tobacco smoking in the US." Medical Grand Rounds, UPMC Shadyside Hospital. Pittsburgh, PA. February 6, 2014.
- 2013 "Tobacco Marketing and Health Disparities." Social Determinants of Health Working Group at the University of Pittsburgh Medical School. Pittsburgh, PA. November 21, 2013.
- 2013 "Mass Media and Public Health in 2013." State of Pennsylvania Health Career Scholars Academy (formerly Pennsylvania Governor's School for Health Care), Pittsburgh, PA. July 10, 2013.

- 2013 "Making the most out of the relationship with your mentor." Invited participant in panel of mentoring awardees for discussion around effective medical student mentoring. Pittsburgh, PA. June 4, 2013.
- 2013 "Improving Evidence-Based Prescribing Among Resident Physicians." University of Pittsburgh American Medical Student Association (AMSA) Featured Speaker. May 16, 2013.
- 2013 "College in High School Argument Forum." Special guest commentator for high school debating competition around the resolution "Exposure to popular culture enhances adolescent development." North Allegheny High School. Pittsburgh, PA. April 25, 2013.
- 2013 "Tragedies and Opportunities: Video Games and Health." Featured guest on WQED (public television) program. Pittsburgh, PA. January 15, 2013.
- 2012 "Video Games: The Bad, the Ugly, and the Good?" UPMC South Side Lunch and Learn Featured Speaker. Pittsburgh, PA. November 28, 2012.
- 2012 "Media Messages and the Health of Girls." Featured guest on WQED (public television) program. Pittsburgh, PA. November 8, 2012.
- 2012 "A Tale of Two Pop Songs." Division of Adolescent Medicine Research Symposium, Pittsburgh, PA. October 25, 2012.
- 2012 "How Do Media Messages Impact Public Health?" State of Pennsylvania Health Career Scholars Academy (formerly Pennsylvania Governor's School for Health Care), Pittsburgh, PA. July 12, 2012.
- 2012 "Add Qualitative Research to Your Portfolio." UPMC Shadyside Family Medicine Residency Program Research Day Presentation. June 5, 2012.
- 2012 "The Social Network: How Does It Influence Your Health?" Ellis School. May 23, 2012.
- 2012 "What Are You Smoking in There?" UPMC Saint Margaret Hospital Grand Rounds. March 1, 2012.
- 2012 "More of the Same: The History of Tobacco Marketing." American Cancer Society Board Meeting. January 24, 2012.
- 2011 "How Mass Media Messages Influence Minority Health." My Brother's Keeper Annual Retreat presentation. June 14, 2011.
- 2011 "Driver Distractions." UPMC Saint Margaret Family Practice Residency Program 38th Refresher Course in Family Medicine. Pittsburgh, PA. June 9, 2011.
- 2011 "Secrets of Signs All Around You." Central Valley School District featured student presentation. May 16, 2011.
- 2011 "Mass Media and U.S. Health in 2011." Southeast Asia Youth Summit. University of Pittsburgh. Pittsburgh, PA. May 5, 2011.

- 2010 "The Influence of Media on Minority Health: An Overview." Student National Medical Association Annual Conference Retreat. November 13, 2010.
- 2010 "From Big Macs to Big Pharma: Media and Health in 2010." UPMC Shadyside Hospital Grand Rounds. Pittsburgh, PA. November 4, 2010.
- 2010 "Staying Pharm Free as a Physician." Invited Speaker for University of Pittsburgh School of Medicine Students. Pittsburgh, PA. October 27, 2010.
- 2010 "How Do Media Messages Influence Health Disparities?" University of Pittsburgh Office of Minority Health Featured Speaker. Pittsburgh, PA. October 14, 2010.
- 2010 "Mass Media Messages and Your Patients' Health." UPMC Saint Margaret Hospital Grand Rounds. Pittsburgh, PA. September 13, 2010.
- 2010 "Media Messages and Maternal-Child Health," State of Pennsylvania Health Career Scholars Academy (formerly Pennsylvania Governor's School for Health Care). Pittsburgh, PA. July 1, 2010.
- 2010 "Hookah Tobacco Smoking: From the Distant Past, or in Our Immediate Future?" University of Pittsburgh Cancer Institute Annual Retreat. Pittsburgh, PA. June 18, 2010.
- 2010 "Does Anything Affect Health More Than Media?" University of Pittsburgh Mind-Body Center Seminar Speaker. Pittsburgh, PA. June 10, 2010.
- 2010 "Protecting Your Teen During Prom Season," Televised Live Interview, KDKA-TV. Pittsburgh, PA. May 11, 2010.
- 2010 "An update on Mass Media and the Health of Adolescents," South Asian Health Summit, Magee Women's Hospital. Pittsburgh, PA. April 27, 2010.
- 2009 "Assessing the Association of Mass Media Exposure and Adolescent Mental Health Concerns, Using Ecological Momentary Assessment," Center for Research on Health Care Research Seminar. Pittsburgh, PA. October 29, 2009.
- 2009 "How Does the Mass Media Affect Your Pathway to Health?" keynote presentation, Pathways to Health Conference. Carnegie Mellon University. Pittsburgh, PA. June 4, 2009.
- 2009 "Waterpipe Tobacco Smoking: A First Look at National Data," Center for Research on Health Care Seminar Series. Pittsburgh, PA. February 3, 2009.
- 2009 "Nutrition and the Media: Lobbying for Policy Change," kickoff keynote speaker, American Cancer Society Daffodil Days. Pittsburgh, PA. January 14, 2009.
- 2009 "Health Disparities and Tobacco Advertising," Center for Research on Health Care Seminar Series. Pittsburgh, PA. January 13, 2009.
- 2008 "Navigating Nutrition in a Media-Driven World," American Cancer Society Speakers' Bureau Engagement. Pittsburgh, PA. November 13, 2008.

- 2008 "Hookah Smoking: Past, Present, and Future," Meeting of the Board of Directors, American Cancer Society. Pittsburgh, PA. September 23, 2008.
- 2008 "Using Social Marketing to Improve Relationships with Our Patients," School of Pharmacy, University of Pittsburgh. Pittsburgh, PA. February 20, 2008.
- 2008 "Popular Music and Health: Why Are We Concerned?" School of Music, University of Pittsburgh. Pittsburgh, PA. February 20, 2008.
- 2008 "Health Literacy and Nursing Care," School of Nursing, University of Pittsburgh. Pittsburgh, PA. February 7, 2008.
- 2008 "Diagnosis and Treatment of Depression in Primary Care," Student Health Services, Carnegie Mellon University. Pittsburgh, PA. December 5, 2008.
- 2007 "Substance Use and Sex in Popular Music," Internal Medicine Grand Rounds. Pittsburgh, PA. September 28, 2007.
- 2007 "How to 'Ad It Up' for Yourself: The Media and Health," Pennsylvania Governor's School for Health Care. Pittsburgh, PA. July 2, 2007.
- 2007 "The Media and Your Patients' Health," Mon Valley Hospital. Monongahela, PA. May 10, 2007.
- 2007 "Smoking Prevention," Smoking Research Summit, Graduate School of Public Health, University of Pittsburgh. Pittsburgh, PA. April 20, 2007.
- 2007 "Health Literacy and Social Marketing," Grand Rounds, UPMC Northwest. Franklin, PA. April 19, 2007.
- 2007 "Using Social Marketing to Teach Health Literacy to Medical Students," Monthly Medical Education Seminar, UPMC Shadyside. Pittsburgh, PA. April 18, 2007.
- 2007 "Media Literacy and Risk of Smoking," Center for Risk Perception, Carnegie Mellon University. Pittsburgh, PA. February 28, 2007.
- 2007 "Favorite Musical Genre and Sexual Experience among Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh. Pittsburgh, PA. February 15, 2007.
- 2007 "Choice of Musical Genre and Sexual Experience: Is There a Link?" Reproductive Health Research Seminar. Pittsburgh, PA. January 19, 2007.
- 2007 "Media Literacy and Patient Care," Pittsburgh Registered Nurse Club. Pittsburgh, PA. November 21, 2007.
- 2007 "Health Literacy Meets Social Marketing: Innovative Improvement of Medical Students' Comfort with Patient Care," Teaching Excellence Fair, University of Pittsburgh. Pittsburgh, PA. November 8, 2007.

- 2006 "The Association between Media Literacy and Adolescent Smoking," Center for Research on Health Care. Pittsburgh, PA. September 19, 2006.
- 2006 "Media and the Health of the United States," Pennsylvania Governor's School for Health Care. Pittsburgh, PA. July 6, 2006.
- 2006 "Tobacco Advertising and Racial Disparities," Annual Minority Health Tobacco Institute, Center for Minority Health. Pittsburgh, PA. June 25, 2006.
- 2006 "Making Medical Headlines," Mini Medical School, University of Pittsburgh. Pittsburgh, PA. April 18, 2006.
- 2006 "Social Marketing Meets Health Literacy," Institute for Doctor-Patient Communication Seminar Series, University of Pittsburgh. Pittsburgh, PA. February 24, 2006.
- 2006 "Mass Media, Marketing, and Medicine," Grand Rounds, UPMC St. Margaret. Pittsburgh, PA. January 19, 2006.
- 2005 "Smoking Norms: The Way of the People," plenary presentation, Tobacco-Free Allegheny Annual Conference. Pittsburgh, PA. November 10, 2005.
- 2005 "Mass Media Messages: Who's Selling Whom?" featured presentation, Project Prevention Annual Substance Abuse Youth Leadership Conference. Pittsburgh, PA. November 8, 2005.
- 2005 "Mass Media and the Health of the Population," Pennsylvania Governor's School. Pittsburgh, PA. July 16, 2005.
- 2005 "Getting Back Remote Control: Mass Media Messages and Your Patients' Health," 42nd Annual Family Medicine Refresher Course, UPMC St. Margaret. Pittsburgh, PA. June 11, 2005.
- 2005 "Mass Media and Spirituality," Jewish Healthcare Foundation. Pittsburgh, PA. February 15, 2005.
- 2005 "Media Literacy: Entertainment Technology Meets Social Conscience," Entertainment Technology Center, Carnegie Mellon University. Pittsburgh, PA. February 9, 2005.
- 2005 "Media Literacy and You," Parent-Teacher Community Council Meeting, Carrick High School. Carrick, PA. February 8, 2005.
- 2004 "Media Violence," WVIA-TV (PBS affiliate) "Ask the Expert" format show filmed and broadcast live. Scranton, PA. September 1, 2004.
- 2004 "Youth Nonsmoking Ordinances and Smoking Outcomes," Whitehall City Council Meeting about the Public Youth Smoking Ordinance. Whitehall, PA. September 1, 2004.
- 2004 "Tobacco-Related Mass Communications Aimed at African Americans," Center for Minority Health, Graduate School of Public Health, University of Pittsburgh. Pittsburgh, PA. July 21, 2004.

- 2004 "Remote Control," Providing Athletic Youth Both Academic and Career Success (PAYBACS) Program for At-Risk Athletic Youth. Pittsburgh, PA. July 9, 2004.
- 2004 "Getting Back Remote Control: Mass Media Messages and Your Patients' Health," 41st Annual Family Medicine Refresher Course, UPMC St. Margaret. Pittsburgh, PA. June 17, 2004.
- 2004 "The Effect of the Mass Media on Youth," Point Park University Speaker Series. Pittsburgh, PA. May 23, 2004.
- 2004 "Media Literacy for Prevention of Adolescent Smoking," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh. Pittsburgh, PA. April 1, 2004.
- 2004 "Media Literacy as a Tool for Prevention of Smoking Initiation," Center for Health Equity Research and Promotion. Pittsburgh, PA. March 16, 2004.
- 2004 "Media Literacy for Prevention," Beaver County Community College Prevention Conference. Beaver, PA. March 16, 2004.
- 2004 "Mass Media and Health," Social Psychology Course, Duquesne University. Pittsburgh, PA. February 16, 2004.
- 2003 "Media Literacy: A Solution for Health Disparities?" Board of Directors, Maurice Falk Foundation. Pittsburgh, PA. December 2, 2003.
- 2003 "Innovative Smoking Prevention with Media Literacy," Center for Research on Health Care. Pittsburgh, PA. November 4, 2003.
- 2003 "Media Literacy and Smoking Prevention in Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh. Pittsburgh, PA. October 2, 2003.
- 2003 "Health and Your TV," University of Pittsburgh Honors Program Lecture Series. Pittsburgh, PA. September 26, 2003.
- 2003 "Using the Language of Mass Media for Health Promotion," UPMC Patient-Provider Communication Workgroup. Pittsburgh, PA. August 27, 2003.
- 2003 "Media Literacy and Technology," Entertainment Technology Center, Carnegie Mellon University. Pittsburgh, PA. February 14, 2003.
- 2003 "Teach the Truth," Beaver County Youth Leadership Institute. Beaver, PA. January 30, 2003.
- 2003 "Media Literacy for Adolescents," Division of Adolescent Medicine, Department of Pediatrics, Children's Hospital of Pittsburgh. Pittsburgh, PA. January 16, 2003.
- 2002 "How to Smoke Out the Ads," American Cancer Society's Second Annual Youth Tobacco Leadership Institute. Pittsburgh, PA. November 20, 2002.
- 2002 "Cross Cultural Psychiatry," Shadyside Hospital. Pittsburgh, PA. October 1, 2002.

SELECTED PUBLICITY, PRESS, AND MEDIA APPEARANCES

- NPR Connecticut. *Does social media cause social isolation?* March 15, 2018.
- WPSD. *Vaping: gateway to cigarettes?* March 4, 2018.
- How Stuff Works. *Are people getting lonelier? Experts are divided.* February 6, 2018.
- Canadian Broadcast Company Radio One. *Shedding light on teenage loneliness and social media.* January 21, 2018.
- BBC. *The vital time you shouldn't be on social media.* January 11, 2018.
- The Mice Times of Asia. *Apple investors are sounding the alarm.* January 9, 2018.
- CNBC. *Parents need to take responsibility for tech addiction: Apple shareholders.* January 8, 2018.
- The Guardian. *When Facebook asks if social media is bad for us, it's time to listen.* December 19, 2017.
- Huffington Post. *This is the healthiest way to browse Instagram.* December 8, 2017.
- ABC Australia. *Depression, anxiety and social media.* December 3, 2017.
- HuffPost Tunisia. *5 undesirable effects of social media on youth.* November 11, 2017.
- TCN (Vietnamese news source). *Research shows that increased web surfing will increase the risk of social isolation.* October 30, 2017.
- Durango Herald. *Offline October: Student-led social media blackout tells teens 'Don't post a story, live one.'* October 27, 2017.
- Time Magazine. *We need to talk about kids and smartphones.* October 10, 2017.
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Pittsburgh Tribune-Review. *Newsmaker: Dr. Brian Primack* June 8, 2012.

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NPR national interview. *Recent study links television viewing to higher rates of depression*. February 10, 2009.

La Stampa (major Italian news source). *More TV today, more depression tomorrow*. February 5, 2009.

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Agence France-Presse (major French news source). *A child playing a video game hosted by too much screen time spent exposes adolescents with depression*. February 3, 2009.

US News and World Report. *Teen TV time tied to adult depression*. February 2, 2009.

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Pittsburgh Tribune-Review. *Study finds hookah smoking popular among college crowd*. September 4, 2008.

Pittsburgh Post-Gazette. *Students hooked on hookahs*. September 4, 2008.

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WNYC (New York City NPR affiliate). *Over 30% of the most popular tunes in 2005 mentioned substance abuse*. February 11, 2008.

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US News and World Report. *Drugs and alcohol and your kids' music*. February 5, 2008.

CBS News. *Music lyrics offer earful about drugs*. February 5, 2008.

New York Times. *Alcohol and drugs abound in pop? Who knew?* February 6, 2008.

Reuters News. *Third of hit songs said to mention alcohol and drug use*. November 9, 2007.

US News and World Report. *One-third of popular songs refer to substance abuse*. November 8, 2007.

ABC News. *Drug-drenched lyrics no music to parents' ears*. November 7, 2007.

CBS News. *Study: Pop music heavy on drugs, booze*. November 7, 2007.

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Pittsburgh Post-Gazette. *Pitt study says black Americans exposed to more tobacco advertising*. August 21, 2007.

WQED-TV (Pittsburgh PBS affiliate). *Ad It Up*. February 4, 2007.

WVIA-TV (Scranton PBS affiliate). *Panel discussion on the effects of media on violence*. With Renee Hobbs, PhD and Faith Rogow, PhD. September 1, 2004.

PROFESSIONAL ACTIVITIES: CURRENT RESEARCH INTERESTS

- Honors education
- Health communication
- Clinical, translational, health services, and outcomes research
- Cancer control and prevention
- Assessing both positive and negative influences of technology and media exposures on health outcomes
- Developing interventions to leverage technology and media exposures to improve health and health care
- Reducing and eliminating health disparities
- Epidemiology, sociology, and policy around alternative tobacco and nicotine products such as waterpipes and electronic cigarettes
- Adolescent, college, and young adult health
- Assessment of innovation in health sciences education for students, postdoctoral trainees, and junior, mid-career, and senior faculty

PROFESSIONAL ACTIVITIES: SERVICE

National Service

- | | |
|--------------|---|
| 2006–present | Ad hoc reviewer for multiple journals including the following (selected titles only, in alphabetical order): <i>American Journal of Preventive Medicine</i> , <i>American Journal of Public Health</i> , <i>Annals of Behavioral Medicine</i> , <i>Annals of Internal Medicine</i> , <i>Archives of Pediatric and Adolescent Medicine</i> , <i>Drug and Alcohol Dependence</i> , <i>Health Education Research</i> , <i>Journal of Adolescent Health</i> , <i>Medical Education</i> , <i>New England Journal of Medicine</i> , <i>Nicotine & Tobacco Research</i> , <i>Pediatrics</i> , and <i>Tobacco Control</i> |
| 2015–2016 | Acting Chair, Study Section, “Community Influences in Health Behavior,” Center for Scientific Review, NIH (lead study section reviews when usual chair is in conflict or otherwise unable) |
| 2015 | Referee, Division of Behavioral and Social Science and Education, National Academy of Sciences, Engineering, and Medicine |
| 2012–2016 | Standing Member, Study Section, “Community Influences in Health Behavior,” Center for Scientific Review, NIH |
| 2012 | Member, Study Section, “NIH Intramural Center for Tobacco Regulatory Science (ICTRS)” |

- 2011 Member, Study Section, “Small Grants for Behavioral Research in Cancer Control (R03),” National Cancer Institute, NIH
- 2010 Member, Study Section, “State and Community Tobacco Control Policy and Media Research (U01),” National Cancer Institute, NIH
- 2009–2010 Member, Committee to Integrate Media Literacy Evaluation into the U.S. Educational System, Council for Chief State School Officers
- 2009 Member, Study Section, “Small Grants for Behavioral Research in Cancer Control (R03),” National Cancer Institute, NIH
- 2008 Member, Study Section, “Centers of Excellence in Cancer Communication Research II (P50),” National Cancer Institute, NIH
- 2008–2012 Member (founding member), Editorial Board, *Journal of Media Literacy Education*
- 2007 Member, Study Section, “International Tobacco and Health Research and Capacity Building Program (R01),” National Cancer Institute, National Institutes of Health (NIH)
- 2007–2010 Member (founding member), Editorial Board, *Journal of Health and Mass Communication*

University Service

- 2017–present Co-Chair, Emma W. Locke Memorial Award Selection Committee, University of Pittsburgh.
- 2017–present Member, Council of Deans, University of Pittsburgh (Consists of Deans of major administrative units, such as Arts and Sciences, Engineering, Medicine, Education, etc., Vice Provosts, and Presidents of Regional Campuses)
- 2017–present Member, Subcommittee of of Pittsburgh Deans, University of Pittsburgh (Consists of only Deans of major administrative units, such as Arts and Sciences, Engineering, Medicine, Education, etc.)
- 2017–present Member, Council of Deans Steering Committee, University of Pittsburgh
- 2017–present Member, Undergraduate Education Task Force (Consists of only Deans and Vice Chancellors)
- 2017–present Member, Special Committee for Honors Convocation, Commencement Speakers, and Honorary Degree Recipients
- 2017–present Member, Provost’s Advisory Committee on Undergraduate Programs, University of Pittsburgh
- 2017–present Member, Enrollment Management Committee, University of Pittsburgh
- 2017–present Member, Steering Committee, Year of the Healthy U, University of Pittsburgh

- 2016–present Member, Steering Committee, PhD program in Clinical and Translational Science, University of Pittsburgh
- 2014–present Director, Center for Research on Media, Technology, and Health, University of Pittsburgh
- 2014–2017 Assistant Vice Chancellor for Research on Health and Society, University of Pittsburgh
- 2009–2017 Member, University of Pittsburgh School of Medicine Admissions Interviewing Committee
- 2008–present Member, Biobehavioral Research Program, University of Pittsburgh Cancer Institute
- 2007–2016 Member, Committee for Research on Education and Careers, Department of Medicine
- 2007–2012 Member, Steering Committee, Project to Reduce Exposure and Smoking of Tobacco (RESET), University of Pittsburgh
- 2005–2006 Member, Committee on Health Promotion, University of Pittsburgh
- 2003–2005 Member, Clerkship Committee, Department of Family Medicine
- 2003–2005 Member, Committee on Medical Education, Department of Family Medicine
- 2002–2004 Member, Patient-Physician Communication Group, School of Medicine

Community Service

- 2014–2015 Volunteer Soccer Coach, Dynamo Travel Soccer League, Pittsburgh, PA
- 2013–2014 Volunteer, The Outreach Program for Soccer (TOP Soccer), program teaching soccer to children and young adults with disabilities, Pittsburgh, PA
- 2012–2014 Immediate Past President, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, PA
- 2010–2012 President, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, PA
- 2008–2010 Vice president, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, PA
- 2005–2014 Member, Board of Directors, American Cancer Society of Western Pennsylvania, Pittsburgh, PA
- 2002–present Volunteer musician, Weinberg Terrace and Weinberg Village Nursing Homes, Pittsburgh, PA
- 2002–2014 Volunteer, American Cancer Society, Pittsburgh, PA
- 1996 Volunteer teacher and aide, Bright Beginnings Head Start Program, Washington, DC

1996	Volunteer counselor, Georgia Highlands Mental Health Center, Dalton, GA
1994–1995	Emergency room volunteer and volunteer coordinator, Washington Hospital Center, Washington, DC
1993	Volunteer counselor, Harvard Crisis Hotline, Cambridge, MA

SKILLS

Acting	Professional community theater roles have included Romeo in <i>Romeo and Juliet</i> , Joseph in <i>Joseph and the Amazing Technicolor Dreamcoat</i> , and the Lord Chancellor (lead comic baritone) in the Gilbert & Sullivan operetta <i>Iolanthe</i> .
Improvisation	Ten years of experience in professional comedy and improvisation troupes in Washington, DC and Pittsburgh, PA. Experience teaching comedy improvisation to adolescents in formal and informal settings.
Music	Intermediate acoustic guitar, piano, and harmonica performance. Intermediate music theory and composition.
Languages	Fair Spanish and French.
Computer Programming	Advanced skills with STATA statistical programming. Moderate skills with HTML. Basic skills with CSS and JavaScript.
Computer Software	Advanced skills with Microsoft Word, PowerPoint, and Excel. Moderate skills with Microsoft Publisher, Adobe Creative Suite, Audacity Audio Editor, Movie Maker, Mendeley, EndNote, and Dragon Naturally Speaking.