

Laura A. Gibson

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CONTACT INFORMATION

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EDUCATION

Ph.D. Psychology, Harvard University, 2006

M.A. Social Psychology, Harvard University, 2003

B.A. Cognitive Science with *high honors*, Dartmouth College, 1999, *magna cum laude*, *Phi Beta Kappa*

PROFESSIONAL & RESEARCH EXPERIENCE

Research Director, 2010-present Annenberg School for Communication, University of Pennsylvania

NIH/FDA Tobacco Center of Regulatory Science (TCORS) grant P50-CA179546 (2013-present)

- Co-investigator of a 5-year federal grant to study tobacco information in the media environment (e.g., Twitter, newspapers, websites) and its impact on youth and young adult's tobacco intentions and use.
- Use Python for automated text analysis, R for data management, and Stata for analyses.
- Manage 10-12 graduate students and post-doctoral fellows, as well as one staff direct report.

NIH/NCI Center for Excellence in Cancer Communication Research (CECCR) II supplement CA095856-09S1 (2012-2013)

- Conducted research for the FDA on the effectiveness of graphic warning labels among vulnerable populations of smokers and promising messages for their Real Cost smoking prevention campaign.

NIH/NCI CECCR II grant CA095856 (2011-2013)

- Analyzed data to understand how "routine information exposure" impacts both cancer screening and cancer treatment outcomes.

City of Philadelphia Contract 1020515, CDC Communities Putting Prevention to Work (CPPW) (2010-2012)

- Coordinated the formative and summative evaluations of Philadelphia's anti-smoking media campaign.

Longitudinal Study Coordinator, 2008-2010 Annenberg School for Communication, University of Pennsylvania

CPB/DOE Ready to Learn (RTL) grant PR# U295A050003

- Studied the impact of educational media content on child development: contributed to the research design; gathered age- and culturally-appropriate measures; trained staff for home assessments and interventions; developed systems for managing data, analyzed results, and wrote reports.
- Supervised five direct reports; facilitated decision-making for an 18-person team across two cities.

Evaluation Consultant, 2007-2008

TCC Group, Philadelphia, PA

- Evaluated diverse nonprofit programs across the US through quantitative and qualitative data analysis (e.g., science education partnerships, principal training programs, after-school and shelter services).

Statistical Analyst, 2004

Sensory Spectrum, New Providence, NJ

- Analyzed consumer data and descriptive product evaluations for Fortune 500 clients.

Graduate Student Researcher, 2001-2006

Psychology Department, Harvard University

- Designed, programmed, analyzed, and presented results of original research on gut feelings.
- Analyzed and managed a range of other data: from individual psychophysical experiments to internet studies with over 32,000 respondents.

Research Assistant, 1999-2001

Psychology Department, Princeton University

- Programmed and analyzed experiments on visual attention and decision making (some using fMRI).
- Edited book chapters, articles, and editorials for Nobel-prize winner Daniel Kahneman.
- Solved hardware and software problems for both Macintosh and Windows users (self-taught).

PEER-REVIEWED PUBLICATIONS

Volinsky, A.C., Kranzler, E.C., **Gibson, L.A.**, & Hornik, R.C. (2018). Tobacco 21 policy support by U.S. 13-25 year olds: Evidence from a rolling cross-sectional study (2014-2017). *American Journal of Preventive Medicine*.

Gibson, L.A., Creamer, M.R., Breland, A.B., Giachello, A.L., Kaufman, A., Kong, G., Pechacek, T.F., Pepper, J.K., Soule, E.K., & Halpern-Felsher, B. (2018). Measuring perceptions related to e-cigarettes: Important principles and next steps to enhance study validity. *Addictive Behaviors*, 79, 219-225. doi: 10.1016/j.addbeh.2017.11.017

Seitz, H.H., Schapira, M.M., **Gibson, L.A.**, Skubisz, C., Mello, S., Armstrong, K., & Cappella, J.N. (2018). Explaining the effects of a decision intervention on mammography intentions: The roles of worry, fear, and perceived susceptibility to breast cancer. *Psychology and Health*, 33(5), 682-700. doi: 10.1080/08870446.2017.1387261

Barrington-Trimis, J.L., **Gibson, L.A.**, Halpern-Felsher, B., Harrell, M.B., Kong, G., Krishnan-Sarin, S., Leventhal, A.M., Loukas, A., McConnell, R., & Weaver, S.R. (2018). Type of e-cigarette device used among adolescents and young adults: Findings from a pooled analysis of 8 studies of 2,166 vapers. *Nicotine & Tobacco Research*, 20(2), 271-274. doi: 10.1093/ntr/ntx069

Kranzler, E.C., **Gibson, L.A.**, & Hornik, R.C. (2017). Recall of “The Real Cost” anti-smoking campaign is specifically associated with endorsement of campaign-targeted beliefs. *Journal of Health Communication*, 22(10), 818-828. doi: 10.1080/10810730.2017.1364311

Soneji, S., Barrington-Trimis, J.L., Wills, T.A., Leventhal, A., Unger, J.B., **Gibson, L.A.**, Yang, J., Primack, B.A., Andrews, J.A., Miech, R., Spindle, T.R., Dick, D.M., Eissenberg, T., Hornik, R.C., Dang, R., & Sargent, J. (2017). Association between initial use of e-cigarettes and subsequent cigarette smoking among adolescents and young adults: A systematic review and meta-analysis. *JAMA Pediatrics*, 171(8), 788-797. doi: 10.1001/jamapediatrics.2017.1488

Brennan, E., **Gibson, L.A.**, Kybert-Momjian, A., Liu, J., & Hornik, R.C. (2017). Promising themes for antismoking campaigns targeting youth and young adults. *Tobacco Regulatory Science*, 3(1), 29-46. doi: 10.18001/TRS.3.1.4

Lee, S., Brennan, E., **Gibson, L.A.**, Tan, A.S.L., Kybert-Momjian, A., Liu, J., & Hornik, R. (2016). Predictive validity of an empirical approach for selecting promising message topics: A randomized-controlled study. *Journal of Communication*, 66, 433-453. doi: 10.1111/jcom.12227

- Seitz, H. H., **Gibson, L.A.**, Skubisz, C., Forquer, H., Mello, S., Schapira, M. M., Armstrong, K., & Cappella, J. N. (2016). Effects of a risk-based online mammography intervention on accuracy of risk perceptions and mammography intentions. *Patient Education and Counseling*, *99*(10), 1647-56. doi: 10.1016/j.pec.2016.05.005
- Gibson, L.A.**, Tan, A.S.L., Freres, D., Lewis, N., Martinez, L., & Hornik, R.C. (2016). Non-medical information seeking amid conflicting health information: Negative and positive effects on prostate cancer screening. *Health Communication*, *31*(4), 417-424. doi: 10.1080/10410236.2014.963786
- Gibson, L.A.**, Brennan, E., Momjian, A., Shapiro-Luft, D., Seitz, H., & Cappella, J.N. (2015). Assessing the consequences of implementing graphic warning labels on cigarette packs for tobacco-related health disparities. *Nicotine & Tobacco Research*, *17*(8), 898-907. doi: 10.1093/ntr/ntv082
- Jeong, M., Tan, A.S.L., Brennan, E., **Gibson, L.A.**, & Hornik, R.C. (2015). Talking about quitting: Interpersonal communication as a mediator of campaign effects on smokers' quit behaviors. *Journal of Health Communication*, *20*(10), 1196-205. doi: 10.1080/10810730.2015.1018620
- Brennan, E., **Gibson, L.A.**, Momjian, A., & Hornik, R.C. (2015). Are young people's beliefs about menthol cigarettes associated with their smoking-related intentions and behaviors? *Nicotine & Tobacco Research*, *17*(1), 81-90. doi: 10.1093/ntr/ntu134
- Gibson, L.A.**, Parvanta, S., Jeong, M., & Hornik, R.C. (2014). Evaluation of a mass media campaign promoting using help to quit smoking. *American Journal of Preventive Medicine*, *46*(5), 487-495. doi: 10.1016/j.amepre.2014.01.011
- Tan, A.S.L., **Gibson, L.A.**, Zafar, H.M., Gray, S.W., Hornik, R.C., & Armstrong, K. (2014). Associations between cancer-related information seeking and receiving PET imaging for routine cancer surveillance – An analysis of longitudinal survey data. *Cancer Epidemiology, Biomarkers & Prevention*, *23*(3), 481-489. doi: 10.1158/1055-9965.EPI-17-0752.
- Parvanta, S., **Gibson, L.A.**, Forquer, H., Shapiro-Luft, D., Dean, L., Freres, D., Lerman, C., Mallya, G., Moldovan-Johnson, M., Tan, A.S.L., Cappella, J.N., Hornik, R.C. (2013). Applying quantitative approaches to the formative evaluation of antismoking campaign messages. *Social Marketing Quarterly*, *19*(4), 242-264. doi: 10.1177/1524500413506004
- Parvanta, S., **Gibson, L.A.**, Moldovan-Johnson, M., Mallya, G., & Hornik, R.C. (2013). Race and gender moderation of the relationship between cessation beliefs and intentions: Is race or gender message segmentation necessary in anti-smoking campaigns? *Health Education Research*, *28*(5), 857-868. doi: 10.1093/her/cyt067

SUBMITTED MANUSCRIPTS & WORKING PAPERS

- Sangalang, A., Volinsky, A.C., Liu, J., Yang, Q., Lee, S.J., **Gibson, L.A.**, & Hornik, R.C. *A multi-method approach to identifying promising campaign themes to prevent youth initiation of electronic cigarette use.* Manuscript submitted for publication.
- Hornik, R.C., Volinsky, A.C., Mannis, S., **Gibson, L.A.**, Brennan, E., Lee, S.J., & Tan, ASL. *Validating the Hornik & Woolf approach to choosing media campaign themes: Do promising beliefs predict behavior change in a longitudinal study?* Manuscript submitted for publication.
- Gibson, L.A.**, Troje, N. F., & Nakayama, K. (2006). *Gait cues linked to perceptions of gender and confidence.* Harvard University, Cambridge, MA.
- Gibson, L.A.**, Sadr, J., Troje, N. F., & Nakayama, K. (2006). *Perception of biological motion at varying eccentricity.* Harvard University, Cambridge, MA.

Gibson, L.A., Banaji, M. A., Nosek, B. A., & Greenwald, A.G. (2004). *The automatic association of weapons with Black Americans: Evidence of implicit and explicit stereotypes from a demonstration website*. Harvard University, Cambridge, MA.

Gibson, L.A., Song, J., & Wegner, D.M. (2003). *Believing we have done what we were thinking: The confabulation of authorship*. Harvard University, Cambridge, MA.

PEER-REVIEWED PRESENTATIONS

Hornik, R.C., Volinsky, A.C., **Gibson, L.A.**, Mannis, S., Brennan, E., Lee, S.J., & Tan, ASL. (2018 May). *Validating the Hornik & Woolf approach to choosing media campaign themes: Do promising beliefs predict behavior change in a longitudinal study?* Paper accepted for presentation at the annual meeting of the International Communication Association, Prague, Czech Republic.

Kim, K., **Gibson, L.A.**, Lee, S., Liu, J., Williams, S., Binns, S., Tran, H., Kim, Y., Emery, S., & Hornik, R.C. (2018 February). *The valence of media coverage of e-cigarettes and other tobacco products*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Siegel, L., **Gibson, L.A.**, Liu, J., Lee, S., Williams, S. & Hornik, R.C. (2018 February). *The prevalence of population and individual-level descriptive norm information in media coverage of e-cigarettes and other tobacco products*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Volinsky, A.C., Kranzler, E.C., **Gibson, L.A.**, & Hornik, R.C. (2018 February). *Support for Tobacco 21 policy among youth and young adults (2014-2017)*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Lee, S., Liu, J., **Gibson, L.A.**, & Hornik, R.C. (2017 May). *Using crowd-sourced labelling to rate the valence of media texts: Rating instructions for achieving valid results*. Oral presentation at the annual meeting of the International Communication Association, San Diego, CA.

Seitz, H. H., **Gibson, L.A.**, Skubisz, C., Mello, S., Schapira, M. M., Armstrong, K., & Cappella, J. N. (2017 April). *Immediate and long-term effects of a risk-based online mammography decision intervention on predictors of mammography behavior*. Paper presented at the DC Health Communication Conference, Fairfax, VA.

Sangalang, A., Volinsky, A.C., Yang, Q., Liu, J., Lee, S., **Gibson, L.A.**, & Hornik, R.C. (2017 March). *Identifying promising campaign themes for a mass media campaign to prevent youth initiation of vaping and e-cigarette use*. Panel presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

Gibson, L.A., Sangalang, A., Volinsky, A., O'Donnell, M.B., Jeong, M., Yang, Q., & Hornik, R.C. (2016 December). *Could a fragmented communication environment reshape the narrative?: Evidence from tobacco and e-cigarette media networks*. Oral presentation at the annual Academy Health Conference on the Science of Dissemination and Implementation, Washington DC.

Gibson, L.A., Yang, Q., O'Donnell, M., Liu, J., Lee, S., Kranzler, E., Volinsky, A., Jeong, M., & Hornik, R. (2016 November). *Automated methods for content analysis in health communication: Comparing dictionary and supervised machine learning (SML) methods*. Roundtable conversation at the annual meeting of the National Communication Association, Philadelphia, PA.

Kranzler, E., Hornik, R., & **Gibson, L.A.** (2016 November). *Recall of "The Real Cost" anti-smoking campaign is specifically associated with endorsement of campaign-targeted beliefs*. Poster presented at the annual meeting of the National Communication Association, Philadelphia, PA.

- Gibson, L.A.** & Hornik, R. (2016 March). *E-cigarette marketing and youth intentions to use e-cigarettes among youth least susceptible to tobacco*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Hornik, R. & **Gibson, L.A.** (2016 March). *Evidence for a plateau in use of e-cigarettes since mid-2014*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Hornik, R. & **Gibson, L.A.** (2016 March). *Prediction of cigarette use from six-month prior electronic and combustible cigarette use for a U.S. national sample of 13-25 year olds*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Kranzler, E., Hornik, R., & **Gibson, L.A.** (2016 March). *Exposure to “Real Cost” TV ads is specifically associated with campaign-targeted beliefs*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Lee, S., Brennan, E., **Gibson, L.A.**, Liu, J., Tan, A.S.L., Kybert-Momjian, A., & Hornik, R. (2015 November). *An experimental test of a message topic selection approach: Testing the H&W method*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- Lochbuehler, K., Liu, J., **Gibson, L.A.**, & Hornik, R. (2015 May). *The association between e-cigarette information scanning and cognitions among youth and young adults: Does current tobacco use status matter?* High-density panel at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- Seitz, H. H., **Gibson, L.A.**, Skubisz, C., Forquer, H., Mello, S., Schapira, M. M., Armstrong, K., & Cappella, J. N. (2015 May). *Effects of a personalized online mammography decision aid on accuracy of risk perceptions and mammography intentions*. Poster presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- Gibson, L.A.**, Brennan, E., Liu, J., & Hornik, R.C. (2015 April). *Using survey data to identify target beliefs for the FDA youth campaigns*. Oral presentation as part of a panel on the Real Cost ad campaign at the annual meeting of the DC Health Communication Conference, Fairfax, VA.
- Brennan, E., **Gibson, L.A.**, Liu, J., Momjian, A., & Hornik, R.C. (2015 March). *Mass media campaigns to reduce smoking among young adults: A theory-driven and empirical approach for identifying promising campaign themes*. Oral presentation at the annual meeting of the World Conference on Tobacco or Health, Abu Dhabi, UAE.
- Gibson, L.A.**, Brennan, E., Momjian, A., Shapiro-Luft, D., & Cappella, J.N. (2015 February). *Graphic warning labels that focus on harms to children: Assessing the effectiveness among pregnant smokers and smokers who live with children*. Oral presentation at the annual meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.
- Hornik, R., **Gibson, L.A.**, & Liu, J. (2015 February). *Alternative approaches to measuring exposure to tobacco-related media content in the context of estimating its effects*. Part of a symposium presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.
- Liu, J., Lochbuehler, K., **Gibson, L.A.**, & Hornik, R. (2015 February). *The association between e-cigarette information scanning and cognitions among youth and young adults: Does current cigarette smoking status matter?* Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Philadelphia, PA.
- Seitz, H. H., **Gibson, L.A.**, Skubisz, C., Forquer, H., Mello, S., Schapira, M. M., Armstrong, K., & Cappella, J. N. (2014 November). *Using a personalized online mammography decision aid to change normative beliefs about mammography*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

- Seitz, H. H., Schapira, M. M., **Gibson, L.A.**, Skubisz, C., Forquer, H., Mello, S., Armstrong, K., & Cappella, J. N. (2014 October). *Tailoring, exemplars, and amount of information in an online mammography decision aid: Effects on decision process outcomes*. Poster presented at the annual meeting of the Society for Medical Decision Making, Miami, FL.
- Brennan, E., **Gibson, L.A.**, Liu, J., Momjian, A., & Hornik, R. (2014 May). *Using cross-sectional survey data to identify promising themes for youth-focused anti-tobacco mass media campaigns*. Panel presented at the annual meeting of the International Communication Association, Seattle, WA.
- Gibson, L.A.**, Tan, A.S.L., Freres, D., Lewis, N., Martinez, L., & Hornik, R.C. (2014 May). *Non-medical information seeking amid conflicting health information: Negative and positive effects on prostate cancer screening*. Oral presentation at the annual meeting of the International Communication Association, Seattle, WA (top paper award).
- Jeong, M., Tan, A.S.L., Brennan, E., **Gibson, L.A.**, & Hornik, R.C. (2014 May). *Examining interpersonal communication as a mediator of campaign effects on smokers' quit behaviors*. Poster presented at the annual meeting of the International Communication Association, Seattle, WA.
- Brennan, E., **Gibson, L.A.**, Momjian, A., & Hornik, R.C. (2014, February). *Do young people's beliefs about menthol cigarettes predict intentions to use tobacco?* Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.
- Gibson, L.A.**, Brennan, E., Momjian, A., Shapiro-Luft, D., Seitz, H., & Cappella, J.N. (2014, February). *Comparing the effectiveness of graphic warning labels among the general population and four priority sub-groups of smokers*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.
- Naugle, D., Armstrong, K., **Gibson, L.A.**, Hornik, R.C., Tan, A.S.L., & Skubisz, C. (2013, November). *Correlates of cancer patients' evaluations of their doctors: The role of patient-clinician information engagement and perceived ability to obtain information*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.
- Brennan, E., **Gibson, L.A.**, Momjian, A., Jeong, M., Naugle, D., Forquer, H., Tan, A.S.L., Parvanta, S., & Hornik, R.C. (2013, March). *Identifying potential themes for a youth-focused smoking prevention mass media campaign: A theory-driven and empirical approach*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Boston, MA.
- Parvanta, S., **Gibson, L.A.**, Moldovan-Johnson, M., Mallya, G., & Hornik, R. (2012, May). *Race and gender moderation of cessation belief-intention relationships: Is message segmentation necessary in anti-smoking campaigns?* Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Gibson, L.A.**, Shapiro, D., Forquer, H., Cappella, J., Hornik, R., Dean, L., & Mallya, G. (2011, October). *Choosing between ads for your health promotion campaign: Using theory and evidence to guide pre-testing and evaluation*. Oral presentation at the annual meeting of the American Public Health Association, Washington, DC.
- Parvanta, S., **Gibson, L.A.**, Cappella, J., Dean, L., Freres, D., Forquer, H., Moldovan-Johnson, M., Lerman, C., Mallya, G., Tan, A., & Hornik, R. (2011, October). *Formative evaluation for the Philadelphia Anti-Smoking Media Campaign: Finding key beliefs that may increase adult smokers' intentions to quit with help*. Poster presented at the annual meeting of the American Public Health Association, Washington, DC.
- Parvanta, S., **Gibson, L.A.**, & Johnson, M. (2011, August). *Developing anti-smoking media campaign messages: Should messages differ by race or gender?* Oral presentation at the Centers for Disease Control and Prevention Fifth Annual National Conference on Health Communication, Marketing and Media, Atlanta, GA.

PROFESSIONAL AFFILIATIONS

Society for Research on Nicotine and Tobacco, 2014-2018

International Communication Association, 2014-2015, 2017-2018

National Communication Association 2016

American Public Health Association, 2011-2012

Association for Psychological Science, 2007-2008, 2012

Vision Sciences Society, 2005-2006

Society for Personality and Social Psychology, 2002-2005