

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 APPOINTMENTS

2018-present	Research Assistant Professor	Perelman School of Medicine, University of Pennsylvania
2010-2018	Research Director	Annenberg School for Communication, University of Pennsylvania
2008-2010	Research Coordinator	Annenberg School for Communication, University of Pennsylvania

GRANT FUNDING

2018	NIH R01-CA229502 National Cancer Institute, "A randomized trial of web-based behavioral economic interventions to promote healthy food choices among food pantry clients" Co-investigator (PI: C. Roberto), \$2,309,599
2017	NIH R21-TW010837 Fogarty International Center, "Preventing non-communicable diseases in Guatemala through sugary drink reduction and capacity building" Co-investigator (PI: C. Roberto), \$363,713
2017	NIH R01-DK111558 National Institute of Diabetes and Digestive and Kidney Diseases, "Communicating the health risks of sugar-sweetened beverages" Co-investigator (PI: C. Roberto), \$1,946,315
2016	Bloomberg Philanthropies, "Evaluating the Philadelphia beverage tax" Co-investigator (Multiple-PIs: C. Roberto, H. Lawman, S. Bleich), \$2,968,000
2013	NIH/FDA P50-CA179546 National Cancer Institute & FDA, UPenn Tobacco Center of Regulatory Science (TCORS) Project 1, "Information and misleading information about

- tobacco products in the “new” and “old” public communication environment: Measuring its presence, estimating its effects, recommending regulatory responses” Co-investigator (co-PIs: R. Hornik & C. Lerman), \$4,428,554
- 2012 NIH CA095856-09S1 (Administrative Supplement) National Cancer Institute, “Supporting the Diffusion of the Tobacco Graphic Warning Labels (GWLs)” Research director (PI: R. Hornik)
- 2011 NIH CA095856 National Cancer Institute, UPenn Center of Excellence in Cancer Communication Research (CECCR) Project, “Patient-Clinician Information Engagement: Determinants and Effects on Health Behaviors and Outcomes” Research director (PI: R. Hornik)
- 2010 City of Philadelphia Contract 1020515, CDC Communities Putting Prevention to Work (CPPW), “Research to support the development and monitoring of the Philadelphia Anti-Tobacco Campaign” Research director (PI: R. Hornik)
- 2008 Corporation for Public Broadcasting/Department of Education PR# U295A050003, UPenn Ready to Learn Literacy Initiative, Study Coordinator (PI: D. Linebarger)

PEER-REVIEWED PUBLICATIONS

1. **Gibson, L.A.**, Siegel, L., Kranzler, E., Volinsky, A., O’Donnell, M.B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Maidel Epstein, V., Leffel, T., Jeong, M., Liu, J., Lee, S., Emery, S., & Hornik, R.C. (in press). Combining crowd-sourcing and automated content methods to improve estimates of overall media coverage: Theme mentions in e-cigarette and other tobacco coverage. *Journal of Health Communication*.
2. Sangalang, A., Volinsky, A.C., Liu, J., Yang, Q., Lee, S.J., **Gibson, L.A.**, & Hornik, R.C. (2019). Identifying potential campaign themes to prevent youth initiation of e-cigarettes. *American Journal of Preventive Medicine*, 56(2), S65-S75. doi: 10.1016/j.amepre.2018.07.039
3. Hornik, R.C., Volinsky, A.C., Mannis, S., **Gibson, L.A.**, Brennan, E., Lee, S.J., & Tan, ASL. (2018). Validating the Hornik & Woolf approach to choosing media campaign themes: Do promising beliefs predict behavior change in a longitudinal study? *Communication Methods and Measures*, 13(1), 60-68. doi: 10.1080/19312458.2018.1515902
4. Volinsky, A.C., Kranzler, E.C., **Gibson, L.A.**, & Hornik, R.C. (2018). Tobacco 21 policy support by U.S. individuals aged 13-25 years: Evidence from a rolling cross-sectional study (2014-2017). *American Journal of Preventive Medicine*, 55(1), 129-131. doi: 10.1016/j.amepre.2018.03.008
5. **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
6. 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
7. 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
8. 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
 9. 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
 10. 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
 11. 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
 12. 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
 13. **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
 14. **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
 15. 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
 16. 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
 17. **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
 18. 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.
 19. 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
 20. 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

1. Bleich, S., Lawman, H.G., LeVasseur, M.T., Yan, J., Mitra, N., Lowery, C.M., Peterhans, A., Hua, S., **Gibson, L.A.**, & Roberto, C.A. *The association of a beverage tax on sugar- and artificially-sweetened beverages with changes in beverage prices and purchases at independent stores*. Manuscript submitted for publication.
2. Liu, J., Siegel, L., **Gibson, L.A.**, Kim, Y., Binns, S., Emery, S., & Hornik, R.C. *Converging or diverging? A cross-platform study of media representations of dynamic descriptive norms through automated and crowdsourced content analysis*. Manuscript submitted for publication.
3. Siegel, L., Volinsky, A., Kranzler, E., & **Gibson, L.A.** *Do longitudinal trends in Tobacco 21-related media coverage correlate with policy support? An exploratory analysis using supervised and unsupervised machine learning methods*. Manuscript submitted for publication.
4. Hornik, R., **Gibson, L.A.**, Sangalang, A., Volinsky, A., Williams, S., Kikut, A., Kim, Y., Binns, S. & Emery, S. *Consistency of messages across media sources for tobacco and electronic cigarettes over 36 months; Evidence for a public communication environment*. Manuscript submitted for publication.
5. Lee, S., Liu, J., **Gibson, L.A.**, & Hornik, R.C. *Valid and efficient crowdsourced text ratings: Testing instructions and estimating the optimal number of raters*. Manuscript submitted for publication.
6. **Gibson, L.A.**, Troje, N. F., & Nakayama, K. (2006). *Gait cues linked to perceptions of gender and confidence*. Harvard University, Cambridge, MA.
7. **Gibson, L.A.**, Sadr, J., Troje, N. F., & Nakayama, K. (2006). *Perception of biological motion at varying eccentricity*. Harvard University, Cambridge, MA.
8. **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.
9. **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

1. Hornik, R., **Gibson, L.A.**, Sangalang, A., Volinsky, A., Williams, S., Kikut, A., Kim, Y., Binns, S. & Emery, S. (2019 May). *Consistency of messages across media sources for tobacco and electronic cigarettes over 36 months: Evidence for a public communication environment*. Paper accepted for presentation at the annual meeting of the International Communication Association, Washington DC.
2. Kim, K., **Gibson, L.A.**, Williams, S., Binns, S., Kim, Y., Emery, S., & Hornik, R.C. (2019 May). *Automated coding of e-cigarette and other tobacco product valence in long-form and social media: The effects of product, source, and time*. Paper accepted for presentation at the annual meeting of the International Communication Association, Washington DC.
3. Liu, J., Siegel, L., **Gibson, L.A.**, Kim, Y., Binns, S., Emery, S., & Hornik, R.C. (2019 May). *Converging or diverging? A cross-platform study of media representations of dynamic descriptive norms through automated and crowdsourced content analysis*. Paper accepted for presentation at the annual meeting of the International Communication Association, Washington DC.

4. Siegel, L., Volinsky, A., Kranzler, E., & **Gibson, L.A.** (2019 May). *Do longitudinal trends in Tobacco 21-related media coverage correlate with policy support? An exploratory analysis using Supervised and Unsupervised Machine Learning methods*. Paper accepted for presentation at the annual meeting of the International Communication Association, Washington DC.
5. **Gibson, L.A.**, Siegel, L., Kranzler, E., Volinsky, A., O'Donnell, M.B., Williams, S., Yang, Q., Kim, Y., Binns, S., Tran, H., Maidel Epstein, V., Leffel, T., Jeong, M., Liu, J., Lee, S., Emery, S., & Hornik, R.C. (2019 February). *Automated content analysis to quantify theme mentions in e-cigarette and other tobacco coverage across mass media and social media sources*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
6. Hornik, R.C., **Gibson, L.A.**, Binns, S., Emery, S., Maidel Epstein, V., Jeong, M., Kim, K., Kim, Y., Kranzler, E., Lee, S., Liu, J., O'Donnell, M.B., Siegel, L., Tran, H., Volinsky, A., Williams, S., & Yang, Q. (2019 February). *Effects of mass media and social media coverage of anti-tobacco content on youth and young adult smoking intentions*. Oral presentation at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
7. Hornik, R.C., **Gibson, L.A.**, Sangalang, A., Volinsky, A., Williams, S., Kikut, A., Kim, Y., Binns, S. & Emery, S. (2019 February). *Consistency of messages across media sources for tobacco and electronic cigarettes over 36 months; Evidence for a public communication environment*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
8. Osman, A., Meernik, C., Creamer, M., Gibson, L.A., Towner-Wright, S., Kowitt, S. & Goldstein, A. (2019 February). *A systematic review of studies on multiple tobacco product use in youth and young adults: User characteristics, risk factors, and product types*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
9. Siegel, L., Liu, J., **Gibson, L.A.**, Lee, S., Williams, S., & Hornik, R.C. (2019 February). *Quantifying and investigating trends in norm information about e-cigarette and other tobacco use in media using automated content analysis*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
10. Siegel, L., Volinsky, A., Kranzler, E., & **Gibson, L.A.** (2019 February). *Trends in Tobacco 21 media coverage and policy support: An exploratory analysis using machine learning*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA
11. 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 presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
12. 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.
13. 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.
14. 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.
15. 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.

16. 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.
17. 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.
18. **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.
19. **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.
20. 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.
21. **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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. **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.

29. 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.
30. **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.
31. 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.
32. 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.
33. 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.
34. 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.
35. 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.
36. **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).
37. 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.
38. 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.
39. **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.
40. 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.

41. 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.
42. 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.
43. **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.
44. 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.
45. 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.
46. **Gibson, L.A.**, Sadr, J., Troje, N. F., & Nakayama, K. (2005, May). *Perception of biological motion at varying eccentricity*. Poster presented at the annual meeting of the Vision Sciences Society, Sarasota, FL.
47. **Gibson, L.A.**, Banaji, M. A., Nosek, B. A., & Greenwald, A.G. (2004, January). *The pervasive implicit association of "Weapons" with "Black Americans"*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.
48. **Gibson, L.A.**, & Wegner, D.M. (2003, February). *Believing we've done what we were thinking: An illusion of authorship*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles, CA.
49. Bharucha, J.J., Saykin, A.J., Peterson, D.V., Justus, T.C., **Gibson, L.A.**, Cooke, D., Moritz, C.H., & Wessinger, C.M. (1998, November). *Processing of tonal versus random musical sequences examined with fMRI*. Poster presented at the annual meeting of the Society for Neuroscience, Los Angeles, CA.

MENTORING

Project managers: Sharon Williams, Leigh Cressman, Ani Kybert-Momjian, Heather Forquer
Graduate students: Allyson Volinsky, Leeann Siegel, Kwanho Kim, Elissa Kranzler, Jiaying Liu, Stella Lee
Danielle Naugle, Michelle Jeong, Sarah Parvanta
Post-docs: Candy Yang, LeeAnn Sangalang

TEACHING

Research Methods, 2015 Annenberg School for Communication, University of Pennsylvania

- Undergraduate course on research methods in communications fulfilling the quantitative requirement.

