

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

2019-present	Senior Fellow	Leonard Davis Institute of Health Economics, University of Pennsylvania
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

2020-2023	NIH R01-DK123624 National Institute of Diabetes and Digestive and Kidney Diseases, "Evaluating the influence of a beverage tax on health outcomes" Multiple-PI (Multiple-PI: C. Roberto), \$1,723,169
2020-2022	Bloomberg Philanthropies, "Understanding how Covid-19 is impacting access to safe, nutritious food among low-income households" Co-Investigator (PI: C. Roberto), \$150,000
2020-2021	Pennsylvania Department of Health, "Using Insights from User-centered Design, Rapid Validation and Behavioral Economics to Increase Enrollment and Engagement with Digital Contact Tracing Tools in the State of Pennsylvania" Co-Investigator (PI: K. Volpp), \$701,443
2020	DMS-21-004 Delaware Department of Health and Social Services "Coronavirus health communication support" Principal Investigator, \$156,837

2019-2023	NIH R01-HD100983 National Institutes of Health / Eunice Kennedy Shriver National Institute of Child Health & Human Development, “Evaluating a healthy restaurant kids meals policy” Co-Investigator (Multiple-PIs: A. Cradock & A. Moran), \$2,189,897
2018-2022	NIH R01-DK113307 National Institute of Diabetes and Digestive and Kidney Diseases, “A large-scale, long-term, randomized trial of nutrition labeling interventions” Co-investigator (PI: C. Roberto), \$1,874,982
2018-2022	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), \$2,261,498
2017-2019	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
2017-2022	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
2016-2020	Bloomberg Philanthropies, “Evaluating the Philadelphia beverage tax” Co-investigator (Multiple-PIs: C. Roberto, H. Lawman, S. Bleich), \$2,968,000
2013-2019	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
2012-2013	NIH CA095856-09S1 (Administrative Supplement) National Cancer Institute, “Supporting the Diffusion of the Tobacco Graphic Warning Labels (GWLs)” Research director (PI: R. Hornik)
2011-2012	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. Bleich, S.N., Soto, M.J., Dunn, C.G., Yan, J., **Gibson, L.A.**, Lawman, H.G., Mitra, N., Lowery, C.M., Peterhans, A., Hua, S.V., & Roberto, C.A. (in press). The relationship between a sweetened beverage tax and beverage and high sugar food purchases at independent stores in Philadelphia. *JAMA Network Open*.
2. **Gibson, L.A.**, Lawman, H.G., Bleich, S.N., Yan, J., Mitra, N., LeVasseur, M.T., Lowery, C.M., & Roberto, C.A. (2020). No evidence of food or alcohol substitution in response to a sweetened beverage tax. *American Journal of Preventive Medicine*. Doi: 10.1016/j.amepre.2020.08.021
3. Siegel, L.N., Levin, A.V., Kranzler, E.C., & **Gibson, L.A.** (2020). Do longitudinal trends in Tobacco 21-related media coverage correlate with policy support? An exploratory analysis using supervised and unsupervised machine learning methods. *Health Communication*. Doi: 10.1080/10410236.2020.1816282
4. Lawman, H.G., Bleich, S., Yan, J., Hua, S., Lowery, C.M., Peterhans, A., LeVasseur, M.T., Mitra, N., **Gibson, L.A.**, & Roberto, C.A. (2020). One-year changes in sugar-sweetened beverage consumers' purchases following implementation of a beverage tax: A longitudinal quasi-experiment. *American Journal of Clinical Nutrition*. Doi: 10.1093/ajcn/nqaa158
5. Bleich, S.N., Lawman, H.G., LeVasseur, M.T., Yan, J., Mitra, N., Lowery, C.M., Peterhans, A., Hua, S.V., **Gibson, L.A.**, & Roberto, C.A. (2020). The association of a sweetened beverage tax with changes in beverage prices and purchases at independent stores. *Health Affairs*, 39(7), 1130-1139. Doi: 10.1377/hlthaff.2019.01058
6. Kim, K., **Gibson, L.A.**, Williams, S., Kim, Y., Binns, S., Emery, S.L. & Hornik, R.C. (2020). Valence of media coverage about electronic cigarettes and other tobacco products from 2014-2017: Evidence from automated content analysis. *Nicotine & Tobacco Research*. Doi: 10.1093/ntr/ntaa090
7. Liu, J., Lochbuehler, K., Yang, Q., **Gibson, L.A.**, & Hornik, R.C. (2020). Breadth of media scanning leads to vaping among youth and young adults: Evidence of direct and indirect pathways from a national longitudinal survey. *Journal of Health Communication*, 25(2), 91-104. Doi: 10.1080/10810730.2019.1709925
8. Lee, S., Liu, J., **Gibson, L.A.**, & Hornik, R.C. (2019). Rating the valence of media content about electronic cigarettes using crowdsourcing: Testing rater instructions and estimating the optimal number of raters. *Health Communication*. Doi: 10.1080/10410236.2019.1700882
9. Liu, J., Siegel, L., **Gibson, L.A.**, Kim, Y., Binns, S., Emery, S., & Hornik, R.C. (2019). Toward an aggregate, implicit, and dynamic model of norm formation: Capturing large-scale media representations of dynamic descriptive norms through automated and crowdsourced content analysis. *Journal of Communication*, 69(6), 563-588. Doi: 10.1093/joc/jqz033
10. **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). 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*, 24(12), 889-899. Doi: 10.1080/10810730.2019.1682724
11. 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
12. Hornik, R.C., Volinsky, A.C., Mannis, S., **Gibson, L.A.**, Brennan, E., Lee, S.J., & Tan, A.S.L. (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

13. 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
14. **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
15. 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
16. 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
17. 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
18. 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
19. 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
20. 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
21. 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
22. **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
23. **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
24. 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
25. 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

26. **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
27. 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.
28. 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
29. 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

1. Petimar, J., **Gibson, L.A.**, Yan, J., Bleich, S.N., Mitra, N., Trego, M.L., Lawman, H.G., & Roberto, C.A. *Sustained impact of the Philadelphia beverage tax on beverage prices and sales over two years.* Manuscript submitted for publication.
2. Roberto, C.A., Buttenheim, A., & **Gibson, L.A.** *Has behavioral economics improved our ability to help people lose weight and sustain it?.* Manuscript submitted for publication.
3. Trego, M.L., Roberto, C.A., Monzon, J.C., Mus, S., Musicus, A., **Gibson, L.A.**, Chacon, V., & Barnoya, J. *Assessment of non-communicable disease research capacity in a hospital in Guatemala City, Guatemala.* Manuscript submitted for publication.
4. Siegel, L., Liu, J., **Gibson, L.A.**, & Hornik, R.C. *Not all norm information is the same: Effects of media exposure on young people's perceptions of e-cigarette and tobacco use norms.* Manuscript submitted for publication.
5. Hornik, R., Binns, S., Emery, S. Kim, K., Kim, Y., Liu, J., Jesch, E., Siegel, L., Volinsky, A., & **Gibson, L.A.** *The effects of media coverage of tobacco on young people's decisions to smoke combustible cigarettes.* Manuscript submitted for publication.
6. Hornik, R., **Gibson, L.A.**, Kikut, A., Siegel, L., Kim, K., Liu, J., Sangalang, A., Volinsky, A., Williams, S., Kikut, A., Kim, Y., Binns, S. & Emery, S. *Variation in cross media-source consistency across issues: The public communication environment for tobacco and electronic cigarettes over 44 months.* Manuscript submitted for publication.

PEER-REVIEWED PRESENTATIONS

1. Chacon, V., Barnoya, J., **Gibson, L.A.**, Stephens-Shields, A., Mus, S., Monzon, J.C., Trego, M.L., Lowery, C.M., Musicus, A.A., & Roberto, C.A. (2021 November). *SSB warning posters were not linked with reduced SSB sales among Guatemalan adolescents.* Poster presentation at the annual meeting of The Obesity Society, online
2. **Gibson, L.A.**, Lawman, H.G., Bleich, S.N., Yan, J., Mitra, N., LeVasseur, M., Lowery, C.M. & Roberto, C.A. (2020 November). *No evidence of substitution to snacks or alcohol in response to a sweetened beverage tax.* Oral presentation at the annual meeting of The Obesity Society, online.

3. Bleich, S.N., Soto, M., Dunn, C.G., **Gibson, L.A.**, Lawman, H.G., LeVasseur, M.T., Yan, J., Mitra, N., Lowery, C.M., Peterson, A., Hua, S.V. & Roberto, C.A. (2020 November). *Long-term impact of the Philadelphia beverage tax on prices and purchases at independent stores*. Oral presentation at the annual meeting of The Obesity Society, online.
4. Siegel, L., Liu, J., **Gibson, L.A.** & Hornik, R. (2020 May). *Not all norm information is the same: Effects of media exposure on young people's perceptions of e-cigarette and tobacco use norms*. Paper accepted for presentation at the annual meeting of the International Communication Association, Gold Coast, Australia.
5. Jesch, E., **Gibson, L.A.**, Williams, S. & Hornik, R. (2020 May). *"If I smoke, I will become addicted to nicotine": Examining the effects of addiction media content on the belief that smoking is addictive*. Paper accepted for presentation at the annual meeting of the International Communication Association, Gold Coast, Australia.
6. Kim, K., Hornik, R.C., & **Gibson, L.A.** (2020 April). *Variation in media coverage of tobacco affects self-reported scanning: Evidence from three years of weekly content and survey data*. Poster presentation at the biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.
7. Siegel, L., Liu, J., **Gibson, L.A.** & Hornik, R.C. (2020 March). *Not all norm information is the same: Effects of media exposure on young people's perceptions of e-cigarette and tobacco use norms*. Poster presentation at the annual meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
8. Jesch, E., Williams, S., **Gibson, L.A.**, Kim, K., & Hornik, R.C. (2020 March). *"If I smoke, I will become addicted to nicotine": Examining the effects of addiction media content on the belief that smoking is addictive*. Poster presentation at the annual meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
9. Hornik, R.C., **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*. Oral presentation at the annual meeting of the International Communication Association, Washington DC.
10. 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*. Oral presentation at the annual meeting of the International Communication Association, Washington DC.
11. 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*. Oral presentation at the annual meeting of the International Communication Association, Washington DC.
12. 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*. Oral presentation at the annual meeting of the International Communication Association, Washington DC.
13. **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.
14. 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.

15. 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.
16. 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.
17. 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.
18. 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
19. Hornik, R.C., Volinsky, A.C., **Gibson, L.A.**, Mannis, S., Brennan, E., Lee, S.J., & Tan, A.S.L. (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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. **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.
27. **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.
 28. 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.
 29. **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.
 30. 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.
 31. 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.
 32. 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.
 33. 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.
 34. 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.
 35. 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.
 36. **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.
 37. 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.
 38. **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.
 39. 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.

40. 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.
41. 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.
42. 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.
43. 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.
44. **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).
45. 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.
46. 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.
47. **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.
48. 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.
49. 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.
50. 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.
51. **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.

52. 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.
53. 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.
54. **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.
55. **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.
56. **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.
57. 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.

INVITED LECTURES

- Research Seminar Center for Weight and Eating Disorders, PSOM
- Effects of the Philadelphia Beverage Tax on Food & Beverage Sale, February 2021

MENTORING

Medical Ethics & Health Policy Department, Perelman School of Medicine

- Project manager:* Kristen Daskilewicz
- Clinical Research Coordinators:* Jennifer Orr, Marsha Trego, Emily Yang
- Graduate Students:* Violeta Chacon, Tufts University, Food & Nutrition Policy and Programs
- Post-docs:* Anna Grummon, Harvard University, Center for Population & Development Studies

Annenberg School for Communication

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

TEACHING

- Guest lecturer, 2021 College of Public Health, Temple University
- Diet and Weight Management, January 2021
- Guest lecturer, 2020 Department of Communication, University of Buffalo

- Computational Methods, April 2020

Guest lecturer, 2020

School of Nursing, University of Pennsylvania

- Health Communication in the Digital Age, February 2020

Guest lecturer, 2019

Perelman School of Medicine, University of Pennsylvania

- Public Health Ethics, June 2019

Research Methods, 2015

Annenberg School for Communication, University of Pennsylvania

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

Stata workshops, 2013

Annenberg School for Communication, University of Pennsylvania

- Presented a series of workshops to graduate students and staff on programming statistics using Stata.

Basic statistics, October 2011

Department of Physical Medicine and Rehabilitation, Columbia University

- Presented a brief introduction to statistics to medical residents.

Guest lecturer, 2009-2013

Annenberg School for Communication, University of Pennsylvania

- Attitudes and Persuasion, September 2013
- Introduction to Communication Behavior, June 2012
- Communication Research with Children and Families, April 2009

Debates in the practice of good psychological science, 2005-2006 Psychology Department, Harvard University

- Course on graduate student professional development (*awarded teaching certificate of distinction*).

Univariate and multivariate statistics, 2003-2005

Psychology Department, Harvard University

- Designed curriculum and ran weekly sections for graduate-level statistics courses; designed and administered all tests and graded materials (*awarded teaching certificates of distinction*).

PROFESSIONAL SERVICE

Member of the Anti-racism / Diversity / Inclusion / Equity Committee, Department of Medical Ethics & Health Policy, 2020-present

Member of the Communications Committee, Department of Medical Ethics & Health Policy, 2019-present

Member of the Maternity Care Coalition Research and Evaluation Committee, 2018-present

Guest co-editor for Supplement Issue of American Journal of Preventive Medicine

Ad hoc reviewer for Addictive Behaviors; American Journal of Preventive Medicine; The BMJ; Cancer, Epidemiology, Biomarkers, and Prevention; Frontiers; Health Communication; Health Education & Behavior; Health Education Research; International Health; International Journal of Environmental Research and Public Health; International Journal of Occupational and Environmental Health; International Journal of Preventive Medicine; Journal of Health Communication; Nicotine & Tobacco Research; Preventing Chronic Disease; Prevention Science; Tobacco Control; and Tobacco Induced Diseases

Co-coordinator of the Computer Automated Content Analysis talk series at Annenberg, 2014-2015

PROFESSIONAL AFFILIATIONS

The Obesity Society 2020

International Communication Association, 2014-2015, 2017-2021

Society for Research on Nicotine and Tobacco, 2014-2019

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