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Biographical information

Education

- University of Pennsylvania** **Ph.D.** (May 2002)
Annenberg School for Communication
2003 Health Communication Dissertation of the Year (International
Communication Association and National Communication Association)
- University of Pennsylvania** **M. A.** (May 1997)
Annenberg School for Communication
- University of Virginia** **B. A.** (May 1995)
Rhetoric and Communication Studies / Government
Graduated with Highest Distinction, as Echols Scholar, and
as member of Phi Beta Kappa.

Current positions and appointments

- Senior Director** **RTI International** (11/13 – present)
Science in the Public Sphere Program
Center for Communication Science
(Senior Director since 1/19; Program Director since 11/13)
- Adjunct Professor** **Duke University** (6/13 – present)
Department of Medicine (General Internal Medicine) (6/21 – present)
Social Science Research Institute (8/16 – 6/21)
Energy Initiative (6/13 – 8/16)
- Duke-RTI Scholar** **Duke University** (1/19 – 12/21)
- Adjunct Associate Professor** **University of North Carolina at Chapel Hill** (3/13 – present)
Gillings School of Global Public Health (3/13 – present)
Graduate faculty, School of Media and Journalism (1/11 – present)

Past positions and appointments

- Senior Research Scientist** **RTI International** (1/11 – 11/13)
Social Policy, Health, and Economics Research Unit
- Research Professor/Lecturer** **University of North Carolina at Chapel Hill** (1/11 – 8/18)
School of Media and Journalism
(formerly School of Journalism and Mass Communication)
- Associate Professor** **University of Minnesota** (8/08 – 1/11)
(with tenure) School of Journalism and Mass Communication

Director of Graduate Studies **University of Minnesota** (6/07 – 8/10)
School of Journalism and Mass Communication

Adjunct Associate Professor **University of Minnesota** (7/10 – 1/11)
School of Public Health (Epidemiology & Community Health)

Assistant Professor **University of Minnesota** (8/02 – 7/08)
School of Journalism and Mass Communication

Adjunct Assistant Professor **University of Minnesota** (5/03 – 7/10)
School of Public Health (Epidemiology & Community Health)

(Affiliation held until 2010 with U. of Minnesota’s Political Psychology program, Cancer Center, Institute for New Media Studies, and Dept. of American Studies.)

Senior Communication Specialist **Ogilvy Public Relations Worldwide** (8/98 – 8/99)

Oversaw national campaigns on cancer screening and prevention.
(*Choose Your Cover* earned 1999 Creativity in Public Relations Advertising award.)

Visiting Fellow **U.S. Centers for Disease Control and Prevention** (8/97 – 8/98)
National Center for Chronic Disease Prevention and Health Promotion
(Division of Cancer Prevention and Control)

Research Associate **Academy for Educational Development** (6/96 – 8/96)
Social Development Division
Environmental education and HIV/AIDS projects

Research/Teaching Assistant **University of Pennsylvania** (9/95 – 12/00)
Ford Foundation, Carnegie Foundation,
National Institute on Drug Abuse, and
Family Violence Prevention Fund projects

Scholarship and creative activity

Peer-reviewed books

Southwell, B. G. (2013). *Social networks and popular understanding of science and health: sharing disparities*. Baltimore, MD: Johns Hopkins University Press. ISBN 13: 978-1-4214-1324-2.

- Book reviewed in *Science*, *Health Affairs*, *The Nation’s Health*, *Journal of Communication*, *Science Communication*, *Scientific American* (online), *Pennsylvania Gazette*, *Health Communication*, *Journal of the Norwegian Medical Association*, *Journal of Science Communication* (Italy), *Public Understanding of Science*, *The Communication Review*, and *CHOICE: Current Reviews for Academic Libraries*.
- Additional coverage in *New York* magazine (online), *National Journal*, *Health News Review* (online), *The Midwest Book Review* (online), *Insider Higher Ed* (online), WAMC’s *The Academic Minute* (Albany, NY, public radio), KFI AM 640’s *Dr. Wendy Walsh* show (Los Angeles, CA), WUNC’s *The State of Things* (Durham, NC, public radio), and *Psychologies* magazine (Romania).
- Named to 2014 Association of Schools & Programs of Public Health summer reading list.

Southwell, B. G., Doran, E. M. B., & Richman, L. S. (Eds.). (2016). *Innovations in home energy use: a sourcebook for behavior change*. Research Triangle Park, NC: RTI Press.

- Book reviewed in *Energy Research & Social Science* and *Journal of Environmental Studies and Sciences*.
- Additional coverage on (*The Atlantic's*) *CityLab.com*.

Southwell, B. G., Thorson, E. A., & Sheble, L. (Eds.). (2018). *Misinformation and mass audiences*. Austin, TX: University of Texas Press.

- Book covered by *Journal of the American Medical Association (JAMA)* (online), NOVA Science Studio's *Misinformation Nation* (online), *Business Insider* (online), Medscape (Brazil edition, online); *Prevention*, *RealClearScience* (online), *Vox* (online), *Neiman Journalism Lab* (online), *Dame* (online), *VeryWell Health* (online), *Dagens Nyheter* (Sweden), *CNN* with mirrored online coverage on more than 20 U.S. stations such as *Fox 2* (St. Louis), *Fox 8* (Cleveland), *KSAT* (San Antonio), *WISC* (Madison), *KSFO-AM* (San Francisco), and *WRQX-FM* (Washington, D.C.), and reviewed on *Against the Grain* (online), *Bookforum* (online), and *Inside Higher Ed*. Book also discussed on *WUNC* (Durham), *WFAE* (Charlotte), *WPSU* (State College), *Wisconsin Public Radio*, and *WCHL* (Chapel Hill). Reviewed in *Information Research* (Sweden), *Public Understanding of Science*, *Journal of Broadcasting & Electronic Media*, *International Journal of Press/Politics*, *Communications: The European Journal of Communication Research*, *European Journal of Communication*, and *CHOICE: Current Reviews for Academic Libraries*. Noted as book of interest in *Philosophy & Rhetoric*.

Southwell, B. G., Jackson, K. K., & Pittman-Blackwell, B. (in press). *Measuring everyday life: Talking about research and why it matters*. RTI Press.

Journal special issues edited

- Cene, C. W., & Southwell, B. G. (Eds.) (2018). Networks and health care outcomes. *Translational Behavioral Medicine*, 8(4). [Special Issue]. 527-648.
- Southwell, B. G., & Thorson, E. A. (Eds.) (2015). Misinformation: Prevalence, consequence, and remedy. *Journal of Communication*, 65(4). [Special Issue]. 589-719.
- Southwell, B. G., & Yzer, M. C. (Eds.) (2009). Conversation and campaigns. *Communication Theory*, 19(1). [Special Issue]. 1-101.

Invited journal essays

- Calac, A. J., & Southwell, B. G. (in press). How misinformation research can mask relationship gaps that undermine public health response. *American Journal of Health Promotion*.
- Cene, C. W., & Southwell, B. G. (2018). Introduction to the special section: Networks and health care outcomes. *Translational Behavioral Medicine*, 8(4), 527-530.
- Southwell, B. G., Thorson, E. A., & Sheble, L. (2017). The persistence and peril of misinformation. *American Scientist*, 105(6), 372-375.
- Southwell, B. G., & Thorson, E. A. (2015). The prevalence, consequence, and remedy of misinformation in mass media systems. *Journal of Communication*, 65(4), 589-595.
- Southwell, B. G. (2010). On the need for a lifespan approach to health campaign evaluation. *Health Communication*, 25(6), 525-528.
- Thompson, T. L., Stephenson, M. T., Southwell, B. G. & Dutta, M. J. (2010). The nuts and bolts of publication in Health Communication. *Health Communication*, 25(6), 512-515.
- Southwell, B. G., & Yzer, M. C. (2009). When (and why) interpersonal talk matters for campaigns. *Communication Theory*, 19(1), 1-8.
- Southwell, B. G. (2009). Health communication as interdisciplinary intersection rather than separate field. *Journal of Health and Mass Communication*, 1(1/2), 8-10.

Peer-reviewed journal and annual volume articles

- Gapstur, S. M., Bandera, E. V., Jernigan, D. H., LoConte, N. K., Southwell, B. G., Vasiliou, V., Brewster, A. M., Naimi, T. S., Scherr, C. L., & Shield, K. D. (in press). Alcohol and cancer: Existing knowledge, and evidence gaps across the cancer continuum. *Cancer Epidemiology, Biomarkers & Prevention*.
- Margolis, M. A., Brewer, N. T., Boynton, M. H., Lafata, J. E., Southwell, B. G., & Gilkey, M. B. (in press). Provider response and follow-up to parental declination of HPV vaccination. *Vaccine*.
- Paquin, R. S., Boudewyns, V., Betts, K. R., Johnson, M., O'Donoghue, A. C., & Southwell, B. G. (in press). An empirical procedure to evaluate misinformation rejection and deception in mediated communication contexts. *Communication Theory*.
- Southwell, B. G., Brennen, S., Paquin, R., Boudewyns, V., & Zeng, J. (in press). Conceptualizing and measuring scientific misinformation. *The ANNALS of the American Academy of Political and Social Science*.
- Southwell, B. G., Duval, S., Luepker, R. V., Oldenburg, N., Van't Hof, J., Eder, M., Russell, C., Graves, R. N., Finnegan, J. (in press). News coverage about aspirin as a countervailing force against low-dose aspirin campaign promotion. *Translational Behavioral Medicine*.
- Dayton, D. C., Southwell, B. G., & Rao, V. (2021). Diversifying energy options in a carbon-constrained world. *RTI Press*. (RTI Press Research Brief No. RB-0029-2110.)
<https://doi.org/10.3768/rtipress.2021.rb.0029.2110>.
- Boudewyns, V., Betts, K. R., Johnson, M., Paquin, R. S., O'Donoghue, A. C., & Southwell, B. G. (2021). Experimental evidence of consumer and physician detection and rejection of misleading prescription drug website content. *Research in Social and Administrative Pharmacy*, 17(4), 733-743.
- Kelly, B., Rupert, D., Aikin, K., Sullivan, H., Johnson, M., Bann, C., Mack, N., Southwell, B., West, S., Parvanta, S., Rabre, A., & Peinado, S. (2021). Development and validation of prescription drug risk, efficacy, and benefit perception measures in the context of direct-to-consumer prescription drug advertising. *Research in Social and Administrative Pharmacy*, 17(5), 942-955.
- Kelly, B. J., Southwell, B. G., McCormack, L. A., Bann, C. M., MacDonald, P. D., Frasier, A., Bevc, C. A., Brewer, N. T., Squiers, L. B. (2021). Predictors of willingness to get a COVID-19 vaccine in the U.S. *BMC Infectious Diseases*, 21, 338. <https://doi.org/10.1186/s12879-021-06023-9>.
- Lewis, M. A., Uhrig, J. D., Poehlman, J. A., & Southwell, B. G. (2021). Multilevel communication to improve well-being during a pandemic. *Implementation Research and Practice*, 2, 1-4.
doi:[10.1177/2633489520988265](https://doi.org/10.1177/2633489520988265).
- Southwell, B. G., Eder, M., Finnegan, J., Luepker, R. V., Duval, S., Russell, C., Graves, R. N., & Namboodri, A. (2021). News coverage and online advertising effects on patient-led search for aspirin, heart health, and stroke information and educational tool use. *Patient Education and Counseling*, 104, 663-665.
- Wood, J., Lee, G., Stinnett, S., & Southwell, B. (2021). A pilot study of medical misinformation perceptions and training among practitioners in North Carolina (USA). *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 58, 469580211035742. doi: 10.1177/00469580211035742.
- Boudewyns, V., Kelly, B., & Southwell, B. (2020). Social science and price transparency in direct-to-consumer prescription drug advertisements. *Research in Social and Administrative Pharmacy*, 16, 733-735.
- Boudewyns, V., Southwell, B. G., DeFrank, J. T., Ferriola-Bruckenstein, K., Halpern, M. T., O'Donoghue, A. C., & Sullivan, H. W. (2020). Patients' understanding of oncology clinical endpoints: A literature review. *Patient Education and Counseling*, 103(9), 1724-1735.
- Southwell, B. G., Kelly, B. J., Bann, C. M., Squiers, L. B., Ray, S. E., & McCormack, L. A. (2020). Mental models of infectious diseases and public understanding of COVID-19 prevention. *Health Communication*, 35(14), 1707-1710.
- Southwell, B. G., Wood, J. L., & Navar, A. M. (2020). Roles for health care professionals in addressing patient-held misinformation beyond fact correction. *American Journal of Public Health*, 110(S3), S288-S289.

- Also appears as translated paper in Spanish: Southwell, B. G., Wood, J. L., & Navar, A. M. (2021). Función de los profesionales de la salud de rectificar la información errónea que tienen los pacientes más allá de corregir los hechos. *Pan American Journal of Public Health*, 45, e60. <https://doi.org/10.26633/RPSP.2021.60>.
- Aikin, K. J., Betts, K. R., Southwell, B. G., Boudewyns, V., Johnson, M., & Breslav, A. D. S. (2019). Consumer reactions to price comparison and disclosure information in prescription drug print advertising. *Journal of Consumer Affairs*, 53(3), 1255-1272.
- Aikin, K. J., Boudewyns, V., Betts, K. R., Southwell, B. G., & Williams, P. (2019). Individual- and ad-level predictors of perceptions of serious and actionable risks in direct-to-consumer prescription drug TV advertising. *Journal of Health Communication*, 24(5), 536-546.
- Betts, K. R., Aikin, K. J., Kelly, B. J., Johnson, M., Parvanta, S., Southwell, B. G., Mack, N., Tzeng, J., & Cameron, L. (2019). Taking repeated exposure into account: An experimental study of direct-to-consumer prescription drug television ad effects. *Journal of Health Communication*, 24(5), 503-511.
- Jo, C. L., Noar, S. M., Southwell, B. G., & Ribisl, K. M. (2019). Effects of e-cigarette advertising message form and cues on cessation intention: An exploratory study. *Journal of Health Communication*, 24(5), 570-580.
- Myers, A. E., Bowling, J. M., Moreland-Russell, S., Ribisl, K. M., Southwell, B. G., & Lytle, L. A. (2019). State-level point-of-sale tobacco news coverage and policy progression over a two-year period. *Health Promotion Practice*, 20(1), 135-145.
- O'Donoghue, A. C., Johnson, M., Sullivan, H. W., Parvanta, S., Ray, S., & Southwell, B. G. (2019). Aging and direct-to-consumer prescription drug television ads: The effects of individual differences and risk presentation. *Journal of Health Communication*, 24(4), 368-376.
- Prue, C. E., Williams, P. N., Joseph, H. A., Johnson, M., Wojno, A. E., Zulkiewicz, B. A., Macom, J., Alexander, J. P., Ray, S. E., & Southwell, B. G. (2019). Factors that mattered in helping travelers from countries with Ebola outbreaks participate in post-arrival monitoring during the 2014-2016 Ebola epidemic. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 56, 46958019894795. doi: 10.1177/0046958019894795.
- Southwell, B. G., Niederdeppe, J., Cappella, J. N., Gaysynsky, A., Kelley, D. E., Oh, A., Peterson, E. B., & Chou, W.-Y. S. (2019). Misinformation as a misunderstood challenge to public health. *American Journal of Preventive Medicine*, 57(2), 282-285.
- Betts, K. R., Boudewyns, V., Aikin, K. J., Squire, C., Dolina, S., Hayes, J. J., & Southwell, B. G. (2018). Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements. *Research in Social and Administrative Pharmacy*, 14(10), 951-963.
- Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer N. T. (2018). Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. *Social Science & Medicine*, 218, 45-51.
- Morgan, J. C., Southwell, B. G., Noar, S. M., Ribisl, K. M., Golden, S. D., & Brewer, N. T. (2018). Frequency and content of conversations about pictorial warnings on cigarette packs. *Nicotine & Tobacco Research*, 20(7), 882-887.
- Southwell, B. G., Eder, M., Finnegan, J., Hirsch, A. T., Luepker, R. V., Duval, S., Russell, C., & O'Byrne, S. (2018). The utility of online promotion to encourage patient awareness of aspirin use to prevent heart attack and stroke. *Journal of Epidemiology and Community Health*, 72, 1059-1063.
- Southwell, B. G., Parvanta, S. A., Johnson, M. M., O'Donoghue, A. C., Sullivan, H. W., Ray, S. E., Soloe, C. S., Davis, C. M., McKenna, N. (2018). Assessing hearing and cognition challenges in consumer processing of televised risk information: Validation of self-reported measures using performance indicators. *Preventive Medicine Reports*, 11, 145-147.
- Southwell, B. G., Ray, S. E., Vazquez, N. N., Ligorria, T., & Kelly, B. J. (2018). A mental models approach to assessing public understanding of Zika virus, Guatemala [research letter]. *Emerging Infectious*

- Diseases*, 24(5), 938-939.
- Aikin, K. J., Southwell, B. G., Paquin, R. S., Rupert, D. J., O'Donoghue, A. C., Betts, K. R., & Lee, P. K. (2017). Correction of misleading information in prescription drug television advertising: The roles of advertisement similarity and time delay. *Research in Social and Administrative Pharmacy*, 13, 378-388.
- Betts, K., Aikin, K., Boudewyns, V., Johnson, M., Stine, A., & Southwell, B. (2017). Physician response to contextualized price-comparison claims in prescription drug advertising. *Journal of Communication in Healthcare*, 10(3), 195-204.
- Bullock, G., Johnson, C., & Southwell, B. (2017). Activating values to stimulate organic food purchases: Can advertisements increase pro-environmental intentions? *Journal of Consumer Marketing*, 34(5), 427-441.
- Kelley, D. E., Lewis, M. A., & Southwell, B. G. (2017). Perceived support from a caregiver's social ties predicts subsequent care-recipient health. *Preventive Medicine Reports*, 8, 108-111.
- Myers, A. E., Southwell, B. G., Ribisl, K. M., Moreland-Russell, S., & Lytle, L. A. (2017). Setting the agenda for a healthy retail environment: Content analysis of US newspaper coverage of tobacco control policies affecting the point of sale, 2007-2014. *Tobacco Control*, 26, 406-414.
- Squiers, L., Augustson, E., Brown, D., Kelly, B., Southwell, B., Dever, J., Dolina, S., Tzeng, J., Parvanta, S., Holt, S., Sanders, A., Zulkiewicz, B., & Hunt, Y. (2017). An experimental comparison of mobile texting programs to help young adults quit smoking. *Health Systems*, 6(1), 1-14.
- England, L., Tong, V. T., Koblitz, A., Kish-Doto, J., Lynch, M. M., & Southwell, B. G. (2016). Perceptions of emerging tobacco products and nicotine replacement therapy among pregnant women and women planning a pregnancy. *Preventive Medicine Reports*, 4, 481-485.
- Southwell, B. G., Dolina, S., Jimenez-Magdaleno, K., Squiers, L. B., & Kelly, B. J. (2016). Zika virus-related news coverage and online behavior, United States, Guatemala, and Brazil [research letter]. *Emerging Infectious Diseases*, 22(7), 1320-1321.
- Southwell, B. G., & Rupert, D. J. (2016). Future challenges and opportunities in online prescription drug promotion research. *International Journal of Health Policy and Management*, 5(3), 211-213.
- Squiers, L., Brown, D., Parvanta, S., Dolina, S., Kelly, B., Dever, J., Southwell, B., Sanders, A., & Augustson, E. (2016). The SmokeFreeTXT (SFTXT) Study: Web and mobile data collection to evaluate smoking cessation for young adults. *JMIR Research Protocols*, 5(2), e134. doi: 10.2196/resprot.5653.
- Strobl, M., Southwell, B., Norman, J., McCormack, L., Temple, D., & Pulliam, P. (2016). *Applying social science to assess public interaction with shale gas* (RTI Press peer-reviewed publication No. RB-0013-1607). Research Triangle Park, NC: RTI Press.
- Aikin, K. J., Betts, K. R., O'Donoghue, A. C., Rupert, D. J., Lee, P. K., Amoozegar, J. B., & Southwell, B. G. (2015). Correction of overstatement and omission in direct-to-consumer prescription drug advertising. *Journal of Communication*, 65(4), 596-618.
- Boudewyns, V., Himelboim, I., Hansen, D. L., & Southwell, B. G. (2015). Stigma's effect on social interaction and social media activity. *Journal of Health Communication*, 20(11), 1337-1345.
- Depue, J. B., Southwell, B. G., Betzner, A. E., & Walsh, B. M. (2015). Encoded exposure to tobacco use in social media predicts subsequent smoking behavior. *American Journal of Health Promotion*, 29(4), 259-261.
- O'Donoghue, A. C., Boudewyns, V., Aikin, K. J., Geisen, E., Betts, K. R., & Southwell, B. G. (2015). Awareness of FDA's Bad Ad program and education regarding pharmaceutical advertising: A national survey of prescribers in ambulatory care settings. *Journal of Health Communication*, 20(11), 1330-1336.
- Pepper, J. K., Emery, S. L., Ribisl, K. M., Southwell, B. G., & Brewer, N. T. (2014). Effects of advertisements on smokers' interest in trying e-cigarettes: The roles of product comparison and visual cues. *Tobacco Control*, 23, iii31-iii36.

- Southwell, B., Ronneberg, K., Shen, K., Jorgens, E., Hazel, J., Alemu, R., Ross, J., Richman, L., & Vermeer, D. (2014). Energy information engagement among the poor: Predicting participation in a free workshop. *Energy Research & Social Science*, 4, 21-22.
- Southwell, B. G., & Murphy, J. (2014). Weatherization behavior and social context: The influences of factual knowledge and social interaction. *Energy Research & Social Science*, 2, 59-65.
- Southwell, B. G., Murphy, J. J., DeWaters, J., LeBaron, P. A., & Willoughby, J. F. (2014). Energy information sharing in social networks: The roles of objective knowledge and perceived understanding. *Journal of Sustainability Education*, 7. Available at: http://www.jsedimensions.org/wordpress/content/energy-information-sharing-in-social-networks-the-roles-of-objective-knowledge-and-perceived-understanding_2014_06/. [Also published with volume 8 January 2015 special issue on energy.]
- Lazovich, D., Choi, K., Rolnick, C., Jackson, J., Forster, J., & Southwell, B. (2013). An intervention to decrease adolescent indoor tanning: a multi-method pilot study. *Journal of Adolescent Health*, 52, s76-s82.
- Lee, H.-M., Southwell, B. G., & Suzuki, Y. (2013). Exposure to sided media coverage of an organization, subsequent group conversations, and public relations outcomes. *Public Relations Review*, 39(3), 245-247.
- Stifano, T., Fu, M., Alexander, J. P., Weger, S. A., Southwell, B. G., Burke, M. F., & Thaker, S. (2013). Healthcare provider preferences for medical device labeling. *Biomedical Instrumentation & Technology [Horizons biannual supplement]*, 47(s1), 42.
- West, S. L., Squiers, L. B., McCormack, L., Southwell, B. G., Brouwer, E. S., Ashok, M., Lux, L., Boudewyns, V., O'Donoghue, A., & Sullivan, H. W. (2013). Communicating quantitative risks and benefits in promotional drug labeling or print advertising. *Pharmacoepidemiology and Drug Safety*, 22(5), 447-458.
- Chang, T.-K., Southwell, B. G., Lee, H.-M., & Hong, Y. (2012). Jurisdictional protectionism in online news: American journalists and their perceptions of hyperlinks. *New Media & Society*, 14(4), 684-700.
- Chang, T.-K., Southwell, B., Lee, H.-M., & Hong, Y. (2012). A changing world, unchanging perspectives: American newspaper editors and enduring values in foreign news reporting. *International Communication Gazette*, 74(4), 367-384.
- Choi, K., Forster, J., Erickson, D., Lazovich, D., & Southwell, B. (2012). The reciprocal relationships between changes in adolescent perceived prevalence of smoking in movies and progression of smoking status. *Tobacco Control*, 21(5), 492-496.
- Ebert, J. E. J., Southwell, B. G., Slater, J. S., & Nelson, C. L. (2012). Campaigns in context: Promotion, seasonal variation, and resource factors predict mammography program participation. *Health Systems*, 1, 118-128.
- Southwell, B. G., Kim, A. E., Tessman, G. K., MacMonegle, A. J., Choiniere, C. J., Evans, S. E., & Johnson, R. D. (2012). The marketing of dissolvable tobacco: Social science and public policy research needs. *American Journal of Health Promotion*, 26(6), 331-332.
- Southwell, B. G., Murphy, J. J., DeWaters, J. E., & LeBaron, P. A. (2012). *Americans' perceived and actual understanding of energy* (RTI Press peer-reviewed publication No. RR-0018-1208). Research Triangle Park, NC: RTI Press.
- Southwell, B. G., Slater, J. S., Nelson, C. L., & Rothman, A. J. (2012). Does it pay to pay people to share information? Using financial incentives to promote peer referral for mammography among the underinsured. *American Journal of Health Promotion*, 26(6), 348-351.
- Weeks, B. E., Friedenber, L. M., Southwell, B. G., & Slater, J. S. (2012). Behavioral consequences of conflict-oriented health news coverage: The 2009 mammography guideline controversy and online information seeking. *Health Communication*, 27(2), 158-166.
- Choi, K., Forster, J. L., Erickson, D. J., Lazovich, D., & Southwell, B. G. (2011). Prevalence of smoking in movies as perceived by teenagers: Longitudinal trends and predictors. *American Journal of*

- Preventive Medicine*, 41(2), 167-173.
- Southwell, B. G. (2011). Religious congregations and health information diffusion: Implications for viral marketing and peer referral programs. *Journal of Applied Communication Research*, 39(4), 444-447.
- Southwell, B. G., Hamilton, J. T., & Slater, J. S. (2011). Why addressing the poor and underinsured is vexing. *Health Communication*, 26(6), 583-585.
- van den Putte, B., Yzer, M., Southwell, B. G., de Bruijn, G.-J., & Willemsen, M. C. (2011). Interpersonal communication as an indirect pathway for the impact of antismoking media content on smoking cessation. *Journal of Health Communication*, 16, 470-485.
- Choi, K., Lazovich, D., Southwell, B., Forster, J., Rolnick, C., & Jackson, J. (2010). Prevalence and characteristics of indoor tanning use among men and women in the United States. *Archives of Dermatology*, 146(12), 1356-1361.
- Southwell, B. G., Slater, J. S., Rothman, A. J., Friedenberg, L. M., Allison, T. R., & Nelson, C. L. (2010). The availability of community ties predicts likelihood of peer referral for mammography: Geographic constraints on viral marketing. *Social Science & Medicine*, 71(9), 1627-1635.
- Southwell, B. G., Gilkerson, N. D., Depue, J. B., Shelton, A. K., Friedenberg, L. M., & Koutstaal, W. (2010). Aging and the questionable validity of recognition-based exposure measurement. *Communication Research*, 37(5), 603-619.
- Weeks, B., & Southwell, B. (2010). The symbiosis of news coverage and aggregate online search behavior: Obama, rumors, and presidential politics. *Mass Communication and Society*, 13(4), 341-360.
- Hwang, Y., & Southwell, B. G. (2009). Science TV news exposure predicts science beliefs: Real world effects among a national sample. *Communication Research*, 36(5), 724-742.
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- Southwell, B. G., & Langeau, R. (2008). Age, memory changes, and the varying utility of recognition as a media effects pathway. *Communication Methods and Measures*, 2(1-2), 100-114.
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- Cole, J., Pay, B., Davis, T., Cohen, D., Lee, C., Wen, X., Zhang, Z., Bradbury, K., Richman, L., & Southwell, B. *Evaluation of a campus-based energy conservation competition: How weather trumps a financial incentive*. Presented at Behavior, Energy, & Climate Change Conference. Baltimore, MD. October 2016.
- Jimenez-Magdaleno, K., Vazquez, N., Dolina, S., Ray, S., & Southwell, B. *Public understanding of Zika virus and social media posts: Amplification of prominent news rather than grassroots advocacy*. Southern Association for Public Opinion Research annual conference. Raleigh, NC. October 2016.
- Williams, P. N., Macom, J., Johnson, M., Zulkiewicz, B. A., Alexander, J. P., Taylor, O. M., Ray, S. E., McCarthy, I. O., & Southwell, B. G. *Traveler preferences for reporting to state and local public health authorities as part of post-arrival monitoring during the 2014-2015 Ebola epidemic*. Presented at National Conference on Health Communication, Marketing and Media, Atlanta, GA. August 2016.
- Boudewyns, V., Aikin, K. J., Southwell, B. G., Betts, K. R., Stine, A., & Johnson, M. *Conveying uncertainty about price savings and risk and efficacy in comparative advertising for prescription drugs*. Presented at Society for Medical Decision Making 16th Biennial European Conference. London, UK. June 2016.
- Aikin, K., Betts, K., Boudewyns, V., Stine, A., & Southwell, B. *Physician responsiveness to survey incentives and sponsorship in prescription drug advertising research*. Presented at Society of Behavioral Medicine annual meeting and scientific sessions. Washington, D.C. April 2016.
- Parvanta, S., Brown, D., Squiers, L., Dever, J., Southwell, B., Augustson, E., Dolina, S., Tzeng, J., Zulkiewicz, B., & Sanders, A. *Evaluating the effects of a national text-message anti-smoking program by socioeconomic status*. Presented at 14th Biennial Kentucky Conference on Health Communication. Lexington, KY. April 2016.

- Southwell, B., Williams, P., Alexander, J., Zulkiewicz, B., Ray, S., & Macom, J. *Social network salience as predictor of active monitoring intention among travelers from countries with Ebola outbreaks*. Presented at Society for Public Health Education annual conference. Charlotte, NC. April 2016.
- Kelley, D. E., Lewis, M. A., & Southwell, B. G. *Perceived emotional support among caregiver's social network predicts subsequent patient health*. Presented at Society of Behavioral Medicine annual meeting and scientific sessions, Washington, D. C. March 2016.
- Robbins, R., Boudewyns, V., & Southwell, B. *Conversation as a variable for health campaign evaluation: A review across two journals and 20 years of published research*. Presented at Society for Public Health Education annual conference. Charlotte, NC. March 2016.
- Parvanta, S., Richman, L., & Southwell, B. *Initial evidence on associations between socioeconomic status, social networks and financial planning intentions*. Presented at Society for Personality and Social Psychology annual conference. San Diego, CA. January 2016.
- Hanley, C. J., MacMonegle, A. J., Tutt, T. G., Read, J. G., Leeks, K. D., Southwell, B. G., Stryker, J. E., DeLuca, N. M. *Factors associated with routine HIV testing among healthcare providers*. Presented at National HIV Prevention Conference. Atlanta, GA. December 2015.
- Bresee, S., Habarta, N., Kish-Doto, J., Bosshart, J., Kreiger, K., Southwell, B., McElroy, L., Stryker, J., & DeLuca, N. *Effective strategies for disseminating information to providers working with HIV patients: The Prevention IS Care Campaign developed by the Centers for Disease Control and Prevention (CDC)*. Presented at National Conference on Health Communication, Marketing, and Media. Atlanta, GA. August 2015.
- Prue, C., Southwell, B., Williams, P., Alexander, J., & Zulkiewicz, B. *Threat, trust, and tools for action: What matters in helping travelers from Ebola-affected countries to follow government monitoring and reporting guidelines?* Presented at National Conference on Health Communication, Marketing, and Media. Atlanta, GA. August 2015.
- Bullock, G., Johnson, C., & Southwell, B. *Bridging the values divide: Communicating and activating diverse values to stimulate pro-environmental intentions*. Paper presented at Conference on Communication and Environment. Boulder, CO. June 2015.
- Brown, D., Squiers, L., Dever, J., Tzeng, J., Southwell, B., Dolina, S., Holt, S., Sanders, A., & Augustson, E. *Comparing eligibility rates and demographic characteristics across multiple online recruitment methods in a smoking cessation study*. Paper presented at the American Association for Public Opinion Research annual conference. Hollywood, FL. May 2015.
- Murphy, J., Southwell, B., & Parvanta, S. *Energy knowledge as a predictor of attitudes toward nuclear power*. Paper presented at the American Association for Public Opinion Research annual conference. Hollywood, FL. May 2015.
- Qian, X., Southwell, B. G., Comello, M. L. G., & Slater, J. S. *Comparing the effectiveness of "individual-loss" and "family-loss" messages in promoting mammography*. Paper presented at the 3rd Biennial D.C. Health Communication Conference. Fairfax, VA. April 2015.
- England, L. J., Koblitz, A., Doto, J. K., Tong, V., & Southwell, B. *Perceptions of non-combusted tobacco products and electronic cigarettes among pregnant women and women planning a pregnancy*. Paper presented at Society for Research on Nicotine and Tobacco annual meeting. Philadelphia, PA. February 2015.
- Southwell, B., & Murphy, J. *Weatherization behavior and social context: The influences of factual knowledge and social interaction*. Paper presented at the National Communication Association annual conference. Chicago, IL. November 2014.
- Marshall, L. H., & Southwell, B. *What should I do now? Impact on self-efficacy of seeing conflicting medical information online*. Paper presented at the 13th Biennial Kentucky Conference on Health Communication. Lexington, Kentucky. April 2014.
- Southwell, B., Brown, D., Squiers, L., Kelly, B., Tzeng, J., Dolina, S., Holt, S., Dever, J., Yetukuri, V., & Sanders, A. *Source of referral to a smoking cessation intervention predicts motivation to quit*.

- Presented at Society of Behavioral Medicine annual meeting and scientific sessions. Philadelphia, PA. April 2014.
- Southwell, B., Taylor, O., Weger, S., Weick-Brady, M., Stifano, T., Albersheim, H., Fu, M., & Singh, S. *Generational differences in openness to Web-based abbreviated medical device labeling*. Presented at Society of Behavioral Medicine annual meeting and scientific sessions. Philadelphia, PA. April 2014.
- Boudewyns, V., Himelboim, I., Hansen, D., & Southwell, B. *Stigma and its effect on social interaction and social media activity*. Presented at International Communication Association annual conference. London, U. K. June 2013.
- Tessman, G., Choiniere, C., Evans, S., Kish-Doto, J., & Southwell, B. *Risk perceptions of dissolvable tobacco products among youth and young adults*. Presented at Society for Research on Nicotine and Tobacco annual conference. Boston, MA. March 2013.
- Southwell, B., Murphy, J., DeWaters, J., LeBaron, P. *Energy information sharing in social networks: The roles of objective knowledge and perceived understanding*. Presented at Behavior, Energy, & Climate Change Conference. Sacramento, CA. November 2012.
- West, S. L., Squiers, L., McCormack, L., Southwell, B. G., Brouwer, E. S., Boudewyns, V., Sullivan, H., & O'Donoghue, A. *Communicating quantitative benefit and risk summaries in promotional labeling or print advertising: A literature review*. 28th International Conference on Pharmacoepidemiology and Therapeutic Risk Management. Barcelona, Spain. August 2012.
- Tessman, G., Kish-Doto, J., Squire, C., Williams, P., Southwell, B., Kim, A., Johnson, R., Evans, S., Choiniere, C. *Consumer perceptions of dissolvable tobacco products*. Presented at National Conference on Tobacco or Health. Kansas City, MO. August 2012.
- Yzer, M. C., Southwell, B. G., & Rothman, A. J. *Talk with others and norm perceptions as distinct influences on marijuana use*. Presented at the Society of Behavioral Medicine annual meeting and scientific sessions. New Orleans, LA. April 2012.
- Murphy, J., Loomis, R., Southwell, B., Rowe, B., Klem, E., LeBaron, P., & Borgen, A. *Filling the gap: Measuring Americans' knowledge, opinions, and attitudes about energy*. Presented at Behavior, Energy, & Climate Change Conference. Washington, D.C. November 2011.
- Lee, H. M., & Southwell, B. G. *Exposure to sided media coverage of an organization, subsequent group conversations, and public relations outcomes*. Presented at National Communication Association annual conference. New Orleans, LA. November 2011.
- Southwell, B., Kim, A., MacMonegle, A., & Porter, L. *Differing predictors of snus, electronic cigarette, and dissolvable tobacco use and implications for communication intervention*. Presented at National Conference on Health Communication, Marketing and Media. Atlanta, GA. August 2011.
- Kim, S., Southwell, B. G., & Slater, J. S. *Socioeconomic disparities in peer referral and information sharing about mammography*. Presented at International Communication Association annual conference. Boston, MA. May 2011.
- Slater, J. S., Ha, C. N., Malone, M. E., Lindgren, P. G., Henly, G. A., & Southwell, B. G. *Increasing mammography among Medicare-enrolled women through direct mail*. Presented at the Society of Behavioral Medicine annual meeting and scientific sessions. Washington, D.C. April 2011.
- Southwell, B. G., Betzner, A. E., Depue, J. B., & Walsh, B. M. *Does normative influence depend on behavior overtness? Smoking versus smokeless tobacco use among young adults*. Presented at Society of Behavioral Medicine annual meeting and scientific sessions. Washington, D.C. April 2011.
- Choi, T. C. K., Forster, J., Erickson, D. J., Lazovich, D., & Southwell, B. G. *Prospective relationship between perceived prevalence of smoking in movies and adolescent smoking behavior*. Presented at American Public Health Association annual conference. Denver, CO. November 2010.

- Southwell, B. G., Gilkerson, N. D., Depue, J. B., & Friedenberg, L. M. *The conversation gap hypothesis: Education and disparity in talk about media content*. Presented at National Communication Association annual conference. San Francisco, CA. November 2010.
- Southwell, B. G., Slater, J. S., Rothman, A. J., Friedenberg, L. M., Allison, T. R., & Nelson, C. L. *Does community social capital predict likelihood of peer referral for mammography? Geographic constraints on viral marketing*. Presented at National Communication Association annual conference. San Francisco, CA. November 2010.
- Southwell, B. G., Slater, J. S., Nelson, C. L., & Rothman, A. J. *Does it pay to pay people to share information? Using financial incentives to identify social networks and promote mammography among the underinsured*. International Symposium on Breast Cancer Prevention. Purdue University. West Lafayette, IN. October 2010.
- Huh, J., Chang, T.-K., Southwell, B., Lee, H.-M., & Hong, Y. *News editors' beliefs and attitudes toward online advertising: A happy balance between journalistic ideals and commercial realities?* Presented at Association for Education in Journalism and Mass Communication annual conference. Denver, CO. August 2010.
- Weeks, B., Friedenberg, L., Southwell, B., & Slater, J. *Behavioral consequences of conflict-oriented news coverage: The 2009 mammography guideline controversy and online search trends*. Presented at Association for Education in Journalism and Mass Communication annual conference. Denver, CO. August 2010.
- Kim, S., & Southwell, B. G. *Driven to the Internet? Satisfaction with physician-patient communication as a predictor of consumers' online information seeking*. Presented at International Communication Association annual conference. Singapore. June 2010.
- Southwell, B. G., Gilkerson, N. D., Depue, J. B., Shelton, A. K., Friedenberg, L. M., & Koutstaal, W. *Aging and the questionable validity of recognition-based exposure measurement*. Presented at National Communication Association annual conference. Chicago, IL. November 2009.
- Friedenberg, L. M., Wang, Y., Choi, T. C. K., Southwell, B. G., Lazovich, D., & Forster, J. *Family communication constraints as health intervention challenge: Parent-child conversation about indoor tanning*. Presented at American Public Health Association annual conference. Philadelphia, PA. November 2009.
- Chang, T.-K., Forde, K. R., Southwell, B., Lee, H.-M., & Hong, Y. *Established journalism and blogging as citizen journalism: A national survey of American journalists*. Presented at Association for Education in Journalism and Mass Communication annual conference. Boston, MA. August 2009.
- Chang, T.-K., Southwell, B., Lee, H.-M., & Hong, Y. *A changing world, unchanging perspectives: American newspaper editors and enduring values in foreign news reporting*. Presented at Association for Education in Journalism and Mass Communication annual conference. Boston, MA. August 2009.
- Weeks, B. E., & Southwell, B. G. *The symbiosis of news coverage and aggregate on-line search behavior: Obama, rumors, and presidential politics*. Presented at Association for Education in Journalism and Mass Communication annual conference. Boston, MA. August 2009.
- Choi, T. C. K., Lazovich, D., Forster, J., & Southwell, B. *Adolescent awareness of indoor tanning advertisements: Implications for health communication*. Presented at National Conference on Health Communication, Marketing and Media. Atlanta, GA. August 2009.
- Lazovich, D., Choi, K., Southwell, B., Forster, J., Jackson, J., & Rolnick, C. *Development of a parent-teen intervention to reduce indoor tanning use*. Presented at 7th World Congress on Melanoma. Vienna, Austria. May 2009.
- Hwang, Y., & Southwell, B. *Predicting the impact of campaign conversation on campaign evaluation*. Presented at International Communication Association annual conference. Chicago, IL. May 2009.
- Schneeweis, A., & Southwell, B. *Constructing "the disadvantaged Roma" audience: Public health communication and politics in contemporary Romania*. Presented at International Communication Association annual conference. Chicago, IL. May 2009.

- Rolnick, C., Jackson, J., Lazovich, D., Choi, K., Southwell, B., & Forster, J. *Development of interventions to reduce adolescent use of indoor tanning: The talking tanning and teen study*. Presented at the 15th Annual Health Maintenance Organization Research Network Meeting. Danville, PA. April 2009.
- Choi, K., Lazovich, D., Southwell, B., Forster, J., Rolnick, C., & Jackson, J. *Prevalence and correlates of indoor tanning among men and women in the United States*. Presented at the American Association for Cancer Research Annual Meeting. Denver, CO. April 2009.
- Southwell, B. G. *How age and memory changes challenge media exposure measurement*. Presented at 2008 North Carolina Conference on Aging. Greenville, NC. October 2008.
- Southwell, B. G. *Measuring media exposure: Age and memory complications*. Presented at Measuring Behavior 2008, 6th International Conference on Methods and Techniques in Behavioral Research. Maastricht, The Netherlands. August 2008.
- Depue, J., Gilkerson, N., Duff, B. R. L., Choi, T. C. K., & Southwell, B. *From the cradle to the grave: A lifespan approach to media effects*. Presented at Association for Education in Journalism and Mass Communication annual conference. Chicago, IL. August 2008. [version of paper presented at 2008 AEJMC midwinter conference]
- Hwang, Y., & Southwell, B. G. *Science TV news exposure predicts science beliefs: Real world effects among a national sample*. Presented at International Communication Association annual conference. Montreal, Quebec. May 2008.
- Southwell, B. G., Boudewyns, V., Hwang, Y., & Yzer, M.C. *Sensation versus information: The surprising role of beliefs about local TV news*. Presented at International Communication Association annual conference. Montreal, Quebec. May 2008.
- Depue, J., Choi, K., Duff, B., Gilkerson, N., Jackson, S., Massart, C., & Southwell, B. *From the cradle to the grave: A lifespan approach to media effects*. Presented at Association for Education in Journalism and Mass Communication midwinter conference. Pittsburgh, PA. February 2008.
- Lee, H. M., Wang, K., & Southwell, B. G. *Do media vary in humanness? An attempt to explicate and measure the concept of media humanness*. Presented at Association for Education in Journalism and Mass Communication annual convention. Washington, D.C. August 2007.
- van den Putte, B., Yzer, M. C., & Southwell, B. G. *Health campaign exposure and interpersonal communication: Moderating and mediating effects*. Presented at European Health Psychology Society annual conference. Maastricht, The Netherlands. August 2007.
- Hwang, Y., & Southwell, B. G. *Generating (and not just experiencing) talk about science: Perceived understanding, active conversing, and information flow*. Presented at International Communication Association annual conference. San Francisco, CA. May 2007.
- Hwang, Y., & Southwell, B. G. *Can a personality trait predict talk about science? Sensation seeking as a science communication targeting variable*. Presented at Association for Education in Journalism and Mass Communication annual convention. San Francisco, CA. August 2006.
- Southwell, B. G. & Torres, A. *Connecting interpersonal and mass communication: Science news exposure, perceived ability to understand science, and conversation*. Paper presented at International Communication Association annual conference. Dresden, Germany. June 2006.
- van den Putte, B., Southwell, B. G., & Yzer, M.C. *Can talk amplify normative effects in health campaigns?* Paper presented at International Communication Association annual conference. Dresden, Germany. June 2006.
- Himmelboim, I., & Southwell, B. *Are blogs actually an alternative information source compared to traditional media? Linking patterns in news blogs*. Paper presented at Internet Research 6.0: Internet Generations. Chicago, IL. October 2005.
- Southwell, B. G. *Interpersonal influence: Conversation sparks memory for science-related media content*. Presented at Association for Education in Journalism and Mass Communication annual convention. San Antonio, TX. August 2005.
- Sar, S., & Southwell, B. G. *Is empathy simply an extension of sympathy? Responses to child abuse*

- prevention messages*. Presented at International Communication Association annual conference. New York, NY. May 2005.
- Southwell, B. G., & Lee, M. *A pitfall of new media? User controls exacerbate editing effects on memory*. Presented at International Communication Association annual conference. New Orleans, LA. May 2004.
- M'ikanatha, N., Holmes, J., Michaels, M., Aber, R., Simons, R., Lengrich, E., Kunselman, A., Southwell, B., Waller, K., Rankin, J., Farley, A., & Lautenbach, E. *Residents' perspectives on the use of the Internet to improve infectious disease reporting*. Presented at American Medical Informatics Association annual symposium. Washington, D.C. November 2003.
- Southwell, B. G. *Modeling micro and macro: A multilevel model to predict memory for television content*. Presented at Association for Education in Journalism and Mass Communication annual convention. Kansas City, MO. July 2003.
- Southwell, B. G. *Information overload? Health advertisement context instability and memory hindrance*. Presented at International Communication Association annual conference. San Diego, CA. May 2003.
- M'ikanatha, N., Lautenbach, E., Kunselman, A., Southwell, B., Allswede, M., Rankin, J., & Aber, R. *Public health preparedness and antimicrobial utilization among emergency department physicians during the 2001 bioterrorism anthrax outbreak*. Presented at Society for Healthcare Epidemiology of American annual conference. Arlington, VA. April 2003.
- Siu, W. L., & Southwell, B. G. *Priming, framing and health promotion: Judgments about messages promoting physical activity*. Presented at Red River Communication Conference. Fargo, ND. April 2003.
- Southwell, B. G., Hornik, R. C., & Barmada, C. H. *Estimating and accounting for exposure to anti-drug advertising*. Presented at International Communication Association annual conference. Washington, D. C. May 2001.
- Southwell, B. G., Prado, A., & Barmada, C. H. *Net differences: Internet use by parents and children in the U.S*. Presented at International Communication Association annual conference. Washington, D. C. May 2001.
- Southwell, B. G., Hornik, R. C., Fan, D. P., Yanovitzky, I., & Lazili, P. M. *Can news coverage predict mammography use? A time series analysis to predict health behavior using the ideodynamic model*. Presented at International Communication Association annual conference. Acapulco, Mexico. June 2000.
- Southwell, B. G., Hornik, R. C., Fan, D. P., Yanovitzky, I., & Lazili, P. M. *News coverage predicts reported mammography behavior: A time series analysis using the ideodynamic model*. Presented at the Kentucky Conference on Health Communication. Lexington, Kentucky. April 2000.
- Cappella, J. N., Lee, G. H., & Southwell, B. G. *The effects of news and entertainment on interpersonal trust: Political talk radio, newspapers, and television*. Presented at International Communication Association annual conference. Montreal, Quebec. May 1997.
- Nabi, R., Southwell, B., & Hornik, R. *Predicting intentions vs. predicting behaviors: A look at actions to prevent domestic violence*. Presented at International Communication Association annual conference. Montreal, Quebec. May 1997.

Invited conference papers and presentations

- Burrus, O., Jordan, A., Poehlman, J., & Southwell, B. *Virtual research and creative collaborations: Doing old things in new ways* [Electronic panel]. Presented at National Virtual Conference on Health Communication, Marketing and Media. August 2021.
- Berrigan, D., Gapstur, S., Jernigan, D., Klein, W., & Southwell, B. *Alcohol and cancer: Risk, awareness, and communication needs* [Panel]. Presented at Society of Behavioral Medicine annual meeting and

- scientific sessions. Washington, D.C. March 2019.
- Southwell, B. G., Bere, T., Day, R., Forese, J., Rios, S., Wang, M., Waters, S., Rhode, E., & Fontaine, L. *Social contagion as a force for stormwater management: Predictors of openness to raingarden and rain barrel installation*. Presented at Water Microbiology 2018 Conference. Chapel Hill, NC. May 2018.
- Ray, S., Kelly, B., & Southwell, B. *A mental models approach to assessing public understanding of emerging infectious diseases: Case study of Zika virus in Guatemala*. Presented at Going Viral: Impact and Implications of the 1918 Influenza Pandemic [National Research and Policy Symposium]. Chapel Hill, NC. April 2018.
- Southwell, B., & Boudewyns, V. *Using behavioral theory to curb misinformation sharing*. Presented at Disinformation Conference. University of Pennsylvania. Philadelphia, PA. December 2017.
- Dowdy, L., Southwell, B., & Yelton, S. *Communicating research and evidence in the clickbait era*. [Moderated plenary]. International Symposium on Health-Related Water Microbiology (concurrent with University of North Carolina Water Microbiology Conference). Chapel Hill, NC. May 2017.
- Ray, S., Kelly, B., & Southwell, B. *Public salience and understanding of Zika virus in Guatemala: Implications for planning communication strategies*. Presented at Zika Communication Summit. University of Pennsylvania. Philadelphia, PA. March 2017.
- Southwell, B. G. *Why misinformation happens and what we can do about it*. Presented at frank 2017. University of Florida. Gainesville, FL. February 2017.
- Graham, P. W., Palen, L., Welsh, A., Southwell, B. G., Hill, J. L., Asefnia, N., & Knapp, L. G. *The Collective Impact Evaluation Tool Kit: A resource for grantmakers*. Presented at the 2016 Collective Impact Convening. Seattle, WA. June 2016.
- Southwell, B. G. *Innovations in home energy use: Directions and considerations for intervention*. Presented at New York State Energy Research and Development Authority Low-Income Forum on Energy 2016 Statewide Conference. Albany, NY. May 2016.
- Jo, C. L., Southwell, B. G., Golden, S. D., Noar, S. M., & Ribisl, K. M. *The effect of e-cigarette ad messages and cues on smoking-related outcomes*. Presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat. Chapel Hill, NC. April 2016.
- Southwell, B. G. *Public understanding of shale gas and oil*. Shale Oil and Gas: Impact on the Economy Environment, and National Security. RTI Policy Forum. National Press Club. Washington, D.C. September 2015.
- Aikin, K. J., Southwell, B. G., Betts, K. R., O'Donoghue, A. C., Rupert, D. J., Lee, P. K., Amoozegar, J. B. *Correction of overstatement and omission in direct-to-consumer prescription drug advertising*. FDA Science Forum. Silver Spring, MD. May 2015.
- Southwell, B. G. *Energy information engagement among the poor in North Carolina*. Presented at Low-Income Forum on Energy Statewide Conference. Albany, NY. May 2014.
- Southwell, B. *Practitioner perspectives on abbreviated device labeling: Results from two phases of studies*. Presented at Public Workshop on Accessible Medical Device Labeling in a Standard Content and Format. U. S. Food and Drug Administration. Silver Spring, MD. April 2013.
- Southwell, B. G., Depue, J. B., Betzner, A. E., Walsh, B. M. *Encoded exposure to tobacco use in social media predicts subsequent smoking behavior*. Presented at Social Media and Communication Symposium. Rochester Institute of Technology. Rochester, NY. September 2011.
- Murphy, J., & Southwell, B. *Development of a national energy opinion survey*. Presented at RTI International Energy Grand Challenge meeting. August 2011.
- Southwell, B. G. *Aging and media campaign evaluation: A series of studies documenting measurement complications*. Presented at The Aging Exchange: Education, Research, and Service at the University of North Carolina at Chapel Hill. Chapel Hill, NC. April 2011.
- Southwell, B. G., & Langteau, R. *Age, memory changes, and the varying utility of content recognition as a mediator of media effects*. Presented at Investigating Relations between Media Exposure and Cancer-

- Related or Other Behaviors [a conference sponsored by the Annenberg School for Communication and Abramson Cancer Center of the University of Pennsylvania and the Dana-Farber Cancer Institute of Harvard University]. Philadelphia, PA. April 2007.
- Southwell, B. G. *Understanding public understanding of science: Implications for public understanding of mathematics*. Presented at Public Understanding of Mathematics [a planning conference organized by the National Academy of Sciences]. Washington, D.C. [via videoconference]. September 2006.
- Southwell, B. G. *Research results from a media program: Awareness and appreciation of science and engineering*. Presented at Council of Engineering & Scientific Society Executives annual convention. Salt Lake City, UT. July 2006.
- Southwell, B. G., Anghelcev, G., Himelboim, I., Jones, J., & Lee, M. *Does user experience affect the relationship of control availability and control perception?* Presented at New Research for New Media symposium. Universitat Rovira i Virgili, Tarragona, Catalonia, Spain. October 2004.
- Southwell, B. G. *Cognitive psychology and emerging media environments*. Presented at Association for Education in Journalism and Mass Communication annual convention. Toronto, Canada. August 2004.
- Southwell, B. G., Lee, M., & Swedell, J. *Hypothesis testing and technical constraints: Development of an experiment on media structure and memory*. Presented at New Research for New Media Symposium. Minneapolis, MN. September 2003.
- Southwell, B. G., Hornik, R. C., Fan, D. P., Yanovitzky, I., & Lazili, P. M. *Can news coverage predict mammography use? A time series analysis to predict health behavior using the ideodynamic model*. Presented at the Eunice and Irving Leopold Annual Scientific Symposium and Academic Retreat. Philadelphia, PA. March 2000. [Invited summary of research presented at ICA and Kentucky Conference.]
- Williams, K. N., Southwell, B. G., & Jorgensen, C. M. *Prostate cancer in the mass media: A content analysis of popular print coverage*. Presented at CDC biennial Cancer Conference. Atlanta, GA. September 1999.
- Beeker, C., Kraft, J. M., Burke, W., & Southwell, B. G. *In lieu of the perfect test: Shared decision making in colorectal cancer screening*. Presented at CDC biennial Cancer Conference. Atlanta, GA. September 1999.
- Southwell, B. *The "Choose Your Cover" national mass media campaign: Integrating epidemiology, communication, and behavioral science to prevent skin cancer*. Presented at CDC/ASPH/ATPM/MHPF Partners in Prevention Research Symposium. Atlanta, GA. March 1998.

Selected invited lectures and panels

- Southwell, B. *Building bridges instead of shutting the gates: Trust as a science communication strategy* [electronic presentation]. RADx-UP COVID-19 Equity Evidence Academy. University of North Carolina at Chapel Hill. Chapel Hill, NC. November 2021.
- Brooks, J., Chou, W.-Y. S., & Southwell, B. *Misinformation in public health* [electronic panel discussion]. Icahn School of Medicine at Mount Sinai. October 2021.
- Southwell, B. *Confronting health misinformation: Gaps and opportunities for health professions educators* [electronic presentation]. Joint Virtual Symposium by Association of American Medical Colleges, American Association of Colleges of Osteopathic Medicine, American Association of Colleges of Pharmacy, and American Association of Colleges of Nursing. October 2021.
- DiResta, R., Nyhan, B., Prue, C., & Southwell, B. *Understanding and addressing COVID-19 misinformation* [electronic panel discussion]. Towards a Post-Pandemic World – Lessons from COVID-19 for Now and the Future Workshop. National Academies of Sciences, Engineering, and Medicine. September 2021.
- Pati, S., & Southwell, B. *Communicating with patients about science and health misinformation – The role*

- of health professions educators* [electronic panel discussion]. Association of American Medical Colleges. September 2021.
- Southwell, B. *Our misperceptions of misinformation and public understanding of science* [seminar for Carolina Public Humanities]. Flyleaf Books, Chapel Hill, NC. September 2021.
- Southwell, B. *Misinformation and mammography: Approaches for helping patients* [electronic presentation]. West Virginia Breast and Cervical Cancer Screening Program. August 2021.
- Southwell, B. *Health misinformation: Why it is an issue and what to do about it* [electronic presentation]. Research!America Alliance Member Meeting. July 2021.
- Araujo, R., Carr, M., Southwell, B., Swire-Thompson, B., Winckler, S. *Combating misinformation in health and health care* [plenary panel for virtual conference]. DIA Global Annual Meeting. June 2021.
- Southwell, B. *Our bewildering information environment and implications for helping employees amidst misinformation* [keynote address for virtual conference]. 30th Annual Health Benefits Conference and Expo. May 2021.
- Southwell, B. *The impact of medical misinformation on preventive care decisions* [electronic presentation]. West Virginia Program to Increase Colorectal Cancer Screening. May 2021.
- Southwell, B. *Helping patients and healthcare professionals navigate medical misinformation* [keynote address for virtual conference]. 17th Annual Meeting of International Society for Medical Publication Professionals. April 2021.
- Southwell, B. *A “north-star” vision of what is possible* [electronic presentation for Envisioning a Transformed Clinical Trials Enterprise for 2030 – A Virtual Workshop]. National Academies of Sciences, Engineering, and Medicine Forum on Drug Discovery, Development, and Translation. March 2021.
- Desai, P., Mansfield, L., Silvernail, J., & Southwell, B. *Promoting trust in the COVID vaccine* [electronic panel discussion for Institute for Healthcare Improvement]. East Carolina University. February 2021.
- Devlin, L., Simpson, E., Southwell, B., & Wiesman, J. *COVID-19 vaccination* [electronic panel discussion for Public Health Leadership Program]. Gillings School of Global Public Health. University of North Carolina at Chapel Hill. January 2021.
- Southwell, B. *Mental models, trust, and the translation of science* [electronic presentation]. McMaster University (Canada). November 2020.
- Southwell, B. *Translating nursing research and practice for the public sphere: Emerging from the shadows* [electronic presentation]. Center for Nursing Research. Duke University School of Nursing. November 2020.
- Baumgardner-Zuzik, J., Hamwi, S., Kochar, P. Ruberintwari, P., & Southwell, B. *In the COVID-19 reality, where has data for decision-making helped us, and where has it hurt?* [electronic panel discussion]. InterAction Evaluation and Program Effectiveness Community of Practice. October 2020.
- Southwell, B. G. *The roles and limitations of information for consumer engagement on bioenergy* [electronic presentation]. U.S. Department of Energy Office of Energy Efficiency and Renewable Energy. October 2020.
- Hernandez, A., McCall, J., Patel, M., Rao, S., & Southwell, B. *Social media* [electronic panel discussion for Duke Cardiology Grand Rounds]. Duke University School of Medicine. September 2020.
- Southwell, B. G., & Wood J. L. *Interdisciplinary colloquium on medical misinformation* [introductory talk and panel moderation]. Duke University School of Medicine. September 2020.
- Southwell, B. G. *How to mitigate medical misinformation through clinician-patient conversations* [electronic presentation for ABIM Foundation’s *Choosing Wisely* series]. ABIM Foundation. August 2020.
- Funk, C., Maynard, A., & Southwell, B. *Facilitated dialog on trust in science* [electronic panel discussion]. Presentation for ILSI [International Life Sciences Institute] North America Annual Meeting and Science Symposium. July 2020.
- Glenn, J., Kompala, C., & Southwell, B. *Triangle COVID-19 response through a global health lens* [electronic panel discussion]. Presentation for Triangle Global Health Consortium. July 2020.

- Frantz-Pittner, A., Lewandowsky, S., Oualian, C., & Southwell, B. *Misinformation: Research, engagement, and reflections* [electronic panel discussion]. Presentation for ECSITE, the European network of science centres and museums. June 2020.
- Borsuk, M., Cummings, C., Southwell, B., Wald, P. *Coronavirus conversations: The COVID-19 pandemic narrative* [electronic panel discussion]. Presentation for Duke University Initiative for Science & Society. May 2020.
- Kelly, B., & Southwell, B. *Vaccination* [electronic presentation for RTI COVID-19 U. S. Survey Results Webinar Series]. RTI International. May 2020.
- Southwell, B. *What scientists can do in the face of misinformation* [electronic presentation]. Presentation for AAAS Science & Technology Fellows. May 2020.
- Southwell, B. *Misinformation about science and the science of misinformation* [electronic presentation]. Morehead Planetarium and Science Center. Chapel Hill, NC. April 2020.
- Southwell, B., & Vraga, E. *Coronavirus and misinformation* [electronic presentation and panel]. University of Kentucky. Lexington, KY. March 2020.
- Southwell, B. *Why people share misinformation* [electronic presentation]. Tel Aviv University. Tel Aviv, Israel. January 2020.
- Southwell, B. *What can be done to address misinformation and mistrust to improve public health*. Healthy Futures Summit. University of Minnesota. December 2019.
- Southwell, B. *Why people share misinformation*. Thwarting the Growth of News Deserts: Strengthening Local News and Democracy. University of North Carolina at Chapel Hill. November 2019.
- Southwell, B. *Public understanding of risk in direct-to-consumer advertising*. Reconceptualizing the Challenges of Direct-to-Consumer Health Products [meeting]. The Banbury Center. Huntington, NY. October 2019.
- Southwell, B. *Coping with misinformation: Considerations for communication professionals*. Research Institute Communications Executives annual meeting. Research Triangle Park, NC. October 2019.
- Southwell, B. *Communication in context: Mental models, salience, and competing information about obesity*. Advancing Effective Obesity Communications Workshop. National Academies of Sciences, Engineering, and Medicine. Washington, D.C. September 2019.
- Southwell, B. *Navigating the changing landscape of science communication*. Cutting Edge Speaker Series. U.S. Environmental Protection Agency. Research Triangle Park, NC. September 2019.
- Southwell, B. *Misinformation and public understanding of medicine*. National Academies of Sciences, Engineering, and Medicine Forum on Drug Discovery, Development, and Translation. Washington, D.C. July 2019.
- Southwell, B. *Misinformation as a source of complication for clinical trials*. National Institutes of Health Collaboratory Grand Rounds [online webinar]. July 2019.
- Southwell, B. *Cancer misinformation: Why does it happen and what can we do about it?* Keynote address presented at the 14th Behavioural Research in Cancer Control Conference. Cancer Council Australia. Perth, Australia. May 2019.
- Haelle, T., & Southwell, B. G. *Journalism's role in the age of social media misinformation*. Association of Health Care Journalists annual conference. Baltimore, MD. May 2019.
- Christopherson, E., & Southwell, B. *Solutions to misinformation*. Nassau Club. Princeton University. Princeton, NJ. April 2019.
- Christopherson, E., Southwell, B., & Vosoughi, V. *Spreading truth: Here's how science can combat misinformation* [panel]. Media Impact Funders online webinar. November 2018.
- Southwell, B. *Finding truth in a time of misinformation*. [part of RTP 180 event sponsored by Research Triangle Park Foundation]. North Carolina State University. Raleigh, NC. October 2018.
- Southwell, B., & Katz, R. *Public health grand rounds: Misinformation and public understanding of health*. Aspen Institute. Washington, D.C. October 2018.
- Southwell, B. G. *The peril and persistence of misinformation*. Presented at University of Wisconsin-Stout.

- Menomonie, WI. May 2018.
- Southwell, B. G. *Why people matter for emerging infectious disease*. Presented at North Carolina Museum of Natural Sciences. Raleigh, NC. April 2018.
- Southwell, B. G. *The peril and persistence of misinformation*. Presented at Penn State University. State College, PA. April 2018.
- Southwell, B. G. *On encouraging public engagement with science*. Presented at University of Virginia [for School of Engineering and Applied Science]. Charlottesville, VA. April 2018.
- Southwell, B. G. *Misinformation as an academic concern*. Presented at University of Virginia [for Department of Politics]. Charlottesville, VA. April 2018.
- Southwell, B., Ray, S., Parvanta, S., Johnson, M., Soloe, C., Davis, C., & Etta, V. *Hearing, aging, and direct-to-consumer television advertisements*. Presented at U.S. Food and Drug Administration. Silver Spring, MD. April 2018.
- Southwell, B. G. *Misinformation as a challenge for media scholars, pundits, and policymakers*. Presented at High Point University, High Point, NC. February 2018.
- Southwell, B. G. *Misinformation as a site for communication research*. Presented at Texas A&M University. College Station, TX. January 2018.
- Southwell, B. G. *The intersection of emerging infectious disease and social science*. Presented at University of North Carolina at Chapel Hill [for Gillings School of Global Public Health Global Health Symposium]. December 2017.
- Southwell, B. G. *On curbing the diffusion of misinformation*. Presented at Duke University [for Duke University Network Analysis Center]. November 2017.
- Southwell, B. G. *Challenges and opportunities in public engagement regarding environmental exposure*. Plenary address presented at International Society of Exposure Science annual meeting. Durham, NC. October 2017.
- Christopherson, E., Jorgensen, T., & Southwell, B. *Communicating science in an age of doubt* [panel]. 2017 Media Impact Forum. Washington, D.C. June 2017.
- Berke, R., Kenen, J., McBride, K., & Southwell, B. *Fake health news metastasizes* [panel]. Aspen Ideas Festival. Aspen, CO. June 2017.
- Southwell, B. G. *Why social science matters for community action (and vice versa)*. Keynote address presented at New York State Community Action Association and New York State Weatherization Directors Association Professional Development Conference. Lake Placid, NY. June 2017.
- Southwell, B. G. *Misinformation as a persistent public health concern*. Presented at New York University Langone Medical Center. New York, NY. May 2017.
- Joseph, H., Southwell, B., & Williams, P. *Evaluation findings from the 2014-2015 Ebola CARE+ program*. Presented at U.S. Centers for Disease Control and Prevention. Atlanta, GA. March 2017.
- Southwell, B. G. *The science of misinformation*. Presented at Schiele Museum of Natural History. Gastonia, NC. March 2017.
- Southwell, B.G. *Why misinformation happens and what we can do about it*. Presented at University of Florida. frank 2017. Gainesville, FL. February 2017.
- Southwell, B. G. *Misinformation in mass media as a dilemma for democracies*. Presented at State Fair Community College. Sedalia, MO. February 2017.
- Southwell, B. G. *Making decisions about public health messaging*. Presented at Preventing Dementia and Cognitive Impairment Public Workshop. National Academies of Sciences, Engineering, and Medicine. Washington, D.C. October 2016.
- Southwell, B. G. *Environmental risk and evolving information platforms: Traditional and new media for risk communication*. Presented at Environmental Defense Fund Workshop on Lead Exposure from Multiple Sources, Interventions, and Risk Communication. Washington, D.C. September 2016.
- Southwell, B. G. *Innovations in home energy use: Directions and considerations for intervention*. Presented at Appalachian State University. Boone, NC. September 2016.

- Southwell, B. G. *Misinformation in democracies: What can we do about it?* Presented at Davidson College. March 2016.
- Southwell, B. G. *Emerging infectious disease as a social science concern.* Presented at Duke University [for Center for the Advancement of Social Entrepreneurship's Zika Innovation Challenge]. March 2016.
- Southwell, B. G. *Misinformation in mass media systems: Why we should care and what we can do.* Presented at University of Miami. Coral Gables, FL. November 2015.
- Southwell, B. G. *Public understanding of social science and why it matters.* Keynote address at Southern Association for Public Opinion Research annual conference. Raleigh, NC. October 2015.
- Southwell, B. G. *Public health communication as template for energy demand intervention: Complications, considerations, and opportunities.* Presented at Vanderbilt University. Nashville, TN. May 2015.
- Southwell, B., Rupert, D., Paquin, R., Lee, P., Amoozegar, J., Zulkiewicz, B., & Taylor, O. *Experimental examination of corrective direct-to-consumer prescription drug television advertising.* Presented at U.S. Food and Drug Administration. Silver Spring, MD. May 2015.
- Southwell, B. G. *Social networks and popular understanding of science and health.* Presented at AcademyHealth's Lessons Project Workshop (Improving the Translation and Dissemination of Health Services Research: Lessons from Inside and Outside the Health Sector). Washington, D.C. April 2014.
- Southwell, B. G. *Misinformation in advertising: Effects and remedies.* Presented at University of Pennsylvania. Philadelphia, PA. April 2014.
- Southwell, B. G. *Energy information engagement among the poor.* Presented to New York State Energy Research and Development Authority (Low-Income Forum on Energy webinar). April 2014.
- Southwell, B. G. *Beyond Facebook: How everyday interactions shape popular understanding of science and health.* Methodist University. Fayetteville, NC. April 2014.
- Southwell, B. G., & Homsy, G. *Academic publishing in the 21st century.* Presented at Qatar University. Doha, Qatar. February 2014.
- Southwell, B. G. *Multilevel constraint on social interaction regarding science.* Presented at Duke University (Duke Network Analysis Center). Durham, NC. November 2013.
- Southwell, B. G. *Measuring exposure and intention: Complications, considerations, and opportunities.* Presented at Measuring Advocacy for Policy Change Symposium (hosted by Harvard School of Public Health's Maternal Health Task Force and USAID's TRAction Project). Boston, MA. October 2013.
- Southwell, B. G. *Patterns of information sharing in social networks: Individual differences or unethical disparities?* Presented at University of North Carolina at Chapel Hill (Center for Media Law and Policy). Chapel Hill, NC. October 2013.
- Southwell, B. G. *New communication technologies and referral: Constraints and opportunities.* Presented at Inaugural Symposium on Using New Technologies to Enhance Health Behaviors. Chapel Hill, NC. October 2013.
- Southwell, B., Dolina, S., Kirk, M. A. *Consumer and provider understanding of imported prescription drugs: Summary of wave 2 interviews.* Presented at U.S. Food and Drug Administration. Silver Spring, MD. June 2013.
- Southwell, B. G. *The boons and burdens of peer-to-peer information sharing.* Presented at Cornell University. Ithaca, NY. November 2012.
- Southwell, B. G. *Leveraging social networks for health promotion: The promise and perils of peer-to-peer information sharing.* Presented at Duke University. Durham, NC. February 2012.
- Southwell, B. G. *Engaging social networks for health and science communication projects.* Presented at University of South Carolina. Columbia, SC. February 2012.
- Southwell, B. G. *The dark side of social capital: "Viral marketing" and health disparities.* Presented at University of North Carolina. Gillings School of Global Public Health (Social Epidemiology Journal Club). Chapel Hill, NC. February 2012.

- Southwell, B. G. *The promise and perils of leveraging social networks for strategic communication*. Presented at University of North Carolina. Mary Junck Research Colloquium Series. February 2012.
- Southwell, B. G. *Considerations for approaching families as audiences to promote healthy adolescent behavior*. Presented at National Meeting to Develop an Advocacy and Research Strategy to Dramatically Reduce Tanning Bed Use among Teens and Young Women. American Cancer Society. Atlanta, GA. October 2011.
- Southwell, B. G. *Communication research as the intersection of behavioral science, marketing, and public policy*. Presented for Wake Forest University's Great Teachers program. Winston-Salem, NC. September 2011.
- Southwell, B. G. *Leveraging social networks for health promotion: The promise and perils of peer-to-peer information sharing*. Presented at University of Virginia. Charlottesville, VA. September 2011.
- Southwell, B. G. *Social networks, community ties, and public communication campaigns*. Presented at Center for Community Capital, University of North Carolina. Chapel Hill, NC. February 2011.
- Southwell, B. G. *Viral marketing and mammography promotion*. Presented at Purdue University. West Lafayette, IN. October 2010.
- Southwell, B. G. *Social networks and public health: Opportunities and challenges for intervention design*. Presented at Washington University in St. Louis. St. Louis, MO. October 2010.
- Southwell, B. G. *Mass media campaigns and public health*. Presented at the annual Obesity Prevention in Public Health Course at the University of North Carolina. Chapel Hill, NC. August 2010.
- Southwell, B. G. *Public health campaign evaluation: Where we have been and where we could go*. Presented at Minnesota Department of Health. St. Paul, MN. June 2010.
- Southwell, B. G. *Social networks and health promotion: Opportunities and challenges*. Presented at RTI International. Research Triangle Park, NC. May 2010.
- Southwell, B. G. *Conversation, campaigns, and media effects: Why interpersonal communication should matter to mass media scholars*. Presented at the University of Illinois at Urbana-Champaign. Champaign, IL. November 2009.
- Southwell, B. G., & Gilkerson, N. D. *Have new media transformed democracy?* Public lecture sponsored by the League of Women Voters and St. Louis Park Sun-Sailor. St. Louis Park City Hall. St. Louis Park, MN. March 2009.
- Southwell, B. G. *Aging and its implications for mass media effects*. Presented at the University of North Carolina. Mary Junck Research Colloquium Series. Chapel Hill, NC. March 2009.
- Southwell, B. G. *The intersection of interpersonal communication and media campaign research*. Presented at Carleton College. Northfield, MN. October 2007.
- Southwell, B. G. *Why interpersonal communication should matter to mass media scholars*. Presented at Iowa State University. Ames, IA. March 2007.
- Southwell, B. G. *Evaluation of the DBIS project: Year three update*. Presented (via Internet) to NSF DBIS Advisory Board at the American Institute of Physics. College Park, MD. March 2007.
- Southwell, B. G. *The role of conversation in campaigns*. Presented at University of Wisconsin. Madison, WI. August 2006.
- Southwell, B. G. *The role of conversation in campaigns*. Presented at The Ohio State University. Columbus, OH. March 2006.
- Southwell, B. G. *Evaluating DBIS: Year two update*. Presented (via Internet) to NSF DBIS Advisory Board at the American Institute of Physics. College Park, MD. December 2005.
- Southwell, B. G. *Health communication and ethics: What's wrong and how we can know*. Presented at Boston Scientific's annual Global Summit. June 2005.
- Southwell, B. G. *Evaluating DBIS*. Presented to NSF DBIS Advisory Board at the American Institute of Physics. College Park, MD. February 2005.
- Southwell, B. G. *Strategic planning for Public Radio International*. Presented to Public Radio International. Minneapolis, MN. February 2005.

- Southwell, B. G., & Rohn, D. *Introduction to Infectious Disease Epidemiology and Applied Communication*. Presented for Pennsylvania Department of Health's 2003 Public Health Institute, Harrisburg, PA. October 2003.
- Southwell, B. G. *Understanding and overcoming the cognitive bases of stereotypes: Can we promote change through mass media efforts?* Presented at Penn State University Hershey Medical Center, Hershey, PA. August 2001.

Reports (selected)

- Johnson, M., Parvanta, S., Ray, S., Davis, C., Soloe, C., Etta, V., & Southwell, B. *Hearing, aging, and direct-to-consumer television ads: Results report*. Presented to U.S. Food and Drug Administration. July 2017.
- Ray, S., Dolina, S., Jimenez, K., Vazquez, N., Ligorria, T., & Southwell, B. *Insights regarding Zika virus perceptions in Guatemala (Conocimiento acerca de las percepciones del Virus del Zika en Guatemala)*. Presented in English and Spanish to Guatemala Ministry of Social Health and Public Assistance. Research Triangle Park, NC: RTI International. August 2016.
- Boudewyns, V., Johnson, M., Stine, A., & Southwell, B. *Comparative price information in direct-to-consumer and professional prescription drug advertisements study: Results report*. Presented to U.S. Food and Drug Administration. April 2016.
- Paquin, R., Lee, P., Rupert, D., Amoozegar, J., Zulkiewicz, B., Taylor, O., & Southwell, B. *Examination of corrective direct-to-consumer television advertising: Study phase 2 methods, results, and discussion final report*. Presented to U.S. Food and Drug Administration. April 2015.
- Amoozegar, J., Lee, P., Rupert, D. *Examination of corrective direct-to-consumer television advertising: Study phase 1 methods, results, and discussion final report*. Presented to U.S. Food and Drug Administration. June 2014.
- Southwell, B., Weger, S., Taylor, O., & Chowdhury, D. *Device labeling study: Practitioner perspectives on utility, format, and content of an abbreviated version of labeling*. Presented to U. S. Food and Drug Administration. March 2013.
- Southwell, B., MacMonegle, A., Margolis, M., Kish Doto, J. *Awareness of the Prevention is Care campaign and provider behavior: 2012 Medscape results*. Presented to U. S. Centers for Disease Control and Prevention. August 2012.
- Fitzgerald, T., Taylor, O., Lieberman, A., Eguino-Medina, P., & Southwell, B. *Perceptions of HIV/AIDS among Latinos in the United States: A review of recent literature and relevant campaigns*. Presented to U.S. Centers for Disease Control and Prevention. August 2012.
- Fitzgerald, T., Southwell, B., & Williams, P. *Consumer and provider understanding of safety issues around online purchase of imported drugs*. Presented to U. S. Food and Drug Administration. March 2012.
- Southwell, B. G., Gard, J. C., & Squire, C. M. *The effects of corrective advertising and DTC prescription drug advertising: A literature review*. Presented to U. S. Food and Drug Administration. January 2012.
- Williams, P., Squire, C., Kish Doto, J., & Southwell, B. *Analysis and research of consumer behaviors around tobacco products*. Presented to U. S. Food and Drug Administration. April 2012.
- Southwell, B. G. *Assessment of Connecticut Department of Public Health's Smoking Cessation Ads*. Presented to Professional Data Analysts. August 2011.
- West, S., Squiers, L., McCormack, L., Southwell, B., Brouwer, E., Ashok, M., Lux, L., Boudewyns, V., Tindell, G., Tant, E., Peinado, S., & Voisin, C. *Quantitative summary of the benefits and risks of prescription drugs: A literature review*. Presented to U. S. Food and Drug Administration. August 2011.
- Southwell, B. G. *Assessment of Connecticut Department of Public Health's Secondhand Smoke Campaign*. Presented to Professional Data Analysts. July 2011.

- Kim, A., MacMonegle, A., & Southwell, B. *FDA BPA Call # 1: Literature Review*. Presented to U. S. Food and Drug Administration. June 2011.
- Gard, J., Southwell, B., Doto, J. K., & Uhrig, J. “*HIV Screening. Standard Care.*” *evaluation plan*. Presented to U. S. Centers for Disease Control and Prevention. February 2011.
- Hwang, Y., & Southwell, B. *Preliminary findings for Internet survey of regular TV news viewers in the U.S.* Presented to American Institute of Physics. June 2006.
- Southwell, B. Does exposure to DBIS stories affect local television news viewer perceptions? Year two summary report. In American Institute of Physics, *National Science Foundation Annual Report for Award #0307862*. College Park, MD: American Institute of Physics. 2006.
- Southwell, B. Preliminary evidence regarding reactions to, and effects of, DBIS story exposure. In American Institute of Physics, *National Science Foundation Annual Report for Award #0307862*. College Park, MD: American Institute of Physics. 2005.
- Southwell, B., & Blake, S. Beliefs about science and reactions to DBIS stories among local TV news viewers in three cities. In American Institute of Physics, *National Science Foundation Annual Report for Award #0307862*. College Park, MD: American Institute of Physics. 2004.
- Hornik, R., Maklan, D., Cadell, D., Prado, A., Barmada, C., Jacobsohn, L., Orwin, R., Sridharan, S., Zador, P., Southwell, B., Zanutto, E., Baskin, R., Chu, A., Morin, C., Taylor, C., & Steele, D. *Evaluation of the National Youth Anti-Drug Media Campaign: Fourth Semi-Annual Report of Findings*. Rockville, MD: National Institute on Drug Abuse. 2002.
- Hornik, R., Maklan, D., Orwin, R., Cadell, D., Judkins, D., Barmada, C., Yanovitzky, I., Moser, M., Zador, P., Southwell, B., Baskin, R., Morin, C., Jacobsohn, L., Prado, A., & Steele, D. *Evaluation of the National Youth Anti-Drug Media Campaign: Third Semi-Annual Report of Findings*. Rockville, MD: National Institute on Drug Abuse. 2001.
- Hornik, R., Maklan, D., Judkins, D., Cadell, D., Yanovitzky, I., Zador, P., Southwell, B., Mak, K., Das, B., Prado, A., Barmada, C., Jacobsohn, L., Morin, C., Steele, D., Baskin, R., & Zanutto, E. *Evaluation of the National Youth Anti-Drug Media Campaign: Second Semi-Annual Report of Findings*. Rockville, MD: National Institute on Drug Abuse. 2001.
- Hornik, R., Maklan, D., Cadell, D., Judkins, D., Sayeed, S., Zador, P., Southwell, B., Appleyard, J., Hennessy, M., Morin, C., & Steele, D. *Evaluation of the National Youth Anti-Drug Media Campaign: Campaign Exposure and Baseline Measurement of Correlates of Illicit Drug Use from November 1999 through May 2000*. Rockville, MD: National Institute on Drug Abuse. 2000.
- Southwell, B. *Perceptions and Actions Regarding Domestic Violence among Philadelphians: A Report to the Local Anti-Domestic Violence Community*. Presented to representatives from Philadelphia community organizations. February 1997.
- Southwell, B. *Addressing Domestic Violence in Philadelphia: A Report of Recommendations Based on Baseline Survey Results*. Presented to Family Violence Prevention Fund. November 1996.

Dissertation and thesis

- Southwell, B. G. *Mass media and memory traces: Multilevel explanation of encoded exposure to television content*. [Ph.D. Dissertation]. Annenberg School for Communication, University of Pennsylvania, 2002.
- Southwell, B. G. *Mass detection? Searching for the relationship between mammography behavior and mass media news coverage*. [M.A. Thesis]. Annenberg School for Communication, University of Pennsylvania, 1997.

Teaching

Courses taught

- Introduction to Mass Communication⁺ (JOUR 1001). Spring 2003, Spring 2004, Fall 2004, Fall 2005, Spring 2006, Spring 2007, Fall 2007.
- Social Media? Mass Media, Social Networks, and the Internet^{*+} (JOUR 1905). Spring 2009.
- Mass Media Effects^{*+} (JOUR 3005). Spring 2008, Fall 2008, Fall 2010.
- Strategic Communication Research Methods⁺ (JOUR 3251). Fall 2002, Spring 2005, Spring 2006.
- Psychology of Advertising⁺ (JOUR 5251). Spring 2003, Fall 2003, Summer 2004, Spring 2007.
- Mass Communication and Public Health⁺ (JOUR 5541 and PubH 5074). Spring 2004.
- Public Health Campaign Evaluation^{*+} (JOUR 5543). Spring 2010.
- Media Relations Practicum^{*+} (PubH 7200/PubH 7226). Summer 2004 (co-taught), Summer 2008, Summer 2010.
- Studies in Mass Communication⁺ (JOUR 8001). Fall 2003, Fall 2008, Fall 2010.
- Mass Media and Social Change⁺ (JOUR 8651). Fall 2004, Fall 2005.
- Mass Communication Theory⁺ (JOUR 8514). Fall 2006, Fall 2007.
- Process and Effects of Mass Communication[#] (JOMC 445). Spring 2011, Spring 2013.
- Advertising Campaigns[#] (JOMC 473). Spring 2012.
- Energy Behavior among Low-Income Consumers^{*,**} (Section of ENERGY 595). Fall 2013.
- Communication Strategy to Promote Energy Behavior^{*,**} (Section of ENERGY 596). Spring 2014.
- Leveraging Individual Transitions into Homeownership to Motivate Energy Savings^{*,**} (Sections of ENERGY 795 & 796). Fall 2014-Spring 2015.
- Resident Engagement and Energy Behavior Assessment through Mobile Phone Technology^{*,**} (Sections of ENERGY 795 & 796). Fall 2015-Spring 2016.
- Social Marketing Campaigns[#] (JOMC 671). Spring 2015, Spring 2016, Spring 2017, Spring 2018.
- Social Science Radio Workshop^{*,**} (PUBPOL 290S.06/PJMS 290S.06/DOCSTUD 290S.06). Fall 2016, Fall 2017, Spring 2019.
- Sociology Internship: Stormwater and Society^{**} (SOCIOL 499S). Spring 2018.
- Managing Networks^{**} (SOCIOL 347). Fall 2018.
- North Carolina Wildfire Risks and Public Trust^{**} (Section of ENERGY 395/795). Fall 2020 – Spring 2021.
- Leading for Racial Equity[#] (SPHG 720). Fall 2020.

* Newly created course.

^ Taught at University of Minnesota.

Taught or co-taught at University of North Carolina at Chapel Hill.

** Taught or co-taught at Duke University.

Summary of student teaching evaluations

Note: Evaluation data listed from 2002 through 2010 reflect courses taught at the University of Minnesota. The scale used at Minnesota changed in 2008. Beginning in 2011, courses listed reflect appointment at the University of North Carolina at Chapel Hill, which uses yet a different scale. Beginning in 2013, some data reflects teaching at Duke University and the correct scale reference also is noted in those cases.

Fall 2002 (mean for one course)

- Overall teaching ability: **6.2** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **7.0** (on 7-point scale)

Spring 2003 (rounded average of two course means)

- Overall teaching ability: **6.3** (on 7-point scale)
- Knowledge of subject matter: **6.7** (on 7-point scale)
- Respect and concern for students: **6.9** (on 7-point scale)

Fall 2003 (rounded average of two course means)

- Overall teaching ability: **6.8** (on 7-point scale)
- Knowledge of subject matter: **7.0** (on 7-point scale)
- Respect and concern for students: **7.0** (on 7-point scale)

Spring 2004 (rounded average of three course means, including cross-listed course)

- Overall teaching ability: **6.5** (on 7-point scale)
- Knowledge of subject matter: **6.9** (on 7-point scale)
- Respect and concern for students: **6.9** (on 7-point scale)

Summer 2004 (rounded average of two course means, including PHI course)

- Overall teaching ability: **6.6** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **6.8** (on 7-point scale)

Fall 2004 (rounded average of two course means)

- Overall teaching ability: **6.7** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **7.0** (on 7-point scale)

Spring 2005 (means from one course)

- Overall teaching ability: **6.5** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **7.0** (on 7-point scale)

Fall 2005 (rounded average of two course means)

- Overall teaching ability: **6.7** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **7.0** (on 7-point scale)

Spring 2006 (rounded average of two course means)

- Overall teaching ability: **6.6** (on 7-point scale)
- Knowledge of subject matter: **6.8** (on 7-point scale)
- Respect and concern for students: **6.9** (on 7-point scale)

Fall 2006 (means from one course)

- Overall teaching ability: **6.6** (on 7-point scale)
- Knowledge of subject matter: **6.7** (on 7-point scale)
- Respect and concern for students: **6.8** (on 7-point scale)

Spring 2007 (rounded average of two course means)

- Overall teaching ability: **6.6** (on 7-point scale)
- Knowledge of subject matter: **6.9** (on 7-point scale)
- Respect and concern for students: **6.9** (on 7-point scale)

Fall 2007 (rounded average of two course means)

- Overall teaching ability: **6.7** (on 7-point scale)
- Knowledge of subject matter: **6.9** (on 7-point scale)
- Respect and concern for students: **6.8** (on 7-point scale)

*Note: Beginning in Spring 2008, the University of Minnesota switched to a **6-point scale** for all items and began asking slightly different questions. Reported scores reflect that change from Spring 2008 forward.*

Spring 2008 (means from one course)

- Instructor preparation for class: **6.0** (on 6-point scale)
- Clear presentation of material: **5.8** (on 6-point scale)
- Feedback on performance: **5.6** (on 6-point scale)
- Instructor respect for students: **6.0** (on 6-point scale)
- Student perception of now understanding: **5.7** (on 6-point scale)
- Student interest stimulated: **5.7** (on 6-point scale)

Summer 2008 (means from one course)

- Instructor preparation for class: **5.7** (on 6-point scale)
- Clear presentation of material: **5.5** (on 6-point scale)
- Feedback on performance: **5.4** (on 6-point scale)
- Instructor respect for students: **5.7** (on 6-point scale)
- Student perception of now understanding: **5.4** (on 6-point scale)
- Student interest stimulated: **5.6** (on 6-point scale)

Fall 2008 (rounded average of two course means)

- Instructor preparation for class: **5.9** (on 6-point scale)
- Clear presentation of material: **5.8** (on 6-point scale)
- Feedback on performance: **5.8** (on 6-point scale)
- Instructor respect for students: **5.9** (on 6-point scale)
- Student perception of now understanding: **5.6** (on 6-point scale)
- Student interest stimulated: **5.5** (on 6-point scale)

Spring 2009 (means from one course)

- Instructor preparation for class: **5.9** (on 6-point scale)
- Clear presentation of material: **5.7** (on 6-point scale)
- Feedback on performance: **5.6** (on 6-point scale)
- Instructor respect for students: **6.0** (on 6-point scale)
- Student perception of now understanding: **5.7** (on 6-point scale)
- Student interest stimulated: **5.3** (on 6-point scale)

Spring 2010 (means from one course)

- Instructor preparation for class: **5.9** (on 6-point scale)
- Clear presentation of material: **5.6** (on 6-point scale)
- Feedback on performance: **5.8** (on 6-point scale)
- Instructor respect for students: **6.0** (on 6-point scale)
- Student perception of now understanding: **5.6** (on 6-point scale)
- Student interest stimulated: **5.3** (on 6-point scale)

*Summer 2010 (means from one course)**

- Instructor preparation for class: **6.0** (on 6-point scale)

- Clear presentation of material: **5.8** (on 6-point scale)
 - Instructor respect for students: **6.0** (on 6-point scale)
 - Student perception of now understanding: **5.8** (on 6-point scale)
 - Student interest stimulated: **5.8** (on 6-point scale)
- *Public Health Institute does not ask the standard feedback on performance item.

Fall 2010 (rounded average of two course means)

- Instructor preparation for class: **6.0** (on 6-point scale)
- Clear presentation of material: **5.8** (on 6-point scale)
- Feedback on performance: **5.7** (on 6-point scale)
- Instructor respect for students: **5.9** (on 6-point scale)
- Student perception of now understanding: **5.9** (on 6-point scale)
- Student interest stimulated: **5.6** (on 6-point scale)

Note: Beginning in Spring 2011, teaching evaluations reflect courses taught at the University of North Carolina, which uses a series of agree/disagree question items that employ a 5-point scale.

Spring 2011 (means from one course)

- The instructor showed enthusiasm for teaching this class: **5.0** (on 5-point scale)
- The instructor treated all students with respect: **5.0** (on 5-point scale)
- Overall, this course was excellent: **4.7** (on 5-point scale)
- Overall, this instructor was an effective teacher: **4.8** (on 5-point scale)
- Overall, I learned a great deal from this course: **4.7** (on 5-point scale)
- The instructor was one of the best I have had at Carolina, fully deserving of a teaching award: **4.7** (on 5-point scale)

Spring 2012 (means from one course)

- The instructor showed enthusiasm for teaching this class: **4.9** (on 5-point scale)
- The instructor treated all students with respect: **4.9** (on 5-point scale)
- Overall, this course was excellent: **4.7** (on 5-point scale)
- Overall, this instructor was an effective teacher: **4.8** (on 5-point scale)
- Overall, I learned a great deal from this course: **4.5** (on 5-point scale)
- The instructor was one of the best I have had at Carolina, fully deserving of a teaching award: **4.6** (on 5-point scale)

Spring 2013 (means from one course)

- The instructor showed enthusiasm for teaching this class: **4.9** (on 5-point scale)
- The instructor treated all students with respect: **4.9** (on 5-point scale)
- Overall, this course was excellent: **4.8** (on 5-point scale)
- Overall, this instructor was an effective teacher: **4.9** (on 5-point scale)
- Overall, I learned a great deal from this course: **4.8** (on 5-point scale)
- The instructor was one of the best I have had at Carolina, fully deserving of a teaching award: **4.7** (on 5-point scale)

Note: Beginning in 2013, some ratings reflect teaching at Duke University, where 5-point scale used, in addition to UNC, where new rating system employed (and is reflected starting in Spring 2015).

Spring 2014 (means from evaluation at end of two-semester sequence at Duke)

- Overall quality of instruction from this instructor: **5.0** (on 5-point scale)
- Overall rating for quality of course: **4.3** (on 5-point scale)
- The instructor had thorough knowledge of subject matter: **5.0** (on 5-point scale)

- The instructor was enthusiastic about course: **5.0** (on 5-point scale)
- The instructor was willing to meet and help students: **5.0** (on 5-point scale)
- The instructor fostered positive class dynamic: **5.0** (on 5-point scale)

Spring 2015 (means from one course at UNC; Duke teaching in 2014-2015 was independent study)

- My overall feeling about this instructor is (very poor to excellent): **4.5** (on 5-point scale)
- The instructor demonstrates a clear interest in the subject matter: **4.7** (on 5-point scale)

Spring 2016 (means from one course at UNC; Duke teaching in 2015-2016 was independent study)

- My overall feeling about this instructor is (very poor to excellent): **4.9** (on 5-point scale)
- The instructor demonstrates a clear interest in the subject matter: **4.9** (on 5-point scale)

*Fall 2016 (means from one course at Duke)**

- Overall rating for the quality of this course: **5.0** (on 5-point scale)
- Overall rating for the quality of instruction: **5.0** (on 5-point scale)

*Recognized as being in top 5% of Duke undergraduate course evaluations.

Spring 2017 (means from one course at UNC)

- My overall feeling about this instructor is (very poor to excellent): **4.9** (on 5-point scale)
- The instructor demonstrates a clear interest in the subject matter: **4.9** (on 5-point scale)

Fall 2017 (means from one course at Duke)

- Overall rating for the quality of this course: **4.5** (on 5-point scale)
- Overall rating for the quality of instruction: **4.8** (on 5-point scale)

Spring 2018 (means from one course at UNC)

- My overall feeling about this instructor is (very poor to excellent): **4.8** (on 5-point scale)
- My overall evaluation of the course is (very poor to excellent): **4.6** (on 5-point scale)

Spring 2018 (means from one course at Duke)

- Overall rating for the quality of this course: **5.0** (on 5-point scale)
- Overall rating for the quality of instruction: **5.0** (on 5-point scale)

Fall 2018 (means from one course at Duke)

- Overall rating for the quality of this course: **4.3** (on 5-point scale)
- Overall rating for the quality of instruction: **5.0** (on 5-point scale)

Spring 2019 (means from one course at Duke)

- Overall rating for the quality of this course: **4.0** (on 5-point scale)
- Overall rating for the quality of instruction: **4.0** (on 5-point scale)

Internships and directed studies: Students supervised

- MaryBeth Molinski. Public relations for McNamara Alumni Center. Fall 2002.
- Amy Sokol. Popular culture and eating behavior. Spring 2003.
- Ashley Swartz. Assessing news coverage of health. Spring 2003.
- Terri Morawiecki. Public relations for Student Paths. Spring 2003.
- Lisa Bokovoy. Minnesota State Arts Board. Summer 2003.
- Amanda Hollis. News coverage of SARS. Summer 2003.

- Kim Fountaine. Strategic communication for child welfare. Summer 2003.
- Michael Breen and Kent Kaiser. Celebrity and expert endorsements in advertising. Fall 2003.
- Cui Yang. Emotion, culture, and information processing. Fall 2003.
- Bonnie Overcott. Program for Individualized Learning project. Spring 2004.
- Jeanette Ziegenfuss, School of Public Health. News coverage of health insurance issues. Summer 2004.
- Jennifer Blair, Political Science. Project at KFAI radio. Fall 2004.
- Betsy Anderson. Interactivity, public relations, and commercial web sites. Fall 2004.
- Dong Dong. Sociology of knowledge and academic study of AIDS. Fall 2004.
- Mary Ann Harris. Storytelling and advertising. Fall 2004.
- Kellan Anderson, Psychology. Advertising and the legal profession. Fall 2004.
- Daniel Friess. Internship for Universal Records. Fall 2004.
- Branden Peterson. Internship for PGA Tour. Spring 2005.
- Katie (Beck) Foss. The relationship between media coverage and breastfeeding. Spring 2005.
- Itai Himelboim. Blogs, discussion groups, and mass communication. Spring 2005.
- Sarah Andritsch. Strategic communication for non-profits & Red Cross internship. Summer 2005.
- Vanessa Boudewyns. Social marketing and health. Fall 2005.
- Ayelet Drori. Strategic communication for Camp Heartland. Fall 2005.
- Carina Enbody. Measuring interpersonal communication online. Fall 2007.
- Rostislav Galiullin. Video production project. Fall 2007.
- Yoori Hwang. Multilevel modeling. Fall 2007.
- Hyung Min Lee. Social networks and campaigns. Spring 2008.
- Emily Fox. Marketing and public relations. Summer 2008.
- Ashleigh Shelton. Context and video game enjoyment. Fall 2008.
- Meryl Houser. Logo design for non-profits. Fall 2008.
- Nathan Gilkerson. Negative political advertising. Spring 2009.
- Caitlin Massart. Contextualizing agenda setting. Spring 2009.
- Allison Myers. Framing HIV/AIDS. Spring 2012. #
- Emily Leazer. Social marketing. Spring 2012. #
- Jessica Willoughby. Science communication. Summer/fall 2012. #
- Rahiel Alemu. Low-income housing circumstances and implications for outreach. Spring 2014. **

At University of North Carolina at Chapel Hill (School of Journalism and Mass Communication unless noted).

** At Duke University.

Undergraduate honors thesis: Candidates directed and committees served

- Miranda Fischbach. Spring 2003.
- Katie McLaughlin. Spring 2003.
- April Ricker. Spring 2003.
- Kelsey Anderson. Fall 2003.
- Lisa Carlson. Spring 2004.
- Denise Nichols. Fall 2004.
- SaraMari Orth. Spring 2005.
- Kristen Lunsford. Spring 2005.
- Melissa Martinson. Second reader. Spring 2005.
- Kay Steiger. Second reader. Spring 2006.
- David Couillard (English). Outside reader. Spring 2006.
- Anna Zsebe. Spring 2006.
- Ayelet Drori. Spring 2006.
- Anne Christensen. Spring 2006.
- John Tribbett. Second reader. Spring 2006.
- Bridget Greenlee. Fall 2006.

- Evan Cordes. Second reader. Spring 2007.
- Lindsey Heffern. Spring 2007.
- Sarah Howard. Spring 2007.
- Jennifer Manogue. Spring 2007.
- Rebecca Mitchell. Spring 2007.
- Sara Towle. Spring 2007.
- Jessica VandenHeuvel. (Psychology). Outside reader. Spring 2007.
- Bonnie Aslagson. (Psychology). Outside reader. Spring 2007.
- Ryan Hatton. (Sociology). Outside reader. Spring 2007.
- Crystal Dickson. Fall 2007.
- Mary Issendorf. Fall 2007.
- Allison Stoneberg. Fall 2007.
- Jessica Swakow. Fall 2007.
- Laura Clementi. Second reader. Spring 2008.
- Matthew Holm. (IDIM). Summer 2008.
- Carina Enbody. Spring 2008.
- Stephanie Plant. Fall 2008.
- Shaina Novotny. Fall 2008.
- Michelle Gross. Spring 2009.
- Beth Lube. Second reader. Spring 2009.
- Alicia Houselog. Second reader. Spring 2009.
- Megan Meyer (Speech-Language-Hearing). Outside reader. Spring 2009.
- Jason Neff (Psychology). Outside reader. Fall 2009.
- Kathleen Mulligan. Second reader. Spring 2010.
- Emily Jorgens. Third reader. Spring 2014.**
- Jordan Thomas. Primary reader. Spring 2015.**

** At Duke University.

CLA Honors Research Scholar Program and Freshman Research Program supervision

- John Lensmire. Spring 2007.
- Tom Edmonds. Spring 2007.
- Kasshia Mostad. Spring 2010.
- Danielle McDonald. Spring 2010.

Summer honors program mentoring for students of color and students from underserved populations

- Laretta Dawolo, St. Olaf College. *McNair Scholars Program*. Summer 2003.
- JaCobi Anderson, Grambling State University. *Multicultural Summer Research Opportunities Program*. Summer 2005.
- Ahlam Hassan, University of Minnesota. *Undergraduate Honors Program in Global Issues*. Summer 2005.
- Yuridia Ramirez. University of Minnesota. *President's Distinguished Faculty Mentor Program*. Spring 2008 – Spring 2009.

Health Journalism and Communication M.A. advising

- Leyla Kokmen. 2004.
- Amy Mertens. 2004.
- Rachana Sikka. 2005.
- Marie Zhuikov. 2005.
- Anna Nguyen. 2006.
- Janice Kehler. 2006.
- Christine Lehmann. 2007.

- Kay Schwebke. 2009.
- Caryn Zembrosky. 2010.
- Andrea Ahneman. 2010.
- Ashley Grey. 2010.

Mass Communication M.A. thesis candidates advised

- Cui Yang. Spring 2003 – Spring 2004.
- Jennifer Hass. Spring 2004 – Fall 2004.
- Moria Fredrickson. Spring 2005 – Fall 2005.
- Caitlin Massart. Fall 2006 – Spring 2010.
- Yu-Jung Lin. Spring 2007 – Fall 2008.
- Laura Friedenber. Spring 2009 – Summer 2010.
- Soyoon Kim. Spring 2009 – Fall 2010.
- Ruth DeFoster. Spring 2009 – Spring 2010.
- Ashleigh Shelton. Fall 2008 – Fall 2009.
- Brian Weeks. Spring 2009 – Spring 2010.
- Michelle Gross. Fall 2010 – Spring 2011.
- Laura Marshall. Fall 2012 – Spring 2013. #
- Katie Shumake. Fall 2012 – Spring 2013. #
- Xiaokun Qian. Fall 2013 – Spring 2014. #
- Jaya Mathur. Fall 2013 – Spring 2014. #
- Christopher Jasinski. Fall 2015 – Spring 2016. #
- Jennifer Bailey. Summer 2015 – Fall 2015. #

At University of North Carolina at Chapel Hill; others listed at University of Minnesota.

M.A. thesis committee service (Mass Communication and other programs)

- Yimin (“Christine”) Qiu. Fall 2003 – Spring 2004.
- Trine Fjellberg. Fall 2003 – Summer 2004.
- Xiaoli Nan. Fall 2003.
- John Wirtz (Communication Studies). Spring 2004 – Summer 2004.
- Jun Wang. Spring 2004 – Spring 2008.
- Antonie Young. Spring 2005 – Fall 2005.
- Brittany Duff. Spring 2006 – Fall 2007.
- Karin Levi. Spring 2006 – Fall 2007.
- Iva Knobbe. Spring 2006 – Fall 2007.
- James Winkle (School of Public Health). Spring 2006 – Fall 2007.
- Ashley Lewis (Science and Technical Communication). Spring 2006.
- Alyssa Isaacs (Communication Studies). Spring 2006 – Spring 2007.
- Yuening Jiang. Fall 2007 – Spring 2009.
- Hyeon Jeong Cho (Design, Housing, and Apparel). Fall 2007 – Fall 2008.
- Vanessa Boudewyns. Fall 2007 – Fall 2008.
- Jacob Depue. Fall 2007 – Spring 2010.
- Jihyeong Son. (Design, Housing, and Apparel). Fall 2007 – Fall 2008.
- Hae Won Ju. (Design, Housing, and Apparel). Fall 2008.
- Meryl Houser. Spring 2009 – Summer 2009.
- Melissa Thompson. Spring 2009 – Fall 2009.
- Caitlin Dwyer. (Political Science). Spring 2009 – Summer 2009.
- Yajin Wang. Spring 2009 – Fall 2010.
- Natalie Hopkins-Best. Fall 2009 – Spring 2010.
- Rachel McMahan. Spring 2017 – Summer 2017. #

- Holly Roberts. Spring 2018 – Summer 2018.#
- Arshya Gurbani. Spring 2018 – Summer 2018.#
- Abigail Brewer. Fall 2018 – Spring 2019.#

At University of North Carolina at Chapel Hill; others listed at University of Minnesota.

Doctoral dissertation advising and committee service

- Wanda Siu. Fall 2002 – Fall 2004.
- John Wirtz. Fall 2004 – Summer 2009. (Advisor).
- Mira Lee. Fall 2004.
- Mary Ann Harris. Spring 2004 – Fall 2007. (Co-advised).
- Xiaoli Nan. Spring 2004 – Fall 2005.
- Sela Sar. Spring 2004 – Summer 2006. (Co-advised).
- Betsy Anderson. Spring 2005.
- Itai Himelboim. Spring 2005 – Spring 2008.
- Dong Dong. Spring 2005 – Fall 2010.*
- Rita Langteau. Spring 2005 – Fall 2010. (Co-advisor).
- Yoori Hwang. Fall 2005 – Spring 2009. (Advisor).
- Adina Schneeweis. Spring 2006 – Summer 2009.
- Julie Jones. Spring 2006 – Spring 2010.
- Bas van Doorn (Political Science). Fall 2005 – Summer 2008.
- Jeanette Ziegenfuss (School of Public Health). Spring 2006 – Summer 2008.
- Kent Kaiser. Summer 2006 – Spring 2009.
- Sumi Kim. Fall 2006 – Fall 2010.*
- Huaiting Wu. Spring 2007 – Fall 2010.*
- Soyoen Cho. Spring 2007 – Fall 2010.*
- Katherine Foss. Spring 2007 – Spring 2008.
- Rebecca Swenson. Spring 2007 – Fall 2010.*
- Douglas Trouten. Spring 2007 – Fall 2010.*
- Maureen Schriner. Spring 2007 – Fall 2010. (Advisor).
- Matthew Kaplan (Rhetoric / Science & Technical Communication). Spring 2007 – Spring 2010.
- Kelvin Choi. (Public Health). Fall 2008 – Summer 2010.
- Brittany Duff. Spring 2008 – Summer 2009.
- Caitlin Dwyer. (Political Science). Spring 2009 – Summer 2012.
- Sarah Jackson. Spring 2009 – Fall 2010.
- Yejin Hong. Fall 2009 – Fall 2010.*
- Peter Gloviczki. Spring 2010 – Fall 2010.*
- Amy Snow Landa. Fall 2009 – Fall 2010.*
- Kevin Wang. Spring 2009 – Fall 2010.*
- William Yimbo. Spring 2009 – Fall 2010.
- Nathan Gilkerson. Fall 2007 – Fall 2012. (Advisor).
- Hyung Min Lee. Spring 2008 – Spring 2011. (Advisor).
- Jacob Depue. Spring 2010 – Summer 2012. (Advisor).
- Tanya Ryan. Spring 2012 – Spring 2014.
- Rebecca Ortiz. Summer 2011 – Spring 2012.#
- Jessica Willoughby. Summer 2012 – Spring 2013.#
- Jessica Pepper. (Public Health). Summer 2012 – Spring 2014.#
- Diane Francis. Summer 2014 – Spring 2016.#
- Catherine Jo. (Public Health). Fall 2014 – Spring 2017.#
- Allison Myers. (Public Health). Summer 2014 – Spring 2016.#
- Jennifer Morgan. (Public Health). Fall 2015 – Spring 2017.#

- Laura Marshall. Fall 2015 – Spring 2017.[#]
- Jeannette Porter. Fall 2015 – Spring 2018.[#] (Advisor).
- Chioma Ihekweazu. Spring 2016 – Spring 2017.[#] (Advisor).
- Samantha Kaplan. (Information and Library Science). Summer 2017 – Spring 2018.
- Joshua Barker. Summer 2018 – Summer 2020.[#]
- Elizabeth Adams. Spring 2019 – Fall 2020.[#] (Advisor).
- Marjorie Margolis. (Public Health). Summer 2019 – Spring 2021.[#]

* Service in such indicated cases included only preliminary exam and/or proposal defense and not final dissertation defense due to December 2010 departure from University of Minnesota.

[#] At University of North Carolina at Chapel Hill (School of Journalism and Mass Communication or Hussman School of Journalism and Media, post name change, unless noted).

Service

University of Minnesota service

University committee service

- Social Sciences Policy and Review Council. Fall 2007 – Summer 2010.
 - Course Proposals Committee. Fall 2008.
 - P&R Council chair. (Elected.) Spring 2009 – Spring 2010.
- Graduate Education Academic Issues Work Group
 - Convened by University Provost. Fall 2009 – Spring 2010.
 - Redesigned graduate education governance structure and funding at University.

University event service

- Early Career Teaching Program. Year-long program to enrich teaching skills and foster collaboration in teaching among selected faculty participants. Fall 2003 – Spring 2004.
- University of Minnesota Campus Preview Day. Invited speaker for prospective student event. Fall 2003, Fall 2004, Fall 2005.
- Multicultural Center for Academic Excellence. Guest speaker for annual incoming student program. Summer 2007.
- Network of Interdisciplinary Initiatives. Education and Training Working Group. Spring 2008.
- Preparing Future Faculty Program.
 - Invited panel participant on faculty job interviews. Spring 2009.
 - Invited panel participant on work/life balance issues for faculty. Fall 2010.
- President's Distinguished Faculty Mentor Program. Spring 2008 – Spring 2009.
 - Invited speaker at Spring 2009 reception.

College of Liberal Arts (CLA) service

- Assembly and committee service
 - CLA Assembly. (Elected.) Fall 2003 – Spring 2005.
 - CLA Course Review Committee. Fall 2003 – Spring 2004.
 - CLA Budget Advisory Committee. (Elected.) Fall 2004 – Spring 2006.

- Sub-committee to review Center for German and European Studies. Fall 2004.
- Sub-committee to review Minnesota Population Center. Fall 2005.
- CLA Search Committee for Instructional Resources Associate Analyst. Fall 2005.
- CLA Instructional Awards Committee. Fall 2006 – Spring 2008, Spring 2009.
 - Committee Chair. Spring 2008.
 - Motley Award Subcommittee Chair. Spring 2008.
 - Motley Award Subcommittee. Spring 2010.
- CLA Freshman Scholarship Awards Committee. Spring 2009, Spring 2010.
- CLA Continuing Student Scholarship Awards Committee. Spring 2009, Spring 2010.
- CLA Undergraduate Education Advisory Committee. Spring 2009 – Spring 2010.
- Event service
 - CLA Dean's Reception (for academically talented applicants). Invited faculty. Spring 2005.
 - CLA Sneak Preview (sample lecture for prospective students). Summer 2007, Summer 2008.
 - CLA Open House (for admitted students). Spring 2009, Spring 2010.
 - CLA College Day (event for new students). Fall 2009.
 - CLA Martin Luther King, Jr. Program preview event (for admitted students). Spring 2010.

School of Journalism and Mass Communication (SJMC) service

- SJMC administration
 - Director of Graduate Studies for Mass Communication PhD and MA. Summer 2007 – present.
 - Interim Director of Graduate Studies for Health Journalism & Communication MA. Spring 2009.
- General SJMC committees
 - Undergraduate Studies Committee. 2002 – 2003.
 - Graduate Affairs Committee. 2003 – 2004, 2004 – 2005, 2005 – 2006, 2006 – 2007.
 - Graduate Affairs Committee for Health Journalism and Communication MA. 2002 – present.
 - Joint committee with University's School of Public Health
 - Graduate Affairs Committee for Strategic Communication MA. 2005 – present.
- Admissions
 - Undergraduate Admissions Committee. Fall 2002.
 - Graduate Admissions Committee. Spring 2005, Spring 2006, Spring 2007, Spring 2008, Spring 2009, Spring 2010.
- Additional SJMC committees and responsibilities
 - Special Task Force for ACEJMC Outcomes Assessment. 2002 – 2003.
 - Salary Increment and Merit Review Advisory Committee. Spring 2003 and Spring 2004.
 - Faculty Secretary. 2003 – 2004 and 2004 – 2005.
 - Faculty Search Committees. 2003 – 2004, 2004 – 2005, 2005 – 2006, 2006 – 2007.
 - Diversity Initiatives Committee. 2005.
 - Student Personnel Coordinator Search Committee. 2007 – 2008.
 - Undergraduate student advising. (Approximately 30 to 50 students majoring in Journalism and Mass Communication each semester.) 2002 – 2009.

SJMC guest lectures and panels

- Studies in Mass Communication I (JOUR 8001).
 - Topic: *The history of health communication*. October 2002.
 - Topic: *Cognitive psychology and emerging media environments*. December 2004.
 - Topic: *A multilevel perspective on emerging media*. December 2005.
 - Topic: *The role of conversation in media campaigns*. October 2006.
 - Topic: *Connecting interpersonal and mass communication*. November 2007.
- Graduate Student Organization lecture series. Topic: *Mixing micro and macro: Multilevel modeling for communication research*. October 2002.
- Honors seminar (Jour 4731H). Topic: *Quantitative and qualitative approaches to communication research*. February 2003.
- Interactive Advertising (JOUR 4272). Co-taught with Betsy Anderson. Topic: *Defining Interactivity*. October 2003.
- Honors seminar (JOUR 4731H). Topic: *Content analysis*. November 2004.
- Graduate Student Organization panel series. (Panel with Dan Wackman and Kathy Hansen.) Topic: *Research ethics*. November 2004.
- Mass Communication Processes and Structure (JOUR 3008). Topic: *Health communication*. November 2004.
- Graduate Student Organization panel series. (Panel with Ron Faber.) Topic: *Literature reviews*. October 2005.
- On-line Media Creation and Design (JOUR 8195). Topic: *Audience measurement*. April 2006.
- Factors Affecting Communication Strategy (JOUR 8201). Topic: *Strategic communication and non-profit environments*. December 2006.
- Multimethod Research in Mass Communication (JOUR 8502). Topic: *Multilevel modeling*. April 2007.
- Mass Communication and Public Health (JOUR 5541). Topic: *Conversations and campaigns*. February 2008.
- Special Topics in Mass Communication: Science Journalism (JOUR 5990). Topic: *Appreciating audiences for science journalism*. April 2008.

Guest lectures for other University of Minnesota departments and centers

- Southwell, B. G. *Biased processing, health promotion, and emerging media environments: Evidence and speculation*. Presented to University of Minnesota's Department of Psychology. April 2003.
- Southwell, B. G. *A limited resource: Health news coverage and public communication*. Presented to University of Minnesota's Center for Spirituality and Healing. (Guest lecture for CSpH 5421: Botanical Medicines in Complementary Health Care). October 2003.
- Southwell, B. G. *New media and memory*. Presented to University of Minnesota's Center for Cognitive Sciences. December 2003.
- Southwell, B. G. *Multilevel modeling for communication and political psychology research*. Presented to University of Minnesota's Political Psychology program seminar. February 2004.
- Southwell, B. G. *The role of talk in communication campaign effects*. Presented to University of Minnesota's Political Psychology program seminar. April 2005.
- Southwell, B. G. *New communication technologies and society*. Presented to CLA Honors Seminar. (Guest lecture for HSEM 1001H: Introduction to the Arts and Sciences.) October 2005.

- Southwell, B. G. *Media campaigns and public health*. Presented to University of Minnesota's School of Public Health. (Guest lecture for PUBH 6051: Community Health Theory and Practice II.) February 2007.
- Southwell, B. G. *Campaigns and conversation*. Presented to University of Minnesota's Political Psychology graduate program. (Guest lecture for POL 8308: Proseminar in Political Psychology II.) April 2008.
- Southwell, B. G. *New media technology and public health communication*. Presented to University of Minnesota's Public Health Institute. (Guest lecture for PubH 7214: Principles of Risk Communication). May 2009.
- Southwell, B. G. *Media campaigns and public health*. (Guest lecture for PubH 6050: Community Health Theory and Practice I.) October 2009.

Panels and roundtables for other University of Minnesota departments and centers

- Center for the Study of Political Psychology. Fall symposium on information processing among voters. Panel discussant. December 2009.
- Minnesota Adolescent Community Cohort Study (School of Public Health). Expert panel on tobacco marketing practices. Panel participant. May 2010.

University of North Carolina at Chapel Hill service

Guest lectures for University of North Carolina departments

- Southwell, B. G. *Communication complications: How an interest in failure led to some successes*. (Guest lecture for JOMC-HBHE 826: Interdisciplinary Health Communication seminar.)
 - October 2012.
- Southwell, B. G. *The changing media landscape and public health campaign evaluation*. (Guest lecture for PubH 690 968: Emerging Technologies in Public Health Communication.)
 - March 2011.
 - January 2012.
- Lewis, M., McCormack, L., & Southwell, B. *Communicating and disseminating evidence*. (Guest lecture for PubH HPM 767: Disseminating Evidence and Innovation in Cancer Care.)
 - February 2014.
- Southwell, B. G. *Social networks and public opinion*. (Guest lecture for JOMC 445: Processes and Effects of Mass Communication.)
 - February 2014.
- Southwell, B., & Bevc, C. *A brief introduction to social network analysis*. (Presentation for North Carolina Translational and Clinical Sciences Institute's Dissemination and Implementation Portal.)
 - April 2014.
- Southwell, B. *Social marketing*. (Guest lecture for MHCH 605: Survey Course on Breastfeeding and Public Health.)
 - February 2015.
- Southwell, B. *Misinformation*. (Guest lecture for HBEH 826/JOMC 826: Interdisciplinary Health Communication Colloquium.)
 - March 2015.
- Southwell, B. *On communication regarding health and science*. (Guest lecture for HBEH 826/MEJO 826: Interdisciplinary Health Communication Colloquium.)
 - April 2018.

Office of Distinguished Scholarships (e.g., Rhodes, Marshall, Luce)

- Finalist interviewer. Spring 2016.

Duke University service

Guest lectures, event moderation, and event organization for Duke University departments and programs

- Southwell, B. *Connections between social psychology and the diffusion of knowledge about science and health.* (Guest lecture for PSY 104: Social Psychology.) March 2015.
- Moderator for Forum for Scholars and Publics event: *Understanding a common birth-defect virus: congenital cytomegalovirus (cCMV) research and public awareness.* September 2016.
- Southwell, B. *On asking questions.* (Guest lecture for GSF 221: Women at Work.) February 2018.
- Southwell, B. *Electronic media and trust.* (Guest lecture for PUBPOL 260: Leadership, Policy, and Change.) November 2019.
- Southwell, B. *The COVID-19 pandemic narrative: What stories do we tell?* (Panelist for Duke Science & Society event.) May 2020.
- Co-organizer for School of Medicine event: *Interdisciplinary colloquium on medical misinformation.* September 2020.
- Moderator for Clinical and Translational Science Institute and Social Science Research Institute event: *Misinformation and mistrust: COVID-19 conversations on race and gender equity.* October 2020.
- Southwell, B. *How to build and maintain trust in science.* (Guest lecture for PUBPOL 260: Leadership, Policy, and Change.) October 2020.
- Southwell, B. *Using social marketing principles to design your engagement strategy.* (Course taught for Duke University Clinical & Translational Science Institute's Engagement, Recruitment, and Retention certificate program.) October 2020, May 2021, & November 2021.

Internship supervision

- Summer 2020 RTI-Duke doctoral internship program. Mentor for Khari Johnson.

Certificate program instruction

- Instructor for *Using social marketing principles to design your engagement strategy.* Duke Office of Clinical Research. Engagement, Recruitment, and Retention Certificate Program. 2020-21; 2021-22.

RTI International service

- Public Engagement with Risk team.
 - Team leader. 2011 – 2013.
- SOAR mentoring program.
 - 2011-2012 Mentor.
 - Panel participant. Submitting and reviewing manuscripts. December 2011.
- Science in the Public Sphere Program.
 - Director. 2013 – present.
- Mentor for Science in the Public Sphere internships
 - 2015 – present.
- *Scientific Publishing in the 21st Century.*

- Day-long workshop leader. Summer 2014.
- SPHERE Stature and Visibility Committee.
 - Co-chair. 2014-2015.
- RTI Press national and international media briefing facilitator.
 - Electronic cigarette emissions. March 2015.
 - Medical marijuana product quality control. February 2016.
- Event moderator and service (examples listed)
 - Moderator for RTI Pride event on coming out at work. November 2018.
 - Moderator for Administrative Professionals Day event. April 2019.
 - Panelist for Young Professionals ERG event on improving public speaking. January 2020.
 - Panelist for Young Professionals ERG event on brand building. July 2020.
 - Panel moderator for University Collaborations Office internship showcase. August 2020.

National and international service

Invited tenure and promotion reviews for other universities

- American University. Fall 2009 external review of Matthew Nisbet tenure dossier.
- University of South Carolina. Summer 2010 external review of John Besley tenure dossier.
- The Ohio State University. Summer 2011 external review of Silvia Knobloch-Westerwick dossier for promotion to Full Professor.
- University of Kentucky. Fall 2011 external review of Donald Helme tenure dossier.
- East Carolina University. Summer 2012 external review of Linda Godbold Kean dossier for promotion to Full Professor.
- University at Albany, State University of New York. Summer 2012 external review of Mihye Seo tenure dossier.
- Florida State University. Summer 2012 external review of Juliann Cortese tenure dossier.
- University of Canterbury (New Zealand). Summer 2012 external review of Linda Jean Kenix dossier for promotion to Associate Professor from Senior Lecturer above the Bar.
- University of Houston. Summer 2013 external review of Zhiwen Xiao tenure dossier.
- Cornell University. Fall 2013 external review of Jeff Niederdeppe tenure dossier.
- University of Missouri. Summer 2014 external review of J. Brian Houston tenure dossier.
- University of Kansas. Summer 2014 external review of Yvonne Chen tenure dossier.
- University of Kentucky. Summer 2015 external review of Elisia Cohen dossier for promotion to Full Professor.
- University of Minnesota. Fall 2015 external review of Sarah Gollust tenure dossier.
- Butler University. Summer 2016 external review of Kevin Wang tenure dossier.
- University of Haifa. Spring 2017 external review of Nehama Lewis-Persky tenure dossier.
- University of Colorado Boulder. Summer 2017 external review of Seow Ting Lee dossier for promotion to Full Professor.
- University of Colorado Boulder. Summer 2018 external review of Erin Willis tenure dossier.
- Northwestern University. Spring 2019 external review of Dietram Scheufele dossier for appointment as Full Professor.
- University of Kentucky. Summer 2020 external review of Donald Helme dossier for promotion to Full Professor.

Invited external doctoral dissertation review

- University of Melbourne (Australia). Department of Psychology. 2011-2012.

Invited and elected manuscript reviewer positions

Editor positions

- Senior Editor for *Health Communication*. 2009 – 2014.

Editorial board membership and service

- *Communication Research*. 2007 – present.
- *Health Communication*. 2007 – present.
- *Journal of Health and Mass Communication*. 2007 – 2011.
- *Journal of Public Relations Research*. 2008 – 2013.
- *Science Communication*. 2007 – present.
- *Journal of Communication*. 2009 – 2015.
- *Public Opinion Quarterly*. 2010 – 2013.
- *RTI Press*. 2012 – present.
 - Executive Committee. 2016 – present.
- *American Journal of Health Promotion*. 2014 – present.
- *Energy Research & Social Science*. 2014 – 2019.
- *Journalism & Mass Communication Quarterly*. 2017 – 2020.
- *Journal of Consumer Marketing*. 2018 – present.

Special issue editing and co-editing

- *Communication Theory* (2009); *Journal of Communication* (2015); *Translational Behavioral Medicine* (2018)

Journals served as reviewer

- *American Journal of Health Promotion*. Spring 2014, Summer 2014, Spring & Fall 2015, Spring 2016, Summer & Fall 2017, Spring 2018, Spring, Summer, & Fall 2019.
- *American Journal of Infection Control*. Fall 2020.
- *American Journal of Preventive Medicine*. Fall 2004, Summer 2005, Spring 2006, Spring 2019.
- *American Journal of Public Health*. Spring 2020, Summer 2021.
- *American Political Science Review*. Fall 2021.
- *Annals of Behavioral Medicine*. Spring 2021.
- *Applied Energy*. Fall 2014, Spring 2015, Spring 2016.
- *Biosafety and Health*. Summer 2021.
- *BMC Public Health*. Spring & Summer 2021.
- *BMJ Global Health*. Summer 2021.
- *BMJ Open*. Fall 2014, Spring 2015, Spring 2017, Spring 2019, Spring 2020, Fall 2021.
- *Cancer Control*. Spring 2021.
- *Communication Methods and Measures*. Fall 2006, Spring 2007, Fall 2018.
- *Communication Monographs*. Summer 2014, Spring 2015, Spring 2016, Spring 2018.
- *Communication and the Public*. Fall 2015.
- *Communication Research*. Spring & Fall 2005, Spring, Summer, & Fall 2006, Spring, Summer, & Fall 2007, Spring, Summer & Fall 2008, Spring, Summer, & Fall 2009, Summer & Fall 2010, Spring & Fall 2011, Spring & Fall 2012, Spring, Summer, & Fall 2013, Spring & Fall 2014, Spring & Summer 2015, Spring 2020.
- *Communication Studies*. Spring 2007.

- *Communication Theory*. Spring 2004, Spring 2007, Spring 2009, Fall 2010, Summer 2011, Spring & Summer 2017, Spring 2019.
- *Communications of the ACM*. Spring 2018.
- *Computers in Human Behavior*. Summer 2019, Winter 2021.
- *Emerging Infectious Diseases*. Fall 2014, Spring 2020.
- *Energy Efficiency*. Spring & Summer 2017.
- *Energy Research & Social Science*. Summer & Fall 2014, Spring 2015, Spring 2017, Fall 2018, Spring & Summer 2019.
- *Environment, Development and Sustainability*. Fall 2021.
- *Frontiers in Psychology*. Fall 2015.
- *Health Communication*. Summer & Fall 2006, Spring, Summer, & Fall 2007, Spring & Fall 2008, Spring & Summer 2009 (prior to Senior Editorship), Summer & Fall 2014, Spring, Summer, & Fall 2015, Spring & Fall 2016, Spring, Summer, & Fall 2017, Spring & Fall 2018, Spring & Summer 2019, Spring & Summer 2020, Winter 2021, Spring & Summer 2021.
- *Health Education & Behavior*. Fall 2004, Summer & Fall 2005, Summer 2006, Spring 2007, Summer & Fall 2017, Fall 2019, Fall 2020, Winter 2021.
- *Health Psychology Review*. Fall 2009.
- *Heliyon*. Spring 2021.
- *Human Communication Research*. Summer 2010, Fall 2010, Spring, Summer, & Fall 2011, Spring 2015, Spring 2018, Summer 2019, Winter 2020, Summer 2021.
- *Informatics*. Spring 2021.
- *International Journal of Behavioral Nutrition and Physical Activity*. Fall 2006.
- *International Journal of Communication*. Spring 2008, Spring 2015, Summer & Fall 2015, Spring 2017, Summer 2019, Winter 2020.
- *International Journal of Press/Politics*. Summer 2008.
- *International Journal of Public Opinion Research*. Fall 2012.
- *International Journal of Sustainability in Higher Education*. Spring 2015.
- *Journal of Advertising*. Spring 2002.
- *Journal of Applied Communication Research*. Summer 2009, Summer 2011, Summer 2012, Spring 2014, Spring & Fall 2015, Summer 2018, Spring 2020.
- *Journal of Applied Social Psychology*. Fall 2011.
- *Journal of Broadcasting and Electronic Media*. Spring 2005, Spring 2007, Summer 2014, Fall 2017.
- *Journal of Communication*. Spring 2005, Fall 2008, Spring & Fall 2009, Spring & Fall 2011, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Spring 2015, Spring 2017, Spring & Summer 2018, Summer 2019, Summer & Fall 2020, Spring 2021.
- *Journal of Community Psychology*. Summer 2020.
- *Journal of Consumer Marketing*. Fall 2017, Spring, Summer, & Fall 2018. Summer 2019, Spring & Summer 2020, Winter 2021.
- *Journal of Health Communication*. Summer 2004, Fall 2006, Summer 2011, Fall 2013, Spring 2014, Spring & Summer 2015, Spring 2018.
- *Journal of Health and Mass Communication*. Summer 2007, Spring 2008, Summer 2009.
- *Journal of Hospital Medicine*. Summer 2018.
- *Journal of Intercultural Communication Research*. Fall 2020.
- *Journal of Media Psychology*. Fall 2013, Spring 2014.
- *Journal of the National Cancer Institute*. Spring 2013.
- *Journal of Public Health Research*. Fall 2017.
- *Journal of Public Relations Research*. Spring & Summer 2009, Spring 2011, Fall 2012, Summer 2013.
- *Journal of Sustainability Education*. Fall 2014.

- *Journal of Studies on Alcohol and Drugs*. Summer 2011.
- *Journalism*. Spring & Summer 2017, Fall 2019.
- *Journalism & Mass Communication Quarterly*. Spring & Fall 2009, Fall 2011, Spring 2013, Spring & Fall 2017, Summer 2019.
- *Management Communication Quarterly*. Fall 2004.
- *Mass Communication & Society*. Spring & Fall 2005, Spring, Summer, & Fall 2013.
- *Media Psychology*. Spring 2007, Summer 2008, Summer 2014.
- *Nature Climate Change*. Summer 2013.
- *Nature Human Behaviour*. Fall 2018 & Summer 2019.
- *Nature Medicine*. Fall 2021.
- *New England Journal of Medicine*. Spring 2021.
- *New Media & Society*. Fall 2015, Spring & Summer 2019, Spring 2021.
- *Nicotine & Tobacco Research*. Fall 2013.
- *Northwest Communication Association Journal*. Fall 2007.
- *Pediatrics*. Summer 2015, Summer 2017.
- *Pharmaceutical Medicine*. Summer 2018 & Fall 2020.
- *PLOS Computational Biology*. Summer 2019.
- *PLOS ONE*. Summer 2017 & Summer 2019.
- *Political Psychology*. Spring 2004.
- *Preventive Medicine*. Summer 2010, Spring 2017, Summer 2020, Fall 2021.
- *Prevention Science*. Summer & Fall 2010, Spring 2016, Spring & Fall 2017, Summer 2019.
- *Psychological Science*. Summer 2017.
- *Public Health Reports*. Spring 2014.
- *Public Opinion Quarterly*. Fall 2007, Summer 2008, Summer 2009, Spring 2010, Summer & Fall 2011, Spring & Summer 2013.
- *Quality of Life Research*. Fall 2017.
- *Research in Social and Administrative Pharmacy*. Summer 2019, Summer 2021.
- *SAGE Open Medicine*. Fall 2021.
- *Science Advances*. Fall 2021.
- *Science Communication*. Fall 2007, Spring & Fall 2008, Spring, Summer, & Fall 2009, Fall 2010, Spring & Fall 2011, Summer 2012, Spring 2013, Fall 2013, Spring 2014, Spring & Summer 2017, Spring & Fall 2018, Summer & Fall 2020, Fall 2021.
- *Social Marketing Quarterly*. Spring 2009.
- *Social Science Computer Review*. Spring 2010, Spring 2018.
- *The Information Society*. Fall 2021.
- *Therapeutic Innovation & Regulatory Science*. Summer 2020.
- *Tobacco Control*. Summer 2014, Summer 2020.
- *Transactions of the Royal Society of Tropical Medicine & Hygiene*. Summer 2019.
- *Translational Behavioral Medicine*. Winter 2020.
- *Vaccine*. Spring 2019.
- *Western Journal of Communication*. Summer 2006.

Conferences served as reviewer, moderator, or respondent

- International Communication Association (Health Communication Division).
 - 2003 Annual Conference reviewer. (Reviews completed during Fall 2002.)
 - 2004 Annual Conference reviewer. (Reviews completed during Fall 2003.)
 - Moderator for panel on health and the news at 2004 Annual Conference.

- International Communication Association (Mass Communication Division).
 - Respondent for panel on conversation effects in mass media research at 2008 Annual Conference.
- International Communication Association (Conference Theme Panel committee).
 - 2004 Annual Conference reviewer. (Reviews completed during Fall 2003.)
- International Communication Association (Conference Awards committee).
 - 2014 Applied Research Award review committee. Spring 2014.
 - 2015 Applied/Public Policy Research Award review committee. Spring 2015.
- Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division).
 - 2004 Annual Convention reviewer. (Reviews completed during Spring 2004.)
 - 2005 Annual Convention reviewer. (Reviews completed during Spring 2005.)
 - Moderator for Summer 2005 panel on health communication.
 - Discussant for Summer 2008 panel on interpersonal communication and political campaigns.
- Association for Education in Journalism and Mass Communication (Mass Communication and Society Division).
 - 2008 Annual Convention reviewer. (Reviews completed during Spring 2008.)
- Association for Education in Journalism and Mass Communication (Science Communication Interest Group/Communicating Science, Health, Environment and Risk Interest Group).
 - 2006 Annual Convention reviewer. (Reviews completed during Spring 2006.)
 - 2008 Annual Convention reviewer. (Reviews completed during Spring 2008.)
 - Moderator for Summer 2010 panel on health policy and medical reporting.
- National Communication Association (Health Communication Division).
 - 2013 Annual Conference reviewer.
- National Communication Association (Environmental Communication Division).
 - 2015 Annual Conference reviewer.
 - 2016 Annual Conference reviewer.
- Society of Behavioral Medicine.
 - 2013 reviewer for Award for Outstanding Trainee Abstract in Health Decision Making.
 - 2013 abstract reviewer for 2014 conference.

Additional reviewer service

- Proposal reviewer for Time-sharing Experiments for the Social Sciences, an NSF-funded infrastructure project run by consortium of university researchers. Fall 2004 & Spring 2013.
- Abstract reviewer for 6th International Symposium on Online Journalism. Spring 2005.
- Abstract reviewer for New Media Research at the University of Minnesota symposium. Spring 2005 & Spring 2006.
- Health communication book series and handbook proposal reviewer for Taylor and Francis. Spring 2006.
- R21 grant proposal reviewer for National Institutes of Health (National Cancer Institute Special Emphasis Panel). Summer 2006.
- Research grant proposal reviewer for Economic and Social Research Council (United Kingdom). Section on management and business studies, economics, political science and international studies, and statistics, methods, and computing. March 2008.
- Research grant proposal reviewer for The Netherlands Organisation of Health, Research and Development (ZonMw). February 2010.
- Book proposal reviewer for Routledge. October 2010.
- Manuscript reviewer for RTI Press. Summer 2011 & Spring 2012.

- Associate Principal Investigator for Time-sharing Experiments for the Social Sciences. 2013 – present.
- Dissertation improvement grant proposal reviewer for Decision, Risk, and Management Sciences program at the National Science Foundation. Fall 2013.
- Gillings Innovation Lab proposal reviewer for University of North Carolina at Chapel Hill. Spring 2016.
- Research Triangle Environmental Health Collaborative. Annual summit planning. Spring 2016.
- Reviewer for Oxford University Press. June 2016.
- Grant proposal reviewer for Methodology, Measurement, and Statistics program at the National Science Foundation. March 2017.
- Report reviewer for Health and Medicine Division of the National Academies of Sciences, Engineering, and Medicine. March 2017.
- Book reviewer for Sage Publications. February 2019.
- Respondent for Facebook Oversight Board development meeting. New York City, NY. May 2019.
- Adviser for *NOVA's Science Studio* program. May 2020 to present.
- Grant proposal reviewer for Fundação de Amparo à Pesquisa do Estado de São Paulo (São Paulo Research Foundation). August 2021.
- Report reviewer for Health and Medicine Division of the National Academies of Sciences, Engineering, and Medicine. August 2021.

Conferences and panels organized or chaired

- New Research for New Media: Innovative Research Methodologies Symposium. Minneapolis, MN. September 2003.
 - Co-organized conference with Nora Paul and Amy Lauters.
- Public Communication and Public Health: Infectious Disease as a Site for Cultural Narrative. [Dialog session with scholars and professionals.] Annual Meeting of the American Studies Association. Atlanta, GA. November 2004.
 - Chair.
- Personal Influence in the 21st Century: The Role of Conversation in Health and Political Communication. International Communication Association annual conference. Dresden, Germany. June 2006.
 - Chair.
- Leveraging Individual Transitions into Homeownership to Motivate Energy Savings. Duke University. Durham, NC. February 2015.
 - Moderator and Facilitator.
- Stakeholder Workshop: Fostering Constructive Dialogue on the Role of Biomass in Stationary Source Carbon Strategies. Environmental Protection Agency. Washington, D.C. April 2016.
 - Moderator and Facilitator.
- Research Triangle Environmental Health Collaborative 2016 Environmental Health Summit. Durham, NC. December 2016.
 - Planning Committee Member & Session Moderator.
- Research Triangle Environmental Health Collaborative 2017 Environmental Health Summit. Durham, NC. October 2017.
 - Planning Committee Member & Session Moderator.
- Sigma Xi Symposium on Atmospheric Chemistry, Climate, and Health: Town Hall about Climate Change. Raleigh, NC. November 2017.
 - Moderator

- NC BREATHE 2018: Connecting Air Quality to Community Health: Practicing Translation [Media Relations Workshop]. Winston-Salem, NC. March 2018.
 - Moderator.
- National Cancer Institute. Trust and Misinformation in the Age of Social Media Workshop. Rockville, MD. August 2018.
 - Panel co-chair.
- Cancer Council Australia. Tackling Misinformation [workshop]. The 14th Behavioural Research in Cancer Control Conference. Perth, Australia. May 2019.
 - Workshop designer and moderator.
- ECSITE (European network of science centres and museums). Beyond Fact Checking: Addressing Misinformation [workshop]. 2019 ECSITE Conference. Copenhagen, Denmark. June 2019.
 - Co-organizer.
- National Cancer Institute. Alcohol and Cancer Workshop. Rockville, MD. December 2020.
 - Steering committee.

Other national and regional activities

- Invited judge for National Public Health Information Coalition’s 2003 and 2005 Awards of Excellence
- Invited participant for National Cancer Institute’s 2003 workshop (“Integrating Message Effects and Behavior Change Theories”)
- Board of Directors, *Survivors’ Training* (cancer-related non-profit organization). Spring 2007 – Spring 2009.
- Invited panelist for “Working with the Media” panel presented as part of *Voices from Silence: September 11 and the Impact of Refugees, Immigrants and Religious Minorities* (CLE conference sponsored by Minnesota Advocates for Human Rights). December 2007.
- Instructor for University of Minnesota’s Public Health Institute in Bismarck, North Dakota. Media relations workshop. August 2008.
- Instructor for *Communicate for Impact* (workshops for Chisago County). Sponsored by University of Minnesota’s Centers for Public Health Education and Outreach. June and July 2009. Center City and North Branch, MN.
- Respondent for *Political Communication: The State of the Field in the 21st Century* hosted by the Annenberg Public Policy Center, University of Pennsylvania. December 2010. Philadelphia, PA.
- Advisory board member for Zika Communication Network, a U.S. Agency for International Development-sponsored platform implemented by Johns Hopkins Center for Communication Programs. 2016.
- Contributor to Davidson College edX.org course (*The Story of Fake News*). Spring 2017.
- Mentor for University of Virginia Science Communication program. Spring 2018.
- Guest lecturer for Virginia Commonwealth University. Spring 2018.
- Participant for *Exploring a Potential Consensus Study on Misinformation about Science*. National Academies of Sciences, Engineering, and Medicine [electronic meeting]. Fall 2020.
- Participant for *COVID-19 Vaccine Communication Expert Panel*. National Institutes of Health [electronic meeting]. Fall 2020.
- Board of Directors. Science Communicators of North Carolina. Fall 2021 – present.

Selected mass media content production

- *The Measure of Everyday Life* (WNCU 90.7 FM; Durham, NC). January 2015 - present.

- Creator and host
- *How to Help Patients Who Encounter Misinformation* [video]. April 2020.
 - Director

Selected news outlet interviews and features

Associated Press and consequent coverage in 350+ outlets including *ABC News*, *Washington Post*, *Atlanta Journal and Constitution*, *Manila Times* (Philippines), and *The Independent* (United Kingdom); Minnesota Public Radio's *Midmorning with Kerri Miller*; *All Things Considered* (Regional broadcast on Minnesota Public Radio); *St. Paul Pioneer Press*; *WFTC UPN 29 10:00 News* (Minneapolis - St. Paul); *KSTP (ABC) Ch. 5 10:00 News* (Minneapolis - St. Paul); *WCCO (CBS) Ch. 4 News* (Minneapolis - St. Paul); *WCCO 830 AM* (Minneapolis - St. Paul), *The Pat Miles Show & The Don Shelby Show*; *Access Minnesota* radio program; *KUOM Radio K 770 AM* and *106.5 FM* (Minneapolis - St. Paul); *Minnesota Daily*; *AARP Bulletin*; *BBC News Magazine*; *Columbia Journalism Review*; *Toronto Telegraph*; *Daily Tar Heel*; *Duke Chronicle*; *State of Opportunity* (Michigan Radio); *The New Yorker* (online); *Scientific American* (online); *HealthNewsReview.org.*; North Carolina Public Radio's *State of Things*; *New York magazine* (online); *Durham Magazine*; *Independent Weekly*; *WAMC 90.3 FM* (Albany, NY); *Fast Company*; *KFI AM 640* (Los Angeles, CA), *The Dr. Wendy Walsh Show*; (*The Atlantic*'s) *CityLab.com*; *The Atlantic* (online); *Prevention*; *Nieman Journalism Lab*; *Take Note* on *WPSU FM* (Central Pennsylvania); *Charlotte Talks* on *WFAE FM* (Charlotte, NC); *104.7 WONK-FM* (Washington, D.C./iHeartMedia); *WNCN CBS 17* (Raleigh); *Health in All Matters* (Minneapolis, MN, podcast); *Capitol Tonight* on *Spectrum News* (North Carolina); *Psychology Today* [online]; *STAT* [online]; *Boston.com* [online]; *WOAI News 4* (San Antonio); *The Texas Tribune* [online]; *KSAT ABC 12* (San Antonio); *Daily Sentinel* [online]; *Lufkin Daily News*; *Gilmer Mirror*; *Houston Public Media*; *KRGV Channel 5* (Rio Grande Valley); *The Rockbridge Report* (southern VA); *WJLA ABC 7* (Arlington); *KJZZ TV* (Salt Lake City); *Journal of the American Medical Association (JAMA)*; *JAMA Medical News* (podcast); *Business Insider* and *Insider* (formerly *Business Insider*) [online]; *Medscape.com* (Brazil edition); *WRAL News* (Raleigh); *On the Record* (*WRAL-TV Ch. 5*); *Vaccination from the Misinformation Virus* (Christopher Productions documentary); *News & Observer* (NC); *News Tribune* (Jefferson City, MO); *Medscape Medical News*; *Cancer Today*; *1010 WINS* (New York); *VeryWell Health* (online); *Behind the Knife* (podcast)

Grants, contracts, and awards

Successful applications as primary investigator or co-investigator (in chronological order)

- National Science Foundation (NSF) grant to American Institute of Physics for the *Discoveries and Breakthroughs Inside Science* television news program. Program evaluation contract.
 - Project leader: Brian Southwell
 - Award period: Fall 2003 – Spring 2007. Total amount awarded: **\$323,011**.
- University of Minnesota. Grant-in-Aid of Research, Artistry and Scholarship. Proposal title: Media structure, navigation, and memory.
 - Award period: January 2003 – December 2003. Total amount awarded: **\$17,594**.
- University of Minnesota. Faculty Summer Research Fellowship. Proposal title: Media structure, navigation, and memory.
 - Award period: Summer 2003. Total amount awarded: **\$5,000**.

- University of Minnesota. Grant-in-Aid of Research, Artistry and Scholarship. Proposal title: Open Networks, Closed Flows? News, Knowledge, and Hyperlinks in Cyberspace.
 - Primary investigators: T. K. Chang and Brian Southwell
 - Award period: January 2007 – December 2007. Total amount awarded: **\$27,643.**
- National Institutes of Health. Proposal title: Development of effective interventions to reduce adolescent use of indoor tanning.
 - Primary investigator: DeAnn Lazovich
 - Co-investigators: Jean Forster, Brian Southwell
 - Award period: Fall 2007 – Summer 2009. Total amount awarded: **\$298,113.**
- University of Minnesota. Center for the Study of Political Psychology seed grant. Proposal title: Lifespan dynamics and media effects: Are public policy media campaign effects a function of age-related memory changes?
 - Primary investigators: Brian Southwell, Wilma Koutstaal, Jacob Depue, and Nathan Gilkerson
 - Award period: June 2008. Total amount awarded: **\$1,200.**
- Connecticut Department of Public Health contract with Professional Data Analysts. Tobacco use prevention media campaign evaluation subcontract.
 - Award period: Fall 2009 – Fall 2010. Total amount awarded: **\$23,773.**
- Minnesota Department of Health contract. Breast, cervical, and colorectal cancer screening campaign development and evaluation.
 - Award period: Summer 2010. Total amount awarded: **\$4,054.**
- Connecticut Department of Public Health contract with Professional Data Analysts. Tobacco use prevention media campaign evaluation subcontract to RTI International.
 - Award period: Spring 2011 – Fall 2011. Total amount awarded: **\$5,494.**
 - Renewal and extension: Fall 2011 – Fall 2012. Total amount awarded: **\$12,358.**
- ClearWay Minnesota contract with Professional Data Analysts. Smoking cessation media campaign evaluation subcontract to RTI International.
 - Award period: Spring 2011 – Summer 2011. Total amount awarded: **\$5,880.**
- U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Examination of corrective DTC television advertising.
 - Project manager: Brian Southwell
 - Proposal co-leaders: Brian Southwell, Pam Williams
 - Contract award period: Fall 2011 – Fall 2014. Total amount awarded: **\$1,158,859.**
- U. S. Food and Drug Administration. Office of the Commissioner. Proposal title: Public understanding of the differences between imported drugs and FDA-approved drugs imported through an FDA drug importation program.
 - Project manager: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2011 – Fall 2013. Total amount awarded: **\$298,783.**

- Ipas. Proposal title: Increasing capacity in strategic health communication at Ipas.
 - Proposal manager: Brian Southwell
 - Lead consultant: Brian Southwell
 - Contract award period: Spring 2012. Total amount awarded: **\$2,709**.
- U. S. Food and Drug Administration. Office of the Commissioner. Proposal title: Add- on award for public understanding of the differences between imported drugs and FDA-approved drugs.
 - Project manager: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2012 – Fall 2013. Total amount awarded: **\$319,901**.
- U. S. Food and Drug Administration. Center for Devices and Radiological Health. Proposal title: Medical device labeling study.
 - Project manager: Brian Southwell (2012-2013)
 - Proposal leader: Michael Burke
 - Contract award period: Fall 2010 – Spring 2013. Total amount awarded: **\$624,042**.
- Society for Neuroscience. Proposal title: An agenda for research on neuroscience communication.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2012 – Spring 2013. Total amount awarded: **\$4,846**.
- U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Add-on award for examination of corrective DTC television advertising.
 - Project manager: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2013 – Fall 2015. Total amount awarded: **\$257,814**.
- Duke University Bass Connections in Energy. Proposal title: Communicating about energy in the Triangle: Engaging students and local partners to improve household consumption.
 - Project leaders: Brian Southwell, Daniel Vermeer, and Laura Richman
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2013 – Spring 2014. Total amount awarded: **\$15,000**.
- Duke University Service-Learning Program. Proposal title: Community engagement support for *ENERGY 596: Communication Strategy to Promote Energy Behavior*.
 - Project leaders: Brian Southwell, Daniel Vermeer, and Laura Richman
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2013 – Spring 2014. Total amount awarded: **\$1,000**.
- U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Comparative cost information in direct-to-consumer and professional prescription drug advertisements.
 - Project manager: Brian Southwell
 - Proposal leaders: Brian Southwell and Vanessa Boudewyns
 - Contract award period: Summer 2013 – Fall 2016. Total amount awarded: **\$791,855**.
- U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Add-

- on award for public understanding of the differences between imported drugs and FDA-approved drugs.
- Project manager: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2013 – Fall 2013. Total amount awarded: **\$18,695.**
- Qatar University. Proposal title: Qatar University manuscript writing workshop.
 - Project manager: Brian Southwell
 - Proposal leader: Brian Southwell and Pam Williams
 - Contract award period: Spring 2014 – Summer 2014. Total amount awarded: **\$5,377.**
 - U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Hearing, aging, and direct-to-consumer (DTC) television ads.
 - Project manager: Brian Southwell
 - Proposal leaders: Brian Southwell and Sarah Parvanta
 - Contract award period: Summer 2014 – Summer 2018. Total amount awarded: **\$994,587.**
 - Duke University Bass Connections in Energy. Proposal title: Project LIT HoMES: Leveraging Individual Transitions into Homeownership to Motivate Energy Savings.
 - Project leaders: Brian Southwell, Laura Richman, and Mayme Webb-Bledsoe
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2014 – Spring 2015. Total amount awarded: **\$17,000.**
 - Centers for Disease Control and Prevention. Division of Global Migration and Quarantine. Proposal title: Evaluation of entry and exit screening communication materials, and intervention strategies to enhance traveler participation in active monitoring.
 - Project leader: Brian Southwell
 - Proposal leaders: Brian Southwell and Peyton Williams
 - Contract award period: January 2015 – June 2016. Total amount awarded: **\$1,316,444.**
 - U. S. Food and Drug Administration. Proposal title: Quick turnaround social science research services [Broad Purchasing Agreement].
 - Project leader: Brian Southwell
 - Proposal leaders: Brian Southwell and Sheryl Cates
 - Award period: 2014 through 2019. Contract ceiling: **\$60 million.**
 - Duke University Bass Connections in Energy. Proposal title: Residential engagement and energy behavior assessment through mobile phone technology.
 - Project leaders: Brian Southwell, Kyle Bradbury and Laura Richman
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2015 – Spring 2016. Total amount awarded: **\$15,000.**
 - Duke University Social Science Research Institute. Proposal title: Social Science Radio Workshop.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2016 – Spring 2017. Total amount awarded: **\$14,999.**
 - Child Trends. Proposal title: Child Trends STEM study.

- Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2016 – Summer 2018. Total amount awarded: **\$6,000.**
- Duke University Social Science Research Institute. Proposal title: Communicating social science research.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2017 – Summer 2019. Total amount awarded: **\$59,999.**
- University of Minnesota. Proposal title: Ask About Aspirin campaign consultation.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2017 – Fall 2018. Total amount awarded: **\$20,008.**
- Rita Allen Foundation. Proposal title: A solutions forum to address misinformation sharing.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Spring 2018 – Fall 2018. Total amount awarded: **\$38,990.**
- Bill and Melinda Gates Foundation. Proposal title: Mental models of health philanthropy in India.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Spring 2018 – Fall 2019. Total amount awarded: **\$196,953.59.**
- Rita Allen Foundation. Proposal title: Add-on award for a solutions forum to address misinformation sharing.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2018 – Spring 2019. Total amount awarded: **\$99,647.17.**
- University of Minnesota. Proposal title: Year two of Ask About Aspirin campaign consultation.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2018 – Fall 2019. Total amount awarded: **\$23,008.**
- U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Healthcare providers’ understanding of opioid analgesic abuse deterrent formulation.
 - Project manager: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Summer 2018 – Summer 2021. Total amount awarded: **\$1,440,514.**
- Rita Allen Foundation. Proposal title: Second add-on award for a solutions forum to address misinformation sharing.
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2018 – Spring 2019. Total amount awarded: **\$44,999.80.**

- ABIM Foundation. Proposal title: Misinformation first aid: Training for health care professionals to assist patients encountering inaccurate information.
 - Project leaders: Brian Southwell and Jamie Wood
 - Proposal leader: Brian Southwell
 - Contract award period: Spring 2020 – Winter 2020. Total amount awarded: **\$25,000.**
- Craig Newmark Philanthropies. Proposal title: Match request for “Misinformation first aid: Training for health care professionals to assist patients encountering inaccurate information.”
 - Project leaders: Brian Southwell and Jamie Wood
 - Proposal leader: Brian Southwell
 - Contract award period: Spring 2020 – Winter 2020. Total amount awarded: **\$25,000.**
- Duke University Bass Connections in Energy & Environment. Proposal title: Trust amidst wildfires: Public information use and the wildland urban interface.
 - Project leaders: Brian Southwell and Shane Stansbury
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2020 – Spring 2021. Total amount awarded: **\$14,329.**
- SRI International. Proposal title: Analysis of public attitudes report for Science and Engineering Indicators.
 - Project leaders: Brian Southwell
 - Proposal leader: Susan Rotermund
 - Contract award period: Summer 2020 – Summer 2020. Total amount awarded: **\$15,422.**
- U. S. Food and Drug Administration. Proposal title: Quick turnaround social science research services [Broad Purchasing Agreement].
 - Project leader: Brian Southwell
 - Proposal leader: Bridget Kelly
 - Award period: 2020 through 2025. Contract ceiling: **\$90 million.**
- SRI International. Proposal title: Analytical support for 2022 Science and Engineering Indicators thematic report on science and technology: Perceptions, awareness, and sources of exposure
 - Project leader: Brian Southwell
 - Proposal leader: Brian Southwell
 - Award period (incrementally guaranteed through July 2021): September 2020 – May 2022. Total amount awarded: **\$228,960.**

Successful applications as secondary participant and/or proposal leader (in chronological order)

- University of Minnesota. Undergraduate Research Opportunities Program. Proposal title: A gulf in perspectives? A comparative study of U.S. and German media portrayals of the 1991 Gulf War and the current U.S. war with Iraq.
 - Undergraduate collaborator: Ahlam Hassan
 - Award period: Summer 2004. Total student stipend awarded: **\$1,650.**
- University of Minnesota. Graduate Research Partnership Program. Proposal title: Sympathy and empathy as potential pathways to persuasion.
 - Graduate student collaborator: Sela Sar

- Award period: May 2004 – August 2004. Total student stipend awarded: **\$5,402.**
- University of Minnesota. Grant-in-Aid of Research, Artistry and Scholarship. Proposal title: A computer laboratory for research on reading fluency.
 - Primary investigators: Charles R. Fletcher (Psychology) and Paulus van den Broek (Educational Psychology)
 - Listed participants: Charles R. Fletcher, Paulus van den Broek, David Rapp, Brian Southwell, and Andy Elfenbein
 - Award period: January 2004 – December 2004. Total amount awarded: **\$11,738.**
- University of Minnesota. Faculty Research Circle Grant in International Studies. Awarded for collaboration with Deakin University (Australia) researchers.
 - Primary investigator: Robert Jeffery (Public Health)
 - Listed University of Minnesota participants: Robert Jeffery, David Fan, Simone French, Alex Rothman, and Brian Southwell
 - Award period: 2006 – 2007. Total amount awarded: **\$11,300.**
- University of Minnesota. Institute for Advanced Study Collaborative. Proposal title: Mapping the determinants of health and behavior.
 - Collaborative conveners: Simone French and Alex Rothman
 - Listed participants: Robert Jeffery, Patricia Frazier, Simone French, Mark Pereira, Alex Rothman, Brian Southwell, and Marco Yzer
 - Award period: 2007 – 2008. Total amount awarded: **\$19,588.**
- Blue Cross and Blue Shield of Minnesota Foundation. Proposal title: Reducing children's exposure to pesticides in the Red River Valley.
 - Primary investigator: Kathryn J. Draeger (Regional Sustainable Development Partnerships)
 - Listed participants: Kathryn J. Draeger, Linda Kingery, Jon Evert, Tom Lenertz, Dorothy Rosemeier, Joan Nephew, Bruce Bomier, Kristin Eggerling, Pat McGovern, Maggie Stedman-Smith, and Brian Southwell
 - Award period: November 2006 – June 2007. Total amount awarded: **\$25,000.**
- University of Minnesota. Graduate Research Partnership Program. Proposal title: Age-related differences in response to public policy campaigns.
 - Graduate student collaborators: Jacob Depue and Nathan Gilkerson
 - Award period: May 2008 – August 2008. Total amount awarded: **\$5,000.**
- University of Minnesota. CLA Student Technology Fee Grant Program. Proposal title: Clickers for SJMC: Purchase of Turning Technology clickers for multiple class use.
 - Listed participants: Nora Paul, Kathleen Hansen, Mark Pedelty, and Brian Southwell
 - Award period: Spring 2009. Total amount awarded: **\$4,158.**
- University of Minnesota. Graduate Research Partnership Program. Proposal title: Doctor-patient interaction and health information seeking.
 - Graduate student collaborator: Soyoon Kim
 - Award period: May 2009 – August 2009. Total amount awarded: **\$5,000.**
- U. S. Food and Drug Administration. Center for Tobacco Products. Proposal title: Analysis and

- research of consumer behaviors around tobacco products.
- Listed as senior adviser on original proposal.
 - Scientific adviser on various awarded tasks under broad purchasing agreement.
 - Award period 2011 through 2015. Contract ceiling: **\$35 million.**
- U. S. Centers for Disease Control and Prevention. Proposal title: Evaluation of CDC’s national tobacco prevention and control public education campaign.
 - Listed as scientific adviser.
 - Award period 2011 through 2015. Total amount awarded: **\$2,935,310.**
 - U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Proposal title: Healthcare professional survey of prescription drug promotion.
 - Project manager: Bridget Kelly
 - Proposal leader: Brian Southwell
 - Contract award period: Fall 2011 – Fall 2013. Total amount awarded: **\$649,417.**
 - American Academy of Dermatology. Proposal title: Assessment of the epidemiologic and economic impact of indoor tanning machines.
 - Project manager: Hugh Waters
 - Proposal leaders: Brian Southwell and Hugh Waters
 - Contract award period: Spring 2012 – Fall 2012. Total amount awarded: **\$46,558.**
 - U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Experimental study of direct-to-consumer promotion directed at adolescents.
 - Project manager: Barri Burrus
 - Proposal leaders: Brian Southwell and Monica Scales
 - Contract award period: Fall 2012 – Fall 2014. Total amount awarded: **\$915,092.**
 - U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Caregiver influence on consumer understanding of and response to DTC prescription drug advertisements.
 - Project manager: Megan Lewis
 - Proposal leaders: Megan Lewis, Brian Southwell and Katherine Treiman
 - Contract award period: Fall 2013 – Fall 2016. Total amount awarded: **\$1,163,454.**
 - U. S. Food and Drug Administration. Center for Drug Evaluation and Research. Impact of ad exposure frequency on perception and mental processing of risk and benefit information in DTC prescription drug ads.
 - Project manager: Bridget Kelly
 - Proposal leaders: Bridget Kelly, Lisa Gilbert, and Brian Southwell
 - Contract award period: Fall 2013 – Fall 2016. Total amount awarded: **\$1,198,806.**
 - U. S. Centers for Disease Control and Prevention. CDC Teen Dating and Sexual Violence Prevention.
 - Project manager: Marni Kan
 - Proposal leaders: Marni Kan
 - Contract award period: Fall 2017 – Fall 2020. Total amount awarded: **\$1,049,381.**
 - Duke University School of Medicine. Addressing patient encounters with misinformation: Using

social science to inform medical practice. [Interdisciplinary colloquium grant.]

- Project managers: Jamie Wood and Brian Southwell
- Proposal leaders: Jamie Wood
- Contract award period: Fall 2020 – Spring 2021. Total amount awarded: **\$4,300.**

Selected Academic and Professional Honors

- 1999 National Center for Chronic Disease Prevention and Health Promotion (CDC) Employee of the Year Award. (Multiple awardees.)
- 1999 CDC/ATSDR Honor Award for Communication Services. (Multiple awardees.)
- 2003 International Communication Association / National Communication Association Health Communication Dissertation of the Year Award.
 - Awarded jointly by the two associations in May 2003 for top dissertation completed in 2002.
- 2006 Faculty Inductee. Kappa Tau Alpha National Honor Society in Journalism and Mass Communication.
- 2005-2006 University of Minnesota College of Liberal Arts Arthur “Red” Motley Exemplary Teaching Award.
- 2009 Top Three Paper. Awarded by National Communication Association’s Communication and Aging Division at annual conference (for Southwell et al.).
- RTI International Spot Award. 2011 (August).
- RTI International President’s Award. 2011 (December).
 - Team award for exemplary work with the U.S. Food and Drug Administration.
- RTI International Highly Published Author Award. 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021.
- RTI International Highly Cited Author Award. 2012, 2013, 2014, 2016, 2017, 2018, 2019, 2020, 2021.
- RTI International Early Career Author Award. 2012.
- 2012 (June). University of Amsterdam Baschwitz Article of the Year Award.
 - Awarded by Amsterdam School of Communication Research for van den Putte et al. (2011) in *Journal of Health Communication*.
- 2012 (November). Distinguished Article Award.
 - Awarded to Southwell and Yzer (2007) in *Communication Yearbook* by National Communication Association’s Health Communication division for having most significant impact on health communication scholarship in past five years.
- 2013 Top Three Paper. Awarded by International Communication Association’s Health Communication Division at annual conference (for Boudewyns et al.).
- RTI International Book Award. 2014, 2017, 2018.
- Top Reviewer Award (for 2014). *Energy Research & Social Science*. 2015.
- RTI Press Editorial Board Award for Outstanding Publication. 2015.
 - Awarded for *Social Networks and Popular Understanding of Science and Health*.
- RTI Team Award. 2016 (October).
 - Team award for work on the Zika Steering Committee.
- Society for Technical Communication (Carolina Chapter) Award of Excellence. 2021.
 - Team award for Family and Youth Services Bureau work.
- RTI Innovation Showcase Business Impact Award. 2021 (February).
 - Team award for work on 2020 COVID-19 survey.
- RTI SSES Innovation Award. 2021 (September).
 - Team award for work on 2021 project on vaccination among cancer patients.