

MICHAEL MACKERT

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The University of Texas at Austin
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EDUCATION

- Ph.D. **Michigan State University, College of Communication Arts & Sciences**
2006 *Major Area of Study:* Mass Media and Information Studies
Dissertation: Technology Vendor, Administrative, and Cost Issues in
Telemedicine
- M.A. **Michigan State University, College of Communication Arts & Sciences**
2003 *Major Area of Study:* Information and Telecommunication Management
Thesis: Internet Habit and Addiction
- B.S. **Michigan State University, College of Natural Science, Honors College**
2001 *Major Area of Study:* Chemistry

UNIVERSITY APPOINTMENTS

- 2018-Present Professor, The University of Texas at Austin Stan Richards School of Advertising
& Public Relations
- 2018-Present Professor, The University of Texas at Austin Dell Medical School Department of
Population Health
- 2017-Present Director, The University of Texas at Austin Center for Health Communication
- 2017-2018 Associate Professor, The University of Texas at Austin Dell Medical School
Department of Population Health
- 2016-2017 Deputy Director, The University of Texas at Austin Center for Health
Communication
- 2015-2016 Associate Director for Programs, The University of Texas at Austin Center for
Health Communication
- 2012-2018 Associate Professor, The University of Texas at Austin Stan Richards School of
Advertising & Public Relations
- 2012-Present Adjunct Professor, UTHealth School of Public Health
- 2006-2012 Assistant Professor, The University of Texas at Austin Department of Advertising
and Public Relations
- Summer 2005 Instructor, Michigan State University Department of Telecommunication

Fall 2004 Teaching Assistant, Michigan State University Department of
Telecommunication

2002-2006 Research Assistant, Michigan State University Department of
Telecommunication

COURSES TAUGHT: UNIVERSITY OF TEXAS

Advanced Advertising Theories (Graduate)
Advertising Campaigns (Graduate)
Account Planning (Graduate)
Account Planning (Undergraduate)
Health Communication: Theory and Practice (Undergraduate)
Health Communication in the Media (Undergraduate)
Health Communication: In the Media and Campaign Design (Undergraduate, Web-based)
Integrated Marketing Communication Campaigns (Undergraduate)
Integrated Marketing Communication Management (Undergraduate)

COURSES TAUGHT: MICHIGAN STATE UNIVERSITY

Introduction to Telecommunication Technology (Undergraduate)

RESEARCH AFFILIATIONS

2014-Present *Research Affiliate*
Center for Health Communication, UT-Austin

2014-Present *Research Affiliate*
Center for Transdisciplinary Collaborative Research in Self-Management
Science, UT-Austin

2013-Present *Founder and Director*
Health Communication Scholars Program, UT-Austin

2007-Present *Research Affiliate*
Center for Health Promotion Research, UT-Austin

2007-Present *Research Affiliate*
Center for Women's and Gender Studies, UT-Austin

GRANT EXPERIENCE: EXTERNAL FUNDING

Hearst Foundations. (2020-2022) "Health Communication Online Education." \$200,000.
Principal Investigator: Mackert.

Texas Department of State Health Services. (2020) "Improving the Provision of Information to Texas Policymakers and Public Health Decision Makers." \$50,000. Principal Investigator: Mackert.

Texas Health and Human Services Commission. (2019-2021) "Texas Targeted Opioid Response: Operation Naloxone Expansion." \$5,458,489. Principal Investigators: Hill, Claborn, Mackert, & Moriates. ["Health Communication Campaigns to Promote Opioid Overdose Prevention Strategies." \$1,075,509. Principal Investigators: Mackert and Kemp.]

Texas Department of State Health Services. (2019) "Best Practices in Data Dissemination for Public Health and Education." \$100,000. Principal Investigator: Mackert.

Delta Dental Foundation and Texas Oral Health Coalition. (2018-2020) "Texas Fluoridation Campaign." \$88,645. Principal Investigator: Mackert.

National Science Foundation. (2018-2020) "The Future of Work in Health Analytics and Automation: Investigating the Communication that Builds Human-Technology Partnerships." \$467,000. Principal Investigator: Barbour. Role: Consultant.

University of Texas System. (2018-2021) "Alcohol & Consent Project." \$172,000. Principal Investigators: Mackert and Claborn.

Texas Health and Human Services Commission. (2017-2021) "Texas Prescription Monitoring Program." \$3,219,840. Principal Investigators: Mackert and Pounders.

University of Texas Health Center at Tyler. (2017-2019) "Texas Health Journal." \$160,000. Principal Investigators: Mackert and Brown-Devlin.

University of Texas Health Center at Tyler. (2017-2021) "Safe Babies Project." \$963,682. Principal Investigator: Mackert.

University of Texas Health Center at Tyler. (2017-2018) "Texas Health Improvement Network (THIN) Student Project with UT-Tyler." \$140,000. Principal Investigator: Mackert.

WPP Group USA Inc. (2017-2018). "Health Communication Education for Advertising Professionals." \$30,000. Principal Investigators: Mackert, Donovan, and Love.

MD Anderson (2016-2021). "UT System Eliminate Tobacco Use Initiative." \$269,960. Principal Investigator: Mackert.

Texas Department of State Health Services (2016-2017). "Statewide Evaluation of Delivery of Texas WIC Clinic Services, Nutrition and Breastfeeding Education and the Impact of Environmental Influences and Use of New Media to Increase Eligible Client Participation and Current Client Retention." \$200,000. Principal Investigator: Jowers. Role: Co-Investigator.

City of Austin/The University of Texas Health Science Center at Houston (2016). "Evaluation of the Healthy Corner Store Initiative." \$8,000. Principal Investigator: Mackert.

Centers for Disease Control and Prevention/Research Triangle Institute (2016). "Tips from Former Smokers YouTube Comment Sentiment and Summary Analysis." \$165,467. Principal Investigators: Mackert and Bernhardt.

National Institute on Deafness and Other Communication Disorders (2015-2020). "Mechanisms of Health Literacy and Information Accessibility in the Deaf." \$695,978. Principal Investigator: McKee. Role: Consultant.

National Institute of Nursing Research (NIH/NINR P30NR015335, Kim, PI) (2015-2016). "Bridging the Gap: Chronic Disease Self-Management Transitions." \$40,000. Principal Investigator: Benham-Hutchins. Role: Consultant.

Texas Department of State Health Services (2015). "Statewide Evaluation of Delivery of Texas WIC Clinic Services, Nutrition and Breastfeeding Education and the Impact of Environmental Influences and Use of New Media to Increase Eligible Client Participation and Current Client Retention." \$325,000. Principal Investigator: Jowers. Role: Co-Investigator.

UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab (Strover, PI) (2015-2017). "Improving Prenatal Health Communication: Engaging Men via e-Health." \$40,000. Principal Investigator: Mackert.

National Institute of Nursing Research (NIH/NINR P30NR015335, Kim, PI) (2014-2015). "Interactive Digital e-Health Game for Heart Failure Self-Management." \$50,000. Principal Investigator: Radhakrishnan. Role: Co-Investigator.

The Tobacco Center of Regulatory Science on Youth and Young Adults (NIH/NCI P50CA-180906-01, Perry, PI) (2014-2015). "Formative Research to Develop and Evaluate Messages About e-Cigarettes." \$5,000. Principal Investigator: Case. Role: Co-Investigator.

UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab (2010-2013). "iDTV-HEALTH: Inclusive Services To Promote Health and Wellness Via Digital Interactive Television." €185,000 (\$228,000). Principal Investigator: Quico. Role: Co-Investigator.

Texas Department of State Health Services (2009-2011). "Texas Mental Health Transformation Online." \$117,000. Principal Investigator: Mackert.

National Cancer Institute (NIH/NCI 5R21CA133381) (2009-2011) "Promoting the Health of Cancer Survivors with Pre-Existing Functional Limitations." \$250,000. Principal Investigator: Becker; Co-PI: Stuifbergen. Role: Co-Investigator on Project Extension.

The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations (NIH/NINR P30 NR005051, Stuijbergen, PI) (2007-2008). "Exploring Cultural and Socioeconomic Factors Influencing Processing of Online Information in Low Health Literate Audiences." \$20,000. Principal Investigator: Mackert.

Southwest Center: Partners in Health Disparity Research (NIH/NINR P20NR008348, Rew, PI) (2007-2008). "Differences in Health Literacy Among Persons with Visual Impairments." \$3,300. Principal Investigator: Harrison. Role: Co-Investigator.

GRANT EXPERIENCE: UNIVERSITY OF TEXAS PILOT, DEVELOPMENT, AND CENTER GRANTS

UT Bridging Barriers Initiative (2018-2028). "Whole Communities Whole Health." Estimated total budget of \$10,000,000. Principal Investigators: Barczyk, Bearman, Castelli, Champagne, Kinney, Lawson, Mackert, Rodriguez, Maslowsky, Nagy, Schnyer.

Seton-CHASP Research Collaborative (2017-2018). "Promoting Positive Parenting for High-Risk Families in Primary Care Settings." \$50,000. Principal Investigator: Bearman. Role: Co-Investigator.

The University of Texas at Austin Office of the Vice President for Research (2016-2017). "Eliminating Stigma Associated with Stuttering." \$750. Principal Investigator: Mackert.

The University of Texas at Austin St. David's Center for Health Promotion & Disease Prevention in Underserved Populations (2016). "Examining How the Work Related to Identity Influences Treatment Decisions Among Young Women with Cancer." \$17,050. Principal Investigator: Pounders. Role: Co-Investigator.

The University of Texas at Austin Center for Identity (2015). "Health Literacy, Stigma, and Health Information Privacy: Barriers and Risks to Health Information Technology Adoption." \$58,195. Principal Investigator: Mackert.

The University of Texas at Austin Green Fee (2015-2016) "Can I Recycle This? A Campaign to Help Longhorns Make Recycling Decisions." \$15,870. Principal Investigator: Mackert.

The University of Texas at Austin College of Communication (2013-2014). "Investigating Stigma Associated with Low Health Literacy." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin College of Communication (2012-2013). "Involving Hispanic Men in Prenatal Health Promotion and the Role of e-Health." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin Office of the Vice President for Research (2012-2013). "Investigating the Role of Hispanic Men in Prenatal Health Promotion." \$750. Principal Investigator: Mackert.

The University of Texas at Austin Office of the Vice President for Research (2011-2012). "Eye Tracking and Health Literacy: Exploring Differences in the Intake of Information." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin College of Communication (2010-2011). "Evaluating a Folic Acid Promotion Campaign: Emotional Appeals to Engage Low Health Literate Audiences." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin College of Communication (2008-2009). "Pilot Testing E-Health Interventions for Low Health Literate Parents." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin Office of the Vice President for Research (2008-2009). "Health Literacy in Advertising Agencies." \$750. Principal Investigator: Mackert.

The University of Texas at Austin College of Communication (2008-2009). "Impressions of Pharmaceutical Advertising Among Low Health Literate Audiences." \$6,000. Principal Investigator: Mackert.

The University of Texas at Austin Office of the Vice President for Research (2007-2008). "Evaluating e-Health Interventions for Low Health Literate Audiences on Mobile Devices." \$696. Principal Investigator: Mackert.

The University of Texas at Austin Office Center for Women and Gender Studies (2007-2008). "Working with Churches and Community Centers to Test the Efficacy of Culturally Tailored Healthy Pregnancy Promotion Messages to Mexican Immigrant Families in Texas." \$3,500. Principal Investigator: Kahlor. Role: Co-Investigator.

The University of Texas at Austin Office of the Vice President for Research (2006-2007). "Evaluating Websites for Low Literate and Low Health Literate Populations." \$5,750. Principal Investigator: Mackert.

GRANT EXPERIENCE: OTHER INSTITUTIONS

Michigan Department of Community Health (2005-2006). "Low Literacy Website for Parents of Pediatric Patients." \$165,000. Principal Investigator: Whitten. Role: Graduate Research Assistant.

Michigan Department of Community Health (2004-2005). "Electronic Health Literacy for Michigan's Medicaid Population." \$318,980. Principal Investigator: Whitten. Role: Graduate Research Assistant.

Michigan Department of Community Health (2003-2004). "Medicaid Administrative Match Agreement." \$320,892. Principal Investigator: Whitten. Role: Graduate Research Assistant.

United States Department of Commerce, Technology Opportunities Program (2003-2006). "Employing a Wireless Mobile solution to Bring Telemedicine to the Nursing Home Bedside." \$586,441. Principal Investigator: Whitten. Role: Graduate Research Assistant.

Michigan Department of Community Health (2002-2003). "Southwest Michigan Telehealth Network." \$174,908. Principal Investigator: Whitten. Role: Graduate Research Assistant.

Michigan Department of Community Health (2002-2003). "Ensuring Low Literate Adult Access to Online Health Information." \$50,000. Principal Investigator: Whitten. Role: Graduate Research Assistant.

Pearl Aldrich Endowment at Michigan State University (2002-2003). "Telehome Care: Improving Clinical Treatment for Homebound Rural Elders." \$20,000. Principal Investigator: Whitten. Role: Graduate Research Assistant.

REFEREED JOURNAL PUBLICATIONS

1. Kemp, D., **Mackert, M.**, *Bouchacourt, L.*, Lazard, A., Wolfe, J., Stewart, B., Kahlor, L., George, C., Hughes Wagner, J., & Wilcox, G. (in press). Promoting Community Water Fluoridation: Testing Message Effects and the Role of Normative Beliefs. Journal of the American Dental Association.
2. Tierney, W., Auzenne, D., Cook, L., Jones, B., **Mackert, M.**, Paydarfar, D., *Ding, X.*, *Woods, J.*, Kahlon, M. (in press) The Importance of Community Impact as the Fourth Academic Mission: A Qualitative Assessment. Population Health Management.
3. Champlin, S., Walker, L., & **Mackert, M.** (in press) Beliefs, Attitudes, and Practices of Latina Women Related to Gestational Weight Gain A Qualitative Meta-Synthesis. Maternal and Child Health Journal.
4. *Varga, S.*, **Mackert, M.**, & Mandell, D. (in press) The Prenatal Triad: The Importance of Provider-Patient Communication with Expectant Fathers Throughout the Prenatal Care Process. Patient Education and Counseling.
5. Su, Z., McDonnell, D., Wen, J., Cheshmehzangi, A., Ahmad, J., Goh, E., Li, X., Šegalo, D., **Mackert, M.**, Xiang, Y.-T., & Wang, P. (in press). Young Adults' Preferences for Influenza Vaccination Campaign Messages: Implications for COVID-19 Vaccine Intervention Design and Development. Brain, Behavior, & Immunity - Health.
6. **Mackert, M.**, Table, B., *Yang, J.*, *Bouchacourt, L.*, *Woods, J.*, Bernhardt, J., & Hughes Wagner, J. (in press) Applying Best Practices from Health Communication to Support a University's Response to COVID-19. Health Communication.

7. *Rajesh, K., Wilcox, G., Ring, D., & Mackert, M.* (in press) Reactions to the Opioid Epidemic: A Text-mining Analysis of Tweets. Journal of Addictive Diseases.
8. *Voorhees, H. & Mackert, M.* (in press) Helping Future Providers Talk About Mental Health. The Clinical Teacher.
9. **Mackert, M., Bouchacourt, L., Lazard, A., Wilcox, G., Kemp, D., Kahlor, L., George, C., Stewart, B., & Wolfe, J.** (in press) Social Media Conversations about Community Water Fluoridation: Formative Research to Guide Health Communication. Journal of Public Health Dentistry.
10. Su, Z., **Mackert, M.**, Li, X., Han, J., Crook, B., & Wyeth, B. (in press) "Study Natural" without Drugs: Evidence from Theory-Guided Communication Campaigns to Prevent Nonmedical Use of Prescription Stimulants in College Students. International Journal of Environmental and Public Health.
11. *Kanu, C., Brown, C., Rascati, K., Moczygemba, L., Mackert, M., & Wilfong, L.* (in press) The Relationship Between Health Literacy, Patient Activation, and Health Outcomes in Breast Cancer Patients. Health Literacy Research and Practice.
12. Son, H., Ahn, J., & **Mackert, M.** (in press) My Information Behaviors Come from Trust in My Sources, not My Health Literacy Level. Health Marketing Quarterly.
13. Xie, B., He, D., Mercer, T., Wang, Y., Wu, D., Fleischmann, K., Zhang, Y., Yoder, L., Stephens, K., **Mackert, M.**, Lee, M. (2020). Global Health Crises are also Information Crises: A Call to Action. Journal of the Association for Information Science and Technology.
14. Pretorius, K., Choi, E., Kang, S., & **Mackert, M.** (2020) Sudden Infant Death Syndrome on Facebook: A Qualitative Descriptive Content Analysis to Guide Prevention Efforts. Journal of Medical Internet Research, 22 (7), e18474.
15. Lazard, A., Bock, M., & **Mackert, M.** (2020) Impact of Photo Manipulation and Visual Literacy on Consumers' Responses to Persuasive Communication. Journal of Visual Literacy, 39 (2), 90-110.
16. Donovan, E., **Mackert, M.**, Lindstadt, C., & Harrison, M. (2020) What Motivates *Health Communication's* Peer Reviewers to Review? A Survey of Our Scholarly Community. Health Communication, 35 (9), 1056-1060.
17. Champlin, S., Hoover, D., & **Mackert, M.** (2020) Health Literacy in Adult Education Centers: Exploring Educator and Staff Needs. Health Promotion Practice, 21 (2), 198-208.
18. **Mackert, M.**, Pounders, K., Brown, L., Kirtz, S., Hughes Wagner, J., Ring, D., Hill, L., Wilcox, G., Murthy, D., Tierney, W., Innerarity, S., McGlone, M., Holleran-Steiker, L., DeSalvo, K.,

- Bernhardt, J., & Pretorius, K. (2020) Development of a Health Communication Campaign to Promote the Texas Prescription Monitoring Program. Health Marketing Quarterly, 37 (3), 222-231.
19. Su, Z., Chengbo, Z., & **Mackert, M.** (2019) Understanding the Influenza Vaccine as a Consumer Health Technology: A Structural Equation Model of Motivation, Behavioral Expectation, and Vaccine Adoption. Journal of Communication in Healthcare, 12 (3-4), 170-179.
 20. van Hoorn, B., Menendez, M., **Mackert, M.**, Donovan, E., van Heijl, M., & Ring, D. (2019) Missed Empathic Opportunities During Hand Surgery Office Visits. The Journal of Bone & Joint Surgery.
 21. Champlin, S., Hoover, D., & **Mackert, M.** (2019) Family Health in Adult Education: A Missing Piece of the Health Literacy Puzzle. Health Literacy Research and Practice, 3 (3), S75-S78.
 22. Holtz, B., Cotten, S., Zhang, M., *Vasold, K.*, & **Mackert, M.** (2019) Healthcare Provider Perceptions of Consumer-Grade Devices and Apps for Tracking Health: Pilot Study. JMIR mHealth and uHealth, 7(1), e9929.
 23. **Mackert, M.**, Mabry, A., Donovan, E., Champlin, S., & Pounders, K. (2019) Health Literacy and Perceptions of Stigma. Journal of Health Communication, 24 (11), 856-864.
 24. **Mackert, M.**, Case, K., Lazard, A., Oh, J., Hughes Wagner, J., Hawk, E., Cofer, J., Hurst, A., Elerian, N., & Lakey, D. (2019) Building a Health Communication Brand for University of Texas System Tobacco Control. Journal of American College Health, 67(4), 291-298.
 25. *Flores, B.*, Acton, G., Arevalo-Flechas, L., Gill, S., & **Mackert, M.** (2019). Health Literacy and Cervical Cancer Screening among Mexican-American Women. Health Literacy Research & Practice, 3(1), e1-e8.
 26. *Pretorius, K.*, **Mackert, M.**, & Wilcox, G. (2018) Sudden Infant Death Syndrome and Safe Sleep on Twitter: Public Perceptions and Opinions to Guide Health Promotion. JMIR Pediatrics and Parenting, 1(2), e10425.
 27. **Mackert, M.**, Guadagno, M., Lazard, A., Donovan, E., Rochlen, A., Garcia, A., Damásio, M., & Crook, B. (2018) Engaging Men in Prenatal Health via e-Health: Findings from a National Survey. JMIR Pediatrics and Parenting, 1(2), e7.
 28. *Perry, E.*, Carter, P., Becker, H., & **Mackert, M.** (2018) The Use of the Newest Vital Sign Health Literacy Instrument in Adolescents with Sickle Cell Disease. Journal of Pediatric Oncology Nursing, 35 (5), 361-367.

29. Jeon, Y., Hale, B., Knackmuhs, E., & **Mackert, M.** (2018) Weight Stigma Goes Viral on the Internet: A Systematic Assessment of YouTube Comments Attacking Overweight Men and Women. Interactive Journal of Medical Research, 7 (1), e6.
30. Case, K., Lazard, A., **Mackert, M.**, & Perry, C. (2018) Source Credibility and e-Cigarette Attitudes: Implications for Tobacco Communication. Health Communication, 33 (9), 1059-1067.
31. Donovan, E., Love, B., **Mackert, M.**, Vangelisti, A., & Ring, D. (2017) Health Communication: A Future Direction for Instructional Communication Research. Communication Education, 66 (4), 490-492.
32. Koh, H., Oh, J., & **Mackert, M.** (2017) Predictors of Playing Augmented Reality Mobile Games While Walking Based on the Theory of Planned Behavior: A Case of Pokemon Go. JMIR: mHealth and uHealth, 5 (12), e191.
33. Benham-Hutchins, M., Stagers, N., **Mackert, M.**, Johnson, A., & deBronkart, D. (2017) "I want to know everything:" A Qualitative Study on Patient Perspectives about Sharing Health Information During Hospitalization. BMC Health Services Research, 17, 529.
34. Walker, L., **Mackert, M.**, Ahn, J., Sterling, B., Guy, S., Vaughn, M., & Hendrickson, S. (2017) e-Health and New Moms: Contextual Factors Associated with Use of and Preferences for Sources of Health Information. Public Health Nursing, 34 (6), 561-568.
35. Lazard, A., **Mackert, M.**, Bock, M., Love, B., Dudo, A., & Atkinson, L. (2017) Visual Assertions: Effects of Photo Manipulation and Dual Processing for Food Advertisements. Visual Communication Quarterly, 25 (1), 16-30.
36. **Mackert, M.**, Champlin, S., & Mabry, A. (2017) Exploring College Student Health Literacy: Do Methods of Measurement Matter? Journal of Student Affairs Research and Practice, 54 (3), 275-285.
37. Champlin, S., **Mackert, M.**, Glowacki, E., & Donovan, E. (2017) Toward a Better Understanding of Patient Health Literacy: A Focus on the Skills Patients Need to Find Health Information. Qualitative Health Research, 27 (8), 1160-1176.
38. Manika, D., Stout, P., Golden, L., & **Mackert, M.** (2017) How Does Objective and Subjective Human Papillomavirus Knowledge Affect Information-Seeking Intentions and Source Preferences? Health Marketing Quarterly, 34 (4), 247-267.
39. Perry, E., Carter, P., Becker, H., Garcia, A., **Mackert, M.**, & Johnson, K. (2017) Health Literacy in Adolescents with Sickle Cell Disease. Journal of Pediatric Nursing, 36, 191-196.

40. *Lee, S. & Mackert, M. (2017) 'People' Can Be Better than 'You:' The Moderating Role of Regulatory Focus on Self-Referencing Messages in Physical Activity Promotion Campaigns among College Students. Health Marketing Quarterly, 34 (3), 157-174.*
41. *Lazard, A., Saffer, A., Wilcox, G., Chung, A., Mackert, M., & Bernhardt, J. (2017) E-cigarette Social Media Messages: A Text Mining Analysis of Marketing and Consumer Conversations on Twitter. JMIR Public Health and Surveillance, 2 (2), e171.*
42. *Mackert, M., Guadagno, M., Lazard, A., Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. (2017) Engaging Men in Prenatal Health Promotion: A Pilot Evaluation of Targeted e-Health Content. American Journal of Men's Health, 11 (3), 719-725.*
43. *Menendez, M., van Hoorn, B., Mackert, M., Donovan, E., Chen, N., & Ring, D. (2017) Patients with Limited Health Literacy Ask Fewer Questions During Office Visits with Hand Surgeons. Clinical Orthopaedics and Related Research, 475 (5), 1291-1297.*
44. *Mackert, M., Koh, H., Mabry, A., Champlin, S., & Beal, A. (2017) Domestic and International College Students: Health Insurance Information Seeking and Use. Journal of International Students, 7 (3), 542-561.*
45. *Pounders, K., Stowers, K., Wilcox, G., Love, B., & Mackert, M. (2017) Exploring Gender and Identity Issues Among Females AYAs in an Anonymous Platform. Journal of Health Psychology, 22 (5), 548-560.*
46. *Recto, P., Champion, J., & Mackert, M. (2017) Analysis of Health Literacy Frameworks to Assess the Mental Health Needs of Pregnant Adolescents. Research and Theory for Nursing Practice, 31 (2), 137-155.*
47. *Case, K., Crook, B., Lazard, A., & Mackert, M. (2016) Formative research to identify perceptions of e-cigarettes in college students: Implications for future health communication campaigns. Journal of American College Health, 64 (5), 380-389.*
48. *Koh, H. & Mackert, M. (2016) A Study Exploring Factors of Decision to Text While Walking among College Students Based on the Theory of Planned Behavior (TPB). Journal of American College Health, 64 (8), 619-627.*
49. *Radhakrishnan, K., Toprac, P., O'Hair, M., Bias, R., Kim, M., Paul, B., & Mackert, M. (2016) Interactive Digital e-Health Game for Heart Failure Self-Management: A Feasibility Study. Games for Health Journal, 5 (6), 366-374.*
50. *Mackert, M., Champlin, S., Mabry, A., Donovan, E., & Pounders, K. (2016) Health Literacy and Health Information Technology Adoption: The Potential for a New Digital Divide. Journal of Medical Internet Research, 18 (10), e264.*

51. *Wagner, T., Lindstadt, C., Jeon, Y., & Mackert, M.* (2016) Implantable Medical Device Website Efficacy in Informing Consumers Weighing Benefits/Risks of Health Care Options. Journal of Health Communication, 21 (s2), 121-126.
52. *Glowacki, E., Lazard, A., Wilcox, G., Mackert, M., & Bernhardt, J.* (2016) Identifying the Public's Concerns and the Centers for Disease Control and Prevention's Reactions During a Health Crisis: An Analysis of the CDC's Zika Live Twitter Chat. American Journal of Infection Control, 44 (12), 1709-1711.
53. **Mackert, M., Guadagno, M., Lazard, A., Champlin, S., Pounders, K., & Walker, L.** (2016) Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers. Journal of Communication in Healthcare, 9 (2), 90-97.
54. *Champlin, S., Walker, L., Mackert, M.* (2016) Gestational Weight Gain through a Health Literacy Lens: A Scoping Review. Journal of Perinatal Education, 25 (4), 242-256.
55. **Mackert, M., Donovan, E., & Bernhardt, J.** (2016) Applied Grant Writing Training for Future Health Communication Researchers: The Health Communication Scholars Program. Health Communication, 32 (2), 247-252.
56. *Champlin, S. & Mackert, M.* (2016) Creating a Screening Measure of Health Literacy for the Health Information National Trends Survey. American Journal of Health Promotion, 30 (4), 291-293.
57. *Lazard, A., Watkins, I., Mackert, M., Xie, B., Stephens, K., & Shalev, H.* (2016) Design Simplicity Influences Patient Portal Use: Role of Aesthetic Evaluations for Technology Acceptance. Journal of the American Medical Informatics Association, e1, 3157-3161.
58. *Crook, B., Stephens, K., Pastorek, A., Mackert, M., & Donovan-Kicken, E.* (2016) The Role of Health Literacy in the Diffusion of Healthy Heart Information: Information Overload, Information Sharing, and Behavioral Intentions. Health Communication, 31 (1), 60-71.
59. *Lazard, A. & Mackert, M.* (2015) e-Health First Impressions and Visual Evaluations: Key Design Principles for Attention and Appeal. Communication Design Quarterly, 3 (4), 25-34.
60. *Pounders, K., Lee, S., & Mackert, M.* (2015) Matching Temporal Frame, Self-View, and Message Frame Valence: Improving Persuasiveness in Health Communications. Journal of Advertising, 44 (4), 388-402.
61. *Stephens, K., Crook, B., Pastorek, A., Mackert, M., Donovan-Kicken, E., & Shalev, H.* (2015) Boosting Healthy Heart Employer-Sponsored Health Dissemination Efforts: Identification and Information Sharing Intentions. Health Communication, 30 (3), 209-220.

62. **Mackert, M., Lazard, A., Liang, M., Mabry, A., Champlin, S., & Stroeve, S.** (2015) Saving Time and Resources: Observational Research to Support Adoption of a Hand Hygiene Promotion Campaign. American Journal of Infection Control, 43 (6), 656-658.
63. **Mackert, M., Champlin, S., Su, Z., & Guadagno, M.** (2015) The Many Health Literacies: Advancing the Field or Fragmentation? Health Communication, 30 (12), 1161-1165.
64. Salib, S., Glowacki, E., Chilek, L., & **Mackert, M.** (2015) Creating a Communication Curriculum & Workshop for an Internal Medicine Residency Program. Southern Medical Journal, 108 (6), 320-324.
65. **Mackert, M., Guadagno, M., & Champlin, S.** (2015) Advancing Health Marketing Research and Policy Recommendations by Incorporating Source Perspectives. Health Marketing Quarterly, 32 (3), 250-262.
66. **Mackert, M., Guadagno, M., Donovan, E., & Whitten, P.** (2015) Men in Prenatal Health: The Potential of e-Health to Improve Birth Outcomes. Telemedicine and e-Health, 21 (3), 207-212.
67. **Mackert, M., Lazard, A., & Wyeth, B.** (2015) Street Crossing: Observational Research and Developing Health Communication Strategies. Communication Teacher, 29 (1), 49-54.
68. **Mackert, M., Lazard, A., Guadagno, M., & Wagner, J.** (2014) The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus. Journal of American College Health, 62 (8), 542-551.
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2. **Mackert, M.**, Champlin, S., & *Ahn, J.* (in press) Health Literacy and Health/Risk Communication. In Parrott, R., Airhihenbuwa, C., Guttman, N., Harrington, N., **Mackert, M.**, & Silk, K. (Eds.) The Oxford Encyclopedia of Health and Risk Message Design and Processing. Oxford University Press.
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4. *Champlin, S.* & **Mackert, M.** (2014) "mHealth." In Thompson, T. & Golson, G. (Eds.) Encyclopedia of Health Communication. SAGE.
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1. **Mackert, M.**, Lazard, A., & Love, B. (2017) *Designing Effective Health Messages*. Dubuque, IA: Kendall Hunt.

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1. Kemp, D., **Mackert, M.**, King, A., Upshaw, S., & Jensen, J. (2021). "Understanding Tensions of University Community Members' Responses to COVID Safety Messages" presented at D.C. Health Comm Conference, Virtual Event, April.
2. Table, B., Woods, J. M., Yang, J., Bouchacourt, L., **Mackert, M.**, & Bernhardt, J.M., & Hughes Wagner, J. (2020). "Understanding Tensions of University Community Members' Responses to COVID Safety Messages" presented at The University of Texas COVID-19 Conference, Virtual Event, November.
3. **Mackert, M.**, Table, B., Yang, J., Bouchacourt, L., Woods, J. , & Bernhardt, J., & Hughes Wagner, J. (2020). "Applying Best Practices from Health Communication to Support a University's Response to COVID-19" presented at The University of Texas COVID-19 Conference, Virtual Event, November.
4. Poulos, N., Garcia, M., **Mackert, M.**, & Mandell, D. (2020) "Pregnancy During a Pandemic: Understanding Fatherhood and Father Behaviors During Pregnancy" presented at the American Public Health Association Virtual Annual Meeting & Expo, Virtual Event, October.
5. Wolfe, J., **Mackert, M.**, Stewart, E., George, C., & Bouchacourt, L. (2020) "Pregnancy During a Pandemic: Understanding Fatherhood and Father Behaviors During Pregnancy" presented at the American Public Health Association Virtual Annual Meeting & Expo, Virtual Event, October.
6. Cofer, J., Hughes Wagner, J., **Mackert, M.**, Lakey, D., Elerian, N., Hurst, A., & Hawk, E. (2019) "Health Communication Solutions for Campus Tobacco Control: Case Study of the Eliminate Tobacco Use Initiative" presented at the 13th Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
7. Kanu, C., Brown, C., Rascati, K., Moczygemba, L., **Mackert, M.**, & Wilfong, L. (2019) "The Relationship between Health Literacy, Patient Activation, and Health Outcomes in Breast Cancer Patients" presented at the American Pharmacists Association Annual Meeting & Exposition in Seattle, WA, March.
8. Walker, L., Champlin, S., & **Mackert, M.** (2019) "Latinas' Beliefs and Practices Related to Gestational Weight Gain: A Meta-Synthesis" presented at the Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine in Washington, DC, March.

9. **Mackert, M.**, Pounders, K., Kirtz, S., Hughes Wagner, J., Brown, L., Lewellyn, K., Ring, D., Wilcox, G., Murthy, D., Hill, L., Innerarity, S., Tierney, W., McGlone, M., Holleran-Steiker, L., Bernhardt, J., & DeSalvo, K. (2018) "Developing a Statewide Campaign to Promote Use of the Texas Prescription Monitoring Program" presented at the 2018 National Conference on Health Communication, Marketing, and Media in Atlanta, GA, September.
10. Ball, J., Lazard, A., & **Mackert, M.** (2017) "Promoting Multivitamins to College Women: An Examination of Source, Message, and Audience Characteristics" presented at the 2017 Annual Association for Education in Journalism and Mass Communication Conference in Chicago, IL, August.
11. Koh, H., Mabry-Flynn, A., Li, X., Ahn, J., & **Mackert, M.** (2017) "What is there? What is not? A Thematic Analysis of Social Norms Campaigns about Binge Drinking for College Students" presented at the 2017 Annual Association for Education in Journalism and Mass Communication Annual Conference in Chicago, IL, August.
12. Walker, L., **Mackert, M.**, Vaughn, M., Sterling, B., Hendrickson, S., Guy, S., & Ahn, J. (2017) "New Mothers' Use of New Media for Health Information & Support" presented at the 38th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA, March.
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14. Li, X., Cicchirillo, V., & **Mackert, M.** (2016) "One-Size Fits All?: Understanding Music in Advertising from a Cross-Cultural Perspective" presented at the 2016 Midwest Popular Culture Association/American Culture Association Conference in Chicago, IL, October.
15. Chung, A., Lazard, A., Koh, H., Jeon, Y., Wilcox, G., **Mackert, M.**, & Bernhardt, J. (2016) "Measles Outbreak and Public Conversation on Twitter" presented at the 2016 National Conference on Health Communication, Marketing and Media in Atlanta, GA, August.
16. **Mackert, M.**, Mabry, A., Champlin, S., Donovan, E., & Pounders, K. (2016) "Health Literacy and Health Information Technology Adoption: The Potential for a New Digital Divide" presented at the 2016 Association for Education in Journalism and Mass Communication Annual Conference in Minneapolis, MN, August.
17. Case, K., Crook, B., Lazard, A., & **Mackert, M.** (2016) "Developing Targeted Health Messages about E-Cigarettes" presented at the Society for Prevention Research 24th Annual Meeting in San Francisco, CA, June.

18. Perry, E., Carter, P., Becker, H., **Mackert, M.**, Johnson, K., & Buchanan, G. (2016) "Health Literacy in Adolescents with Sickle Cell Disease" presented at American Society of Pediatric Hematology/Oncology 29th Annual Meeting in Minneapolis, MN, May.
19. **Mackert, M.**, Guadagno, M., Lazard, A., Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. (2016) "Using E-Health to Involve Men in Prenatal Health" to be presented at the Innovation in Health Care Delivery Systems Symposium 2016 Conference in Austin, TX, April.
20. Crook, B., Farris, K., & **Mackert, M.** (2016) "Stigma and Health Literacy on Campus: Implications for Building a Culture of Mental Health Help-Seeking" to be presented at the Kentucky Conference on Health Communication in Lexington, KY, April.
21. Lazard, A., Wilcox, G., Chung, A., **Mackert, M.**, & Bernhardt, J. (2016) "Examination of Social Media E-cigarette Messages: Marketing and Consumer Conversations on Twitter" to be presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
22. Case, K., Crook, B., Lazard, A., & **Mackert, M.** (2016) "Vapor Isn't Water: Perceptions and Effectiveness of e-Cigarette Health Education Messages Among College Students" to be presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
23. Choi, J., **Mackert, M.**, & Wilcox, G. (2016) "Conversation of Concern: Text Analysis of Twitter Messages During the 2015 Outbreak of MERS" to be presented at the International Symposium Implementation of Social Media in Public and Community Health Initiatives, Austin, TX, January.
24. Champlin, S. & **Mackert, M.** (2015) "Task-Based and Self-Report Assessment of Health Literacy: Patient Discrepancy in Health Information Abilities" presented at the 7th Annual Health Literacy Research Conference, Washington, DC, November.
25. **Mackert, M.**, Guadagno, M., Lazard, A., Champlin, S., Walker, L., & Pounders, K. (2015) "Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers" presented at the National Communication Association 101st Annual Convention in Las Vegas, NV, November.
26. Lazard, A., Bock, M., & **Mackert, M.** (2015) "The Persuasive Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at the National Communication Association 101st Annual Convention in Las Vegas, NV, November.
27. Kim, D., Choi, J., Guadagno, M., & **Mackert, M.** (2015) "Proximal or Distant to Cancer? The Influence of Psychological Distance Toward a Disease and Health Community Has on

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28. Champlin, S., Crook, B., Donovan, E., & **Mackert, M.** (2015) “Communication about Prescription Stimulants: A Focus on Information Providers” presented at the National Communication Association 101st Annual Convention in Las Vegas, NV, November.
29. Farris, K., Crook, B., & **Mackert, M.** (2015) “Influence of Parent-Child Relationships on College Student Mental Health Literacy” presented at the National Communication Association 101st Annual Convention in Las Vegas, NV, November.
30. **Mackert, M.** & Lazard, A. (2015) “Can I Recycle This?” presented at the 6th Annual University of Texas at Austin Sustainability Symposium in Austin, TX, September.
31. Champlin, S., Walker, L., & **Mackert, M.**, (2015) “Incorporating Health Literacy to Better Understand Gestational Weight Gain” presented at the 10th Annual Texas Conference on Health Disparities, Fort Worth, TX, June.
32. **Mackert, M.**, Mabry, A., Donovan, E., Champlin, S., Pounders, K., & Stout, P. (2015) “Public Perceptions of Health Literacy and Associated Stigma” presented at the International Communication Association Annual Convention, San Juan, Puerto Rico, May.
33. **Mackert, M.**, Mabry, A., Donovan, E., Champlin, S., Pounders, K., & Stout, P. (2015) “Health Literacy and Stigma: A Research Agenda to Improve Practice and Outcomes” presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
34. Lazard, A., Watkins, I., **Mackert, M.**, Xie, B., Stephen, K., & Shalev, H. (2015) "Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
35. **Mackert, M.**, Koh, H., Mabry, A., Champlin, S., & Beal, A. (2015) “The Factors Distinguishing Health Insurance Information Seekers From Non-Seekers Among College Students” presented at the 3rd Biennial D.C. Health Communication Conference, Fairfax, VA, April.
36. Mabry, A., Ahn, J., Greenwell, M., Koh, H., Li, X., & **Mackert, M.** (2015) “Social Norms and Stigma: The Unintended Consequences for College Students with Addiction” presented at the St. David’s Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.
37. **Mackert, M.**, Koh, H., Mabry, A., Champlin, S., & Beal, A. (2015) “Understanding College Students: A Discriminant Analysis of Insurance Information Seeking” presented at the St.

David's Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.

38. Case, K., **Mackert, M.**, Crook, B., Lazard, A. (2015) "Perceptions of E-cigarettes in College Students: Formative Research to Develop Health Education Messages" presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA, February.
39. Lee, S., Pounders, K., & **Mackert, M.** (2015) "The Role of Temporal Framing and Self-Construal in Understanding the Effectiveness of Health Communications" presented at the American Marketing Association 2015 Winter Marketing Educators' Conference, San Antonio, TX, February.
40. **Mackert, M.**, Champlin, S., Mabry, A. (2014) "Understanding Health Literacy Among College Students: Modes of Health Literacy Measurement" presented at the 6th Annual Health Literacy Research Conference, Washington, DC, November.
41. Champlin, S. & **Mackert, M.** (2014) "Is Health Literacy Associated with the Source from which Patients Get Information about Cancer?" presented at the 6th Annual Health Literacy Research Conference, Washington, DC, November.
42. Champlin, S., **Mackert, M.**, & Dudo, A. (2014) "Health Literacy and Health Information Source Preference: An Investigation Based on Health Information National Trends Survey" presented at the National Communication Association 100th Annual Convention in Chicago, IL, November.
43. Champlin, S., Lazard, A., **Mackert, M.**, & Pasch, K. (2014) "Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements" presented at the National Communication Association 100th Annual Convention in Chicago, IL, November.
44. **Mackert, M.**, Champlin, S., & Mabry, A. (2014) "Exploring College Student Health Literacy: Do Methods of Measurement Matter?" presented at the National Communication Association 100th Annual Convention in Chicago, IL, November.
45. Champlin, S., Walker, L., **Mackert, M.**, Sterling, B., & Timmerman, G. (2014) "Health Literacy as a Factor Missing from Gestational Weight Gain Research" presented at the 10th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
46. Hubbard, K. & **Mackert, M.** (2014) "Differences in Creative Judgment for Advertisements at the College Level" to be presented at the 2014 International Conference on Research in Advertising (ICORIA) in Amsterdam, the Netherlands, June.

47. **Mackert, M.**, Love, B., Guadagno, M. Champlin, S. (2014) "Progressing Health Literacy Measurement by Exploring How It Is Demonstrated in Online Conversations About Health" presented at the International Communication Association 64th Annual Conference in Seattle, WA, May.
48. Hughes Wagner, J., **Mackert, M.**, & Lazard, A. (2014). "Using a Sleep Promotion Campaign Case Study to Demonstrate an Effective Partnership Between Student, Faculty, and Health Promotion Practitioner" presented at the American College Health Association 2014 Annual Meeting in San Antonio, TX, May.
49. Lazard, A. & **Mackert, M.** (2014) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication" presented at the International Communication Association 64th Annual Conference in Seattle, WA, May.
50. **Mackert, M.**, Lazard, A., Berman, M., & Boguski, M. (2014) "Engaging Audiences via Celebrity Diagnoses: Using Teachable Moments for Online Health Communication" presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
51. Su, Z. & **Mackert, M.** (2014), "A Study of The Relationship Between Media Consumption, Alcohol Usage, and Cancer Status among Female Immigrants with Cancer" presented at the Women's Health 2014 The 22nd Annual Congress in Washington, DC, April.
52. **Mackert, M.**, Champlin, S., & Mabry, A. (2014) "Understanding College Health Literacy" presented at the St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, March.
53. Ball, J., Lazard, A., & **Mackert, M.** (2014) "The Influence of Source and Message Factors on the Promotion of Multivitamins among College Students" presented at the St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, March.
54. Champlin, S. & **Mackert, M.** (2014) "Using a Media Segmentation Strategy to Promote Health Behavior Messages Across Stages of Change in the Transtheoretical Model" presented at the St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, March.
55. Watkins, I., Lazard, A. & **Mackert, M.** (2014) "Investigating the Gap between Enrollment and Use of a Patient Portal" presented at the St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, March.

56. Rew, L, **Mackert, M.**, & Su, Z. (2014) "Relationship of Media Location to Adolescent Health-risk Behaviors: Gender Differences" to be presented at the Society for Adolescent Health and Medicine Annual Meeting in Austin, TX, March.
57. Flores, B., Acton, G., Arevalo-Flechas, L., Gill, S., Becker, H., Brown, S., & **Mackert, M.** (2014) "Vergüenza" [embarrassment]: Cultural Deterrents to Cervical Cancer Screening among Mexican American Women" presented at the 28th Annual Conference of the Southern Nursing Research Society, San Antonio, TX, May.
58. Crook, B., Stephens, K., Pastorek, A., **Mackert, M.**, & Donovan-Kicken, E. (2013) "The Role of Health Literacy in the Diffusion of Healthy Heart Information: Connecting Behavioral and Information Sharing Intentions Along with Information Overload" presented at the National Communication Association 99th Annual Conference in Washington, DC, November.
59. Donovan-Kicken, E., Crook, B., Brown, L., Pastorek, A., **Mackert, M.**, & Stephens, K. (2013) "An Experimental Test of Medical Disclosure and Consent Documentation: Assessing Patient Comprehension, Self-Efficacy, and Uncertainty Unit: Health Communication Division" to be presented at the National Communication Association 99th Annual Conference in Washington, DC, November.
60. **Mackert, M.**, Lazard, A., Guadagno, M., & Hughes Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the National Communication Association 99th Annual Conference in Washington, DC, November.
61. **Mackert, M.**, Donovan-Kicken, E., & Guadagno, M. (2013) "Multivitamin Promotion to Hispanic Adolescents and Mothers: Overcoming Health Literacy Barriers" presented at the National Communication Association 99th Annual Conference in Washington, DC, November.
62. **Mackert, M.**, Guadagno, M., Donovan-Kicken, E., & Whitten, P. (2013) "Involving Men in Prenatal Health: The Potential of E-health to Improve Outcomes" to be presented at the 4th Annual Meeting of the Australasian Telehealth Society: Successes and Failures in Telehealth in Brisbane, Australia, November.
63. Ochoa, A. & **Mackert, M.** (2013) "Health Literacy Issues in Vaccine Promotion Materials" presented at the San Antonio Health Literacy Initiative's 9th Annual Health Literacy Conference in San Antonio, TX, October.
64. **Mackert, M.**, Champlin, S., Mabry, A., & Hochman, S. (2013) "Health Literacy Among College Students: Examining a Non-Traditional Population and Challenging Assumptions" presented at the San Antonio Health Literacy Initiative's 9th Annual Health Literacy Conference in San Antonio, TX, October.

65. Champlin, S., **Mackert, M.**, & Pasch, K. (2013) "Attention Given to Obesity Prevention Strategies in Food and Beverage Advertising Across Levels of Health Literacy" presented at the 9th Annual San Antonio Health Literacy Conference, San Antonio, San Antonio, TX, October.
66. **Mackert, M.**, Champlin, S., Su, Z., & Guadagno, M. (2013) "The Many Health Literacies: Advancing the Field or Fragmentation?" presented at the 9th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
67. **Mackert, M.** Love, B., Guadagno, M., & Champlin, S. (2013) "How Online Health Discussion Boards Can Be Used to Improve Health Literacy Measurement" presented at the 9th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
68. Lazard, A. & **Mackert, M.** (2013) "E-Health First Impressions and Visual Evaluations: Key Design Principles for Attention and Appeal" presented at the 9th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
69. Lazard, A. & **Mackert, M.** (2013) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Obtaining Online Health Information" presented at the 9th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
70. Lazard, A. & **Mackert, M.** (2013) "Design & E-Health: Key Principles for Advancing Research and Practice in Effective Communication" presented at the 5th Annual Health Literacy Research Conference, Washington, DC, October.
71. Champlin, S., **Mackert, M.**, & Pasch, K. (2013) "Is Health Literacy Associated with Attention Given to Food and Beverage Advertisements that Use Obesity Prevention Strategies?" presented at the 5th Annual Health Literacy Research Conference, Washington, DC, October.
72. **Mackert, M.**, Love, B., Guadagno, M., & Champlin, S. (2013) "Health Literacy in Action: Improving Measurement by Analyzing Online Discussion of Cancer Screening Recommendations" presented at the 5th Annual Health Literacy Research Conference, Washington, DC, October.
73. Flores, B., Acton, G., Arevalo-Flechas, L., Gill, S., Becker, H., Brown, S., & **Mackert, M.** (in submission) "'That's News to Me:' Science Literacy, Cervical Cancer Screening and Older Women of Mexican American Ancestry" presented at the 8th Annual Texas Conference on Health Disparities in Fort Worth, TX, May.
74. Ripley, L., Pasch, K., Champlin, S., & **Mackert, M.** (in submission) "Associations Between Health Literacy and Attention to Food Packaging, Front of Pack Labels, and Claims" to be

presented at the National Conference on Health Communication, Marketing, and Media in Atlanta, GA.

75. Lazard, A., Atkinson, L, & **Mackert, M.** (2013) "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model" to be presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC, August.
76. Stephens, K., Crook, B., Pastorek, A., **Mackert, M.**, Donovan-Kicken, E., & Shalev, H. (2013) "Boosting Employer-Sponsored Health Dissemination Efforts: Identification and Information Sharing Intentions" to be presented at the International Communication Association Conference, London, United Kingdom, June.
77. Manika, D., Stout, P., Golden, L., & **Mackert, M.** (2013) "Knowledge Types and Risk Perceptions: Driving Information-Seeking and Risk Prevention Behaviors" to be presented at the International Communication Association Conference, London, United Kingdom, June.
78. Flores, B., Acton, G., Arevalo-Flechas, L., Gill, S., Becker, H., Brown, S., & **Mackert, M.** (2013) ""What is "Helado": Challenges of Cultural Equivalence and Instrument Translation." presented at the Inclusion and Cultural Competence at the Heart of Healthcare Excellence Transforming Healthcare to be Culturally Proficient in San Antonio, TX, April.
79. Stephens, K., Crook, B., Pastorek, A., **Mackert, M.**, & Donovan-Kicken, E. (2013) "Using Organizations to Disseminate Healthy Heart Information to Employees: Identification and Information Sharing Intentions" presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
80. **Mackert, M.**, Lazard, A., Guadagno, M., & Hughes Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
81. Guadagno, M. & **Mackert, M.** (2013) "Incorporating Men in Prenatal Health Promotion" to be presented at the Society for Public Health Education 64th Annual Meeting, Orlando, FL, April.
82. **Mackert, M.**, Mabry, A., Guadagno, M., Stout, P. & Donovan-Kicken, E. (2013) "Health Literacy Stigma: A Framework for Advancing Research and Practice" to be presented at the Society for Public Health Education 64th Annual Meeting, Orlando, FL, April.
83. Chontichachalalauk, J. & **Mackert, M.** (2013) "A Pilot Study: Measuring Three Levels of Health Literacy Among Thai Adults with Type 2 Diabetes" to be presented at the Center

for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.

84. Mabry, A. & **Mackert, M.** (2013) "Extending the Theory of Normative Social Behavior: Direct and Indirect Effects of Mass Mediated Persuasive Communication" to be presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.
85. Rew, L, **Mackert, M.**, Su, Z., Perry, E., & Crook, B. (2013) "Interpersonal Factors and Media Use Among Adolescents: Impact on Risk Factors, Protective Factors, and Health Behavior" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.
86. **Mackert, M.**, Lazard, A., Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2013) "'Take Time. Save Lives. Clean Hands Protect:' Encouraging Hospital Hand Hygiene Through Health Promotion" to be presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.
87. Guadagno, M. & **Mackert, M.** (2013) "Including Prospective Fathers in Prenatal Health Promotion" to be presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.
88. Kim, D., Choi, J., Guadagno, M. & **Mackert, M.** (2013). "The Impact of Psychological Distance from Illnesses on Effectiveness of Advertising Message Framing" to be presented at the Society for Consumer Psychology Conference in San Antonio, TX, March.
89. Mitchell, N. & **Mackert, M.** (2013) "Psychological Influences of Celebrities in the Vaccine-Autism Debate" to be presented at the Society for Consumer Psychology Annual Winter Conference, San Antonio, TX, March.
90. **Mackert, M.**, Kim, E., Guadagno, M., & Donovan-Kicken, E. (2012) "Using Twitter for Prenatal Health Promotion: Encouraging a Multivitamin Habit Among College-Aged Females" to be presented at the 2nd International Conference on Global Telehealth, Sydney, Australia, November.
91. **Mackert, M.**, Champlin, S., & Pasch, K. (2012) "The Newest Vital Sign and Eye Tracking: Investigating Health Literacy Measurement" to be presented at the 8th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
92. **Mackert, M.**, Guadagno, M., Stephens, K, Donovan-Kicken, E., & Shalev, H. (2012) "Promoting Adherence to High Blood Pressure Medication: Social Marketing to Overcome Health Literacy Barriers" to be presented at the 8th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.

93. **Mackert, M.**, Love, B., Guadagno, M., & Champlin, S. (2012) "Improving Health Literacy Measurement by Observing Health Conversations Online" to be presented at the 8th Annual San Antonio Health Literacy Conference, San Antonio, TX, October.
94. Becker, H., Kang, S., & **Mackert, M.** (2012) "Using an On-Line Intervention to Promote the Health of Cancer Survivors with Pre-Existing Disabling Conditions" to be presented at the Cancer Survivorship Research: Translating Science to Care Conference, Washington, D.C., June.
95. Stanforth, D., **Mackert, M.**, & Steinhardt, M. (2012) "Role Model Stories Delivered on YouTube: Promotional Strategies and Impact on Exercise and Exercise Self-efficacy" to be presented at the 2012 Annual Conference of the International Society for Behavioral Nutrition and Physical Activity in Austin, TX, May.
96. **Mackert, M.**, Love, B., Guadagno, M., & Champlin, S. (2012) "Health Literacy in Action: Online Discussion of Mammogram and PSA Screening Recommendations" to be presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
97. **Mackert, M.**, Stephens, K., Donovan-Kicken, E., Sheff, G., Parker, P., Crook, B., Guadagno, M., & Pastorek, A. (2012) "Improving Health Communication and Outcomes: Bringing Together Academic Interests and Practice Needs to Benefit Patients" to be presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
98. Becker, H., Kang, S., & **Mackert, M.** (2012) "LIVEABLE: An Online Health Promotion Program for Cancer Survivors with Prior Disabling Conditions" to be presented at the 33rd Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, LA, April.
99. Carter, P., **Mackert, M.**, Guevara, E. & Martinez-Colon, L. (2012) "Study to Develop Recruitment Materials for a Behavioral Health Promotion Intervention for Hispanic Family Caregivers of Persons with Cancer" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2012 Conference in Austin, TX, March.
100. **Mackert, M.**, Love, B., Guadagno, M., & Champlin, S. (2012) "Personal Narratives vs. Statistics and Improving Health Literacy Measurement: Insights From an Online Discussion" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2012 Conference in Austin, TX, March.
101. Guadagno, M., Champlin, S., **Mackert, M.**, & Love, B., (2012) "Online Discussions of Public Health: Gender and Effective Communication of Cancer Screening Recommendations" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2012 Conference in Austin, TX, March.

102. Becker, H., Kang, S., & **Mackert, M.** (2012) "LIVEABLE: An Online Health Promotion Program for Cancer Survivors with Prior Disabling Conditions" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2012 Conference in Austin, TX, March.
103. Donovan-Kicken, E., **Mackert, M.**, Tollison, A. C., Guinn, T. D., & Breckinridge, B. (2011) "Sources and Predictors of Patient Uncertainty When Reviewing Medical Disclosure and Consent Documentation" presented at the National Communication Association Annual Conference in New Orleans, LA, November.
104. Donovan-Kicken, E., **Mackert, M.**, Tollison, A. C., Guinn, T. D., & Breckinridge, B. (2011) "Health Literacy, Self-Efficacy, and Patients' Assessment of Medical Disclosure and Consent Documentation" presented at the National Communication Association Annual Conference in New Orleans, LA, November. Top four paper, Applied Communication Division.
105. **Mackert, M.**, Liang, M., & Champlin, S. (2011) "'Think the Sink:' Development of a Campaign to Promote Hand Washing" presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
106. Donovan-Kicken, E., **Mackert, M.**, Tollison, A. C., Guinn, T. D., & Breckinridge, B. (2011) "Improving Texas Medical Disclosure and Consent Documentation: A Health Literacy and Health Communication Perspective" presented at the Innovation in Health Care Delivery Systems Symposium in Austin, TX, April.
107. Donovan-Kicken, E., **Mackert, M.**, Tollison, A. C., Guinn, T. D., & Breckinridge, B. (2011) "Comprehension Challenges Experienced by Individuals with Limited Health Literacy when Reading Medical Disclosure and Consent Forms" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2011 Conference in Austin, TX, March.
108. Champlin, S., **Mackert, M.**, & Rochlen, A. (2011) "'Encouraging Patients to Talk to a Physician about Depression: Preliminary Results of the Transition to Print Media" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2011 Conference in Austin, TX, March.
109. **Mackert, M.**, Ball, J., & Eastin, M. (2010) "Perceived Effects of Direct-to-Consumer Prescription Drug Advertising Among Advanced Practice Nurses" presented at the National Communication Association Annual Conference in San Francisco, CA, November.
110. Love, B., **Mackert, M.** & Silk, K. (2010) "Examining Consumer Trust in the Media and the FDA as Information Sources on Genetically Modified Foods" presented at the National Communication Association Annual Conference in San Francisco, CA, November.

111. **Mackert, M.**, Love, B., Donovan-Kicken, E., & Rudzki, K. (2010) "Health Literacy as Controversy: An Online Community's Perceptions of the U.S. Food and Drug Administration Acetaminophen Guidelines" presented at the National Communication Association Annual Conference in San Francisco, CA, November.
112. Rew, L., **Mackert, M.**, Bonevac, D., & Kaur, M. (2010) "Young Adults' Attitudes Towards and Use of Genomic Assessment Services" presented at the International Society of Nurses in Genetics Annual Conference in Dallas, TX, October.
113. **Mackert, M.** (2010) "Advertising Research and Education: Improving Health Communication and Healthcare Delivery" presented at The University of Texas at Austin Inaugural Health Care Research Symposium, Austin, TX, April.
114. Rew, L., **Mackert, M.**, & Bonevac, D. (2010) "Adolescents' and Their Parents' Approaches to Genetic Testing" presented at the Society for Adolescent Medicine Conference, Toronto, Canada, April.
115. Manika, D. & **Mackert, M.** (2010) "Television and Digital Messages to Raise Awareness and Drive Behavior Change: The Case of Gardasil" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2010 Conference in Austin, TX, February.
116. **Mackert, M.**, Love, B., Donovan-Kicken, E., & Rudzki, K. (2010) "Proposed FDA Ban on Acetaminophen: Perceptions of Consequences, Responsibilities, and Consumers' Health Literacy" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2010 Conference in Austin, TX, February.
117. Harrison, T. & **Mackert, M.** (2010) "Timing of Impairment, Function and Health Among Persons with Visual Impairment" presented at the Southern Nursing Research Society Annual Conference, Austin TX, February.
118. Rew, L., **Mackert, M.**, & Bonevac, D. (2009) "Adolescents' Approaches to Genetic Testing" presented at the American Academy of Nursing 36th Annual Meeting and Conference, Atlanta, GA, November.
119. Rudzki, K., **Mackert, M.**, & Kahlor, L. (2009) "Research in Progress: Evaluating Folic Acid Campaigns for Low Health Literate Hispanic Women" presented at the National Communication Association Annual Convention, Chicago, IL, November.
120. Tyler, D., Martin, E., **Mackert, M.**, & Kahlor L. (2009) "Connecting with Ethnically Diverse, Low Income Parents to Improve Health and Weight of Children" presented at the Central Texas Clinical Research (CTCR) Forum in Austin, TX, May.

121. Manika, D. & **Mackert, M.** (2009) "Evaluating Gardasil's 'I Chose' Campaign" presented at the Center for Women's and Gender Studies Gender and Health Student Conference in Austin, TX, April.
122. Martin, E., Tyler, D., **Mackert, M.**, & Kahlor L. (2009) "Connecting with Ethnically Diverse, Low Income Parents to Improve Health and Weight of Children" presented at the Center for Women's and Gender Studies Gender and Health Student Conference in Austin, TX, April.
123. **Mackert, M.** & Love, B. (2009) "The Educational Potential of Direct-To-Consumer Drug Advertisements: A Health Literacy Perspective" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2009 Conference in Austin, TX, February.
124. **Mackert, M.**, Garcia, A., Love, B., Hausler, S., & Ruth, H. (2008) "Educational Information and Health Literacy Concerns in Direct-to-Consumer Pharmaceutical Advertising" presented at the Kentucky Conference on Health Communication, Lexington, KY, April.
125. **Mackert, M.**, Tyler, D., & Kahlor, L. (2008) "Building Parenting Capacities in Low Socioeconomic Status Adults: Strategies and Content for New Interventions" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2008 Conference in Austin, TX, February.
126. Whitten, P., Love, B., Buis, L., & **Mackert, M.** (2007) "Using Digital Animation to Combat Low Health Literacy: Results of Tailored Patient Education Programs for Diabetes Prevention and Childhood Health" presented at the 135th Annual Meeting & Exposition of the American Public Health Association, Washington, DC, November.
127. Whitten, P., Buis, L., Love, B., & **Mackert, M.** (2007) "An Internet-Based Health Information Intervention for Individuals With Varying Degrees of Health Literacy" presented at the International Communication Association Annual Convention, San Francisco, CA, May.
128. Whitten, P., **Mackert, M.**, & Buis, L. (2007) "The Role of Providers in a Midwestern EMR Deployment" presented at the 2007 American Telemedicine Association International Conference in Nashville, TN, May.
129. **Mackert, M.**, Whitten, P., Love, B., and Buis, L. (2007) "Advancing Research into e-Health Interventions Targeting Low Health Literate Audiences" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2007 Conference in Austin, TX, February.

130. Silk, K., Westerman, D., Kingsley, C., Strom, R., and **Mackert, M.** (2006) "A Test of Competing Models: Mindfulness as a Moderator of Past Behavior in the Theory of Planned Behavior" presented at the 2006 NCA National Convention in San Antonio, TX, November.
131. Whitten, P., Buis, L., & **Mackert, M.** (2006) "Providers and the Electronic Medical Records System at Michigan State University" presented at the 2006 American Medical Informatics Association Spring Congress in Phoenix, AZ, May.
132. Whitten, P., Love, B., Buis, L., **Mackert, M.** (2006) "Providers and the Electronic Medical Records System at Michigan State University" presented at the 2006 American Telemedicine Association Annual Meeting in San Diego, CA, May.
133. Whitten, P., Buis, L., Love, B. & **Mackert, M.** (2006) "Health Websites for Low-literate Communities: Analysis of a Diabetes Website for Disadvantaged High School Students" presented at the Kentucky Conference on Health Communication in Lexington, KY, April.
134. **Mackert, M.** & Love, B. (2005) "Internet Addiction: A Model of Influences on Addiction" presented at the 2005 NCA National Convention in Boston, MA, November.
135. Whitten, P. & **Mackert, M.** (2005) "Telehealth's Foremost Barrier: Provider as Gatekeeper" presented at the 2005 NCA National Convention in Boston, MA, November.
136. Silk, K., Westerman, D., Kingsley, C., and **Mackert, M.** (2005) "The Role of Mindfulness and Past Behavior in the Theory of Planned Behavior" presented at the 2005 NCA National Convention in Boston, MA, November.
137. Whitten, P., Winn, B., Nakagawa, A., **Mackert, M.**, and Love, B. (2005) "Diabetes and You: Designing a Website to Deliver Diabetes Information to Low-Literate Adults" presented at the 2005 NCA National Convention in Boston, MA, November.
138. Whitten, P., **Mackert, M.**, Love, B., & Winn, B. (2005) "Internet Generation by Disparities: Ensuring Low-Literate Adult Access to Online Health Information" presented at Association of Internet Researchers in Chicago, IL, October.
139. Whitten, P., **Mackert, M.**, & Love, B. (2005) "Low-Literate Adult Access to Internet Health Content: A Research Design" presented at Michigan's Premiere Public Health Conference in Grand Rapids, MI, October.
140. Whitten, P., **Mackert, M.**, & Love, B. (2005) "Ensuring Low-Literate Adult Access to Online Diabetes Education – A Research Program" presented at the 12th International Conference on Learning in Granada, Spain, July.

141. Whitten, P., **Mackert, M.**, & Love, B. (2005) "Using New Technologies to Deliver Diabetes Information to Low-Literate Adults" presented at the AcademyHealth Conference in Boston, MA, June.
142. Hopp, F., Whitten, P., Subramanian, U., Woodbridge, P., **Mackert, M.**, Goldsmith, A., and Lowery, J. (2005) "Opportunities and Barriers in Home TeleHealth: Perspectives from the Veterans Health Administration" presented at the Tenth Annual Meeting & Exposition of the American Telemedicine Association in Denver, CO, April.
143. Whitten, P., **Mackert, M.**, Love, B. (2005) "Low-Literate Adult Access to Online Health Information: Developing a Research Design" presented at the 7th International Conference in General Online Research in Zurich, Switzerland, March.
144. Hopp, F., Whitten, P., Subramanian, U., Woodbridge, P., **Mackert, M.**, Goldsmith, A., and Lowery, J. (2005) "Opportunities and Barriers in Tele-Health" presented at the Health Services Research and Development 2005 National Meeting: Improving Care for Veterans with Chronic Illnesses in Baltimore, MD, February.
145. **Mackert, M.** & Whitten, P. (2004) "Ensuring Security and Privacy in a Telemedicine Videoconferencing Research Project" presented at the Michigan State University CyberSecurity Workshop in East Lansing, MI, November.
146. Whitten, P., Winn, B., Chen, H., Nakagawa, A., **Mackert, M.**, Love, B. (2004) "Diabetes and You: Designing a Website to Deliver Diabetes Information to Low-Literate Adults" presented at the Michigan State University Usability & Accessibility Conference in East Lansing, MI, October.
147. **Mackert, M.** & Whitten, P. (2003) "Ensuring HIPAA Compliance and Security in Nursing Home Videoconferencing: Wireless Encryption, Biometric Security, and the Human Factor" presented at the Michigan State University CyberSecurity Workshop in East Lansing, MI, November.
148. Whitten, P. & **Mackert, M.** (2003) "Michigan Telehospice: Detailed Analysis of a Three Year Project" presented at the National Association for Home Care 2003 World Conference on Home Care and Hospice in Orlando, FL, October.
149. Whitten, P., **Mackert, M.**, & Rush, T. (2002) "Telehospice in Michigan" presented at the Michigan Hospice and Palliative Care Organization Annual Meeting in Novi, MI, October.

INVITED CONFERENCE PRESENTATIONS AND PANELS

1. **Mackert, M.** (2021) "Evidence, Insights, and Strategy: Developing Effective Health Messages" closing keynote at the Southeast Health Literacy Conference, Virtual Event, April.

2. Hill, L. & **Mackert, M.** (2021) "Health Care Providers: Clinical Knowledge and Approach to Management of Patients with Opioid Use Disorder" presented at the Texas Substance Use Symposium, Virtual Event, April.
3. **Mackert, M.** (2021) "Evidence, Insights, and Strategy: Developing Effective Health Messages" presented to the 14th Annual Community Service Learning Conference, Virtual Event, January.
4. **Mackert, M.** (2020) "Mental Health and Health Communication: Audience Insights to Effective Message Design" presented to the NAMI Texas Affiliate Development Symposium, Virtual Event, September.
5. **Mackert, M.** (2020) "COVID-19 Q&A: Ask the Experts" panelist for Dell Medical School, Virtual Event, August.
6. **Mackert, M.** (2020) "Developing an Effective Health Communication Campaign: Lessons Learned from the Community Water Fluoridation Campaign" presented to the Texas Oral Health Coalition Annual Conference, Virtual Event, July.
7. **Mackert, M.** (2020) "Communicating about Health During a Public Health Crisis" presented to the Healthier Texas Summit, Virtual Event, July.
8. **Mackert, M.** (2020) "Health Communication: Research Amidst COVID-19 to Inform Practice" presented to the Society for Health Communication 4th Annual Summit, Virtual Event, May.
9. **Mackert, M.** (2020) "Health Communication and COVID-19: The Science and Art of Effective Messages" presented for the Dell Medical School, Virtual Event, April.
10. **Mackert, M.** (2020) "Health Communication: Before, During, and After COVID-19" presented for the Moody College of Communication, Austin, TX, April.
11. **Mackert, M.** (2020) "Designing Effective Health Messages: Advertising, Health Communication, and Consumer Behavior" presented to the U.S. Food and Drug Administration in Washington, DC, March.
12. **Mackert, M.** (2020) "Texas PMP: An Opportunity for Improved Communication with Patients" presented to the Texas Medical Association Winter Conference, Austin, TX, January.
13. **Mackert, M.** (2019) "From Education to Persuasion to Persuasion: Designing More Effective Health Messages" presented to the Texas Society for Public Health Education Annual Conference, Houston, TX October.

14. **Mackert, M.** (2019) "Rethinking Health Communication: Increasing Engagement and Improving Outcomes" presented at the 2019 Texas WIC Nutrition & Breastfeeding Conference in Austin, TX, September.
15. Berry, T., **Mackert, M.**, Pryzby, R., Foleno, T., & Smith, T. (2019) "Lessons in Leadership: Tips and Strategies for Health Communication Professionals" panel at the 13th Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
16. **Mackert, M.**, McGaha, P., & Hernandez, N. (2019) "Leveraging the ETU Communication Resources for Your Campus" panel at the 2019 Eliminate Tobacco Use Summit in Austin, TX, April.
17. **Mackert, M.** (2019) "Health Communication: Designing Effective Messages" presented the 2019 American Telemedicine Association Annual Conference in New Orleans, LA, April.
18. **Mackert, M.** (2019) "Health Communication: Designing Effective Messages to Promote Behavior Change" presented for the Texas Department of State Health Services Grand Rounds in Austin, TX, April.
19. **Mackert, M.** (2019) "Health Communication: Designing Effective Messages to Promote Behavior Change" webinar for the Illinois Higher Education Center for Alcohol, Other Drug and Violence Prevention (IHEC) in Charleston, IL, April.
20. **Mackert, M.** (2018) "Health Communication Workshop: Better Messages for to Change Behavior Workshop" presented at the 2018 Healthier Texas Summit in Austin, TX, October.
21. **Mackert, M.** (2018) "From Telemedicine to Advertising: Discovering Engagement in Health Communication" presented at the American Telemedicine Association EDGE 2018 Conference in Austin, TX, September.
22. **Mackert, M.** (2018) "Communicating About Smoke-Free Policies" presented at the The University of Texas at El Paso Online Smoke-Free Housing Forum Webinar in El Paso, TX, July.
23. **Mackert, M.** (2018) "Health Communication: Supporting the UT System Eliminate Tobacco Use Initiative" presented at the Health Communication Strategies in Tobacco Control The University of Texas System Eliminate Tobacco Use Webinar in Houston, TX, July.
24. **Mackert, M.** (2018) "Health Communication and Wellness Promotion" presented at the 21st annual Benefits & Human Resources Conference in Austin, TX, July.
25. **Mackert, M.** (2018) "Health Communication: Supporting the UT System Eliminate Tobacco Use Initiative" presented at the 2018 Eliminate Tobacco Use Summit in Houston, TX, April.

26. **Mackert, M.** (2018) "Effective Health Communication" presented at the 2018 Texas Medical Association Winter Conference in Austin, TX, January.
27. **Mackert, M.** (2017) "Addiction, Recovery, and Stigma: The Role of Health Communication" presented at The University of Texas at Austin Center for Students in Recovery Seminar on Addiction and Recovery (SOAR) Series in Austin, TX, November.
28. **Mackert, M.** (2017) "Health Communication Workshop: Better Messages for Better Results" presented at the 2017 Healthier Texas Summit in Austin, TX, October.
29. **Mackert, M.,** Hughes Wagner, J., Greenwell, M., & Glowacki, E. (2017) "Health Communication: Improving Practices in Campus Health" presented at the American College Health Association Annual Conference in Austin, TX, June.
30. **Mackert, M.** (2017) "UT System Brand for Tobacco Control" presented at the University of Texas System Eliminate Tobacco Use Summit in Austin, TX, April.
31. Walker, L., **Mackert, M.,** Vaughan, M., Sterling, B., Hendrickson, S., Guy, S. & Ahn, J. (2017) "New Mom's Use of New Media" presented at the Annual Meeting of the Society of Behavioral Medicine, Washington, D.C., March.
32. **Mackert, M.,** Labrake, C., Davis, P., Steinhardt, M., Dawson, K., Clarke, J., Holleran Steiker, L. (2017) "Provost's Teaching Fellows" presented at the Changing Education: Redesigning the Undergraduate Experience Conference in Austin, TX, March.
33. **Mackert, M.,** Labrake, C., Davis, P., Steinhardt, M., Dawson, K., Clarke, J., Holleran Steiker, L. (2017) "Eyes on Teaching" presented at the Changing Education: Redesigning the Undergraduate Experience Conference in Austin, TX, March.
34. **Mackert, M.** (2017) "Engaging Men in Prenatal Health: The Potential for e-Health" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2017 Conference in Austin, TX, March.
35. **Mackert, M.** (2016) "Beyond Simple and Clear: Developing More Engaging Messages" presented to the Michigan State University College of Communication Arts & Sciences Research Series, East Lansing, MI, December.
36. **Mackert, M.** (2016) "Research Career Strategy & Publications" presented to the University of Texas Dell Medical School Pediatric Research Boot Camp, Austin, TX, December.
37. **Mackert, M.** (2016) "Health Literacy and Health Communication: Increasing Engagement to Promote Health" presented to the 2016 Texas Collaborative for Healthy Mothers and Babies Conference, Austin, TX, November.

38. **Mackert, M.** (2016) "Beyond Clear and Simple: Integrating Patient Perspectives to Design Persuasive Messages that Promote Behavior Change" presented to the 8th Annual Health Literacy Conference, Bethesda, MD, October.
39. **Mackert, M.** (2016) "Developing Clear and Compelling Health Messages" presented to the 2016 CMV Public Health & Policy Conference, Austin, TX, September.
40. **Mackert, M.** (2016) "Effective Health Communication Strategies: Global and Local Perspectives" presented at the IT'S TIME TEXAS Summit, San Antonio, TX, August.
41. **Mackert, M.** (2016) "Clear and Compelling: Effective Communication to Engage Low Health Literate Audiences" presented to 2016 Texas Women, Infants, and Children Nutrition & Breastfeeding Conference in Austin, TX, July.
42. **Mackert, M.** (2016) "Health Communication and Tobacco Control" presented to the University of Texas System Eliminate Tobacco Use Initiative Meeting, Austin, TX, June.
43. **Mackert, M.** (2016) "Understanding and Addressing Stigma Associated with Low Health Literacy" presented to the University of North Texas Health Science Center Health Literacy Symposium, Fort Worth, TX, May.
44. **Mackert, M. & Udell, A.** (2016) "Advertising vs. Public Health: Missed Opportunities for Understanding and Collaboration" presented at the 3rd Annual University of Texas Conflict Conference, Austin, TX, April.
45. **Mackert, M.,** Guadagno, M., Lazard, A., Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. (2016) "Prenatal Health Promotion: Engaging Men via e-Health" presented to the University of Texas Faculty Center for Health Communication Lunch Enlightenment Series, Austin, TX, January.
46. **Mackert, M.** (2016) "Techniques for Teaching Rigorous and Creative Problem Solving" presented to the University of Texas Faculty Teaching Colloquium, Austin, TX, January.
47. **Mackert, M.** (2015) "Health Communication Scholars Program" presented to the Provost's Teaching Fellows Faculty Innovation Showcase, Austin, TX, November.
48. **Mackert, M.** (2015) "Health Literacy and Health Communication: Designing Clear and Compelling Messages" presented to the Texas Association of Health Plans Directors Forum, Austin, TX, September.
49. **Mackert, M.** (2015) "Health Literacy: Engaging Patients and Improving Health Communication" presented to the Texas Association of Community Health Centers 2015 Clinical Directors' Institute, Frisco, TX, July.

50. **Mackert, M.** (2015) "Harnessing Media to Improve Individual and Community Health" panel at the IT'S TIME TEXAS Summit, Austin, TX, June.
51. **Mackert, M.** (2015) "Health Literacy: Understanding Patients and Improving Health Communication" presented to the MD Anderson Cancer Center Cancer Grand Grounds, Houston, TX, May.
52. **Mackert, M.** (2015) "Engaging Health Communication: Overcoming Barriers of Involvement, Age, and Stigma" presented to the University of North Texas Health Science Center Health Literacy Symposium, Fort Worth, TX, May.
53. Athas, C., Duckett, K, Goodman, J., Mabry, A., **Mackert, M.**, & Champlin, S. (2015). "College Student Health Literacy: Measuring the Issue and Changing Practice." presented at the National College Health Association Annual Meeting in Orlando, FL, May.
54. **Mackert, M.**, Lazard, A., Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., Mabry, A., & Damásio, M. (2015) "Improving Prenatal Health Communication: Engaging Men via e-Health" presented to the UT-Austin|Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February.
55. **Mackert, M.** (2015) "Picking Health Communication Outlets: Disseminating Research and Advancing Your Career" presented to University of Texas at Austin Center for Health Communication Student Interest Group in Austin, TX, February.
56. **Mackert, M.** (2014) "Effective Health Communication: Education and Persuasion" presented to 2014 Texas Women, Infants, and Children Nutrition & Breastfeeding Conference in Austin, TX, July.
57. **Mackert, M.** (2014) "Health Literacy Research: Off and On Campus" presented to The University of Texas at Austin University Health Services in Austin, TX, May.
58. **Mackert, M.** (2014) "e-Health for Low Health Literate Audiences" presented to the Health Literacy in Tarrant County Adults: A Systems Approach Symposium in Dallas, TX, April.
59. **Mackert, M.** (2014) "Education, Persuasion, and Health Promotion: Reaching Low Health Literate Audiences" presented to the Health Literacy in Tarrant County Adults: A Systems Approach Symposium in Dallas, TX, April.
60. Su, Z., Wyeth, B., & **Mackert, M.** (2014), "Factors Influencing Health Campaigns' Effectiveness: Investigating the Effects of Source Credibility, Message Framing, and Regulatory Focus on Attitudes and Behaviors Toward Influenza Vaccination Decision Making" be presented to the 2014 Eastern States Communication Association in Providence, Rhode Island, April.

61. **Mackert, M.** (2014) "The Art and Science of Collaboration" presented to the American Academy of Advertising Annual Conference in Atlanta, GA, March.
62. **Mackert, M.** (2013) "Engaging Young Audiences via Social Media and Digital Outreach" presented to the Women's Health and Family Planning Associate of Texas Annual Title X Conference in Austin, TX, December.
63. **Mackert, M.** (2013) "Health Literacy 2.0: Advances and Fragmentation" presented to The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations in Austin, TX, October.
64. **Mackert, M.** (2013) "Communicating with Low Health Literate Audiences: Education and Persuasion" presented to The University of Texas at Austin Department of Kinesiology and Health Education in Austin, TX, September.
65. **Mackert, M.** (2013) "Effective Health Communication: Education and Persuasion" presented to the Texas Academy of Nutrition and Dietetics Food and Nutrition Conference and Exhibition in Austin, TX, April.
66. **Mackert, M.** (2013) "Talk to Advertisers: Advancing Public Health Research, Practice, and Policy" presented to the School of Public Health Austin Regional Campus Child and Adolescent Health Promotion Practice and Research Seminar, Austin, TX, February.
67. **Mackert, M. & Champlin, S.** (2012) "e-Health and Health Literacy Research: Methods and Implications" presented to the Universidade Lusófona Autumn Research Workshop, Lisbon, Portugal, November.
68. **Mackert, M.** (2012) "Academic and Healthcare Partnerships for Health Literacy" presented at the Health Literacy for the Austin Region Conference, Austin, TX, May.
69. **Mackert, M. & Guadagno, M.** (2012) "DTC Prescription Drug Advertising: Focusing on Ethics" presented to the Ethical Issues in Communication Professions: New Agendas in Communication Old and New Wine, Old and New Wineskins Conference, Austin, TX, March.
70. **Mackert, M. & Guadagno, M.** (2012) "e-Health: What Are Your Patients Talking About When They're Not With You?" colloquium at The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations, Austin, TX, February.
71. **Mackert, M.** (2011) "An Advertising Approach to Health Promotion" presented to the 7th Annual San Antonio Health Literacy, San Antonio, TX, October.

72. **Mackert, M.** (2011) "e-Health and Health Literacy: A Research Methodology Review" presented to the Universidade Lusófona Health Literacy: New Directions in Health and Communication Research Workshop, Lisbon, Portugal, July.
73. **Mackert, M.** (2010) "Health Literacy" presented to the Oklahoma State Department of Health, Austin, TX, July.
74. **Mackert, M.** (2010) "Reaching Underserved Populations with Health Messages in a New Media World" keynote presentation at the SAMHSA Dissemination Conference: Targeted and Tailored Messages for Dealing with Depression (T2D2), Sacramento, CA, April.
75. **Mackert, M.,** Poag, M. (2009) "Literacy Education Programs and Healthcare Providers: Opportunities to Collaborate in Improving Health Literacy" presented at the National Communication Association Annual Convention, Chicago, November.
76. Rew, L. & **Mackert, M.** (2009) "Health Literacy and the Human Genome: Understanding Basic and Emerging Health Concerns" colloquium at The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations, Austin, TX, September.
77. **Mackert, M.** (2009) "Health Literacy: Background and Effective Message Design" presented at the Texas Adolescent Health Symposium 2009: Critical Issues in Reproductive Health, Austin, TX, August.
78. Walker, L. & **Mackert, M.** (2009) "Women's Weight and Pregnancy: Applying Cluster Analysis and Audience Segmentation Methods" presented at The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations Summer Research Institute, Austin, TX, June.
79. **Mackert, M.,** Kahlor, L., Tyler, D., & Gustafson, J. (2009) "Designing e-Health Applications for Low Health Literate Parents: Building Parenting Capacities to Combat Childhood Obesity" presented at the International Communication Association Annual Convention, Chicago, May.
80. Mackert, M. (2009) "Social Norms Campaigns (And a Different Approach)" presented to the Austin Grassroots Rail Outreach Working Group, Austin, TX, May.
81. **Mackert, M.,** Kahlor, L., Tyler, D., & Gustafson, J. (2009) "e-Health for Low Health Literate Parents: Helping Raise Healthy Children" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2009 Conference in Austin, TX, February.
82. Walker, L. & **Mackert, M.** (2008) "Women's Weight and Pregnancy: Applying Cluster Analysis and Audience Segmentation Methods" colloquium at The University of Texas at

Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations, Austin, TX, December.

83. **Mackert, M.** (2008) "e-Health for Low Health Literate Audiences: Applications and the Future" presented at the San Antonio Hispanic Chamber of Commerce 2008 Healthcare Summit, San Antonio, TX, November.
84. **Mackert, M.** (2008) "Hitting the Ground Running: Moving Beyond What You've Already Done" presented at The University of Texas at Austin Center for Health Promotion and Disease Prevention Research in Underserved Populations Summer Research Institute, Austin, TX, June.
85. **Mackert, M.** & Whitten, P., & Garcia, A. (2008) "e-Health Interventions for Low Health Literate Audiences: Reaching a Broader Audience" presented at the International Communication Association Annual Convention, Montreal, Canada, May.
86. **Mackert, M.** (2008) "e-Health Interventions: Educating Low Health Literate Audiences" presented at The University of Texas at Austin Center for Women's and Gender Studies New Faculty Development Program Colloquium, Austin, TX, January.
87. **Mackert, M.** & Whitten, P. (2007) "Achieving Financial Sustainability in Telemedicine: A Critical Mass Perspective" presented at the American Psychological Association Convention, San Francisco, CA, August.
88. **Mackert, M.** (2007) "Telemedicine and e-Health Interventions for Low Health Literate Audiences" presented Advertising Educational Foundation Visiting Professor Program Lunchtime Lecture, New York City, NY, July.
89. Whitten, P., **Mackert, M.**, & Buis, L. (2007) "Provider Perceptions of an Electronic Medical Record System Deployment" presented at the 3rd International Conference on Communities and Technologies Conference, East Lansing, MI, June.
90. Whitten, P., Love, B., Buis, L., & **Mackert, M.** (2007) "An Internet-Based Health Information Intervention for Individuals with Varying Degrees of Health Literacy" presented at the 3rd International Conference on Communities and Technologies Conference, East Lansing, MI, June.
91. **Mackert, M.** & Love, B. (2007) "Healthcare Efficiencies and Outcomes Through Bedside Technologies" presented at the International Communication Association Annual Convention, San Francisco, CA, May.
92. **Mackert, M.** & Love, B., & McKnight, D. (2007) "Comparing Trust and Credibility of Old and New Media in Coverage of Health Issues" presented at the International Communication Association Annual Convention, San Francisco, CA, May.

93. Whitten, P., **Mackert, M.**, & Love, B. (2005) "Diabetes Online: Using the Internet to Bring Health Information to Low Literate Adults" presented at the International Communication Association Annual Convention, New York, NY, May.
94. Whitten, P., **Mackert, M.**, & Love, B. (2005) "Disparities Workshop: An Overview of Health Literacy for Health Plans" workshop for the Michigan Department of Community Health, East Lansing, MI, April.

PH.D. DISSERTATION ADVISING

Chair:

1. Yongwoog Jeon, "Listening to Health Messages as Future Self: Impact of Mental Time Travel on Self-Verification and Effectiveness of Health Messages," July 2019.
2. Jisoo Ahn, "The Effects of Modality Interactivity and Health Literacy on User Engagement and Processing of Public Health Information," April 2018.
3. Marie Guadagno, "Health Decisions for Others: An Extension of the Health Belief Model," August 2017.
4. Katharine Hubbard, "Implicit Theories of Creatives," August 2016.
5. Amanda Mabry-Flynn, "Understanding the Target Audience: Using Demographics and Theory to Develop Communication Campaigns for Bystander Intervention Initiatives," June 2016.
6. Sara Champlin, "Defining, Conceptualizing, and Measuring Health Literacy as a Necessary Step Toward Improved Health Outcomes: A Focus on Skills Needed to Find Health Information," May 2015.
7. Allison Lazard, "Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing," May 2015.
8. Benjamin Wyeth, "Chasing the White Rabbit: Seeking Clarity and Understanding in Advertising Creativity," May 2015.
9. Isaac Munoz, "Account Planning in Hispanic Advertising Agencies: Exploring a Discipline in Constant Transition," May 2012.
10. M. Dixie Stanforth, "Role Model Stories Delivered via YouTube: Evaluating the Impact of Health Promotion Focused on Exercise Self-efficacy and Exercise Behaviors," May 2010.

Committee Member:

1. Christina Tuell, "Health Literacy in Vulnerable Populations within East Texas: Addressing Needs and Improving Outcomes," November 2020. Ed.D. in Professional Leadership with an Emphasis in Health Science Education, University of Houston.
2. Calandra Lindstadt, "Recognizing, Negotiating, & Normalizing: College Students' Memorable Messages of Sexual Consent," April 2020.
3. Kelly Pretorius, "Parental Perspectives on Sudden Infant Death Syndrome via Social Media," November 2019.

4. Mackenzie Greenwell, "Parent-Young Adult Conversations about Mental Health," July 2019.
5. Xiaoshan Li, "Emerging Technologies, Emerging Knowledge: Intentions to Seek and Share Information on Social Media about the Risks and Benefits of Nanotechnology," July 2019.
6. Abby Bailin, "Promoting Positive Parenting in Families in Pediatric Primary Care: Program Development and a Pilot Randomized Controlled Trial," May 2019.
7. Chisom Chimah, "The Relationship between Health Literacy, Patient Activation, and Health Outcomes in Breast Cancer Patients," April 2019.
8. Nicole Murry, "The Impact of Health Literacy on Self-care Activities among Underserved Patients with Type 2 Diabetes," August 2018.
9. Pamela Recto, "Mental Health Literacy of Mexican-American Adolescents: Examining their Knowledge, Beliefs, and Attitudes About Perinatal Depression," May 2018.
10. Lindsay Chilek, "Tugging at the Heartstrings? Examining Discrete Emotion in Nonprofit Twitter Messages and its Effect on Pass Along Behavior," August 2017.
11. LaRae Tronstad, "Defining the Communicative Work, Roles, and Inclusion in Patient-Majority Boards," August 2017.
12. Nancy Brinson, "Fit or Fail? Examining the Impact of Quantified Self Health and Fitness Tracking Technologies and Data Collection on College Youth," June 2017.
13. Kristen Farris, "The Impacts of Recurring Supportive Interactions on Couples' Psychological, Relational, and Health Outcomes in the Context of Rheumatic Diseases," May 2017.
14. Emily Scheinfeld, "There's Something about Health: Understanding Everyday Talk about Health within Families," August 2016.
15. Melissa Suran, "Media Misdiagnosis? A Longitudinal Analysis of Frames, Primes, and Public Opinion in Relation to Newspaper Coverage of AIDS and Smoking," July 2016.
16. Seungae Lee, "The Influence of Consumers' Accessible Self-Construal on the Effects of Goal Framing and Message Framing," June 2016.
17. Ji Yoon Han, "Native Advertising Acceptance or Avoidance: The Effects of Personalization and Trust," April 2016.
18. Brittani Crook, "Exploring Memorable Message about the Misuse of Prescription Stimulants: Predicting Behavioral Intention and Illicit Stimulant Use," August 2015.
19. Erin Nelson, "'I Have Cancer:' Understanding The Decision To Disclose To Family Members Using Their Theory Of Motivated Information Management," July 2015.
20. Jiraporn Chontichachalalauk, "Translation and Evaluation of the Thai Version of the Diabetes Numeracy Test for Older Adults with Type 2 Diabetes," July 2015.
21. Ming-Ching Liang, "Health Information Sharing Behaviors on Facebook among Emerging Adults," June 2015.
22. Elizabeth Perry, "Health Literacy In Adolescents With Sickle Cell Disease," May 2015.
23. Elizabeth Polinard, "The Lived Experience of Choosing Nursing as a Profession," November 2014.
24. Eunice Kim, "Consumer Engagement and Relationship Building in Social Media: The Effects of Consumer Self-determination and Social Relatedness," August 2014.

25. Natalie Mitchell, "The Impact of Luxury Brand Mentions on Consumer Culture: A Phenomenological Inquiry," August 2014.
26. Kacy Kim, "Is Bluebird a Good Messenger for Marketers?: The Effect of Earned Social Media Conversations on Business Outcomes," May 2014.
27. Adriana Garcia, "Delivering Value Through Social Networking: Creating Lifetime Loyalty in Young Alumni," May 2014.
28. Avery Holton, "A Journalistic Chasm? Normative Perceptions and Participatory and Gatekeeping Roles of Organizational and Entrepreneurial Health Journalists," August 2013.
29. Bertha Chapa-Flores, "Las Donas: Health Literacy And Cervical Cancer Screening Among Older Mexican-American Women," November 2012.
30. Cayley E. Velazquez, "The Influence of Food and Beverage Advertising on Youth: An Eye-Tracking Approach," May 2012.
31. Danae Manika, "A Typology of Prior Knowledge: Implications for Health Information Seeking and Prevention Behaviors," August 2011.
32. Sonny Rosenthal, "Personality and Motivation in an Augmented PRISM: Risk Information Seeking in the Context of the Indoor Environment," May 2011.
33. A. Danielle Parker, "Superficial Ideologies of Children: Influencing Perceptions and Shaping Ethnic Identity Through School Culture," May 2008.

Dissertation Reader

1. Josefa Martinez (Yale University), "Predictors of Exclusive Breastfeeding Behavior in Low-Income Women Attending the Special Supplemental Nutrition Program for Women, Infants, and Children," November 2016.

Doctoral Residency Site Supervisor:

1. Teresa Wagner, University of North Texas Health Science Center School of Public Health, 2015-16.

MASTER'S THESIS AND PROFESSIONAL REPORT ADVISING

Chair:

1. Elizabeth Harp, "Mobile App for Expectant Fathers: Process, Requirements, and Product Roadmap," Capstone Report, April 2017.
2. Elisabeth Cohn, "Condom Promotion Among Young Adult Gay Men: Formative Research to Guide a Health Communication Campaign," Thesis, April 2017.
3. Gedy Tovar, "Big Data and Wearable Technology: The Impact on the Health and Fitness Industries and their Marketing Strategies," Professional Report, May 2016.
4. Rachelle Ray, "Male Perceptions of and Attitudes Toward the Human Papillomavirus Vaccine: Effective Promotional Strategies," Thesis, May 2015.

5. Ji Yoon Park, "Trend Analysis and Marketing Strategies of Health Functional Food Market in South Korea," Professional Report, May 2013.
6. Shayla Maresh, "Social Media Usage in Campus Health Communication," Professional Report, December 2012.
7. Claire Ogburn, "'Drink Water, Last Longer:' The Application and Development of a Campus-Wide Hydration Campaign using Second Screen Marketing Tactics," Professional Report, December 2012.
8. Meredith Pursell, "Campus Health Communications: The Theoretical Application and Development of a Student-Focused Sleep Deprivation Campaign," Professional Report, May 2012.
9. Alix Floyd, "Consumer Interactions with Online Genetic Testing Results: A Lesson in Health Literacy," Professional Report, December 2011.
10. Erin Kelly, "Marketing Health Issues To Tweens: Recommendations For Reaching This Demographic More Effectively," Professional Report, December 2011.
11. Sara Champlin, "Encouraging Patients to Talk with a Physician about Depression: The Transition to a Print Medium," Thesis, May 2011.
12. Laura Nettleton, "A Marketing Analysis of How Baby Boomers Can Manage Their Chronic Health Conditions through Digital Health Information Technologies," Professional Report, May 2011.
13. Lauren Edwards, "RediClinic: An Evaluation of a Convenient Care Clinic in a Shifting Medical Landscape," Professional Report, December 2010.
14. Anne Winsett, "Gatorade's Approach to Obesity in the Hispanic Market," Professional Report, December 2010.
15. Lama Soueissi, "eHealth Effectiveness Model: A Focus on the Hispanic Minority," Professional Report, August 2010.
16. Katherine Rudzki, "Evaluating Folic Acid Ad Campaigns for Low Health Literate Hispanic Women," Professional Report, December 2009.
17. Rhonda Taylor, "Social Media Marketing: A New Era in the Pharmaceutical Industry," Professional Report, December 2009.
18. Jamie Gustafson, "The Utilization of Social Media Marketing: How Brands Use Social Networks to Engage in Direct Conversations with Consumers," Professional Report, May 2009.
19. Kelly Eidson, "Overcoming Inertia: How Recessionary Chaos and Disruptive Technology are Fueling an Evolution in Advertising Agency Organization and Compensation Models," Professional Report, May 2009.
20. Olga Kazakova, "Managing Relationships on Facebook.com: How Users Monitor Themselves, Others and Brands Online," Professional Report, May 2009.
21. Danae Manika, "Evaluating Sources of Fashion Information and Influence," Thesis, May 2008.
22. Jamie Lynn Robitaille, "Examining Super Bowl Viewers' Recall Rates of User Generated Advertisements Versus Commercially Produced Advertisements," Professional Report, May 2008.
23. Sheila Morrison, "Becoming Part of the Social Networking Conversation," Professional Report, May 2008.

24. Kathleen Hinton, "Applying an Embedded Premium to DTC Pharmaceutical Advertising," Professional Report, May 2008.
25. Mark Sanderson, "Increasing Public Visits to The Rob and Bessie Welder Wildlife Foundation," Professional Report, May 2008.
26. Shelby Hausler, "The State of DTC Pharmaceutical Advertising: Theoretical Consideration of Common Perceptions & Misconceptions," Professional Report, December 2007.
27. Natasha Rimm, "Call Upon the Muses," Professional Report, December 2007.
28. Kelly Piland, "Online Sex Education: Supplementing and Improving Traditional Techniques," Professional Report, December 2007.

Committee Member:

1. Donggyu Kim, "Siri as an Animated Agent: Intention to Disclose Personal Information to an Intelligent Virtual Assistant," Thesis, May 2021.
2. Soya Nah, "How Does Interactivity Promote Preventive Health Behavior?: The Mediating Roles of Disgust and Perceived Threats," Thesis, April 2020.
3. Jacy Jones, "A Study on the Emergence of Ethical Thinking in Nanotechnology," Thesis, May 2018.
4. Diana Biffi, "What's the Cool Thing to Do Here?: Navigating Uncertainty by Engaging Social Media Professionals," Thesis, May 2016.
5. Candace Queen, "The Value of Multicultural Marketing: Increasing Sustainable Behaviors Among African-Americans With Culturally Conscious Advertising," Thesis, May 2015.
6. Alma Ochoa, "Content Attributes of Vaccine Promotion Websites as Compared to Claims Made by Anti-vaccine Groups," Culminating Experience, May 2015.
7. Pei-Ling Wang, "What Can Entertainment Theory Say About Perceptions of Classic Versus Popular Films?" Thesis, May 2014.
8. Sujin Kim, "Examining the Influence of Online SNS Advertising on Advertising Avoidance and Attitude Toward the Brand: How Does Collectivism and Individualism Affect Online SNS Advertising and How Can the Advertising Ease Advertising Avoidance?" Thesis, May 2014.
9. Luis Jasso, "The Use of Archetypes in Advertising: How Brands Can Remain Relevant in a Rapidly Changing Advertising Industry Through the Concept of Archetypes," Professional Report, May 2013.
10. Jeffrey M. Linden, "Direct to Consumer Prescription Drug Advertising," Professional Report, August 2012.
11. Evgeniya Basenko, "Cultural Differences in Advertising and Their Influence on Advertising Attractiveness: Case of Beer Advertising in the United States and in Russia," Thesis, May 2012.
12. Cynthia Marie Rodriguez, "Increasing Online Visitation to a Travel Website," Professional Report, December 2011.
13. Mary Elizabeth Bennett, "Promoting Women's Health in Texas: Suggestions for Maximizing the Benefits of the Women's Health Program," Professional Report, May 2011.

14. Stephanie Stroeve, "The Use of Social Media to Communicate Child Health Information to Low-Income Parents: A Formative Study," Culminating Experience, February 2011.
15. YouYoung Lee, "Online Hotel Review Case Study Expedia and Travelocity," Professional Report, May 2010.
16. John Brown, "Making Noise: How Twitter is Revolutionizing the Art of Communication," Professional Report, December 2009.
17. Crissy McCauley, "Breast Enhancement Institute Marketing Recommendations," Professional Report, May 2009.
18. Lu Lin, "Targeting Adolescents to Influence Their Hard-To-Reach Parents by Using New Media Technologies for Health Communication," Professional Report, May 2009.
19. Tiffany Zhang, "Corporate Social Responsibility and Its Impact on Brands," Professional Report, December 2008.
20. Albert Nguyen, "Can Advertising Make Fun of Women? The Role of Source Gender," Professional Report, May 2008.
21. Katrina Kokoska, "Viral Marketing: Past, Present and Future," Professional Report, May 2008.
22. Kara Thompson, "Advertising Type II Diabetes: A Health Communication Intervention," Professional Report, May 2007.

UNDERGRADUATE THESIS ADVISING

Chair:

1. Prerna Pamar, "A Lens into the Portrayal of Reproductive Health in Television over a Decade in the United States and the United Kingdom," Plan II Honors Thesis, May 2021.
2. Mahad Rehman, "Using Social Media for Health Campaigns in Developing Countries: A Case Study with Antibiotic Resistance," College of Natural Sciences Health Sciences Scholars Program Thesis, May 2021.
3. Andre Taylor, "The Influence of Video Games on the Mental Health of College Students and Adolescents," College of Natural Sciences Health Sciences Scholars Program Thesis, May 2021.
4. Giovanna Dela Tejera, "Pediatric Physicians' Practices at Identifying and Adapting to Patients with Low Health Literacy," Health Science Scholars Thesis, May 2020.
5. Erika Rodrigues, "The Doctor-Patient Relationship in *Grey's Anatomy*," Plan II Honors Thesis, December 2018.
6. Jessica Hill, "How Magazines for Young Women Present Profiles of Anorexics," Health Science Scholars Capstone Thesis, May 2017.
7. Nathan Drummond, "Patient Perception of Physician Communication When Delivering Bad News," Plan II Honors Thesis, May 2008.
8. Varun Shah, "Understanding Doctor-Patient Communication in the Context of Minority Health, Cultural Competence and Ethnic Differences," Plan II Honors Thesis, May 2007.

Reader:

1. Aryce Battle, "Pass the Popcorn, Let's Watch *ER*: A Study of the Portrayal of Mental Disorders on the Primetime Medical Drama," Plan II Honors Thesis, May 2020.

HONORS AND AWARDS

2021	NCA Charles Atkin Translational Health Communication Scholar Award Nomination
2020	Bronze Digital Health Award (Web-based Digital Health Microsite Category), Texas Prescription Monitoring Program (PMP)
2017	2017 Annual AEJMC Conference ComSHER Division Third Place Faculty Paper Award
2016-2017	The University of Texas Academy of Distinguished Teachers Nomination
2015-2016	The University of Texas Graduate School Diversity Mentoring Award
2015	National Communication Association Applied Communication Division Bill Eadie Distinguished Award for a Scholarly Article
2014-2015	The University of Texas at Austin President's Associates Teaching Excellence Award Nomination
2014	Educator of the Year Nomination, Austin Advertising Federation
2014	Highly Commended Paper, <i>International Journal of Pharmaceutical and Healthcare Marketing</i>
2013-2015	The University of Texas at Austin Provost's Teaching Fellow
2013-2014	The University of Texas Academy of Distinguished Teachers Nomination
2013-2014	The University of Texas at Austin College of Communication Student Enrichment Funds Award
2013	Top Papers in Health Communication Award, NCA Health Communication Division
2012-2013	The University of Texas Academy of Distinguished Teachers Nomination
2012	The University of Texas System Regents' Outstanding Teaching Award
2011-2012	The University of Texas Graduate School Diversity Mentoring Award
2011	Top Four Paper Award, NCA Applied Communication Division
2011	The University of Texas System Regents' Outstanding Teaching Award Nomination
2010-2011	The University of Texas at Austin College of Communication Student Enrichment Funds Award
2009-2010	The University of Texas at Austin College of Communication Student Enrichment Funds Award

2008-2009	The University of Texas at Austin Division of Statistics & Scientific Computation Early-Career Grant Development Program
2008-2009	The University of Texas at Austin College of Communication Student Enrichment Funds Award
2008	The University of Texas at Austin Donald D. Harrington Faculty Fellows Program Nomination
2007-2008	The University of Texas at Austin Office of Graduate Studies Summer Research Assignment
2007-2008	The University of Texas at Austin Center for Women's and Gender Studies New Faculty Development Program
2007-2008	The University of Texas at Austin College of Communication Student Enrichment Funds Award
2007-2008	The University of Texas at Austin Department of Advertising Undergraduate Research Teaching Award
2007	Advertising Educational Foundation Visiting Professor Program Participant
2006-2007	The University of Texas at Austin College of Communication Student Enrichment Funds Award

UNIVERSITY SERVICE

2020	COVID Compliance and Education Taskforce (Member)
2019-Present	Undergraduate Curriculum Changes Committee (Member)
2018-2020	Council on TEXAS Impact (Member)
2017-2018	Experiential Learning Committee (Member)
2017-2018	Provost's Teaching Fellows (Past-Chair)
2016-Present	Educational Policy Committee
2016-2017	Provost's Teaching Fellows (Chair)
2015-2016	Provost's Teaching Fellows (Chair-Elect)
2015-2018	Advisory Committee for the Population Health Initiative (Member)
2014-2015	Campus Conversation Communication Committee (Member)
2014	Faculty Peer Observation Workgroup (Member)
2014-2018	Graduate Assembly (Member)
2014-2018	Graduate Assembly Academic Committee (Member)
2012	School of Nursing GeronTechnology Research Conference Discussant

2010-2012	Texas Student Media Board of Operating Trustees (Member)
2010-2012	University of Texas Library Committee (Member)
2010-2011	Center for Women's and Gender Studies Executive Committee (Member)
2009-2010	2010 Michael & Susan Dell Lectureship in Child Health And Social and Environmental Solutions to Obesity Conference Advisory Committee (Member)
2008-2010	Center for Women's and Gender Studies Health Research Cluster (Co-Director)
2007-2008	Vice Provost for Health Affairs Health Policy Speaker Series Committee (Member)
2007-2008	Center for Women's and Gender Studies Gender & Technology Conference Committee (Member)
2007	Consultant, Gender Equity Task Force
2007	Research Grant Reviewer, Office of the Vice President for Research
2006-2008	University of Texas Roller Hockey Club Coach

DELL MEDICAL SCHOOL SERVICE

2018-2020	Community Impact Committee (Member)
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MOODY COLLEGE OF COMMUNICATION SERVICE

2016-Present	Principal Investigators Committee (Member)
2016-Present	Instructional Excellence Committee (Member)
2015-2016	Research Infrastructure Workgroup (Member)
2014-2016	Dean Search Consultative Committee (Member)
2013-2014	Center for Health Communication Director Search Committee (Member)
2012-2014, 2015	Faculty Research Committee (Member)
2008-2012	Scholarship Committee (Member)
2011	Grants Committee (Member)
2008-2010	Scholarship Committee (Member)

STAN RICHARDS SCHOOL OF ADVERTISING & PUBLIC RELATIONS SERVICE

2019-2020 Faculty Search Chair, Visual Communication and Persuasion in Health Communication Cluster Hire

2016-Present Assistant Graduate Studies Committee Chair

2013-Present Graduate Curriculum Committee (Member)

2012-2018 Department of Advertising Institutional Review Board Department Review Committee

2011-2018 Department of Advertising PhD Committee (Member)

2010-2016 Department of Advertising Scholarship Committee (Chair)

2007-2009 Department of Advertising Scholarship Committee (Member)

2006-2009 Department of Advertising Health Services Initiative (Member)

PROFESSIONAL ACADEMIC SERVICE

2021-Present Advisory Board, Society for Health Communication

2020 External Tenure and Promotion Reviewer, The University of Texas at Tyler

2019 External Tenure and Promotion Reviewer, Purdue University

2019 External Tenure and Promotion Reviewer, Washington State University

2019 External Tenure and Promotion Reviewer, The University of Minnesota

2018 External Tenure and Promotion Reviewer, The Ohio State University

2018 External Tenure and Promotion Reviewer, Drexel University

2017 Reviewer, NIH National Institute of Diabetes and Digestive and Kidney Diseases Promoting Organ and Tissue Donation Among Diverse Populations

2017-Present Editorial Board, Rhetoric of Health and Medicine

2016 Member, Centers for Disease Control and Prevention *Tips from Former Smokers* Evaluation Stakeholder Panel

2016 Reviewer, Health Education & Behavior

2016 External Tenure and Promotion Reviewer, University of Massachusetts Boston

2015-2021 Steering Committee, Society for Health Communication

2014 Reviewer, Psychology, Health & Medicine

2014 External Tenure and Promotion Reviewer, Texas Christian University

2014-2015 Reviewer, American Journal of Infection Control

2014 Reviewer, International Journal of Pharmaceutical and Healthcare Marketing

2014 Reviewer, Journal of Consumer Affairs

2013-Present Associate Editor, Health Communication

2013-2014 Reviewer, American Journal of Public Health

2013 Reviewer, Patient Preference and Adherence

2013 Reviewer, Mobile Media & Communication

2012 Boston University Medical Center 4th Annual Health Literacy Research Conference Session Moderator

2012 Reviewer, Journal of Communication in Healthcare

2012 Reviewer, Association for Education in Journalism and Mass Communication Mass Communication & Society Division

2012 Reviewer, BMC Research Notes

2011-2013 Reviewer, Journal of Social Marketing

2011 Reviewer, Health Promotion International

2011-2012, 2015 Reviewer, Journal of Health Communication

2011-2014 Reviewer, Qualitative Health Research

2011 Reviewer, Health Promotion Practice

2011 Reviewer, Journal of Retailing and Consumer Services

2011 Reviewer, International Journal of Telemedicine and Applications

2010-2014 Reviewer, Cyberpsychology, Behavior, and Social Networking

2010 Reviewer, Association for Education in Journalism and Mass Communication Communicating Science, Health, Environment, Risk Division

2010 Reviewer, Pediatrics

2010	Reviewer, National Communication Association Health Communication Division
2009-2014	Reviewer, <u>Health Communication</u>
2009	Reviewer, <u>Journal of Medical Internet Research</u>
2009	Reviewer, <u>Western Journal of Communication</u>
2008-2011	Reviewer, NIH National Institute of Diabetes and Digestive and Kidney Diseases Planning Grants for Translational Research for the Prevention and Control of Diabetes
2008	Reviewer, <u>Infonomics for Distributed Business and Decision-Making Environments: Creating Information System Ecology</u>
2008	Reviewer, Association for Education in Journalism and Mass Communication Communicating Science, Health, Environment, Risk Division
2008	Reviewer, <u>Management Information Systems Quarterly</u>
2008	Reviewer, <u>Communication Reports</u>
2008	Reviewer, <u>Journal of Applied Communication Research</u>
2008-2012	Reviewer, <u>Journal of Computer-Mediated Communication</u>
2008	Reviewer, 16 th European Conference on Information Systems
2008	Reviewer, <u>Handbook of Research on Information Technology Management and Clinical Data Administration in Healthcare</u>
2007-2008	International Program Committee, IASTED International Conference on Telehealth: Telehealth 2008
2007-2008	Reviewer, <u>Ethnicity & Disease</u>

PROFESSIONAL SERVICE TO THE COMMUNITY

2012-2016, 2018-Present	Board of Directors, People's Community Clinic
2009-Present	Communication Committee, People's Community Clinic
2008-Present	Board of Directors, Literacy Coalition of Central Texas

MEMBERSHIPS

2015-Present Founding Member and Secretary, Society for Health Communication

2014-2015 Member, American Academy of Advertising

2005-Present Member, National Communication Association

2005-2013 Member, International Communication Association

2007-2009 Member, Academy of Marketing Science