

BIOGRAPHICAL SKETCH

Provide the following information for the Senior/key personnel and other significant contributors.
Follow this format for each person. **DO NOT EXCEED FIVE PAGES.**

NAME: Greene, Kathryn

eRA COMMONS USER NAME (credential, e.g., agency login): KGREENE

POSITION TITLE: Professor

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE (if applicable)	END DATE MM/YYYY	FIELD OF STUDY
University of Georgia, Athens, GA	BA	06/1987	Communication
University of Georgia, Athens, GA	MA	12/1989	Communication
University of Georgia, Athens, GA	PHD	12/1992	Communication

A. Personal Statement

I am excited to join the project titled “*Training social influencers for vaping prevention and cessation using a peer-to-peer strategy*” as an Expert Panel member. My background in communication strategy design and evaluation, along with my experience with adolescents and young adults, will be well utilized to complete the aims in the current project. Broadly, my research focuses on health communication and related decision-making with an emphasis on developing messages and interventions to engage participants in risk prevention and communication of risk information within social networks. My research program has focused on increasing involvement in message processing and exploring prevention message features, especially with adolescent and emerging adult risk-taking in underrepresented populations. I began work on developing interventions in an effort to better understand and integrate message processing and active involvement in brief interventions that leverage emerging technology and are easy to disseminate. My communication expertise has led to identifying and implementing community-grounded engaging components of interventions. I have served as Principal Investigator/MPI on NIH-funded R21, R41, and R42 grants to develop and test interactive interventions, for example R42DA039595 (*Interactive Technology for Media Literacy Drug Prevention in Community Groups*) and R42DA039595S1. Additionally, I have served or am serving as a Co-Investigator (e.g., R01CA218068), researcher, or advisor/mentor on other grants. The topics of these grants vary, including risk-taking and prevention behaviors such as vaccination, smoking, vaping, indoor tanning, substance use, risky sexual behavior, and alcohol use. I have experience with all phases of intervention research including identifying efficacious intervention messaging, pilot testing intervention materials with target users, conducting intervention feasibility tests, RCTs, and refining intervention materials based on iterative user feedback. I am currently serving as a Co-Investigator on a vaccination hesitancy project that is focused on HPV (3P30CA072720-21S2, *Vaccine hesitancy related to uptake of the HPV vaccine in regions with low adolescent HPV vaccination rates*), but it also includes a timely addition of COVID-19 vaccine hesitancy in mothers of pre-teens; this is a vaccination hesitancy project with interviews conducted in both English and Spanish.

Ongoing and recently completed projects that I would like to highlight include:

R01CA218068

Stapleton (PI)

07/15/2017 - 05/31/2022

Randomized trial of a social media-delivered intervention targeting indoor tanning users.

R42DA039595S1

Hecht & Greene (MPI)

05/01/2018 - 04/30/2020

Interactive technology for media literacy drug prevention in community groups: Marijuana Legal States.

R42DA039595

Hecht & Greene (MPI)

05/01/2017 - 04/30/2020

Interactive Technology for Media Literacy Drug Prevention in Community Groups.

NJ ACTS KL2, New Jersey Alliance for Clinical and Translational Science

Heinert (PI)

07/1/2021 – 06/30/2023

A youth-led digital education intervention to improve blood pressure for hypertensive adults who present to the emergency department.

Kom op tegen Kanker (translation: Stand up to Cancer, the Flemish cancer society)

Beullens (PI)

10/1/2020 – 9/30/2024

#SmokeFree: Developing and testing an active involvement prevention intervention incorporating social media to reduce smoking initiation among adolescents.

3P30CA072720-21S2

Kohler (PI)

3/1/2020 – 2/28/2022

Vaccine hesitancy related to uptake of the HPV vaccine in regions with low adolescent HPV vaccination rates.

Citations:

1. Banerjee SC, **Greene K**, Magsamen-Conrad K, Elek E, Hecht ML. Interpersonal communication outcomes of a media literacy alcohol prevention curriculum. *Transl Behav Med.* 2015 Dec;5(4):425-32. PubMed Central PMCID: PMC4656220.
2. **Greene K**, Choi HJ, Glenn SD, Ray AE, Hecht ML. The Role of Engagement in Effective, Digital Prevention Interventions: The Function of Engagement in the REAL Media Substance Use Prevention Curriculum. *Prev Sci.* 2021 Feb;22(2):247-258. PubMed Central PMCID: PMC7855866.
3. Ray AE, **Greene K**, Pristavec T, Hecht ML, Miller-Day MA, Banerjee SC. Exploring Indicators of Engagement in Online Learning as Applied to Adolescent Health Prevention: A Pilot Study of REAL media. *Educ Technol Res Dev.* 2020 Dec;68(6):3143-3163. PubMed Central PMCID: PMC8443246.
4. Stapleton JL, Manne SL, Darabos K, **Greene K**, Ray AE, Turner AL, Coups EJ. Randomized controlled trial of a web-based indoor tanning intervention: Acceptability and preliminary outcomes. *Health Psychol.* 2015 Dec;34S:1278-85. PubMed Central PMCID: PMC4681403.

B. Positions, Scientific Appointments and Honors

Positions and Employment

2017-present Affiliate, Rutgers Center for Tobacco Studies (CTS)

2016-present Joint Appointment, Rutgers University SPH, Department of Health Behavior, Society and Policy

2015-2018 Senior Editor, *Health Communication*

2012-present Member, Rutgers Cancer Institute of New Jersey (Associate Member to 2016)

2000-present Professor, Department of Communication, Rutgers University [former Associate Professor]

1999-2000 Visiting Associate Professor, University of Wisconsin, Madison, WI

1992-2000 Assistant/Associate Professor, East Carolina University

Honors

1991-2022 17 top paper/panel awards at International, National, and Regional Conferences

2019 Chapter author in award winning 2019 NCA Health Communication Division Distinguished Book Award

2013 School of Communication & Information, award for outstanding doctoral education, Rutgers University

2011 Eastern Communication Association's Article of the Year Award

2009 NCA Applied Communication Division Distinguished Scholarship Award for Scholarly Journal Article

2003 School of Communication, Information, & Library Science Excellence in Research Award, Rutgers

2003 Department of Communication Excellence in Research Award, Rutgers University

1997 Early Career Research Award from SSCA

1995 East Carolina University College Research Award

1994 New Professional Paper Award, Family Health section of National Council on Family Relations

1994 Recipient of the joint Outstanding Dissertation Award for the Health Divisions of the International (ICA) & Speech Communication Associations (SCA)

1993 Recipient of the G. R. Miller Outstanding Dissertation Award of SCA (Speech Comm. Assoc.)
1992 Recipient of the Bostrom Young Scholars Award of SSCA (Southern States, Comm. Theory)

C. Contributions to Science

1. My first contribution has been to identify features that lead to actively engaging adolescent and young adult audiences in intervention and message processing. Much of this work has focused on media literacy, where my research is the only one to date to separate components of media literacy interventions to assess which features produce the active involving effects. This research has also contributed to improved measurement of engagement and involvement and utilizes community-grounded and community-engaged iterative approaches to intervention development. I have been MPI on most of these projects.
 - a. **Greene K**, Choi HJ, Glenn SD, Ray AE, Hecht ML. The Role of Engagement in Effective, Digital Prevention Interventions: the Function of Engagement in the REAL Media Substance Use Prevention Curriculum. *Prev Sci.* 2021 Feb;22(2):247-258. PubMed Central PMCID: PMC7855866.
 - b. **Greene K**, Ray AE, Choi HJ, Glenn SD, Lyons RE, Hecht ML. Short term effects of the REAL media e-learning media literacy substance prevention curriculum: An RCT of adolescents disseminated through a community organization. *Drug Alcohol Depend.* 2020 Sep 1;214:108170. PubMed PMID: 32693198.
 - c. Ray AE, **Greene K**, Hecht ML, Barriage SC, Miller-Day M, Glenn SD, Banerjee SC. An E-Learning Adaptation of an Evidence-Based Media Literacy Curriculum to Prevent Youth Substance Use in Community Groups: Development and Feasibility of REAL Media. *JMIR Form Res.* 2019 May 9;3(2):e12132. PubMed Central PMCID: PMC6532334.
 - d. Stapleton JL, Manne SL, Darabos K, **Greene K**, Ray AE, Turner AL, Coups EJ. Randomized controlled trial of a web-based indoor tanning intervention: Acceptability and preliminary outcomes. *Health Psychol.* 2015 Dec;34S:1278-85. PubMed Central PMCID: PMC4681403.
2. My research has additionally explored narrative messages in prevention interventions. This research has compared how adolescents process narrative (anecdotal) evidence and statistical evidence in the context of indoor tanning and other risk behaviors. My work is some of the first to document that these forms of evidence in messages can have varied paths of effects. This research compared effects in a variety of contexts including indoor tanning, alcohol prevention, and substance use prevention messages. I led all of these projects.
 - a. **Greene, K.**, & Brinn, L. S. (2003). Messages influencing college women's tanning bed use: Statistical versus narrative evidence format and a self-assessment to increase perceived susceptibility. *Journal of Health Communication, 8*, 443-461. doi:10.1080/713852118
 - b. **Greene, K.**, Campo, S., & Banerjee, S. C. (2010). Comparing normative, anecdotal, and scientific risk evidence to discourage tanning bed use. *Communication Quarterly, 58*, 111-132. doi: 10.1080/01463371003773366
 - c. Banerjee, S. C., & **Greene, K.** (2012). Role of transportation in the persuasion process: Cognitive and affective responses to anti-drug narratives. *Journal of Health Communication, 7*, 564-581.
 - d. Banerjee, S. C., & **Greene, K.** (2013). Examining narrative transportation to anti-alcohol narratives. *Journal of Substance Use, 18*, 196-210. doi: 10.3109/14659891.2012.661020
3. Another line of research explores the role of personality and developmental factors in targeting prevention messages. Little prior attention was paid in message design to how audience developmental facets could be used in tailoring messages. This developmental focused research incorporated egocentrism (imaginary audience and personal fable) in addition to sensation seeking, both of which peak during adolescence. Based on this research, I have been able to develop more engaging and tailored youth/young adult focused prevention interventions (as described above). I led all of these projects.
 - a. **Greene, K.**, Rubin, D. L., & Hale, J. L. (1995). Egocentrism, message explicitness, and AIDS messages directed toward adolescents: An application of the theory of reasoned action. *Journal of Social Behavior and Personality, 10*, 547-570.
 - b. **Greene, K.**, Rubin, D. L., Walters, L. H., & Hale, J. L. (1996). The utility of understanding adolescent egocentrism in designing health promotion messages. *Health Communication, 8*, 131-152. doi: 10.1207/s15327027hc0802_2
 - c. **Greene, K.**, Krmar, M., Walters, L. H., Rubin, D. L., & Hale, J. L. (2000). Targeting adolescent risk-taking behaviors: The contributions of egocentrism and sensation seeking. *Journal of Adolescence, 23*, 439-461. doi: 10.1006/jado.2000.0330
 - d. Banerjee, S. C., **Greene, K.**, Yanovitzky, I., Bagdasarov, Z., Choi, S. Y., & Magsamen-Conrad, K. (2015). Adolescent egocentrism and tanning bed use: Is the relationship direct or mediated? *Journal of Youth Studies, 18*, 357-375. doi: 10.1080/13676261.2014.963536

4. Another contribution of my research has been to explore how media viewing is associated with adolescent risk-taking behaviors. This research includes both surveys and content analyses. Some of this research has been foundational for intervention development in the media literacy based or media utilizing interventions. I led most of these projects.
- a. Krcmar, M., & **Greene, K.** (1999). Predicting exposure to and uses of violent television. *Journal of Communication, 49*, 25-45. doi: 10.1111/j.1460-2466.1999.tb02803.x
 - b. Krcmar, M., & **Greene, K.** (2000). Connections between violent television exposure and adolescent risk taking. *Media Psychology, 2*, 195-217. doi: 10.1207/S1532785XMEP0203_1
 - c. Bagdasarov, Z., **Greene, K.**, Banerjee, S. C., Krcmar, M., Yanovitzky, I., & Ruginyte, D. (2010). I am what I watch: Voyeurism, sensation seeking and television viewing patterns. *Journal of Broadcasting and Electronic Media, 54*, 299-315. doi: 10.1080/08838151003734995
 - d. Stapleton, J. L., Darabos, K., Carpenter, A., Lewis, M. J., **Greene, K.**, & Hudson, S. V. (2015). Indoor tanning users' experiences with tanning salon direct to consumer marketing. *Journal of the American Academy of Dermatology, 72*, 1092-1094. PMID: PMC4524539.
5. My research has also explored how people make decisions to share or withhold health related information from close others including family and relationship partners as well as healthcare providers. This research has developed a theory (the Disclosure Decision Making Model or DD-MM, Greene, 2009) that incorporates assessment of information (including stigma and personal relevance), assessment of the anticipated disclosure recipient (relational quality and anticipated response), and disclosure efficacy; all of these components combine to explain how patients make decisions about what, when, where, and how to share key health information. Overall, based on our studies, efficacy to disclose and anticipated response to the disclosure are key predictors of likelihood to share. This work has spanned multiple health conditions, most relevant for the current project is a series of studies focusing on cancer disclosure. I led these projects.
- a. Lee, L. E., **Greene, K.**, Venetis, M. K., Bontempo, A. C., Catona, D., Buckley de Meritens, A., & Devine, K. A. (2022). Aligned and divergent perceptions of support persons' role in triadic gynecologic cancer communication. *Qualitative Health Research, 32*(4), 710-724.
<https://doi.org/10.1177/10497323211066868>
 - b. Checton, M. G., Venetis, M. K., Catona, D., Bontempo, A. C., **Greene, K.**, Buckley de Meritens, A., & Devine, K. A. (2019). Reports of sharing and withholding cancer-related information by patients with gynecological cancer and their supporters. *Oncology Nursing Forum, 46*, 676-685. doi: 10.1188/19.ONF.676-685
 - c. Venetis, M. K., **Greene, K.**, Checton, M. G., & Magsamen-Conrad, K. (2015). Decision making in cancer-related topic avoidance. *Journal of Health Communication, 20*, 306-313. doi: 10.1080/10810730.2014.965364 PMID: 25584820
 - d. Magsamen-Conrad, K., Checton, M. G., Venetis, M. K., & **Greene, K.** (2015). Communication efficacy and couples' cancer management: Applying a dyadic appraisal model. *Communication Monographs, 82*, 179-200. doi: 10.1080/03637751.2014.971415 PMID: 25983382

Complete List of Published Work

<https://www.ncbi.nlm.nih.gov/myncbi/kathryn.greene.1/bibliography/public/>