

Curriculum Vitae
Jakob D. Jensen

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 University of Utah
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Education

Ph.D.	University of Illinois , Urbana-Champaign, IL Communication	2007
M.A.	University of Illinois , Urbana-Champaign, IL Communication	2003
B.A.	Concordia College , Moorhead, MN Political Science	2001

Academic Positions

2015 – present	Associate Dean for Research , University of Utah College of Humanities
2014 – present	Associate Professor , University of Utah Department of Communication
2011 – 2013	Assistant Professor , University of Utah Department of Communication
2007 – 2011	Assistant Professor , Purdue University Department of Communication
2001 – 2007	Teaching Assistant , University of Illinois Department of Communication

Awards & Honors

2016	Top Paper in Research Division at BEA Convention
2015-2020	NIH New Innovator Award
2015	Golden Anniversary Monograph Award at NCA
2015	Top Paper in Human Communication & Technology at NCA Convention
2014-2017	Presidential Scholar, University of Utah
2014-2015	University Faculty Fellow, University of Utah
2014	Faculty Member of the Year, Dept. of Communication, University of Utah
2014	Top Paper in Health Communication at NCA Convention

2014	Top Scientist, Huntsman Cancer Institute
2013	Young Scholar Award from ICA
2012	Article of the Year in ComSHER at AEJMC Convention
2011	Shooting Star Award, American Advertising Federation
2009	Acorn Award, Purdue University
2009	Top Paper in Mass Communication at NCA Convention
2008	Distinguished Article/Chapter in Health Communication at NCA Convention
2008	Top Paper in Health Communication at ICA Convention
2007	Ruth S. and Charles H. Bowman Award for most outstanding graduate student
2006	Top Student Paper in Communication and Social Cognition at NCA Convention
2006	Participant in NCA Doctoral Honors Conference at Purdue University
2006	Karl R. Wallace Award for distinguished scholarship by a graduate student
2004	Top Student Paper in Mass Communication at NCA Convention
2004	Top Student Paper in Environmental Communication at NCA Convention
2001	National Champion in "Speech to Entertain" at AFA National Tournament
2001	All-American Forensics Competitor (one of fourteen in the nation)
2001	Paul J. Dovre Award for outstanding achievement in academics and forensics

Grants

2015 – 2020	<i>Communal feedback as an innovative alternative to skin self-exam.</i> NIH New Innovator Grant. National Institute of Biomedical Imaging and Bioengineering (\$2,235,000). PI: Jakob D. Jensen.
2015 - 2016	<i>Developing the real time evaluation data (RED) approach to campaign evaluation.</i> Utah Department of Health (\$10,000). PI: Jakob D. Jensen (Co-PIs: Jeremy Weaver).
2015 - 2016	<i>Cancer prevention and cancer health disparities (CPCHD) initiative.</i> Huntsman Cancer Institute (\$20,000). PI: Dr. Deanna Kepka. (Co-PIs: Jakob Jensen, Barbara Brown, Mark Fluchel, Kim Kaphingst, Randall Rupper, Ken Smith, Gita Suneja, Ming Wen, Yelana Wu).
2015 - 2016	<i>An evaluation of the Utah colonoscopy media campaign.</i> Utah Department of Health (\$3500). PI: Dr. Jakob Jensen (Co-PI: Jeremy Weaver).
2014 - 2015	<i>Low dose aspirin and colorectal cancer prevention: Assessing knowledge, attitudes, and beliefs of adults 40 – 65.</i> Huntsman Cancer Institute (\$40,000). PI: Dr. Jakob Jensen (Co-PIs: Avery Holton, Mia Hashib, & Sean Tavgigian).
2014 - 2015	<i>Evaluating the Utah mammography media campaign.</i> Utah Department of Health (\$3500). PI: Dr. Jakob Jensen (Co-investigator: Avery Holton).
2013 - 2015	<i>Developing and evaluating decision making tools for parents considering permanent tracheostomy for their child.</i> Sorenson Legacy Foundation (\$5,000). PI: Dr. Jakob Jensen. (Co-investigators: Mark Bergstrom, Joan Sheets, and Christopher G. Maloney).

- 2012 – 2014 *Enhancing skin self-examination practice in rural populations: Evaluating the impact of dermoscopy training and mole crowdsourcing.* Great Ideas in the Humanities Grant (\$13,300). College of Humanities, University of Utah. Role: Co-PI (with R. Gehl).
- 2011 - 2012 *The influence of ethnic newspaper consumption on cancer prevention behaviors: A test of the cognitive mediation model.* Emerging Voices Grant (\$2,500). Association for Education in Journalism and Mass Communication. Role: PI.
- 2010 - 2011 *Formative research on women's use and understanding of gynecologic cancer information and resources.* Telemedicine and Advanced Technology Research Center (\$137,000). Purdue subcontract of DOD/TATRC Grant #08091007 awarded to Women's Oncology Research & Development. Role: Co-Investigator. (PI: Georgiann Linnemeier, WORD/St. Vincent Hospital, Indianapolis, IN).
- 2010 - 2011 *An evaluation of the Indiana H1N1 flu vaccine campaign.* Centers for Disease Control and Prevention (\$40,000). Purdue subcontract of Dept. of HHS/CDCP Grant #1H75TP000339-01 awarded to Indiana State Department of Health. Role: PI.
- 2009 - 2011 *Tailored health communication and interactive technology: Developing a computer-based algorithm to encourage utilization of breast cancer diagnostics.* American Cancer Society Institutional Grant for Junior Faculty (\$30,000). American Cancer Society & the Purdue Cancer Center. ACS Grant #58-006-47. Role: PI.
- 2009 - 2010 *Bi-lingual children as translators: How low income, Spanish-speaking families negotiate health literacy barriers.* Center for Families (\$20,000). Purdue University. Role: PI.
- 2009 - 2011 *Using narrative persuasion to increase colon cancer detection in high-risk individuals: A worksite intervention.* Regenstrief Center for Healthcare Engineering (\$40,000). Discovery Park. Purdue University. Role: PI.
- 2008 - 2013 *Interdisciplinary cancer prevention research internship program.* National Institutes of Health (\$1,554,689). NIH Grant #1R25CA128770-25. Role: Co-PI. (PI: Dorothy Teegarden, Oncological Sciences Center, Purdue University)
- 2008 - 2009 *Health literacy in underserved, pre-diabetic populations.* Regenstrief Center for Healthcare Engineering (\$24,701). Discovery Park. Purdue University. Role: PI.
- 2007 - 2008 *Friends, classmates, or everyone?: Examining the relationship among referent group, social norms, and alcohol consumption.* Positive Educational Experiences for Purdue Students Grant (\$500). Student Health Center. Purdue University. Role: PI.

Publications – Journal Articles

*Lead-author was a graduate student at the time the research was conducted.

1. **Jensen, J. D.**, Holton, A. E., Krakow, M., Weaver, J., Donovan, E., & Tavgigian, S. (in press). Colorectal cancer prevention and intentions to use low-dose aspirin: A survey of 1,000 U.S. Adults 40 – 65. *Cancer Epidemiology*.
2. **Jensen, J. D.**, Pokharel, M. Scherr, C. L., King, A. J., Brown, N., & Jones, C. (in press). Communicating uncertainty to the public: How amount and source of uncertainty impact fatalism, backlash, and overload. *Risk Analysis*.
3. Guntzviller, L. M., Yale, R., & **Jensen, J. D.** (in press). Foreign language communication anxiety outside of a classroom: Scale validation and curvilinear relationship with foreign language use. *Journal of Cross-Cultural Psychology*.
4. **Jensen, J. D.**, Liu, M., Carcioppolo, N., John, K. K., Krakow, M., & Sun, Y. (in press). Health information seeking and scanning among U.S. adults 50 - 75: Testing a key postulate of the information overload model. *Health Informatics Journal*.
5. **Jensen, J. D.**, Martins, N., Weaver, J., & Ratcliff, C. B. (in press). Educational TV consumption and children's interest in leisure reading and writing: A test of the validated curriculum hypothesis. *Journal of Broadcasting and Electronic Media*.
6. Yale, R. N., **Jensen, J. D.**, Carcioppolo, N., Sun, Y., & Liu, M. (2015). Examining first- and second-order factor structures for news credibility. *Communication Methods and Measures*, 9(3), 152-169.
7. **Jensen, J. D.**, Christy, K., Krakow, M., John, K., & Martins, N. (2015). Narrative transportability, leisure reading, and genre preference in children 9 – 13. *Journal of Educational Research*. (2011 5-Year Impact Factor: 1.15)
8. King, A. J.,* **Jensen, J. D.**, Carcioppolo, N., Krakow, M. M., & Sun, Y. (2015). Comparing theories of media learning: Cognitive mediation, information utility, and knowledge acquisition from cancer news. *Mass Communication & Society*, 18(6), 753-775.
9. **Jensen, J. D.**, Ratcliff, C., Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015). Explicating perceived barriers to mammography via the USCREEN project: Concerns about breast implants, faith violations, and perceived recommendations. *Breast Cancer Research & Treatment*, 154(1), 201-207.
10. Chae, J.,* Lee, C-J., **Jensen, J. D.** (2015). Correlates of cancer information overload: Focusing on individual ability and motivation. *Health Communication*, 31(5), 626-234.

11. Krakow, M.,* **Jensen, J. D.**, Carcioppolo, N., Weaver, J., Liu, M., & Guntzviller, L. (2015). Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: Religiosity, morality, promiscuity, and cancer worry. *Women's Health Issues, 25*(2), 105-111.
12. Hurley, R. J., **Jensen, J. D.**, Weaver, A. J., & Dixon, T. (2015). Viewer ethnicity matters: Black crime in TV news and its impact on decisions regarding public policy. *Journal of Social Issues, 70*(1), 155-170.
13. **Jensen, J. D.**, Yale, R. N., Carcioppolo, N., Krakow, M., John, K. K., & Weaver, J. (2014). Confirming the two factor model of dispositional cancer worry. *Psycho-Oncology, 24*(6), 732-735.
14. King, A. J.,* Carcioppolo, N., Grossman, D., John, K. K., & **Jensen, J. D.** (2014). A randomised test of skin self-examination techniques: ABCDE, ugly duckling sign, and variations in visual image dose. *Health Education Journal, 74*(6), 732-742.
15. Sarapin, S.,* Christy, K., Lareau, L., Krakow, M., & **Jensen, J. D.** (2014). Identifying admired models to increase emulation: Development of a multi-dimensional admiration scale (MAS). *Measurement and Evaluation in Counseling and Development, 48*(2), 95-108. (2011 5-Year Impact Factor: 1.22)
16. Jones, C. L.,* **Jensen, J. D.**, Scherr, C. L., Brown, N. R., Christy, K., & Weaver, J. (2014). The health belief model as an explanatory framework in communication research: Exploring parallel, serial, and moderated mediation. *Health Communication, 30*(6), 566-576. (2011 5-Year Impact Factor: 1.76)
17. Sun, Y., **Jensen, J. D.**, Guntzviller, L. M., & Liu, M. (2014). Perceived message influence and Hispanic women: The disappearance of self-other perceptual bias. *Hispanic Journal of Behavioral Sciences, 36*(3), 366-382.
18. King, A. J.,* **Jensen, J. D.**, Davis, L. A., & Carcioppolo, N. (2014). Perceived visual informativeness (PVI): Construct and scale development to assess visual health information in printed materials. *Journal of Health Communication, 19*(10), 1099-1115. (2011 5-Year Impact Factor: 2.35)
19. Mobley, A., Maulding, M., & **Jensen, J. D.** (2014). Attitudes, beliefs and barriers related to milk consumption in older, low-income women. *Journal of Nutrition Education & Behavior, 46*(6), 554-559. (2011 5-Year Impact Factor: 2.359)
20. **Jensen, J. D.**, Scherr, C. L., Brown, N., Jones, C., Christy, K., & Hurley, R. J. (2014). Public estimates of cancer frequency: Cancer incidence perceptions mirror distorted media depictions. *Journal of Health Communication, 19*, 609-624. (2011 5-Year Impact Factor: 2.35)

21. **Jensen, J. D.**, King, A. J., Carcioppolo, N., Krakow, M., Samadder, N. J., & Morgan, S. E. (2014). Comparing tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 – 75: A randomized controlled trial. *Social Science & Medicine*, *104*, 31-40. (2011 5-Year Impact Factor: 3.69)
***2015 Golden Anniversary Monograph Award**
22. **Jensen, J. D.**, Carcioppolo, N., King, A. J., Scherr, C. L., Jones, C. L., & Niederdeppe, J. (2014). The cancer information overload (CIO) scale: Establishing predictive and discriminant validity. *Patient Education & Counseling*, *94*(1), 90-96. (2011 5-Year Impact Factor: 2.93)
23. Bernat, J. K.,* & **Jensen, J. D.** (2014). Measuring dispositional cancer worry in China and Belgium: A cross-cultural validation. *Journal of Psychosocial Oncology*, *32*(3), 189-206. (2011 5-Year Impact Factor: 1.38)
24. Niederdeppe, J., Lee, T., Robbins, R., Kim, H. K., Kresovich, A., Kirshenblat, D., Standridge, K., Clarke, C. E., **Jensen, J. D.**, & Fowler, E. F. (2014). Content and effects of news stories about uncertain cancer causes and preventive behaviors. *Health Communication*, *29*(4), 332-346. (2011 5-Year Impact Factor: 1.76)
25. King, A. J.,* Gehl, R. W., Grossman, D., & **Jensen, J. D.** (2013). Skin self-examinations and visual identification of atypical nevi: Comparing individual and crowdsourcing approaches. *Cancer Epidemiology*, *37*, 979-984. (2011 5-Year Impact Factor: 2.38)
26. **Jensen, J. D.**, Krakow, M., John, K. K., & Liu, M. (2013). Against conventional wisdom: When the public, the media, and medical practice collide. *BMC Medical Informatics and Decision Making*, *13*, 1-7. (2011 5-Year Impact Factor: 2.19)
27. **Jensen, J. D.**, Scherr, C. L., Brown, N., Jones, C. L., & Christy, K. (2013). Public perception of cancer survival rankings. *Health Education & Behavior*, *40*(6), 721-729. (2011 5-Year Impact Factor: 2.07)
28. Martins, N., Weaver, A. J., Yeshua-Katz, D., Lewis, N., Tyree, N., & **Jensen, J. D.** (2013). A content analysis of print news coverage of media violence and aggression research. *Journal of Communication*, *63*(6), 1070-1087. (2011 5-Year Impact Factor: 3.84)
29. **Jensen, J. D.**, King, A. J., & Carcioppolo, N. (2013). Driving toward a goal and the goal-gradient hypothesis: The impact of goal proximity on compliance rate, donation size, and fatigue. *Journal of Applied Social Psychology*, *43*, 1881-1895. (2011 5-Year Impact Factor: 1.13)
30. Bodie, G. D.,* Collins, W. B., **Jensen, J. D.**, Davis, L. A., Guntzviller, L. M., & King, A. J. (2013). The conceptualization and measurement of cognitive health sophistication. *Journal of Health Communication*, *18*, 426-441. (2011 5-Year Impact Factor: 2.35)

31. Carcioppolo, N.,* **Jensen, J. D.**, Wilson, S. E., Collins, W. B., Carrion, M., & Linnemeier, G. (2013). Examining HPV threat-to-efficacy ratios in the extended parallel process model. *Health Communication, 28*, 20-28. (2011 5-Year Impact Factor: 1.76)
32. **Jensen, J. D.**, King, A. J., Carcioppolo, N., & Davis, L. A. (2012). Why are tailored messages more effective? A multiple mediation analysis of a breast cancer screening intervention. *Journal of Communication, 62*, 851-868. (2011 5-Year Impact Factor: 3.84)
33. **Jensen, J. D.**, & Hurley, R. J. (2012). Conflicting stories about public scientific controversies: Effects of news convergence and divergence on scientist's credibility. *Public Understanding of Science, 21*, 659-704. (2011 5-Year Impact Factor: 2.70)
34. Carcioppolo, N.,* & **Jensen, J. D.** (2012). Perceived historical drinking norms and current drinking behavior: Using the theory of normative social behavior as a framework for assessment. *Health Communication, 27*, 766-775. (2011 5-Year Impact Factor: 1.76)
35. Teegarden, D., Lee, J., Adedokun, O., Childress, A., Parker, L. C., Burgess, W., & **Jensen, J. D.** (2011). Cancer prevention interdisciplinary education at Purdue University: Overview and preliminary results. *Journal of Cancer Education, 26*, 626-632. (2011 5-Year Impact Factor: .85)
36. **Jensen, J. D.**, Imboden, K., & Ivic, R. (2011). Sensation seeking and narrative transportation: High sensation seeking children's interest in reading outside of school. *Scientific Studies of Reading, 15*, 541-558. (2011 5-Year Impact Factor: 3.58)
37. **Jensen, J. D.**, Bernat, J. K., Wilson, K., & Goonwardene, J. (2011). The delay hypothesis: The manifestation of media effects over time. *Human Communication Research, 37*, 509-528. (2011 5-Year Impact Factor: 2.67)
38. Guntzviller, L. M.,* **Jensen, J. D.**, King, A. J., & Davis, L. A. (2011). The foreign language anxiety in medical office scale (FLAMOS): Developing and validating a measurement tool for Spanish-speaking individuals. *Journal of Health Communication, 16*, 849-869. (2011 5-Year Impact Factor: 2.35)
39. **Jensen, J. D.** (2011). Knowledge acquisition following exposure to cancer news articles: A test of the cognitive mediation model. *Journal of Communication, 61*, 514-534. (2011 5-Year Impact Factor: 3.84)
40. **Jensen, J. D.**, Carcioppolo, N., King, A. J., Bernat, J. K., Davis, L. A., Yale, R., & Smith, J. (2011). Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash. *Journal of Health Communication, 16*, 486-503. (2011 5-Year Impact Factor: 2.35)
***2012 Article of the Year - Communicating Science, Health, Environment, & Risk**
41. **Jensen, J. D.**, Weaver, A. J., Ivic, R., & Imboden, K. (2011). Developing a brief sensation seeking scale for children: Establishing concurrent validity with video game

- use and rule-breaking behavior. *Media Psychology*, 14, 71-95. (2011 5-Year Impact Factor: 1.93)
42. Tewksbury, D., **Jensen, J. D.**, & Coe, K. (2011). Video news releases and the public: The impact of source labeling on the perceived credibility of television news. *Journal of Communication*, 61, 328-348. (2011 5-Year Impact Factor: 3.84)
43. Weaver, A. J., **Jensen, J. D.**, Martins, N., Hurley, R. J., & Wilson, B. J. (2011). Liking violence and action: An examination of gender differences in children's processing of animated content. *Media Psychology*, 14, 49-70. (2011 5-Year Impact Factor: 1.93)
44. **Jensen, J. D.**, Bernat, J. K., Davis, L. A., & Yale, R. (2010). Dispositional cancer worry: Convergent, divergent, and predictive validity of existing scales. *Journal of Psychosocial Oncology*, 28, 470-489. (2011 5-Year Impact Factor: 1.38)
45. **Jensen, J. D.**, King, A. J., Davis, L. A., & Guntzviller, L. M. (2010). Utilization of Internet technology by low-income adults: The role of health literacy, health numeracy, and computer assistance. *Journal of Aging & Health*, 22, 804-826. (2011 5-Year Impact Factor: 1.94)
46. Moriarty, C. M.,* **Jensen, J. D.**, & Stryker, J. E. (2010). Frequently cited sources in cancer news coverage: A content analysis examining the relationship between cancer news content and source citation. *Cancer Causes & Control*, 21, 41-49. (2011 5-Year Impact Factor: 3.24)
47. **Jensen, J. D.**, King, A. J., Guntzviller, L. M., & Davis, L. A. (2010). Patient-provider communication and low-income adults: Age, race, literacy, and optimism predict communication satisfaction. *Patient Education & Counseling*, 79, 30-35. (2011 5-Year Impact Factor: 2.93)
48. **Jensen, J. D.**, Moriarty, C. M., Hurley, R. J., & Stryker, J. E. (2010). Making sense of cancer news coverage trends: A comparison of three comprehensive content analyses. *Journal of Health Communication*, 15, 136-151. (2011 5-Year Impact Factor: 2.35)
49. O'Keefe, D. J., & **Jensen, J. D.** (2009). The persuasiveness of gain- and loss-framed messages for encouraging disease detection: A meta-analytic review. *Journal of Communication*, 59, 296-316. (2011 5-Year Impact Factor: 3.84)
50. **Jensen, J. D.** (2008). Scientific uncertainty in news coverage of cancer research: Effects of hedging on scientists' and journalists' credibility. *Human Communication Research*, 34, 347-369. (2011 5-Year Impact Factor: 2.67)
51. Stryker, J. E., Moriarty, C. M., & **Jensen, J. D.** (2008). Effects of newspaper coverage on public knowledge about cancer prevention. *Health Communication*, 23, 380-390. (2011 5-Year Impact Factor: 1.76)

52. O'Keefe, D. J., & **Jensen, J. D.** (2008). Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review. *Communication Studies*, 59, 51-67.
53. **Jensen, J. D.**, & Moriarty, C. M. (2008). Psychosocial correlates of skin self-examinations. *Journal of American College Health*, 56, 701-705. (2011 5-Year Impact Factor: 2.28)
54. O'Keefe, D. J., & **Jensen, J. D.** (2007). The relative persuasiveness of gain-framed and loss-framed messages for encouraging disease prevention behaviors: A meta-analytic review. *Journal of Health Communication*, 12, 623-644. (2011 5-Year Impact Factor: 2.35)
***2008 Distinguished Article/Chapter in Health Communication**
***Most Cited Article – Journal of Health Communication**
55. Jensen, R. E., & **Jensen, J. D.** (2007). Entertainment media and sexual health: A content analysis of sexual talk, behavior, and risks in a popular television series. *Sex Roles*, 56, 275-284. (2011 5-Year Impact Factor: 1.83)
56. O'Keefe, D. J., & **Jensen, J. D.** (2006). The advantages of compliance or the disadvantages of noncompliance? A meta-analytic review of the relative persuasive effectiveness of gain-framed and loss-framed messages. *Communication Yearbook*, 30, 1-43.
57. **Jensen, J. D.**, & Hurley, R. J. (2005). Third-person effects and the environment: Social distance, social desirability, and presumed behavior. *Journal of Communication*, 55, 242-256. (2011 5-Year Impact Factor: 3.84)

Publications – Book Chapters

1. **Jensen, J. D.** (2012). Addressing health literacy in the design of health messages. In H. Cho (Ed.), *Health communication message design: Theory, research, and practice* (pp. 171-190). Thousand Oaks, CA: Sage.
2. O'Keefe, D. J., & **Jensen, J. D.** (2011). The relative effectiveness of gain-framed and loss-framed persuasive appeals concerning obesity-related behaviors: Meta-analytic evidence and implications. In R. Batra, P. A. Keller, & V. J. Strecher (Eds.), *Leveraging consumer psychology for effective health communications: The obesity challenge* (pp. 171-185). Armonk, NY: M. E. Sharpe.

Publications – Encyclopedia/Bibliography Entries

1. Krakow, M. & **Jensen, J. D.** (2015). Cervical cancer. In G. A. Colditz, (Ed.), *The SAGE Encyclopedia of Cancer and Society*, 2nd edition. New York, NY: Sage.

2. **Jensen, J. D.** (2014). Communicating scientific complexity. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
3. **Jensen, J. D.**, & Krakow, M. (2014). Customization as tailoring 2.0. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
4. John, K. K., Liu, M., & **Jensen, J. D.** (2014). In Framing. T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
5. **Jensen, J. D.** (in press). Measurement Bias. In C. Berger & M. Roloff (Ed.), *International Encyclopedia of Interpersonal Communication*. Hoboken, NJ: Wiley-Blackwell.
6. **Jensen, J. D.**, & O'Keefe, D. J. (2014). Preventive health behavior and health education. In J. M. Ryan (Ed.), *Wiley-Blackwell Encyclopedia of Health and Society*. Hoboken, NJ: Wiley-Blackwell.
7. **Jensen, J. D.**, & Carcioppolo, N. (2011). Persuasion & social influence. In P. Moy (Ed.), *Oxford Bibliographies: Communication*. New York, NY: Oxford University Press.

Conference Presentations

1. Jensen, J. D., Pokharel, M. Scherr, C. L., King, A. J., Brown, N., & Jones, C. (2016, April). Communicating uncertainty to the public: How amount and source of uncertainty impact fatalism, backlash, and overload. Paper presented at the Risk and Health Communication Research Symposium at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
2. Pokharel, M., Carcioppolo, N., & Jensen, J. D. (2016, April). The theory of normative social behavior: A review. Paper presented at the Risk and Health Communication Research Symposium at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
3. Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., Pokharel, M., & Loewen, S. (2016, April). Theorizing the impact of targeted narratives: Model admiration and narrative memorability. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
4. Yale, R. N., Jensen, J. D., Krakow, M., & Carcioppolo, N. (2016, March). How do narrative advertisements impact brand attitudes and purchase intentions?: Examining believability, counterarguing, and emotion as mediators. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
5. King, A. J., Carcioppolo, N., Scherr, C., & Jensen, J. D. (2016, April). Theorizing proximity and velocity when driving-toward-a-goal (DTAG): An experimental test of

goal-oriented visual cues for fundraising appeals. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

***Top Paper in Research Division**

6. Jensen, J. D., King, A. J., Guntzviller, L. M., Perez, D., Krakow, M., & Coe, K. (2016, April). Explicating the cognitive mediation model for underserved populations: Direct and indirect effects of ethnic news media. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
 7. Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., Pokharel, M., & Loewen, S. (2016, April). Mechanisms of narrative impact in targeted health communication. Paper presented at the annual meeting of the Kentucky Conference on Health Communication in Lexington, KY.
 8. Jensen, J. D. (2015, December). Communal feedback as an innovative alternative to skin self-exam. Poster presented at the NIH High Risk, High Reward Conference. Bethesda, MD.
 9. Scherr, C. L., Jensen, J. D., & Christy, K. (2015, November). Dispositional pandemic worry, the health belief model, and vaccine uptake during the H1N1 pandemic event. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
 10. Jensen, J. D., Ratcliff, C., Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015, November). Formative research for a state-wide mammography campaign: Explicating perceived barriers to mammography. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
 11. Jensen, J. D., Britt, B., Scherr, C. L., Jones, C., Brown, N. R., & Christy, K. (2015, November). I want to talk to a real person: Theorizing avoidance in the acceptance and use of automated communication technologies. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
- *Top Paper in Human Communication & Technology**
12. Weaver, J., Pokharel, M., Bergstrom, M., Krakow, M., Jensen, J. D., Maloney, C., & Sheetz, J. (2015, November). Optimal decision making for permanent tracheostomy: A qualitative analysis of how parents make medical decisions for their children. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
 13. Jensen, J. D., Holton, A., Krakow, M., Weaver, J., Donovan, E., & Tavtigian, S. (2015, November). Intentions to take low-dose aspirin for colorectal cancer prevention: Findings from the translating research into action study. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.

14. Jensen, J. D., Christy, K., Martins, N., Krakow, M., John, K. K., & Britt, R. K. (2015, November). Are good readers negatively impacted by texting? A survey of 4th – 6th graders. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
15. Jensen, J. D., Liu, M., Carcioppolo, N., John, K. K., Krakow, M. M., & Sun, Y. (2015, November). Health information seeking and scanning among U.S. adults 50 – 75: Testing a key postulate of the information overload model. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
16. Jensen, J. D., Fenech, E., Yale, R. N., Krakow, M., Scherr, C. L., & Yeo, S. K. (2015, May). Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators. Paper presented at the 65th annual meeting of the International Communication Association, Puerto Rico.
17. Jensen, J. D., Yale, R. N., Krakow, M., John, K. K., & King, A. J. (2014, November). Death narratives and melanoma: Examining the impact of character death on narrative processing and SSE intentions. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
18. Guntzviller, L. M., Jensen, J. D., & Carreno, L. M. (2014, November). The impact of child and parent characteristics on language brokers' health literacy: A test of three dyadic models. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
***Top Paper in Health Communication**
19. Carcioppolo, N., John, K. K., Jensen, J. D., King, A. J., & Guntzviller, L. M. (2014, November). Who jokes about colorectal cancer? The Extended Parallel Process Model and humor as an avoidance technique. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
20. Sun, Y., Jensen, J. D., Guntzviller, L. M., & Liu, M. (2014, November). Explaining the disappearance of the third-person effect: Three studies of measurement bias. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
21. Krakow, M., Yale, R. N., Perez, D., & Jensen, J. D. (2014, November). Character death, barrier-focused narratives, and cervical cancer: Manipulating narrative features to influence HPV vaccination intentions. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
22. Chae, J., Lee, C. J., & Jensen, J. D. (2014, November). Correlates of cancer information overload and cancer worry: An elaboration likelihood model perspective. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
23. King, A. J., Carcioppolo, N., John, K. K., & Jensen, J. D. (2014, November). A randomized test of two skin self-examination techniques: ABCDE, ugly duckling sign,

and variations in visual image dose. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.

24. Sun, Y., Jensen, J. D., Wilson, K. M., Yale, R. N., Liu, M., & Weaver, J. (November, 2014). Fictional narratives and scary world beliefs: Comparing content-specific versus spreading activation models of cultivation. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
25. King, A. J., Jensen, J. D., Carcioppolo, N., Krakow, M., & Sun, Y. (2014, May). Comparing theories of media learning: Cognitive mediation, information utility, and knowledge acquisition from cancer news. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
26. Guntzviller, L. M., Yale, R. N., & Jensen, J. D. (2014, May). Examining foreign language communication apprehension: Testing models in geographically and linguistically diverse populations. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
27. Yale, R., Jensen, J. D., Carcioppolo, N., Sun, Y., & Liu, M. (2014, May). Are the latent factors of news credibility distinct? Evaluating factor structure and discriminant validity of the news credibility scale. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
28. Jones, C. L., Jensen, J. D., Scherr, C. L., Brown, N. R., Christy, K., & Weaver, J. (2014, May). The health belief model as an explanatory framework in communication research: Exploring parallel, serial, and moderated mediation. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
29. Christy, K., Jensen, J. D., Krakow, M., John, K. K., & Martins, N. (2014, May). Validating the narrative transportability scale with children 9 – 13. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
30. Carcioppolo, N., Jensen, J. D., King, A. J., Guntzviller, L. M., Goonewardene, J., & Raftery, D. (2014, April). Diffusion of a breast cancer biomarker: Using the Health Belief Model to predict willingness to adopt. Paper presented at the 13th biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.
31. Krakow, M., Jensen, J. D., Carcioppolo, N., Weaver, J., Liu, M., & Guntzviller, L. M. (2014, March). Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: religiosity, morality, promiscuity, and cancer worry. Paper presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.
32. John, K. K., Jensen, J. D., Yale, R. N., Carcioppolo, N., Krakow, M., & Weaver, J. (2014, March). Confirming the two factor model of dispositional cancer worry. Paper

presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.

33. Krakow, M., Liu, M., Bergstrom, M., & Jensen, J. D. (2013, November). Patient meaning constructs for the four satisfaction measures of Healthy People 2020: A network text analysis of responses from a low socioeconomic population. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
34. Jensen, J. D., Krakow, M., John, K. K., & Liu, M. (2013, November). The systematic removal of uncertainty from public communication of science: Theoretical and ethical concerns. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
35. Jensen, J. D., King, A. J., Carcioppolo, N., Krakow, M., & Morgan, S. E. (2013, August). Comparing the effectiveness of tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 -75. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
36. Martins, N., & Jensen, J. D. (2013, August). Educational TV consumption and children's interest in leisure reading and writing: A test of the Validated Curriculum Hypothesis. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
37. Jensen, J. D., Carcioppolo, N., King, A. J., Scherr, C. L., Jones, C. L., & Niederdeppe, J. (2013, August). The cancer information overload (CIO) scale: Establishing predictive and discriminant validity. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
38. Matthews, N., Jensen, J. D., Martins, N., & Ivic, R. (2013, August). Handheld media use at school: Increased use negatively impacts reading outcomes. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
39. Jensen, J. D., Britt, B., Scherr, C. L., Jones, C., Brown, N., Hirsch, E., & Christy, K. (2012, November). Avoidance of automated communication: Development and validation of the AAC-12. Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
40. Sarapin, S. H., Christy, K., Lareau, L., & Jensen, J. D. (2012, November). Psychometric evaluation of a multi-dimensional admiration scale. Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
41. Guntzviller, L. M., & Jensen, J. D. (2012, July). Parental influence on child language brokering feelings: Using the actor-partner interdependence model in low-income

Mexican-American parent-child dyads. Paper presented at the annual meeting of the International Association for Relationship Research, Chicago, IL.

42. Guntzviller, L. M., Donovan-Kicken, E., & Jensen, J. D. (2012, July). Private negative emotions of child interpreters: Discrepancies between parent perceptions and child reported negative feelings while interpreting for a parent. Paper presented at the annual meeting of the International Association for Relationship Research, Chicago, IL.
43. Sun, Y., & Jensen, J. D. (2012, June). Examining the behavioral component of the third-person effect: A meta-analysis. Paper presented at the 65th annual meeting of the World Association of Public Opinion Research, Hong Kong.
44. Carcioppolo, N., Jensen, J. D., Wilson, S. E., Collins, W. B., Carrion, M., & Linnemeier, G. (2012, May). Examining HPV threat-to-efficacy ratios in the extended parallel process model. Paper presented at the 62nd annual meeting of the International Communication Association, Phoenix, AZ.
45. Guntzviller, L. M., & Jensen, J. D. (2012, May). Furthering research on adolescent language brokering: Psychometric evaluations on language brokering measures. Paper presented at the 62nd annual meeting of the International Communication Association, Phoenix, AZ.
46. Jensen, J. D., Scherr, C. E., Brown, N., Jones, C., Christy, K., & Hurley, R. J. (2011, November). Public estimates of cancer frequency: Cancer incidence perceptions mirror distorted media depictions. Paper presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
47. Guntzviller, L. M., Jensen, J. D., King, A. J., & Davis, L. A. (2011, November). Explaining low-income patient satisfaction through understanding patient experience. Paper presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
48. Jensen, J. D., King, A. J., Davis, L. A., & Carcioppolo, N. (2011, May). Why are tailored messages more effective? A multiple mediation analysis. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
49. King, A. J., Jensen, J. D., Davis, L. A., & Carcioppolo, N. (2011, May). Perceived visual informativeness: Construct & scale development to assess visual health information in printed materials. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
50. Lemal, M., Van den Bulck, J., & Jensen, J. D. (2011, May). Communicating skin cancer risk through narratives: Underlying mechanisms and effect on risk perception. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.

51. Jensen, J. D., Jones, C. L., Lynam-Scherr, C., & Brown, N. (2011, May). Communicating research limitations in news coverage of cancer: A test of the information overload model. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
52. Jensen, J. D., Carcioppolo, N., & King, A. J. (2010, November). Driving toward a goal as a compliance-gaining technique: The impact of goal proximity on compliance rate, donation size, and fatigue. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
53. Guntzviller, L. M., Jensen, J. D., King, A. J., & Davis, L. A. (2010, November). The foreign language anxiety in medical office scale (FLAMOS): Developing and validating a measurement tool for Spanish-speaking individuals. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
54. Bodie, G. D., Collins, W. B., Jensen, J. D., Davis, L. A., Guntzviller, L. M., & King, A. J. (2010, November). Thinking about health: Development and initial validity evidence for the health-unhealthy other instrument (HUHOI). Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
55. King, A. J., Jensen, J. D., Davis, L. A., & Guntzviller, L. M. (2010, November). Ethnic newspapers and low-income Spanish-speaking adults: Influence of news consumption and health motivation on cancer prevention behaviors. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
56. Jensen, J. D., Bernat, J. K., Davis, L. A., & Yale, R. (2010, November). Dispositional cancer worry: Convergent, divergent, and predictive validity of existing scales. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
57. Davis, L. A., Jensen, J. D., King, A. J., & Guntzviller, L. M. (2010, November). Self efficacy, health literacy, and health behavior: Predicting diet and physical activity in low-income, Spanish-speaking adults. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
58. Jensen, J. D., Carcioppolo, N., King, A. J., Bernat, J. K., Davis, L., Yale, R., & Smith, J. (2010, May). Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash. Paper presented at the 60th annual meeting of the International Communication Association, Singapore.
59. Carcioppolo, N., & Jensen, J. D. (2010, April). Historical drinking norms and drinking behavior: Evaluating measures to expand the predictive power of social norms research. Paper presented at the 11th biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.

60. King, A. J., Jensen, J. D., Morgan, S. E., & Panell, A. (2010, March). Health communication campaigns and interventions promoting colon cancer screening: A systematic review. Paper presented at the annual meeting of the American Society of Preventive Oncology, Bethesda, MD.
61. Jensen, J. D., Bernat, J. K., Wilson, K., & Goonwardene, J. (2009, November). Narrative persuasion and the sleeper effect: Further evidence that fictional narratives are more persuasive over time. Paper presented at the 95th annual meeting of the National Communication Association, Chicago, IL.
***Top Paper in Mass Communication**
62. Jensen, J. D., King, A. J., Guntzviller, L. M., & Davis, L. A. (2009, October). Patient-provider communication and low-income adults: Age, race, literacy, and optimism predict communication satisfaction. Paper presented at the Health Literacy Annual Research Conference hosted by the Institute of Medicine Roundtable on Health Literacy, Washington, D.C.
63. O'Keefe, D. J., & Jensen, J. D. (2009, May). The relative effectiveness of gain-framed and loss-framed persuasive appeals concerning obesity-related behaviors: Meta-analytic evidence and implications. Paper presented at the Leveraging Consumer Psychology for Effective Health Communication conference hosted by the Society for Consumer Psychology, Ann Arbor, MI.
64. Jensen, J. D. (2009, May). Knowledge acquisition following exposure to cancer news articles: A test of the cognitive mediation model. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
65. Jensen, J. D., Ivic, R., & Imboden, K. (2009, May). Seeds of deviance: Sensation seeking and children's media use. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
66. Jensen, J. D., Imboden, K., & Ivic, R. (2009, May). Sensation seeking and narrative transportation: High sensation seeking children's interest in reading and writing outside of school. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
67. Jensen, J. D., Moriarty, C. M., Hurley, R. J., & Stryker, J. E. (2008, November). Are some cancers more common in news than in real life? Interreality comparisons of cancer news coverage and actual cancer rates. Paper presented at the 94th annual meeting of the National Communication Association, San Diego, CA.
68. Moriarty, C. M., Jensen, J. D., & Stryker, J. E. (2008, May). A content analysis of frequently cited sources in cancer news coverage: Examining the relationship between cancer news content and source citation. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.

69. O'Keefe, D. J., & Jensen, J. D. (2008, May). The persuasiveness of gain- and loss-framed messages for encouraging disease detection: A meta-analytic review. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.

***Top Paper in Health Communication**

70. Jensen, J. D., Moriarty, C. M., & Stryker, J. E. (2007, November). News coverage of cancer research: Current trends and future directions. Paper presented at the 2nd Annual All China Public Health Communication Conference, Beijing, China.

71. Jensen, J. D. (2007, May). Simplifying science: Effects of news streamlining on scientists' and journalists' credibility. Paper presented at the 57th annual meeting of the International Communication Association, San Francisco, CA.

72. Jensen, J. D., & Moriarty, C. M. (2006, November). Psychosocial correlates of skin self-examinations. Paper presented at the 92nd annual meeting of the National Communication Association, San Antonio, TX.

73. Jensen, J. D., Akhtar, O., Briney, D., Campbell, A., & Morton, J. (2006, November). Even-a-penny-helps versus driving-toward-a-goal: A comparison of two compliance techniques. Paper presented at the 92nd annual meeting of the National Communication Association, San Antonio, TX.

***Top Student Paper in Communication and Social Cognition**

74. Jensen, J. D. (2006, July). Processing health news: Scientific uncertainty in news coverage of cancer research. Paper presented at the 2006 National Doctoral Honors Seminar hosted by Purdue University.

75. Tewksbury, D., Jensen, J. D., & Coe, K. (2006, June). The impact of video source labeling on the perceived credibility of the news. Paper presented at the 56th annual meeting of the International Communication Association, Dresden, Germany.

76. O'Keefe, D. J., & Jensen, J. D. (2005, November). Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.

77. Hurley, R. J., Dixon, T., Jensen, J. D., & Weaver, A. J. (2005, November). Racial misrepresentations on television news. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.

78. Jensen, R. E. & Jensen, J. D. (2005, November). Entertainment media and sexual health: A content analysis of sexual talk, behavior, and risks in a popular television series. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.

79. Stryker, J. E., Moriarty, C. M., & Jensen, J. D. (2005, May). Effects of newspaper coverage on public knowledge about cancer prevention. Paper presented at the 55th annual meeting of the International Communication Association, New York, NY.
80. Hurley, R. J., Dixon, T., Jensen, J. D., & Weaver, A. J. (2005, May). Priming race: The impact on perception of guilt. Paper presented at the 55th annual meeting of the International Communication Association, New York, NY.
81. Jensen, J. D., & Hurley, R. J. (2004, November). Convergent and divergent narratives: Testing Chaffee's predictions. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
82. Jensen, J. D., & Hurley, R. J. (2004, November). Environmental conflict in the media: Measuring presumed influence, presumed behavior, and behavioral intention. Paper presented at the 90th annual meeting of the National Communication Association, Chicago, IL.
***Top Student Paper in Mass Communication**
83. Jensen, J. D., & Hurley, R. J. (2004, November). I won't, but they will: Behavioral intentions following exposure to environmental conflict coverage. Paper presented at the 90th annual meeting of the National Communication Association, Chicago, IL.
***Top Student Paper in Environmental Communication**
84. Jensen, J. D., & Jensen, R. E. (2003, November). In the censor's wake: Living online with the embattled pro-anorexic community. Paper presented at the 89th annual meeting of the National Communication Association, Miami Beach, FL.

Other Conference Activities

1. Jensen, J. D. (2013, November). Competitively selected papers in Cancer Communication II. Chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
2. Jensen, J. D. (2013, November). Competitively selected papers in health communication – The Dale E. Brashers Mini Poster Session. Co-chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
3. Jensen, J. D. (2013, November). Competitively selected papers in health communication – The Charles K. Atkin Mini Poster Session. Co-chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
4. Chair, Top four papers in health communication. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.

5. Respondent, Research in crisis communication and disaster management. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
6. Chair, Cancer interventions and applied communication research. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
7. Panelist, Design: An interface that integrates communication scholarship. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
8. Respondent, From PSAs and HIV, to pregnant women and people with disabilities: The many voices of mass communication. (2011, November). Panel presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
9. Participant, Emerging voices panel. (2011, August). Panel presented at the 99th annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
10. Respondent, Building bridges between media and health messages. (2010, November). Panel presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
11. Panelist, Health communication section. (2010, October). Organized, and represented United States, for the health communication section of the International Breast Cancer & Nutrition Conference, West Lafayette, IN.
12. Participant, NCA grant writing workshop. (2010, June). Competitively selected to participate in the 1st annual grant writing conference hosted by the National Communication Association. Chicago, IL.
13. Panelist, Panel discussion of dyadic data analysis. (2010, May). Panelist at the 1st annual conference on Research with Dyads and Families: Challenges and Solutions in Working with Interdependent Data, West Lafayette, IN.
14. Wandering Scholar, Scholar to scholar session. (2009, November). Judge for poster session at the 95th annual meeting of the National Communication Association, Chicago, IL.
15. Chair, Communication and organ donation. (2009, May). Panel presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
16. Respondent, Cross-cultural explorations of risk and media: From avian flu to nuclear testing. (2008, November). Panel presented at the 94th annual meeting of the National Communication Association, San Diego, CA.

17. Chair, Persuasion, attitude, and mediated messages. (2008, May). Panel presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
18. Chair, Media and health: Content and consequences. (2007, May). Panel presented at the 57th annual meeting of the International Communication Association, San Francisco, CA.
19. Respondent, Post-plenary dialogue: The five navigators meet a panel of doctoral students. (2004, May). Panel presented at the 54th annual meeting of the International Communication Association, New Orleans, LA.

Invited Lectures

1. Jensen, J. D. (2015, December). *Innovations in skin cancer control. Invited lecture for the HCI Lite Speaker Series*. Huntsman Cancer Institute. Salt Lake City, UT.
2. Jensen, J. D. (2015, March). *The future of communication research: Five pathways for the next generation*. Invited lecture for the Center for Communication Research at Texas Tech University. Lubbock, TX.
3. Jensen, J. D. (2014, September). *Barriers to screening*. Invited keynote for the Utah Mammography 2014 summit sponsored by Genentech, the Utah Department of Health, and UCAN. Salt Lake City, UT.
4. Jensen, J. D. (2014, June). *Narrative persuasion as a health communication strategy*. Invited talk for the Utah Department of Health. Salt Lake City, UT.
5. Jensen, J. D. (2014, February). *Cancer communication & control*. Invited poster/exhibit for the Huntsman Cancer Institute (HCI) session in the Rotunda of the State Capitol. Salt Lake City, UT.
6. Jensen, J. D. (2013, July). *Can we improve mammography rates in Utah? A review of relevant research in communication*. Invited lecture for the Utah Cancer Action Network and the Utah Mammography Action Coalition. Salt Lake City, UT.
7. Jensen, J. D. (2013, March). *Health literacy: A vital pathway to healthcare transformation*. Invited panelist for the 2013 Priscilla M. Mayden lecture series. Salt Lake City, UT.
8. Jensen, J. D., (2013, January). *Can we measure cancer information overload?* Invited talk for the Cancer Prevention and Control Lecture Series, Huntsman Cancer Institute. Salt Lake City, UT.
9. Jensen, J. D. (2012, September). *The tortoise and the hare: When media coverage and evidence-base medicine collide*. Invited lecture for the 2012 Eisenberg Conference Series, Rockville, MD.

10. Jensen, J. D. (2012, March). *Tailoring and mammography*. Invited talk for Health Psychology Working Group. Salt Lake City, UT.
11. Jensen, J. D. (2012, March). *Perspectives on cancer screening in the media*. Invited lecture for 2012 Dialogue for Action hosted by the Prevent Cancer Foundation, Baltimore, MD.
12. Jensen, J. D. (2011, February). *Communicating research limitations in news coverage of cancer: A test of the information overload model*. Invited lecture for Cornell Speaker Series.
13. Jensen, J. D. (2012, March). *Perspectives on cancer screening in the media*. Invited lecture for 2012 Dialogue for Action hosted by the Prevent Cancer Foundation, Baltimore, MD.
14. Jensen, J. D. (2011, February). *Communicating research limitations in news coverage of cancer: A test of the information overload model*. Invited lecture for Cornell Speaker Series.
15. Jensen, J. D. (2010, November). *Communication research limitations in news coverage of cancer*. Invited lecture for the National Colon Cancer Roundtable hosted by the American Cancer Society in Washington, D. C.
16. Jensen, J. D. (2010, September). *Using narrative persuasion to increase colon cancer detection in high-risk individuals: A worksite intervention*. Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.
17. Jensen, J. D. (2010, May). *Interactive tailoring algorithms and breast cancer diagnostics: Using customized messaging strategies to enhance screening decisions*. Invited lecture for Breast Cancer Discovery Group summer retreat.
18. Jensen, J. D. (2010, April). *Purdue's interdisciplinary cancer prevention education program: Training the next generation of cancer prevention scientists*. Invited lecture for Discovery Learning Research Center's 2nd Annual PI Summit.
19. Jensen, J. D. (2010, March). *Mammography at the crossroads: Current problems and future directions for breast cancer screening research*. Invited lecture for OSC Cancer Prevention & Control Lecture Series.
20. Jensen, J. D. (2010, March). *Collaboration between researchers and community partners: Translating research into action*. Invited lecture for Community Health Engagement Program (CHEP) Conference in Indianapolis, IN.
21. Jensen, J. D. (2010, February). *Should journalists include limitations in news coverage of cancer research?: Experimental evidence and future research directions*. Invited

lecture for Indiana University Department of Telecommunications.

22. Jensen, J. D. (2009, November). *Health communication and interactive technology: Increasing mammography utilization to 70%*. Invited lecture for the Breast Cancer Prevention 2020 Lecture Series.
23. Jensen, J. D. (2009, September). *Skill and access in low-income Indiana adults: Realities, opportunities, and challenges*. Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.
24. Jensen, J. D. (2009, April). *The health literacy workshop: Using research on health literacy to improve communication with low income populations served by Purdue Extension*. Invited lecture for Purdue Extension service (EFNEP and FNP).
25. Jensen, J. D. (2008, September). *Health literacy research*. Invited lecture for Regenstrief Center for Healthcare Engineering conference, Transforming Healthcare Delivery: Advancing Multidisciplinary Research at Purdue University.
26. Jensen, J. D. (May 2008). *Health literacy: Problems and solutions*. Invited lecture for the Annual Family Nutrition Program Retreat in Brown County, Indiana.
27. Jensen, J. D. (May, 2008). *Plain language? Identifying specific message features that enhance understanding*. Invited lecture for the Purdue Cancer Communication Research Group.
28. Jensen, J. D. (February, 2008). *Public communication of science: Should scientific uncertainty be a part of the plain language approach?* Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.

Media Coverage of Research

Pfizer's Countering Cancer: 100 Reports from the Frontline, NPR's On the Media, Salt Lake Tribune, Boston Globe, U.S. News & World Report, Indianapolis Star, Chicago Daily Herald, Chicago Tribune, Lafayette Journal & Courier, Northwest Indiana Times, Indianapolis Business Journal, Miller-McCune

Teaching Experience

University of Utah

HEDU 7104: Design & Analysis II (1 semester)

HEDU 7103: Design & Analysis I (2 semesters)

COM 7350: Measurement & Inferential Statistics (1 semester)

HEDU 6540: Health Communication (4 semesters)

COM 5000: Strategic Communication and the Public Good (1 semester)

COM 4590: Writing for Strategic Communication (1 semester)

COM 4580: Strategic Communication Theory & Practice (4 semesters)

COM 3000: Making Brands Stick (1 semester)

Purdue University

COM 682: Measurement (1 semester)

COM 676: Cancer Communication & Control (1 semester)

COM 632: Mixed Methods Research (1 semester)

FNS 590: Cancer Prevention Interdisciplinary Education (4 semesters)

COM 590: International Breast Cancer Prevention (1 semester)

COM 559: Current Trends in Mass Communication Research (2 semesters)

COM 495: Strategic Communication (1 semester)

COM 491: Breast Cancer Prevention (1 semester)

COM 356: Problems in Advertising (1 semester)

COM 256: Introduction to Advertising (6 semesters)

University of Illinois

COM 421: Persuasion Theory & Research (4 semesters)

COM 102: Introduction to Communication Theory (3 semesters)

COM 101: Public Speaking (2 semesters)

I have consistently earned high teaching evaluations. For comparability purposes, scores from all institutions have been converted to a 1-6 range (highest possible score = 6.0).

Undergraduate Courses

				Course Eval.	Instructor Eval.
Career Average				5.56	5.74
Semester	Course #	Course Name	Enrollment	Course Eval.	Instructor Eval
Fall 2015	COM 4580	Strat Com Theory & Practice	(n=76/130)	5.87	5.89
Fall 2014	COM 4580	Strat Com Theory & Practice	(n=135/135)	5.82	5.82
Spring 2014	COM 3000	Making Brands Stick	(n=65/82)	5.72	5.76
Fall 2013	COM 5000	Strat Com & the Public Good	(n=25/29)	5.63	5.86
Fall 2013	COM 4580	Strat Com Theory & Practice	(n=99/131)	5.71	5.74
Fall 2012	COM 4580	Strat Com Theory & Practice	(n=94/128)	5.55	5.62
Fall 2011	COM 4580	Strat Com Theory & Practice	(n=58/67)	5.60	5.64
Fall 2011	COM 4590	Writing for Strat Com	(n=15/18)	4.84	5.28
Summer 2011	COM 256	Intro to Advertising	(n=7/20)	5.88	5.88
Spring 2011	COM 590	Cancer Prevention	(n=12/17)	5.52	5.76
Spring 2011	COM 256	Intro to Advertising	(n=123/317)	5.04	5.52
Fall 2010	COM 256H	Intro to Advertising	(n=8/12)	5.52	5.88
Fall 2010	COM 256	Intro to Advertising	(n=127/293)	5.28	5.52
Spring 2010	COM 491	Breast Cancer Prevention	(n=13/24)	5.76	6.00
Spring 2010	COM 256	Intro to Advertising	(n=144/333)	5.28	5.64
Fall 2009	COM 256	Intro to Advertising	(n=183/354)	5.16	5.52

Spring 2009	COM 256	Intro to Advertising	(n=24/24)	5.52	5.88
Spring 2009	COM 495	Strategic Communication	(n=155/350)	5.28	5.64
Fall 2008	COM 256	Intro to Advertising	(n=153/225)	5.40	5.76
Summer 2008	COM 256	Intro to Advertising	(n=21/25)	5.04	5.64
Spring 2008	COM 356	Problems in Advertising	(n=33/35)	5.04	5.04
Spring 2007	COM 421	Persuasion Theory & Research	(n=34/41)	5.96	6.00
Fall 2006	COM 421	Persuasion Theory & Research	(n=22/25)	5.65	5.65
Spring 2006	COM 421	Persuasion Theory & Research	(n=29/38)	5.95	5.92
Fall 2005	COM 421	Persuasion Theory & Research	(n=26/27)	5.95	6.00
Summer 2005	COM 102	Intro to Com Theory	(n=26/27)	5.95	6.00
Spring 2005	COM 102	Intro to Com Theory	(n=26/35)	5.90	5.90
Fall 2004	COM 102	Intro to Com Theory	(n=63/76)	5.54	5.76
Spring 2002	COM 101	Public Speaking	(n=28/31)	5.92	5.95
Fall 2001	COM 101	Public Speaking	(n=37/40)	5.72	5.87

Graduate Courses

				Course Eval.	Instructor Eval.
Career Average				5.63	5.77
Semester	Course #	Course Name	Enrollment	Course Eval.	Instructor Eval
Fall 2015	HEDU 6540	Health Communication	(n=13/21)	5.68	5.86
Fall 2014	HEDU 6540	Health Communication	(n=25/25)	5.14	5.44
Summer 2014	HEDU 7103	Design & Analysis I	(n=9/18)	5.76	5.89
Spring 2014	HEDU 6540	Health Communication	(n=14/19)	5.69	5.83
Summer 2013	HEDU 7103	Design & Analysis I	(n=10/13)	5.89	6.00
Spring 2013	HEDU 7104	Design & Analysis II	(n=13/16)	5.83	5.92
Spring 2013	HEDU 6540	Health Communication	(n=10/14)	5.68	5.89
Fall 2012	COM 7350	Measurement	(n=20/33)	5.35	5.59
Spring 2012	HEDU 6540	Health Communication	(n=25/34)	5.19	5.04
Fall 2010	COM 559	Current Trends in Mass Com	(n=8/11)	5.52	5.88
Fall 2009	COM 682	Measurement	(n=14/14)	5.52	5.64
Summer 2009	COM 632	Mixed Methods Research	(n=18/20)	5.88	6.00
Fall 2008	COM 676	Cancer Com & Control	(n=6/10)	6.00	6.00
Spring 2008	COM 559	Current Trends in Mass Com	(n=7/8)	5.76	5.88

Fellowships

Presidential Scholar (2014 – 2017)
 University Faculty Fellowship (2014-2015)
 Kontos Faculty Fellowship (2009-2010)

University of Utah
 University of Utah
 Purdue University

Dissertation Completion Fellowship (2006)
 Elizabeth Winter Young Summer Fellowship (2004)

University of Illinois
 University of Illinois

Professional Memberships

National Communication Association (NCA)
 International Communication Association (ICA)
 Association for Education in Journalism and Mass Communication (AEJMC)
 Public Relations Society of America (PRSA)

Professional Service – Discipline

Chair/Chair Elect	Health Communication Division National Communication Association	2011 – 2015
Chair	Nominating Committee Mass Communication Division National Communication Association	2010 – present
Secretary	Mass Communication Division National Communication Association	2009 – 2010
Secretary	Health Communication Division National Communication Association	2008 – 2010
Chair	Nominating Committee Health Communication Division International Communication Association	2008 – 2010
Graduate Student Representative	Mass Communication Division National Communication Association	2005 – 2006

Professional Service – University

Advisory Board	Entertainment Arts & Engineering University of Utah	2015 – present
Faculty Advisor	PRSSA Chapter University of Utah	2014 – present
Coordinator	Strategic Communication Sequence Department of Communication University of Utah	2011 – present
Faculty Representative	Project Admin. & Management Advisory Office of the VP for Research	2011 – present

	University of Utah	
Member	Cancer Control & Population Sciences Huntsman Cancer Center University of Utah	2013 – present
Associate Director	Cancer Prevention Training Program Oncological Sciences Center Purdue University	2010 – 2011
Faculty Advisor	American Advertising Federation Chapter Purdue University	2009 – 2011
Health Communication Liaison	Master's of Public Health (MPH) Program Purdue University	2008 – 2011
Head	Media, Technology, & Society Unit Department of Communication Purdue University	2009 – 2011
Committee Member	VPR Search Committee University of Utah	2015 – 2016
	Graduate Committee Department of Communication University of Utah	2013 – present
	Executive Committee Department of Communication University of Utah	2012
	Undergraduate Committee Department of Communication University of Utah	2012 – 2013
	Executive Board OSC Cancer Prevention & Control Unit Purdue University	2009 – 2011
	Executive Board Cancer Prevention Training Program Purdue University	2009 – 2011
	Planning Committee Int'l Breast Cancer & Nutrition Group Purdue University	2008 – present

Professional Service – External

Consultant	Myriad Genetics University of Utah Research Park	2012 – present
Keynote Speaker	Regional Relay Summit – Billings, MT American Cancer Society	October 2012
Keynote Speaker	Relay for Life – McCone County, MT American Cancer Society	July 2012
Member	Technical Expert Panel Systematic Review of Comm & Dissemination Techniques Agency for Healthcare Research and Quality (AHRQ)	2011 – 2012
Faculty Organizer	Relay for Life – Purdue/Tippecanoe County, IN American Cancer Society	May 2011
Faculty Organizer	Relay for Life – Purdue/Tippecanoe County, IN American Cancer Society	May 2010
Instructor	Health literacy workshop Teleconference workshop for employees in 92 counties Purdue Extension Service	April 2009
Session Leader	Health literacy training – Brown County, IN Family Nutrition Program	May 2008

Professional Service – Reviewing

Editorial Board Member

- | | |
|------------------------------------|----------------|
| 1. Journal of Health Communication | 2014 – present |
| 2. Nursing Communication | 2013 – present |
| 3. Health Communication | 2010 – present |
| 4. Mass Communication & Society | 2010 – present |
| 5. Journal of Communication | 2013 – 2015 |
| 6. Communication Monographs | 2008 – 2011 |

Ad-Hoc Reviewer

- | | |
|---|----------------|
| 1. Contemporary Educational Psychology | 2016 – present |
| 2. Global Public Health | 2015 – present |
| 3. Psychology of Aesthetics, Creativity, & the Arts | 2015 – present |

4. BMC Medical Genomics	2015 – present
5. Journal of Risk Research	2014 – present
6. Social Science & Medicine	2014 – present
7. Journal of Adolescent Health	2014 – present
8. Measurement and Eval in Counseling & Dev	2014 – present
9. Entropy	2014 – present
10. PLOS ONE	2014 – present
11. Academy of Management Review	2013 – present
12. Journal of Experimental Social Psychology	2013 – present
13. Nicotine & Tobacco Research	2013 – present
14. Journalism & Mass Com Quarterly	2013 – present
15. BMC Health Services Research	2013 – present
16. Journal of Media Psychology	2013 – present
17. Appetite	2013 – present
18. Asian Journal of Communication	2013 – present
19. Journal of Applied Com Research	2013 – present
20. Communication Theory	2012 – present
21. Communication Research	2012 – present
22. Science Communication	2012 – present
23. Risk Analysis	2012 – present
24. Psychology of Sport & Exercise	2012 – present
25. European Journal of Psychology	2012 – present
26. Social Science Journal	2012 – present
27. Health Education & Behavior	2011 – present
28. Cancer Epid, Biomarkers, & Prevention	2011 – present
29. Cases in Pub Health Com & Marketing	2011 – present
30. Cognition & Instruction	2011 – present
31. Journal of Immigrant & Minority Health	2011 – present
32. European Journal of Psych Assessment	2011 – present
33. Journal of Health Care for the Poor/US	2010 – present
34. Public Understanding of Science	2010 – present
35. British Journal of Health Psychology	2010 – present
36. Journal of Aging & Health	2010 – present
37. Journal of Primary Prevention	2010 – present
38. Annals of Internal Medicine	2009 – present
39. Journal of Communication	2009 – 2013
40. Media Psychology	2009 – present
41. J. of Computer Mediated Communication	2009 – present
42. American Journal of Media Psychology	2009 – present
43. Social Influence	2009 – present
44. Southern Journal of Communication	2009 – present
45. African Communication Research	2009 – present
46. International Journal of Psychology	2009 – present
47. Asia Pacific J. of Marketing & Log.	2009 – present
48. Western Journal of Communication	2009 – present
49. African Communication Research	2009 – present

50. Human Communication Research	2008 – present
51. Annual Review of Behavioral Medicine	2008 – present
52. Mass Communication & Society	2008 – 2010
53. Psychology & Health	2008 – present
54. Journal of Broadcast and Electronic Media	2008 – present
55. Journal of Health Communication	2008 – present
56. Communication Quarterly	2008 – present
57. Communication Monographs	2007 – present
58. Health Communication	2007 – 2009

Other Reviewing

Reviewer	NCA conference: 2007 – present
Reviewer	ICA conference: 2007 – present
Reviewer	AEJMC conference: 2012 – present
Reviewer	APHA conference: 2012 – present
Reviewer	Wyoming AES Competitive Grants: 2014
Reviewer	Grant, Netherlands Organisation of Health, Research and Dev
Reviewer	Sage (4 book chapters): 2013
Reviewer	Kyoon Hur Dissertation Award: 2011
Reviewer	John E. Hunter Metaanalysis Award: 2009
Reviewer	Time-Sharing Experiments for the Social Sciences: 2012
Reviewer	Internal Seed Grant, University of Utah: 2012
Reviewer	NSF grant: 2012

Graduate Student – Advising/Mentoring

Trainees/Advisees

Current students

Jeremy Weaver, 3rd Year Doctoral student, University of Utah
 Sherrie Loewen, 3rd Year Doctoral student, University of Utah
 William Payton, 2nd Year Doctoral student, University of Utah
 Manusheela Pohkarel, 2nd Year Master's student, University of Utah (HEDU)
 Elliot Fenech, 1st Year Master's student, University of Utah
 Chelsea Radcliff, 1st Year Master's student, University of Utah

*Former students***Doctoral**

Melinda Krakow: Post Doctoral Fellow, National Cancer Institute
 Kevin K. John: Assistant Professor, Brigham Young University
 Lisa Guntzviller: Assistant Professor, University of Illinois
 Courtney Scherr: Assistant Professor, Northwestern University
 David Harris: Assistant Professor, Dixie State University
 Andy King: Assistant Professor, Texas Tech University
 Nick Carcioppolo: Assistant Professor, University of Miami
 Robert Yale: Assistant Professor, University of Texas at Dallas

Master's

Jessica Skriner: Admissions Office, University of Utah
 Michelle Martin: Health Educator, Utah Department of Health
 Sherrie Pace: Health Educator, Utah Poison Control Center
 Daniel Hadley: Marketing Product Manager, Merit Medical
 Julie Goonewardene: Associate Vice Chancellor for Innovation, Kansas University
 Board of Directors, American Medical Association

Graduate Student Committees**Doctoral Committees (home institution/current location listed)***Current students*

Juliann M. Cook – Doctoral student, University of Utah
 Brian Rogers – Doctoral student, University of Utah
 TingTing Pang – Doctoral student, University of Utah
 Miao Liu – Doctoral student, University of Utah
 Penchan “Pink” Phoborisut, Doctoral student, University of Utah
 Stacey Overhold, Doctoral student, University of Utah

Former students

Robert Bruno – PhD, Purdue University – Asst. Prof. at SUNY – LaGuardia
 Kari Wilson - PhD, Purdue University – Asst. Prof. at Indiana University - Northwest
 LaShara Davis – PhD, Purdue University – Post Doc at Washington University – St. Louis
 Marijke Lemal – PhD, Katholieke Universiteit – Post Doc at Katholieke Universiteit Leuven
 Jeff Yancey – PhD, University of Utah – Cancer Edu Specialist, Huntsman Cancer Institute

Master's Committees (home institution/current location listed)*Current students*

Julie Southwick, MA student, University of Utah
 Mindy Tueller, MA student, University of Utah
 Christopher Spurling, MA student, University of Utah
 Anna Decker, MA student, University of Utah

Former students

Katherine Christy – MA, Purdue University – Doctoral student at Ohio State University
Debora Perez – MA, University of Utah – Doctoral student at UC – Santa Barbara