

CURRICULUM VITAE

JOSEPH N. CAPPELLA

Gerald R Miller Professor of Communication
Annenberg School for Communication
3620 Walnut St.
University of Pennsylvania
Philadelphia, PA 19104-6220
(215) 898-7059
JCappella@ASC.UPENN.EDU
<http://www.asc.upenn.edu/>

ACADEMIC TRAINING

B.S., LeMoyne College, 1969 (Physics), Syracuse, New York
Graduate Study, Johns Hopkins, 1970 (Physics), Baltimore, Maryland
M.A., Ph.D., Michigan State, 1970-74 (Communication), East Lansing, Michigan

ACADEMIC POSITIONS

Department of Communication Arts, University of Wisconsin:

Assistant Professor, 1974-79
Director, Center for Communication Research, 1974-79
Associate Professor, 1979-1983
Director of Graduate Studies, 1980-83
Associate Chair, 1983-1986
Professor, 1984-90
Chair, 1986-89

Northwestern University, Visiting Professor, 1988

University of Pennsylvania, Annenberg School for Communication, Visiting Professor, 1990

Stanford University, Visiting Scholar, February, 1997.

University of Arizona, Visiting Faculty Scholar, 2004.

University of Amsterdam, Amsterdam School of Communication Research, Visiting Scholar, October, 2010.

University of California Santa Barbara, Department of Communication, Visiting Scholar, January, 2011.

University of Colorado – Boulder, Department of Communication, visiting scholar, October 2017.

University of Miami, Coral Gables, FL. Department of Communication, February, 2018.

Annenberg School for Communication, University of Pennsylvania; Professor, 1990-present

Gerald R. Miller Chair Professor, 1998-present.

Abramson Cancer Center of the University of Pennsylvania, member, appointed June 2003 -- present.
 Leonard Davis Institute, University of Pennsylvania, Senior Scholar, 2008-present.
 Center for Health Behavior Research (Karen Glanz, Director), Senior Fellow, University of Pennsylvania, 2011 -- .

ACADEMIC AWARDS, HONORS & RECOGNITIONS

Top ten Google-cited authors in both political and health communication.
 Top ten published authors in *Communication Theory* since inception: JN Cappella. (2018)
 Top Ten Cited Paper in Communication: Joseph N. Cappella, your 2006 paper in Communication is a classic!
 M Fishbein, JN Cappella - [The role of theory in developing effective health communications](#), Journal of communication, 2006. Cited by 538; fifth in the top 10) (2018)
 International Communication Association Fellows Book Award, for J.N. Cappella and K. Hall Jamieson, *Spiral of Cynicism*, September 2009.
 Doris Graber Award, best book in Political Communication in the past ten years, American Political Science Association, for J.N. Cappella and K. Hall Jamieson, *Spiral of Cynicism*, September 2007.
 Distinguished Scholar, National Communication Association, November, 2005.
 President, International Communication Association, 2000-2001.
 Gerald R. Miller Professor of Communication. Term, chaired professorship, 1998-present.
 B. Aubrey Fisher Mentorship Award: This award is given annually by the International Communication Association to an individual who has served as an outstanding mentor to students who, themselves, have had substantial influence on the field of communication. The nomination is initiated by the students. I was honored to receive the award in 1996.
 Outstanding Professor Award, University of Pennsylvania Greek System, 1996. Award initiated by undergraduate students who are members of Fraternities or Sororities.
 Vilas Associate Award in Social Sciences, University of Wisconsin (declined; accepted another position)
 Fellow of International Communication Association, elected 1989.
 Van Zelst Visiting Professor, Northwestern University, Department of Communication Studies, 1988.
 Top Three Paper Awards (ICA, 1974; ICA, 1979; ICA, 1981; SCA, 1984; ICA, 1985; SCA, Communication Apprehension; ICA, 1995; ICA, 2003; NCA, 2006; ICA, 2009; ICA 2010; ICA 2016; ICA 2018);
 Top paper award for research published in Political Communication 2002 given by the Political Communication Division of ICA, 2003 for two articles co-authored with V. Price and L. Nir; Top paper in Mass communication (Christin Scholz et al, 2016)

BOOKS

Jamieson, K.H. & Cappella, J.N. (2008). *Echo Chamber: Rush Limbaugh and the Conservative*

- Media Establishment*. New York: Oxford University Press.
- Cappella, J. N. & Jamieson, K. H. (1997). *Spiral of Cynicism: The Press and the Public Good*. New York: Oxford University Press. (pp. 320) [Re-issued in Japanese by Minerva Shobo Press, Fall 2006.]
- Street, R. L., & Cappella, J. N. (Eds.) (1985). *Sequence and Pattern Communication Behavior*. Edward Arnold, London.
- Monge, P.R. & Cappella, J.N. (Eds.) (1980). *Multivariate Techniques in Human Communication Research*. New York: Academic Press.

EDITED JOURNALS

Journal of Communication (Special Supplement)

- Cappella J. N. & Rimer, B (Eds.), (2006). Issue of *Journal of Communication*, 56 (Supplement) "Integrating Message Effects and Behavior Change Theories in Cancer Control".

SYMPOSIA (for edited journals)

- Journal of Language and Social Psychology*, 8 (# 3 & 4), 1989. Special double issue on "Integrating Verbal and Nonverbal Behavior."
- Journal of Communication*, Symposium on Biological Approaches to Communication Research, 46(3), 1996. (Responsible for selecting and editing manuscripts)
- Communication Theory*, Symposium on Theoretical Approaches to Communication Campaigns (2003).
- Shah, D., Cappella, J.N., & Neuman, W.R. (2014). Toward Computational Social Science: Big Data in Digital Environments. *Annals of Political and Social Science on Computational Social Science*.
- Seth Noar & J.N. Cappella (Eds.). (2017). Communication Regulatory Science: Mapping a New Field, *Health Communication*.

ARTICLES

- Chou, Gaysynski & Cappella (November 1, 2020). Where we go from here: Health misinformation on social media. *American Journal of Public Health*.
- Morgan JC, Sutton JA, Yang S, & Cappella JN. (In press). Impact of Graphic Warning Labels on Intentions to Use Alternate Tobacco Products. *Journal of Health Communication*.
- Qinghua Yang , Natalie Herbert , Sijia Yang , Julia Alber , Yotam Ophir & Joseph N. Cappella (2020): The role of information avoidance in managing uncertainty from conflicting recommendations about electronic cigarettes, *Communication Monographs*, DOI: 10.1080/03637751.2020.1809685
To link to this article: <https://doi.org/10.1080/03637751.2020.1809685>
- Kim, M. & Cappella, J. N. (2019) An Efficient Message Evaluation Protocol: Two Empirical Analyses on Positional Effects and Optimal Sample Size. *Journal of Health Communication*, 24, 761-769. doi: 10.1080/10810730.2019.1668090.
- Stefanie K. Gratale, Angeline Sangalang, Erin K. Maloney and Joseph N. Cappella (09/23/2019, ahead of print). Attitudinal Spillover from Misleading Natural Cigarette Marketing: An Experiment Examining Current and Former Smokers' Support for Tobacco Industry Regulation, *International Journal of Environmental*

- Research and Public Health*, 16, 3554. <http://dx.doi.org/10.3390/ijerph16193554>
- Andrea C. Villanti, Julia C. West, Darren Mays, Eric C. Donny, Joseph N. Cappella, Andrew A. Strasser, (2019). Impact of Brief Nicotine Messaging on Nicotine-Related Beliefs in a U.S. Sample, *American Journal of Preventive Medicine*, 57(4), e135-e142. <https://doi.org/10.1016/j.amepre.2019.05.015>
- Shi, Z., Wang, A.L., Aronowitz, C.A., Cappella, J.N., Romer, D., & Langleben, D.D. (2019). Connectivity between visual and auditory cortices mediates the influence of argument strength on the effectiveness of smoking-cessation videos among smokers low in sensation seeking. *Psychology Research and Behavior Management*, Volume 12, pp. 531-542. DOI <https://doi.org/10.2147/PRBM.S183394>
- Kim, H.S., Yang, S., Kim, M., Hemenway, B., Ungar, L., & Cappella, J.N.. (2019). An experimental study of recommendation algorithms for tailored health communication. *Computational Communication Research*, 1(1), 103-129. DOI: 10.5117/CCR2019.1.005.SUKK
- Kim, M. & Cappella, J. (2019). Reliable, valid and efficient evaluation of media messages: Developing a message testing protocol, *Journal of Communication Management*, 23(3), 179-197. <https://doi.org/10.1108/JCOM-12-2018-0132>
- Sangalang, A., Ophir, Y., & Cappella, J. N. (2019). The potential for narrative correctives to combat misinformation. *Journal of Communication*, 69(3), 298-319. <https://doi.org/10.1093/joc/jqz014>
- Southwell, B., Niederdeppe, J., Cappella, J.N., Gaysynsky, A., Kelley, D.E., Oh, A., & Petersen, E., Chou, W. S. (2019) . Misinformation as a Misunderstood Challenge to Public Health. *American Journal of Preventive Medicine*, Volume 57, Issue 2, 282-285. <https://doi.org/10.1016/j.amepre.2019.03.009>
- Gratale, S. Maloney, E., & Cappella, J.N. (2019). Regulating Language, Not Inference: An Examination of the Potential Effectiveness of Natural American Spirit Advertising Restrictions. . *Tobacco Control*.
- Brennan, E. Ophir, Y., Maloney, E., & Cappella, J.N. (2019). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products. *Health Communication*, 34(12), 1383-1394. <https://doi.org/10.1080/10410236.2018.1493417>
- Schapira, M. M., Hubbard, R. A., Seitz, H. H., Conant, E. F., Schnall, M., Cappella, J. N., ... & Armstrong, K. (2019). The Impact of a Risk-Based Breast Cancer Screening Decision Aid on Initiation of Mammography Among Younger Women: Report of a Randomized Trial. *MDM Policy & Practice*, 4(1), 2381468318812889.
- Sutton, J. A., Yang, S., & Cappella, J. N. (2019). Perceived effectiveness of objective features of pictorial warning messages. *Tobacco control*, 28(e1), e24-e30.. doi: 10.1136/tobaccocontrol-2018-054488
- Cappella, J. N. (2018). Perceived message effectiveness meets the requirements of a reliable, valid, and efficient measure of persuasiveness. *Journal of Communication*, 68(5), 994-997.
- Lochbuehler, K., Wileyto, E. P., Mercincavage, M., Souprontchouk, V., Burdge, J. Z., Tang, K. Z., Cappella, J.N., & Strasser, A. A. (2018). Temporal Effects of Message Congruency on Attention to and Recall of Pictorial Health Warning

- Labels on Cigarette Packages. *Nicotine & Tobacco Research*.
<https://doi.org/10.1093/ntr/nty124> .
- Seth M. Noar, Joseph N. Cappella Simani Price (2019) Communication Regulatory Science: Mapping a New Field. *Health Communication*. Special issue on Tobacco Regulatory Science, 33, 273-279. <https://doi.org/10.1080/10410236.2017.1407231>
- Sijia Yang, Erin K Maloney, Andy S L Tan, Joseph N Cappella (2018); When Visual Cues Activate Moral Foundations: Unintended Effects of Visual Portrayals of Vaping within Electronic Cigarette Video Advertisements, *Human Communication Research*, <https://doi.org/10.1093/hcr/hqy004>
- Yang, Qinghua, Angeline Sangalang, Molly Rooney, Erin Maloney, Sherry Emery & Joseph N. Cappella (2018): How Is Marijuana Vaping Portrayed on YouTube? Content, Features, Popularity and Retransmission of Vaping Marijuana YouTube Videos, *Journal of Health Communication*, DOI: 10.1080/10810730.2018.1448488
- Rosie Eungyuhl Bae, Erin K Maloney, Dolores Albarracín, Joseph N Cappella (2017); Does interest in smoking affect youth selection of pro-smoking videos? A selective exposure experiment, *Nicotine & Tobacco Research*, , nty037, <https://doi.org/10.1093/ntr/nty037>
- Cappella, J.N. (2017). Vectors into the Future of Mass and Interpersonal Communication Research: Big data, Social media and Computational Social Science. *Human Communication Research*.
- Lochbeuhler, K., M. Mercincavage, K., Tang, E. P. Wileyto, Cappella, J.N. & Strasser, A. (accepted, 8-2017). Do current and former cigarette smokers have an attentional bias for e-cigarette cues?" *Journal of Psychopharmacology*.
- Lochbuehler K, Mercincavage M, Tang KZ, Tomlin, Cappella, JN, Strasser, A. Effect of message congruency on attention and recall in pictorial health warning labels *Tobacco Control* Published Online First: 16 May 2017. doi: 10.1136/tobaccocontrol-2016-053615
- Padon, A.A., Lochbuehler, K., Maloney, E.K., & Cappella, J.N. (2017). A randomized trial of the effect of youth appealing e-cigarette advertising on susceptibility to use e-cigarettes among youth. *Nicotine & Tobacco Research*, e-pub ahead of print. doi: <https://doi.org/10.1093/ntr/ntx155>
- Holli H. Seitz, Marilyn M. Schapira, Laura A. Gibson, Christine Skubisz, Susan Mello, Katrina Armstrong & Joseph N. Cappella (2017) Explaining the effects of a decision intervention on mammography intentions: The roles of worry, fear and perceived susceptibility to breast cancer, *Psychology & Health*, 33:5, 682-700, DOI: [10.1080/08870446.2017.1387261](https://doi.org/10.1080/08870446.2017.1387261)
- Gratale, S. K., Maloney, E. K., Sangalang, A., & Cappella, J. N. (2018). Influence of Natural American Spirit advertising on current and former smokers' perceptions and intentions. *Tobacco control*, 27(5), 498-504.
- Brennan, E., Maloney, E. K., Ophir, Y., & Cappella, J. N. (2016). Potential effectiveness of pictorial warning labels that feature the images and personal details of real people. *Nicotine & Tobacco Research*, 19(10), 1138-1148.
- Scholz^{at}, Christin, Baek^{at}, Elisa C., Matthew Brook O'Donnell^a, Hyun Suk Kim^a, Joseph N. Cappella^a, Emily B. Falk^a (2017) "Value-based virality: A neurocognitive model of idea sharing" *PNAS*, published ahead of print Feb 27, 2017, doi:10.1073/pnas.1615259114.
- Ophir, Yotam, Brennan, E., Maloney, E., & **Cappella**, J.N. (accepted 2-2017), The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *Communication Research*

- Padon, A., Maloney, E., & Cappella, J.N. (2016). Youth-Targeted E-cigarette Marketing: Application of the Content Appealing to Youth (CAY) Index. *Tobacco Regulatory Science*.
- Bigsby, E., Seitz, H. H., Halpern, S. D., Volpp, K., & Cappella, J. N. (2016). Estimating acceptability of financial health incentives. *Health Education & Behavior*. Advance online publication. doi: 0.1177/1090198116664072
- Cappella, J.N., Advancing the evidentiary base for tobacco warning labels: A commentary, *Social Science & Medicine* (2016), doi: 10.1016/j.socscimed.2016.07.029.
- Lochbuehler, K., Tang, K. Z., Souprountchouk, V., Campetti, D., Cappella, J. N., Kozlowski, L. T., & Strasser, A. A. (2016). Using Eye-tracking to Examine How Embedding Risk Corrective Statements Improves Cigarette Risk Beliefs: Implications for Tobacco Regulatory Policy. *Drug and Alcohol Dependence*, 164, 97-105. doi:10.1016/j.drugalcdep.2016.04.031
- Seitz, H. H., Gibson, L., Skubisz, C., Forquer, H., Mello, S., Schapira, M. M. Armstrong, K., & Cappella, J. N. (2016). Effects of a Risk-based Online Mammography Intervention on Accuracy of Perceived Risk and Mammography Intentions. *Patient Education and Counseling*.
- Kim, Sojung Claire Cappella Joseph N. & Price Vincent (2016): Online Discussion Effects on Intention to Participate in Genetic Research: A Longitudinal Experimental Study, *Psychology & Health*, DOI: 10.1080/08870446.2016.1165221 To link to this article: <http://dx.doi.org/10.1080/08870446.2016.1165221>
- Kim, H. S., Forquer, H., Rusko, J., Hornik, R. C., & Cappella, J. N. (2016). Selective Exposure to Health Information: The Role of Headline Features in the Choice of Health Newsletter Articles. *Media Psychology*, 1-24.
- Kim, M., Shi, R. & Cappella, J. N. (2016). Effect of Character-Audience Similarity on the Perceived Effectiveness of Anti-Smoking PSAs via Engagement. *Health Communication*, 31, 1193-1204. doi: 10.1080/10410236.2015.1048421
- Maloney, E. K., & Cappella, J. N. (2016). Does vaping in e-cigarette advertisements affect tobacco smoking urge, intentions, and perceptions in daily, intermittent, and former smokers?. *Health communication*, 31(1), 129-138..
- Abrams LR, McBride CM, Hooker GW, Cappella JN, Koehly LM (2015) The Many Facets of Genetic Literacy: Assessing the Scalability of Multiple Measures for Broad Use in Survey Research. *PLoS ONE* 10(10): e0141532. doi:10.1371/journal.pone.0141532
- Cappella, J. N., Maloney, E., Ophir, Y., & Brennan, E. (2015). Interventions to Correct Misinformation about Tobacco Products. *Tobacco regulatory science*, 1(2), 186-197.
- Gibson, L., Emily Brennan; Ani Momjian; Dina Shapiro-Luft; Holli Seitz; Joseph N. Cappella (2015). *Assessing the Consequences of Implementing Graphic Warning Labels on Cigarette Packs for Tobacco-Related Health Disparities. Nicotine & Tobacco Research*, 17 (8), 898-907. doi: 10.1093/ntr/ntv082
- Cappella, J.N., Yang, S. & Lee, S. (2015) Constructing recommender systems for effective health messages using content, collaborative and hybrid algorithms. *Annals of Political*

- and *Social Science*, 659, 290-306.
- Shah, D.V., Cappella, J.N. & Neuman, W.R. (2015). Big Data, Digital Media, and Computational Social Science: Possibilities and Perils. *Annals of Political and Social Science*, 659, 6-15..
- Cappella, J. N., Kim, H. S., & Albarracín, D. (2015). Selection and transmission processes for information in the emerging media environment: Psychological motives and message characteristics. *Media psychology*, 18(3), 396-424.
- Parvanta, S., Gibson, L., Forquer, H., Shapiro, D., Dean, L., Freres, D., Lerman, C., Mallya, G., Moldovan-Johnson, M., Tan, A., Cappella, J.N. & Hornik, R. (accepted for publication). Applying Quantitative Approaches to the Formative Evaluation of an Anti-Smoking Campaign. *Social Marketing Quarterly*, DOI: 10.1177/1524500413506004.
- Smith, K. C., Niederdeppe, J., Blake, K.D., & Cappella, J.N. (Accepted). Advancing Cancer Control Research in an Emerging News Media Environment. *Journal of the National Cancer Institute Monographs*, 47, 175-181. DOI:10.1093/jncimonographs/lgt023
- Hyun Suk Kim, Sungkyoung Lee, Joseph N. Cappella, Lisa Vera, and Sherry Emery. (2013). Content Characteristics Driving the Diffusion of Antismoking Messages: Implications for Cancer Prevention in the Emerging Public Communication Environment. *Journal of National Cancer Institute Monographs*, 47, 182-187. doi:10.1093/jncimonographs/lgt018
- Gollust, S. & Cappella, J.N. (2014). Understanding Public Resistance to Messages about Health Disparities. *Journal of Health Communication* 19(4), 493-510.
- Shi, R., Messaris, P. & Cappella, J.N. (accepted, March 2013). Effects of Online Comments on Smokers' Perception of Anti-Smoking Public Service Announcements. *Journal of computer-mediated communication*,
- Shapiro-Luft, D. & Cappella, J.N. (2013). Video content in web surveys: effects on selection bias and validity. *Public Opinion Quarterly*, 77, 936-961.
- Falcone, M., Lerman, C., Cappella, J.N., Sanborn, P., Jepson, C., & Strasser, A.A. (2013). No untoward effects of smoking cues in anti-smoking public service announcements. *Drug and alcohol dependence*, (available online May 3, 2013) <http://dx.doi.org/10.1016/j.drugalcdep.2013.05.006>
- Lee, S. & Cappella, J. N. (2013): Distraction Effects of Smoking Cues in Antismoking Messages: Examining Resource Allocation to Message Processing as a Function of Smoking Cues and Argument Strength, *Media Psychology*, 16:2, 154-176. **To link to this article:** <http://dx.doi.org/10.1080/15213269.2012.755454>
- Wang, A. L., Loughead, J. W., Strasser, A. A., Ruparel, K., Romer, D. R., Blady, S. J., Cappella, J. N., Lynch, K. G., Lerman, C., & Langleben, D. D. (2013). Content matters: Neuroimaging investigation of brain and behavioral impact of televised anti-tobacco public service announcements. *Journal of Neuroscience*, 33, 7420-7427. DOI: 10.1523/JNEUROSCI.3840-12.2013
- Biggsby, Elisabeth Cappella Joseph N. & Seitz, Holli H. (2013). Efficiently and Effectively Evaluating Public Service Announcements: Additional Evidence for the Utility of Perceived Effectiveness. *Communication Monographs*, 80 (1), 1-23. DOI: 10.1080/03637751.2012.739706. (Lead Article)

- Lee, S., Cappella, J.N., Lerman, C., & Strasser, A. (published online, September, 2012). The effects of smoking cues and argument strength of antismoking advertisements on former smokers' self-efficacy, attitude, and intention to refrain from smoking. *Nicotine and Tobacco Research*. doi:10.1093/ntr/nts171
- Kim, H. S., Bigman, C. A., Leader, A. E., Lerman, C. & Cappella, J. N. (2012), Narrative health communication and behavior change: The influence of exemplars in the news on intention to quit smoking. *Journal of Communication*, 62, 473–492. doi: 10.1111/j.1460-2466.2012.01644.x
- Strasser, A. A., Tang, K. Z., Romer, D., Jepson, C., & Cappella, J. N. (2012). Graphic warning labels in cigarette advertisements: Recall and viewing patterns. *American Journal of Preventive Medicine*, 43(1), 41-47. doi: <http://dx.doi.org/10.1016/j.amepre.2012.02.026>
- Falcone, M., Jepson, C., Sanborn, P., Cappella, J. N., Lerman, C., & Strasser, A. A. (2011). Association of BDNF and COMT genotypes with cognitive processing of anti-smoking psas. *Genes, Brain & Behavior*, 10(8), 862-867. doi: <http://dx.doi.org/10.1111/j.1601-183X.2011.00726.x>
- Cappella, J. N. (2011). Plenary: Bridging diversity through problem-based collaboration. ... *International Journal of Communication*, vol 5, pp. 1476-78. (not refereed). **ISSN: 1932-8036**
- Baek, Y.M., Bindman, A., & Cappella, J.N. (2011). Automating Content Analysis of Open-ended Responses: *Wordscores* and *Affective Intonation*. *Communication Methods and Measures*, 5(4), 275-296. **DOI:**10.1080/19312458.2011.624489. (lead article)
- Andrew A. Strasser, Heather Orom, Kathy Z. Tang, Rachel L. Dumont, Joseph N. Cappella, Lynn T. Kozlowski,. (2011). Graphic-enhanced information improves perceived risks of cigar smoking, *Addictive Behaviors*, 36, 865-869. ISSN 0306-4603, DOI: 10.1016/j.addbeh.2011.03.005.
- Lee, S., **Cappella, J.N.**, Lerman, C., & Strasser, A. (2011). Smoking cues, argument strength, and perceived effectiveness of antismoking PSAs. *Nicotine and Tobacco Research*, vol 13(4), pp.282-290 . doi: 10.1093/ntr/ntq255
- Giarelli, E., Bruner, D.B., Nguyen, E., Basham, S., Marathe, P., Dao, D., Huynh, T.N., **Cappella, J.N.**, & Nguyen, G. (2011). Research Participation Among Asian American Women at Risk for Cervical Cancer: Exploratory Pilot of Barriers and Enhancers. *Journal of immigrant minority health*, Vol, 13(6), 862-867. **DOI:** 10.1111/j.1601-183X.2011.00726.x
- Schnoll, R., Cappella, J.N., Lerman, C., Pinto, A., Patterson, F., Wileyto, E.P., Bigman, C. & Leone, F. (2011). A Novel Recruitment Message to Increase Enrollment into a Smoking Cessation Treatment Program: Preliminary Results from a Randomized Trial Health Communication. *Health Communication*, vol, 1-8. To link to this Article: DOI: 10.1080/10410236.2011.566829 URL: <http://dx.doi.org/10.1080/10410236.2011.566829>
- Brechman, J., Lee, Chul-joo, & **Cappella, J.N.** (2011). Distorting Genetic Research about Cancer: From Bench Science to Press Release to Published News, *Journal of Communication* 61(3), 496-513. **DOI:** 10.1111/j.1460-2466.2011.01550.x

- Shim, M., **Cappella, J.N.**, & Han, J.Y. (2011). How Does Insightful and Emotional Disclosure Bring Potential Health Benefits?: Study Based on Online Support Groups for Women with Breast Cancer. *Journal of Communication*, vol 61(3), 432-454 **DOI:** 10.1111/j.1460-2466.2011.01555.x
- Zhao, Xiaoquan, Andrew A. Strasser, Joseph N. Cappella, Caryn Lerman, and Martin Fishbein. (2011). A Measure of Perceived Argument Strength: Reliability and Validity in Health Communication Contexts. *Communication Methods and Measures*, 5(1), 48-75. **DOI:** 10.1080/19312458.2010.547822
- Sanders-Jackson, Ashley N. Cappella, Joseph N., Linebarger, Deborah L., Piotrowski, Jessica, O'Keeffe, Moira, & Strasser, Andrew A. (2011). Visual attention to anti-smoking PSAs: Smoking cues versus other attention-grabbing features. *Human Communication Research* 37, 275–292. **DOI:** 10.1111/j.1468-2958.2010.01402.x
- Bigman, C., Cappella, J.N. & Hornik, R. (2010). Effective or ineffective: Attribute framing and the human papillomavirus (HPV) vaccine. *Patient Education and Counseling*, 81, supplement 1, S70-76.
- Shim, M., Cappella, J.N., & Lerman, C. (2010). Familial Risk Cues in Direct-to-Consumer Prescription Drug Advertisements: Impacts on Intentions to Adopt Healthy Lifestyles and Pharmaceutical Choices. *Journal of Applied Communication Research*, 38(3), 230-247.
- Leader, A., Lerman, C., & Cappella, J.N. (2010). Nicotine vaccines: Will smokers take a shot at quitting? *Nicotine and Tobacco Research*, 12, 390-397.
- Kelly, B., Leader, A., Mittermaier, D., Hornik, R., & Cappella, J.N. (2010). The HPV vaccine and the media: How has the topic been covered and what are the effects on knowledge about the virus and cervical cancer? *Patient Education and Counseling*, 77(2), 308-313.
- Kang, Y. Cappella, J.N., & Fishbein, M. (2009). The Effect of Marijuana Scenes in Anti-marijuana Public Service Announcements on Adolescents' Evaluation of Ad Effectiveness. *Health Communication*, 24, 483-493. (lead article this issue)
- Strasser, A. A., Cappella, J. N., Jepson, C., Fishbein, M., Tang, K.Z., Han, E., & Lerman, C. (2009). Experimental Evaluation of Anti-Tobacco PSAs: Effects of Message Content and Format on Physiological and Behavioral Outcomes. *Nicotine and Tobacco Research*, 11(3), 293-30.
- Brechman, J., Lee, Chul-joo, & Cappella, J.N. (2009). Lost in translation? A comparison of cancer genetics reporting in the press release and its subsequent coverage in press. *Science Communication* 30, 453-474.
- Daniel Langleben, James W Loughhead, Kosha Ruparel, Jonathan G Hakun, Matthew B Holloway, Samantha I Busch; Andrew A Strasser, Joseph N Cappella, Caryn Lerman. (2009). Reduced prefrontal and temporal processing and recall of high "sensation value" ads. *NeuroImage*, 46, 219-225.
- Kang, Y., Cappella, J.N., Strasser, A., & Lerman, C. (2009). The effect of smoking cues in antismoking advertisements on smoking urge and psychophysiological reactions. *Nicotine and Tobacco Research* 11(3), 254-261.
<https://doi.org/10.1093/ntr/ntn033>
- Leader, A., Weiner, J., Kelly, B.J., Hornik, R.C., & Cappella, J.N. and others (2009). Effects of Information Framing on Human Papillomavirus Vaccination, *Journal of Women's Health*, 18(2), 1-9.
- Wong, N. & Cappella, J.N. (2009). Antismoking Threat and Efficacy Appeals: Effects on Smoking Cessation Intentions for Smokers with Low and High Readiness to Quit. *Journal of Applied Communication Research*, 37(1), 1-20.

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- LDI Issue Brief, published by the Leonard Davis Institute of the University of Pennsylvania.
- Andrew Strasser, Caryn Lerman & Joseph N. Cappella (October/ November, 2006). "Lower Nicotine Cigarettes may not lower harm" *LDI Issue Brief*, Leonard Davis Institute of Health Economics, Vol 12 (2).

HPV Vaccine. Our paper entitled “Effects of information framing on intentions to vaccinate self and child” was selected to be presented at the American Association of Cancer Researcher (AACR) Conference and was chosen as a targeted press release by the conference organizers. The press release was cited by more than 70 news organizations focused on health concerns including the Washington Post. (List available upon request.)

The News Journal - Wilmington, DE, USA (May 3, 2009); Flu risk scenarios <<http://www.delawareonline.com/article/20090503/HEALTH/905030383>>

Monitor on Psychology, July/August 2009; NeuroImage, May 15, 2009; APHA Newsletter, August 2009, NeuroImage, May 15, 2009.

Interview, Radio, WLW, Chicago. Business Matters (BusinessMatters.net), “The Business of Fear.” (Role of fear in health care reform debate of 2009). (interviewed 8/19/09).

WHYY Philadelphia, NPR, Marty Moss-Coane, “Radio Times”, interview on tobacco labeling by FDA, Nov 16, 2010.

WHYY, **Getting graphic to try to convince people to quit smoking**. June 21, 2011. LA Times, June 21, 2011. U.S. unveils grim new warning images for cigarette packs. Article by Melissa Healy. (JNC is quoted)

LA Times June 22, 2011. Feature article by Melissa Healy.

Illinois Times, Thursday March 22, 2012 .Spiral of Cynicism: The Press and the Public Good by Joseph Cappella and **Kathleen Hall Jamieson** is a superb overview of how the relentless “horse race” .

BOOK REVIEWS

Israel and Tajfel's *The Context of Social Psychology* and Levine's *Culture, Behavior, and Personality*. *Philosophy and Rhetoric*, 7, 98-104.

A.W. Siegman & S. Feldstein (Eds.), *Of Speech and Time*. *Quarterly Journal of Speech*, 67, 429-430.

Cappella, J. N. (1991). *Theories of Human Communication* (3rd ed) by Stephen W. Littlejohn. *Communication Theory*, 1, 165-171. (Commentary on directions for theory in communication commissioned by book review editor.)

Cappella, J. N. (in press). A review of David McNeill's *Hand and Mind* (Chicago: University of Chicago Press, 1992). *Communication Theory*.

Cappella, J. N. (1995). Inoculating against Emotional Contagion. A review of *Emotional Contagion* by E. Hatfield, J. T. Cacioppo and R. L. Rapson. *Contemporary Psychology*, 40, 636-637.

EDITORIAL RESPONSIBILITIES

Editorship

Human Communication Research, 1986-1989. (Four issues per year, 160 pages per issue published; 450 manuscripts reviewed; 12 total issues).

Editorial Review Boards

Quarterly Journal of Speech (1977-1978, 1992-94)

Communication Monographs (1979-1992; 1998-2001; 2004-07)

Human Communication Research (1979-2006; 2013- present)

Social Psychology Quarterly (1983-1986)

Journal of Personal and Social Relationships (1983-1998)
Journal of Nonverbal Behavior (1986-93)
Research in Language & Social Interaction (1987-1992)
Communication Research (1990-present)
Communication Studies (1991-1995)
Journal of Language and Social Psychology (1992-2008)
Communication Theory (1993-2005; & ff)
Journal of Applied Communication Research, 1996-1998.
Journal of Communication, 1996-present.
Critical Studies in Mass Communication (1998-2001; 2002-2004)
Asian Communication Research (Inaugural Editorial Board, 2004-07).
American Journal of Media Psychology (2007 -2009)
Media Psychology (2006 --)
Communication Methods and Measures (2006--)
Communication Yearbook, Charles Salmon (Ed.), 2008- 11

Ad Hoc Reviewing for

Communication Quarterly, *Social Psychology Quarterly*, *Behavioral Research Methods and Instrumentation*, *Journal of Psycholinguistic Research*, *Psychological Bulletin*, *Psychological Review*, *Personality & Social Psychology Bulletin*, *Journal of Personality and Social Psychology*, *Journal of Experimental Social Psychology*, *National Science Foundation*, *National Institute of Mental Health*, *Communication Reports*, *Western Journal of Speech Communication*, *Social Science Research Council of Canada*, *Mathematical Biosciences*, *Communication Theory*, *Academic Press*, *W.C. Brown*, *Communication Yearbook*, *Cambridge University Press*, *Harper Collins*, *Political Science Quarterly*, *Harvard International Journal of Press/Politics*, *Mass Communication Quarterly*, *Political Communication*, *Biological Psychiatry* (journal of Yale Medical School), *American Journal of Public Health*, *Public Opinion Quarterly*, *Journal of Nonverbal Behavior*, *International Journal of Public Opinion Research*, *British Journal of Health Psychology*, *Political Behavior*, *Health Psychology*, *Journal of Politics*, *Political Psychology*, *Journal of Political Behavior*, *Journal of Health Communication*, *American Sociological Review*, *Millbank Quarterly*, *Journal of Studies on Alcohol and Drugs*, *Psychology and Health*, *Psychology and Health*, *Journal of Computer Mediated Communication*, *Social Science and Medicine*, *Public Understanding of Science*, *Argumentation*, *Tobacco Control*, *Nicotine and Tobacco Research*, *Annals of Political and Social Science*, *PLOS One*, *Psych Review*, *American Journal of Public Health*, *Health Education & Behavior*, *Journalism*, *Addictive Behavior*, *BMC Public Health*, *National Science Foundation*, *Soc Science and Medicine*, *International Journal of Environmental Research and Public Health*, *Annals of Behavioral Medicine*, *Health Communication*, *National Institute on Drug Abuse*.

COMPUTER PROGRAMS

MADMARKOV: a set of GWBASIC programs to test Markov assumptions in sequential data.

Produces 1st order transition matrix, statistical tests, stationary test, order tests (through 2nd order) for sequential data files in state or event format of any length.

GRANTS

To 1990

The free discussion of attitudes in dyadic interaction. Graduate Research Committee, University of Wisconsin-Madison.

Innovating the teaching of attitude change in complex social settings: Computer simulation for the unskilled user. Undergraduate Education Committee, University of Wisconsin-Madison.

The meshing of individual communication styles in two-person interactions. Graduate Research Committee, University of Wisconsin-Madison.

Sampling videotaped conversations: Validation studies. National Institute of Mental Health; (Approved; funded at \$32,173; 1983-84).

Cognitive, linguistic and pragmatic factors influencing speech convergence development. Biomedical Research Support Fund, UW-Madison, 1983-84. (Approved \$1,140.)

Compatibility of communication styles and attraction, satisfaction and empathy. University of Wisconsin Graduate Research Committee (Approved at \$1411)

Graduate School Research Committee, UW-Madison, "Social Anxiety, Turn-taking, and Cognitive Load" 1986-87 (\$21,942).

Graduate School Research Committee, UW-Madison, "Alternative Approaches to Measuring Social Interaction: Coding, Rating, and Judging," 1989. (\$24,100; declined)

1990 - 1999

Markle Foundation, K. Hall Jamieson & J. N. Cappella, "Issue and Strategy Approaches to Message Design in Political Communications: Field and Experimental Studies" (\$175,500 for the period July 1, 1992 to Dec 30, 1993)

Robert Wood Johnson Foundation, K. Hall Jamieson & Joseph N. Cappella, "Evaluating the Dialogue and Media Coverage of the Dialogue about the Health Care Reform Proposal before the US Congress". (\$750,000 for the period Dec 15, 1993 to September 1, 1995)

Joseph N. Cappella, Twentieth Century Fund, \$7500, Spring 1995 (to complete data gathering and analysis of effects of news on political cynicism).

Kathleen Hall Jamieson & Joseph N. Cappella, Effects of Talk Radio. Ford Foundation, 9/95 to 1/97 (\$250,000).

Kathleen Hall Jamieson & Joseph N. Cappella, Effects of Talk Radio. Carnegie Corporation, 1/96 to 1/97 (\$250,000).

Joseph N. Cappella, Audiences of Talk Radio during the Presidential Election, Annenberg Public Policy Center (9/1/96 - 1/1/97) (\$125,000)

Joseph N. Cappella, Evaluating the Minnesota Compact, PEW Charitable Foundation (9/1/96 - 9/1/97) (\$20,000).

Martin Fishbein, Joseph N. Cappella, & Robert Hornik. (1998). Reasoned Action, Media priming, & anti-drug campaigns. National Institute on Drug Abuse, 1999-2004. (\$2,355,000). (R01 DA12356-01)

Robert Hornik, Joseph N. Cappella, & Martin Fishbein (1998). Sub-contract from Westat Corporation to provide scientific direction of the evaluation of ONDCP's National Youth Anti-Drug Communication Campaign 1999-2004 (\$1,200,000). (N01 DA 85063)

2000 - Current

Vincent Price & Joseph N. Cappella, co-Principal Investigators. Electronic Dialogue and Democratic Participation: Deliberation, Knowledge, and Campaign 2000; PEW Charitable Trust, \$700,000. 1/1/2000 to 12/31/2001.

Price, V.P. & Cappella, J.N. Constructing electronic interaction to maximize decision quality in deliberations among citizens, issue publics and elites. National Science Foundation, EIA, CISE Research Infrastructure, granted 2003-06, \$1,050,000. (EIA 0306801)

Hornik, R. (CECCR PI). Effects of Public Information in Cancer. J.N. Cappella directs (PI) R01 within the Center, entitled "Framing Genetic Risk for Nicotine Addiction" National Cancer Institute Center of Excellence in Cancer Communications Research. Cappella is co-PI on second RO1 with Caryn Lerman. (Grant # 1 P50 CA095856-01) (Center is funded at

- \$10,000,000 2003-2008).
- Strasser, Andrew. (J.N. Cappella, co-PI) Robert Wood Johnson. Investigation of Smoker's False Inferences from Marketing of Potentially Harm Reducing Products. \$200,000 (8/1/07-8/1/09)
- Cappella, J.N. (PI) and Vincent Price (co-PI), National Institutes of Health, National Human Genome Research Institute, ELSI, "Public Opinion, Deliberation, and Decision Making about Genetics Research" (\$1.238 million, 9/2007 – 9/2011)
- Cappella, J.N. (co-investigator); Reed Peyritz & Barbara Bernhardt (PIs) CEER proposal. "[Penn Center for ELSI Research in Emerging Genetic Technologies in Health Care](#)" (9/07-9/12)
- Cappella, J.N. (Co-investigator), D. Langleben (PI), NIDA. Functional MRI of anti-tobacco public service announcements. (9/15/07-9/14/10)
- Cappella, JN is a collaborator with Dr. Susan Curry of the CDC and Dr. Sherry Emery of University of Illinois Chicago. "Characterizing and Coding Anti-smoking Messages," (9/08 to 9/09). \$40,000.
- Sponsor, K07 for Catherine Wang. (Cappella has mentor role) (9/08-9/13)
- CECCR II. Penn's Center of Excellence in Cancer Communication Research. (P50-CA-095856-06; R. Hornik (PI); NCI; 09/01/08 – 08/31/13. Penn's CECCR II studies the interaction of public communication and clinical services as they affect cancer-related outcomes. Cappella's role: Director of Message Core (PI); R01 (co-PI) with Caryn Lerman "Smoking Urge"; Training Core (co-PI) with Sandy Schwartz.
- Philadelphia Office of Public Health subcontract: Hornik & Cappella. "Provision of Consulting and Research Assistance to the Anti-Tobacco Media Program." Project Period: 3/26/2010 to 3/18/2011. (One million dollars approximately)
- "Public Opinion Deliberation and Decision Making about Genetics Research" Grant#: 3R01HG004318-02S1 (supplement funding to NHGRI grant). Project Period: 06/01/2009 – 10/31/2011; Total award: 33,962.
- EUREKA Grant JN Cappella (PI), "Constructing Recommender Systems for Effective Health Messages: Smoking Cessation," \$1.001 million. Oct 1, 2011 to June 30, 2015. R01CA160226.
- SCTC (State Community Tobacco Control) Sherry Emery (JNCappella is co-Investigator), Grant name and # here, 10/1/2011 to 9/30/15-16; JNC portion \$375,000.
- PROSPR (JNC is co-investigator) PI = Katrina Armstrong. 1U54CA163313-01 (Armstrong/Schnall) 09/01/2011 -08/31/2016
NIH/NCI \$1,125,235 (annual average DC)
The Penn Center for Personalized Breast Cancer Screening (PCIPS)
- Graphic Warning Labels (GWL), NCI administrative supplement to CECCR II, April 1 2012 to August 31, 2013, \$950,000 (Cappella is co-PI with Hornik)
- P50 CA179546-01 (Hornik & Lerman) 9/30/2013 – 9/30/2018
NIH/FDA
UPENN TCORS: Tobacco Product Messaging in a Complex Communication Environment
The UPENN Tobacco Center of Regulatory Science (TCORS) will generate novel data to guide the FDA's efforts to convey information about tobacco products and to correct misinformation disseminated through public communication sources.
Project 1: Information and Misleading Information about Tobacco Products in the "New" and "Old" Public Communication Environment: Measuring Its Presence, Estimating Its

Effects, Recommending Regulatory Responses

Research Project Director: Robert Hornik, University of Pennsylvania

Project 2: Belief Echoes: Interventions to Correct Misleading Information about Tobacco Products *Research Project Director:* **Joseph N. Cappella**, University of Pennsylvania

Project 3: Effects of Implicit Messaging by Cigarette Pack Color on Smoking Behaviors
Research Project Director: Andrew A. Strasser, University of Pennsylvania

1-R01-CA-180929-01 (Strasser) 07/01/13-06/30/17 0.6 calendar
NIH/NCI/FDA

Using Eye Tracking to Understand and Improve Graphic Warning Label Effectiveness

This application is designed to provide empirical science to inform FDA on the effect graphic warning labels will have on smoking behaviors, risk beliefs, attitudes, and intentions to quit smoking, by utilizing eye tracking to elucidate what specific features improve the effectiveness of graphic warning labels.

U54 CA229973-01; TCORS 2.0 Examining the Effects of Advertising, Packaging and Labeling on Perceptions, Use and Exposure of Combustible Tobacco Products (JNC is PI for Project 2 only; Strasser overall PI: The effects of advertising and correctives for reduced harm tobacco products) (Total grant 19.6 million; project 2, 4.01 million)

Grants submitted and projected for submission

P01 resubmission, Causal Mechanisms of Effective Visual Tobacco Warning Labels; Cappella & Strasser (co-PIs); To be submitted 1/25/2019, approx. 11.5 million. Robert Wood Johnson Foundation Jennifer Prah Ruger and Joseph Cappella (co-PIs), Communications for Shared Health Governance. Four years, \$500,000 requested.

INVITED LECTURES

University of Washington, Department of Speech, 1979.

SUNY-Albany, Department of Rhetoric and Communication, March 1981.

University of Maryland, Department of Speech Communication, January 1981.

Michigan State University, Department of Communication, 1981.

University of Texas-Austin, Department of Speech Communication, March 1983.

University of Southern California, Department of Communication Arts & Sciences, Feb, 1984.

Northwestern University, Department of Communication Studies, Fall, 1985.

University of Wisconsin-Milwaukee, Department of Speech Communication, Fall, 1985.

San Diego State University, Department of Communication, three day series of lectures, Spring, 1987.

University of Delaware: three day series of lectures on human interaction and interpersonal communication, Spring 1987.

University of Minnesota: lecture on "Adaptation in nonconscious communication behaviors," Fall, 1988.

Van Zelst Lecture, Department of Communication Studies, Northwestern University, "The origins of human interaction" (May 1988).

University of Wisconsin-Milwaukee, "The origins of human interaction." (October 1988).

University of Washington, March, 1990, week long series of lectures.

University of Maryland-Baltimore County, Department of Psychology, March 1, 1990.

Temple University, Department of Communication, February, 1992.

University of Connecticut-Storrs, Departments of Communication Science and Psychology, March, 1992.

Northwestern University, Department of Communication, February, 1992.

University of Maryland, "Interactional Rhythms and All that Jazz: Interaction and Attachment in Adults and Infants," March 1993

University of Minnesota, (sponsored by Department of Speech Communication and Institute for Study of Personal Relationships) "Interactional Rhythms and All that Jazz: Interaction and Attachment in Adults and Infants" and "Tutorial in Time Series Analysis" February, 1993.

Fourth International Conference on Social Psychology and Language, Brisbane, Australia, July, 1994. Plenary Speaker.

San Diego State University, "Political Cynicism and News Adwatches" March, 1994.

Twentieth Century Fund, June 19, 1995; Cappella & Jamieson, Political Cynicism and News Frames.

Life-Like Computer Characters, Sponsored by Microsoft Corporation, Snowbird, Utah, September, 1995 (Invited speaker, "Rules for Robots").

University of California Santa Barbara, Spiral of cynicism, February, 1997.

University of Southern California, Annenberg School for Communication, February, 1997.

Ohio State University, Departments of Speech Communication and Journalism, Spiral of Cynicism, April 1997.

Duke University, Law School, Center for the Study of the Congress, September 1997.

Harvard University, Barone Center for the Study of the Press and Politics, October 1997.

Virtual Humans II, Conference on Virtual Reality, Los Angeles California, June 1997, Invited speaker.

Annenberg Public Policy Center Conference "Stand by Your Ad," (Political Advertising) September 1997; National Press Club, Washington, D.C.

Southwest Social Science Conference, Political Talk Radio, Panel Presented to Political Science Division, March 1998,

Department of Communication, University of California, Santa Barbara, "Political Talk Radio as Harbinger of New Media," February, 1999.

Keynote Speaker, 17th International Symposium on Communication, Selecting and Designing Public Service Ads to Reduce Drug Use among Adolescents in the United States: Theoretical Principles and Empirical Findings, Instituto Tecnológico y de Estudios Superiores de Monterrey, Monterrey Mexico, March, 2000.

Yonsei University, Seoul, Korea, Public Opinion Research in the Digital Age (PORDA) Conference, Oct 28, 2000; Invited Speaker; "Measuring Opinion Quality in the Electron Dialogue Project: Reliability and Validity"

University of California Santa Barbara, Invited Speaker, Campaign Studies 2000: Lessons Learned. "Opinion Quality and Deliberation: Electronic Dialogue Project in Campaign 2000" (with Vince Price and Lilach Nir). June 2, 2001.

Second Annual Conference on Drug Abuse Prevention Research: A Progress Update. "How the Media can Change Behavior." Conference sponsored by National Institute on Drug Abuse, August 9-10, 2001. (Plenary Speaker to audience of 900)

Seminar on Cynicism and Journalism in the United States, 50th Annual Meeting of the Japan Society for Studies in Journalism and Mass Communication, October 8, 2001

"Media Cynicism in the United States," Doshisha University, Kyoto, Japan. October 9, 2001.

Keynote Speaker, University of Tennessee, College of Communication Freedom Forum Lecture,

- April 12, 2002.
- National Cancer Institute Workshop, "Conceptualizing and Measuring Risk Perceptions Workshop", February 13-14, 2003, Washington, DC. One of 10 invited participants, presenting a paper entitled "Emotional bases for quitting smoking: Extending the concept of risk to discrete emotional consequences."
- Centers for Disease Control Conference on "HIV Prevention Messages" February 18-19, 2003, Atlanta, Georgia; presenting a paper "Selecting Beliefs and Creating Persuasive Appeals: Toward a Theory of Message Formulation" (Unable to attend due to weather)
- University of Amsterdam: Amsterdam School for Communication Research
 Conference Plenary Speaker, "Health Communication to at-risk Populations: Extending the Concept of Risk to Discrete Emotional Consequences". (March 12, 2003)
 Colloquium, "Why anti-Drug Ads Boomerang" (March 10, 2003)
 Symposium, "Media Frames and the Spiral of Cynicism", (March 13, 2003).
- National Cancer Institute Workshop, "Integrating Message Effects and Behavior Change Theories in Cancer Prevention, Treatment and Care", November 5-7, 2003, Washington, DC. Chair of organizing committee and presenter.
- University of Arizona, Anti-drug Ads for Adolescents: Six Experimental Studies Showing Boomerang Effects, 1/23/04,
- Ohio State University, *The Creation and Dissolution of Public Trust in the New Media Environment*, 2/27/04
- University of Wisconsin, *The Creation and Dissolution of Public Trust in the New Media Environment*, 4/15/04
- Annual conference, German Communication Association (DGPK), May 19 to 21, 2004. Keynote speaker: "Media Society - a Myth?" *The Creation and Dissolution of Public Trust in the New Media Environment*
- University of Utah, B. Aubrey Fisher Lecture, October 14, 2004. Keynote Speaker. *The Creation and Dissolution of Public Trust in the New Media Environment*.
- NCI-sponsored National Working Group on Narrative Communication in Cancer Prevention and Control, St. Louis University May 19-20, 2005.
- NCI seminar on Stimulating Advances in Behavioral Theory: Applications to Cancer Screening, Washington, DC, December, 2006
- Indiana University, "Processing PSAs: Resistance and Response." Department of Telecommunications, February, 2007.
- Stanford University, "The next five years in Human-computer interaction." ICA pre-conference, May, 2007.
- Stanford Alumni group (John Pollock) October 8, 2007 At Swarthmore College. "Media Frames Can Change Our Lives". Ted Glasser (Stanford University) and Trudy Rubin of the *Philadelphia Inquirer*.
- NHGRI workshop, "Setting the Agenda for ELSI Research" October 1-2, 2008. NHGRI, Bethesda, MD.
- Netherlands National Science Foundation November 2008; Presented comments on "Challenges and Prospects for Debates in Democracy" at the workshop on "The Analysis of Debates in Democracies" at Vrije University Amsterdam sponsored by the Dutch National Science Foundation.
- Bloomberg School of Public Health, Johns Hopkins University, Health Behavior and Society Seminar Series, March 5, 2009. "gPOD: Public deliberations about ethical issues in genetics"
- NIH Behavioral and Social Science Research Lecture Series, Invited Speaker, June 15, 2009.

- “Using Communication Research to Design Effective Messages for Public Health: The cases of HPV vaccine and anti-smoking PSAs”.
- NIH, National Cancer Institute, CECCR Research. “Communicating genetic risk information: Content, effects, distortions,” Bethesda, Washington DC (June 1, 2010)
- Michigan State University, “Using Communication Research to Design Effective Messages for Public Health: The case anti-smoking PSAs,” 1-29-2010, Ervin Bettinghaus lecture
- Hebrew University, Department of Communication, “Is attention to anti-smoking ads by smokers a good thing?”, 4/29/2010.
- University of Amsterdam, ASCoR, Designing Effective Anti-smoking Messages: Content and format. October 2010.
- University of California Santa Barbara, Dept of Communication (January 2011) Designing Effective Anti-smoking Messages: Content and format.
- CDC, NCI, ACS Meetings Atlanta, Designing Effective Anti-smoking Messages: Content and format. (February 2011)
- Strategies for Health Interventions. Health Branding Workshop, Health Branding: Treating Behaviors as Products, NIH. Washington, DC. September 14-15, 2011.
- Using the Theory of Reasoned Action to Design Message Interventions. The Work of a Lifetime: Symposium in Honor of Martin Fishbein. AIDS Impact: Santa Fe, NM. September 12, 2011
- University of Missouri, School of Journalism, named distinguished visiting lecturer. (1) "Reviewing: Writing a good, fair, and ethical review" and (2) "Collective intelligence: Wisdom and foolishness in group deliberations"
- U of Michigan, Department of Communication. Analyzing messages for their effectiveness: Content and format features in smoking cessation advertisements., March 29, 2012.
- Cornell University, Dept of Communication, (Sept 2012) Analyzing messages for their effectiveness: Content and format features in smoking cessation advertisements.
- Advanced Training Institute, NIH, Madison, WI (July 2012) Message Effects: From Messages to Cognitions to Behavioral Intentions
- Northwestern, Department of Communication. November 11, 2013 “Harnessing Recommendation Systems for Public Health”
- National Academy of Sciences, Messaging about Mental Health Stigma, October 2015.
- CDC, Office on Smoking and Health, DHHS. OSH Media Network Webinar, June 16, 2016. J.N. Cappella, Interventions to Correct Misinformation about Tobacco Products.
- Cappella, Brennan, et al, NCI grantee meeting on emerging research on tobacco product warning labels, March 1, 2016 Chicago
- Cappella & Hyun Suk Kim, Society for nicotine and Tobacco research, pre-conference on tobacco in the new media environment, March 2, 2016
- Cappella, Processes of influence in the new media environment, University of Illinois Champaign Urbana, March 4, 2016
- Cappella, New developments in tobacco warning labels, National Cancer Institute Science Seminars, January 20, 2016
- Cappella, Measuring trust and cynicism in the new media environment, The Media Insight Project, Associated Press and NORC Center for Public Affairs, Washington DC January 21, 2016.
- Cappella, Effective media messaging, Department of Transportation, Washington DC, October 16, 2015
- Cappella, JN. National Academy of Sciences, present report to SAMSaH, April 11, 2016
- Cappella, Evidence about graphic warning labels on cigarette packs, Abramson Cancer Center Population Science Research Seminar, June 5, 2015

Cappella, Webinar for TCORS centers (12/9/15); Graphic warning labels Cappella, Health Comm Working Group NCI, June 24, 2015. Organized meeting; presentation of labels study
 Cappella, Communicating in the face of scientific uncertainty: the case of e-cigarettes, Truth Initiative, Washington, DC, December 14, 2015
 Cappella, National Academy of Sciences, Reducing stigma about mental health, present media intervention segment of report to SAMSAH and to legislators, April 11, 2016
 American Society for Cell Biology meeting this year on scientific communication, and were hoping that you would be able to participate in our session called "Communicating Science through Visual Media". The session will be on Sun December 3 from 10:50am-12pm at the Pennsylvania Convention Center in Philadelphia. Sarah Goodwin, Ph.D., Director, iBiology, biology.org; Janet Iwasa (<http://biochem.web.utah.edu/iwasa/>).
 University of Colorado Boulder (10-2017)
 Collective Intelligence in Deliberating Groups
 Colorado State University (10-2017)
 Studies in Emerging Media: Selection, Retransmission, & Recommendation
 University of Miami Coral Gables (03-2018) (three presentations)
 1. Deceptive Communication about Modified Risk Tobacco Products: Past, present and future
 2. Why Multiple Message Designs?
 3. Recommendation Algorithms: From Mass to targeted to tailored messages
 University of Wisconsin Madison (04-2018) (two separate presentations)
 1. Deceptive Communication about Modified Risk Tobacco Products: Past, present and future
 2. Recommendation Algorithms: From Mass to targeted to tailored messages
 Kentucky Conference on Health Communication (04-2018) Plenary Panel
 What's wrong with PME and PAS? Nothing
 NIH Workshop on Misinformation (External Organizer) August, 2018
 NIH Workshop on Cognitive, emotional biases in belief change (Invited Leadoff Speaker) (November 2018)

INVITED PRESENTATIONS AT UNIVERSITY OF PENNSYLVANIA

"Persuading & Priming: Anti-drug Ads Appealing to Adolescents", TTURK Smoking Research Group, University of Pennsylvania, Cancer Research Center, February 6, 2002.
 Body Images and Media Images. PRIME Symposium on Body Image, University of Pennsylvania, Saturday, March 2, 2002.
 Robert Wood Johnson Scholars, University of Pennsylvania, "Framing the HPV Vaccine," February 19, 2007.
 Abramson Cancer Center, "Some Random Thoughts on Prostate Cancer Communication Research," Cancer Control Meetings, 04-24-09.
 University of Pennsylvania, Wharton School Symposium on "Fostering and Financing Long-Term Investments in Prevention and Protection", Strategies for Persuasion. December 2010.
 Dolores Albarracin's Psychology of Communication and Action Seminar, (4/5/2013) Do people chose persuasive stories when they select and retransmit news articles?

CONSULTANCIES

Centers for Disease Control (CDC) & Research Triangle, Incorporated (RTI) consultant on research “Examining the effectiveness of HIV prevention messages” (2003)

Centers for Disease Control and Prevention (CDC) on HIV Prevention Messages for Men who have Sex with Men. CDC, Atlanta, Dec 3, 2009.

Centers for Disease Control (CDC) & RTI. New Developments in HIV Treatment. Consultation on design and evaluation of communications, 2011.

CDC Prostate Cancer, Communicating about prostate cancer in the face of ambiguity (Atlanta, June 13 & 14, 2011)

Strategies for Health Interventions. Health Branding Workshop, Health Branding: Treating Behaviors as Products, NIH. Washington, DC. September 14-15, 2011.

Institute of Medicine, National Academy of Sciences, Panel on Agent-Based Tobacco Models, April 17, 2014.

AAAS; Vaccine Confidence working group., Boston, MA Harvard. September 26-27, 2013.

Cancer Care Canada. Presentation on “Lung Cancer Screening Communication for Ontario Province: Lessons from Smoking Cessation and from Breast Screening,” Toronto, Canada. Sponsored by Cancer Care Canada, Sunnybrook Research Institute, Toronto, Canada.

National Vaccine Advisory Committee’s (NVAC); Washington, DC Feb 10, 2014 (webinar, 60 minutes). “Correcting Misinformation Requires Persuasion not just Education” February 10, 2014.

FDA Panel on Tobacco Education at Point-of-Sale: Subject Matter Expert Meeting, April 25, 2014. Presentation on Tobacco education and persuasion.

FDA Risk Communication Advisory Committee, four year appointment, 2017-21.

CONVENTION AND CONFERENCE PAPERS (I’ve lost track of the numbers; titles available upon request)

ADVISING

Doctoral Dissertations (46 completed PhD; 4 award winners; names, titles available upon request)

Masters theses directed (>20)

Undergraduate Honors Theses and Senior Projects (10+)

PROFESSIONAL SERVICE

Program evaluation at University of Colorado-Boulder (2), Temple University, Texas A&M; University of Minnesota; Stanford; University of Arizona; University of Southern California, University of Texas, University of Connecticut, Ohio State University; Israeli Council on Higher Education (7 programs in Israel, 2009); Syracuse University (Maxwell School) 2011; Michigan State University (2014).

Tenure and promotion cases (dozens & dozens & dozens)

Editor Selection Committee (Chair), Journal of Nonverbal Behavior (1991)

Woodrow Wilson Foundation, Fellowship reviewer (1991-95, 1997).

PROFESSIONAL ASSOCIATIONS

International Communication Association
National Communication Association
Society for Experimental Social Psychology (Elected, 1992)
American Psychological Society
International Society for Political Psychology
American Association for Public Opinion Research
Society for Nicotine and Tobacco Research

PROFESSIONAL ASSOCIATION ACTIVITIES

International Communication Association (ICA)
Chair, Information Systems Division, 1976-79 (elected)
Elected Board of Directors (At-Large Member), 1982-1985, 1994-1997.
Publications Board, 1986-1989; Chair, 1991-1994.
President, 2000-2001
Executive Committee, 1999-2004; Chair Finance Committee, 2003-04.