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Curriculum Vitae - Robert C. Hornik

Personal Data:

Date of Birth June 25, 1946  
Place of Birth New York, New York, United States  
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Education:

1968 A.B. Dartmouth College (international relations)  
1971 M.A. Stanford University (communication research)  
1973 Ph.D. Stanford University (communication research)

Employment:

1978-- Wilbur Schramm Professor of Communication and Health Policy (1998--)  
Professor (1986--), Associate Professor (1978-1986) Annenberg School  
for Communication, University of Pennsylvania  
Co-Director (2013-2019) Penn Tobacco Center for Regulatory Science  
Chair, University of Pennsylvania Faculty Senate, 2010-2011.  
Director (2003-2013) Center of Excellence in Cancer Communication  
Research  
Director, Annenberg National Health Communication Survey (2004-2013)  
Director (1989--1997) Center for International Health and Development  
Communication  
Senior Fellow (1991--), Leonard Davis Institute for Health Economics  
Member (1993--), Abramson Comprehensive Cancer Center  
Affiliate Member (1994--), Center for Clinical Epidemiology and Biostatistics  
Senior Fellow (2008--), Center for Public Health Initiatives

1973-1978 Assistant Professor, Institute for Communication Research,  
Stanford University

1970-1973 Field research director and data analyst-evaluation of El  
Salvador ITV-based educational reform, Stanford University  
and Academy for Educational Development

1969 Research Associate, National Broadcasting Company  
(study on television violence and children's behavior)

Honors:

2001 Andraesen Scholar, Social Marketing in Public Health  
2002 Aubrey Fisher Mentorship Award, International Communication Association  
2006 Mayhew Derryberry Award, American Public Health Association  
2008 Lindback Foundation Award for Distinguished Teaching, U. of Pennsylvania  
2009 Rockefeller Foundation Center in Bellagio, Residency.  
2010 International Communication Association, Fellow

Professional Activities:

Principal Investigator on the following grants:

1. Planning grant for development of potential behavior change communication strategies in the agriculture-nutrition domain. Bill and Melinda Gates Foundation, 2014-2015.
2. Penn's Tobacco Center for Regulatory Science (TCORS) Federal Drug Administration/National Cancer Institute 2013-2019.
3. Penn's Center of Excellence in Cancer Communication Research (CECCR), National Cancer Institute, 2008-2014
4. CECCR Supplement: A series of research projects related to the introduction of the FDA's graphic warning labels, National Cancer Institute 2012-2014.
5. Research to support the development and monitoring of the Philadelphia Anti-Tobacco Campaign. CDC/City of Philadelphia 2010-2012.
6. CECCR ARRA Supplement- A randomized controlled trial to study the effects of information scanning. National Cancer Institute, 2009-2012.
7. EPIC Center of Excellence in Cancer Communication Research, National Cancer Institute, 2003-2008.
8. Evaluation of the National Youth Anti-Drug Media Campaign, Westat/National Institute on Drug Abuse/White House Office of National Drug Control Policy, 1998-2006.
9. Evaluation of the It Is Your Business Anti-Domestic Violence Radio Series, Annenberg Public Policy Center, 1998-1999.
10. Philadelphia Domestic Violence Public Mobilization Evaluation, private foundation, 1996-1999.
11. Honduras Exclusive Breastfeeding Promotion Program Evaluation, Wellstart/USAID 1995.
12. Baltimore AIDS and Adolescents Project, National Institutes of Health and University of Maryland (1990-1993)
13. Philadelphia Immunization Project, Centers for Disease Control and Albert Einstein Medical Center (1990-1993)
14. AIDS Education Research Monitoring Program, World Health Organization/Global Program on AIDS (1989-1991)
15. International AIDS Education Research and Evaluation (AIDSCOM), U.S. Agency for International Development and the Academy for Educational Development (1987-1993).
16. Communication for Child Survival (HEALTHCOM) -- 15 country evaluation, U.S. Agency for International Development and the Academy for Educational Development (1985-1994).
17. Mass Media Health Practices: Evaluation of Peru and Swaziland Programs, U.S. Agency for International Development. and the Academy for Educational Development (1984-1986)
18. Communication and Development Policy and Training Project, U.S. Agency for International Development (1977-1978)
19. Guatemala Out-of-School Education Project, (1975-1977) UNICEF and U.S. Agency for International Development

Member: Committees of the National Academy of Sciences: Committee on the Science of Science Communication (2015-2017); Committee On Cardiovascular Disease in Developing Countries (2008-2009); Committee on Prevention of Obesity in Children and Youth (2003-2004); Committee to Develop a Strategy to Prevent and Reduce Underage Drinking (2002-2003); Committee on Effective Health Communication and Behavior Change Strategies for Diverse Populations (2000-2002); Committee on International Nutrition Programs, (1989-1990).

Member: Board of Directors, Development Media International (2012-), Technical Advisory Group, Curve Project (Gates Foundation) (2018-) National Advisory Committee: PEDSNET (2014-2015), World Health Organization Technical Steering Committee, Child and Adolescent Health Division(2006-2010); Global Program on AIDS Steering Committee on Evaluation, Steering Committee on Behavioral Research (1989-1990), Technical Working Group on Intervention Development and Support (1992-1995), Care-seeking Project Technical Advisory Committee (1998-1999); International Conference on AIDS International Scientific Committee for Social Science

(1996, 1998, 2000); American Legacy Foundation- Evaluation Advisory Committee (2000-2004, 2006, 2013, 2014, 2017) EX-Campaign Program Advisory Committee (2006); USAID/Johns Hopkins University, Research and Evaluation Technical Advisory Group (2002-2006).

Member: International Communication Association, American Public Health Association, American Association for Public Opinion Research.

Consultant to Centers for Disease Control and Prevention, U.S. Agency for International Development, National Institutes of Health (NCI, NHLBI, NIMH, NIAID, NIDCD, NIDA), Bill and Melinda Gates Foundation, World Bank, World Health Organization (Tropical Disease Research, Control of Diarrheal Diseases, Global Program on AIDS, Tuberculosis Program, Child and Adolescent Health), UNICEF, AARP.

Editorial Boards: Journal of Health Communication, Communication Methods and Measures, Journal of Communication.

Publications ([orcid.org/0000-0002-2148-8805](https://orcid.org/0000-0002-2148-8805))

Books:

1. Educational Reform with Television: The El Salvador Experience (J. Mayo, R. Hornik and E. McAnany). Stanford, California: Stanford University Press, 1976.
  2. Toward Reform of Program Evaluation, (L Cronbach, S. Ambron, S. Dornbusch, R. Hess, R. Hornik, D. Phillips, D. Walker & S. Weiner) San Francisco: Jossey Bass, 1980.
  3. Development Communication: Information, Agriculture and Nutrition in the Third World, New York: Longman, 1988. (re-issued: Lanham, MD: University Press of America, 1992.)
  4. Public Health Communication: Evidence for Behavior Change (ed.) Mahwah, NJ: Lawrence Erlbaum, 2002.
  5. Prediction and Change of Health Behavior: Applying a Reasoned Action Approach (Ajzen, I. Albarracin, D. & Hornik. R. (eds.), Mahwah, NJ: Lawrence Erlbaum, 2007.
- [National Academies of Science, Engineering and Medicine Committee-Authored Books]
6. Speaking of Health: Assessing Health Communication Strategies for Diverse Populations. (Institute of Medicine. Committee on Communication for Behavior Change in the 21<sup>st</sup> Century.) Washington, DC: National Academies Press, 2002.
  7. Reducing Underage Drinking: A Collective Responsibility. (National Research Council and Institute of Medicine. Committee on Developing a Strategy to Reduce and Prevent Underage Drinking; (R. Bonnie and M. O'Connell, eds.) Washington, DC: National Academies Press, 2003.
  8. Preventing Childhood Obesity: Health in the Balance. (Institute of Medicine. Committee on Prevention of Obesity in Children and Youth; (J. Koplan, C. Liverman, V. Kraak, eds.) Washington, DC: National Academies Press, 2005.
  9. Promoting Cardiovascular Health in the Developing World: A Critical Challenge to Achieve Global Health; Institute of Medicine Committee on Preventing the Global Epidemic of Cardiovascular Disease: Meeting the Challenges in Developing Countries;(V. Fuster and B. B. Kelly, eds.) Washington DC: The National Academies Press, 2010.
  10. Communicating Science Effectively: a Research Agenda. Washington DC: The National Academies Press, 2017: doi: 10:27226/23674

### Articles, Book Chapters and Monographs

1. Mass Media Participation and Individual Modernization: A Causal Analysis, unpublished doctoral dissertation, Stanford University, 1973.
2. "The Mass Media in Rural Education" (R. Hornik, E. McAnany & J. Mayo) World Yearbook of Education, 1974. London: Evans Brothers, 1973.
3. "Measurement Error and the Analysis of Panel Data" (D.E. Wiley & R. Hornik) in Mehr Licht! Studies of Educative Processes, No. 5, August 1973.
4. "Aspiraciones Academicas y Profesionales de los Estudiantes del Tercer Ciclo en El Salvador" (J. Mayo, R. Hornik, E. McAnany & H. Ingle) in Revista del Centro de Estudios Educativos, Mexico, Vol. V, No. 1 (1975), pp. 33-52.
5. "Instructional Television in El Salvador's Educational Reform" (J. Mayo, R. Hornik & E. McAnany) in Prospects, Vol. V, No.1 (1975), pp. 120-126.
6. "Television, Background Characteristics and Learning in El Salvador's Educational Reform" in Instructional Science 4 (1975), pp. 293-302.
7. "Useful Designs for Evaluating the Impact of Distance Learning Systems" in Educational Broadcasting International, Vol. 9, No. 1 (1976), pp. 6-11.
8. "Mass Media Use and the 'Revolution of Rising Frustrations': A Reconsideration of the Theory" in Communication Research, Vol. 4, No. 4 (1977) (earlier version published in the series: Papers of the East-West Communication Institute, No. 11, July 1974).
9. "Television Access and the Slowing of Cognitive Growth" in American Educational Research Journal, Vol. 15, No.1, pp. 1-15, (Winter, 1978).
10. "Shedding Some Light on Evaluation's Myths" Development Communication Report, No. 29, January, 1980. (reproduced in Journal of the Indian Institute of Mass Communication 15(2) (1980), 28-31.
11. "Communication as Complement in Development" Journal of Communication 30 (2), Spring 1980, 10-24.
12. "The Role of Broadcasting in Primary School Classrooms" Development Digest 19(1), January, 1981.
13. Evaluation and Research in Support of Planning, Development and Maintenance of Media-Based Education (J. Mayo & R. Hornik) Paris: International Institute for Educational Planning, January 1981.
14. "Out-of-School Television and Schooling: Hypotheses and Methods" Review of Educational Research, 51 (2) Summer, 1981, 193-214.
15. "Work Status, Television Exposure, and Educational Outcomes" (P. Messaris & R. Hornik) in C. Hayes and S. Kamerman (ed.) Children and Working Parents: Experiences and Outcomes Panel on Work Family and Community, Committee on Child Development Research and Public Policy. Washington, D.C.: National Academy of Sciences, 1983.

16. "Evaluation's Role in the Planning, Development and Support of Nonformal Education" (J. Mayo & R. Hornik) in J. Bock & G. Papagiannis (eds.) Nonformal Education and National Development New York: Praeger, 1983.
17. "Nutrition Education -- A State-of-the-Art Review". Nutrition Policy Discussion Paper No. 1. Rome: United Nations Administrative Committee on Coordination - Subcommittee on Nutrition. January, 1985. (A brief version reprinted in Journal of Food and Nutrition, 43(1) (1986), pp 26-33; also reprinted in JP Gittenger, J. Leslie, C. Hoisington (eds.) Food Policy, Baltimore: Johns Hopkins University Press-World Bank, 1987).
18. "Reaching Mothers in Swaziland: Preliminary Findings of a Child Survival Program", (R. Hornik & P. Sankar) Development Communication Report, No. 51, Autumn, 1985.
19. "An Approach to Evaluation for Breast-feeding Campaigns". in C. Hollis (ed.) Using Communications to Solve Nutrition Problems: A Compendium. Newton, Mass.: Education Development Center, 1986.
20. "Development Communication-Projects" in E. Barnouw (Ed.) International Encyclopedia of Communications. New York: Oxford University Press, 1989.
21. "Channel Effectiveness in Development Communication Programs", in R. Rice & C. Atkin (eds.) Public Communication Campaigns, 2ed., Beverly Hills: Sage, 1989.
22. "The Knowledge-Behavior Gap in Public Information Campaigns: A Development Communication View", in C. Salmon (ed.) Information Campaigns: Managing the Process of Social Change, Beverly Hills: Sage, 1989.
23. "Alternative Models of Behavior Change" in J. Wasserheit, K. Holmes & S. Aral (eds.) Research Issues in Human Behavior and Sexually Transmitted Disease in the AIDS Era. Washington: American Society for Microbiology, 1991.
24. "HIV Education for Youth: The Importance of Social Consensus in Behavior Change" (D. Romer and R. Hornik) AIDS Care, 4(3), 1992.
25. "Using Mass Media for Prevention of HIV Infection among Adolescents" (D. Romer and R. Hornik) in R. DiClemente (ed.) Adolescents and AIDS. Newbury Park, CA: Sage, 1992, 137-158.
26. "Social Science to Assist and Assess AIDS Prevention Programs" in F. Paccaud, JP Vader, F Gutzwiller (eds.) Assessing AIDS Prevention. Basel: Birkhäuser Verlag, 1992, p17-31.
27. "Development Communication Today: Optimism and Some Concerns" Development Communication Report, No. 79, Winter, 1992.
28. "Knowledge of Oral Rehydration and Response to Diarrhea: the Comparison among Healthcom Sites" (P.S. Yoder, J. McDivitt, R. Hornik) International Quarterly of Community Health Education 13(3), 201-217, 1993.
29. "The Impact of the Healthcom Mass Media Campaign on Timely Initiation of Breastfeeding in Jordan. (J. McDivitt, S. Zimicki, R. Hornik & A. Abulaban) Studies in Family Planning, 24:5 Sept-Oct, 1993, p 295-309.
30. "Perception of Severity of Diarrhea and Treatment Choice: A Comparative Study of HealthCom Sites" (P. S. Yoder and R. Hornik) J of Tropical Medicine and Hygiene 97, 1994, 1-12...
31. "Quality of Home Use of Oral Rehydration Solutions: Results from Seven Healthcom Sites" (J. McDivitt, R. Hornik & D. Carr) Social Science and Medicine 38:9, 1994, 1121-1134.

32. "Social Influences on the Sexual Behavior of Youth at Risk for HIV Exposure". (D. Romer, M. Black, I. Ricardo, S. Feigelman, L. Kaljee, J. Galbraith, R. Nesbit, R. Hornik, B. Stanton) Amer. J. of Public Health 84:6, 1994, 977-985.
33. "Improving Vaccination Coverage in Urban Areas through a Health Communication Campaign: the 1990 Philippines Experience." (S. Zimicki, R. C. Hornik, C. C. Verzosa, J. R. Hernandez, E. De Guzman, M. Dayrit, A. Fausto, M. B. Lee) Bulletin of the World Health Organization 72 (3), 1994, 409-422.
34. "Impact of Missed Opportunities to Vaccinate Preschool-aged children on vaccination Coverage Levels -- Selected US Sites, 1991-1992" (S. Zimicki, S. McCombie, D. Romer, R. Hornik, A. Arbeter and others) Journal of the American Medical Association 272(17), 1994, 1317-1318 (reprint from MMWR, 43, 1994, 709-711, 717-718.)
35. "Symptoms and Perceived Severity of Illness as Predictive of Treatment for Diarrhea in Six Asian and African Sites." (P. S. Yoder and R. Hornik) Social Science and Medicine 43 (4), 1996, pp429-439.
36. "Evaluating the Program Effects of a Radio Drama about AIDS in Zambia." (P.S. Yoder, R. Hornik, B. Chirwa). Studies in Family Planning 27(4), 1996, pp 188-203. (Reply by Hornik and Yoder to letter from T. Valente published 28(1), 1997, pp.172)
37. "Public Health Education and Communication as Policy Instruments for Bringing about Changes in Behavior" in M. Goldberg, M. Fishbein, & S. Middlestadt (eds.) Social Marketing: Theoretical and Practical Perspectives, Hillsdale, NJ: Lawrence Erlbaum, 1997, pp45-60.
38. "Explaining the Impact of a Communication Campaign to Vaccination Knowledge and Coverage in the Philippines." (J. McDivitt, S. Zimicki, R. Hornik), Health Communication, 9(2), 1997, pp 95-118
39. "Talking Computers: A Reliable and Private Method to Conduct Interviews on Sensitive Topics with Children" (D. Romer, R. Hornik, B. Stanton, M. Black, X. Li, I. Ricardo, S. Feigelman), Journal of Sex Research, 34(1), 1997 pp. 3-9
40. Review of O'Keefe et al Taking a Bite out of Crime; The Impact of the National Citizen's Crime Prevention Media Campaign. Public Opinion Quarterly 62(3), 1998, pp 427-429.
41. "Marketing, Communication, and Advocacy for Large Scale STD/HIV Prevention and Control" (W. Smith and R. Hornik), in K. Holmes et al, (eds.) Sexually Transmitted Diseases, (3<sup>rd</sup> ed.) New York: McGraw-Hill, 1999.
42. "Using Cross-sectional Surveys to Plan Message Strategies" (R. Hornik & K. Woolf) Social Marketing Quarterly 5(2), 1999, pp.34-42.
43. "Covering Domestic Violence: How the OJ Simpson Case Shaped Reporting of Domestic Violence in the News Media" (K. Maxwell, J. Huxford, C. Borum, and R. Hornik) Journalism and Mass Communication Quarterly 99(2), 2000, pp. 258-272.
44. "Using Theory To Select Messages In Anti-Drug Media Campaigns: Reasoned Action And Media Priming" (J. Cappella, M. Fishbein, R. Hornik, RK Ahern, and S. Sayeed) in R. Rice and C. Atkin (eds.) Public Communication Campaigns Thousand Oaks, CA: Sage, 2001.
45. "Theories and Evidence: Mass Media Effects and Fertility Change" (R. Hornik and E. McAnany) Communication Theory 11(4), 2001, 454-472.

46. "Mass Media and Fertility Change" (R. Hornik and E. McAnany) in National Research Council. Diffusion Processes and Fertility Transition (John Casterline, ed.) Washington, DC: National Academy Press, 2001, pp 208-239.
47. "Matching With Doses In An Observational Study Of A Media Campaign Against Drug Abuse" (B Lu, E Zanutto, R Hornik and P. Rosenbaum): Journal of the American Statistical Association 96(456), 2001.
48. "Care seeking in Sri Lanka: one possible explanation for low childhood mortality" (MWA de Silva, A. Wijekoon, R. Hornik & J Martines)) Social Science and Medicine 53(10):1363-72, 2001.
49. "Public Health Communication: Making Sense of Contradictory Evidence" in Public Health Communication: Evidence for Behavior Change (ed.) Mahwah, NJ: Lawrence Erlbaum, 2002.
50. "Evaluation Design for Public Health Communication Programs" in Public Health Communication: Evidence for Behavior Change (ed.) Mahwah, NJ: Lawrence Erlbaum, 2002.
51. "Communication in Support of Child Survival: Evidence and Explanations from Eight Countries" (R. Hornik, J. McDivitt, S. Zimicki, P. S. Yoder, E. Contreras-Budge, J. McDowell, M. Rasmuson) in Public Health Communication: Evidence for Behavior Change (ed.) Mahwah, NJ: Lawrence Erlbaum, 2002.
52. "Effects of a Mass Media Campaign to Prevent Aids among Young People in Ghana" (S. McCombie, R. Hornik and JK. Anarfi) in Public Health Communication: Evidence for Behavior Change (ed.) Mahwah, NJ: Lawrence Erlbaum, 2002.
53. "The Role of Theory in Developing Effective Anti-drug Public Service Announcements" (M Fishbein, J. Cappella, R. Hornik, S. Sayeed, M. Yzer, R.K. Ahern) in Mass Media and Drug Prevention (WD Crano and M Burgoon, eds.), Mahwah, NJ: Lawrence Erlbaum, 2002.
54. "Some Complementary Ideas about Social Change" Social Marketing Quarterly. 8(2):11-14, 2002.
55. "Predicting Intentions Versus Predicting Behaviors: Domestic Violence Prevention From a Theory of Reasoned Action Perspective" (R. Nabi, B. Southwell, R. Hornik) Health Communication 14(4):429-450, 2002.
56. "Exposure: Theory and Evidence about All the Ways it Matters" Social Marketing Quarterly 8 (3): 30-37, 2002.
57. "Can we measure encoded exposure? Validation evidence from a national campaign." (B. Southwell, C. Barmada, R. Hornik, D. Maklan). Journal of Health Communication, 7(5). 445-453, 2002.
58. "Using Theory to Design Evaluations of Communication Campaigns: The Case of the National Youth Anti-Drug Media Campaign" (R. Hornik, I. Yanovitzky). Communication Theory, 13(2) May, 2003.
59. "Alcohol, Tobacco and Marijuana Use Among Youth: Same Time and Lagged and Simultaneous Change Associations in a Nationally Representative Sample of 9-18 Year Olds" in D. Romer (ed.) Reducing Adolescent Risk: Toward an Integrated Approach. Newbury Park, CA: Sage, 2003.
60. "The effectiveness of gateway communications in anti-marijuana campaigns." (M.C. Yzer, J.N. Cappella, M Fishbein. R. Hornik & R.K Ahern). Journal of Health Communication, 8(2), 129-143, 2003.

61. "Preventing Domestic Violence in the African American Community: Assessing the Impact of a Dramatic Radio Serial" (R. Wray, R. Hornik, O. Gandy, J. Stryker, M. Ghez, K. Mitchell-Clark) Journal of Health Communication 9(1): 31 – 52, January-February 2004.
62. "Some reflections on diffusion theory and the role of Everett Rogers" Journal of Health Communication. 9 (suppl 1):143-149, 2004.
63. "The Role of Distal Variables in Behavior Change: Effects of Adolescents' Risk for Marijuana Use on Intention to Use Marijuana" (M.C. Yzer, J.N. Cappella, M Fishbein. R. Hornik, S. Sayeed & R.K Ahern.) Journal of Applied Social Psychology 34(6), 1229-1250. 2004.
64. "Adolescent marijuana use intentions: Using theory to plan an intervention." (Sayeed, S., Fishbein, M., Hornik, R., Cappella, J. & Ahern, R.K.) Drugs, Education, Prevention & Policy 12(1), February 2005.
65. "Using propensity score subclassification for multiple treatment doses to evaluate a national antidrug media campaign." (Zanutto, E., Lu, B., Hornik, R.) Journal of Educational and Behavioral Statistics 30(1), 59-74, Spring, 2005.
66. "Estimating causal effects of public health education campaigns using propensity score methodology." (Yanovitzky, I., Zanutto, E., & Hornik, R.) Evaluation and Program Planning 28(2), May 2005.
67. "Racial/Ethnic Disparities and Segmentation in Communication Campaigns" (Hornik, R., Ramirez, A.S.) American Behavioral Scientist 49 (6) February 2006 1-17. (reprinted in Kreps, G. (ed.) Health Communication, V. II. Los Angeles: Sage, 2010, chapter 42. 297-314.)
68. "Evaluating smokers' reactions to advertising for new lower nicotine Quest cigarettes." (Shadel WG, Lerman C, Cappella J, Strasser A, Pinto A, Hornik R.) Psychology of Addictive Behaviors. 2006 20(1), 80-84.
69. "Cancer scanning and seeking is associated with knowledge, lifestyle choices and screening behavior." (Shim, M., Kelly, B., & Hornik, R.) Journal of Health Communication, 11(Suppl. 1). 2006, 157-172.
70. "Targeting Norm-Related Beliefs about Marijuana Use in an Adolescent Population." (Zhao, X., Sayeed, S., Cappella, J.N., Fishbein, M., Hornik, R., & Ahern, R.K.) Health Communication 19(3), 187-196, 2006.
71. Validation of Database Search Terms for Content Analysis: The Case of Cancer News Coverage. (Stryker, J.E., Wray, R., Hornik, R. & Yanovitzky, I) Journalism and Mass Communication Quarterly Vol. 83, No. 2, Summer 2006, 413-430
72. "*Personal Influence* and the Effects of the National Youth Anti-Drug Media Campaign" The Annals of the American Academy of Political and Social Science. Vol. 608, November 2006: 282-300.DOI: 10.1177/0002716206291972
73. "Creating Demand for Prescription Drugs: A Content Analysis of Television Direct-to-Consumer-Advertising." (Frosch, D., Kreuger, P., Hornik, R., Barg, F.) Annals of Family Medicine. Vol. 5: 6-13. January/February, 2007.
74. "Communication and Diet: An Overview of Experience and Principles." (Hornik, R & Kelly, B.) Journal of Nutrition Education and Behavior. Vol. 39 (25) (suppl.) 5-12. March/April 2007.



75. "An Extension of the Theory of Reasoned Action and Its Successors to Multiple Behaviors Interventions". In I. Ajzen, D. Albarracin, & R. Hornik (eds.) Prediction and Change of Health Behavior: Applying a Reasoned Action Approach. Mahwah, NJ: Lawrence Erlbaum. 2007
76. "Examining the dimensions of cancer-related information seeking and scanning behavior." (Niederdeppe, J., Hornik, R.C., Kelly, B., Frosch, D.L., Romantan, A., Stevens, R., Barg, F., Weiner, J. S. Schwartz, J.S.) Health Communication, Vol. 22, No. 2: 153-167. 2007.
77. "Spiral CT and Lung Cancer: Science, the Media, and Public Opinion" (Schnoll, R, Hornik, R., Schiller, JH, Wileyto, P., Lerman, C.) in Journal of Clinical Oncology, Vol. 25, No 36 (December 20), 2007: pp 5695-5697.
78. "Estimating Causal Effects in Observational Studies: The Propensity Score Approach." (Yanovitzky, I. Hornik, R. Zanutto, E.) In A. F. Hayes, M. D. Slater, and L. B. Snyder (Eds.), The SAGE sourcebook of advanced data analysis methods for communication research. Thousand Oaks, CA: Sage Publications. 2008.
79. "Cancer news coverage and information seeking" (Niederdeppe, J., Frosch, D. L., & Hornik, R.) Journal of Health Communication. 13(2):181-199, 2008.
80. "Information Scanning" (Hornik, R. and Niederdeppe, J.) in W. Donsbach (ed.) International Encyclopedia of Communication, Wiley-Blackwell (Oxford, UK & Malden, MA): 2008, 2257-2261.
81. "Measuring Media Exposure: An Introduction to the Special Issue." (Fishbein, M. & Hornik, R.) Communication Methods and Measures, 2(1-2), 1-5, 2008.
82. "The Reliability and Stability of General Exposure Measures" (Lee, C; Hornik, R. & Hennessy, M.) Communication Methods and Measures.2:1,6-22 2008.
83. "A Comparative Analysis of the Performance of Alternative Measures of Exposure" (Romantan, A., Hornik, R., Price, V., Cappella, J. & Viswanath, K.) Communication Methods and Measures. 2(1-2),80-99. 2008.
84. "Cancer and communication in the healthcare setting: Experiences of older Vietnamese immigrants, a qualitative study" (Nguyen, G.T., Barg, F., Armstrong, K., Holmes, J.H., & Hornik, R.) . Journal of General Internal Medicine, 23 (1), 45-50 (2008).
85. "Effects of the National Youth Anti-Drug Media Campaign on Youth" (Hornik, R. Jacobsohn, L. Orwin, R., Piesse, A. & Kalton, G.) American Journal of Public Health 98(12),p2229-2236 (2008).
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87. "Effects of Information Framing on Human Papillomavirus Vaccination" ( Leader, A., Weiner, J., Kelly, B.J., Hornik, R.C., & Cappella, J.N.) Journal of Women's Health, 18(2), 1-9. (2009).
88. "Colon Cancer Patient Information Seeking and the Adoption of Targeted Therapy for On-Label and Off-Label Indications." (Gray, S.W., Armstrong, K., DeMichele, A., Schwartz, J.S., Hornik, R.) Cancer Apr 1;115(7):1424-34(2009)
89. "The Importance of Communication Science in Addressing Core Problems in Public Health." (Cappella, J. N. & Hornik, R) In P. M. Buzzanell & D. Carbaugh (Editors), Distinctive Qualities in Communication Research. Routledge. UK (2009).

90. "Risk Information Exposure and Direct to Consumer Genetic Testing for BRCA Mutations among Women with a Personal or Family History of Breast or Ovarian Cancer" (Gray, S.W., O'Grady, C., Karp, L., Smith, S., Schwartz, J.S., Hornik, R., Armstrong, K) *Cancer Epidemiology, Biomarkers and Prevention*. 18(4): 1303-1311 (2009).
91. "Physician trust moderates the Internet use and physician visit relationship." (Lee, C-J & Hornik, RC). *Journal of Health Communication*. 14(1):70-76 (2009) DOI: 10.1080/10810730802592262
92. "Patient-Clinician Information Engagement Increases Treatment Decision Satisfaction Among Cancer Patients Through Feeling of Being Informed" (Martinez, L. Schwartz, JS. Freres, D. Frazee, T. Hornik, RC) *Patient Education and Counseling*. 77: 384-390 (2009). doi:10.1016/j.pec.2009.09.008
93. "Cross source engagement with cancer-related information and its impact on doctor-patient relations." (Lewis, N, Hornik, RC., & Gray, SW.) *Health Communication*. 24(8):723-734 (2009). DOI: 10.1080/10410230903264030
94. "Validating measures of scanned information exposure in the context of cancer prevention and screening behaviors" (Kelly, BJ, Niederdeppe, J., Hornik RC) *Journal of Health Communication*. 14(8):721-740 (2009). DOI: 10.1080/10810730903295559
95. "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?" (Kelly, BJ, Leader, A., Mittermaier, D., Hornik, R., & Cappella, J.N.) *Patient Education and Counseling*. 77(2): 308-313, November 2009. doi:10.1016/j.pec.2009.03.018.
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