9:00 am – 10:15 am
Chair: Michel Haigh, Pennsylvania State University

**Advances in Health Communication Research**

*There and Back Again: An Overview and History of Health Communication*
Teresa Thompson, University of Dayton *(Presenter)*

*Media Literacy and Parent-Adolescent Communication about Alcohol in Media: Effects on Adolescent Alcohol Use*
YoungJu Shin, Indiana University Purdue University Indianapolis
Michael Hecht, Pennsylvania State University
Michelle Miller-Day, Chapman University

*College Students and Legalized Marijuana: Knowledge Gaps and Belief Gaps Regarding the Law and Health Effects*
Douglas Blanks Hindman, Washington State University *(Presenter)*

**Out of Sight, Out of Mind? Addressing Unconscious Brand Awareness in Healthcare Communication**
Kari Barber, University of Nevada *(Presenter)*
Laura Crosswell, University of Nevada
Lance Porter, Louisiana State University
Meghan Sanders, Louisiana State University

10:30 am – 11:45 am
Chair: Mary John O’Hair, University of Kentucky

**Communicating and Educating the Public and Media about Risk and Science**

*Occupational Safety and Health Communication: Reaching Diverse Audiences with Complex Messages*
Donna Van Bogaert, National Institute for Occupational Safety and Health

*Explaining Local Impacts of Climate Change: TV Meteorologists as Climate Science Educators*
Katherine Rowan, George Mason University

*Communicating Uncertain Science to the Public: How Amount and Source of Uncertainty Impact Fatalism, Backlash, and Overload*
Jakob D. Jensen, University of Utah *(Presenter)*
Manusheela Pokharel, University of Utah
Courtney Scherr, Moffitt Cancer Center
Andy J King, Texas Tech University
Natasha Brown, Indiana University - Northwest
Christina Jones, University of Wisconsin - Whitewater

*Non-Scientists’ Knowledge Sharing Expectations in Citizen Science.*
Kevin (Fitz) Duffy, Michigan State University *(Presenter)*
Anthony Cepak, Michigan State University *(Presenter)*
Zhao Peng, Michigan State University *(Presenter)*
Serena Carpenter, Michigan State University *(Presenter)*
12:00 pm – 1:15 pm
Chair: Gary Kreps, George Mason University

Research Symposium Keynote Address
Bradford Hesse, Chief, Health Communication and Informatics Research Branch, National Cancer Institute

1:30 pm – 2:45 pm
Chair: Megan Sizemore, University of Kentucky

Exploring Messages and Media during Extreme Events
First Alert Weather: Local Broadcasters’ Communication during Weather Emergencies.
Chandra Clark, University of Alabama
Michael D. Bruce, University of Alabama
Scott Hodgson, University of Oklahoma

Designing Disaster Warnings for Behavioral Change: The Intersection of Technological Innovation and Effective Messages
Jeannette Sutton, University of Kentucky (Presenter)

The Importance of Using Data to Guide Effective Communication during Health Emergencies
Gary Kreps, George Mason University (Presenter)

“It’s Not Preventable Yet You Are Responsible: Risk and Attribution Assessment of 2012 West Nile Outbreak.”
Nan Yu, North Dakota State University (Presenter)
Robert Littlefield, North Dakota State University
Laura Farrell (Longwood University)
Ruoxu Wang (Penn State University)

Climate Change, Risk and Framing in the Media: Communicating Urgency and Promoting Effective Behavior Change for a Better Future
Erica Ramsey Pulley, San Francisco State University (Presenter)
3:00 pm – 4:15 pm
Chair: Michael Bruce, University of Alabama

Situating Theory in Risk and Health Communication Contexts
Examining Print Coverage of the Keystone Pipeline XL Using the Social Amplification of Risk Framework.
Michel M. Haigh, Pennsylvania State University

Terrorism, Risk Communication, and Theoretical Pluralism.
Kevin Ayotta, Fresno State University

The Effects and Implications of Values, Ethics, and Professionalism on Risk and Health Messages in a Public Affairs Context
Shannon Bowen, University of South Carolina

Big Gulps, Smokes, Taunts, and Ta-Tas: Situating Public Health Campaigns within Applied and Theoretical Frameworks
Kimberly Baker, University of Alabama (Presenter)

The Theory of Normative Social Behavior: A Review
Manusheela Pokharel, University of Utah
Nick Carcioppolo, University of Miami
Jakob Jensen, University of Utah