

Glenn M. Leshner, Ph.D.
Gaylord College of Journalism & Mass Communication
3250B Gaylord Hall
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Norman, OK 73019
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Education

Ph.D. in Communication, minor in Psychology, Stanford University, Stanford, CA
June 1994.

Dissertation: *Switching channels: The effects of channel specialization and differentiation on judgment, evaluation, and memory of television news information.*
Byron Reeves, chair. Committee: Steven Chaffee, Clifford Nass, Donald Roberts, John Perry.

A.M. in Communication, Stanford University, Stanford, CA, 1993.

M.M.C. in Journalism, University of South Carolina, Columbia, SC, 1982.

B.A. in History, Rutgers University, New Brunswick, NJ, 1977.

Academic Appointments

University of Oklahoma, Norman, OK (2015-present)

Professor, Edward L. and Thelma Gaylord Endowed Chair in Journalism
President's Associates Second-Century Presidential Professor
Interim Director of Graduate Studies, Gaylord College of Journalism & Mass Communication (2022)
Director OU PRIME Lab (2015-present)
Associate member, Cancer Prevention & Control Track, Stephenson Cancer Center, OUHSC (2015-present)
Faculty affiliate Health Promotion Research Center, OUHSC (2020-present)
Faculty affiliate Oklahoma Tobacco Research Center, OUHSC (2015-2020)
Affiliate faculty, Department of Communication (2016-present)
Governing Board, Center for Applied Social Research (2018-present)

University of Missouri, Columbia, MO (1994-2014)

Professor, Strategic Communication, School of Journalism (2010-2014)
Associate Professor, Strategic Communication, School of Journalism (2000-2010)
Assistant Professor, Broadcast News Department, School of Journalism (1994-2000)
Tenured May 2000
Director of Graduate Studies (interim; 2006-07)
Elected to Doctoral Faculty (1998, 2003, 2008, 2013)
Department of Communication, courtesy appointment
Co-Director of PRIME Lab (2005-2014)

Stanford University, Stanford, CA

Instructor, Mass Media Institute—Broadcast News Workshop (COM 209), 1992—1994

Taught professional-style TV journalism class, including TV news structure, TV news writing, ENG shooting and editing, producing, and performance. Worked in conjunction with KPIX-TV in San Francisco. Students built weekly newscasts.

Instructor, Writing and Reporting the News, (COM 104) Spring 1993

Taught newspaper writing and reporting.

Teaching Assistant:

History of Film (COM 141/241), Winter, 1993
Communication Theory (COM 108/208), Winter, 1991
Mass Communication & Society (COM 01), Autumn, 1991
Broadcast News Workshop (COM 209), Summer, 1991

Shaw University, Raleigh, NC

Assistant Professor, Department of Radio/TV, 1986-1990

Refereed Journal Articles (58)
(*student co-author)

Stevens, E.M., Lee, D.N., Kim, S., Clayton, R.B., Oduguwa, K., Leshner, G., Mays, D., Villanti, A.C., & Wagener, T.L. (in press). Young adults' responses to e-cigarette advertisements: An examination for potential regulation. *American Journal of Preventive Medicine*.

Stevens, E.M., Cohn, A., *Ruedinger, B., *Kim, N., *Seo, J., *Sun, F., *Kim, S., & Leshner, G. (2025). Cannabis users' and non-users' differential responses to two anti-cannabis campaigns. *Health Education & Behavior*, 52(1), 49-60.
<https://doi.org/10.1177/10901981241267879>

*Cox, M. M., & Leshner, G. (2024). Designing social media messages to promote action by suicide gatekeepers. *Archives of Suicide Research*, 1–17.
<https://doi.org/10.1080/13811118.2024.2438211>

Alalwan, M.A., Long, L., Stevens, E.M., Keller-Hamilton, B., Villanti, A.C., Leshner, G., Wagener, T.L., & Mays, D. (2024). Correlates of susceptibility to waterpipe tobacco smoking in young adults. *PLOS One*, 19(7): e0307058.
<https://doi.org/10.1371/journal.pone.0307058>

*Newbold, T. R., *Burak, E. G. D., Leshner, G., Connelly, S., Wong, N., Lee, S. K., & Jang, S. “R.”. (2024). COVID-19 vaccine messaging for young adults: Examining framing, other- referencing, and health beliefs. *Health Psychology*, 43(8), 615–625.
<https://doi.org/10.1037/hea0001376>

*Sun, F. & Leshner, G. (2023). Image or recruitment: The effects of the US military

advertising strategy and cue utilization on military attitudes and intentions to enlist.
Fu Hsing Kang Academic Journal, 123, 1-26.

*Medvedeva, Y. S., & Leshner, G. M. (2023). Moderation effects of language skills, residential tenure, and education on immigrants' learning from news. *Journalism & Mass Communication Quarterly*, 100(2), 416-437.
<https://doi.org/10.1177/10776990221093930>.

Keller-Hamilton, B., Stevens, E., Villanti, A., Leshner, G., Wagener, T. & Mays, D. (2023). Messaging to prevent and reduce young adults' waterpipe tobacco smoking: A randomized trial. *Addictive Behaviors*, 138, 107546. DOI:
[10.1016/j.addbeh.2022.107546](https://doi.org/10.1016/j.addbeh.2022.107546)

*Thapaliya, R., Leshner, G., Ghimire, P.S., & Bhochhibhoya, A. (2022). An extension of the extended parallel process model to promote heart-health exercise behavior: An experimental study. *Health Promotion Perspectives*, 12(4), 358-366. doi:
[10.34172/hpp.2022.47](https://doi.org/10.34172/hpp.2022.47)

*Kim, N., Leshner, G., & Miller, C. (2022). Native Americans' responses to obesity attributions and message sources in an obesity prevention campaign. *Journal of Health Communication*, 27(11/12), 777-780. <https://doi.org/10.1080/10810730.2022.2153289>

*Hasnat, I., & Leshner, G. (2022). Applying experimental methodology in public diplomacy. *Place Branding and Public Diplomacy*, 18(3), 254-260.
<https://doi.org/10.1057/s41254-022-00261-7>.

Stevens, E. M., Villanti, A. C., Leshner, G., Wagener, T. L., Keller-Hamilton, B. & Mays, D. (2021). Integrating self-report and psychophysiological measures in tobacco message testing: A novel application of multi-attribute decision modeling. *International Journal of Environmental Research and Public Health*, 18(22), 11814.
<https://doi.org/10.3390/ijerph182211814>

Leshner, G., Phan, L., Stevens, E.M., Johnson, A., Villanti, A., *Kim, N., Kim, S., *Ma, H., *Seo, J., *Sun, F., Keller-Hamilton, B., Wagener, T., & Mays, D. (2021). Psychophysiological responses to hookah tobacco public education messages among young adults. *Health Psychology*, 40(9), 569-577. DOI:10.1037/hea0001092.

Stevens, E.M., Leshner, G., Cohn, A.M., *Kim, S., & Wagener, T.L. (2021). How cannabis use status affects responses to anti-cannabis messages. *Cannabis*, 4(2), 1-16. (Journal of the Research Society of Marijuana RSMj). DOI: 10.26828/cannabis/2021.02.001

Leshner, G., Stevens, E.M., Cohn, A.M., *Kim, S., *Kim, N., Wagener, T.L., & Villanti, A.C. (2021). Cognitive and affective responses to marijuana prevention and educational messaging. *Drug and Alcohol Dependence*, 225, 108788.
<https://doi.org/10.1016/j.drugalcdep.2021.108788>

Stevens, E. M., Hébert, E., Keller-Hamilton, B., Frank-Pearce, S. G., Tackett, A. P., Leshner, G.,

& Wagener, T. L. (2021). Associations between exposure to The Real Cost campaign, pro- tobacco advertisements, and tobacco use among youth in the United States. *American Journal of Preventive Medicine*, 60(5), 706-710. DOI: [10.1016/j.amepre.2020.11.006](https://doi.org/10.1016/j.amepre.2020.11.006)

Phan, L., Villanti, A.C., Leshner, G., Wagener, T., Stevens, E., Johnson, A.C., & Mays, D. (2020). Development and pretesting of hookah tobacco public education messages for young adults. *International Journal of Environmental Research and Public Health*, 17, 8752. doi:10.3390/ijerph17238752.

Clayton, R.B., Leshner, G., Sanders-Jackson, A., & Hendrickse, J. (2020). When counterarguing becomes the primary task: Examination of dogmatic anti-vaping messages on psychological reactance, available cognitive resources, and memory. *Journal of Communication*, 70(4), 522-547. <https://doi.org/10.1093/joc/jqaa010>.

Stevens, E.M., Johnson, A.L., Leshner, G., Sun, F., Kim, S., Leavens, E.L.S., Tackett, A.P., Hébert, E.T., & Wagener, T.L. (2020). People in e-cigarette ads attract more attention: An eye- tracking study. *Tobacco Regulatory Science Journal*, 6(2), 105-117.doi: [10.18001/TRS.6.2.3](https://doi.org/10.18001/TRS.6.2.3)

Clayton, R. B., Keene, J. R., Leshner, G., Lang, A., & Bailey, R. L. (2020). Smoking status matters: A direct comparison of smokers' and nonsmokers' psychophysiological and self-report responses to secondhand smoke anti-tobacco PSAs. *Health Communication*, 35(8), 925- 934. doi: 10.1080/10410236.2019.1598741.

Stevens, E.M., *Kim, S., Leshner, G., Leavens, E., Vidrine, J., Frank-Pearce, S.G., Hale, J.J., & Wagener, T.L. (2019). The attitudinal and motivational effects of anti-waterpipe messages. *American Journal of Health Behavior*, 43(3), 478-489. <https://doi.org/10.5993/AJHB.43.3.3>.

Stevens, E. M., Cohn, A. M., Villanti, A. C., Leshner, G., Wedel, A. & Wagener, T. L. (2019). Perceived effectiveness of anti-marijuana messages in adult users and non-users: An examination of responses to messages about marijuana's effects on cognitive performance, driving, and health. *Journal of Studies on Alcohol and Drugs*, 80(4), 415-422. <https://doi.org/10.15288/jasad.2019.80.415>.

Clayton, R. B., Lang, A., Leshner, G., & Quick, B. (2018). Who fights, who flees?: An integration of the LC4MP and Psychological Reactance Theory. *Media Psychology*, 22(4), 545-571. doi: 10.1080/15213269.2018.1476157

Leshner, G., Bolls, P., *Gardner, E., *Moore, J., & Kreuter, M. (2018). Breast cancer survivor testimonies: Effects of narrative and emotional valence on affect and cognition. *Cogent Social Sciences OA*. doi: 10.1080/23311886.2018.1426281

Leshner, G., *Clayton, R. B., Bolls, P.D., & *Bhandari, M. (2018). Deceived, disgusted, and defensive: Motivated processing of anti-tobacco advertisements. *Health*

Communication, 33(10), 1223-1232. <https://doi.org/10.1080/10410236.2017.1350908>.

*Clayton, R.B., Leshner, G., Tomko, R.L, Trull, T.J., & Piasecki, T.M. (2017). Countering craving with disgusting images: Examining nicotine withdrawn smokers' motivated message processing of anti-tobacco PSAs. *Journal of Health Communication*, 22(3), 254-261. doi: 10.1080/10810730.2016.1268222

*Bharudi, G., Ha-Brookshire, J., & Leshner, G. (2017). Too good to be true? Effect of consumers' brand schemas on apparel brands' fair-labor marketing messages. *Clothing and Textiles Research Journal*. Online first, Jan. 1, 2017. doi: 10.1177/0887302X17693943

*Clayton, R. B., Leshner, G., Bolls, P. D., & Thorson, E. (2017). Discard the smoking cues-keep the disgust: An investigation of tobacco smokers' motivated processing of anti-tobacco commercials. *Health Communication*, 32, 1319-1330. doi:10.1080/10410236.2016.1220042

*Ferrucci, P., *Tandoc, E., *Hong, S., *Almond, A., & Leshner, G. (2016). Generalizing baseball: Holding and applying stereotypes to America's Pastime. *Journal of Sports Media*, 11(1), 101-121. doi: 10.1353/jsm.2016.0008

*Gardner, E., & Leshner, G. (2016). The role of narrative and other-referencing in attenuating psychological reactance to diabetes self-care messages. *Health Communication*, 31(6), 738-771. doi: 10.1080/10410236.2014.993498

*Young, R., Hinnant, A., & Leshner, G. (2016). Individual and social determinants of obesity in strategic health messages: Interaction with political ideology. *Health Communication*, 31(7), 903-910. Doi:10.1080/10410236.2015.1018699.

*Clayton, R.B., & Leshner, G. (2015). The uncanny valley: The effects of rotoscope animation on motivational processing of depression drug messages. *Journal of Broadcasting & Electronic Media*, 59(1), 57-75. <https://doi.org/10.1080/08838151.2014.998227>

*Clayton, R., Leshner, G., & *Almond, A. (2015). The extended iSelf: The impact of iPhone separation on cognition, emotion, and physiology. *Journal of Computer Mediated Communication*, 20, 119-135. <https://doi.org/10.1111/jcc4.12109>

*Peters, S., & Leshner, G. (2013). Get in the game: The effects of game-product congruity and product placement proximity on game players' processing of brands embedded in advergames. *Journal of Advertising*, 42(2-3), 113-130. <https://doi.org/10.1080/00913367.2013.774584>

*Ferrucci, P., *Tandoc, E. C., *Painter, C. E., & Leshner, G. (2013). A black and white game: Racial stereotypes in baseball. *Howard Journal of Communications*, 24(3), 309-325. <https://doi.org/10.1080/10646175.2013.805971>

Thorson, E., Wicks, R., & Leshner, G. (2012). Experimental methodology in journalism and mass communication research. *Journalism & Mass Communication Quarterly*, 89(1), 112-124. Doi: 10.1177/1077699011430066

Leshner, G., Bolls, P.D., & Wise, K. (2011). Motivated processing of fear appeal and disgust images in televised anti-tobacco ads. *Journal of Media Psychology*, 23(2), 77-89. doi:10.1027/1864-1105/a000037

*Moore, J., Thorson, E., & Leshner, G. (2011). Terror Management Theory and anti-tobacco advertising: An experimental examination of influence of death explicit anti-tobacco messages on young adults. *Journal of Health & Mass Communication*, 3(1-4), 5-19.

Leshner, G., & *Gardner, L. (2011). Health communication. *Oxford Bibliographies Online*. Oxford, England: Oxford University Press.

Leshner, G., *Vultee, F., Bolls, P.D., & *Moore, J. (2010). When a fear appeal isn't just a fear appeal: The effects of graphic anti-tobacco messages. *Journal of Broadcasting & Electronic Media*, 54(3), 1-23. <https://doi.org/10.1080/08838151.2010.498850>

Leshner, G., Bolls, P., *Thomas, E. (2009). Scare 'em or disgust 'em: The effects of graphic health promotion messages. *Health Communication*, 24, 447-458. doi:10.1080/10410230903023493

Leshner, G., & *Cheng, I.H. (2009). The effects of frame, appeal, and outcome extremity of antismoking messages on cognitive processing. *Health Communication*, 24, 219-227. <https://doi.org/10.1080/10410230902804117>

*Choi, Y., Leshner, G., & Choi, J. (2008). Third-person effects of idealized body image in magazine advertisements. *American Behavioral Scientist*, 52(2), 147-164. <https://doi.org/10.1177/0002764208321348>

Benoit, W., Leshner, G., & *Chattopadhyay, S. (2007). A meta-analysis of political advertising. *Human Communication*, 10(4), 507-522.

*Miller, A., & Leshner, G. (2007). How viewers process live, breaking, and emotional TV news. *Media Psychology*, 10(1), 23-40.

Leshner, G., Benoit, W., & *Hansen, G. (2007). Effects of general presidential campaigns on voters, 1980-2000. *Human Communication*, 10(1), 45-60.

Leshner, G., *Cheng, I., *Song, H., *Choi, Y., & Frisby, C. (2006). The role of spiritual health locus of control in breast cancer information processing between African American and Caucasian women. *Integrative Medicine Insights*, 2, 35-44. doi: 10.1177/117863370600100004

*Yoon, T.I., Shim, J.C., & Leshner, G. (2003). Third-person effects of anti-sites: The influences

of knowledge about others' reactions and agreement level on behavioral intentions.
Korean Society for Journalism & Communication Studies, 47(2), 31-55. (Korean)

*Len-Rios, M., & Leshner, G. (2002). The effects of exposure to web site subscription rates on intention to pay for future web site content. *Business Research Yearbook: Global Business Perspectives*, 9, 85-89.

Leshner, G. (2001). Critiquing the image: Testing image adwatches as journalistic reform. *Communication Research*, 28(2), 181-207. <https://doi.org/10.1177/009365001028002003>

Leshner, G. & *Coyle, J. (2001). Memory for television news: Match and mismatch between processing and testing. *Journal of Broadcasting & Electronic Media*, 44(4), 599-613.

Leshner, G., & Thorson, E. (2000). Over-reporting voting activity: Campaign media, public mood, and the vote. *Political Communication*, 17(3), 263-278.
<https://doi.org/10.1080/105846000414278>

*Mayo, J. & Leshner, G. (2000). Assessing credibility of computer-assisted reporting. *Newspaper Research Journal*, 21(4), 68-82.

Leshner, G., Reeves, B., & Nass, C. (1998). Switching channels: The effects of television channels on the mental representations of television news. *Journal of Broadcasting & Electronic Media*, 42(1), 21-33.

*Colista, C., & Leshner, G. (1998). Traveling music: Following the path of music through the global market. *Critical Studies in Mass Communication*, 15, 181-194.
<https://doi.org/10.1080/15295039809367041>

Leshner, G., & McKean, M. (1997). Using TV news for political information during an off-year election: Effects on political knowledge and cynicism. *Journalism & Mass Communication Quarterly*, 74(1), 69-83. <https://doi.org/10.1177/107769909707400106>

Nass, C., Reeves, B., & Leshner, G. (1996). Technology and roles: A tale of two TVs. *Journal of Communication*, 46(2), 121-128. <https://doi.org/10.1111/j.1460-2466.1996.tb01477.x>

Chaffee, S., Zhao, X., & Leshner, G. (1994). Political knowledge and the election campaign of 1992. *Communication Research*, 21(3), 305-324. doi: 10.1177/009365094021003004

Book Chapters (6)

Leshner, G., Clayton, R.B., & Seo, J. (in press). Exploring media psychophysiology: Conceptual, theoretical, and methodological consideration. In L.J. Shen (Ed.), *Handbook of Quantitative Research Methods in Communication Science*. DeGruyter Mouton.

Leshner, G., Clayton, R.B., Read, G., & Wise, K. (in press). A neuroscience perspective on consumer responses to marketing communication. R. G. Magee (Ed.), *The DeGruyter*

Handbook of Marketing Communication. DeGruyter, Inc.

Leshner, G. (2017). Experiment, laboratory. In J. Matthes (Ed.), *The International Encyclopedia of Communication Research Methods*. Malden, MA: Wiley-Blackwell.
<https://doi.org/10.1002/9781118901731.iecrm0096>

Thorson, E., Leshner, G., *Jahng, M., & Duffy, M. (2016). A hierarchy of political participation activities in pre-voting age youth. In E. Thorson, M. S. McKinney, and D. Shah (Eds.) *Political Socialization in a Media Saturated World* (Ch. 2). New York: Peter Lang.

Leshner, G. (2014). The basics of experimental research in media studies (pp. 236-254). In F. Darling-Wolf (Ed.), *The international encyclopedia of media studies: Research methods in media studies*. Malden, MA: Wiley-Blackwell. DOI: 10.1002/9781444361506.wbiems181

Leshner, G. (2006). The effects of dehumanizing depictions of race in television news stories. In A. Reynolds & B. Barnett (Eds.), *Communication and Law: Multidisciplinary Approaches to Research* (pp. 229-252). Mahwah, NJ: LEA.

Conference Research Papers (refereed, 112)

Stevens, E.M., Cohn, A., *Ruedinger, B., *Kim, N., *Seo, J., *Sun, F., *Kim, S., & Leshner, G. (June 2024). Cannabis users' and non-users' differential responses to two anti-cannabis campaigns. Paper presented to the Health Communication Division of ICA, Gold Coast, Australia.

*Newcombe, K., Cheney, M., Lu, Y., Coleman, L., Zingg, T., *Seo, J., & Leshner, G. (June 2024). The relationship between social media, thin ideal internalization, and college women's use of electronic cigarettes for weight control: A mediation analysis. Paper presented to the Health Communication Division of ICA, Gold Coast, Australia.

*Seo, J., Kim, N., *Newcombe, K., Lee, S., & Leshner, G. (March 2024). Empowered by Ads? Understanding the Influence of Femvertising on Consumers' Attitudes and Behaviors. Paper presented at the 2024 AAA conference, Portland, OR.

Alalwan, M.A., Long, L., Stevens, E.M., Keller-Hamilton, B., Villanti, A.C., Leshner, G., Wagener, T.L., & Mays, D. (November 2023). Correlates of waterpipe susceptibility among young adult susceptible nonsmokers. Paper presented at the 2024 SRNT annual conference, Edinburgh, Scotland, UK.

Stevens, E. M., Lee, D. N., Kim, S., Oduguwa, K., Leshner, G., Villanti, A. C., Mays, D., Wagener, T. L. (October 2023). Young adults' responses to e-cigarette advertisement features: Identifying targets for potential regulation. Paper presented at the 2023 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Newbold, T., Burak, E.G.D., Leshner, G., Connelly, S., Wong, N., Lee, S.K., & Jang, S.R.

(August 2023). COVID-19 Vaccine Messaging for Young Adults: Examining Framing, Other- Referencing, and Health Beliefs. Paper presented to the ComSHER division at the AEJMC conference, Washington, DC.

Ruedinger, B., Cohn, A.M., Stevens, E.M., Kim, N., Seo, J., Sun, F., Kim, S., & Leshner, G. (August 2022). Influence of anti-cannabis messages on users' and non-users' cognitive and emotional responses. Paper presented to the ComSHER division for the AEJMC annual conference. Detroit, MI.

Seo, J., Ruedinger, B., Sims, N., Hahn, K., Sun, F., Kim, S., Kim, N., Ma, H., Ahmed, R., Rony, N., Thapaliya, R., Nguyen, T., & Leshner, G. (May 2022). Smokers' responses to e-cigarette ads and PSAs across message strategies. Extended abstract presented to the Health Communication Division of ICA.

Mays, D., Stevens, E.M., Leshner, G., Keller-Hamilton, B., Wagener, T., Shoben, A. & Villanti, A. (July 2022). Effects of waterpipe tobacco risk messages among young adult waterpipe smokers and susceptible nonsmokers: results of a randomized controlled trial. Abstract presented at the 2022 SRNT annual conference.

Stevens, E.M., Villanti, A.C., Leshner, G., Wagener, T.L., Keller-Hamilton, B., & Mays, D. (October 2021). Integrating self-report and psychophysiological measures in health communication message testing: A novel application of multi-attribute decision modeling. Abstract presented to the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Ma, H., Miller, C., & Leshner, G. (May 2021). *The effects of message frame and food type on responses to healthy eating advocacies*. Paper presented to the Health Communication Division of ICA.

Medvedeva, Y. & Leshner, G. (May 2020). *The leveling role of television in learning about public affairs*. Paper presented to the Political Communication Division of ICA, Gold Coast, Australia.

Sun, F., Kim, N., Ma, H., Seo, J., Ruedinger, B., Hahn, K., Kim, S., Rony, N., Ahmed, R., Thapaliya, R., Nguyen, T., Cantrell, J., Cohn, A., & Leshner, G. (May 2020). *Impact of e-cigarettes ads and PSAs on cigarette smokers' cognitive and emotional processing*. Extended abstract presented to the Information Systems Division of ICA, Gold Coast, Australia.

Kim, N., & Leshner, G. (May 2020). *Obesity attributions and message sources' effects on obesity prevention message processing among Native Americans: The mediation effect of anger on message attitudes, source evaluations, and behavior*. Extended abstract presented to the Health Communication Division of ICA, Gold Coast, Australia.

Stevens, E.M., Johnson, A.L., Leshner, G., Sun, F., Kim, S., Leavens, E.L.S., Tackett, A.P., Hébert, E.T., & Wagener, T.L. (May 2020). *An examination of young adults' attention*

to e-cigarette advertising. Paper presented to the Communication, Science, & Biology Division of ICA, Gold Coast, Australia.

Stevens, E.M., Johnson, A.L., Wander, N., Mehta, T., Smith, C.E., Wedel, A., Tackett, A.P., Leavens, E.L.S., Leshner, G., & Wagener, T.L. (May 2020). *Influence of regulated vs. unregulated e-cigarette advertising on e-cigarette use: A laboratory vaping lapse task study.* Paper presented to the Health Communication Division of ICA, Gold Coast, Australia.

Ahmed, R., Yoon, D., & Leshner, G. (2020). *Is the “presence” present? Mediating role of different dimensions of presence on immersive VR advertisement effectiveness.* Paper presented at the American Academy of Advertising, San Diego, CA.

Kim, S., Yoon, D., Leshner, G., & Youn, S. (March 2020). *The effects of ad-block wall level, ad- block wall message frame, explicit goal existence on psychological reactance and online news brand evaluation.* Paper presented at the American Academy of Advertising, San Diego, CA.

Leshner, G., Kim, N., Kim, S., Sun, F., Seo, J., Ma, H., Ruedinger, B., Stevens, E., Wagener, T., & Mays, D. (February, 2020). *Assessing cognitive and emotional processing of risk anti- hookah messages among young adults.* Paper presented to the annual Stephenson Cancer Symposium, OUHSC, Oklahoma City, OK.

Stevens, E. M., Johnson, A. L., Leshner, G., Sun, F., Kim, S., Leavens, E. L. S., Tackett, A. P., Hébert, E.T., & Wagener, T. L. (March 2020). *Do we have your attention now?: An eye- tracking study of young adults’ attention to e-cigarette advertisement features.* Paper presented at the Society for Research on Nicotine & Tobacco Annual Meeting, New Orleans, LA.

Leshner, G., Kim, S., Sun, F., Kim, N., Stevens, E., Wagener, T., Phan, L., Villanti, A., Johnson, A.C., Rehberg, K., & Mays, D. (October 2019). *Cognitive and emotional processing of anti- hookah messages.* Paper presented at the NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Clayton, R. B., Sanders-Jackson, A., Leshner, G., Hendrickse, J., & Sawicki, S. (May, 2019). *Anti- vaping messages and secondary task reaction times (STRTs): Does psychological reactance reduce STRTs and recognition memory.* Paper accepted for presentation to the Information Systems Division of ICA, Washington, D.C.

DeWalt, C., Kim, S., & Leshner, G. (May, 2019). *The effects of regulatory fit and controlling language on psychological reactance: An integrated model approach.* Paper accepted for presentation to the Health Communication Division of ICA, Washington, D.C.

Kim, N., Leshner, G., & Waltermire, B. (May, 2019). *A psychophysiological perspective of cognitive and affective responses to interactive infographics.* Paper accepted for presentation to the Information Systems Division of ICA, Washington, D.C.

Kim, N., & Leshner, G. (May, 2019). *Exploring counterargument initiation: Measuring secondhand smoke anti-tobacco message counterarguments among smokers and nonsmokers*. Paper accepted for presentation to the Health Communication Division of ICA, Washington, D.C.

Stevens, E.M., Leavens, E.L.S., Herberts, E.T., Tackett, A.P., Leshner, G., & Wagener, T. (2019, February). *JUUL users' perceptions of harm and descriptions of the product*. Poster presented at SRNT, San Francisco, CA.

Medvedeva, Y., & Leshner, G. (2018, August). *The effects modality, English language proficiency, and length of stay on immigrants' learning from American news about politics*. Paper presented to the Communication Theory & Methodology Division of AEJMC, Washington, DC. *Top theory paper award*.

Stevens, E., Kim, S., Leshner, G., Leavens, E., Virdrine, J., Frank, S., & Wagener, T. (2018, May). *Cognitive and emotional processing of anti-waterpipe PSAs*. Paper presented to the Health Communication Division of ICA, Prague, Czech Republic.

Kim, S., DeWalt, C., & Leshner, G. (2018, May). *The effects of restoration script type and regulatory fit on psychological reactance: An integrated model approach*. Paper presented to the Health Communication Division of ICA, Prague, Czech Republic.

Clayton, R. B., Keene, J. R., Leshner, G., Lang, A., Ellis, A., Hendrickse, J., Secharan, R., & Wilde, M. (2018, May). *Exposure to secondhand smoke anti-tobacco messages and cognitive and emotional responses: The role of smoking status*. Paper presented to the Information Systems Division of ICA, Prague, Czech Republic.

Stevens, E. M., Kim, S., Leshner, G., Leavens, E. L., Virdrine, J. I., Frank, S. G., & Wagener, T. L. (2018, March). *It's a trap! An examination of waterpipe smokers and non-smokers' reactions to anti-waterpipe PSAs*. Poster presented at the Society for Research on Nicotine and Tobacco's Annual Conference, Baltimore, MD.

Stevens, E. M., Kim, S., Leshner, G., Leavens, E. L. S., Virdrine, J. I., Frank, S. G., Wagener, T. L. (2017, March). *It's a trap! An examination of waterpipe smokers and non-smokers' reactions to anti-waterpipe PSAs*. Paper presented at the Vermont Center on Behavior and Health Annual Conference on Tobacco Regulatory Science.

Clayton, R. B., Lang, A., Leshner, G., Quick, B., Hendrickse, J., Secharan, R., & Wilde, M. (2017, November). *Fight or Flight? Testing Psychological Reactance Theory with the LC4MP and Trait Motivational Reactivity*. Paper presented to the National Communication Association (NCA), Dallas, Texas.

Banu, N., & Leshner, G. (2017, August). *Impacts of television humor on viewers' engagement, attitudes, and memory*. Paper presented to the Political Communication Interest Group of AEJMC, Chicago, IL.

Mazurek, M., Leshner, G., Bolls, P., Clayton, R. (May, 2017). *Measurement of social reward processing of boys with autism spectrum disorder*. Paper accepted for presentation to the International Communication Association, San Diego, CA.

Clayton, R., Leshner, G., Trull, T.J., & Piasecki, T.M. (2016, November). *Countering craving with disgust images: The impact of nicotine-withdrawal on smokers' motivated message processing of anti-tobacco PSAs*. Paper presented to the Health Communication Division of the National Communication Association, Philadelphia, PA.

Clayton, R., Leshner, G., Trull, T.J., & Piasecki, T.M. (2016, October). *An investigation of nicotine- withdrawn smokers' cognitive and emotional processing of anti-tobacco commercials*. Abstract presented to the Society for Psychophysiological Research annual meeting, Minneapolis, MN.

Sun, F. & Leshner, G. (2016, August). *Image or recruitment: The relationships between cue and military advertising strategy on military attitudes and intentions to enlist*. Paper presented to the Advertising Division of AEJMC, Minneapolis, MN.

Shoenberger, H., Leshner, G., & Thorson, E. (2016, May). *Through the Truth Goggles: An experimental investigation of perceived credibility and quality with the use of a fact-checking prototype*. Paper presented to the Journalism Studies Division of ICA, Fukuoka, Japan.

Clayton, R., Leshner, G., Bolls, P.D., Thorson, E., Trull, T.J., & Piasecki, T.M. (2015, October). *Cue the disgust: The impact of tobacco cues and disgusting images in anti-tobacco ads on tobacco smokers' message processing*. Abstract presented to the Society for Psychophysiological Research annual meeting, Seattle, WA.

Clayton, R., Leshner, G., & Almond, A. (2014, August). *The extended iSelf: The impact of iPhone separation on cognition, emotion, and physiology during cognitive tasks*. Paper presented to the Communication Technology Division of AEJMC, Montreal, CAN. *Top faculty paper*.

Clayton, R., Almond, A., & Leshner, G. (2014, May). *Cell phone devices as an extension of self and impedance on cognitive tasks*. Paper presented to the International Communication Association annual conference, Seattle, WA.

Leshner, G., Clayton, R., Bhandari, M., & Bolls, P. (2014, May). *Motivated processing of anger and disgusting images in anti-tobacco ads*. Paper presented to the Health Communication Division of ICA, Seattle, WA.

Leshner, G., Clayton, R., Bhandari, M., Subramanian, R., & Bolls, P. (2014, May). *Anger and disgust: Understanding smokers' psychophysiological responses to anti-tobacco public service announcements*. Paper presented to the Information Systems Division of ICA, Seattle, WA.

Clayton, R., & Leshner, G. (2014, April). *Motivational processing of depression drug messages: The effects of rotoscope animation*. Poster presented at Kentucky Conference on Health Communication, Lexington, KY.

Leshner, G., Clayton, R., Bhandari, M., & Bolls, P. (2013). *The impact of anger and disgust images in anti-tobacco ads on viewers' message processing*. Paper presented to the Society for Psychophysiology, Florence, IT.

Leshner, G., Clayton, R., Bhandari, M., & Bolls, P. (2013). *Motivated processing of anger and disgust in anti-tobacco video advertisements*. Paper presented to the Communication, Theory, & Methodology Division of AEJMC, Washington, DC.

Young, R., Hinnant, A., & Leshner, G. (2013). *Individual and social determinants of obesity in strategic health messages: Interaction with political ideology*. Paper presented to the Health Communication Division of ICA, London, ENG.

Gardner, L., Nutting, B., & Leshner, G. (2013). *Explicating psychological reactance: Comparing self-report and psychophysiological measures*. Paper presented to the Information Systems Division of ICA, London, ENG.

Thorson, E., Wicks, R., & Leshner, G. (2012, August). *Experimental methodology in journalism and mass communication research*. Invited panel, AEJMC, Communication, Theory, & Methodology Division of AEJCM, Chicago, IL.

Leshner, G., Bolls, P., & Almond, A. (2012, August). *Incorporating motivated cognition into the Extended Parallel Process Model: An integrative theoretical essay*. Paper presented to the Communication, Theory, & Methodology Division of AEJCM, Chicago, IL.

Ferrucci, P., Tandoc, E., Hong, S., Almond, A., & Leshner, G. (2012, August). *Implicit and explicit stereotypes in coverage of America's pastime*. Paper presented to the Minorities and Communication Division of AEJCM, Chicago, IL.

Ferrucci, P., Tandoc, E., & Leshner, G. (2012, May). *A Black and White game: Racial stereotypes in baseball*. Paper presented to the Ethnicity and Race in Communication Division of ICA.

Buford, M., Daniels, G., Bolls, P., & Leshner, G. (2012, March). *Cause exhaustion in cause-related marketing: Are causes losing their emotional potency?* Paper presented at the American Academy of Advertising annual conference, Myrtle Beach, SC.

Wicks, R., Thorson, E., & Leshner, G. (2011, August). *Experimental methodology in journalism and mass communication research*. Paper presented to the Communication Theory & Methodology Division of AEJMC, St. Louis, MO. *Top three paper*.

Gardner, E., & Leshner, G. (2011, May). *The role of narrative and other-referencing in attenuating psychological reactance to persuasive type II diabetes messages*. Paper presented to the Health Communication division of ICA, Boston, MA. *Top paper*.

Thorson, E., Leshner, G., Jahng, M., & Duffy, M. (2011, May). *A hierarchy of political participation activities in pre-voting age youth*. Paper presented to the Political Communication Division of ICA, Boston, MA.

Leshner, G., Logan, R., Cameron, G., & Hensel, B. (2010, August). *Comprehensive resource to enhance consumer health informatics evaluation research: A description of a pilot project*. Paper presented to the Communicating Science, Health, Environment and Risk Interest Group of AEJMC, Denver, CO.

Maruniak, A. & Leshner, G., (2009, April). *A mediation model of the impact of for- and non-profit environmental advertisement*. Paper presented to the Advertising Division of AEJMC, Boston, MA.

Leshner, G., Bolls, P.D., Bailey, R., Ashley, S., Lee, H., & Kevin Wise (2009, May). *The information processing of political advertisements: Attitude accessibility, psychological processing, and party affiliation*. Paper presented to the Information Systems Division of ICA. Chicago, IL.

Peters, S., Leshner, G., Bolls, P.D., & Wise, K. (2009, May). *The effects of advergames on game players' processing of embedded brands*. Paper presented to the Information Systems Division of ICA. Chicago, IL.

Winfield, B., Leshner, G., Kononova, A., & Jung, M. (2009, May). *Historical references in political news stories: Credibility, perceived and understanding of news*. Paper presented to the Journalism Studies Division of ICA.

Leshner, G., Bolls, P.D., Moore, J., Gardner, E., Peters, S., Kononova, A., Bailey, R., Wise, K. (2008). The impact of narrative and emotion of breast cancer survivor testimonies on message processing for African American female viewers. *Psychophysiology, 45, supplement 1*, S98.

Leshner, G., Bolls, P.D., Sternadori, M., Bailey, R., Norris, R., Gardner, E., Adkins, D., Spratt, A., Jeong, J.Y., Salazar, A., Eckler, P., Hong, H.H., Park, S., Marchionni, D., Ham, C.D. (2008). The impact of Machiavellian and disgusting images in anti-tobacco ads on viewers' message processing. *Psychophysiology, 45, supplement 1*, S120.

Bailey, R.L., Wise, K., Bolls, P.D., & Leshner, G. (2008). The effect of avatar customization on children's cognitive and emotional responses to branded online games. *Psychophysiology, 45, supplement 1*, S57.

Leshner, G., Bolls, P., Gardner, E., Moore, J., Peters, S., Kononova, A., & Bailey, R. (2008, August). *Effects of African American breast cancer survivor testimonies on cognitive, emotional, and behavioral outcomes*. Paper presented to the Minorities and Communication Division of AEJMC, Chicago, IL.

Leshner, G., Bolls, P., Moore, J., Peters, S., Kononova, A., Bailey, R., Gardner, E., & Wise, K. (2008, May). *Cognitive and emotional effects of breast cancer survivor testimonies*. Paper presented to the Health Communication Division of ICA, Montreal, CAN.

Bolls, P., Leshner, G., Moore, J., Gardner, E., Bailey, R., Kononova, A., & Peters, S. (2008, May). *Stories of feeling and courage: The effect of emotional tone on processing cancer survivor stories*. Paper presented to the Information Systems Division of ICA, Montreal, CAN.

Bailey, R., Bolls, P.D., Wise, K., & Leshner, G. (2007). The effect of individual differences in motivated processing on response to sex appeal in TV ads. *Psychophysiology*, 44, supplement 1, S60.

Leshner, G., Vultee, F., & Bolls, P. (2007, May). *When a fear appeal isn't a fear appeal: The effects of graphic anti-tobacco messages*. Paper presented to the Health Communication division of ICA, San Francisco, CA.

Bailey, R.L., Wise, K., & Leshner, G. (2007, May). *Individual differences in motivated processing of highly arousing, positive TV advertisements*. Paper presented to the Information Systems division of ICA, San Francisco, CA.

Moore, J., Thorson, E., & Leshner, G. (2007, May). *The only thing we have to fear is death: Using Terror Management Theory to predict attitudinal and behavioral responses to death- explicit anti-tobacco PSAs*. Paper presented to the Information Systems division of ICA, San Francisco, CA.

Bolls, P., Leshner, G., & Miles, S. (2006). Yuck: The effect of fear appeal and disgust images on processing anti-smoking ads. *Psychophysiology* 43, supplement 1, S59.

Choi, Y., Cameron, G., & Leshner, G. (2006, June). *Defining fear appeals-based anti-smoking PSAs using Izard's differential emotions scale*. Paper presented to the International Communication Association, Health Communication Division, Dresden, Germany.

Leshner, G., & Bolls, P. (2006, April). *Measuring disgust and fear responses to anti-tobacco television ads*. Paper presented to the Kentucky Conference on Health Communication. Lexington, KY.

Bolls, P.D., Miles, S., & Leshner, G. (2005, September). *That's disgusting! The effect of disgusting images in anti-smoking messages*. Presented to the Society for Psychophysiological Research. Lisbon, Portugal.

Leshner, G. (2005, August). *The effects of dehumanizing depictions of race in television news stories*. Second Place Faculty Paper, Minorities and Communication Division, AEJMC, 2005.

Leshner, G., & Bolls, P. (2005, May). *Scare 'em or disgust 'em: The effects of graphic health promotion messages*. Paper presented to the Information Systems Division of the

International Communication Association, New York.

Leshner, G., Cheng, I.H., Choi, Y., Song, H.J., & Frisby, C. (2005, May). *The role of spirituality in breast cancer information processing among African American women*. Paper presented to the Health Communication Division of the International Communication Association, New York.

Cheng, I., Leshner, G., & Cameron, G.T. (2005, May). *Family communication and teen smoking prevention*. Paper presented to the Health Communication Division of the International Communication Association, New York.

Benoit, W., Leshner, G., & Chattopadhyay, S. (2005, May). *A meta-analysis of political advertising*. Paper presented to the Political Communication Division of the International Communication Association, New York.

Choi, Y., Stephenson, M.T., Cameron, G.T., & Leshner, G. (2005, May). Effects of high threat anti-smoking PSAs on high sensation seeking young adults. Paper presented to the Health Communication Division of the International Communication Association, New York.

Choi, Y., Cameron, G.T., Leshner, G., Stephenson, M.T. (2004, August). *Sensation seeking targeting and fear appeal of anti-smoking public service announcement messages for young adults*. Paper presented at the Advertising Division of AEJMC, Toronto, CA.

Cheng, I.H., & Leshner, G. (2004, May). *The influence of frame, appeal, and arousal of antismoking ads on attitude, perceived effectiveness, and third person perceptions*. Paper to be presented at the Health Communication Division of International Communication Association, New Orleans, LA.

Leshner, G., Benoit, W., & Hansen, G. (2004, May). Effects of general presidential campaigns and voters, 1980-2000. Paper to be presented at the Political Communication Division of ICA, New Orleans, LA.

Choi, Y., & Leshner, G. (2003, August). *Who are the “others”? Third-person effects of idealize body image in magazine advertisements*. Paper presented at the AEJMC annual conference, Kansas City, MO.

Cheng, I.H., & Leshner, G. (2003, May). *The effects of frame, appeal, and arousal of antismoking messages on attention and memory*. Paper presented at the ICA annual conference, San Diego, CA.

Miller, A., & Leshner, G. (2003, May). *How viewers process live, breaking, and emotional TV news*. Paper presented at the ICA annual conference, San Diego, CA.

Yoon, T.I., Leshner, G., & Shim, J.C. (2003, May). *Does success succeed on the web?: Knowledge about others’ reactions, agreement level, and third-person effects of*

controversial websites. Paper presented at the ICA annual conference, San Diego, CA.

Leshner, G., Holbert, R.L., & Yoon, T.I. (2002, August). *Motivating turnout: Counter-endorsement third-person effects, campaign negativity, and voting.* Paper presented at the AEJMC annual conference, Miami, FL.

Len-Rios, M., & Leshner, G. (2002, April). *The effects of exposure to web site subscription rates on intention to pay for future web site content subscriptions.* Paper presented at the IABD annual conference.

Miller, A., & Leshner, G. (2002). *Tragedy & ratings: The influence of economic factors on a television market's breaking news coverage.* Paper presented at the BEA annual conference, Las Vegas, NV.

Leshner, G., & Coyle, J. (2001, May). *Exploring differential performance on memory tests for negative television news.* Paper accepted for presentation to the Information Systems Division of ICA, Washington, DC.

Leshner, G., & Len-Rios, M. (2000, August). *Political Talk—Not All “Hot Air”: A Path Model Predicting Knowledge, Cynicism & Vote in an Issue Campaign.* Paper presented to the Mass Communication & Society Division, AEJMC annual conference, Phoenix, AZ.

Leshner, G., & Len-Rios, M. (2000, August). *Media Influences on Voter Learning, Cynicism, and the Vote in an Off-Year Issue Election.* Paper presented to the Communication Theory and Methodology Division, AEJMC annual conference, Phoenix, AZ.

Mayo, J. & Leshner, G. (1999, August). *Analytical journalism: Credibility of computer-assisted reporting.* Target is *Newspaper Research Journal.* Paper presented to the Newspaper Division for the annual conference of AEJMC, New Orleans, LA.

Leshner, G. (1999, May). *Effectiveness of Image and Issue Ad Watches: Can Ad Watches Extend Beyond their Ads?* Paper presented to the Information Systems Division of ICA, annual conference, San Francisco.

Thorson, E., & Leshner, G. (1998, October). *Civic Journalism and the Creation of Social Capital: What are the Connections?* Paper presented at Public Journalism: A Critical Forum, Second Annual Conference for the Center for Mass Communications Research, University of South Carolina, Columbia, SC.

Thorson, E., & Leshner, G. (1998, August). *Participation in Community Organizations and Consumption of TV and Newspaper News.* Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism & Mass Communication, annual conference, Baltimore, MD. Winner second place for faculty papers.

Leshner, G., & Thorson, E. (1998, July). *Cynicism and Public Mood About an Election as Mediators of Actual and Self-Reported Voting*. Paper presented to the Political Communication Division of ICA, annual conference, Jerusalem, Israel.

Leshner, G., & Coyle, J. (1997, May). *Exploring differential performance on memory tests of television news*. Paper presented to the Information Systems Division at the annual meeting of ICA, Montreal, CAN.

Hart, M., & Leshner, G. (1997, May). *Effects of peer news stories on adolescents*. Paper presented to the Instructional and Developmental Communication Division at the annual meeting of ICA, Montreal, CAN.

Leshner, G. (August, 1996). *News Media Influences on Voter Learning, Cynicism, and Issue Understanding in the 1994 Off-Year Election*. Paper presented to the Mass Communication & Society Division at the annual meeting of AEJMC, Anaheim, CA.

Leshner, G. & Dunlap, L. (May, 1996). *Modern racism and television news: Effects of minority portrayals*. Paper presented to the Information Systems Division at the annual meeting of ICA, Chicago, IL.

Leshner, G., & Coyle, J. (May, 1996). *Implicit and explicit memory for television news*. Paper presented to the Information Systems Division at the annual meeting of ICA, Chicago, IL.

Colista, C., & Leshner, G. (May, 1996). *Traveling music: Following the path of music through the global market*. Paper presented to the Intercultural and Development Division at the annual meeting of ICA, Chicago, IL.

Leshner, G. (August, 1995). *Issue knowledge and media reliance*. Paper presented to the Mass Communication and Society Division at the annual meeting of AEJMC, Washington, DC.

McKean, M., Leshner, G., Meeds, R., & Packard, A. (August 1995). *Using TV news for political information: Effects on political knowledge and cynicism*. Paper presented to the Radio- Television Journalism Division at the annual meeting of AEJMC, Washington, DC.

Leshner, G., Reeves, B., & Nass, C. (May, 1995). *Switching channels: The effects of channel specialization and differentiation on judgment, evaluation, and memory of television information*. Paper presented to the Communication & Technology Division at the annual meeting of ICA, Albuquerque, NM.

Reeves, B., Orton, P., & Leshner, G. (May, 1995). *The effects of point-of-view versus master-shots on perceptions, evaluations, and judgments of television programs*. Paper presented to the Visual Communication Division at the annual meeting of ICA, Albuquerque, NM.

Chaffee, S., Zhao, X., & Leshner, G. (1994). *Political knowledge and the election campaign of 1992*. Paper presented to the Political Communication Division at the annual meeting of ICA, Sydney, Australia. Selected Top Three Paper.

Nass, C., Reeves, B., & Leshner, G. (May, 1993). *Technology and social roles: A tale of two TVs*. Paper presented to the Information Systems Division at the annual meeting of ICA Washington, DC.

Invited writings/patterns/talks (11)

Leshner, G. (March 14, 2025). 2025 Psychophysiological Research Symposium. Manship School of Mass Communication, Louisiana State University.

Leshner, G. (Sept. 24, 2024). Implicit measures in diversity media research: Thinking outside the box. Research talk given to a graduate class at the University of Minnesota JOUR8990.

AEJMC. (2020). Sharing the knowledge: Successful strategies for mentoring and working with graduate students. Competitive panel sponsored by ComSHER and MC&S Divisions of AEJMC annual meeting, San Francisco, CA.

Leshner, G. (2019). Communication regulatory science: Optimizing hookah tobacco public education messages to reduce young adult use. Invited talk at the College of Communication Arts and Sciences, Michigan State University, East Lansing, MI.

Leshner, G. (2016). Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes. Preconference presentation. American Academy of Advertising, Seattle, WA.

Leshner, G. (2014). Message sensation value. In T.L. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage.

Leshner, G. (2014). Health promotion. In T.L. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage.

AEJMC. (2014). Under the covers with magazine research: Refining our methodologies. Panel co- sponsored by the Magazine and Cultural and Critical Studies Divisions, AEJMC annual meeting, Montreal, CAN.

AEJMC. (2012). Experimental methodology in mass communication: How to improve as scholars and reviewers. Panel sponsored by Communication Theory and Methodology Division and Graduate Student Interest Group, AEJMC annual meeting, Chicago, IL.

AEJMC. (2010). Conducting externally funded research with social implications. Panel sponsored by Communication Theory and Methodology and Mass Communication and Society Divisions, AEJMC annual meeting, Denver, CO.

Book review of Kaid, L.L. & Bystrom, D.G. (1999). *Electronic Election: Perspectives on the 1996 Campaign Communication*. Hillsdale, NJ: LEA. *Journalism & Mass Communication Educator*, 54(1), 101-102.

Articles/ invited papers (22)

Leshner, G. (2012). Age. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/age.html>

Leshner, G. (2012). Health information seeking. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/health-information-seeking.html>

Leshner, G. (2012). Health literacy. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/health-literacy.html>

Leshner, G. (2012). Health orientation. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/health-orientation.html>

Leshner, G. (2012). Information sufficiency. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/information-sufficiency.html>

Leshner, G. (2012). Perceived message cognition value. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/perceived-message-cognition-value.html>

Leshner, G. (2012). Perceived message sensation value. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/perceived-message-sensation-value.html>

Leshner, G. (2012). Perceived severity. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/perceived-severity.html>

Leshner, G. (2012). Perceived susceptibility. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/perceived-susceptibility.html>

Leshner, G. (2012). Reactance restoration. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/reactance-restoration.html>

Leshner, G. (2012). Response efficacy. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/response-efficacy.html>

Leshner, G. (2012). Self efficacy. Consumer health informatics research resource, U.S.

National Library of Medicine. <http://chirr.nlm.nih.gov/self-efficacy.html>

Leshner, G. (2012). Sensation seeking. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/sensation-seeking.html>

Leshner, G. (2012). Spiritual health locus of control. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/spiritual-health-locus-of-control.html>

Leshner, G. (2012). State reactance. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/state-reactance.html>

Leshner, G. (2012). Trait empathy. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/trait-empathy.html>

Leshner, G. (2012). Trait reactance. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/trait-reactance.html>

Leshner, G. (2012). Transportation. Consumer health informatics research resource, U.S. National Library of Medicine. <http://chirr.nlm.nih.gov/transportation.html>

Leshner, G. (2005, November). Thoughts from the head: Bad news/Good news for Frisco, *CT&M Concepts*, 34(2), 2.

Leshner, G. (2005, November). Thoughts from the head: Restructuring CT&M leadership, *CT&M Concepts*, 34(1), 2, 7.

Leshner, G. (2004, May). More research at Toronto convention, *CT&M Concepts*, 33(3), 4-5.

Leshner, G. (2003, June). Teaching on-line distance education, *CT&M Concepts*, 32(2), 3-6.

External Grants/Contracts

1R01CA229082-01 (NIH/NCI) Mays (PI) 05/01/2018-04/31/2021
 Optimizing Hookah Tobacco Public Education Messages to Reduce Young Adult
 Use Total Costs: \$1,421,828 (awarded)
 Role: Co-Investigator

HHSN276200800525P (renewal) Logan (PI) 9/16/2011-9/15/2012
 Comprehensive resource to enhance consumer health informatics evaluation
 research
 Direct costs: \$34,999.24
 Role: Contractor

HHSN276200800525P (renewal) Logan (PI) 9/16/2010-9/15/2011
 Comprehensive resource to enhance consumer health informatics evaluation
 research Direct costs: \$34,999.24

Role: Contractor

HHSN276200800525P (renewal) Logan (PI) 9/16/2009-9/15/2010

Comprehensive resource to enhance consumer health informatics evaluation research

Direct costs: \$34,999.24

Role: Contractor

HHSN276200800525P Logan (PI) 9/16/2008-9/15/2009

Comprehensive resource to enhance consumer health informatics evaluation research

Direct costs: \$34,999.24

Role: Contractor

5 P50 CA095815-03 Leshner (PI) 9/6/2005-8/14/2006

Cognitive and emotional effects of cancer survivor testimonies (PI), National Cancer Institute (Center for Excellence in Cancer Communication Research) Pilot Grant

Total costs: \$56,556

Internal Grants/Contracts

Connelly, S., Lee, S.K., & Leshner, G. (co-PI). Promoting Covid-19 vaccine confidence through tailored health messaging. OU VPR&P Social Sciences, Humanities, & Arts (SSHA) seed grant. 2021, \$20,000.

Mazurek, M., Leshner, G., & Bolls, P. (co-PI). Measurement of social reward processing in ASD, Mizzou Advantage (2014), \$45,026.

Mazurek, M., Leshner, G., & Bolls, P. (co-PI). Measurement of social reward processing in ASD, University of Missouri Research Board (2014), \$35,000.

Leshner, G. (PI). Anger and disgust in televised PSAs. University of Missouri Research Council (2013), URC-13-058. \$1000.

MU Grant Writing Institute (2005) \$5,000

MU Summer Research Fellowship (2002) SRF-02-018 \$7,000

MU Faculty International Travel Fund (1998) \$800

University of Missouri Research Board Grant (1996) \$25,609

MU School of Journalism Faculty Research and Development Grant (1996) \$1,450

MU Alumni Association Faculty Incentive Award (1996) \$750

United Negro College Fund, IBM Faculty Development Fellowship (1990) \$15,000

BellSouth Faculty Development Fellowship (1990) \$7,000

Awards & Nominations

2025 President's Associates Second Century Presidential Professor, University of Oklahoma (\$40,000)

2018 Top faculty paper. AEJMC, Communication Theory & Methodology Division.

2017 AAA, co-chair of dissertation award, Rahnuma Ahmed, OU (\$1700)

2017 AAA, committee member of dissertation award, Seunghyun Kim, OU (\$2000)

2015 Missouri School of Journalism Dissertation of the Year Award (Russell Clayton). Served as dissertation chair.

2014 Top faculty paper. AEJMC, Communication Technology Division.

2011 ICA/NCA Health Communication Division Dissertation of the Year Award. Elizabeth Gardner (Ph.D. advisor).

2011 ICA, Health Communication Division, *Top paper*.

2011 AEJMC, Communication Theory & Methodology Division, *Top three paper*.

2010 O.O. McIntyre Professorship for Excellent in Teaching, \$10,000.

2006 Chancellor's Award for Outstanding Research and Creative Activity, MU School of Journalism Nomination.

2005 Second place faculty paper. AEJMC, Minorities and Communication Division. 1998 Second place faculty paper, AEJMC, Mass Communication Division.

1994 Top three paper. ICA, Political Communication.

1996, 1998 MU Provost Outstanding Junior Faculty Research and Creative Activity Award, MU School of Journalism Nomination.

1997 Chancellor's Award for Outstanding Research and Creative Activity, MU School of Journalism Nomination.

Courses Taught

University of Oklahoma, Norman, OK

JMC 4373/5373 Media Psychology

JMC 5073 Conceptual Issues

JMC 5083/6083 Mass Communication Theory/Advanced Mass Communication Theory

JMC 5133/6133 Quantitative Research Methods/Advanced Quantitative Research Methods

JMC 5463 Conceptualization

JMC 5880 Graduate Project

JMC 5980 Research for Master's Thesis

JMC 5091 Thesis/Project Seminar

JMC 6091 Ph.D. Seminar

JMC 6163 Advanced Topics: Health Communication

JMC 6163 Advanced Topics: Experimental Design

JMC 6980 Research Doctoral Dissertation

JMC 6990 Independent Study

University of Missouri, Columbia, MO

J9018 Media and Politics

J8056 Theories in Communication

J8000, J401 Mass Media Seminar

J8006, J408 Quantitative Research Methods in Journalism

J8016, J458 Advanced Quantitative Research Methods in Journalism

J9000, J415 Doctoral Proseminar I

J9006, J416 Doctoral Proseminar II

J8100, J474 Thesis Seminar

J303 Solving Practical Problems

J421 Doctoral Seminar

J430 Topics in Journalism (Psychological Processing of Media)

J442 Information Theory

J452 Advanced Seminar, Theory of Communication

C9630 Political Advertising (Communication)

C401/J430 Topics in Communication/Journalism (Mediated Presidential Campaigns)

C420 Seminar in Mass Communication Theory

Stanford University, Stanford, CA

COM 209 Broadcast News Workshop (Mass Media Institute)

COM 104 Writing and Reporting the News

COM 141/241 History of Film (TA)

COM 108/208 Communication Theory (TA)

COM 01 Mass Communication & Society (TA)

Student Advising

Ph.D. dissertation, chair: 18

Newcombe, Kyra
 Persad, Vishala
 Cox, Elizabeth
 Eschbach, Alex
 Cox, Megan
 Thomas, Randi Leigh
 Liu, Xiao
 Banu, Nafida
 Kim, Narae
 Thapaliya, Rashmi
 Ahmed, Rahnuma
 Clayton, Russell
 Medvedeva, Yulia
 Gardner, Elizabeth
 Kononova, Anastasia
 Moore, Jensen
 Foster, Brent
 Miller, Andrea

Master's thesis/project chair: 34

Hahn, Kevin
 Lawson, Courtney
 Waltermire, Brigitte
 Dillard, Jessica
 Castle, Ace
 Banu, Nafida
 Willett, Melissa
 Davison, Laura
 Sontag, Jennah
 Johnson, Erika
 Kresse, Ryan
 Meyer, Erin
 Perryman, Mallory
 Keck, Rachel
 Cullen, Thomas
 Henderlong, Elizabeth
 Maruniak, Andrea
 Peters, Sara
 Fink, Christopher
 Sena, Amanda
 Yoon, Ho Jin
 Atkinson, Kira
 Ragones, Tim
 Hinshaw-Klan, Lana
 Mlynarczyk, Mark
 Thornton, Matt

Wirth, Michele
Grotto, Jason
Ransom, Sean
Carlson, Cameo
Richardson, John
Day, Carolyn
Lofstrom, Tara

PhD committee member: 65

Master's thesis/project committee member: 77.

Role: Co-Mentor

K99DA046563 (PI: Elise M. Stevens) Project Period: 04/01/2019 – 03/31/2021 NIH/NIDA
Young Adults' Responses to E-Cigarette Advertisement Features and the Effect of Restricting
Features on Tobacco Use

The aims of the career development award are to 1) determine which e-cigarette ad features
most strongly impact young adults' psychophysiological responses and self-reported
attitudes, susceptibility, and behavioral intentions and 2) evaluate changes in e-
cigarette attitudes, intentions, and use among young adults in the simulated regulated
vs. unregulated environment.

Service

University of Oklahoma Gaylord College of Journalism & Mass Communication

Advertising Digital/AI faculty search committee (2025-present)
Public Relations Assoc/Full Search Committee (2025-present, chair)
Policies & Procedures Review Committee (2024-present, co-chair)
Public Relations Assoc/Full Search Committee (2024)
Director of Graduate Studies (interim, 2022)
Committee A (2017-present, 2020-2023, chair, 2025)
Ad-Hoc Policy Committee (developed updated P&T policies, 2018-2022, chair)
Graduate Committee (2015-present); Scholarship sub-committee (2016-17)
Public Relations Consumer Culture faculty search committee (2019)
Faculty Development Research & Creative Activity Grants Awards Committee (2015-2019)
Public Relations Endowed Chair search committee (2015-16)
Paul Massad Endowed Chair search committee (2016-present)

University of Oklahoma

OU Academic Appeals Board (2022-2023)
Provost's Strategic Framework Working Group (2020)
Presidential Professorship Selection Committee (2019-2021)
VP Marketing & Communication search committee (2018-19)

University of Missouri School of Journalism

Director of Graduate Studies (interim, 2006-07)
Coordinated PhD Program evaluation site visit (Sharon Dunwoody/Cliff Christians). Led

National Research Council program evaluation
 School Promotion & Tenure, (2003-2014; chair 2010-2014)
 Doctoral Admissions Committee (1999-2009; chair 2004-2009; 2012-2014)
 Broadcast News Department P&T Committee (2003-2005)
 CdiG Search Committee (2000)
 Executive Master's Degree Program Task Force (1999)
 Policy Committee (1998-2002); Chair (1999-2002)
 Mission enhancement faculty search committee (2 positions, 1999)
 Research & Development Committee (1996-98)
 Gregory Chair Search Committee (1998)
 Masters Admissions Committee (1995)
 Multicultural Committee (1995-96)
 Journalism Graduate School Subcommittee on the development of a comprehensive one-year research/methods course to replace J-401 and J-408 (1995-96)
 Journalism Graduate School Task Force on the development of a tuition remission policy (1995-96)
 Broadcast News Department: Research Committee (1995-96)

University of Missouri

Campus Faculty Committee on Tenure (2012-2014)
 SciComm (Science Communication interdisciplinary group; 2012-2013)
 Graduate Faculty Senate, Chair of Academic Affairs Committee (2008-2011)
 Research Council (2001-2004)
 Campus IRB Committee (1998-2005)
 Office of Research Advisory Committee (2000-2003)

Professional Organizations

Division Head, CT&M Division, AEJMC (2005-2006)
 Vice Head, CT&M Division, AEJMC, (2004-2005)
 Program/Research Chair, CT&M Division, AEJMC, (2003-04)
 Teaching Standards Chair, CT&M Division, AEJMC, (2002-03)
 AEJMC Journal Task Force, (2001-03)

Professional Service

NCI Special Emphasis Panel, reviewer for Exploratory Grants for NCI Cancer Information Service, ZCA1 SRRB-D(02) (2006)
 Editorial Board, *Health Communication* (2013-present)
 Editorial Board, *Media Psychology*, (2012-present)
 Editorial Board, *Journal of Magazine Media* (2013-present)
 Editorial Board, *Review of Communication Research* (2013-2018)
 Editorial Board, *Communication Studies Journal*, (2003-2012)
 Editorial Board, *Journal of Communication*, (2001-2015)
 Editorial Board, *Southwestern Mass Communication Journal*, (2005-2015)

Ad hoc manuscript reviewer: *Addictive Behaviors*, *Asian Journal of Communication*, *Communication Methods & Measures*, *Communication Monographs*, *Communication*

Research, Health Education Research, Health Psychology, Human Communication Research, International Journal of Human-Computer Studies, Journal of Advertising, Journal of Broadcasting & Electronic Media, Journal of Computer-Mediated Communication, Journal of Current Issues & Research in Advertising, Journal of Health Communication, Journal of Magazine & New Media Research, Journal of Political Marketing, Journal of Social Marketing, Journalism & Mass Communication Quarterly, Mass Communication and Society, Nicotine & Tobacco Research, Political Communication, Journal of Media Psychology, PLOS ONE, Review of Communication Research, Tobacco Control

NSF Grant Proposal review (2024)
 Sage Publications review of textbook on experiments (2018)
 KU Diabetes Institute Pilot Grant review (2024)
 Book review for Polity Publishing (2020)
 Conference paper reviewer, ICA, Information Systems Division, (1994-present)
 Conference paper reviewer, AEJMC, ComSHER (2015-present)
 Conference paper reviewer, AEJMC; CT&M Division, (1997-present)
 Conference paper reviewer, AEJMC; MAC Division (2006)
 Conference paper reviewer, AEJMC; MC&S Division (2005)
 Promotion & Tenure dossier reviews (40): University of Wisconsin-Milwaukee, Indiana University (2), Washington State University, Boston University, University of California-Davis, Louisiana State University (2), University of Colorado, Michigan State University, University of Maryland, University of Florida (3), University of Georgia (3), Penn State University, American University, Northeastern University, Villanova University, Ohio State University (2), Nanyang Technological University, Chinese University of Hong Kong, University of Hawaii-Manoa, United Arab Emirates University, Southern Illinois University, Syracuse University (2), Virginia Tech University, University of Alabama (2), Rutgers University, Temple University (2), University of Missouri, University of Houston, University of Central Florida, Ohio University.

Shaw University

Department Head (1988-1990)
 University self-study steering committee, (1989-1990)
 President's marketing task force, (1989-1990)
 Served on additional department and university committees and advised department students, (1986-1990)

Professional Memberships

American Psychological Association
 Society for Research on Nicotine and Tobacco Society for Psychophysiological Research
 Association for Education in Journalism and Mass Communication
 International Communication Association
 National Communication Association
 American Academy of Advertising Broadcast Education Association
 The National Broadcasting Society (chapter president, 1982)

Research Interests

Media Psychology
Health Communication
Communication Regulatory Science

Media Psychophysiology
Quantitative Research Methods
Political Communication