

**CURRICULUM VITAE**  
**BRADFORD W. HESSE**

## ADDRESS

**Work:** HCIRB, BRP, DCCPS  
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## EDUCATION

*University of Utah, Salt Lake City, UT*

**Ph.D. in Social Psychology** **1988**

Areas of research: Social Effects of Computer Mediated Communication, Program Evaluation in Medical Informatics (Jointly Funded by the University of Utah Medical Center), Computerized Assessment (with VA Hospital, Salt Lake City Utah)

*University of Utah, Salt Lake City, UT*

**M.S. in Social Psychology** **1986**

Area of research: Mass Media Effects on Violence, Social Effects of Computer-Mediated Communication

*Brigham Young University, Provo, UT*

**B.S. Psychology** **1982**

*magna cum laude*

## HONORS AND AWARDS

- National Honor Society **1974**
- Presidential Scholarship, Brigham Young University **1975**
- Placentia Unified School District Scholarship **1975**
- National Institute of Mental Health Pre-doctoral Internship **1982-1985**
- Science Directorate Award, American Psychological Association **1988**
- National Institute of Mental Health Postdoctoral Fellowship **1988-1990**
- Elected Member of the Interoffice Governance Council, *American Institutes for Research, Palo Alto CA Representative* **1993-1996**
- Elected Member of the Interoffice Governance Council, *American Institutes for Research, Washington DC Representative* **1997-1999**
- Appointed Chair of the Web Evaluation and Development Services Committee by Westat CEO **2002-2003**
- Appointed Member of Electronic Resources Advisory Panel (ERAP), Subcommittee to the P&C Board, American Psychological Association **2001-Present**
- 2005 NAGC Blue Pencil and Gold Screen Award: Award of Excellence, HINTS Web site **2005**
- National Institutes of Health Award of Merit **2006**
- National Institutes of Health Outstanding Mentor Award **2007**
- American Journal of Nursing "Book of the Year Award: Public Health" **2009**
- Elected to Publication and Communication Committee, APA **2010-2016**
- NCI Director's Award: The Grid Enabled Measures Database **2010**

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 EMPLOYMENT HISTORY
 

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<b>National Cancer Institute, Rockville MD</b> Branch Chief: Health Communication and Informatics Research Branch (HCIRB)	<b>2003 – Present</b>
<b>Westat, Rockville MD</b> Senior Study Director: Health Studies Division	<b>1999 - 2003</b>
<b>American Institutes for Research, Palo Alto CA / Washington DC</b> Senior Scientist: Center for Research on Technology	<b>1989-1999</b>
<b>University of San Francisco, CA</b> Adjunct Professor: Professional Studies program	<b>1991-1996</b>
<b>Carnegie Mellon University, Pittsburgh PA</b> National Institute of Mental Health Training Fellow: Department of Social and Decision Sciences	<b>1988-1990</b>
<b>University of Utah, Salt Lake City UT</b> Research Assistant and Teaching Fellow, Departments of Psychology and Medical Informatics	<b>1982-1988</b>

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 PUBLICATIONS AND CONTRACTED MANUSCRIPTS
 

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**Books and Edited Journal Supplements**

- Atkinson, N. L., Massett, H. A., Mylks, C., McCormack, L., Doto, J. K., & Hesse, B. W. (2011). Assessing the impact of user-centered research on a clinical trial eHealth Tool via a randomized control study. *Journal of the American Medical Informatics Association*, 18.
- Abernethy, A. & Hesse, B. W. (Guest Eds.). (2011). Information Technology as a Platform for Evidence implementation. *Translational Behavioral Medicine: Practice, Policy, Research*. 1, 1. New York, NY: Springer.
- Rutten, L. F., Hesse, B. W., Moser, R. P., & Kreps, G. L. (Eds.). (2010). *Building the Evidence Base in Cancer Communication*. Cresskill, NJ: Hampton Press.
- Hesse, B. W. & Johnson, L.E. (Guest Eds.). (2010). Extending the Reach, Effectiveness, and Efficiency of Communication: Evidence from the Centers of Excellence in Cancer Communication Research. *Patient, Education, and Counseling*. 81S1. Woburn, MA: Elsevier.
- Rutten, L. F., Hesse, B.W., Moser, R. P., & Blake, K. (Guest Eds.). (2010). Partners in Progress: Informing the Practice and Science of Health Communication through National Surveillance. *Journal of Health Communication*, 15, Supp 3. New York, NY: Taylor and Francis.
- Nelson, D.E., Hesse, B.W., & Croyle, R.T. (2009). *Making data talk: Communicating public health findings to journalists and the public*. New York, NY: Oxford University Press.
- Hesse, B.W. (Guest Editor). (2005) The Health Information National Trends Survey (HINTS): Research from the baseline. *Journal of Health Communication*, 10, Supp 1. New York, NY: Taylor and Francis.

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Atienza, A.A., Hesse, B.W., Ahern, D.A., & Baker, T.B. (Editors). (2007). Critical Issues in eHealth Research. *American Journal of Preventive Medicine*, 32, 5Supp. Woburn, MA: Elsevier.

#### **Journal Articles, Book Chapters**

Finney Rutten, L. J., Augustson, E. M., Doran, K. A., Moser, R. P., & Hesse, B. W. (in press). Health information seeking and media exposure among smokers: A comparison of light and intermittent tobacco users with heavy users. *Nicotine Tob Res*.

Abernethy, A. P., & Hesse, B. W. (2011). Information Technology and Evidence Implementation. *Translational Behavioral Medicine*, 1(1).

Hesse, B. W., Woods, S. S., & Ahern, D. K. (2011). Nudging Best Practice: The HITECH Act and Behavioral Medicine. *Translational Behavioral Medicine*, 1(1).

Hesse, B. W., Croyle, R. T., & Buetow, K. H. (2011). A Perspective from the National Institutes of Health (NIH) on the Role of Cyberinfrastructure in Biomedical Science. *Am J Prev Med*, 40(Supp 1).

Moser, R. P., Hesse, B. W., Shaikh, A. R., Courtney, P., Morgan, G., Augustson, E. M., et al. (2011). The Grid-Enabled Measures (GEM) Database: A Science 2.0 Tool to Facilitate the Use of Standardized Measures and Sharing Harmonized Data. *Am J Prev Med*, 40(Supp 1).

Madhavan, S., Sanders, A., Chou, W. Y., Shuster, A., Boone, K., Dente, M., et al. (2011). Pediatric Palliative Care in the Age of eHealth: Opportunities for Advances in HIT to Improve Patient-Centered Communication. *Am J Prev Med*, 39(Supp 1).

Finney Rutten, L. J., Blake, K., Moser, R. P., & Hesse, B. W. (2010). Partners in Progress: Informing the Science and Practice of Health Communication through National Surveillance. *Journal of Health Communication*, 15(S3), 3-4.

Tortolero-Luna, G., Finney-Rutten, L. J., Hesse, B. W., Moser, R. P., Davis, T., Kornfeld, J., et al. (2010). Health and Cancer Information Seeking Practices and Preferences in Puerto Rico: Creating an Evidence Base for Cancer Communication Efforts. *Journal of Health Communication*, 15(Supp 3), 30-45.

Clayman, M. L., Manganello, J. A., Viswanath, K., Hesse, B. W., & Arora, N. K. (2010). Providing Health Messages to Hispanics/Latinos: Understanding the Importance of Language, Trust in Health Information Sources, and Media Use. *Journal of Health Communication*, 15(S3).

Chou, W.-Y. S., Wang, L. C., Finney Rutten, L. J., Moser, R. P., & Hesse, B. W. (2010). Factors Associated with Americans' Ratings of Health Care Quality: What Do They Tell Us About the Raters and the Health Care System? *Journal of Health Communication*, 15(S3), 147-156.

Volckmann, L., Finney Rutten, L. J., & Hesse, B. W. (2010). From Sick Care to Health Care: The Transformational Effects of the Health Information Revolution. In L. J. Finney Rutten, B. W. Hesse, R. P. Moser & G. L. Kreps (Eds.), *Building the Evidence Base in Cancer Communication*. Cresskill, NJ: Hampton Press.

Hesse, B. W. (2010). Health Communication in a World Gone Flat: Programmatic Overview of HINTS. In L. J. Finney Rutten, B. W. Hesse, R. P. Moser & G. L. Kreps (Eds.), *Building the Evidence Base in Cancer Communication*. Cresskill, NJ: Hampton Press.

Finney Rutten, L. J., Rimer, B. K., & Hesse, B. W. (2010). The Future of Health Communication and Informatics: Challenges and Opportunities. In L. J. Finney Rutten, B. W. Hesse, R. P. Moser & G. L. Kreps (Eds.), *Building the Evidence Base in Cancer Communication*. Cresskill, NJ: Hampton Press.

- Sullivan, H., Finney Rutten, L., Hesse, B., Moser, R., Rothman, A., & McCaul, K. (2010). Lay representations of cancer prevention and early detection: associations with prevention behaviors. *Prev Chronic Dis, 7(1)*.
- Hesse, B. W., Moser, R. P., & Rutten, L. J. (2010). Surveys of physicians and electronic health information. *N Engl J Med, 362(9)*, 859-860.
- Hesse, B. W., Johnson, L. E., & Davis, K. L. (2010). Extending the reach, effectiveness, and efficiency of communication: Evidence from the centers of excellence in cancer communication research. *Patient Educ Couns, 81S1*, S1-S5.
- Hesse, B. W., Hansen, D., Finholt, T., Munson, S., Kellogg, W., & Thomas, J. C. (2010). Social Participation in Health 2.0. *IEEE Computer, 43(11)*, 45-52.
- Hesse, B. W., Hanna, C., Massett, H. A., & Hesse, N. K. (2010). Outside the box: will information technology be a viable intervention to improve the quality of cancer care? *J Natl Cancer Inst Monogr, 2010(40)*, 81-89.
- Hesse, B. W. (2010). Time to reboot: resetting health care to support tobacco dependency treatment services. *Am J Prev Med, 39(6 Suppl 1)*, S85-87.
- Forman, M. R., Greene, S. M., Avis, N. E., Taplin, S. H., Courtney, P., Schad, P. A., et al. (2010). Bioinformatics: Tools to accelerate population science and disease control research. *Am J Prev Med, 38(6)*, 646-651.
- Atienza, A. A., Hesse, B. W., Gustafson, D. H., & Croyle, R. T. (2010). E-health research and patient-centered care examining theory, methods, and application. *Am J Prev Med, 38(1)*, 85-88.
- Chou, W. Y., Hunt, Y. M., Beckjord, E. B., Moser, R. P., & Hesse, B. W. (2009). Social media use in the United States: implications for health communication. *J Med Internet Res, 11(4)*, e48.
- Han, P. K. J., Moser, R. P., Klein, W. M. P., Beckjord, E. B., Dunlavy, A. C., & Hesse, B. W. (2009). Predictors of perceived ambiguity about cancer prevention recommendations: sociodemographic and mass media exposure factors. *Journal of Health Communication, 24*, 764-772.
- Hannon, P., Lloyd, G. P., Viswanath, K., Smith, T., Basen-Engquist, K., Vernon, S. W., et al. (2009). Mass media and marketing communication promoting primary and secondary cancer prevention. *J Health Commun, 14 Suppl 1*, 30-37.
- Hesse, B. W. (2009). Cancer communication: status and future directions. *J Health Commun, 14 Suppl 1*, 109-127.
- Hesse, B. W. (2009). Rebuilding the levees in public health [review of *The Contested Boundaries of American Public Health*]. [Book Review]. *PsycCRITIQUES, 54(2)*, No Pagination Specified.
- Rutten, L. F., Hesse, B. W., Moser, R. P., & Kreps, G. L. (Eds.). (2009). *Building the Evidence Base in Cancer Communication*. Cresskill, NJ: Hampton Press.
- Rutten, L. F., Hesse, B. W., Moser, R. P., McCaul, K. D., & Rothman, A. J. (2009). Public perceptions of cancer prevention, screening, and survival: comparison with state-of-science evidence for colon, skin, and lung cancer. *J Cancer Educ, 24(1)*, 40-48.
- Rutten, L. J., Augustson, E. M., Doran, K. A., Moser, R. P., & Hesse, B. W. (2009). Health information seeking and media exposure among smokers: a comparison of light and intermittent tobacco users with heavy users. *Nicotine Tob Res, 11(2)*, 190-196.

- Waters, E. A., Sullivan, H. W., Nelson, W., & Hesse, B. W. (2009). What is my cancer risk? How internet-based cancer risk assessment tools communicate individualized risk estimates to the public: content analysis. *J Med Internet Res*, 11(3), e33.
- Arora, N. K., Hesse, B. W., Rimer, B. K., Viswanath, K., Clayman, M. L., & Croyle, R. T. (2008). Frustrated and confused: the American public rates its cancer-related information-seeking experiences. *J Gen Intern Med*, 23(3), 223-228.
- Beckjord, E. B., Arora, N. K., McLaughlin, W., Oakley-Girvan, I., Hamilton, A. S., & Hesse, B. W. (2008). Health-related information needs in a large and diverse sample of adult cancer survivors: implications for cancer care. *J Cancer Surviv*, 2(3), 179-189.
- Beckjord, E. B., Finney Rutten, L. J., Arora, N. K., Moser, R. P., & Hesse, B. W. (2008). Information processing and negative affect: evidence from the 2003 Health Information National Trends Survey. *Health Psychol*, 27(2), 249-257.
- Downs, J. S., Bruine de Bruin, W., Fischhoff, B., Hesse, B. W., & Maibach, E. (2008). How People Think About Cancer: A Mental Models Approach. In R. L. Heath & D. O'Hair (Eds.), *Handbook of Risk and Crisis Communication*. New York, NY: Routledge.
- Finney Rutten, L. J., Augustson, E. M., Moser, R. P., Beckjord, E. B., & Hesse, B. W. (2008). Smoking knowledge and behavior in the United States: sociodemographic, smoking status, and geographic patterns. *Nicotine Tob Res*, 10(10), 1559-1570.
- Hesse, B. W. (2008). Consumer Informatics. In W. Donsbach (Eds.), *The International Encyclopedia of Communication* Available from [http://www.communicationencyclopedia.com/subscriber/tocnode?id=q9781405131995\\_chunk\\_q97814051319958\\_ss133-1](http://www.communicationencyclopedia.com/subscriber/tocnode?id=q9781405131995_chunk_q97814051319958_ss133-1)
- Hesse, B. W. (2008). Enhancing Consumer Involvement in Health Care. In J. C. Parker & E. Thomson (Eds.), *Health Communication in the New Media Landscape* (pp. 119-149). New York, NY: Springer Publishing Company.
- Hesse, B. W. (2008). Of mice and mentors: developing cyber-infrastructure to support transdisciplinary scientific collaboration. *Am J Prev Med*, 35(2 Suppl), S235-239.
- Hesse, B. W., Arora, N. K., Burke Beckjord, E., & Finney Rutten, L. J. (2008). Information support for cancer survivors. *Cancer*, 112(11 Suppl), 2529-2540.
- Sullivan, H. W., Burke Beckjord, E., Finney Rutten, L. J., & Hesse, B. W. (2008). Nutrition-related cancer prevention cognitions and behavioral intentions: testing the risk perception attitude framework. *Health Educ Behav*, 35(6), 866-879.
- Viswanath, K., Blake, K., Meissner, H., Saiontz, N., Hesse, B. W., & Croyle, R. T. (2008). Occupational Practices and the Making of Health News: A National Survey of US Health and Medical Science Journalists. *Journal of Health Communication*, 13(8), 759-777.
- Waters, E. A., H. W. Sullivan, et al. (2008). "What is my cancer risk? Identifying how Internet-based cancer risk calculators convey individualized risk estimates to the public." *AMIA Annu Symp Proc*: 1168.
- Hesse, B. W. (2007). Public Health Informatics. In M. C. Gibbons (Ed.), *eHealth Solutions for Healthcare Disparities* (pp. 109-129). New York, NY: Springer.
- Arora, N. K., Hesse, B. W., Rimer, B. K., Viswanath, K., Clayman, M. L., & Croyle, R. T. (2008). Frustrated and confused: the American public rates its cancer-related information-seeking experiences. *J Gen Intern Med*, 23(3), 223-228.

- Atkinson, N. L., Massett, H. A., Mylks, C., Hanna, B., Deering, M. J., & Hesse, B. W. (2007). User-centered research on breast cancer patient needs and preferences of an Internet-based clinical trial matching system. *J Med Internet Res, 9*(2), e13.
- Beckjord, E. B., Finney Rutten, L. J., Squiers, L., Arora, N. K., Volckmann, L., Moser, R. P., Hesse, B.W. (2007). Use of the internet to communicate with health care providers in the United States: estimates from the 2003 and 2005 Health Information National Trends Surveys (HINTS). *J Med Internet Res, 9*(3), e20.
- Hesse, B. W., & Shneiderman, B. (2007). eHealth research from the user's perspective. *Am J Prev Med, 32*(5 Suppl), S97-103.
- Atienza, A. A., Hesse, B. W., Baker, T. B., Abrams, D. B., Rimer, B. K., Croyle, R. T., et al. (2007). Critical issues in eHealth research. *Am J Prev Med, 32*(5 Suppl), S71-74.
- Downs, J. S., Bruine de Bruin, W., Fischhoff, B., Hesse, B. W., & Maibach, E. (2008). How People Think About Cancer: A Mental Models Approach. In D. O'Hair (Ed.), *Handbook of Risk and Crisis Communication*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Atienza, A. A., Yaroch, A. L., Masse, L. C., Moser, R. P., Hesse, B. W., & King, A. C. (2006). Identifying Sedentary Subgroups The National Cancer Institute's Health Information National Trends Survey. *Am J Prev Med, 31*(5), 383-390.
- Finney Rutten, L. J., Squiers, L., & Hesse, B. (2007). Cancer-related information sought by the general public: evidence from the National Cancer Institute's Cancer Information Service, 2002-2003. *J Cancer Educ, 22*(2), 91-98.
- Hesse, B. W., Moser, R. P., Rutten, L. J., & Kreps, G. L. (2006). The health information national trends survey: research from the baseline. *J Health Commun, 11 Suppl 1*, vii-xvi.
- Rutten, L. J., Squiers, L., & Hesse, B.W. (2006). Cancer-related information seeking: hints from the 2003 Health Information National Trends Survey (HINTS). *J Health Commun, 11 Suppl 1*, 147-156.
- Squiers, L., Bright, M. A., Rutten, L. J., Atienza, A. A., Treiman, K., Moser, R. P., et al. (2006). Awareness of the National Cancer Institute's Cancer Information Service: results from the Health Information National Trends Survey (HINTS). *J Health Commun, 11 Suppl 1*, 117-133.
- Viswanath, K., Breen, N., Meissner, H., Moser, R. P., Hesse, B.W., Steele, W. R., et al. (2006). Cancer knowledge and disparities in the information age. *J Health Commun, 11 Suppl 1*, 1-17.
- Squiers, L., Finney Rutten, L. J., Treiman, K., Bright, M. A., & Hesse, B.W. (2005). Cancer patients' information needs across the cancer care continuum: evidence from the cancer information service. *J Health Commun, 10 Suppl 1*, 15-34.
- Hesse, B. W., Nelson, D. E., Kreps, G. L., Croyle, R. T., Arora, N. K., Rimer, B. K., et al. (2005). Trust and sources of health information: the impact of the Internet and its implications for health care providers: findings from the first Health Information National Trends Survey. *Arch Intern Med, 165*(22), 2618-2624.
- Hesse, B. W. (2005). Harnessing the power of an intelligent health environment in cancer control. *Stud Health Technol Inform, 118*, 159-176.
- Lobdell DT, Gilboa S, Mendola P, Hesse BW (2005) Use of Focus Groups for the Environmental Health Researcher. *Journal of Environmental Health 67*:36-42.

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- Rizzo, L., Park, I., Hesse, B., Willis, G. (2004). Effect of Incentives on Survey Response and Survey Quality: A Designed Experiment Within the HINTS I RDD Sample. *Proceedings of the 2004 Meeting of the American Association of Public Opinion Research*.
- Hesse, B. (2003). Book Review: The Internet and Health Communication: Experiences and Expectations, *Health Communication*, 15 (3), 367-373.
- Robinson, S., Hesse, B. W., Shaikh, A. R., Coss, M., & Crawford, C. (2003). *Using Converging Methods across Disciplines to Guide the Redesign of a Large, Information-Rich Web Site*. Paper presented at the Conference Name]. Retrieved Access Date]. from URL].
- Matheson, L.N., Gaudino, E.A., Mael, F., and Hesse, B.W. (2001). Improving the validity of the AMA impairment evaluation process: A proposed theoretical framework. *Journal of Occupational Rehabilitation*.
- Rose, A.M., Hesse, B.W., Silver, P.A., and Dumas, J.S. (1999). Database design and development: Designing an electronic infrastructure. In N.G. Peterson, M.D. Mumford, W.C. Borman, P.R. Jeanneret, and E.A. Fleishman (Eds.), *O\*NET: An occupational information network*. Washington, DC: American Psychological Association.
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- Hesse, B., Meiman, E.P., Rose, A.M., Wright, A., and Wright, S. (1997). Improvements to O\*NET questionnaires and software. In N.G. Peterson, W.C. Borman, P.R. Jeanneret, E.A. Fleishman, and K.Y. Levin (Eds.), *Occupational Information Network (O\*NET) research and development*. Salt Lake City, UT: Utah Department of Employment Security.
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- Hesse, B.W. (1989). The effects of future interaction and specified locus of frustration on male participants' aggression within a computer medium (abstract). *Dissertation Abstracts International*, 50, 2669.
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### Technical Reports

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- Hesse, B.W., Campeau, P.L., and Wolman, J.M. (1994). *Recommendations and rationales for revisions to the PASS instrument and instructions*. Palo Alto, CA: American Institutes for Research.
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- Hesse, B.W., and Claudy, J.C. (1992). *Usability testing of Apple's manual eject floppy drive system vs. prototypes* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
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*appraisal ratings at McClellan Air Force Base, 1983-1988.* Palo Alto, CA: American Institutes for Research.

Claudy, J., Hesse, B.W., and McLaughlin, D. (1990). *A comparative study of users' attitudes regarding... keyboards* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.

Hesse, B.W. (1989). *Analysis of machine production reports as an inference to employee rotation* (Prepared under contract to the Bureau of Engraving and Printing). Palo Alto, CA: American Institutes for Research.

Slaughter, J., Turner, C., Hesse, B., Wood, J., Schenkenberg, T., and Gottfredson, D. (1987). *Computerized mental status testing in the elderly: Preliminary study* (Prepared under contract to the National Institute of Mental Health). Palo Alto, CA: American Institutes for Research.

Barberri, E., Perrillo, R., Turner, C., and Hesse, B. (1984). *Using structural equations to predict productivity within business credit* (Prepared under contract to I.S.D., a division of T.R.W., Inc.). Palo Alto, CA: American Institutes for Research.

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## PRESENTATIONS

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Hesse, B.W. *Framing Science: Communicating Biomedical Results to Nonscientific Audiences.* Plenary speaker to the Sixth Annual Early Environmental Exposures Meeting. November 19-20, 2009; Cavallo Point, Sausalito, Ca.

Hesse, B.W. *Meaningful Use of Health I.T.: Implications for the Population Science Special Interest Group.* Presentation to the Population Sciences caBIG SIG Semiannual Meeting. November 18, San Francisco, Ca.

Hesse, B. W., Finney, L. F., Moser, R. P., Beckjord, E. B., and Davis, K. L. *Planning and Monitoring Population Based Systems.* Oral presentation at the 3<sup>rd</sup> International Cancer Control Congress. November 9, 2009. Villa Erba, Cernobbio, Italy.

Hesse, B.W. *Accelerating Success Against Cancer: Extending the Reach, Effectiveness, and Efficiency of Cancer Communications.* Keynote at the 8<sup>th</sup> Annual Symposium on Cancer Control. October 23, 2009. Monona Terrace Community and Convention Center, Madison, Wisconsin.

Hesse, B.W. *Envisioning the Future of Cancer Data: The Role of Communication.* Oral presentation given at the Surveillance Research Program's national visioning meeting. October 22, 2009. Rockville, MD.

Hesse, B.W. *Human Factors and Healthcare Reform.* Invited presentation at the 53<sup>rd</sup> Annual Meeting of the Human Factors and Ergonomics Society. October 20, 2009. San Antonio, Texas.

Hesse, B.W. *Partners and Progress: Collaborating to Inform Science, Policy, and Practice.* Keynote at the 3<sup>rd</sup> Biennial Data Users Meeting for the Health Information National Trends Survey. September 24, 2009. Silver Spring, Md.

Hesse, B.W. *Transforming Cancer Control: Using Cyberinfrastructure to Support Population Science in Cancer.* Invited presentation at the 3<sup>rd</sup> annual meeting of the NCRI and NCI Informatics initiatives. September 10, 2009. London, England, UK.

Hesse, B.W. *Coordinating Systems to Accelerate Successes Against Cancer.* Invited presentation to the 69<sup>th</sup> meeting of the Committee on Human-Systems Integration, The National Academies. August 20, 2009. Washington, D.C.

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Hesse, B.W., O'Connell, M., & Moser, R.P. *Bridging the Gap Between Evidence and Practice in a*

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*Coordinated Program to Reduce Disease Burden.* Oral presentation at the 3<sup>rd</sup> Annual National Conference on Health Communication and Health Marketing. August 12, 2009. Atlanta, GA.

Hesse, B.W. *The Science Emerging from NCI's Centers of Excellence in Cancer Communication Research.* Guest Speaker to the annual retreat of the Office of Communication and Education. June 16, 2009.

Hesse, B.W. *A Cancer Communication and Informatics Agenda for the 21<sup>st</sup> Century.* Grand Rounds presentation, Mt. Sinai Medical Center. May 22, 2009. New York, NY.

Hesse, B.W. *The Role of Behavior in Resolving the Crisis in Health Care.* Invited presentation to the annual meeting of the HMO Research Network, CRN CECCRS meeting. April 28, 2009. Danville, PA.

Hesse, B.W. *How Can We Opt In to the Media Discussions on Health?* Highlighted panel presentation for the 30<sup>th</sup> annual meeting of the Society of Behavioral Medicine. April 27, 2009. Montreal, Canada.

Hesse, B.W. *Cyberinfrastructure and Patient-Centered Care.* Oral presentation at the 30<sup>th</sup> annual meeting of the Society of Behavioral Medicine. April 25, 2009. Montreal, Canada.

Hesse, B.W. *Health Communication & Informatics: Putting the Communication Revolution to Work in (e)Health Care Reform.* Grand Rounds, Columbia School of Informatics; Columbia University. March 26, 2009. New York, NY.

Hesse, B.W. *Big Data or Big Brother: Confidentiality, Privacy, and IRB Issues.* Invited presentation to the annual GEI Grantee Meeting. January 13, 2009. Bethesda, MD.

Hesse, B. W. *Harnessing the Potential of Cyber-Infrastructure for Team Science.* Plenary speaker to the NIDA-Sponsored Grantee Meeting, conference titled "Division of Epidemiology, Services, and Prevention Research Crossroads: Sharing Social Environment and Genetic Data." December 9, 2008; Bethesda, MD.

Hesse, B. W. *Cancer: Saving Lives Now through Communication Science.* Invited panel presentation at the 94<sup>th</sup> Annual Meeting of the National Communication Association. November 23, 2008; San Diego, CA.

Hesse, B.W. *DCCPS and Grid-Enabled Science.* Fourth Annual Meeting of the Population Sciences Special Interest Group: caBIG. November 19, 2008; Denver, CO.

Hesse, B. W. *Frontiers in Communication Science.* Introduction to plenary session at the Seventh Annual AACR International Conference on Frontiers in Cancer Prevention Research. November 18, 2008; Washington, DC.

Hesse, B. W. *The Relevance of SBIRs to Behavioral Sciences Research.* Presentation to the fifth NCI-sponsored SBIR showcase titled: Linking eHealth Science and Business. October 6, 2008; Bethesda, MD.

Hesse, B. W., *Cyberinfrastructure for Health.* Invited presentation at the annual conference titled "The Future of Health Technology," Renata Bushko, organizer. September 22, 2008; Massachusetts Institute of Technology, Boston, MA.

Hesse, B. W. *Harnessing the Power of an Intelligent Health Information Environment in Cancer Control.* Annual presentation given to the Cancer Prevention Fellowship. July 17, 2008; Rockville, MD.

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Hesse, B. W., *Behavior Matters in Cancer Control.* Invited talk given to the American Cancer Society.

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April 30, 2008; Washington, DC.

Hesse, B. W., *Centers of Excellence in Cancer Communication Research*. Opening plenary and introduction to the NCI-ACS co-sponsored conference on CECCR science. April 28, 2008; Atlanta, GA.

Hesse, B.W. Accelerating Successes against Cancer: The Role of Communication. Keynote address to the annual retreat of the Office of Communication and Education. April 17, 2008; Rockville, MD.

Hesse, B. W., *From Gutenberg to Google: Health Communication in a World Gone Flat*. Invited talk given to the faculty and students of the Dana Farber Cancer Institute. April 11, 2008; Boston, MA.

Hesse, B. W., Exploring the Use of Cyberinfrastructure in Behavioral Medicine. Opening plenary for the NCI-sponsored conference on Cyberinfrastructure. UCSD Super Computer Center, San Diego, CA.

Hesse, B. W. *Cancer Communication: Status and Future Directions*. Invited paper given at the Cancer-SIG sponsored pre-conference symposium on Health Communication and Cancer. March 26, 2008; La Jolla, CA.

Hesse, B. W., *Creating a Behavioral Measures Database to Support Team Science*. Opening talk given at an NCI-hosted advisory meeting, February 1, 2008.

Hesse, B.W. Marshalling the Power of Consumer Health Technologies. Informatics in Action, December, 2007. Bethesda, MD.

Beckjord, E.B., Rutten, L.J., Hesse, B.W. Arora, N.K. Breast Cancer Risk Perceptions, Self-Efficacy, and the "Activated Patient:" A Population-Level Analysis of the Risk Perception Attitude Framework. Submitted to the American Association for Cancer Research, Frontiers in Cancer Prevention: December, 2007: Philadelphia, PA.

Hesse, B.W., Beckjord, E.B., Finney Rutten, L.J., Moser, R.P. Health Communication and Informatics: Research and Practice as the World Goes Flat. Workshop accepted at the 2nd International Cancer Control Congress, November 25-28, 2007 Rio de Janeiro, Brazil.

Finney Rutten, L.J., Hesse, B.W., Beckjord, E.B., Moser, R.P. Gathering an Evidence Base for Health Communication and Informatics. Oral Presentation accepted for presentation at the 2nd International Cancer Control Congress, November 25-28, 2007 Rio de Janeiro, Brazil.

Hesse, B.W. Emerging Themes in Technology and Urban Health: The Role of Populomics. October 31-November 2 2007.

Hesse, B.W. The Health Information National Trends Survey. eCDC seminar presented in-person and through videocast, October 2007.

Hesse, B.W. Navigating the Future of Cancer Control. CDC's Cancer Conference, invitation by Eddie Reed. August, 2007.

Hesse, B.W. Using behavioral data to inform cancer communication. Invited presentation to the ACS, Atlanta 2007.

Hesse, B.W. Computerized Tailored Interventions: Addressing Issues of Dissemination. CTI Workshop, Rhode Island. July 2007.

Hesse, B.W. Harnessing the Power of an Intelligent Health Environment. Summer Curriculum presentation for the NCI Cancer Prevention Fellowship, July 2007.

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- Hesse, B.W., Finney Rutten, L.J. The Health Information National Trends Survey: Progress, Plans, and Potential. Update to the Cancer Information Service. June, 2007.
- Hesse, B.W. Enhancing Consumer Involvement in Health Care. Presented by invitation to the Columbia Schools of Medicine and Journalism. June, 2007.
- Hesse, B.W. A Cancer Communication and Informatics Agenda for the 21<sup>st</sup> Century. University of Wisconsin Medical School Grand Rounds, May 2007.
- Hesse, B.W. Building from the Baseline. Keynote address at the 2<sup>nd</sup> biennial HINTS Data Users Conference, May 2007.
- Finney Rutten, L.J., Hesse, B.W., Moser, R.P., McCaul, K., Rothman, A.J. Public understanding of cancer prevention, detection, and survival/cure: Comparison with state-of-science evidence for colon, skin, and lung Cancer. Poster accepted for presentation at the Health Information National Trends Survey (HINTS) Data Users Conference, May 4-5, 2007, Pasadena, CA.
- Volckmann, L. Finney Rutten, L.J., Hesse, B.W., Beckjord, E., Moser, R.P. "A growing disconnect between the public's actual and preferred source of cancer information. Poster accepted for presentation at the Health Information National Trends Survey (HINTS) Data Users Conference, May 4-5, 2007, Pasadena, CA.
- Sullivan, H.W., Beckjord, E.B., Finney Rutten, L.J., & Hesse, B.W. Nutrition-related cancer prevention attitudes and behavioral intentions: Testing the Risk Perception Attitude Framework. Poster accepted for presentation at the Health Information National Trends Survey (HINTS) Data Users Conference, May 4-5, 2007, Pasadena, CA.
- Hesse, B.W. Envisioning a "Population Grid" in Cancer Prevention. Talk given at the annual conference of the American Society of Preventive Oncology, Houston, TX.
- Sullivan, H.W., Beckjord, E.B., Finney Rutten, L.J., & Hesse, B.W. Nutrition-related cancer prevention attitudes and behavioral intentions: Testing the Risk Perception Attitude Framework. Poster presented at the annual conference of the American Society of Preventive Oncology, Houston, TX.
- Finney Rutten, L.J., Hesse, B.W., Moser, R.P., McCaul, K., Rothman, A.J. Public understanding of cancer prevention, detection, and survival/cure: Comparison with state-of-science evidence for colon, skin, and lung Cancer. Accepted as a poster presentation at the Society of Behavioral Medicine's 28th Annual Meeting and Scientific Sessions, March 21-24, 2007, Washington, DC.
- Beckjord, E., Finney Rutten, L. J., Squiers, L. B., & Hesse, B. W. "Using Email To Communicate With Health Care Professionals: Evidence from the Health Information National Trends Survey (HINTS 2003-2005)." Poster presented at Critical Issues in eHealth Research 2006: Bethesda, MD.
- Hesse, B. W., Rutten, L. J. F., Beckjord, E. I., Moser, R. P. (July 10, 2006). Surveillance of Cancer Prevention and Communication Constructs in the General U.S. Population. 2006 International Cancer and Tobacco Control Conference: Washington, D.C.
- Hesse, B. W., Finney, L. (June 21, 2006). Measuring Exposure in a Networked Society. 56th Annual Conference of the International Communication Association: Dresden, Germany
- Hesse, B. W. (March 30, 2006). Awash in information: The importance of the Cancer Information Service. Annual meeting of the Cancer Information Service: Washington DC.
- Hesse, B. W. (November 1, 2005). Panel Chair and Presenter: Health Messaging and Communication. Frontiers in Cancer Prevention Research, American Association for Cancer Research: Baltimore,
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MD.

Hesse, B. W. (October 24, 2005). Presenter. Opportunities for Informatics Research in Cancer Control and Population Science. Panel on Consumer Health Informatics, American Medical Informatics Association: Washington, DC.

Hesse, B. W. (October 8, 2005). Presenter: Providing Patient-Centered Support in an Information Age. Discussant to Panel on Cancer Information Service, International Conference on Patient-Provider Communication: Chicago, IL.

Hesse, B. W. (September 8, 2005). Keynote Address: An Extraordinary Opportunity for Health Communication Research: Hints from HINTS. Quarterly meeting of the Virginia State Cancer Coalition: Charlottesville, VA.

Hesse, B. W., Croyle, R.T., Kerner, J. (July 19, 2005). Presenter: Creating a National Evidence Base for Health Disparities Planning and Research. Communication. Community Networks Cancer Health Disparities Summit: Rockville, MD.

Hesse, B.W. (May 16, 2005). Presenter: Cyberinfrastructure for Health: Conceptual & Practical Challenges. Digital Government Conference, co-sponsored by the National Science Foundation and IEEE: Buckhead, GA.

Hesse, B.W. (Jan. 20, 2005). Keynote Address: Creating a National Evidence Base for Health Communication & Informatics. HINTS Data Users Conference: St. Pete's Beach, FL.

Hesse, B. (Nov. 6, 2004). An Extraordinary Opportunity for Health Education Research: Lessons from the Health Information National Trends Survey (HINTS).

Clayman, M. L., Viswanath, K., Hesse, B. W. , Arora, N., (Nov. 9, 2004). Differences in mass media source credibility ratings for cancer information among Spanish-responding and English responding Hispanics/Latinos to the HINTS survey. Poster presented at the 132nd annual meeting of the American Public Health Association: Washington, DC.

Clayman, M. L., Viswanath, K., Hesse, B. W. , Arora, N., (Nov. 9, 2004). The Public's Use of Media: Impact on Health Decisions and Outcomes. Paper presented at the 132nd annual meeting of the American Public Health Association: Washington, DC.

Hesse, B. (2004, October). Surveying the Future of Health Communication: Presented at the Ninth Annual Future of Health Technology Conference: Boston, MA.

Randolph, W.M., Hesse, B., Viswanath, K., Farber, D. (March 25, 2004). Mass Media and the Cultivation of Risk Perceptions, Helplessness and Behavioral Uncertainty in Cancer Risk. Poster presented at the 2004 annual meeting of the Society of Behavioral Medicine: Baltimore, MD.

Robinson, S., Shaikh, A., Hesse, B. (2003, November). Public health Web site evaluation and strategic planning: A CDC case study. Presented at the 131<sup>st</sup> annual meeting of the American Public Health Association (November 15-19, 2003): San Francisco, CA.

Koenig, T., Hesse, B., Kruger, H., & Covell, J. (2003, November). Factors associated with health care providers' compliance with requests for medical records. Presented at the 131<sup>st</sup> annual meeting of the American Public Health Association (November 15-19, 2003): San Francisco, CA.

Hesse, B. W. (2003, June). Refining NBCCEDP's Use of the Web to Support Communication. Keynote presentation given at the annual project directors' meeting of the National Breast and Cervical Cancer Early Detection Program: Atlanta, GA.

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Robinson, S. J., Hesse, B. W., Shaikh, A. R., Coss, M., Crawford, C. (2003, April). *Using Converging*

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*Methods across Disciplines to Guide the Redesign of a Large, Information-Rich Web Site.*  
Presentation given at *Computer-Human Interaction (CHI) 2003*, April 5-10: Ft. Lauderdale, Florida.

- Hesse, B.W. (1999, November). *Simulating Social Security disability decisions*. Presented at the Annual Meeting of the American Public Health Association: Chicago, IL.
- Hesse, B.W. (1998, April). Applying lessons from national program evaluation to improving outcomes for technology-based projects in education. Presented at the School Tech Exposition and Conference: New York, NY.
- Hesse, B.W. (1997, January). Year III update on the status of O\*NET. Presented at the Annual Meeting of the Association of Computer-Based Systems for Career Information: Daytona Beach, FL.
- Hesse, B.W. (1997, January). *Skills for the information age: The Department of Labor's O\*NET project*. Presented at the Sixth National Career Development Association Conference: Daytona Beach, FL.
- Hesse, B., Arcilla, M., and Rose, A. (1996, July). *O\*NET: The Occupational Information Network*. Presented at the Summer Data Conference of the National Center for Education Statistics: Washington, DC.
- Hesse, B.W. (1996, March). *Year II update on the status of O\*NET*. Presented at the Annual Meeting of the Association of Computer-Based Systems for Career Information: San Francisco, CA.
- Hesse, B.W. (1995, April). *Project PASS: An expert system for transition*. Presented at the Training Symposium of the Rehabilitation Technology Association: Washington, DC.
- Peterson, N., Rose, A., and Hesse, B.W. (1995, March). *Reinvention of the Dictionary of Occupational Titles*. Presented at the Career Information Delivery Systems Technical Workshop: Orlando, FL.
- Hesse, B., Brightman, A., Sajka, J., Weisgerber, R., and Bergman, E. (1994, July). *Providing access through usability: Representing the needs of persons with disabilities*. Presented at the Third Annual Conference of Usability Professionals: San Jose, CA.
- Campeau, P.L., and Hesse, B.W. (1994, March). *Project PASS: Results of the administrative feasibility study and demonstration of expert system*. Presented at the Eighth Annual Conference on the Management of Federal and State Data Systems: Washington, DC.
- Hesse, B.W. (1994, January). *Flexiplace: Program development and objectives*. Presented to the Workers Compensation Coordinating Committee, Air Force Headquarters for Morale, Welfare, Recreation, and Services: San Antonio, TX.
- Hesse, B.W. (1993, July). *Tailoring data collection methodologies to meet the research and business objectives of usability practitioners*. Presented at the Second Annual Conference of Usability Professionals: Redmond, WA.
- Hesse, B.W. (1992, August). *The status of usability testing from the perspective of an independent consultant*. Presented at the First Annual Conference of Usability Professionals: Orem, UT.
- Campeau, P.L., and Hesse, B.W. (1992, April). *Representing knowledge base diversity in an expert system designed to anticipate service needs for students with disabilities*. Presented to the Artificial Intelligence and Education SIG, American Educational Research Association: San Francisco, CA.
- Hesse, B.W., and Kiesler, S. (1991, August). *Social structure enhancement and transformation in a scientific electronic community*. Presented to the American Psychological Association: San
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Francisco, CA.

Campeau, P., and Hesse, B.W. (1991, March). *The design of an expert system to predict adult service needs from exiting student data*. Presented at the Fifth Annual Conference on the Management of Federal/State Data Systems: Washington, DC.

Hesse, B.W., and Turner, C.W. (1989, August). *Mitigating circumstance information and aggression: The case of computer-mediated communication*. Presented at the Annual Meeting of the American Psychological Association: New Orleans, LA.

Hesse, B.W., Werner, C., and Altman, I. (1988, August). *Temporal aspects of computer-mediated communication*. Presented at the 96th Annual Convention of the American Psychological Association: Atlanta, GA.

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#### PROFESSIONAL ASSOCIATIONS

- American Psychological Association
- American Psychological Society
- Association for Computing Machinery, Special Interest Group on Human Computer Interaction (SIG-CHI)
- American Medical Informatics Association
- International Communication Association
- Society of Behavioral Medicine

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#### PROJECT MANAGEMENT HISTORY

*National Cancer Institute, Rockville MD (2003-present)*

**Branch Chief, Health Communication and Informatics Research** **2004 – Present**

Works collaboratively with NCI Colleagues to set the scientific agenda for cancer communication and informatics research. Supervises extramural grants in cancer communication, including the branch's premiere investment in the Centers for Excellence in Cancer Communication Research (CECCRs).

**Director, Health Information National Trends Survey (HINTS)** **2003 – Present**

Supervises ongoing data collection and analysis efforts on a biennial, general population survey of adults 18 years and older. Established a policy of data sharing within the research community and in pursuit of that policy directed efforts to support research on the public database through online informatics support and through conferences. Analyzes and publishes data from the survey to information communication planners and researchers.

**Research Director, User-Centered Informatics Research (UCIR)** **2003 - Present**

Outlined a research program to embed behavioral support within the development cycle of the institute's substantive investments in informatics infrastructure. Reconstituted a capacity to offer *Usability Evaluation* services to development teams within the NCI's intramural and extramural communities. Fostered strategic relationships with the University of Maryland, the University of California at San Francisco, and the University of Maryland.

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*Westat, Rockville MD (1999-2003)*

**2001-2003**

**Project Director, Health Information National Trends Survey (HINTS) for the National Cancer Institute**

Directed the baseline construction of a general population, nationally representative telephone survey using a list-assisted Random Digit Dial Telephone Survey. Worked with cancer communication scholars to draft questions within the questionnaire, and then conducted concurrent think-aloud procedures in Westat's cognitive laboratory to improve meaning (project funding: \$1.3 million).

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**Task Order Director, Web Evaluation Services for the Centers for Disease Control and Prevention** **2000-2003**

Assisted CDC in evaluating health communication programs by conducting: health problem analysis and synthesis; exploratory research with audiences, including the analysis of market research; concept identification and testing; message pretesting; materials testing, tracking, and process evaluation; and outcome, impact, and effectiveness evaluations (project funding: \$700 K).

Collaborating centers, institutes, and offices included:

- CDC Office of Communication
- National Breast and Cervical Cancer Early Detection Program
- Office of Smoking and Health

**Team Director, National Study of Health and Activity (NSHA) for the Social Security Administration** **1999-2002**

Developed a decision support system by which state-based disability evaluation specialists were to interpret self-report and medical data from a national survey into individual determinations of eligibility for social security benefits. The task one component within a multimillion dollar effort by the Social Security Administration to develop national estimates of disability through personal interviews, medical examinations, the collection of medical records, and a review by state Disability Determination Services (overall project funding:  $\approx$  \$20 million).

*American Institutes for Research (1989-1999)*

**Project Director, Program Evaluation of the Technology Innovation Challenge Grant for the Department of Education** **1997-1999**

Conducted a formative evaluation for the Department of Education's Technology Innovation Challenge Grant Program, a granting program funded by congress to improve educational outcomes and to provide experience with computer technology for students in grades K-12 (project funding: \$300 K).

**Co-Director, Integration of Research into a New Disability Determination Methodology for the Social Security Administration** **1997-1999**

Supervised efforts to incorporate findings from research being conducted internally and within schools of medical rehabilitation into a data-based prototype for a decision methodology to determine disability status (project funding: \$6 million).

**Principal Investigator, Augmenting Data Dissemination Technologies for the National Center for Education Statistics (NCES).** **1996-1998**

Utilized a grant from the National Center for Education Statistics (NCES) to develop a prototype system for facilitating data sharing and dissemination using capabilities enabled by the emerging National Information Infrastructure architecture (development budget: \$200 K).

**Co-PI, Performance Assessment for Self-Sufficiency (PASS) for the Office of Special Education Programs.** **1990-1996**

Worked on a multi-year development project to develop a decision support system for resource-allocators in federal and state departments of special education. The project consisted of two major components: (a) the development of a psychometrically sound assessment instrument on students' physical, cognitive, and functional abilities, and (b) a rule-based "expert system" using state of the art techniques in knowledge inference to transform observations into knowledge-based interpretations (Budget over multiple years: \$1.2 Million).

**Co-Founder/Director: Center for Research on Technology, American Institutes for Research.** **1990-1996**

Directed continuing efforts to provide commercial and government clients with full-service human factors support in an effort to improve the usability of computer hardware and software projects. Projects ran the full gamut of usability methodologies including both laboratory and field-based

observations, between-subjects and within-subjects designs, competitive comparisons, formative studies, summative evaluations, low and high fidelity prototyping, heuristic reviews, prototyping, and marketing evaluations (\$16 Million). Illustrative projects are as follows:

- Project Director. A comparative study of keyboard prototypes, for Apple Computer (1990).
- Developer. Data structures for a "Critical Incident" review of *Grateful Med* for the National Libraries of Medicine (1990).
- Project Director. An assessment of typing speed using a split-keyboard designed to prevent Repetitive Stress Injuries, for Apple Computer (1990).
- Project Director, Evaluation of the Articulation System Stimulating Inter-Institutional Student Transfer (ASSIST), a computerized information system to facilitate transfer of community college students to four year institutions, for the California Board of Regents (1991).
- Project Director. A comparative evaluation of color and its perceived attributes among prototypes of the Apple PowerBook, for Apple Computer (1991).
- Project Director. At-home usability testing of the Apple Performa, for Apple Computer (1992).
- Project Director. Usability evaluation of a manual disk drive ejection system, for Apple Computer (1992).
- Project Director. An assessment of user perceptions across varying levels of virtual memory processing, for Apple Computer (1992).
- Project Director. A comparative, "out-of-the-box" assessment of an Apple file server against an a file server produced by a leading competitor, for Apple Computer (1992).
- Project Director. Third Year Continuation of Project MATCH: Designing a Flexiplace Program for Persons with Disabilities, for the Department of Defense (1992-1994). Directed an effort to implement flexiplace (i.e., telecommuting) as a viable work alternative for persons with disabilities working for the Department of Defense. The effort was one in a series of projects designed for removing barriers to employment among civilian employees with disabilities in the Department.
- Project Director (in Palo Alto), Computer-Based Health History Questionnaire for Screening Blood Donors, for the Food and Drug Administration (1992). Contributed to a project out of AIR's Washington office to create a Computer-Administered Self Interview (CASI) for potential blood donors. The project followed a line of research suggesting that computer-based interviews can produce more candid responses to sensitive questions. The role of the Palo Alto office was to develop a utility to help health historians review donor data and resolve discrepancies using a complete set of on-line prompts and definitions.
- Project Director. A formative evaluation of the Microsoft Sound System, for Microsoft Corporation (1993).
- Project Director. A broad-scale, usability evaluation of the Media Vision sound card, for Media Vision (1993).
- Project Director. A formative usability evaluation of Photoshop, for Adobe Systems (1993).
- Project Director. A comparative evaluation of keyboard design, for Apple Computer (1994).
- Project Director. An internal, ergonomic comparison of alternative disk drive designs, for Apple Computer (1994).
- Project Director. Collecting standardized samples of digitized handwriting for bolstering pattern recognition routines in the Newton Computer, for Apple Computer (1994).
- Project Director. Formative usability testing comparing XSoft's TabWorks to the program manager in Microsoft's Window's 95, for XSoft/Xerox (1994).
- Project Director. Ongoing user support for the TabWorks project development team, for XSoft/Xerox (1995).
- Project Director. Formative Usability Testing of SmokeFree: Demonstration Software and Prototype, for Health Promotion Services under a Small Business Innovation Research Grant from the National Institutes for Health (1995).
- Project Director. Evaluating the navigability of World Wide Web home pages, for the Nomura Research Institute of Japan (1995).

- Project Director. Formative Usability and Usage Testing for the Paladin Complete Office System, for Apple Computer (1995).
- Project Director. Application of Expert Systems Technology to the Occupational Compensation Survey, for the Bureau of Labor Statistics (1993-1995).
- Task Director (Palo Alto). Development of an occupational database to replace the Dictionary of Occupational Titles: O\*NET, for the Department of Labor (1994-1995). Project was a large, multimillion dollar effort to replace the Dictionary of Occupational Titles with an electronic database of occupational information (O\*NET).
- Project Director. The Effect of time delay on human computer interaction, for Enter Television (1995). Directed an effort to determine the effects of time delay on communication behaviors and satisfaction within an audio-enhanced computer network. The study involved conducting a between-subjects, experimental comparison of communications behaviors at levels of no delay, 600 millisecond delay, 1200 millisecond delay, and 1600 millisecond delay.
- Project Director. Comparative evaluation of a new mouse prototype design and accompanying software, for Microsoft, Inc. (1996).

**Employment Equity Analyst, Applied Behavioral Research Group. 1989-1991**

Performed employment equity analyses in support of litigation activities. Analyses were performed using the SAS statistical software and data management using on large scale databases of 60,000 cases or more. Illustrative projects included:

- Analyst, Employment Discrimination Analyses for Macy and Lary v. Garrett (Secretary of the Navy). For the US Navy (1989-1991).
- Analyst, Employment Discrimination Analyses for the Case of Sylvester v. the United States Air Force. For the United States Air Force (1989-1990).
- Analyst, Employment Discrimination Analyses for the Case of Lewis v. United States Bureau of Printing and Engraving, for the U.S. Bureau of Printing and Engraving (1989).

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CLASSES TAUGHT

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*University of San Francisco, Adjunct Professor (1991-1996)*

- **Research Methodology, Statistics, and Senior Project Review.** **1992-1995**  
Created syllabus, developed lecture series, and taught evening series to continuing professionals over a 24 week period. Series taught students the basics of research methodology and statistics in the social sciences.
- **Systems, Technology, and Change.** **1993**  
Taught graduate level seminar to students enrolled in a masters of communication degree at the University of San Francisco.
- **Human Factors of Information Systems.** **1992-1994**  
Taught concepts of usability, human factors, and social effects of technology to continuing Information Technology professionals employed by exemplar companies in Santa Clara County, CA (i.e., Silicon Valley).
- **Introduction to Social Psychology.** **1991-1994**  
Taught an introduction to social psychology core to undergraduates in the University's San Ramon campus. The core, eight week class was required in order to complete a Bachelor's of Science degree.

*Carnegie Mellon University, Department of Social & Decision Sciences (1988-1990)*

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**Postdoctoral Fellow.** Served as the instructor for an advanced class on information systems and pursued research on organizational aspects of computing. One illustrative project involved analyzing the impact of electronic connectivity on the productivity, work life, and community of research scientists. The project involved collecting data from a sample of physical oceanographers through the use of an electronically administered mail survey.

*University of Utah, Departments of Psychology and Medical Informatics (1982-1988)*

**Graduate Assistant and Teaching Fellow.** Training included experimental design, advanced multivariate statistical procedures, social cognition, organizational behavior, environmental psychology, and program evaluation. The training program also offered opportunities to get involved in hands-on, applied research experiences. One such opportunity involved participating in a research effort at the University of Utah Medical Center to develop an expert system for medical students. The expert system provided third and fourth year medical students with training and decision-making experience in diagnosing illness. Another, similar practicum involved designing a computer-assisted assessment device for distinguishing patients with true organic brain dysfunction from patients with pseudo-dementia. General responsibilities throughout this period included teaching, providing statistical and methodological consultation, conducting statistical analyses, computer application development, and conducting basic science research into psychological aspects of computing.

*Brigham Young University Missionary Training Institute (1980-1982).*

**Instructor.** Taught time-intensive, beginning language course in Spanish to volunteers going through the University's language training institute.

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