

ALLISON LAZARD, PhD

Assistant Professor | School of Media and Journalism | University of North Carolina at Chapel Hill | lazard@unc.edu

EDUCATION

- 2015 **Ph.D., Advertising**, Stan Richards School of Advertising and Public Relations, Moody College of Communication, The University of Texas at Austin
Research area: Impact of Visual and Interactive Design on Health and Science Strategic Communication
Dissertation: "Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing"
- 2009 **M.S., Media Arts and Science**, School of Informatics, Indiana University-Purdue University Indianapolis
Major area of study: Multimedia and 3D Design
Thesis Project: "Take a Drink: A Visual Campaign for the Center for Earth and Environmental Science"
- 2005 **B.S., Visual Communication**, School of Visual Communication, Ohio University
Major area of study: Commercial Photography
Minor area of study: Anthropology

REFEREED JOURNAL PUBLICATIONS

Note: Asterisk (*) indicates student advisee.

- 28 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017) Icons for Health Effects of Cigarette Smoke: A Test of Semiotic Type. *Journal of Behavioral Medicine*. 40(4), 641-650. DOI: 10.1007/s10865-017-9833-3
- 27 **Lazard, A.**, Wilcox, G., *Tuttle, H., Glowacki, E., & *Pikowski, J. (Online first) Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis. *Tobacco Control*. DOI: 10.1136/tobaccocontrol-2016-053295
- 26 Benedict, C., Victorson, D, Love, B., Fuehrer, D., **Lazard, A.**, Saffer, A., Linscott, T., & Zachary, M. (In press) The Audacity of Engagement: Hearing Directly from Young Adults with Cancer on their Attitudes and Perceptions of Cancer Survivorship and Cancer Survivorship Research. *Journal of Adolescent and Young Adult Oncology*.
- 25 **Lazard, A.**, Mackert, M., Bock, M., Love, B., Dudo, A., & Atkinson, L. (In press) Visually Implied Arguments: Effects of Photo Manipulation and Dual Processing for Food Advertisements. *Visual Communication Quarterly*.
- 24 Case, K., **Lazard, A.**, Mackert, M., & Perry, C. (In press) Source Credibility and E-cigarette Attitudes: Implications for Tobacco Communication. *Health Communication*.
- 23 Berman, M., Byron, M. J., Hemmerich, N., Lindblom, E., **Lazard, A.**, Peters, E., & Brewer, N. (In press) Communicating Tobacco Product Information to the Public. *Food and Drug Law Journal*.
- 22 Glowacki, E., **Lazard, A.**, & Wilcox, G. (2017) E-cigarette Topics Shared by Medical Professionals: A Comparison of Tweets from the United States and United Kingdom. *Cyberpsychology, Behavior, and Social Networking*. 20(2), 133-137. DOI: 10.1089/cyber.2016.0409.
- 21 **Lazard, A.**, Dudo, A., *Dennis, T., *Ewald, M.G., & Love, B. (2017) Making a Visual Impression (or Not): Current Design Practices of Nutritional Websites. *Health Communication*. 32(4), 470-482. DOI:

10.1080/10410236.2016.1140267

- 20 Mackert, M., Guadagno, M., **Lazard, A.**, Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. (2017) Engaging Men in Prenatal Health Promotion: A Pilot Evaluation of Targeted e-Health Content. *American Journal of Men's Health*. 11(3), 719-725. DOI: 10.1177/1557988316679562
- 19 Huang, L., **Lazard, A.**, Pepper, J., Noar, S., Ranney, L., & Goldstein, A. (2017) Impact of *The Real Cost* Campaign on Adolescents' Recall, Attitudes, and Risk Perceptions about Tobacco Use: A National Study. *International Journal of Environmental Research and Public Health*. 14(1), 42. DOI: 10.3390/ijerph14010042
- 18 **Lazard, A.**, Bamgbade, B., *Sontag, J., & Brown, C. (2016) Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication. *Journal of Health Communication*. 21(12), 1260-1268. DOI: 10.1080/10810730.2016.1245374
- 17 **Lazard, A.**, Saffer, A., Wilcox, G., Chung, A. D., Mackert, M., & Bernhardt, J. (2016) E-Cigarette Social Media Messages: A Text Mining Analysis of Marketing and Consumer Conversations on Twitter. *JMIR Public Health and Surveillance*. 2(2), e171. DOI: 10.2196/publichealth.6551
- 16 Glowacki, E., **Lazard, A.**, Wilcox, G., Mackert, M., & Bernhardt, J. (2016) Identifying the Public's Concerns and the Center for Disease Control and Prevention's Reactions During a Health Crisis: An Analysis of the CDC's Zika Live Twitter Chat. *American Journal of Infection Control*. 44(12), 1709-1711. DOI: 10.1016/j.ajic.2016.05.025
- 15 Case, K., Crook, B., **Lazard, A.**, & Mackert, M. (2016) Formative Research to Identify Perceptions of E-cigarettes in College Students: Implications for Future Health Communication Campaigns. *Journal of American College Health*. 64(5), 380-389. DOI: 10.1080/07448481.2016.1158180
- 14 Mackert, M., Guadagno, M., **Lazard, A.**, Champlin, S., Pounders, K., & Walker, L. (2016) Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers. *Journal of Communication in Healthcare*. 9(2), 90-97. DOI: 10.1080/17538068.2016.1168199
- 13 **Lazard, A.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2016) Design Simplicity Influences Patient Portal Use: Role of Aesthetic Evaluations for Technology Acceptance. *Journal of the American Medical Informatics Association*. 23(1), e157-e161. DOI: 10.1093/jamia/ocv174
- 12 Kahlor, L., Dudo, A., Liang, M., **Lazard, A.**, & AbiGahannam, N. (2016) Ethics Information Seeking and Sharing among Scientist: The Case of Nanotechnology. *Science Communication*. 38(1), 74-98. DOI: 10.1177/1075547015617942
- 11 **Lazard, A.**, Scheinfeld, E., Bernhardt, J., Wilcox, G., & Suran, M. (2015) Themes of Public Concern: A Text Mining Analysis of the CDC's Ebola Live Twitter Chat. *American Journal of Infection Control*. 43(10), 1109-111. DOI: 10.1016/j.ajic.2015.05.025
- 10 **Lazard, A.** & Mackert, M. (2015) Design and e-Health: Advancing Research and Practice in Effective Communication. *Communication Design Quarterly*. 3(4), 25-34.
[Began faculty position at UNC July 1, 2015]
- 9 Mackert, M., **Lazard, A.**, Liang, M., Mabry, A., Champlin, S., & Stroeve, S. (2015) Saving Time and Resources: Observational Research to Support Adoption of a Hand Hygiene Promotion Campaign. *American Journal of Infection Control*. 43(6), 656-658. DOI: 10.1016/j.ajic.2015.02.020
- 8 **Lazard, A.** & Atkinson, L. (2015) Putting Environmental Infographics Center Stage: The Role of Visuals at the Elaboration Likelihood Model's Critical Point of Persuasion. *Science Communication*. 37(1), 6-33. DOI: 10.1177/1075547014555997

- 7 Mackert, M., **Lazard, A.**, & Wyeth, B. (2015) Street Crossing: Observational Research and Developing Health Communication Strategies. *Communication Teacher*. 29(1), 49-54. DOI: 10.1080/17404622.2014.985601
- 6 Champlin, S., **Lazard, A.**, Mackert, M., & Pasch, K.E. (2014) Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements. *Journal of Communication in Healthcare*. 7(4), 285-294. DOI: 10.1179/1753807614Y.0000000065
- 5 **Lazard, A.** & Mackert, M. (2014) User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication. *International Journal of Medical Informatics*. 83(10), 726-735. DOI: 10.1016/j.ijmedinf.2014.06.010
- 4 Mackert, M., **Lazard, A.**, Guadagno, M., & Hughes-Wagner, J. (2014) The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus. *Journal of American College Health*. 62(8), 542-551. DOI: 10.1080/07448481.2014.944534
- 3 Dudo, A., Kahlor, L., AbiGhannam, N., **Lazard, A.**, & Liang, M. C. (2014) An Analysis of Nanoscientists as Public Communicators. *Nature Nanotechnology*. 9(10), 841-844. DOI: 10.1038/nnano.2014.194
- 2 Tian, C., Champlin, S., Mackert, M., **Lazard, A.**, & Agrawal, D. (2014) Readability, Suitability, and Health Content Assessment of Patient Education Materials on Colorectal Cancer Screening. *Gastrointestinal Endoscopy*. 80(2), 284-290. DOI: 10.1016/j.gie.2014.01.034
- 1 Mackert, M., **Lazard, A.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2014) "Take Time. Save Lives. Clean Hands Protect:" A Comparison of Two Hand Hygiene Health Promotion Posters. *American Journal of Infection Control*. 42(5), 530-532. DOI: 10.1016/j.ajic.2014.01.017

BOOK

Mackert, M., **Lazard, A.**, & Love, B. (2017) *Designing Effective Health Messages*. Dubuque, IA: Kendall Hunt Publishing Company.

INVITED ARTICLES AND SPECIAL SECTIONS

Harrison, T. & **Lazard, A.** (2015) Population-Specific Health Literacy for People with Visual Impairments. *Health Communication*. 30(12), 1169-1172. DOI: 10.1080/10410236.2015.1037424

Mackert, M. & **Lazard, A.** (2014) "Communication with Pharmacists." In Thompson, T. & Golson, G. (Eds.) *Encyclopedia of Health Communication*. SAGE.

Lazard, A. & Eastin, M. (2013) "Cultivating Content and the Social Representation of Violence." In Eastin, M. (Ed.) *Encyclopedia of Media Violence*. SAGE.

REFEREED CONFERENCE PROCEEDINGS

Liang, M. C., Dudo, A., Kahlor, L., AbiGhannam, N. A., & **Lazard, A.** (2013) "Nano-scientists as Consumers and Sources of Information about Nanoethics." In Goodwin, J., Dahlstrom, M., & Priest, S (Eds.) *Ethical Issues in Science Communication: A Theory-based Approach*. Charleston, SC: CreateSpace. p. 135-149.

REFEREED CONFERENCE PRESENTATIONS

- 60 Mackert, M., Guadagno, M., **Lazard, A.**, Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. J. (in submission) "Improving Prenatal Health: Engaging Men through Targeted E-Health Content" to be presented at the American Public Health Association Annual Meeting, Atlanta, Georgia, November.
- 59 Horrell, L., **Lazard, A.**, Saffer, A., Benedict, C., & Love, B. (in submission) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" to be presented at the North Carolina Public Health Association Conference, Asheville, North Carolina, September.
- 58 **Lazard, A.**, Holton, A., Wilner, T., Zenner, S., & Cannon, A. (accepted). "Cancer Selfies: Implicit Representations of Cancer and Gender on Instagram" to be presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 57 Ball, J., Mackert, M., & **Lazard, A.** (accepted). "Promoting Multivitamins to College Women: An Examination of Source, Message, and Audience Characteristics" to be presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 56 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Information and Delivery Preferences of Adolescents and Young Adults for Tobacco Education Websites" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 55 King, A. & **Lazard, A.** (2017). "Improving First Impressions of Health Websites: The Influence of Visual Complexity on Positive Elaboration" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 54 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type" presented at the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, California, March.
- 53 Pikowski, J., **Lazard, A.**, Sutfin, E., Cornacchione, J., Noar, S. (2017). "Examining Effective Message Strategies for Communicating the Risks and Harms of E-Cigarettes" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 52 Pikowski, J., **Lazard, A.**, Noar, S. (2017) "FDA Credibility in a New Media Environment: The Impact of Source, Channel and Theme on Reception of Tobacco Control Messages" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 51 Bryon, M. J., **Lazard, A.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2017) "Designing a tobacco constituent website that is understandable and Not Misleading" presented at the National Conference on Tobacco or Health in Austin, Texas, March.
- 50 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Anti-Tobacco Education Websites: Information and Delivery Preferences of Adolescents and Young Adults" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 49 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Communicating Risk At-A-Glance: Effectiveness of Semiotics-Based Icons for Health Harms of Cigarette Smoke" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 48 Sutfin, E., Cornacchione, J., **Lazard, A.**, Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., & Noar, S. (2017) "Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Florence, Italy, March.
- 47 Bryon, M. J., **Lazard, A.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2016) "Can a Tobacco Constituent Website be Understandable and Not Misleading?" presented at the NIH Tobacco Regulatory Science Fall

(TCORS) Fall Grantee Meeting in Bethesda, MD, November.

- 46 **Lazard, A.** (2016) "Seeing is the First Step in Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 45 **Lazard, A.,** Schmidt, A., Vu., H., Byron, M. J., Peters, E., Boynton, M., & Brewer, N. (2016) "Health Effects of Cigarette Smoke Icons: A Test of Semiotic Type to Increase Communication Effectiveness" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 44 Horrell L., **Lazard A.,** Pikowski J., Suftin E., Cornacchione J., & Noar S. (2016) "Adolescent and Young Adults' Perceptions of Anti-Tobacco Websites: Results of Four Focus Group Sessions" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 43 **Lazard, A.,** Wilcox, G., Tuttle, H., Glowacki, E., & Pikowski, J. (2016) "Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 42 **Lazard, A.,** Bamgbade, B., Sontag, J., & Brown, C. (2016) "Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication" presented at the Association for Education in Journalism and Mass Communication 2016 Conference in Minneapolis, MN, August.
- 41 Chung, A.D., **Lazard, A.,** Koh, H., Jeon, Y., Wilcox, G., Mackert, M., & Bernhardt, J. (2016) "Measles Outbreak and Public Conversation on Twitter," presented at the Tenth Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
- 40 **Lazard, A. &** Holton, A. (2016) "My Cancer, My Image: Implicit Communication of Cancer and Gender in Instagram Self-Representations" presented at The Visual Communication Conference in Salt Lake City, UT, June.
- 39 Stanforth, D., **Lazard, A.,** Stanforth, P., Wyeth, B., Mackert, M., & Li, X. (2016) "Signage Increases Stair Use: Applying Visual Metaphors with Health and Non-health Messages for Behavior Change" presented at the American College of Sports Medicine 63rd Annual Conference in Boston, MA, June.
- 38 **Lazard, A.,** Noar, S., Kowitt, S., Jarman, K., & Goldstein. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the 2nd NIH Tobacco Regulatory Science Conference in Bethesda, MD, May.
- 37 Case, K., Crook, B., **Lazard, A.,** & Mackert M. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the Society for Prevention Research 24th Annual Meeting in San Francisco, CA, May.
- 36 **Lazard, A.,** Wilcox, G., Chung, A. D., Mackert, M., & Bernhardt, J. (2016) "Examination of Social Media E-cigarette Messages: Marketing and Consumer Conversations on Twitter" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 35 Case, K., **Lazard, A.,** Crook, B., & Mackert, M. (2016) "Vapor Isn't Water: Perceptions and Effectiveness of E-cigarette Health Education Messages among College Students" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 34 Holton, A. & **Lazard, A.** (2016) "Representing Cancer: Implicit Communication of Cancer and Gender on Instagram" presented at the 3rd Media + Health Symposium in Richmond, VA, February.
- 33 **Lazard, A.,** Bock, M., & Mackert, M. (2015) "The Persuasive Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.

- 32 Mackert, M., Guadagno, M., **Lazard, A.**, Champlin, S., Pounders, K., & Walker, L. (2015) "Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 31 Mackert, M. & **Lazard, A.** (2015) "Can I Recycle This?" presented at the University of Texas at Austin's 6th Annual Sustainability Symposium in Austin, TX, September.
- 30 Bamgbade, B., **Lazard, A.**, & Brown, C. (2015) "'Understanding Conceptualizations of Mental Health Among College Students'" presented at the American Association of Colleges of Pharmacy in National Harbor, MD, July.
- 29 **Lazard, A.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2015) "Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 28 **Lazard, A.**, Bamgbade, B., & Brown, C. (2015) "'Mental Health Representations Among College Students: Insights for Designing Messages to Reduce Stigma'" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.
- 27 Case, K., Mackert, M., Crook, B., & **Lazard, A.** (2015) "Perceptions of E-cigarettes in College Students: Formative Research to Develop Health Education Messages" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Philadelphia, PA, February.
- 26 Liang, M, Dudo, A., Kahlor, L, Abi Ghannam, N., & **Lazard, A.** (2015) "Share if You Care: Scientists' Information Behaviors About Nanoethics" presented at the American Association for the Advancement of Science in San Jose, CA, February.
- 25 Champlin, S., **Lazard, A.**, Mackert, M., & Pasch, K.E. (2014) "Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements" presented at National Communication Association 100th Annual Convention: The Presence of our Past(s) in Chicago, IL, November.
- 24 Dudo, A., **Lazard, A.**, Kahlor, L., Ghannam, N.A., & Liang, M-C. (2014) "When Scientists Talk to the 'Rest of Us': Using the Technology Acceptance Model to Explain Scientists' Use of New Media to Communicate with the Public" presented at the Association for Education in Journalism and Mass Communication 2014 Conference in Montréal, Canada, August.
- 23 **Lazard, A.** (2014) "The Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at The Visual Communication Conference in Greenwich, RI, June.
- 22 **Lazard, A.** & Atkinson, L. (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion" presented at the 2014 Advertising and Consumer Psychology Conference: The Psychology of Design in Ann Arbor, MI, May.
- 21 **Lazard, A.**, & Mackert, M. (2014) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 20 **Lazard, A.**, Dudo, A., Dennis, T., Ewald, M.G., & Love, B. (2014) "Visual Variation at a Glance: An Analysis of the Visual Complexity of Nutritional Information Online" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 19 Hughes-Wagner, J., Mackert, M., & **Lazard, A.** (2014) "Using a Sleep Promotion Campaign Case Study to Demonstrate an Effective Partnership Between Student, Faculty, and Health Promotion Practitioner" presented at the American College Health Association 2014 Annual Meeting in San Antonio, TX, May.

- 18 **Lazard, A.** (2014) "Improving Visual Assessments for Health Materials: Extending Current Suitability Guidelines" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 17 Stewart, K. & **Lazard, A.** (2014) "Sensory Perceptions and Fluency: The Effect of Audio-Visual vs. Verbal-Visual Content on Health Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 16 Mackert, M., **Lazard, A.**, Berman, M., Boguski, M. (2014) "Engaging Audiences via Celebrity Diagnoses: Using Teachable Moments for Online Health Communication" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 15 Ball, J., **Lazard, A.**, & Mackert, M. (2014) "The Influence of Source and Message Factors on the Promotion of Multivitamins Among College Students" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 14 Watkins, I., **Lazard, A.**, Mackert, M., Xie, B., Stephens, K., & Shalev, H. (2014) "Investigating the Gap Between Enrollment and Use of a Patient Portal" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 13 Dudo, A., Kahlor, L., **Lazard, A.**, Liang, M-C., & Ghannam, N.A. (2013) "Talking 'nano': Nanoscientists as public communicators" presented at the annual meeting of the American Association for the Advancement of Science in Chicago, IL, February.
- 12 Mackert, M., **Lazard, A.**, Guadagno, M., & Hughes-Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the National Communication Association 99th Annual Convention in Washington, DC, November.
- 11 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Improved Health Literacy: A Symbolic Interactionism Approach" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 10 **Lazard, A.** & Mackert, M. (2013) "Design and E-Health: Key Principles for Advancing Research and Practice in Effective Communication" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 9 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Health Literacy: Analyzing the Role of Visuals through Symbolic Interactionism" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 8 **Lazard, A.** & Mackert, M. (2013) "E-Health First Impressions and Visual Evaluations: Key Principles for Attention and Appeal" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 7 **Lazard, A.** & Mackert, M. (2013) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Obtaining Online Health Information" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 6 **Lazard, A.**, Atkinson, L., & Mackert, M. (2013) "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model" presented at the Association for Education in Journalism and Mass Communication 2013 Conference in Washington, DC, August.
- 5 **Lazard, A.** & Atkinson, L. (2013) "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: An Investigation of Infographics and Visual Learners" presented at The Visual Communication Conference in Steamboat Springs, CO, June.

- 4 Liang, M., Dudo, A., Kahlor, L., Gahannam, N. A., & **Lazard, A.** (2013) "Nano Ethics: How Nanoscientists Evaluate and Communicate the Ethical Dimensions of Their Research" presented at the Third Iowa State University Summer Symposium on Science Communication in Ames, IA, May.
- 3 Mackert, M., **Lazard, A.**, Guadagno, M., & Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 2 **Lazard, A.** & Mackert, M. (2013) "Digital Design and e-Health: Tools and Narratives for Improved Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 1 Mackert, M., **Lazard, A.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2013) "'Take Time. Save Lives. Clean Hands Protect: Encouraging Hospital Hand Hygiene Through Health Promotion" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.

GRANTS: CURRENT

- 2017-2018 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Designing Effective Interactive Applications for Cancer-Prevention Interventions." \$49,663.
Role: PI.
- With a need to connect populations at risk for cancer with evidenced-based prevention tools, this project will develop and evaluate interactive application formats to provide guidance for how to effectively design online cancer interventions.
- 2017 MEJO Research Center, University of North Carolina at Chapel Hill. "Instapeer: A Platform for Social Support for Young Adult Cancer Patients." \$5,000.
Role: Co-PI.
- This project serves to establish an interdisciplinary team and explore the potential of a peer-to-peer application by Stupid Cancer to positively influence social support and health outcomes of young adult cancer patients, an overlooked and underserved population.
- 2016-2018 National Cancer Institute (NCI) R03CA206487. "Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults." PI: Jennifer Cornacchione Ross. \$75,000.
Role: Consultant.
- The goal of this project is to test the relative effectiveness of text-only vs. graphic cigarillo warning labels to discourage young adult cigarillo users and susceptible nonusers from smoking cigarillos.
- 2016-2017 MD Anderson. "UT System Culture of Tobacco Control - Health Communication Branding." PI: Michael Mackert. \$30,000.
Role: Consultant.
- The goal of this project is to develop a brand identity and messaging strategy that provides a unified anti-tobacco health communication approach across the entire University of Texas system - both academic campuses (e.g., The University of Texas at Austin, The University of Texas at Tyler) and health science centers/hospitals (e.g., MD Anderson).
- 2013-2018 Food and Drug Administration (FDA)/National Cancer Institute (NCI) P50CA180907. "Effective Communication on Tobacco Product Risk and FDA Authority." PI: Kurt Ribisl. \$19,415,248.
Role: Co-Investigator.

The Center for Regulatory Research on Tobacco Communications (CRRTC) is conducting 3 integrated projects over 5 years to advance an understanding of effective communication about the harms of cigarettes and other tobacco products across the lifespan and among diverse populations.

2015-2017 Food and Drug Administration (FDA)/National Cancer Institute (NCI) 3P50CA180907-03S1. "Optimizing public display of information on tobacco product constituents." PI: Noel Brewer. \$500,000.

Role: Co-Investigator.

The objective of this project is to identify website formats and content that increase comprehension of constituent disclosures, especially among people with lower health literacy.

2016-2017 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Relationships between Little Cigar and Cigarillo Packaging Elements, Perceptions of Characterizing Flavors, and Use among Young Adults." PI: Adam Goldstein. \$90,482.

Role: Co-Investigator.

The objective of this project is to experimentally test how key package design elements impact flavor perception that little cigars and cigarillos and how these flavor perceptions relate to perceptions of health risk, susceptibility, and use among young adult users and non-users.

GRANTS: COMPLETED

2015-2017 UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab. "Improving Prenatal Health Communication: Engaging Men via e-Health." PI: Michael Mackert. \$40,000.

Role: Consultant.

The objective of this project is to design and iteratively test an e-health application to effectively communicate prenatal health to men in the United States and Portugal.

2016 JOMC Research Center, University of North Carolina at Chapel Hill. "Visually Implied Vaping Arguments: Effects of E-cigarette Cues for Implicit and Explicit Attitudes." \$5,000.

Role: PI.

This purpose of this study is to understand how, via dual processing models, the use of e-cigarette imagery cues influences the effectiveness of messages designed to communicate the potential harms and risks of e-cigarettes.

2015-2016 Center for Regulatory Research on Tobacco Communication. "Development of an Educational Website about Other Tobacco Products." \$42,122.

Role: PI.

The objective of this project was to conduct qualitative research to identify effective elements of tobacco education websites to inform website design, design and develop the websites, and then test and optimize the website. This study identified effective communication strategies to reach vulnerable populations about tobacco product risks.

2015-2016 UT-Austin Green Fee, The University of Texas at Austin. "Can I Recycle This? A Campaign to Help Longhorns Make Recycling Decisions." PI: Michael Mackert. \$15,865.

Role: Co-Investigator.

This was a two-phase project to increase recycling on UT's campus by reducing confusion associated with recycling items and aid in the ease of decision-making at the point of action

through a communication campaign.

2014-2015 Health Communication Scholars Program (HCSP), The University of Texas at Austin. "Using Visual Metaphors to Decrease Mental Health Stigma in College Students." \$1500.

Role: PI.

The objective of this project was to test whether visual metaphors, a strategic message design tactic, can be used to communicate about and decrease mental illness stigma. This project applied knowledge about the effectiveness of visual metaphors to a new area – health communication.

2014-2015 The Tobacco Center of Regulatory Science on Youth and Young Adults (NIH/NCI P50CA-180906-01, Perry, PI) (2014-15). "Formative Research to Develop and Evaluate Messages About e-Cigarettes." PI: Kathleen Case. \$5,000.

Role: Research Scientist.

The purpose of this proposed research was to test the potential effectiveness of an anti-ENDS health campaign designed and developed from formative research.

2014-2015 Tobacco Centers of Regulatory Science (TCORS), The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living. PI of Training Core: Steven Kelder. \$15,673,801.

Role: Research Assistant

2013 National Nanotechnology Infrastructure Network (NINN), Social and Ethical Implications Seed Grant. "Talking Nano: Nanoscientists as Public Communicators." PIs: Anthony Dudo and LeeAnn Kahlor. \$20,000.

Role: Research Assistant.

The purpose of this study was to examine the social dimension of nanoscience, specifically examining nano-scientists' opinions about engaging with laypersons and sought to identify the factors associated with their efforts to partake in these interactions.

GRANTS: SUBMITTED

2017 National Cancer Institute. "Designing Effective Interactive Applications for Cancer-Prevention Interventions." \$275,000

Role: PI.

The proposed study will identify approaches to optimize the design of a social support intervention app, the Stupid Cancer app, for increased digital participation among adolescents and young adults affected with cancer.

2017 Food and Drug Administration (FDA)/National Cancer Institute (NCI). "Effective Communication on Tobacco Product Risk." PI: Kurt Ribisl. \$19,934,158.

Role: Visual Communication Core Director.

The Center for Regulatory Research on Tobacco Communications (CRRTC) will conduct integrated projects to inform and shape FDA's efforts to communicate more effectively with the public about e-cigarettes, little cigars and cigarillos, and waterpipe tobacco products.

2016 Google Public Policy Team. "A Mixed Methods Approach for Search and Political Opinion." PI: Adam Saffer & Allison Lazard. \$65,292

Role: Co-PI.

This study proposes to investigate whether the design of search, an element of which many users are unaware, is an important influence on the interpersonal social networks where individuals'

political opinions are shaped over time. We will do so in the context of the 2016 United States presidential election, which offers a significant opportunity to analyze the relationship between opinion, social contexts, and search behavior.

INVITED PRESENTATIONS

Lazard, A. (2017). "Seeing is Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A. (2017). "Visual Communication to Improve Cancer Control Messaging" presented at the UNC Lineberger Cancer Prevention and Control Quarterly Meeting, Chapel Hill, NC, June.

Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Orlan, E., Berman, M, Lindlom, E., Ribisl, K., & Brewer, N. (2016). "Optimizing Public Display of Information on Tobacco Product Constituents" presented at the Food and Drug Administration, Washington, DC, November.

Lazard, A., Sutfin, E. Pikowski, J., Cornacchione, J., Noar, S., Sontag, J., & Horrell, L. (2016) "Development of an Educational Website about Other Tobacco Products" presented to the Center for Regulatory Research on Tobacco Communication journal club, Chapel Hill, NC, May.

Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Ribisl, K., & Brewer, N. (2016). "Tobacco Product Constituent Displays" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2016). "Identifying Engaging Tobacco Education Website Features: Formative Research for Design and Development" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Holton, A. & **Lazard, A.** "My self, my scars: Representations of cancer and gender on Instagram." presented to the Utah Symposium on the Digital Humanities in Orem, UT, February 2016.

Mackert, M., **Lazard, A.,** Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., Mabry, A., & Damásio, M. "Improving Prenatal Health Communication: Engaging Men via e-Health" presented to the UT-Austin | Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February 2015.

Lazard, A. "Visual Communication Principles to Improve Health Literacy: Understandability and Actionability" presented to UnitedHealth Group Health Literacy Innovations Program's Bridging the Gap Series, Minnetonka, MN, January 2014.

ACADEMIC APPOINTMENTS

2015-present	<i>Assistant Professor</i> School of Journalism and Media, University of North Carolina at Chapel Hill
2013-2015	<i>Teaching Assistant</i> Stand Richards School of Advertising and Public Relations, The University of Texas at Austin
2014-2015	<i>Graduate Research Assistant</i> School of Public Health, The University of Texas Health Science Center at Houston-Austin
2014	<i>Graduate Assistant</i> Center for Health Communication, The University of Texas at Austin

2010-2012 *Instructor*
The Art Institute of Indianapolis

COURSES TAUGHT: UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Experimental Design (Doctoral section)
Principles of Advertising and Public Relations
Process and Effects of Mass Communication

COURSES TAUGHT: THE ART INSTITUTE OF INDIANAPOLIS

Digital Photography: Architectural Photography
Digital Photography: Advanced Portraiture
Digital Photography: Color Management
Digital Photography: Corporate & Industrial Photography
Digital Photography: Digital Photographic Production
Digital Photography: Editorial Photography
Digital Photography: Lighting
Digital Photography: Photographic Design
Digital Photography: Portraiture
Digital Photography: Studio Photography
Digital Photography: Survey of Photography
Graphic Design: Digital Imaging
Media Arts and Animation: Background Layout and Design
Media Arts and Animation: Computer Paint

COURSES ASSISTED: THE UNIVERSITY OF TEXAS AT AUSTIN

Advertising & PR: Advanced Advertising Theories I (Doctoral section)
Advertising & PR: Account Planning (Undergraduate and Graduate sections)
Advertising & PR: Integrated Communication Campaigns
Advertising & PR: Introduction to Advertising & Integrated Brand Promotion
Advertising & PR: Health Communication

CREATIVE INDUSTRY EXPERIENCE

2008-2010 *Multimedia Associate, Project Team Lead, DWA Healthcare Communications Group*

PROFESSIONAL DEVELOPMENT

- 2013 Instructor Learning Community's Critical Thinking Through Creativity course at the Center for Teaching and Learning, The University of Texas at Austin.
- 2011 Adobe Certified Expert in Photoshop Lightroom, Adobe Systems Incorporated
-

HONORS AND AWARDS

- 2015 American Academy of Advertising Dissertation Proposal Competition Award
- 2014 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2014 Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
- 2014 Tracy-Locke/Morris Hite Endowed Presidential Scholarship for Advertising Studies
- 2013 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2012 Pre-emptive Graduate Fellowship, The University of Texas at Austin
- 2010 Spring Faculty Member of the Quarter - Adjunct, The Art Institute of Indianapolis
- 2005 College Photographer of the Year, University of Missouri, Gold in Illustration Category
- 2005 Outstanding Senior Award, School of Visual Communication, Ohio University
- 2005 Society of News Design, Design Contest for College Students, Honorable Mention in Photography
- 2004 College Photographer of the Year, University of Missouri, Silver in Photo Illustration
- 2002 Kodak Professional Photography Scholarship, School of Visual Communication, Ohio University
-

PH.D. DISSERTATION ADVISING

- 2017 *Co-chair*, Jennah Sontag, "The Effectiveness of Visual and Text Frames in Health Communication"
Committee member, Lindsey Horrell (in progress)
Committee member, Seoyeon Kim (in progress)
Committee member, Sabeeh Baig (in progress)
-

MASTER'S THESIS ADVISING

- 2017 *Chair*, Jessica Pikowski, "The Impact of Source, Channel, and Theme on Receptivity to Tobacco Control Messages."
- 2016 *Chair*, Alan Maynard, "Successfully Streaming Video: A Video Marketing Plan for Print Magazine Brands and Case Study for Garden & Gun."
- 2017 *Committee member*, Deanna Puglia, "Social Media Use and Its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in

PROFESSIONAL ACADEMIC SERVICE

2015-2017	<i>Reviewer, Health Communication</i>
2016-2017	<i>Reviewer, Journal of Medical Internet Research</i>
2015-2017	<i>Reviewer, Journal of Health Communication</i>
2016-2017	<i>Reviewer, Media Psychology</i>
2017	<i>Reviewer, Visual Communication Quarterly</i>
2015-2017	<i>Reviewer, Science Communication</i>
2013-2016	<i>Membership Chair, ComSHER Division of AEJMC</i>
2016	<i>Reviewer, Social Science & Medicine</i>
2016	<i>Reviewer, New Media & Society</i>
2015-2016	<i>Reviewer, Journalism and Mass Communication Quarterly</i>
2015-2016	<i>Reviewer, Mass Communication & Society</i>
2015-2016	<i>Reviewer, Natural Hazards</i>
2015	<i>Reviewer, ComSHER Division of AEJMC</i>
2015	<i>Reviewer, Pacific Symposium on Biocomputing</i>
2014-2015	<i>Reviewer, Journal of Advertising</i>
2013-2015	<i>Graduate Student Liaison, Visual Communication Division of AEJMC</i>
2014	<i>Reviewer, Academy of Marketing Science</i>
2013	<i>Reviewer, Society of Consumer Psychology</i>
2013	<i>Mentor, The Nanotechnology Research Experience for Undergraduates (N-REU) Program, National Nanotechnology Infrastructure Network supported by the National Science Foundation</i>
2012 - 2013	<i>Newsletter Co -Editor, ComSHER Division of AEJMC</i>

UNIVERSITY SERVICE

2016	Center for Regulatory Research on Tobacco Communication Pilot Grant Review Committee
------	--

SCHOOL (DEPARTMENT) SERVICE

2016-2019	School of Media and Journalism PhD Advisory Committee
2016-2017	School of Media and Journalism MA Admissions Committee
2016-2017	School of Media and Journalism Curriculum Committee
2013	Texas Advertising Group Travel Stipend Ad Hoc Award Committee