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EDUCATIONAL BACKGROUND

Ph.D. in Communication (2005)

University of Kentucky, Lexington, Kentucky, USA

Research Interests: health information seeking, consumer health informatics, health communication campaigns and programs, interactive health interventions, computer-mediated communication

Teaching Interests: consumer health informatics; information technologies; information seeking and use; scientific and technical communications; graphics design and media; electronic publishing and editing

Dissertation: “Can Interactivity Make a Difference? Effects of Interactivity on Young Adults’ Comprehension of Online Health Content”

This project was funded by the Information Technology Dissertation Grant from the Jacobs Foundation (a non-profit organization based in Zurich, Switzerland), the Beta Phi Mu Eugene Garfield Dissertation Fellowship, and a Dissertation Enhancement Award from the University of Kentucky. The goal of this project was to examine the effects of different levels of interactivity of a website on the comprehension of a health topic and to determine whether individual difference variables moderate such an effect. The project involves several phases including: formative research (survey of 306 subjects); a pretest phase to test the study materials (an online experiment with 70 subjects, followed by focus group discussions); and a main phase involving an online experiment with two samples: a domestic sample at a large Southeastern University (N=441 subjects), and a comparison sample at a large university in the Philippines (N=200 subjects). Methodological innovations included the design of a machine-readable paper survey that automated data encoding, and for the web experiment, the design of a database-driven test site that automatically randomized the exposure of subjects to two treatments (a high interactive site and a low interactive site).

Master of Science in Development Communication (1996)

University of the Philippines Los Baños, College, Laguna, Philippines

Bachelor of Science in Development Communication (1990) (cum laude)

University of the Philippines Los Baños, College, Laguna, Philippines

EXPERIENCE

Research Experience

• **Consumer Health Informatics Consultant (Fall 2006-Spring 2007)**

*Project: AstraZeneca TIPS Culture, Values, Literacy (CVL) Phase II-IV Prototype Project
HealthMedia, Inc. ; Ann Arbor, Michigan*

Project involved development of a prototype for a computer-tailored online health intervention for cardiovascular diseases, specifically tailored for African-American and Hispanic Populations. As part of the steering committee, the goal was to review and provide direction and verification that the CVL project was completing the primary mission of dealing with concerns and issues for people who are at significantly high risk for a number of health problems.

• **Senior Research Assistant (Summer 2001-Summer 2005)**

Project: Targeting Mass Media Campaigns for Risky Sexual Behavior
University of Kentucky, Lexington, Kentucky

The goal of this \$3 million NIH/NIMH funded research project was to develop, implement and evaluate a televised, mass media, public service announcement (PSA) campaign aimed to increase safer sexual behaviors in young adults in two cities. PSA's are tailored to the target audience in various ways, and are grounded in theories of personality and health behavior. Duties:

- served as senior research assistant in charge of data management and analysis
 - assisted with the overall conduct (implementation and evaluation) of the research project
 - wrote manuscripts for presentations and journal publications
 - wrote grant proposals for the renewal of the existing project
 - conducted focus group interviews
 - helped design televised public service announcements for HIV/STD prevention
- **Research Consultant (Fall 2004)**
Project: Content Analysis of Web-based HIV/STD Interventions
University of Kentucky, Lexington, Kentucky
We analyzed the features of interactive web-based HIV/STD interventions currently on the web to determine whether any of the approaches used are grounded on health behavior change theories/models. The ultimate goal of the project was to develop guidelines for the development of an HIV/STD intervention to be tested on sexually active young adults.
- **Senior Research Assistant (Summer 2004)**
Project: Journalism Quality Enhancement Project
University of Kentucky, Lexington, Kentucky
This project was funded through an internal fund of the University of Kentucky. The main goal is to determine and analyze the various portfolio assessment practices of various journalism, telecommunications, and public relations schools across the United States in order to help improve and develop the current assessment plan of the School of Journalism and Telecommunications of the University of Kentucky.

- assisted with the overall conduct (implementation and evaluation) of the research project
- conducted in-depth interviews with research subjects
- designed and deployed an online survey
- reviewed the literature on portfolio assessment practices

Teaching Experience

- **Assistant Professor**, (Fall 2005-present), *Florida State University*
 - has primary responsibility for teaching information science courses
 - prepares appropriate teaching materials and class exercises appropriate for each course
- **SLC Academic Liaison: FSU-STARS Alliance** (Spring 2006-Summer 2007), *Florida State University*
 - is responsible for coordinating activities of the College of Information Student Leadership Corps
 - represents College of Information in the STARS Alliance (an National Science Foundation funded project designed to broaden participation in computing especially among underrepresented populations)
- **Teaching Assistant** (Fall 2000-Summer 2001), *University of Kentucky*
 - had primary responsibility for teaching several sections on basic public speaking
 - prepared appropriate teaching materials and class exercises appropriate for each course
- **Educational Communication Consultant [COMMSULT] (Fall 2001-Spring 2001)**, *University of Kentucky*
 - served as a communication consultant for staff and students of the University of Kentucky for two semesters through COMMSULT, a service set up to help individuals prepare various presentation materials (e.g., speeches, and Powerpoint presentations)

and health education needs of an adolescent population. We will then run an experiment using two versions of the website (one tailored, one non-tailored) and will conclude with the analysis of the data from that experiment. The proposed study should provide understanding for some unanswered questions in the area of online tailored health interventions, thereby contributing to the fields of health communication and consumer health informatics.

Role: Principal Investigator

First Year Assistant Professor Grant Lustria (PI) Summer 2006

Florida State University (\$15,000)

“10 Years of E-Health: A Systematic Review and Meta-Analysis of Research on Internet-Based Health Interventions and their Effects on Health Outcomes”

The goal of this project is twofold: first, to systematically review peer-reviewed articles reporting the efficacy of Internet-based health interventions on health outcomes; and second, to aggregate and analyze their quantitative results using meta-analysis methods.

Role: Principal Investigator

Broadening Participation in Computing Lustria (Co-PI) 3/01/06-8/25/07

National Science Foundation (Sub-contract with UNC-Charlotte; Funding: \$61,596)

The STARS Alliance: A Southeastern Partnership for Diverse Participation in Computing

Ten academic partners have established a system of regional partnerships, called the *STARS* (Students and Technology in Academia, Research, and Service) *Alliance*. Alliance members – The University of North Carolina at Charlotte, North Carolina State University, Meredith College, Georgia Tech University, Spelman College, Auburn University, Florida State University, Florida A&M University, the University of South Florida Lakeland, and Landmark College – will collaboratively implement, disseminate, and institutionalize effective practices for recruiting, bridging, and graduating students from the underrepresented groups in computing.

Role: Co- Principal Investigator (SLC Coordinator)

Dissertation Project Lustria (PI) 5/01/04-3/31-05

Jacobs Foundation Information Technology Dissertation Grant (Funding: \$9,500.00)

“Can Interactivity Make a Difference? Effects of Interactivity on Young Adults’ Comprehension of Online Health Content”

The goal of this project was to examine the effects of different levels of interactivity of a website on the comprehension of a health topic. The project involved several phases including a pilot phase for formative research (N=325 subjects); a pretest phase to test the study materials (N=75 subjects); and main phase involving the conduct of the main web experiment in both a domestic sample at a large Southeastern University (N=441 subjects), and a comparison sample at a large university in the Philippines (N=180 subjects).

Role: Principal Investigator

R01-MH-63705 Zimmerman (PI) 6/28/01-5/31/05

NIH/NIMH

Targeting Mass Media Campaigns for Risky Sexual Behavior (Funding: \$3 M)

The goal of the project was to develop, implement and evaluate a televised, mass media, public service announcement (PSA) campaign aimed to increase safer sexual behaviors in young adults in 2 cities. PSAs are tailored to the target audience in various ways, and are grounded in theories of personality and health behavior.

Role: Senior Research Assistant

UK Quality Enhancement Project Barnes (PI) 5/01/04-9/31/04

University of Kentucky (Internal Grant) IRB Protocol #04-0500P4S

Journalism Quality Enhancement Project (Funding: \$3,000.00)

The goal of the project was to determine and analyze the various portfolio assessment practices of various journalism, telecommunications, and public relations schools across the United States in order to help improve and develop the current assessment plan of the School of Journalism and Telecommunications, University of Kentucky.

Role: Research Assistant

PUBLICATIONS

Peer-Reviewed Publications

LUSTRIA, M. L. A., Case, D.O. (2005). The SPARC initiative: A survey of participants and features analysis of their journals. *Journal of Academic Librarianship*, 31(3), 236-246.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., **LUSTRIA, M. L. A.,** & Horosewski, M. L. (2005). Integrating personality and psychosocial theoretical approaches to understanding safer sexual behavior: Implications for message design. *Health Communication*, 19(2), 165-174.

Noar, S. M., Clark, A., Cole, C., & **LUSTRIA, M.L.A.** (2006). Review of interactive safer sex websites on the Internet: Practice and potential. *Health Communication*, 20(3), 233-241.

Davis, Richard, **LUSTRIA, M.L.A.** and Brown, Linda Lockett (2006) Retrieving e-Health Research: The Challenge of Accessing the Knowledge. In Grove, Andrew, Eds. *Proceedings 69th Annual Meeting of the American Society for Information Science and Technology (ASIST)* 43, Austin (US).

Brown, L. L., & **LUSTRIA, M.L.A.,** (2006). If You Build It, and They Come Will They Stay? *Proceedings for the 6th Annual Conference of the Association of Diabetes Science and Technology.*

Davis, R., **LUSTRIA, M.L.A.,** & Brown, L.L., 2006. Retrieving e-Health Research: The Challenge of Accessing the Knowledge. *Mednet 2006 11th World Congress on Internet in Medicine: Abstracts Book.* Toronto, Ontario, Canada, JMIR Publications.

LUSTRIA, M.L.A. (2007). Can interactivity make a difference? Effects of interactivity on the comprehension and attitudes toward online health content. *Journal of the American Society for Information Science & Technology.* 58(6): 766-776.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., **LUSTRIA, M. L. A.,** Hung-Yi, L., & Horosewski, M. L. (accepted for publication 2007). Short-term results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. *Health Education & Behavior*, 34(5), 810-826.

Lu, Hung-Yi, Case, D.O., **LUSTRIA, M.L.A.,** Kwon, N., Andrews, J.E., Cavendish, S., & Floyd, B. (accepted for publication 2007). Predictors of online information seeking by international students when disaster strikes their countries. *Cyberpsychology & Behavior.* 10(5), 709-712.

Kim, K., **LUSTRIA, M. L. A.,** Burke, D., Kwon, N. (accepted for publication 2007). Predictors of cancer information overload: Findings from a national survey. *Information Research.* 12(4) paper 326 [Available at <http://InformationR.net/ir/12-4/paper326.html>].

Brown, L.L., **LUSTRIA, M.L.A.** & Rankins, J. (2007). A Review of Web-Assisted Interventions for Diabetes Management: Maximizing the Potential for Improving Health Outcomes. *The Journal of Diabetes Science and Technology.* 1(6), 164-174.

LUSTRIA, M.L.A., Brown, L.L., & Davis, R. (accepted for publication 2007). Computer-Assisted Interventions in African-American Type 2 Diabetics. *International Society for Hypertension in Blacks.*

Manuscripts Under Review

Noar, S. M., Zimmerman, R. S., Palmgreen, P., **LUSTRIA, M.L.A.,** & Lu, H. What makes an effective HIV prevention public service announcement? A test of four theoretically-driven approaches. *Human Communication Research.*

Manuscripts In Preparation

Manuscripts for Peer-Reviewed Journals

LUSTRIA, M.L.A. , Brown, L.L. & Davis, R. (2007) *10 Years of Consumer Health Informatics: What Have We Learned about How to Design Successful Web-based Interventions*.

LUSTRIA, M.L.A., Cortese, J., Brown, L.L., Davis, R., Mahabi, V.M., Plotnikova, K. & Bae, B.J. (2007) *Looking Under the Hood: Dissecting Computer-Tailored Health Interventions Delivered over the Web*.

LUSTRIA, M.L.A., Burke, D., Case, D., Koo, J. & Kotrla, B. (2007) *The Changing Array of Cancer Information Sources in the E-Health Era: Relationship to Perceived Health Status, Cancer Knowledge, and Screening Behaviors*.

Torres, C., **LUSTRIA, M.L.A.**, & Donaldson, R. (2007) *Medical Podcasts: How can we Efficiently Catalogue Audio Information?*

Invited Book Chapters

Glueckauf, R & **LUSTRIA, M.L.A.** (for publication in 2008) *Review of Interactive eHealth Interventions for Individuals with Chronic Diseases: Key Issues & Future Directions*. For book titled: Healthcare Communication in the New Media Landscape (Springer-Verlag).

LUSTRIA, M.L.A. & Brown, L.L. (for publication in 2008) *Health Information Seeking in the eHealth Era: Implications for the Design of Web-Based Interventions for Individuals with Diabetes and Co-Morbid Conditions*. For book titled: The Informatics of Diabetes and Other Chronic Diseases (Indiana University Press).

PRESENTATIONS

LUSTRIA, M.L.A. , Brown, L.L. & Davis, R. (2007) *10 Years of Consumer Health Informatics: What Have We Learned about How to Design Successful Web-based Interventions*. Paper presented at the 2007 National Communication Association Convention (Nov 15-18) Chicago, IL.

LUSTRIA, M.L.A., Cortese, J., Brown, L.L., Davis, R., Mahabi, V.M., Plotnikova, K. & Bae, B.J. (2007) All Computer-Tailored Online Health Interventions are Not Created Equal. Poster presented at the 2007 American Society for Information Science and Technology Annual Meeting (Oct 18-25) Milwaukee, WI.

Dahlberg, T., Barnes, T., Boyer, K., Seals, C., LUSTRIA, M.L.A., Lawrence, A., & Strothman, J. (2007) *Developing Student Leaders to Invent the Future*. Panel presented at the 2007 Grace Hopper Celebration of Women in Computing Conference (Oct 17-20) Orlando, FL.

LUSTRIA, M.L.A. (2007) *Get Ahead of Other Graduates: How to Create an Online Portfolio*. Paper presented at the 2007 STARS Celebration Conference (Aug 10-15) Charlotte, NC.

Glueckauf, R & LUSTRIA, M.L.A. (2007) *Review of Interactive eHealth Interventions for Individuals with Chronic Diseases: Key Issues & Future Directions*. Paper presented at the Conference on Healthcare Communication in the New Media Landscape (Jun 17-19) Columbia, MO.

Burke, D., Randeree, E., LUSTRIA, M.L.A., & Torres, C. (2007) Increasing Physician Adoption of Information Technology. Poster presented at the Academy of Health Annual Research Meeting (Jun 3-5) Orlando, FL

Brown, L.L., LUSTRIA, M.L.A., & Davis, R. (2006) *If You Build It and They Come, Will They Stay?* Poster presented at the Sixth Annual Diabetes Technology Meeting (November 2-4) Atlanta, GA.

LUSTRIA, M.L.A. (organizer); Burke, D., Kim, K., Kwon, N., & Case, D.O. (moderator) (2006) *Health Information Seeking in the E-Health Era: Evidence from the National Cancer Institute's Health Information National Trends Survey (HINTS)*. Panel presented at the 2006 American Society for Information Science and Technology Annual Meeting (Nov. 3-8) Austin, Texas.

Davis, R., LUSTRIA, M.L.A. & Brown, L.L. (2006) *Retrieving e-Health Research: The Challenge of Accessing the Knowledge*. Paper presented at the 2006 American Society for Information Science and Technology Annual Meeting (Nov. 3-8) Austin, Texas.

Davis, R., LUSTRIA, M.L.A. & Brown, L.L. (2006) *Retrieving e-Health Research: The Challenge of Accessing the Knowledge*. Poster presented at Mednet 2006: 11th World Congress on Internet in Medicine of the Society for Internet in Medicine (Oct. 14 - 19, 2006) Toronto, Canada.

LUSTRIA, M.L.A. , Davis, R. & Brown, L.L. (2006) *10 Years of E-Health: Characteristics of Successful Internet-Based Health Interventions*. Poster presented at the Critical Issues in eHealth Research Conference (Sept. 11-12) Bethesda, Maryland.

LUSTRIA, Mia Liza A. (2006, March). *Designing Interactive Health Interventions*. Nutrition Informatics Seminar, College of Human Sciences, Florida State University.

Lu, Hung-yi, LUSTRIA, M.L.A. , Case, D.O., Andrews, J., Nahyun, K., Cavendish, S. & Floyd. B.R. (2006, January). *What Influences International Students' Disaster-Related Information Seeking Online If a Disaster Hits their Country?* Paper presented at the 2006 ALISE Conference in San Antonio, Texas.

LUSTRIA, Mia Liza A. (2005, November). *Interactive Technologies for Health Communication, Promotion and Education: Experiences and Expectations*. Health Informatics Seminar, College of Human Sciences, Florida State University.

Noar, S.B., Clark, A., Cole, C. & LUSTRIA, M.L.A. (2005, November). *Review of Interactive Safer Sex Websites on the Internet: Practice & Potential*. Paper presented at the 91st Annual Convention of the National Communication Association in Boston, Massachusetts.

LUSTRIA, M.L.A. (2005, May). *Promoting Health Literacy Online: Can Interactivity Really Make a Difference?*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Noar, S. M., Zimmerman, R. S., & Palmgreen, P., LUSTRIA, M.L.A., & Hung-Yi, L. (2005, May). *What makes an effective HIV prevention public service announcement? A test of four theoretically driven approaches*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., LUSTRIA, M. L. A., Hung-Yi, L., & Horosewski, M. L. (2005, May). *Short-term results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., LUSTRIA, M. L. A., Hung-Yi, L., & Horosewski, M. L. (2005, April). *Effects of a televised 2-city mass media campaign targeting risk-taking heterosexually active young adults*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

LUSTRIA, M.L.A. (2005, January). *Online Health Information Seeking Behavior of Young Adults: Comparing Individuals from Both Sides of the Digital Divide*. Paper presented at the 2005 ALISE Conference, Boston, MA.

LUSTRIA, Mia Liza A., (2004) "Promoting Health Literacy Using Interactive Web Technologies: Examining the Effects of Interactivity on Comprehension using an Individual Differences Perspective (Research Design and Preliminary Results)", poster paper presented at the 2004 American Society for Information Science and Technology Annual Meeting (November 12-17) Providence, Rhode Island

Noar, S. M., Zimmerman, R. S., Palmgreen, P., LUSTRIA, M. L. A., & Matuza, M. L. (2004). Understanding condom use in young adults: Integrating personality and psychosocial theoretical approaches. Poster paper presented at the Fifty Fourth Annual Conference of the International Communication Association, New Orleans, LA.

LUSTRIA, Mia Liza A., "Computer-Mediated Scholarly Communication: The Social Shaping of Scientific Communication in the Information Age", paper presented at the 26th Annual Research Conference (2004) of the College of Communication and Information, University of Tennessee, Knoxville, TN

LUSTRIA, Mia Liza A., "Scholarly Publishing at the Crossroads: Prospects for Change", paper presented at the 2004 ALISE Conference (January 6-9, 2004) held at the W.S. Grant Hotel, San Diego, California

Zimmerman, R. S., Palmgreen, P., Noar, S. M., LUSTRIA, M. L. A., Matuza, M. L., & Allard, S. A. (2003). Sensation seeking and impulsive vs. rational decision-making as moderators of perceived effectiveness of HIV/STD

public service announcements. Poster paper presented at the One Hundred and Thirty-First Annual Meeting of the American Public Health Association, San Francisco, CA.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Allard, S. L., LUSTRIA, M. L. A., Matuza, M. L., & Cupp, P. K. (2003). Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. Paper presented at the 2003 National HIV Prevention Conference, Atlanta, GA.

LUSTRIA, M.L.A., (2003) "Scientific Communities at the Borderlands of the Information Age: New Communication Technologies and the Challenge for a New Scholarly Communication Model", paper presented at the Communication Graduate Student Symposium, University of Kentucky, Lexington, KY

LUSTRIA, M.L.A., (2002) "Wanted Filipino Bride: A Case Study of an Unconventional Interracial Marriage", presented at the Communication Graduate Student Symposium, University of Kentucky, Lexington, KY

SCHOLARSHIPS/HONORS/AWARDS RECEIVED

- Jacobs Foundation Information Technology Dissertation Grant (Summer-Fall 2004/ Zurich, Switzerland)
- Beta Phi Mu Eugene Garfield Dissertation Fellowship (Summer-Fall 2004/ USA)
- Bruce Westley Memorial Graduate Scholarship (Spring 2004/ University of Kentucky, USA)
- University of Kentucky Commonwealth Research Award (Fall 2004/ University of Kentucky, USA)
- University of Kentucky Dissertation Enhancement Award (Summer 2004/ University of Kentucky, USA)
- P.E.O. International Peace Scholarship (Fall 2001- Spring 2003/ Philanthropic Educational Organization, USA)
- Southeast Asian Ministers of Education Organization Regional Center for Graduate Study and Research in Agriculture Scholarship (June 1994-June 1995/ Bangkok, Thailand)
- Joaquin J. Gonzalez medal (*for acquiring the highest GPA among all 1990 graduates of the College of Agriculture*) (April 1992/ University of the Philippines Los Baños)
- College of Agriculture Special Undergraduate Scholarship (CASUS) program for 7 semesters.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

International Communication Association (ICA)
National Communication Association (NCA)
American Society for Information Science and Technology (ASIST)
Association of Library and Information Science Educators (ALISE)
Communication Graduate Student Association (CJT-GSA)
Gamma Sigma Delta Honor Society of Agriculture
Pi Gamma Mu International Social Science Honor Society
Phi Kappa Phi International Honor Society
UPLB Association of Editors and Publications Staff (AEPS)
Philippine Foundation of Science Communicators

OTHER WORK EXPERIENCE

Training Experience (Extension and Outreach)

- **Training Coordinator (1998-2000),**
College of Development Communication, U.P. Los Banos, Laguna, Philippines
 - wrote grant proposals for various training courses
 - prepared training modules/manuals/materials for various training courses of the college
 - managed or coordinated training courses of the college

Has served as resource person in more than 50 training courses in the Philippines for local and international participants on the following topics:

- Strategic Communication for Family Health (offered through a partnership with the Johns Hopkins University)
- Development Communication
- Interpersonal Communication for Development
- Communication Campaigns & Programs
- Technical Writing and Editing
- Science Popularization
- Science Communication
- Publications Production

Selected Training Experience:

Resource Person, "Communication Process," Strategic Communication for Family Health for DOH Creative Concepts Committee, UP Los Baños, Laguna, September 6 to 17, 1999

Training Coordinator and Resource Person, Training Course on Technical Writing and the Production of Extension Communication Materials: A Production Skills Course for the Agrikulturang MakaMASA Livestock Program of the Department of Agriculture, Los Baños, Laguna, August 2 to 6, 1999

Resource Person, "Communication Process and Interpersonal Communication," May 1999 Strategic Communication for Family Health: Local Government IEC Capability Building, UP Los Baños, Laguna, May 4 and 10, 1999

Resource Person, A Training Course on Publications' Writing, Editing and Packaging for Bayantel Staff, Bayantel Training Center, Dilliman, Quezon City, Nov. 25-27, 1998

Resource Person, Extension, Communication and Social Mobilization for the Livestock Industry in the Philippines (Livestock Development Council of the Department of Agriculture), City of Springs Resort, Los Baños, Nov. 21, 1997

Resource Person, Computer Applications in the Production of Communication Materials for the Coconut Cultivation Board of Sri Lanka, Inst. of Development Communication, U.P. Los Baños, Aug. 10-22, 1997

Resource Person and Training Management, Popularizing and Packaging Technical Information (for the Bureau of Labor and Employment Statistics), Anest Tower, Los Baños, June 2-5, 1997

Resource Person, Training on Biodiversity Conservation Information Packaging, Institute of Forest Conservation, U.P. Los Baños, September 3-5, 1996

Resource Person, International Training in Rural Extension Program Tenth International Course for Rural Extension Trainers, Continuing Education Center, U.P. Los Baños, October 27 and November 8, 1995

Resource Person, Training Course on Adaptive Research Management (for 14 UNDP Fellows from Pakistan) College of Economics and Management, College, Los Baños, Laguna, June 6-10, 1994

Resource Person, IDC Summer Short Course on Social Marketing, Institute of Development Communication, U.P. Los Baños, May 23-27, 1994

Resource Person, Training Course on Environmental Communication for DENR Information Officers, National Training Center for Rural Development, U.P. Los Baños, August 2-6, 1993

Resource Person, Training of Seven Tanzanian Fellows on Extension and Communication Development (Communication component), Institute of Development Communication, U.P. Los Baños, Nov. 29, 1990 to June 7, 1991

Experience in the Production of Communication and Educational Materials

Has helped produce several communication materials in the following capacities:

- Scriptwriter for televised PSAs for HIV/STD prevention
- Editor (for more than 12 major publications including four books; as well as for distance education modules for the University of the Philippines Open University, and numerous theses and technical papers)
- Layout artist (for a variety of leaflets, instructional materials, and books)
- Voice talent (for 10 training modules and 2 videos)
- Documentor for various professional meetings and conferences
- Writer (of various articles for popular and semi-technical publications as well as two courses for the Masters of Professional Studies in Development Communication delivered through Distance Education)
- Instructional designer (for various distance education modules and training modules for the University of the Philippines, Department of Health, Dairy Training and Research Institute, and the Bureau of Internal Revenue; as well as numerous training manuals)

Selected Projects:

Scriptwriter, “Big Date”, a public service announcement televised in Lexington, KY and Knoxville, TN as part of the Mass Media Project (2002)

Editor, “Learning to Manage Livelihoods: New Perspectives in Rootcrop R&D”, Proceedings for the Users’ Perspectives with Agricultural Research and Development (UPWARD) Network (2000)

Editor and Instructional Designer, Guidelines for Making HACCP (Hazard Analysis of Critical Control Points) Plans for the Dairy Training and Research Institute, UP Los Baños, August to September 1999

Instructional Designer, Trainer's Guidebook on Audit of Computer Accounting Records under PASSTT Special APEC Governance Projects," MADECOR-AUSAid, May 25-June 4, 1999

Editor, Proceedings of the Planning Meeting for UPWARD 1999-2003 held in Bogor, Indonesia, May 5, 1999

Instructional Designer, Repackaging of 11 DOH Modules for the Family Planning and Reproductive Health Program, Feb. 12 - March 20, 1999

Instructional Designer, Distance Education Modules for Math C, School for Distance Education-Los Baños, UP Open University, Los Baños, Laguna, August 1998

Instructional Designer, Distance Education Modules for Computer Science B, School for Distance Education-Los Baños, UP Open University, Los Baños, Laguna, April 1997

Instructional Designer, Distance Education Modules for Crop Production A, School for Distance Education-Los Baños, UP Open University, Los Baños, Laguna, March 1997

Course Writer, DEVC 203 (Distance Education Modules for MPS in Development Communication), UP Open University, Los Baños, Laguna, March 1997

Editor, Distance Education Modules for Computer Science A, School for Distance Education-Los Baños, UP Open University, Los Baños, Laguna, March 1997

Editor, Proceedings of the 16th Annual Scientific Meeting of the National Academy of Science and Technology, December 1995-December 1996

Technical Editor, **Executive Summary of the Resource Management Plan of Residual Forest of Palanas, Western Samar** for the UPLBFI, April 30 to May 2, 1993

Technical Editor, **IESAM Publication on Environmental Policies**, March to May, 1993

Editor-in-chief, **Los Baños Times**, 2nd semester 1988-1989, Institute of Development Communication, UP Los Baños

Editorial Assistant, Prototype Production of **LACAP Ugnayan**, summer 1989, College of Agriculture, UPLB, Los Baños

Steering Committee Member, Florida Medical and Consumer Health Information Network (Summer 2007 to present)

Member, STARS Alliance Steering Committee (Spring 2006-present)

Interdisciplinary Council Member, *Florida State University Service Learning Program* (Fall 2005 to present)

Faculty Advisory Council Member, *Florida State University Service Learning Program* (Fall 2005 to present)

Student Leadership Corps Coordinator, *FSU STARS Alliance*, (Mar. 2006-Feb. 2007)

Undergraduate Program Policy Committee, *Florida State University* (Fall 2005- present)

Electronic Theses and Dissertations Committee, *University of Kentucky* (2001-2004)

Secretary, Graduate Student Association, *College of Communications and Information Studies, University of Kentucky* (Fall 2002-Spring 2003)

Instruction Committee, *College of Development Communication, University of the Philippines Los Baños* (1990-2000)

Publications Committee, *College of Development Communication, University of the Philippines Los Baños* (1993-1997)

Science Communication Cluster, *College of Development Communication, University of the Philippines Los Baños* (1997-2000)

Education and Training Committee, PHILSCICOM, Inc., *University of the Philippines Los Baños* (1995-2000)

Curriculum Review Committee, *College of Development Communication, University of the Philippines Los Baños* (1996-1997)

OTHER SERVICE

Reviewer, 2006 Association of Library and Information Science Educators Conference (August 2005)

Reviewer, 2006 International Communication Association Conference (December 2005)

Reviewer, 2006 National Communication Association Conference (March 2006)

Reviewer, 2007 National Communication Association Conference (February 2006)

Reviewer, 2007 International Communication Association Conference (December 2006)

Reviewer, 2007 CRC/CS COFRS Grant Program (January 2007)

Research Mentor, NSF Research Experiences for Undergraduates (Fall 2007-Spring 2008)

Reviewer, 2008 International Communication Association Conference (December 2007)