

Mary A. Gerend

Department of Medical Humanities & Social Sciences
Florida State University College of Medicine
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Education

Ph.D. (2003) Social Psychology (Emphasis: Health Psychology)
Arizona State University, Tempe, AZ
Dissertation: "Medical decision making: Understanding women's decisions to use long-term hormone therapy."

M.A. (1999) Social Psychology
Arizona State University, Tempe, AZ
Master's Thesis: "Perceived susceptibility to disease: Understanding perceptions of risk for diseases of aging in older women."

B.A. (1995) Psychology, *Summa Cum Laude*; University of Minnesota, Minneapolis, MN
Honors Thesis: "Smokeless tobacco use by adult females."

Academic Employment

August 2003-present *Assistant Professor*
Department of Medical Humanities & Social Sciences
The Florida State University College of Medicine, Tallahassee, FL

Honors, Awards & Fellowships

Fellow, National Institutes of Health Advanced Summer Institute on Health Behavior Theory, 2008
Citation Award, Society of Behavioral Medicine, 2008
Outstanding Junior Faculty Researcher Award, Florida State University College of Medicine, 2007
Fellow, National Institutes of Health Summer Institute on the Design and Conduct of Randomized Clinical Trials Involving Behavioral Interventions, 2006

Research Interests

Health Psychology
Cancer Prevention
Women's Health
Persuasive Health Communications (Message Framing)
Risk Perception
Smoking Cessation

Peer-Reviewed Publications

- Gerend, M. A. (2009). Does calorie information promote lower calorie fast food choices among college students? *Journal of Adolescent Health, 44*, 84-86.
- Gerend, M. A. & Barley, J. (2009). HPV vaccine acceptability among young adult males. *Sexually Transmitted Diseases, 36*, 58-62.
- Gerend, M. A., & Pai, M. (2008). Social determinants of Black-White disparities in breast cancer mortality: A review. *Cancer Epidemiology, Biomarkers & Prevention, 17*, 2913-2923
- Gerend, M. A., & Cullen, M. (2008). Using message framing and temporal context to reduce college student drinking behavior. *Journal of Experimental Social Psychology, 44*, 1167-1173.
- Gerend, M. A., Shepherd, J. E., & Monday, K. A. (2008). Behavioral frequency moderates the effects of message framing on HPV vaccine acceptability. *Annals of Behavioral Medicine, 35*, 221-229.
- Gerend, M. A., & Magloire, Z. F. (2008). Awareness, knowledge, and beliefs about human papillomavirus in a racially diverse sample of young adults. *Journal of Adolescent Health, 42*, 237-242.
- Gerend, M. A., & Shepherd, J. E. (2007). Using message framing to promote acceptance of the human papillomavirus vaccine. *Health Psychology, 26*, 745-752.
- Schmiege, S. J., Aiken, L. S., Sander, J. L., & Gerend, M. A. (2007). Osteoporosis prevention among young women: Psychosocial models of calcium consumption and weight-bearing exercise. *Health Psychology, 26*, 577-587.
- Gerend, M. A., Lee, S. C., & Shepherd, J. E. (2007). Predictors of human papillomavirus vaccination acceptability among underserved women. *Sexually Transmitted Diseases, 34*, 468-471.
- Maner, J. K., & Gerend, M. A. (2007). Motivationally selective risk judgments: Do fear and curiosity boost the boons or the banes? *Organizational Behavior and Human Decision Processes, 103*, 256-267.
- Randolph, K. A., Gerend, M. A., & Miller, B. (2006). Measurement of adolescents' positive and negative alcohol expectancies. *Journal of Youth and Adolescence, 35*, 939-948.
- Gerend, M. A., Erchull, M. J., Aiken, L. S., & Maner, J. K. (2006). Reasons and risk: Factors underlying women's perceptions of susceptibility to osteoporosis. *Maturitas, 55*, 227-237.
- Harvey, S. M., Beckman, L. J., Gerend, M. A., Bird, S. T., Posner, S., Huszti, H. C., & Galavotti, C. (2006). A conceptual model of women's condom use intentions: Integrating intrapersonal and relationship factors. *AIDS Care, 18*, 698-709.

Gerend, M. A., Aiken, L. S., Erchull, M. J., & Lapin, A. (2006). Women's use of hormone therapy before and after the Women's Health Initiative: A psychosocial model of stability and change. *Preventive Medicine, 43*, 158-164.

Gerend, M. A., Aiken, L. S., & West, S. G. (2004). Personality factors in older women's perceived susceptibility to diseases of aging. *Journal of Personality, 72*, 243-270.

Gerend, M. A., Aiken, L. S., West, S. G., & Erchull, M. J. (2004). Beyond medical risk: Investigating the psychological factors underlying women's perceptions of susceptibility to breast cancer, heart disease, and osteoporosis. *Health Psychology, 23*, 247-258.

Huebner, D. M. & Gerend, M. A. (2001). The relation between beliefs about drug treatments for HIV and sexual risk behavior in gay and bisexual men. *Annals of Behavioral Medicine, 23*, 304-312.

Gerend, M. A., MacKinnon, D. P., & Nohre, L. (2000). High school students' knowledge and beliefs about television advisory warnings. *Journal of Applied Communication Research, 28*, 291-308.

Gerend, M. A., Boyle, R. G., Peterson, C. B., & Hatsukami, D. K. (1998). Eating behaviors and weight control among women using smokeless tobacco, cigarettes, and normal controls. *Addictive Behaviors, 23*, 171-178.

Boyle, R. G., Gerend, M. A., Peterson, C. B., & Hatsukami, D. K. (1998). Use of smokeless tobacco by young adult females. *Journal of Substance Abuse, 10*, 19-25.

Chapters

Cialdini, R. B., Maner, J. K., & Gerend, M. A. (2005). Persuasion. In J. Kerr, R. Weitkunat, & M. Moretti. (Eds.), *The ABC's of behavior change: A guide to successful disease prevention and health promotion* (pp. 247-258). Edinburgh: Elsevier Science.

Aiken, L. S., Gerend, M. A., & Jackson, K. A. (2001). Perceived risk and health protective behavior: Cancer screening and cancer prevention. In A. Baum, T. Revenson, & J. Singer (Eds.), *Handbook of Health Psychology* (pp. 727-746). New York, Erlbaum.

Book Reviews

Russo, N. F., & Gerend, M. A. (1998). Constructing new approaches to understanding women's health [Review of the books: *The psychology of women's health: Progress and challenges in research and application*; *Health care for women: Psychological, social, and behavioral influences*; *Women's health research: A medical and policy primer*; *Women's health: The commonwealth fund survey*; and *Gender and alcohol: Individual and social perspectives*]. *Contemporary Psychology, 43*, 733-737.

Manuscripts under Review

Gerend, M. A., & Sias, T. (2008). Message framing and color priming: How subtle threat cues affect persuasion.

Gerend, M. A., Weibley, E., & Bland, H. (2008). Parental response to HPV vaccine availability: Uptake and intentions.

Manuscripts in Preparation

Gerend, M. A. (in preparation). Appearance versus health motivation: Which is a better predictor sun protection behavior?

Gerend, M. A., Schmidt, N. B., & Zvolensky, M. J. (in preparation). Measurement properties of the Wisconsin Inventory of Smoking Dependence Motives.

Gerend, M. A. (in preparation). Using message framing to increase calcium intake among college-aged women.

Patock-Peckham, J. A., Cialdini, R. B., Aiken, L. S., Sagarin, B. J., & Gerend, M. A. (in preparation). Matching risk with the persuasive tactic: Preventing sexually transmitted diseases with symbolic experience and self-affirmation.

Conference Presentations & Invited Talks

Gerend, M. A., & Sias, T. (2009, April). *I'm a guy: Do I really need a "cervical cancer vaccine?"* Paper to be presented at the annual meeting of the Society of Behavioral Medicine, Montréal, Canada.

Gerend, M. A., Weibley, E., & Bland, H. (2009, April). *Parental response to the availability of HPV vaccine.* Poster to be presented at the annual meeting of the Society of Behavioral Medicine, Montréal, Canada.

Gerend, M. A., & Sias, T. (2009, February). *Color as a moderator of message framing effects.* Poster to be presented at the annual meeting of the Society for Personality & Social Psychology, Tampa, FL.

Gerend, M. A. (2008, March). *Does calorie information promote healthier fast food choices?* Paper presented at the annual meeting of the Society of Behavioral Medicine, San Diego, CA.*

*Paper received a *citation award* from the Society of Behavioral Medicine.

Gerend, M. A. (2008, February). *Identifying mediators of message framing effects.* Poster presented at the annual meeting of the Society for Personality & Social Psychology, Albuquerque, NM.

Pai, M. & Gerend, M. A. (2007, August). *Social determinants of Black-White disparities in breast cancer mortality.* Paper presented at the annual meeting of the Society for Study of Social Sciences, New York, NY.

- Gray, M., & Gerend, M. A. (2007, August). *Assessing human papillomavirus awareness in an underprivileged population*. Poster presented at the annual meeting of the Florida Medical Association, Hollywood, FL.
- Magloire, Z. F., & Gerend, M. A. (2007, August). *Knowledge and awareness of human papillomavirus among college students*. Poster presented at the annual meeting of the Florida Medical Association, Hollywood, FL.
- Gerend, M. A., & Cullen, M. (2007, March). *Using message framing and temporal context to reduce binge drinking in college students*. Poster presented at the annual meeting of the Society of Behavioral Medicine, Washington, DC.
- Gerend, M. A., & Cullen, M. (2007, January). *Interactive effects of message framing and temporal context on binge drinking among college students*. Poster presented at the annual meeting of the Society for Personality & Social Psychology, Memphis, TN.
- Gerend, M. A. (2006, August). *Women's health issues*. Invited presentation given at the monthly meeting of the Tallahassee Chapter of the Professional and Business Women's Association, Tallahassee, FL.
- Gerend, M. A., & Shepherd, J. E. (2006, March). *Using message framing to promote human papillomavirus vaccination: The moderating role of effort*. Poster presented at the annual meeting of the Society of Behavioral Medicine, San Francisco, CA.
- Randolph, K., Gerend, M. A., & Miller, B. (2006, March). *Measurement invariance across age: Evaluating the Alcohol Expectancy Questionnaire for adolescents*. Poster presented at the annual meeting of the Society for Research on Adolescence, San Francisco, CA.
- Gerend, M. A., & Shepherd, J. E. (2006, January). *Vaccination against human papillomavirus (HPV) infection: Do gain- or loss-framed messages lead to greater acceptance?* Poster presented at the annual meeting of the Society for Personality & Social Psychology, Palm Springs, CA.
- Randolph, K., Gerend, M. A., & Miller, B. (2006, January). *Measuring alcohol expectancies in youth*. Paper presented at the annual meeting of the Society for Social Work Research, San Antonio, TX.
- Randolph, K., Gerend, M. A., & Miller, B. (2005, May). *A confirmatory factor analysis of the Alcohol Expectancy Questionnaire for adolescents*. Poster presented at the annual meeting of the Society for Prevention Research, Washington, DC.
- Gerend, M. A., & Shepherd, J. E. (2005, April). *Hormone therapy use in the aftermath of the Women's Health Initiative*. Paper presented at the annual meeting of the Society of Behavioral Medicine, Boston, MA.
- Gerend, M. A., Erchull, M. J., Aiken, L. S., & Maner, J. K. (2005, January). *Women's perceived risk of disease: Reasons, rationalizations, and control*. Poster presented at the annual meeting of the Society for Personality & Social Psychology, New Orleans, LA.

Gerend, M. A., Aiken, L. S., Erchull, M. J., & Lapin, A. (2004, July). *What sustains prevention behavior? Understanding women's long-term hormone therapy use*. Poster presented at the annual meeting of the American Psychological Association, Honolulu, Hawaii.

Schmiege, S. J., Aiken, L. S., Sander, J. L., & Gerend, M. A. (2004, May). *A preventive intervention to increase calcium intake in young women*. Poster presented at the annual meeting of the Society for Prevention Research, Quebec City, Quebec, Canada.

Erchull, M. J., Aiken, L. S., & Gerend, M. A. (2004, April). *The Women's Health Initiative findings and women's use of hormone therapy*. Poster presented at the annual meeting of the Western Psychological Association, Phoenix, AZ.

Schmiege, S. J., Aiken, L. S., Sander, J. L., & Gerend, M. A. (2004, April). *Weight-bearing exercise as an osteoporosis-protective behavior in young women*. Poster presented at the annual meeting of the Western Psychological Association, Phoenix, AZ.

Patock-Peckham, J. A., Cialdini, R. B., Sagarin, B. J., Gerend, M. A., & Aiken, L. S. (2003, May). *Piercing the illusion of invulnerability to STD risk*. Poster presented at the annual meeting of the Western Psychological Association, Vancouver, Canada.

Gerend, M. A., Aiken, L. S., & West, S. G. (2003, February). *Risk is in the eye of the beholder: Personality and older women's perceptions of susceptibility to disease*. Poster presented at the annual meeting of the Society for Personality & Social Psychology, Los Angeles, CA.

Gerend, M. A., Aiken, L. S., & West, S. G. (2001, August). *Personality influences older women's perceived vulnerability to diseases of aging*. Poster presented at the annual meeting of the American Psychological Association, San Francisco, CA.

Patock-Peckham, J. A., Cialdini, R. B., Newton, C., Gerend, M. A., Aiken, L. S., & Sagarin, B. (2001, June). *An alcohol expectancy intervention for drinking and driving: Puncturing the illusion of invulnerability*. Poster presented at the annual meeting of the Research Society on Alcoholism, Montreal, Canada.

Gerend, M. A., & Aiken, L. S. (2000, August). *Older and wiser? Women's perceived risk for diseases of aging*. Poster presented at the annual meeting of the American Psychological Association, Washington, DC.

MacKinnon, D. P., Nohre, L., Cheong, J., & Gerend, M. A. (1999, June). *Longitudinal effects of warning label exposure on alcohol consumption*. Poster presented at the annual meeting of the Research Society on Alcoholism, Santa Barbara, CA.

Gerend, M. A., & Huebner, D. M. (1999, March). *Gay and bisexual men's beliefs about drug treatments for HIV: Relationships with sexual risk behavior and intentions*. Poster presented at the annual meeting of the Society of Behavioral Medicine, San Diego, CA.

Gerend, M. A., & Huebner, D. M. (1998, November). *Sexual, social, and drug use behaviors of gay and bisexual men in Maricopa County: Needs Assessment for Project LifeGuard*. Invited paper presented at the 11th Annual HIV Prevention Symposium, Phoenix, AZ.

Boyle, R. G., Gerend, M. A., Peterson, C. B., & Hatsukami, D. K. (1996, March). *Smokeless tobacco use among females*. Poster presented at the annual meeting of the Society of Behavioral Medicine, Washington, DC.

Research Support

Ongoing Research Support

Title: Anxiety-based Smoking Treatment

Agency: James & Esther King Biomedical Research Program, Florida Department of Health

Mechanism: New Investigator Research Grant

Role: PI

Period: 7/01/2007 – 6/30/2010 (\$375,000)

The goal of this proposal is to develop a novel, cognitive-behavioral smoking cessation treatment for smokers with elevated levels of anxiety sensitivity, a well-established cognitive risk factor for panic attacks and anxiety disorders.

Title: Using Message Framing to Promote HPV Vaccination

Agency: NCI/NIH

Mechanism: RO3

Role: PI

Period: 9/17/2008 – 8/31/2010 (\$146,060)

The goal of this project is to assess the effectiveness of a loss-framed intervention (relative to a gain-framed and standard-of-care control intervention) in promoting catch-up HPV vaccination in young adult women.

Completed Research Support

Title: Translating scientific evidence into medical practice: An investigation of patients' and physicians' reactions to the Women's Health Initiative study of hormone therapy

Agency: Council on Research and Creativity, Florida State University

Mechanism: Planning Grant

Role: PI

Period: 12/01/2003-05/30/2005 (\$10,000)

The goal of this study was to examine how both women and their health care providers have reacted to the Women's Health Initiative studies of hormone therapy

Title: Women's Use of Hormone Therapy

Agency: Council on Research and Creativity, Florida State University

Mechanism: First Year Assistant Professor Award

Role: PI

Period: 05/10/2004-08/14/2004 (\$13,000)

The goal of this study was to examine women's attitudes, beliefs, and use of hormone therapy in the shadow of the Women's Health Initiative.

Title: Women's Perceptions of Susceptibility to Diseases of Aging

Agency: National Science Foundation (NSF)

Mechanism: Graduate Research Fellowship

Role: PI

Period: 12/01/1998-06/30/2001

The goal of this research was to examine factors associated with women's perceptions of susceptibility to breast cancer, heart disease, and osteoporosis.

Title: Understanding Women's Perceptions of Risk to Osteoporosis

Agency: Arizona State University

Mechanism: Graduate Research Support Program

Role: PI

Period: 12/01/1997-12/01/1998 (\$1,000)

The goal of this study was to examine women's perceived risk for osteoporosis and their understanding of the factors that increase and decrease their risk.

Research Supervision

Graduate Student Supervision

Manacy Pai, FSU Sociology Department, Dissertation committee member (2007-08)

Julie Buckner, FSU Psychology Department, Dissertation committee member (2007-08)

Tony Richey, FSU Psychology Department, Dissertation committee member (2007)

Medical Student Supervision

Tricia Sias, FSU College of Medicine, 2008 FSUCOM Summer Research Fellowship

Eilene Weibley, FSU College of Medicine, 2007 FSUCOM Summer Research Fellowship

Zita Magloire, FSU College of Medicine, 2007 Bridge research project

Monique Gray, FSU College of Medicine, 2007 Bridge research project

Kimberly Thornton, FSU College of Medicine, 2007 Alpha Omega Alpha Carolyn L. Kuckein Student Research Fellowship recipient (Advisor)

Leslie Haney, FSU College of Medicine, 2006 FSUCOM Summer Research Fellowship

Melissa Catenacci, FSU College of Medicine, 2006 Alpha Omega Alpha Carolyn L. Kuckein Student Research Fellowship recipient (Co-advisor)

Stephanie Cruz Lee, FSU College of Medicine, 2005 FSUCOM Summer Research Fellowship

Mary Ann Johnson, FSU College of Medicine, Independent Research, 2004

Undergraduate Honors Thesis Supervision

Keshia Reid

Jessica Barley (Spring 2008)

Brittany Schubert (Spring 2008)

Margaret Cullen (Spring 2006)

Kara Monday (Fall 2006)

Teaching Experience

Assistant Professor August 2003- present

Department of Medical Humanities & Social Sciences, Florida State University College of Medicine, Tallahassee, FL

Teaching responsibilities: Co-Course Director for *Medicine & Behavior II* (second year medical student course). Small group co-facilitator in the *Doctoring* series (first year medical student course). Co-instructor for graduate course in *Biostatistics* (2003 – 2006). Supervisor for graduate and undergraduate research. Statistical consultant.

Graduate Teaching Assistant September 1996 - May 1997

Department of Psychology, Arizona State University, Tempe AZ

Responsibilities: Served as teaching assistant for undergraduate psychology course: Introduction to Statistics. Assisted students during office hours, graded assignments and exams. Also responsible for conducting review sessions and guest lecturing.

Teaching Interests

Behavioral Medicine, Health Psychology, Social Psychology, Biostatistics, Research Methods, Structural Equation Modeling

Professional Memberships

American Psychological Association (APA); APA Division 38 - Health Psychology
Society of Behavioral Medicine
American Association for Cancer Research
Society for Personality and Social Psychology

Editorial Experience

Ad hoc reviewer for *BiomedCentral Musculoskeletal Disorders*, *Health Psychology*, *Infectious Diseases in Obstetrics & Gynecology*, *Journal of Adolescent Health*, *Journal of Experimental Social Psychology*, *Journal of Health Communication*, *Journal of Health Psychology*, *Journal of Personality*, *Journal of Rural Health*, *Journal of Women's Health*, *Maturitas*, *Personality & Social Psychology Bulletin*, *Psychological Methods*, *Public Health Reports*, *Social Science & Medicine*, *Vaccine*

Grant Review

Health Research Council of New Zealand, Immunisation Research Strategy (2008)
City University of New York's Internal Research Award Program (2008)
Florida State University, Council on Research & Creativity, Committee on Faculty Research Support Awards (COFRS) (2007 – 2008)
Graduate Research Support Program, Arizona State University (1998)

Department, University, & Community Service

Learning Community Advisor (LC 3130), first year medical students; FSU College of Medicine (2008 – present)

Curriculum Committee, FSU College of Medicine (September 2007 – present)

Learning Community Director (LC 2110), first year medical students; FSU College of Medicine (2007 – 2008)

Faculty Awards Committee, Service & Mission Awards, FSU College of Medicine (2006, 2007)

Faculty Search Committee, Behavioral Science Positions, Department of Medical Humanities & Social Sciences, FSU College of Medicine (2007)

Faculty Search Committee, Medical Humanities Position, Department of Medical Humanities & Social Sciences, FSU College of Medicine (2005 – 2007)

Faculty Search Committee, Endowed Chair in Mental Health, Department of Medical Humanities & Social Sciences, FSU College of Medicine (2005 – 2006)

Science Fair Judge, Trinity Catholic School (January 2005)

Faculty Council, FSU College of Medicine (2004 – 2008)

Faculty Search Committee Chair, Behavioral Science Position, Department of Medical Humanities & Social Sciences, FSU College of Medicine (2004 – 2005)

Centers for Disease Control and Prevention, Statistical Consulting (2003 – 2004)

Elected representative, Social Psychology Graduate Admissions Committee, Department of Psychology, Arizona State University (2001)

Consultant for Project LifeGuard, HIV Prevention Organization, Maricopa County, AZ
Conducted Needs Assessment (1997 –1998)