

Lauren Kriss PhD Curriculum Vitae
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CURRENT POSITION

Senior Program Coordinator

2022-
Present

*Center for Health Communication, Moody School of Communication
The University of Texas at Austin*

Client: MD Anderson's Office of Community Health, including the following programs:
[Be Well Communities™](#), [Texas Health Equity Alliance for Breast Cancer](#), [Acres Homes Cancer Prevention Collaboration](#), and Texas HPV Coalition

- Developing message strategy for new campaigns
- Project management for design and copy deliverables
- Copy writing for social posts, traditional advertisements, feature articles
- Social and news media monitoring for partner organizations
- Coordination of program goals and academic publishing

Client: Jessica Calderón-Mora, DrPH, Dell Medical School, University of Texas at Austin — Cancer Prevention Institute of Texas, Grant ID: [RP240208](#)

2024

Project Title: Unidos contra el VPH: Screening accuracy, preference, and uptake of HPV self-sampling among Latinxs along the US-Mexico border

- Consult on building the brand of "Unidos Contra el VPH"
- Coordinate the creation of self-sampling instructions for urine and vaginal swab tests in English and Spanish

EDUCATION

Ph.D. Journalism and Mass Communication

August 2024

School of Journalism and Mass Communication, University of Wisconsin-Madison

- Advisor: Christopher N. Cascio
- Committee: Dhavan Shah, Sijia Yang, Rasmus Birn, Brian Quick

Kriss, L.A. (2024). *Theoretical and methodological advancements in psychological reactance theory: Examining interactions between individuals, messages, and social contexts* (Publication No. 31558256) [Doctoral dissertation, University of Wisconsin-Madison]. ProQuest Dissertations & Theses Global.

M.A. Communication *summa cum laude*

May 2021

Department of Communication, University of Illinois at Urbana-Champaign

- Advisor: Brian L. Quick
- Committee: Cabral Bigman, John Caughlin

B.A. Public Relations *summa cum laude*

May 2019

College of Media & Communication, Honors College, Texas Tech University

RESEARCH EXPERIENCE

Communication, Brain and Behavior (CBB) Lab

PI: Chris Cascio PhD

Fall 2021-
Summer 2024

- Conducting human participants through fMRI experiments
- Recruitment and scheduling for fMRI studies
- Mentoring and training undergraduate research assistants

Communication Norms in a (Post-)Democratic Society

Spring 2021

Research Learning Group led by Emily Van Duyn PhD, Stewart Coles PhD

- Discuss the relationship between norms and (dys)functional democracy

RAPPORT Lab

AY 2020-2021

Directed by Charee Thompson PhD and Lisa Guntzviller PhD

- Guest speakers and discussions about patient-provider communication

Client Project for Campus Wellbeing Services, Illinois Human Resources

Part of CMN 464 "Health Campaigns" curriculum

Fall 2019

- Pilot survey of student behavioral, normative and control beliefs regarding a campus-sponsored nicotine cessation course
- Developed and pre-tested key messages

TEACHING EXPERIENCE

University of Wisconsin-Madison (2021-2022)

JOUR 202 "Introduction to Mass Media Practices"

F21-F22

- Lab instructor for six credit-hour writing workshop
- Class won "Best Website" in a course-wide competition two semesters
- Performed favorably on student reviews ($M = 4.77$, $SD = .31$) in comparison to other instructors of J202 ($M = 4.51$, $SD = .72$) and the department ($M = 4.62$, $SD = .54$)

University of Illinois Urbana-Champaign (2019-2021)

CMN 102 "Introduction to Communication" (4-5 discussion sections)

SP20-SP21

- Summer curriculum development (Summer 2020)
- Teaching assistant/discussion leader

CMN 101 "Public Speaking" (2 sections)

Fall 2019

- Instructor of record
- Consistently on the list of teachers ranked as 'excellent'

Texas Tech University (2015-2019)

Tutor

Spring 2019

TECHniques Center, Student Disability Services, Texas Tech University

- Assisted students with learning disabilities in upper-level coursework in communication-related disciplines
- Earned College Reading and Learning Association (CRLA) certification
- Evaluated as a “Strong Performer” in performance review based on student and academic counselor feedback and job duty completion

Lead First-Year Experience Mentor

2016-2018

Honors College, Texas Tech University

- Hired and trained mentor team of 60 students
- Formed Honors College first-year curriculum
- Contributed to Honors College retention rate (ranked 1st on campus)

Honors First-Year Experience Teaching Assistant

2015-2018

Honors College, Texas Tech University

- Instructed an Honors Learning Community Group, an undergraduate course averaging 15 students every fall, covering campus life and academic success strategies
- Developed presentations, learning activities, and outside class events
- Mentored three cohorts of Honors College first-year students

PUBLICATIONS

Kriss, L., Cunningham, C., Trujillo, M., Avila-Martinez, P., DeSantiago, O., Shockley, V., Williams, N., Johnson, S., Hanley, K., Le, Y-C., Vieco-Garcia, M., Brown, M. E., Love, B., Mackert, M., Bello, R. & McNeill, L. H. (2026). Sharing best practices for publicly communicating about breast cancer screening using a multidisciplinary workflow. *Frontiers in Communication*. 11, 1-7. <https://doi.org/10.3389/fcomm.2026.1932337>

Love, B., Kriss, L. A., Ghosh, C., Quaack, K. R., Coffman, R., Oestman, K., Aquino, M., Vieco-Garcia, M., Gardiner, H., & Rechis, R. (Advance online publication). Differential effects of instrumental vs. experiential attitudes on health behavior intentions: Evidence from a college-based cancer prevention campaign. *Evaluation and Program Planning*. <https://doi.org/10.1016/j.evalprogplan.2026.102816>

Love, B., Kriss, L. A., Raber, M., Eatmon, E. R., Dailey, J., Oestman, K., Vieco-Garcia, M., McDonald, L., Gardiner, H., Adams, T., Shin, E., Mackert, M., Basen-Engquist, K., McNeill, L. H. & Rechis, R. (2026). Strengthening community-based communication channels: A case study of a sustainable health messaging approach. *Journal of Public Health Management & Practice*. 32(6), E257-E265. <https://doi.org/10.1097/PHH.0000000000002419>

Love, B., Raber, M., Kriss, L., Sesay, N., Shin, E., Coffman, R., Oestman, K., Gardiner, H., Aquino, M., & Rechis, R. (Advance online publication). Leveraging community colleges for cancer prevention: Aligning health communication science and higher education to reduce

- modifiable risk factors. *Journal of American College Health*.
<https://doi.org/10.1080/07448481.2026.2652362>
- Lu, L., Kwon, H., Wang, W., Cotter, L. M., **Kriss, L. A.**, Minich, M., Liu, J., Cascio, C. N. & Yang, S. (2025). Cannabis warning labels, sensory marketing, and electronic word-of-mouth: AI-facilitated textual analysis of a randomized experiment among youth and young adults. *International Journal of Advertising*. 45(6), 1421–1446.
<https://doi.org/10.1080/02650487.2025.2548647>
- Minich, M., Cotter, L., **Kriss, L. A.**, Lu., L., Yang, S., & Cascio, C.N. (2025). Pictorial warning labels reduce sharing intentions, blunt self-relevance processes elicited by social media posts promoting cannabis edibles. *Journal of Communication*. 75(5), 321-324.
<https://doi.org/10.1093/joc/jqaf012>
- Quick, B. L. & **Kriss, L. A.** (2025). Examining the influence on organ donation by actor portrayal of altruism on the television show *Grey's Anatomy*. *Progress in Transplantation*. 35(2), 82-87. <https://doi.org/10.1177/15269248251343380>
- Love, B., Ghosh, C., **Kriss, L.**, Vieco-Garcia, M., Fick, H., Shin, E., Wagner, J. H., De Luca, D., Dermid, G., McDonald, L., Caballero, E., Oestman, K., Coffman, R., Aquino, M., Adams, T., Gardiner, H., & Rechis, R. (2024). Building and maintaining a whole community initiative: Health communication in practice with Be Well Communities™. *Health Communication*. 39(14), 3597-3605. <https://doi.org/10.1080/10410236.2024.2382869>
- Love, B., Coffman, R., Ghosh, C., Cofer, J., Hurst, A. N., Oestman, K., Aquino, M., **Kriss, L.**, Shah, M., Dermid, G., Raber, M., & Hawk, E. (2024). Implementation and evaluation of a multi-level, place-based tobacco prevention and control program at a minority-serving institution in Texas. *Prevention Science*. 25, 898-909. <https://doi.org/10.1007/s11121-024-01708-4>
- Yang, S., Cotter, L. M., Lu, L., **Kriss, L. A.**, Minich, M., Liu, J., Silver, L. D., & Cascio, C. N. (2024). Countering online marketing and user endorsements with enhanced cannabis warning labels: An online experiment among at-risk youth and young adults. *Preventive Medicine*, 180(107877), 1–8. <https://doi.org/10.1016/j.ypmed.2024.107877>
- Yang, F. (Ellie), Pham, B., Zhang, S., & **Kriss, L.** (2024). Talking about pain plainly: Authentic expression of pain management on Reddit. *Health & New Media Research*, 8(1), 73–81. <https://doi.org/10.22720/hnmr.2024.00038>
- Quick, B. L., **Kriss, L. A.**, Morrow, E., Hartman, D., & Koester, B. (2024). A test of autonomy restoration postscripts to mitigate psychological reactance to an opt-out organ donor registry in the United States. *Health Communication*, 39(9), 1714–1726.
<https://doi.org/10.1080/10410236.2023.2232607>
- Minich, M., Chang, C.-T., **Kriss, L. A.**, Tveleneva, A., & Cascio, C. N. (2023). Gain/loss framing moderates the VMPFC's response to persuasive messages when behaviors have personal outcomes. *Social Cognitive and Affective Neuroscience*, 18(1), 1–9.
<https://doi.org/10.1093/scan/nsad069>
- Yang, E. F., **Kriss, L. A.**, & Sun, Y. (2023). Fun with frustration? TikTok influencers' emotional expression predicts user engagement with COVID-19 vaccination messages. *Health Communication*. 39(12), 2458–2473.
<https://doi.org/10.1080/10410236.2023.2259621>

- Quick, B. L., **Kriss, L. A.**, Rains, S. A., Sherlock-Jones, M., & Jang, M. (2023). An investigation into the portrayal of organ donation on *Grey's Anatomy* seasons 1 through 15. *Health Communication*, 39(1), 195–204. <https://doi.org/10.1080/10410236.2022.2163051>
- Kriss, L. A.**, Quick, B. L., Rains, S. A., & Barbati, J. L. (2022). Psychological reactance theory and COVID-19 vaccine mandates: The roles of threat magnitude and direction of threat. *Journal of Health Communication*, 27(9), 654–663. <https://doi.org/10.1080/10810730.2022.2148023>
- Rains, S. A., Colombo, P. M., Quick, B. L., & **Kriss, L.** (2022). State mask mandates through the lens of psychological reactance theory: The role of political ideology and COVID-19 risk in mask adoption and resistance. *Social Science & Medicine*, 314, 115479. <https://doi.org/10.1016/j.socscimed.2022.115479>
- Quick, B. L., Glowacki, E. M., **Kriss, L. A.**, & Hartman, D. E. (2021). Raising concussion awareness among amateur athletes: An examination of the Centers for Disease Control and Prevention's (CDC) Heads Up campaign. *Health Communication*, 38(2), 298–309. <https://doi.org/10.1080/10410236.2021.1950295>
- Thompson, C. M., Romo, L. K., Pulido, M. D., Liao, D., **Kriss, L.**, & Babu, S. (2023) Denying and accepting a family member's illness: Uncertainty management as a process. *Health Communication*, 39(4), 844–863. <https://doi.org/10.1080/10410236.2021.1964713>
- Thompson, C. M., Babu, S., Romo, L. K., Pulido, M. D., Liao, D., & **Kriss, L. A.** (2022). "I changed, I had to realize that I was wrong": Identity gap management amidst evolving illness uncertainty. *Journal of Social and Personal Relationships*, 39(4), 844–863. <https://doi.org/10.1177/02654075211048253>

MANUSCRIPTS UNDER REVIEW

- Kriss, L.**, Love, B., Chandra, M., Nutt, S., Vieco-Garcia, M., Dailey, J., Gardiner, H. J., Shin, E., Wagner, J. H., Mackert, M., McNeill, L. H., Basen-Engquist, K., Rechis, R. & Shete, S. (Under review) Improving sampling and recruitment for community-based research: Comparing event-based recruitment to Every Door Direct Mail®. Under review at *American Journal of Epidemiology*.
- Kriss, L.**, Shi, W., Mackert, M., & Bello, R. Is the feminization of HPV fading? Under review at *PLOS ONE*.
- Kriss, L.**, Love, B., Shin, E., O'Neal, H. F., Vieco-Garcia, M., Aquino, M., Rincon, N., Gardiner, H. J., & Rechis, R. Evaluation results from a comprehensive communication campaign with a food access network on the Texas Gulf Coast. Under review at *Preventing Chronic Disease*.
- Love, B., **Kriss, L. A.**, Quaack, K. R., Ghosh, C., Dermid, G., Shah, M., Oestman, K., Coffman, R., Aquino, M., Vieco-Garcia, M., Gardiner, H., & Rechis, R. (Under Review). "SPF is my BFF": Perceived institutional care influences effects of college sun safety messaging. Under review at *Journal of Prevention*.

CONFERENCE PRESENTATIONS

- Bello, R., **Kriss, L.**, Shi, W., Thompson, E., Love, B., Oestman, K., & Mackert, M. (2026, Nov. 3). Perceived HPV susceptibility and severity in Texas [Poster presentation]. American Public Health Association 2026 Annual Meeting. San Antonio, Texas.

- Chandra, M., Nutt, S., **Kriss, L. A.**, Springer, A., Sharma, S. V., Chuang, R-J., Yu, R., McNeil, L., Basen-Enquist, K., Rechis, R., & Shete, S. (2025, Sept. 18-21). Physical activity and nutrition: Barriers and supports in communities experiencing long-term poverty [Poster presentation]. 18th AACR Conference on The Science of Cancer Health Disparities. Baltimore, Maryland.
- Eatmon, R. E., Dailey, J. D., **Kriss, L. A.**, Gardiner, H. J. & Rechis, R. (2025, Sept. 26-27). Roots of Wellness: A focus group approaches to health communication in Acres Homes [Workshop presentation]. Texas Society for Public Health Education 2025 Conference. San Marcos, Texas.
- Williams, B., Gardiner, H., Chamberlain, R. A. & **Kriss, L. A.** (2024, Oct. 10-11). The languages of public health: Translating research into community action [Panel presentation]. Healthier Texas Summit. Austin, Texas.
- Kriss, L. A.**, Ghosh, C. & Vieco-Garcia, M. (2024, Oct. 10-11). What metrics matter for local health campaigns? [Presentation]. Healthier Texas Summit. Austin, Texas.
- Minich, M., **Kriss, L. A.**, & Cascio, C.N. (2024, June 20-24). This is your brain on PSAs: Testing for neural correlates of reactance in response to messages about driving under the influence of cannabis [Paper presentation]. International Communication Association Annual Conference. Gold Coast, Australia.
- Minich, M., Cotter, L. M., **Kriss, L. A.**, Lu, L., Yang, S. & Cascio, C.N. (2024, June 20-24). Pictorial warning labels reduce sharing intentions, alter self-relevance processes elicited by social media posts promoting cannabis edibles [Paper presentation]. International Communication Association Annual Conference. Gold Coast, Australia.
- Kriss, L. A.**, Ghosh, C., Vieco-Garcia, M., Rincon, N., Fick, H., Gardiner, H., Aquino, M., De Luca, D., Love, B., Wagner, J. H., Shin, E., & Rechis, R. (2024, March 6). Preliminary outcome data from a bilingual food access campaign with a local food security network in Texas [Poster presentation]. St. David's CHPR 22nd Annual Conference. Austin, Texas.
- Kriss, L. A.**, Ghosh, C., Vieco-Garcia, M., Coffman, R., Gardiner, H., Aquino, M., Love, B., Wagner, J. H., Shin, E., Fick, H. & Rechis, R. (2023, November 15). "Make SPF Your BFF": Place-based campaign influences past and future use of sunscreen dispensers on a community college campus [Lightning talk]. University of Texas at Austin and MD Anderson Cancer Center Collaborative Research Summit. Houston, Texas.
- Minich, M., **Kriss, L. A.**, Liu, J., Yang, S. & Cascio, C.N. (2023, May 25-29). Neural reactance to cannabis use PSAs: a brain-as-predictor study [Protocol pre-registration]. International Communication Association Annual Conference 2023. Toronto, Canada.
- Yang, E. F., Pham, B., Zhang, S., & **Kriss, L. A.**, (2023, May 25-29). Talking about pain plainly: Authentic expression of pain management on Reddit [Paper presentation]. International Communication Association Annual Conference 2023. Toronto, Canada.
- Cotter, L. M., Yang, S., Lu, L., **Kriss, L. A.**, Minich, M., Liu, J., Silver, L., & Cascio, C.N. (2023, May 25-29). Can enhanced cannabis warning labels mitigate youth-targeted marketing and pro-cannabis online social influences? Evidence from an online experiment among at-risk adolescents and young adults [Paper presentation]. International Communication Association Annual Conference 2023. Toronto, Canada.

- Kriss, L. A., Quick, B. L., Rains, S. A., & Barbati, J. (2022, Nov. 17-20). Psychological reactance theory and COVID-19 vaccine mandates: The role of sanctions with direct and indirect threats to freedom [Paper presentation]. National Communication Association 2022, New Orleans, LA.
- Quick, B. L., Kriss, L. A., Morrow, E., Koester, B. D. & Hartman, D. E. (2022, Nov. 17-20). A test of autonomy restoration postscripts and descriptive norm appeals to mitigate psychological reactance to an opt-out organ donor registry in the United States [Paper presentation]. National Communication Association 2022, New Orleans, LA.
- Yang, E. F., Kriss, L. A., & Sun, Y. (2022, May 26-30). Fun with frustration? TikTok influencers' emotional appeals predict user engagement with COVID-19 vaccination messages [Paper presentation]. International Communication Association 2022, Paris, France.
- Quick, B. L., Kriss, L., Sherlock-Jones, M., & Jang, M. (2021, Nov. 18-21) *Better than we thought? An analysis of positive cultivation effects of Grey's Anatomy on perceptions of organ donation* [Paper presentation]. National Communication Association 2021, Seattle, WA.
- Quick, B. L., Glowacki, E. W., Kriss, L., & Hartman, D. (2021, Nov. 18-21). *Raising concussion awareness among amateur athletes: An examination of the Centers for Disease Control and Prevention's (CDC) Heads Up campaign* [Paper presentation]. National Communication Association 2021, Seattle, WA.
- Guntzviller, L. M., Farnworth, M. J., Liao, D., *Caban, S., *Julien-Bell, S., *Kriss, L., *Pool, K. E., & *Yan, J. (2021, Nov. 18-21). *Support providers' and support recipients' own interaction goals and inference of partner goals during conversations about health problems* [Panel presentation]. National Communication Association 2021, Seattle, WA.
- Thompson, C. M., Babu, S., Romo, L. K., Pulido, M. D., Liao, D., & Kriss, L. (Nov. 18-21). EXTENDED ABSTRACT: "I changed, I had to realize that I was wrong": Identity gap management amidst evolving illness uncertainty [Panel presentation]. National Communication Association 2021, Seattle, WA.
- Kriss, L. (2021, May 27-31) *Toward an applied framework for critical social marketing* [Paper presentation]. International Communication Association 2021, Denver, CO.
- Quick, B. L., Kriss, L., Sherlock-Jones, M., & Jang, M. (2020, November 19-22) *The complicated narratives about organ donation: A systematic analysis of Grey's Anatomy season 1 through 15* [Paper presentation]. National Communication Association 2020, Indianapolis, IN.
- Bigsby, E., & Kriss, L. (2020, November 19-22) *Responses and compliance intentions toward a campus smoke-free policy: Combining psychological reactance theory and the theory of planned behavior* [Paper presentation]. National Communication Association 2020, Indianapolis, IN.
- Thompson, C. M., Romo, L. K., Pulido, M. D., Liao, D., Kriss, L., & Babu, S. (2020, November 19-22) *"Pulling all the puzzle pieces together": Reconceptualizing illness uncertainty and its management as sensemaking* [Paper presentation]. National Communication Association 2020, Indianapolis, IN.
- Kriss, L., & Callison, C. (2019, May 1) *Moving beyond the greek vs. non-greek dichotomy: Understanding how involvement in campus organizations influences alcohol use in traditional undergraduate students* [Poster presentation]. Texas Tech University Honors College Thesis Day, Lubbock, TX.

Kriss, L., & King, A. J. (2017, March 28) *Media representations of disability on TV: Differences in valence of portrayals on attitudes and concern* [Poster presentation]. Texas Tech University Undergraduate Research Conference 2017, Lubbock, TX.