

CURRICULUM VITAE
RAJIV N. RIMAL

EDUCATION AND TRAINING

Ph.D., 1995 Stanford University, Communication
M.A., 1991 Southern Illinois University, Journalism & Mass Communication
B.E., 1988 Bhopal University, Electrical Engineering

PROFESSIONAL EMPLOYMENT

Professor & Chair, 2013 – present: Department of Prevention & Community Health, George Washington University

HONORS AND AWARDS

Honors

Keynote Speaker, International Social and Behavior Change Communication Summit, Addis Ababa, Ethiopia, 2016
Advisor of Ph.D. Student, Recipient of Ruth L. Kirschstein National Research Service Award, National Institutes of Health
Advisor to the Master's Thesis of the Year, Joint International & National Communication Association, 2007
Advisor of Ph.D. Student, Recipient of CDC Grants for Public Health Research Dissertation
Advisor to the Annual MPH Capstone Award, Johns Hopkins University, 2009
Outstanding Teacher, Bloomberg School of Public Health, Johns Hopkins University, 2010-2011; 2011-12; 2012-13

Awards

Top Paper Entry, Health Communication & Media Effects, Mass Communication Division, International Communication Association, 2015.
Everett M. Rogers Award in Health Communication and Health Promotion, American Public Health Association, 2011
Combined ICA & NCA Distinguished Article Award, International Communication Association & National Communication Association, 2010
Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in Singapore, 2010
Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in Chicago, 2009 (2 of 2 papers)
Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in Chicago, 2009 (1 of 2 papers)
Best Abstract Submission on an International HIV/AIDS Topic, HIV/AIDS Section, American Public Health Association, 2008.
Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in Montreal, Canada, 2008
Top-Four Paper Award, Health Communication Division, National Communication Association Annual Conference in Chicago, 2004

Top-Four Paper Award, Health Communication Division, National Communication Association Annual Conference in Chicago, 2004

Top-Three Paper Award, Health Communication Division, International Communication Association Annual Conference in New Orleans, 2004

Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in San Diego, 2003; (1 of 2 papers)

Top-Four Paper Award, Health Communication Division, International Communication Association Annual Conference in San Diego, 2003; (2 of 2 papers)

Top-Three Paper Award, Health Communication Division, National Communication Association Annual Conference in New Orleans, 2002

Top Three Paper Award, Health Communication Division, International Communication Association Annual Conference in Seoul, Korea, 2002

Top Three Paper Award, Health Communication Division, International Communication Association Annual Conference in Washington, DC, 2001

Top Four Paper Award, Health Communication Division, International Communication Association Annual Conference in Acapulco, 2000

Top Three Paper Award, Health Communication Division, International Communication Association Annual Conference, Sydney, Australia, 1994

Nathan Maccobby Award for Excellence in Communication Research, Stanford University, 1995

GRANTS

Grants & Contracts Ongoing

Children's Investment Fund Foundation (Rimal)

Years of Living Dangerously: Media Effects on Climate Change Behaviors

Sep 2016 – Aug 2017

Bill and Melinda Gates Foundation through John Snow International (Rimal)

The Last 10 Kilometers 2020, Improving Maternal and Newborn Health Outcomes

Nov 2015 – Jun 2017

Bill and Melinda Gates Foundation through Washington University in St. Louis (Rimal)

Novel Approaches to Measuring Demand-Side Community Perceptions and Barriers to Family

Planning via Social Network Analysis in Ethiopia

Dec 2015-Nov 2016

The World Bank

Gender-based approach to improving driver safety in Serbia (Rimal, consultant)

Dec 2015-May 2017

USAID (Rimal, through HC3 Johns Hopkins University)

Health Communication in Liberia

Awarded through Johns Hopkins University to study the communication patterns surrounding the Ebola outbreak in Liberia.

*Grants Completed**DC Department of Health*

Leadership and Management Training

Role: PI

Cigarettes and Other Tobacco Products Act in India

Bloomberg Family Foundation

Role: PI

Second Year Assessment of COTPA in Seven States in India

Bloomberg Family Foundation

Role: PI

Somerset County Department of Health

Needs assessment in Somerset County

Role: Co-PI, with Cherise Harrington

*United States Agency for International Development**Center for Communication Programs, JHU*

Reduction of HIV/AIDS in Malawi through the BRIDGE 2 Program (JHU/CCP)

2010-2013

Role: Lead researcher

*United States Agency for International Development**Center for Communication Programs, JHU*

Reduction of HIV/AIDS in Malawi (JHU/CCP)

2003-2009

Role: Lead researcher

Gustav Martin AIDS Research, JHU Faculty Innovation Fund, 2007

PI: Rajiv Rimal

Objective: Study of AIDS stigma in Malawi

N02 HG60014

Training Grant in Genetic Counseling Training Program (Roter)

DHHS, PHS, NIH, NCHGR, MGB

2003-2005

Role: Co-Investigator

Asian Indian Breast Cancer Project (Juon)

The Susan G. Komen Breast Cancer Foundation

Role: Co-investigator

May 2004 – April 2006

Special Research Grant, University of Texas, July 2002

Role: Principal investigator

Objective: Students' Normative Perceptions about Alcohol Consumption

Faculty Research Enhancement Grant, Texas A&M University, 1998

Role: Principal investigator

Objective: To study the discrepancy between scientific facts and their reporting in the media

Stanford Center for Research in Disease Prevention Research Grant, Stanford University, 1996

Role: Principal investigator

Objective: To study how individuals' information consumption was affected by the Stanford Five-City Project

Faculty Mini Grant, Texas A&M University, 1995

Role: Principal investigator

Objective: To study how message attributes and audience characteristics affect information processing

Predocorial Fellowship Award, American Heart Association; 1994-1995

Role: Principal investigator

Objective: (Dissertation) To study how family communication patterns affect health behaviors

HIV Prevention in Namibia (JHU/CCP)

United States Agency for International Development

Center for Communication Programs, JHU

2004-2007

Role: Lead researcher

Tracking national and international media coverage of Influenza H1N1: A pilot project

Johns Hopkins Preparedness & Emergency Response Research Center

Centers for Disease Control & Prevention

Role: Principal-investigator

The National Fire Prevention Association (Gielen)

10/1/2009 – 9/30/2010

Role: Co-investigator

HIV/AIDS Prevention in Uganda (CCP)

United States Agency for International Development

2006-2010

Role: Lead researcher

1R01HD050437 (Roter)

Amelioration of Literacy Deficits in Prenatal Care

National Institutes of Health

Role: Co-investigator

2007-2011

Reduction of HIV/AIDS in Ethiopia (CCP)
United States Agency for International Development
Center for Communication Programs, JHU
2006-2011
Role: Lead researcher

SUAAHARA Nutrition Program in Nepal (Save the Children, CCP Subcontract)
USAID
Role: Lead researcher, CCP subcontract
2011-2016

Social exposure, a literature review (Rimal)
Institute of Global Tobacco Control
Role: Principal investigator
2011-2012

Evaluation of the Adolescence Education Program (Figueroa)
UNICEF
Role: Co-principal investigator.
2011-2012

Reduction of HIV/AIDS in Malawi (CCP)
USAID
7/1/2009-6/30/2014
Role: Lead researcher

Mental & Behavioral Public Health Systems Preparedness Research (Center Grant; Links, PO1
PI; Storey, R01 PI)
9/30/08-9/29/13
Role: Co-investigator

Urban Health Initiative (CCP)
Bill & Melinda Gates Foundation
Role: Lead researcher
2010-present

Second year assessment of the Implementation of the Cigarettes and Other Tobacco Products Act
in India
Role: Principal Investigator
Funder: Institute for Global Tobacco Control, Johns Hopkins University
March 1 – Dec 31, 2013

PUBLICATIONS

Journal Articles

Kaufman, M. R., Mooney, A., Gebrestsadik, L. A., Rieder, R., Limaye, R. J., Girma, E., Rimal,

- R. N., & Sudhakar, M. N. (in press). The differential effects of an opt-out HIV testing policy for pregnant women in Ethiopia when accounting for stigma: Secondary analysis of DHS data.
- Padon, A., Rimal, R. N., Jernigan, D., Siegel, M., & DeJong, W. (in press). Assessing youth-appelling content in alcohol advertisements: Application of a content appealing to youth (CAY) index. *Health Communication*.
- Padon, A., Rimal, R. N., Jernigan, D., Siegel, M., & DeJong, W. (in press). Tapping into motivations for drinking among youth: Normative beliefs about alcohol use among underage drinkers. *Journal of Health Communication*.
- Thatte, N., Bingenheimer, J. B., Ndiaye, K., & Rimal, R. N. (in press). Unpacking the barriers to reproductive health services in Ghana: HIV/STI testing, abortion and contraception. *African Journal of Reproductive Health*.
- Mollen, S., Hollan, R., Ruiter, R. A. C., Rimal, R. N., & Kok, G. (in press). When the frame fits the social picture: The effects of framed social messages on healthy and unhealthy food intake. *Communication Research*.
- Turner, M. M., Rimal, R. N., Lumby, E., Cohen, J., Surette, A., Roundy, V., Feighery, E., & Shah, V. (2016). Compliance with tobacco control policies in India: An examination of facilitators and barriers. *International Journal of Tuberculosis and Lung Disease*, 20, 411-416.
- Saar, M., Holland, R., Ruiter, R. A. C., Rimal, R. N., & Kok, G. (in press). When the frame fits the social picture: The effects of framed social norms messages on health and unhealthy food intake. *Communication Research*.
- Mead, E. L., Rimal, R. N., Cohen, J. E., Turner, M., Lumby, E., Feighery, E., & Shah, V. (in press). A two-wave observational study of compliance with youth access and tobacco advertising provisions of the Cigarettes and Other Tobacco Products Act in India. *Nicotine and Tobacco Research*.
- Limaye, R. J., Rimal, R. N., Mkandawire, G., & Kamath, V. (2015). Tapping into traditional norms for preventing HIV and unintended pregnancy: Harnessing the influence of grandmothers (Agogos) in Malawi. *International Quarterly of Community Health Education*, 1-18.
- Chung, A., & Rimal, R. N. (2016). Social norms: A review. *Review of Communication Research*, 4, 1-29.
- Rimal, R. N., Sripad, P., Speizer, I. S., & Calhoun, L. M. (in press). Interpersonal communication as an agent of normative influence: A mixed method study among the urban poor in India. *Reproductive Health*.
- Borsky, A., McDonnell, K., Turner, M., & Rimal, R. N. (2016). Raising a red flag on dating violence: Evaluation of a low-resource, college-based bystander behavior intervention program. *Journal of Interpersonal Violence*, 1-22 (ahead of print online).
- Borsky, A., McDonnell, K., Rimal, R. N., & Turner, M. (2016). Assessing bystander behavior intentions (BBI) towards friends to prevent dating violence: Development of the BBI-Friends scale through concept mapping and exploratory factor analysis. *Violence and Victims*, 31, 215-234.
- Chung, A., & Rimal, R. N. (in press). Revisiting the importance of knowledge: From Namibia, A case for promoting knowledge by campaigns to reduce stigma. *Health Education and Behavior*.
- Borzekowski, D., Clearfield, E., Rimal, R. N., & Gielen, A. (in press). Young children's

- perceptions of fire safety: Do framing and parental mediation matter? *Journal of Burn Care and Research*, 35, 303-312.
- Roter, D. L., Erby, L. H., Rimal, R. N., Smith, K. C., Larson, S., Bennett, I. M., Cole, K. W., Guan, Y., Molloy, M., & Bienstock, J. (2015). Empowering women's prenatal communication: Does literacy matter? *Journal of Health Communication*, 20, 60-68.
- Rimal, R. N., Chung, A., & Dhungana, N. (2015). Media as educator, media as disruptor: Conceptualizing the role of social context in media effects. *Journal of Communication*, 65, 863-887. doi:10.1111/jcom.12175
- Rimal, R. N., & Lapinski, M. K. (2015). A re-explication of social norms, ten years later. *Communication Theory*, 25, 393-409.
- Mead, E. L., Rimal, R. N., Ferrence, R., & Cohen, J. E. (2014). Understanding the source of normative influence on behavior: The example of tobacco. *Social Science & Medicine*, 115, 139-143.
- Woolf, J., Rimal, R. N., & Sripad, P. (2014). Understanding the influence of proximal networks on high school athletes' intentions to use androgenic anabolic steroids. *Journal of Sport Management*, 28, 8-20.
- Kaufman, M. R., Rimal, R. N., Carrasco, M., Fajobi, O. O., Soko, A., Limaye, R., & Mkandawire, G. (2014). Using social and behavior change communication to increase HIV testing and condom use: The Malawi BRIDGE Project. *AIDS Care*, 26, S46-S49. DOI: [10.1080/09540121.2014.906741](https://doi.org/10.1080/09540121.2014.906741).
- Juon, H. S., Lee, S., Strong, C., Rimal, R. N., Kirk, G. D., & Bowie, J. (2014). Effect of a liver cancer education program on Hepatitis B screening among Asian Americans in the Baltimore-Washington metropolitan area, 2009-2010. *Preventing Chronic Disease: Public Health Research, Practice, and Policy*, 11, 130258. Doi: <http://dx.doi.org/10.5888/pcd11.130258>.
- Calhoun, L. M., Speizer, I. S., Rimal, R. N., Sripad, P., Chatterjee, N., Achyut, P., & Nanda, P. (2013). Provider imposed restrictions to clients' access to family planning in urban Uttar Pradesh, India: a mixed methods study. *BMC Health Services Research*, 13, 532.
- Limaye, R. J., Rimal, R. N., Brown, J., & Mkandawire, G. (2013). Using entertainment education to promote self-efficacy and aspirations among young Malawians: The *Tisankhenji* radio program. *Cases in Public Health Communication & Marketing*, 7, 17-34.
- Limaye, R. J., Rutkow, H. W., Rimal, R. N., & Jernigan, D. H. (2013). Informal alcohol in Malawi: Stakeholder perceptions and policy recommendations. *Journal of Public Health Policy*. Online First. doi:10.1057/jphp.2013.43
- Girma, E., Gebrestadik, L.A., Kaufman, M. R., Rimal, R. N., Morankar, S. N., & Limaye, R. J. (2013). Stigma against people with HIV/AIDS in rural Ethiopia, 2005 to 2011: Signs and predictors of improvement. *AIDS and Behavior*, 18, 1046-1053. DOI [10.1007/s10461-013-0611-0](https://doi.org/10.1007/s10461-013-0611-0).
- Gavaravarapu, S. R., Smith, K. C., & Rimal, R. N. (2013). Is it time to update WHO global strategy on food safety? Perspectives from India. *The Lancet Global Health*, 1(5), e254-e255.
- Limaye, R. J., Bingenheimer, J. B., Rimal, R. N., Krenn, S., & Vondrasek, C. (2013). Treatment-as-prevention in AIDS control: Why communication still matters. *Journal of Therapy and Management in HIV Infection*, 1, 3-6.
- Rimal, R. N., & Mollen, S. (2013). The role of issue familiarity and social norms: Findings on

- new college students' alcohol use intentions. *Journal of Public Health Research*, 2, 31-37.
- Siegel, M., DeJong, W., Naimi, T.S., Fortunato, E. K., Albers, A. B., Heeren, T., Rosenbloom, D. L., Ross, C., Ostroff, J., Rodkin, S., King, C., Borzekowski, D. L. G., Rimal, R. N., Padon, A. A., Eck, R. H., & Jernigan, D. H. (2013). Brand-specific consumption of alcohol among underage youth in the United States. *Alcoholism: Clinical & Experimental Research*.
- Mollen, S., Rimal, R. N., Ruiters, R. A. C., & Kok, G. (2013). Healthy and unhealthy social norms and food selection: Findings from a field-experiment. *Appetite*, 65, 83-89.
- Mollen, S., Rimal, R. N., Ruiters, R. A. C., Jang, S. A., & Kok, G. (2013). Intervening or interfering? The influence of injunctive and descriptive norms on intervention behaviors in alcohol consumption contexts. *Psychology & Health*, 28, 561-578. doi:org/10.1080/08870446.2012.752827
- Marfani, F., Rimal, R. N., & Juon, H. S. (2013). Understanding immigrant women's information needs: Role of acculturation in breast cancer prevention among immigrant Asian Indian women. *Journal of Applied Communication Research*, 41, 126-140.
- Rimal, R. N., Figueroa, M. E., & Storey, J. D. (2013). Character recognition as an alternate measure of television exposure among children: Findings from the *Alam Simsim* program in Egypt. *Journal of Health Communication*, 18, 594-609.
- Jang, S. A., & Rimal, R. N., & Cho, A. (2013). Normative influences and alcohol consumption: The role of drinking refusal self-efficacy. *Health Communication*, 27, 1-9.
- Rimal, R. N., Limaye, R. J., Roberts, P., Brown, J., & Mkandawire, G. (2013). The role of interpersonal discussion in reducing structural disparities and psychosocial deficiencies: Experience from the Malawi BRIDGE project. *Journal of Communication*, 63, 51-71. doi:10.1111/jcom.12000
- Nambiar, D., & Rimal, R. N. (2012). Duty and destiny: Psychometric properties and correlates of HIV-related stigma among youth NGO workers in Delhi, India. *AIDS Care*, 24, 1384-1391.
- Smith, K.C., Rimal, R.N., Sandberg, H., Storey, J.D., Lagasse, L., Maulsby, C., Rhoades, R., Barnett, D.J., Omer, S.B., Links, J. M. (2012). Understanding newsworthiness of an emerging pandemic: International newspaper coverage of the H1N1 outbreak. *Influenza and Other Respiratory Viruses*. DOI: 10_1111/irv.12073
- Limaye, R., Rimal, R. N., Mkandawire, G., Roberts, P., Dothi, W., & Brown, J. (2012) Talking about sex in Malawi: Toward a better understanding of interpersonal communication for HIV prevention. *Journal of Public Health Research*, 1, 117-125.
- Mead, E., Roser-Renouf, C., Rimal, R. N., Flora, J. A., Maibach, E. W., & Leiserowitz, A. (2012). Information seeking about global climate change among adolescents: The role of risk perceptions, efficacy beliefs and parental influences. *Atlantic Journal of Communication*, 20, 31-52.
- Jang, S. A., Rimal, R. N., & Cho, N. (2011). Exploring parental influences in the theory of normative social behavior: Findings from a Korean high school sample. *Communication Research*, 28, 1-21.
- Lagasse, L. P., Rimal, R. N., Smith, K. C., Storey, J. D., Rhoades, E., Barnett, D. J., Omer, S. B., & Links, J. (2011). How accessible was information about H1N1 Flu? Literacy assessments of CDC guidance documents for different audiences. *PLoS One*, 6, e23583.

- Rimal, R. N., Lapinski, M. K., Turner, M. M., & Smith, K. S. (2011). The attribute-centered approach for understanding health behaviors: Initial ideas and future research directions. *Journal of the Swiss Association of Communication and Media Research, 11*, 15-34.
- Creel, A., & Rimal, R. N., Mkandawire, G., Brown, J., Bose, K. (2011). Effects of a Mass Media Intervention on HIV-Related Stigma: *Radio Diaries* Program in Malawi. *Health Education Research, 26*, 456-465.
- Creel, A., & Rimal, R. N. (2011). Factors related to HIV testing behavior and interest in testing in Namibia. *AIDS Care, 23*, 901-907.
- Berendes, S., & Rimal, R. N. (2011). Addressing the slow uptake of HIV testing in Malawi: The role of stigma, self-efficacy, and knowledge in the Malawi BRIDGE Project. *Journal of the Association of Nurses in AIDS Care, 22*, 215-228.
- Mollen, S., Rimal, R. N., & Lapinski, M. (2010). What is normative in *Health Communication* research on norms? A review and recommendations for future scholarship. *Health Communication, 25*, 544-547.
- Rimal, R. N., & Juon, H. S. (2010). Use of the risk perception attitude (RPA) framework to understand attention paid to breast cancer information and prevention behaviors among immigrant Indian women. *Journal of Applied Social Psychology, 40*, 287-310.
- Somanchi, M., Juon, H.S., & Rimal, R. N. (2010). Predictors of screening mammography among Asian Indian American women: A cross-sectional study in the Baltimore-Washington metropolitan area. *Journal of Women's Health, 19*, 1-9.
- Rimal, R. N., Brown, J., Mkandawire, G., Folda, L., & Creel, A. H. (2009). Audience segmentation as a social marketing tool in health promotion: Use of the risk perception attitude (RPA) framework in HIV prevention in Malawi. *American Journal of Public Health, 99*, 2224-2229.
- Adams, S., Crawford, A., Rimal, R., Lee, J., Janneck, L., & Sciamanna, C. (2009). The effects of a computer-tailored message on secondary prevention in Type 2 Diabetes: A randomized trial. *Population Health Management, 12*, 197-204.
- Rimal, R. N., & Lapinski, M. L. (2009). Why health communication is important in public health. Editorial in the *Bulletin of the World Health Organization, 87*, 247-248.
- Lapinski, M. L., Rimal, R. N., Klein, K. A., Shulman, H. C. (2009). Risk perceptions of people living with HIV/AIDS: How similarity affects optimistic bias. *Journal of Health Psychology, 14*, 251-257.
- Rimal, R. N., Böse, K., Brown, J., Mkandawire, G., & Folda, L. (2009). Extending the purview of the risk perception attitude (RPA) framework: Findings from HIV/AIDS prevention research in Malawi. *Health Communication, 24*, 210-218.
- Smith, R. A., & Rimal, R. N. (2009). The impact of social capital on HIV-related actions as mediated by personal and proxy efficacies in Namibia. *AIDS and Behavior, 13*, 133-144.
- Ho, L.S., Gittelsohn, J., Rimal, R., Treuth, M., Sharma, S., Rosecrans, A., & Harris, S.B. (2008). An integrated multi-institutional diabetes prevention program improves knowledge and healthy food acquisition in northwestern Ontario First Nations. *Health Education and Behavior, 35*, 561-573.
- Ho, L.S., Gittelsohn, J., Sharma, S., Cao, X., Treuth, M., Rimal, R., Harris, S.B. (2008). Food related behavior, physical activity, and dietary intake in First Nations – a population at high risk for diabetes. *Ethnicity and Health, 13*, 335-49.

- Rimal, R., & Creel, A. H., Bose, K., Mkandawire, G., & Folda, L. (2008). Applying social marketing principles to understand the effects of the *Radio Diaries* program in reducing HIV/AIDS stigma in Malawi. *Health Marketing Quarterly*, 25, 119-146.
- Rimal, R. (2008). Media campaigns and perceptions of reality. *The Blackwell International Encyclopedia of Communication*, 10, 4706-4711.
- Rimal, R., & Lapinski, M. L. (2008). Understanding the mutual influence between social norms and human communication. *The Blackwell International Encyclopedia of Communication*, 6, 2820-2824.
- Rimal, R. (2008). Modeling the relationship between descriptive norms and behaviors: A test and extension of the theory of normative social behavior (TNSB). *Health Communication*, 23, 103-116.
- Jampel, H. D., Frick, K. D., Janz, N. K., Wren, P. A., Musch, D. C., Rimal, R., & Lichter, P. R. (2007). Depression and mood indicators in newly diagnosed glaucoma patients. *American Journal of Ophthalmology*, 144, 238-244.
- Lapinski, M., Rimal, R. N., DeVries, R., & Lee, E. L. (2007). The role of group orientation and descriptive norms on water conservation attitudes and behaviors. *Health Communication*, 22, 133-142.
- Real, K., & Rimal, R. N. (2007). Friends talk to friends about drinking: Exploring the role of peer communication in the theory of normative social behavior. *Health Communication*, 22, 169-180.
- Yanovitzky, I., & Rimal, R. (2006). Communication and normative influence: An introduction to the special issue. *Communication Theory*, 16, 1-6.
- Turner, M. M., Rimal, R. N., Morrison, D., & Kim, H. (2006). The role of anxiety in processing risk information: Testing the risk perception attitude framework in two studies. *Human Communication Research*, 32, 130-156.
- Rimal, R. N., & Morrison, D. (2006). A uniqueness to personal threat (UPT) hypothesis: How similarity affects perceptions of susceptibility and severity in risk assessment. *Health Communication*, 20, 209-219.
- Rimal, R. N., & Real, K. (2005). Assessing the importance of skin cancer: How question-order effects are influenced by issue involvement. *Health Education and Behavior*, 32, 398-414.
- Rimal, R. N., Lapinski, M., Cook, R., & Real, K. (2005). Moving toward a theory of normative influences: How perceived benefits and similarity moderate the impact of descriptive norms on behaviors. *Journal of Health Communication*, 10, 433-450.
- Lapinski, M. K., & Rimal, R. N. (2005). An explication of social norms. *Communication Theory*, 15, 127-147.
- Rimal, R. N., & Real, K. (2005). How behaviors are influenced by perceived norms: A test of the theory of normative social behavior. *Communication Research*, 32, 389-414.
- Stephens, K., Rimal, R. N., & Flora, J. (2004). Expanding the reach of health campaigns: Community organizations as meta-channels for the dissemination of health information. *Journal of Health Communication*, 9(S1), 97-111.
- Rimal, R. N., & Real, K. (2003). Perceived risk and efficacy beliefs as motivators of change: Use of the risk perception attitude (RPA) framework to understand health behaviors. *Human Communication Research*, 29, 370-399.
- Rimal, R. N., & Real, K. (2003). Understanding the influence of perceived norms on behaviors. *Communication Theory*, 13, 184-203.

- Rimal, R. N. (2003). Intergenerational transmission of health: The role of intrapersonal, interpersonal, and communicative factors. *Health Education and Behavior, 30*, 10-28.
- Rimal, R. N. (2001). Perceived risk and self-efficacy as motivators: Understanding individuals' long-term use of health information. *Journal of Communication, 51*, 633-654.
- Rimal, R. N. (2001). Longitudinal influences of knowledge and self-efficacy on exercise behavior: Tests of a mutual reinforcement model. *Journal of Health Psychology, 6*, 31-46.
- Rimal, R. N. (2001). Analyzing the physician-patient interaction: An overview of six methods and future research directions. *Health Communication, 13*, 89-99.
- Rimal, R. N. (2000). Closing the knowledge-behavior gap in health promotion: The mediating role of self-efficacy. *Health Communication, 12*, 219-237.
- Rimal, R. N., Flora, J. A., & Schooler, C. (1999). Achieving improvements in overall health orientation: Effects of campaign exposure, information seeking, and health media use. *Communication Research, 26*, 322-348.
- Rimal, R. N. & Flora, J. A. (1998). Bidirectional familial influences in dietary behavior: Test of a model of campaign influences. *Human Communication Research, 24*, 610-637.
- Flora, J. A., Saphir, M. N., Schooler, C., & Rimal, R. N. (1998). Toward a framework for intervention channels: Reach, Involvement, and Impact. *Annals of Epidemiology, 7*, S104-112.
- Johnson, D., Flora, J. A., & Rimal, R. N. (1997). HIV/AIDS public service announcements around the world: A descriptive analysis. *Journal of Health Communication, 2*, 223-234.
- Rimal, R. N., Ratzan, S. C., Arntson, P., & Freimuth, V. S. (1997). Reconceptualizing the "patient": Health promotion as increasing citizens' decision making competencies. *Health Communication, 9*, 61-74.

Chapters and Editorials

- Mead, E. L., & Rimal, R. N. (in press). The risk perception attitude (RPA) framework: Computing the four attitudinal groups. In Kim, D. K. and Dearing, J. (Eds.), *Health Communication Measures*.
- Mead, E. L., & Rimal, R. N. Risk Information Seeking and Processing Model. In T. L. Thompson (Ed.), *Encyclopedia of Health Communication* (pp. 1185-1187). Thousand Oaks, CA: Sage.
- Rimal, R. N., & Limaye, R. (2012). Socio-cognitive approaches for AIDS prevention: Explicating the role of risk perception and efficacy beliefs in Malawi. In R. E. Rice and C. K. Atkin (Eds.), *Public Communication Campaigns* (4th ed., pp. 258). Newbury Park, CA: Sage.
- Turner, M. M., Skubisz, C., & Rimal, R. N. (2011). Theory and practice in risk communication: A review of the literature and visions for the future. In T. L. Thompson, R. Parrott, and J. F. Nussbaum (Eds.), *The Routledge Handbook of Health Communication* (2nd ed., pp. 146-164). Mahwah, NJ: Lawrence Erlbaum.
- Rimal, R. N., & Turner, M. M. (2009). Use of the risk perception attitude (RPA) framework for understanding health information seeking: The role of anxiety, risk perception, and efficacy beliefs. In Afifi, T. D., & Afifi, W. A. (Eds.), *Uncertainty, information management, and disclosure decisions: Theories and applications* (pp. 140-163). NY: Routledge.

- Rimal, R. N., & Adkins, D. A. (2003). Using computers to narrowcast health messages: The role of audience segmentation, targeting, and tailoring in health promotion. In T. L. Thompson, A. M. Dorsey, K. I. Miller, & R. Parrott (Eds.), *Handbook of Health Communication* (pp. 497-513). Mahwah, NJ: Lawrence Erlbaum.
- Rimal, R. N., & Flora, J. A. (1997). Interactive technology attributes in health promotion: Practical and theoretical issues. In R. Street & T. Manning (Eds.), *Using interactive computing in health promotion* (pp. 19-38). Rahwah, NJ: Lawrence Erlbaum Associates.
- Street, R. L., & Rimal, R. N. (1997). Health promotion and interactive technology: A conceptual foundation. In R. Street & T. Manning (Eds.), *Using interactive computing in health promotion* (pp. 1-18). Rahwah, NJ: Lawrence Erlbaum Associates.
- Chaffee, S. H., & Rimal, R. N. (1996). Time of vote decision and openness to persuasion. In D. C. Mutz, P. M. Sniderman, & R. A. Brody (Eds.), *Political persuasion and attitude change* (pp. 267-291). Ann Arbor, MI: University of Michigan Press.
- Rimal, R. N., Fogg, B.J., & Flora, J. A. (1995). Moving toward a framework for the study of risk communication: Theoretical and ethical considerations. *Communication Yearbook, 18* (pp. 320-342). Newbury Park, CA: Sage.

SCHOLARLY PRESENTATIONS

- 2015 Speaker, Using Entertainment Education to Promote Girls' Educational Aspirations in Malawi. International Food Policy Research Institute
- 2014 Speaker, Innovations in Tobacco Control Lecture Series, Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health
- 2013 Facilitator, Prevention of HIV/AIDS, A Panel Discussion, Johns Hopkins University Center for Communication Programs
- 2013 Panelist, Framing the Future, Panel Discussion, GWSPHHS
- 2013 Keynote Speaker, Communicating One Health, Colorado State University
- 2013 Tracking Descriptive & Injunctive Norms Over Two Years: Effects on HIV Prevention Behaviors in Malawi, Invited Speaker, University of Amsterdam
- 2011 Keynote Speaker, Association of Social Psychological Researchers (ASPO), Universiteitsfonds Limburg, Maastricht University, Maastricht, the Netherlands
- 2011 Grand Rounds Invited Speaker, Drexel University
- 2010 Keynote Speaker, Institute of Communication and Health, University of Lugano, Lugano, Switzerland
- 2010 Johnson & Johnson Community Collaboration Speaker Series, Invited Lecture, Rutgers University
- 2010 Health Communication Invited Lecture, Cornell University
- 2009 Annual Mary Junck Lecture in Communication, University of North Carolina
- 2008 Annual Health Communication Lecture, University of Miami
- 2007 Annual Health Communication Lecture, Wake Forest University
- 2006 Keynote Speaker, Bettinghaus Lecture in Health Communication, Michigan State University
- 2005 Keynote Speaker, Tenth Annual Emil C. Weis Lecture, Southeast Missouri State University
- 2002 Integration of Health Communication and Public Health, School of Public Health, University of Texas at Houston, February, 2002

- 2002 Forty Years of Diffusion Research, George Washington University
2001 U. S. Food and Drug Administration, National AIDS Health Fraud Task Force, San Antonio, TX

Scientific Meetings

- Karver, T. S., Rimal, R. N., Bianchi, A., Dominguez, G., Alveano, S., Dodero, L., Langelan, M., & Mehndiratta, S. R. (2015). Experience and perceptions of gender-based violence against women in public transportation: The Case of Mexico City. Poster presentation at the American Public Health Association annual meeting in Chicago.
- Rimal, R. N., Chung, A., & Dhungana, N. (2015). Media as educator, media as disruptor: Conceptualizing the role of social context in media effects. Paper presented at the annual conference of the International Communication Association in San Juan, Puerto Rico.
- Chung, A., Rimal, R. N., Borzekowski, D., & Gielen, A. (2015). Message attributes and parental mediation effects on children: How parental communication modifies message framing effects. Paper presented at the annual conference of the International Communication Association in San Juan, Puerto Rico.
- Padon, A.A., Rimal, R.N., Siegel, M., & Jernigan, D.H. (2015). Youth appeal in televised alcohol advertisements: Development of the primarily youthful content appeal (PYCA) index. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- Padon, A.A., Jernigan, D.H., & Rimal, R.N. (2015). Linking alcohol advertising and underage drinking: Triangulating content analysis, youth survey, and market data. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- Chung, A., & Rimal, R. N. (2014). Applying Choice Architecture Principles to Understand HIV/AIDS Testing: Findings from Malawi and Zimbabwe. Oral presentation at the Annual meeting of the American Public Health Association, New Orleans.
- Padon, A., Rimal, R. N., & Jernigan, D. (2014). Linking Alcohol Advertising and Underage Drinking: Triangulation of Data from Content Analysis, Youth Survey, and Market Exposure Data. Poster presentation at the Annual meeting of the American Public Health Association, New Orleans.
- Broadus, E. Lohani, J., Underwood, C., Rimal, R. N. (2013). Community Perspectives on the Role of Education in Maternal and Child Nutrition: Findings from the Formative Research for an Integrated Nutrition Program in Nepal. 'Science and Policy for Health, Agriculture, Nutrition & Economic Growth' Nutrition Innovation Lab; 2nd Annual Scientific Symposium, August 14th, 2013.
- Rimal, R. N., Limaye, R., Roberts, P., Brown, J., & Mkandawire, G. (2013). A norms-based approach for HIV prevention in a high HIV-prevalence country: Experience from the Malawi BRIDGE II Project." Oral presentation at the American Public Health Association's annual conference in Boston, MA.
- Roter, D.L., Erby, L.H., Larson, S., Rimal, R., Smith, K., Bennet, I., Bienstock, J, Guan, Y., & Johnson, R. (2013). Amelioration of oral literacy deficits in prenatal care: Results from a randomized trial. Oral presentation at the International Conference on Communication in Healthcare. Montreal, Quebec.
- Rimal, R.N., Mead, E., Cohen, J., Feighery, E., Chatterjee, N., & Yang, J. (2013). Implementation of the cigarettes and other tobacco products act (COTPA) in India: City

- population size as a predictor of compliance. Poster at the American Public Health Association annual meeting in Boston, MA.
- Mead, E., Rimal, R. N., Cohen, J., Feighery, E., & Chatterjee, N. (2013). Accessibility of tobacco by youth in India: An observational study of compliance with the cigarettes and other tobacco products act (COTPA). Poster at the American Public Health Association annual meeting in Boston, MA.
- Rimal, R. N. (2012). Key Themes, Debates, and Conversations in Health Communication Theory, Research, and Application: Engaging Diverse Worldviews in Dialogue. International Communication Association annual conference in Phoenix, AZ.
- Smith, K.C., Rimal, R.N., Figueroa, M.E., Chatterjee, N., Velu, S., & Pongurlekar, S., & Padon, A. (2012). Coverage of HIV in the Indian News Media: What can the social discourse reveal about national readiness for youth prevention and education? Poster presentation at the American Public Health Association annual meeting in San Francisco, CA.
- Rimal, R. N., Roberts, P., Dothi, W., Limaye, R., Mkandawire, G., & Brown, J. (2012). Social Amplification of Intervention Effects for HIV Prevention: The Role of Interpersonal Communication and Community Vibrancy in Malawi. Poster presentation at the American Public Health Association annual meeting in San Francisco, CA.
- Rimal, R. N., Mkandawire, G., Dothi, W., Roberts, P., Brown, J., & Limaye, R. (2012). Changes in HIV testing and condom use in Malawi: Findings at midterm from the Malawi BRIDGE II Program. Oral presentation at the International AIDS Society conference in Washington, DC.
- Mkandawire, G., Rimal, R. N., Limaye, R., Brown, J., & Roberts, P. (2012). Promoting HIV prevention behaviors through mass media and community engagement in Malawi. Oral presentation at the satellite session of the International AIDS Society conference in Washington, DC.
- Mead, E., Rimal, R. N., Roser-Renouf, C., Flora, J. A., Maibach, E. W., & Leiserowitz, A. (2011). Adopting climate control behaviors at the household level: A risk perception attitude (RPA) framework approach. Oral presentation at the American Public Health Association Annual Meeting in Washington, DC.
- Mead, E., Rimal, R. N., Roser-Renouf, C., Flora, J. A., Maibach, E. W., & Leiserowitz, A. (2011). Segmenting audiences for climate change communication: A Risk Perception Attitude (RPA) Framework Approach. Poster presented at the American Public Health Association Annual Meeting in Washington, DC.
- Rimal, R. N., Gielen, A., Borzekowski, D., Clearfield, E. M., & Parker, J. (2011). Teaching children fire safety through symbolic modeling on videos: Effects of message framing and parental mediation. Oral presentation at the American Public Health Association Annual Meeting in Washington, DC.
- Rimal, R. N. (2011). Explicating "level": Toward a multi-layered understanding of multilevel health interventions. Panel presentation at the International Communication Annual Meeting in Boston, MA.
- Storey, D., Rimal, R. N., Smith, K.C., Sun, C., & Raudne, R. (2011). The role of communication in mental health preparedness and response. Paper presentation at the International Communication Annual Meeting in Boston, MA.
- Rimal, R. N., Limaye, R., Brown, J., Roberts, P., Mkandawire, G, Kakhobwe, T., & Suzi, J. (2011). Understanding the role of structural norms in promoting health: The joint

- influence of campaign exposure and interpersonal communication. Paper presentation at the International Communication Annual Meeting in Boston, MA.
- Patel, S., Turner, M., Rimal, R. N., & Rains, S. (2011). Extending the risk perception attitude framework: Does priming risk and efficacy predict information seeking for those not initially at risk? Paper presentation at the International Communication Annual Meeting in Boston, MA.
- Jang, S., & Rimal, R. N. (2011). Normative influences for alcohol consumption among high school students in Korea: The role of drinking refusal self-efficacy. Paper presentation at the International Communication Annual Meeting in Boston, MA.
- Rimal, R. N., Lee, S., Wu, Y., & Juon, H.S. (2010). How self-efficacy can assist in translating knowledge into behavior: Promoting liver cancer prevention through Hepatitis B screening among Asian immigrants in Maryland. Poster presented at the 138th Annual Meeting of the American Public Health Association, Denver, Colorado.
- Marfani, F., Rimal, R.N., & Juon, H. S., (2010). Role of acculturation in explaining breast cancer prevention behaviors among immigrant Asian Indian women in the United States. Poster presented at the 138th Annual Meeting of the American Public Health Association, Denver, Colorado.
- Mkandawire, G., Suzi, J., Kakhobwe, T., Limaye, R., Roberts, P, Kadzandira, J., & Rimal, R. N. (2010). Using radio to reduce stigma, improve knowledge and promote HIV testing: The Malawi Radio Diaries program. Oral presentation at the 138th Annual Meeting of the American Public Health Association, Denver, Colorado.
- Rimal, R. N., Limaye, R., Mkandawire, G, & Brown, J. (2010). Exposure to BRIDGE Project and its effects on self-efficacy among Malawians. Oral presentation at the 138th Annual Meeting of the American Public Health Association, Denver, Colorado.
- Rimal, R. N., Sikka, R., Kakhobwe, T., Suzi, J., Mkandawire, M., Limaye, R., Brown, J., Aslan, L., & Kaneka, B. (2010). The Tisankhenji radio program for young girls in Malawi: Using schools for promoting career goals to reduce vulnerability to HIV infection. Paper presented at the International Communication Association Annual Meeting in Singapore.
- Lagasse, L., Rimal, R. N., Smith, K. A., Storey, D., Rhoades, E., Barnett, D., Omer, S., & Links, J. (2009). How accessible was information about H1N1 Flu? Literacy assessments of CDC guidance documents for different audiences. Oral presentation at the 137th Annual Conference of the American Public Health Association. Philadelphia, PA.
- Lettenmaier, C., Gamurorwa, A., Rimal, R. N., Kalyebara, R., Muyinga, P., Kayongo, E., & Kulabako, I. (2009). Addressing cultural norms around transactional sex for HIV prevention: Findings from the *YEAH Campaign* in Uganda. Oral presentation at the 137th Annual Conference of the American Public Health Association. Philadelphia, PA.
- Rimal, R. N., Böse, K., Brown, J., Mkandawire, G., Folda, L., Basalla, L., Kadzandira, J., & Kakhobwe, T. (2009). The Malawi BRIDGE Program: Effects on HIV prevention behaviors and behavioral predictors. Oral presentation at the 137th Annual Conference of the American Public Health Association. Philadelphia, PA.
- Mkandawire, G., Brown, J., Rimal, R. N., Limaye, R., Basalla, L., Folda, L., Kakhobwe, T., Böse, K., Sikka, R., & Aslan, L. (2009). Evaluating the Youth-Focused *Tisankhenji* Radio Program in Malawi: Effects on Career Aspirations, Self-Efficacy, and Determinants of HIV Prevention Behaviors. Oral presentation at the 137th Annual Conference of the American Public Health Association. Philadelphia, PA.

- Rimal, R. N., Berendes, S., Mkandawire, G., Böse, K., Brown, J. W., & Folda, L. (2009). Addressing the slow uptake of HIV testing in Malawi: The role of stigma, self-efficacy, and knowledge in the Malawi BRIDGE Project. Paper presented at the International Communication Association Annual Meeting, Chicago, IL.
- Rimal, R. N., Brown, J. W., Mkandawire, G., Folda, L., & Böse, K. (2009). Audience segmentation as a social marketing tool in health promotion: Use of the risk perception attitude (RPA) framework in HIV prevention in Malawi. Paper presented at the International Communication Association Annual Meeting, Chicago, IL.
- Holman, E., Rimal, R. N., Figueroa, M. E., Poppe, P., & Said, R. (2009). Defining sexual concurrency before we try to prevent it: An arrival at the categorical concept of “walking around outside” in central Mozambique. Paper to be presented at the International Communication Association Annual Meeting, Chicago, IL.
- Rimal, R. N., Creel, A. H., Bose, K., Mkandawire, G., Folda, L. K., & Brown, J. W. (2008). Using the Radio Diaries program to reduce HIV-related stigma in Malawi: Toward a better understanding of the role of interpersonal discussion. Paper presented at the National Communication Association Annual Meeting, San Diego, CA.
- Creel A. H., Böse, K., Mkandawire G., Folda L., Brown J., & Rimal R. N. (2008). Effects of the Malawi BRIDGE Radio Diaries on HIV-related stigma in Malawi: An experimental design in the field. Roundtable presentation at the American Public Health Association Annual Meeting, San Diego, California.
- Creel A. H., Böse, K., Mkandawire G., Folda L., Brown J., Rimal R. N. (2008). Psychometric assessment of HIV-related stigma indicators using two studies in Malawi. Poster presentation at the American Public Health Association Annual Meeting, San Diego, California.
- Rimal, R. N., Juon, H.S., & Somanchi, M. (2008). Use of the Risk Perception Attitude (RPA) Framework to Understand Information Seeking and Breast-Cancer Prevention Behaviors. Paper presented at the International Communication Association annual meeting in Montreal, Canada.
- Rimal, R. N., Gibson, S. L., & Smith, K. A. (2008). Explication of Barriers to Effective HIV Prevention: Using Counterarguments as Indicators of Barriers to Behavior Change in Malawi. Paper presented at the International Communication Association annual meeting in Montreal, Canada.
- Rimal, R. N., Greiner, A., Brown, J., Bose, K., Folda, L., Mkandawire, G., Graham, S. (2008). Interpersonal Discussion as an Amplifier of Campaign Effects: Experience from a Micro-credit Loan Program to Promote HIV Prevention and Financial Independence among Women in Malawi. Paper presented at the International Communication Association annual meeting in Montreal, Canada.
- Creel, A. H., Rimal, R. N., Bose, K., Mkandawire, G., & Folda, L. (2008). Health communication and HIV/AIDS stigma reduction: A field experience from Malawi. Paper presented at the International Communication Association annual meeting in Montreal, Canada.
- Rimal, R. N. (2008). Chair of panel: Research methods on the fly: Graduate student researchers from “here” doing research “over there.” International Communication Association annual meeting in Montreal, Canada.

- Rimal, R. N., Figueroa, M. E., & Federowicz, M. (2007). Measuring exposure to the *Radio Diaries* program in Malawi. Panel presentation at the American Evaluation Association, Baltimore, MD.
- Rimal, R. N., Figueroa, M. E., & Federowicz, M. (2007). Effects of *Alam Simsim* on preschool children's literacy, math skills, and gender attitudes: Findings from Egypt. Paper presentation at the International Communication Association annual meeting in San Francisco, CA.
- Lapinski, M. K., Kim, S., Rimal, R. N., Glazer, E., Nebashi-Nakahara, R., Sherman, S., & Detenber, B. (2007). "I'm not an exper, but...": The impact of self-deprecation and source expertise in three countries. Paper presentation at the International Communication Association annual meeting in San Francisco, CA.
- Rimal, R. N. (2007). The *Radio Diaries* Program in Malawi Designed to Reduce HIV Stigma: Evaluating the Different Measures of Exposure. Panel presentation at the International Communication Association annual meeting in San Francisco, CA.
- Lapinski, M., Rimal, R. N., Klein, K., Shulman, H. C., & Hepler, A. L. (2006). Perceived similarity, locus of control, and optimistic bias among people living with HIV/AIDS. Health Communication Division of the International Communication Association's annual meeting in San Antonio, TX.
- Rimal, R. N., Creel, A. H., & Keulder, E. (2006). Understanding the motivations underlying voluntary HIV testing behavior: An attribute-centered approach. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in Dresden, Germany.
- Rimal, R. N. (2006). How social actors ascribe meaning to behaviors. Panel presented at the Health Communication Division of the International Communication Association's annual meeting in Dresden, Germany.
- Lapinski, M. K., Rimal, R. N., Klein, K., Shulman, H. C., & Hepler, A. L. (2006). Perceived similarity, locus of control, and optimistic bias among people living with HIV/AIDS. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in San Antonio.
- Turner, M. M., Dart, B., Rimal, R. N. (2006). Predicting information seeking about genital herpes: A test of the risk perception attitude framework. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in San Antonio.
- Rimal, R. N., Morrison, D., Lapinski, M., & Wolf, E. (2005). A test and extension of the theory of normative social behavior (TNSB). Paper presented at the Health Communication Division of the National Communication Association's annual meeting in Boston.
- Rimal, R. N., Bose, K., Brown, J., Mkandawire, G., Joshi, K., & Foster, L. (2005). Extending the purview of the risk perception attitude (RPA) framework: Findings from HIV/AIDS prevention research in Malawi. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in New York.
- Moran, A., & Rimal, R. N. (2005). Testing the risk perception attitude (RPA) framework to promote maternal health: Findings from Burkina Faso. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in New York.
- Rimal, R. N., & Lapinski, M. (2004). Building a theory of normative influences: An explication of norms and a critique of the literature. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in Chicago.

- Rimal, R. N., Morrison, D., Moore, J., Banas, J., Rains, S., Jang, S. A., D'Urso, S., Han, S. H., de Vivar, C. R. (2004). What do you want first, the good news or the bad news? Effects of positive and negative feedback sequencing in interpersonal interactions. Paper presented at the Interpersonal Communication Division of the National Communication Association's annual meeting in Chicago.
- Rimal, R. N., Real, K., & Morrison, D. (2004). Expanding the theory of normative influences: The role of ambiguity and identity. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in New Orleans.
- Rimal, R. N., & Morrison, D. (2004). Understanding the "bias" in optimistic bias: How efficacy determines perceptions of personal vulnerability. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in New Orleans.
- Rimal, R. N., Cook, R. J., & Real, K. (2003). A model of normative influences: Explicating the relation between perceived norms and behaviors. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in Miami.
- Rimal, R. N., & Morrison, D. (2003). Some pessimism about optimistic bias: The role of similarity in assessment of personal vulnerability. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in Miami.
- Rimal, R. N., Cook, R. J., Lapinski, M., & Real, K. (2003). Moving toward a theory of normative influences: How perceived benefits and similarity moderate the impact of descriptive norms on behaviors. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in San Diego.
- Rimal, R. N., Morrison, D., Mitchell, M. M., & Kim, H. (2003). Risk and efficacy as motivators of change: Test of the risk perception attitude (RPA) framework. Paper presented at the Health Communication Division of the International Communication Association's annual meeting in San Diego.
- Rimal, R. N., & Real, K. (2002). How Can Communication Inform Our Understanding of Normative Influences on Health Behaviors? Panel presented at the Theme Session, National Communication Association annual meeting in New Orleans.
- Rimal, R. N., & Diers, A. (2002). Are Anti-Smoking Commercial Produced by Philip Morris Effective? A Comparison with the Truth-Dot-Com Commercials. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in New Orleans.
- Real, K., & Rimal, R. N. (2002). Friends Talk to Friends about Drinking: Examining the Role of Communication in Alcohol Use by College Students. Paper presented at the Health Communication Division of the National Communication Association's annual meeting in New Orleans.
- Rimal, R. N., & Mitchell, M. (2002). Explaining the Effects of Efficacy and Risk on Information Seeking about Skin Cancer: Anxiety Reduction or Incredulity? Panel presentation at the Health Communication Division, National Communication Association's annual conference in New Orleans.
- Schmisser, A., & Rimal, R. N. (2002). Studying the Influence of Social Support on Decisional Outcomes: The Role of Perceived Choice and Urgency. Paper presented at the

- Organizational Communication Division of the National Communication Association's annual meeting in New Orleans.
- Rimal, R. N., Real, K., & Hamm, F. (2002). How Do Normative Perceptions Influence Behaviors? The Moderating Role of Six Underlying Cognitive Mechanisms. Paper presented at the Health Communication Division, International Communication Association.
- Rimal, R. N., & Kim, H. (2002). Use of the risk perception attitude (RPA) framework in promoting information use. Paper presented at the Health Communication Division, International Communication Association, Seoul, Korea.
- Rimal, R. N., & Adkins, D. A. (2001). Using Computers to Narrowcast Health Messages: The Role of Audience Segmentation, Targeting, and Tailoring in Health Promotion. Paper presented at the American Public Health Association, Atlanta.
- Rimal, R. N., & Real, K. (2001). Punitive Alcohol Policies that can Backfire: Results from One University's Experience. Paper presented at the American Public Health Association, Atlanta.
- Rimal, R. N., & Adkins, D. A. (2001). Audience segmentation, physical activity, and satisfaction: Use of strategic communication in health promotion. Paper presented at the National Communication Association, Atlanta.
- Real, K., & Rimal, R. N. (2001). Explaining the relationship between norms and behaviors: Implications for campaigns against alcohol abuse by college students. Paper presented at the National Communication Association, Atlanta.
- Rimal, R. N., & Real, K. (2001). Perceived risk and self-efficacy as motivators of change: Support for the Risk Perception Attitude (RPA) Framework from two studies. Paper presented at the Annual Conference of the International Communication Association, Washington, DC.
- Real, K., & Rimal, R. N. (2001). Assessing the importance of skin cancer: Effects of frames of reference and issue involvement. Paper presented at the Annual Conference of the International Communication Association, Washington, DC.
- Kanihan, S. F., & Rimal, R. N. (2001). Time of decision and communication use patterns: When voters decide on a nonpartisan local issue. Paper presented at the Annual Conference of the International Communication Association, Washington, DC.
- Rimal, R. N. (2000). Coping with life and health care changes in the new millenium through communication: Engaging two disciplines. Respondent to panel, National Communication Association Conference in Seattle, WA.
- Rimal, R. N. (2000). Psychological targeting of health messages: Using the risk perception attitudes(RPA) framework in health promotion. Paper presented at the 50th Annual Conference of the International Communication Association, Acapulco, Mexico.
- Rimal, R. N. & Real, K. (2000). Validity issues in alcohol research: Purchasing behaviors and time spent drinking as measures of alcohol use by college students. Paper presented at the 50th Annual Conference of the International Communication Association, Acapulco, Mexico.
- Rimal, R. N. (1999). Intergenerational Transmission of Health: The Role of Intrapersonal, Interpersonal, and Communicative Factors. Paper presented at the 49th Annual Conference of the International Communication Association, San Francisco, California.
- Rimal, R. N., Flora, J. A., & Schooler, C. (1998). Achieving Improvements in Overall Health Orientation: Effects of Campaign Exposure, Information Seeking, and Health Media Use. Paper presented at the Kentucky Conference on Health Communication, University of Kentucky.

- Rimal, R. N., Flora, J. A., & Johnson, D. (1997). A cross-cultural study of international HIV/AIDS public service announcements. Paper presented at the 47th Annual Conference of the International Communication Association, Montreal, Canada.
- Rimal, R. N. & Flora, J. A. (1997). Physical activity, psychological predictors, and risk factors: Test of a longitudinal model. Paper presented at the 47th Annual Conference of the International Communication Association, Montreal, Canada.
- Rimal, R. N. (1997). Differential impact of emotional and rational PSAs on information processing and learning. Panel presentation at the 47th Annual Conference of the International Communication Association in Montreal, Canada..
- Rimal, R. N. (1996). How accurately do we know what others think? Role of communication in assessing others' opinions. Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL.
- Rimal, R.N. & Flora, J. A. (1996). Modifying Health Behaviors: The Differential Impact of Self-Efficacy & Perceived Barriers. Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL.
- Flora, J. A. & Rimal, R. N. (1995). Health behavior as outcomes of health communication campaigns. Panel presented at the 45th Annual Conference of the International Communication Association, Albuquerque, NM.
- Rimal, R. N. & Flora, J. A. (1994). Psychological and familial influences on children's dietary behavior: Perspectives from a health information campaign. Paper presented at the 44th Annual Conference of the International Communication Association, Sydney, Australia.
- Johnson, D. & Rimal, R. N. (1994). Comparison of HIV/AIDS television public service announcements around the world. Paper presented at the 44th Annual Conference of the International Communication Association, Sydney, Australia.
- Rimal, R. N. (1991). Pluralistic ignorance and environmental issues: Determinants of inaccurate perception. Paper presented at the 41st Annual Conference of the International Communication Association, Chicago, IL, USA.

EDITORIAL ACTIVITIES

Editor

Guest Co-editor, *Communication Theory* Special Issue on Communication and Norms, 2006

Federal Government Peer Review Activities

Member, Psychosocial Risk and Disease Prevention (PRDP) Study Section, National Institutes of Health; 2003-2007

Member, Risk, Prevention and Health Behavior (RPHB2) Study Section, National Institutes of Health; 2001- 2003

Editorial Board Member

Advances in Medicine, 2013

Journal of Mass Communication, Delinquency and Criminology, 2013

Communication Studies, 2003 – 2006; 2012-present

Communication Yearbook, 2008-2010; 2012-2014

Journal of Public Health Research, 2011-present

Plaridel: A Philippine Journal of Communication, Media and Society 2011-present

Asian Journal of Communication, 2010-present
Communication Quarterly (2010)
Social Influence, 2008-present
Journal of Health and Mass Communication, 2007-present
The Open Communication Journal, 2007-present
Journal of Communication, 2004 - present
Communication Monographs, 2005 – 2007, 2010-present
Human Communication Research, 2003 - 2010
Health Communication, 2000 – present

Journal Peer Review Activities

Reviewer, *International Journal of Psychology*
Reviewer, *International Journal of Public Opinion Research*, 2011
Reviewer, *Journal of Applied Social Psychology*, 2011
Reviewer, *American Journal of Public Health*, 2008
Reviewer, *Media Psychology*, 2008
Reviewer, *American Journal of Preventive Medicine*, 2007
Reviewer, *Communication Research*, 2004-2005
Reviewer, *Communication Theory*, 2004-2005
Reviewer, *Patient Education & Counseling*; 2004
Reviewer, *Health Education & Behavior*; 2004
Reviewer, Dissertation and Thesis of the Year Award, International Communication Association and National Communication Association, 2002-2003, 2005
Reviewer, *Human Communication Research*, 2002, 2003
Reviewer, *Journal of Health Communication*, 2002-present
Reviewer, *Communication Theory*, 2000, 2001
Reviewer, *Journal of Applied Communication Research*, 2001
Reviewer, *Journal of Communication*, 2000-2001
Reviewer, McGraw-Hill, 1999, 2000, 2001, 2003
Reviewer, Allyn & Bacon, 1996, 1998
Reviewer, Longman Publishers, 1998
Reviewer, *Journalism and Mass Communication Quarterly*, 1998
Reviewer, *Health Promotion International*, 1996
Elected Reviewer, Health Communication Division, International Communication Association, 1995, 1996, 1998-2002
Elected Reviewer, Health Communication Division, National Communication Association, 1999-2001
Panel Reader/evaluator, National Communication Association, 1998

US Federal Government Review Panels

Reviewer, NIH Pioneer Award, 2016
Reviewer, Loan Repayment Program, National Institutes of Health, 2009-2015
Reviewer, Fellowships: Risk, Prevention, and Health Behavior, National Institutes of Health, 2014-present
Reviewer, Avenir Award Program for Research on Substance Abuse and HIV/AIDS, National Institute on Drug Abuse, National Institutes of Health, 2015

Reviewer, RFA: HIV/AIDS and Substance Use among Black/African American Women and Young MSM, National Institute of Health, 2014

Reviewer, RFA: HIV/AIDS and Substance Use Among the Homeless and Unstably Housed, National Institutes of Health, 2014

Reviewer, Patient-Centered Outcomes Research Institute, 2012-2013

Reviewer, Decision, Risk and Management Science Program, National Science Foundation, 2008, 2010

Chair, ZDA1 NXR-B (6C), ARRA Grand Opportunities Prevention & Infrastructure Study Section, 2009

Reviewer, Challenge Grants, National Institutes of Health, 2009

Reviewer, Phase II Small Business Innovation Research Proposal, National Institute of Drug Abuse, NIH, 2009

Review Panel Member, NIDA Director's Avant-Garde Awards, National Institutes of Health, 2008

Review Panel Member, Small Business Innovation Research review panel, National Institutes of Drug Abuse, NIH, 2007

Review Panel Member, Patient Reported Chronic Disease Outcomes, NIH Roadmap Initiative Special Emphasis panel, NIH, 2004

Review Panel Member, National Institute of Environmental Health Sciences, NIH, 2004-2005

Review Panel Member, National Institute for Drug Abuse, NIH, 2004

Review Panel Member, Centers for Disease Control & Prevention, 2003

International Government & Non-Government Review Panels

Reviewer, The German Israeli Foundation for Scientific Research and Development, 2013

Reviewer, Netherland Organisation for Scientific Research, 2013

Qatar Science Foundation, Qatar, 2008, 2010, 2011, 2013

Singapore, Ministry of Health, Health Services Research Competitive Research Grant, 2009