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Education

- **Ph.D., Communication** 2010
University of California, Santa Barbara
Dissertation Title: *Perceived reality in media messages: Concept explication and testing*
Ph.D. Emphasis: Quantitative Methods in Social Science
- **M.A., Communication** 2008
University of California, Santa Barbara
M.A. Thesis Title: *Compassion desensitization: Comparing reactions to nonfiction disaster and fictional television violence*
- **B.A., Economics and Business** 2001
Westmont College, Santa Barbara, CA

Professional Experience

- **Director**, Postdoctoral Fellowship in Global Tobacco Research 2021 – present
Georgia State University
- **Associate Professor** 2021 – present
• **Assistant Professor** 2016 - 2021
Second Century Initiative (2CI) Scholar
Department of Health Policy and Behavioral Sciences
School of Public Health, Georgia State University
- **Postdoctoral Research Fellow** 2011 – 2016
Center for Tobacco Control Research and Education
University of California, San Francisco

Publications (124 total; 26 as first or solo author, 45 as senior author)

(Underline = Mentee at the time of publication: Postdoctoral Fellow, PhD Student, MD Student, or MPH Student)

Massey, Z.B., Fairman, R.T., Cham, B., Alqahtani, M., Luo, R., Waver, S., **Popova, L.**, & Ashley, D.L. (in press). Types of electronic nicotine delivery systems (ENDS) used by people of different age and smoking status groups: results from a US nationally representative survey. *BMJ Open*. doi: doi:10.1136/bmjopen-2024-087775

Reynolds, R.M., **Popova, L.**, Yang, B., Louviere, J.J., & Thrasher, J.F. (in press). Discrete choice experiments: A primer for the communication researcher. *Frontiers in Communication*.

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Tran, T. P. T., Cormier, J.-C., **Hopwood, C. A.**, **Foster, J.**, **Scheib, I.**, Li, F., Dolan, K. A., Lynch, N. A., Aycock, D. M., Spears, C. A., Stauber, C. E., Owen-Smith, A. A., Arias, J. J., Pechacek, T. F., & **Popova, L.** (in press). Building trust for community-engaged research: Recommendations from a qualitative study. *Journal of Participatory Research Methods*.

Chambers, M., Wilkin, H., Tindall, N., Lyn, R., & **Popova, L.** (in press). The role of culture in shaping food-related attitudes and behaviors: A qualitative study of African American and Afro Caribbean immigrant women. *Journal of Human Behavior in the Social Environment*. doi: 10.1080/10911359.2025.2451154.

Tran, T. P. T., Tran, T. T. H., Phan, T. H., Hoang, V. M., & **Popova, L.** (2025). Perceived harm of e-cigarettes relative to conventional cigarettes: Comparison among different measures in the US and Vietnam. *Addictive Behaviors*, 162. doi: 10.1016/j.addbeh.2024.108230.

Tran, T. P. T., **Menyongai, J.**, **Foster, J.**, **Scheib, I.**, **Allen, A.**, Graham, L., Li, F., Spears, C. A., Stauber, C., Dolan, K. A., Owen-Smith, A. A., Lynch, N. A., Weaver, S. R., Huang, J., Arias, J., Cormier, J.-C., & **Popova, L.** (in press). "Atlanta is like Wakanda... but with real big, big issues": A focus group study of community strengths and health issues in diverse groups in Atlanta, GA. *Family and Community Health*. doi: 10.1097/FCH.0000000000000428.

Churchill, V., Chubb, C.S., **Popova, L.**, Spears, C.A., & Pigott, T. (in press). The association between cannabis and depression: An updated systematic review and meta-analysis. *Psychological Medicine*.

Kute, N.G., Ashley, D.L., Spears, C.A., Nyman, A.L., Henderson, K.C., Do, V.V., Huang, J., & **Popova, L.** (2024). Association of tobacco purchasing behaviors with tobacco use by user groups during the COVID-19 pandemic: A mixed methods analysis. *PLoS One* 19(11): e0313566. doi:10.1371/journal.pone.0313566.

Astrup, J., Massey, Z.B., Li, Y., & **Popova, L.** (2024). Finally, some hope. Communicating systemic aspects of climate change mitigation. *Curator: The Museum Journal*. doi: 10.1111/cura.12657.

Johnson, A.L., **Popova, L.**, Kaye, J.T., & Mahoney, J. (2024). Examination of hope- and fear-based messages targeting older adults who smoke: A randomized trial. *Geriatric Nursing*; 60; 533-540. doi: 10.1016/j.gerinurse.2024.10.010.

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Bakhturidze, G., Popova, L., Kirpich, A., Berg, C., & Eriksen, M.P. (2024). Smoke-free legislation impact on the hospitality sector in the Republic of Georgia. *Tobacco Control*. doi: 10.1136/tc-2023-058513

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Reynolds, R. M., Thrasher, J. F., Yang, B., Henderson, K. C., Ashley, D. L., Hackworth, E. E., Ntansah, C. A., Pei, D., & Popova, L. (2024). Perceptions of a reduced nicotine policy and predictors of policy support: A nationally representative U.S. survey. *Preventive Medicine*, 184, 107952. doi: 10.1016/j.ypmed.2024.107952. PMCID: [PMC11613944](#).

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Cigarillos. *Nicotine & Tobacco Research*, 26(1), 87-93. doi: 10.1093/ntr/ntad155. PMCID: PMC10734388.

Duong, H.T., Sun, Y., Van Nguyen, L.T., Nguyen, K.T., & **Popova, L.** (2024). Before Omicron's Arrival: Effects of Negative Emotions and Comparative Optimism on COVID-19 Protection and Detection Behaviors. *Health Communication*, 39(7), 1429-1443. doi: 10.1080/10410236.2023.2218141.

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Hackworth, E.E., Ntansah, C., Henderson, K.C., Pei, D., Reynolds, R.M., Duong, H.T., Yang, B., Ashley, D., Thrasher, J.F., & **Popova, L.** (2023). "I crave a blunt, I don't crave a cigarillo": A focus group study on perceptions of nicotine and addiction among US adults who currently smoke little cigars or cigarillos. *International Journal of Environmental Research & Public Health*, 20, 5086. doi: 10.3390/ijerph20065086. PMCID: [PMC10049274](#).

Li, Y., Duong, H.T., Massey, Z.B., Churchill, V., & **Popova, L.** (2023). When Cigarette Smoking Meets COVID-19: How the Two Types of Threat and Efficacy Perceptions Interactively Predict Danger Control and Fear Control Processes. *International Journal of Environmental Research & Public Health*, 20(4), Article 2970. doi: 10.3390/ijerph20042970. PMCID: [PMC9957251](#).

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Duong, H.T., Massey, Z.B., Churchill, V., & Popova, L. (2021). Are Smokers Scared by COVID-19 Risk? How Fear and Comparative Optimism Influence Smokers' Intentions to Take Measures to Quit Smoking. *PLOS ONE*, 16(12): e0260478. doi: 10.1371/journal.pone.0260478. PMCID: [PMC8651098](#).

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Heley, K., **Popova, L.**, Moran, M.B., Taleb, Z.B., Hart, J.L., Wackowski, O.A., Westling, E., Smiley, S.L., & Stanton, C.A. (2021). Targeted tobacco marketing in 2020: The case of #BlackLivesMatter. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2021-056838. PMCID: [PMC9295306](#).

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Conference presentations (131 total)

(Underline = Mentee: Postdoctoral Fellow, PhD Student, MD Student, or MPH Student)

Pei, D., Thrasher, J. F., & **Popova, L.** (2025, March). *A longitudinal study on the mediating role of quit intentions on the relationship between perceived harm of regular and very low nicotine cigarettes and quitting behaviors.* To be presented at the 2025 Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, Louisiana, USA.

Shimul, S.N., **Popova, L.**, & Huang, J. (2025, March). *Price Elasticity of Cigarette Demand in Bangladesh: Assessing the Impact of Tobacco Taxes and Graphic Warning Labels Using a*

Volumetric Choice Experiment. To be presented at the 2025 Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, USA.

Adeniji, F., Mallory, V., Pei, D., Thrasher, J.F., & Popova, L. (2025, March). *Examining Spontaneous Cognitive and Emotional Reactions to Messages about Very Low Nicotine Cigarettes.* To be presented at the 2025 Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, USA.

Chaudhary, V., Bakhturidze, G., & Popova, L. (2025, March). *Tobacco Industry Funded "Tobacco Harm Reduction" Events among Medical Doctors in Republic of Georgia.* To be presented at the 2025 Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, USA.

Sirohi, A., Duong, H.T., Popova, L., & Baggett, K. M. (2024, June). *Communicating nonviolence messages: Effects of racial cues and message format on Black parents' message credibility perceptions and behavioral change.* Presented at the 74th International Communication Association Conference, Gold Coast, Australia.

Gendall, P., Popova, L., Thrasher, J.F., & Hoek, J. (2024, March). *Should very low nicotine cigarettes feature low nicotine messages? A cross-sectional survey from Aotearoa New Zealand.* Presented at the 2024 Annual Meeting of the Society for Research on Nicotine & Tobacco, Edinburgh, Scotland.

Pei, D., Reynolds, R. M., Ntansah, C. A., Hackworth, E. E., Henderson, K. C., Yang, B., Duong, H. T., Ashley, D. L., Thrasher, J. F., & Popova, L. (2024, March). *Effects of messages about very low nicotine cigarettes alone and in combination with messages about e-cigarettes: Findings from a randomized clinical trial.* Presented at the 2024 Annual Meeting of the Society for Research on Nicotine & Tobacco, Edinburgh, Scotland.

Kute, N., Ashley, D.L., Spears, C.A., Nyman, A.L., Henderson, K.C., Do, V.V., Huang, J., Popova, L. (2024, March). *Association of tobacco purchasing behaviors with tobacco use by user groups during COVID-19 pandemic: A mixed method analysis.* Presented at the 2024 Annual Meeting of the Society for Research on Nicotine & Tobacco, Edinburgh, Scotland.

Pei, D., Reynolds, R. M., Ntansah, C. A., Hackworth, E. E., Henderson, K. C., Yang, B., Duong, H. T., Ashley, D. L., Thrasher, J. F., & Popova, L. (2024, March). *Emotional reactions, psychological reactance, and perceived message effectiveness of very low nicotine cigarette messages.* Presented at the 2024 Annual Meeting of the Society for Research on Nicotine & Tobacco, Edinburgh, Scotland.

Ntansah, C.A., Reynolds, R., Hackworth, E.E., Henderson, K.C., Yang, B., Ashley, D.L., Popova, L., & Thrasher, J.F. (2024, March). *Assessing the impact of messages about reduced nicotine cigars products among little cigar and cigarillo users: A discrete choice experiment.* Presented at the 2024 Annual Meeting of the Society for Research on Nicotine & Tobacco, Edinburgh, Scotland.

Massey, Z. B., Fairman, R. T., Cham, B., Alqahtani, M., Luo, R., Weaver, S. R., Ashley, D. L., & Popova, L. (2023, November). *Associations between ENDS device type, age group, and smoking status among ENDS users in the US: A national cross-sectional survey.* Presented at the annual conference of the American Public Health Association, Atlanta, GA.

Pei, D., Sharapova, S., & Popova, L. (2023, November). *Reasons for not using electronic vaping products among smokers: findings from the 2019-2021 Euromonitor International's Voice of the Consumer: Nicotine Survey in 20 countries*. Presented at the annual meeting of the American Public Health Association, Atlanta, GA.

King, B., Giordano, N.A., Johnson, E., Febres-Cordero, S., & **Popova, L.** (2023, November). *Assessing the reactions to health communication campaigns for substance use, sexual health, and mental health services: Insights from focus groups in Fulton County, GA*. Presented at the annual meeting of the American Public Health Association, Atlanta, GA.

Stauber, C., Arias, J., Aycock, D., Cormier, J.-C., Dolan, K., Huang, J., Li, F., Lynch, L., Owen-Smith, A., **Popova, L.**, Pechacek, T. F., Salazar, L., Spears, C., Weaver, S. R. (2023, November). *Southern Urban Research for Growth and Equity (SURGE)-Engaging Local Communities in University Health Research*. Presented at the International Conference on Urban Health held in Atlanta, GA

Pei, D., Reynolds, R. M., Ntansah, C. A., Hackworth, E. E., Henderson, K. C., Yang, B., Duong, H. T., Ashley, D. L., Thrasher, J. F., & Popova, L. (2023, October). *Effects of messages about very low nicotine cigarettes alone and in combination with messages about e-cigarettes: Findings from a randomized clinical trial*. Presented at the Fall 2023 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Popova, L., Weaver, S.R., Cham, B., Massey, Z.B., Alqahtani, M.M., Fairman, R.T., Luo, R., & Ashley, D.L. (2023, October). *Prevalence and Reasons for Electronic Nicotine Delivery Systems (ENDS) Modifications Among US Youth, Young Adult, and Adult ends Users*. Presented at the Fall 2023 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

Churchill, V., Fairman, R.T., Brown, D., Massey, Z.B., Ashley, D.L., & Popova, L. (2023, June). *"I get the flavors and it makes me love vaping more: How and why youth users modify electronic nicotine delivery systems*. Presented at the 12th Annual Southeastern Pediatric Research Conference, Atlanta, GA, United States.

Li, Y., Duong, H., Massey, Z.B., Churchill, V., & **Popova, L.** (2023, May). *When Cigarette Smoking Meets COVID-19: How the Two Types of Threat and Efficacy Perceptions Interactively Predict Danger Control and Fear Control Processes*. Presented at the annual meeting of the International Communication Association, Toronto, Canada.

Ntansah, C., Hackworth, E., Henderson, K., Reynolds, R., Yang, B., Ashley, D.L., Thrasher, J.F., & Popova, L. (2023, May). *"Removing the nicotine from cigarillos is not going to get me to quit:" Reactions to Messages about Nicotine Reduction Policy Among People Who Use Little Cigars and Cigarillos*. Presented at the annual meeting of the International Communication Association, Toronto, Canada.

Sun, Y., Duong, H., **Popova, L.**, Nguyen, L., & Nguyen, K. (2023, May). *Before Omicron's Arrival: Effects of Negative Emotions and Comparative Optimism on Protection and Detection Behaviors*. Presented at the annual meeting of the International Communication Association, Toronto, Canada.

Popova, L., Arias, J., Aycock, D., Cormier, J.-C., Dolan, K., Huang, J., Li, F., Lynch, N., Owen-Smith, A., Pechacek, T.F., Salazar, L., Spears, C.A., Stauber, C., & Weaver, S.R. (2023, May). *SURGE (Southern Urban Research for Growth and Equity) - A community*

research project at Georgia State University. Presented at the 10th Annual Atlanta Studies Symposium, Atlanta, GA.

Popova, L., Eriksen, M.P., Whitney, C., & Gailey Wynne, A. (2023, March). *Training the next generation of global tobacco researchers*. Presented at the annual conference of the Society for Public Health Education, Atlanta, GA.

Reynolds, R.M., **Popova, L.**, Ashley, D.L., Henderson, K.C., Ntansah, C.A., Yang, B., Hackworth, E.E., Hardin, J.W., & Thrasher, J.F. (2023, March). Messaging about Very Low Nicotine Cigarettes to influence policy attitudes, harm perceptions, and smoking motivations: A discrete choice experiment. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, San Antonio, TX.

Ozga, J., Smiley, S., Hart, J., **Popova, L.**, & Stanton, C. (2023, March). *Premium cigar festivals: A potential target for marketing restrictions*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, San Antonio, TX.

Fairman, R.T., Reidy, D.E., Spears, C.A., & **Popova, L.** (2023, March). *Racism and discrimination: Examination of smoking behaviors among adults during the COVID-19 pandemic*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, San Antonio, TX.

Pei, D. & **Popova, L.** (2023, March). *The impact of anti- and pro-smoking messages among daily and nondaily smokers and non-smokers in China: Results from a nationally representative survey*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, San Antonio, TX.

Cham, B., Popova, L., & Weaver, S.R. (2023, March). *Factors associated with access to tobacco among children in the Gambia: Evidence from the 2017 Global Youth Tobacco Survey*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, San Antonio, TX.

Reynolds, R., **Popova, L.**, Thrasher, J.F., & Yang, B. (2022, May). *Discrete Choice Experiments: A Primer for the Communication Researcher*. Presented at the at the annual conference of the International Communication Association, Paris, France.

Duong, H.T., Massey, Z.B., Churchill, V., & **Popova, L.** (2022, May). *Are smokers scared by COVID-19 risk? How fear and comparative optimism influence smokers' intentions to take measures to quit smoking*. To be presented at the annual conference of the International Communication Association, Paris, France.

Fairman, R. T., Cho, Y.J., **Popova, L.**, Cummings, K.M., Nahhas, G.J., Smith, T.T., Chung-Hall, J., Fong, G.T., Borland, R., McNeill, A., & Thrasher, J.F. (2022, March). *Support for nicotine reduction in tobacco products: Findings from the 2016-2020 four country smoking and vaping surveys*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

Fairman, R. T., Weaver, S. R., Nyman, A., **Popova, L.**, Massey, Z. B., Reynolds, R., & Spears, C. A. (2022, March). *Disparities Among Smokers During the COVID-19 Pandemic: Examination of COVID-19 Related Worries by Sociodemographic Variables in a U.S. Nationally Representative Survey*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

Alqahtani, M.M., & Popova, L. (2022, March). "I Know That My Mod Has Different Colors And Different Types Of Designs that You Can Pick From:" A Focus Group Study Of General Reasons/Device Specific For Electronic Nicotine Delivery Systems (ENDS)." Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

Li, Y., Ashley, D., & **Popova, L.** (2021, October). *Modifications to electronic nicotine delivery systems: A content analysis of YouTube video comments*. Presented at the Fall 2021 NIH Tobacco Regulatory Science Meeting (Online).

Liu, J., Phua, J., Krugman, D., Xu, L., Nowak, G., & **Popova, L.** (2021, May). *Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach*. Presented at the annual conference of the International Communication Association (Online).

Ntansah, C., Loud, E., Lambert, V., Wu, C.-L., Popova, L., Salloum, R., Thrasher, J. (2021, May). *Using Ecological Momentary Assessment to Evaluate Harm Reduction Messages to Promote Vaping Among Adult Smokers*. Presented at the annual conference of the International Communication Association (Online).

Popova, L., Duong, H., Loud, E., Henderson, K., Ashley, D., & Thrasher, J. (2021, February). *Misperceptions of harm of nicotine and reduced-nicotine cigarettes and how to correct them: A qualitative study*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Popova, L., Fairman, R., Akani, B., Dixon, K., & Weaver, S.R. (2021, February). *A qualitative study of youth's and parents' reactions to e-cigarette prevention advertisements*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Massey, Z. B., Yang, B., Vasi, A., & Popova, L. (2021, February). *Analyzing Consumers' Reactions to Modified Risk Statements in IQOS Advertisements*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Loud, E.E., Duong, H.T., Henderson, K., Reynolds, R., Ashley, D., Thrasher, J.F., & **Popova, L.** (2021, February). *A qualitative study of perceptions of nicotine, addiction, and very low nicotine cigarette messages among current smokers, former smokers, dual users, and non-smokers*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Ntansah, C., Loud, E.E., Lambert, V., Wu, C.-L., Popova, L., Salloum, R., Nahhas, G., Ferguson, S., & Thrasher, J.F. (2021, February). *An evaluation of harm reduction messages that promote vaping among adult smokers: An ecological momentary assessment study*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Popova, L. (2021, January). *Introduction to the new frontiers in tobacco: Heated Tobacco Products*. Presented at the Nevada Public Health Cannabis and Vaping Summit. (Online).

Popova, L., Yang, B., & Sebeh, Y. (2020, May). *Further Evidence That Fear Appeals Do Not Backfire*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)

Li, Y., Yang, B., Henderson, K. C., & Popova, L. (2020, May). *A content analysis of U.S. adults' open-ended responses to e-cigarette risk messages*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)

Yang, B., & Popova, L. (2020, May). *Effects of Language Features of Modified Risk Tobacco Product Claims on Consumer Comprehension and Risk Perceptions of IQOS*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)

Massey, Z., Li, Y., Holli, J., Churchill, V., Yang, B., Henderson, K., Ashley, D., & Popova, L. (2020, March). *Modifications to Electronic Nicotine Delivery Systems (ENDS): A Content Analysis of YouTube Videos*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.

Fairman, R. T., Cho, Y.J., Popova, L., & Thrasher, J.F. (2020, March). *Support for nicotine reduction in tobacco products: Findings from the 2016 and 2018 four country smoking and vaping survey*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.

Li, Y., Yang, B., Owusu, D., & Popova, L. (2019, November). *High-emotion cigarette pictorial warning labels lead to more negative emotions and greater quit intentions than low-emotion pictorial and text-only warning labels*. Presented at the annual conference of the National Communication Association, Baltimore, MD.

Churchill, V., Weaver, S., Nyman, A., Yang, B., & Popova, L. (2019, November). *Comparative risk perceptions of electronic cigarettes and combusted cigarettes among U.S. adults: direct and indirect measures*. Presented at the American Public Health Association (APHA) Annual Meeting, Philadelphia, PA.

Yang, B., & Popova, L. (2019, November). *Role of negative emotional reactions in the effects of graphic cigarette warning labels on cigarette risk perceptions and behavioral intentions*. Presented at the American Public Health Association (APHA) Annual Meeting, Philadelphia, PA.

Popova, L. (2019, October). *The Launch of IQOS in the US: Report from Atlanta*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

Popova, L., Owusu, D., Nyman, A., Weaver, S.R., Yang, B., Huang, J., & Ashley, D. (2019, October). *Effects of framing nicotine reduction in cigarettes on anticipated tobacco product use intentions and risk perceptions among US adult smokers*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

Li, Y., Fairman, R., Churchill, V., Ashley, D., & Popova, L. (2019, October). *Users' modification to ENDS: interviews of ENDS enthusiasts*. Presented at the 2019 NIH Tobacco Regulatory Science Meeting in Bethesda, MD.

Baezconde-Garbanai, L., Rodriguez, Y.L., Henderson, B., Barahona, R., Cruz, T., Sussman, S., Unger, J., Hallett, C., Popova, L., & Steinberg, J. (2019, September). *Exposure to and perceptions of secondhand smoke exposure (tobacco and cannabis) and support for smoke and vape-free multiunit housing policy among diverse populations in Los Angeles*. Presented at the SRNT-Europe, Oslo, Norway.

Popova, L. (2019, May). *Perceived message effectiveness and affect*. Presented at the ICA Pre-Conference: New Conceptualizations and Research to Inform Message Testing: Perceived Message Effectiveness and Its Alternatives, Washington, DC.

Yang, B., & Popova, L. (2019, May). *Communicating risk differences between electronic and combusted cigarettes: The role of the FDA-mandated warning and a nicotine fact sheet*. Presented at the annual conference of the International Communication Association, Washington, DC.

Popova, L., Lempert, L.K., Chaffee, B., Halpern-Felsher, B., Max, W., Ling, P.M., Sung, H.-Y., Lightwood, J., & Glantz, S. (2019, February). *RJ Reynolds' Camel Snus Modified Risk Tobacco Product Applications Fail to Demonstrate Adequate Communication of Risk to Consumers and the Benefit to Public Health*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Owusu, B., Lawley, R., **Yang, B.**, **Henderson, K.**, **Bethea, B.**, & **Popova, L.** (2019, February). *The lesser devil you don't know: A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Yang, B., & Popova, L. (2019, February). *Testing messages communicating about nicotine and comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Yang, B., & Popova, L. (2019, February). *Psychological distress and responses to comparative risk messages about electronic cigarettes and combusted cigarettes with and without addiction warning*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

Yang, B., Liu, J., & **Popova, L.** (2018, November). *Emotional responses to messages communicating comparative risk of electronic cigarettes and combusted cigarettes*. Presented at the annual conference of the National Communication Association (Health Communication Division), Salt Lake City, UT.

Popova, L., Lempert, L.K., & Glantz, S.A. (2018, October). *Light and mild redux: Heated tobacco products' reduced exposure claims are likely to be misunderstood as reduced risk claims*. Presented at the 9th National Smokeless and Spit Tobacco Summit, Sacramento, CA.

Yang, B., & Popova, L. (2018, June). *Testing Messages about Comparative Risk of Electronic Cigarettes and Combustible Cigarettes*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

Yang, B., & Popova, L. (2018, June). *Testing the Role of Threat and Efficacy Beliefs in Intentions to Switch to Electronic Cigarettes Completely and Quit Smoking Among Smokers with and without Serious Psychological Distress*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

Popova, L., & Owusu, D. (2018, May). *Emotional responses to cigarette warning labels and their implications for perceived risk and quitting intentions: An experimental study*. Presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Yang, B., Owusu, D., & Popova, L. (2018, May). *Testing Messages About Comparative Harm of Electronic Cigarettes and Combustible Cigarettes*. Presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Popova, L. (2018, April). *Perceived Message Effectiveness: Causes and Consequences*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.

Popova, L., Owusu, D., & Masyn, K. (2018, February). *Hope + shame = greater intentions to quit: Emotional responses to experimental cigarette warning labels*. Presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Yang, B., & Popova, L. (2018, February). *How psychological distress is related to smokers' responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

Yang, B., & Popova, L. (2018, February). *Responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes: Smoking identity, threat, and efficacy*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

So, J., & **Popova, L.** (2017, November). *Who's tired of anti-tobacco messages? Profiling individuals with anti-tobacco message fatigue*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.

Owusu, D., So, J., & Popova, L. (2017, November). *From 'Damn! I didn't know that!' to 'Government lies to make smokers quit': Spontaneous adaptive and maladaptive responses to tobacco warning labels and their associated factors and outcomes*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.

Jones, D., Weaver, S.R., Popova, L., Sterling, K., Pechacek, T.F., & Eriksen, M.P. (2017, November). *National Comparisons of Dual Users of Smokeless Tobacco and Cigarettes and Exclusive Cigarette Smokers, 2014-2016*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.

Popova, L., Majeed, B., Owusu, D., & Ashley, D. (2017, October). *Who are the inveterate smokers?* Presented at the annual meeting of the Tobacco Centers for Regulatory Science (TCORS), Bethesda, MD.

Owusu, D., Lawley, R., & Popova, L. (2017, October). *Developing Messages Communicating Comparative Risk of Electronic and Combustible Cigarettes*. Presented at the annual meeting of the Tobacco Centers for Regulatory Science (TCORS), Bethesda, MD.

Popova, L. (2017, May). *Communicate to motivate: Lessons learned from anti-tobacco campaigns*. World Social Marketing Conference, Panel Session: The Soda Wars: Lessons Learned from 30+ Years of Tobacco Advocacy. Washington, DC.

Popova, L., McDonald, E.A., Sidhu, S., Barry, R., Richers Maruyama, T.A., Sheon, N.M., & Ling, P.M. (2017, March). *Dimensions of perceived harm of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: A qualitative study*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

Weaver, S.R., Jazwa, A., **Popova, L.**, Rothenberg, R.B., Slovic, P., & Eriksen, M.P. (2017, March). *Whom do Adults Trust for Health Information on Electronic Nicotine Delivery Systems?* Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

Popova, L., Owusu, D., Weaver, S.R., Kemp, C.B., Mertz, C.K., Pechacek, T.F., & Slovic, P. (2017, March). *Affect, risk perception, and the use of cigarettes and e-cigarettes: A population study of U.S. adults.* Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

Weaver, S.R., **Popova, L.**, & Eriksen, M.P. (2017, March). *Developing and evaluating health communication messages about ENDS for current smokers.* Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

Popova, L. (2016, November). *Health communication strategies for e-cigarettes.* Presented at World Cancer Congress, Paris, France.

Popova, L. (2016, October). *What features make cigarette warning labels be perceived as emotional or informational?* Presented at the American Public Health Association (APHA) Annual Meeting, Denver, CO.

Popova, L. (2016, June). *New Marketing and Policies on Marijuana and E-cigarettes impact on Young Adult Tobacco use.* American Marketing Association's Marketing and Public Policy Conference, Special Session: Exploring New Frontiers in Tobacco Marketing and E-cigarettes: Perspectives from Researchers Not Typically Attending the Marketing & Public Policy. San Luis Obispo, CA.

Popova, L. (2016, May). *Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels.* Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.

Holmes, L.M., **Popova, L.**, & Ling, P.M. (2016, April). *State of Transition: Marijuana Use Among Young Adults in the San Francisco Bay Area.* Presented at the Annual Meeting of the Population Association of America, Washington, DC.

Hennigan, D., & **Popova, L.** (2016, April). *Smokeless Tobacco Health Warnings: The Industry's FDA Strategy.* Presented at the 8th National Smokeless and Spit Tobacco Summit, Albuquerque, NM.

Popova, L. (2016, March). *Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels.* Presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.

Popova, L., So, J., Sangalang, A. L., Neilands, T. B., & Ling, P.M. (2016, March). *Level of nicotine dependence predicts emotional arousal in response to advertisements for alternative tobacco products.* Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

Popova, L., Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, November). *From Yummy Gummy to Arctic Ice: Adolescents' Use of Flavored Tobacco Products.* Presented at the American Public Health Association (APHA) Annual Meeting, Chicago, IL.

Popova, L., Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, October). *"For the good times": Adolescent use of cigarillos and response to promotional videos*. Presented at the Annual Fall Meeting of NIH Tobacco Centers of Regulatory Science (TCORS), Bethesda, MD.

Popova, L., McDonald, E.A., & Ling, P.M. (2015, September). *Marijuana, tobacco, e-cigarettes and young adults: Preliminary findings from Colorado developmental pilot project*. Presented at the State and Community Tobacco Control (SCTC) Research Initiative Meeting, San Diego, CA.

Holmes, L.M., **Popova, L.**, & Ling, P.M. (2015, September). *Sociodemographic and psychosocial predictors of marijuana use among young adults in the San Francisco Bay Area*. Presented at the State and Community Tobacco Control (SCTC) Research Initiative Meeting, San Diego, CA.

Ramo, D.E., **Popova, L.**, Zhao, S., Chavez, K., & Grana Mayne, R. (2015, June) *Content analysis of cannabis smartphone applications*. Presented at the Annual Meeting of the College on Problems of Drug Dependence, Scottsdale, AZ.

Popova, L., Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, May). *Adolescents' responses to e-cigarette and cigarillo advertising: An experimental study*. Presented at annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.

Popova, L., So, J., Sangalang, A. L., & Ling, P.M. (2015, May). *Emotional responses to warning labels for alternative tobacco products and their implications for behavioral intentions: An experimental study*. Presented at annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.

Popova, L., & Ling, P.M. (2014, November). *Effect of warning labels and "endorsements" on perceived risk of alternative tobacco products among non-smokers*. Presented at the American Public Health Association (APHA) Annual Meeting, New Orleans, LA.

Popova, L., Lee, Y.O., & Ling, P.M. (2014, November). *Social smoking and use of alternative tobacco products among adult smokers in the US*. Presented at the American Public Health Association (APHA) Annual Meeting, New Orleans, LA.

Brown-Johnson, C., & **Popova, L.** (2014, October). *Smoking Stigma in Non-smokers, Smokeless Tobacco Users, Conventional Cigarette Users and Dual Users*. Presented at the UC San Francisco Health Disparities Research Symposium VIII, San Francisco, CA.

Popova, L., & Ling, P.M. (2014, August). *Smokers Response to Alternative Tobacco Product Warning Labels: An Experimental Study*. Presented at the National Conference on Health Communication, Marketing and Media, Atlanta, GA.

Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2014, April). *Controller Required? A Study of the Impact of Natural Mapping on Interactivity, Realism, Presence and Enjoyment in Motion-Based Video Games*. Presented at the Broadcast Education Association, Las Vegas, NV.
1st Place Open Paper for the BEA Interactive Multimedia and Emerging Technologies division paper competition.

Popova, L., Grana, R., & Ling, P.M. (2014, March). *New and alternative tobacco products: What health educators need to know*. Presented at the Society for Public Health Education Annual Meeting, Baltimore, MD.

Nagelhout, G., Kleemans, M., & **Popova, L.** (2014, March). *Influence of newspaper coverage about smoke-free laws with health or economic frames on readers' understanding of the reasons for the law: An experimental study*. Presented at the European Conference on Tobacco or Health, Istanbul, Turkey.

Grana, R. L., **Popova, L.**, & Ling, P. M. (2014, February). *A longitudinal analysis of e-cigarette use and quitting*. Presented at the Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting, Seattle, WA.

Popova, L., & Ling, P.M. (2013, November). *Perceived harm of branded and non-branded cigarettes and snus among US smokers*. Presented at the American Public Health Association (APHA) Annual Meeting, Boston, MA.

Popova, L., & Ling, P.M. (2013, August). *Double Trouble: New research on dual use of smokeless tobacco and other tobacco products*. Presented at the 7th National Smokeless and Spit Tobacco Summit, Missoula, MT.

Popova, L., & Ling, P.M. (2013, August). *The Lesser of Two Evils? Consumers' Perceived Risks of Smokeless Tobacco*. Presented at the 7th National Smokeless and Spit Tobacco Summit, Missoula, MT.

Popova, L., & Ling, P.M. (2013, June). *Testing effects of fear, threat, and efficacy on smokers' acceptance of novel smokeless tobacco products*. Paper presented at annual convention of the International Communication Association (ICA), London, UK.

Popova, L., Neilands, T.B., & Ling, P.M. (2013, June). *Testing messages to reduce smokers' openness to using novel smokeless tobacco products*. Paper presented at annual convention of the International Communication Association (ICA), London, UK.

Popova, L., & Ling, P. M. (2013, February). *Testing smokeless counter-marketing messages: The role of fear appeals*. Poster presented at the 2012 "It's about a Billion Lives" Symposium, University of California, San Francisco, San Francisco, CA.

Popova, L., & Ling, P. M. (2012, October). *Are fear appeals an effective tool to discourage smokers from using smokeless tobacco?* Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.

Popova, L., & Ling, P. M. (2012, October). *Is use of novel smokeless tobacco products associated with smoking cessation among US smokers?* Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.

Popova, L., Kostygina, G., Sheon, N., & Ling, P. M. (2012, October). *"It can't be as bad as smoking": Perceptions of smokeless tobacco and responses to anti-smokeless messages*. Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.

Popova, L., & Halpern-Felsher, B. L. (2012, August). *Prevalence and persistence of smoking-related optimistic bias in youth*. Paper presented at the 2012 National Conference on Tobacco or Health, Kansas City, MO.

Popova, L., & Ling, P. M. (2012, August). *Testing smokeless counter-marketing messages: The role of fear appeals.* Paper presented at the 2012 National Conference on Tobacco or Health, Kansas City, MO.

Popova, L., & Ling, P. M. (2012, May). *Novel "tobacco" product use and association with smoking cessation: A national study.* Paper presented at annual meeting of the Society of General Internal Medicine, Orlando, FL.

Ling, P. M., & **Popova, L.** (2012, March). *Understanding smokeless tobacco marketing.* Presented at the National Cancer Institute Smokeless Grantee Meeting, Houston, TX.

Ling, P. M., **Popova, L.**, Sheon, N., Kostygina, A., Sanders-Jackson, A., & Lewis, M. J. (2012, March). *Messages to discourage dual tobacco product use among smokers in the USA.* Paper presented at 15th World Conference on Tobacco or Health (WCTOH), Singapore.

Weber, R., & **Popova, L.** (2011, November). *Equivalence testing in quantitative communication research: Theory and application.* Paper presented at annual convention of the National Communication Association (NCA), New Orleans, LA.

Popova, L. (2011, May). *Empirical test of the dimensional structure of perceived reality of television: Cross-cultural comparison between the US and Japan.* Paper presented at annual convention of the International Communication Association (ICA), Boston, MA.

Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2011, March). *The Psychological Impact of Next Generation Game Systems: Presence and perceived reality as predictors of motion-based video game enjoyment.* Paper presented at the Baylor University Educational Technology Showcase, Waco, TX.

Popova, L. (2010, November). *The extended parallel process model: A critique of theory and research.* Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA. (**Top 4 Student Paper Award**)

Popova, L., Rudy, R., & Linz, D. (2010, November). *Content analysis research on sex roles: Past, present, and future.* Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA.

Gailliard, B., & **Popova, L.** (2010, November). *Developing a model for understanding business recycling behavior in Santa Barbara, California.* Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA.

Popova, L. (2010, June). *Empirical test of the structure of perceptions of reality in media messages.* Paper presented at the ICA Pre-Conference, Tokyo, Japan.

Popova, L. (2010, June). *Perceived reality in media messages: An explication of its dimensional structure.* Paper presented at annual convention of the International Communication Association (ICA), Singapore.

Popova, L. (2009, May). *Compassion desensitization: Comparing reactions to nonfiction disaster and fictional television violence.* Paper presented at annual convention of the International Communication Association (ICA), Chicago, IL.

Popova, L. (2008, May). *How mass media communication about natural disasters facilitates helping behavior: A structural equation modeling analysis*. Paper presented at annual convention of the International Communication Association (ICA), Montreal, Canada.

Nabi, R., Prestin, A., Medder, R., & **Popova, L.** (2008, May). *Influence of affect on sufficiency criterion: A heuristic-systematic model approach*. Paper presented at annual convention of the International Communication Association (ICA), Montreal, Canada.

Nabi, R., Sopory, P., Medders, R., **Popova, L.**, & Prestin, A. (2007, November). *Does time to think affect metaphor persuasiveness? A look at metaphor, elaboration, perceived persuasiveness and attitude change*. Paper presented at annual convention of the National Communication Association (ICA), Chicago, IL.

Stohl, C., Stohl, M., & **Popova, L.** (2007, May). *A new generation of global corporate codes of ethics?* Paper presented at annual convention of the International Communication Association (ICA), San Francisco, CA.

Popova, L. (1998, May). *Kyrgyzstan: In search of a new ideology?* Paper presented at the International Student Conference organized by the Open Society Institute. Budapest, Hungary. (**Top Paper Award**)

Popova, L. (1998, April). *Exploring the possibility for inter-ethnic conflict in Central Asia*. Paper presented at the International Student Conference organized by The East East: Partnership Beyond Borders Program, Open Society Institute. St. Petersburg, Russia.

Popova, L. (1997, December). *Prospects of economic cooperation among the Central Asian countries*. Paper presented at the International Student Conference organized by the Open Society Institute. Almaty, Kazakhstan.

Invited Talks, Guest Lectures and Presentations

Managing PhD students and postdocs. Faculty development workshop. Georgia State University School of Public Health. October 2024.

How to write specific aims. Guest lecture for the PHPB 8100: NIH Grant Writing – Writing an F31 class, Georgia State University School of Public Health. September 2024.

Tobacco countermarketing: Foundations and innovations. Presented at the Tobacco-Related Disease Research Program (TRDRP) staff meeting; Online. June 2024.

Shifting smoke signals: How tobacco companies evolve marketing strategies. Presented at the Tobacco-Related Disease Research Program (TRDRP) staff meeting; Online. May 2024.

Customizing the Clouds: Exploring Modifications of Electronic Nicotine Delivery Systems (ENDS) Among Youth, Young Adults, and Adults in the U.S. Presented at the University of Bath, Bath, UK. March 2024.

Towards “affective” campaigns: Extended Parallel Process Model and use of fear in advertising. Guest lecture for the Social & Behavioral Theory class, Augusta University. February 2024.

Effects of Messages About Very Low Nicotine Cigarettes: Insights from Focus Groups, a Discrete Choice Experiment, and a Randomized Clinical Trial. Grand Rounds presentation at the Tobacco Online Policy Seminar (TOPS). December 2023.

Developing messages about reduced nicotine policy. Guest lecture for the Principles of Tobacco Control class, Georgia State University School of Public Health. October 2023.

Messaging about ANDS towards youth. Presented at the Implementation of a Nicotine Product Standard for Combusted Tobacco meeting. Minneapolis, MN. October 2023.

All the things you wanted to know about vaping. Presented at the GSU Great American Smokeout Day Webinar Panel: *All the Things You Wanted to Know but Were Afraid to Ask: A Conversation about Vapes, Tobacco, Exploitation, Stress and Social Justice.* November 2022.

Carpe covid: Leveraging tobacco users' experiences during COVID-19 to motivate cessation. Presented at the NCI's Tobacco Control Research Branch (TCRB) Scientific Staff Meeting. August 2022.

Towards "Affective" Campaigns. Presented at the NIH Workshop on Message Development and Targeting Approaches for Digital Tobacco Education Programs. Online. April 2022.

New Tobacco Marketing, Countermarketing, Economics & Policy. Presented as part of the *Currents of Public Health* webinar, Georgia State University School of Public Health. February 2022.

Invited speaker at the *NIH Grant-writing - Tips for Winning NIH Funding* webinar at Georgia State University. February 2022; October 2023.

Emotional responses to messages communicating comparative risk of electronic cigarettes and combustible cigarettes. Presented at the CDC Health Communication Science Journal Club, Atlanta, GA. June 2019.

"The lesser evil": Communicating about comparative risks of electronic and combusted cigarettes. Public talk at the ASPIRE 2025 Seminar, University of Otago, Wellington, New Zealand. May 2019.

Harnessing the power of emotion in tobacco communications. Presented at the University of Otago, Dunedin, New Zealand. May 2019.

The importance of emotions in health and healthcare decision-making. Presented at the Presence Center, Stanford University, Palo Alto, CA. February 2019.

Scaring the smokers or giving them hope: Emotions in anti-tobacco campaigns. Presented at the annual in-person meeting of the Evaluation Task Force for the California Department of Public Health Tobacco Control Program. San Francisco, CA. May 2018.

Communication and Marketing in Tobacco Regulatory Science. Seminar presented to the GSU TCORS trainees. Georgia State University, Atlanta, GA. November 2017.

From Mass to Masspersonal Media: Promoting Public Interest Research. Presented at the Center for Evaluation and Coordination of Training and Research in Tobacco Regulatory Science (CECTR) monthly webinar. June 2017.

Emotion versus reason in tobacco control communications. Presentation at the Irish Cancer Society. Dublin, Ireland. March 2017.

Harnessing the power of emotion in health communication. Invited colloquium at the Penn State Department of Communication Arts & Sciences. State College, PA. April 2016.

Marijuana Use and Perceptions: The Intersecting Triangle of Tobacco, Marijuana, and Electronic Devices. Presentation at "The Intersection of Tobacco & Marijuana" Staff In-Service at the California Department of Public Health. Sacramento, CA. February 2016.

Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels. Presentation at the Tobacco Policy Research Group, UC San Francisco. January 2016.

Effects of cigarette warning labels on smokers' subjective life expectancy. Presented at the Center for Evaluation and Coordination of Training and Research in Tobacco Regulatory Science (CECTR) monthly webinar. December 2015.

Effects of cigarette warning labels on smokers' subjective life expectancy. Presented at the UCSF TCORS General Meeting, San Francisco, CA, November 2015.

Randomized Behavioral Clinical Trials: 10 Lessons I Learned from the NIH Summer Institute. Seminar at the UCSF Center for AIDS Prevention Studies (CAPS) Methods Core. San Francisco, CA, September 2015.

Young adults' perceptions of risk of marijuana products and tobacco products in Colorado. Presentation at the meeting "Marijuana Regulation: Lessons from Tobacco-Related Disease Research and Tobacco Control" hosted by the Tobacco-Related Disease Research Program (TRDRP), Oakland, CA. July 2015.

Exploring the nexus of tobacco, e-cigarettes, and marijuana. Community presentation at the Youth Radio, Oakland, CA, May 2015.

From Mosquitoes to the Terminator: Tobacco Industry as Disease Vector. Keynote presentation at the South Dakota Spring Tobacco Control Institute, Pierre, SD. March 2015.

From Tobacco to E-cigarettes and Marijuana: Trading one Substance for Another. Presentation at the 50th Annual Miami Children's Hospital Pediatric Post Graduate Course, Miami, FL. March 2015.

Kirk versus Spock: Emotion, Reason and Tobacco Warning Labels. Presentation at the "It's About a Billion Lives" Symposium, University of California San Francisco. January 2015.

Recording available at <http://tobacco.ucsf.edu/about-a-billion-lives>

Warnings or Endorsements? New labels for alternative tobacco products. Presentation at the Behavioral Research Program, National Cancer Institute, Washington DC. November 2014.

Warnings or Endorsements? New labels for alternative tobacco products. Presentation at the Office of Science, Tobacco Control Program, FDA, Washington DC. November 2014.

How does it feel? Emotional responses to new labels for alternative tobacco products. Presentation at the Tobacco Policy Research Group, UC San Francisco. September 2014.

New Products, Same Old Tricks. Presentation at the E-Cigarette Seminar, California Department of Public Health. Sacramento, CA. September 2014.

Understanding perceived risk of tobacco products. Presentation at the Centers for Disease Control and Prevention (CDC) Office on Smoking and Health. Atlanta, GA. August 2014.

Research on electronic cigarettes to inform environmental health regulations. Presentation at the National Environmental Health Association (NEHA) and the International Federation of Environmental Health (IFEH) Annual Educational Conference. Las Vegas, NV. July 2014.

Scaring the Snus Out of Smokers: Effects of Fear, Threat, and Efficacy on Smokers' Acceptance of Novel Smokeless Tobacco Products. Presentation at the Department of Health Promotion of Maastricht University. Maastricht, Netherlands. May 2014.

Achievements and Challenges in Tobacco Control Communications. Presentation at the Alliantie Nederland Rookvrij (Alliance Smokefree Holland). Utrecht, Netherlands. May 2014.

Research on electronic cigarettes to inform public health. Presentation at the Institut Català d'Oncologia. Barcelona, Spain. May 2014.

Warnings or Endorsements? New labels for alternative tobacco products. Presentation at the American Legacy Foundation, Washington DC. March 2014.

Warnings or Endorsements? New labels for alternative tobacco products. Presentation to the Advisory Committee for the Center for Tobacco Control Research and Education, UC San Francisco. January 2014.

Warnings or Endorsements? New labels for alternative tobacco products. Presentation at the Tobacco Policy Research Group, UC San Francisco. November 2013.

Testing messages to reduce smokers' openness to using novel smokeless tobacco products. Presented as part of CDC OSH Media Network Webinar "Communicating about E-Cigarettes." July 2013.

(Mis)calculated risks: Perceptions of harm of various tobacco products. Presentation at the Tobacco Policy Research Group, UC San Francisco. March 2013.

Testing messages to reduce smokers' openness to using new smokeless tobacco products: The role of fear, threat, and efficacy. Presentation to the Health Communication and Informatics Research Branch, Behavioral Research Program, National Cancer Institute. Washington, DC. December 2012.

Post-Doc: How to Get It and How to Succeed in It. Presentation to the graduate students at the Communication Department, UC Santa Barbara as part of the Graduate Alumni Career Panel. May 2012.

Testing Smokeless Counter-Marketing Messages: the Role of Fear Appeals. Presentation at the Tobacco Policy Research Group, UC San Francisco. December 2011.

Equivalence Testing in Quantitative Social Science. Lecture presented at the Quantitative Methods in the Social Sciences (QMSS) colloquium at UC Santa Barbara. May 2009.

Communication in a Disaster. Lecture presented to undergraduate students in Comm 160SC at UC Santa Barbara. January 2009.

Why People Play Games? Selective Exposure Theory. Lecture presented to undergraduate students in Comm 154 (Video Game Research) at UC Santa Barbara. November 2008.

Correlation. Lecture presented to undergraduate students in Comm 87 (Intro to Statistics) class at UC Santa Barbara. July 2008.

Recycling outreach campaign for businesses, City of Santa Barbara Environmental Services Division. Presented at "Media and the environment: Communicating about Santa Barbara's ocean, air, and land" Public Presentation. Santa Barbara, California.

The CNN Effect and the Fox News Effect. Lecture presented to undergraduate students in Comm 130 (Political Communication) class at UC Santa Barbara. March 2008.

Resistance to Persuasion and Persuasion Campaigns. Lectures presented to undergraduate students in Persuasion class at UC Santa Barbara. November 2006.

Grants

Ongoing Research Support

Principal Investigator

National Cancer Institute R01CA289552 (PI: Popova)	4/3/2024 - 3/31/2029 \$3,002,711
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Communicating for Health Equity in Digital Environments

Role: Principal Investigator

Using an innovative combination of qualitative, eye tracking, and quantitative (discrete choice experiment, randomized clinical trial) studies, to develop and test messages to reach low-SES smokers in the context of the FDA-proposed ban on menthol in cigarettes and flavors in cigar products.

National Cancer Institute/Food and Drug Administration R01CA239308 (Competitive renewal; PI: Popova)	2/1/2024 - 1/31/2029 \$3,910,983
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Communicating about Nicotine and Differential Risks of Tobacco Products in Priority Populations

Role: Principal Investigator

To test the effects of messages about reduced nicotine in combusted cigarettes on behavioral outcomes in priority populations in the context of using very low nicotine content cigarettes, approximating the initial implementation of a national nicotine reduction policy accompanied by a communication campaign.

CDC Foundation

8/1/2021 - 3/31/2026

Postdoctoral Fellowship in Global Tobacco Research

\$1,597,609

Role: Program Director

To establish a postdoctoral program at GSU SPH in collaboration with the CDC foundation to train 6 postdoctoral fellows from low- and middle-income countries over the next 3 years and make them leaders in global tobacco research.

Robert Wood Johnson Foundation

8/15/2019 - 3/14/2025

Award #76688 (PI: Popova)

\$358,678

Monitoring the rollout of IQOS in Atlanta

Role: Principal investigator

Monitoring the rollout of heated tobacco product IQOS in Atlanta, GA to provide timely data on marketing and early adopters, with particular emphasis on priority populations.

Jewish Family & Career Services

03/01/2024 - 05/31/2025

Contract

\$30,000

Vape Pilot Development Project

Role: Principal Investigator

Conduct evaluation of a school curriculum aimed at vaping prevention.

Co-Investigator/Consultant

National Institute on Minority Health and Health Disparities

7/19/2023 - 1/31/2028

R01MD018728 (PIs: Sterling/Villanti)

\$666,743

The Unvarnished Truth: Pursuing Health Equity by Correcting Disinformation Targeting African Americans about the FDA's Proposed Ban on Menthol Cigarettes and Flavored Cigars

Role: Consultant

This study will develop a multi-level anti-disinformation message (ADM) campaign using a health equity lens. It will provide evidence of the effectiveness of the ADM campaign messages on flavor ban receptivity and tobacco industry beliefs among African Americans.

National Cancer Institute

9/01/2023 - 8/31/2025

R21CA287457 (PI: Harrell)

\$446,213

Does Tobacco Social Media Marketing Alter Adolescent Risk Perceptions and Use? Longitudinal Data-Adaptive Estimators and Causal Inference to Enhance Understanding

Role: Consultant

The major goals of this project are to use state-of-the-art techniques to examine the roles of e-cigarette social media marketing on adolescent e-cigarette risk perceptions and use.

Georgia Department of Behavioral Health 10/01/2023 - 09/30/2025
 44100-905-CMA00004370 (PI: Owen-Smith) \$160,500
Refugees, Immigrants, and Migrants Partners in Prevention Project (RIM PIPP)
 Role: Co-Investigator
 Developing and disseminating messages focused on substance abuse prevention education in refugee/immigrant/migrant (RIM) young adults

Completed Research Support

Georgia State University 7/01/2022 – 12/31/2023
 RISE (Research Innovation and Scholarly Excellence Challenge) Seed \$50,000
 Funding (PI: Popova)
SURGE: Southern Urban Research for Growth and Equity
 Role: Principal investigator
 To create infrastructure and collect preliminary data for establishing an epidemiological, multipurpose, prospective longitudinal cohort of Atlanta adults.

National Cancer Institute/Food and Drug Administration 9/16/2019 – 8/31/2023
 R01CA239308 (PIs: Popova/Thrasher) \$1,374,688
Communicating about Nicotine and Differential Risks of Tobacco Products
 Role: Principal Investigator
 The major goal of this project is to develop effective messages to communicate about reduced nicotine in combusted cigarettes and different levels of risk in various tobacco products, including modified risk tobacco products.

National Cancer Institute/Food and Drug Administration 9/16/2019 – 8/31/2023
 R01CA239308-03S1 (PIs: Popova/Thrasher) \$52,572
Administrative Supplement
 Role: Principal Investigator
 To conduct a discrete choice experiment (DCE) study on messages about reduced nicotine in cigar products (including little cigars and cigarillos) with White and Black cigar product users.

National Cancer Institute/Food and Drug Administration 9/20/2019 – 8/31/2023
 R01CA239308-03S2 (PIs: Popova/Thrasher) \$28,618
Diversity Supplement
 Role: Principal Investigator
 To train a diversity PhD candidate Charity Ntansah in developing and testing messages communicating about reduced nicotine in cigar products.

National Institute on Drug Abuse/Food and Drug Administration 9/15/2018 – 2/28/2023
 R01DA047397 (PIs: Ashley/Popova) \$1,295,619
The Impact of Design Characteristics on the Modification Potential of Electronic Nicotine Delivery Systems
 Role: Principal Investigator

The major goals of the project are to identify the various ways users modify ENDS and to evaluate the role of ENDS product characteristics that lead to modification and what motivates these activities in order to guide public health policy and regulatory decision-making for new product review and product standards.

National Institute on Drug Abuse/Food and Drug Administration R01DA047397-02S1 (PIs: Ashley/Popova)	9/1/2019 – 2/28/2023 \$303,211
<i>Administrative Supplement</i>	
Role: Principal Investigator	
Studying the early adopters of IQOS tobacco heating system in Atlanta by assessing their behavior, knowledge, risk perceptions, exposure to marketing, tobacco use history, and reasons for using IQOS.	
National Cancer Institute/Food and Drug Administration K99CA187460/R00CA187460 (PI: Popova)	9/12/2014 – 11/30/2020 \$960,823
<i>Communicating Harm of New Tobacco Products</i>	
Role: Principal Investigator	
Comparing the effects of informational messages and those that combine information with emotional appeals on perceptions of harm of tobacco products, intentions to use tobacco products, and attitudes towards regulation of these products.	
Fulton County Board of Health Intergovernmental Agreement (PI: Popova)	8/15/2019 – 12/31/2019 \$164,139
<i>Development of Youth E-cigarette Prevention (YEP) Campaign</i>	
Role: Principal Investigator	
Conducting formative research to identify knowledge, attitudes, and perceptions regarding e-cigarettes and pre-test potential messages for a social marketing youth e-cigarette prevention campaign.	
National Cancer Institute U01CA154240 (PI: Ling)	8/4/2011-7/31/2016 \$5,885,076
<i>Countering young adult tobacco marketing in bars</i>	
Role: Co-Principal investigator on Pilot Developmental Project “New marketing and policies on marijuana and e-cigarettes impact on young adult tobacco use”	
Studying marketing and young adult use of electronic devices for tobacco and marijuana, as well as co-use of tobacco and marijuana in the context of legalized retail marijuana in the Denver Metropolitan Area.	
National Cancer Institute/Food and Drug Administration P50DA036109 (PI: Glantz)	9/19/2013-8/31/2018 \$24,436,536
<i>Improved Models to Inform Tobacco Product Regulation</i>	
Role: Principal Investigator on Postdoctoral Project “Effects of Cigarette Graphic Warning Labels on Smokers’ Subjective Life Expectancy”	
Major Goals: Conduct multidisciplinary research to inform the FDA’s regulation of the manufacture, distribution and marketing of tobacco products to protect public health.	

National Cancer Institute R01CA141661 (PI: Ling) <i>Understanding Smokeless Tobacco Marketing</i> Role: Postdoctoral Fellow Analysis of previously secret tobacco industry documents to understand the targets and impact of smokeless tobacco marketing, content analysis of current smokeless advertising, and pilot testing counter-marketing messages to decrease smokeless uptake.	9/30/2009 - 8/31/2014 \$2,456,601
National Institute on Drug Abuse/Food and Drug Administration P50DA036128 (PI: Eriksen) <i>The Science of Decision Making: Connecting People and Policy</i> Role: Co-Investigator The goal of this center grant is to establish a Tobacco Center of Regulatory Science (TCORS) that includes multidisciplinary research aiding in the development and evaluation of tobacco product regulations. The TCORS will lead the establishment of a broad national scientific base of tobacco regulatory research and demonstrate research excellence and leadership in tobacco regulatory science. The overarching goal is that results will contribute to the science base FDA will use to develop meaningful product regulation, which will in turn reduce the toll of tobacco-related disease, disability, and death in the United States.	9/1/2013 - 2/29/2020 \$19,833,787
National Cancer Institute R01CA194681-05S1 (PI: Huang) <i>Administrative Supplement</i> Role: Co-Investigator Monitoring and analyzing the IQOS tobacco heating system marketing in retail stores and public events in Atlanta, and IQOS marketing on social media, print media, and via direct mail/email.	9/1/2019 - 8/31/2021 \$368,291
National Cancer Institute/Food and Drug Administration R21CA245094 (PI: Byron) <i>Correcting public misperceptions about very low nicotine content cigarettes</i> Role: Consultant This project develops and tests messages to reduce the common misperception that very low nicotine content cigarettes are less likely to cause cancer than current cigarettes. This research will inform communications to help maximize the benefits of a nicotine reduction policy.	7/01/2019-6/30/2021 \$427,625
University of California Tobacco-Related Disease Research Program 26IR-0022 (PI: Baezconde-Garbanati) <i>Triangulum (Tobacco, E-Cigarettes, Marijuana) SHS exposure in multi-unit housing (MUH)</i> Role: Consultant The goal is to study the knowledge, attitudes, beliefs and behaviors, compliance, and best ways to communicate with tenants regarding tobacco, marijuana, and e-cigarettes smoke/vape-free policies in MUH.	7/1/2017 - 6/30/2019 \$495,000
Health Research Council of New Zealand 16/149 (PI: Hoek) <i>Supporting informed e-cigarette use: A mixed methods study</i>	10/1/2016 - 9/30/2019 \$1,196,668

Role: Consultant

This study aims to provide the first comprehensive NZ data on e-cigarette knowledge, beliefs and usage behaviours; evaluate information messages, and assess the impact these have relative to other product attributes.

CDC contract with ICF

9/28/2021 – 9/27/2023

Qualitative Inquiry to Support Tobacco-Related Surveillance and Applied Research

\$727,644

Role: Co-Investigator

Providing subject matter expertise for studies on youth tobacco and e-cigarette use prevention.

CDC funded Injury Prevention Research Center at Emory (PI: Giordano)

3/01/2022 – 3/30/2023

Improving Opioid Dispensing to Mitigate Risks and Address Disparities

\$85,000

Role: Co-Investigator

This qualitative study will develop novel medication warning labels to communicate opioid-related risks and improve understanding of naloxone among diverse patient populations prescribed opioids.

Fulton County Board of Health (PI: King)

5/01/2022 – 5/31/2023

Developing messages to reduce opioid stigma among individuals experiencing substance use disorder

\$74,196

Role: Co-Investigator

This qualitative study will develop and test messages for a communication campaign aimed at reducing opioid stigma in Georgia.

Honors and Awards

- Fellow, Society for Research on Nicotine and Tobacco 2025
- Faculty Award for Global Engagement – Research & Scholarship, Georgia State University 2023
- Women's Masters Winner, Blue Ridge 50k Ultramarathon, Blue Ridge GA 2023
- Selected to participate in the Leadership Academy for Women Faculty (LAWF), Georgia State University 2022-2023
- Excellence in Research Award, School of Public Health, Georgia State University 2022
- Selected to participate in the NIH Summer Institute on Randomized Clinical Behavioral Trials 2015
- 1st Place Open Paper for the Broadcast Education Association Interactive Multimedia and Emerging Technologies division paper competition 2014
- *Communication Methods and Measures* Article of the Year 2012 award 2013
- Lawrence W. Green Paper of the Year Award (Society for Public Health Education) 2013

- Selected to participate in the NIH Summer Institute on Social and Behavioral Interventions 2012
- Top 4 Student Paper Award, National Communication Association, Mass Communication Division 2010
- Graduate Research Award for Social Science Surveys (GRASSS) 2010
- George D. McCune 2009-2010 Dissertation Fellowship Award 2009
- UCSB Graduate Student Association's Excellence in Teaching Award for the Humanities and Social Sciences 2009
- "Red Cross Instructor of the Month" Award 2002

Professional Service

Editorial Board Member, *Human Communication Research* 2023-present

Editorial Board Member, *Health Education & Behavior* 2018-present

Associate Editor, *Health Education & Behavior* 2013-2018

Guest Editor, *International Journal of Environmental Research and Public Health*, Special Issue "Development and Evaluation of New Tobacco Control Interventions" 2017

Guest Editor, *Sex Roles: A Journal of Research*, Special Issues on Content Analysis 2010-2011

Peer Reviewer:

Journals:

<i>Addiction</i>	<i>Health Communication</i>
<i>Addiction Research & Theory</i>	<i>Health Education & Behavior</i>
<i>Addictive Behaviors</i>	<i>Health Education Research</i>
<i>American Journal of Preventive Medicine</i>	<i>Health Psychology</i>
<i>American Journal of Public Health</i>	<i>Hispanic Journal of Behavioral Sciences</i>
<i>Annals of Behavioral Medicine</i>	<i>Human Communication Research</i>
<i>Annals of Epidemiology</i>	<i>International Journal of Communication</i>
<i>Annals of Internal Medicine</i>	<i>International Journal of Drug Policy</i>
<i>Annals of the New York Academy of Sciences</i>	<i>International Journal of Environmental Research & Public Health</i>
<i>Appetite</i>	
<i>BMC Public Health</i>	<i>JAMA</i>
<i>British Journal of Health Psychology</i>	<i>JMIR</i>
<i>Communication Methods and Measures</i>	<i>JMIR Formative Research</i>
<i>Communication Monographs</i>	<i>JMIR Infodemiology</i>
<i>Communication Reports</i>	<i>Journal of Adolescent Health</i>
<i>Communication Research Reports</i>	<i>Journal of Behavioral Medicine</i>
<i>Drug and Alcohol Dependence</i>	<i>Journal of Communication</i>
<i>Experimental and Clinical Psychopharmacology</i>	<i>Journal of General Internal Medicine</i>
<i>Global Health Promotion</i>	<i>Journal of Health Communication: International Perspectives</i>

Journal of Psychoactive Drugs
Journal of Public Health in Africa
Journal of Public Policy and Marketing
Journal of Studies on Alcohol and Drugs
Journal of the National Cancer Institute
Nicotine & Tobacco Research
Pediatrics
PLOS ONE
Preventing Chronic Disease

Preventive Medicine Reports
Sex Roles: A Journal of Research
Social Science & Medicine
Substance Use & Misuse
Telematics and Informatics
Thorax
Tobacco Control
Tobacco Induced Diseases
Tobacco Prevention & Cessation

Conferences:

American Public Health Association (APHA): Alcohol, Tobacco, and Other Drugs
International Communication Association (ICA): Mass Communication, Communication and Technology, Health Communication Divisions
National Conference on Tobacco or Health (NCTOH)
National Communication Association (NCA): Mass Communication Division
Society for Public Health Education (SOPHE)
Society for Nicotine and Tobacco Research (SRNT)
Tobacco Regulatory Science (TRS)

Grants:

<i>National Cancer Institute (NCI), ZCA1 RTRB-U (J1), NCI Pathway to Independence Award for Outstanding Early-Stage Postdoctoral Researchers (K99/R00) and Mentored Research Scientist Development Award (K01); (Co-Chair)</i>	2024
<i>National Institutes of Health (NIH) Special Emphasis Panel ZRG1 CCHI-X 56 R, RFA-OD-23-017: Tobacco Regulatory Science</i>	2024
<i>California Tobacco-Related Disease Research Program (TRDRP)</i>	2024
<i>National Cancer Institute (NCI) Special Emphasis Panel ZCA1 RPRB-N (O1) NCI Program Project I (P01)</i>	2021
<i>National Institute on Drug Abuse (NIDA), Special Emphasis Panel ZDA1 YXF-U (05) Interventions to Prevent Electronic Nicotine Delivery Systems (ENDS) Use Among Adolescents (R01 - Clinical Trial Optional)</i>	2021
<i>Centers for Disease Control and Prevention (CDC), Special Emphasis Panel for FOA DP20-003 Health Promotion and Disease Prevention Research Centers: 2020 Special Interest Project Competitive Supplements (SIPS)</i>	2020
<i>National Institutes of Health (NIH), Center for Scientific Review Special Emphasis Panel: Electronic Nicotine Delivery Systems (ENDS): Population, Clinical and Applied Prevention Research</i>	2020
<i>University of Southern California, TCORS pilot grants</i>	2019-present

<i>National Institute on Drug Abuse (NIDA) Special Emphasis Panel: HEAL Initiative: Preventing Opioid Use Disorder in Older Adolescents and Young Adults (ages 16-30) (UG3/UH3)</i>	2019
<i>National Institute on Drug Abuse (NIDA) Special Emphasis Panel: Mechanism for Time-Sensitive Drug Abuse Research (R21 Clinical Trial Optional)</i>	2018
<i>National Science Foundation (NSF), Decision, Risk, and Management Sciences program</i>	2018-present
<i>Georgia State University, internal research grants</i>	2017-present
<i>Cancer Research UK</i>	2014

Government and other professional service

- **Member**, Tobacco Products Scientific Advisory Committee (TPSAC), Food and Drug Administration, Department of Health and Human Services. Silver Spring, MD.
- **Co-chair** of the “Analysis of Ads or Marketing techniques” of the Marketing Influences Special Interest Group, organized by the FDA-funded Center for Coordination of Analytics, Science, Enhancement, and Logistics in Tobacco Regulatory Science (CASEL; 2020)
- **Reviewer**, FDA’s report “The Science of a Nicotine Standard for Combusted Tobacco Products”
- Public testimony at the Atlanta City Council (Expansion of smokefree ordinance)
- **Member**, Evaluation Task Force for the California Tobacco Control Program (California Department of Public Health)
- **Subject Matter Expert**, Electronic Nicotine Delivery Systems Working Group Meeting for FDA’s The Real Cost Campaign (Bethesda, MD)
- Invited expert testimony at the San Francisco Board of Supervisors Land Use and Transportation Committee (Health Code - Sugar-Sweetened Beverage Warning for Advertisements)
- Public testimony at the San Jose City Council (Regulation of electronic cigarettes)
- Public testimony at the San Francisco Board of Supervisors Rules Committee public hearing (Ordinance to regulate electronic cigarettes)
- Public testimony at the New York City Council Committee on Health public hearing (Regulation of electronic cigarettes)

University Service

- Focus Project Coach, Mandela Washington Fellowship for Young African Leaders (Sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs)
- Member, PhD Committee, GSU School of Public Health

- Member, Grand Rounds Committee, GSU School of Public Health 2022-present
- Member & Chair, Departmental Promotion and Tenure Committees, Department of Health Policy and Behavioral Sciences, GSU School of Public Health 2021
- Member, Internal Grants Peer Review Committee, Georgia State University 2017-present
- Member, Admissions committees for PhD and MPH programs, School of Public Health, Georgia State University 2017-present
- Member, Ph.D. Comprehensive Examination Committee, GSU School of Public Health 2018-2022
- Fellowship Committee, Center for Tobacco Control Research and Education, University of California, San Francisco 2015-2016

Teaching Experience

- **Georgia State University, School of Public Health**
Instructor: Theory and Practice in Health and Prevention 2018-present
Instructor: Health Communication 2017
- **Centers for Disease Control and Prevention University (CDCU)**
Communication Strategies for Effective Public Health Interventions 2018
- **University of California San Francisco, Department of Medicine**
Social and Behavioral Science (SBS) small group facilitator 2015-2016
- **University of Tsukuba (Japan), College of Comparative Culture**
Lecturer Spring 2011
Seminar in Thematic Writing
Academic Writing
English for Specialized Subjects 1 A
- **Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), Almaty, Kazakhstan**
Visiting professor Summer 2010, 2011
Business Communication (MGT3201)
- **University of California, Santa Barbara; Department of Communication**
Teaching Assistant assignments 2005-2009
Lower Division Undergraduate Courses in Communication
Comm 1 – Introduction to Communication (2 times)
Comm 87 – Statistical Analysis for Communication (5 times)
Comm 88 – Communication Research Methods
Comm 89 – Theories of Communication
Upper Division Undergraduate Courses in Communication
Comm 117 – Persuasion

Comm 130 – Political Communication
 Comm 131 – Organizational Communication: A Global Perspective
 Comm 154 – Video Games Research
 Comm 160B – Diffusion of Innovations
 Comm 160D – Mass Media Business

- **University of California, Santa Barbara; Department of Slavic, Semitic, and Germanic Studies** 2007-2009
 - Sole Instructor** in Russian Conversation classes:
 - Slavic 8A – Russian Conversation 1 (2 times)
 - Slavic 8B – Russian Conversation 2 (2 times)
 - Slavic 110A – Advanced Russian Conversation 1
 - Slavic 110B – Advanced Russian Conversation 2

American Red Cross Teaching Experience 2002-2009

Disaster Training Courses Taught

- Orientation to the American Red Cross
- Introduction to Disaster Services
- Disaster Public Affairs: The Local Response
- Disaster Public Affairs: The National Response

Community Health and Safety Classes Taught

- Standard First Aid
- Adult CPR with Automatic External Defibrillator (AED)
- Child, Infant CPR & First Aid
- Babysitters' Training

Other creative activities

Software

Weber, R., & Popova, L. (2012). Effect and equivalence testing: Custom dialog for SPSS.
 Available from <http://www.dr-rene-weber.de/software.htm>

Formal Public Comments on Federal Regulations (36 total)

Lempert, L.K., Kim, M., Chaffee, B., Halpern-Felsher, B., Springer, M., **Popova, L.**, & Glantz, S.A. (2020). FDA should not authorize Philip Morris International to market IQOS with claims of reduced risk or reduced exposure. Docket No. FDA-2017-D-3001.

Popova, L., Halpern-Felsher, B., Chaffee, B., Lempert, L., & Glantz, S.A. (2020). 22nd Century's VLN cigarettes marketing with modified exposure claims has not been tested and will likely be appealing to youth and young adults. Docket No. FDA-2019-N-0994.

Benowitz, N.L., Lempert, L., **Popova, L.**, Halpern-Felsher, B., & Glantz, S.A. (2020). 22nd Century's MRTP application for its VLN cigarettes should be denied because it does not adequately address how its product would be actually used and because the modified exposure claim misleads consumers to believe this product is less harmful than conventional cigarettes. Docket No. FDA-2019-N-0994.

Lempert, L.K., Chaffee, B., **Popova, L.**, Kim, M., Max, W., Halpern-Felsher, B., & Glantz, S.A. (2019). FDA's proposed required textual warning label statements and accompanying color images will promote greater public understanding of the negative health consequences of smoking and should be implemented with some improvements. Docket No. FDA-2019-N-3065.

Popova, L., Fairman, R.T., Weaver, S., Li, Y., Churchill, V., & Eriksen, M. (2019). Scientific Data and Information About Products Containing Cannabis or Cannabis-Derived Compounds; Public Hearing; Request for Comments. Docket No. FDA-2019-N-1482.

Halpern-Felsher, B., Lempert, L., Kim, M., **Popova, L.**, Watkins, S.L., Chaffee, B., McKelvey, K., McQuoid, J., Keamy-Minor, E., Springer, M., Ling, P., & Glantz, S. (2019). Consultation on Potential Regulatory Measures to Reduce Youth Access and Appeal of Vaping Products: Evidence and Recommendations from the U.S. Experience. Comment submitted to Health Canada.

Lempert, L., Halpern-Felsher, B., Watkins, S.L., **Popova, L.**, Chaffee, B., McQuoid, J., Max, W., Ling, P., & Glantz, S. (2019). FDA must address youth tobacco addiction now by restricting technology and marketing strategies that appeal to and addict youth. Docket No. FDA-2019-N-1107.

Halpern-Felsher, B., Lempert, L., Watkins, S.L., Shivani, M.G., Chaffee, B., McKelvey, K., Kim, M., **Popova, L.**, Glantz, S. (2019). FDA must use its existing authority to combat the youth e-cigarette use epidemic by preventing addiction now, rather than by seeking to treat it after the fact. Docket No. FDA-2018-N-3952.

Popova, L., Sung, H.-Y., Chaffee, B., Halpern-Felsher, B., Max, W., Lempert, L., Churchill, V., Ling, P.M., Glantz, S. (2019). The revised Swedish Match modified risk tobacco product application for General Snus fails to provide evidence that the claim is not misleading and will have a beneficial effect on the population as a whole. Docket No. FDA-2014-N-1051-0915.

Chaffee, B., **Popova, L.**, Lempert, L., Halpern-Felsher, B., Max, W., Churchill, V., Ling, P.M., Glantz, S. (2019). FDA should not permit the U.S. Smokeless Tobacco Company to market Copenhagen Snuff with modified risk claims. Docket No. FDA-2018-N-3261-0001.

Popova, L., Max, W., Lempert, L., Halpern-Felsher, B., Glantz, S. (2018). PMI's December 22, 2017 amendment to its IQOS MRTP application failed to address concerns about dual use, flavors, risk perceptions, and its Population Health Impact Model. Docket No. FDA-2017-D-3001-0002.

Popova, L., Weaver, S.R., Huang, J., Spears, C., Pechacek, T.F., Owusu, D., Yang, B., Redmon, P., Lawley, R., Ashley, D., Zettler, P. (2018). Health Canada's Proposed Statements for Use in the Promotion of Vaping Products are Not Consistent with the Objectives of TVPA. Comment submitted to Health Canada.

Popova, L., Glantz, S.A., Lempert, L.K., Ling, P.M. (2018). RJR consumer perceptions studies are poorly designed and fail to provide sufficient evidence to evaluate the effects the proposed modified risk advertisements on consumer comprehension and behavioral intentions. Docket No. FDA-2017-N-4678-0001.

Chaffee, B., Vora, M., Lempert, L.K., **Popova, L.**, Hill, J., Glantz, S.A., Ling, P.M. (2018). Clinical Trials and Observational Epidemiology Indicate that Allowing Snus to be Marketed with Modified Risk Claims is Unlikely to Confer Population Benefit and May Cause Harm by Depressing Smoking Cessation. Docket No. FDA-2017-N-4678-0001.

Popova, L. (2018). Adding liquid nicotine to VLNC cigarettes is unlikely to become a widespread practice. Docket No. FDA-2017-N-6189-0001.

Halpern-Felsher, B., Lempert, L., Watkins, S., Chaffee, B., Gotts, J., Jacob, P., **Popova, L.**, Glantz, S. (2018). FDA should implement its proposed rule that manufacturers must present scientific evidence demonstrating that any flavored tobacco product is appropriate for the protection of the public health before receiving marketing authorization to use that flavor. Docket No. FDA-2017-N-6565.

Lempert, L., **Popova, L.**, Halpern-Felsher, B., McKelvey, K., Kim, M., Chaffee, B., Ling, P., Glantz, S. (2017). Because PMI has not demonstrated that IQOS is associated with lower risks, FDA should not permit modified exposure claims, because such claims are likely to be misunderstood as modified risk claims. Docket No. FDA-2017-D-3001.

Halpern-Felsher, B., McKelvey, K., **Popova, L.**, Kim, M., Chaffee, B., Vijayaraghavan, M., Ling, P., Lempert, L., Glantz, S. (2017). The evidence cited in PMI's MRTP Application indicates that the proposed labeling and warnings for IQOS will mislead consumers, particularly youth, about the product. Docket No. FDA-2017-D-3001.

Halpern-Felsher, B., McKelvey, K., Kim, M., Chaffee, B., Vijayaraghavan, M., **Popova, L.**, Ling, P., Lempert, L., Glantz, S. (2017). PMI's MRTP Application for IQOS Does Not Consider IQOS's Appeal to Youth or Adolescents, or the Likelihood that Youth and Adolescents will Initiate Tobacco Use with IQOS or Use IQOS with Other Tobacco Products. Docket No. FDA-2017-D-3001.

Popova, L., Owusu, D. (2017). The FDA should evaluate emotion as an outcome of warning labels, select a suitable control group, and warn about addiction and death as consequences of smoking. Docket No. FDA-2017-N-0932-0001

Lempert, L., Kim, M., **Popova, L.**, Glantz, S.A. (2017). FDA's Proposed Collection of Information on the Experimental Study on Warning Statements for Cigarette Graphic Health Warnings Should be Addressing the Graphic Images, not Merely the Textual Statements. Docket No. FDA-2017-N-0932-0001

Max, W., Lempert, L., Chaffee, B.W., Halpern-Felsher, B., Neeley, E., **Popova, L.**, Jacob, P., Glantz, S.A. (2017). The FDA's Proposed Tobacco Product Standard Limiting NNN Levels in Finished Smokeless Tobacco Products is Well-Justified but the Regulatory Impact Analysis Understates Benefits and Overstates Costs. Docket No. FDA-2016-N-2527-0001

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Computer Skills

- Statistical software: SPSS, STATA, AMOS, UCINet (network analysis)
- Qualitative data analysis software: ATLAS.ti, Dedoose, NVivo
- Online survey software (e.g., FluidSurveys, SurveyMonkey, Qualtrics)
- Adobe Acrobat Professional, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Web Design software: Macromedia Dreamweaver
- Video Editing software: Adobe Premier, QuickTime Pro, iMovie
- Online Course Management