

Curriculum Vitae

**Susan Mello**

Assistant Professor of Communication  
Department of Communication • Northeastern University  
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**EDUCATION**

- Ph.D.      Communication** 2013  
**University of Pennsylvania**, Philadelphia, PA  
Dissertation Title: Toxic? The Nature and Effects of Mothers' Exposure to  
Pediatric Environmental Health Information in the Media  
Committee: Drs. Robert Hornik, Joseph Cappella, Paul Messaris
- M.A.      Communication** 2010  
**University of Pennsylvania**, Philadelphia, PA
- B.A.      Communication – with honors, summa cum laude** 2006  
**Boston College**, Chestnut Hill, MA

**ACADEMIC APPOINTMENTS**

- Assistant Professor** 2014 - *present*  
Department of Communication, Northeastern University, Boston, MA
- Assistant Professor** 2013 – 2014  
School of Communication, The Ohio State University, Columbus, OH
- Lecturer** 2012  
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- Research Assistant** 2008-2013  
Penn Center of Excellence in Cancer Communication Research, Philadelphia, PA
- Teaching Assistant** 2011  
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- U.S. Fulbright Fellow** 2007-2008  
Département d'information et de communication, Université Laval, Québec, QC
- Teaching Assistant** 2004  
Communication Department, Boston College, Chestnut Hill, MA

**TEACHING & RESEARCH INTERESTS**

Health & environmental communication, media & message effects, behavior change theory, risk perception, cancer, quantitative research methods

## COURSES TAUGHT

### Northeastern University

COMM1225: Communication Theory Fall & Spring 2017, Fall 2016, Spring 2015, Fall 2014  
COMM4102: Health Communication Campaigns Fall 2017, Spring 2015

### The Ohio State University

COMM3160: Communication Research Methods Spring 2014  
COMM3332: Risk Communication Spring 2014, Fall 2013

### University of Pennsylvania

COMM125: Introduction to Communication Behavior Summer 2012

## GRANTS

**Mello, S.** (Co-PI) with Hermine Poghosyan. *Electronic and Tobacco Cigarettes Use Among Individuals At-High Risk for Lung Cancer: A NUCare Pilot Study*. NIH's National Institute of Nursing Research Center (P20) and Northeastern Center for Technology in Support of Self-Management & Health (NUCare). Total: \$40,000. 2016-2017.

**Mello, S.** (Co-PI) with Casper Hartevelde. EMBRACE: An Innovative Serious Game for Women with Cancer to Improve Self-Management Needs. Northeastern University, CAMD Faculty Research and Creative Activity Incentive Grant. Total: \$10,000. 2016-2017.

**Mello, S.** (PI). *Toxic? The Nature and Effects of Mothers' Exposure to Pediatric Environmental Health Information In The Media*. University of Pennsylvania, Wharton School Risk Management & Decision Making Center's Ackoff Doctoral Student Fellowship. Total: \$4,000. 2012-2013.

**Mello, S.** (PI). *How structured dialectical discourse of risk eased tension in North American LNG siting conflicts*. U.S. Student Fulbright Research Fellowship. Total: \$12,500. 2007-2008.

## PUBLICATIONS

### Peer-Reviewed Journal Articles (14)

Seitz, H. H., Schapira, M. M., Gibson, L., Skubisz, C., Forquer, H., **Mello, S.**, Armstrong, K., & Cappella, J. N. (accepted for publication). Explaining mammography decisions: The role of worry, fear, and perceived susceptibility to breast cancer. *Psychology & Health*. 10.1080/08870446.2017.1387261

Tan, A. S., **Mello, S.**, Bigman, C., & Sanders-Jackson, A. (2017). Knowledge about chemicals in e-cigarette secondhand vapor and perceived harms of exposure among a national sample of U.S. adults. *Risk Analysis*, 37(6) 1170-1180. doi: 10.1111/risa.12676

**Mello, S.** & Tan, A. S. (2016). Who's to blame? Media framing of responsibility for pediatric environmental health and mothers' perceptions of accountability. *Journal of Health Communication*, 21(12), 1217-1226. doi: 10.1080/10810730.2016.1240267

- Seitz, H. H., Gibson, L., Skubisz, C., Forquer, H., **Mello, S.**, Schapira, M. M., Armstrong, K., & Cappella, J. N. (2016). Effects of a risk-based online mammography intervention on accuracy of perceived risk and mammography intentions. *Patient Education & Counseling*, *99*(10), 1647-1656. doi: 10.1016/j.pec.2016.05.005
- Mello, S.** & Hovick, S. (2016). Predicting behaviors to reduce toxic chemical exposures among new and expectant mothers: The role of distal variables within the integrative model of behavioral prediction. *Health Education & Behavior*, *43*(6), 705-715. doi: 10.1177/1090198116637600
- Mello, S.** & Hornik, R. C. (2016). Media coverage of pediatric environmental health risks and its effects on mothers' protective behaviors. *Risk Analysis*, *36*(3), 605-622. doi: 10.1111/risa.12467
- Sanders-Jackson, A., Tan, A. S., Bigman, C., **Mello, S.**, & Niederdeppe, J. (2016). To regulate or not to regulate? Views on electronic cigarette regulations and beliefs about the reasons for and against regulation. *PLoS ONE*, *11*(8): e0161124. doi:10.1371/journal.pone.0161124.s001
- Mello, S.**, Bigman, C. A., Sanders-Jackson, A., & Tan, A. S. (2015). Perceived harm of secondhand e-cigarette vapors and policy support to restrict public vaping. *Nicotine & Tobacco Research*, *18*(5), 686-693. doi: 10.1093/ntr/ntv232
- Tan, A. S., Bigman, C. A., **Mello, S.** & Sanders-Jackson, A. (2015). Is exposure to e-cigarette communications associated with perceived harms of e-cigarette secondhand vapor? Results from a national survey of U.S. adults. *BMJ Open*, *5*: e007134. doi: 10.1136/bmjopen-2014-007134
- Mello, S.** (2015). Media coverage of toxic risks: A content analysis of pediatric environmental health information available to new and expecting mothers. *Health Communication*, *30*(12), 1245-1255. doi: 10.1080/10410236.2014.930398
- Hornik, R. C., Parvanta, S., **Mello, S.**, Freres, D. & Schwartz, J. S. (2013). Effects of scanning – routine health information exposure – on cancer prevention and screening behaviors in the general population. *Journal of Health Communication*, *18*(12), 1422-1435. doi: 10.1080/10810730.2013.798381
- Mello, S.**, Tan, A. S., Armstrong, K., Schwartz, J. S., Hornik, R. C. (2013). Anxiety and depression among cancer survivors: The role of information engagement with sources of emotional support information. *Health Communication*, *28*(4), 389-396. doi: 10.1080/10410236.2012.690329
- Mello, S.** (2012). Selling a super cosmeceutical: Contextualizing risk in direct-to-consumer advertising of Botox® Cosmetic. *Health, Risk & Society*, *14*(4), 385-398. doi: 10.1080/13698575.2012.680951
- Tan, A. S., **Mello, S.**, & Hornik, R. C. (2012). A longitudinal study on engagement with dieting information as a predictor of dieting behavior among adults diagnosed with cancer. *Patient Education & Counseling*, *88*(2), 305-310. doi: 10.1016/j.pec.2012.02.008

### Chapters in Edited Volumes (4)

- Mello, S.** (2017). Risk Communication. In M. Allen (Ed.) *The SAGE Encyclopedia of Communication Research Methods* (pp. 1514-1517). Thousand Oaks, CA: Sage. ISBN: 978-1-4833-8143-5
- Mello, S.** (2016). How structured dialectical discourse of risk eased tension in North American LNG siting conflicts. In C. N. Candlin, J. Crichton & A. S. Firkins (Eds.) *Communicating Risk* (pp. 189-207). Hampshire, UK: Palgrave Macmillan. ISBN: 978-1-137-47877-1
- Mello, S.** (2014). Mammography – Communicating Importance. In T. L. Thompson & G. J. Golson (Eds.) *Encyclopedia of Health Communication* (pp. 790-791). Thousand Oaks, CA: Sage.
- Mello, S. & Nunez, R.** (2011). Introduction: Closing the gap between the philosophical and the practical. In B. Zelizer (Ed.) *Making the University Matter: Shaping Inquiry in Culture, Communication and Media Studies*. New York, NY: Routledge.

### UNDER REVIEW (2)

- Bigman, C., **Mello, S.**, Sanders-Jackson, A., & Tan, A. S. (revise & resubmit). Intervening to say ‘No’ to secondhand smoke and vapor: Psychosocial correlates of intentions to ask others not to smoke or vape in public venues. *Health Communication*.
- Bigman, C., **Mello, S.**, Sanders-Jackson, A., & Tan, A. S. (under review). Prevalence and correlates of assertive communication about others' smoking and vaping in public venues: Results from a national survey of US adults. *Preventive Medicine Reports*.

### RESEARCH IN PROGRESS

- Mello, S.** (PI). *Risk communication, preconception health and gender role expectations: A survey of US adults*. Northeastern University. IRB Approval Received June 2017. Data collection on-going.

### PEER-REVIEWED CONFERENCE PAPERS (26)

- Bigman, C., **Mello, S.**, Sanders-Jackson, A., & Tan, A. S. (2017, May). Intervening to say ‘No’ to secondhand smoke and vapor: Psychosocial correlates of intentions to ask others not to smoke or vape in public venues. *66th Annual Conference of the International Communication Association*, San Diego, CA.
- Seitz, H. H., Gibson, L., Skubisz, C., **Mello, S.**, Schapira, M. M., Armstrong, K., & Cappella, J. N. (2017, Apr.). Immediate and long-term effects of a risk-based online mammography decision intervention on predictors of mammography behavior. *The 4<sup>th</sup> D.C. Health Communication Conference*, Fairfax, VA.

- Tan, A. S., **Mello, S.**, Sanders-Jackson, A., & Bigman, C. (2017, Mar.). Assertive communication about others' smoking and vaping in public venues—Prevalence and correlates from a national survey of US adults [Poster]. *23rd Annual Society for Research on Nicotine & Tobacco Annual Meeting*. Florence, Italy.
- Mello, S.** & Tan, A. S. (2016, Jun.). Who's to blame? Media framing of responsibility for pediatric environmental health and mothers' perceptions of accountability. *66th Annual Conference of the International Communication Association*, Japan.
- Ralston, R., Rhodes, N., **Mello, S.**, Ewoldsen, D. (2016, Jun.) Exploring the role of efficacy accessibility in risk behavior. *66th Annual Conference of the International Communication Association*, Japan.
- Sanders-Jackson, A., Tan, A. S., Bigman, C., **Mello, S.**, & Niederdeppe, J. (2016, Mar.). Evaluation of rationales for and against regulating e-cigarettes [Poster]. *22nd Annual Society for Research on Nicotine & Tobacco Annual Meeting*. Chicago, IL.
- Mello, S.** & Hovick, S. (2015, Nov.). Predicting behaviors to reduce toxic chemical exposures among new and expectant mothers: Implications for environmental health promotion. *101st Annual Convention of the National Communication Association*. Las Vegas, NV.
- Tan, A. S., **Mello, S.**, Bigman, C., & Sanders-Jackson, A. (2015, Oct.). How are beliefs about e-cigarette vapor constituents associated with perceived harms of e-cigarette vapor? An analysis of a national survey of U.S. adults [Poster]. *143rd American Public Health Association Annual Meeting*. Chicago, IL.
- Seitz, H. H., Gibson, L., Skubisz, C., Forquer, H., **Mello, S.**, Schapira, M. M., Armstrong, K., & Cappella, J. N. (2015, May). Effects of a personalized mammography decision aid on accuracy of risk perceptions and mammography intentions [Poster]. *65th Annual Conference of the International Communication Association*, Puerto Rico.
- Mello, S.**, Tan, A. S., Sanders-Jackson, A., & Bigman, C. A. (2015, Apr.). Perceived harm of secondhand e-cigarette vapors and policy support to restrict public vaping. *36th Annual Meeting of the Society of Behavioral Medicine*. San Antonio, TX.
- Tan, A. S., Bigman, C. A., **Mello, S.** & Sanders-Jackson, A. (2015, Mar.). Is exposure to e-cigarette communications associated with harms of e-cigarette vapors? Results from a national survey of U.S. adults [Poster]. *21st Annual Society for Research on Nicotine & Tobacco Annual Meeting*. Philadelphia, PA.
- Mello, S.** (2014, Nov.). Media coverage of toxic risks: A content analysis of pediatric environmental health information available to new and expecting mothers. *142th American Public Health Association Annual Meeting*. New Orleans, LA.
- Mello, S.** & Hornik, R. C. (2014, Nov.). Effects of media coverage on mothers' behaviors to protect pediatric environmental health. *100th Annual Convention of the National Communication Association*. Chicago, IL.

- Seitz, H. H., Gibson, L., Skubisz, C., Forquer, H., **Mello, S.**, Schapira, M. M., Armstrong, K., & Cappella, J. N. (2014, Nov.). Using a personalized online mammography decision aid to change normative beliefs about mammography. *100th Annual Convention of the National Communication Association*. Chicago, IL.
- Seitz, H. H., Schapira, M. M., Gibson, L., Skubisz, C., Forquer, H., **Mello, S.**, Armstrong, K., & Cappella, J. N. (2014, Oct.). Tailoring, exemplars, and amount of information in an online mammography decision aid: Effects on decision process outcomes [Poster]. *36th Annual Meeting of the Society for Medical Decision Making*. Miami, FL.
- Hornik, R. C., **Mello, S.**, Forquer, H., Tan, A. S., Johnson, M., Rusko, J., Schwartz, J. S. (2012, Nov.). Results from a randomized controlled trial testing the effects of routine health information exposure on cancer prevention and screening behaviors. *98th Annual Convention of the National Communication Association*, Orlando, FL.
- Mello, S.** (2012, Oct.). Public health campaigns to reduce risks associated with indoor air pollution: The canary in the American home [Poster]. *140th American Public Health Association Annual Meeting*. San Francisco, CA.
- Mello, S.**, Tan, A. S., Armstrong, K., Schwartz, J. S., Hornik, R. C. (2012, Oct.). Anxiety and depression among cancer survivors: The role of engagement with sources of emotional support information. *140th American Public Health Association Annual Meeting*. San Francisco, CA.
- Kim, H. S., **Mello, S.**, Lee, S. & Cappella, J. C. (2012, May). It takes two: The significance of examining both recency and frequency of media priming effects. *62nd Annual Conference of the International Communication Association*, Phoenix, AZ.
- Mello, S.** & Parvanta, S. (2011, Nov.). Routine and deliberate information exposure effects on mammography behavior. *97th Annual Convention of the National Communication Association*, New Orleans, LA. **\*Top Student Paper - Health Communication Division.**
- Mello, S.**, Tan, A. S., Forquer, H., & Hornik, R. C. (2011, Oct.). Negative effects of information scanning on behavior and opinion related to colorectal cancer screening. Unexpected results from a randomized controlled trial [Poster]. *National Cancer Institute Centers for Excellence in Cancer Communication Research (CECCR) Grantee Meeting*, St. Louis, MO.
- Tan, A. S., **Mello, S.**, & Hornik, R. C. (2011, Oct.). A longitudinal study on engagement with dieting information as a predictor of dieting behavior among adults diagnosed with cancer. *National Cancer Institute CECCR Grantee Meeting*, St. Louis, MO.
- Hornik, R. C., Cappella, J. N., Murphy, S. T., **Mello, S.**, Frank, L. B., Chen, N. (2011, May). The Annenberg National Health Communication Survey 2005-2011: Opportunities to use the public data. *61st Annual Conference of the International Communication Association*, Boston, MA.
- Mello, S.** (2010, Nov.). Selling a super cosmeceutical: Contextualizing risk in direct-to-consumer advertising of Botox® Cosmetic. *96th Annual Convention of the National Communication Association*, San Francisco, CA.

Hornik, R. C., Parvanta, S., **Mello, S.**, Freres, D. & Schwartz, J. S. (2010, Nov.). Effects of scanning routine health information exposure on cancer prevention & screening behaviors. *96<sup>th</sup> Annual Convention of the National Communication Association*, San Francisco, CA.

**Mello, S.** (2009, Nov.). A Canadian Utopia? Risk communication eases public tension over LNG siting in Québec. *95<sup>th</sup> Annual Convention of the National Communication Association*, Chicago, IL.

#### **INVITED LECTURES & PRESENTATIONS (10) (EST. EVENT AUDIENCE)**

**Mello, S.** (2017, May 9). Toxic News: Media Coverage of Pediatric Environmental Health & How Moms Respond. *Department of Social and Behavioral Sciences, Harvard T. H. Chan School of Public Health*, Boston, MA (10).

**Mello, S.** (2016, Nov. 4). CAMD First Friday. *College of Arts, Media and Design, Northeastern University*, Boston, MA (60).

**Mello, S.** (2016, Oct. 7). Health communication theory & research: An introduction. *Bouvé College of Health Sciences Honors Program, Northeastern University*, Boston, MA (25).

**Mello, S.** (2016, Sept. 9). CAMD First Friday. *College of Arts, Media and Design, Northeastern University*, Boston, MA (30).

**Mello, S.** (2015, Oct. 9). Health communication theory & research: An introduction. *Bouvé College of Health Sciences Honors Program, Northeastern University*, Boston, MA (25).

**Mello, S.** (2015, Sept. 29). Media coverage of prenatal/pediatric environmental health & maternal response. *Social Science Environmental Health Research Institute*, Boston, MA (20).

**Mello, S.** (2015, Mar. 31). Prenatal & pediatric health communication. *COMM3201: Health Communication, Dept. of Communication Studies, Northeastern University* (15).

**Mello, S.** (2015, Mar. 20). Unobtrusive research. *HLTH5450: Healthcare Research, Bouvé College of Health Sciences, Northeastern University* (15).

**Mello, S.** (2014, Nov. 14). Health communication theory & research: An introduction. *Bouvé College of Health Sciences Honors Program, Northeastern University*, Boston, MA (25).

**Mello, S.** (2011, Jun. 9). Siting conflicts: Public opinion and decision-making in risky situations. *COMM398: Media & Public Opinion, Annenberg School for Communication, University of Pennsylvania*, Philadelphia, PA (10).

#### **PROFESSIONAL MEMBERSHIPS**

International Communication Association (ICA)  
American Public Health Association (APHA)

National Communication Association (NCA)  
Society of Behavioral Medicine (SBM)

**HONORS AND AWARDS**

<b>Full tuition and research stipend</b> , Annenberg School for Communication, UPenn	2008-2013
<b>President's and Provost's Citation for Exceptional Commitment to Graduate Student Life</b> , UPenn	2013
<b>Russell Ackoff Doctoral Student Fellowship</b> , The Wharton School Risk Management & Decision Making Center, UPenn	2012
<b>Teaching Certificate</b> , Center for Teaching & Learning, UPenn	2013
<b>Graduate Research Student Travel Grant</b> , UPenn	2012
<b>Top Student Paper Award</b> , Health Communication Division, National Communication Association	2011
<b>Dean's Summer Research Fellowship</b> , Annenberg School for Communication, UPenn	2009-2012
<b>U.S. Student Fulbright Fellowship</b> , Institute of International Education	2007-2008
<b>John F. Norton Award</b> , College of Arts & Sciences, Boston College	2006
<b>John Henry Lawton Award</b> , Top Communications Graduate, Boston College	2006
<b>Norman Picklesimer, Jr. Outstanding Communication Major</b> , Boston College	2006
<b>Dean's List - Highest Honors</b> (all semesters), Boston College	2006
<b>Boston College Honor Societies:</b> Alpha Sigma Nu, Lambda Pi Eta, Golden Key, National Society of Collegiate Scholars	2006

**RESEARCH EXPERIENCE**

<b>Affiliate Member</b> , Social Science Environmental Health Research Institute <i>Northeastern University</i>	2017-present
<b>Research Fellow</b> , Center of Excellence in Cancer Communication Research (CECCR) <i>Annenberg School for Communication, University of Pennsylvania</i> Supervisors: Drs. Robert Hornik and Joseph Cappella	2008-2013
<b>Summer Research Fellow</b> , Dana-Farber Cancer Institute <i>Harvard School of Public Health, Boston, Massachusetts</i> Supervisor: Dr. K. Viswanath	2010
<b>Summer Research Fellow</b> , Center of Excellence in Cancer Communication (CECCR) <i>Annenberg School for Communication, University of Pennsylvania</i> Supervisor: Dr. Robert Hornik	2009, 2011
<b>U.S. – Canada Fulbright Fellow</b> <i>Université Laval, Québec City, Canada</i> Supervisor: Dr. Jacques de Guise	2007-2008

**NATIONAL & INTERNATIONAL SERVICE**

<b>Editorial Board</b> , <i>Frontiers in Public Health</i> , <i>Public Health Policy</i>	2015-2017
<b>Manuscript Reviewer</b>	
<i>Health Promotion International</i> (2017)	
<i>Health Communication</i> (2017, 2016 <sup>2</sup> , 2015 <sup>3</sup> , 2014, 2012)	
<i>Risk Analysis</i> (2016, 2014)	
<i>Journal of Health Communication</i> (2016)	
<i>Addiction</i> (2016)	
<i>Tobacco Control</i> (2016)	
<i>Frontiers in Public Health</i> (2016)	
<i>Environmental Practice</i> (2015)	
<i>Journal of Applied Communication Research</i> (2013)	
<b>International Conference Paper Reviewer</b> , International Communication Association - Health Communication and Environmental Communication Divisions	2012, 2014-2017
<b>National Conference Abstract Reviewer</b> , American Public Health Association - Public Health Education and Health Promotion Division	2012, 2014-2016
<b>Grant Reviewer</b> , Cancer Research UK, Population Research	2015

**UNIVERSITY & DEPARTMENT SERVICE**

<b>Academic Affairs Committee Chair</b> , College of Arts, Media & Design, Northeastern	2016-2018
<b>Curriculum Committee Chair</b> , Communication Studies, Northeastern	2014-2017
<b>Non-Tenure Track Promotion Committee</b> , Communication Studies, Northeastern	2015-2017
<b>Dinner with the Faculty</b> , Communication Studies, Northeastern	2014-2015
<b>Faculty Search Committee</b> , Communication Studies, Northeastern	2014-2015, 2017-2018
<b>CAMD Phoneathon</b> , Northeastern	2015
<b>BC Connections Mentoring Program</b> , Boston College	2015
<b>Vice Chair for Communications</b> , Executive Board, Graduate and Professional Student Assembly, UPenn	2012-2013
<b>Fulbright Graduate Program Student Mentor</b> , UPenn	2011-2012
<b>Research Student Representative</b> , Graduate and Professional Student Assembly, UPenn	2011-2012
<b>Treasurer</b> , Graduate Student Council, Annenberg School for Communication, UPenn	2010-2011

**OTHER PROFESSIONAL EXPERIENCE**

<b>Discovery Communications, LLC</b> , <i>Publicity Assistant</i> , Silver Spring, MD	2006-2007
<b>Boston Common Magazine</b> , <i>Public Relations Intern</i> , Boston, MA	2005
<b>Reebok</b> , <i>Marketing Intern</i> , Canton, MA	2004
<b>Brockton Family &amp; Community Resources</b> , <i>Public Relations Intern</i> , Brockton, MA	2003

**MEDIA COVERAGE OF RESEARCH**

<b>Northeastern Magazine</b> – Overload: How Americans often fail to respond productively to health news and information <a href="http://www.northeastern.edu/magazine/overload/">http://www.northeastern.edu/magazine/overload/</a>	2015 (Spring)
<b>Northeastern News</b> – 3Qs: The word on Ebola <a href="http://www.northeastern.edu/camd/commstudies/2014/10/20/3qs-the-word-on-ebola/">http://www.northeastern.edu/camd/commstudies/2014/10/20/3qs-the-word-on-ebola/</a>	2014 (Oct)
<b>WHYY</b> (Philadelphia Public Radio) – On-air interview on research on accurate health messages and news coverage of environmental health risks. <a href="http://www.newsworks.org/index.php/local/item/39073">http://www.newsworks.org/index.php/local/item/39073</a>	2012 (May)