
BIOGRAPHICAL SKETCH

NAME: Brad Love

eRA COMMONS USER NAME: BRAD_LOVE

POSITION TITLE: Associate Professor, School of Advertising and Public Relations

EDUCATION/TRAINING

INSTITUTION AND LOCATION	DEGREE	Completion Date MM/YYYY	FIELD OF STUDY
University of Florida, Gainesville, FL	BS	12/1998	Journalism
Michigan State University, East Lansing, MI	PhD	08/2007	Media Information Studies

A. Personal Statement

As a health communication researcher, I take a mixed methods approach to examine how information influences health outcomes. In particular, my work focuses on how digital media influence the life course of young adults affected by cancer and how those same channels can be employed for scalable, tailored interventions. This research falls primarily in the Population Health research area of the PRC. The adolescent and young adult age group is recognized by the NCI as an underserved population, and the health outcomes for this group are disproportionately negative for cultural and ethnic minorities. A large percentage of my work also fits into the Reproductive Health area because fertility issues are among the top concerns for young adults negotiating radiation and chemotherapy treatments. In the next five years, I will continue developing a project using smartphones, natural language processing, and large sets of health data to automate essential information and support in a personally tailored way to young adults affected by cancer. In the course of existing work, I have participated in several PRC conferences and benefited from both collaboration with peers and coaching from more senior scholars. I foresee the PRC playing an increasing role in coming years with the center's computing expertise in the Science & Technical Core as well as the support from the Administrative and Development Cores in helping projects operate smoothly. All these resources are not at all available in my home college on campus.

B. Positions and Honors**Positions and Employment**

2015-present Associate Director, Center for Health Communication, The University of Texas at Austin
2014-present Associate Professor, School of Advertising and Public Relations, The University of Texas at Austin
2007-2014 Assistant Professor, Department of Advertising and Public Relations, The University of Texas at Austin
2004-2007 Research Assistant, College of Communication Arts and Sciences, Michigan State University
2003-2006 Teaching Assistant, School of Journalism, Michigan State University
1999-2001 Course Instructor, Department of Journalism, University of Florida

Other Experience and Professional Memberships

2007- present Ad hoc reviewer, *Journal of School Health*
2008 Harry Ransom Center for Humanities Institute Fellow
2008 National Cancer Institute Advanced Training Institute in Behavioral Sciences Fellow
2008 Advertising Educational Foundation Visiting Professor Program
2009 Early Career Grant Development Program grant, Division of Statistics & Scientific Computation, The University of Texas at Austin
2010- present Ad hoc reviewer, *Journal of Health Communication*
2010- present Ad hoc reviewer, *International Journal of Advertising*
2011- present Ad hoc reviewer, *Science Communication*
2011- present Ad hoc reviewer, *American Journal of Public Health*
2011 Author, "The Need to be Superman: Caring for Young Men Dealing with Cancer" advisory report requested by Livestrong and Movember non-profits

2011	Author, "Thank goodness I have Planet Cancer: An Initial Examination of Planet Cancer Usage" advisory report for Livestrong
2011-present	Board of Directors and Professional Advisory Board, Cancer Support Community of Central Texas, Austin, TX
2012- present	Ad hoc reviewer, <i>Journal of Advertising</i>
2012	Editorial board member, <i>Health Communication</i> special issue on the Extended Parallel Process Model
2012- present	Ad hoc reviewer, <i>Cyberpsychology, Behavior, and Social Networking</i>
2012-present	Member, Austin Cancer Care Study, Data Working Group, Austin, TX
2013	"Journal Club" selection, <i>American Journal of Infection Control</i>
2013- present	Ad hoc reviewer, <i>Psycho-Oncology</i>
2013-present	Professional Advisory Council, Stupid Cancer Foundation, New York, NY
2014-present	Board of Directors, Stupid Cancer Foundation, New York, NY
2014- present	Ad hoc reviewer, <i>Journal of Adolescent and Young Adult Oncology</i>
2014-present	Ad hoc reviewer, Dutch Cancer Society
2014	Research Chair, Annual Meeting Planning Committee, Critical Mass Young Adult Cancer Alliance, Denver, CO
2014-present	Member, Student Learning Outcomes In Communication Project, National Communication Association
2014-present	Member, Advisory Committee, Rudd Center for Food Policy and Obesity, University of Connecticut
2015	Author, "Professional Service Expertise in the Digital Age" white paper for Pierpont Communication
2016	External grant reviewer, Moffitt Cancer Center
2016-present	Associate editor, <i>Journal of Cancer Survivorship</i>
Present	Member: Association for Education in Journalism and Mass Communication (AEJMC); International Communication Association (ICA); National Communication Association (NCA); Critical Mass: Young Adult Cancer Alliance

Honors

2011	Promising Professor Award from the Mass Communication & Society Division and the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication
2013	Adolescent and Young Adult Cancer Innovation and Research Award from the Steven G. AYA Cancer Research Fund and Critical Mass: The Young Adult Cancer Alliance

C. Contributions to Science

Digital Support for Adolescents and Young Adults Affected by Cancer

A recent but robust body of research demonstrates the continued poor outcomes for adolescents and young adults affected by cancer (AYA). Despite dramatic improvements in oncological care over the last 30 years, outcomes for the AYA population have not improved, and only recent research has begun examining late-presenting psychosocial effects. The main line of work in this area shows how AYAs turn to digital resources such as online support groups and social media discussions for information, support, and community.

- Myrick, J., Holton, A., Love, B., and Himelboim, I. (2015). "#StupidCancer: Exploring A Typology Of Social Support In An Online Interactive Environment." *Health Communication*. <http://dx.doi.org/10.1080/10410236.2014.981664>.
- Love, B. and Donovan-Kicken, E. (2013). "Online Friends, Offline Loved Ones, And Full-Time Media: Young Adult 'Mass Personal' Use Of Communication Resources For Educational And Emotional Support." *Journal of Cancer Education*, <http://doi:10.1007/s13187-013-0579-5>.
- Love, B., Mooney Thompson, C., Crook, B., and Donovan-Kicken, E. (2013). "Work and 'Mass Personal' Communication as Means of Navigating Nutrition and Exercise Concerns in an Online Cancer Community." *Journal of Medical Internet Research*, vol. 15, no. 5, p. e102. <http://doi:10.2196/jmir.2594>.
- Love, B., Crook, B., Mooney Thompson, C., Zaitchik, S., Knapp, J., LeFebvre, L., Jones, B., Donovan-Kicken, E., Eargle, E., and Rechis, R. (2012). "Exploring the Communication of Social Support within

Managing Uncertainty Due to a Medical Diagnosis

For many medical diagnoses, uncertainty is a powerful aspect of the experience. Uncertainty can drive a number of patient behaviors, including poor adherence to treatment recommendations and the ensuing poor outcomes. Digital tools can help people manage this uncertainty through a number of avenues, including more personally relevant information, non-judgmental support, and the opportunity to vent. These factors present opportunities for healthcare providers to pro-actively support patients by recommending resources and better understanding the patient journey.

- Crook, B. and Love, B. (in press). "I am sure just writing this post gave you some kind of cathartic release' Examining the Light and Dark of an Online Young Adult Cancer Support Community." *Qualitative Health Research*.
- Donovan-Kicken, E., Brown, L. E., LeFebvre, L., Zaitchik, S., and Love, B. (2014). "The uncertainty is what is driving me crazy': The Tripartite Model of Uncertainty in the Adolescent and Young Adult Cancer Context." *Health Communication*. <http://dx.doi.org/10.1080/10410236.2014.898193>.
- Donovan-Kicken, E., Lefebvre, L., Zaitchik, S., Brown, L., and Love, B. (2014). "Patterns of Social Support Communicated in Response to Expressions of Uncertainty in Online Conversations of Young Adults with Cancer." *Journal of Applied Communication Research*. <http://dx.doi.org/10.1080/00909882.2014.929725>.
- Love, B. and Mackert, M. (2014). "You May Have a Cancer-Causing Virus and Not Even Know It': Fear Appeals in Online News." *First Monday*, vol. 19, no. 2-3, <http://dx.doi.org/10.5210/fm.v19i2.4368>.

Complete List of Published Work in MyBibliography:

<https://www.ncbi.nlm.nih.gov/sites/myncbi/10akawArqufAj/bibliography/51569702/public/?sort=date&direction=descending>

D. Research Support

Ongoing Research Support

None at present.

Completed Research Support

None at present.