BIOGRAPHICAL SKETCH

Provide the following information for the Senior/key personnel and other significant contributors.
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NAME: Annice Kim, PhD, MPH

eRA COMMONS USER NAME (credential, e.g., agency login): annice

POSITION TITLE: Senior Social Scientist

EDUCATION/TRAINING *(Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.)*

INSTITUTION AND LOCATION	DEGREE *(if applicable)*	Completion Date MM/YYYY	FIELD OF STUDY
University of California-Berkeley, Berkeley, CA	BA	05/1996	Molecular and Cell Biology-Neurobiology
Boston University School of Public Health, Boston, MA	MPH	12/1998	Epidemiology
University of North Carolina School of Public Health, Chapel Hill, NC	PhD	06/2005	Health Behavior & Health Education
University of Pennsylvania, Philadelphia, PA	Postdoctoral fellowship	08/2007	RWJF Health & Society Scholar

A. Personal Statement

My research examines the use of digital communications and technology to advance our understanding of public health issues and consumer behavior in the digital age. Over the past decade I have examined the role that media plays in promoting and discouraging tobacco use and other public health behaviors. I have developed surveillance systems to monitor tobacco industry marketing practices across media channels, from coding of magazine ads, Web sites, and social media content to audits of retail stores using trained data collectors and crowdsourced photos and developing virtual store environments to experimentally test the impact of tobacco regulatory policies at the point-of-sale. I have conducted studies to monitor changes in tobacco marketing strategies over time and to assess the impact of these strategies on youth and adults beliefs and behaviors.

I am currently the PI on a NCI grant that utilizes Twitter and survey data together to monitor emerging issues around e-cigarettes in order to inform surveillance and behavior research. At RTI International, I lead evaluations of digital and social media public health campaigns for federal and state health agencies. I am passionate about developing new rigorous approaches that leverage big data and technological innovations to inform public health research and practice. I believe strongly in tackling these challenges with a diverse interdisciplinary team across academic, government, and commercial sectors to leverage new developments in computer science, data science, marketing, and survey research in order to develop scalable solutions to inform public health practice.

B. Positions and Honors

Positions and Employment

1998–1999   Intervention Coordinator, Dana Farber Cancer Institute, Boston MA.
1999–2005   Research Assistant, University of North Carolina, Chapel Hill, NC.
2007–2009   Senior Fellow, Leonard Davis Institute of Health Economics, UPENN, Philadelphia, PA.
2007–2012   Research Public Health Analyst, RTI International, Research Triangle Park, NC.
2013–date   Senior Social Scientist, RTI International, Berkeley, CA

Other Experience and Professional Memberships

2004–date   Member, American Public Health Association
2008–date   Peer Reviewer, *Tobacco Control, American Journal of Public Health, Journal of Health Communication, Journal of Medical and Internet Research, Nicotine & Tobacco Research, Addiction, PLoS ONE, Preventing Chronic Disease*
2016 - date   Grant Reviewer: NIDA, NIH

Honors

2004   National Alpha Epsilon Lambda Honor Society
2005   Delta Omega Public Health Honor Society, Theta Chapter
2009, 2010,
2011, 2014   President's Award, RTI International, RTP, NC
2014   Early Career Author Award, RTI International, RTP, NC

C. Contributions to Science (Select Publications)

Guillory, J. E., **Kim, A.,** Murphy, J., Bradfield, B., Nonnemaker, J., & Hsieh, Y. (2016). Comparing Twitter and online panels for survey recruitment of e-cigarette users and smokers. *Journal of Medical Internet Research, 18*(11). doi: 10.2196/jmir.6326

Kim, A. E., Hopper, T. D., Simpson, S. A., Nonnemaker, J. M., Lieberman, A. J., Hansen, H. M., et al. (2015). Using Twitter data to gain insights into e-cigarette marketing and locations of use: An infoveillance study. *Journal of Medical Internet Research*, *17*(11), e251. doi:10.2196/jmir.4466

Duke, J. C., Hansen, H. M., **Kim, A. E**., Curry, L. E., & Allen, J. A. (2014). The use of social media by state tobacco control programs to promote smoking cessation: A cross-sectional study. *Journal of Medical Internet Research, 16*(7), e169.

Kim, A. E., Hansen, H. M., Murphy, J. J., Richards, A. K., Duke, J. C., & Allen, J. A. (2013). Methodological considerations in analyzing twitter data. *Journal of the National Cancer Institute, 47*, 140–146. doi:10.1093/jncimonographs/lgt026

Kim, A. E., Murphy, J., Richards, A., Hansen, H., Powell, R., and Haney, C. (2013). Can tweets replace polls? A U.S. health care reform case study. In C. Hill, E. Dean, & J. Murphy (Eds.), *Social media, sociality, and survey research* (pp. 61–86). Wiley & Sons: Hoboken, NJ.

D. Research Support (Select)

R01CA192240 (Kim, PI)   09/14–08/17
National Cancer Institute
Using Social Media Data for e-cigarette Surveillance and Policy Research
This project examines the complementary uses of social media and survey data to inform public health surveillance of e-cigarettes.

R01 part of P50-DA-036128-01 (Farrelly, PI)   09/01/13–08/31/18
National Institute of Health/ US Food and Drug Administration
Testing Tobacco Ad Restrictions and Counterads in a 3D Virtual Retail Store
Using a 3D virtual convenience store application to experimentally test youth's and adults' responses to tobacco regulatory marketing restrictions at the point-of-sale.

HHSF223201510002B, RTI#0214634.007 (Kim, PI)   8/1/16–11/30/17
US Food and Drug Administration-Center for Tobacco Products
Formative Research to Inform Communication Strategies
The main objective is to provide formative communication research to inform Center for Tobacco Product's public education campaigns.