

PROFESSIONAL PREPARATION

Johns Hopkins University	Baltimore, MD	Public Health B.A.	2004
Johns Hopkins University	Baltimore, MD	Communication M.A.	2005
University of Pennsylvania	Philadelphia, PA	Communication M.A.	2008
University of Pennsylvania	Philadelphia, PA	Communication Ph.D.	2011

APPOINTMENTS

2015-present	Assistant Professor, School of Communication, San Diego State University
2011-2015	Assistant Professor, Department of Communication, College of Communication Michigan State University

RELEVANT PUBLICATIONS

1. **Martinez, L.S.**, Hughes, S., Walsh-Buhi, E., Tsou, M. H. (*in press*). "Okay, we get it. You vape": An analysis of content, context, and sentiment regarding e-cigarettes on twitter. *Journal of Health Communication*.
2. Lewis, N., **Martinez, L. S.**, & Carmel, O. (2017). Measures of information seeking: A validation study in the context of drug use behaviors. *Communication Methods and Measures*, 4(11), 266-288.
3. Cheng, Y., Ahn, J., Lewis, N., & **Martinez, L.S.** (2017). A cross-comparative survey of information seeking and scanning about drug-related sources and topics among US and Israeli college students. *Journal of Health Communication*, 22(8), 692-701.
4. Meng, J., **Martinez, L.**, Holmstrom, A.J., Chung, M., & Cox, J. (2017). Research on social networking sites and social support from 2004 to 2015: A narrative review and directions for future research. *Cyberpsychology, Behavior, and Social Networking*, 20(1), 44-51.
5. Lewis, N., **Martinez, L. S.**, Agbarya, A., & Piatok-Vaisman, T. (2016). Examining patterns and motivations for drug-related information seeking and scanning behavior: A cross-national comparison of American and Israeli college students. *Communication Quarterly*, 64(2), 145-172.
6. **Martinez, L.S.**, Lewis, N. (2016). A mediation model to explain the effects of information seeking from media and interpersonal sources on young adults' intention to use marijuana. *International Journal of Communication*, 10, 1809-1832.
7. Gibson, L., Tan, A., Freres, D., Lewis, N., **Martinez, L.**, & Hornik, R.C. (2016). Non-medical seeking in a climate of conflicting health information: Negative and positive effects on undergoing prostate cancer screening with the prostate-specific antigen test. *Health Communication*, 31(4), 417-424.
8. Lewis, N., **Martinez, L.S.** (2014). Perceived social support increases cancer-related information seeking among cancer patients through communication efficacy. *Journal of Health Communication*, 9(19), 1076-1097.
9. Ramirez, A.S., Freres, D., **Martinez, L.S.**, Lewis, N., Bourgoin, A., Kelly, B.J., Lee, C.J., Nagler, R., Schwartz, J.S., Hornik, R.C. (2013). Information seeking from media and family/friends increases likelihood of engaging in healthy lifestyle behaviors. *Journal of Health Communication*, 18(5), 527-542.

10. Lewis, N., **Martinez, L.**, Freres, D.R., Sanford Schwartz, J.S., Armstrong, K., Gray, S., Frazee, T., Nagler, R., Bourgoin, A., & Hornik, R.C. (2012). Seeking cancer-related information from media and family/friends increases fruit and vegetable consumption among cancer patients. *Health Communication, 27*(4), 380-388.

OTHER SIGNIFICANT PUBLICATIONS

1. **Martinez, L. S.**, & Lewis, N. (2016). The moderated influence of perceived behavioral control on intentions among the general US population: Implications for public communication campaigns. *Journal of Health Communication, 21*(9), 1006-1015.
2. **Martinez, L.S.** (2014). Explaining the joint effects of consideration of future consequences and anticipated regret messages on women's intention to consume folic acid: A moderated-mediation model. *Journal of Health Communication, 19*(1), 115-132.
3. Moldovan-Johnson, M., **Martinez, L.S.**, Lewis, N., Freres, D., Hornik, R.C. (2014). The role of patient clinician information engagement and information seeking from nonmedical sources in fruit and vegetable intake among cancer patients. *Journal of Health Communication, 19*(12), 1359-1376.
4. **Martinez, L.S.**, Schwartz, J.S., Freres, D., Frazee, T., Hornik, R.C. (2009). Patient-clinician information engagement increases treatment decision satisfaction among cancer patients through feeling of being informed. *Patient Education and Counseling, 77*(3), 384-390.
5. **Martinez, L.S.**, Lewis, N. (2009). The role of direct-to-consumer advertising in shaping public opinion surrounding prescription drug use to treat depression or anxiety in youth. *Journal of Health Communication, 14*(3), 246-261.

SYNERGISTIC ACTIVITIES

1. Recipient of the Michigan State University Lilly Teaching Fellowship (2014-2015).

COLLABORATORS & OTHER AFFILIATIONS:

Collaborators During the Past Four Years - TOTAL = 17

Agbarya, Aysha (University of Haifa)
Ahn, Jisoo (University of Texas – Austin)
Carmel, Ofer (University of Haifa)
Cheng, Ying (Michigan State University)
Chung, Minwoong (Michigan State University)
Cox, Jeff (Michigan State University)
Freres, Derek (University of Pennsylvania)
Gibson, Laura (University of Pennsylvania)
Holmstrom, Amanda (Michigan State University)
Hornik, Robert (University of Pennsylvania)
Hughes, Sharon (San Diego State University)
Lewis, Nehama (University of Haifa)
Meng, Jingbo (Michigan State University)
Piatok-Vaisman, Tanya (University of Haifa)
Tan, Andy (Harvard University)
Tsou, Ming-Hsiang (San Diego State University)
Walsh-Buhi, Eric (San Diego State University)

Graduate and Postdoctoral Advisors - TOTAL = 2

Ph.D. Advisor: Hornik, Robert, University of Pennsylvania

M.A. Advisor: Hornik, Robert, University of Pennsylvania

M.A. Advisor: Falk, Erika, Johns Hopkins University

Thesis Advisor - TOTAL = 2

M.A. Students w/Thesis: Completed: R. Eliza Hensley (San Diego State University)

M.A. Students w/Thesis: Completed: Cheng, Ying (Michigan State University)