

JENNIFER A. LUECK

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I. EDUCATION

Doctor of Philosophy (Ph.D.) (2016) in Mass Communication

University of Minnesota Twin Cities, School of Journalism and Mass Communication

- **Doctoral Committee:** Dr. Marco Yzer (chair), Dr. Rebekah Nagler, Dr. Mark Snyder
- **Dissertation Title:** Improving health messages to increase help-seeking among college students suffering from depressive symptomatology (multiple studies)
 - Won *Ralph D. Casey Dissertation Award*
 - Received *Graduate School Doctoral Dissertation Fellowship*
 - Received *Kriss Research Support Grant*

Master of Arts (M.A.) (2012) in Mass Communication

University of Southern Mississippi, School of Mass Communication and Journalism

- **M.A. Thesis Committee:** Dr. Fei Xue (chair), Dr. Jae-Hwa Shin, Dr. Kim LeDuff
- **M.A. Thesis Title:** Friend-zone with benefits: The parasocial advertising of Kim Kardashian

Bachelor of Arts (B.A.) (2009) in Mass Communication

Rheinische Friedrich-Wilhelms Universität Bonn, Germany

- **B.A. Thesis Committee:** Dr. Mario Anastasiadis (chair)
- **B.A. Thesis Title:** Second Life[®] – Marketplace of ideas?

II. ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

Tenure-Track Assistant Professor in Health Communication (2016 – Present)

Texas A&M University, Department of Communication

Graduate Research and Teaching Assistant (2012 – 2016)

University of Minnesota Twin Cities, School of Journalism and Mass Communication

Graduate Assistant (2010 – 2012)

University of Southern Mississippi, Union and Programs

III. RESEARCH

A. RESEARCH INTERESTS

Strategic health communication; cognitive processing; message design and persuasion; mental health; suicide prevention; emerging technologies; behavior prediction and change; disadvantaged and underrepresented populations; mass communication

B. PUBLICATIONS (^Gdenotes graduate student; ^{UG}denotes undergraduate student)

Note: Within primary (health communication) and secondary (e.g., psychology, public health) disciplines, collaborative multi-authored papers are the norm. Unless otherwise specified, the paper's first author is the one who contributed the most to the paper.

Altmetric Attention Highlights for all research outputs:

<https://www.altmetric.com/explorer/report/9f003a54-ff1e-43d7-9d3a-d1833de7bd9f>

i. PEER-REVIEWED JOURNAL ARTICLES

1. Callaghan, T., **Lueck**, J., Lunz Trujillo, K., & Ferdinand, A. O. (2021). Rural and urban differences in COVID-19 prevention behaviors. *Journal of Rural Health*, 37(2), 287-295. Available online: <https://onlinelibrary.wiley.com/doi/10.1111/jrh.12556>
2. Callaghan, T., Moghtaderi, A., **Lueck**, J., Hotez, P., Strych, U., Dor, A. Franklin Fowler, E., & Motta, M. (2021). Correlates and disparities of COVID-19 vaccine hesitancy. *Social Science and Medicine*, 272, 113638. Available online: <http://doi.org/10.1016/j.socscimed.2020.113638>
3. **Lueck**, J., & Spiers, A.^G (2020). Which beliefs predict intention to get vaccinated against COVID-19? A mixed-methods reasoned action approach applied to health communication. *Journal of Health Communication*, 25(10), 790-798. Available online: <https://doi.org/10.1080/10810730.2020.1865488>
4. **Lueck**, J., & Poe, M.^{UG} (2020). Bypassing the waitlist: Examining barriers and facilitators of help-line utilization among college students with depression symptoms. *Journal of Mental Health*. Available online: <https://doi.org/10.1080/09638237.2020.1760225>
5. **Lueck**, J., Costantini, R.^G, & Knobloch, M.^{UG} (2020). The making of an addiction: Examining determinants of prescription stimulant abuse among college students. *Health Communication*, 35(8), 946-954. Available online: <https://doi.org/10.1080/10410236.2019.1598743>

6. **Lueck**, J., Silva, T.^G, Brannon, G.^G, & Stephenson, M. (2019). Depression's response to fear tactics: An integration of health promotion principles, eye-tracking technology and clinical tools. *Patient Education and Counseling*, 102(6), 1178-1186. Available online: <https://doi.org/10.1016/j.pec.2019.02.001>
7. **Lueck**, J. (2019a). What's the risk in seeking help for depression? Assessing the nature and pleasantness of outcome perceptions among individuals with depressive symptomatology. *Health Education and Behavior*, 46(3), 463-470. Available online: <https://doi.org/10.1177/1090198118811898>
8. **Lueck**, J. (2019b). *Should* we activate risk perceptions in the context of suicide prevention? Examining fear appeals, help-seeking determinants, and help-seeking sources among university employees who suffer from depression. *Prevention Science*, 20(6), 884-893. Available online: <https://doi.org/10.1007/s11121-019-0979-9>
9. **Lueck**, J. (2018a). Respecting the 'stages' of depression. Considering depression severity and readiness to seek help. *Patient Education and Counseling*, 101(7), 1276-1282. Available online: <https://doi.org/10.1016/j.pec.2018.02.007>
10. **Lueck**, J. (2018b). Examining determinants of seeking help for depression: Implications for effective health promotion messages. *Journal of Communication in Healthcare*, 11(1), 19–29. Available online: <http://doi.org/10.1080/17538068.2017.1417957>
11. **Lueck**, J., & Yzer, M. (2018). Explaining intentions to seek help for depressive symptoms in the context of responsibility message framing. *Health Communication*, 33(8), 946-953. Available online: <http://doi.org/10.1080/10410236.2017.1322857>
12. **Lueck**, J. (2017). Matching message design and depressed cognition: An exploration of attention patterns for gain- and loss-framed depression help-seeking messages. *Journal of Health Communication*, 22(7), 593-603. Available online: <http://doi.org/10.1080/10810730.2017.1324538>
13. Nagler, R. H., **Lueck**, J., & Gray-Duffy, L. (2017). Awareness and reactions to mammography controversy among ethnic immigrant women. *Health Expectations*, 20(4), 638-647. Available online: <https://doi.org/10.1111/hex.12494>
14. Huh, J., Suzuki-Lambrecht, Y., **Lueck**, J., & Gross, M. (2015). Presentation matters: Comparison of cognitive effects of DTC prescription drug advertisements, websites, and print ads. *Journal of Advertising*, 44(4), 360-374. Available online: <https://doi.org/10.1080/00913367.2014.1003666>

15. **Lueck**, J. (2015). Friend-zone with benefits: The parasocial advertising of Kim Kardashian. *Journal of Marketing Communications*, 21(2), 91-109. Available online: <https://doi.org/10.1080/13527266.2012.726235>

ii. **MANUSCRIPTS SUBMITTED FOR PUBLICATION**

16. **Lueck**, J., Help-seeking intentions in the U.S. population during COVID-19: Examining the role of COVID-19 financial hardship, suicide risk, and stigma. *Psychiatry Research*. Revise and resubmit (third review completed with request for minor revisions in May 2021).
17. **Lueck**, J., Callaghan, T., Scherr, S. Suicide risk during COVID-19: Examining the relationships between mental illness, suicide risk, COVID-19 beliefs, and news media consumption in a representative sample of U.S. adults. *Crisis*. Under review (paper submitted in April 2021).

C. **CONFERENCE PRESENTATIONS** (*denotes award)

i. **COMPETITIVELY SELECTED PAPERS**

1. **Lueck**, J., & (2021). Anticipating the perfect storm: Mental health, COVID-19 financial hardship, and implications for health promotion. Paper will be presented at the International Communication Association Annual Conference (May 2021), virtual conference.
2. ***Lueck**, J., & Alaina, S.^G (2021). Health campaigns promoting COVID-19 vaccination: *What to say to whom?* Paper will be presented at the International Communication Association Annual Conference (May 2021), virtual conference.
 - Won **top faculty paper award** from the health communication division of the International Communication Association
3. **Lueck**, J., Callaghan, T. (2021). A dangerous triad: COVID-19 health beliefs, the news media, and suicide risk. Paper will be presented at the International Communication Association Annual Conference (May 2021), virtual conference.
4. **Lueck**, J., & Poe, M.^{UG} (2019). College students' utilization of mental health "help-lines." Paper presented at the International Communication Association Annual Conference (May 2019), Washington, D.C.
5. **Lueck**, J., Silva, T.^G, Brannon, G.^G, & Stephenson, M. (2018). Psychological processes and fear appeals: Integrating eye-tracking, clinical tools, and theoretical models. Paper presented at the International Communication Association Annual Conference (May 2018), Prague, Czech Republic.

6. **Lueck**, J., Knobloch, M.^{UG}, Stephenson, M. (2018). The making of an addiction: Examining determinants of prescription stimulant abuse among college students. Poster presented at the Kentucky Conference on Health Communication (April 2018), Lexington, KY.
7. **Lueck**, J. (2016). Respecting the stages of mental illness: A case for treating depression as categorical variable in empirical research. Paper presented at the International Communication Association Annual Conference (May 2017), San Diego, CA.
8. **Lueck**, J. (2016). Adverse effects of comorbid mental illness on overall health. Poster presented at the Society of Behavioral Medicine Annual Conference (March 2017), San Diego, CA.
9. **Lueck**, J. (2016). The role of mental illness in the selection of sources for health information. Poster presented at the Society of Behavioral Medicine Annual Conference (March 2017), San Diego, CA.
10. LoRusso, S., & **Lueck**, J. (2016). Spotlight on suicide: Using digital methods to determine the public's suicide-related information seeking in response to media coverage of celebrity suicide. Paper presented at the American Public Health Association (October 2016), Denver, CO.
11. Huh, J., & **Lueck**, J. (2016). Consumer attention to and recall of information in prescription drug advertisements: An eye-tracking study. Paper presented at the Association for Education in Journalism and Mass Communication (August 2016), Minneapolis, MN.
12. **Lueck**, J., & Yzer, M. (2016). Applying clinical depression knowledge to persuasive gain-and loss health message framing: An eye-tracking study. Paper presented at the International Communication Association Annual Conference (June 2016), Fukuoka, Japan.
13. **Lueck**, J. (2016). Improving health messages to increase help-seeking among college students suffering from depressive symptomatology. Poster presented at the University of Minnesota Doctoral Research Showcase (April 2016), Minneapolis, MN.
14. Nagler, R. H., Gray-Duffy, L., & **Lueck**, J. (2015). Health information engagement among ethnic immigrant women: Results from a community-engaged qualitative study. Paper presented at the Kentucky Conference on Health Communication (April 2016), Lexington, KY.
15. **Lueck**, J., Benning, A.^{UG}, & Yzer, M. (2015). Severity of depression affects memory for gain and loss help-seeking messages. Paper presented at the Kentucky Conference on Health Communication (April 2016), Lexington, KY.

16. LoRusso, S., & **Lueck**, J. (2015). Fueling stigma: Natural coverage effects of mass shootings on public stigma of mental illness. Poster presented at the Kentucky Conference on Health Communication (April 2016), Lexington, KY.
17. Nagler, R. H., & **Lueck**, J. (2015). Factors influencing patient-physician discussion of mammography choice: Examining informed decision making amidst cancer screening controversy. Poster presented at the International Communication Association Annual Conference (May 2015), San Juan, Puerto Rico.
18. **Lueck**, J., & Nagler, R. (2015). The influence of the information environment on tobacco quit attempts among those suffering from depression and anxiety. Poster presented at the Society of Behavioral Medicine Annual Conference (April 2015), San Antonio, TX.
19. Nagler, R., **Lueck**, J., & Gray-Duffy, L. (2015). Awareness and perceptions of mammography controversy among ethnic immigrant women. Poster presented at the Society of Behavioral Medicine Annual Conference (April 2015), San Antonio, TX.
20. Huh, J., **Lueck**, J., Suzuki-Lambrech, Y., & Gross, M. (2015). Can advergames be fun and persuasive in the high-involvement informational advertising context? A comparison of advergames, print ads, and brand websites for prescription drugs. Paper presented at the American Academy of Advertising Conference (March 2015), Chicago, IL.
21. **Lueck**, J., Miller, B., Cavanah, S., Kim, T., Peng, Y., & Liu, X. (2014). Storyline and ad message congruency in narrative advertising. Paper presented at the American Academy of Advertising Conference (March 2014), Atlanta, GA.
22. **Lueck**, J. (2012). Friend-zone with benefits: The parasocial advertising of Kim Kardashian. Paper presented at the 2012 Southern States Communication Association Annual Convention (April 2012), San Antonio, TX.

D. INTERNAL AND EXTERNAL GRANTS

i. INTERNAL GRANTS

INTERNAL GRANTS RECEIVED

1. **Project Title: Effects of exposure to conflicting COVID-19 information on social networking sites**
Investigator Status: Principal Investigator (PI)
Funding Source: Texas A&M College of Liberal Arts
Project Dates: 05/12/2020-11/01/2020
Total Funding: \$5,000

2. **Project Title: Framing gun control as a suicide prevention measure: Influencing health education, public perceptions, and policy support**
 - Grant allowed COVID-19-related data collectionInvestigator Status: Principal Investigator (PI)
Funding Source: Texas A&M Triads for Transformation (T3) Grant
Project Dates: 01/01/2019-08/31/2021
Total Funding: \$30,000

3. **Project Title: Improving health messages to increase help-seeking among college students suffering from depressive symptomatology**
Investigator Status: Principal Investigator (PI)
Funding Source: University of Minnesota Ralph D. Casey Dissertation Award
Project Dates: 08/31/2015-05/31/2016
Total Funding: \$7,500

4. **Project Title: Improving health messages to increase help-seeking among college students suffering from depressive symptomatology**
Investigator Status: Principal Investigator (PI)
Funding Source: University of Minnesota Graduate School Doctoral Dissertation Fellowship
Project Dates: 08/31/2015-05/31/2016
Total Funding: \$23,000

5. **Project Title: Improving health messages to increase help-seeking among college students suffering from depressive symptomatology**
Investigator Status: Principal Investigator (PI)
Funding Source: University of Minnesota School of Journalism and Mass Communication Kriss Research Support Grant
Project Dates: 08/31/2015-05/31/2016
Total Funding: \$1,000

INTERNAL GRANTS UNDER REVIEW

6. **Project Title: Mental health and suicide risk correlates of social media use among young adults**

Investigator Status: Principal Investigator (PI)

Funding Source: Texas A&M CRISS Social Impact Grant

Project Dates: 06/01/2021-08/31/2022

Total Funding: \$1,000

ii. **EXTERNAL GRANTS**

EXTERNAL GRANTS UNDER REVIEW

7. **Project Title: SCC-CIVIC-FA Track B: Building PreK-12 school resilience in the face of COVID-19 and future pandemics (proposal #2107647)**

Investigator Status: Co-Investigator

- Role: Provide expertise in health communication interventions

- Principal Investigator: Youngjib Ham (TAMU Construction Science)

Funding Source: National Science Foundation

Project Dates: 11/15/2021-11/14/2022

Total Funding: \$1,000,000.00

IV. TEACHING EXPERIENCE

A. TEACHING APPOINTMENTS (*^Gdenotes graduate seminar; ^Wdenotes writing-intensive; ^Sdenotes special topics course*)

Communication Department, Texas A&M University

COMM 689: Mass Media & Health^{G, S}

- Spring 2017

COMM 664: Media Processes & Effects^G

- Spring 2019, Fall 2020

COMM 470: Health Message Design^{W, S}

- Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Fall 2021

COMM 450: Media Campaigns^S

- Spring 2019

COMM 325: Persuasion

- Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019, Spring 2020, Spring 2021, Summer 2021, Fall 2021

COMM 203: Public Speaking

- Fall 2020, Spring 2021, Summer 2021

School of Journalism and Mass Communication, University of Minnesota

JOUR 3201: Principles of Strategic Communication

- Spring 2016

B. STUDENT ADVISING/MENTORSHIP

i. COMMITTEE MEMBER FOR DOCTORAL STUDENTS

1. Cassandra Baldwin (Psychological and Brain Sciences Ph.D., current)
2. Rachel Hoyle (Biomedical Sciences Ph.D., current)
3. Lee Shaw (Communication Ph.D., current)
4. Alaina Spiers (Communication Ph.D., current)
5. Qiwei Luna Wu (Communication Ph.D., current)
6. Grace Brannon (Communication Ph.D., completed 2019)
7. Emily Bushnell (Communication Ph.D., completed 2017)
8. Hongliang Chen (Communication Ph.D., completed 2017)
9. Shaohai Jiang (Communication Ph.D., completed 2017)

ii. FORMAL DOCTORAL RESEARCH ASSISTANTSHIPS DIRECTED

1. Grace Brannon (Spring 2017)

iii. UNDERGRADUATE INDEPENDENT COURSES DIRECTED

1. Jena Terese Hermes (Spring 2018)
2. Madison C. Poe (Spring 2018)

iv. UNDERGRADUATE RESEARCH ASSISTANTSHIPS DIRECTED

1. Madison C. Poe (Spring 2018-Spring 2020)
2. Jessica Goode (Spring 2018)
3. Morgan Knobloch (Fall 2017)

v. UNDERGRADUATE TEACHING ASSISTANTSHIPS DIRECTED

1. Abby Mount (Spring 2021)
2. Courtney Peterson (Spring 2021)
3. Janessa Robles (Spring 2021)
4. Riley Wilkerson (Spring 2020; Summer 2020; Fall 2020)
5. Matthew Madison (Spring 2019; Spring 2020)

6. Lily Bivins (Spring 2018; Fall 2018)
7. Reilly Knecht (Fall 2017)

V. SERVICE

A. TEXAS A&M UNIVERSITY DEPARTMENT OF COMMUNICATION

- *Conference Chair*, Communicating Diversity Student Conference (Spring 2021)
 - Panel: “Crisis, Health, and Healing”
- *Member*, Graduate Admissions Committee (2020 – Present)
- *Organizer and Coordinator*, NIMH Mental Health Training (Spring 2018; Fall 2018)
 - Connected with National Institutes of Mental Health Brazos Valley to coordinate and deliver mental health training for undergraduate students in my COMM 470: Health Message Design course
- *Organizer and Coordinator*, External Guest Speaker (Spring 2018)
 - Invited Dr. Brian Southwell to visit the Department of Communication to give a talk on, “Misinformation as a Site for Communication Research”
- *Guest Lecturer*, Graduate Seminar “Social Science Methods in Communication” (Fall 2017)
 - Lectured on and provided training in eye-tracking methods for graduate students
- *Co-Creator and Co-Leader*, Informational Session (Spring 2017)
 - Informational session on navigating academia as international student/scholar
- *Member*, Internationalization Committee (2016 - Present)
- *Member*, Faculty Search Committee (2016)

B. TEXAS A&M UNIVERSITY & COLLEGE OF LIBERAL ARTS

- *Reviewer*, Dr. Dionel Avilés ’53 and Dr. James Johnson ’67 Fellowship (Spring 2020)
 - Texas A&M Graduate School fellowship program that seeks to increase diversity in the graduate and professional student population at Texas A&M
- *Mentor*, U-Vent Competition hosted by the Texas A&M Department of Engineering (2016)
 - Provided mentorship to students from Texas A&M and other institutions who participated in competition for their best ideas and solutions to combat the ZIKA virus. The winning teams later presented their solutions to the CDC.

C. DISCIPLINE AND PROFESSIONAL

Conference Service Activities

- *Conference Chair*, International Communication Association (Spring 2019)
 - Health Communication Division; Panel: “Health Communication and College Health”
- *Reviewer*, International Communication Association Annual Conference (Fall 2017)
 - Health Communication Division
- *Reviewer*, Society of Behavioral Medicine Annual Conference (Fall 2017)
 - Health communication topics
- *Conference Chair*, International Communication Association (Spring 2017)
 - Health Communication Division; Panel: “The Role of Emotions in Health Message Effects”

Journal Review Activities

- Ad hoc Reviewer
 - a. *Patient Education & Counseling*
 - b. *Health Education & Behavior*
 - c. *Health Communication*
 - d. *Communication Monographs*
 - e. *Journal of Health Communication*
 - f. *Journal of Mental Health*
 - g. *Health Psychology*
 - h. *Journal for Consumer Behavior*
 - i. *Journal of Advertising*

VI. SELECTION OF MEDIA MENTIONS AND APPEARANCES

- *The New York Times* (2021)
“Early vaccine doubters now show a willingness to roll up their sleeves” (co-author Tim Callaghan discusses our research)
- *The Washington Post* (2021)
“False claims tying coronavirus vaccines to infertility drive doubts among women of childbearing age” (co-author Tim Callaghan discusses our research)
- *CNN* (2021)
TV interview, “Trump got vaccinated. Here is why it matters” (co-author Dr. Peter Hotez discusses our research)

- **MSNBC** (2021)
All in With Chris Hayes (03/04/2021) (co-author Dr. Peter Hotez discusses our research)
- **CONVINCE (COVID-19 New Vaccine Information, Communication, and Engagement)** (2021)
Video interview to discuss practical evidence-based recommendations for health campaigns promoting COVID-19 vaccination based on my research findings
- **KBTX** (2017)
“Popular show ‘13 Reasons Why’ raises concerns about suicide glorification” (gave TV interview on media effects about Netflix series 13 Reasons Why)
- **VOX** (2017)
“Kim Kardashian’s Greatest Talent” (gave audio interview on Parasocial Interaction)

VII. TRAINING AND SKILLS

- **NIH grant-writing workshop (11/01/2020 – 06/01/2021)**
My NIH pre-proposal was competitively selected for the workshop
The Texas A&M College of Liberal Arts and the Department of Communication funded my participation in the workshop
- Extensive experience in SPSS; R Package; LISREL; AMOS; Tobii Eye-Tracker