

JENNIFER A. LUECK, PH. D.

Associate Professor in Health Communication

Texas A&M University, Department of Communication & Journalism
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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:** Drs. Marco Yzer, Rebekah Nagler, Mark Snyder
- **Dissertation Title:** Improving health messages to increase help-seeking among college students suffering from depressive symptomatology
Ralph D. Casey Dissertation Award, Graduate School Doctoral Dissertation Fellowship, 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:** Drs. Fei Xue, Jae-Hwa Shin, 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
- **B.A. Thesis Title:** Second Life[®] – Marketplace of ideas?

II. ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

Associate Professor in Health Communication (2022 – present)

Texas A&M University, Department of Communication & Journalism

Assistant Professor in Health Communication (2016 – 2022)

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

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 (*G* denotes graduate student; *UG* denotes undergraduate student)

i. PEER-REVIEWED JOURNAL ARTICLES

1. Lueck, J., & Poe, M.^{UG} (in press). Werther or Papageno? Examining the effects of news reports of celebrity suicide versus non-celebrity peer suicide on intentions to seek help among vulnerable young adults. *Suicide & Life-Threatening Behavior*.
2. **Lueck, J., & Callaghan, T.** Inside the ‘black box’ of COVID-19 vaccination attitudes: Revealing the relative importance of trust and news consumption habits (2022). *Social Science & Medicine*, 298.
3. Fan, Q., DuPont-Reyes, M., Hossain, M. M., Chen L. S., **Lueck, J., & Ma, P.** (2022). Racial and ethnic differences in major depressive episode, severe role impairment, and mental health service utilization in U.S. adolescents. *Journal of Affective Disorders*.
4. **Lueck, J., Callaghan, T., Scherr, S.** (2021). Suicidal ideation during the COVID- 19 pandemic: Investigating mental health, COVID-19 health beliefs, and news media consumption. *OMEGA -Journal of Death and Dying*.
5. **Lueck, J.** (2021). 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*, 303, 114069.
6. 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.
7. 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.
8. **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.
9. **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*, 30(3), 308-314.
10. **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.
11. **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.

12. **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.
13. **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.
14. **Lueck, J.** (2018a). Respecting the 'stages' of depression. Considering depression severity and readiness to seek help. *Patient Education and Counseling*, *101*(7), 1276-1282.
15. **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.
16. **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.
17. **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.
18. 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.
19. Huh, J., Suzuki-Lambrech, 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.
20. **Lueck, J.** (2015). Friend-zone with benefits: The parasocial advertising of Kim Kardashian. *Journal of Marketing Communications*, *21*(2), 91-109.

C. CONFERENCE PRESENTATIONS (*denotes award)

i. COMPETITIVELY SELECTED PAPERS

1. **Lueck, J., & Poe, M.**^{UG} Werther Effect or Papageno Effect? Examining the effects of news reports of celebrity suicide versus non-celebrity peer suicide on intentions to seek help among vulnerable young adults. Paper was selected for presentation at the International Communication Association Annual Conference (May 2022), Paris, France.
2. **Lueck, J.** (2021). Anticipating the perfect storm: Mental health, COVID-19 financial hardship, and implications for health promotion. Paper was presented at the International Communication Association Annual Conference (May 2021), virtual conference.
3. **Lueck, J., & Spiers, A.**^G (2021). Health campaigns promoting COVID-19 vaccination: *What to say to whom?* Paper was 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
4. **Lueck, J., Callaghan, T.** (2021). A dangerous triad: COVID-19 health beliefs, the news media, and suicide risk. Paper was presented at the International Communication Association Annual Conference (May 2021), virtual conference.
5. **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.
6. **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.
7. **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.
8. **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.

9. Huh, J., & **Lueck**, J. (2016). Consumer attention to and recall of information in prescription drug advergames: An eye-tracking study. Paper presented at the Association for Education in Journalism and Mass Communication (August 2016), Minneapolis, MN.
10. **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.
11. **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.
12. 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.
13. **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,
14. 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.
15. 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.
16. **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.
17. 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.
18. 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.

19. **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.
20. **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

Project Title: Real-time measures of adolescent social media use and mental health to inform ‘just-in-time’ adaptive interventions

Investigator Status: Co-PI

Funding Source: Texas A&M College of Medicine

Project Dates: 06/12/2021-06/012/2023

Total Cost: \$100,000

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 Cost: \$1,000

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 Cost: \$5,000

Project Title: Framing gun control as a suicide prevention measure: Influencing health education, public perceptions, and policy support

Grant permitted COVID-19-related data collection Investigator

Status: Principal Investigator (PI)

Funding Source: Texas A&M Triads for Transformation (T3) Grant Project

Dates: 01/01/2019-08/31/2021

Total Cost: \$30,000

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 Cost: \$7,500

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

Cost: \$23,000

ii. EXTERNAL GRANTS

EXTERNAL GRANTS SUBMITTED BUT NOT RECEIVED

Project Title: PIPP Phase I: Center for Integrated Behavioral, Epidemiological, and Architectural Modeling (iBEAM) to predict disease transmission in buildings

Investigator Status: Co-Investigator

Role: Provide expertise in health communication interventions

Principal Investigator: Manish Dixit (TAMU Construction Science) Target Funding Source: National Science Foundation (NSF)

Total Cost: \$999,958

Project Title: Community-driven digital approaches to increase vaccine acceptance among pregnant and lactating individuals

Investigator Status: Co-Investigator

Role: Provide expertise in health communication interventions

Principal Investigators: Annette Regan (University of San Francisco) and Timothy Callaghan (Texas A&M University)

Target Funding Source: National Institutes of Health (NIH; R21) Total

Cost: \$82,362

Project Title: Utilizing ecological methods to determine the bi-directional influence of social media on adolescent mental health

Investigator Status: Principal Investigator (PI)

Target Funding Source: National Institutes of Health (NIH-NIMH; R21) Total

Cost: \$416,625

Project Title: Social media interventions to improve COVID-19 vaccine awareness and confidence during pregnancy

Investigator Status: Co-Investigator

Role: Provide expertise in health communication interventions

Principal Investigator: Annette Regan (University of San Francisco) Target Funding Source: The Vaccine Confidence Fund; Alliance for Advancing Health Online

Total Cost: \$132,350.00

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) Target Funding
Source: National Science Foundation
Total Cost: \$1,000,000.00

IV. TEACHING EXPERIENCE

A. TEACHING APPOINTMENTS (^Ggraduate seminar; ^Wwriting-intensive; ^Sspecial topics)

TEXAS A&M UNIVERSITY

COMM 689: **Mass Media & Health**^{G, S}
COMM 664: **Media Processes & Effects**^G
COMM 470: **Health Message Design**^{W, S}
COMM 450: **Media Campaigns**^S
COMM 325: **Persuasion**
COMM 308: **Research Methods**
COMM 203: **Public Speaking**

UNIVERSITY OF MINNESOTA

JOUR 3201: **Principles of Strategic Communication**

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., completed in 2021)
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. Jessica Le (Spring 2022)
2. Abigail Cheek (Fall 2021)
3. Samantha Pokroy (Fall 2021)
4. Abby Mount (Spring 2021)
5. Courtney Peterson (Spring 2021)
6. Janessa Robles (Spring 2021)
7. Riley Wilkerson (Spring 2020; Summer 2020; Fall 2020)
8. Matthew Madison (Spring 2019; Spring 2020)
9. Lily Bivins (Spring 2018; Fall 2018)
10. Reilly Knecht (Fall 2017)

V. SERVICE

A. TEXAS A&M UNIVERSITY DEPARTMENT OF COMMUNICATION

Guest Lecturer, Graduate Seminar “Foundations of Communication Inquiry” (2021)
Lectured on health communication interventions and mixed methods

Chair, Panel: “Crisis, Health, and Healing” (2021)
Communicating Diversity Student Conference; Department of Communication

Chair, Assessment Committee (2023)

Member, Assessment Committee (2021-2022)

Member, Faculty Search Committee (2021-2022; 2016-2017)

Member, Internationalization Committee (2016 - Present)

Member, Graduate Admissions Committee (2020 – 2021)

Organizer and Coordinator, NIMH Mental Health Training (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 (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” (2017)

Lectured on and provided training in eye-tracking methods for graduate students

Co-Creator and Co-Leader, Informational Session (2017)

Informational session on navigating academia as international student/scholar

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

Reviewer, Dr. Dionel Avilés ’53 and Dr. James Johnson ’67 Fellowship (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 Dept. 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

i. CONFERENCE SERVICE

Chair, Nomination Committee (2021-2022)

International Communication Association; Health Communication Division

Chair, Panel: “Health Communication and College Health” (2019) International Communication Association; Health Communication Division

Reviewer (2022; 2017)

International Communication Association; Health Communication Division

Reviewer (2017)

Society of Behavioral Medicine Annual Conference; Health communication topics

Chair, Panel: “The Role of Emotions in Health Message Effects” (2017)

International Communication Association; Health Communication Division

ii. AD HOC REVIEWER

- *Communication Monographs*
- *Dynamics of Persuasion 7th Edition*
- *Health Communication*
- *Health Education & Behavior*
- *Health Psychology*

- *Journal of Advertising*
- *Journal for Consumer Behavior*
- *Journal of Health Communication*
- *Journal of Mental Health*
- *Patient Education & Counseling*
- *Suicide & Life-Threatening Behavior*

VI. SELECTION OF MEDIA MENTIONS AND APPEARANCES

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” (audio interview on ‘Parasocial Interaction’)

VII. TRAINING AND SKILLS

NIH virtual seminar on program funding and grants administration

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