

Scott I. Donaldson, Ph.D.

Curriculum Vitae

Address:

Social Media Analytics Lab
Department of Preventive Medicine
Keck School of Medicine of USC
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Education

Postdoctoral Scholar, 2021, Evaluation, Statistics, and Measurement

University of California, San Diego (UCSD)

School of Medicine, Division of Behavioral Medicine, Department of Family Medicine and Public Health, Moores Cancer Center

Ph.D. 2019, Psychology, Concentration in Evaluation and Applied Research Methods, Co-Concentration in Organizational Psychology

Claremont Graduate University (CGU)

Dissertation title: “Evaluating Employee Positive Functioning and Performance: A Positive Work and Organizations Approach”

M.S. 2015, Applied Psychology, Concentration in Organizational Psychology

University of Southern California (USC)

B.A. 2014, Psychology

University of California, Los Angeles (UCLA)

Publications

In press

1. **Donaldson, S. I.**, & Donaldson, S. I. (in press). Examining PERMA+4 and work role performance beyond self-report bias: Insights from multitrait-multimethod analyses. Manuscript accepted for publication at the *Journal of Positive Psychology*.
2. **Donaldson, S. I.**, Donaldson, S. I., & Renger, J. (in press). The professional evaluation landscape in the United States. In F. R. Kaiser & L. Taube (Eds.), *Institutionalization of evaluation in the Americas*.
3. LaVelle, J. M., Stephenson, C. L., Hackett, J. D., & **Donaldson, S. I.** (2021). *Beyond theorizing: Findings from an empirical exploration of evaluators' values and practice*. Manuscript accepted for publication at the *American Journal of Evaluation*.

Peer-reviewed journals

4. Donaldson, S. I., Strong, D., & Zhu, S.-H. (2021). A brief measure of problematic smartphone use among high school students: Psychometric assessment using item response theory. *Computers in Human Behavior Reports*, 3, 100091.
5. **Donaldson, S. I.**, & Donaldson, S. I. (2021). The Positive Functioning at Work Scale: Psychometric assessment, validation, and measurement invariance. *Journal of Well-Being Assessment*, 4(2), 181-215.
6. Donaldson, S. I., Heshmati, S., Lee, J. Y., & **Donaldson, S. I.** (2020). Examining building blocks of well-being beyond PERMA and self-report bias. *The Journal of Positive Psychology*, 1–8.
7. **Donaldson, S. I.**, Lee, J. Y. & Donaldson, S. I. (2019). Evaluating positive psychology interventions at work: A systematic review and meta-analysis. *International Journal of*

- Applied Positive Psychology*, 4, 113–134.
8. **Donaldson, S. I.**, Lee, J. Y., & Donaldson, S. I. (2019). The effectiveness of positive psychology interventions in the workplace: A theory-driven evaluation approach. In V. Z. Llewellyn, & S. Rothmann (Eds.), *Theoretical approaches to multi-cultural positive psychology interventions* (pp. 115-159). Cham, Switzerland: Springer International.
 9. **Donaldson, S. I.** (2019). Where do we stand? Recent AEA member views on professionalization. *Evaluation and Program Planning*, 72, 152-161.
 10. Warren, M. A., **Donaldson, S. I.**, Lee, J. Y., & Donaldson, S. I. (2019). Reinvigorating research on gender in the workplace using a positive work and organizations perspective. *International Journal of Management Reviews*, 21, 498-518. (Note: Top 5 Management Journal; Impact factor of 8.6)
 11. Schuilenberg, S., Warren, M. A., Crookes, A., Al Serkal, A., **Donaldson, S. I.**, & McBride, D. (2016). Professional psychology associations in the GCC: Positive institutions whose time has come. *Middle East Journal of Positive Psychology*, 2(1), 61-78.

Book chapters

12. Donaldson, S. I., Heshmati, S., & **Donaldson, S. I.** (2021). Global perspectives of positive psychology. In A. Kostic & D. Chadee (Eds.), *Positive psychology: An international perspective*. London: Wiley.
13. Donaldson, S.I., Chen, C., & **Donaldson, S. I.** (2021). Designing positive organizational psychology interventions. In S. I. Donaldson & C. Chen (Eds.), *Positive organizational psychology interventions: Design and evaluation*. New Jersey: Wiley.
14. Donaldson, S. I., **Donaldson, S. I.**, & Chen, C. (2021). Evaluating positive organizational psychology interventions. In S.I. Donaldson & C. Chen (Eds.), *Positive organizational psychology interventions: Design and evaluation*. New Jersey: Wiley.
15. **Donaldson, S. I.**, Donaldson, S. I., & Ko. I. (2020). Advances in the science of positive work and organizations. In S. I. Donaldson, M. Csikszentmihalyi, & J. Nakamura (2nd ed.), *Positive psychological science: Improving everyday life, health and well-being, work, education, and society*. New York, NY: Routledge Academic.
16. **Donaldson, S. I.** (2019). *Evaluating positive functioning and performance: A positive work and organizations approach* (Doctoral dissertation). Retrieved from PQDT-Global.
17. **Donaldson, S. I.**, & Warren, M. A (2017). Applying positive psychology to advance relationships science. In M. A. Warren, & S. I. Donaldson (Eds.), *Toward a positive psychology of relationships: New directions in theory and research* (pp. 9-33). New York, NY: ABC-CLIO Publishers.
18. Donaldson, S. I., **Donaldson, S. I.** (2017). Other people matter: The power of positive relationships. In M. A. Warren & S. I. Donaldson (Eds.), *Toward a positive psychology of relationships: New directions in theory and research* (pp. 1-8). New York, NY: ABC-CLIO Publishers.
19. Warren, M. A., **Donaldson, S. I.**, & Donaldson, S. I. (2017). Evaluating scientific progress in positive psychology. In M. A. Warren, & S. I. Donaldson (Eds.), *Scientific advances in positive psychology*. Santa Barbara, CA: ABC-CLIO Publishers.
20. Donaldson, S. I., & **Donaldson, S. I.** (2016). Visions for using evaluation to develop more equitable societies. In Donaldson, S. I., & Picciotto, R. (Eds.), *Evaluation for an equitable society*. Charlotte, NC: Information Age Publishing, Inc.

Manuscripts under review

21. **Donaldson, S. I.**, Donaldson, S. I., Chan, L., & Kyoung, W. K. (2020). *Positive psychological capital (PsyCap) meets multitrait-multimethod analysis: Is PsyCap a robust predictor of well-being and performance controlling for self-report bias?* Manuscript under review.
22. **Donaldson, S. I.**, Dormanesh, A., Kirkpatric, M., & Allem, J-P. (2021). *The impact of e-cigarette product placement in music videos on susceptibility to use e-cigarettes among*

- young adults: An experimental investigation.* Manuscript submitted for publication.
23. Lavelle, J., **Donaldson, S. I.**, Jones, N. (2021). *Addressing the elephant in the room: Exploring the impostor phenomenon in evaluation.* Manuscript submitted for publication.

Manuscripts in preparation

24. **Donaldson, S. I.**, Dormanesh, & Allem, J-P. (2021). *Exposure to e-cigarette marketing on social media and susceptibility to use e-cigarettes: A meta-analysis.* Manuscript in preparation.
25. **Donaldson, S. I.**, Zhu, S., Sun, J., Kerr, J. (2021). *Development of a statewide continuous quality improvement evaluation framework for the tobacco-use prevention education program (TUPE).* Manuscript in preparation.
26. **Donaldson, S. I.**, Lienemann, B. A., & Zhu, S. (2020). *Youth smartphone use in socially awkward situations: Estimating prevalence from a statewide survey.* Manuscript in preparation.

Academic and Professional Experience

Senior Research Scientist **May.21-Present**

University of Southern California, Keck School of Medicine, Social Media Analytics Lab
 Serves as a senior researcher with expertise in field. Plans, designs and conducts highly technical and complex research on state-funded grant projects. May contribute to the development of new concepts, techniques and standards. Analyzes research data and provides interpretations. Contributes to the development of research documentation for publication and/or prepares technical reports, papers and/or records. Develops solutions to complex research problems. Provides leadership, direction and guidance to staff and/or student workers as needed.

Adjunct Professor (Research Design & Methodology) **Jan.21-May.21**

University of San Diego, School of Leadership and Education Sciences
 This course is designed to help students become critical and well-informed consumers of research. The course provides students with the basic principles of well conducted research through readings and analysis of research studies from both the popular and academic settings and teaches them to understand the power and limitations of social science research. Moreover, this course facilitates the understanding of intercultural, ethical and legal considerations involved in conducting research and emphasizes on processes of research to address issues of social justice and inequity.

Postdoctoral Scholar in Evaluation, Statistics, and Measurement* **Sep.19-May.21**

University of California, San Diego, Moores Cancer Center
 Under the supervision of Dr. Shu-Hong Zhu, I support the evaluation, statistics, and measurement research efforts of the UCSD Moores Cancer Center. My work is focused on designing a comprehensive evaluation of the Tobacco Use Prevention Education (TUPE) program, including developing a grant electronic management system and providing monitoring and evaluation technical assistance to TUPE grantees across California. I also work with statistical analysts to summarize data and prepare reports for multiple counties and state agencies, and publish peer-review papers.

*Research Scientist from 9/19-12/19

Adjunct Professor (Statistics for Behavioral Sciences)**Aug.18-May.19**

Chapman University, Crean College of Health and Behavioral Sciences

Taught statistics for the behavioral sciences at Chapman University. Some of the main topics in my lecture and lab sequence included: measures of central tendency, analysis of variance, applied multiple regression, data visualization, and the use of statistical software packages (e.g., SPSS). The underlying logic of my statistics course was to help students formulate questions that data can answer, carry out appropriate statistical tests, and convey a story with data that lay people could understand.

Adjunct Professor (Research Methods)**Aug.18-May.19**

Chapman University, Crean College of Health and Behavioral Sciences

Taught research methods at Chapman University. This course introduced students to research designs and methods that are used in the scientific field of psychology. Topics included the scientific method, measurement and survey design, reliability and validity, and sampling. This course also included a lab component, focused on guiding students as they formulate hypotheses, choose and implement appropriate research designs, analyze and interpret data, and write research reports.

Adjunct Professor (Research Methods)**Jan.18-May.18**

California State University, Los Angeles, Department of Psychology

Taught research methods at California State University, Los Angeles. This course introduced students to research designs and methods that are used in the scientific field of psychology. Topics included the scientific method, measurement and survey design, reliability and validity, and sampling. This course also included a lab component, focused on guiding students as they formulate hypotheses, choose and implement appropriate research designs, analyze and interpret data, and write research reports.

Adjunct Professor (Inferential Statistics)**Aug.17-Dec.17**

California State University, Los Angeles, Department of Psychology

Taught descriptive and inferential statistics at California State University, Los Angeles. Some of the main topics in my lecture and lab sequence included: measures of central tendency, analysis of variance, applied multiple regression, nonparametric procedures, and the use of statistical software packages.

Evaluation and Measurement Specialist**Feb.18-June.19**

Claremont Evaluation Center, Accenture Talent Innovation Lab

Worked as an evaluation and measurement specialist on a recruiting transformation initiative at Accenture. I was the lead investigator on creating *Core Elements* that every Accenture recruit should possess. A structural equation modeling approach, including confirmatory factor analysis and measurement invariance testing, has been used to validate the *Core Elements* and test invariance both demographically and cross-culturally.

Compensation and Benefits Data Analyst**May.19-June.19**

Center for Nonprofit Management, Los Angeles

Worked as a compensation and benefits data analyst on a Compensation and Benefits Report for southern and central California nonprofit organizations. I developed an SPSS syntax file structure, including within-group quartile values for position title salaries, frequency values for all benefits data, variance from peer-group averages for each position within each organization according to budget size peer group, field of service peer group, geographic location peer group, and number of employee's peer group.

Lab Manager for the Positive Organizational Psychology Lab **Sep.16–June.19**

Claremont Evaluation Center, Claremont Graduate University

Advancing scientific theory and empirical research in positive organizational psychology. Our purpose was to contribute to the scientific understanding of optimal functioning of employees, organizations, institutions, and communities. I supported the lab through all aspects of managing the research process, including designing studies, data collection, analysis, and writing.

Assistant Lab Manager for the Theory-Driven Evaluation Lab **Jan.17-June.19**

Claremont Evaluation Center, Claremont Graduate University

Advancing the theory and research of evaluation practice. My work explored the notion of exemplary – from theories, evaluations, to programs. Through a series of studies, we attempted to explore what constitutes exemplary programs and evaluations as well as how individuals come to such judgments. More than that, identifying best practices and features typical of each of these decisions. Studies of exemplary programs, evaluations, and theories were of special interest because they may help identify practices and designs that are likely to end in success. Thus, we learned not just what works, but what tends to work extraordinarily well.

Lab Manager for the Positive Organizational Development Lab **Sep.16-June.19**

Claremont Evaluation Center, Claremont Graduate University

Developed solutions to maximize organizational effectiveness through cutting-edge positive psychology, organizational behavior, and evaluation research. The lab collaborated with MMChr in a joint venture to introduce positive principles to organizations in the greater Los Angeles and inland empire regions. The Positive OD lab offers services in several practice areas, including positive psychology, leader development, recruitment, talent management, and evaluation.

Evaluation Procedures Teaching Assistant **Aug.17-Dec.17**

Claremont Graduate University

Worked as a teaching assistant for Professor Tiffany Berry. The course was designed to provide the core knowledge for conducting program evaluations. Responsible for assisting the professor with designing lectures and grading student exams, presentations, evaluation projects, and assignments.

Research and Jobs Coordinator **Jan.16-Aug.17**

Claremont Graduate University

Worked to connect current students and alumni with research and job opportunities. I maintained the DBOS (Division of Behavioral and Organizational Sciences) Jobs website and provided individual consultations to students about job search strategies. Here were some highlights from my job: posted 500+ jobs, participated on a symposium at the Western Psychological Association, published 30 newsletters to the DBOS community, facilitated four workshops on research/job search strategies, provided 50+ consultations for students on job search strategies, connected over 50 jobs, and wrote a technical report based on a job survey administered to current students.

Business Development/Grant Writing Intern **Jan.15-May.15**

Foundations for Second Chances, University of Southern California (Masters in Applied Psychology Internship Program)

Developed programmatic logic models for six company programs and collaborated with the Executive Director to develop marketing strategies. In addition, I wrote grant proposals to seven corporations in the greater Los Angeles region and conducted a mixed methods research study

using appreciate inquiry to improve strategic planning processes within the organization.

Recruiting Specialist**Sep.4-Oct.14**

University of Southern California, Dornsife College of Letters, Arts, and Sciences, Psyched for Jobs Conference

Recruited professional speakers to talk about the way psychology is applied in work organizations. The purpose of the conference was to educate undergraduate students on the opportunities a psychology degree confers in the workplace. Through collaboration with an event planning, market research, and marketing consulting team we were able to attract 100+ attendees.

Research Assistant**Nov.13-May.14**

University of California, Los Angeles, Passionate People Project

My role as a research assistant for the Passionate People Project included interviewing elite professionals based on the construct of passion created in the lab. The purpose of the interview process was to identify points of passion that will eventually be incorporated into a website that helps people find passion in their careers.

Other Higher Education Experience

Director of Oxbridge Seminar**Sep.16-Jun.18**

Claremont Evaluation Center, Claremont Graduate University

Under the supervision of Professor Michael Scriven, I facilitated meetings that are a kind of hybrid between the usual visiting speaker events and regular seminars. These are not limited to the usual kind of presentations but include presenting puzzles, problems, and half-baked ideas on which the seminar leader is keen to have some discussion.

Director of Claremont Evaluation Center, Speaker Series**Sep.16-Sep.17**

Claremont Evaluation Center, Claremont Graduate University

Recruited evaluation theoreticians and practitioners to come to Claremont Graduate University to lecture to 80+ graduate students and faculty on an evaluation topic. Drafted proposal letters and budgets for events. Facilitated each speakers schedule and stay on the day of their presentation at the Claremont Graduate University.

Jobs Lecturer and Consultant**Sep.16-Aug.17**

Claremont Evaluation Center, Claremont Graduate University

Lectured to undergraduate and graduate students on careers in applied psychology and job search strategies. Taught the basics of resume, CV, and cover letter construction. Conveyed marketing strategies to students to help them be more competitive in the job market.

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Editor of IPPA Positive Work and Organizations Publication

Warren, M. A., **Donaldson, S. I.**, & Chapman, S. (2017, June). Positive work and organizations: Research and practice. *IPPA Work and Organizations Division*. Retrieved from <http://www.ippanetwork.org/divisions/work/positive-work-and-organizations-research-and-practice-issue-3/>.

Donaldson, S. I. (2017, May). 2017's best places for summer jobs. *WalletHub*. Retrieved from <https://wallethub.com/edu/best-places-for-summer-jobs/21137/#scott-donaldson>.

Warren, M. A., Austill, A., & **Donaldson, S. I.** (2016, July). Positive work and organizations: Research and practice. *IPPA Work and Organizations Division*. Retrieved from <http://www.ippanetwork.org/divisions/work/positive-work-and-organizations-research>

Warren, M. A., Austill, A., & **Donaldson, S. I.** (2015, December). Positive work and organizations: Research and practice. *IPPA Work and Organizations Division*. Retrieved from <http://www.ippanetwork.org/divisions/work/positive-work-and-organizations-research-and-practice/>.

Evaluation Technical Reports

Donaldson, S. I. (2020). *A guidance document for developing an evaluation plan*. Moores Cancer Center Technical Report.

Donaldson, S. I. (2018). *Creating a positive wave: Evaluating the codes impact on organizational outcomes*. Claremont Evaluation Center Technical Report.

Chen, C., **Donaldson, S. I.**, Schroyer, L., & Whalen, C. (2018). *ProHabits evaluation report*. Claremont Evaluation Center Technical Report.

Donaldson, S. I. (2016). *Current student jobs survey*. Claremont Evaluation Center Technical Report.

Presentations, Posters, and Invited Talks

Donaldson, S. I. (2021, July). *Understanding and correcting for self-report bias in organizational behavior research: A multitrait-multimethod analysis*. Podium presented at the International Positive Psychology Association 7th World Congress.

Donaldson, S. I. (2021, July). *The Positive Functioning at Work Scale: Psychometric assessment, validation, and measurement invariance*. Poster presented at the International Positive Psychology Association 7th World Congress.

Donaldson, S. I., & Rattrie, L. (2021, March). *Bridging the gap between science and practice: Developing a roadmap for academic-practitioner collaboration in positive work and organizations*. Poster presented at the International Positive Psychology Association Evidence in Action Conference.

Lee, J. Y., & **Donaldson, S. I.** (2020, October). Measuring positive psychology constructs and interventions beyond self-reports. In Donaldson, S. I. (Chair), *Designing, measuring, and evaluating positive psychology interventions*. Symposium presented at the annual meeting for the Western Psychological Association (WPA) Annual Conference, Virtual Conference.

Donaldson, S. I., & **Donaldson, S. I.** (2019, July). *New approaches to assess and improve employee flourishing across cultures*. Presentation at the International Positive Psychology Association's World Congress. Melbourne, Australia.

Donaldson, S. I., & Reece, A. (2019, April). Predicting employee success in the changing workplace. In Donaldson, S. I. (Chair), *Applying the science of positive psychology to improve the workplace of tomorrow*. Symposium presented at the annual meeting for the Western Psychological Association (WPA) Annual Conference, Pasadena, CA.

Donaldson, S. I., Jones, N. D., & LaVelle, J. M. (2018, November). *The role of individual and contextual activators in the impostor phenomenon*. Talk submitted to the American Evaluation Association Cleveland, OH. AEA Presidential Strand.

Jones, N. D., **Donaldson, S. I.**, & LaVelle, J. M. (2018, November). *Confronting the impostor phenomenon: Speaking your truth*. Talk submitted to the American Evaluation Association Cleveland, OH. AEA Presidential Strand.

LaVelle, J. M., Jones, N. D., **Donaldson, S. I.** (2018, November). *Grounding the impostor phenomenon in scholarly literature*. Talk submitted to the American Evaluation Association Cleveland, OH. AEA Presidential Strand.

LaVelle, J., **Donaldson, S. I.**, Jones, N. (October, 2018). *The impostor phenomenon in evaluation practice: Scholarly analysis and practical solutions*. Paper presented at the

- annual meeting for *European Evaluation Society (EES)*, Prague, CZ.
- Donaldson, S. I., **Donaldson, S. I.**, Siegel, J., & Chen, C. (2018, April). Promoting human flourishing at work. In Donaldson, S. I. (Chair), *Cutting edge research on human flourishing*. Symposium presented at the annual meeting for the Western Psychological Association (WPA) Annual Conference, Portland, CA.
- Donaldson, S. I.**, & Tomson, S. (2018, January). *The CODE method: An intervention to improve employee engagement and activate positive change in organizations*. Panel session presented at the annual meeting for Western Positive Psychological Association (WPPA), Los Angeles, CA.
- Chen, C., **Donaldson, S. I.**, Schroyer, L., & Whalen, C. (2018, January). *Research on Prohabits: Professional habits powered by positive psychology*. Panel session presented at the annual meeting for Western Positive Psychological Association (WPPA), Los Angeles, CA.
- Donaldson, S. I., **Donaldson, S. I.**, Fierro, L., Gargani, J., & Catsambas, T. (2017, November). *What have we learned from research on professionalization?* Panel session presented at the annual meeting for the American Evaluation Association (AEA), Washington, DC.
- Donaldson, S. I., **Donaldson, S. I.**, Mason, S., Rykaczewska, A., & Bonis, S (2017, November). Exemplary evaluation. *Panel session presented at the annual meeting for the American Evaluation Association (AEA)*, Washington, DC.
- Vo, A., Azzam, T., & **Donaldson, S. I.** (2017, November). *Money and time: their effects on evaluation design*. Paper presented at the annual meeting for the American Evaluation Association (AEA), Washington, DC.
- Donaldson, S. I., **Donaldson, S. I.**, & Fierro, L., (2017, September). *Research on the professionalization of evaluation: Implications for hawaii-pacific evaluators and evaluation clients*. Round table session presented at the annual meeting for the Hawaii Pacific Evaluation Association (H-PEA), Honolulu, HI.
- Donaldson, S. I.**, Donaldson, S. I., Siegel, J., & Berger, D. (2017, April). A job analysis of psychology graduates with research careers. In Donaldson, S. I. (Chair), *Meaningful careers in psychology*. Symposium presented at the annual meeting for the Western Psychological Association (WPA) Annual Conference, Sacramento, CA.
- Donaldson, S. I.**, (2016, 2017 April). *Careers in developmental psychology*. Invited talk at Claremont Graduate University's Directed Research, Claremont, CA.
- Donaldson, S. I.**, (2017, February). *Searching for jobs in consulting*. Invited talk at Claremont Graduate University's Consulting Club, Claremont, CA.
- Donaldson, S. I.**, (2016, October). *Resumes, cover letters, and internships*. Facilitated workshop for Claremont Graduate University's Psi Chi, Claremont, CA.
- Donaldson, S. I.**, & Donaldson, S. I. (2016, May). *Careers in applied psychology*. Invited talk at University of California Irvine's Industrial and Organizational Psychology Club, Irvine, CA.

Professional Service, Honors, and Awards

2021 IPPA 7th World Congress Top Dissertation Award (Honorable Mention). This award confers on the author of a recent Ph.D. Dissertation that advances the science or application of positive psychology that has been officially passed between February 2019 to March 1, 2021.

2021-2023 IPPA Work and Organizations Division President who leads the division President in fulfilling the vision and mission of the division by providing continuity to established programs and by formulating future programs.

2019-2021 IPPA Work and Organizations Division President-Elect who supports the division President in fulfilling the goals and objectives of the division by providing continuity to

established programs and by formulating future programs.

2019 IPPA Work and Organizations Award Committee Lead for a scholar in the field of Positive Work and Organizations (PWO) who can lead the development of the proposal for a new WOD division award.

2018 Larry and Jane Rosen Fellowship awarded to an evaluation doctoral student in the Division of Behavioral and Organizational Sciences who has demonstrated excellence in their research and academic performance.

2015-2017 Editorial Board, *IPPA Positive Work and Organizations: Research and Practice Division (PWORP)* I was on the editorial board of a bi-annual newsletter for IPPA Positive Work and Organizations: Research and Practice Division (PWORP). The PWORP newsletter is a space for our member scholars and practitioners around the world to share knowledge, experience, and insights on a common platform, and develop opportunities for networking and growth. The PWORP, the first newsletter of its kind, publishes scientific empirical and conceptual scholarship as well as literature reviews, philosophical commentaries, and evidence-based thought-provoking discussions of issues on the ground.

Grants and External Funding

Keck School of Medicine of USC

20-10031 (Allem, J-P.) 2/1/21- 4/1/24

California Department of Public Health, California Tobacco Control Program

Title: Tobacco Industry Monitoring Evaluation (TIME)

Aims: The main goal of the project is to inform comprehensive tobacco control policy efforts by monitoring core tobacco industry practices related to electronic cigarettes and other new and emerging non-combustible nicotine products, and little cigars and cigarillos in three core tobacco industry practices: advertising and marketing on social media platforms, direct marketing, and underage online sales.

Role: Senior Research Scientist

Total Direct Costs: \$1,800,000

28KT-0003 (Allem, J-P.) 2019 (Cycle 30)

The Regents of the University of California, Research Grants Program Office, Tobacco-Related Diseases Research Program, High Impact Research Project Award

Title: The impact of cartoon-based marketing strategies on e-cigarette appeal and use among adolescents

Aims: The overall goal of this project is to inform potential state and local tobacco policy regulations on marketing and promotions. If we find that exposure to cartoon-based marketing strategies is associated with e-cigarette use and intention to use, this would provide strong evidence to develop specific marketing and advertising restrictions similar to those already in place for combustible and chew tobacco products.

Role: Senior Research Scientist

Total Direct Costs: \$1,225,843

28KT-0003 (Allem, J-P.) 2019 (Cycle 28)

The Regents of the University of California, Research Grants Program Office, Tobacco-Related Diseases Research Program, New Investigator Award

Title: Impact of vape pen placement in music videos on young adults

Aims: The proposed project will assess the impact of vaping product placement in music videos on the perceived risks and benefits, intention to use, and actual use of vape pens in young adults (ages 18 to 24) in California. First, we will comprise a list of top music videos with vaping product placement and conduct content analyses to determine themes. Then we will recruit young adults (N=1,500) to complete surveys assessing self-reported levels of exposure to the above marketing strategy, and perceived risks and benefits of vape pen use, intentions to use, and actual use. Finally, we will recruit young adults (N=300) to complete an experiment examining the causal impact of this marketing strategy on increases in self-reported product appeal (e.g., intention to use). The overall goal of this project is to inform potential state and local tobacco policy regulations on advertising and promotions addressing the TRDRP priority area of state and local tobacco policy research.

Total Direct Costs: \$961,915

In preparation (to be submitted August 2021)

The Regents of the University of California, Research Grants Program Office, Tobacco-Related Diseases Research Program, Research Award

Title: The impact of unsubstantiated health claims on Twitter

Aims: The proposed project will address assess the impact of exposure to (i.e., recognition of claim)—and beliefs in (i.e., endorsement of factual nature of claim)—unsubstantiated health claims on the perceived risks and benefits, intention to use, and actual use of nicotine, cannabis, and e-cigarettes in young adults in California. First, we will collect posts to Twitter pertaining to nicotine, cannabis, and e-cigarettes, respectively, and code posts to identify unsubstantiated health claims. Then we will characterize the source of such claims, distinguishing social bots from non-bot accounts. Finally, we will recruit young adults (n=2000) to complete surveys assessing self-reported levels of exposure to—and beliefs in—such claims, as well as perceived risks and benefits of nicotine, cannabis, and e-cigarette use, intentions to use, and actual use. While our study will focus on unsubstantiated health claims regarding nicotine, cannabis, and e-cigarettes, we can apply the methodology to additional products and examine other populations in the future.

Role: Co-PI

Total Direct Costs: TBD

UCSD School of Medicine

CN190155 (Zhu, S-H.) 2019-2023

California Department of Education

Title: Tobacco Use Prevention Education Program (TUPE) Evaluation

Aims: Develop a real-time monitoring, evaluation, and technical assistance system integrated with continuous quality improvement, and evaluate the statewide impact of a multi-tiered socioecological prevention program in California.

Role: Postdoctoral Scholar

Total Direct Costs: \$3,160,000 (Direct+Indirect)

50176 (Zhu, S-H.) 2020-2022

Orange County Superintendent of Schools, with prime funding from California Department of Education

Title: Youth Vaping Alternative Program Education (YVAPE)

Aims: The Youth Vaping Alternative Program Education (YVAPE) is a counseling and educational program for students who have been cited for vaping at school. YVAPE is available to California public middle and high schools who will enroll students instead of alternative disciplinary action for vaping. YVAPE is designed to provide a positive experience for the

students and help them think through their vaping behavior.

Role: Postdoctoral Scholar

Total Direct Costs: \$1,194,962 (Direct+Indirect)

Claremont Evaluation Center

(Donaldson, S. I.) 2018-2019

Accenture

Title: Claremont Evaluation Center – The Talent Innovation Lab

Aims: The Talent Innovation Lab at Claremont Graduate University serves as a bridge between academia and applied work in providing forward-thinking, evidence-based talent management strategies and practices. The Evaluation and Measurement Team investigated components of success that every Accenture recruit should possess. A structural equation modeling approach, including confirmatory factor analysis and measurement invariance testing, was used to validate the components and test invariance both demographically and cross-culturally.

Role: Evaluation and Measurement Specialist

Total Direct Costs: \$300,000 (Direct+Indirect)

(Donaldson, S. I.) 2019-2021

Claremont Evaluation Center – Human Flourishing and Social Justice Project

Aims: The aim of the Human Flourishing and Social Justice project is to understand the relationship between employee positive functioning and work performance controlling for self-report and monomethod bias. The project aspires to advance measurement in positive work and organizations.

Role: Evaluation and Measurement Specialist

Total Direct Costs: \$70,000 (Direct+Indirect)