

# Lucy Popova, Ph.D.

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## Education

- **Ph.D., Communication** 2010  
University of California, Santa Barbara  
Ph.D. Emphasis: Quantitative Methods in Social Science
- **M.A., Communication** 2008  
University of California, Santa Barbara
- **B.A., Economics and Business** 2001  
Westmont College, Santa Barbara, CA

## Professional Experience

- **Assistant Professor** 2016 - present  
Second Century Initiative (2CI) Scholar  
Department of Health Policy and Behavioral Sciences  
School of Public Health, Georgia State University
- **Postdoctoral Research Fellow** 2011 - 2016  
Center for Tobacco Control Research and Education  
University of California, San Francisco

## Publications (74 total)

(Underline = Mentee: Postdoctoral Fellow, PhD Student, MD Student, or MPH Student)

Fairman, R.T., Weaver, S.R., Akani, B.C., Dixon, K., & **Popova, L.** (in press). "You have to vape to make it through": A qualitative examination of electronic cigarette use outcome expectancies among middle- and high-school youth and parents. *American Journal of Health Behavior*.

Duong, H., Loud, E.E., Thrasher, J.F., Henderson, K., Ashley, D.L., & **Popova, L.** (in press). 'It brings light to what you really put into your body': a focus group study of reactions to messages about nicotine reduction in cigarettes. *Tobacco Control*. doi:10.1136/tobaccocontrol-2020-056312

Yang, B., Massey, Z., & **Popova, L.** (in press). Effects of modified risk tobacco product claims on consumer comprehension and risk perceptions of IQOS. *Tobacco Control*. doi:10.1136/tobaccocontrol-2020-056191

Kalan, M.E., Jebai, R., Bursac, Z., **Popova, L.**, Guatam, P., Li, W., Atwell, L.L., Ward, K.D., Behaleh, R., & Ben Taleb, Z. (in press). Trends and Factors Related to Blunt Use Among Florida Middle and High School Students, 2010-2020. *Pediatrics*.

- Hoek, J., Gendall, P., Eckert, C., Louviere, J., Ling, P.M., & **Popova, L.** (2021). An analysis of on-pack messages for e-liquids: A discrete choice study. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2020-056033.
- Liu, J., Phua, J., Krugman, D., Xu, L., Nowak, G., & **Popova, L.** (2020). Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntaa243.
- Popova, L.** (2020). Carpe covid: Using COVID-19 to communicate about harms of tobacco products. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2020-056276.
- Li, Y., Yang, B., Henderson, K. C., & Popova, L. (2020). A content analysis of U.S. adults' open-ended responses to e-cigarette risk messages. *Health Communication*. doi: 10.1080/10410236.2020.1837427.
- Owusu, D., Massey, Z., & Popova, L. (2020). An experimental study of messages communicating potential harms of electronic cigarettes. *PLOS ONE*, 15(10): e0240611. doi: 10.1371/journal.pone.0240611. PMCID: [PMc7577451](https://pubmed.ncbi.nlm.nih.gov/3240611/)
- Popova, L.** (2020). Extended Parallel Process Model. In *The International Encyclopedia of Media Psychology*, J. Bulck (Ed.). doi: 10.1002/9781119011071.iemp0189
- Popova, L., Fairman, R., Akani, B., Dixon, K., & Weaver, S.R.** (2021). "Don't do vape, bro!" A qualitative study of youth's and parents' reactions to e-cigarette prevention advertisements. *Addictive Behaviors*, 112. doi: 10.1016/j.addbeh.2020.106565
- Seidenberg, A., **Popova, L.**, Ashley, D., & Wackowski, O. (2020). Inferences Beyond a Claim: A Typology of Potential Halo Effects Related to Modified Risk Tobacco Product Claims. *Tobacco Control*. doi: 10.1136/tobaccocontrol-2019-055560
- Churchill, V., Nyman, A., Weaver, S., Yang, B., Huang, J., & Popova, L. (2020). Perceived risk of electronic cigarettes compared to combustible cigarettes: direct versus indirect questioning. *Tobacco Control*. doi:10.1136/tobaccocontrol-2019-055404. PMCID: 7975626.
- Lambert, V., Davis, R., Popova, L., & Thrasher, J. (2020). Cessation Conversations and Subsequent Quitting Among US Latino and non-Latino White Smokers. *American Journal of Health Behavior*, 44 (4), 473-487. doi: 10.5993/AJHB.44.4.9
- Massey, Z., Li, Y., Holli, J., Churchill, V., Yang, B., Henderson, K., Ashley, D., Huang, J., & Popova, L. (2020) Modifications to Electronic Nicotine Delivery Systems (ENDS): A Content Analysis of YouTube Videos. *Journal of Medical Internet Research*. doi:10.2196/17104. PMCID: [PMc7298628](https://pubmed.ncbi.nlm.nih.gov/3298628/)
- Li, Y., Fairman, R.T., Churchill, V., Ashley, D.L., & Popova, L. (2020). Users' Modifications to Electronic Nicotine Delivery Systems (ENDS): Interviews with ENDS Enthusiasts. *International Journal of Environmental Research and Public Health*, 17(3), Article 918. doi:10.3390/ijerph17030918. PMCID: [PMc7037434](https://pubmed.ncbi.nlm.nih.gov/327037434/)
- Churchill, V., Weaver, S.R., Spears, C.A., Huang, J., Massey, Z.B., Fairman, R.T., Pechacek, T.F., Ashley, D.L., & Popova, L. (2020). IQOS debut in the USA: Philip Morris International's heated tobacco device introduced in Atlanta, Georgia. *Tobacco Control*, 29, e152-e154. doi:10.1136/tobaccocontrol-2019-055488. PMCID: [PMc7416520](https://pubmed.ncbi.nlm.nih.gov/32416520/)

- Yang, B., Owusu, D., & Popova, L. (2020). Effects of a Nicotine Fact Sheet on Perceived Risk of Nicotine and E-Cigarettes and Intentions to Seek Information about and Use E-Cigarettes. *International Journal of Environmental Research and Public Health*, 17(1), 131. doi: 10.3390/ijerph17010131. PMID: [PMC6981818](#)
- Haggart, K., Robertson, L., Blank, M.-L., **Popova, L.**, & Hoek, J. (2021). "It's Just Steam": A Qualitative Analysis of New Zealand ENDS Users' Perceptions of Second-Hand Aerosol. *Tobacco Control*, 30, 30-35. doi: 10.1136/tobaccocontrol-2019-055368
- Yang, B., & Popova, L. (2020). Communicating Risk Differences Between Electronic and Combusted Cigarettes: The Role of the FDA-Mandated Addiction Warning and a Nicotine Fact Sheet. *Tobacco Control*, 29, 663-671. doi: 10.1136/tobaccocontrol-2019-055204. PMID: [PMC7174095](#)
- Popova, L.**, Owusu, D., Nyman, A., Weaver, S.R., Yang, B., Huang, J., & Ashley, D. (2019). Effects of framing nicotine reduction in cigarettes on anticipated tobacco product use intentions and risk perceptions among US adult smokers. *Nicotine & Tobacco Research*, 21, Issue Supplement\_1, S108-S116. doi: 0.1093/ntr/ntz146. PMID: [PMC6939750](#)
- Li, Y., Yang, B., Owusu, D., & Popova, L. (2020). Higher Negative Emotions in Response to Cigarette Pictorial Warning Labels Predict Higher Quit Intentions among Smokers. *Tobacco Control*, 29, 496-501. doi: 10.1136/tobaccocontrol-2019-055116. PMID: [PMC7024028](#)
- Owusu, D., Lawley, R., Yang, B., Henderson, K., Bethea, B., LaRose, C., Stallworth, S., & **Popova, L.** (2020). "The lesser devil you don't know": A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes. *Tobacco Control*, 29, 217-223. doi: 10.1136/tobaccocontrol-2018-054883. PMID: [PMC6821570](#)
- Yang, B., Liu, J., & **Popova, L.** (2019). Feeling Hopeful Motivates Change: Emotional Responses to Messages Communicating Comparative Risk of Electronic Cigarettes and Combusted Cigarettes. *Health Education & Behavior*. doi: 10.1177/1090198118825236. PMID: [PMC6520174](#)
- Yang, B., Spears, C.A., & **Popova, L.** (2019). Psychological Distress and Responses to Comparative Risk Messages about Electronic and Combusted Cigarettes. *Addictive Behaviors*, 91, 141-148. doi: 10.1016/j.addbeh.2018.11.025. PMID: [PMC6358477](#)
- Popova, L.**, Nonnemaker, J., Taylor, N., Bradfield, B., & Kim, A. (2019). Warning Labels on Sugar-Sweetened Beverages: An Eye Tracking Approach. *American Journal of Health Behavior*, 43(2), 406-419. doi: 10.5993/AJHB.43.2.16. PMID: [PMC6639808](#)
- Owusu, D., So, J., & **Popova, L.** (2019). Reactions to Tobacco Warning Labels: Predictors and Outcomes of Adaptive and Maladaptive Responses. *Addiction Research & Theory*, 27(5), 383-393. doi: 10.1080/16066359.2018.1531127. PMID: [PMC6738943](#)
- Owusu, D., Weaver, S.R., Yang, B., Ashley, D.L., & **Popova, L.** (2019). Trends in Trust in the Sources of Health Information on Electronic Cigarettes among U.S. Adults, 2015 -

2017. *American Journal of Public Health*, 109 (1), 145-147.  
doi:10.2105/AJPH.2018.304754. PMCID: [PMC6301383](#)
- Robertson, L., Hoek, J., Blank, M.-L., Richards, R., Ling, P.M., & **Popova, L.** (2019). Dual Use of Electronic Nicotine Delivery Systems (ENDS) and Smoked Tobacco: A Qualitative Analysis. *Tobacco Control*, 28, 13-19. doi:10.1136/tobaccocontrol-2017-054070. PMCID: [PMC6317506](#)
- McKelvey, K., **Popova, L.**, Pepper, J., Brewer, N., & Halpern-Felsher, B.L. (2018). Adolescents have unfavorable opinions of adolescents who use e-cigarettes. *PLoS ONE*, 13(11): e0206352. doi: 10.1371/journal.pone.0206352. PMCID: [PMC6221340](#)
- Robertson, L., Hoek, J., Blank, M.-L., Richards, R., Ling, P.M., **Popova, L.**, & McMillan, L. (2018). A qualitative exploration of information-seeking by electronic nicotine delivery systems (ENDS) users in New Zealand. *BMJ Open*, 8:e023375. doi:10.1136/bmjopen-2018-023375. PMCID: [PMC6224741](#)
- Yang, B., Liu, J., & **Popova, L.** (2018). Targeted Versus Nontargeted Communication About Electronic Nicotine Delivery Systems in Three Smoker Groups. *International Journal of Environmental Research and Public Health*, 15, 2071. doi:10.3390/ijerph15102071. PMCID: [PMC6210660](#)
- McKelvey, K., **Popova, L.**, Kim, M., Chaffee, B.D., Vijayaraghavan, M., Ling, P.M., & Halpern-Felsher, B.L. (2018). Heated Tobacco Products Likely Appeal to Adolescents and Young Adults. *Tobacco Control*, 27:s41-s47. doi:10.1136/tobaccocontrol-2018-054596. PMCID: [PMC6252490](#)
- Yang, B., Owusu, D., & **Popova, L.** (2019). Testing Messages About Comparative Harm of Electronic Cigarettes and Combusted Cigarettes. *Tobacco Control*, 28:440-448. doi:10.1136/tobaccocontrol-2018-054404. PMCID: [PMC6374208](#)
- Popova, L.**, Lempert, L.K., & Glantz, S.A. (2018). Light and mild redux: Heated tobacco products' reduced exposure claims are likely to be misunderstood as reduced risk claims. *Tobacco Control*, 27:s87-s95. doi: 10.1136/tobaccocontrol-2018-054324. PMCID: [PMC6202239](#)
- McKelvey, K., **Popova, L.**, Kim, M., Lempert, L.K., Chaffee, B.D., Vijayaraghavan, M., Ling, P.M., & Halpern-Felsher, B.L. (2018). IQOS Labeling Will Mislead Consumers. *Tobacco Control*, 27:s48-s54. doi:10.1136/tobaccocontrol-2018-054333. PMCID: [PMC6252493](#)
- Popova, L.**, Majeed, B., Owusu, D., Spears, C.A., & Ashley, D.L. (2018). Who are the smokers who never plan to quit and what do they think about the risks of using tobacco products? *Addictive Behaviors*, 87:62-68. doi: 10.1016/j.addbeh.2018.06.024. PMCID: [PMC6109416](#)
- Nyman, A., Weaver, S.R., **Popova, L.**, Pechacek, T.F., Huang, J., Ashley, D.L., & Eriksen, M.P. (2018). Awareness and use of heated tobacco products among U.S. adults, 2016-2017. *Tobacco Control*, 27:s55-s61. doi:10.1136/tobaccocontrol-2018-054323. PMCID: [PMC6218939](#)

- Popova, L., Owusu, D.,** Weaver, S.R., **Kemp, C.B.,** Mertz, C.K., Pechacek, T.F., & Slovic, P. (2018). Affect, risk perception, and the use of cigarettes and e-cigarettes: A population study of U.S. adults. *BMC Public Health*, 18:395. doi: 10.1186/s12889-018-5306-z. PMID: [PMC5863900](#)
- Nagelhout, G.E., **Popova, L.,** & Kuipers, M.A.G. (2018). Why are new tobacco control interventions needed? *International Journal of Environmental Research and Public Health*, 15:658. doi: 10.3390/ijerph15040658. PMID: [PMC5923700](#)
- Bursac, Z., Klesges, R.C., Little, M.A., Linde, B.D., **Popova, L.,** Kaplan, C.M., Talcott, G.W. (2018). The comparative effectiveness of two brief tobacco interventions in the U.S. Air Force: Perceived harm and intentions to use tobacco products. *Tobacco Induced Diseases*, 16:26. doi: 10.18332/tid/87142. PMID: [PMC6659509](#)
- Popova, L.,** Thrul, J., & Glantz, S.A. (2018). Effects of large cigarette warning labels on smokers' expected longevity. *American Journal of Health Behavior*, 42(2), 85-92. doi: 10.5993/AJHB.42.2.8. PMID: [PMC5859580](#)
- Thrasher, J.F., Islam, F., Davis, R., **Popova, L.,** Lambert, V., Cho, Y.J., Salloum, R., Louviere, J., Hammond, D. (2018). Testing cessation messages for cigarette package inserts: Findings from a best/worst discrete choice experiment. *International Journal of Environmental Research and Public Health*, 15(2), 282. doi:10.3390/ijerph15020282. PMID: [PMC5858351](#)
- Jones, D., **Popova, L.,** Weaver, S.R., Pechacek, T.F., & Eriksen, M.P. (2018). A National Comparison of Dual Users of Smokeless Tobacco and Cigarettes and Exclusive Cigarette Smokers, 2015-2016. *Nicotine & Tobacco Research*, 20:Suppl 1, S62-S70. doi:10.1093/ntr/nty010. PMID: [PMC6093383](#)
- Thrasher, J.F., Anshari, D., Lambert, V., Islam, F., Mead, E., **Popova, L.,** Salloum, R., Moodie, C., Louviere, J., Lindblom, E.N. (2018). Assessing smoking cessation messages with a discrete choice experiment. *Tobacco Regulatory Science*, 4(2), 73-87. doi: 10.18001/TRS.4.2.7. PMID: [PMC6395051](#)
- So, J., & **Popova, L.** (2018). A profile of individuals with anti-tobacco message fatigue. *American Journal of Health Behavior*, 42(1), 109-118. doi: 10.5993/AJHB.42.1.11. PMID: [PMC5772987](#)
- Popova, L.,** Owusu, D., Jenson, D., & Neilands, T.B. (2018). Factual text and emotional pictures: Overcoming a false dichotomy of cigarette warning labels. *Tobacco Control* 27, 250-253. doi: 10.1136/tobaccocontrol-2016-053563. PMID: [PMC5650578](#)
- Weaver, S.R., Jazwa, A., **Popova, L.,** Rothenberg, R.B., Slovic, P., & Eriksen, M.P. (2017). Worldviews and trust of sources for health information on electronic nicotine delivery systems: Effects on risk perceptions and use. *Social Science & Medicine – Population Health*, 3, 787-794. doi: 10.1016/j.ssmph.2017.09.003. PMID: [PMC5769095](#)

- Kim, M., **Popova, L.**, Halpern-Felsher, B.L., & Ling, P.M. (2017). Effects of e-cigarette advertisements on adolescents' perceptions of cigarettes. *Health Communication*. doi: 10.1080/10410236.2017.1407230. PMID: [PMC5999542](#)
- Popova, L.**, McDonald, E.A., **Sidhu, S.**, Barry, R., Richers Maruyama, T.A., Sheon, N.M., & Ling, P.M. (2017). Perceived harms and benefits of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: Implications for health education and research. *Addiction*, 112(10), 1821-1829. doi: 10.1111/add.13854. PMID: [PMC5593776](#)
- Popova, L.**, So, J., Sangalang, A. L., Neilands, T. B., & Ling, P.M. (2017). Do emotions spark interest in alternative tobacco products? *Health Education and Behavior*, 44(4), 598-612. doi: 10.1177/1090198116683169. PMID: [PMC5494011](#)
- Popova, L.** (2016). Sugar-sweetened beverage warning labels: Lessons learned from the tobacco industry. *Journal of the California Dental Association*, 44(10), 633-640. PMID: [PMC5297396](#)
- McDonald, E.A., **Popova, L.**, & Ling, P.M. (2016). Traversing the triangulum: The intersection of tobacco, legalized marijuana and electronic vaporizers in Denver, Colorado. *Tobacco Control*, (25), i96-i102. doi: 10.1136/tobaccocontrol-2016-053091. PMID: [PMC5099213](#)
- Holmes, L.M., **Popova, L.**, & Ling, P.M. (2016). State of transition: Marijuana use among young adults in the San Francisco Bay Area. *Preventive Medicine*, 90, 11-16. doi: 10.1016/j.jypmed.2016.06.025. PMID: [PMC5014592](#)
- Popova, L.** (2016). Can we resolve the disconnect between how communication interventions work and how we evaluate them? *Health Education and Behavior*, 43(2), 121-124. doi: 10.1177/1090198116629423. PMID: [PMC4818655](#)
- Popova, L.**, & Halpern-Felsher, B.L. (2016). A longitudinal study of adolescents' optimistic bias about risks and benefits of cigarette smoking. *American Journal of Health Behavior*, 40(3), 341-351. doi: 10.5993/AJHB.40.3.6. PMID: [PMC4843817](#)
- Brown-Johnson, C. G., & **Popova, L.** (2016). Exploring smoking stigma, alternative tobacco product use, and quit attempts. *Health Behavior and Policy Review*, 3(1), 13-20. doi:10.14485/HBPR.3.1.2. PMID: [PMC4829360](#)
- Popova, L.**, Linde, B.D., Bursac, Z., Talcott, G.W., Modayil, M.V., Little, M.A., Ling, P.M., Glantz, S.A., Klesges, R.C. (2016). Testing anti-smoking messages for Air Force trainees. *Tobacco Control*, 25, 656-663. doi:10.1136/tobaccocontrol-2015-052477. PMID: [PMC4837096](#)
- Ramo, D.E., **Popova, L.**, Grana, R., Zhao, S., & Chavez, K. (2015). Cannabis mobile apps: A content analysis. *JMIR mHealth uHealth*, 3(3):e81. doi:10.2196/mhealth.4405. PMID: [PMC4705020](#)
- Popova, L.**, & Ling, P.M. (2014). Nonsmokers' responses to new warning labels on smokeless tobacco and electronic cigarettes: an experimental study. *BMC Public Health*, 14:997. doi:10.1186/1471-2458-14-997. PMID: [PMC4190284](#)

- Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2014). Controller required? A study of the impact of natural mapping on interactivity, realism, presence and enjoyment in motion-based video games. *Presence: Teleoperators and Virtual Environments*, 23(3), 267-286. doi:10.1162/PRES\_a\_00193
- Popova, L.**, Kostygina, G., Sheon, N. M., & Ling, P. M. (2014). A qualitative study of smokers' responses to messages discouraging dual tobacco product use. *Health Education Research*, 29(2), 206-221. doi:10.1093/her/cyt150. PMID: [PMC3959203](#)
- Popova, L.**, Neilands, T.B., & Ling, P.M. (2014). Testing messages to reduce smokers' openness to using novel smokeless tobacco products. *Tobacco Control*, 23, 313-321. doi:10.1136/tobaccocontrol-2012-050723. PMID: [PMC3723703](#)
- Grana, R. L., **Popova, L.**, & Ling, P. M. (2014). A longitudinal analysis of e-cigarette use and smoking cessation. *JAMA Internal Medicine*, 174(5), 812-813. doi:10.1001/jamainternmed.2014.187. PMID: [PMC4122246](#)
- Popova, L.** (2014). Scaring the snus out of smokers: Testing effects of fear, threat, and efficacy on smokers' acceptance of novel smokeless tobacco products. *Health Communication*, 29, 924-936. doi: 10.1080/10410236.2013.824063. PMID: [PMC4029854](#)
- Popova, L.**, & Ling, P. M. (2013). Perceptions of relative risk of snus and cigarettes among US smokers. *American Journal of Public Health*, 103 (11), e21-e23. doi: 10.2105/AJPH.2013.301547. PMID: [PMC3828048](#)
- Popova, L.**, & Ling, P. M. (2013). Alternative tobacco product use and smoking cessation: A national study. *American Journal of Public Health*, 103, 923-930. doi: 10.2105/AJPH.2012.301070. PMID: [PMC3661190](#)
- Popova, L.** (2012). The extended parallel process model: Illuminating the gaps in research. *Health Education and Behavior*, 39, 455 - 473. doi:10.1177/1090198111418108. **Winner of 2013 SOPHE Lawrence W. Green Paper of the Year Award.**
- Weber, R., & **Popova, L.** (2012). Equivalence testing in communication research: Theory and application. *Communication Methods and Measures*, 6(3), 190-213. doi: 10.1080/19312458.2012.703834. **Winner of Communication Methods and Measures Article of the Year 2012 Award.**
- Weber, R., **Popova, L.**, & Mangus, J. M. (2012). Universal morality, mediated narratives, and neural synchrony. In R. Tamborini (Ed.), *Media and the Moral Mind* (pp. 26-42). London: Routledge.
- Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2011). Spatial presence and perceived reality as predictors of motion-based video game enjoyment. *Presence: Teleoperators and Virtual Environments*, 20, 591-619. doi:10.1162/PRES\_a\_00084

Rudy, R., **Popova, L.**, & Linz, D. (2011). Contributions to the content analysis of gender roles: An introduction to a special issue. *Sex Roles*, 64, 151-159. doi:10.1007/s11199-011-9937-0. PMID: [PMC3035789](#)

Rudy, R., **Popova, L.**, & Linz, D. (2010). The context of current content analysis of gender roles: An introduction to a special issue. *Sex Roles*, 62, 705-720. doi:10.1007/s11199-010-9807-1. PMID: [PMC2905517](#)

Stohl, C., Stohl, M., & **Popova, L.** (2009). A new generation of global corporate codes of ethics? *Journal of Business Ethics*, 90, 607-622. doi: 10.1007/s10551-009-0064-6

## Conference presentations (99 total)

(Underline = Mentee: Postdoctoral Fellow, PhD Student, MD Student, or MPH Student)

Liu, J., Phua, J., Krugman, D., Xu, L., Nowak, G., & **Popova, L.** (2021, May). Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. To be presented at the annual conference of the International Communication Association (Online).

Ntansah, C., Loud, E., Lambert, V., Wu, C.-L., **Popova, L.**, Salloum, R., Thrasher, J. (2021, May) Using Ecological Momentary Assessment to Evaluate Harm Reduction Messages to Promote Vaping Among Adult Smokers. To be presented at the annual conference of the International Communication Association (Online).

**Popova, L.**, Duong, H., Loud, E., Henderson, K., Ashley, D., & Thrasher, J. (2021, February). Misperceptions of harm of nicotine and reduced-nicotine cigarettes and how to correct them: A qualitative study. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

**Popova, L.**, Fairman, R., Akani, B., Dixon, K., & Weaver, S.R. (2021, February). *A qualitative study of youth's and parents' reactions to e-cigarette prevention advertisements*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Massey, Z. B., Yang, B., Vasi, A., & **Popova, L.** (2021, February). *Analyzing Consumers' Reactions to Modified Risk Statements in IQOS Advertisements*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Loud, E.E., Duong, H.T., Henderson, K., Reynolds, R., Ashley, D., Thrasher, J.F., & **Popova, L.** (2021, February). *A qualitative study of perceptions of nicotine, addiction, and very low nicotine cigarette messages among current smokers, former smokers, dual users, and non-smokers*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

Ntansah, C., Loud, E.E., Lambert, V., Wu, C.-L., **Popova, L.**, Salloum, R., Nahhas, G., Ferguson, S., & Thrasher, J.F. (2021, February). *An evaluation of harm reduction messages that promote vaping among adult smokers: An ecological momentary assessment study*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco (Online).

**Popova, L.** (2021, January). *Introduction to the new frontiers in tobacco: Heated Tobacco Products*. Presented at the Nevada Public Health Cannabis and Vaping Summit. (Online).



- Popova, L., Yang, B., & Sebeh, Y.** (2020, May). *Further Evidence That Fear Appeals Do Not Backfire*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)
- Li, Y., Yang, B., Henderson, K. C., & Popova, L.** (2020, May). *A content analysis of U.S. adults' open-ended responses to e-cigarette risk messages*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)
- Yang, B., & Popova, L.** (2020, May). *Effects of Language Features of Modified Risk Tobacco Product Claims on Consumer Comprehension and Risk Perceptions of IQOS*. Presented at the annual conference of the International Communication Association. (Converted from Gold Coast, Australia to virtual due to COVID-19.)
- Massey, Z., Li, Y., Holli, J., Churchill, V., Yang, B., Henderson, K., Ashley, D., & Popova, L.** (2020, March). *Modifications to Electronic Nicotine Delivery Systems (ENDS): A Content Analysis of YouTube Videos*. Presented at the annual meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
- Fairman, R. T., Cho, Y.I., Popova, L., & Thrasher, J.F.** (2020, March). *Support for nicotine reduction in tobacco products: Findings from the 2016 and 2018 four country smoking and vaping survey*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans, LA.
- Li, Y., Yang, B., Owusu, D., & Popova, L.** (2019, November). *High-emotion cigarette pictorial warning labels lead to more negative emotions and greater quit intentions than low-emotion pictorial and text-only warning labels*. Presented at the annual conference of the National Communication Association, Baltimore, MD.
- Churchill, V., Weaver, S., Nyman, A., Yang, B., & Popova, L.** (2019, November). *Comparative risk perceptions of electronic cigarettes and combusted cigarettes among U.S. adults: direct and indirect measures*. Presented at the American Public Health Association (APHA) Annual Meeting, Philadelphia, PA.
- Yang, B., & Popova, L.** (2019, November). *Role of negative emotional reactions in the effects of graphic cigarette warning labels on cigarette risk perceptions and behavioral intentions*. Presented at the American Public Health Association (APHA) Annual Meeting, Philadelphia, PA.
- Popova, L.** (2019, October). *The Launch of IQOS in the US: Report from Atlanta*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
- Popova, L., Owusu, D., Nyman, A., Weaver, S.R., Yang, B., Huang, J., & Ashley, D.** (2019, October). *Effects of framing nicotine reduction in cigarettes on anticipated tobacco product use intentions and risk perceptions among US adult smokers*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
- Li, Y., Fairman, R., Churchill, V., Ashley, D., & Popova, L.** (2019, October). *Users' modification to ENDS: interviews of ENDS enthusiasts*. Presented at the 2019 NIH Tobacco Regulatory Science Meeting in Bethesda, MD.
- Baezconde-Garbanai, L., Rodriguez, Y.L., Henderson, B., Barahona, R., Cruz, T., Sussman, S., Unger, J., Hallett, C., Popova, L., & Steinberg, J.** (2019, September). *Exposure to and perceptions of secondhand smoke exposure (tobacco and cannabis) and support for smoke and vape-free multiunit housing policy among diverse populations in Los Angeles*. Presented at the SRNT-Europe, Oslo, Norway.

- Popova, L.** (2019, May). *Perceived message effectiveness and affect*. Presented at the ICA Pre-Conference: New Conceptualizations and Research to Inform Message Testing: Perceived Message Effectiveness and Its Alternatives, Washington, DC.
- Yang, B., & Popova, L.** (2019, May). *Communicating risk differences between electronic and combusted cigarettes: The role of the FDA-mandated warning and a nicotine fact sheet*. Presented at the annual conference of the International Communication Association, Washington, DC.
- Popova, L., Lempert, L.K., Chaffee, B., Halpern-Felsher, B., Max, W., Ling, P.M., Sung, H.-Y., Lightwood, J., & Glantz, S.** (2019, February). *RJ Reynolds' Camel Snus Modified Risk Tobacco Product Applications Fail to Demonstrate Adequate Communication of Risk to Consumers and the Benefit to Public Health*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
- Owusu, B., Lawley, R., Yang, B., Henderson, K., Bethea, B., & Popova, L.** (2019, February). *The lesser devil you don't know: A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
- Yang, B., & Popova, L.** (2019, February). *Testing messages communicating about nicotine and comparative risk of electronic and combusted cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
- Yang, B., & Popova, L.** (2019, February). *Psychological distress and responses to comparative risk messages about electronic cigarettes and combusted cigarettes with and without addiction warning*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, San Francisco, CA.
- Yang, B., Liu, J., & Popova, L.** (2018, November). *Emotional responses to messages communicating comparative risk of electronic cigarettes and combusted cigarettes*. Presented at the annual conference of the National Communication Association (Health Communication Division), Salt Lake City, UT.
- Popova, L., Lempert, L.K., & Glantz, S.A.** (2018, October). *Light and mild redux: Heated tobacco products' reduced exposure claims are likely to be misunderstood as reduced risk claims*. Presented at the 9th National Smokeless and Spit Tobacco Summit, Sacramento, CA.
- Yang, B., & Popova, L.** (2018, June). *Testing Messages about Comparative Risk of Electronic Cigarettes and Combustible Cigarettes*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
- Yang, B., & Popova, L.** (2018, June). *Testing the Role of Threat and Efficacy Beliefs in Intentions to Switch to Electronic Cigarettes Completely and Quit Smoking Among Smokers with and without Serious Psychological Distress*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
- Popova, L., & Owusu, D.** (2018, May). *Emotional responses to cigarette warning labels and their implications for perceived risk and quitting intentions: An experimental study*. Presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- Yang, B., Owusu, D., & Popova, L.** (2018, May). *Testing Messages About Comparative Harm of Electronic Cigarettes and Combustible Cigarettes*. Presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

- Popova, L.** (2018, April). *Perceived Message Effectiveness: Causes and Consequences*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Popova, L., Owusu, D., & Masyn, K.** (2018, February). *Hope + shame = greater intentions to quit: Emotional responses to experimental cigarette warning labels*. Presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
- Yang, B., & Popova, L.** (2018, February). *How psychological distress is related to smokers' responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
- Yang, B., & Popova, L.** (2018, February). *Responses to messages communicating comparative harms of electronic cigarettes and combustible cigarettes: Smoking identity, threat, and efficacy*. Presented at the annual conference of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
- So, J., & Popova, L.** (2017, November). *Who's tired of anti-tobacco messages? Profiling individuals with anti-tobacco message fatigue*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.
- Owusu, D., So, J., & Popova, L.** (2017, November). *From 'Damn! I didn't know that!' to 'Government lies to make smokers quit': Spontaneous adaptive and maladaptive responses to tobacco warning labels and their associated factors and outcomes*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.
- Jones, D., Weaver, S.R., Popova, L., Sterling, K., Pechacek, T.F., & Eriksen, M.P.** (2017, November). *National Comparisons of Dual Users of Smokeless Tobacco and Cigarettes and Exclusive Cigarette Smokers, 2014-2016*. Presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.
- Popova, L., Majeed, B., Owusu, D., & Ashley, D.** (2017, October). *Who are the inveterate smokers?* Presented at the annual meeting of the Tobacco Centers for Regulatory Science (TCORS), Bethesda, MD.
- Owusu, D., Lawley, R., & Popova, L.** (2017, October). *Developing Messages Communicating Comparative Risk of Electronic and Combustible Cigarettes*. Presented at the annual meeting of the Tobacco Centers for Regulatory Science (TCORS), Bethesda, MD.
- Popova, L.** (2017, May). *Communicate to motivate: Lessons learned from anti-tobacco campaigns*. World Social Marketing Conference, Panel Session: The Soda Wars: Lessons Learned from 30+ Years of Tobacco Advocacy. Washington, DC.
- Popova, L., McDonald, E.A., Sidhu, S., Barry, R., Richers Maruyama, T.A., Sheon, N.M., & Ling, P.M.** (2017, March). *Dimensions of perceived harm of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: A qualitative study*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
- Weaver, S.R., Jazwa, A., Popova, L., Rothenberg, R.B., Slovic, P., & Eriksen, M.P.** (2017, March). *Whom do Adults Trust for Health Information on Electronic Nicotine Delivery Systems?* Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
- Popova, L., Owusu, D., Weaver, S.R., Kemp, C.B., Mertz, C.K., Pechacek, T.F., & Slovic, P.** (2017, March). *Affect, risk perception, and the use of cigarettes and e-cigarettes: A*

- population study of U.S. adults*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
- Weaver, S.R., **Popova, L.**, & Eriksen, M.P. (2017, March). *Developing and evaluating health communication messages about ENDS for current smokers*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.
- Popova, L.** (2016, November). *Health communication strategies for e-cigarettes*. Presented at World Cancer Congress, Paris, France.
- Popova, L.** (2016, October). *What features make cigarette warning labels be perceived as emotional or informational?* Presented at the American Public Health Association (APHA) Annual Meeting, Denver, CO.
- Popova, L.** (2016, June). *New Marketing and Policies on Marijuana and E-cigarettes impact on Young Adult Tobacco use*. American Marketing Association's Marketing and Public Policy Conference, Special Session: Exploring New Frontiers in Tobacco Marketing and E-cigarettes: Perspectives from Researchers Not Typically Attending the Marketing & Public Policy. San Luis Obispo, CA.
- Popova, L.** (2016, May). *Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels*. Presented at the NIH Tobacco Regulatory Science Conference, Bethesda, MD.
- Holmes, L.M., **Popova, L.**, & Ling, P.M. (2016, April). *State of Transition: Marijuana Use Among Young Adults in the San Francisco Bay Area*. Presented at the Annual Meeting of the Population Association of America, Washington, DC.
- Hennigan, D., & **Popova, L.** (2016, April). *Smokeless Tobacco Health Warnings: The Industry's FDA Strategy*. Presented at the 8th National Smokeless and Spit Tobacco Summit, Albuquerque, NM.
- Popova, L.** (2016, March). *Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels*. Presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.
- Popova, L.**, So, J., Sangalang, A. L., Neilands, T. B., & Ling, P.M. (2016, March). *Level of nicotine dependence predicts emotional arousal in response to advertisements for alternative tobacco products*. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
- Popova, L.**, Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, November). *From Yummy Gummy to Arctic Ice: Adolescents' Use of Flavored Tobacco Products*. Presented at the American Public Health Association (APHA) Annual Meeting, Chicago, IL.
- Popova, L.**, Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, October). *"For the good times": Adolescent use of cigarillos and response to promotional videos*. Presented at the Annual Fall Meeting of NIH Tobacco Centers of Regulatory Science (TCORS), Bethesda, MD.
- Popova, L.**, McDonald, E.A., & Ling, P.M. (2015, September). *Marijuana, tobacco, e-cigarettes and young adults: Preliminary findings from Colorado developmental pilot project*. Presented at the State and Community Tobacco Control (SCTC) Research Initiative Meeting, San Diego, CA.

- Holmes, L.M., **Popova, L.**, & Ling, P.M. (2015, September). *Sociodemographic and psychosocial predictors of marijuana use among young adults in the San Francisco Bay Area*. Presented at the State and Community Tobacco Control (SCTC) Research Initiative Meeting, San Diego, CA.
- Ramo, D.E., **Popova, L.**, Zhao, S., Chavez, K., & Grana Mayne, R. (2015, June) *Content analysis of cannabis smartphone applications*. Presented at the Annual Meeting of the College on Problems of Drug Dependence, Scottsdale, AZ.
- Popova, L.**, Halpern-Felsher, B., Walsh, K. R., & Ling, P.M. (2015, May). *Adolescents' responses to e-cigarette and cigarillo advertising: An experimental study*. Presented at annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.
- Popova, L.**, So, J., Sangalang, A. L., & Ling, P.M. (2015, May). *Emotional responses to warning labels for alternative tobacco products and their implications for behavioral intentions: An experimental study*. Presented at annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.
- Popova, L.**, & Ling, P.M. (2014, November). *Effect of warning labels and "endorsements" on perceived risk of alternative tobacco products among non-smokers*. Presented at the American Public Health Association (APHA) Annual Meeting, New Orleans, LA.
- Popova, L.**, Lee, Y.O., & Ling, P.M. (2014, November). *Social smoking and use of alternative tobacco products among adult smokers in the US*. Presented at the American Public Health Association (APHA) Annual Meeting, New Orleans, LA.
- Brown-Johnson, C., & **Popova, L.** (2014, October). *Smoking Stigma in Non-smokers, Smokeless Tobacco Users, Conventional Cigarette Users and Dual Users*. Presented at the UC San Francisco Health Disparities Research Symposium VIII, San Francisco, CA.
- Popova, L.**, & Ling, P.M. (2014, August). *Smokers Response to Alternative Tobacco Product Warning Labels: An Experimental Study*. Presented at the National Conference on Health Communication, Marketing and Media, Atlanta, GA.
- Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2014, April). *Controller Required? A Study of the Impact of Natural Mapping on Interactivity, Realism, Presence and Enjoyment in Motion-Based Video Games*. Presented at the Broadcast Education Association, Las Vegas, NV. **1<sup>st</sup> Place Open Paper for the BEA Interactive Multimedia and Emerging Technologies division paper competition.**
- Popova, L.**, Grana, R., & Ling, P.M. (2014, March). *New and alternative tobacco products: What health educators need to know*. Presented at the Society for Public Health Education Annual Meeting, Baltimore, MD.
- Nagelhout, G., Kleemans, M., & **Popova, L.** (2014, March). *Influence of newspaper coverage about smoke-free laws with health or economic frames on readers' understanding of the reasons for the law: An experimental study*. Presented at the European Conference on Tobacco or Health, Istanbul, Turkey.
- Grana, R. L., **Popova, L.**, & Ling, P. M. (2014, February). *A longitudinal analysis of e-cigarette use and quitting*. Presented at the Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting, Seattle, WA.

- Popova, L., & Ling, P.M.** (2013, November). *Perceived harm of branded and non-branded cigarettes and snus among US smokers*. Presented at the American Public Health Association (APHA) Annual Meeting, Boston, MA.
- Popova, L., & Ling, P.M.** (2013, August). *Double Trouble: New research on dual use of smokeless tobacco and other tobacco products*. Presented at the 7th National Smokeless and Spit Tobacco Summit, Missoula, MT.
- Popova, L., & Ling, P.M.** (2013, August). *The Lesser of Two Evils? Consumers' Perceived Risks of Smokeless Tobacco*. Presented at the 7th National Smokeless and Spit Tobacco Summit, Missoula, MT.
- Popova, L., & Ling, P.M.** (2013, June). *Testing effects of fear, threat, and efficacy on smokers' acceptance of novel smokeless tobacco products*. Paper presented at annual convention of the International Communication Association (ICA), London, UK.
- Popova, L., Neilands, T.B., & Ling, P.M.** (2013, June). *Testing messages to reduce smokers' openness to using novel smokeless tobacco products*. Paper presented at annual convention of the International Communication Association (ICA), London, UK.
- Popova, L., & Ling, P. M.** (2013, February). *Testing smokeless counter-marketing messages: The role of fear appeals*. Poster presented at the 2012 "It's about a Billion Lives" Symposium, University of California, San Francisco. San Francisco, CA.
- Popova, L., & Ling, P. M.** (2012, October). *Are fear appeals an effective tool to discourage smokers from using smokeless tobacco?* Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.
- Popova, L., & Ling, P. M.** (2012, October). *Is use of novel smokeless tobacco products associated with smoking cessation among US smokers?* Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.
- Popova, L., Kostygina, G., Sheon, N., & Ling, P. M.** (2012, October). *"It can't be as bad as smoking": Perceptions of smokeless tobacco and responses to anti-smokeless messages*. Paper presented at the American Public Health Association (APHA) Annual Meeting, San Francisco, CA.
- Popova, L., & Halpern-Felsher, B. L.** (2012, August). *Prevalence and persistence of smoking-related optimistic bias in youth*. Paper presented at the 2012 National Conference on Tobacco or Health, Kansas City, MO.
- Popova, L., & Ling, P. M.** (2012, August). *Testing smokeless counter-marketing messages: The role of fear appeals*. Paper presented at the 2012 National Conference on Tobacco or Health, Kansas City, MO.
- Popova, L., & Ling, P. M.** (2012, May). *Novel "tobacco" product use and association with smoking cessation: A national study*. Paper presented at annual meeting of the Society of General Internal Medicine, Orlando, FL.
- Ling, P. M., & Popova, L.** (2012, March). *Understanding smokeless tobacco marketing*. Presented at the National Cancer Institute Smokeless Grantee Meeting, Houston, TX.
- Ling, P. M., Popova, L., Sheon, N., Kostygina, A., Sanders-Jackson, A., & Lewis, M. J.** (2012, March). *Messages to discourage dual tobacco product use among smokers in the USA*. Paper presented at 15<sup>th</sup> World Conference on Tobacco or Health (WCTOH), Singapore.

- Weber, R., & **Popova, L.** (2011, November). *Equivalence testing in quantitative communication research: Theory and application*. Paper presented at annual convention of the National Communication Association (NCA), New Orleans, LA.
- Popova, L.** (2011, May). *Empirical test of the dimensional structure of perceived reality of television: Cross-cultural comparison between the US and Japan*. Paper presented at annual convention of the International Communication Association (ICA), Boston, MA.
- Shafer, D. M., Carbonara, C. P., & **Popova, L.** (2011, March). *The Psychological Impact of Next Generation Game Systems: Presence and perceived reality as predictors of motion-based video game enjoyment*. Paper presented at the Baylor University Educational Technology Showcase, Waco, TX.
- Popova, L.** (2010, November). *The extended parallel process model: A critique of theory and research*. Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA. (**Top 4 Student Paper Award**)
- Popova, L.,** Rudy, R., & Linz, D. (2010, November). *Content analysis research on sex roles: Past, present, and future*. Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA.
- Gailliard, B., & **Popova, L.** (2010, November). *Developing a model for understanding business recycling behavior in Santa Barbara, California*. Paper presented at annual convention of the National Communication Association (NCA), San Francisco, CA.
- Popova, L.** (2010, June). *Empirical test of the structure of perceptions of reality in media messages*. Paper presented at the ICA Pre-Conference, Tokyo, Japan.
- Popova, L.** (2010, June). *Perceived reality in media messages: An explication of its dimensional structure*. Paper presented at annual convention of the International Communication Association (ICA), Singapore.
- Popova, L.** (2009, May). *Compassion desensitization: Comparing reactions to nonfiction disaster and fictional television violence*. Paper presented at annual convention of the International Communication Association (ICA), Chicago, IL.
- Popova, L.** (2008, May). *How mass media communication about natural disasters facilitates helping behavior: A structural equation modeling analysis*. Paper presented at annual convention of the International Communication Association (ICA), Montreal, Canada.
- Nabi, R., Prestin, A., Medder, R., & **Popova, L.** (2008, May). *Influence of affect on sufficiency criterion: A heuristic-systematic model approach*. Paper presented at annual convention of the International Communication Association (ICA), Montreal, Canada.
- Nabi, R., Sopory, P., Medders, R., **Popova, L.,** & Prestin, A. (2007, November). *Does time to think affect metaphor persuasiveness? A look at metaphor, elaboration, perceived persuasiveness and attitude change*. Paper presented at annual convention of the National Communication Association (ICA), Chicago, IL.
- Stohl, C., Stohl, M., & **Popova, L.** (2007, May). *A new generation of global corporate codes of ethics?* Paper presented at annual convention of the International Communication Association (ICA), San Francisco, CA.
- Popova, L.** (1998, May). *Kyrgyzstan: In search of a new ideology?* Paper presented at the International Student Conference organized by the Open Society Institute. Budapest, Hungary. (**Top Paper Award**)

**Popova, L.** (1998, April). *Exploring the possibility for inter-ethnic conflict in Central Asia*. Paper presented at the International Student Conference organized by The East East: Partnership Beyond Borders Program, Open Society Institute. St. Petersburg, Russia.

**Popova, L.** (1997, December). *Prospects of economic cooperation among the Central Asian countries*. Paper presented at the International Student Conference organized by the Open Society Institute. Almaty, Kazakhstan.

## **Invited Talks, Guest Lectures and Presentations**

*Emotional responses to messages communicating comparative risk of electronic cigarettes and combustible cigarettes*. Presented at the CDC Health Communication Science Journal Club, Atlanta, GA. June 2019.

*"The lesser evil": Communicating about comparative risks of electronic and combusted cigarettes*. Presented at the ASPIRE 2025 Seminar, University of Otago, Wellington, New Zealand. May 2019.

*Harnessing the power of emotion in tobacco communications*. Presented at the University of Otago, Dunedin, New Zealand. May 2019.

*The importance of emotions in health and healthcare decision-making*. Presented at the Presence Center, Stanford University, Palo Alto, CA. February 2019.

*Scaring the smokers or giving them hope: Emotions in anti-tobacco campaigns*. Presented at the annual in-person meeting of the Evaluation Task Force for the California Department of Public Health Tobacco Control Program. San Francisco, CA. May 2018.

*Communication and Marketing in Tobacco Regulatory Science*. Seminar presented to the GSU TCORS trainees. Georgia State University, Atlanta, GA. November 2017.

*From Mass to Masspersonal Media: Promoting Public Interest Research*. Presented at the Center for Evaluation and Coordination of Training and Research in Tobacco Regulatory Science (CECTR) monthly webinar. June 2017.

*Emotion versus reason in tobacco control communications*. Presentation at the Irish Cancer Society. Dublin, Ireland. March 2017.

*Harnessing the power of emotion in health communication*. Invited colloquium at the Penn State Department of Communication Arts & Sciences. State College, PA. April 2016.

*Marijuana Use and Perceptions: The Intersecting Triangle of Tobacco, Marijuana, and Electronic Devices*. Presentation at "The Intersection of Tobacco & Marijuana" Staff In-Service at the California Department of Public Health. Sacramento, CA. February 2016.

*Factual text and emotional graphics: Overcoming a false dichotomy of cigarette warning labels*. Presentation at the Tobacco Policy Research Group, UC San Francisco. January 2016.

*Effects of cigarette warning labels on smokers' subjective life expectancy*. Presented at the Center for Evaluation and Coordination of Training and Research in Tobacco Regulatory Science (CECTR) monthly webinar. December 2015.

*Effects of cigarette warning labels on smokers' subjective life expectancy*. Presented at the UCSF TCORS General Meeting, San Francisco, CA, November 2015.

*Randomized Behavioral Clinical Trials: 10 Lessons I Learned from the NIH Summer Institute*. Seminar at the UCSF Center for AIDS Prevention Studies (CAPS) Methods Core. San Francisco, CA, September 2015.

*Young adults' perceptions of risk of marijuana products and tobacco products in Colorado*. Presentation at the meeting "Marijuana Regulation: Lessons from Tobacco-Related Disease Research and Tobacco Control" hosted by the Tobacco-Related Disease Research Program (TRDRP), Oakland, CA. July 2015.



*Exploring the nexus of tobacco, e-cigarettes, and marijuana.* Community presentation at the Youth Radio, Oakland, CA, May 2015.

*From Mosquitoes to the Terminator: Tobacco Industry as Disease Vector.* Keynote presentation at the South Dakota Spring Tobacco Control Institute, Pierre, SD. March 2015

*From Tobacco to E-cigarettes and Marijuana: Trading one Substance for Another.* Presentation at the 50th Annual Miami Children's Hospital Pediatric Post Graduate Course, Miami, FL. March 2015.

*Kirk versus Spock: Emotion, Reason and Tobacco Warning Labels.* Presentation at the "It's About a Billion Lives" Symposium, University of California San Francisco. January 2015. Available at <http://tobacco.ucsf.edu/about-a-billion-lives>

*Warnings or Endorsements? New labels for alternative tobacco products.* Presentation at the Behavioral Research Program, National Cancer Institute, Washington DC. November 2014.

*Warnings or Endorsements? New labels for alternative tobacco products.* Presentation at the Office of Science, Tobacco Control Program, FDA, Washington DC. November 2014.

*How does it feel? Emotional responses to new labels for alternative tobacco products.* Presentation at the Tobacco Policy Research Group, UC San Francisco. September 2014.

*New Products, Same Old Tricks.* Presentation at the E-Cigarette Seminar, California Department of Public Health. Sacramento, CA. September 2014.

*Understanding perceived risk of tobacco products.* Presentation at the Centers for Disease Control and Prevention (CDC) Office on Smoking and Health. Atlanta, GA. August 2014.

*Research on electronic cigarettes to inform environmental health regulations.* Presentation at the National Environmental Health Association (NEHA) and the International Federation of Environmental Health (IFEH) Annual Educational Conference. Las Vegas, NV. July 2014.

*Scaring the Snus Out of Smokers: Effects of Fear, Threat, and Efficacy on Smokers' Acceptance of Novel Smokeless Tobacco Products.* Presentation at the Department of Health Promotion of Maastricht University. Maastricht, Netherlands. May 2014.

*Achievements and Challenges in Tobacco Control Communications.* Presentation at the Alliantie Nederland Rookvrij (Alliance Smokefree Holland). Utrecht, Netherlands. May 2014.

*Research on electronic cigarettes to inform public health.* Presentation at the Institut Català d'Oncologia. Barcelona, Spain. May 2014.

*Warnings or Endorsements? New labels for alternative tobacco products.* Presentation at the American Legacy Foundation, Washington DC. March 2014.

*Warnings or Endorsements? New labels for alternative tobacco products.* Presentation to the Advisory Committee for the Center for Tobacco Control Research and Education, UC San Francisco. January 2014.

*Warnings or Endorsements? New labels for alternative tobacco products.* Presentation at the Tobacco Policy Research Group, UC San Francisco. November 2013.

*Testing messages to reduce smokers' openness to using novel smokeless tobacco products.* Presented as part of CDC OSH Media Network Webinar "Communicating about E-Cigarettes." July 2013.

*(Mis)calculated risks: Perceptions of harm of various tobacco products.* Presentation at the Tobacco Policy Research Group, UC San Francisco. March 2013.

*Testing messages to reduce smokers' openness to using new smokeless tobacco products: The role of fear, threat, and efficacy.* Presentation to the Health Communication and Informatics Research Branch, Behavioral Research Program, National Cancer Institute. Washington, DC. December 2012.

*Post-Doc: How to Get It and How to Succeed in It.* Presentation to the graduate students at the Communication Department, UC Santa Barbara as part of the Graduate Alumni Career Panel. May 2012.

*Testing Smokeless Counter-Marketing Messages: the Role of Fear Appeals.* Presentation at the Tobacco Policy Research Group, UC San Francisco. December 2011.

*Equivalence Testing in Quantitative Social Science.* Lecture presented at the Quantitative Methods in the Social Sciences (QMSS) colloquium at UC Santa Barbara. May 2009.

*Communication in a Disaster.* Lecture presented to undergraduate students in Comm 160SC at UC Santa Barbara. January 2009.

*Why People Play Games? Selective Exposure Theory.* Lecture presented to undergraduate students in Comm 154 (Video Game Research) at UC Santa Barbara. November 2008.

*Correlation.* Lecture presented to undergraduate students in Comm 87 (Intro to Statistics) class at UC Santa Barbara. July 2008.

*Recycling outreach campaign for businesses, City of Santa Barbara Environmental Services Division.* Presented at "Media and the environment: Communicating about Santa Barbara's ocean, air, and land" Public Presentation. Santa Barbara, California.

*The CNN Effect and the Fox News Effect.* Lecture presented to undergraduate students in Comm 130 (Political Communication) class at UC Santa Barbara. March 2008.

*Resistance to Persuasion and Persuasion Campaigns.* Lectures presented to undergraduate students in Persuasion class at UC Santa Barbara. November 2006.

## Grants

### Ongoing Research Support

#### Primary Investigator

National Cancer Institute/Food and Drug Administration	9/16/2019 – 8/31/2022
R01CA239308 (PIs: Popova/Thrasher)	\$1,374,688

*Communicating about Nicotine and Differential Risks of Tobacco Products*

Role: Primary Investigator

The major goal of this project is to develop effective messages to communicate about reduced nicotine in combusted cigarettes and different levels of risk in various tobacco products, including modified risk tobacco products.

National Institute on Drug Abuse/Food and Drug Administration	9/15/2018 – 8/31/2021
R01DA047397 (PIs: Ashley/Popova)	\$1,295,619

*The Impact of Design Characteristics on the Modification Potential of Electronic Nicotine Delivery Systems*

Role: Primary Investigator

The major goals of the project are to identify the various ways users modify ENDS and to evaluate the role of ENDS product characteristics that lead to modification and what motivates these activities in order to guide public health policy and regulatory decision-making for new product review and product standards.

National Institute on Drug Abuse/Food and Drug Administration	9/1/2019 – 8/31/2021
R01DA047397-02S1 (PIs: Ashley/Popova)	\$303,211

*Administrative Supplement*

Role: Primary Investigator

Studying the early adopters of IQOS tobacco heating system in Atlanta by assessing their behavior, knowledge, risk perceptions, exposure to marketing, tobacco use history, and reasons for using IQOS.

Robert Wood Johnson Foundation 8/15/2019 – 8/14/2021  
Award #76688 (PI: Popova) \$358,678  
*Monitoring the rollout of IQOS in Atlanta*  
Role: Primary investigator  
Monitoring the rollout of heated tobacco product IQOS in Atlanta, GA to provide timely data on marketing and early adopters, with particular emphasis on priority populations.

### **Co-Investigator/Consultant**

National Cancer Institute 9/1/2019 – 8/31/2021  
R01CA194681-05S1 (PI: Huang) \$368,291  
*Administrative Supplement*  
Role: Co-Investigator  
Monitoring and analyzing the IQOS tobacco heating system marketing in retail stores and public events in Atlanta, and IQOS marketing on social media, print media, and via direct mail/email.

National Cancer Institute/Food and Drug Administration 7/01/2019-6/30/2021  
R21CA245094 (PI: Byron) \$427,625  
*Correcting public misperceptions about very low nicotine content cigarettes*  
Role: Consultant  
This project develops and tests messages to reduce the common misperception that very low nicotine content cigarettes are less likely to cause cancer than current cigarettes. This research will inform communications to help maximize the benefits of a nicotine reduction policy.

### **Completed Research Support**

National Cancer Institute/Food and Drug Administration 9/12/2014 – 11/30/2020  
K99CA187460/R00CA187460 (PI: Popova) \$960,823  
*Communicating Harm of New Tobacco Products*  
Role: Primary Investigator  
Comparing the effects of informational messages and those that combine information with emotional appeals on perceptions of harm of tobacco products, intentions to use tobacco products, and attitudes towards regulation of these products.

National Cancer Institute 8/4/2011-7/31/2016  
U01CA154240 (PI: Ling) \$5,885,076  
*Countering young adult tobacco marketing in bars*  
Role: Co-Primary investigator on Pilot Developmental Project “New marketing and policies on marijuana and e-cigarettes impact on young adult tobacco use”  
Studying marketing and young adult use of electronic devices for tobacco and marijuana, as well as co-use of tobacco and marijuana in the context of legalized retail marijuana in the Denver Metropolitan Area.

National Cancer Institute/Food and Drug Administration 9/19/2013-8/31/2018

P50DA036109 (PI: Glantz) \$24,436,536  
*Improved Models to Inform Tobacco Product Regulation*

National Cancer Institute 9/30/2009 – 8/31/2014  
R01CA141661 (PI: Ling) \$2,456,601

*Understanding Smokeless Tobacco Marketing*

Role: Postdoctoral Fellow

Analysis of previously secret tobacco industry documents to understand the targets and impact of smokeless tobacco marketing, content analysis of current smokeless advertising, and pilot testing counter-marketing messages to decrease smokeless uptake.

Role: Primary Investigator on Postdoctoral Project “Effects of Cigarette Graphic Warning Labels on Smokers’ Subjective Life Expectancy”

Major Goals: Conduct multidisciplinary research to inform the FDA’s regulation of the manufacture, distribution and marketing of tobacco products to protect public health.

University of California Tobacco-Related Disease Research Program 7/1/2017 – 6/30/2019  
26IR-0022 (PI: Baezconde-Garbanati) \$495,000

*Triangulum (Tobacco, E-Cigarettes, Marijuana) SHS exposure in multi-unit housing (MUH)*

Role: Consultant

The goal is to study the knowledge, attitudes, beliefs and behaviors, compliance, and best ways to communicate with tenants regarding tobacco, marijuana, and e-cigarettes smoke/vape-free policies in MUH.

Health Research Council of New Zealand 10/1/2016 – 9/30/2019  
16/149 (PI: Hoek) \$1,196,668

*Supporting informed e-cigarette use: A mixed methods study*

Role: Consultant

This study aims to provide the first comprehensive NZ data on e-cigarette knowledge, beliefs and usage behaviours; evaluate information messages, and assess the impact these have relative to other product attributes.

Fulton County Board of Health 8/15/2019 – 12/31/2019  
Intergovernmental Agreement (PI: Popova) \$164,139

*Development of Youth E-cigarette Prevention (YEP) Campaign*

Role: Primary Investigator

Conducting formative research to identify knowledge, attitudes, and perceptions regarding e-cigarettes and pre-test potential messages for a social marketing youth e-cigarette prevention campaign.

National Institute on Drug Abuse/Food and Drug Administration 9/1/2013 – 2/29/2020  
P50DA036128 (PI: Eriksen) \$19,833,787

*The Science of Decision Making: Connecting People and Policy*

Role: Co-Investigator

The goal of this center grant is to establish a Tobacco Center of Regulatory Science (TCORS) that includes multidisciplinary research aiding in the development and evaluation of tobacco product regulations. The TCORS will lead the establishment of a broad national scientific base of tobacco regulatory research and demonstrate research excellence and leadership in tobacco regulatory

science. The overarching goal is that results will contribute to the science base FDA will use to develop meaningful product regulation, which will in turn reduce the toll of tobacco-related disease, disability, and death in the United States.

## Honors and Awards

- Selected to participate in the NIH Summer Institute on Randomized Clinical Behavioral Trials 2015
- 1st Place Open Paper for the Broadcast Education Association Interactive Multimedia and Emerging Technologies division paper competition 2014
- *Communication Methods and Measures* Article of the Year 2012 award 2013
- Lawrence W. Green Paper of the Year Award (Society for Public Health Education) 2013
- Selected to participate in the NIH Summer Institute on Social and Behavioral Interventions 2012
- Top 4 Student Paper Award, National Communication Association, Mass Communication Division 2010
- Graduate Research Award for Social Science Surveys (GRASSS) 2010
- George D. McCune 2009-2010 Dissertation Fellowship Award 2009
- UCSB Graduate Student Association's Excellence in Teaching Award for the Humanities and Social Sciences 2009
- "Red Cross Instructor of the Month" Award 2002

## Professional Service

**Member**, Tobacco Products Scientific Advisory Committee (TPSAC), Food and Drug Administration, Department of Health and Human Services. Silver Spring, MD. 2021-present

**Editorial Board Member**, *Health Education & Behavior* 2018-present

**Associate Editor**, *Health Education & Behavior* 2013-2018

**Guest Editor**, *International Journal of Environmental Research and Public Health*, Special Issue "Development and Evaluation of New Tobacco Control Interventions" 2017

**Guest Editor**, *Sex Roles: A Journal of Research*, Special Issues on Content Analysis 2010-2011

### Peer Reviewer:

#### Journals:

*Addiction*

*Addiction Research & Theory*

*Addictive Behaviors*

*American Journal of Preventive Medicine*

*American Journal of Public Health*

*Annals of Epidemiology*

*Annals of Behavioral Medicine*

*Annals of Internal Medicine*

*Annals of the New York Academy of Sciences*

*Appetite*

*British Journal of Health Psychology*

*Communication Methods and Measures*

*Communication Monographs*  
*Communication Reports*  
*Communication Research Reports*  
*Drug and Alcohol Dependence*  
*Global Health Promotion*  
*Health Communication*  
*Health Education & Behavior*  
*Health Education Research*  
*Human Communication Research*  
*International Journal of Communication*  
*International Journal of Drug Policy*  
*JAMA*  
*Journal of Adolescent Health*  
*Journal of Communication*  
*Journal of General Internal Medicine*

*Journal of Health Communication: International Perspectives*  
*Journal of the National Cancer Institute*  
*Journal of Psychoactive Drugs*  
*Journal of Public Policy and Marketing*  
*Journal of Studies on Alcohol and Drugs*  
*Nicotine & Tobacco Research*  
*PLOS ONE*  
*Sex Roles: A Journal of Research*  
*Social Science & Medicine*  
*Substance Use & Misuse*  
*Thorax*  
*Tobacco Control*  
*Tobacco Induced Diseases*

**Conferences:**

*American Public Health Association (APHA): Alcohol, Tobacco, and Other Drugs*  
*International Communication Association (ICA): Mass Communication, Communication and Technology, Health Communication Divisions*  
*National Conference on Tobacco or Health (NCTOH)*  
*National Communication Association (NCA): Mass Communication Division*  
*Society for Public Health Education (SOPHE)*  
*Society for Nicotine and Tobacco Research (SRNT)*  
*Tobacco Regulatory Science (TRS)*

**Grants:**

<i>Centers for Disease Control and Prevention (CDC), Special Emphasis Panel for FOA DP20-003 Health Promotion and Disease Prevention Research Centers: 2020 Special Interest Project Competitive Supplements (SIPS)</i>	2020
<i>National Institutes of Health (NIH), Center for Scientific Review Special Emphasis Panel: Electronic Nicotine Delivery Systems (ENDS): Population, Clinical and Applied Prevention Research</i>	2020
<i>University of Southern California, TCORS pilot grants</i>	2019, 2020
<i>National Institute on Drug Abuse (NIDA)</i>	
- <i>Special Emphasis Panel: HEAL Initiative: Preventing Opioid Use Disorder in Older Adolescents and Young Adults (ages 16–30) (UG3/UH3)</i>	2019
- <i>Special Emphasis Panel: Mechanism for Time-Sensitive Drug Abuse Research (R21 Clinical Trial Optional)</i>	2018
<i>National Science Foundation (NSF), Decision, Risk, and Management Sciences program</i>	2018
<i>Georgia State University, internal research grants</i>	2017-present
<i>Cancer Research UK</i>	2014

**Government and other professional service**

- Reviewer, FDA's report "The Science of a Nicotine Standard for Combusted Tobacco Products" 2020
- Co-chair of the "Analysis of Ads or Marketing techniques" of the Marketing Influences Special Interest Group, organized by the FDA-funded Center for Coordination of Analytics, Science, Enhancement, and Logistics in Tobacco Regulatory Science (CASEL; 2020) 2020-present
- Public testimony at the Atlanta City Council (Expansion of smokefree ordinance) 2019
- Member of the Evaluation Task Force for the California Tobacco Control Program (California Department of Public Health) 2018-present
- Invited to participate as a Subject Matter Expert in the Electronic Nicotine Delivery Systems Working Group Meeting for FDA's The Real Cost Campaign (Bethesda, MD) 2016
- Invited expert testimony at the San Francisco Board of Supervisors Land Use and Transportation Committee (Health Code - Sugar-Sweetened Beverage Warning for Advertisements) 2015
- Public testimony at the San Jose City Council (Regulation of electronic cigarettes) 2014
- Public testimony at the San Francisco Board of Supervisors Rules Committee public hearing (Ordinance to regulate electronic cigarettes) 2014
- Public testimony at the New York City Council Committee on Health public hearing (Regulation of electronic cigarettes) 2013

#### University Service

- Internal Grant Peer Review Committee, Georgia State University 2017-present
- Admissions committees for PhD and MPH programs, Georgia State University 2017-present
- Fellowship Committee, Center for Tobacco Control Research and Education, University of California, San Francisco 2015-2016

## Teaching Experience

- **Georgia State University, School of Public Health**  
Instructor: Health Communication 2017  
Instructor: Theory and Practice in Health and Prevention 2018-present
- **Centers for Disease Control and Prevention University (CDCU)**  
Communication Strategies for Effective Public Health Interventions 2018
- **University of California San Francisco, Department of Medicine** 2015-2016  
Social and Behavioral Science (SBS) small group facilitator
- **University of Tsukuba (Japan), College of Comparative Culture** Spring 2011  
Lecturer  
Seminar in Thematic Writing  
Academic Writing  
English for Specialized Subjects 1 A

- **Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), Almaty, Kazakhstan** Summer 2010, 2011  
 Visiting professor  
 Business Communication (MGT3201)
- **University of California, Santa Barbara; Department of Communication** 2005-2009  
**Teaching Assistant assignments**  
 Lower Division Undergraduate Courses in Communication  
 Comm 1 – Introduction to Communication (2 times)  
 Comm 87 – Statistical Analysis for Communication (5 times)  
 Comm 88 – Communication Research Methods  
 Comm 89 – Theories of Communication  
  
 Upper Division Undergraduate Courses in Communication  
 Comm 117 – Persuasion  
 Comm 130 – Political Communication  
 Comm 131 – Organizational Communication: A Global Perspective  
 Comm 154 – Video Games Research  
 Comm 160B – Diffusion of Innovations  
 Comm 160D – Mass Media Business
- **University of California, Santa Barbara; Department of Slavic, Semitic, and Germanic Studies** 2007-2009  
**Sole Instructor** in Russian Conversation classes:  
 Slavic 8A – Russian Conversation 1 (2 times)  
 Slavic 8B – Russian Conversation 2 (2 times)  
 Slavic 110A – Advanced Russian Conversation 1  
 Slavic 110B – Advanced Russian Conversation 2

**American Red Cross Teaching Experience** 2002-2009

Disaster Training Courses Taught

- Orientation to the American Red Cross
- Introduction to Disaster Services
- Disaster Public Affairs: The Local Response
- Disaster Public Affairs: The National Response

Community Health and Safety Classes Taught

- Standard First Aid
- Adult CPR with Automatic External Defibrillator (AED)
- Child, Infant CPR & First Aid
- Babysitters' Training

## Other creative activities

### Software

Weber, R., & Popova, L. (2012). Effect and equivalence testing: Custom dialog for SPSS.  
 Available from <http://www.dr-rene-weber.de/software.htm>



## **Formal Public Comments on Federal Regulations (36 total)**

- Lempert, L.K., Kim, M., Chaffee, B., Halpern-Felsher, B., Springer, M., **Popova, L.**, & Glantz, S.A. (2020). FDA should not authorize Philip Morris International to market IQOS with claims of reduced risk or reduced exposure. Docket No. FDA-2017-D-3001.
- Popova, L.**, Halpern-Felsher, B., Chaffee, B., Lempert, L., & Glantz, S.A. (2020). 22<sup>nd</sup> Century's VLN cigarettes marketing with modified exposure claims has not been tested and will likely be appealing to youth and young adults. Docket No. FDA-2019-N-0994.
- Benowitz, N.L., Lempert, L., **Popova, L.**, Halpern-Felsher, B., & Glantz, S.A. (2020). 22<sup>nd</sup> Century's MRTP application for its VLN cigarettes should be denied because it does not adequately address how its product would be actually used and because the modified exposure claim misleads consumers to believe this product is less harmful than conventional cigarettes. Docket No. FDA-2019-N-0994.
- Lempert, L.K., Chaffee, B., **Popova, L.**, Kim, M., Max, W., Halpern-Felsher, B., & Glantz, S.A. (2019). FDA's proposed required textual warning label statements and accompanying color images will promote greater public understanding of the negative health consequences of smoking and should be implemented with some improvements. Docket No. FDA-2019-N-3065.
- Popova, L.**, Fairman, R.T., Weaver, S., Li, Y., Churchill, V., & Eriksen, M. (2019). Scientific Data and Information About Products Containing Cannabis or Cannabis-Derived Compounds; Public Hearing; Request for Comments. Docket No. FDA-2019-N-1482.
- Halpern-Felsher, B., Lempert, L., Kim, M., **Popova, L.**, Watkins, S.L., Chaffee, B., McKelvey, K., McQuoid, J., Keamy-Minor, E., Springer, M., Ling, P., & Glantz, S. (2019). Consultation on Potential Regulatory Measures to Reduce Youth Access and Appeal of Vaping Products: Evidence and Recommendations from the U.S. Experience. Comment submitted to Health Canada.
- Lempert, L., Halpern-Felsher, B., Watkins, S.L., **Popova, L.**, Chaffee, B., McQuoid, J., Max, W., Ling, P., & Glantz, S. (2019). FDA must address youth tobacco addiction now by restricting technology and marketing strategies that appeal to and addict youth. Docket No. FDA-2019-N-1107.
- Halpern-Felsher, B., Lempert, L., Watkins, S.L., Shivani, M.G., Chaffee, B., McKelvey, K., Kim, M., **Popova, L.**, Glantz, S. (2019). FDA must use its existing authority to combat the youth e-cigarette use epidemic by preventing addiction now, rather than by seeking to treat it after the fact. Docket No. FDA-2018-N-3952.
- Popova, L.**, Sung, H.-Y., Chaffee, B., Halpern-Felsher, B., Max, W., Lempert, L., Churchill, V., Ling, P.M., Glantz, S. (2019). The revised Swedish Match modified risk tobacco product application for General Snus fails to provide evidence that the claim is not misleading and will have a beneficial effect on the population as a whole. Docket number FDA-2014-N-1051-0915.
- Chaffee, B., **Popova, L.**, Lempert, L., Halpern-Felsher, B., Max, W., Churchill, V., Ling, P.M., Glantz, S. (2019). FDA should not permit the U.S. Smokeless Tobacco Company to market Copenhagen Snuff with modified risk claims. Docket number FDA-2018-N-3261-0001.
- Popova, L.**, Max, W., Lempert, L., Halpern-Felsher, B., Glantz, S. (2018). PMI's December 22, 2017 amendment to its IQOS MRTP application failed to address concerns about dual

use, flavors, risk perceptions, and its Population Health Impact Model. Docket number FDA-2017-D-3001-0002.

**Popova, L.,** Weaver, S.R., Huang, J., Spears, C., Pechacek, T.F., Owusu, D., Yang, B., Redmon, P., Lawley, R., Ashley, D., Zettler, P. (2018). Health Canada's Proposed Statements for Use in the Promotion of Vaping Products are Not Consistent with the Objectives of TVPA. Comment submitted to Health Canada.

**Popova, L.,** Glantz, S.A., Lempert, L.K., Ling, P.M. (2018). RJR consumer perceptions studies are poorly designed and fail to provide sufficient evidence to evaluate the effects the proposed modified risk advertisements on consumer comprehension and behavioral intentions. Docket No: FDA-2017-N-4678-0001.

Chaffee, B., Vora, M., Lempert, L.K., **Popova, L.,** Hill, J., Glantz, S.A., Ling, P.M. (2018). Clinical Trials and Observational Epidemiology Indicate that Allowing Snus to be Marketed with Modified Risk Claims is Unlikely to Confer Population Benefit and May Cause Harm by Depressing Smoking Cessation. Docket No: FDA-2017-N-4678-0001.

**Popova, L.** (2018). Adding liquid nicotine to VLNC cigarettes is unlikely to become a widespread practice. Docket No: FDA-2017-N-6189-0001.

Halpern-Felsher, B., Lempert, L., Watkins, S., Chaffee, B., Gotts, J., Jacob, P., **Popova, L.,** Glantz, S. (2018). FDA should implement its proposed rule that manufacturers must present scientific evidence demonstrating that any flavored tobacco product is appropriate for the protection of the public health before receiving marketing authorization to use that flavor. Docket No: FDA-2017-N-6565.

Lempert, L., **Popova, L.,** Halpern-Felsher, B., McKelvey, K., Kim, M., Chaffee, B., Ling, P., Glantz, S. (2017). Because PMI has not demonstrated that IQOS is associated with lower risks, FDA should not permit modified exposure claims, because such claims are likely to be misunderstood as modified risk claims. Docket number FDA-2017-D-3001.

Halpern-Felsher, B., McKelvey, K., **Popova, L.,** Kim, M., Chaffee, B., Vijayaraghavan, M., Ling, P., Lempert, L., Glantz, S. (2017). The evidence cited in PMI's MRTP Application indicates that the proposed labeling and warnings for IQOS will mislead consumers, particularly youth, about the product. Docket number FDA-2017-D-3001.

Halpern-Felsher, B., McKelvey, K., Kim, M., Chaffee, B., Vijayaraghavan, M., **Popova, L.,** Ling, P., Lempert, L., Glantz, S. (2017). PMI's MRTP Application for IQOS Does Not Consider IQOS's Appeal to Youth or Adolescents, or the Likelihood that Youth and Adolescents will Initiate Tobacco Use with IQOS or Use IQOS with Other Tobacco Products. Docket number FDA-2017-D-3001.

**Popova, L.,** Owusu, D. (2017). The FDA should evaluate emotion as an outcome of warning labels, select a suitable control group, and warn about addiction and death as consequences of smoking. Docket number FDA-2017-N-0932-0001

Lempert, L., Kim, M., **Popova, L.,** Glantz, S.A. (2017). FDA's Proposed Collection of Information on the Experimental Study on Warning Statements for Cigarette Graphic Health Warnings Should be Addressing the Graphic Images, not Merely the Textual Statements. Docket number FDA-2017-N-0932-0001

Max, W., Lempert, L., Chaffee, B.W., Halpern-Felsher, B., Neeley, E., **Popova, L.,** Jacob, P., Glantz, S.A. (2017). The FDA's Proposed Tobacco Product Standard Limiting NNN Levels in Finished Smokeless Tobacco Products is Well-Justified but the Regulatory

Impact Analysis Understates Benefits and Overstates Costs. Docket Number FDA-2016-N-2527-0001

- Lempert, L., **Popova, L.**, Halpern-Felsher, B., Chaffee, B.W., Benowitz, N., St. Helen, G., Neely, E., Glantz, S.A. (2016). Listing of Ingredients in Tobacco Products – Revised Draft Guidance for Industry. Docket Number FDA-2009-D-0524
- Lempert, L., Chaffee, B.W., **Popova, L.**, Halpern-Felsher, B., Kulik, M.C., Glantz, S.A. (2015) Detailed information and reports on electronic cigarette marketing and sales is essential for understanding the skyrocketing popularity and use of various electronic cigarette products among youth and young adults. FTC File No. P144504
- Lempert, L., Cataldo, J., Chaffee, B.W., Dutra, L., Halpern-Felsher, B., Lightwood, J., Ling, P.M., Max, W., **Popova, L.**, Ross, K.C., White, J., Glantz, S.A., (2015) FDA’s Proposed Regulations: Clarification of When Products Made or Derived From Tobacco Are Regulated as Drugs, Devices, or Combination Products; Amendments to Regulations Regarding “Intended Uses.” Docket No. FDA-2015-N-2002
- Benowitz, N., Calfee, C., Cataldo, J., Chaffee, B.W., Couch, E.T., Glantz, S.A., Halpern-Felsher, B., Jacob, P., Lempert, L., Ling, P.M., **Popova, L.**, Ross, K.C., St. Helen, G. (2015) Nicotine Exposure Warnings and Child-Resistant Packaging for Liquid Nicotine, Nicotine-Containing E-Liquid(s), and Other Tobacco Products. Docket No. FDA-2015-N-1514
- Benowitz, N., Calfee, C., Chaffee, B.W., Dutra, L., Ganz, P., Glantz, S.A., Halpern-Felsher, B., Jacob, P., Lempert, L., **Popova, L.**, Roditis, M., Rubinstein, M., Schick, S., Springer, M., St. Helen, G., Wang, J. (2015) Responses to FDA Questions on E-Cigarettes and Public Health. Docket Number FDA-2014-N-1936.
- Popova, L.**, Glantz, S.A. (2014). Swedish Match’s Consumer Perception Study Provides No Evidence for the Population-Level Effects of Modified Snus Labels. Comment on Swedish Match’s MRTP Application. Docket No. FDA-2014-N-1051. Comment No. 1jy-8fp2-y90
- Popova, L.**, Ling, P.M. (2014). Swedish Match’s claim that perceptions of health risks of snus are exaggerated is likely incorrect. Comment on Swedish Match’s MRTP Application. Docket No. FDA-2014-N-1051. Comment No. 1jy-8fp5-z353
- Glantz, S.A., **Popova, L.**, Lempert, L.K. (2014). “Swedish Experience” extolled in this MRTP application is not transferrable to the US because of the difference in tobacco advertising environment. Comment on Swedish Match’s MRTP Application. Docket No. FDA-2014-N-1051. Comment No. 1jy-8fot-818d
- Roditis, M.L., Halpern-Felsher, B.L., Lempert, L., Glantz, S.A., **Popova, L.**, Cataldo, J.K. (2014). The FDA’s Proposed Warnings on Addiction are Inadequate and Do Not Reflect Current Understanding of Appropriate Messaging on Addiction. Comment on FDA Deeming Rule. Docket No. FDA-2014-N-0189
- Roditis, M.L., Halpern-Felsher, B.L., Lempert, L., Glantz, S.A., **Popova, L.**, Cataldo, J.K. (2014). FDA’s Proposed Warning Statements Are Weak and Ineffective both in Form and Content and Should Be Replaced with Effective Messages. Comment on FDA Deeming Rule. Docket No. FDA-2014-N-0189
- Dutra, L.M., Grana, R.A., Lempert, L., Cataldo, J.K., Glantz, S.A., Halpern-Felsher, B.L., Ling, P.M., **Popova, L.**, Walsh, M. (2014). FDA Should Restrict E-cigarette Marketing to Protect Youth as Part of the Currently Proposed Regulation. Comment on FDA Deeming Rule. Comment No. 1jy-8cl6-lmao. Docket No. FDA-2014-N-0189

Dutra, L.M., Grana, R.A., Lempert, L., Cataldo, J.K., Glantz, S.A., Halpern-Felsher, B.L., Ling, P.M., **Popova, L.**, Walsh, M. (2014). FDA Should Prohibit E-cigarette Marketing that Promotes False Health Claims. Comment on FDA Deeming Rule. Docket No. FDA-2014-N-0189

**Popova, L.** (2013). Comment on RJ Reynolds' Citizen Petition to FDA to initiate a rulemaking procedure to adjust the text of a smokeless tobacco ("ST") product warning label statement. Docket No: FDA-2011-P-0573.

**Popova, L.** (2012). Comment on Guidance for Industry and Food and Drug Administration Staff; Section 905(j) Reports: Demonstrating Substantial Equivalence for Tobacco Products; Availability. Document ID: FDA-2010-D-0635-0020. Document Type: Public Submission. Docket No: FDA-2010-D-0635. Comment No. 1jx-831y-p7gp

## **Computer Skills**

- Statistical software: SPSS, STATA, AMOS, UCINet (network analysis)
- Qualitative data analysis software: ATLAS.ti, Dedoose, NVivo
- Online survey software (e.g., FluidSurveys, SurveyMonkey, Qualtrics)
- Adobe Acrobat Professional, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Web Design software: Macromedia Dreamweaver
- Video Editing software: Adobe Premier, QuickTime Pro, iMovie
- Online Course Management