

## CURRICULUM VITAE

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### **A. Personal Information:**

Name in Full        Scott I. Donaldson, Ph.D., M.S.  
Business            Keck School of Medicine of USC  
Address             Department of Population and Public Health Sciences  
                         1845 N. Soto Street, 3rd Floor, SSB 310-23  
                         Los Angeles, CA 90032  
Phone                (909) 702-4244  
Place of Birth       Claremont, CA  
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### **B. Education:**

High School        Claremont High School, Claremont, CA, 2010  
University          University of California, Los Angeles, B.A., Psychology, 2014  
Advanced           University of Southern California, M.S., Applied Psychology, 2015  
Degrees             Claremont Graduate University, Ph.D., Psychology, Concentration in Evaluation  
                         and Applied Research Methods, Co-Concentration in Positive Organizational  
                         Psychology, 2020  
Honors,  
Awards, and        International Positive Psychology Association, 7<sup>th</sup> World Congress, Top  
Service              Dissertation Award (Honorable Mention), 2021  
                         International Positive Psychology Association, Work and Organizations Division,  
                         President, 2021–2023  
                         International Positive Psychology Association, Work and Organizations Division,  
                         President-Elect, 2019–2021  
                         International Positive Psychology Association, Work and Organizations Division,  
                         Award Committee Lead, 2019  
                         Larry and Jane Rose Fellowship, Division of Behavioral and Organizational  
                         Sciences, Claremont Graduate University, 2018

### **C. Professional Background:**

#### Academic Appointments

**Senior Research Associate**, Department of Population and Public Health  
Sciences, Keck School of Medicine of USC, May 2021–present (PI: Jon-  
Patrick Allem)

**Instructor**, Department of Population and Public Health Sciences, Keck School of  
Medicine of USC, May 2022–present

**Postdoctoral Scholar**, Department of Family Medicine and Public Health, Moores  
Cancer Center, University of California, San Diego, January 2020–May  
2021 (PI: Shu-Hong Zhu)

**Adjunct Professor**, School of Education and Leadership Sciences, University of  
San Diego, January 2021–May 2021

**Research Associate**, Department of Family Medicine and Public Health, Moores Cancer Center, University of California, San Diego, September 2019–January 2020 (PI: Shu-Hong Zhu)

**Adjunct Professor**, Crean College of Health and Behavioral Sciences, Chapman University, August 2018–May 2019

**Adjunct Professor**, Department of Psychology, California State University, Los Angeles, August 2017–May 2018

**Lab Manager**, Theory-Driven Evaluation Lab, Claremont Evaluation Center, Claremont Graduate University, January 2017–May 2019

**Lab Manager**, Positive Organizational Psychology Lab, Claremont Evaluation Center, Claremont Graduate University, September 2016–May 2019

**Research and Jobs Coordinator**, Claremont Graduate University, January 2016–August 2017

**Research Assistant**, Department of Psychology, University of California, Los Angeles, Passionate People Project, November 2013–May 2014, (PI: Tara Scanlan, Ph.D.)

#### **Specific Teaching Responsibilities**

Principles of Biostatistics (graduate level core course), Department of Population and Public Health Sciences, Keck School of Medicine of USC, Summer 2022

Research Design & Methodology (graduate level core course), School of Education and Leadership Sciences, University of San Diego, Spring 2021

Research Methods in Psychology, Crean College of Health and Behavioral Sciences, Chapman University, Spring 2019

Statistics for the Behavioral Sciences, Crean College of Health and Behavioral Sciences, Chapman University, Interterm 2019

Research Methods in Psychology, Crean College of Health and Behavioral Sciences, Chapman University, Fall 2018

Statistics for the Behavioral Sciences, Crean College of Health and Behavioral Sciences, Chapman University, Fall 2018

Research Methods in Psychology, Department of Psychology, California State University, Los Angeles, Spring 2018

Teaching Assistant, Evaluation Procedures, Claremont Evaluation Center, Claremont Graduate University, Fall 2017

Inferential Statistics, Department of Psychology, California State University, Los Angeles, Fall 2017

#### **D. Research Activities:**

**Major Areas of Research Interest:** Evaluation, Measurement, Health and Well-Being, Social Media

#### **Research Grants**

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 Associate

*Total Direct Costs:* \$1,800,000

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.

*Role:* Senior Research Associate

*Total Direct Costs:* \$961,915

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)

## BIBLIOGRAPHY

## PEER REVIEW

1. **Donaldson SI**, Dormanesh A, Perez C, Majmundar A, Allem JP. Association between exposure to tobacco content on social media and tobacco use: A systematic review and meta-analysis. *JAMA Pediatr.* Published online July 11, 2022.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
2. Allem JP, Van Valkenburgh SP, **Donaldson SI**, Dormanesh A, Kelley TC, Rosenthal EL. E-cigarette imagery in Netflix scripted television and movies popular among young adults: A content analysis. *Addictive Behav.* 2022;16:100444.  
*Personal contribution: Critical revision of the manuscript*
3. **Donaldson SI**, Dormanesh A, Escobedo P, Majmundar A, Kirkpatrick MG, Allem JP. The impact of e-cigarette product placement in music videos on susceptibility to use e-cigarettes among young adults: An experimental investigation. *Addict Behav.* Epub ahead of print Mar. 2022. PMID: 35305325  
*Personal contribution: Conceptualization and design; Interpretation of data; Critical revision of the manuscript*
4. Allem JP, Majmundar A, Dormanesh A, **Donaldson SI**. Identifying health-related discussions of cannabis use on Twitter by using a medical dictionary: Content analysis of tweets. *JMIR Form Res.* 2022;6(2):e35027. PMCID: PMC8917433  
*Personal contribution: Interpretation of data; Drafting of the manuscript*
5. LaVelle JM, Stephenson CL, **Donaldson SI**, Hackett JD. Findings from an empirical exploration of evaluators' values. *AM J Eval.* January 2022. *Personal contribution: Conceptualization and design; Interpretation of data; Critical revision of the manuscript*
6. LaVelle JM, Jones ND, **Donaldson SI**. Addressing the elephant in the room: exploring the impostor phenomenon in evaluation. *AM J Eval.* Published online January 31, 2022:10982140221075244.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
7. **Donaldson SI**, Donaldson SI, Renger JA. Evaluation in the United States of America. In: Stockmann R, Meyer W, Szentmarjay L, eds. *The institutionalisation of evaluation in the Americas.* Springer International Publishing; 2022:355-377.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
8. **Donaldson SI**, Strong D, Zhu SH. A brief measure of problematic smartphone use among high school students: Psychometric assessment using item response theory. *Comput Hum Behav Rep.* 2021;3:100091.  
*Personal contribution: Conceptualization and design; Interpretation of data; Critical revision of the manuscript*
9. Donaldson SI, van Zyl LE, **Donaldson SI**. PERMA+4: A framework for work-related wellbeing, performance and positive organizational psychology 2.0. *Front Psychol.* 2022;12:817244.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
10. **Donaldson SI**, Donaldson SI. Examining PERMA+4 and work role performance beyond self-report bias: Insights from multitrait-multimethod analyses. *J Posit Psychol.* Published online 2021:1-10.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*

11. **Donaldson SI**, Donaldson SI, Chan L, Kang KW. Positive psychological capital (PsyCap) meets multitrait-multimethod analysis: Is PsyCap a robust predictor of well-being and performance controlling for self-report bias? *Int J Appl Posit Psychol*. Published online December 3, 2021.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
12. **Donaldson SI**, Donaldson SI. The positive functioning at work scale: Psychometric assessment, validation, and measurement invariance. *J Well-Being Assess*. 2021;4(2):181-215.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
13. Donaldson SI, Heshmati S, Lee JY, **Donaldson SI**. Examining building blocks of well-being beyond PERMA and self-report bias. *J Posit Psychol*. 2021;16(6):811-818.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
14. Warren MA, **Donaldson SI**, Lee JY, Donaldson SI. Reinvigorating research on gender in the workplace using a positive work and organizations perspective. *Int. J. of Manag. Rev*. 2019;21(4):498-518.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
15. **Donaldson SI**, Lee JY, Donaldson SI. Evaluating positive psychology interventions at work: A systematic review and meta-analysis. *Int J Appl Posit Psychol*. 2019;4(3):113-134.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
16. **Donaldson SI**. Where do we stand? Recent AEA member views on professionalization. *Eval Program Plann*. 2019;72:152-161.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
17. **Donaldson SI**, Lee JY, Donaldson SI. The effectiveness of positive psychology interventions in the workplace: A theory-driven evaluation approach. In: Van Zyl LE, Rothmann Sr. S, eds. *Theoretical approaches to multi-cultural positive psychological interventions*. Springer International Publishing; 2019:115-159.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
18. Schuilenberg SJ, Warren M, Crookes A, Al Serkal A, **Donaldson SI**, McBride DL. Professional psychology associations in the GCC: Positive institutions whose time has come. *Middle East J Posit Psychol*. 2016;2(1):61-78.  
*Personal contribution: Critical revision of the manuscript*

## **BOOK CHAPTERS**

19. Donaldson SI, **Donaldson SI**, Chen C. Evaluating positive organizational psychology interventions. In: Chen C, Donaldson SI, eds. *Positive organizational psychology interventions: Design and evaluation*. John Wiley & Sons, Ltd; 2021:187-196.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*

20. Donaldson, SI, Chen, C, **Donaldson, SI**. Designing positive organizational psychology interventions. In: Chen C, Donaldson SI, eds. *Positive organizational psychology interventions: Design and evaluation*. John Wiley & Sons, Ltd; 2021:1-38.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
21. Donaldson SI, Heshmati S, **Donaldson SI**. Global perspectives on positive psychological science. In: Kostic A, Chadee D, eds. *Positive psychology: An international perspective*. Wiley & Sons, Ltd; 2021:201-213.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
22. **Donaldson SI**, Donaldson SI, Ko I. Advances in the science of positive work and organizations. In: Donaldson SI, Csikszentmihalyi M, Nakamura N, eds. *Positive Psychological Science*. 2nd ed. Routledge; 2020.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
23. **Donaldson SI**. Evaluating employee positive functioning and performance: a positive work and organizations approach. ProQuest Dissertations Publishing; 2019.  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
24. **Donaldson, SI**, Warren, MA. Applying positive psychology to advance relationships science. In: Warren, MA, Donaldson, SI, eds. *Toward a positive psychology of relationships: New directions in theory and research*. ABC-CLIO Publishers; 2017:9-33.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
25. **Donaldson, SI**, Warren, MA. Other people matter. In: Warren, MA, Donaldson, SI, eds. *Toward a positive psychology of relationships: New directions in theory and research*. ABC-CLIO Publishers; 2017:1-8.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
26. Warren, MA, **Donaldson, SI**, Donaldson, SI. Evaluating scientific progress in positive psychology. In: Warren, MA, Donaldson, SI, eds. *Scientific advances in positive psychology*. Santa Barbara, CA: ABC-CLIO Publishers; 2017.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*
27. Donaldson, SI, **Donaldson, S. I**. Visions for using evaluation to develop more equitable societies. In: Donaldson, SI, Picciotto, R. (eds.), *Evaluation for an equitable society*. Information Age Publishing, Inc.; 2017.  
*Personal contribution: Conceptualization and design; Critical revision of the manuscript*

#### **IN REVIEW**

28. **Donaldson SI**, Dormanesh A, Perez C, Zaffer MO, Majmundar A, Unger JB, Allem JP. Monitoring the official YouTube channels of e-cigarette companies: A thematic analysis. Health Educ Behav. (under initial review).  
*Personal contribution: Interpretation of data; Critical revision of the manuscript*
29. Allem JP, Dormanesh A, Chu M, **Donaldson SI**. A thematic analysis of Puff Bar-related content on TikTok. Prev Sci. (revised and resubmitted).  
*Personal contribution: Personal contribution: Interpretation of data; Critical revision of the manuscript*

30. Vassey J, **Donaldson SI**, Dormanesh A, Allem JP. Themes in TikTok videos featuring cigarillos and little cigars: A content analysis. *Prev Sci.* (under initial review).  
*Personal contribution: Interpretation of data; Critical revision of the manuscript*
31. Moseley, JL, **Donaldson, SI**, Cayetano, E, Gayhart, L, Donaldson, SI. Positive leadership behavior predicts PERMA+4 among African American business professionals. *J Posit Psychol.* (under initial review).  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*
32. **Donaldson, SI**, Zhu, S, Sun, J, Kerr, J. Development of a statewide continuous quality improvement evaluation framework for the tobacco-use prevention education program (TUPE) in California. *Eval Health Prof.* (under initial review).  
*Personal contribution: Conceptualization and design; Acquisition of data; Interpretation of data; Critical revision of the manuscript*

#### OTHER PUBLICATIONS

1. **Donaldson, SI** (2020). *A guidance document for developing an evaluation plan.* Moores Cancer Center Technical Report.
2. **Donaldson, SI** (2018). *Creating a positive wave: Evaluating the codes impact on organizational outcomes.* Claremont Evaluation Center Technical Report.
3. Chen, C, **Donaldson, SI**, Schroyer, L, Whalen, C. (2018). *ProHabits evaluation report.* Claremont Evaluation Center Technical Report.
4. Warren, MA, **Donaldson, SI**, 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/>.
5. Warren, MA, Austill, A, **Donaldson, SI** (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-and-practice-issue-2/>.
6. **Donaldson, SI**. (2016). *Current student jobs survey.* Claremont Evaluation Center Technical Report.
7. Warren, MA, Austill, A, **Donaldson, SI** (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/>.

#### E. Presentations and Invited Addresses

1. **Donaldson, SI** (2021, December). *Exposure to tobacco content on social media and tobacco use: A meta-analysis.* Poster presented at the Promoting Research in Social Media and Health Symposium, San Francisco, CA.
2. **Donaldson, SI** (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 7<sup>th</sup> World Congress, Virtual Conference.
3. **Donaldson, SI** (2021, July). *The Positive Functioning at Work Scale: Psychometric assessment, validation, and measurement invariance.* Poster presented at the International Positive Psychology Association 7<sup>th</sup> World Congress, Virtual Conference.

4. **Donaldson, SI**, 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, Virtual Conference.
5. Lee, JY, **Donaldson, SI** (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.
6. **Donaldson, SI**, Donaldson, SI (2019, July). *New approaches to assess and improve employee flourishing across cultures*. Presentation at the International Positive Psychology Association's World Congress, Melbourne, Australia.
7. **Donaldson, SI**, 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.
8. **Donaldson, SI**, Jones, ND, LaVelle, JM (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.
9. Jones, ND, **Donaldson, SI**, LaVelle, JM (2018, November). *Confronting the impostor phenomenon: Speaking your truth*. Talk submitted to the American Evaluation Association, Cleveland, OH. AEA Presidential Strand.
10. LaVelle, JM, Jones, ND, **Donaldson, SI** (2018, November). *Grounding the impostor phenomenon in scholarly literature*. Talk submitted to the American Evaluation Association, Cleveland, OH. AEA Presidential Strand.
11. LaVelle, J, **Donaldson, SI**, Jones, N (October, 2018). *The imposter phenomenon in evaluation practice: Scholarly analysis and practical solutions*. Paper presented at the annual meeting for *European Evaluation Society (EES)*, Prague, CZ.
12. **Donaldson, SI**, Donaldson, SI, 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.
13. **Donaldson, SI**, 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.
14. Chen, C, **Donaldson, SI**, 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.
15. Donaldson, SI, **Donaldson, SI**, 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.
16. Donaldson, SI, **Donaldson, SI**, 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.
17. Vo, A, Azzam, T, **Donaldson, SI** (2017, November). *Money and time: their effects on evaluation design*. Paper presented at the annual meeting for the American Evaluation Association (AEA), Washington, DC.



18. Donaldson, SI, **Donaldson, SI**, 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.
19. **Donaldson, SI**, Donaldson, SI, 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.
20. **Donaldson, SI** (2016, 2017 April). *Careers in developmental psychology*. Invited talk at Claremont Graduate University's Directed Research, Claremont, CA.
21. **Donaldson, SI** (2017, February). *Searching for jobs in consulting*. Invited talk at Claremont Graduate University's Consulting Club, Claremont, CA.
22. **Donaldson, SI** (2016, October). *Resumes, cover letters, and internships*. Facilitated workshop for Claremont Graduate University's Psi Chi, Claremont, CA.
23. **Donaldson, SI**, Donaldson, SI (2016, May). *Careers in applied psychology*. Invited talk at University of California Irvine's Industrial and Organizational Psychology Club, Irvine, CA.

## **F. Select Media Coverage**

### **News Outlets**

1. Psychology Today  
Can we rediscover our identity at work? ([March 17, 2022](#))
2. Psychology Today  
Which well-being approaches work best? ([July 7, 2022](#))
3. NBC Los Angeles  
USC study of tobacco content on social media links exposure to use ([July 11, 2022](#))
4. The Hill  
Large study finds link between social media and tobacco use ([July 12, 2022](#))
5. U.S. News & World Report  
Social Media Has Big Impact on People Taking Up Smoking, Vaping ([July 13, 2022](#))
6. Folha de S. Paulo [in progress]

### **Radio/Podcast**

7. The Wellbeing Lab  
Which positive psychology interventions work best? ([April 21, 2021](#))
8. KCBS Radio  
Research reveals influence tobacco advertisements on social media has on people ([July 11, 2022](#))

### **University Press Release**

9. Keck School of Medicine of USC  
Largest ever study of tobacco content on social media links exposure to tobacco use ([July 11, 2022](#))