

## Curriculum Vitae

January 28, 2008

### NAME AND ADDRESS

Kasisomayajula “Vish” Viswanath  
165 Pleasant Street, Apt., 312, Cambridge, MA 02139

**DATE AND PLACE OF BIRTH:** February 6, 1960, Cuddapah, AP, India  
United States Citizen

### EDUCATION

1990 Mass Communication, Ph.D., University of Minnesota, Minneapolis.  
1986 Mass Communication, M.A., University of Minnesota, Minneapolis  
1982 Master of Communication and Journalism, MCJ, Osmania University, Hyderabad, India  
1980 Bachelor of Communication and Journalism, BCJ, Osmania University, Hyderabad, India  
1979 Chemistry and Bio-Chemistry, BSc. (Hon), New Science College, Hyderabad, India.

### ACADEMIC APPOINTMENTS

|              |  |                           |
|--------------|--|---------------------------|
| 2004-Present | Associate Professor, Society, Human Development & Health, Harvard School of Public Health & Department of Medical Oncology, The Dana Farber Cancer Institute | Harvard University        |
| 1996-2000    | Associate Professor, School of Journalism & Communication,   | The Ohio State University |
| 1997-2000    | Adjunct Associate Professor, School of Public Health   | The Ohio State University |
| 1994-2000    | Center Scholar, Center for Health Outcomes Policy & Evaluation Studies   | The Ohio State University |
| 1990-96      | Assistant Professor, Journalism & Communication  | The Ohio State University |
| Summer 1996  | Visiting Professor, Division of Epidemiology   | University of Minnesota   |
| Summer 1995  | Visiting Professor, Division of Epidemiology   | University of Minnesota   |
| Spring 1990  | Instructor, School of Journalism and Mass Communication  | University of Minnesota   |
| 1985-1990    | Research Assistant, Division of Epidemiology   | University of Minnesota   |
| 1983-1988    | Teaching Assistant, School of Journalism and Communication   | University of Minnesota   |

**HONORS AND DISTINCTIONS**

2006 Elected "MAPOR Fellow": of the Midwest Association for Public Opinion Research.

2004 – NIH Plain Language Award for Outstanding Plain Language Product for the development of Smokefree.gov website. Member of the team.

2000 - Faculty Survey Research Fellowship, Center for Survey Research, College of Social and Behavioral Sciences, The Ohio State University

1999-2000 Faculty of Year, School of Journalism and Communication, The Ohio State University

1998-1999 Faculty of Year, School of Journalism and Communication, The Ohio State University

1996 - Visiting Professor, Division of Epidemiology, University of Minnesota

1995 - Visiting Professor, Division of Epidemiology, University of Minnesota

1992-93 - Ameritech Faculty Fellowship, Ohio State University

1992 - Honorable Mention, K. Kyoong Hur Dissertation Award from the Mass Communication Division of the International Communication Association

1992 - "Top Ten Faculty Paper," Association for Education in Journalism and Mass Communication

1989-90 - Graduate School Dissertation Fellowship, University of Minnesota,

1989 - Ralph D. Casey Dissertation Award, School of Journalism and Mass Communication, University of Minnesota

1990 - "Top Three Paper," International Communications Association (ICA) Health Communication Division

1989 - "Top Three Paper," International Communications Association (ICA) Health Communication

1982-84 - Herbert Berridge Elliston Scholarship, School of Journalism and Mass Communication, University of Minnesota

1980 - Outstanding Member of the Year Award, Hyderabad YMCA

**PROFESSIONAL SERVICE**

American Association for Cancer Research

Member, Behavioral Science Task Force, 2003- To date

American Association for Public Opinion Research  
Member, Conference Committee, 1999, 2001

Association for Education in Journalism and Mass Communication  
Communication Theory and Methodology Division:  
Chair, Lionel Barrow Minority Doctoral Student Scholarship  
Fundraising Committee, 1997-2000.  
Division Head, 1996-97.  
Head-Elect, 1995-96.  
Co-Chair, Teaching Standards Committee, 1995-96.  
Judge, Minority Doctoral Student Scholarship Committee, 1995-2001  
Member, Executive Committee, 1993-95.  
Co-Program Chair, 1992-93.  
Chair, Minority Scholarship Committee, 1991-92.

Association for School of Public Health (ASPH), 2005-2006.  
Member, Working Group on Competencies: Health Communication and  
Informatics

Coalition for Health Communication, 2005- To date  
Member, Executive Committee  
Chair, Nominations Committee  
Chair, NIH Liaison Committee

International Communication Association  
Chair, New Publications Committee, 2000-2001  
Chair, Mass Communication Division, 2001-2003  
Vice-Chair, Mass Communication Division, 1999-2001

Midwest Association for Public Opinion Research  
President, 2001-2002.  
Vice President & President-Elect, 2000-2001.  
Program Chair, 1999-2000.  
Program Co-Chair, 1998-99.

#### **ACADEMIC, PROFESSIONAL MEMBERSHIPS**

- American Association for Cancer Research (AACR).
- American Association for Public Opinion Research (AAPOR).
- American Society for Preventive Oncology (ASPO).
- American Sociological Association (ASA).
- American Public Health Association (APHA).
- Association for Education in Journalism and Mass Communication (AEJMC).
- International Communications Association (ICA).
- Midwest Association for Public Opinion Research (MAPOR).
- Society for Behavioral Medicine (SBM).

**MAJOR ADMINISTRATIVE RESPONSIBILITIES**

## Harvard University

Masters Admissions Committee, SHDH  
Doctoral Admissions Committee, SHDH  
Cancer Prevention Fellowship Executive Committee, HSPH  
Chair, Health Communication Concentration Steering Committee  
Chair, DFCI/SHDH Faculty Search Committee  
Member, Alternative Core Curriculum Committee, HSPH

## Dana Farber/Harvard Cancer Center

Core Director, Health Communication Core  
Member, Executive Committee, Health Disparities Program in Development

## The Ohio State University

Search Committee, School of Public Health,  
Alternate Delegate, Research and Graduate Council, The Ohio State University  
International Advisory Council, The Ohio State University

## School of Journalism &amp; Communication

Grade Appeals Committee,  
Member, Executive Committee  
Co-Chair, Faculty Search Committee  
Chair, Faculty Search Committee  
Chair, Ad Hoc Undergraduate Curriculum Committee  
Chair, Journalism Admissions Committee  
Member, Undergraduate Studies Committee,  
Faculty Coordinator, Research Colloquia  
Departmental Coordinator, OSU Campus Campaign  
Member, Ad Hoc Accreditation Committee  
Member, Graduate Affairs Committee  
Co-Principal Organizer, Graduate Student/Faculty Seminar

## Affirmative Action

The Ohio State University Graduate School, Summer Research  
Opportunities Program,  
The Ohio State University, Office of Retention Services of the Office of  
Minority Services, Participant in the Asian American Professional  
Mentoring Roundtables

**BUSINESS EXPERIENCE**

2002- 2003 - Acting Associate Director, Behavioral Research Program, National Cancer  
Institute, The National Institutes of Health

2000- 2003 - Expert, Senior Health Communication Scientist, National Cancer Institute, The  
National Institutes of Health

1999 - Consultant, Communications Programs, Peer Review Systems, Columbus, OH

1982 - Account Executive, F. D. Stewarts Ltd., Hyderabad, India, March

1982 - Researcher, Hyderabad Doordarshan (Television), India, Need-assessment survey of the Indian National Satellite Project (INSAT)

1980 - Intern, Radeus Advertising Ltd., Bombay, India, Interned in Media Planning.

### **EDITORIAL BOARDS**

- Area Editor, Communication and social/behavioral change, International Encyclopedia of Communication, Blackwell Publishers
- Blackwell Series, Communication in Public Interest
- Communication Research, 1998-to date.
- Electronic Journal of Communication, 2001.
- Health Psychology, Special Issue, 2002.
- Human Communication Research, 2005-to date.
- Journal of Communication, 2005-to date.
- Mass Communication & Society, 1998-2000.

### **REVIEWER-Manuscripts**

- Ablex Publications
- American Association for Public Opinion Research, Student Paper competition
- American Journal of Public Health
- Association for Education in Journalism and Mass Communication (AEJMC)
- Blackwell Publishers
- Cancer Causes and Control
- Communication Research
- Hampton Press
- Health Communication
- Health Psychology
- Human Communication Research
- International Communication Association (ICA)
- Iowa State University Press
- Journalism and Mass Communication Educator
- Journalism and Mass Communication Monographs
- Journalism and Mass Communication Quarterly
- Journal of Communication
- Journal of Health Communication
- Mass Communication & Society
- OSU Graduate Research Forum
- Patient Education & Counseling
- Political Communication
- Psychology & Health
- Preventive Medicine
- Qualitative Sociology
- Sage Publications Inc
- Social Marketing Quarterly
- Social Science and Medicine

**REVIEWER-Grant Applications**

- National Cancer Institute, 2000
- National Heart, Lung and Blood Institute 1998, 1999
- National Institute of Drug Abuse, 2005
- National Science Foundation, 2005
- National Institutes of Health –SEP on Health Literacy, March 2007
- National Institutes of Health –SEP on Health Literacy, November 2007

**MAJOR RESEARCH INTERESTS**

Media & Public Health, Communication inequalities and health disparities; New Communication technologies; survey and public opinion research in health

**RESEARCH SUPPORT*****Past Funding***

2006 – Massachusetts Department of Public Health – PI – Public Health Communication about Cancer and the Environment.

1998 – Coca Cola Grants – PI - Advertising Portrayals of Women: Export and Cultivation of “The Beauty Myths.”

1998 - College of Social and Behavioral Sciences and the School of Journalism & Communication at The Ohio State University – PI - The transnationalization of Indian Culture.

1995 - OSU Center for Health Policy Studies - PI - Whose problem is it anyway? News media coverage of the health care reform debate, 1992-94.

1992-93 - Office of Research, The Ohio State University - PI -Ethnic Press and its Role in the Ethnic Community: A Content Analysis of Asian Indian Ethnic Press in the United States.

1992-93 - Graduate School of the Ohio State University - PI - News Coverage as a Factor in State Regulation of Telecommunication Privacy: A Content Analysis of Specialized and General News Media in Relation to Early Caller ID Hearings.

1992-93 - Association for Education in Journalism and Mass Communication, Columbia, South Carolina. Supplementary funding from the Graduate School and the School of Journalism, Ohio State University - CO-PI - A Census of the Members of the Association for Education in Journalism and Mass Communication to Study Their Working Conditions and Attitudes.

***Current Projects***

2006-2011 - NIH/NCI

Dana-Farber/Harvard Comprehensive Cancer Center (DF/HCC)

Core Director, Health Communications Core

2004-2007 -SHADE Foundation.

Interventions to prevent skin cancer and promote sun protection policies.

Karen Emmons, PI.

2005-2008 – Lance Armstrong Foundation  
Disparities in Information Seeking Among Cancer Survivors.  
Viswanath, PI.

2005-2010 –NIH/NCI  
The Massachusetts Community Networks to Eliminate Cancer Disparities through  
Education, Research and Training (MASSCONNECT)  
Director, Media and Communication Core.

2005-2008 – American Legacy Foundation  
Internet and Tobacco Research on Disparities: Promotion of Network Communications  
through the Web for Tobacco-Related Disparities Research Network (TReND).  
Viswanath, PI.

2006-2011 – NIH/NCI  
Click to Connect: Improving Health Literacy through Internet Literacy  
Viswanath, PI.

2006-2007 – American Legacy Foundation  
Usability testing of “Become An Ex” Campaign.  
Viswanath, PI.

2007-2008 - American Legacy Foundation  
Tobacco-Related Media and Message Exposure (TeRMM)  
Viswanath, PI

## **TEACHING EXPERIENCE**

1983-1988 – Teaching Assistant, School of Journalism and Mass Communication,  
University of Minnesota  
1990 – Instructor, School of Journalism and Mass Communication, University of  
Minnesota, International Communication (graduate and undergraduate)  
1990-96 – Associate Professor, School of Journalism & Communication, The Ohio State  
University, Advertising Media Planning  
1991, 1994 – Associate Professor, School of Journalism & Communication, The Ohio  
State University, Principles of Advertising  
1991, 1997-99 – Associate Professor, School of Journalism & Communication, The Ohio  
State University, Mass Media Research and Theory (graduate and undergraduate)  
1992-2000 – Associate Professor, School of Journalism & Communication, The Ohio  
State University, International Communication and the World Press (graduate and  
undergraduate)  
1992, 1993, 1997-1999 – Associate Professor, School of Journalism & Communication,  
The Ohio State University, International Communications (graduate seminar)  
1994-2000 – Associate Professor, School of Journalism & Communication, The Ohio  
State University, People, Society and Media

1996-2000 – Associate Professor, School of Journalism & Communications, The Ohio State University, Mass Media and Public Health (graduate and undergraduate); Advertising and Society (graduate and undergraduate)

2004-present - Associate Professor, Department of Medical Oncology, Dana Farber Cancer Institute, Harvard University (Graduate)

2004-present - Associate Professor, Department of Society, Human Development and Health, Harvard School of Public Health, Harvard University (Graduate)

## **ADVISING EXPERIENCE**

Harvard University

Advisor to several masters and doctoral students

Ohio State University

School of Journalism,

Advertising Federation, 1990-91, 94-to 2000

Advisor: Was an advisor to almost thirty masters and doctoral students.

Committee member: Was a member of 27 masters and doctoral committees in journalism & communication and Sports Management. I was also a member of two undergraduate Honors thesis committees.

Graduate School Representative on doctoral exams

Monique Fleming, Psychology, 1999.

James Lawton III, Theater, 1998.

Honors Students Service

Advisor: Janna Heinonnen, 1999-2000 - Winner of Undergraduate Honors Thesis Scholarship

Judge, University Honors annual University Scholars Maximus Competition, 1999

Recruitment Calling --Honors Students, 1999

Member, Thesis Committee, Rebecca Dessoiffy (Summer '95)

Member, Thesis Committee, Julius Mayo (Summer '93)

University of Minnesota

College of Liberal Arts,

Pre-Major Advisor, 1984.

## **PUBLICATIONS**

### **Journal articles (refereed, published)**

1. Finnegan JR, Viswanath K, Loken B. Predictors of cardiovascular health knowledge among suburban cable TV subscribers and non-subscribers. *Health Education Research: Theory & Practice*. 1988;3:141-151.
2. Finnegan JR, Viswanath K. Community ties and use of cable television and newspapers in a Midwest suburb. *Journalism Quarterly*. 1988;65(2):456-463, 473.



3. Viswanath K. International news in the U. S. media: Perceptions of foreign students. *Journalism Quarterly*. 1988;65(4):952-959.
4. Finnegan JR, Viswanath K, Hannan P, Weisbrod R, Jacobs DR. Message discrimination: A study of its use in a campaign research project. *Communication Research*. 1989;16:770-792.
5. Potter JD, Graves K, Finnegan JR, Mullis R, Baxter J, Crockett S, Elmer P, Gloeb B, Hall N, Hertog J, Pirie P, Richardson S, Rooney B, Slavin J, Snyder P, Splett P, Viswanath K. The Cancer and Diet Intervention Project: A community-based intervention to reduce nutrition-related risk of cancer. *Health Education Research: Theory & Practice*. 1990;5:489-503.
6. Viswanath K, Finnegan JR, Rooney B, Potter J. Community ties and use of newspapers and cable TV in a rural Midwestern community. *Journalism Quarterly*. 1990;67:899-911.
7. Finnegan JR, Viswanath K, Rooney B, McGovern P, Baxter J, Elmer P, Graves K, Hertog J, Mullis R, Pirie P, Trenkner L, Potter J. Predictors of knowledge about healthy eating in a rural midwestern US city. *Health Education Research: Theory & Practice*. 1990;5:421-431.
8. Trenkner L, Rooney B, Viswanath K, Baxter J, Elmer P, Finnegan JR, Graves K, Hertog J, Mullis R, Pirie P, Potter J. Development of a scale using nutrition attitudes for audience segmentation. *Health Education Research: Theory & Practice*. 1990;5:479-487.
9. Viswanath K, Finnegan JR, Hannan PJ, Luepker RV. Health and knowledge gaps: Some lessons from the Minnesota Heart Health Program. *American Behavioral Scientist*. 1991;34:712-726.
10. Finnegan JR, Rooney B, Viswanath K, Elmer P, Graves K, Baxter J, Hertog J, Mullis R, Potter J. Process Evaluation of a home-based program to reduce diet-related cancer risk: The "WIN At Home Series". *Health Education Quarterly*. 1992;19(2):233-248.
11. Becker LB, Kosicki GM, Engleman T, Viswanath K. Finding work and getting paid: Predictors of success in mass communications job market. *Journalism Quarterly*. 1993;70(4):919-933.
12. Finnegan JR, Viswanath K, Kahn E, Hannan P. Exposure to the sources of heart disease prevention information: Community type and social group differences. *Journalism Quarterly*. 1993;70(3):569-584.
13. Viswanath K, Kahn E, Finnegan JR, Hertog J, Potter J. Motivation and the "Knowledge Gap": Effects of a campaign to reduce diet-related cancer risk. *Communication Research*. 1993;20:546-563.
14. Pavlik JV, Finnegan JR, Strickland D, Salmon C, Viswanath K, Wackman D. Increasing public understanding of heart disease: An analysis of data from the Minnesota Heart Health Program. *Health Communication*. 1993;5:1-20.

15. Hertog JK, Finnegan JR, Rooney B, Baxter J, Elmer P, Graves K, Mullis R, Viswanath K, Potter J. (1993). Self-efficacy as a target population segmentation strategy in a diet and cancer risk reduction campaign. *Health Communication*. 1993;5:21-40.
16. Viswanath K, Finnegan JR, Hertog J, Pirie P, Murray D. (1994). Community type and the diffusion of campaign information. *Gazette*. 1994;54:39-59.
17. Griffin M, Viswanath K, Schwartz D. Gender advertising in the U. S. and India: Exporting cultural stereotypes. *Media, Culture and Society*. 1994;16:487-507.
18. Viswanath K, Arora P. Ethnic media in the United States: An essay on integration, assimilation and social control. *Mass Communication & Society*. 2000;3(1):39-56.
19. Viswanath K, Kosicki GM, Fredin E, Park E. Community Ties, Community-Boundedness and Local Public Affairs Knowledge Gaps. *Communication Research*. 2000;27(1):27-50.
20. Finnegan JR, Viswanath K, Hertog J. Mass media, secular trends, and the future of cardiovascular disease health promotion: An interpretive analysis. *Preventive Medicine*. 2000;29:S50-S58.
21. Viswanath, K. (2001). The impact of communication research. *Journalism Studies*, 2(4), pp. 617-620.
22. Kreps G, Viswanath K. Communication Interventions and Cancer Control: A Review of the National Cancer Institute's Health Communication Intervention Research Initiative. *Journal of Family and Community Health*. 2001Oct;24(3):ix-xiii.
23. Nelson D, Croyle R, Hesse B, Kreps G, Rimer B, Viswanath K. Health Information National Trends Survey: Preliminary Results. *Journal of Health Communication*. 2004 Sep-Oct;9(5):443-60.
24. Whitney R, Viswanath, K. Lessons from mass media public health campaigns. *Annual Review of Public Health*. 2004; 25: 419-37.
25. Vadaparampil ST, Wideroff L, Freedman AN, Viswanath K, Olson L. Physician exposure to advertisements for genetic tests for inherited cancer susceptibility and clinical care implications. *American Journal of Medical Genetics*. 2005 May;5(1):41-6.
26. Randolph Steele W, Mebane F, Viswanath K, Solomon J. News Media Coverage of a women's health controversy: How newspapers and TV outlets covered the recent debate over screening mammography. *Women & Health*. 2005;41(3):83-97.
27. Viswanath K. The Communications Revolution and Cancer Control. *Nature Reviews Cancer*. 2005;5(10):828-35.
28. Hesse BW, Nelson DE, Kreps GL, Croyle RT, Arora NK, Rimer BK, Viswanath K. Trust and Sources of Health Information: The impact of the internet and its implications for Health

- Care Providers: Findings from the first Health Information National Trends Survey. Archives of Internal Medicine. 2005 Dec;165(22):2618-2624.
29. Viswanath K, Breen N, Meissner H, et al. Cancer knowledge and disparities in the information age. Journal of Health Communication. 2006;11(Suppl 1):1-17.
  30. Viswanath K, Randolph W, Finnegan JR Social capital and health: civic engagement, community size, and recall of health messages. American Journal of Public Health. 2006; 96 (8):1456-61.
  31. Bennett GG, Wolin KY, Viswanath K, Puleo E, Emmons K. Television viewing and pedometer-determined physical activity among multiethnic residents of low income housing. American Journal of Public Health. 2006; 96 (9):1681-5.
  32. Viswanath K, Emmons K. Message Effects and Social Determinants of Health: Its Application to Cancer Disparities. Journal of Communication. 2006; 56 (s1): S238-S264.
  33. Ramanadhan S, Viswanath K. Health and the Information Non-seekers: A Profile. Health Communication. 2006; 20 (2):131–139.
  34. Cairns C, Viswanath K. Colorectal Cancer Screening among the Uninsured: Data from the Health Information National Trends Survey. Cancer Causes and Control. 2006; 17 (9):1115-25.
  35. Stryker JE, Emmons KM, Viswanath K. Un-covering differences across the cancer control continuum: A comparison of ethnic and mainstream cancer newspaper stories. Preventive Medicine. 2007; 44(1): 20-5.
  36. Viswanath K., Bond K. Social Determinants and Nutrition: Reflection on the role of Communication. Journal of Nutrition Education and Behavior. Journal of Nutrition Education and Behavior. 2007; 39 (2 Suppl): S20-4.
  37. Fitzgibbon M, Gans KM, Evans WD, Viswanath K, Amy L. Yaroch, Johnson-Taylor W, Krebs-Smith SM, Rodgers AB, Yaroch AL. Communicating Healthy Eating: Lessons learned and future directions. Journal of Nutrition Education and Behavior. 2007; 39 (2 Suppl): S63-71.
  38. Viswanath K., Kreuter, MW. Health Disparities, Communication Inequalities and E-health: A Commentary. American Journal of Preventive Medicine. 2007; 32 (5 Suppl): S131-3.
  39. McNeil L., Viswanath K., Emmons, K., Bennett, G., Puleo, E. Feasibility of a pilot web-based nutrition intervention among patients from working-class, multi-ethnic neighborhoods. Preventing Chronic Disease. 2007; 4(3): A55.
  40. Geller A.C., Zwirn J., Rutsch L., Gorham S.A., Viswanath V., Emmons K.M. Multiple levels of influence in the adoption of sun protection policies in elementary schools in Massachusetts. Archives of Dermatology (in press, 2008).

41. Taylor-Clark K., Koh, H., Viswanath, K. (In Press). Communication Inequalities on Cancer and the Environment: Implications for Communicating Environmental Risk in Low SEP Minority Populations. *Journal of Healthcare for the Poor and Underserved*.
42. Arora, N.K., Hess B.W., Rimer B.K., Viswanath K., Clayman M., Croyle, R.T. (Accepted) Frustrated and Confused: The American Public Rates its Cancer-related Information Seeking Experiences. *Journal of General Internal Medicine*.
43. Viswanath, K. Blake, K. D. Meissner, H. I., Saiontz, N. G. Mull, C. Freeman, C. S., Hesse, B., Croyle, R. T. (Accepted) Occupational Practices and the Making of Health News: A National Survey of Health and Medical Journalists in the United States. *Journal of Health Communication*.

#### **Journal Articles (Under Review)**

1. Emmons, K.M., Viswanath, K., Colditz, G. The Role of Transdisciplinary Collaboration in Translating and Disseminating Health Research: Lessons Learned and Exemplars of Success. Under Review at *American Journal of Preventive Medicine*.
2. Stryker, J.E., Fishman, J., Emmons, K.M. & Viswanath, K. Cancer risk communication in mainstream and ethnic newspapers. Under review at *Preventing Chronic Disease*.
3. Emmons K.M., Geller A.C., Viswanath V., Rutsch L., Zwirn J., Gorham S., Puleo E. The SunWise Policy Intervention for School-Based Sun Protection: A Pilot Study. Under Review at *Preventing Chronic Disease*.

#### **Journal Editor**

1. Dicken-Garcia H, Viswanath K. *Mass Communication & Society: Special Issue on International Communication History*. 2002.

#### **Books/Monographs**

1. Demers D, Viswanath K. (Eds.). *Mass Media, Social Control and Social Change: A Macrosocial Perspective*, Ames, IA: Iowa State University Press. 1999.
2. Co-Editor, *Mass Media and Tobacco* (Tentative Title). The Role of the Media in Promoting and Discouraging Tobacco Use. Monograph, Department of Health and Human Services, National Cancer Institute. (Tentative date of Publication 2008).
3. Area Editor, *Social & Behavioral Research*, *Encyclopedia of Communication*. Blackwell Press. (Tentative date of publication 2008).
4. Co-Editor, *Health Behavior and Health Education*. 4<sup>th</sup> Ed. Jossey Bass. With K. Glanz & B. K. Rimer. (Tentative date of publication 2008).

#### **Book chapters**

1. Finnegan JR, Bracht N, Viswanath K. Community power and leadership analysis in lifestyle campaigns. In C. T. Salmon (Ed.), *Information Campaigns: Balancing Social Values and*

Social Change, Sage Annual Reviews of Communication Research, Vol. 18 (pp. 54-84). Newbury Park, CA: Sage. 1989.

2. Finnegan JR, Viswanath K. Health and communication: medical and public health influences on the research agenda. In E. Berlin-Ray, and L. Donohew (Eds.), *Communication and Health: Systems and Applications* (pp. 9-24). New York: Erlbaum. 1989.
3. Viswanath K, Kosicki GM, Creedon PJ. Women in mass communication education: Progress, problems and prospects. In P. J. Creedon (Ed.), *Women in Mass Communication: Challenging Gender Values* (2nd Ed.). Newbury Park, CA: Sage Publications. 1993.
4. Viswanath K, Finnegan JR. The Knowledge Gap Hypothesis: Twenty Five Years Later. In B. Burleson (Ed.), *Communication Yearbook 19*, Thousand Oaks: Sage Publications. 1996, 187-227.
5. Viswanath K. Elisabeth Noelle-Neumann 1916 -. In N. Signorielli (Ed.) *Women in Communication*, Westport, CT: Greenwood Press. 1996, pps.300-311.
6. Finnegan JR, Viswanath K. Communication Theory and Health Behavior Change. In Glanz K, Lewis FM, Rimer BK (Eds.), *Health Behavior and Health Education: Theory, Research and Practice* (2nd Edition), San Francisco, CA: Jossey-Bass Inc., Publishers. 1997, 313-341.
7. Demers D, Viswanath K. What promotes or hinders the role of mass media as an agent of social control or social change? In Demers D, Viswanath K, (Eds.), *Mass Media, Social Control and Social Change: A Macrosocial Perspective*. Iowa State University Press, Ames, IA. 1999.
8. Viswanath K, Demers D. Mass Media from a macrosocial perspective. In Demers D, Viswanath K, (Eds.), *Mass Media, Social Control and Social Change: A Macrosocial Perspective*. Iowa State University Press, Ames, IA. 1999.
9. Finnegan JR, Viswanath K. Mass media and community health promotion. In N. Bracht (Ed.), *Health Promotion at the Community Level*. 2nd Ed., Thousand Oaks, CA: Sage Publications, 1999, pp. 119-126.
10. Finnegan JR, Viswanath, K. Communication theory and health behavior change. In L. Breslow (Ed.), *Encyclopedia of Public Health*. New York: Macmillan Reference, 2000.
11. Viswanath K, Karan K. India. In S. Guanaratne (Ed.), *Media in Asia*. New Delhi, India: Sage. 2000
12. Karan K, Viswanath K. Maldives. In S. Guanaratne (Ed.), *Media in Asia*. New Delhi, India: Sage.2000.
13. Viswanath K, Zheng L. International Advertising. In W. B. Gudykunst & B. Mody (Eds.), *Handbook of International and Intercultural Communication* (3rd Ed.), Thousand Oaks, CA: Sage Publications, 2000.

14. Viswanath K. AOL-TWX merger underscores need for more research. In David Demers (Ed.) Global Media News: Reader. Spokane, WA: Marquette Books. Reprinted from Viswanath K. (2000). AOL-TWX merger underscores need for more research. Global Media News, 2002; 2: 2, 4-5.
15. Finnegan JR, Viswanath K. Communication Theory and Health Behavior Change: The Media Studies Framework. In K. Glanz, F. M. Lewis & B. K. Rimer (Eds.), Health Behavior and Health Education: Theory, Research and Practice (3rd Edition), San Francisco, CA: Jossey-Bass Inc., Publishers, 2002.
16. Viswanath K, Finnegan JR. Community Health Campaigns and Secular Trends: Insights from the Minnesota Heart Health Program and Community Trials in Heart Disease Prevention. R. Hornik (Ed.), Public Health Communication: Evidence for Behavior Change. New York: Lawrence Erlbaum, 2002; 289-312.
17. Viswanath K. Public communications and its role in reducing and eliminating health disparities. In: Thomson GE, Mitchell F, Williams MB, eds. Examining the Health Disparities Research Plan of the National Institutes of Health: Unfinished Business. Washington, D.C.: Institute of Medicine; 2006:215-253.
18. Viswanath K, Lee KK. Ethnic Media in the United States. in Mary C. Waters & Reed Ueda (Eds.). The New Americans. Cambridge, MA: Harvard University Press; 2007:202-213.
19. Viswanath K., Ramanadhan SR., Kontos EZ. Mass Media and Population Health: A Macrosocial View. In Sandro Galea (Ed.) Macrosocial Determinants of Population Health. Springer. 2007: 275-294.
20. Viswanath K. Social Capital and Health Communications. Ichiro Kawachi, S.V. Subramanian & Daniel Kim (Eds.) Social Capital and Health. Springer. 2008: 259-271.
21. Balasubramanian K, Viswanath K. (In Press). Beauty & The Beast: Economic Liberalization, Advertising and Construction of Beauty in Indian Advertising. in K. Karan & K. Frith (Eds.) Commercializing Women: Images of Asian Women in the Media. Hampton.

**Other Publications (non-refereed)**

1. Viswanath K. Need for a communication policy. Deccan Chronicle, Hyderabad, India. 1982.
2. Viswanath K. Towards a communication policy for Akashvani (All India Radio). Interface, Department of Communication and Journalism, Osmania University, Hyderabad, India. 1982.
3. Viswanath K, Chiu L. Pluralism and media coverage of conflict in two communities. Sociology of Rural Life, 14: 4, 3-4,7, 1995.

4. Viswanath K. AOL-TWX merger underscores need for more research. Global Media News, 2: 2, 4-5. 2002.

**Research reports**

1. Kosicki GM, Viswanath K, Creedon PJ. The 1992 census of AEJMC: A report to the membership. Journalism Educator, 49:1, 103-108, 1994.
2. Viswanath K, Lavrakas PJ. "Puffing it up": A Report on Smoking at the Ohio State University. A report prepared by the School of Journalism and Communication and the Survey Research Unit (SRU) of the College of Social and Behavioral Sciences at the Ohio State University. 1998.