

# Helen Asimina Tosteson

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## Education

2023 - Present	<b>University of Wisconsin-Madison</b> <b>MS Cartography &amp; Geographic Information Systems</b>
2020 - 2022	<b>University of Wisconsin-Madison</b> <b>MS Life Sciences Communication</b>
2013 - 2017	<b>Cornell University</b> <b>BA Biology &amp; Society</b> <i>Summa Cum Laude</i> Minor: Science & Technology Studies

## Honors and Awards

June 2018	<b>Segal Education Award</b>  This financial award matches the Pell Grant and is given to those who complete a year of AmeriCorps service.
May 2017	<b>Summa Cum Laude</b>  Award given for undergraduate thesis on history of infectious disease.

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## Research Experience

2023 - 2024	<b>UW-Madison</b> Madison, WI <b>Research Assistant</b> Science Communication Innovation Lab
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	<ul style="list-style-type: none"> <li>• Co-authored academic papers on emerging topics in science communication research.</li> <li>• Designed survey studies on emerging controversies in science and technology.</li> <li>• Conducted qualitative interviews on a project investigating the motivators and barriers to scientists' public engagement with science.</li> <li>• Conducted statistical analysis on quantitative research projects using SPSS, R and Python.</li> </ul>
2023 - 2024	<b>UW-Madison</b> , Madison, WI <b>Research Assistant</b> Science, Media, and the Public Lab <ul style="list-style-type: none"> <li>• Co-authored science communication research papers and collaborated with team of researchers.</li> <li>• Conducted statistical analyses on quantitative survey projects using SPSS, R and Python.</li> </ul>
2023 - 2024	<b>UW-Madison</b> , Madison, WI <b>Research Assistant</b> to Dr. Kaiping Chen <ul style="list-style-type: none"> <li>• Conducted qualitative interviews with mental health professionals on their own experiences with mental health and work-life balance.</li> <li>• Reached out to potential collaborator mental health organizations to begin building relationships.</li> </ul>
2021 - 2022	<b>MS Thesis</b> University of Wisconsin-Madison, Madison, WI Advisor: Dr. Kaiping Chen <ul style="list-style-type: none"> <li>• Collected the social media posts on a public online health community run by people with endometriosis.</li> <li>• Conducted a qualitative content analysis of social media dataset using a combination of inductive and deductive codes.</li> <li>• Wrote and defended thesis.</li> </ul>
2016 - 2017	<b>Undergraduate Thesis</b> Cornell University, Ithaca, NY Advisor: Dr. Suman Seth <ul style="list-style-type: none"> <li>• Conducted archival research on medical &amp; veterinary understandings of infectious disease in the late 19<sup>th</sup> Century and early 20<sup>th</sup> Century.</li> <li>• Wrote and defended thesis.</li> </ul>
2016 - 2017	<b>Cornell University</b> , Ithaca, NY <b>Research Assistant</b> , Power Lab <ul style="list-style-type: none"> <li>• Assisted Dr. Lauren Snyder in agroecology field work on brassica planting strategies and reduction of pest load.</li> <li>• Farmed 2-acre brassica experiment over the summer and continued organizing and analyzing data throughout the school year.</li> </ul>
2014 - 2015	<b>Cornell University</b> , Ithaca, NY <b>Research Assistant</b> , Whitmore Lab

- Learned to identify Hemlock Woolly Adelgid (HWA).
- Conducted fieldwork to map the spread of HWA.

## University Teaching Experience

2021 - 2022

**University of Wisconsin-Madison**, Wisconsin, WI  
**Graduate Teaching Assistant**, Department of Life Sciences  
Communication

- Taught LSC 100: Science and Storytelling, an undergraduate communication course.
- Served as instructor for two class sections per semester.
- Facilitated and adapted weekly activities and lectures.
- Provided detailed feedback on student writing and public speaking.
- Supported students in building communication skills and meeting their learning goals throughout semester.
- Maintained online learning tools and materials on Canvas so that students could navigate course materials.

2020

**University of Wisconsin-Madison**, Wisconsin, WI  
**Graduate Teaching Assistant**, Department of Life Sciences  
Communication

- Assisted Dr. Nan Li in teaching LSC 350: Visualizing Science and Technology
- Tracked attendance for online meetings.
- Posted recordings of synchronous lectures and meetings to Canvas.
- Created grading rubrics for written quizzes, graded quizzes and papers for 50+ undergraduate students.
- Hosted weekly office hours to answer student questions.
- Developed tutorial materials to help students navigate online coursework and presentations.

## Professional Experience

2019 - 2020

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**FIRST Robotics Coach**, Winooski Middle and High School  
Winooski, VT

- Mentored a team of 12 students in fundraising for, constructing, and programming a robot.
- Coordinated scrimmages with regional teams, ensuring that students designed robots within FIRST regulations.
- Wrote and won grants for team equipment purchases and other expenses.

2018 - 2020

**Special Education Paraprofessional**, Winooski Middle School  
Winooski, VT

- Supported 6<sup>th</sup> – 8<sup>th</sup> grade students on Individualized Education Plans within general education courses including science, humanities, English language learning, art, and electronic music.
- Creatively problem-solved with students to ensure they met academic standards and thrived within school community.
- Adapted science, math, and ELL content for different learning styles.
- Collaborated with a team of teachers and special educators to provide safe and effective learning environments for a diverse student population.

2019

**Track Coach**, Winooski Middle and High School  
Winooski, VT

- Planned and ran daily spring track practices for 50 middle schoolers.
- Collaborated with two co-coaches to foster a caring, safe, and fun team for our students.
- Promoted healthy practices and exercise.

2018 - 2019

**Farm Educator**, Cedar Circle Farm & Education Center  
Thetford, VT

- Collaborated with a team of 4 educators to write, design, and facilitate agricultural science activities for 35 day-campers, ages 5-12.
- Explored ecology and sustainable farming concepts with hands-on projects including harvesting, cooking, and art.
- Maintained a safe, inclusive, and fun environment for campers of all abilities.
- Organized camp educational materials for efficient use.

- 2019 **Instructor**, Vermont Comedy Club  
Burlington, VT
- Organized, planned, and facilitated a week-long comedy camp for high school students.
  - Encouraged creative expression, focusing on comedic acting and teamwork. Directed final camp show.
- 2017 - 2018 **City Year Boston Corps Member**, Mildred Avenue K-8 School  
Mattapan, MA
- Served in 5<sup>th</sup> grade classroom as a TA, led small groups in math, science, history, and writing.
  - Mentored and tutored students with focus on attendance, behavior, and coursework.
  - Planned and facilitated 4-5<sup>th</sup> grade after school STEM program.
  - Fund-raised and coordinated whole-school events with the CY team.
  - Trained in literacy teaching, math education, and Boston Public Schools history.
- 2017 **Education Outreach Assistant**, Cornell Lab of Ornithology  
Ithaca, NY
- Wrote and edited Bird Sleuth K-12 blog and social media accounts, analyzed data on their usage.
  - Developed K-12 bird science curricula with a team of science educators, assessing Next Generation Science Standards relevance.
  - Wrote and led tours for public groups in the Lab Visitor Center.
  - Researched and wrote content for Bird Academy online games, including the animal communication BeastBox.
  - Curated photographs for Merlin Bird ID App.
- 2016 **Patient Care Advocate**, Cayuga Medical Center  
Ithaca, NY
- Rounded inpatient center and advocated for patient needs.
  - Created comfortable spaces for patients enduring long stays.
  - Facilitated communication with health professionals and social workers to reduce patient stress.

	2015	<b>Gorge Steward</b> , Cornell Outdoor Education Ithaca, NY <ul style="list-style-type: none"> <li>Communicated with public about gorge history and geology while leading hiking tours for groups.</li> <li>Patrolled gorge creeks to prevent dangerous swimming activities.</li> </ul>
<b>Presentations and invited lectures</b>	April 2024	<b>Paper Presentation</b> Endometriosis Online Health Communities (OHCs): A qualitative inquiry of patient experiences searching for reproductive health information, PCST in Zacatecas, Mexico
	March 2023	<b>Paper Presentation &amp; Panel Member</b> Exploring Endometriosis Online Health Communities (OHCs): A mixed methods content analysis of a patient-run Facebook group, Communication Crossroads Conference
	October 2023	<b>Guest Lecture</b> "Endometriosis & Online Health Communities", LSC 617: Health Communication in the Information Age
	November 2023	<b>Discussion Facilitator</b> "Arenas of Influence: Finding your place in the climate movement", Dane County Youth Climate Conference
	April 2022	<b>Guest Lecture</b> "Endometriosis & Online Health Communities", LSC 617: Health Communication in the Information Age
<b>Professional training</b>	2022	<b>CITI Human Subjects Protections Training</b> UW-Madison, Madison, WI
	2024	<b>Cybersecurity Awareness Training</b> , Madison, WI
	2018 - 2020	<b>Inclusion education best practices training</b> , Winooski, VT
	2019	<b>Certified in CPR &amp; First Aid</b> , Thetford, VT
<b>Community service</b>	2023 - Present	<b>Dane County Youth Climate Conference</b> Board Member, Madison, WI, August 2023 - Present
	2022 - Present	<b>Developing Artists, Murals, &amp; Alliances</b> Painter, Madison, WI January 2022 – Present
	2020	<b>Winooski School District</b> Housing Justice Coordinator, Winooski, VT, March 2020 – December 2020

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## Languages

English	First language
Spanish	Advanced Reading, Writing, Listening, Speaking
French	Intermediate Speaking/Listening, Advanced Reading & Writing
Greek	Intermediate Reading, Writing, Listening, Speaking

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## Computer skills

Programming	Python, HTML, CSS, Java Script
Applications	ArcGIS, QGIS, R, SPSS, Adobe Illustrator, Adobe Photoshop, ArcGIS Online, Wix, Microsoft Suite, Adobe Audition

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## References

Dr. Sedona Chinn	Assistant Professor, Department of Life Sciences Communication, UW-Madison Email: schinn@wisc.edu
Dr. Suman Seth	Department Chair/Marie Underhill Noll Professor, STS, Cornell University Phone: (607) 592-3281, Email: ss536@cornell.edu

## Publications

### Journal publications

Krause, N. M., Beets, B., Howell, E. L., Tosteson, H., & Scheufele, D. A. (2023). Collateral damage from debunking mRNA vaccine misinformation. *Vaccine*, 41 (4), 922–929.  
<https://doi.org/10.1016/j.vaccine.2022.12.045>

### Conference papers and posters

(Peer-Reviewed)

Tosteson, H., Dennison, K., Williamson, L., Newman, T., & Xenos, M.. (2024, November 22). What is Science? A qualitative analysis of community conversations with Black Wisconsinites [Conference presentation]. National Communication Association, New Orleans, LA, United States.

Tosteson, H. (2023, March 3). Exploring Endometriosis Online Health Communities (OHCs): A mixed methods content analysis of a patient-run Facebook group [Conference presentation]. Communication Crossroads Conference, Madison, WI, United States.

Eom, D., Molder, A., Tosteson, H., Howell, E., DeSalazar, M., Kirschner, E., Goodwin, S., Scheufele, D.A. (2024, April 10). The Impact of Scientists' Race and Gender on American Audience Perceptions of Expertise. [Conference Presentation] 2024 International Symposium on the Public Communication of Science and Technology and IX National Colloquium on Science Recreation, Zacatecas, ZA, Mexico.

Tosteson, H. (2024, April 10). Endometriosis Online Health Communities (OHCs): A qualitative inquiry of patient experiences searching for reproductive health information. [Conference Presentation] 2024 International Symposium on the Public Communication of Science and Technology and IX National Colloquium on Science Recreation, Zacatecas, ZA, Mexico.