

MEREDITH K. REFFNER COLLINS, PHD

POSTDOCTORAL ASSOCIATE



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ACADEMIC POSITIONS

July 2023 – present

Postdoctoral Associate

Rutgers Cancer Institute of New Jersey

Section of Pediatric Population Science, Outcomes, and Disparities Research

Division of Pediatric Hematology/Oncology

Mentor: Dr. Katie Devine

EDUCATION

August 2019 – May 2023

Ph.D. in Media and Communication

University of North Carolina Chapel Hill

Hussman School of Journalism and Media

Dissertation: Testing the role of narratives in improving social support and meaning making for young adult cancer survivors

Chair: Dr. Allison Lazard

August 2017 – May 2019

MA in Mass Communication

University of North Carolina Chapel Hill

School of Media and Journalism

Dissertation: How narrative engagement with young adult literature influences perceptions of anorexia nervosa

Chair: Dr. Allison Lazard

August 2008 – May 2012

BA with Highest Distinction

Indiana University Bloomington

School of Journalism

Minor: West European Studies

REFEREED PUBLICATIONS

- 10 **Collins, M.K.R.** (2023). Reel resilience: Unveiling the potential role of entertainment media narratives in improving psychological well-being among adolescent and young adult cancer survivors. *Journal of Adolescent & Young Adult Oncology*. Advance online publication. <https://doi.org/10.1089/jayao.2023.0114>

- 9 Lazard, A., Meernik, C., **Collins, M.K.R.**, Vereen, R., Benedict, C., Valle, C., & Benedict, C. (2023). Social media use for cancer support among young adults with cancer. *Journal of Adolescent & Young Adult Oncology*, 12(5), 674 – 684. <https://doi.org/10.1089/jayao.2023.0025>
- 8 Hwang, S., Lazard, A., **Collins, M.K.R.**, Brenner, A.T., Heiling, H.M., Deal, A., Crockett, S., Reuland, D., & Lafata, J.E. (2023). Exploring the acceptability of text messages to inform and support shared decision making for colorectal cancer screening. *JMIR Cancer*, 9, e40917. <http://dx.doi.org/10.2196/40917>
- 7 **Collins, M.K.R.**, Lazard, A., Hedrick, A., & Varma, T. (2023). “It’s nothing like cancer”: Examining how young adults with cancer perceive and use entertainment media following diagnosis. *Health Communication*. Advance online publication. <https://doi.org/10.1080/10410236.2023.2174403>
- 6 Cornacchione Ross, J., Lazard, A., Hedrick McKenzie, A., **Collins, M.K.R.**, & Sutfin, E. (2023). What cigarillo companies are putting on Instagram: A content analysis of Swisher Sweets’ marketing from 2013 – 2020. *Nicotine & Tobacco Research*, 25(4), 755 – 762. <https://doi.org/10.1093/ntr/ntac255>
- 5 **Collins, M.K.R.**, & Lazard, A. (2021). How narrative engagement with young adult literature influences perceptions of anorexia nervosa. *Health Communication*, 36(13), 1646 – 1655. <https://doi.org/10.1080/10410236.2020.1785375>
- 4 Benedict, C., Lazard, A., Smith, S.M., Agrawal, A., **Collins, M.K.R.**, & Love, B. (2021). A peer-to-peer support app for young adults affected by cancer: Evaluating user experience based on theories of technology acceptance and social presence. *Journal of Applied Communication Research*, 49(5), 497 - 515. <https://doi.org/10.1080/00909882.2021.1971737>
- 3 Lazard, A., **Collins, M.K.R.**, Hedrick, A., Varma, T., Love, B., Valle, C.G., Brooks, E., & Benedict, C. (2021). Using social media for peer-to-peer social support among young adults with cancer. *JMIR Cancer*, 7(3), e28234. <http://dx.doi.org/10.2196/28234>
- 2 Lazard, A., **Collins, M.K.R.**, Hedrick, A., Horrell, L.N., Varma, T., Love, B., Valle, C.G., & Benedict, C. (2021). Initiation and changes in use of social media for peer support among young adults with cancer. *Psycho-Oncology*, 30(11), 1859 - 1865. <https://doi.org/10.1002/pon.5758>
- 1 Kresovich, A., **Collins, M.K.R.**, Dillman Carpentier, F.R., & Riffe, D. (2021). 808s & chart place: A longitudinal content analysis of mental health discourse in popular rap music. *JAMA Pediatrics*, 175(3), 286 – 292. <https://dx.doi.org/10.1001/jamapediatrics.2020.5155>

PUBLICATIONS: REVISE AND RESUBMIT

- 1 **Collins, M.K.R.**, Lazard, A., Comello, M.L.G., Dillman Carpentier, F.D.R., Kent, E., Benedict, C., & Yu, C. *The role of entertainment media narratives in coping among young adult cancer survivors*.

PUBLICATIONS: IN SUBMISSION

- 3 **Collins, M.K.R.**, Lazard, A., Comello, M.L.G., Dillman Carpentier, F.D.R., Kent, E., Benedict, C., & Yu, C. *Young adult cancer survivors’ responses to cancer storylines in entertainment media narratives*.

COLLINS 2

- 2 Ma, H., **Collins, M.K.R.**, Ritchie, C., Galper, E. F., Sheeran, P., Sutfin, E., & Noar, S. M. *How do behavioral framing, linguistic certainty, and target specification impact responses to vaping prevention messages? A national experiment.*
- 1 Gray, J., & **Collins, M.K.R.** *Help or hindrance: examining disability media exposure, stigmatization, and support.*

REFEREED CONFERENCE PRESENTATIONS

- 17 Amaro, C. M., Horvath, L. A., Sirota, J., **Collins, M.K.R.**, Silver, S., Patel, P., Senger, A., Canter, K. S., Fooks-Parker, S., Amylon, M., Hudson, S. V., Alderfer, M. A., & Devine, K. S. (2024, March). Engaging community members in developing a digital single-session intervention for adolescent siblings of children with cancer [Poster presentation]. American Psychosocial Oncology Society Annual Conference, Albuquerque, NM, United States.
- 16 **Collins, M.K.R.**, & Benedict, C. (2024, March). *Lights, camera, emotional processing: Coping through narrative entertainment media among young adult cancer survivors* [Live research spotlight]. Society of Behavioral Medicine Annual Meeting, Philadelphia, PA, United States.
- 15 Ma, H., **Collins, M.K.R.**, Ritchie, C., Galper, E. F., Sheeran, P., Sutfin, E., & Noar, S. M. (2023, November). How do behavioral framing, certainty, and target influence receptivity to vaping prevention messages? A national experiment [Paper presentation]. National Communication Association Annual Convention, National Harbor, MD, United States.
- 14 **Collins, M.K.R.**, & Yu, C. (2023, October). Lights, camera, cancer: Young adult cancer survivors' reactions to entertainment narratives [Poster presentation]. Joint Rutgers Cancer Institute & Ludwig Branch Princeton University Annual Research Symposium, Princeton, NJ, United States.
- 13 Cornacchione Ross, J., Lazard, A.J., Hedrick, A.M., **Collins, M.K.R.**, & Sutfin, E. (2022, March). Selling propositions & flavors: Persuasive strategies used by Swisher Sweets on Instagram [Poster presentation]. Society for Research on Nicotine and Tobacco Conference, Baltimore, MD, United States.
- 12 Lafata, J.E., Hwang, S., Lazard, A.J., **Collins, M.K.R.**, Fleming, P.J., Brenner, A.T., Crockett, S., Cykert, S., & Reuland, D. (2021, October) Text messaging to support shared decision making in colorectal cancer screening: Acceptability among racially diverse adults [Paper presentation]. Academy for Communication in Healthcare International Conference on Communication in Healthcare Conference, Virtual
- 11 **Collins, M.K.R.**, Lazard, A., Hedrick, A., & Varma, T. (2021, August) "It's nothing like cancer": Examining how young adults with cancer perceive and use entertainment media following diagnosis [Paper presentation]. Association for Education in Journalism and Mass Communication Annual Conference, Virtual.
- 10 **Collins, M.K.R.**, Lazard, A., & Lafata, J.E. (2021, May) Current and potential future uses of text messaging in healthcare among diverse populations [Paper presentation]. International Communication Association Annual Conference, Virtual.
- 9 Lafata, J.E., Lazard, A.J., **Collins, M.K.R.**, Fleming, P.J., Brenner, A.T., Crockett, S., Cykert, S., & Reuland, D. (2021, March) The acceptability of text messaging to reach racially diverse adults eligible for colorectal cancer screening [Paper presentation]. American Society of Preventive Oncology Annual Conference, Virtual.
- 8 Lazard, A., **Collins, M.K.R.**, Hedrick, A., Varma, T., Love, B., Valle, C., Brooks, E., & Benedict, C. (2021, March) Using social media for support among young adults with cancer [Poster presentation]. American Psychosocial Oncology Society Annual Conference, Virtual.
- 7 Lazard, A., **Collins, M.K.R.**, Hedrick, A., Horrell, L., Varma, T., Love, B., & Benedict, C. (2021, March) Initiation and changes in use of social media for peer support among young adults with cancer [Poster presentation]. American Psychosocial Oncology Society Annual Conference, Virtual.

- 6 Gray, J., & **Collins, M.K.R.** (2020, August). Help or hindrance: Examining disability media exposure, stigmatization, and support [Poster presentation]. Association for Education in Journalism and Mass Communication Annual Conference, Virtual.
- 5 Lazard, A., & **Collins, M.K.R.** (2020, April). 'This is my story': Processing of narratives and testimonials about adolescent e-cigarette use [Paper presentation]. Kentucky Conference on Health Communication, Virtual.
- 4 Lazard, A., Cornacchione Ross, J., Hursting, L., **Collins, M.K.R.**, & Sutfin, E. (2020, April). *Leveraging listicles (list articles) to educate young adults about the harms of e-cigarettes* [Poster presentation]. Kentucky Conference on Health Communication, Virtual.
- 3 **Collins, M.K.R.**, & Lazard, A. (2019, August). *How narrative engagement with young adult literature influences perceptions of anorexia nervosa* [Paper presentation]. Association for Education in Journalism and Mass Communication Annual Conference, Toronto, ON, Canada.
- 2 **Collins, M.K.R.** (2019, May). *Gendered violence in contemporary young adult literature* [Paper presentation]. International Communication Association Conference, Washington D.C., United States.
- 1 **Collins, M.K.R.** (2019, March). Secret's out: Is medical information ever truly private? [Paper presentation]. Association for Education in Journalism and Mass Communication Southeast Colloquium, Columbia, SC, United States.

GRANTS

August 2020 – August 2021

Graduate Research Assistant

American Cancer Society

Engaging Adolescents and Young Adults with Cancer via a Social Support App

133694-PEP-19-154-01-PCSM

\$144,000 | PI: Dr. Allison Lazard

August 2019 – August 2020

Graduate Research Assistant

University of North Carolina Lineberger Comprehensive Cancer Center

Text Messaging to Enhance the Use of Patient-Target Decision Support Among Diverse Populations.

\$199,987 | PI: Dr. Jennifer Elston Lafata

August 2019 – August 2020

Graduate Research Assistant

Wake Forest Tobacco Control Center for Excellence

Understanding Industry-Sponsored Cigarillo Digital Marketing Visual Strategies and Tactics.

\$55,229 | PI: Dr. Jennifer Cornacchione Ross

HONORS AND AWARDS

May 2022

Minnie A. & Eli S. Rubinstein Research Award

Hussman School of Journalism and Media

University of North Carolina Chapel Hill

May 2022

Margaret Blanchard Dissertation Support Award

Hussman School of Journalism and Media

University of North Carolina Chapel Hill

July 2021

Selected Participant

How Stories Affect our Lives: The Psychology of Narrative Impact (SALON) Summer School
University of Würzburg
Würzburg, Bavaria, Germany

INVITED LECTURES & NON-REFEREED PRESENTATIONS

- 8 **Collins, M.K.R.** (2023, January). Integrating Research into Practice. Presentation to MEJO 671: Social Marketing, UNC Hussman School of Journalism and Media, Chapel Hill, NC.
- 7 **Collins, M.K.R.** (2022, October). Narrative Persuasion. Presentation to COMM 3360: Media Psychology, Clemson University Department of Communication, Virtual.
- 6 **Collins, M.K.R.** (2022, August). Integrating Research into Practice. Presentation to MEJO 671: Social Marketing, UNC Hussman School of Journalism and Media, Chapel Hill, NC.
- 5 **Collins, M.K.R.** (2020, October). Narrative Persuasion. Presentation to MEJO 445: Processes and Effects of Mass Communication, UNC Hussman School of Journalism and Media, Chapel Hill, NC.
- 4 **Collins, M.K.R.** (2020, August). Survey Research Roundtable. Presentation to MEJO 861: Seminar in Survey Research Methods, UNC Hussman School of Journalism and Media, Chapel Hill, NC.
- 3 **Collins, M.K.R.** (2019, November). How narrative engagement with young adult literature influences perceptions of anorexia nervosa. Odum Institute for Research in Social Science Thomas M. Carsey Graduate Student Symposium, Chapel Hill, NC.
- 2 **Collins, M.K.R., & Lazard, A.** (2019, May). The way we get by: How narrative engagement with young adult literature influences perceptions of anorexia nervosa. UNC School of Media and Journalism Spring Research Colloquium, Chapel Hill.
- 1 **Collins, M.K.R.** (2018, May). Gendered violence in young adult literature. UNC School of Media and Journalism Spring Research Colloquium, Chapel Hill, NC.

UNDERGRADUATE TEACHING: UNIVERSITY OF NORTH CAROLINA

Summer 2022

Media Ethics

Undergraduate ethics course required for majors and minors
Online only | Enrollment: 17

Spring 2022

Advertising & Public Relations Research Methods

Undergraduate research methods required for Ad/PR majors/minors
In Person | Enrollment: 30

Fall 2021

Advertising & Public Relations Research Methods

Undergraduate research methods required for Ad/PR majors/minors
In Person | Enrollment: 28

HONORS THESIS (UNDERGRADUATE) ADVISING

Spring 2021

Reader

Molly Brice

Hussman School of Journalism and Media

Thesis: Bridging gaps in adolescent understanding of sexual assault and sexual violence through young adult literature

PROFESSIONAL SERVICE & LEADERSHIP

August 2022 – May 2023

President

Hussman School of Journalism and Media Graduate Student Association

August 2021 – May 2022

Committee Member

Hussman School of Journalism and Media PhD Visit Planning Committee

August 2020 – May 2021

Student Liaison

Hussman School of Journalism and Media PhD Advisory Committee

August 2018 – May 2019

President

Hussman School of Journalism and Media Graduate Student Association

August 2017 – May 2019

Committee Member

Hussman School of Journalism and Media MA Visit Planning Committee

EDITORIAL EXPERIENCE

2023

Reviewer

PLOS ONE

2022

Reviewer

National Communication Association

Mass Communication Division & Student Section

2021

Reviewer

Patient Education and Counseling

2021

Reviewer

International Communication Association

Mobile Communication Interest Group

2021

Reviewer

International Communication Association

Children, Adolescents, and the Media Division

PROFESSIONAL DEVELOPMENT

September 2018

Participant

Cognitive Interviewing Short Course
The Odum Institute for Research in Social Science
Chapel Hill, NC, United States

INDUSTRY EXPERIENCE

June 2015 – June 2017

Community Development Specialist

Microsoft
Columbus, Ohio

April 2014 – April 2015

Account Manager

NetJets
Columbus, Ohio

June 2012 – September 2013

Development Associate

Make-A-Wish Ohio, Kentucky, & Indiana
Cincinnati, Ohio

SERVICE TO THE COMMUNITY

July 2018 - present

Teaching Volunteer

Arts for Life North Carolina
Durham, NC

SKILLS



Quantitative Data Analysis
SPSS & Stata



Survey & Questionnaire Design
Qualtrics & Microsoft Forms



Qualitative Data Analysis
Atlas.ti



Interviewing
Semi-structured, in-depth



**Communicating Scientific
Concepts & Results**



Languages
Spanish, German



Copy Editing



**Attention to Detail & Time
Management**



**Critical Thinking & Problem
Solving**



Event Planning & Management



Presentation Skills



Customer Contact & Service
