

SARAH C. VOS

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EDUCATION

University of Kentucky, Communication, Journalism, and Telecommunications

Ph.D., May 2016

Dissertation: *Using social networking sites during public health crises: Theorizing the diffusion of effective messages.*

Co-chairs: H. Dan O'Hair, Ph.D., and Elisia Cohen, Ph.D.

Specialties: Health, Risk, and Mass Communication

University of Kentucky, Communication, Journalism, and Telecommunications

M.A., May 2012

Thesis: *Getting to 40 weeks: Constructing the uncertainty of due dates*

Committee Chair: H. Dan O'Hair, Ph.D.

Calvin College, Major: English Literature, Minor: German Language and Literature

B.A., May 1997

ACADEMIC EMPLOYMENT

College of Public Health, University of Kentucky - Lexington, Kentucky

2019- Lecturer, Department of Health Management & Policy

2018- 2018 Research Analyst, Center for Public Health Systems and Services Research

College of Communication & Information, University of Kentucky - Lexington, Kentucky

2018- 2018 Research Analyst, Risk & Disaster Communication Center

2017- 2018 Postdoctoral Teaching Scholar, Department of Communication

2016-2017 Postdoctoral Research Scholar, Risk and Disaster Communication Center

2015-2015 Research Assistant, *Online Hazard Communication in the Terse Regime: Measurement, Models, and Dynamics*, funded by the National Science Foundation

2011-2016 Teaching Assistant, Department of Communication

2012-2014 Editorial Assistant, *Communication Yearbook* 37, 38, 39

2010-2012 Research Assistant to Dean H. Dan O'Hair

2010-2011 Research Assistant to Associate Dean Tim Sellnow

SCHOLARLY PRODUCTIVITY

The goal of my research is to help public health organizations use social media more effectively to improve population health. My current research develops theoretical understandings of how and under what conditions, health messages diffuse through social media.

Peer-Reviewed Journal Articles and Book Chapter

Vos, S. C., Sutton, J., Gibson, Butts, C. (in press). Celebrity Cancer on Twitter: Mapping a Novel Opportunity for Cancer Prevention. *Cancer Control*.

Vos, S. C., Sutton, J., Yu, Y., Renshaw, S., Olson, M. K., Gibson, C. B., & Butts, C. T. (2018, online). Retweeting risk communication: The role of threat and efficacy. *Risk Analysis*, 38, 2580-2598. doi: 10.1111/risa.13140

Cohen, E.L., Head, K.J., Westgate, P., Vanderpool, R.C., Parrish, A., Reno, J., Bachman, A., **Vos, S.**, & Wombacher, K. (2018) An evaluation of the "Protect Their Future" video on parents' intentions to

immunize adolescents. *Journal of Communication in Healthcare*. doi: 10.1080/17538068.2018.1507081

Vos, S. C. & Cohen, E. (2018). Using pictures in health and risk messages. In R. Parrott (Ed.), *The Oxford encyclopedia of health and risk message design and processing*. New York: Oxford University Press.

Sutton, J., **Vos, S. C.**, Olson, M. K., Woods, C. W., Cohen, E., Gibson, C. B., Phillips, N., Studts, J., Eberth, J., & Butts, C. T. (2017). Lung cancer messages on Twitter: Content analysis and evaluation. *Journal of the American College of Radiology*, 15(1), 210-217.

Sutton, J., **Vos, S. C.**, Turner, M., & Woods, M. (2017). Designing effective tsunami messages: Examining the role of short messages and fear in warning response. *Weather Climate and Society*, 10(1), 75-87. doi:10.1175/WCAS-D-17-0032.1

Sutton, J., Woods, C. W., & **Vos, S. C.** (2017). Willingness to click: Risk information seeking during imminent threats. *Journal of Contingencies and Crisis Management*. doi:10.1111/1468-5973.12197

Ivanov, B., Rains S., Geegan, S. A., **Vos, S. C.**, Haarstad, N., & Parker, K. A. (2017). Beyond simple inoculation: Persuading negative and neutral audiences. *Western Journal of Communication*, 81, 105-126. doi 10.1080/10570314.2016.1224917

Vos, S. C. & Buckner, M. M. (2016). Social media messages in an emerging health crisis: Tweeting bird flu. *Journal of Health Communication*, 21, 301-308. doi: 10.1080/10810730.2015.1064495

Vos, S. C., Anthony, K., & O'Hair, H. D. (2014) Constructing the uncertainty of due dates. *Health Communication*, 29, 866-876. doi: 10.1080/10410236.2013.809501

Scholarly Articles, Chapter, and Reports

Center for Public Health Systems and Services Research. (2018, April). *National Health Security Preparedness Index 2018 Release Summary of Key Findings*. Lexington, KY: University of Kentucky. Available online: <https://nhspi.org/wp-content/uploads/2018/04/2018-Key-Findings.pdf>

Parish, A., **Vos, S. C.**, & Cohen, E. (2015). Media effects. In N. Harrington (Ed.), *Exploring health communication from multiple perspectives*. New York: Routledge.

Cross, A. & **Vos, S.** (2012). Reporting health: Rural newspaper coverage of health in Kentucky. *Grassroots Editor: A Journal for News People*, 53, 3-4, 28-32. Retrieved from: www.iswne.org

O'Hair, H. D., **Vos, S. C.**, & Anthony, K. (2012, June). *Getting to 40 weeks: A report to the Kentucky Chapter of the March of Dimes and the Kentucky Department of Health*.

Vos, S. C., & Cross, A. (2011, August) *Reporting health: Rural newspaper coverage of health in Kentucky*. Report to the Foundation for a Healthy Kentucky.

Research in Progress

Vos, S. C., Sutton, J., & Philips, N. E. (Writing: June 2019 submission). Missed opportunities: Social media and naturally occurring interventions. Target: *Preventive Medicine*

Vos, S. C., Sutton, J., Gibson, C. B., & Butts, C. T. (Writing: March 2018 submission). #Ebola: Designing public health messages for diffusion on social media. Target: *American Journal of Public Health*.

Vos, S.C. (Data collection and analysis). Rural health department's use of Facebook for public health communication. Target: *Preventing Chronic Disease*.

Vos, S.C. (Writing). The right message at the right time: Salience and social media. Target: *The Annals of the International Communication Association*.

Gibson, C. B. **Vos, S. C.**, Sutton, J., & Butts, C.T. (under review). Practical methods for imputing follower count dynamics. *Sociological Methods and Research*.

- Olson, M. K., Sutton, J., Vos, S. C., Prestley, R., Renshaw, S., & Butts, C. T. (revising for resubmission). Build community before the storm: How the National Weather Service uses digital engagement on social media. *Journal of Contingencies and Crisis Management*.
- Olson, M. K., Vos, S. C., & Sutton, J. (revising for resubmission) Threat and efficacy in television news: Reporting on an emerging infectious disease. *Western Journal of Communication*.

Peer-Reviewed Presentations

- Sutton, J., Olson, M. K., Prestley, R., Renshaw, S. L., Vos, S. C., & Butts, C. T. (2018, November). *Build community before the storm: How the National Weather Service uses digital engagement and dialogic strategies on social media*. Paper Presented at the National Communication Association, Salt Lake City, UT.
- Sutton, J., Olson, M. K., Vos, S. C., Yu, Y., Renshaw, S., Gibson, B., & Butts, C. T. (2017, December). *Modeling social media engagement across the disaster continuum*. Poster present at the Society for Risk Analysis, Arlington, VA.
- Vos, S. C., Phillips, N. E., & Sutton, J. (2017, May). *Identifying naturally occurring interventions related to cancer on social networking sites: Focusing events and public discussion*. Paper presented at the International Communication Association, San Diego, CA.
- Vos, S. C., Olson, M., & Sutton, J. (2017, April). *Public conversations about cancer on social networking sites: Analyzing responses to Ben Stiller's prostate cancer moment*. Poster accepted for presentation at the DC Health Communication Conference, Fairfax, VA.
- Olson, M. K., Sutton, J., & Vos, S. C. (2017, April). *Threat and efficacy messages in television news following local transmission of the Zika virus in the United States*. Poster accepted for presentation at the DC Health Communication Conference, Fairfax, VA.
- Vos, S. C., Sutton, J., & Olson, M. (2016, December). *Communicating visual risk: Threat, efficacy, and emotion in SNS messages about Zika*. Poster presented at the Society for Risk Analysis, San Diego, CA.
- Olson, M. K., Sutton, J., & Vos, S. C. (2016, December). *Communicating threat and efficacy through the media: An analysis of news broadcasts about the Zika virus*. Poster presented at the Society for Risk Analysis, San Diego, CA.
- Vos, S. C. & Sutton, J. (2016, November). *Designing messages for diffusion: Using SNS effectively during a public health crisis*. Paper presented at the National Communication Association, Philadelphia, PA.
- Cohen, E., Vanderpool, R., Westgate, P., Reno, J., Head, K., Parrish, A., Bachman, A., & Vos, S. (2016, November). *Influence of the "Protect Their Future" video intervention on rural parental intentions to vaccinate adolescents*. Paper presented at the American Public Health Association, Denver, CO.
- Vos, S. C. & Sutton, J. (2016, April). *Is a picture worth 1,000 retweets? The role of images in the diffusion of public health messages on SNS*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Vos, S. C. (2015, November). *Healthy eating as contested and constrained choice*. Paper presented at the National Communication Association, Las Vegas, NV.
- Vos, S. C. & Sutton, J. (2015, April). *Messaging in a public health crisis: Using Twitter to identify effective message strategies*. Poster presented at the DC Health Communication Conference, Fairfax, VA.
- Cohen, E., Bachman, A., Bates, W., Crosby, R., Head, K., Helme, D., Jones, M. G., Parrish, P. J., Reno, J. E., Vos, S. C., & Wombacher, K. (2015, April). *"Protect their Future": Identifying the active ingredients for how a brief video intervention can improve parental intention to immunize adolescents*. Paper presented at the DC Health Communication Conference, Fairfax, VA.

- Vos, S. C.** (2014, November). *Measuring causal attributions of health disparities: A pilot study of a context-free scale*. Paper presented at the National Communication Association, Chicago, IL.
- Ivanov, B., Rains S., Geegan, S. A., **Vos, S. C.**, Haarstad, N., & Parker, K. A. (2014, November). *Beyond simple inoculation: Examining the persuasive value of inoculation for audiences with initial, neutral or negative attitudes*. Paper presented at the National Communication Association, Chicago, IL.
- Vos, S. C.** & Buckner, M. M. (2014, May). *Social media messages in an emerging health crisis: Tweeting bird flu*. Paper presented at the International Communication Association, Seattle, WA.
- Vos, S. C.** (2014, April). "Are you getting scared yet": Sensemaking on Twitter about the bird flu. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Anthony, K., & **Vos, S. C.** (2014, April). *Healthy babies are worth the wait: Perceptions of obstetricians concerning campaign effectiveness in reducing late preterm deliveries*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Vos, S. C.** (2013, March). *They look just like a baby: On-line messages and early elective inductions*. Paper presented at the DC Health Communication Conference, Fairfax, VA.
- Vos, S. C.**, Anthony, K., & O'Hair, H. D. (2012, November). *Getting to 40 weeks: Constructing the uncertainty of due dates*. Paper presented at the National Communication Association, Orlando, FL.
- Vos, S. C.**, & Cross, A. (2012, April). *Reporting health: Rural newspapers and health literacy*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Vos, S. C.**, & Cross, A. (2012, March). *Reporting Health: Rural newspaper coverage of health in Kentucky*. Paper presented at the Kentucky Health Literacy Summit, Lexington, KY.
- Vos, S. C.**, Anthony, K., & O'Hair, H. D. (2011, November). *39 weeks: Understanding women's birth choices and preterm birth*. Paper presented at the National Communication Association, New Orleans, LA.

Invited Presentations

- Vos, S.C.** (2017, November). *Risk Communication on Social Media*. Paper presented at the University of Kentucky College of Communication and Information Research Symposium, Lexington, KY.
- Vos, S. C.** & Sutton, J. (2017, March). *Zika risk communication on Twitter: Message design features*. Paper presented at the Zika Communication Summit, Annenberg Public Policy Center at the University of Pennsylvania, Philadelphia, PA.
- Vos, S. C.** & Sutton, J. (2016, October). *Increasing the retransmission of public health messages on SNS: Empirically based recommendations from the Zika and Ebola crises*. Paper presented at the American Public Health Association, Denver, CO.
- Sutton, J. & **Vos, S. C.** (2015, August). *Effective crisis communication on social media and other short-message platforms*. Centers for Disease Control and Prevention, Atlanta, GA.
- Vos, S. C.** & Anthony, K. (2011, June). *39 weeks: Understanding women's birth choices and preterm birth*. Kentucky March of Dimes Board Meeting, Lake Cumberland State Resort, KY.

Translational and Other Presentations

- Butts, C.T., Sutton, J., Gibson, C. B., Li, K., Olson, M. K., Phillips, N. E., Renshaw, S., **Vos, S. C.**, Yu, Y. (2016, July). *HEROIC project update: Predictors of message passing, social media adoption, and social media use in meteorological and health hazard settings*. Poster presented at the Natural Hazards Workshop, Broomfield, CO.
- Sutton, J., **Vos, S. C.**, Phillips, N. E., Gibson, C. B., Butts, C. T. (2017, May). *Public conversations about*

cancer on social networking sites: Identifying focusing events and topic trends. Poster presented at the Markey Cancer Center Research Day, University of Kentucky, Lexington, KY.

Phillips, N. E., Vos, S. C., Sutton, J., Butts, C.T., Fitzhugh, S., Ezpinoza, B., Spiro, E., Gibson, C. B. (2016, July). *HEROIC: Hazards, Emergency Response, and Online Informal Communications.* Poster presented at the Natural Hazards Workshop, Broomfield, CO.

Media Appearances

Vos, S. C. & O'Hair, H. D. (2012, July 16). Ky. Voices: Better explain to mothers dangers of early deliveries. *Lexington Herald-Leader*. Available online:

<http://www.kentucky.com/2012/07/16/2259770/ky-voices-better-explain-to-mothers.html>

FUNDING

Grant-funded Research

Using the National Health Security Preparedness Index to Strengthen Health Protections and Resiliency (Co-Investigator). Funded by the Robert Wood Johnson Foundation to measure health security in the United States and engage stakeholders in Index. May 2018-May2021. \$1,300,000. Glen Mays, College of Public Health, University of Kentucky, PI.

National Health Security Preparedness Index (Co-Investigator). Funded by the Robert Wood Johnson Foundation to measure health security in the United States and set benchmarks for improving health security. Spring 2018. \$998,975. Glen Mays, College of Public Health, University of Kentucky, PI.

Collaborative Research: Message Retransmission and Amplification in the Context of Meteorological Hazards. (Postdoctoral Researcher). Funded by the National Oceanic and Atmospheric Administration to analyze how National Weather Service uses Twitter and identify successful message strategies for online weather communication. 2016-2017. \$49,000. Jeannette Sutton, Department of Communication, University of Kentucky, PI.

Collaborative Research: Online Hazard Communication in the Terse Regime: Measurement, Modeling, and Dynamics. (Postdoctoral Researcher, Graduate Research Assistant). Funded by the National Science Foundation (CMMI 1536347) to analyze Twitter communication during hazardous events and model the retransmission of risk messages. 2015-2017. \$306,000. Jeannette Sutton, Department of Communication, University of Kentucky, PI.

Project INSPIRE: Improving Adolescent Vaccination in Appalachian Kentucky. (Graduate Research Assistant). Funded by Merck IISP to test the efficacy of a video intervention to increase HPV vaccination. 2014, 2016. \$205,000. Elisia Cohen, Department of Communication, University of Kentucky, PI.

Healthy Babies are Worth the Wait. (Graduate Research Assistant). Funded by the Kentucky March of Dimes Foundation to identify persuasive strategies to reduce early inductions among pregnant women. 2011-2012. \$5,000. H. Dan O'Hair, College of Information and Communication, University of Kentucky, PI.

Health and Rural Newspapers. (Graduate Research Assistant). Funding by the Foundation for a Healthy Kentucky to analyze health content in rural Kentucky newspapers. 2011. \$20,000. Al Cross, Institute for Rural Journalism and Community Issues, University of Kentucky, PI.

Grant Writing

Cancer Communication on Social Networking Sites: Identifying Focusing Events and Predicting Message Success, R-01 for the National Cancer Institute for *Innovative Approaches to Studying Cancer Communication in the New Media Environment* (PAR-16-249). 2017. \$1.8 million (Score: 51%). Jeannette

Sutton, Department of Communication, University of Kentucky, PI.

Collaborative Research: Message Retransmission and Amplification in the Context of Meteorological Hazards. National Science Foundation Supplemental grant proposal for the National Oceanic and Atmospheric Administration. 2016. \$49,000 (funded). Jeannette Sutton, Department of Communication, University of Kentucky, PI.

Episodic Risk Communication Network. Division of Civil, Mechanical and Manufacturing Innovation, National Science Foundation (NSF). \$498,000 (not funded). 2015. Jeannette Sutton, Department of Communication, University of Kentucky, PI.

TEACHING

Average Teacher Course Evaluations (Spring 2018)

Quality of Course: 4.57/5 (Department: 4.2)

Quality of Teaching: 4.67/5 (Department: 4.4)

Sample student comments:

- Dr. Vos challenged me as a writer and a thinker and I am so grateful for that.
- Class discussions were probably my favorite part of the course. These conversations helped relate the material to my own life, making the information easier to retain.
- Early classes are awful but professor Vos always makes class fun and interesting. Her teaching style is a great because it actually gets students to be interactive.

Courses Taught

Interpersonal Communication and Social Media (COM 352)

Students in this class gain a conceptual understanding of multiple social media platforms; use interpersonal, computer-mediated, and mass communication theories to analyze relational interactions online as well as improve their mediated communication skills. 20 - 25 students.

Digital and Mass Media Literacy (COM 453)

This course develops students understanding of the media, including issues related to the industry, messages, and audiences. Students examine how mass media shape, and in some ways construct, social issues and our experience of "social reality" in contemporary society. 22 to 25 students.

Taking Control of Your Health: Patient-Provider Communication (COM 311)

Large lecture in which students explore the patient-provider relationship and improve communication skills through an examination and analysis of selected health communication case studies. Supervised a teaching assistant. 58 students.

Introduction to Health Communication (COM 471)

This course examines theory and research relevant to health communication, including interpersonal, organizational, and mass communication approaches. 14 students.

Communication and Composition II (CIS 111)

This course is the advanced course in a two-course sequence designed to engage students in composing and communicating ideas using speech, writing, and visuals. 18 to 25 students.

Communication and Composition I (CIS 110)

This course develops students speaking and writing skills through a series of projects and papers that emphasize critical inquiry and research. 20 students.

Pedagogy Service and Presentations

2014 Curriculum Development: Identified readings and projects to update and re-envision COM 453, a course on Digital and Mass Media Literacy

2013 Presentation: *GIFTS: Arguments and the Toulmin model*, Communication and Composition

- Training, College of Communication and Information, University of Kentucky.
- 2013 Presentation (with Anthony Limperos): *Teaching visual communication*, Orientation to Communication and Composition Teaching, College of Communication and Information, University of Kentucky.
- 2012 Research: Summer Assessment Research Project for Communication and Composition I and II, College of Communication and Information, University of Kentucky.

SERVICE

Service to the Profession

Conference Organizing

2017-2018 Member, Planning Committee, 2018 Kentucky Conference on Health Communication

Journal Article Reviewing

2017- Ad-hoc Reviewer, *Journal of Applied Communication Research*

2014- Ad-hoc Reviewer, *Journal of Health Communication*

2014- Ad-hoc Reviewer, *Journal of Communication in Healthcare*

Conference Paper Reviewing

2017 Reviewer, Kentucky Conference on Health Communication

2017 Reviewer, International Communication Association, Health Communication Division

2016 Reviewer, International Communication Association, Health Communication Division

2016 Judge, Poster Presentations, Kentucky Conference on Health Communication

2016 Reviewer, National Communication Association, Health Communication Division

2015 Reviewer, Kentucky Conference on Health Communication

2015 Reviewer, National Communication Association, Health Communication Division

2013 Reviewer, Kentucky Conference on Health Communication

2013 Reviewer, National Communication Association, Health Communication Division

Book Reviewing

2017 Reviewer, Roman and Littlefield, proposal for a media literacy textbook by Rene Hobbs

Service to the University

2012 Tutor, Proseminar in Health Communication (CJT 671)

2011-2012 Graduate Student Member, iNet (The Innovation Network for Entrepreneurship), University of Kentucky

2011 Graduate Student Member, Self-Study Committee for the College of Communication and Information Studies, University of Kentucky

2010 Graduate Student Member, Self-Study Committee for the Graduate Program in Communication Journalism and Telecommunications, University of Kentucky

2010-2012 Graduate Student Assistant, Health Literacy Colloquium Series, College of Communication and Information Studies, University of Kentucky

Service to the Community

2018, March *Advanced Public Speaking/Powerful PowerPoints*, presentation for the 2018 Community Leadership Institute of Kentucky, Hazard, KY.

PROFESSIONAL EMPLOYMENT

Freelance Consultant and Writer – Lexington, KY 2009-2010

- Wrote and edited for various organizations and publications.

Lexington Herald-Leader – Lexington, Kentucky 2004-2009

Public Health Reporter, Enterprise Reporter, and Metro Enterprise Reporter

- Covered public health, including policy issues and access problems in Eastern Kentucky
- Conducted multi-story, in-depth investigations that led to a rethinking of national building codes and changes in financial requirements for extracurricular activities.

Concord Monitor - Concord, NH

2001-2004

Criminal Justice Reporter and Regional Reporter

- Covered crime, the police, prisons, and state and federal courts
- Covered nine small towns (populations 2,500 to 5,000) and five school districts

Harper's Magazine - New York, NY

1998-2001

Assistant Editor, Research Assistant, and Editorial Intern

- Lead fact-checker and researcher and co-editor of the Letters section
- Co-editor of *Harper's* International Index, a syndicated version of *Harper's Index*

HONORS AND AWARDS**Research and Academic Honors and Awards**

2016	Society for Risk Analysis, Best Poster Award
2016	Society for Risk Analysis Young Professional Travel Award
2016	Top University of Kentucky Student-led Poster, Kentucky Conference on Health Communication
2014-2015	Palmgreen Fellowship, College of Information & Communication, University of Kentucky
2014-2015	Carozza Graduate Fund for Excellence in Health Communication, University of Kentucky
2014-2015	Kentucky Opportunity Fellowship, University of Kentucky
2012-2015	Daniel R. Reedy Quality Achievement Award, University of Kentucky
2012-2013	Research Fellowship, College of Communication & Information, University of Kentucky
2012	Top Student Research Presentation, DC Health Communication Conference
2011-2012	R. Lewis Donohew Fellowship, College of Communication & Information, University of Kentucky
2011	Tall Grass Farm Fellowship, Institute for Rural and Community Journalism, University of Kentucky

Professional Awards and Fellowships

2008	Fellow, Knight Center for Specialized Journalism, University of Maryland
2005	Journalism Fellow in Child and Family Policy, University of Maryland
2005	First place, General News Story, Kentucky Press Association
2005	First place, Business News Story, Kentucky Press Association
2004	First place, Breaking News, New England Press Association,
2004	First place, General News, New England Press Association
2003	Second Place, Breaking News, New Hampshire Press Association