

Center for Media, Technology, and Health

Name of the College, School, Department, or Unit in which the Center will be housed.

- Department of Health, Human Performance and Recreation, College of Education and Health Professions.

Name and title of the person(s) proposing creation of the Center.

- Dr. Brian Primack, Dean and Henry G. Hotz Endowed Chair in Educational Innovations, Professor of Public Health and Medicine.

The Center type (research, service, or instructional) that is requested.

- The Center for Media, Technology, and Health will be a research center.

The purpose of the Center is to advance research on the interface of media, technology, and health. The Center focuses on studying how media and technology affect health outcomes and behaviors and how they can be leveraged to promote positive health behaviors and improve health outcomes.

The unique value of the program to the University, and the distinction to any similar programs in Arkansas.

- The Center for Media, Technology, and Health will advance three primary goals:
 - *Research and Scholarship:* It will advance innovative research by supporting faculty, seeking future center funding, and fostering cross-campus collaborations.
 - *Community Practice and Advocacy:* It will cultivate community partnerships through community-driven research with the goal of promoting media literacy.
 - *Training and Learning:* It will develop mentoring and training opportunities for students and post-doctoral scholars.

Information on the Director position and the organizational structure.

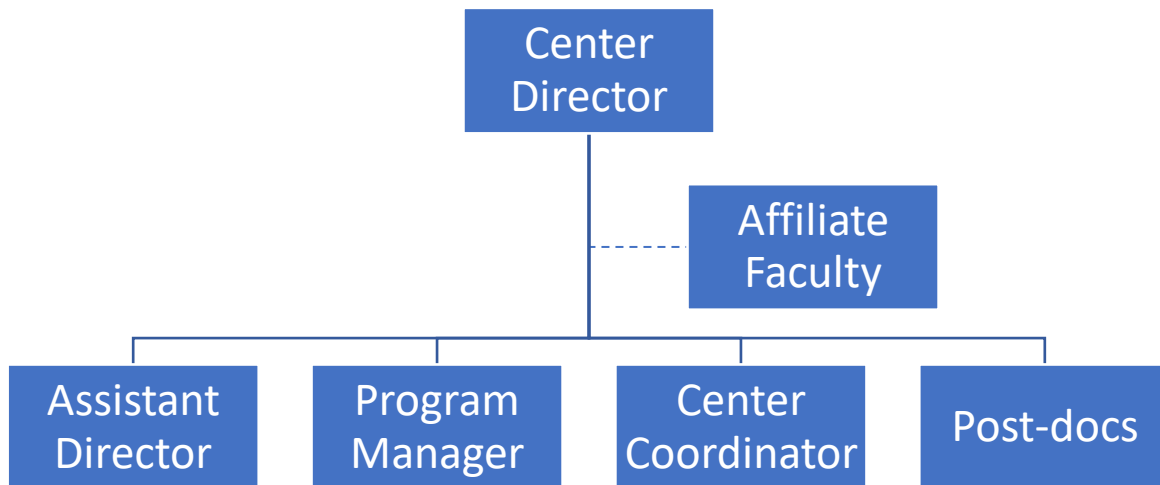
Dr. Philip M. Massey, associate professor of Public Health and Arkansas Research Alliance (ARA) scholar will serve as the Director. Dr. Massey received his Bachelor of Science degree in biology in 2006 from the University of North Carolina at Chapel Hill. He earned his Master of Public Health and Ph.D. degrees from the University of California, Los Angeles in 2009 and 2013, respectively. In 2013, he joined Drexel University's School of Public Health as assistant professor and was promoted to associate professor with tenure in 2019. His scholarship centers on health communication, media and technology in the U.S. and globally, on topics ranging from social media, cancer prevention, substance use, health literacy, and entertainment education. Over his career, he has published 32 articles and secured over \$3 million as Principal Investigator in external funding from a variety of funding agencies, including the National Cancer Institute and the Bill & Melinda Gates Foundation.

Regan Murray is the proposed Assistant Director of the Center. The Assistant Director will provide support to the Director and will contribute an important role in the development of the new Center. Broadly, the Assistant Director will oversee Center operations, manage strategic activities, and create new partnerships and collaborations. The Assistant Director will be responsible for: development of center activities; managing the implementation of projects; supervising data collection and data management activities across projects; managing project team members and priorities; maintaining contact with stakeholders, partners and sub-award recipients; and facilitating grant and evaluation-related reporting to funders.

Two post-doctoral fellows will be hired to work under the supervision of Dr. Philip Massey. The opportunity for mentored career development and research time will allow the post-docs to grow as scientists and prepare themselves for the job market. One of the fellows, Dr. Matthew Kearny, has already been identified to work on a project funded by the National Cancer Institute on social media and health research.

Two additional staff members will also be hired to provide administrative and research support to the Center activities.

Organizational Structure



Identification of faculty (or qualifications of type of faculty), other personnel, and academic units that will be involved with the Center.

In addition to the Director, Center staff, and post-docs described above, two public health faculty members will also be involved in the Center, identified as “Affiliate Faculty” in the organizational structure above. Additional faculty members will be added as the Center activities expand in the future.

- Dr. Page Dobbs, assistant professor of Public Health, joined the University of Arkansas faculty in Fall 2020 from the University of Oklahoma. She earned a MS and a PhD in Community Health Promotion from the University of Arkansas' College of Education and Health Professions. Dr. Dobbs' research focuses on social factors that influence perceptions and behaviors among vulnerable populations. She has published quantitative, qualitative, and mixed-methods research that examined the use of cigarettes and electronic cigarettes (e-cigarettes) among youth, young adults, minority populations, and pregnant women.
- Dr. Alex Russell joined the University of Arkansas in Fall 2020 as an Assistant Professor in Public Health. He earned his Ph.D. in Health Education from Texas A&M University. His research broadly focuses on alcohol use and misuse among adolescent and young adult populations. Specifically, his previous work has examined the following areas: (1) peer influences on college students' alcohol use, (2) alcohol marketing to youth via online and social media, and (3) the protective effects of youth religiosity/spirituality on early onset of alcohol use. Currently, his research leverages social media data (e.g., Twitter, TikTok) to explore alcohol-related portrayals on social media.

Student involvement, if any.

The Center will provide research and training opportunities to students, both at the undergraduate and graduate levels. Each faculty member involved in the Center will mentor students and supervise their honors thesis, research internships, and/or doctoral dissertations. The Center will provide opportunities to students to join faculty-led research and present their work at conferences.

Annual budget for the Unit or the estimated expenditures per year.

Item	Justification	Budget
Staffing	Hire staff for administrative and research support (center staff, post-docs).	\$300,000
Faculty support	Identify opportunities for faculty support (e.g., course buy-out) to strengthen buy-in, involvement, and collaboration within our College and across the University.	\$10,000
Community events	Support for community events that bring together different stakeholders to further our mission at the College and U of A – from community member events to campus community events.	\$5,000
Research development	Resources to strengthen the research enterprise, including consultants for grant writing and review, conference support, manuscript submission support, and data purchasing.	\$25,000
Total anticipated annual budget		\$340,000

Estimated fiscal resources and potential sources of funding (e.g., state, private, endowment, grant, contract, or other).

- The Center will largely be funded from the Director's start-up funds and grants for the first three years. The Director will seek continuous grant funding to support the operations of the Center. If continued external funding is not secured, the Center staff will be reduced or discontinued. The Center Director and affiliate faculty will continue to advance their research activities and community outreach as part of their research and service workload.

Space and equipment needs of the Center and a description of how they will be met.

The Center will have a dedicated space. College administration is evaluating multiple options to ensure that the space needs of the Center will be met.

Description of administrative control and lines of authority for the Center.

- The Center will be housed in the Department of Health, Human Performance and Recreation. The Director holds a tenured faculty appointment in the Department of Health, Human Performance and Recreation and will report to the Head of the Department, Dr. Matt Ganio. Dr. Ganio reports to the Dean of the College of Education and Health Professions, Dr. Brian Primack.

Description of the advisory board including its size, the method of its selection, and length of terms.

The Center will have an advisory board comprised of 6 members. Three members will be selected internally across the University of Arkansas campus. Three members will come from the health community partners external to the university. Three initial internal Board members have already been identified. The Director will select additional external members of the advisory board after he joins the University of Arkansas in August 2021. The board members will serve a three-year term.

- Dr. Brian Primack is Dean of the College of Education and Health Professions at the University of Arkansas. Dr. Primack also serves as the Henry G. Hotz Endowed Chair in Educational Innovations and Professor of Public Health and Medicine. Prior to moving to the University of Arkansas, Dr. Primack was Professor of Medicine, Pediatrics, and Clinical and Translational Science at the University of Pittsburgh School of Medicine. There, he also served as Assistant Vice Chancellor for Research on Health and Society and the Leo H. Crip Endowed Chair in Patient Care. He was also founding director of the University of Pittsburgh's multidisciplinary Center for Research on Media, Technology, and Health, which is widely regarded as the most influential center of its kind globally.
- Dr. Lindsey Susan Aloia is associate professor and Director of the Center for Communication Research at the University of Arkansas. Dr. Aloia's research focuses on

elucidating the causes and consequences of verbal aggression in interpersonal associations. Specifically, Dr. Aloia studies how qualities of interpersonal interactions, as well as individuals, shape the use of and reactions to verbally aggressive experiences. Dr. Aloia's work considers consequential communication and illuminates the personal, relational, and health implications of verbal aggression.

- Dr. Justin Zhan is an ARA Scholar and professor of data science at the Department of Computer Science and Computer Engineering, College of Engineering, University of Arkansas. He is also a professor at the Department of Biomedical Informatics, College of Medicine, University of Arkansas for Medical Sciences. His research interests include data science, artificial intelligence, blockchain technologies, biomedical informatics, information assurance, and social computing.

The metrics to be used to evaluate the Center's feasibility at its five-year review.

Research and Scholarship

- External funding secured by participating faculty.
- Number of faculty involved in the Center activities.
- Number of publications and presentations from participating faculty.

Community Practice and Advocacy

- Annual report of Center activities related to community practice/advocacy.
- Number of new partnerships established.

Training and Learning

- Number of publications and presentations authored/co-authored by students.
- Number of students involved in the Center activities.