

CURRICULUM VITAE
BRADFORD W. HESSE

ADDRESSES

Work: HCIRB, BRP, DCCPS
National Cancer Institute, NIH
Executive Plaza North, Room 4068
6130 Executive Blvd, MSC 7365
Bethesda, Maryland 20892-7365
Phone: 301-594-9904
Fax: 301-480-2198
Email: hesseb@mail.nih.gov

EDUCATION

University of Utah, Salt Lake City, UT
Ph.D. in Social Psychology **1988**
Areas of research: Social Effects of Computer Mediated Communication, Program Evaluation in Medical Informatics (Jointly Funded by the University of Utah Medical Center), Computerized Assessment (with VA Hospital, Salt Lake City Utah)

University of Utah, Salt Lake City, UT
M.S. in Social Psychology **1986**
Area of research: Mass Media Effects on Violence, Social Effects of Computer-Mediated Communication

Brigham Young University, Provo, UT
B.S. Psychology **1982**
magna cum laude

HONORS AND AWARDS

- National Honor Society **1974**
 - Presidential Scholarship, Brigham Young University **1975**
 - Placentia Unified School District Scholarship **1975**
 - National Institute of Mental Health Pre-doctoral Internship **1982-1985**
 - Science Directorate Award, American Psychological Association **1988**
 - National Institute of Mental Health Postdoctoral Fellowship **1988-1990**
 - Listed in *Who's Who in the West* **1994-1995**
 - Elected Member of the Interoffice Governance Council, *American Institutes for Research, Palo Alto CA Representative* **1993-1996**
 - Elected Member of the Interoffice Governance Council, *American Institutes for Research, Washington DC Representative* **1997-1999**
 - Appointed Chair of the Web Evaluation and Development Services Committee by Westat CEO **2002-2003**
 - Appointed Member of Electronic Resources Advisory Panel (ERAP), Subcommittee to the P&C Board, American Psychological Association **2001-Present**
-
- National Institutes of Health Award of Merit **2006**

EMPLOYMENT & PROJECT MANAGEMENT HISTORY

National Cancer Institute, Rockville MD
Branch Chief (Acting) – Health Communication and Informatics Research Branch (HCIRB) **2004 – Present**
Works collaboratively with NCI Colleagues to set the scientific agenda for cancer communication and informatics research. Supervises extramural grants in cancer communication, including the branch's

Bradford W. Hesse, Ph.D.
Health Communication & Informatics Research Branch
6130 Executive Blvd, Room 4068, MSC 7365
Bethesda, MD 20892-7365

W Telephone: (301) 594-9904
H Telephone: (410)715-8579
E-mail: hesseb@mail.nih.gov
FAX: (301)596-4060

premiere investment in the Centers for Excellence in Cancer Communication Research (CECCRs).

Director, Health Information National Trends Survey (HINTS) 2003 – Present

Supervises ongoing data collection and analysis efforts on a biennial, general population survey of adults 18 years and older. Established a policy of data sharing within the research community and in pursuit of that policy directed efforts to support research on the public database through online informatics support and through conferences. Analyzes and publishes data from the survey to information communication planners and researchers.

Research Director, User-Centered Informatics Research (UCIR) 2003 - Present

Outlined a research program to embed behavioral support within the development cycle of the institute's substantive investments in informatics infrastructure. Reconstituted a capacity to offer *Usability Evaluation* services to development teams within the NCI's intramural and extramural communities. Fostered strategic relationships with the University of Maryland, the University of California at San Francisco, and the University of Maryland.

Westat, Rockville MD (1999-2003)

**Project Director, Health Information National Trends Survey (HINTS) 2001-2003
for the National Cancer Institute**

Directed the baseline construction of a general population, nationally representative telephone survey using a list-assisted Random Digit Dial Telephone Survey. Worked with cancer communication scholars to draft questions within the questionnaire, and then conducted concurrent think-aloud procedures in Westat's cognitive laboratory to improve meaning (project funding: \$1.3 million).

**Task Order Director, Web Evaluation Services for the Centers for
Disease Control and Prevention 2000-2003**

Assisted CDC in evaluating health communication programs by conducting: health problem analysis and synthesis; exploratory research with audiences, including the analysis of market research; concept identification and testing; message pretesting; materials testing, tracking, and process evaluation; and outcome, impact, and effectiveness evaluations (project funding: \$700 K).

Collaborating centers, institutes, and offices included:

- CDC Office of Communication
- National Breast and Cervical Cancer Early Detection Program
- Office of Smoking and Health

**Team Director, National Study of Health and Activity (NSHA) for the
Social Security Administration 1999-2002**

Developed a decision support system by which state-based disability evaluation specialists were to interpret self-report and medical data from a national survey into individual determinations of eligibility for social security benefits. The task one component within a multimillion dollar effort by the Social Security Administration to develop national estimates of disability through personal interviews, medical examinations, the collection of medical records, and a review by state Disability Determination Services (overall project funding: ≈ \$20 million).

American Institutes for Research (1989-1999)

**Project Director, Program Evaluation of the Technology Innovation
Challenge Grant for the Department of Education 1997-1999**

Conducted a formative evaluation for the Department of Education's Technology Innovation Challenge Grant Program, a granting program funded by congress to improve educational outcomes and to provide experience with computer technology for students in grades K-12 (project funding: \$300 K).

**Co-Director, Integration of Research into a New Disability
Determination Methodology for the Social Security Administration 1997-1999**

Supervised efforts to incorporate findings from research being conducted internally and within schools of medical rehabilitation into a data-based prototype for a decision methodology to determine disability status (project funding: \$6 million).

Principal Investigator, Augmenting Data Dissemination Technologies for the National Center for Education Statistics (NCES). 1996-1998

Utilized a grant from the National Center for Education Statistics (NCES) to develop a prototype system for facilitating data sharing and dissemination using capabilities enabled by the emerging National Information Infrastructure architecture (development budget: \$200 K).

Co-PI, Performance Assessment for Self-Sufficiency (PASS) for the Office of Special Education Programs. 1990-1996

Worked on a multi-year development project to develop a decision support system for resource-allocators in federal and state departments of special education. The project consisted of two major components: (a) the development of a psychometrically sound assessment instrument on students' physical, cognitive, and functional abilities, and (b) a rule-based "expert system" using state of the art techniques in knowledge inference to transform observations into knowledge-based interpretations (Budget over multiple years: \$1.2 Million).

Co-Founder/Director: Center for Research on Technology, American Institutes for Research. 1990-1996

Directed continuing efforts to provide commercial and government clients with full-service human factors support in an effort to improve the usability of computer hardware and software projects. Projects ran the full gamut of usability methodologies including both laboratory and field-based observations, between-subjects and within-subjects designs, competitive comparisons, formative studies, summative evaluations, low and high fidelity prototyping, heuristic reviews, prototyping, and marketing evaluations (\$16 Million). Illustrative projects are as follows:

- Project Director. A comparative study of keyboard prototypes, for Apple Computer (1990).
- Developer. Data structures for a "Critical Incident" review of *Grateful Med* for the National Libraries of Medicine (1990).
- Project Director. An assessment of typing speed using a split-keyboard designed to prevent Repetitive Stress Injuries, for Apple Computer (1990).
- Project Director, Evaluation of the Articulation System Stimulating Inter-Institutional Student Transfer (ASSIST), a computerized information system to facilitate transfer of community college students to four year institutions, for the California Board of Regents (1991).
- Project Director. A comparative evaluation of color and its perceived attributes among prototypes of the Apple PowerBook, for Apple Computer (1991).
- Project Director. At-home usability testing of the Apple Performa, for Apple Computer (1992).
- Project Director. Usability evaluation of a manual disk drive ejection system, for Apple Computer (1992).
- Project Director. An assessment of user perceptions across varying levels of virtual memory processing, for Apple Computer (1992).
- Project Director. A comparative, "out-of-the-box" assessment of an Apple file server against an a file server produced by a leading competitor, for Apple Computer (1992).
- Project Director. Third Year Continuation of Project MATCH: Designing a Flexiplace Program for Persons with Disabilities, for the Department of Defense (1992-1994). Directed an effort to implement flexiplace (i.e., telecommuting) as a viable work alternative for persons with disabilities working for the Department of Defense. The effort was one in a series of projects designed for removing barriers to employment among civilian employees with disabilities in the Department.
- Project Director (in Palo Alto), Computer-Based Health History Questionnaire for Screening Blood Donors, for the Food and Drug Administration (1992). Contributed to a project out of AIR's Washington office to create a Computer-Administered Self Interview (CASI) for potential blood donors. The project followed a line of research suggesting that computer-based interviews can produce more candid responses to sensitive questions. The role of the Palo Alto office was to develop a utility to help health historians review donor data and resolve discrepancies using a complete set of on-line prompts and definitions.
- Project Director. A formative evaluation of the Microsoft Sound System, for Microsoft Corporation (1993).

- Project Director. A broad-scale, usability evaluation of the Media Vision sound card, for Media Vision (1993).
- Project Director. A formative usability evaluation of Photoshop, for Adobe Systems (1993).
- Project Director. A comparative evaluation of keyboard design, for Apple Computer (1994).
- Project Director. An internal, ergonomic comparison of alternative disk drive designs, for Apple Computer (1994).
- Project Director. Collecting standardized samples of digitized handwriting for bolstering pattern recognition routines in the Newton Computer, for Apple Computer (1994).
- Project Director. Formative usability testing comparing XSoft's TabWorks to the program manager in Microsoft's Window's 95, for XSoft/Xerox (1994).
- Project Director. Ongoing user support for the TabWorks project development team, for XSoft/Xerox (1995).
- Project Director. Formative Usability Testing of SmokeFree: Demonstration Software and Prototype, for Health Promotion Services under a Small Business Innovation Research Grant from the National Institutes for Health (1995).
- Project Director. Evaluating the navigability of World Wide Web home pages, for the Nomura Research Institute of Japan (1995).
- Project Director. Formative Usability and Usage Testing for the Paladin Complete Office System, for Apple Computer (1995).
- Project Director. Application of Expert Systems Technology to the Occupational Compensation Survey, for the Bureau of Labor Statistics (1993-1995).
- Task Director (Palo Alto). Development of an occupational database to replace the Dictionary of Occupational Titles: O*NET, for the Department of Labor (1994-1995). Project was a large, multimillion dollar effort to replace the Dictionary of Occupational Titles with an electronic database of occupational information (O*NET).
- Project Director. The Effect of time delay on human computer interaction, for Enter Television (1995). Directed an effort to determine the effects of time delay on communication behaviors and satisfaction within an audio-enhanced computer network. The study involved conducting a between-subjects, experimental comparison of communications behaviors at levels of no delay, 600 millisecond delay, 1200 millisecond delay, and 1600 millisecond delay.
- Project Director. Comparative evaluation of a new mouse prototype design and accompanying software, for Microsoft, Inc. (1996).

Employment Equity Analyst, Applied Behavioral Research Group. 1989-1991

Performed employment equity analyses in support of litigation activities. Analyses were performed using the SAS statistical software and data management using on large scale databases of 60,000 cases or more. Illustrative projects included:

- Analyst, Employment Discrimination Analyses for Macy and Lary v. Garrett (Secretary of the Navy). For the US Navy (1989-1991).
- Analyst, Employment Discrimination Analyses for the Case of Sylvester v. the United States Air Force. For the United States Air Force (1989-1990).
- Analyst, Employment Discrimination Analyses for the Case of Lewis v. United States Bureau of Printing and Engraving, for the U.S. Bureau of Printing and Engraving (1989).

University of San Francisco, Adjunct Professor (1991-1996)

Classes Taught:

- **Research Methodology, Statistics, and Senior Project Review. 1992-1995**
Created syllabus, developed lecture series, and taught evening series to continuing professionals over a 24 week period. Series taught students the basics of research methodology and statistics in the social sciences.

Bradford W. Hesse, Ph.D.
Health Communication & Informatics Research Branch
6130 Executive Blvd, Room 4068, MSC 7365
Bethesda, MD 20892-7365

W Telephone: (301) 594-9904
H Telephone: (410)715-8579
E-mail: hesseb@mail.nih.gov
FAX: (301)596-4060

- **Systems, Technology, and Change.** Taught graduate level seminar to students enrolled in a masters of communication degree at the University of San Francisco. 1993
- **Human Factors of Information Systems.** Taught concepts of usability, human factors, and social effects of technology to continuing Information Technology professionals employed by exemplar companies in Santa Clara County, CA (i.e., Silicon Valley). 1992-1994
- **Introduction to Social Psychology.** Taught an introduction to social psychology core to undergraduates in the University's San Ramon campus. The core, eight week class was required in order to complete a Bachelor's of Science degree. 1991-1994

Carnegie Mellon University, Department of Social & Decision Sciences (1988-1990)

Postdoctoral Fellow. Served as the instructor for an advanced class on information systems and pursued research on organizational aspects of computing. One illustrative project involved analyzing the impact of electronic connectivity on the productivity, work life, and community of research scientists. The project involved collecting data from a sample of physical oceanographers through the use of an electronically administered mail survey.

University of Utah, Departments of Psychology and Medical Informatics (1982-1988)

Graduate Assistant and Teaching Fellow. Training included experimental design, advanced multivariate statistical procedures, social cognition, organizational behavior, environmental psychology, and program evaluation. The training program also offered opportunities to get involved in hands-on, applied research experiences. One such opportunity involved participating in a research effort at the University of Utah Medical Center to develop an expert system for medical students. The expert system provided third and fourth year medical students with training and decision-making experience in diagnosing illness. Another, similar practicum involved designing a computer-assisted assessment device for distinguishing patients with true organic brain dysfunction from patients with pseudo-dementia. General responsibilities throughout this period included teaching, providing statistical and methodological consultation, conducting statistical analyses, computer application development, and conducting basic science research into psychological aspects of computing.

Brigham Young University Missionary Training Institute (1980-1982).

Instructor. Taught time-intensive, beginning language course in Spanish to volunteers going through the University's language training institute.

LDS Church Foreign Services (1976-1978)

Volunteer, Bolivia, South America. Worked for two years in a volunteer program sponsored by the LDS church in Bolivia, South America. The volunteer effort included two months of intensive language training at a specialized language training institute in Provo, Utah, and offered continued experience in learning the language and culture of indigenous peoples in Bolivia. Assignments included two months in Oruro, a mining community located on the Altiplano (a high plain formed by the bifurcation of the Andes mountain range); 7 months in Tupiza, a small town near the Bolivia/Argentina border; and 13 months in the capital city of La Paz. The work provided community involvement experience with native Americans (primarily of Quechua/Inca, Aymara, and Spanish decent) in both rural and central urban settings.

PUBLICATIONS AND CONTRACTED MANUSCRIPTS

Book

Nelson, D., Hesse, B., & Croyle, B. (in preparation). Making data talk: Communicating public health findings to journalists and the public. San Francisco, CA: Oxford University Press.

Journal Articles

Arora, N. K., Hesse, B. W., Rimer, B. K., Viswanath, K., Clayman, M., & Croyle, R. T. (in preparation). The informed patient: Struggling to stay afloat in a sea of cancer-related information.

Hesse, B. W. & Shneiderman, B. (2006). EHealth from the user's perspective. *American Journal of Preventive Medicine, (in press)*.

Finney Rutten, L.J. Squiers, L.B., Hesse, B. W. Cancer-related information sought by the general public: Evidence from the National Cancer Institute's Cancer Information Service, 2002-2003. *Journal of Cancer Education (in press)*.

Hesse, B. W., Moser, R. P., Rutten, L. F., & Kreps, G. L. (2006). The Health Information National Trends Survey: Research from the baseline. *Journal of Health Communication, 11(S1). In press*.

Viswanath, K., Breen, N., Meissner, H., Moser, R. P., Hesse, B. W., Steele, W. R., & Rakowski, W. (2006). Cancer knowledge and disparities in the information age. *Journal of Health Communication, 11(S1). In press*.

Finney Rutten, L. J. Squiers, L. B., & Hesse, B. W. (2006) Cancer Related Information Needs: Hints from the Health Information National Trends Survey (HINTS). *Journal of Health Communication, 11(S1). In press*.

Squiers, L., Bright, M. A., Rutten, L. F., Atienza, A. A., Treiman, K., Moser, R. P., & Hesse, B. W. (2006). Awareness of the National Cancer Institute's Cancer Information Service: Results from the Health Information National Trends Survey. *Journal of Health Communication, 11(S1). In press*.

Squiers, L., Finney Rutten, L. J., Treiman, K., Bright, M. A., & Hesse, B. (2005). Cancer patients' information needs across the cancer care continuum: evidence from the cancer information service. *J Health Commun, 10 Suppl 1, 15-34*.

Atienza, A. A., Yaroch, A., Mâsse L., Moser, R., Hesse, B., & King, A. C. (2005) Identifying the characteristics of sedentary groups using Signal Detection Methodology in the NCI Health Information National Trends Survey. *Annals of Behavioral Medicine, 29 (supplement), S83*.

Hesse, B. W., Nelson, D. E., Kreps, G. L., Croyle, R. T., Arora, N. K., Rimer, B. K., et al. (2005). 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. *Arch Intern Med, 165(22), 2618-2624*.

Hesse, B. W. (2005). Harnessing the power of an intelligent health environment in cancer control. *Stud Health Technol Inform, 118, 159-176*.

Lobdell DT, Gilboa S, Mendola P, Hesse BW (2005) Use of Focus Groups for the Environmental Health Researcher. *Journal of Environmental Health 67:36-42*.

Nelson DE, Rimer BK, Kreps GL, Hesse BW, Viswanath KV, Croyle RT, Willis G, Arora N, Weinstein N, Alden S (2004). The Health Information National Trends Survey (HINTS): Development, Design, and Dissemination. *Journal of Health Communication, 9, 443-460*.

Rizzo, L., Park, I., Hesse, B., Willis, G. (2004). Effect of Incentives on Survey Response and Survey Quality: A Designed Experiment Within the HINTS I RDD Sample. *Proceedings of the 2004 Meeting of the American Association of Public Opinion Research*.

Hesse, B. (2003). Book Review: The Internet and Health Communication: Experiences and Expectations, *Health Communication, 15 (3), 367-373*.

- Matheson, L.N., Gaudino, E.A., Mael, F., and Hesse, B.W. (2001). Improving the validity of the AMA impairment evaluation process: A proposed theoretical framework. *Journal of Occupational Rehabilitation*.
- Rose, A.M., Hesse, B.W., Silver, P.A., and Dumas, J.S. (1999). Database design and development: Designing an electronic infrastructure. In N.G. Peterson, M.D. Mumford, W.C. Borman, P.R. Jeanneret, and E.A. Fleishman (Eds.), *O*NET: An occupational information network*. Washington, DC: American Psychological Association.
- Meiman, E.P., Dorsey, D.W., Hesse, B.W., and Rose, A.M. (1999). A new disability determination methodology: Supporting redesign efforts with computational modeling and simulation. *Proceedings of the 1999 Western Multiconference: Health Statistics Simulation*.
- Hesse, B., Meiman, E.P., Rose, A.M., Wright, A., and Wright, S. (1997). Improvements to O*NET questionnaires and software. In N.G. Peterson, W.C. Borman, P.R. Jeanneret, E.A. Fleishman, and K.Y. Levin (Eds.), *Occupational Information Network (O*NET) research and development*. Salt Lake City, UT: Utah Department of Employment Security.
- Rose, A.M., Hesse, B.W., Silver, P.A., and Dumas, J.S. (1996). *O*NET: An information system for the workplace. Designing an electronic infrastructure*. Salt Lake City, UT: Utah Department of Employment Security.
- Hesse, B.W. (1996). Using telework to accommodate the needs of employees with disabilities. *Journal of Organizational Computing and Electronic Commerce*, 6(4), 327-343.
- Hesse, B.W. (1995). Curb cuts in the virtual community: Telework and persons with disabilities. *Proceedings of the 28th Annual Hawaii International Conference on System Sciences*, 28, 418-425.
- Hesse, B.W. (1993, March 14). Telework: From asphalt highway to information highway. *Houston Post*, pp. C-1 and C-4.
- Hesse, B.W., Sproull, L.S., Kiesler, S.B., and Walsh, J.P. (1993). Returns to science: Computer networks in oceanography. *Communications of the ACM*, 36(8), 90-101.
- Walsh, J.P., Sproull, L., Kiesler, S., and Hesse, B.W. (1992). Self-selected and randomly selected respondents in a computer network survey. *Public Opinion Quarterly*, 56, 241-244.
- Hesse, B.W. (1992). Using expert system technology to anticipate adult service needs: Project PASS. *Proceedings of the Seventh Annual International Conference of Technology and Persons with Disabilities*.
- Hesse, B.W., and Grantham, C.E. (1991). The emergence of electronically distributed work communities: Implications for research on telework. *Electronic Networks: Research Applications and Policy*, 1(1), 4-17.
- Campeau, P., and Hesse, B.W. (1991). The design of an expert system to predict adult service needs from exiting student data. *Proceedings from the Fifth Annual Conference on the Management of Federal and State Data Systems*.
- Hesse, B.W. (1989). The effects of future interaction and specified locus of frustration on male participants' aggression within a computer medium (abstract). *Dissertation Abstracts International*, 50, 2669.
- Lincoln, M., Turner, C., Hesse, B.W., Warner, H., and Miller, R. (1988). Discovering clustered disease findings: Prospects for enhancing expert systems. In W.W. Stead (Ed.), *Proceedings from the 12th Annual Symposium on Computer Applications in Medical Care*.

Slaughter, J., Hesse, B.W., and Turner, C. (1988). Computerized mental status testing in the elderly. In W.W. Stead (Ed.), *Proceedings from the 12th Annual Symposium on Computer Applications in Medical Care*.

Hesse, B.W., Werner, C., and Altman, I. (1988). Temporal aspects of computer-mediated communication. *Computers in Human Behavior*, 4, 1-19.

Turner, C., Hesse, B., and Peterson-Lewis, S. (1986). An analysis of the long-term effects of television violence. *Journal of Social Issues*, 42, 51-73.

Linz, D., Turner, C., Hesse, B.W., and Penrod, S. (1984). Bases of liability for injuries produced by media portrayals of violent pornography. In N. Malamuth and E. Donnerstein (Eds.), *Pornography and sexual aggression* (pp. 277-304). Orlando, FL: Academic Press.

Contracted Technical Reports

Hesse, B.W., Davis, T., Crafts, J., and Odam, K. (2003). Phase I Evaluation Report: The National Breast and Cervical Cancer Early Detection Program (Prepared under contract to the Centers for Disease Control and Prevention), Rockville, MD: Westat.

Hesse, B.W., and McNutt, S. (2002). The National Children's Study recruitment and retention: Focus group moderator's guide (Prepared under contract to the U.S. Environmental Protection Agency). Rockville, MD: Westat.

Hesse, B.W., Shaikh, A.R., Toward, J.I., and Edgar, T. (2002). Final report of the CDC main web site evaluation (Prepared under contract to the Centers for Disease Control and Prevention). Rockville, MD: Westat.

Hesse, B.W., Covell, J., and Kruger, H. (2001). *Evaluation report 6: Collection of medical records* (Prepared under contract to the Social Security Administration). Rockville, MD: Westat.

Hesse, B.W., Kruger, H., and Koenig, T. (2000). *Evaluation report 7: Simulated disability determination* (Prepared under contract to the Social Security Administration). Rockville, MD: Westat.

Hesse, B.W., and Elinson, L. (1999). *Simulating disability determination within the Disability Evaluation Study: Study design and methodology* (Prepared under contract to the Social Security Administration). Rockville, MD: Westat.

Birman, B., Hesse, B.W., Kirshstein, R., Levin, D., Padilla, V., Arcilla, M.A., Ellison, S., and Weidler, D. (1998). *Formative evaluation of the Technology Innovation Challenge Grant Program: Findings from initial case studies*. Washington, DC: Office of Educational Research and Improvement, U.S. Department of Education.

Hesse, B.W., Rose, A.M., Russell, T.L., and Kane, M. (Eds.) (1998). Synthesis of research and development of prototypes for a new disability determination methodology: Interim review and analysis of proposed decision process and revised research plan (Prepared under contract to the Social Security Administration). Washington, DC: American Institutes for Research.

Russell, T., Rose, A.M., and Hesse, B.W. (1998). Synthesis of research and development of prototypes for a new determination methodology: Task 2. Review, analysis, and supplementation of research (Prepared under contract to the Social Security Administration). Washington, DC: American Institutes for Research.

Hesse, B.W., Rose, A.M., Ellison, S.J., Levin, D.A., and Birman, B.F. (1998). *Technology Innovation Challenge Grant Program evaluation: Initial typologies*. Washington, DC: American Institutes for Research.

- Rose, A.M., Hesse, B.W., Silver, P.A., and Dumas, J.S. (1996). *O*NET: Designing an electronic infrastructure*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Beaver, S. (1996). *Comparative performance test and attitude survey: Magellan vs. Casablanca*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Wolman, J. (1995). A study of the feasibility of evaluating transition planning as a function of using the PASS system. Palo Alto, CA: American Institutes for Research.
- Hinds, P., and Hesse, B.W. (1995). *Formative usability testing of SmokeFree: Demonstration software and prototype*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Broomhall, N. (1995). *The effects of time delay on communication behavior and participant satisfaction*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W. (1995). *Technical specifications for Match Maker: An expert system for matching establishment occupations to BLS classifications*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Campeau, P.L., and Wolman, J.M. (1994). *Technical manual for the PASS instrument: Performance assessment for self-sufficiency*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Campeau, P.L., and Wolman, J.M. (1994). *Recommendations and rationales for revisions to the PASS instrument and instructions*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Campeau, P.L., and Wolman, J.M. (1994). *Technical documentation for the PASS expert system*. Palo Alto, CA: American Institutes for Research.
- Campeau, P.L., Wolman, J.M., and Hesse, B.W. (1994). *Evaluation of the utility of the PASS system*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Wolman, J.M., and Silver, P. (1994). *User guide to the PASS expert system*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Broomhall, N. (1994). *Formative usability testing comparing XSoft TabWorks and Microsoft Chicago*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Weisgerber, R.A. (1994). DOD Disability Recruitment Research and Flexiplace Demonstration Program. Palo Alto, CA: American Institutes for Research.
- Broomhall, N., and Hesse, B.W. (1994). *Usability assessment of Adobe's PhotoShop*. Palo Alto, CA: American Institutes for Research.
- Campeau, P.L., Wolman, J.M., and Hesse, B.W. (1993). *Study of anticipated services for students with disabilities exiting from school*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W. (1993). *Usability assessment of Pro Audio Studio 16: Ver 1.00*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W. (1993). *Usability findings for the Windows Sound System Voice Pilot Prototype*. Palo Alto, CA: American Institutes for Research.
- Hesse, B.W. (1993). Exploration of expert system technology for administering unstructured interviews: System documentation. Palo Alto, CA: American Institutes for Research.

- Broomhall, N., Hesse, B.W., and Claudy, J.C. (1993). *User preferences for keyboard type, aspect, and functionality* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Claudy, J.C., and Broomhall, N. (1993). *The influence of reduced memory architecture on users' perceptions of speed and power* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Claudy, J.C., and Hesse, B.W. (1993). *A comparison of the Apple Menagerie Server with the Dell 466SE Powerline Server* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Matsumoto, C., Hesse, B.W., and Campeau, P. (1992). Study of anticipated services for students with disabilities exiting from school: Technical report of results of psychometric analysis of data from the PASS field test (Prepared under contract to the Office of Special Education Programs, U.S. Department of Education). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., and Claudy, J.C. (1992). *Usability testing of Apple's manual eject floppy drive system vs. prototypes* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Wolman, J., and Campeau, P. (1991). *The use of multiple experts in acquiring knowledge for the PASS expert system* (Prepared under contract to the Office of Special Education Programs, U.S. Department of Education). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Holmgren, R., Claudy, J.C., and Campeau, P. (1991). Using a computerized information system to facilitate transfer for community college students in California: A followup evaluation of Project ASSIST (Prepared under contract to the University of California). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Claudy, J., and McLaughlin, D. (1990). *An assessment of typing speed, accuracy, and user's perceptions using the... design* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W., Gilmartin, K., and Ananda, S. (1990). *Summary statistical analyses of supervisory appraisal ratings at McClellan Air Force Base, 1983-1988*. Palo Alto, CA: American Institutes for Research.
- Claudy, J., Hesse, B.W., and McLaughlin, D. (1990). *A comparative study of users' attitudes regarding... keyboards* (Prepared under contract to Apple Computer). Palo Alto, CA: American Institutes for Research.
- Hesse, B.W. (1989). *Analysis of machine production reports as an inference to employee rotation* (Prepared under contract to the Bureau of Engraving and Printing). Palo Alto, CA: American Institutes for Research.
- Slaughter, J., Turner, C., Hesse, B., Wood, J., Schenkenberg, T., and Gottfredson, D. (1987). *Computerized mental status testing in the elderly: Preliminary study* (Prepared under contract to the National Institute of Mental Health). Palo Alto, CA: American Institutes for Research.
- Barberri, E., Perrillo, R., Turner, C., and Hesse, B. (1984). *Using structural equations to predict productivity within business credit* (Prepared under contract to I.S.D., a division of T.R.W., Inc.). Palo Alto, CA: American Institutes for Research.

PRESENTATIONS

- Hesse, B. W. (March 30, 2006). Awash in information: The importance of the Cancer Information Service. Annual meeting of the Cancer Information Service, Washington DC.
- Hesse, B. W. (November 1, 2005). Panel Chair and Presenter: Health Messaging and Communication. Frontiers in Cancer Prevention Research, American Association for Cancer Research, Baltimore, MD.
- Hesse, B. W. (October 24, 2005). Presenter. Opportunities for Informatics Research in Cancer Control and Population Science. Panel on Consumer Health Informatics, American Medical Informatics Association, Washington, DC.
- Hesse, B. W. (October 8, 2005). Presenter: Providing Patient-Centered Support in an Information Age. Discussant to Panel on Cancer Information Service, International Conference on Patient-Provider Communication, Chicago, IL.
- Hesse, B. W. (September 8, 2005). Keynote Address: An Extraordinary Opportunity for Health Communication Research: Hints from HINTS. Quarterly meeting of the Virginia State Cancer Coalition, Charlottesville, VA.
- Hesse, B. W., Croyle, R.T., Kerner, J. (July 19, 2005). Presenter: Creating a National Evidence Base for Health Disparities Planning and Research. Communication. Community Networks Cancer Health Disparities Summit, Rockville, MD.
- Hesse, B.W. (May 16, 2005). Presenter: Cyberinfrastructure for Health: Conceptual & Practical Challenges. Digital Government Conference, co-sponsored by the National Science Foundation and IEEE, Buckhead, GA.
- Hesse, B.W. (Jan. 20, 2005). Keynote Address: Creating a National Evidence Base for Health Communication & Informatics. HINTS Data Users Conference, St. Pete's Beach, FL.
- Hesse, B. (Nov. 6, 2004). An Extraordinary Opportunity for Health Education Research: Lessons from the Health Information National Trends Survey (HINTS).
- Clayman, M. L., Viswanath, K., Hesse, B. W. , Arora, N., (Nov. 9, 2004). Differences in mass media source credibility ratings for cancer information among Spanish-responding and English responding Hispanics/Latinos to the HINTS survey. Poster presented at the 132nd annual meeting of the American Public Health Association. Washington, DC.
- Clayman, M. L., Viswanath, K., Hesse, B. W. , Arora, N., (Nov. 9, 2004). The Public's Use of Media: Impact on Health Decisions and Outcomes. Paper presented at the 132nd annual meeting of the American Public Health Association. Washington, DC.
- Hesse, B. (2004, October). Surveying the Future of Health Communication: Presented at the Ninth Annual Future of Health Technology Conference, Boston, MA.
- Randolph, W.M., Hesse, B., Viswanath, K., Farber, D. (March 25, 2004). Mass Media and the Cultivation of Risk Perceptions, Helplessness and Behavioral Uncertainty in Cancer Risk. Poster presented at the 2004 annual meeting of the Society of Behavioral Medicine.
- Robinson, S., Shaikh, A., Hesse, B. (2003, November). Public health Web site evaluation and strategic planning: A CDC case study. Presented at the 131st annual meeting of the American Public Health Association (November 15-19, 2003), San Francisco, CA.
-
- Koenig, T., Hesse, B., Kruger, H., & Covell, J. (2003, November). Factors associated with health care
-

-
- providers' compliance with requests for medical records. Presented at the 131st annual meeting of the American Public Health Association (November 15-19, 2003), San Francisco, CA.
- Hesse, B. W. (2003, June). Refining NBCCEDP's Use of the Web to Support Communication. Keynote presentation given at the annual project directors' meeting of the National Breast and Cervical Cancer Early Detection Program, Atlanta, GA.
- Robinson, S. J., Hesse, B. W., Shaikh, A. R., Coss, M., Crawford, C. (2003, April). *Using Converging Methods across Disciplines to Guide the Redesign of a Large, Information-Rich Web Site*. Presentation given at *Computer-Human Interaction (CHI) 2003*, April 5-10, Ft. Lauderdale, Florida.
- Hesse, B.W. (1999, November). *Simulating Social Security disability decisions*. Presented at the Annual Meeting of the American Public Health Association, Chicago, IL.
- Hesse, B.W. (1998, April). Applying lessons from national program evaluation to improving outcomes for technology-based projects in education. Presented at the School Tech Exposition and Conference, New York, NY.
- Hesse, B.W. (1997, January). Year III update on the status of O*NET. Presented at the Annual Meeting of the Association of Computer-Based Systems for Career Information, Daytona Beach, FL.
- Hesse, B.W. (1997, January). *Skills for the information age: The Department of Labor's O*NET project*. Presented at the Sixth National Career Development Association Conference, Daytona Beach, FL.
- Hesse, B., Arcilla, M., and Rose, A. (1996, July). *O*NET: The Occupational Information Network*. Presented at the Summer Data Conference of the National Center for Education Statistics, Washington, DC.
- Hesse, B.W. (1996, March). *Year II update on the status of O*NET*. Presented at the Annual Meeting of the Association of Computer-Based Systems for Career Information, San Francisco, CA.
- Hesse, B.W. (1995, April). *Project PASS: An expert system for transition*. Presented at the Training Symposium of the Rehabilitation Technology Association, Washington, DC.
- Peterson, N., Rose, A., and Hesse, B.W. (1995, March). *Reinvention of the Dictionary of Occupational Titles*. Presented at the Career Information Delivery Systems Technical Workshop, Orlando, FL.
- Hesse, B., Brightman, A., Sajka, J., Weisgerber, R., and Bergman, E. (1994, July). *Providing access through usability: Representing the needs of persons with disabilities*. Presented at the Third Annual Conference of Usability Professionals, San Jose, CA.
- Campeau, P.L., and Hesse, B.W. (1994, March). *Project PASS: Results of the administrative feasibility study and demonstration of expert system*. Presented at the Eighth Annual Conference on the Management of Federal and State Data Systems, Washington, DC.
- Hesse, B.W. (1994, January). *Flexiplace: Program development and objectives*. Presented to the Workers Compensation Coordinating Committee, Air Force Headquarters for Morale, Welfare, Recreation, and Services, San Antonio, TX.
- Hesse, B.W. (1993, July). *Tailoring data collection methodologies to meet the research and business objectives of usability practitioners*. Presented at the Second Annual Conference of Usability Professionals, Redmond, WA.
- Hesse, B.W. (1992, August). *The status of usability testing from the perspective of an independent consultant*. Presented at the First Annual Conference of Usability Professionals, Orem, UT.
-

Campeau, P.L., and Hesse, B.W. (1992, April). *Representing knowledge base diversity in an expert system designed to anticipate service needs for students with disabilities*. Presented to the Artificial Intelligence and Education SIG, American Educational Research Association, San Francisco, CA.

Hesse, B.W., and Kiesler, S. (1991, August). *Social structure enhancement and transformation in a scientific electronic community*. Presented to the American Psychological Association, San Francisco, CA.

Campeau, P., and Hesse, B.W. (1991, March). *The design of an expert system to predict adult service needs from exiting student data*. Presented at the Fifth Annual Conference on the Management of Federal/State Data Systems, Washington, DC.

Hesse, B.W., and Turner, C.W. (1989, August). *Mitigating circumstance information and aggression: The case of computer-mediated communication*. Presented at the Annual Meeting of the American Psychological Association, New Orleans, LA.

Hesse, B.W., Werner, C., and Altman, I. (1988, August). *Temporal aspects of computer-mediated communication*. Presented at the 96th Annual Convention of the American Psychological Association, Atlanta, GA.

PANEL REVIEWS FOR GRANT COMPETITIONS

- | | |
|--|-------------|
| <ul style="list-style-type: none"> • <i>Technology, Educational Media, and Materials for Individuals with Disabilities Program</i>, Proposal Review Panel for the Office of Special Education Programs, May 1-3, 1996, Washington, D.C. | 1996 |
| <ul style="list-style-type: none"> • <i>Technology, Educational Media, and Materials for Individuals with Disabilities Program</i>, Proposal Review Panel for the Office of Special Education Programs, April 10-12, 1995, Washington, D.C. | 1995 |

JOURNAL REVIEWS

- Computers in Human Behavior
- Electronic Networks: Research, Application, and Policy
- Journal of Health Communication
- Journal of Medical Internet Research

PROFESSIONAL ASSOCIATIONS

- American Psychological Association
- American Psychological Society
- Association for Computing Machinery, Special Interest Group on Human Computer Interaction (SIG-CHI)
- American Medical Informatics Association
- International Communication Association
- Usability Professionals Association

4/19/2006, BWH

Bradford W. Hesse, Ph.D.
 Health Communication & Informatics Research Branch
 6130 Executive Blvd, Room 4068, MSC 7365
 Bethesda, MD 20892-7365

W Telephone: (301) 594-9904
 H Telephone: (410)715-8579
 E-mail: hesseb@mail.nih.gov
 FAX: (301)596-4060