

Teairah M. Taylor, M.S.

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EDUCATION

Cornell University

Ph.D. in Communication

Expected 2025

Advisor: Neil Lewis, Jr.

Cornell University

M.S. in Communication

2022

The Pennsylvania State University

B.S. in Biobehavioral Health

2019

Minor in Biology

AWARDS & HONORS

Glass Family Fellowship

2022

Awarded for exemplary leadership and service to the field, department, and graduate school

Dean's McNair Scholar

2019 – present

RESEARCH EXPERIENCE

Motivation & Goal Pursuit Lab

2019 - present

PI: Dr. Neil Lewis, Jr

Science, Health, Risk and Environment Communication (SHREC) Lab

2019 - present

PIs: Dr. Bruce Lewenstein, Dr. Jeff Niederdeppe, & Dr. Neil Lewis, Jr.

CALS PALS

2020 - 2023

PIs: Monika Safford, Neil Lewis, Jr, Elizabeth Baquero, & Silvia Lee

NCI Merit Project

2022

PIs: Jeff Niederdeppe, Andy King

Collaborative on Media & Messaging for Health and Social Policy (COMMHSP)

2022 –2023

PIs: Dr. Jeff Niederdeppe, Dr. Sarah Gollust, Dr. Erika Franklin Fowler

PUBLICATIONS

Niederdeppe, J., Porticella, N., Liu, J., Michener, J., Franklin Fowler, E., Nagler, R. H., **Taylor, T.**, Barry, C. L., & Lewis Jr, N. A. (2025). Centering historically minoritized populations to design effective messages about an evidence-based policy to advance social equity. *PNAS Nexus*, pgae588. <https://doi.org/10.1093/pnasnexus/pgae588>

Taylor, T. (2022). What's not talked about: A content analysis of health issues in Black-oriented magazines. *Media, Culture & Society*, 01634437221135980. <https://doi.org/10.1177/01634437221135980>

Tong, C., Margolin, D., Chunara, R., Niederdeppe, J., **Taylor, T.**, Dunbar, N. & King, A. (2022). Search Term Identification Methods for Computational Health Communication: A Word Embedding and Network Approach for Health Content on YouTube. *JMIR Medical Informatics*. doi:10.2196/37862.

Baranowski, K., **Taylor, T.**, Lambert, B., & Bharti, N. (2020). Application of Reflectance Ratios on High-Resolution Satellite Imagery to Remotely Identify Eucalypt Vegetation. *Remote Sensing*, 12(24), 4079. <https://doi.org/10.3390/rs12244079>.

RESEARCH IN PROGRESS

Taylor, T. (dissertation study) Engagement with Health Information Among Black Americans: A Qualitative Study

Lewis et al. (under review) How do different Americans respond to messages about racial disparities?

Lewis, N. A., Jr., **Taylor, T.**, Ali, M., Baquero, E., & Safford, M. (on hold). Using Health Communication Insights to Create Equitable Digital Health Technologies

Lewis, N. A., Jr., **Taylor, T.**, Ali, M., Baquero, E., & Safford, M. (in prep.). Can the Digital Patient Activated Learning System Increase Racial Minority Engagement with Health Information? A Multi-Site Pilot Examination in New York State

TEACHING EXPERIENCE

Graduate Teaching Assistant, Dept. of Communication, Cornell University

Courses: COMM 2200: Media Communication

COMM 3200: New Media & Society

COMM 2450: Communication & Technology

COMM 2760: Persuasion & Social Influence

SERVICE

Graduate Representative for Dept. of Communication June 2021 – June 2023

Graduate & Professional Student Assembly: Field Representative Aug. 2020 - June 2021

Communication Graduate Student Association: Vice President June 2020 - June 2021

PROFESSIONAL AFFILIATIONS & SKILLS

Action Research Collaborative: Graduate Student Affiliate

Black Graduate Student Association: Member

Open Science Framework: Member

Technical Skills: SPSS, R Programming

REFERENCES

Neil Lewis Jr.

Assistant Professor of Communication and Social Behavior
Cornell University, Ithaca, NY 14853

Jeff Niederdeppe

Associate Professor of Communication
Cornell University, Ithaca, NY 14853

Katherine Sender

Professor of Communication and Feminist, Gender, and Sexuality Studies Program
Cornell University, Ithaca, NY 14853

Jamila Michener

Associate Professor of Government
Cornell University, Ithaca, NY 14853