

**Gina Merchant, Ph.D.**

CURRICULUM VITAE

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**Email:** gmerchant@ucsd.edu**Foreign language:** Spanish; fluency is conversational**Statistical computing:** R**CURRENT POSITION****National Library of Medicine Postdoctoral Fellow**

University of California San Diego

Department of Biomedical Informatics

Department of Family Medicine &amp; Public Health

**EDUCATION**

University of California, San Diego &amp; San Diego State University

**Ph.D.** Public Health, Health Behavior (2015)

California State University San Marcos

**M.A.** Experimental Psychology (2011)\**\*Dean's Outstanding Graduate Award, College of the Arts & Sciences*

University of California, San Diego

**B.A.** Psychology (2006)

Tecnologico de Monterrey, Monterrey, MX

Education Abroad, UCSD (Fall 2005)

University of Connecticut (2002 – 2003)

Cuesta Community College, San Luis Obispo, CA

**A.A.** General Education (2002)**MANUSCRIPTS IN PREPARATION/UNDER REVIEW****Merchant, G.**, Roberts, M., Yang, J., Fowler, J., & Patrick, K. Comparing natural language processing techniques to evaluate social media posts: How weight-loss participants' posts change over the course of a two-year trial. *Submission in progress to Nature Human Behavior (June, 2017).*Godino, J., **Merchant, G.**, Crawford, M., Calfas, K. J., Rock, C. L., Griswold, W. G., Raab, F., Jain, S., & Patrick, K. Results of a One-year text message intervention for obese English and Spanish speaking adults: ConTxt. *Submission in progress to PLOS Medicine (June, 2017).*Camplain, R., Alvarez, C., Wilson, R., Sotres-Alvarez, D., Perreira, K. M., Gallo, L., Castaneda, S. F., **Merchant, G.**, Chambers, E. C., Penedo, F. J., Gellman, M. D., & Evenson, K. The association of acculturation with accelerometer-assessed and self-reported physical activity and sedentary behavior: The Hispanic Community Health Study/Study of Latinos. *Submission in progress to Preventive Medicine (June, 2017).*

## REFEREED PUBLICATIONS

17. **Merchant, G**, Weibel, N., Pina, L., Griswold, W. G., Fowler, J. H., Ayala, G. X., Gallo, L. C., Hollan, J., Patrick, K. Face-to-Face and Online Networks: College Students' Experiences in a Weight-Loss Trial (2017). *Journal of Health Communication*. <http://dx.doi.org/10.1080/10810730.2016.1250847>
16. Moller, A. C., **Merchant, G.**, Conroy, D., West, R., Hekler, E., Kuglar, K., Michie, S. Applying and advancing behavior change theories and techniques in the context of digital health interventions (2016). *Journal of Behavioral Medicine*. DOI: 10.1007/s10865-016-9818-7
15. Godino, J., **Merchant, G.**, Norman, G. J., Donohue, M. C., Marshall, S. J., Fowler, J. H., Calfas, K. J., Rock, C. L., Griswold, W. G., Gupta, A. G., Raab, F., Fogg, B. J., Robinson, T. N., & Patrick, K. Results of a Two-year Randomized Controlled Social and Mobile Weight Loss Trial for Overweight and Obese Young Adults (Project SMART) (2016). *Lancet Diabetes and Endocrinology*. [http://dx.doi.org/10.1016/S2213-8587\(16\)30105-X](http://dx.doi.org/10.1016/S2213-8587(16)30105-X)
14. Xu, S. Y., Nelson, S., Kerr, J., Godbole, S., Patterson, R., Abramson, I., **Merchant, G.**, & Natarajan, L. Statistical Approaches to Account for Missing Values in Accelerometer Data (2016). *Statistical Methods in Medical Research*. DOI: 10.1177/0962280216657119
13. Yardley, L., Spring, B. J., Riper, H., Morrison, L. G., Crane, D. H., Curtis, K., **Merchant, G.**, Naughton, F., & Blandford, A. E. Understanding and Promoting Engagement with Digital Health Interventions (2016). *American Journal of Preventive Medicine – Special Issue on Digital Health*. <http://dx.doi.org/10.1016/j.amepre.2016.06.015>
12. Kerr, J., Takemoto, M., Bolling, K., Atkin, A., Carlson, J., Rosenberg, D., Crist, K., Godbole, S., Lewars, B., Pena, C., **Merchant, G.** Two-arm randomized pilot intervention to decrease sitting time and increase sit-to-stand transitions in working and non-working older adults (2016). *PLoS One*. doi: 10.1371/journal.pone.0145427
11. Vásquez, E., Strizich, G., Gallo, L., Marshall, S. J., **Merchant, G.**, Moncrieff, A. E., Murillo, R., Penedo, F. J., Salazar, C. R., Sotres-Alvarez, D., Shaw, B. A., Isasi, C. R. The role of stress in understanding differences in sedentary behavior in Hispanic/Latino: Results from the Hispanic Community Health Study/ Study of Latinos Socio-cultural Ancillary Study (2016). *Journal of Physical Activity and Health*. doi: <http://dx.doi.org/10.1123/jpah.2014-0608>
10. **Merchant, G.**, Buelna, C., Castaneda, S. F., Arredondo, E. M, Marshall, S. J., Strizich, G., Sotres-Alvarez, D., Chambers, E. C., McMurray, R. G., Evenson, K. R., Stoutenberg, M., Hankinson, A. L., Talavera, G. A. Accelerometer-measured sedentary time among Hispanic adults: Results from the Hispanic Community Health Study/Study of Latinos (HCHS/SOL) (2015). *Preventive Medicine Reports*. doi: 10.1016/j.pmedr.2015.09.019
9. Qi, Q., Strizich, G., **Merchant, G.**, Sotres-Alvarez, D., Buelna, C., Castaneda, S., Gallo, L., Cai, J., Gellman, M., Isai, C., Moncrieff, A., Sanchez-Johnson, L., Schneiderman, N., Kaplan, R. Objectively-measured sedentary time and cardiometabolic biomarkers in U.S. Hispanic/Latino adults: The Hispanic Community Health Study/Study of Latinos (HCHS/SOL) (2015). *Circulation*. doi: 10.1161/CIRCULATIONAHA.115.016938
8. Gupta, A., Calfas, K., Marshall, S. J., Robinson, T., Rock, C., Epstein, M., Servetas, C., Donohue, M., Raab, F., Fowler, J., Griswold, W., Norman, G., Fogg, B. J., **Merchant, G.**, Patrick, K. (2015). Clinical trial management of participant recruitment, enrollment, engagement, and retention in the SMART study using a Marketing and Information Technology (MARKIT) model. *Contemporary Clinical Trials*. doi: 10.1016/j.cct.2015.04.002

7. Hill, L., Rybar, J., Styer, T., Fram, E., **Merchant, G.**,\* Eastman, A. (2014). Prevalence and attitudes about distracted driving in college students. *Traffic Injury Prevention*. doi: 10.1080/15389588.2014.949340  
\*Statistics consultant
6. **Merchant, G.**, Weibel, N., Patrick, K., Fowler, J., Norman, G., Gupta, A., Servetas, C., Griswold, W., Calfas, K., Raste, K., Pina, L., Donohue, M., Griswold, W., Marshall, S. (2014). Click 'Like' to change your behavior: A mixed methods study of college students' exposure to and engagement with Facebook content designed for weight-loss. *Journal of Medical Internet Research* 16 (6), e158. doi: 10.2196/jmir.3267
5. Patrick, K., Marshall, S., Davila, E., Kolodziejczyk, J., Fowler, J., Calfas, K., Huang, J., Rock, C., Griswold, B., Gupta, A., **Merchant, G.**, Norman, G., Rabb, F., Donohue, M., Fogg, BJ, Robinson, T. N. (2013). Design and implementation of a randomized controlled social and mobile weight loss trial for young adults (project SMART). *Contemporary Clinical Trials* 37 (1), 10-18. doi: 10.1016/j.cct.2013.11.001
4. Marshall, S., **Merchant, G.** (2013). Advancing the science of sedentary behavior measurement. *American Journal of Preventive Medicine*, 44 (2), 190-191. doi: 10.1016/j.amepre.2012.11.001
3. **Merchant, G.**, Pulvers, K., Brooks, R. D., Edwards, J. (2013). Coping with the urge to smoke: A real-time analysis. *Research in Nursing and Health*, 36 (1), 3-15. doi: 10.1002/nur.21520
2. Kolodziejczyk, J., **Merchant, G.**, Norman, G. (2012). A Systematic Review: Reliability and Validity of Child/Adolescent Food Frequency Questionnaires that Assess Foods and/or Food Groups. *Journal of Pediatric Gastroenterology and Nutrition*, 55 (1), 4-13. doi: 10.1097/MPG.0b013e318251550e
1. Hood, A., Pulvers, K., Carrillo, J., **Merchant, G.**, Thomas, M. (2012). Positive traits linked to less pain through lower pain catastrophizing. *Personality and Individual Differences*, 52 (3), 401-405. doi:10.1016/j.paid.2011.10.040

#### INVITED TALKS:

7. Ethical use of mobile imaging, pervasive sensing, social media, and location tracking (MISST) technologies in research. **Panel discussion**. *SBM Annual Conference; Spring 2017*
6. Time Management Tips & Tricks. **Panel discussion**. *SBM Annual Conference; Spring 2017*.
5. Participant friendships: How connectivity within an RCT relates to weight loss  
**Seminar**. *UCSD Department of Family Medicine & Public Health, CVD Epi & Prevention; Fall 2017*
4. Social media and health behavior: Stimulating and analyzing the online conversation  
**Symposium**. *SBM Annual Conference; Spring 2016*
3. What are social network methods and analyses? How to use them in your research  
**Half-day workshop**. *SBM Annual Conference; Spring 2015*
2. On grant writing & writing well  
**Half-day workshop**. Audience: 2<sup>nd</sup> year MPH students (*SDSU; Spring 2014*)
1. Using accelerometers to measure physical activity & sedentary behavior  
**Half-day workshop**. Audience: Junior faculty/post-doctoral investigators taking part in the Programs to Increase Diversity Among Individuals Engaged (PRIDE) workshop to enhance research skills in cardiovascular health disparities (*IBACH/SDSU; Summer 2013*)

#### REFEREED PRESENTATIONS

22. Crawford M, Godino JG, **Merchant G**, Rock CL, Marshall S, Arredondo E, Griswold WG, Norman GJ, Donohue MC, Kolodziejczyk J, Raab F, Dillon L, Patrick K (2016, March). Impact of a one-year text message intervention on physical activity and diet in overweight/obese, English/Spanish-speaking

adults: ConTxt. Presented at: Society of Behavioral Medicine's 37<sup>th</sup> Annual Meeting and Scientific Sessions; Washington, DC.

21. Godino JG, **Merchant G**, Norman GJ, Donohue MC, Marshall SJ, Fowler JH, Calfas KJ, Huang JS, Rock CL, Griswold WG, Gupta A, Raab F, Fogg BJ, Robinson TN, Patrick K (2015, June). Results of a two-year social and mobile weight-loss intervention for overweight and obese young adults: Project SMART. Presented at: The International Society for Behavioral Nutrition and Physical Activity's Annual Meeting; Edinburgh, Scotland.
20. **Merchant, G.**, Carlson, J., Godbole, S., Black, M., Kerr, J. (2014, May). Take a stand: Targeting psychosocial mediators of change to reduce older adults' sedentary behavior. Poster presented at the International Society for Behavioral Nutrition and Physical Activity Conference, San Diego, CA.
19. Godbole, S., Wang, L., **Merchant, G.**, Wing, D., Marshall, S., Kerr, J. (2014, May). Predicting Energy Expenditure from a wrist-worn ActiGraph GT3X+ accelerometer. Poster presented at the International Society for Behavioral Nutrition and Physical Activity Conference, San Diego, CA.
18. Johnson, E., Wang, L., **Merchant, G.**,\* Marshall, S., Kerr, J. (2014, May). Objective measurement of screen time in overweight women with different working status. Oral presentation at the International Society for Behavioral Nutrition and Physical Activity Conference, San Diego, CA. *\*Mentored first author*
17. **Merchant, G.**, Pina, L., Black, M., Bales, E., Weibel, N., Griswold, B., Fowler, J., Patrick, K. (2014, April). Online and face-to-face: How do ad-hoc and existing networks support weight-related behavior change in young adults? Poster presented at the Society of Behavioral Medicine Conference, Philadelphia, PA.
16. Marinac, C. **Merchant, G.**, Godbole, S., Chen, J., Kerr, J., Clark, B., Marshall, S. (2013). The feasibility of using SenseCam to measure the type and context of sedentary behavior. Paper presented at the International SenseCam & Pervasive Imaging Conference, San Diego, CA and published in the Proceedings of the 4th International SenseCam & Pervasive Imaging Conference through ACM Digital Library.
15. Gupta, A., Calfas, K., Marshall, S., Fowler, J., Norman, G., Robinson, T., Huang, J., Epstein-Corbin, Gross, C., **Merchant, G.**, Raab, F., Griswold, W., Rock, C., Fogg, BJ, Weibel, N., Donohue, M., Kolodziejczyk, J., Patrick, K. (2014, April). 12-Month retention and engagement in the social mobile approaches to reduce weight (SMART) study: A 2-year RCT of a technology-based intervention for weight-loss. Poster presented at the Society of Behavioral Medicine Conference, Philadelphia, PA.
14. Marinac, C. **Merchant, G.**, Godbole, S., Chen, J., Kerr, J., Clark, B., Marshall, S. (2013, November). The feasibility of using SenseCam to measure the type and context of sedentary behavior. Oral paper presentation at the International SenseCam & Pervasive Imaging Conference, San Diego, CA.
13. Davila EP, Patrick K, Marshall S, Fowler J, Kansagara AG, Servetas C, **Merchant G**. (2013, May). A social and mobile weight control program for young adults, project SMART. Oral presentation presented at the International Society for Research on Internet Interventions, Chicago, IL.
12. **Merchant, G.**, Pulvers, K. (2013, March). Ready to exercise? Exercise-specific cognitions and emotions of young women. Poster presented at the Society of Behavioral Medicine Conference, San Francisco, CA.
11. Gupta, A., **Merchant, G.**, Marshall, S., Fowler, J., Calfas, K., Patrick, K. (2013, March). Applying theory-driven behavior change principles to Facebook campaigns for weight loss. Poster presented at the Society of Behavioral Medicine Conference, San Francisco, CA.

10. **Merchant, G.**, Davila, E., Marshall, S., Gupta, A., Patrick, K. (2013, March). Patterns of sedentary behavior among overweight/obese college students recruited to a weight-loss intervention. Poster presented at the Society of Behavioral Medicine Conference, San Francisco, CA.
9. **Merchant, G.**, Parada, H., Marshall, S. J. (2012, May). Convergent validity of self-reported sedentary behavior and accelerometry: Comparing multiple cut points. Poster presented at the American College of Sports Medicine Conference, San Francisco, CA.
8. **Merchant, G.**, Pulvers, K., Hood, A., Carillo, J. (2012, April). Measurement issues within the stages of change for exercise. Poster presented at the Society of Behavioral Medicine Conference, New Orleans, LA.
7. Kolodziejczyk, J., **Merchant, G.**, Norman, G. (2012, April). A systematic review: reliability and validity of child/adolescent food frequency questionnaires that assess foods and/or food groups. Poster presented at the Society of Behavioral Medicine Conference, New Orleans, LA.
6. Pulvers, K., Limas, L., **Merchant, G.**, Hood, A. (2012, April). Hope is linked with positive affect during nicotine deprivation. Poster presented at the Society of Behavioral Medicine Conference, New Orleans, LA.
5. **Merchant, G.**, Brooks, R., Edwards, J., Pulvers, K. (2011, April). Effective strategies for coping with the urge to smoke. Poster presented at the Western Psychological Association Conference, Los Angeles, CA.
4. Pulvers, K., Hood, A., Carillo, J., **Merchant, G.** (2011, April). Positive traits linked less pain through lower pain catastrophizing. Poster presented at the Western Psychological Association Conference, Los Angeles, CA.
3. Ramirez, E. I., Norman, G. J., **Merchant, G.**, Sallis, J. F., Calfas, J. K., Patrick, K. (2011, April). Multi-behavioral determinants of weight loss in men and women. Poster presented at the Society of Behavioral Medicine Conference, Washington, DC.
2. Pulvers, K., **Merchant, G.**, Pandzic, I., Potter, R., Carlson, J., Thode, L. (2010, June). Cognitive and affective correlates of distress tolerance and smoking relapse. Poster presented at the American Psychological Association Conference, San Diego, CA.
1. Shepard, A., **Merchant, G.**,\* Pulvers, K. (2010, June). Does affect mediate the relationship between hope and nicotine dependence? Poster presented at the American Psychological Association Conference, San Diego, CA. \**Mentored first author*

## TEACHING

### Instructor:

- **Introduction to Programming in R: Data management & manipulation** (Professor): UCSD; Undergrad; *planned Winter 2018*
- **Health Disparities, Diversity, and Culture** (Professor): CSUSM; MPH; *planned Fall 2017*
- **Foundations of Health Systems Organization and Delivery** (Professor): CSUSM; MPH; 2017
- **Introduction to Psychology** (Section instructor): CSUSM; Undergrad; 2011

### Teaching Assistant:

- **Epidemiology & Biostatistics:** UCSD; Undergraduate; Spring, 2014
- **Primary Care & Public Health:** UCSD; Undergraduate; Winter, 2014
- **Advanced Statistics:** CSUSM; Undergraduate; Fall, 2011
- **Psychological Testing Methods:** CSUSM; Undergraduate; Spring, 2010

**Teacher training:**

- **Center for Teaching Development's College Classroom Course:** UCSD; 2013
- **Teaching of Psychology course:** CSUSM; 2010

**Guest lectures:**

- *Identifying online conversations about health and how information travels in social networks: Anti-vaccine sentiment as a health threat*  
Course: Current Trends in Biomedical Informatics (UCSD; Graduate seminar; Spring, 2017)
- *Sample size & power*  
Course: Epidemiology, Biostatistics, Medical Informatics (UCSD; MD; Fall, 2016)
- *Using social media to promote and understand health behavior change*  
Course: Digital Health (SDSU; Masters; Fall, 2015)
- *Measurement considerations in social-media based interventions*  
Course: Health Behavior Measurement (SDSU; PhD; Fall, 2014)
- *Critical concepts in behavioral measurement*  
Course: Behavioral Measurement (SDSU; PhD; Fall, 2014)
- *Overcoming barriers to exercise*  
Course: Cardiopulmonary Therapeutics (SDSU; PhD; Fall, 2014)
- *Remotely delivering interventions using social media*  
Course: Health Communication (SDSU; Masters; Fall, 2014)
- *Understanding adherence in studies using technology to change health behavior*  
Course: Health Behavior Practicum Part I (UCSD; PhD; Fall, 2013)
- *Using theory-driven behavior change techniques in health behavior interventions*  
Course: Theoretical Foundations of Health Promotion (SDSU; Masters; Fall, 2013)
- *Using accelerometers to objectively measure sedentary behavior*  
Course: Physical Activity & Public Health Practice (SDSU; Masters; Spring, 2013)
- *The role of promotoras in promoting weight-related behavior change*  
Course: Health Promotion (SDSU; Masters; Spring, 2012)

**GRANTS****T15 Ono-Machado (PI) 09/01/16 – 08/31/18**

Biomedical Informatics Fellowship  
Funded by NLM & managed by UCSD (T15LM011271)

**T32 Criqui (PI) 09/01/13 – 08/31/14**

Integrated Cardiovascular Epidemiology Fellowship  
Funded by NHLBI & managed by UCSD

**T32 Hovell (PI) 09/01/11 – 08/31/13**

Transdisciplinary Training for Predoctoral Behavioral Scientists Fellowship  
Funded by NIGM & managed by SDSU

**AWARDS / HONORS**

- R Studio Diversity Scholarship -- Conference Grant (*January, 2017*)
- Chancellor's Doctoral Incentive Program -- Conference Grant (*2013*)
- California State University Chancellor's Doctoral Incentive Program (*2011 – 2014*)
- Dean's Outstanding Graduate Award, College of the Arts & Sciences *CSUSM (2011)*
- Student Research Competition Finalist *CSUSM (2011)*
- California State University Pre-Doctoral Scholarship Runner-up *CSUSM (2010)*
- Big East & New England Scholar-Athlete *University of Connecticut (2003)*

- Gelfenbien Family Academic Achievement Award *University of Connecticut (2003)*

## PROFESSIONAL SERVICE

### Leadership:

- **R Forwards Taskforce:** The taskforce seeks to improve gender equity in users and contributors as well as increase the presence of other underrepresented groups. Social Media & Conference team subcommittee member (2017 – )
- **Human Nature Group:** A methods-focused multidisciplinary group of social and health science students and faculty. Student lead (2014 – 2015)
- **Theories & Techniques of Behavior Change Interventions Special Interest Group** with the Society of Behavioral Medicine. Junior Co-Chair (2013-2015)
- **Southern CA Forum for Diversity in Higher Education.** Panelist (2012 – 2014)
- **Student Representative** for the Health Behavior Track of the Joint Doctoral Program in Public Health (2012-2013)

### Ad-hoc reviewer:

- American Journal of Preventive Medicine
- American Journal of Public Health
- Annals of Behavioral Medicine
- Journal of Medical Internet Research
- PLOS One
- Society of Behavioral Medicine Conference abstracts
- useR! Conference Scholarship Applications

### Professional organization membership:

- Society of Behavioral Medicine
- American Medical Informatics Association

## COMMUNITY SERVICE

- Volunteer Graduate Assistant Coach: California State University Women's Soccer (2009-2011)
- Volunteer for the Vicalli Community Outreach Center: Monterrey, MX (Fall 2005)
- Volunteer for the California Public Interest Research Group (CALPIRG): University of California San Diego (2004) & University of Connecticut (2002)

## PERSONAL ACTIVITIES

- Founder of a San Diego adult running team, Prado Racing Team: [www.runprt.com](http://www.runprt.com)
- University of California San Diego Track and Field 2005: 2005 CCAA Conference Champions
- University of Connecticut Women's Soccer 2002 – 2003: 2003 Division I National Semi-finalists & 2002 Big East Conference Champions
- Cuesta College Women's Soccer 2000 – 2002: 2001-2002 Team Captain