

# DR. COREY H. BASCH

PROFESSOR OF PUBLIC HEALTH



## CONTACT DETAILS

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## RECENT EMPLOYMENT

### September 2011-Present:

William Paterson University  
Department of Public Health  
Professor (9/18-present)  
Associate Professor (9/14-8/18)  
Assistant Professor (9/11-8/14)

### August 2009-August 2011:

Columbia University, Mailman School of Public Health  
Postdoctoral Research Scientist,  
Department of Epidemiology  
Specialization in cancer-related population science

### September 2003-September 2009:

State University of NY at Oswego  
Department of Health Promotion and Wellness Assistant Professor

## Education

**2010 M.P.H.** University of Massachusetts, Amherst Public Health Practice

**2009 M.A.** Teachers College, Columbia University  
Cognition and Learning

**2006 M.A.** Teachers College, Columbia University  
Communication and Education

**2003 Ed.D.** Teachers College, Columbia University  
Interdisciplinary: Health Education/Humanities  
Dissertation: A Humanitarian and Qualitative Perspective on Participation in Colorectal Cancer Screening

**2001 M.S.** Teachers College, Columbia University Nutrition Education

**1999 B.S.** University of New Hampshire Nutritional Sciences

# Select Media Coverage

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## Select Media Coverage

### Commenting on social media and validity of information:

- Would You Take Mental Health Advice from TikTok? [New York Times](#) 11/6/23
- Harvard Cozies Up to #MentalHealth TikTok [New York Times](#) 10/16/23
- The 24-Year-Old Who Outsold Oprah This Week [The Atlantic](#) 9/28/23
- How To Fight ADHD Misinformation on Social Media [ADHD Diagnosis and Treatment](#) 8/2/23
- TikTok videos entice young people to vape [Canberra Times Australia](#) 1/4/23
- Youth in Transition [Reuters](#) 11/18/22
- Teens and young adults are self-diagnosing mental illness on TikTok. What could go wrong? [Boston Globe](#) 11/15/22
- Teens Turn to TikTok in Search of a Mental Health Diagnosis [New York Times](#) 11/6/22
- F.D.A. Warning on NyQuil Chicken Alerts Many to Existence of NyQuil Chicken [New York Times](#) 9/21/22
- Why anti-fluoride conspiracy theories have persisted for over 70 years [Salon](#) 9/13/22
- In a post-Roe era, the internet could help or hurt women seeking abortions. Here's how. [NorthJersey.com](#) 6/25/22
- TikTok's misinformation challenge [Newsy](#) 1/28/22
- Is misinformation fueling fear over COVID-19 vaccine for younger children? [NJ Spotlight News](#) 11/4/21
- The Role of Social Media in Spread of Vaccine Misinformation [NJ Spotlight News](#) 9/30/21
- Got Milk Crates? Why People Do Stupid, Dangerous Viral #Challenges [Forbes](#) 8/28/21
- YouTube's Plan to Showcase Credible Health Information Is Flawed, Experts Warn [Scientific American](#) 8/27/21
- Genetic Testing and Social Media: Growing a Space for Genetic Counselors [National Society of Genetic Counselors](#) 7/7/21
- These Videos Could Boost COVID Vaccination Rates [Scientific American](#) 6/22/21
- Fighting Misinformation on Social Media [NJ SPOTLIGHT NEWS](#) 6/22/21
- Why Climate Science Doesn't Go Viral on YouTube 1/8/21 [Bloomberg News](#)
- The doctor is in – online [iPondr](#) 12/10/20
- The Power of Social Media in Public Health Messaging 12/10/20 [NCHEC](#)
- The Cancer Scammers 10/29/19 [BBC News World Service](#)
- Are Informational C. Difficile Videos on YouTube Reliable? 10/18/17 [MD Magazine](#)
- Moms manipulated into buying their kids unhealthy food, study says 11/9/15 [CNN](#)
- Many YouTube videos on peripheral neuropathy are not evidence-based 10/28/15 [Reuters](#)

## COVID-19:

- CityMD expanding at Jersey Shore [Asbury Park Press](#) 12/20/22
- A dream vaccine could stop COVID spread. [Star Ledger](#) 12/3/22
- Travelers react to the end of the federal mask mandate [NJ Spotlight News](#) 4/23/22
- TikTok videos that portray COVID-19 tests as disgusting or unpleasant get more views and likes, study finds [PsyPost](#) 2/6/22
- COVID testing at Brookdale arena [Asbury Park Press](#) 1/25/22
- Home Rules [NJ BIZ](#) 1/17/22
- Conference season arrives in Atlantic City despite the continuing pandemic [NJ BIZ](#) 10/25/21
- Depression, burnout, anxiety: College students face pandemic of stress as campuses reopen [NORTHJERSEY.COM](#) 9/13/21
- Murphy, our schools are less safe than a bar in New York [NJ.COM](#) 9/2/21
- NJ hospital fires staffers for bogus COVID-19 vaccination cards [NJ SPOTLIGHT NEWS](#) 9/1/21
- Health experts slam Murphy opponent over kids and COVID claim as masks become campaign issue [NJ.COM](#) 8/28/21 COVID-19 booster shots, test kits in high demand [NJ SPOTLIGHT NEWS](#) 8/27/21
- Murphy must do more: Eliminate the testing loophole in schools | Editorial [NJ.COM](#) 8/24/21
- Pfizer vaccine gets full FDA approval. Will more people get vaccinated? [NJ SPOTLIGHT NEWS](#) 8/23/21
- As virus cases rise, vaccinations creep upward [NJ MONITOR](#) 8/20/21
- New Jersey businesses are treading carefully on the issue of requiring COVID-19 vaccines as a condition of employment [NJ BIZ](#) 8/9/21
- Organizers of live events around the state are bringing audiences back together – cautiously in some cases [NJ BIZ](#) 8/9/21
- COVID-19 cases rising along the Jersey Shore [NJ SPOTLIGHT NEWS](#) 8/6/21
- Can your employer make you get a COVID vaccine? NJ legal experts weigh in [NORTH JERSEY.COM](#) 8/4/21
- The COVID culture war: At what point should personal freedom yield to the common good? [USA TODAY](#) 8/2/21
- CDC releases new data on threat of delta variant [NJ SPOTLIGHT NEWS](#) 7/30/21
- The spread of the COVID-19 delta variant could force businesses and government officials to make difficult choices [NJ BIZ](#) 7/26/21
- Public health expert on interpreting mixed messaging on mask wearing [NJ SPOTLIGHT NEWS](#) 6/30/21
- Wide disparity found in Shore vaccinations [Asbury Park Press](#) 6/4/21
- NJ residents confused between CDC and Gov. Murphy on indoor mask guidance [NJ SPOTLIGHT NEWS](#) 5/15/21
- Bribes for shots? Gov. Murphy says, 'Everything's on the table' [NJ SPOTLIGHT NEWS](#) 5/10/21
- How many people contract COVID-19 after being vaccinated? [NJ SPOTLIGHT NEWS](#) 4/23/21
- New rapid test measures if COVID-19 vaccinations are working [NJ SPOTLIGHT NEWS](#) 4/16/21
- J&J blood clot risk is less than 1 in a million. Don't be skeptical about the vaccine, docs say [NJ.COM](#) 4/13/21
- N.J. needs more vaccine to stop spiking COVID-19 cases [NJ SPOTLIGHT NEWS](#) 4/7/21
- N.J. independent pharmacies: We're ready to give COVID vaccines, so where are they [Asbury Park Press](#) 3/31/21
- On COVID, Murphy says follow the data. So why isn't he? | Editorial [NJ.COM](#)
- N.J. colleges are canceling spring break, hope it will prevent COVID spread [NJ.COM](#) 3/18/21
- When will N.J. reach herd immunity? It could be in time for summer, experts say [NJ.COM](#) 3/16/21
- The unraveling of NJ [NJ.COM](#) 3/8/21

- Public health experts are wary about expanded indoor dining during the pandemic winter [NJBIZ](#) 2/8/21
- Hey N.J., don't fumble away our COVID progress at Super Bowl parties [NJ.COM](#) 2/5/21
- Only 146K New Jerseyans are fully vaccinated. Can the state reach its 4.7M goal by June? [NORTHJERSEY.COM](#) 2/4/21
- Please, Joe: Fix this vaccine mess [NJ.COM](#) 1/24/21
- Don't take a shot from an 87-year-old. Wait your turn [NJ.COM](#) 1/21/21
- Why has N.J. been so slow in rolling out COVID vaccinations? [NJ.COM](#) 1/15/20
- 7 COVID-19 Vaccine Conspiracy Theories Debunked [Livestrong](#) 1/13/20
- As N.J. fights rising 2nd COVID-19 wave, what restrictions could be next [NJ.COM](#) 12/12/20
- Ringing in the New Year inside a N.J. bar or restaurant this year? [NJ.COM](#) 12/12/20
- New Poll Shows 35% Of American Women Are Not Interested In Getting COVID Vaccine [CBS](#) 12/11/20
- How retailers of all sizes are trying to make it through a pandemic holiday season [NJ BIZ](#) 12/7/20
- Corona cheers on N.J. youth football in Florida [NJ.COM](#) 12/6/20
- Should N.J. order nonessential retail closed due to COVID-19 as Black Friday nears? We asked 3 experts [NJ.COM](#) 11/22/20
- Next 3 months of COVID-19 outbreak will be 'terribly painful,' Dr. Fauci says. What does that mean for N.J.? [NJ.COM](#) 11/21/20
- Should Gov. Murphy close indoor dining to fight COVID-19 second wave? We asked these 3 experts [NJ.COM](#) 11/20/20
- Should N.J. ban indoor youth, high school sports due to COVID-19 surge? Here's what 3 experts say [NJ.COM](#) 11/19/20
- Does Murphy's new dining curfew actually make sense? Experts aren't so sure. [NJ.COM](#) 11/14/20
- Chris Christie's Bout With COVID A Stark Reminder Of The Dangers Of Letting Your Guard Down [CBS](#) 10/16/20
- Alternative health providers bristle at warning letters about their coronavirus treatments [USA TODAY](#) 9/3/20
- NJ public health experts split on Friday's restart to indoor dining [NJ BIZ. COM](#) 9/1/20
- NJSIAA doc says HS athletes aren't likely COVID-19 spreaders. Experts disagree [NJ.COM](#)
- Reopening N.J. gyms still isn't safe. Health experts tell us why [NJ.COM](#) 8/21/20
- How State Officials Are Trying To Use TikTok To Stop The Spread Of COVID-19 [NPR](#) 8/20/20
- COVID-19 on TikTok [International Media Coverage](#) 8/18/2020
- Health experts weigh in on Murphy's outdoor mask crackdown. Is it really effective? [NJ.COM](#) 7/11/20
- Contact Tracers In NYC Having Success, But Also Running Into Challenges Gathering Necessary Information [CBS](#) 6/21/20
- The most-viewed YouTube coronavirus videos incorporate fear and anxiety but neglect prevention information [PsyPost](#) 4/13/20
- Your Guide to Grocery Shopping for a Family in the Pandemic [Yahoo News](#) & [Parents](#) 4/13/20
- Supermarkets enforcing new safety measures for employees and customers [NJTV](#) 3/31/20
- Coronavirus Update: Latest Grocery Shopping Tips To Stay Safe From COVID-19, [CBS Local](#) 3/30/20
- Coronavirus Pandemic Preparation: [Inside Edition National Broadcast](#) 3/27/20.
- When diseases spread, so do rumors. Coronavirus is just the latest example: North Jersey News, [NorthJersey.com](#) 3/21/20

### **Helmet Use/Bike Safety:**

- After Deadly Bus Accident, Cyclists Warned Against Wearing Giant Headphones, 9/26/18 [Inside Edition National Broadcast](#)
- Citi Bike is putting your head at risk, 5/17/15 [NY Post](#)
- 9 Health Effects of Helmet Use and Bike-Sharing, 6/22/18 [US News and World Report](#)

### **Glove Changing in Food Vendors:**

- Tips on staying healthy through the holidays 2/21/17, [CBS](#)
- Studying Bacteria Exposure in Food Trucks 2/17/16, [NJTV](#)
- EXCLUSIVE: Study finds many NYC food cart vendors don't change their gloves often enough – or even wear gloves at all. 10/15/15 [NY Daily News](#)
- Food Truck Safety Concerns 1/15/15, [Fox 5 News](#)
- Most NYC food vendors don't change gloves enough: study, 1/12/15 [NY Daily News](#)

### **Alcohol Advertising:**

- Seeing Risk to Teens, Some Want a Ban on Alcohol Ads in the Subway, 6/6/16 [City Limits](#)

### **Distracted Walking:**

- Distracted Walking, 3/22/16 [FoxNews](#)
- Officials Keep Trying, and Failing, to Outlaw Distracted Walking, 2/15/16 [The Atlantic: City Lab](#)
- Distracted Walking a Major Problem in Manhattan, 3/15/15 [CBS](#)
- Numbers of Distracted Walkers Dangerously High 3/17/15 [Fox News](#)
- Corey Basch Talks Distracted Walking 3/17/15 [CBS](#)
- The Dangers of Distracted Walking, 3/31/15 [NJTV](#)

### **Skin Cancer/Sun Safety:**

- Skin Cancer Warnings Ignored, 4/25/17 [NBC Universal News](#) (aired on many stations across the country), [Public Health Post](#)
- Sunscreen use declines, 8/21/14 [NBC Global](#) --broadcast on 79 NBC (affiliate stations across the country), [Centers for Disease Control and Prevention](#), [CBS News](#), [Melanoma News Today](#), [Stanford Medicine Blog](#), [Medical Daily](#), [Fox News](#)
- Teen use of tanning beds still high among white girls, 8/22/14 [Inside Jersey](#)
- Fewer U.S. youth using sunscreen new study finds, 8/21/14 [Reuters](#) , [Dermcast TV](#)

## 2023

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**Basch CH**, Kollia B, Park E, Yousef H. Investigation of the content offered to the public regarding noise pollution in online news. Under Review.

**Basch CH**, Hillyer GC, Basch CE. Wait Times for Scheduling Appointments for Prevention of Macrovascular and Microvascular Complications of Diabetes: A Cross-Sectional Descriptive Study. Under Review.

**Basch CH**, Narayanan S, \*Tang H, Fera J, Basch CE. Descriptive analysis of TikTok videos posted under the hashtag #Ozempic. Journal of Medicine Surgery and Public Health. 2023 Volume 1, 100013, <https://doi.org/10.1016/j.glmedi.2023.100013>.

**Basch CH**, \*Yalamanchili B, Fera J, Narayanan S. Most Liked #Monkeypox videos on TikTok: Implications for Infection Control. American Journal of Infection Control. 2023; [Epub ahead of print]. PMID: 37422067

Narayanan S, **Basch CH**. YouTube and COVID-19 Vaccines: A Mini Scoping Review. Human Vaccines and Immunotherapeutics. 2023;2202091. [Epub ahead of print]. PMID: 37129230

\*Yalamanchili B, **Basch CH**, Fera J, Sullivan M. Using Social Media to Discuss Chronic Pain: A Descriptive Study of TikTok Content. Journal of Consumer Health on the Internet. 27:2, 173-183, DOI: 10.1080/15398285.2023.2207157

Samuel L, Fera J, **Basch CH**. Readability analysis of online health information on Gestational Diabetes. Journal of Consumer Health on the Internet. 2023; [Epub ahead of print]. DOI: 10.1080/15398285.2023.2171240

**Basch CH**, Ethan D, Fera J, Kollia B, Basch CE. Micromobility Vehicles, Obstructions, and Rider Safety Behaviors in New York City Bike Lanes. Journal of Community Health. 2023; [Epub ahead of print]. PMID: 36745357

Samuel L, \*Goodstein L, **Basch CH**. Coverage of the Infant Formula Shortage on YouTube: A Conversation Driven by News Media. Journal of Public Health. 2023;1-5. <https://doi.org/10.1007/s10389-023-01821-8>

Jacques ET, **Basch CH**, Fera J, Jones V. #StopAsianHate: A content analysis of TikTok videos focused on racial discrimination against Asians and Asian Americans during the COVID-19 pandemic. Dialogues in Health. 2023; 1-4. <http://dx.doi.org/10.1016/j.dialog.2022.100089>

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## 2022

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Samuel L, Fera J, **Basch CH**. Lost in Print: Difficulty in Reading Online Information Pertaining to Phenylketonuria. Journal of Community Genetics. 2022; [Epub ahead of print]. PMID: **36502490**

**Basch CH**, Hillyer GC, \*Yalamanchili B, Morris A. How TikTok is Being Used to Help Individuals Cope with Breast Cancer: Cross Sectional Content Analysis. JMIR-Cancer. 2022;8(4):e42245. PMID: **36472899**

Samuel L, \*Goodstein L, **Basch CH**. Online News Coverage of Formula Shortage in the United States: A Content Analysis. Dialogues in Health. 2022; 1-5. <https://doi.org/10.1016/j.dialog.2022.100065>

Jones V, Kim S, \*Mewani AH, \*Jacques ET, Ardouin-Gurrier M, \*Huggins S, **Basch CH**. Immigration Status as a Determinant of Health Information-Seeking Behavior among Undergraduates of Color at an Urban Commuter College. Health Promotion Perspectives. 2022; 12(3)1-5.

Samuel L, \*Tang H, **Basch CH**. TikTok: A Far-Reaching Opportunity for Health Professionals to Address Weight Loss. Public Health. 2022; 213: 94-99. PMID:36402089

**Basch CH**, Hillyer GC, Samuel L, \*Datuowei E, \*Cohen B. Direct to Consumer Genetic Testing in the News: A Descriptive Analysis. Journal of Community Genetics. 2022; [Epub ahead of print]. PMID:**36239910**

Samuel L, Fera J, **Basch CH**. Preeclampsia Information on the Internet: An Application of Five Readability Tests. Pregnancy Hypertension. 2022; 30:110-112. PMID: **36155112**

Jaime C, Samuel L, Fera J, **Basch CH**. Discussing Health While Seeking Community: A Descriptive Study of Celiac Disease on TikTok. Nutrition and Health. 2022; [Epub ahead of print]. PMID: **36148909**

\*Sherman E, Mohlman J, **Basch CH**, Fera J, \*Barry E. A Review of You Tube Content to Assess US Mental Health During the Covid-19 Pandemic. Journal Community Health. 2022; Jul 22:1–6. PMID: 35867266.

**Basch CH**, Hillyer GC, Jacques ET. Professionally Created Content Related to HPV Vaccination on TikTok. Frontiers in Digital Health. 2022;4:888302. PMID: 35847414.

Mohlman J, **Basch CH**, Bartoszek, Gregory, \*Magee S. Is a diverse sample of college students motivated by compassionate, neutral, or fear-inducing language in COVID-19 crisis messages? Journal of American College Health. 2022; Jul 14:1-6. PMID: 35834766

**Basch CH**, Hillyer GC, Jacques ET. A Descriptive Study of News Coverage of Colorectal Cancer on Google News. JMIR Cancer. 2022 Jun 15;8(2):e39180. PMID: 35704377.

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**Basch CH**, Donelle L, Jaime C, Fera J. Deconstructing TikTok Videos on Mental Health: A Cross-Sectional, Descriptive, Content Analysis. JMIR Formative Research. 2022; 19;6(5):e38340. PMID: 35588057.

Samuel L, Ethan D, **Basch CH**, \*Dunne S, \*Quinn C. An analysis of nutrient facts labels of pediatric multi-vitamin and mineral supplements: Is there a risk of overexposure? Nutrition and Health. 2022; [Epub ahead of print]. PMID: 35538899.

\*Laforet PE, **Basch CH**, \*Tang H. Understanding the content of COVID-19 vaccination and pregnancy on YouTube: An analysis of videos published at the start of the vaccine rollout. Human Vaccines & Immunotherapeutics. 2022. May 4:1-8. PMID: 35507867.

**Basch CH**, Basch CE, Hillyer GC, Meleo-Erwin Z. Social Media, Public Health, and Community Mitigation of COVID-19 – Challenges, Risks, and Benefits. Journal of Medical Internet Research. 2022; 24(4):e36804. PMID: 35380539.

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Basch CE, **Basch CH**. Epidemiology, secondary school curriculum, and preparing the next generation for global citizenship. JMIR-Public Health Surveillance. 2022; 8(3):e36006. PMID:35254281

Kernan W, **Basch CH**. Adaptation of an In-Person Internship to a Virtual Format for Public Health Undergraduates. JMIR-Public Health Surveillance. 2022; 8(3):e35252. PMID: 35089869.

\*Laforet PE, **Basch CH**, \*Tang H. Understanding the Content of COVID-19 Vaccination and Pregnancy on YouTube: An Analysis of Videos Published at the Start of the Vaccine Rollout. Human Vaccines & Immunotherapeutics. 2022; [Epub ahead of print].

Tang H\*, Kim S, Laforet PE, Tettey N, **Basch CH**. A Content Analysis of YouTube Videos that Address Weight Change During the COVID-19 Pandemic. JMIR-Formative Research. 2022;6(2):e35164. PMID: 34978534.

\*Laforet PE, \*Yalamanchili B Hillyer GC, **Basch CH**. YouTube as a source information on BRCA mutations: Implications for Patients and Professionals. Journal of Community Genetics. 2022; [Epub ahead of print]. PMID: 35023041.

\*Yalamanchili B, Donelle L, Jurado LF, Fera J. **Basch CH**. Investigating #covidnurse messages on TikTok: Descriptive Study. JMIR-Nursing. 2022 Jan 14;5(1):e35274.PMID: 35029536.

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## 2021

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Mohlman J, \*Tsang C, \*Magee S, \*Dalokay L, **Basch CH**. Which variant of anxiety is associated with smartphone expertise in community dwelling older adults? Clinical Gerontologist. 2021; 1-11. PMID: 34928188

**Basch CH**, Kollia B, Park E, \*Quinones N. Online News Coverage of COVID-19 Long Haul Symptoms. Journal of Community Health. 2021; [Epub ahead of print]. PMID: 34860328

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Meleo-Erwin Z, **Basch CH**, Fera J, \*Smith B. Discussion of Weight Loss Surgery in Instagram Posts: Successive Sampling Study. JMIR-Perioperative Medicine. 2021;4(2):e29390. PMID: 34723828.

**Basch CH**, Fera J, \*Pellicane A, Basch CE. Handwashing videos on TikTok during the COVID-19 pandemic: Potential for disease prevention and health promotion. Infection, Disease, & Health. 2021; S2468-0451(21)00082-1. PMID: 34690108



**Basch CH**, Fera J, \*Pellicane A, Basch CE. Videos With the Hashtag #vaping on TikTok and Implications for Informed Decision Making by Adolescents: Descriptive Study. JMIR- Pediatrics and Parenting. 2021;4(4):e30681. PMID: 34694231.

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## 2020

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Jacques ET, Hillyer GC, **Basch CH**. *Content Analysis of Colorectal Cancer News Coverage: Disparities in Health Communication*. Presented at the 4<sup>th</sup> Annual SPEECH Regional Cancer Health Disparity Conference. Virtual. May, 2022

Park E, Kollia B, **Basch CH**. *The impact of the COVID-19 outbreak on individuals with Alzheimer's*. Presented at Alzheimer's Association International Conference. 2021.

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**Basch CH**. *Cancer Prevention and Screening on YouTube: A Focus on Misinformation*. Presented at the Promoting Research in Social Media (PRISM) and Health Symposium's 4<sup>th</sup> Annual Meeting, December 6, 2019, San Francisco, CA.

Kecojevic A, **Basch CH**, \*Garcia P. *Readability analysis of online health information about Pre-Exposure Prophylaxis (PrEP)*. Presented at the American Public Health Association's 147<sup>th</sup> Annual Meeting, November 2019, Philadelphia, PA.

Ethan D, **Basch CH**, Fullwood MD. *Food Advertising on LINKNYC Kiosks in New York City*. Presented at Obesity Week International's Annual Meeting, November 2018, Nashville, TN.

Kecojevic A, \*Hammouda M; Erwin Z, **Basch CH**. *A Thematic Analysis of Pre-Exposure Prophylaxis (PrEP) YouTube Videos*. Presented at The Society for the Scientific Study of Sexuality's Annual Meeting, November 2018, Montreal, Quebec, Canada.

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