

UNIVERSITY OF PENNSYLVANIA – SCHOOL OF MEDICINE  
Curriculum Vitae

Date: June, 2010

Andrew A. Strasser, Ph.D.

Office Address: Transdisciplinary Tobacco Use Research Center  
University of Pennsylvania  
3535 Market Street  
Suite 4100  
Philadelphia, PA 19104

Education:  
1991-1995 B.A. Pennsylvania State University (General Arts and Sciences)  
1995-1997 P.Bac. Pennsylvania State University (Pre-Medicine)  
1997-2002 Ph.D. Pennsylvania State University (Biobehavioral Health)

Postgraduate Training and Fellowship Appointments:  
2002-2003 Postdoctoral Fellow, Transdisciplinary Tobacco Use Research Center, University of Pennsylvania

Military Service: None

Faculty Appointments:  
2003 – 2005 Research Associate, Transdisciplinary Tobacco Use Research Center, University of Pennsylvania  
2005 – present Research Assistant Professor of Psychiatry, Transdisciplinary Tobacco Use Research Center, University of Pennsylvania

Hospital & Administrative Appointments:  
2003 – present Director, Biobehavioral Laboratory, Transdisciplinary Tobacco Use Research Center, University of Pennsylvania

Other Appointments: None

Specialty Certification: None

Licensure: None

Awards, Honors, and Membership in Honorary Societies:  
2004 Outstanding Poster Presentation, Eunice and Irving Leopold Annual Scientific Retreat and Symposium, Abramson Cancer Center, University of Pennsylvania.  
2008 Annenberg Associate. Honorary appointment from School of Communication, University of Pennsylvania in recognition of tobacco communication contributions.

Membership in Professional and Scientific Societies and Other Professional Activities:

International:

- 1998 – present Society for Research on Nicotine and Tobacco (SRNT)
- 2010 – present Co-chair, Publications Committee, SRNT

National:

- 2002 – 2006 Member, Society for Psychophysiological Research
- 2007 – present Member, American Association for Cancer Research
- 2008 – present Grant Reviewer, Minnesota Tobacco Research Program
- 2009 – present Grant Reviewer, National Institute Drug Abuse, Intramural Program
- 2009 – present Grant Reviewer, National Institutes of Health, Behavioral Research for Cancer Control (10/2009; 03/2010; 07/2010)
- 2010 – present Grant Reviewer, Florida Department of Health, James and Ester King Biomedical Research Foundation

Local: None

Editorial Positions:

- 2002 – present Ad hoc reviewer, Nicotine and Tobacco Research
- 2003 – present Ad hoc reviewer, Addictive Behaviors
- 2005 – present Ad hoc reviewer, Health Psychology
- 2005 – present Ad hoc reviewer, Cancer, Epidemiology, Biomarkers and Prevention
- 2005 – present Ad hoc reviewer, Psychology of Addictive Behaviors
- 2007 – present Ad hoc reviewer, Pediatrics
- 2007 – present Ad hoc reviewer, Drug and Alcohol Dependence
- 2007 – present Ad hoc reviewer, Tobacco Control
- 2008 – present Ad hoc reviewer, Addiction
- 2008 – present Ad hoc reviewer, Pharmacogenomics
- 2009 – present Ad hoc reviewer, Preventing Chronic Disease (CDC)
- 2009 – present Associate Editor, Nicotine and Tobacco Research

Academic and Institutional Committees:

- 2009 – 2012 Full Scientist Member, Institutional Review Board, Biomedical, University of Pennsylvania

Major Academic and Clinical Teaching Responsibilities:

- 1998 -2002 Graduate Teaching Assistant, Department of Biobehavioral Health, Pennsylvania State University.
- 2001 Instructor, Behavioral Health and Disease, Department of Biobehavioral Health, Pennsylvania State University.
- 2002 Instructor, Drugs, Behavior and Health, Department of Biobehavioral Health, Pennsylvania State University.
- October 2005 Lecturer, Common lab-based psychophysiological measures and phenotypes. Transdisciplinary Tobacco Use Research Center, Philadelphia, PA.

- March 2006 Lecturer, Potential harm reduction products. Presented at the School of Law, University of Pennsylvania, Philadelphia, PA.
- March 2007 Lecturer, The science of harm reduction in nicotine delivery devices. Presented at the School of Law, University of Pennsylvania, Philadelphia, PA
- March 2008 Lecturer, Harm reduction and testing of nicotine delivery devices. Presented at the Department of Environmental Toxicology, University of Pennsylvania, Philadelphia, PA.
- March 2009 Lecturer, Low Nicotine Lies in Exposure and Marketing. Robert Wood Johnson Scholars, University of Pennsylvania, School of Medicine.
- April 2009 Lecturer, Tobacco Products, Harm and Marketing. Psychiatry Residents Didactic Curriculum PGY1. University of Pennsylvania, School of Medicine.
- October 2009 Lecturer, Tobacco Products, Harm and Marketing. Psychiatry Residents Didactic Curriculum PGY1. University of Pennsylvania, School of Medicine.
- April 2010 Lecturer, Harm reduction and evaluation of low nicotine delivery devices. Presented at the Department of Environmental Toxicology, University of Pennsylvania, Philadelphia, PA.

Lectures by Invitation:

- April 2005 Smoking topography, harm exposure and genetics. Presented at the Smoking, Alcohol and Genes Workshop, Pasadena, CA.
- April 2005 Evaluating anti-smoking PSAs. Presented at the Center for Excellence in Cancer Communication Research Annual Meeting, St. Louis, MO.
- November 2005 Effects of new reduced nicotine cigarette products on smoking topography. Presented at Pennsylvania Cancer Control Consortium (PAC3). Harrisburg, PA.
- May 2007 Evaluating anti-tobacco ads to promote treatment seeking. Presented at the NIH (NCI/NIDA) joint meeting of TTURCs and CECCRs, Pasadena, CA.
- November 2007 Smoking topography in low nicotine cigarettes. Presented at the Science and Future Directions for Nicotine Regulation (NIH), Rockville, MD.
- April 2008 Perceived harm, advertising, smoking behaviors and biomarkers of exposure in low nicotine potential reduced exposure products, Cancer Communication Conference, Atlanta, GA.
- April 2008 Refinement of smoking behaviors and constituent exposure in low nicotine cigarettes. Grand Rounds at Roswell Park Cancer Institute -- Cancer Prevention Division, Buffalo, NY.
- July 2008 Menthol, nicotine and cigarette product design. Project and Curriculum Development, Minority Health Task Force, City of Philadelphia, PA.

- October 2009 Smoking behavior and toxin exposure from low tar and low nicotine cigarettes. Battelle Centers for Public Health Research & Evaluation, Baltimore, MD.
- December 2009 Smoking behavior, toxin exposure and marketing in low tar and low nicotine cigarettes. Georgetown, School of Medicine, Washington, DC.
- January 2010 Smoking behavior, toxin exposure and marketing in low tar and low nicotine cigarettes. Fox Chase Cancer Center, Cancer Prevention and Control Philadelphia, PA.
- April 2010 Smoking behavior and toxin exposures when using low tar and low nicotine cigarettes: Implications for the new FDA bill. Penn State University, University Park, PA.
- October 2010 Smoking behavior, toxin exposure and marketing of low nicotine cigarettes: Implications for the FDA smoking law. University of Medicine and Dentistry of New Jersey, New Brunswick, NJ.

Organizing Roles in Scientific Meetings:

Reviewer, Society for Research on Nicotine and Tobacco. Annual Meetings 2003-2007, 2009.

Co-Chair, Translational Science Meeting (Lifestyle Alterations Committee), National Cancer Institute (NIH), 2009.

Bibliography:

Research Publications, peer reviewed:

1. Kozlowski LT, Palmer R, Stine MM, Strasser AA, Yost BA. Persistent effects of a message counter-marketing Light cigarettes: Results of a randomized controlled trial. Addictive Behaviors 2001; 26(3):447-452.
2. Kozlowski LT, Strasser AA, Giovino GA, Erickson PA, Terza JV. Applying the risk/use equilibrium: Use medicinal nicotine now for harm reduction. Tobacco Control 2001; 10(3):201-203.
3. Vandenberg DJ, Bennett CJ, Grant MD, Strasser AA, O'Connor RJ, Stauffer RL, Vogler GP, Kozlowski LT. Smoking status and the human dopamine transporter variable number of tandem repeats (VNTR) polymorphism: Failure to replicate and finding that never-smokers may be different. Nicotine and Tobacco Research 2002; 4(3):333-340.
4. Kozlowski LT, Vogler GP, Vandenberg DJ, Strasser AA, O'Connor RJ, Yost BA. Using a telephone survey to acquire genetic and behavioral data related to cigarette smoking in "made anonymous" and "registry" samples. American Journal of Epidemiology 2002; 156(1):68-77.
5. Vandenberg DJ, Kozlowski LT, Bennett CJ, Grant MD, Strasser AA, O'Connor RJ, Stauffer RL, Vogler GP. DAT's not all, but it may be more than we realize. Nicotine and Tobacco Research 2002; 4(3):251-252.

6. Strasser AA, Pickworth WB, Patterson F, Lerman C. Smoking topography predicts abstinence following treatment with nicotine replacement therapy. Cancer Epidemiology, Biomarkers and Prevention 2004; 13(11): 1800-1804.
7. Strasser AA, Kaufmann V, Jepson C, Perkins KA, Pickworth WB, Wileyto EP, Rukstalis M, Audrain-McGovern J, Lerman C. Effects of different nicotine replacement therapies on post-cessation psychological responses. Addictive Behaviors 2005; 30(1):9-17.
8. Blendy JA, Strasser A, Walters CL, Perkins KA, Patterson F, Berkowitz R., Lerman C. Reduced nicotine reward in obesity: Cross comparison in human and mouse. Psychopharmacology 2005; 180(2):306-315.
9. Rukstalis M, Jepson C, Strasser AA, Lynch KG, Perkins K, Patterson F, Lerman C. Naltrexone reduces the relative reinforcing value of nicotine in a cigarette smoking choice paradigm. Psychopharmacology 2005; 180(1):41-48.
10. O'Connor RJ, Kozlowski LT, Vandenberg DJ, Strasser AA, Grant MD, Vogler GP. An examination of early smoking experiences and smoking status in a national cross-sectional sample. Addiction 2005; 100(9):1352-1357.
11. Strasser AA, Ashare RL, Kozlowski LT, Pickworth WB. The effect of filter vent blocking and smoking topography on carbon monoxide levels in smokers. Pharmacology Biochemistry and Behavior 2005; 82(2): 320-329.
12. Shadel WG, Lerman C, Cappella J, Strasser A, Pinto A, Hornik R. Evaluating smokers' reactions to advertising for new lower nicotine Quest cigarettes. Psychology of Addictive Behaviors 2006; 20(1):80-84.
13. Ray R, Jepson C, Patterson F, Strasser AA, Rukstalis M, Perkins K, Lynch KG, O'Malley S, Berrettini WH, Lerman C. Association of OPRM1 A118G variant with the relative reinforcing value of nicotine. Psychopharmacology 2006; 188(3): 355-363.
14. Strasser AA, O'Connor RJ, Mooney ME, Wileyto EP. Digital image analysis of cigarette filter stains as an indicator of compensatory smoking. Cancer Epidemiology Biomarkers and Prevention 2006; 15(12): 2565-9; issue cover.
15. Strasser AA, Malaiyandi V, Hoffmann E, Tyndale R, Lerman C. An association of CYP2A6 genotype and smoking topography. Nicotine and Tobacco Research 2007; 9(4):511-518.
16. Strasser AA, Lerman C, Sanborn PM, Pickworth W, Feldman E. New lower nicotine cigarettes produce compensatory smoking and increased carbon monoxide exposure. Drug and Alcohol Dependence 2007; 86(2-3): 294-300.
17. Vandenberg DJ, O'Connor RJ, Grant MD, Jefferson AL, Vogler GP, Strasser AA, Kozlowski. Dopamine receptor genes (*DRD2*, *DRD3*, and *DRD4*) and gene-gene interactions associated with smoking-related behaviors. Addictive Biology 2007; 12(1): 106-116.
18. Ray R, Jepson C, Wileyto EP, Patterson F, Strasser AA, Rukstalis M, Perkins KA, Blendy J, Lerman C. CREB1 haplotypes and the relative reinforcing value of nicotine. Molecular Psychiatry 2007; 12(7): 615-617.

19. Kang Y, Cappella J, Strasser AA, Zhao X, Fishbein M. Using psychophysiological measures to validate the construct of message sensation value in the context of anti-marijuana public service announcement. International Communication 2007; E-pub.
20. Strasser AA, Lerman C, Cappella JN. Lower nicotine cigarettes may not lower harm. Leonard Davis Institute Brief 2007; 12(2):1-4.
21. Phillips J, Siegel S, Shields A, Patterson F, Gould T, Strasser AA, Pinto A, Audrain-McGovern J, Rukstalis M, Perkins K, Blendy J, Lerman C. Translating basic science to improve pharmacotherapy for nicotine dependence. Nicotine and Tobacco Research 2007; S4: 583-598.
22. Ray R, Rukstalis M, Jepson C, Strasser AA, Patterson F, Lynch K, Lerman C. Effects of atomoxetine on subjective and neurocognitive symptoms of nicotine abstinence. Journal of Psychopharmacology 2009; 23(2) ; 168-176.
23. Strasser AA, Tang KZ, Tuller MD, Cappella JN. PREP advertisement features affect smokers' beliefs regarding potential harm. Tobacco Control 2008; S1: 32-38.
24. Kang Y, Cappella JN, Strasser AA, Lerman C. The effect of smoking cues in antismoking advertisements on smoking urge and psychophysiological reactions. Nicotine and Tobacco Research 2009; 11(3): 254-261.
25. Stepanov I, Carmella SG, Han S, Pinto A, Strasser AA, Lerman C, Hecht SS. Evidence for endogenous formation of N'-nitrosonornicotine in long term nicotine patch users. Nicotine and Tobacco Research 2009; 11(1): 99-105.
26. Zhao X, Strasser AA, Cappella JN, Lerman C, Fishbein M. A measure of perceived argument strength: Reliability and validity in health communication contexts. Communication Methods and Measures (in press).
27. Patterson F, Jepson C, Strasser AA, Loughhead J, Perkins KA, Gur RC, Frey JM, Siegel S, Lerman C. Varenicline improves mood and cognition during smoking abstinence. Biological Psychiatry 2009; 65(2): 144-149.
28. Loughhead J, Wileyto EP, Valdez JN, Sanborn P, Tang K, Strasser AA, Ruparel K, Ray R, Gur RC, Lerman C. Effect of abstinence challenge on brain function and cognition in smokers differs by COMT genotype. Molecular Psychiatry 2008;14(8): 820-826.
29. Strasser AA, Cappella JN, Jepson C, Fishbein M, Tang KZ, Han E, Lerman C. Experimental evaluation of anti-tobacco PSAs: Effects of message content and format on physiological and behavioral outcomes. Nicotine and Tobacco Research 2009; 11(3): 293-302.
30. Rudnick N, Strasser AA, Phillips J, Jepson C, Patterson F, Frey JM, Turetsky B, Lerman C, Siegel SJ. Mouse model predicts effects of smoking and varenicline on event-related potentials in humans. Nicotine and Tobacco Research 2010; 12(6): 589-597.
31. Langleben DD, Loughhead JW, Ruparel K, Hakun JG, Strasser AA, Holloway MX, Cappella JN, Lerman C. Reduced prefrontal and temporal processing and recall of high sensation value ads. Neuroimage 2009; 46(1): 219-225.

32. Patterson F, Jepson C, Loughhead J, Perkins KA, Strasser AA, Siegel SJ, Frey J, Lerman C. Working memory deficits predict short-term smoking resumption following brief abstinence. Drug and Alcohol Dependence 2010; 106(1): 61-64.
33. Strasser AA, Tang KZ, Sanborn PM, Zhou JY, Kozlowski LT. Behavioral filter vent blocking on the first cigarette of the day predicts which smokers of light cigarettes will increase smoke exposure from blocked vents. Clinical and Experimental Psychopharmacology 2009; 176: 405-412.
34. Baek YM, Cappella JN, Lerman C, Strasser AA. Predictive model of effective antismoking arguments using computerized text analysis: Personal, textual features and their interaction. (under review).
35. Strasser AA, Orom H, Tang KZ, Dollar K, Cappella JN, Kozlowski LT. Cigar smoking risks are better recalled using graphic-enhanced information. (in revision).
36. Rodriguez D, O’Laughlin J, Strasser AA. Assessing the subjective importance of smoking. (under review).
37. Strasser AA, Benowitz NL, Pinto A, Tang KZ, Hecht SS, Tyndale RF, Lerman C. Nicotine metabolite ratio predicts smoking topography and carcinogen biomarker level. (in revision).

Research Publications, peer – reviewed reviews: None

Contributions to peer-reviewed clinical research publications, participation cited but not authorship:  
None

Research Publications, non-peer reviewed: None

Abstracts, peer reviewed:

1. Strasser AA, Kozlowski LT, Sweeney CT: Smokers are accurate reporting that the brand they smoke is ‘Light’. (Presented at the Society for Research on Nicotine and Tobacco 4th Annual Meeting. New Orleans, LA 1998).
2. Terza JV, Kozlowski LT, Erickson PA, Strasser AA: Estimating the effect of low-tar cigarettes on smoking cessation. (Presented at the Society for Research on Nicotine and Tobacco 5th Annual Meeting. San Diego, CA 1999).
3. Kozlowski LT, Palmer R, Pillitteri J, Sweeney CT, Stine MM, Strasser AA, Yost BA: Experimental evidence that smokers smoke light cigarettes for health. (Presented at the Society for Research on Nicotine and Tobacco 5th Annual Meeting. San Diego, CA 1999).
4. Strasser AA, Kozlowski LT: High correlation measured between self-reported and actual types of cigarettes. (Presented at the Society for Research on Nicotine and Tobacco 5th Annual Meeting. San Diego, CA 1999).

5. Terza JV, Kozlowski LT, Erickson PA, Strasser AA, Giovino GA: Exploring the risk reduction paradox: modeling the public health effects of low-tar cigarettes. (Presented at the Society for Research on Nicotine and Tobacco 6th Annual Meeting, Arlington, VA 2000).
6. Strasser AA, Levine ME, Kozlowski LT: Do small adjustments in lip placement influence the effectiveness of lip blocking in 1mg tar cigarettes. (Presented at the Society for Research on Nicotine and Tobacco 6th Annual Meeting, Arlington, VA 2000).
7. Vandenberg DJ, Strasser AA, Grant MD, Bennett CJ, Vogler GP, Kozlowski LT: Differentiating never- and non-smokers in genetic samples of cigarette smoking: An example using the dopamine transporter. (Presented at the Society for Research on Nicotine and Tobacco 7th Annual Meeting, Seattle, WA 2001).
8. Kozlowski LT, Vandenberg DJ, Vogler GP, Strasser AA, Grant MD, Bennett CJ, O'Connor RJ: Use of random-digit dialing telephone interviews to obtain DNA samples through the mail. (Presented at the 7th Annual Meeting of the Society for Research on Nicotine and Tobacco, Seattle WA, March 23-25, 2001).
9. Vandenberg DJ, Strasser AA, O'Connor RJ, Grant MD, Vogler GP, Kozlowski LT: The influence of DAT and DRD4 on smoking status: Results from the Smokers and Non-Smokers study (SANS). (Presented at the 8th Annual Meeting of the Society for Research on Nicotine and Tobacco, Savannah GA, February 20-23, 2002).
10. Palmer RF, Yost BA, Strasser AA, O'Connor RJ, Vandenberg DJ, Vogler GP, Kozlowski LT: Preference for internet or phone survey: Participation response rates from the Smokers and Non-Smokers (SANS) research project. (Presented at the 8th Annual Meeting of the Society for Research on Nicotine and Tobacco, Savannah GA, February 20-23, 2002).
11. Vandenberg DJ, Grant MD, O'Connor RJ, Severns V, Vogler GP, Strasser AA, Kozlowski LT: The influence of dopamine receptor genes (DRD2, DRD3, & DRD4) on smoking status: Smokers and Non-smokers Study. (Presented at the 9th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans LA, February 19-22, 2003).
12. Strasser AA, Kozlowski LT: The effect of puff volume on carbon monoxide exposure in 1mg tar and light cigarettes. (Presented at the 9th Annual Meeting of the Society for Research on Nicotine and Tobacco, New Orleans LA, February 19-22, 2003).
13. Strasser AA, Kaufmann V, Jepsen C, Perkins KA, Pickworth WB, Wileyto EP, Rukstalis M, Audrain-McGovern J, Lerman C: Effects of different nicotine replacement therapies on post-cessation psychological responses (Presented at the 10th Annual Meeting of the Society for Research on Nicotine and Tobacco, Scottsdale AZ, February 17-21, 2004).
14. Strasser AA, Lerman C: Smoking topography as a predictor of expired carbon monoxide boost. (Presented at the 10th Annual Meeting of the Society for Research on Nicotine and Tobacco, Scottsdale AZ, February 17-21, 2004).
15. Vandenberg DJ, Grant MD, O'Connor RJ, Jefferson AL, Strasser AA, Vogler GP, Kozlowski LT: The dopamine D2 receptor family (DRD2, DRD3, & DRD4) and genetic analysis of smoking-related behaviors. (Presented at the 10th Annual Meeting of the Society for Research on Nicotine and Tobacco, Scottsdale AZ, February 17-21, 2004).



16. Strasser AA, Lerman C: Smoking topography as a predictor of expired carbon monoxide boost. (Presented at the Eunice and Irving Leopold Annual Scientific Retreat and Symposium, Abramson Cancer Center, University of Pennsylvania, March 31, 2004).
17. Strasser AA, Malaiyandi V, Lerman C, Tyndale R: Differences in smoking topography associated with CYP2A6 genotype. (Presented at the 11th Annual Meeting of the Society for Research on Nicotine and Tobacco, Prague, Czech Republic, March 20-24, 2005).
18. Strasser AA, Zhao X, Cappella J, Lerman C: Argument strength and message sensation value of public service announcements (PSA) targeted to adult smokers. (Presented at the 11th Annual Meeting of the Society for Research on Nicotine and Tobacco, Prague, Czech Republic, March 20-24, 2005).
19. Shadel W, Strasser AA, Cappella J, Pinto A, Hornik R, Lerman C: Evaluating smokers' reactions to advertising for new lower nicotine Quest cigarettes. (Presented at the 11th Annual Meeting of the Society for Research on Nicotine and Tobacco, Prague, Czech Republic, March 20-24, 2005).
20. Strasser AA, Sanborn PM, Lerman C: Effects of reduced nicotine cigarette products on smoking topography and harm exposure. (Presented at the 11th Annual Meeting of the Society for Research on Nicotine and Tobacco, Prague, Czech Republic, March 20-24, 2005).
21. Strasser AA, Cappella JC, Shadel W, Fishbein M, Lerman C: The effect of smoking cessation PSAs on cognitive and physiological responses. Presented at the 12th Annual Meeting of the Society for Research on Nicotine and Tobacco, Orlando, Florida, February 16-19, 2006).
22. Strasser AA, Sanborn PM, Lerman C: Effect of reduced nicotine cigarette products on smoking topography and harm exposure. (Presented at the 12th Annual Meeting of the Society for Research on Nicotine and Tobacco, Orlando, Florida, February 16-19, 2006).
23. Ray R, Jepson C, Patterson F, Strasser A, Rukstalis M, Perkins K, Lynch K, O'Malley S, Berrettini W, Lerman C: Association of COMT Val/Met polymorphism with the relative reinforcing value of nicotine. Presented at The College on Problems of Drug Dependence Annual Conference, Phoenix, Arizona, June 2006).
24. Kang Y, Cappella JN, Zhao X, Fishbein M, Strasser A, Barrett D: Psycho-Physiological responses to anti-marijuana PSAs: Validating the construct of message sensation value. Presented at the Annual Conference of the International Communication Association, Dresden, Germany. June 2006).
25. Strasser AA, Sanborn PM, Tang KZ, Zhou JY: The effect of filter vent blocking, smoking topography and filter tar stain scoring on carbon monoxide boost. (Presented at the 13th Annual Meeting of the Society for Research on Nicotine and Tobacco, Austin, Texas, February 22, 2007).
26. Strasser AA, Tang KZ, Tuller MD, Cappella JN, Shadel W, Lerman C: Effect of advertisement manipulations on smokers' false inferences about Quest cigarettes. (Presented at the 13th Annual Meeting of the Society for Research on Nicotine and Tobacco, Austin, Texas, February 22, 2007).

27. Strasser AA, Sanborn PM, Tang KZ, Cappella JN, Shadel W, Lerman C: False perceptions, compensatory smoking, and harm exposure related to Quest cigarettes. (Oral presentation and Session Chair. Presented at the 13th Annual Meeting of the Society for Research on Nicotine and Tobacco, Austin, Texas, February 22, 2007).
28. Ray R, Jepson C, Wileyto P, Patterson F, Strasser AA, Rukstalis M, Perkins K, Blendy J, Lerman C: CREB1 haplotypes and the relative reinforcing value of nicotine. (Presented at the 13th Annual Meeting of the Society for Research on Nicotine and Tobacco, Austin, Texas, February 22, 2007).
29. Ray R, Rukstalis M, Jepson C, Strasser AA, Patterson F, Lerman C: Effects of Atomoxetine on nicotine abstinence symptoms. Presented at American College for Neuropsychopharmacology, Boca Raton, Florida, December 2007).
30. Strasser AA, Cappella JN, Jepson C, Hornik R, Fishbein M, Tang KZ, Han E, Lerman C: Experimental evaluation of anti-tobacco PSAs: Effects of message content and format on cognitive, physiological and behavioral outcomes. (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Portland, Oregon, February 2008).
31. Strasser AA, Tang KZ, Lerman C: Smoking behavior and biomarkers of exposure when using a reduced nicotine PREP. Symposium 5: Reducing Nicotine in Tobacco Products: A Feasible Harm Reduction Approach? (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Portland, Oregon, February 2008).
32. Sanders-Jackson AN, Cappella JN, Linebarger DL, Piotrowski JT, O'Keeffe M, Strasser A, Lerman, C: Addiction and eyes on screen: How smokers process smoking-related PSAs. (Presented at the meeting of the International Communication Association, Montreal, PQ, Canada, May 2008).
33. Wong N, Ho A, Cappella JN, Strasser A, Lerman C: Improving anti-smoking message effectiveness: Death appeals, argument strength, and message sensation value. (Presented at the meeting of the International Communication Association, Montreal, PQ, Canada, May 2008).
34. Strasser AA, Cappella JN: Investigation of smokers' false inferences from the marketing of potentially harm reducing products. (Presented at the Robert Wood Johnson Foundation Substance Abuse Policy Conference, Tucson, Arizona, December 2008).
35. Strasser AA, Tang KZ, Benowitz N, Lerman C: Associations of nicotine metabolism ratio, smoking behaviors and smoke exposure in a treatment-seeking population. (Oral Presentation at the Society for Research on Nicotine and Tobacco Annual Meeting, Dublin, Ireland. April 2009).
36. Strasser AA, Tang KZ, Lerman C: Smoking topography predicts abstinence following treatment with transdermal nicotine patch. (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Dublin, Ireland. April 2009).
37. Lerman C, Jepson C, Patterson F, Strasser AA, Perkins KA, Loughhead J, Gur R, Siegel SJ, Frey J: Cognitive performance during abstinence challenge predicts relapse. (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Dublin, Ireland. April 2009).

38. Rodriguez D, Strasser AA. The subjective importance of smoking survey. (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, Maryland. February 2010).
39. Strasser AA, Tang KZ, Dumont RL, Albelda B. Altering implicit and explicit advertising information affects harm beliefs about low nicotine cigarettes. (Presented at the Society for Research on Nicotine and Tobacco Annual Meeting, Baltimore, Maryland. February 2010).

Editorials, Reviews, Chapters, including participation in committee reports (print or other media):  
None

Books: None

Alternative Media:

Penn study shows smokers assume a false sense of safety from advertising for low nicotine Quest cigarettes. Penn Medicine, News Release, March 24, 2006.

Addicted to cigarettes: Can reducing nicotine help wean smokers? Journal of the National Cancer Institute, 99(10): 749-750, May 16, 2007.

Show me your butts: Researcher exposes dark side of light cigarettes. Prevent Cancer Works, Newsletter, Prevent Cancer Foundation, July 2008.

Safety of E-cigarettes, ABC-6 Television News (Ali Gorman), Philadelphia, PA., December 5, 2008.

Electronic cigarettes Safer than real smokes?, KYW (John Ostapkovich), Philadelphia, PA., June 3, 2009.

New rules coming for the tobacco industry. WHYY (Taunya English), Philadelphia, PA., June 12, 2009.

Patents: None

Grants:

Ongoing Research Support

5-R01-CA-120594-04                      Strasser (PI)    02/01/07 – 11/30/11

NIH/NCI

Smoking topography and harm exposure in a new PREP

This study examines the effect of Quest cigarette use on compensatory smoking behaviors, carbon monoxide boost, and biomarkers of carcinogen exposure.

Role: Principal Investigator

4-R01-CA-130961-02                      Strasser; Blair (MPI)    05/21/09 – 06/30/14

NIH/NCI

Biomarkers of toxic response to low nicotine cigarette smoke

This study examines the effect of low nicotine cigarettes on smoking behaviors, urinary biomarkers and exhaled breath condensate carcinogen exposures.

Role: Principal Investigator

IIR #GA30523L                              Strasser (PI)    11/18/08-09/30/11

Pfizer

Extinction of smoking topography and behaviors during response to Varenicline

Global Research Award on Nicotine Dependence (GRAND)

This project examines the effect of varenicline on extinction of smoking topography, changes in toxin biomarkers and subjective measures. One of six globally-awarded grants.

Role: Principal Investigator

2-P50-CA-095856-06                      Strasser (Project PI); Hornik (Center PI)    09/01/08 – 08/31/13

NIH/NCI

Penn's Center of Excellence in Cancer Communication Research

Penn's CECCR II studies the interaction of public communication and clinical services as they affect cancer-related outcomes.

Role: Principal Investigator of Project

5-R21-DA024419-01                      Langleben (PI)    09/15/07-09/14/11

NIH/NIDA

Functional MRI of anti-tobacco public service announcements

This study will identify the type of anti-tobacco ads associated with prefrontal and limbic system response, and the brain fMRI patterns associated with the persuasive effects of the ads.

Role: Co-Investigator

R01-CA-138973-01                      Pickworth (PI)    10/01/09-09/30/12

NIH/NCI

Roll Your Own Cigarettes: Prevalence, Smoking Behavior and Toxin Exposure

This project examines roll your own cigarette smokers for usage patterns and harm exposure

Role: Co-Investigator, (Subcontract: Battelle Public Health Research)

Completed Research Support

Substance Abuse Policy Research Program Robert Wood Johnson Foundation Investigation of smokers' false inferences from marketing of potentially harm reducing products This study examines the effect of PREP advertising features on beliefs of product safety, recall of knowledge and usage patterns. Role: Principal Investigator	Strasser (PI)	08/01/07- 07/31/09
5-P50 CA084718 NIH/NCI Transdisciplinary Tobacco Use Research Center (TTURC) The TTURC translates basic research in neurobiology, genetics, pharmacology and behavioral science to develop treatments for nicotine dependence. Role: Post-doctoral Fellowship Trainee	Lerman (PI)	09/30/02 – 09/29/04
Foundation Grant Cancer Research and Prevention Foundation Effect of Nicotine Level on Smoking Topography and Carbon Monoxide Exposure The study examines the effect of altering nicotine levels on compensatory smoking behavior and resultant changes in alveolar carbon monoxide levels Role: Principal Investigator	Strasser (PI)	07/01/04 – 06/30/06
P30 CA16520 NIH/NCI Cancer Center Support Grant Pilot Project Grant Abramson Cancer Center, The University of Pennsylvania This study examines the effect of filter vent blocking on smoking topography and carbon monoxide exposure in low tar cigarettes. Role: Principal Investigator of Pilot Project	Glick (PI)	12/01/04 – 11/30/05
P50 CA 095856 NIH/NCI Center of Excellence in Cancer Communication Pilot Project Grant This project investigates the effect advertisement manipulation has on smokers' false inferences about harm reduction smoking products. Role: Principal Investigator of Pilot Project	Hornik (PI)	09/15/03 – 08/31/08