

Dr. Leslie Snyder, Director

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Biography

Leslie Snyder, Ph.D. (Stanford University, 1986), is Professor of Communication Sciences and Director of the Center for Health Communication and Marketing, a CDC Center of Excellence, at the University of Connecticut. She conducts research on media effects, communication campaigns, health, & international communication. Dr. Snyder is particularly interested in the intended and unintended effects of public communication and how individuals interpret messages. Under the CDC Center grant, she directs a team that is creating a safe-sex video game aimed at emerging adults 18-25 in urban environments. She was funded by the National Institute of Alcoholism and Alcohol Abuse to study the effect of advertising exposure on youth alcohol consumption. In addition, Dr. Snyder directs an on-going meta-analysis project examining the effectiveness of U.S. and international media campaigns on a variety of health topics. She is currently examining the effectiveness of AIDS campaigns under a National Institute of Mental Health Grant (Dr. Blair Johnson, PI), and the effectiveness of nutrition campaigns. Dr. Snyder has served as a consultant on a number of national campaigns, including the National Institute for Drug Abuse (NIDA) media campaign against youth drug abuse, the Centers for Disease Control's (CDC) Verb campaign promoting youth activity, the March of Dimes & CDC's folic acid promotion campaign, and NIDA's fetal alcohol syndrome campaign. She has also consulted for the National Academy of Sciences on diversity and campaigns. Dr. Snyder is co-editing a book on advanced research methods in Communication.