CHRISTOPHER R. LONG

University of Arkansas for Medical Sciences, Northwest Campus

1125 N. College Avenue, Fayetteville, AR 72703

Email: crlong2@uams.edu  
Phone: 479.713.8675

**EDUCATION**

PhD Personality and Social Psychology, University of Massachusetts, Amherst, 2003

M. S. Personality and Social Psychology, University of Massachusetts, Amherst, 2000

B. A. Psychology, Harding University, Searcy, Arkansas, 1998

*Summa cum laude* with a minor in English literature

**POSTDOCTORAL TRAINING**

Department of Psychology, Clinical Psychology Unit: Emotion, Cognition, & Health, Université Catholique de Louvain, Belgium, 2003–04.

**ACADEMIC APPOINTMENTS**

2016-present **Assistant Professor**, Division of Health Services Research, Department of Psychiatry, College of Medicine, University of Arkansas for Medical Sciences, Little Rock, AR

2011-2014 **Associate Professor (with tenure)**, Department of Psychology, Ouachita Baptist University, Arkadelphia, AR

2004-2011 **Assistant Professor**, Department of Psychology, Ouachita Baptist University, Arkadelphia, AR

**OTHER POSITIONS/APPOINTMENTS**

2017-present **Affiliated Investigator**, Center for Childhood Obesity Prevention, Arkansas Children’s Research Institute, Little Rock, AR

2016-present **Senior Director of Research and Evaluation**, Office of Community Health and Research, University of Arkansas for Medical Sciences, Northwest Campus, Fayetteville, AR

2015-2016 **Director of Evaluation**, Office of Community Health and Research, University of Arkansas for Medical Sciences, Northwest Campus, Fayetteville, AR

2015-2016 **Evaluator**, Office of Interprofessional Education, University of Arkansas for Medical Sciences, Little Rock, AR

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2012-2014 **Primary Data Analyst**, Quantiful, LLC

For national U.S. Department of Education TRIO McNair Scholars program, drafted evaluation reports, performed statistical analyses, and performed annual merge of participant tracking database. Received U.S. security clearance for Public Trust position at Moderate Risk (5C) level

**AWARDS AND SCHOLARSHIPS**

2012 Best Presentation Award, Consumer-Brand Relationships 2012

2011 Visiting Researcher, funded by Belgian national science foundation (FNRS), at Center on Consumers, Markets & Society, Louvain School of Management, Université Catholique de Louvain, Mons, Belgium, Summer 2011

2010 Best Paper Award, First International Colloquium on Consumer-Brand Relationships

2009 Visiting Professor, DraftFCB New York, Summer 2009

Funded by DraftFCB and the Advertising Education Foundation to work on U.S. Census 2010 national account and consult with other account groups

2002-2003 University of Massachusetts Graduate School Fellow

**PROFESSIONAL MEMBERSHIPS**

American Evaluation Association

**SERVICE**

2018-present Member, UAMS Culinary Medicine Working Group, Research/Scholarship Subcommittee

2017-present Member, Advisory Committee, Center for Human Nutrition, University of Arkansas

2010-2013 Member, Faculty Development Committee, Ouachita Baptist University

2008-2010 Member, Student Life Committee, Ouachita Baptist University

2008-2009 Member, Biology Faculty Search Committee, Ouachita Baptist University,

2005-2008 Member, Learning and Technology Committee, Ouachita Baptist University

2005, 2006, Member, Psychology Department Faculty Search Committees, Ouachita Baptist University 2011, 2013

2005 Judge, APF/TOPSS Excellence in High School Student Research Award Competition (national competition affiliated with American Psychological Association’s Education Directorate)

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2001-2003 Coordinator, Developmental Disabilities & Human Services Specialization Program, University of Massachusetts

2001-2002 Coordinator, Research Mentoring Program, Department of Psychology University of Massachusetts

**Scientific Journal REVIEW (alphabetical by journal name)**

Basic & Applied Social Psychology

BMJ Open

Communication Research

European Journal of Psychology of Education

International Journal of Psychology

Journal for the Theory of Social Behaviour

Journal of Brand Management

Journal of Personality

Journal of Social and Personal Relationships

Public Health Nutrition

Trials

**CONFERENCE PROPOSAL REVIEWER (alphabetical by conference name)**

Academy of Marketing Science Annual Conference

American Academy of Advertising Annual Conference

Contemporary Views on Business: Partnering for the Future

International Colloquium on Consumer-Brand Relationships

European Conference of the Association for Consumer Research

Society for Consumer Psychology Conference

**FUNDING PROPOSAL REVIEWER**

CTSA External Reviewers Exchange Consortium: Institute Of Translational Health Sciences 2018 Pilot Awards

**UNDERGRADUATE COURSES TAUGHT (alphabetical by course title)**

Advanced Experimental Psychology Seminar, OBU

Advanced Research Methods: Research Mentoring Seminar, University of Massachusetts

Advanced Social Psychology Seminar, OBU

Consumer Psychology, OBU

Emotion, OBU

Introductory Psychology, OBU

Judgment and Decision Making, OBU

Methods of Inquiry in Psychology (Laboratory), University of Massachusetts

Personality, OBU, University of Massachusetts

Program Evaluation: Applied Social Science Research Seminar, OBU

Psychological Testing, OBU

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Research Methods I & II, OBU

Social Networks: Theory and Research, OBU

Social Psychology, OBU

Statistics & Experimental Design (Laboratory), Amherst College

Stereotyping & Racism: Research Mentoring Seminar, University of Massachusetts

**RESEARCH AND PRACTICE-BASED ACTIVITIES**

**Externally Funded Research and Practice-Based Activities**

2018-2023 **REACH 2018: Racial and Ethnic Disparities Program: Reach Out and Connect 2.0** (McElfish PI)

Centers for Disease Control and Prevention (CDC), $3,960,000

Role: Evaluator

2018-2023 **Statewide Physical Activity and Nutrition: Mission Expedition: University of Arkansas for Medical Science's State Physical Activity and Nutrition and Project** (Dubriske PI)

Centers for Disease Control and Prevention (CDC), $3,290,000

Role: Evaluator

2018-2023 **High Obesity Program: Arkansas Delta Region Obesity Program (ArDROP)** (Washburn PI)

Centers for Disease Control and Prevention (CDC), ~$3,500,000

Role: Evaluator

2018-2023 **Improving Student Health and Academic Achievement Through Nutrition, Physical Activity and the Management of Chronic Conditions in Schools (DP18-1801)**

Centers for Disease Control and Prevention (CDC), $1,824,000

Role: Evaluator

2017-2021 **Comparative Effectiveness of Diabetes Prevention Programs** (McElfish PI)

Patient-Centered Outcomes Research Institute (PCORI), $2,000,000

Role: Co-Investigator

2016-2021 **Center for Childhood Obesity Prevention** (Weber PI)

NIH/NIGMS, $1,869,064

Role: Project Leader

Project title: Characterizing Opportunities for Obesity Prevention in Food Pantries

2016-2021 **RISE: Reducing Intake of Sodium for Everyone** (McElfish PI)

Sodium Reduction in Communities Program, Centers for Disease Control and Prevention (CDC), $2,000,000

Role: Co-Investigator; Evaluator; Proposal Co-author

2016-2018 **The Rural National Simulation Learning, Education and Research Network (SimLEARN) Project** (Okuda PI)

U.S. Department Veterans Affairs’ (VA) Office of Rural Health

Role: Evaluator

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2015-2017 **Increasing PCOR with Underrepresented Pacific Islander Populations** (McElfish PI)

Patient-Centered Outcomes Research Institute (PCORI), $250,000

Role: Co-Investigator; Evaluator

2015-2017 **Gathering for Pacific Islander Health** (Aitaoto/McElfish PI)

Patient-Centered Outcomes Research Institute (PCORI), $250,000

Role: Co-Investigator; Evaluator

2015-2018 **Family Model of DSME in Pacific Islander Community** (Kohler/McElfish PI)

Patient-Centered Outcomes Research Institute (PCORI), $2,100,000

Role: Co-Investigator

2014-2018 **REACH: Racial and Ethnic Disparities Program: Reach Out and Connect** (Kohler/McElfish PI)

Centers for Disease Control and Prevention (CDC), $3,000,000

Role: Evaluator

**Internally Funded Research and Practice-Based Activities**

2018-2019 **Characterizing Opportunities for Obesity Prevention in Food Pantries** (Long PI)

NIH/Arkansas Children’s Research Institute Center for Childhood Obesity Prevention  
Affiliated Project, $40,000

Role: PI

2015-2016 **Participants’ and Communities’ Perceptions and Preferences Regarding Dissemination Methods** (Warmack/McElfish PI)

UAMS Translational Research Institute Pilot Grant, $50,000

Role: Co-investigator

2010-2011 **Data Mining Training for Undergraduates** (Faught/Long Project Leads)

Ouachita Baptist University Technology Innovation Grant, $10,000

Role: Project Co-lead

**Publications**

**Peer-Reviewed Journal Publications**

1. **Long CR**, Averill JR. Solitude: an exploration of the benefits of being alone. *Journal for the Theory of Social Behaviour*. 2003;33(1):21-44*.*

2. **Long CR**, Seburn M, Averill JR, More TA. Solitude experiences: varieties, settings, and individual differences. *Personality and Social Psychology Bulletin.* 2003;29(5):578-583.

3. Greenwood D, Pietromonaco PR, **Long CR**. Young women's attachment style and interpersonal engagement with female TV stars. *Journal of Social and Personal Relationships*. 2008;25(3):387-407.

4. Greenwood D, **Long CR**. Mood specific media use and emotion regulation: patterns and individual differences. *Personality and Individual Differences*. 2009;46(5-6):616-621.

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5. Greenwood DN, **Long CR**. Psychological predictors of media involvement: solitude experiences and the need to belong. *Communication Research*. 2009;36(5):637-654.

6. Greenwood DN, **Long CR**. Attachment, belongingness needs, and relationship status predict imagined intimacy with media figures. *Communication Research.* 2011;38(2):278-297.

7. **Long CR**, Greenwood D. Joking in the face of death: a terror management approach to humor production. *HUMOR: International Journal of Humor Research*. 2013:26(4);493-509.

8. Greenwood D, **Long CR**, Dal Cin S. Fame and the social self: the need to belong, narcissism, and relatedness predict the appeal of fame. *Personality and Individual Differences*. 2013:55(5);490-495.

9. Greenwood D, **Long CR**. When movies matter: emerging adults recall memorable movies. *Journal of Adolescent Research*. 2015:30(5);625-630.

10. **Long CR**, Stewart MK, Cunningham TV, Warmack TS, McElfish PA. Health research participants’ preferences for receiving research results. *Clinical Trials*. 2016;13(6): 582-591.

11. Purvis RS, Abraham TH, **Long CR**, Stewart MK, Warmack TS, Mcelfish PA. Qualitative study of participants’ perceptions and preferences regarding research dissemination. *AJOB Empirical Bioethics*. 2017;8(2): 69-74.

12. Yeary KHK, **Long CR**, Bursac Z, McElfish PA. Design of a randomized, controlled, comparative-effectiveness trial testing a Family Model of Diabetes Self-Management Education (DSME) vs. standard DSME for United States Marshallese Islanders. *Contemporary Clinical Trials Communications*. 2017;6: 97-104.

13. McElfish PA, **Long CR**, Rowland B, Moore S, Wilmoth R, Ayers B. Improving culturally appropriate care using a community-based participatory approach: evaluation of a multicomponent cultural competency training program, Arkansas, 2015-2016. *Preventing Chronic Disease*. 2017;14: E62.

14. Felix H, Li X, Rowland B, **Long CR**, Yeary KHK, McElfish PA. Physical activity and diabetes-related health beliefs of Marshallese adults. *American Journal of Health Behavior*. 2017;41(5):553-560.

15. McElfish PA, Narcisse MR, **Long CR**, Ayers BL, Hawley NL, Aitaoto N, Riklon S, Su LJ, Ima SZ, Wilmoth RO, Schulz TK, Kadlubar S. Leveraging community-based participatory research capacity to recruit Pacific Islanders into a genetics study. *Journal of Community Genetics*. 2017;8(4):283-291.

16. **Long CR**, Stewart MK, McElfish PA. Health research participants are not receiving research results: a collaborative solution is needed. *Trials*. 2017;18:449.

17. **Long CR**, Rowland B, Steelman SC, McElfish PA. Outcomes of disease prevention and management interventions in food pantries and food banks: protocol for a scoping review. *BMJ Open*. 2017;7:e018022. doi: 10.1136/bmjopen-2017-018022

18. McElfish PA, Rowland B, **Long CR**, Hudson J, Piel M, Buron B, Riklon S, Bing WI, Warmack TS. Diabetes and hypertension in Marshallese adults: results from faith-based health screenings. *Journal of Racial and Ethnic Health Disparities.* 2017;4(6):1042-1050.

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19. McElfish PA, Moore R, Buron B, Hudson J, **Long CR**, Purvis RS, Schultz TK, Rowland B, Warmack TS. Integrating interprofessional education and cultural competency training to address health disparities. *Teaching and Learning in Medicine*. 2018;30(2):213-222. doi: 10.1080/10401334.2017.1365717.

20. McElfish PA, **Long CR**, Payakachat N, Felix H, Bursac Z, Rowland B, Hudson JS, Narcisse MR. Cost-related nonadherence to medication treatment plans: Native Hawaiian and Pacific Islander National Health Interview Survey, 2014. *Medical Care*. 2018;56(4):341-349. doi: 10.1097/MLR.0000000000000887.

21. McElfish PA, **Long CR**, Kaholokula JK, Aitaoto N, Bursac Z, Capelle L, Laelan M, Bing WI, Riklon S, Rowland B, Ayers BL, Wilmoth RO, Langston KN, Schootman M, Selig JP, Yeary KHK. Design of a comparative effectiveness randomized controlled trial testing a faith-based Diabetes Prevention Program (WORD DPP) vs. a Pacific culturally adapted Diabetes Prevention Program (PILI DPP) for Marshallese in the United States.

*Medicine*. 2018;97(19):e0677. doi: 10.1097/MD.0000000000010677.

22. McElfish PA, **Long CR**, Stephens RM, Spencer N, Rowland B, Spencer HJ, Stewart MK. Assessing community health priorities and perceptions about health research: A foundation for a community-engaged research program. *Journal of Higher Education Outreach and Engagement*. 2018 Mar; 22(1):107-128.

23. Felix H, Rowland B, **Long CR**, Narcisse MR, Piel M, Goulden PA, McElfish PA. Diabetes self-care behaviors among Marshallese adults living in the United States. *Journal of Immigrant and Minority Health*. 2017; [Epub ahead of print]. doi: 10.1007/s10903-017-0683-4. PMID: 29243017.

24. McElfish PA, Ayers BL, **Long CR**, Sinclair K, Esquivel M, Steelman SC. 2017. Best practices for community-engaged participatory research with Pacific Islander communities in the US and USAPI: protocol for a scoping review. *BMJ Open.* 2018; 8(1):e019653. doi: 10.1136/bmjopen-2017-019653. PMCID: PMC5786128.

25. Matthews EE, Li C, **Long CR**, Narcisse MR, Martin B, McElfish PA. 2017. Sleep deficiency among Native Hawaiian/Pacific Islander, Black, and White Americans and the association with cardiometabolic diseases: Analysis of the National Health Interview Survey data. *Sleep Health: Journal of the National Sleep Foundation*. 2018;4(3):273-283. doi: 10.1016/j.sleh.2018.01.004. PMID: 29776622.

26. McElfish PA, **Long CR,** Selig JP, Rowland B, Purvis RS, James L, Holland A, Felix HC, Narcisse MR. Health research participation, opportunity, and willingness among minority and rural communities of Arkansas. *Clinical and Translational Science*. In press.

27. McElfish PA, Purvis RS, **Long CR**. Researchers’ experiences with and perceptions of returning results to participants study protocol. *Contemporary Clinical Trials Communication*. 2018;11:95-98. doi: 10.1016/j.conctc.2018.06.005. PMID: 30003172. PMCID: PMC6039541.

28. Rowland B, Mayes K, Faitak B, Stephens RM, Long CR, Mcelfish PA. Improving Health while Alleviating Hunger: Best Practices of a Successful Hunger Relief Organization. *Current Developments in Nutrition*. 2018;2(9):nzy057. PMID: 30191200. PMCID: PMC6121129.

29. Narcisse MR, **Long CR**, Felix H, Rowland B, Bursac Z, McElfish PA. The mediating role of sleep quality and quantity in the link between food insecurity and obesity across race and ethnicity. *Obesity.* In press.

30. Narcisse MR, Felix H, **Long CR**, Hudson T, Payakachat N, Bursac Z, McElfish PA. Frequency and predictors of health services use by Native Hawaiians and Pacific Islanders: evidence from the U.S. National Health Interview Survey. *BMC Health Services Research*. 2018;18(1):575. PMID: 30031403. PMCID: PMC6054839.

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31. McElfish PA, Balli ML, Hudson JS, **Long CR**, Hudson T, Wilmoth R, Rowland B, Warmack TS, Purvis RS, Shulz T, Riklon S, Holland A, Dickey T. Identifying and understanding barriers and facilitators to medication adherence among Marshallese adults in Arkansas*. J Pharm Technol*. 2018. 34(5): 204-215. doi: 10.1177/8755122518786262.

32. **Long CR**, Rowland B, McElfish PA. Improving access to fresh fruits and vegetables among food pantry clients: evaluation of a policy, systems, and environmental intervention, Arkansas, 2015-2016. *Preventing Chronic Disease*. In press.

33. McElfish PA, Purvis RS, Stewart MK, James L, Yeary KK, **Long CR**. Health research funding agencies’ policies, recommendations, and tools for dissemination. *Progress in Community Health Partnerships.* In press.

34. **Long CR**, Rowland B, Langston K, Faitak B, Sparks K, Rowe V, McElfish PA. Reducing the intake of sodium in community settings: evaluation of year one activities in the Sodium Reduction in Communities Program, Arkansas, 2016-2017. *Preventing Chronic Disease*. In press.

35. Seaton VA, Jean-louis MN, Subica AM, **Long CR**, Matthews EE, Mcelfish PA. Sleep quality partially mediates the association between type 2 diabetes and psychological distress in Native Hawaiian and Pacific Islander Adults in the United States: Analysis of the 2014 National Health Interview Survey. *Asian American Journal of Psychology*. In press.

36. Felix H, Narcisse MR, Rowland B, **Long CR**, Bursac Z, McElfish PA. Level of recommended heart attack knowledge among Native Hawaiians and Pacific Islanders. *Hawai'i Journal of Medicine & Public Health*. In press.

**Book Chapters**

1. **Long CR**, Gable PA, Albee C, Boerstler C. Brands can be like friends: goals and interpersonal motives influence attitudes toward preferred brands. In: Fournier S, Breazeale M, Fetscherin M, eds. *Consumer Brand Relationships: Theory and Practice*. London: Routledge; 2012: 279-297.

2. Breazeale M, **Long CR**, Ott D. Public luxury representatives. In: Berghaus B, Müeller-Stewens G, Reinecke S, eds. *The Management of Luxury: A Practitioner's Handbook.* London: Kogan Page; 2014: 101-112.

3. **Long CR**, Friedman M, Yoon S. How lonely consumers relate to brands: insights from psychological and marketing research. In: Fournier S, Breazeale M, Avery J, eds. *Strong Brands, Strong Relationships*. London: Routledge; 2015: 95-105.

**Other Publications**

1. **Long CR**, Averill JR. Anger. In: Ramachandran VS, ed. *The Encyclopedia of the Human Brain*. San Diego: Academic Press; 2002: 131-136.

2. More TA, **Long CR**, Averill JR. Solitude, nature, and cities. In: Murdy J, ed. *Proceedings of the 2003 Northeastern Recreation Research Symposium* (Gen. Tech. Rep. NE-317). Newtown Square, PA: U.S. Department of Agriculture, Forest Service; 2004: 224-229.

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3. **Long CR**, Seburn M, Averill JR. Experiences of solitude. In: Kappas A, ed. *Proceedings of the Eleventh Conference of the International Society of Research on Emotions*. Amsterdam: ISRE Publications/University of Amsterdam; 2004: 349-352.

4. **Long CR**, More TA, Averill JR. The subjective experience of solitude. In: Burns R, ed. *Proceedings of the 2006 Northeastern Recreation Research Symposium* (Gen. Tech. Rep. NRS-P-317). Newtown Square, PA: U.S. Department of Agriculture, Forest Service; 2006: 67-77.

5. Alon I, Yoon S, **Long C**. Reflecting on the AEF’s Visiting Professor Program. *American Academy of Advertising Newsletter.* 2009:5(December);8.

6. **Long CR**, Gable PA, Albee C, Boerstler C. Brands are like friends: goals and interpersonal motives influence attitudes toward preferred brands. In: Dahl DW, Johar GV, van Osselaer SMJ, eds. *Advances in Consumer Research, Vol. 38.* Duluth, MN: Association for Consumer Research; 2011.

7. **Long CR**. Data mining. In: Thompson TL, ed. *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage; 2014: 295-297*.*

**Conference presentations**

**Oral Presentations**

1. More TA, **Long CR**, Averill JR. Solitude, nature, and cities. Northeastern Recreation Research Symposium; Bolton Landing, NY; 2003

2. **Long CR**, Gable PA, Albee C, Boerstler C. Brands are like friends: goals and interpersonal motives influence attitudes toward preferred brands. Association for Consumer Research North American Conference; Jacksonville, FL; 2010. (Also presented at 2010 First International Colloquium on Consumer-Brand Relationships; Winter Park, FL; where it won the Best Paper award.)

3. **Long CR**. Brands, best friends, and boyfriends: how consumers’ interpersonal motives influence brand relationships. University of Innsbruck’s Brand Research Laboratory Brand Camp Conference; Obergurgl, Austria; 2011.

4. **Long CR**, Yoon S. I miss my brand: brand deprivation and consumers’ interpersonal motives. Second International Colloquium on the Consumer-Brand Relationship; Winter Park, FL; 2011.

5. **Long CR**, Yoon S. A week without my brand: brand deprivation and the effects of consumers’ interpersonal relationship-relevant traits. American Academy of Advertising Annual Conference; Myrtle Beach, SC; 2012.

6. **Long CR**, Yoon S, Friedman M. When lonely consumers like less: activating loneliness distances consumers from preferred brands. Consumer-Brand Relationships 2012; Boston, MA; 2012.

7. **Long CR**. Since you've been gone: How brand deprivation drives changes in consumer-brand relationships. Understanding Consumers and their Brands: A Research Symposium; IAE Grenoble, France; 2012.

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8. **Long CR**, Yoon S, Friedman M. Consumer reactions to brand deprivation: the role of interpersonal belongingness and attachment. Korean Scholars of Marketing Science Global Marketing Conference; Seoul, Republic of Korea; 2012.

9. **Long CR**, Yoon S, Friedman M. The impact of loneliness on consumer-brand relationships. American Academy of Advertising Annual Conference; Albuquerque, NM; 2013.

10. Greenwood D, **Long CR**. Socioemotional links to social media use. Association for Psychological Science Annual Convention; New York, NY; 2015.

11. **Long CR**. Chronic disease prevention and management in northwest Arkansas: food pantries, public schools, and Pacific Islanders. Arkansas Nutrition, Obesity, and Health Research Retreat; Fayetteville, AR; 2017.

**Posters**

1. Seburn M, **Long CR**, Averill JR. Experiences of solitude. International Society for Research on Emotions; Quebec City; 2000.

2. Gable PA, Dewi ES, **Long CR**. Comparing the effects of stereotype versus exemplar priming on creativity. Southwestern Psychological Association; Memphis, TN; 2005

3. **Long C**, Gable P, Dewi E, Dann R. Differential effects of explicit versus subtle mortality priming on self-reported fundamentalism and religiosity of religious participants. Society for Personality and Social Psychology; Palm Springs, CA; 2006.

4. Dann R, Dewi E, Rivera D, Crews A, Robinson C, **Long C**. (2006). Effect of exposure to rape-related information on sexist attitudes. Southwestern Psychological Association; Austin, TX; 2006.

5. **Long C**, Crews A, Dann R, Dewi E, Rivera D, Robinson C. Defending against death anxiety: the impact of open-ended writing prompts on the fundamentalism of mortality-primed religious participants. Society for Personality and Social Psychology; Memphis, TN; 2007.

6. **Long C**, Greenwood D, Jenkins J, Hunter D, Post B, Quitugua K, Terlecki S. Mood specific media use and emotional well being. Society for Personality and Social Psychology; Albuquerque, NM; 2008.

7. **Long CR**, Greenwood D, Mankoff B. Laughing in the face of death: Subliminal reminders of death activate humor production. American Psychological Society; San Francisco, CA; 2009.

8. **Long CR**, Greenwood DN. Attachment, belongingness needs, and relationship status predict imagined intimacies with media figures. Society for Personality and Social Psychology; Las Vegas, NV; 2010.

9. Greenwood D, **Long CR**. Who wants to be famous and why: exploring motivations for fame and views of self. Society for Personality and Social Psychology; New Orleans, LA; 2013.

10. Yoon S, **Long CR**, Friedman M. Of ostracism, loneliness and consumer-brand relationships. Society for Personality and Social Psychology; Austin, TX; 2014.

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11. Greenwood D, Isbell L, **Long CR**. Power poses and pink clothing: the impact of gender role violations on impression formation. Society for Personality and Social Psychology; Long Beach, CA; 2015.

12. Pyland D, Martin E, Blanchard M, Lightbourne T, White L, **Long C**. HPV education and vaccination of preteens in a medically underserved neighborhood: A middle school based approach. Society of Student-Run Free Clinics Annual Conference; Phoenix, AZ; 2016.

13. Payakachat N, **Long CR**, Narcisse M-R, McElfish PA. Prevalence, health, and use of services of Native Hawaiian and Pacific Islander children with developmental disabilities. International Society for Quality of Life Research 24th Annual Conference; Philadelphia, PA; 2017.

**Selected Invited Presentations**

1. **Long CR**. Emotion-related differences in personality and in daily experience: How do these influence creativity? Department of Psychology, Clinical Psychology Unit, Université Catholique de Louvain, Belgium; 2003.

2. **Long CR**. What does psychology know about creativity? Ecole Sainte-Véronique (Secondary school); Liège, Belgium; 2004.

3. **Long CR**. Socializing with celebrities and brands: How we use media figures and products to meet our social needs. DraftFCB New York (Global advertising agency); 2009.

4. **Long CR**. Conscious and unconscious processes at play in attitude change. Katholieke Universiteit Leuven, Belgium; 2010.

5. **Long CR**. How Starbucks is like my boyfriend: Consumers’ interpersonal motives influence brand relationships. Louvain School of Management, Université Catholique de Louvain, Mons, Belgium; 2011.

6. **Long CR**. Understanding brand deprivation. Frito-Lay North America, Strategic Insights Group’s “Sages and Storytellers” series; Plano, TX; 2011.

7. **Long CR.** Health research participants’ preferences for receiving research results. Division of Health Services Research, Psychiatric Research Institute, University of Arkansas for Medical Sciences; Little Rock, AR; 2016.

8. **Long CR**. Food insecurity, food pantries, and health. Summer Short Course: Hot Topics in Nutrition, Center for Human Nutrition, University of Arkansas; Fayetteville, AR; 2018.