

# Faculty profile



## Monique Luisi

### Expertise areas

- Health communication • Strategic communication theory (e.g., media framing, health belief model, social amplification of risk, listening) • Qualitative methods (interview, focus group, textual analysis, CBPR, YPAR)
- Quantitative methods (survey, content analysis, experimental design) • Diversity in media (race, gender, sexualities, persons with disabilities, religion)

### Possible collaboration disciplines

- Environmental science • Health/medicine • Psychology
- Education • Sociology • Gerontology • Food science

**Monique Luisi, Ph.D.** is an Assistant Professor of Strategic Communication and is also a founding member and former Chair of the Communications Committee for the Missouri Immunization Coalition.

Her research focuses on the intersections of health, media, interpersonal communication, and identity. She has examined vaccination (i.e., HPV vaccination uptake, COVID-19) and its representation on social media, anti-elite news source bias, marginalized groups (i.e., Asian American women, Black Americans, gay men, women with hyposexual desire disorder, adopted persons, and voluntarily abstinent Christian men) and various challenges they face (i.e., COVID-19, work/life balance, inclusion, sexual health, medical biases, identity, HPV, reproductive health, health beliefs, health-decision making, vaccine hesitancy, and media consumption habits).

Luisi served as a subject matter expert to the COVID-19 Campus Vaccine (CoVAC) Initiative Steering Committee for the American College Health Association (ACHA). Additionally, she served as the Campus Toolkit Content Specialist, directing and editing the video series “Conversations about COVID.” She has given invited talks about communicating effectively through social and other media channels, health literacy, minority mental health, vaccine hesitancy, and misinformation.

Her research and insights have been featured in publications such as The Washington Post, the Centers for Disease Control and Prevention’s Health Communications Science Digest, El Comercio (Ecuador), ScienceDaily, and the U.S. News & World Report.



*Learn more about Monique  
on the J-School website*



Missouri School of Journalism  
University of Missouri

[journalism.missouri.edu](http://journalism.missouri.edu)