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MEDIA HIGHLIGHTS

APRIL 2020



University of Colorado **Boulder**



[Fake Facebook ads used fear and anger to divide Americans](#)

Psych Central

(March 28, 2020) -- A new analysis of more than 2,500 fear- and anger-related ads finds they prompted click-through rates as much as nine times higher than what is typical in digital advertising.

“We found that fear and anger appeals work really well in getting people to engage,” said [Chris Vargo](#), an assistant professor of advertising, public relations and media design at CU Boulder. “As consumers continue to see ads that contain false claims and are intentionally designed to use their emotions to manipulate them, it’s important for them to have cool heads and understand the motives behind them.”



[Air pollution can contribute to weight gain, study finds](#)

Consumer Affairs

(March 16, 2020) -- While researchers have found how children could be at an increased risk of obesity because of air pollution, researchers from CU Boulder have now found that those risks apply to consumers of all age groups.

“We know from previous research that air pollutants can have a whole host of adverse health effects,” said [Tanya Alderete](#), integrative physiology professor at CU Boulder. “The takeaway from this paper is that some of those effects might be due to changes in the gut.”



[Earth’s ozone layer is healing, bringing good news on global wind movement](#)

Science Alert

(March 26, 2020) – While some predictors show healing, in recent years there has been a surge in ozone-depleting chemicals coming from industrial regions in China.

“We term this a ‘pause’ because the poleward circulation trends might resume, stay flat or reverse,” says atmospheric chemist [Antara Banerjee](#) at CIRES. “It’s the tug of war between the opposing effects of ozone

recovery and rising greenhouse gases that will determine future trends.”



[Exercise is good for us. Even more so now that we're stuck at home](#)

WHYY

(March 24, 2020) -- “If you participate in regular exercise, it boosts your baseline immune system, making you less susceptible to various bacteria and viruses,” said [Robert Mazzio](#), a researcher at CU Boulder. Mazzio specializes in the metabolic and physiological effects of exercise on the human body. He said that exercise is not only good for your immune system, but it can also make your body more resilient to stress and can reduce anxiety.



[CU Boulder professor partners with Avery Brewing on line of historical ales](#)

Daily Camera

(March 19, 2020) -- [Travis Rupp](#), a CU Boulder professor and beer historian, has recreated an 1822 beer produced for Thomas Jefferson by enslaved brewer Peter Hemings as part of a special series with a local brewery. The beer, named Monticello after Jefferson's plantation in Virginia, was released on Presidents Day

and marks the 10th beer in Rupp's Ales of Antiquity series with Avery Brewing Co.



University of Colorado **Colorado Springs**



[Voice of the consumer: Take extra precautions to keep children safe online](#)

The Gazette

(March 29, 2020) -- "Make sure your webcams are off," said [Gurvirender Tejay](#), a UCCS professor of information systems. "You can have a device on that to cover it up. So whenever you're not using it, you can remove that particular blockage device from the webcam."



[Panic buying comes to Colorado](#)

The Longmont Times Call

(March 15, 2020) – "What typically happens any time there's a natural disaster or something big that hits, people anticipate that supply is going to be going down while demand goes up," said [Joe Craig](#), an associate professor of economics at UCCS. As for why toilet paper is one of the first goods to disappear, he said that there's a kind of "why not?" factor that goes into that decision making.



[In video chats, familiar forms of online harassment make a comeback](#)

NBC News

(March 25, 2020) -- Professor [Stephany Rose](#), chair of the Women's and Ethnic Studies Department at UCCS, was put on the Turning Point USA watch-list in 2017. Rose said the group's recent call to action "is something that is coming up in our department, and our faculty is very much concerned about how to mitigate being attacked."



[COVID-19 impact drives state unemployment claim numbers 'literally off the chart'](#)

KRCC

(March 27, 2020) -- In Colorado, over 19 thousand people filed unemployment claims. That's about a 730 percent increase over the past week. KRCC's Elena Rivera spoke to [Tatiana Bailey](#), director of the UCCS Economic Forum, on these new figures and the overall economic picture and uncertainty in Colorado and the Pikes Peak region.

Also:

- [Questions surrounding stimulus checks answered](#), KRDO, March 26

- [Colorado Springs has nation's worst hiring outlook for second quarter](#), The Gazette, March 9



[J.B. Belzer takes reins of UCCS women's soccer](#)

KOAA News

(March 6, 2020) -- A familiar face has taken over the reins of the UCCS soccer program, former Regis head coach [J.B. Belzer](#). After spending 24 years as the helm of the Rangers program, one of the top 10 winningest coach in Division II history will look to do the same for the Mountain Lions.



University of Colorado **Denver**



[How human composting could revolutionize how we deal with death](#)

Inverse

(March 30, 2020) -- In New York advocacy groups including City Grove are pushing to make human composting the state's third legally approved funerary method, after burial and cremation. Colorado and California have similar efforts underway. Controlled human composting would, in practice, not be far off from the same process that goes into composting animal

manure or food waste. This is something many farmers and other facilities already do, said [Amanda Weaver](#), professor of Environmental Sciences at CU Denver.



[Voice cloning on the rise](#)

Denver 7 (Video, 1:30)

(March 2, 2020) -- The director of CU Denver's National Center for Media Forensics, [Catalin Grigoras](#) said voice cloning is advancing as time goes on. He said it can take someone only an hour to create a 2-minute audio clip that targets an individual.

"It's like a weapon that can be used to either defend yourself, or to attack," Grigoras said.



[As Denver's stay-at-home order goes into place, breweries get a reprieve](#)

Denver Business Journal

(March 24, 2020) -- [Wayne Cascio](#), a professor of management at CU Denver, said that small and locally owned retail businesses particularly could have a tough time surviving any extended shutdown period if they can't bring in revenues to pay workers or rent or buy supplies. The U.S. Small Business Administration has offered low-interest loans of up to \$2 billion to qualifying small firms, but the smallest businesses might not be able to qualify for that help.

Also: [Hopes for a sharp recovery in Colorado and nationwide fade as outbreak intensifies](#), The Denver Post, March 24



[Domestic violence nonprofits prepare for increased abuse](#)

Boulder Weekly

(March 26, 2020) -- Domestic violence and child abuse organizations are preparing for an increased need for services to keep people safe amid of the coronavirus pandemic and stay-at-home orders.

“Most domestic violence happens in the home; it doesn’t happen outside of the home,” said [Barbara Paradiso](#), director at the Center on Domestic Violence at CU Denver. “So when we say to people you have to stay at home with the person that is your abuser, then the risk increases exponentially.”



[What you should know about cybersecurity in the upcoming election](#)

Colorado Biz

(March 2, 2020) -- Should we be worried? Yes, according to [Joseph Murdock](#), an instructor who teaches information systems in the CU Denver Business School.

“Prior to computers, if I was going to manipulate your vote, I would need some type of proximity,” Murdock says. This is no longer true. Murdock is currently developing a master’s program in cybersecurity at CU Denver, after previously establishing a Cyberdefense program recognized by the National Security Administration (NSA) and the Department of Homeland Security (DHS) at Red Rocks Community College.



University of Colorado **Anschutz Medical Campus**



[Dementia has no cure, but researchers and caregivers have found ways to improve quality of life](#)

7 News

(March 20, 2020) -- “I get about 90%- 95% of my diagnoses from talking to them, getting to know them,” said [Samantha Holden](#), a behavioral neurologist at CU Anschutz. “Even though we can’t cure these things, we can definitely manage them and make sure we’re improving people’s quality of life.”



[Who should be saved first? Experts offer ethical guidance](#)

The New York Times

(March 24, 2020) -- "It would be irresponsible at this point not to get ready to make tragic decisions about who lives and who dies," said [Matthew Wynia](#), director of the Center for Bioethics and Humanities at CU Anschutz. In layman's terms, a utilitarian approach would maximize overall health by directing care toward those most likely to benefit the most from it, he said.



[African American, Hispanic lung cancer patients less likely to receive PET-CT imaging](#)

News Medical Net

(March 11, 2020) -- A CU Cancer Center study shows an important predictor of PET-CT use: African American patients were only about half as likely as non-Hispanic whites to receive the imaging; Hispanics received this imaging about 70% as frequently as non-Hispanic whites.

"We know that Black and Hispanic lung cancer patients tend to not do as well as non-Hispanic whites. We wondered if there could also be differences in how these groups are imaged at diagnosis," said [Rustain Morgan](#), assistant professor in the CU School of Medicine Department of Radiology.



[Eight early symptoms of multiple sclerosis that women in their 20s and 30s should know](#)

SELF

(March 1, 2020) -- Typically, M.S. follows a classic relapse-remission pattern. People with M.S. usually develop it between the ages of 20 and 40 (though there's a larger onset age range from 15 to 60), and it's at least two times more common in women than in men. The reason for that still remains one of the major mysteries of the disease.

"You get this burst of inflammation in a spot in the brain, and the inflammation runs its course," said [Timothy Vollmer](#), a neurologist at CU Anschutz who specializes in multiple sclerosis.



[Colorado family of doctors hopeful blood clot research will help near-death COVID-19 patients](#)

KDVR

(March 27, 2020) -- A family of medical professionals is hopeful its research into anti-blood clotting medication could help in the fight against COVID-19.

"We're approaching this with optimism that it's going to work," said [Hunter Moore](#), a transplant surgery fellow at the CU School of Medicine. Moore is a co-author on a

medical research article published last week in the
Journal of Trauma and Acute Care Surgery.

University of Colorado | Focus on CU Faculty
www.cu.edu/focus-on-faculty | cunews@cu.edu
1800 Grant Street, Suite 800, Denver CO, 80203

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