

go

 [Communication](#)

 [Cornell](#)

o [About Us](#)

- [Contact Information](#)

o [People](#)

- [Faculty and Academic Staff](#)
- [Staff](#)
- [Ph.D. Students](#)
- [Professors Emeriti](#)
- [Advisory Board](#)
- [Field Faculty](#)
- [Student Advisory Board](#)

o [Undergraduate](#)

- o [Major Requirements](#)
 - [Focus Areas](#)
- [Minor Requirements](#)
- o [Academic Support](#)
 - [Prospective Students](#)
- [Downloadable Forms](#)
- o [Career Connections](#)
 - [Alumni Networking Opportunities](#)
 - [Internship Opportunities](#)
 - [Internship FAQs](#)
- [Academic Enrichment Programs](#)
- o [Scholarships & Award Opportunities for Majors](#)
 - [For Agriculture & Life Sciences Majors](#)
- o [Student Organizations](#)
 - [Student Advisory Board](#)
- [Summer Courses 2014](#)

o [Graduate](#)

- o [Admissions and Financial Support](#)
 - [Financial Support for Students](#)
 - [FAQs](#)
- [Degree Requirements](#)
- o [Information for Current Students](#)
 - [General Suggestions](#)
 - [Typical Progress](#)
- [Graduate Field of Communication Faculty](#)
- [Ph.D. Students](#)

o [Research](#)

- [Children, Adolescents, and the Media](#)
- [Communication and Public Policy](#)
- [Communication of Science and Technology](#)
- [Cultural and Intercultural Communication](#)

- Groups, Organizations, and Communities
- Health Communication
- Interactive Media Design
- Media Psychology
- Media, Technology, and Society
- Risk and Environmental Communication
- Social Influence and Persuasion
- Social Networks
- Technology and Social Behavior

- Outreach

- News & Events

- Communication Colloquium
- Job Camp 2014
- Senior Dinner / Graduation

About Us

People

- Faculty and Academic Staff
- Staff
- Ph.D. Students
- Professors Emeriti
- Advisory Board
- Field Faculty
- Student Advisory Board

Undergraduate

Graduate

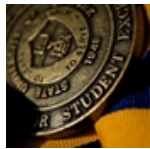
Research

Outreach

News & Events

Sahara Byrne Recent Notables

Faculty, staff, students win SUNY awards for excellence



Published: Jun 4, 2013

Twenty students, faculty and staff members in Cornell's contract colleges have been named 2013 winners of State University of New York Chancellor's Awards for Excellence. [Read more](#)

[Home](#)

[People](#)

Sahara Byrne

Sahara Byrne



Associate Professor

314 Kennedy

(607) 255-8058

Email: seb272@cornell.edu

My most recent research aims to explain and predict when unintended effects occur in response to persuasive and strategic messages, especially those that are designed to be pro-social – such as health campaigns. I am especially interested in testing when and why youth resist campaigns, interventions, and policies designed to protect them from engaging in risky behaviors.

Teaching Focus

Media effects, Media and Human Development, Persuasion, Strategic Communication

Additional Links

- [Department](#)

Awards and Honors

- Innovative Teaching Award (2012) Cornell University College of Agriculture and Life Sciences
- Merrill Presidential Scholar Teaching Impact (2012) Cornell University
- Faculty Honoree With Distinction (2010) Cornell University Office of Fraternity and Sorority Affairs

Selected Publications

Journal Publications

- Byrne, S., Katz, S. J., Lee, T., Linz, D., & McIlrath, M. (2014). Peers, predators, and porn: Predicting parental underestimation of children's risky online experiences. *Journal of Computer-Mediated Communication*. 19:215-231.
- Byrne, S., Niederdeppe, J., Avery, R., & Cantor, J. (2013). "When diet and exercise are not enough": An examination of lifestyle change inefficacy claims in direct-to-consumer advertising. *Health Communication*. 28:800-813.
- Byrne, S., Gay, G. K., Pollak, J. P., Gonzales, A. L., Retelny, D., Lee, T., & Wansink, B. C. (2012). Caring for mobile phone based avatars can influence youth eating behaviors. *Journal of Children and Media*. 6:83 - 89.
- Byrne, S., Guillory, J., Mathios, A., Avery, R., & Hart, P. S. (2012). The unintended consequences of disclosure: The impact of manipulating sponsor identification on the perceived credibility and effectiveness of smoking cessation advertisements. *Journal of Health Communication*. 17:1119-1137.
- Byrne, S., & Lee, T. (2011). Toward predicting youth resistance to internet risk prevention strategies. *Journal of Broadcasting and Electronic Media*. 55:90-113.

Departments

- [Communication](#)

Concentrations

- [Media](#)
- [Children And Media](#)
- [Media Effect](#)

- Persuasion
- Strategic Communication
- Media And Human Development

Graduate Fields

- Communication

Education

- Doctorate
University of California
2007
 - Master's Degree
University of California
2004
 - BFA
New York University
1993
-