

## **CARLOS GUSTAVO GODOY, ESQ.**

<http://www-scf.usc.edu/~cgodoy/>

[cgodoy@usc.edu](mailto:cgodoy@usc.edu)

(323) 654-8839

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University of Southern California  
Annenberg School for Communication  
3502 Watt Way, Los Angeles, CA 90089

### **Education**

#### **University of Southern California, Annenberg School for Communication**

Ph.D. Communication, December, 2007

M.A. Communication, November, 2003

Honors: Recipient of All-University Doctoral Fellowship

#### **University of California at Berkeley School of Law (Boalt Hall)**

J.D. May 1998, Admitted to the State Bar of California, December 1998

*Honors:* High Honors Corporations; Honors Criminal Law; Honors Sex, Gender & The Law; Honors Legal Profession; Saul Leifkowitz Regional Moot Court Competition Finalist (Intellectual Property Law)

*Activities:* La Raza Law Journal, Berkeley Community Law Center

#### **University of California, Riverside**

B.A. Political Science, *Cum Laude*, March 1995 (graduated in 2 1/2 years)

*Honors:* Phi Beta Kappa, Pi Sigma Alpha, Chancellor's Scholarship, Golden Key National Honor Society, Honor's Residential Fellowship Recipient

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#### **APA Advanced Training Institute**

American Psychological Association

Conducting Social Psychology Experiments via the WWW

August, 2005

#### **Oxford University**

Oxford Internet Institute Summer Doctoral Program

United Kingdom. July, 2004 [www.oii.ox.ac.uk](http://www.oii.ox.ac.uk)

#### **Universite de Paris I (Pantheon- Sorbonne)-Cornell Law School**

Summer Institute of International and Comparative Law

July - August, 1997

## **Research Interests**

### ***Health Communication***

- HIV prevention intervention design and evaluation
- Socially Optimized Learning in Virtual Environments (SOLVE)
- Drug and alcohol use and sexual risk-taking
- Developmental factors in risk-taking
- The role of cognitive and non-cognitive factors in risk-taking
- Message framing
- Possible selves

### ***Culture, Communication, & Technology***

- Modeling realistic personality in virtual agents
- Pedagogical agents in virtual environments
- Interactive media as an unobtrusive behavioral measure
- Narrative, presence, and immersive tendencies

### ***Communication Law & Public Policy***

- The role regulation plays in fostering/hindering technological innovation
- Media convergence and conglomeration as threats to alternate viewpoints

### ***Philosophy of Communication***

- How does controlling objects through technology distort the subject?
- What role does a researcher's philosophy of technology play in the research questions that are ultimately posed?

## **Dissertation**

Using virtual environments to unobtrusively measure real life risk-taking: Findings and implications for health communication interventions

<http://www-scf.usc.edu/~cgodoy/dissertation.pdf>

## **Publications**

Appleby, P.R., Godoy, C., Miller, L.C., & Read, S. J. (2007). Increasing healthy behavior through the use of interactive video technology. In T. Edgar, S. M. Noar, V.S. Freimuth (Eds.). *Communication perspectives for HIV/AIDS in the 21st century*. Mahwah, NJ: Lawrence Erlbaum Associates.

## **Manuscripts in Preparation**

**Godoy, C., Appleby, P.R., Christensen, J., Miller, L.C., and Read, S.J. (2007).** Using virtual environment to unobtrusively predict past and future risk-taking. Los Angeles, USA.

**Godoy, C.G., Miller, L.C., Appleby, P.R., Christensen, J.C., Read, S.J. (2007).** Been there done that: Virtual risk-taking and the theory of planned behavior. Los Angeles, USA.

**Godoy, C., Christensen, J.L., Miller, L.C., Appleby, P.R., Read, S.J., Corsbie-Massay, C. (2007).** Guilty pleasures: Negative affective encoding following sexually risk-decision making: Impact on subsequent sexual risk-taking among young MSM. Los Angeles, USA.

**Christensen, J.L., Miller, L.C., Read, S.J., Appleby P.R., Godoy, C.G. (2007).** The future possible selves of men who have sex with men: A qualitative analysis. Los Angeles, USA.

**Godoy, C. (2007).** Assessing the Legality of Integrated Works: The Future of Counter Voices in a Media Convergent Environment. Los Angeles, USA.

## **Conference Presentations**

**Miller, L.C., Appleby, P.R., Read, S.J., Godoy, C.G., Christensen, J.L., Corsbie-Massay, C., & Talavich, J. (2008).** Socially optimized learning in virtual environments (SOLVE): Effectively combing traditional cognitive and affect-based approaches to reduce risky decision-making. Martin Fishbein (Respondent) (Panel Submitted) International Communication Association, Montreal, CA.

**Miller, L.C., Appleby, P.R., Read, S.J., Godoy, C.G., Christensen, J.L., Corsbie-Massay, C., & Talavich, J. (2008).** Negotiating public and private social lives: Attachment dynamics for men who have sex with men (MSM). Jennifer Monahan (Respondent) (Panel Submitted) International Communication Association, Montreal, Canada.

**Godoy, C., Christensen, J.L., Miller, L.C., Appleby, P.R., Read, S.J., Corsbie-Massay, C. (2008)** Been there done that: Virtual risk-taking and the theory of planned behavior. Society for Behavioral Medicine. (To be presented) San Diego, U.S.A.

**Godoy, C., Christensen, J.L., Miller, L.C., Appleby, P.R., Read, S.J., Corsbie-Massay, C. (2008)** Guilty pleasures: Using virtual environments to reduce risk-taking. Society for Behavioral Medicine. (To be presented). San Diego, U.S.A.

**Godoy, C., Appleby, P.R., Miller, L.C., & Read, S.J. (2007)** Adult attachment and high risk sexual behavior among MSM. Association for Psychological Science, Washington, D.C., U.S.A.

**Godoy, C., Appleby, P.R., Christensen, J., Miller, L.C., & Read, S. (2007).** Using virtual environment to unobtrusively predict past and future risk-taking. International Communication Association, San Francisco, U.S.A.

**Christensen, J.L., Miller, L.C., Appleby, P.R., Corsbie-Massay, C., Godoy, C.G., Read, S.J. (2007)** . A socially optimized learning approach to training anticipatory negative emotions in virtual health scenarios. The Association for Psychological Science. Washington, D.C., U.S.A.

**Christenson, J., Miller, L.C., Corsbie-Massay, C., Godoy, C., Appleby, R.A., & Read., S. (2007).** Negative affective reactions to an HIV prevention intervention: Impact on subsequent sexual risk taking among young MSM. International Communication Association, San Francisco, U.S.A.

**Godoy, C., Appleby, P.R., Miller, L.C., & Read, S. (2006).** Interactive video as an unobtrusive measure of high risk taking among hidden MSM populations. International AIDS Conference, Toronto, Canada.

**Godoy, C., Appleby, P.R., Miller, L.C., Read, S., & Christensen, J.C. (2006).** Future directions: Improving gay and bisexual male identities through media. International Communication Association. Lesbian, Gay, Bisexual, Transgender Studies, Dresden, Germany.

**Godoy, C., Appleby, P.R., Miller, L.C., & Read, S. (2005).** Sexual Risk Taking Scripts Among a Multi-Ethnic Sample of Young MSM. Institute for the Society of Sexually Transmitted Diseases (ISSTD), Amsterdam, Netherlands.

**Godoy, C., Appleby, P.R., Miller, L.C., Read, S., & Christensen, J.C. (2005).** Designing effective interactive video interventions for health promotion: A template of the interdisciplinary process. Health Communication Division, International Communication Association. New York, U.S.A.

**Appley, P.R., Miller, L.C., Godoy, C., Read, S., & Christensen, J.C. (2005).** Planning, administrating, producing, and editing IAV: The devil's in the details. Health Communication Division, International Communication Association. New York, U.S.A.

**Nwosu, M., Miller, L.C., Appleby, P.R., Read, S., Godoy, C., Christensen, J.C. (2005).** Beginning the IAV process: Laying the Groundwork Before Production. Health Communication Division, International Communication Association. New York, U.S.A.

**Burnett, C.R., & Godoy, C. (2004).** Sodomy in the Lone Star State: Texas Media Coverage of Gay Rights Pre and Post-Lawrence v. Texas. Association for Education, Journalism, & Mass Communication, Toronto, Canada.

**Godoy, C. (2004).** Assessing the Legality of Integrated Works: The Future of Counter Voices in a Media Convergent Environment (Awarded: *Top Student Paper*) Human Communication and Technology Division, National Communication Association. Paper Session - Cyberspace: A Forum for Questions and Publics. Chicago, U.S.A.

**Godoy, C. (2004).** Hacking the Digital Video Recorder: Trajectories of Technological Design through Networked Individualism.” International Communication Association: Communication and Technology Division. Paper Session - Discourse and Communication Technology. New Orleans, U.S.A.

### **Grant Writing Experience**

**State of California: Universitywide AIDS Research Program. Dissertation Fellowship Submission. Interactive Internet Based HIV-Prevention Interventions.** Developed and wrote a proposal that sought to examine the feasibility and efficacy of delivering an online interactive HIV prevention intervention to young MSM. This design consisted of three month online longitudinal RCT. The objective of the proposed research was to test the efficacy of the interactive intervention and to provide pilot data for the development of more fully responsive virtual environments with autonomous agents that would be capable of inducing more automatic risk-avoidant behavior in young MSM through customized interventions. If Internet based HIV prevention interventions can be shown to be effective at reaching those MSM at highest risk and facilitating behavior change through interactive technology, then the number of lives potentially saved from HIV disease could be great and accomplished at lower cost than through traditional methods. This grant received a very good rating and based on the feedback we decided to re-submit to UARP for a larger exploratory grant. \$50,000, August, 2007.

**State of California: Universitywide AIDS Research Program. Exploratory Grant Submission. Interactive Internet Based HIV-Prevention Interventions.** This proposal was co-written along with my advisor P.I. Lynn Miller and emerged out of an earlier dissertation fellowship proposal I wrote and submitted to UARP one year prior. This grant also received very good rating and we are in the process of resubmission of this grant for the next funding cycle. \$125,000 proposal, August, 2007.

**National Science Foundation (NSF) Institute Grant Submission. Institute for Socially Optimized Learning in Virtual Environments (iSOLVE)** The institute for socially optimized learning in virtual environments aim was to use socially engaging virtual learning systems in order to increase the responsiveness of such systems to the motivational, emotional, and cognitive behaviors of the learner. The long term goals were to enhance possibilities for learner-focused self-regulated learning, and to apply this knowledge to add additional motivational and emotional elements to the design of intelligent tutor avatars/agents. Conducted literature reviews and assisted my advisors, Lynn Miller (PI), Stephen Read (Co-PI) with grant development. Served as a liaison and guided NSF reviewers during the site visit at Annenberg. iSOLVE was one of seven national finalists, and we were encouraged to resubmit for next funding cycle. \$20 million proposal, May, 2006.

**National Institutes of Health (NIH) RO1 Grant Submission. Virtual Sex: Real Risk Reduction.** The Virtual Sex Project is an interactive video DVD project, consisting of three narrative fictions designed to reduce high risk sexual behavior among men who have sex with men (MSM) of various ethnicities (African American, Caucasian and Latino). Participated in grant development, writing and weekly meetings. Conducted Latino MSM health literature review for the grant application. Conducted pilot research on the sexual scripts of high risk MSM, through survey instruments and interviews. Located references. NIH funded grant \$3.6 million over 5 years. May 2001-Present. For more information please visit: <http://www-rcf.usc.edu/~lmiller/projects.htm>

## **Research Experience**

**Research Assistant. *Virtual Sex: Real Risk Reduction for MSM*** NIH research grant: Currently analyzing the data and developing papers for publication. Participated in grant development, writing and weekly meetings. Conducted pilot research on the sexual scripts of high risk MSM, through survey instruments and structured interviews. Participated in IAV production process. My dissertation is based on longitudinal data collected from this project. USC Annenberg School for Communication, Los Angeles, CA. May 2001-Present.  
<http://www.virtualsexproject.com>

**Research Assistant & Webmaster. *Sexual Orientation Issues in the News (SOIN)*** Journalism Project: Created under Annenberg Dean Geoffrey Cowan and directed by Pulitzer-winning journalist Leroy Aarons, SOIN works to assure that journalism education addresses issues affecting sexual minorities along with other groups in our diverse society. Wrote the business plan for the development of an Interactive DVD based teaching tool to be used in Journalism Schools seeking to incorporate Sexual Orientation Coverage into their Curriculum. USC Annenberg School for Communication, Los Angeles, CA. July 2002 - 2004  
<http://www.usc.edu/schools/annenberg/asc/projects/soin/>

**Research Assistant. “Tobacco Detectives: Tobacco Industry Monitoring Project.”** State of California funded project to monitor tobacco industry documents and conduct research on advertising and public relations campaigns by the tobacco industry. Principal Investigator: Michael J. Cody. USC Annenberg School for Communication, Los Angeles, CA. March 2001 - January 2002  
<http://www.tobacco.org/Documents/secretdocuments.html>

**Student Voices Project Research Assistant & Webmaster.** Moderated discussion lists. Worked with mayoral candidate campaigns to coordinate speaker forums and respond to student questions. Updated news articles. Posted photos. Faculty Director: Thomas Hollihan. Annenberg Public Policy Center, Los Angeles, CA. January – June 2001  
<http://student-voices.org/>

## **Teaching Experience**

### **Instructor, Communication 304: Interpersonal Communication,**

University of Southern California, Fall, 2004

Excellent student evaluations: Written student comments available on my website.

### **Teaching Assistant, Communication 310: Media and Society,**

University of Southern California, Spring 2004, Spring 2005

Excellent student evaluations: Written student comments available on my website.

### **Teaching Assistant, Communication 202: Introduction to New Communication Technology, Fall 2004**

Excellent student evaluations: Written student comments available on my website.

## **Certifications**

Certified to Conduct Research on Human Subjects

University of Southern California Institutional Review Board

August 2003 –Present.

Certified to Appear Before the Supreme Court of the United States of America,

December 1998-Present.

## **Health Intervention Productions**

Executive Producer, Writer: The Virtual Sex Project  
Culturally Tailored Latino HIV-Prevention Interactive  
Video Intervention for MSM

Funded by NIAID, National Institutes of Health

August 2004

Executive Producer, Writer: The Virtual Sex Project  
Culturally Tailored African American HIV-Prevention Interactive  
Video Intervention for MSM

Funded by NIAID, National Institutes of Health

August 2004

Executive Producer, Writer: The Virtual Sex Project  
Culturally Tailored Caucasian HIV-Prevention Interactive  
Video Intervention for MSM

Funded by NIAID, National Institutes of Health

August 2004

## **Workshops**

Team Facilitator. The Media & American Democracy Institute: In collaboration with Harvard University's Graduate School of Education and the Joan Shorenstein Center on the Press Politics and Public Policy, John F. Kennedy School of Government. Provided guidance to participants in learning how to teach students to be thoughtful "consumers" of media messages. USC Annenberg School For Communication, Los Angeles CA. June 2002. <http://www.teachingdemocracy.gse.harvard.edu/>

## **Professional Societies**

Association for Education, Journalism, Mass Communication (AEJMC)  
(Secretary/Newsletter Editor for AEJMC-LGBT Interest Group 2004-2007)  
American Psychological Association (APA)  
American Psychological Society (APS)  
California State Bar Association (CSB)  
National Communication Association (NCA)  
International Communication Association (ICA)  
Society for Personality and Social Psychology (SPSP; APA Division 8)

## **References**

### *Dissertation Chair and Collaborator*

Lynn Carol Miller, Ph.D.

Professor

Annenberg School for Communication & Department of Psychology

University of Southern California

lmiller@usc.edu

(213) 740-3948

### *Dissertation Committee*

Michael Cody, Ph.D.

Professor

Annenberg School for Communication

University of Southern California

cody@usc.edu

(213) 740-3936

### *Dissertation Committee*

Stephen J. Read, Ph.D.

Professor

Department of Psychology & Annenberg School for Communication

University of Southern California

read@usc.edu

(213) 740-2291