

Prof Linda M. Collins

Distinguished Professor of Human Development & Family Studies at the Pennsylvania State University, US

Fulbright Specialist at the Health Behaviour Change Research Group, National University of Ireland, Galway (April – May 2018).



Linda M. Collins, Ph.D., is Distinguished Professor of Human Development & Family Studies at the Pennsylvania State University, United States. She is also Director of The Methodology Center, an interdisciplinary research center devoted to the advancement and dissemination of quantitative methods for applications in the behavioral sciences. Dr. Collins's research interests include the multiphase optimization strategy (MOST), an engineering-inspired methodological framework for optimizing and evaluating behavioral, biobehavioral, and biomedical interventions. The objective of MOST is to improve intervention effectiveness, efficiency, economy, and scalability. Dr. Collins is currently collaborating on research applying MOST to develop optimized behavioral interventions in the areas of smoking cessation, weight loss, prevention of excessive drinking and risky sex in college students, and HIV services. Her research has been funded by the United States National Institutes of Health continuously for more than 30 years.

Dr. Collins's publications have appeared in a wide range of outlets, including methodological journals such as *Psychological Methods*, substance use journals such as *Nicotine and Tobacco Research*, behavioral journals such as *Annals of Behavioral Medicine*, and engineering journals such as *IEEE Transactions on Control Systems Technology*. She is a Fellow of the American Psychological Association, the Association for Psychological Science, the Society of Behavioral Medicine, and the Society for Prevention Research. She is a past president of the Society of Multivariate Experimental Psychology and the Society for Prevention Research. Dr. Collins has delivered more than 100 invited presentations and workshops on MOST around the world.

Dr. Collins is a recipient of a Fulbright Specialist Award 2018 to visit the Health Behaviour Change Research Group at the National University of Ireland, Galway in April – May.

See more at: <https://methodology.psu.edu/people/lcollins>

Introduction video to MOST with Linda Collins at:

<https://methodology.psu.edu/publications/news/most-intro-video>

Recent relevant publication: Collins, L. M. (2018). Optimization of behavioral, biobehavioral, and biomedical Interventions: The multiphase optimization strategy (MOST). New York, NY: Springer.