

CANCER EPIDEMIOLOGY,  
BIOMARKERS & PREVENTION

# TABLE OF CONTENTS

## HIGHLIGHTS

697 Selected Articles from This Issue

## EDITORIAL

699 An Update from the Editor-in-Chief  
Elizabeth A. Platz

## REVIEW

703 Prognostic Significance of HPV DNA and p16<sup>INK4a</sup> in Anal Cancer: A Systematic Review and Meta-Analysis  
Aivara Urbute, Christina Louise Rasmussen, Federica Belmonte, Theresa Obermueller, Elena-Sophie Prigge, Marc Arbyn, Freija Verdoodt, and Susanne K. Kjaer

## CEBP FOCUS

712 Modernizing Population Sciences in the Digital Age  
Sophia S. Wang, Marc T. Goodman, and Melissa Bondy

714 Using Marketing Automation to Modernize Data Collection in the California Teachers Study Cohort  
Kristen E. Savage, Jennifer L. Benbow, Christine Duffy, Emma S. Spielfogel, Nadia T. Chung, Sophia S. Wang, Maria Elena Martinez, and James V. Lacey Jr

724 Survey Item Response Rates by Survey Modality, Language, and Sociodemographic Factors in a Large U.S. Cohort  
Melissa Rittase, Elizabeth Kirkland, Daniela M. Dudas, and Alpa V. Patel

731 A Tale of Two Diverse Qualtrics Samples: Information for Online Survey Researchers  
Carrie A. Miller, Jeanine P.D. Guidry, Bassam Dahman, and Maria D. Thomson

736 Embedding Mobile Health Technology into the Nurses' Health Study 3 to Study Behavioral Risk Factors for Cancer  
Ruby Fore, Jaime E. Hart, Christine Choirat, Jennifer W. Thompson, Kathleen Lynch, Francine Laden, Jorge E. Chavarro, and Peter James

744 Field Application of Digital Technologies for Health Assessment in the 10,000 Families Study  
Bharat Thyagarajan, Heather H. Nelson, Jenny N. Poynter, Anna E. Prizment, Michelle A. Roesler, Erin Cassidy, Sara Putnam, Laura Amos, Andrea Hickle, Cavan Reilly, Logan G. Spector, and DeAnn Lazovich

752 Feasibility and Acceptability of a Web-Based Dietary Intervention with Text Messages for Colorectal Cancer: A Randomized Pilot Trial  
Erin L. Van Blarigan, Stacey A. Kenfield, June M. Chan, Katherine Van Loon, Alan Paciorek, Li Zhang, Hilary Chan, Marissa B. Savoie, Andrea Grace Bocobo, Vivian N. Liu, Louis X. Wong, Angela Laffan, Chloe E. Atreya, Christine Miaskowski, Yoshimi Fukuoka, Jeffrey A. Meyerhardt, and Alan P. Venook

761 Using Continuous Glucose Monitoring to Motivate Physical Activity in Overweight and Obese Adults: A Pilot Study  
Yue Liao, Karen M. Basen-Engquist, Diana L. Urbauer, Therese B. Bevers, Ernest Hawk, and Susan M. Schembre

769 Self-efficacy and Physical Activity in Overweight and Obese Adults Participating in a Worksite Weight Loss Intervention: Multistate Modeling of Wearable Device Data  
Michael C. Robertson, Charles E. Green, Yue Liao, Casey P. Durand, and Karen M. Basen-Engquist

777 Insights from Adopting a Data Commons Approach for Large-scale Observational Cohort Studies: The California Teachers Study  
**A C** James V. Lacey Jr, Nadia T. Chung, Paul Hughes, Jennifer L. Benbow, Christine Duffy, Kristen E. Savage, Emma S. Spielfogel, Sophia S. Wang, Maria Elena Martinez, and Sandeep Chandra

787 Facilitating Cancer Epidemiologic Efforts in Cleveland via Creation of Longitudinal De-Duplicated Patient Data Sets  
Ye D. Tian, Harry Menegay, Kristin A. Waite, Paola G. Saroufim, Mark F. Beno, and Jill S. Barnholtz-Sloan

# TABLE OF CONTENTS

- 796** **Population-Based Registry Linkages to Improve Validity of Electronic Health Record–Based Cancer Research**  
Caroline A. Thompson, Anqi Jin, Harold S. Luft, Daphne Y. Lichtensztajn, Laura Allen, Su-Ying Liang, Benjamin T. Schumacher, and Scarlett Lin Gomez
- 807** **Family Study Designs Informed by Tumor Heterogeneity and Multi-Cancer Pleiotropies: The Power of the Utah Population Database**  
Heidi A. Hanson, Claire L. Leiser, Michael J. Madsen, John Gardner, Stacey Knight, Melissa Cessna, Carol Sweeney, Jennifer A. Doherty, Ken R. Smith, Philip S. Bernard, and Nicola J. Camp
- 816** **Leveraging Digital Data to Inform and Improve Quality Cancer Care**  
Tina Hernandez-Boussard, Douglas W. Blayney, and James D. Brooks
- RESEARCH ARTICLES**
- 823** **Socioeconomic Status in Relation to Risks of Major Gastrointestinal Cancers in Chinese Adults: A Prospective Study of 0.5 Million People**  
**AC** Yuanjie Pang, Christiana Kartsonaki, Yu Guo, Yiping Chen, Ling Yang, Zheng Bian, Fiona Bragg, Iona Y. Millwood, Jun Lv, Canqing Yu, Junshi Chen, Liming Li, Michael V. Holmes, and Zhengming Chen
- 832** **Hepatocellular Carcinoma Risk Steadily Persists over Time Despite Long-Term Antiviral Therapy for Hepatitis B: A Multicenter Study**  
Seung Up Kim, Yeon Seok Seo, Han Ah Lee, Mi Na Kim, Eun Ju Lee, Hye Jung Shin, Yu Rim Lee, Hye Won Lee, Jun Yong Park, Do Young Kim, Sang Hoon Ahn, Kwang-Hyub Han, Soon Ho Um, Won Young Tak, Young Oh Kweon, Beom Kyung Kim, and Soo Young Park
- 838** **Cumulative Evidence for Associations between Genetic Variants and Risk of Esophageal Cancer**  
Gaoming Li, Qiuyue Song, Yuxing Jiang, Angsong Cai, Yong Tang, Ning Tang, Dali Yi, Rui Zhang, Zeliang Wei, Dingxin Liu, Jia Chen, Yanqi Zhang, Ling Liu, Yazhou Wu, Ben Zhang, and Dong Yi
- 850** **Genetic Predisposition to Colon and Rectal Adenocarcinoma Is Mediated by a Super-enhancer Polymorphism Coactivating CD9 and PLEKHG6**  
Juntao Ke, Jianbo Tian, Shufang Mei, Pingting Ying, Nan Yang, Xiaoyang Wang, Danyi Zou, Xiating Peng, Yang Yang, Ying Zhu, Yajie Gong, Zhihua Wang, Jing Gong, Rong Zhong, Jiang Chang, and Xiaoping Miao
- 860** **Mendelian Randomization of Circulating Polyunsaturated Fatty Acids and Colorectal Cancer Risk**  
Nikhil K. Khankari, Barbara L. Banbury, Maria C. Borges, Philip Haycock, Demetrius Albanes, Volker Arndt, Sonja I. Berndt, Stéphane Bézieau, Hermann Brenner, Peter T. Campbell, Graham Casey, Andrew T. Chan, Jenny Chang-Claude, David V. Conti, Michelle Cotterchio, Dallas R. English, Jane C. Figueiredo, Graham G. Giles, Edward L. Giovannucci, Marc J. Gunter, Jochen Hampe, Michael Hoffmeister, John L. Hopper, Mark A. Jenkins, Amit D. Joshi, Loic Le Marchand, Mathieu Lemire, Christopher I. Li, Li Li, Annika Lindblom, Vicente Martin, Victor Moreno, Polly A. Newcomb, Kenneth Offit, Paul D.P. Pharoah, Gad Rennert, Lori C. Sakoda, Clemens Schafmayer, Stephanie L. Schmit, Martha L. Slattery, Mingyang Song, Stephen N. Thibodeau, Cornelia M. Ulrich, Stephanie J. Weinstein, Emily White, Aung Ko Win, Alicja Wolk, Michael O. Woods, Anna H. Wu, Qiuyin Cai, Joshua C. Denny, Todd L. Edwards, Harvey J. Murff, Stephen B. Gruber, Ulrike Peters, and Wei Zheng
- 871** **Relationships between the Nicotine Metabolite Ratio and a Panel of Exposure and Effect Biomarkers: Findings from Two Studies of U.S. Commercial Cigarette Smokers**  
Dana M. Carroll, Sharon E. Murphy, Neal L. Benowitz, Andrew A. Strasser, Michael Kotlyar, Stephen S. Hecht, Steve G. Carmella, Francis J. McClernon, Lauren R. Pacek, Sarah S. Dermody, Ryan G. Vandrey, Eric C. Donny, and Dorothy K. Hatsukami
- 880** **The Impact of Exclusive Use of Very Low Nicotine Cigarettes on Compensatory Smoking: An Inpatient Crossover Clinical Trial**  
Tracy T. Smith, Joseph S. Koopmeiners, Cassidy M. White, Rachel L. Denlinger-Apte, Lauren R. Pacek, Victor R. De Jesús, Lanqing Wang, Clifford Watson, Benjamin C. Blount, Dorothy K. Hatsukami, Neal L. Benowitz, Eric C. Donny, and Matthew J. Carpenter

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# TABLE OF CONTENTS

## ABOUT THE COVER

The cover image is adapted from Figure 2 in the article, "Embedding Mobile Health Technology into the Nurses' Health Study 3 to Study Behavioral Risk Factors for Cancer," by Fore and colleagues beginning on page 736. Novel technologies (e.g., real-time/wearable technologies, smart questionnaires, text messaging, linkages to environmental data sources and other administrative databases) are enabling new ways to measure nongenetic exposures. Technological innovations are expanding and altering the nature of population recruitment, consenting, and retention through Web/mobile-based applications that are more efficient and less costly than telephone-based and mail-based methods. This study by Fore and colleagues describes a protocol to incorporate mobile health technology into a nationwide prospective cohort to measure high-resolution objective data on environment and behavior. This project could provide translational insights into interventions for urban planning to optimize opportunities for physical activity and healthy sleep patterns to reduce cancer risk. New field tools with real-time measurement of environmental exposures can leverage the use of smartphone apps and Fitbits as in the Nurses' Health Study. This article is included in the *CEBP Focus* section, "Modernizing Population Science." The collection of articles in this special section of the journal highlights the work of several scientists who are moving population science forward through the integration of novel methodologies. For more information, please see the *CEBP Focus* section beginning on page 712.



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