

CURRICULUM VITAE

Michael A. Cacciatore

Associate Professor

Associate Director, SEE Suite: Social media Engagement & Evaluation

Co-Director, Grady Center for Health & Risk Communication

Department of Advertising & Public Relations

Henry W. Grady College of Journalism & Mass Communication

University of Georgia

<i>Office:</i>	<i>Home:</i>
134-B Journalism, 120 Hooper St.	1380 Julian Drive
Athens, GA 30602	Watkinsville, GA 30677
Phone: 706.369.4012	Mobile: 608.333.8018
E-mail: mcacciat@uga.edu	E-mail: mike.a.cacciatore@gmail.com

ACADEMIC APPOINTMENTS

August 2013 - present

University of Georgia, Athens, GA

Associate Professor and member of Graduate Faculty (2019-present)

Assistant Professor and member of Graduate Faculty (2013-2019)

Department of Advertising & Public Relations

Grady College of Communications

HIGHER EDUCATION

University of Wisconsin-Madison, Madison, WI, USA

Department of Life Sciences Communication

- Ph.D., August 2013

Major: Mass Communications

Minor: Sociology

Committee: Dietram A. Scheufele and Dominique Brossard (Department of Life Sciences Communication), Hernando Rojas (School of Journalism and Mass Communication), Daniel L. Kleinman (Community and Environmental Sociology), & Michael Xenos (Communication Arts)

- M.S., May 2009

Major: Life Sciences Communication

Advisor: Dietram A. Scheufele

University of Manitoba, Winnipeg, MB, Canada

Department of English

- B.A., April 2006

Major: English

TEACHING EXPERIENCE

University of Georgia *Assistant/Associate Professor Teaching*

JRMC 8020 – Public Opinion
Semesters taught: Spr2021; Spr2022
Grady College

- Position overview:*
- Graduate seminar focusing on how we measure opinions and the key influences shaping public opinion
 - Enrollment: ~25

FYOS 1001 – Media, Psychology & Public Opinion
Semesters taught: F2020; Spr2022
Grady College

- Position overview:*
- Course for first-year students focused on the role that the media plays in shaping how we view and make sense of the world around us
 - Enrollment: ~15

ADPR 5750/7750 – Social Media analytics, Listening and Engagement
Semesters taught: Spr2019
Department of Advertising & Public Relations

- Position overview:*
- Undergraduate/graduate course takes students through the steps of social media listening and analytics, culminating in assignments built around actionable insights that clients can use to improve their social media presence
 - Enrollment: ~30

JRMC 8010e – Mass Communication Research Methods (online)
Semesters taught: F2018; F2019; F2020; F2021
Grady College

- Position overview:*
- Graduate-level seminar in social science and mass communication research methodology
 - Enrollment: ~20-30

JRMC 8010 – Mass Communication Research Methods
Semesters taught: F2014; F2015; F2016; F2017
Grady College

- Position overview:*
- Graduate-level seminar in social science and mass communication research methodology
 - Enrollment: ~10-25

ADPR 3850 – Introduction to Public Relations

Semesters taught: Spr2014; F2014; Spr2015; Spr2016; F2016; Spr2017; F2017; Spr2018; F2019; Spr2020; F2020; Spr2021; F2021

Department of Advertising & Public Relations

Position overview:

- Required course for public relations majors that provides an overview of the field
- Enrollment: ~200-300

ADPR 3400e – Insights & Analytics (online)

Semesters taught: Sum2019

Department of Advertising & Public Relations, University of Georgia

Position overview:

- Course for public relations and advertising majors that covers research methodology from a strategic communications position
- Enrollment: ~25

ADPR 3510e – Public Relations Research (online)

Semesters taught: Sum2017; Sum2018

Department of Advertising & Public Relations, University of Georgia

Position overview:

- Required course for public relations major that covers research methodology from a public relations perspective
- Enrollment: ~25

ADPR 3510 – Public Relations Research

Semesters taught: F2013; Spr2014; Sp2015; Spr2016; Sum2016; Spr2017; Spr2018

Department of Advertising & Public Relations

Position overview:

- Required course for public relations major that covers research methodology from a public relations perspective
- Enrollment: ~35-40; (Summer enrollment: ~20)

University of Wisconsin-Madison

Graduate Student Lecturer Positions

LSC 875 – Data Analysis in Communication

Semesters taught: Spr2013

Department of Life Sciences Communication

Position overview:

- Weekly lab-based class in data analysis
- Approximate enrollment: 10-15

Graduate Student Teaching Assistant (TA) Positions

LSC 625 – Risk Communication (Professor Dominique Brossard)

Semesters taught: F2012

Department of Life Sciences Communication

Position overview:

- Responsible for assisting in all aspects of the course, including advising, grading, lecturing, and the production of course materials
- Approximate enrollment: 15-25

LSC 515 – Public Information Campaigns: Social Marketing Campaigns in Science, Health and the Environment (Professor Dominique Brossard)

Semesters taught: Spr2012

Department of Life Sciences Communication

Position overview:

- Responsible for guiding students through a social marketing campaign, preparing assignments, administering examinations, lecturing, and grading student work
- Approximate enrollment: 15-25

LSC 100 – Introduction to Communication: Inquiry and Exposition (Lead TA)

Semesters taught: F2007; Spr2008

Department of Life Sciences Communication

Position overview:

- Responsible for teaching a required written and oral communication course three times weekly, preparing lectures and selecting reading materials, advising students, grading student work, and organizing weekly meetings with fellow teaching assistants
- As part of this lead position, I aided new teaching assistants in their transition to the position
- Approximate enrollment: 20

LSC 100 – Introduction to Communication: Inquiry and Exposition

Semesters taught: F2006; Spr2007

Department of Life Sciences Communication

Position overview:

- Responsible for teaching a required written and oral communication course three times weekly, preparing lectures and selecting reading materials, advising students, and grading student work
- Approximate enrollment: 20

FUNDED RESEARCH GRANTS & CONTRACT WORK

Engaging Multicultural Audiences through Inclusive STEM Content on YouTube

- **National Science Foundation (#DRL-2120006, \$2,499,320)**
- **August, 2021 – July, 2024**
- Co-Principal Investigator on an NSF-funded project that focuses on producing STEM content for the YouTube platform, evaluating that content, and ultimately, expanding the audience for PBS Digital Studio's STEM content on YouTube. This project is a collaboration with PBS Digital Studios and the University of Utah.

Grady Center for Health & Risk Communication Project to Develop TEPHINET Risk Communication Curriculum and Training Tool

- **CDC-TEPHINET (\$61,929)**
- **Feb., 2020 – June., 2021**
- Co-Principal Investigator on a contract funded by the CDC and TEPHINET to overhaul their current risk communication curriculum training tools

Exploring the Effectiveness of Using Humor for Communicating about Science

- **National Science Foundation (#DRL-1906864, \$754,239)**
- **July, 2019 – June, 2022**
- Co-Principal Investigator on an NSF-funded project that focuses on better understanding how the presentation of humorous content related to science might enhance or hurt the credibility of scientists and the larger institution of science

Utilizing Moral Foundations Theory to Characterize and Improve Vaccine Messaging

- **Oak Ridge Associated Universities (\$26,000)**
- **July, 2018 – June, 2019**
- Co-Principal Investigator on a funded project that (a) focuses on categorizing anti-vaccination social media discussions in terms of moral foundations theory to better understand the dialogues taking place about the topic online, and (b) will develop and test messages designed to change anti-vaccination sentiment.

Framing Humor in Science Communication: An Effective Online Tool?

- **University of Utah Funding Incentive Seed Program (#51900308, \$29,440)**
- **July, 2017 – June, 2018**
- Co-Principal Investigator on a funded project that focuses on better understanding how the presentation of humorous content related to science might enhance or hurt the credibility of scientists and the larger institution of science

OTHER RESEARCH PROJECT EXPERIENCE

Co-Writer of funded research grant, Sept., 2013 – Aug., 2015

Understanding the Public Opinion Dynamics of Meat Products: Connecting Citizens and the Wisconsin Meat Industry

- **USDA Hatch Grant (DUNS # 069225519, \$70,069)**
- Co-wrote this grant with Professors Dominique Brossard and Dietram Scheufele (Co-PIs)
- This grant funded several public opinion surveys, each concerned with the issue of lean finely textured beef or ‘Pink Slime’; findings shared at public workshops organized for key stakeholders in the Wisconsin beef industry

Project Assistant, Sept., 2010 – Jul., 2013

Center for Nanotechnology in Society at Arizona State University (CNS-ASU)

National Science Foundation (NSF) Grant # SES-0531194; Renewal # SES-0937591

Position duties:

- Responsible for the preparation and subsequent analysis of large survey data sets, for writing and publishing research articles, and for preparing reports for funding agencies
- Responsible for presenting research to NSF site visit teams

Project Assistant, Sept., 2008 – Aug., 2010

NIRT – Intuitive Toxicology and Public Engagement Grant at North Carolina State University (NCSU)

National Science Foundation Grant # SES-0709056

Position duties:

- Responsible for the preparation and subsequent analysis of large survey data sets, for writing and publishing research articles, and for preparing reports for funding agencies
- Primary role was to provide methodological and statistical assistance for the duration of the project

Additional Paid Assistantships

- Social Media Consultant for Turner Project, Jan. – May, 2016 (Directors: Drs. Karen King and Juan Meng)
- Graduate School External Review, Aug., 2011 (Chair: Jacqueline Hitchon McSweeney)
- Renewable Energies and the Public Fund, Aug., 2011 (P.I.: Bret Shaw)
- Wisconsin Bioenergy Initiative, Sept., 2008 – Jan., 2010 (Directors: Troy Runge and Ben Miller)
- LSC Colloquium Coordinator, Jan., – May, 2010 (Director: Dietram Scheufele)

Affiliations

- Obesity Initiative Team at the University of Georgia (2014-present)
- Societal Implication Group (UW-Madison Project # 144PRJ28GG) of the UW-Madison Nanoscale Science and Engineering Center on “Templated Synthesis and Assembly at the Nanoscale” (Award # DMR-0832760) (2010-2013)

HONORS, AWARDS & TRAVEL GRANTS

Roland Page Award for Outstanding Graduate Faculty

2020 – Grady College

Kavli Fellow

2019 – The National Academies of Sciences, Engineering, and Medicine

Roland Page Award for Outstanding Graduate Faculty

2019 – Grady College

2018 Journalism & Mass Communication Quarterly Outstanding Research Article Award

2019 – Journalism & Mass Communication Quarterly

OIBR Grantsmanship Development Program

2018 – University of Georgia

Richard B. Russell Awards for Excellence in Undergraduate Teaching

2018 – University of Georgia

University of Georgia – Advertising & Public Relations Teacher of the Year Award (Public Relations)

2018 – Department of Advertising & Public Relations; University of Georgia

2016 Mass Communication & Society Journal Article of the Year Award

2017 – Mass Communication & Society and Association for Education in Journalism and Mass Communication (AEJMC)

Nominee Richard B. Russell Awards for Excellence in Undergraduate Teaching (Grady College Nominee)

2017 – University of Georgia

International ABERJE Award

2016 – International Public Relations Research Conference (IPRRC)

University of Georgia – Advertising & Public Relations Teacher of the Year Award (Public Relations)

2016 – Department of Advertising & Public Relations; University of Georgia

University of Georgia – Advertising & Public Relations Teacher of the Year Award (Public Relations)

2015 – Department of Advertising & Public Relations; University of Georgia

University of Georgia Teaching Academy Fellowship Program

2014 – University of Georgia Teaching Academy

Plank Center Educator Fellow at Edelman (Chicago)

2014 – Plank Center for Leadership in Public Relations

Precourt Energy Efficiency Student Fellowship

2012 - Behavior, Energy & Climate Change (BECC) conference

Nellie McCannon Life Sciences Communication Award

2011 – Department of Life Sciences Communication, University of Wisconsin-Madison

Society for Risk Analysis Student Travel Award

2010 – Society for Risk Analysis (SRA)

Nellie McCannon Life Sciences Communication Award

2010 – Department of Life Sciences Communication, University of Wisconsin-Madison

Holtz Center Summer Travel Award

2009 – Holtz Center for Science & Technology Studies, University of Wisconsin-Madison

Maurice E. and Grace Witter White Life Sciences Communication Scholarship

2007 – Department of Life Sciences Communication, University of Wisconsin-Madison

Rosa Brook Scholarship

2004 – Department of English, University of Manitoba

Alexander and Pauline Shack Scholarship in English

2004 - Department of English, University of Manitoba

JOURNAL PUBLICATIONS

Refereed

- Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., Zhang, J. S., & McKasy, M. (R&R). The differential effects of science humor on three scientific issues: Global warming, artificial intelligence, and microbiomes. *International Journal of Science Education, Part B*.
- Nowak, G. J. & Cacciatore, M. A. (R&R). Strengthening communication strategies: Profiling audience segments to gain insights into COVID-19 vaccination acceptance. *International Journal of Strategic Communication*.
- O'Neill, L., McKasy, M., Su, L. Y.-F., Cacciatore, M. A., Yeo, S. K., & Qian, S. (to be submitted). "That's some positive energy": How social media users respond to #funny science content. *Social Media & Society*.
- Su, L. Y.-F., McKasy, M., Cacciatore, M. A., Yeo, S. K., DeGrauw, A., & Zhang, S. J. (2022). Generating science buzz: An examination of multidimensional engagement with humorous scientific messages on Twitter and Instagram. *Science Communication, 44*(1), 30-59. doi: 10.1177/10755470211063902
- Cacciatore, M. A. & Meng, J. (2021). Measuring the value of public relations: An international investigation of how communication practitioners view the challenge and solutions. *Athens Journal of Mass Media and Communications, 7*, 1-24.
- Cacciatore, M. A. (2021). Misinformation and public opinion of science and health: Approaches, findings, and future directions. *Proceedings of the National Academy of Sciences (PNAS), 118*(15). <https://doi.org/10.1073/pnas.1912437117>
- Yeo, S. K., Cacciatore, M. A., Su, L. Y.-F., McKasy, M., & O'Neill, L. (2021). Following science on social media: The effects of humor and source likability. *Public Understanding of Science. <https://doi.org/10.1177/0963662520986942>*
- McKasy, M., Cacciatore, M., Su, L. Y. -F., Yeo., S. K., & O'Neill, L. (2020). Operationalizing science literacy: An experimental analysis of measurement. *The Journal of Science Communication, 19*(4). <https://doi.org/10.22323/2.19040203>
- Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., McKasy, M., & Qian, S. (2020). Predicting intentions to engage with scientific messages on Twitter: The roles of mirth and need for humor: *Science Communication, 42*(4), 481-507. <https://doi.org/10.1177/1075547020942512>
- Akin, H., Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. (2020). Publics' support for novel and established science issues linked to familiarity and deference to science. *International Journal of Opinion Research. <https://doi.org/10.1093/ijpor/edaa010>*

- Yeo, S. K., Anderson, A. A., Becker, A. B., & Cacciatore, M. A. (2020). Scientists as comedians: The effects of humor on perceptions of scientists and scientific messages. *Public Understanding of Science*.
<https://doi.org/10.1177/0963662520915359>
- Cacciatore, M. A., Becker, A. B., Anderson, A. A., & Yeo, S. K. (2020). Laughing with Science: The influence of audience approval on engagement. *Science Communication*, 42(2), 195-217. <https://doi.org/10.1177/1075547020910749>
- Guidry, J. P. D., Kim, S., Cacciatore, M. A., Jin, Y., & Messner, M. (2019). Dissecting the root of vaccine misinformation on Pinterest: Examining anti-vaccine organizations' conflict strategies and risk communication. *The Electronic Journal of Communication*, 29(1&2).
- Li, W., Nowak, G. J., Jin, Y., & Cacciatore, M. A. (2018). Inadequate and incomplete: Chinese newspapers' coverage of the first licensed human papillomavirus (HPV) vaccine in China. *Journal of Health Communication*, 23, 581-590.
- Cacciatore, M. A., Nowak, G., & Evans, N. (2018). It's complicated: The 2014-15 U.S. measles outbreak and parents' vaccination beliefs, confidence, and intentions. *Risk Analysis*, 38(10), 2178-2192. doi: 10.1111/risa.13120
- Nowak, G. J., Cacciatore, M. A., Len-Rios, M. E. (2018). Understanding and increasing influenza vaccination acceptance: Insights from a 2016 national survey of adults. *International Journal of Environmental Research and Public Health*, 15(4), E711-729. doi: 10.3390/ijerph15040711
- *Cacciatore, M. A., Yeo, S. K., Scheufele, D. A., Xenos, M. A., Brossard, D., & Corley, E. A. (2018). Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge. *Journalism & Mass Communication Quarterly*, 95(2), 404-424. doi:10.1177/1077699018770447
- *Article awarded the 2018 Journalism & Mass Communication Quarterly Outstanding Research Article Award
- Guidry, J. P. D., Austin, L. L., Carlyle, K. E., Freberg, K., Cacciatore, M. A., Jin, Y., & Messner, M. (2018). Welcome or not: Comparing the #refugees posts on Instagram and Pinterest. *American Behavioral Scientist* 62(4), 512-531.
- Cacciatore, M. A., Meng, J., Reber, B. H., & Boyd, B. (2018). Globalization effects or a growing cultural divide? A three-year comparative analysis of trust predictors in the U.S. and China. *Chinese Journal of Communication*, 11(1), 45-65. doi: 10.1080/17544750.2017.1334681

Xenos, M. A., Scheufele, D. A., Brossard, D., Choi, D.-H., Cacciatore, M. A., Yeo, S. K., & Su, L. Y.-F. (2018). Media use and the informed public in the digital age. *International Journal of Communication, 12*, 706-724.

Cacciatore, M. A., Browning, N., Scheufele, D. A., Brossard, D., Xenos, M., & Corley, E. A. (2018). Opposing ends of the spectrum: Exploring trust in scientific and religious authorities. *Public Understanding of Science, 27*(1), 11-28.
doi: 10.1177/0963662516661090

Cacciatore, M. A., Meng, J., & Berger, B. K. (2017). Information flow and communication practice challenges: A global study on effective response strategies. *Corporate Communications: An International Journal, 22*(3), 292-307.
doi: 10.1108/CCIJ-09-2016-0063.

Su, L. Y.-F., Cacciatore, M. A., Liang, X., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017). Analyzing public sentiments online: Combining human- and computer-based content analysis. *Information, Communication & Society, 20*(3), 406-427. doi: 10.1080/1369118X.2016.1182197

Nowak, G. & Cacciatore, M. A. (2017). Parent's confidence in recommended childhood vaccinations: Extending the assessment, expanding the context. *Human Vaccines & Immunotherapeutics, 13*(3), 687-700. doi:org/10.1080/21645515.2016.1236881

Cacciatore, M. A., Meng, J., Boyd, B. & Reber, B. (2016). Political ideology, media-source preferences, and messaging strategies: A global perspective on trust building. *Public Relations Review, 42*(4), 616-626.
doi:10.1016/j.pubrev.2016.05.001

Simis, M. J., Madden, H., Cacciatore, M. A., & Yeo, S. K. (2016). The lure of rationality: Why does the deficit model persist in science communication? *Public Understanding of Science, 25*(4), 400-414. doi:10.1177/0963662516629749

Cacciatore, M. A., Nowak, G., & Evans, N. (2016). Exploring the impact of the US measles outbreak on parental awareness and support for vaccinations. *Health Affairs, 35*, 334-340. doi:10.1377/hlthaff.2015.1093

*Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2016). The end of framing as we know it ... and the future of media effects. *Mass Communication & Society, 19*(1), 7-23. doi:10.1080/15205436.2015.1068811

*Article awarded the *Mass Communication & Society Journal Article of the Year Award*

Su, L. Y.-F., Cacciatore, M. A., Brossard, D., Corley, E. A., Scheufele, D. A., & Xenos, M. A. (2015). Attitudinal gaps: How experts and lay audiences form policy attitudes toward controversial science. *Science and Public Policy, 43*(2), 196-206. doi:10.1093/scipol/scv031.

- VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. H. (2015). Media-source preferences and trust building: How they influence relationship management. *International Journal of Strategic Communication*, 9(1), 1-22. doi:10.1080/1553118X.2014.943398
- Su, L. Y.-F., Cacciatore, M. A., Scheufele, D. A., Brossard, D., & Xenos, M. (2014). Inequalities in scientific understanding: Differentiating between factual and perceived knowledge gaps. *Science Communication*, 36(3), 352-378. doi:10.1177/1075547014529093
- Yeo*, S. K., Cacciatore*, M. A., Brossard, D., Scheufele, D. A., Runge, K. K., Su, L. Y.-F., Kim, J., Xenos, M., & Corley, E. A. (2014). Partisan amplification of risk: American perceptions of nuclear energy risk in the wake of the Fukushima Daiichi disaster. *Energy Policy*, 67, 727-736.
- * indicates that the two first authors contributed equally to this manuscript.
- Cacciatore, M. A., Yeo, S. K., Scheufele, D. A., Xenos, M., Choi, D-H., Brossard, D., Becker, A. B., & Corley, E. A. (2014). Misperceptions in polarized politics: The role of knowledge, religiosity, and media. *PS: Political Science & Politics*, 47(3), 654-661. doi:10.1017/S1049096514000791
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2014). Another (methodological) look at knowledge gaps and the Internet's potential for closing them. *Public Understanding of Science*, 23(4), 377-395. doi:10.1177/0963662512447606
- Runge, K. K., Yeo, S. K., Cacciatore, M. A., Scheufele, D. A., Brossard, D. A., Xenos, M...Su, L. Y-F. (2013). Tweeting nano: How public discourses about nanotechnology develop in social media environments. *Journal of Nanoparticle Research*, 15(1), 1-11. doi:10.1007/s11051-012-1381-8
- Cacciatore, M. A., Binder, A. R., Scheufele, D. A., & Shaw, B. R. (2012). Public attitudes toward biofuels: Effects of knowledge, political partisanship, and media use. *Politics and the Life Sciences*, 31(1-2), 36-51. doi:10.2990/31_1-2_36
- Cacciatore, M. A., Scheufele, D. A., & Shaw, B. R. (2012) Labeling renewable energies: How the language surrounding biofuels can influence its public acceptance. *Energy Policy*, 51, 673-682. doi:10.1016/j.enpol.2012.09.005
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., Shaw, B. R., & Corley, E. A. (2012). Measuring risk/benefit perceptions of emerging technologies and their potential impact on communication of public opinion toward science. *Public Understanding of Science*, 21(7), 830-847. doi:10.1177/0963662510390159

- Cacciatore, M. A., Anderson, A. A., Choi, D-H., Brossard, D., Scheufele, D. A., Liang, X., Ladwig, P. J., Xenos, M., & Dudo, A. (2012). Coverage of emerging technologies: A comparison between print and online media. *New Media and Society, 14*(6), 1039-1059.
- Berube, D. M., Cummings, C. C., Cacciatore, M. A., Scheufele, D. A., & Kalin, J. (2011). Characteristics and classification of nanoparticles: Expert Delphi survey. *Nanotoxicology, 5*(2), 236-243.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2011). From enabling technology to applications: The evolution of risk perceptions about nanotechnology. *Public Understanding of Science, 20*(3), 385-404.

Commissioned Papers

- Cacciatore, M. A. (2020). Advancing the science and practice of science communication: Misinformation about science in the public sphere. Commissioned paper for the National Academy of Sciences (NAS) Colloquium on Misinformation about Science.
- Cacciatore, M. A. (2020). Advancing the science and practice of science communication: Misinformation about science in the public sphere (practitioner paper). Commissioned paper for the National Academy of Sciences (NAS) Colloquium on Misinformation about Science.
- Cacciatore, M. A. (2016). Science literacy and public perception of science. Commissioned paper for the Committee on Science Literacy and the Public Perception of Science. National Academies of Science, Engineering and Medicine Division of Behavioral and Social Sciences and Education Board on Education.

Book Chapters

- Himmelboim, I., Lee, J. H., Cacciatore, M. A., Kim., S., Krause, D., Miller-Bains, K., Mattson, K., & Reynolds, J. (under review). Vaccine support and hesitancy on Twitter: Opposing views, similar strategies, and the mixed impact of conspiracy theories. In: Ginosar, T., Shah, F., & Weiss, D. (Ed.). *Communicating about Vaccines Online: Understanding and Counteracting Misinformation, Rumors and Lies*. Palgrave McMillan.
- Nowak, G. J. & Cacciatore, M. A. (2020). Media science and practice. In P. Bahri (Ed.), *Communicating about Risks and Safe use of Medicines: Real Life and Applied Research*.

- Cacciatore, M. A., Kim, S., & Danzy, D. (2019). Trouble at 30,000 feet: Twitter response to United Airlines' PR crises. In K. K. Stephens (Ed.), *New Media in Times of Crisis* (pp. 106-125). New York: Routledge.
- Cacciatore, M. A. (2017). Communicating about climate change and biofuels. In M. C. Nisbet, S. H. Ho, E. Markowitz, S. O'Neill, M. S. Schäfer & J. Thacker (Eds.), *Oxford Encyclopedia of Climate Change Communication*. Oxford: Oxford University Press.
- Yeo, S. K., Cacciatore, M. A., & Scheufele, D. A. (2015). News selectivity and beyond: Motivated reasoning in a changing media environment. In O. Jandura, C. Mothes, T. Petersen & A. Schielicke (Eds.), *Publizistik und gesellschaftliche Verantwortung: Festschrift für Wolfgang Donsbach* (pp. 83-104). Berlin: Verlag Springer.
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., & Brossard, D. (2014). The role of news media in the social amplification of risk. In H. Cho, T. Reimer, & K. A. McComas (Eds.), *The Sage Handbook of Risk Communication* (pp. 69-85). Thousand Oaks, CA: Sage.

Published conference proceedings, columns and other articles

- Xie, T., Grady, C., Cacciatore, M. A., & Nowak, G. J. (2019) Understanding flu vaccination acceptance among U.S. adults: The health belief model and media sources. *Proceedings of the International Crisis and Risk Communication Conference, Volume 2*, 35-37. <https://doi.org/10.30658/icrcc.2019.10>
- Cacciatore, M. A. & Yeo, S. K. (2017) Motivated reasoning. In F. M. Moghaddam (Ed.). *The Sage Encyclopedia of Political Behavior* (pp. 502-503). Thousand Oaks, CA: Sage Publications, Inc. Retrieved from <http://dx.doi.org/10.4135/9781483391144.n226>
- Cacciatore, M. A., & Yeo, S. K. (2017). Standard score. In M. Allen (Ed.). *The SAGE Encyclopedia of Communication Research Methods* (pp. 1673–1675). Thousand Oaks, CA: Sage Publications, Inc. Retrieved from <http://dx.doi.org/10.4135/9781483381411.n589>
- Yeo, S. K., & Cacciatore, M. A. (2017). Standard deviation and variance. In M. Allen (Ed.). *The SAGE Encyclopedia of Communication Research Methods* (pp. 1666-1668). Thousand Oaks, CA: Sage Publications, Inc. Retrieved from <http://dx.doi.org/10.4135/9781483381411.n589>

- Yeo, S. K., & Cacciatore, M. A. (2017). Standard error. In M. Allen (Ed.). *The SAGE Encyclopedia of Communication Research Methods* (pp. 1669–1670). Thousand Oaks, CA: Sage Publications, Inc. Retrieved from <http://dx.doi.org/10.4135/9781483381411.n589>
- Guidry, J., Orr, C., Kim, S., Cacciatore, M. A., Jin, Y., & Messner, M. (2016). Dissecting the root of vaccine misinformation on Pinterest: Examining anti-vaccine organizations' conflict strategies and risk communication. *Proceedings of the International Public Relations Research Conference, 19*, 125-144.
- Cacciatore, M. A. (2014, October). The benefits of communicating. *Nature Nanotechnology, 9*, 749.
- Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2014, October). Science gone social. *The Scientist*. Retrieved from <http://www.the-scientist.com/?articles.view/articleNo/40992/title/Science-Gone-Social/>.
- Cacciatore, M. A., Yeo, S. K., Scheufele, D. A., & Xenos, M. A., Choi, D.-H., Brossard, D., Becker, A. B., & Corley, E. A. (2014, September). In politics, caricatures can become facts, and that is bad for everyone. *The London School of Economics and Political Science daily blog on American Politics and Policy*. Retrieved from <http://blogs.lse.ac.uk/usappblog/2014/09/15/in-politics-caricatures-can-become-facts-and-that-is-bad-for-everyone/>.
- Cacciatore, M. A. (2011, April). LSC welcomes back professor Scheufele from Harvard sabbatical. *LSC Communicator*.

CONFERENCE PAPERS & PRESENTATIONS

Refereed

- McKasy, M., Yeo, S. K., Su, L. Y.-F., Zhang, J. S., Cacciatore, M. A., & Allen, H. (2022, May). *Engagement metrics, credibility, and the regulation of enhanced geothermal systems research*. Paper submitted to “The Science of Science Communication: Mapping the Field” pre-conference at the annual convention of the International Communication Association (ICA), Paris, France.
- Cacciatore, M. A., Meng, J., & Reber, B. H. (2022, May). *Leveraging the cybersecurity function to build influence and strategy: An empirical study of public relations professionals' cybersecurity acumen*. Paper accepted for presentation at the annual convention of the International Communication Association (ICA), Paris, France.

- Cacciatore, M. A., (2022, February). *Are you JOKING???* *Humor in science communication research and practice*. Research presentation as part of a panel at the annual convention of the American Association for the Advancement of Science (AAAS), Philadelphia, PA (online).
- McKasy, M., Cacciatore, M. A., Yeo, S. K., Zhang, J. S., Cook, J., & Olaleye, R. M. (2021, August). *The Impact of emotion and humor on support for global warming action*. Paper presentation at the annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.
- Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., & McKasy, M. (2021, August). *The differential effects of science humor on three scientific issues: Global warming, artificial intelligence, and microbiomes*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), virtual.
- Yeo, S. K., Su, L. Y.-F., & Cacciatore, M. A. (2021, March). *Humor: Effective for some, not all, science topics*. Paper presentation at Science Talk '21 (virtual).
- Choi, S. I., Choi, K. H., & Cacciatore, M. A. (2021, February). *The effect of COVID-19 risk perception on tourists' travel intention to a mega-sport event host country: The 2020 Tokyo Olympic Games and the tourists from a neighboring country*. Paper presentation at the Council for Australasian Tourism and Hospitality Education (CAUTHE) 2021 conference, Online.
- O'Neill, L., McKasy, M., Su, L. Y.-F., Cacciatore, M. A., Yeo, S. K., & Qian, S. (2020, August). *That's some positive energy": How social media users respond to #funny science content*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA (virtual).
- Cacciatore, M. A., Nowak, G. J., & Ko, Y. (2020, May). *Understanding flu vaccination attitudes and behaviors: Exploring a measure of health decision-making preferences*. Paper presentation at the annual convention of the International Communication Association (ICA), Gold Coast, Australia (virtual).
- Su, L. Y.-F., McKasy, M., Cacciatore, M. A., Yeo, S. K., DeGrauw, A., & Zhang, S. J. (2020, May). *How attributes of humorous scientific messages predict engagement on Twitter and Instagram*. Paper presentation at the annual convention of the International Communication Association (ICA), Gold Coast, Australia (virtual).
- Cacciatore, M. A., Becker, A. B., Anderson, A. A., & Yeo, S. K. (2020, May). *Laughing with science: The influence of audience approval on engagement*. Paper presentation at the annual convention of the International Communication Association (ICA), Gold Coast, Australia (virtual).

- Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., McKasy, M., & O'Neill, L. (2020, March). *The science of #scicomm: On emotion and humor*. Paper presentation at Science Talk '20, Portland, OR (virtual).
- Yeo, S. K., Anderson, A. A., Becker, A. B., & Cacciatore, M. A. (2020, February). *The effect of science comedy on perceptions of scientists and scientific messages*. Paper presentation at the AAAS 2020 conference, Seattle, WA.
- Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., McKasy, M., O'Neill, L., & Qian, S. (2019, September). *How humor can help us communicate science*. Paper presentation at the #InclusiveSciComm 2019 conference, Kingston, RI.
- Cacciatore, M., McKasy, M., Yeo, S. K., Su, L. Y. -F., Oldroyd, Z., O'Neill, L., & Qian, S. (2019, July). *Confidence in science literacy: An experimental analysis of measurement*. Paper presentation at the International Association for Media and Communication Research (IAMCR) annual conference, Madrid, Spain.
- Xie, T., Grady, C., Cacciatore, M. (2019, March). *Potential health risks among vaccine refusers: The influence of health belief model factors and media selectivity*. Paper presentation at the annual convention of the International Crisis and Risk Communication conference, March 11-13, Orlando.
- Hudgens, L. G., Spain, A.P., Nowak, G. J., & Cacciatore, M. A. (2019, March). *Public attitudes concerning Zika: Results from a nationally-representative U.S. survey*. Paper presentation at the annual convention of the International Crisis and Risk Communication conference, March 11-13, Orlando.
- McKasy, M., Yeo, S. K., Cacciatore, M., Su, L. F. S., & Oldroyd, Z. (2019, February). *#Sciencehumor: A content analysis of science humor on Twitter and Instagram*. Paper presentation at the annual convention of the American Association for the Advancement of Science (AAAS), Washington, D.C.
- Knight, V., Pjesivac, I., & Cacciatore, M. (2018, August). *Otherization of Africa: How American media framed people living with HIV/AIDS in Africa from 1987 to 2007*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
- Nowak, G., & Cacciatore, M. A. (2018, May). *Advancing understanding of adult vaccination acceptance: The importance of vaccine confidence and health decision making preferences*. Paper presentation at the National Immunization Conference, Atlanta, Georgia.

- Cacciatore, M. A., Reber, B. H., & Boyd, B. (2018, May). *Public relations and populism: Understanding public fears and their impacts on business trust*. Paper presentation at the annual convention of the International Communication Association (ICA), Prague, Czech Republic.
- Li, W., Nowak, G., Jin, Y., & Cacciatore, M. A. (2018, May). *Media portrayal of China's first HPV vaccine: A content analysis*. Paper presentation at the annual convention of the International Communication Association (ICA), Prague, Czech Republic.
- Len-Rios, M., Nowak, G., & Cacciatore, M. A. (2018, April). *Do the news media and information sources influence vaccine confidence? A national probability sample of U.S. adults*. Paper presentation at the Kentucky Conference on Health Communication, Lexington, KY.
- Nowak, G. & Cacciatore, M. A. (2017, November). *Parent's acceptance of recommended childhood vaccinations: Confidence, concerns, hesitancy, and provider trust matter*. Paper presentation at the American Public Health Association (APHA) Annual Meeting & Expo, Atlanta, GA.
- Jun, H., Cacciatore, M. A., Scheufele, D., Corley, E., Xenos, M., & Brossard, D. (2017, August). *Reevaluating regulation: Exploring shifts in public perceptions across different regulatory domains*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Cacciatore, M. A., & Hung-Baesecke, F. C. (2017, May). *Comparative research in public relations: Exploring challenges and opportunities*. Research presentation as part of a panel at the annual convention of the International Communication Association (ICA), San Diego, CA.
- Sun, R., Meng, J., & Cacciatore, M. A. (2017, March). *Effects of source credibility via social media on the risk perceptions and purchase intention of American millennials toward genetically modified foods*. Paper presentation at the annual convention of the International Crisis and Risk Communication (ICRC) conference, Orlando, FL.
- Reber, B. H., Cacciatore, M. A. & Ries, T. (2016, October). *What is trust? Looking at the drivers of trust around the globe*. Panel presentation at the annual international convention of the Public Relations Society of America (PRSA), Indianapolis, IN.
- Nowak, G. & Cacciatore, M. A. (2016, August). *Confidence in context: Parents confidence in vaccines and other health-related products for children*. Paper presentation as part of a panel at the Health, Communication, Marketing, and Media Conference, Atlanta, GA.

Meng, J., Cacciatore, M. A., & Berger, B. K. (2016, June). *Information flow and leadership challenges: A global study on effective response strategies in public relations practice*. Paper presentation at the annual convention of the International Communication Association (ICA), Fukuoka, Japan.

Jun, H., Cacciatore, M. A., Scheufele, D. A., Corley, E. A., Brossard, D., & Xenos, M. A. (2016, June). *Polarization and mainstreaming effects: The role of political ideology, media and elaborative processing on public science attitudes*. Paper presentation at the annual convention of the International Communication Association (ICA), Fukuoka, Japan.

Cacciatore, M. A., Nowak, G., & Evans, N. (2016, March). *Disease outbreak and public opinion: How the 2014-15 measles outbreak impacted public perceptions of childhood vaccinations*. Paper presentation at the annual convention of the International Crisis and Risk Communication (ICRC) conference, Orlando, FL.

*Guidry, J. D., Kim, S., Cacciatore, M. A., Jin, Y., & Messner, M. (2016, March). *Dissecting the root of vaccine misinformation on Pinterest: Examining anti-vaccine organizations' conflict strategies and risk communication*. Paper presentation at the annual convention of the International Public Relations Research Conference (IPRRC), Miami, FL.

* *Manuscript awarded the International ABERJE Award*

Cacciatore, M. A., Meng, J., & Berger, B. K. (2016, March). *Measuring the value of PR?: An international investigation of how practitioners view the challenge and solution*. Paper presentation at the annual convention of the International Public Relations Research Conference (IPRRC), Miami, FL.

Cacciatore, M. A. & Eaddy, L. (2015, August). *The changing opinion dynamics around global climate change: Exploring shifts in framing effects on public attitudes*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Akin, H., Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, June). *Public opinion of emerging and established science: How publics assess the risks and benefits of controversial issues*. Paper presentation at the annual convention of the World Association for Public Opinion Research (WAPOR), Buenos Aires, Argentina.

Jun, H., Kim, H., & Cacciatore, M.A. (2015, May). *The polarization of global climate change attitudes: Differential effects of comedy, science, and political media content*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Hollywood, Florida.

- VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. (2015, May). *Bridging the ideological divide: A three-year comparative analysis of public trust predictors between the U.S. and China*. Paper presentation at the annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.
- VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. (2015, May). *Understanding regulatory attitudes: An international examination of the role of political ideology*. Paper presentation at the pre-conference of the annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.
- VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. (2015, March). *The drivers of trust and their stability over time: Evidence from the global trust study*. Paper presentation at the annual convention of the International Public Relations Research Conference (IPRRC), Miami, FL.
- Cacciatore, M.A., Yeo, S. K., Scheufele, D. A., Corley, E. A., Brossard, D., & Xenos, M. A. (2014, December). *Framing, priming and recency effects in risk communication: Exploring opinion formation of “post-normal” science*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), Denver, CO.
- Reber, B. H., Cacciatore, M.A., & Boyd, B. (2014, October). *Building trust: How to predict public’s trust in organizations*. Panel presentation at the annual international convention of the Public Relations Society of America (PRSA), Washington, DC.
- Cacciatore, M. A., Browning, N., Scheufele, D. A., Brossard, D., Xenos, M., & Corley, E. A. (2014, August). *Opposing ends of the spectrum: Predicting trust in scientific and religious authorities*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.
- Cacciatore, M. A., Meng, J., VanderMolen, A. & Reber, B. (2014, August). *The interactive role of political ideology and media preference in building trust: A PR perspective*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.
- Cacciatore, M. A., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2014, May). *Nanotechnology, synthetic biology, and nuclear power: Understanding the social media discourse of science issues*. Paper presentation at the annual convention of the International Communication Association (ICA), Seattle, WA.
- Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2014, May). *Twitter as the social media of choice for sharing science*. Paper presentation at the 13th annual convention of the International Public Communication of Science and Technology (PCST) conference, Salvador, Brazil.

- VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. (2014, March). *The role of media selection in predicting trust: Evidence from the global trust study*. Paper presentation at the annual convention of the International Public Relations Research Conference (IPRRC), Miami, FL.
- Akin, H., Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2013, November). *Evaluating science: How the public weighs risks and benefits of controversial technologies*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Su, L. Y.-F., Cacciatore, M. A., Brossard, D., Scheufele, D. A., Xenos, M. A., & Corley, E. A. (2013, November). *Attitudinal gap: How experts and lay audiences form policy attitudes toward controversial science*. Paper presentation at the Fall Research Conference of the Association for Public Policy Analysis & Management (APPAM), Washington, DC.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2013, October). *Explaining attitudes toward nanotechnology: The interaction between risk perceptions and regulatory trust on public support*. Paper presentation at the annual convention of the Society for the Study of Nanoscience and Emerging Technologies (S.Net), Boston, MA.
- Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., Runge, K., Su, L. Y.-S., Kim, J., Xenos, M.A., & Corley, E. A. (2013, August). *Partisan amplification of nuclear energy risk in the wake of the Fukushima Daiichi disaster*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
- Choi, D.-H., Cacciatore, M. A., Xenos, M., Scheufele, D. A., Brossard, D., & Corley, E. A. (2013, August). *How do individuals develop attitude extremity in the new media environment? The interplay between the internet, schema, and information seeking*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
- Cacciatore, M. A., Scheufele, D. A., Yeo, S. K., Xenos, M., Choi, D.-H., Brossard, D. & Corley, E. A. (2013, June). *Misperceptions in polarized politics: The role of knowledge, religiosity and media*. Paper presentation at the annual convention of the International Communication Association (ICA), London, UK.
- Xenos, M., Scheufele, D. A., Brossard, D., Choi, D.-H., Cacciatore, M. A., Yeo, S. K., & Su, L. Y-F. (2013, June). *News media use and the informed public in the digital age*. Paper presentation at the annual convention of the International Communication Association (ICA), London, UK.

- Choi, D.-H., Cacciatore, M. A., Kim, Y. M., Scheufele, D. A., Xenos, M. A., Brossard, D., Corley, E. A. (2013, May). *Issue publics in nanotechnology in the new media environment*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Boston, MA.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2012, December). *Communicating risks about science: Exploring the interactive effects of cognitive schema and journalist news frames on public risk perceptions*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), San Francisco, CA.
- Binder, A. R., & Cacciatore, M. A. (2012, December). *Errors of judgment: The effects of survey construction on public opinion of nanotechnology and what they mean for scientists and policymakers*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), San Francisco, CA.
- Cacciatore, M. A., Scheufele, D. A., & Shaw, B. R. (2012, November). *Gaps in scientific support: The polarizing effects of political media attention on public biofuels attitudes*. Paper presentation at the annual convention of the Behavior, Energy and Climate Change (BECC) conference, Sacramento, CA.
- Cacciatore, M. A., Yeo, S. K., Su, L. Y-F., Choi, D.-H., Xenos, M. A., Scheufele, D. A., Brossard, D., Anderson, A. A., Kim, J., & Corley, E. A. (2012, August). *Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge*. Paper presentation at the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), Chicago, IL.
- Choi, D.-H., Cacciatore, M. A., & Kim, S.-H. (2012, August). *The roles of emotions and news media on political participation*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Xenos, M., Scheufele, D. A., Brossard, D., Choi, D.-H., & Cacciatore, M. A. (2012, August). *News media use and the informed public in the digital age*. Paper presentation at the annual convention of the American Political Science Association (APSA) Political Communication Pre-conference, Baton Rouge, LA.
- Choi, D.-H., Cacciatore, M. A., Scheufele, D. A., Brossard, D., & Xenos, M. A., (2012, May). *Disentangling public opinion of nanotechnology: Exploring the interactive effects of news media, values, and information processing on opinion formation*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Orlando, FL.

- Choi, D.-H., Cacciatore, M. A., Xenos, M. A., Scheufele, D. A., & Brossard, D. (2012, May). *The digital production gap: The role of news media use, information processing, and opinion expression*. Paper presentation at the annual convention of the International Communication Association (ICA), Phoenix, AZ.
- Cacciatore, M. A., Scheufele, D. A., Corley, E. A., Shapira, P., & Youtie, J. (2012, April). *Practicing what they preach? Comparing the self-reported attitudes of nanoscientists with their EHS publication records*. Paper presentation at the 12th annual convention of the International Public Communication of Science and Technology (PCST) conference, Florence, Italy.
- Choi, D.-H., Cacciatore, M. A., Scheufele, D. A., & Shaw, B. (2011, November). *Interpersonal discussion about science: How news media use and attitude strength promote interpersonal discussion about a science issue*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Cacciatore, M. A., Scheufele, D. A., Corley, E. A., Shapira, P., & Youtie, J. (2011, December). *Do leading U.S. nanoscientists practice what they preach? Using publication records as a predictor of scientists' attitudes toward the regulation and communication of nanoscience*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), Charleston, SC.
- Choi, D.-H., Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2011, November). *Nanotechnology and talk: Incorporating the differential gains model for an emerging technology*. Paper presentation at the annual convention of the Society for the Study of Nanoscience and Emerging Technologies (S.Net), Tempe, AZ.
- Cacciatore, M. A., Choi, D.-H., Scheufele, D. A., & Corley, E. A. (2011, November). *Unpacking the relationships between religiosity, deference to scientific authority and support for nanotechnology: A structural equation modeling approach*. Paper presentation at the annual convention of the Society for the Study of Nanoscience and Emerging Technologies (S.Net), Tempe, AZ.
- Cacciatore, M. A., Choi, D.-H., Scheufele, D. A., & Corley, E. A. (2011, August). *Support for emerging technologies: Disentangling the predispositional, affective and cognitive pathways*. Paper presentation at the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), St. Louis, MO.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2011, August). *Institutional trust, risk information processing and support for an emerging technology*. Paper presentation at the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), St. Louis, MO.

- Choi, D.-H., Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2011, August). *Connecting interpersonal discussion and the internet: How interpersonal discussion moderates the effect of the internet on being informed about nanotechnology*. Paper presentation to the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), St. Louis, MO.
- Ladwig, P., Choi, D.-H., Anderson, A. A., Cacciatore, M., Liang, X., Brossard, D., et al. (2011, May). *Coverage of emerging technologies: A comparison between print and online media*. Paper presentation at the annual convention of the International Communication Association (ICA), Boston, MA.
- Cacciatore, M. A., Binder, A. R., Brigham Schmuhl, N., Scheufele, D. A., & Shaw, B. (2010, December). *Off the top of your head: Exploring the influence of mental associations on risk and benefit perceptions of biofuels*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), Salt Lake City, UT.
- Cacciatore, M. A., Binder, A. R., Brigham Schmuhl, N., Scheufele, D. A., & Shaw, B. (2010, December). *Assessing public opinion of alternative energies: The role of cognitive associations in support for biofuels*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), Salt Lake City, UT.
- Dalrymple, K. E., Cacciatore, M. A., Anderson, A. A., Liang, X., Brossard, D., & Scheufele, D. A. (2010, November). *Media use and sustainability: A hierarchical linear modeling approach to understanding fiscal attitudes toward renewable energy*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Cacciatore, M. A., Binder, A. R., Scheufele, D. A., & Shaw, B. (2010, August). *Biofuels and public benefit and risk perceptions: The interacting effects of political ideology and media attention*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., Shaw, B. R., & Corley, E. A. (2010, August). *Measuring perceptions of emerging technologies: Errors in survey self reports and their potential impact on communication of public opinion toward science*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2010, August). *A new (methodological) look at science knowledge gaps: Merging trend-data to examine widening nanotechnology knowledge gaps*. Paper presentation at the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), Denver, CO.

- Binder, A. R., Cacciatore, M. A., Brigham Schmuhl, N., Shaw, B. R., & Scheufele, D. A. (2010, May). *Effects of priming and extremity of response on individual support for alternative energy: Evidence from a survey-based experiment*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Chicago, IL.
- Brigham Schmuhl, N., Cacciatore, M. A., Binder, A. R., Shaw, B. R., & Scheufele, D. A. (2010, May). *Technological innovation in America's backyard: The intersection of media use, political partisanship, and public opinion of biofuels*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Chicago, IL.
- Cacciatore, M. A., Quevedo, V., Rojas, H., & Gunther, A.C. (2010, May). *The hostile media phenomena and the quality of journalistic practices: An experiment regarding the debate over biofuel implementation*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Chicago, IL.
- Cacciatore, M.A., Scheufele, D. A., & Corley, E. A. (2010, May). *The emergence of nanotechnology knowledge gaps: Differences in knowledge across education levels and media exposure*. Paper presentation at the annual convention of the American Association for Public Opinion Research (AAPOR), Chicago, IL.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2009, November). *In God we trust? Exploring the link between religiosity and risk perceptions in nanotechnology attitude formation*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2009, August). *It depends on what you've heard: Exploring the risk perception-attitude link across different applications of nanotechnology*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Boston, MA.
- Cacciatore, M. A., Hernandez, T., & Kang, N. (2008, November). *Emotions and information processing of online news*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Cacciatore, M. A., & Ryan, B. (2007, November). *Poll trends: Public opinion of food safety in the United States*. Paper presentation at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.

Invited Talks

Cacciatore, M. A. (2021, July). *The Landscape of Misinformation about Science ... Revisited*. Invited panelist at the U.S. National Academies of Sciences, Engineering, and Medicine Committee for Addressing Inaccurate and Misleading Information about Biological Threats through Scientific Collaboration and Communication, online.

Cacciatore, M. A. (2020, October). *Encyclopedia Obscura Research Talk*. Invited workshop participant to Rita Allen Foundation Civic Science Fellows Co-Lab presentation, online.

Cacciatore, M. A. (2020, October). *Discussing Science*. Invited panelist at The Plant Center Professional Development Workshop, Athens, GA.

Cacciatore, M. A. (2019, October). *Misinformation in Health Communication*. Presentation as part of an invited panel at the 2019 State of the Public's Health Conference, Athens, GA.

Cacciatore, M. A. (2019, June). *Understanding global risk communication*. Presentation as part of an invited visit to the Korean Ministry of Food and Drug Safety, Cheongju, North Chungcheong Province, South Korea.

Cacciatore, M. A. (2019, June). *Risk communication through digital channels*. Presentation as part of an invited visit to the Korean Ministry of Food and Drug Safety, Cheongju, North Chungcheong Province, South Korea.

Cacciatore, M. A. (2019, June). *Diagnosing and overcoming the challenges of science communication*. Presentation as part of an invited session on "Public perception of science" at the Fourth Korean-American Kavli Frontiers of Science Symposium, Incheon, South Korea.

Cacciatore, M. A. (2019, April). *The landscape of mis(dis)information about science*. Plenary speaker presentation at the 2019 Arthur M. Sackler Colloquia of the National Academy of Sciences on Advancing the Science and Practice of Science Communication: Misinformation about Science in the Public Sphere, Irvine, CA.

Cacciatore, M. A., Yeo, S. K., Scheufele, D. A., Xenos, M. A., Brossard, D., & Corley, E. A. (2018, August). *Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge*. Paper presentation as part of an invited panel at the Association for Education in Journalism & Mass Communication (AEJMC), Washington, DC.

Cacciatore, M. A. (2017, November). *Searching for data*. Invited presentation to Talking Dog student PR and advertising team at the University of Georgia, Athens, GA.

- Cacciatore, M. A. (2017, September). *Teaching and course evaluations*. Invited talk to GRSC 7770 at the University of Georgia as part of a panel on teaching.
- Cacciatore, M. A. (2017, April). *Nanotechnology, synthetic biology, and nuclear power: Exploring the social media discourse of risk-laden science issues*. Paper presentation at a workshop on new media and crisis communication at the University of Texas, Austin, TX.
- Cacciatore, M. A. (2017, March). *It's complicated: Vaccine opinion and the 2014-15 Disneyland measles outbreak*. Invited presentation to the Department of Life Sciences Communication colloquium at the University of Wisconsin-Madison, Madison, WI.
- Cacciatore, M. A. (2016, October). *Research and Creative Consultants: Strategies for your limited budget*. Presentation to Creative Consultants PR group at the University of Georgia as part of an invited talk about research methodology, Athens, GA.
- Cacciatore, M. A. (2016, September). *Teaching required courses*. Invited talk to GRSC 7770 at the University of Georgia as part of a panel on teaching.
- Cacciatore, M. A. (2016, June). *Emerging sources of scientific information*. Invited talk at the American Academy of Arts and Sciences workshop on the Public Face of Science, Cambridge, MA.
- Reber, B. H., Hung-Baesecke, F., & Cacciatore, M. A. (2016, April). *Building trust on an international scale*. Paper presentation at the Leadership Forum in Berlin, Germany.
- Reber, B. H., Cacciatore, M. A. & Ries, T. (2016, February). *Building trust: The drivers of trust around the globe*. Paper presentation as a webinar to the Public Relations Society of America.
- Cacciatore, M. A. (2016, March). *Measuring success: Guidelines for evaluative research*. Paper presentation as an invited talk to the Talking Dog student advertising team at the University of Georgia.
- Cacciatore, M. A. (2014, September). *Misperceptions in polarized politics: The role of knowledge, religiosity, and media*. Invited talk as part of University of Georgia, Department of Journalism Proseminar series, Athens, GA.
- Cacciatore, M. A., & Sweetser, K. D. (2013, October). *Research in public relations: Practical things you need to know to best serve your client this semester*. Presentation to Creative Consultants PR group at the University of Georgia as part of an invited talk about research methodology, Athens, GA.

Cacciatore, M. A. (2013, September). *Communicating bioenergy in social and political contexts*. Invited talk as part of University of Georgia, Department of Journalism Proseminar series, Athens, GA.

Other Presentations

Cacciatore, M. A. (2019, June). *Understanding global risk communication*. Presentation as part of an invited visit to Korean Association of Science Journalists, Seoul, South Korea.

Akin, H., Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., & Xenos, M. (2013, March). *Evaluating science: How the public weighs risks and benefits of controversial technologies*. Paper presentation at the NSEC External Advisory Board Meeting, Madison, WI.

Su, L. Y.-F., Cacciatore, M. A., Brossard, D., Scheufele, D. A., Xenos, M. A., & Corley, E. A. (2013, March). *Expert and public perceptions of nanotechnology regulation*. Paper presentation at the NSEC External Advisory Board Meeting, Madison, WI.

Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2012, May). *Institutional trust, risk information processing and support for nanotechnology*. Paper presentation at the National Science Foundation site visit for the Center for Nanotechnology in Society at Arizona State University, Tempe, AZ.

Cacciatore, M. A., Choi, D.-H., & Scheufele, D. A. (2012, May). *Coverage of emerging technologies: A comparison between print and online media*. Paper presentation at the National Science Foundation site visit for the Center for Nanotechnology in Society at Arizona State University, Tempe, AZ.

Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2011, January). *Re-examining science knowledge acquisition: Exploring the internet as a leveler of education-based nanotechnology knowledge gaps*. Paper presentation at the annual All-Hands Meeting of the Center for Nanotechnology in Society at Arizona State University, Tempe, AZ.

Cacciatore, M.A., Scheufele, D. A., & Corley, E. A. (2010, May). *From enabling technology to applications: The evolution of risk perceptions about nanotechnology*. Paper presentation at the National Science Foundation site visit for the Center for Nanotechnology in Society at Arizona State University, Tempe, AZ.

Shaw, B. R., Scheufele, D. A., Cacciatore, M. A., Brigham Schmuhl, N., Binder, A. R., Fung, T. K., & Choi, D-H. (2009, October). *Understanding public opinion dynamics surrounding biofuels: Building capacity for successful outreach*. Presentation to the Senate Agriculture Appropriations Subcommittee site visit, Madison, WI.

SERVICE & OUTREACH

Student Advising

- Laura Hudgens, Ph.D. program and dissertation advisor (Expected Graduation: Spring, 2022).
- Alex Frank, Master's program and thesis advisor (Graduated: Spring, 2021).
- Hyoyeun Jun, Master's program and thesis advisor (Graduated: Spring, 2016).

Student Committee Membership (Ph.D.)

- Mathew Binford, Ph.D. Dissertation committee member (Expected Graduation: Spring, 2022).
- Bryan Trude, Ph.D. Dissertation committee member (Expected Graduation: Spring, 2022).
- Chia-I Hou, Ph.D. Dissertation committee member (Expected Graduation: TBD).
- Michael Harman, Ph.D. Dissertation committee member (Expected Graduation: Spring, 2022).
- Tong Xie, Ph.D. Dissertation committee member (Expected Graduation: Spring, 2022).
- Dong Jae Lim, Ph.D. Dissertation committee member (Graduated: Spring, 2021).
- Hyoyeun Jun, Ph.D. Dissertation committee member (Graduated: Spring, 2020).
- Abu Daud Isa, Ph.D. Dissertation committee member (Graduated: Summer 2019).
- Sungsu Kim, Ph.D. Dissertation committee member (Graduated: Summer 2019).
- Camila Espina, Ph.D. Dissertation committee member (Expected Graduation: Spring 2019).
- Nicholas Browning, Ph.D. Dissertation committee member (Graduated: Summer 2015). Dissertation Title: *Corporate social responsibility: Driving cognitive processes and strategic implementation*.

Student Committee Membership (Master's and Undergraduate Honor's Thesis)

- Jeff Duncan, Thesis committee member (Graduated: Summer 2019).
- Keisha "Dannie" Parker, Thesis committee member (Graduated: Spring, 2019).
- Jeong Hyun Lee, Thesis committee member (Graduated: Spring, 2019).
- Victoria Knight, Thesis committee member (Graduated: Spring, 2018).
- Wenbo Li, Master's thesis committee member (Graduated: Spring 2017).

- Ruoyu Sun, Master's thesis committee member (Graduated: Spring 2017).
- Ruobing Han, Master's thesis committee member (Graduated: Spring 2017).
- Erin Rock, Master's non-thesis committee member (Graduated: Spring 2016).
- Amy Feinberg, Undergraduate Honor's Thesis committee member (Graduated: Spring 2015).

Other Advising

- Center for Undergraduate Research Opportunities (CURO) Faculty advisor for Connor Grady (Spring, 2019)
- Center for Undergraduate Research Opportunities (CURO) Faculty advisor for Taoli Zhang (Spring, 2016)

University, Collage and Departmental Committee Membership

- UGA Faculty Seed Grant Reviewer Committee, 2021-present
- UGA Richard B. Russell Awards Committee, 2020-present
- UGA Graduate Policy & Planning Committee, 2019-2021
- UGA Graduate Council, 2018-2021
- UGA Graduate Appeals Committee, 2018-2019
- Grady Ad Hoc Awards Committee, 2018-2021
- ADPR Ad Hoc Curriculum Committee, 2017-2018
- Grady Admissions Committee, 2016-2019
- Grady College Executive Committee, 2015-16
- Exploratory Social Media Monitoring and Listening Committee, 2015-16

Media Mentions & Interviews

- Research mentioned in 9news.com (NBC-Denver):
<https://www.9news.com/article/news/investigations/the-bubble-social-media-experiment/73-ac6a3ae8-2c93-47c0-b8ff-61511d509f6e>
- Research/writing discussed on the blog of Raul Pacheco-Vega:
<http://www.raulpacheco.org/2018/02/how-to-write-the-introduction-to-a-research-paper/>
- Research and keynote talk summarized in Letter #399 of the Research America weekly newsletter.
- Research mentioned on the Pacific Standard website:
<https://psmag.com/news/facebook-may-be-creating-a-less-informed-electorate>
- Research mentioned on Undark.org: <https://undark.org/article/just-add-science-journalism-trump/>
- Research mentioned on NPR:
<http://www.npr.org/sections/13.7/2016/11/28/503551431/for-some-scientists-aren-t-the-authority-on-science>

- Research mentioned in Washington Post:
<https://www.washingtonpost.com/news/monkey-cage/wp/2016/09/14/a-politician-walks-into-a-joke-stop-me-if-youve-heard-this-one/>
- Interviewed by MedScape for story:
<http://www.medscape.com/viewarticle/858726>
- Interviewed by HealthDay for story: <https://consumer.healthday.com/kids-health-information-23/measles-news-464/measles-outbreak-may-have-swayed-some-parents-on-vaccines-707860.html>
- Interviewed by WTOP radio in Washington, DC for radio feature:
<http://www.healthaffairs.org/podcasts/parental-vaccine-awareness-and-2014-15-us-measles-outbreak>
- Research featured in Family Practice News:
<http://www.familypracticenews.com/specialty-focus/vaccines/single-article-page/many-parents-unaware-of-2014-2015-disneyland-measles-outbreak/fbe15f77bcae59834bb34eb05d36409c.html>

Other activities

- Editorial Board Member for Mass Communication & Society, 2021 – present
- Editorial Board Member for Environmental Communication, 2020 – present
- Faculty Advisor (Research) for Creative Consultants/Talking Dog, 2014 – present
- Invited discussion leader for “Public and Policy Feedback: S&T Communication & Engagement” session at 2014 Science and Technology Policy Gordon Research Conference in Waterville Valley, NH, August 10-15.

Reviewer – Grant submissions

- University of Georgia Faculty Seed Grants in the Sciences (Social and Behavioral Sciences Review Committee) (2021 – present)
- National Science Foundation (SoS: DCI – Science of Science: Discovery, Communication, and Impact) (2021 - present)
- Swiss National Science Foundation (2020 – present)
- National Science Foundation (SMA – Science of Science Policy) (2019 - present)
- TESS (Time-sharing Experiments for the Social Sciences) (2018 - present)
- Genome BC, Societal Issues 2 (2018 - present)

Reviewer – Journals (Manuscript Reviewer)

- *Journal of International Crisis and Risk Communication Research*, 2020 - present
- *International Journal of Strategic Communication*, 2020 - present
- *Journal of Trust Research*, 2020 – present
- *Proceedings of the National Academy of Sciences*, 2019 – present
- *Social Media and Society*, 2019 – present
- *International Archives of Nursing and Health Care*, 2019 – present
- *Journalism*, 2019 – present
- *Sociology Compass*, 2019 – present
- *Annals of the International Communication Association*, 2018 – present
- *Meat Science*, 2017 – present
- *Environmental Communication*, 2017 – present
- *Communication Monographs*, 2017 – present
- *Vaccine*, 2017 – present
- *Journal of Interactive Advertising*, 2017 – present
- *Human Communication Research*, 2016 – present
- *Journal of Public Relations Research*, 2016 – present
- *Journalism and Mass Communication Educator*, 2016 – present
- *International Journal of Public Opinion Research* 2016 – present
- *Communication Theory*, 2016 – present
- *Chinese Journal of Communication*, 2016 – present
- *Sage Open Access*, 2016 – present
- *Appetite*, 2016 – present
- *Environmental Conservation*, 2016 – present
- *Journal of Health Psychology*, 2016 – present
- *Political Communication*, 2016 – present
- *Communications: The European Journal of Communication Research*, 2016 – present
- *Journalism & Mass Communication Quarterly*, 2016 – present
- *Public Opinion Quarterly*, 2016 – present
- *PLOS One*, 2016 – present
- *Transportation Research Part D: Transport and Environment*, 2015 – present
- *American Political Science Review*, 2015 – present
- *Environmental Policy and Governance*, 2015 – present
- *Journal of Computer-Mediated Communication*, 2015 – present
- *Journal of Communication*, 2015 – present
- *American Journal of Preventive Medicine*, 2015 – present
- *Communication Research*, 2015 – present
- *Journal of Health Communication*, 2015 – present
- *Science Communication*, 2015 – present
- *JCOM: Journal of Science Communication*, 2014 – present
- *Asian Journal of Communication*, 2014 – present
- *Nano Ethics*, 2014 – present
- *Science and Engineering Ethics*, 2014 – present
- *Energy Policy*, 2014 – present

- *Mass Communication & Society*, 2014 – present
- *Science, Technology, and Human Values*, 2014 – present
- *Biomass and Bioenergy*, 2014 – present
- *International Journal of Press and Politics*, 2014 – present
- *Journal of Information Technology & Politics*, 2014 – present
- *Nature Nanotechnology*, 2014 – present
- *Biofuels*, 2014 – present
- *Bulletin of Science, Technology & Society*, 2013 – present
- *Yearbook of Nanotechnology in Society*, 2013 – present
- *Policy Studies Journal*, 2013 – present
- *Risk Analysis*, 2013 – present
- *New Media & Society*, 2013 – present
- *Public Understanding of Science*, 2010 – present

Reviewer - Conferences

- *International Communication Association (ICA)*, reviewer for multiple divisions, 2016 – present
- *Association for Education in Journalism & Mass Communication (AEJMC)*, reviewer for multiple divisions, 2014 – present

REFERENCES

Dietram A. Scheufele

John E. Ross Chaired Professor of Science Communication
Department of Life Sciences Communication
309 Hiram Smith Hall
1545 Observatory Drive
University of Wisconsin-Madison
Madison, WI, USA 53706
Phone: 608.262.1614
scheufele@wisc.edu

Bryan H. Reber

Department Head and C. Richard Yarbrough Professor in Crisis Communication
Leadership
Department of Advertising & Public Relations
223-D Journalism Bldg.
120 Hooper Street
University of Georgia
Athens, GA, USA 30602
Phone: 706.542.3178
reber@uga.edu

Dominique Brossard

Professor and Department Head
Department of Life Sciences Communication
324 Hiram Smith Hall
1545 Observatory Drive
University of Wisconsin-Madison
Madison, WI, USA 53706
Phone: 608.262.0482
dbrossard@wisc.edu

Elizabeth A. Corley

Lincoln Professor of Public Policy, Ethics & Emerging Technologies
Associate Professor in the School of Public Affairs
School of Public Affairs
411 N. Central Avenue, Suite 480
Mail Code 3720
Arizona State University
Phoenix, AZ, USA 85004-0687
Phone: 602.496.0462
corley.elizabeth@gmail.com