

CURRICULUM VITAE

Michael A. Cacciatore
Associate Professor & Assistant Department Head
Department of Advertising & Public Relations
Henry W. Grady College of Journalism & Mass Communication
University of Georgia

HIGHER EDUCATION

Ph.D. (2013) - University of Wisconsin-Madison
Mass Communications (Science Communication)

M.S. (2009) - University of Wisconsin-Madison
Life Sciences Communication

B.A. (2006) - University of Manitoba
Department of English

ACADEMIC APPOINTMENTS

Associate Professor in Public Relations
Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
University of Georgia, Athens, GA
August 2019-present, Tenured, Graduate faculty

Assistant Professor in Public Relations
Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
University of Georgia, Athens, GA
August 2013-July 2019, Tenure-track, Graduate faculty

ADMINISTRATIVE EXPERIENCE

Assistant Department Head (Dept. of Advertising & Public Relations) (2023-present)
Co-Director, Grady Center for Health & Risk Communication (2020-present)
Associate Director, SEE Suite: Social media Engagement & Evaluation (2018-present)

HONORS & AWARDS

1. **Task Force on Preeminence in Health and Medicine (Invited Member)**
2025 - The University of Georgia Office of the Provost
2. **Chair-Elect for the Risk Communication Specialty Group (RCSG)**
2024 – Risk Communication Specialty Group of the Society for Risk Analysis
3. **UGA Vertically Integrated Project for Research (VIPR) Proposal Award**
2024 - The University of Georgia Office of Instruction
4. **Top Paper Award**
2024 – International Public Relations Research Conference (IPRRC)
5. **Mass Communication & Society Division First Place Faculty Paper Award**
2023 – AEJMC Mass Communication & Society Division
6. **UGA Teaching Academy Fellowship Member**
2021 - The University of Georgia Teaching Academy
7. **Roland Page Award for Outstanding Graduate Faculty**
2020 – Grady College
8. **Kavli Fellow**
2019 – The National Academies of Sciences, Engineering, and Medicine
9. **Roland Page Award for Outstanding Graduate Faculty**
2019 – Grady College
10. **2018 Journalism & Mass Communication Quarterly Outstanding Research Article Award**
2019 – Journalism & Mass Communication Quarterly
11. **OIBR Grantsmanship Development Program**
2018 – University of Georgia
12. **Richard B. Russell Awards for Excellence in Undergraduate Teaching**
2018 – University of Georgia
13. **Advertising & Public Relations Teacher of the Year Award (Public Relations)**
2018 – Department of Advertising & Public Relations; University of Georgia
14. **2016 Mass Communication & Society Journal Article of the Year Award**
2017 – Mass Communication & Society and Association for Education in Journalism and Mass Communication (AEJMC)

15. **Nominee Richard B. Russell Awards for Excellence in Undergraduate Teaching (Grady College Nominee)**
2017 – University of Georgia
16. **International ABERJE Award**
2016 – International Public Relations Research Conference (IPRRC)
17. **Advertising & Public Relations Teacher of the Year Award (Public Relations)**
2016 – Department of Advertising & Public Relations; University of Georgia
18. **Advertising & Public Relations Teacher of the Year Award (Public Relations)**
2015 – Department of Advertising & Public Relations; University of Georgia
19. **University of Georgia Teaching Academy Fellowship Program**
2014 – University of Georgia Teaching Academy
20. **Plank Center Educator Fellow at Edelman (Chicago)**
2014 – Plank Center for Leadership in Public Relations
21. **Precourt Energy Efficiency Student Fellowship**
2012 - Behavior, Energy & Climate Change (BECC) conference
22. **Nellie McCannon Life Sciences Communication Award**
2011 – Department of Life Sciences Communication, University of Wisconsin-Madison
23. **Society for Risk Analysis Student Travel Award**
2010 – Society for Risk Analysis (SRA)
24. **Nellie McCannon Life Sciences Communication Award**
2010 – Department of Life Sciences Communication, University of Wisconsin-Madison
25. **Holtz Center Summer Travel Award**
2009 – Holtz Center for Science & Technology Studies, University of Wisconsin-Madison
26. **Maurice E. and Grace Witter White Life Sciences Communication Scholarship**
2007 – Department of Life Sciences Communication, University of Wisconsin-Madison

27. Rosa Brook Scholarship

2004 – Department of English, University of Manitoba

28. Alexander and Pauline Shack Scholarship in English

2004 - Department of English, University of Manitoba

EDITORIAL BOARD MEMBERSHIP

- Editorial Board Member for Science Communication, 2023 – present
- Editorial Board Member for Mass Communication & Society, 2021 – present
- Editorial Board Member for Environmental Communication, 2020 – 2024

RESEARCH

FUNDED RESEARCH GRANTS & CONTRACT WORK

Under Review

Hip-Hop Science: Examining the Effectiveness of Science Communication Using Cultural Frames

- **National Science Foundation (requested \$1,999,032)**
- **August, 2025 – July, 2028**
- Co-Principal Investigator on a submitted NSF-funded project that focuses on reaching diverse audiences with science content using the dimensions of hip-hop culture. This project is a collaboration with STEMedia and the University of Utah.

Awarded

Social Dynamics Surrounding Bioindustrial Manufacturing and Products

- **BioMADE (\$100,000)**
- **Jan., 2023 – Sept., 2024**
- Principal Investigator on a BioMADE project that focuses on investigating public awareness and attitudes toward bioindustrial manufacturing. This project is a collaboration with Tandem Repeat Technologies.

Note: BioMADE has requested an amendment to finance multiple additional data collections in 2025. The exact value of the amendment is forthcoming.

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 focused on producing and evaluating STEM content for YouTube, with a final goal of 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.

TEPHINET Global Microlearning Development

- **CDC-TEPHINET (\$6,000)**
- **Aug., 2021 – Oct., 2021**
- Principal Investigator on a contract to produce microlearning videos for the CDC and TEPHINET to use in risk communication trainings

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, 2024**
- 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

INVITED TALKS

1. Cacciatore, M. A. (2025, May). *Public Thinking and Biomanufacturing*. Invited speaker at the U.S. National Academies of Sciences, Engineering, and Medicine Committee speaking on the topic of Biomanufacturing, online.
2. Cacciatore, M. A. (2025, May). *Engaging Multicultural Audiences through Inclusive STEM Content on YouTube*. Invited participant at the NSF 75th Anniversary STEM Day in Salt Lake City, Utah.
3. Cacciatore, M. A. (2025, April). *Biomanufacturing & Public Opinion*. Invited speaker at the annual members meeting of BioMADE, Minneapolis, MN.
4. Cacciatore, M. A. (2025, March). *From Laughter to Social Identities: An Overview of Recent Projects to Expand the Audience for Science*. Invited presentation to Shanghai International Studies University in Shanghai, China.
5. Cacciatore, M. A. (2025, March). *A Science Communication Primer: Assumptions, Realities, Barriers, & Opportunities*. Invited presentation to Shanghai International Studies University in Shanghai, China.
6. Cacciatore, M. A. (2024, November). *Murrow Scholars Panel on Misinformation*. Invited panelist for the Murrow Scholars Panel organized by Grady College in Athens, GA.
7. Cacciatore, M. A. (2023, November). *Public Opinion Formation: Paradigm Shifts in How We Communicate*. Invited presentation to Imagem Corporativa in São Paulo, Brazil.
8. Cacciatore, M. A. (2023, March). *Depictions of Science in Media & Resulting Opinion Formation*. Invited presentation to the American Physical Society Forum on Outreach and Engaging the Public (Session Focus: Misinformation) in Las Vegas, Nevada.
9. Cacciatore, M. A. (2022, May). *Engaging Audiences Online: Humor as a Tool for Science Communication*. Invited keynote presentation to the Public Online Engagement with Science Information (POESI) workshop at the Technology University of Braunschweig in Braunschweig, Germany.
10. Cacciatore, M. A. (2022, April). *Considerations Surrounding Misinformation about Energy*. Invited presentation to the International Symposium on Public Opinion of Nuclear Energy and Other Energy Sources at Nanyang Technological University, online.

11. Cacciatore, M. A. (2022, April). Invited keynote speaker at the Department of Life Sciences Communication Scholarship Reception at the University of Wisconsin-Madison, Madison, WI.
12. Cacciatore, M. A. (2022, April). *Addressing Inaccurate and Misleading Information about Biological Threats*. Invited workshop participant at the U.S. National Academies of Sciences, Engineering, and Medicine Committee for Addressing Inaccurate and Misleading Information about Biological Threats, online.
13. Cacciatore, M. A. (2022, March). *Science Communication: Current Projects and Practical Implications*. Invited presentation to the Business and Public Communication Fellows at the University of Georgia, Athens, GA.
14. 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.
15. Cacciatore, M. A. (2021, March). *Diagnosing and Overcoming the Challenges of Science Communication*. Invited presentation to the Business and Public Communication Fellows at the University of Georgia, Athens, GA.
16. Cacciatore, M. A. (2020, October). *Encyclopedia Obscura Research Talk*. Invited workshop participant to Rita Allen Foundation Civic Science Fellows Co-Lab presentation, online.
17. Cacciatore, M. A. (2020, October). *Discussing Science*. Invited panelist at The Plant Center Professional Development Workshop, Athens, GA.
18. 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.
19. 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.
20. 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.
21. 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.

22. 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.
23. 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.
24. Cacciatore, M. A. (2019, March). *Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge*. Invited presentation to the Business and Public Communication Fellows at the University of Georgia, Athens, GA.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.

32. 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.
33. 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.
34. Reber, B. H., Cacciatore, M. A. & Ries, T. (2016, February). *Building trust: The driver of trust around the globe*. Paper presentation as a webinar to the Public Relations Society of America.
35. 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.
36. 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.
37. 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.
38. 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.

JOURNAL PUBLICATIONS (student authors are **bolded**)

Refereed

1. Yeo, S. K., Freiling, I., **Yeon, J., Zhang, J. S.**, McKasy, M., Cacciatore, M. A., Su, L. Y.-F., & Siskind, S. R. (in press). Examining the use of aggressive satirical humor on perceptions of trustworthiness in communication about renewable energy. *Science Communication*.
2. Drake, J. M., Bahl, J., Cacciatore, M. A., Ghadami, A., Graeden, E., Han, B. H., Nowak, G., Marty, E., Robertson, H., Rohani, P., Sarkar, S., Stott, G. L., Winter, A. K., Epureanu, B. I., (in press). Leveraging systems-of-systems analysis to strengthen epidemic intelligence for preparedness and response. *Health Security*.
3. McKasy, M., Yeo, S. K., Zhang, J. S., Cacciatore, M. A., Allen, H., & Su, L. Y.-F. (in press). Support for regulation of enhanced geothermal systems research: Examining the role of familiarity, credibility, and social endorsement. *Geothermal Energy: Science, Society, and Technology*.
4. Cacciatore, M. A., Yeo, S. K., Becker, A. B., Anderson, A. A., & Patel, K. (2025). Cultivating interest in science through humor: Mirth as a leveler of gaps in science engagement. *Environmental Communication*, 1–10.
<https://doi.org/10.1080/17524032.2025.2477264>
5. **Frank, A. L.**, Cacciatore, M. A., Yeo, S. K. and Su, L. Y.-F. (2025). Wit meets wisdom: The relationship between satire and anthropomorphic humor on scientists' likability and legitimacy *JCOM* 24(01), A04.
<https://doi.org/10.22323/2.24010204>
6. Evans, N. J., **Olaleye, R.**, & Cacciatore, M. (2025). How Skinfluencers can impact Black consumers' attitudes and intentions towards sunscreen use: The role of message appeal, health beliefs, and health regulatory focus. *American Journal of Health Education*, 56(4), 279-290.
<https://doi.org/10.1080/19325037.2025.2465281>
7. Yeo, S. K., Cacciatore, M. A., Freiling, I., Su, L. Y. F., **Zhang, J. S.**, McKasy, M., & **Choi, S. I.** (2025). Understanding knowledge among White, Black, and Hispanic audiences: Media attention and inequities in factual and perceived knowledge. *Mass Communication and Society*, 1–35.
<https://doi.org/10.1080/15205436.2024.2440320>
8. Freiling, I., Cacciatore, M. A., Su, L. Y.-F., **Yeon, J., Park, S., Du, W., Zhang, J. S.**, Yeo, S. K., & Siskind, S. (2024). Communicating about renewable energy with satire: The influence of gentle and harsh humor tones on perceived message credibility and information reliance. *Science Communication*. Advanced online publication. <https://doi.org/10.1177/10755470241293361>

9. Meng, J., Pan, P.-L., Cacciatore, M. A., & **Sanchez, K. R.** (2024). The integrated role of adaptive leadership, sense of empathy and communication transparency: Trust building in corporate communication during the pandemic. *Corporate Communications: An International Journal*, 29(4), 503-515.
<https://doi.org/10.1108/CCIJ-09-2023-0125>
10. Cacciatore, M. A., Yeo, S. K., Su, L. Y.-F., McKasy, M., **O'Neill, L.**, & **Qian, S.** (2024). "That's some positive energy": How social media users respond to #funny science content. *JCOM*, 23(01), A02. <https://doi.org/10.22323/2.23010202>
11. McKasy, M., Cacciatore, M. A., Yeo, S. K., **Zhang, J.**, Cook, J., **Olaleye, R.**, & Su, L. Y.-F. (2023). Engaging the dismissive: An assessment of strategies to support global warming action. *Public Understanding of Science*.
<https://doi.org/10.1177/09636625231118>
12. Nowak, G. J. & Cacciatore, M. A. (2023). State of vaccine hesitancy in the United States. *Pediatric Clinics of North America*, 70(2), 197-210.
doi:10.1016/j.pcl.2022.11.001.
13. Yeo, S. K., Su, L. Y.-F., Cacciatore, M. A., **Zhang, J. S.**, & McKasy, M. (2023). The differential effects of humor on three scientific issues: Global warming, artificial intelligence, and microbiomes. *International Journal of Science Education, Part B* 13(1), 59-83. <https://doi.org/10.1080/21548455.2022.2123259>
14. Yeo, S. K., Becker, A. B., Cacciatore, M. A., Anderson, A. A., & Patel, K. (2022). Humor can increase perceived communicator effectiveness regardless of race, gender, and expertise—If you're funny enough. *Science Communication*, 44(5), 593-620. <https://doi.org/10.1177/10755470221132278>
15. Nowak, G. J. & Cacciatore, M. A. (2022). COVID-19 vaccination and public health communication strategies: An in-depth look at how demographics, political ideology, and news/information source preference matter. *International Journal of Strategic Communication*, 16(3), 516-538.
<https://doi.org/10.1080/1553118X.2022.2039666>
16. 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
17. 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*, 8(2), 107-130.

18. 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), e1912437117.
<https://doi.org/10.1073/pnas.1912437117>
19. 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*, 30(5), 552-569.
<https://doi.org/10.1177/0963662520986942>
20. McKasy, M., Cacciatore, M., Su, L. Y. -F., Yeo., S. K., & O'Neill, L. (2020). Operationalizing science literacy: An experimental analysis of measurement. *JCOM*, 19(4). <https://doi.org/10.22323/2.19040203>
21. 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>
22. 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*, 33(2), 422-431. <https://doi.org/10.1093/ijpor/edaa010>
23. 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*, 29(4), 408-418.
<https://doi.org/10.1177/0963662520915359>
24. 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>
25. 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).
26. 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. <https://doi.org/10.1080/10810730.2018.1493060>

27. 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. <https://doi.org/10.1111/risa.13120>
28. 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
29. 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.
Note: Above article awarded the 2018 Journalism & Mass Communication Quarterly Outstanding Research Article Award
30. 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. <https://doi.org/10.1177/0002764218760369>
31. 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. <https://doi.org/10.1080/17544750.2017.1334681>
32. 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.
33. 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. <https://doi.org/10.1177/0963662516661090>
34. 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
35. 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

36. 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
 37. 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
 38. **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
 39. 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
 40. 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
- Note: Above article awarded the Mass Communication & Society Journal Article of the Year Award*
41. 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.
 42. 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.
 43. 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.
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47. 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.
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50. 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.
51. 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.
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Commissioned Papers & Reports

1. Meng, J., Cacciatore, M. A., Gower, K. K., Reber, B. H., & Zerfass, A. (2024). North American Communication Monitor 2023-2024. Exploring Generative AI and CommTech, diversity and empathic leadership in communications. The Plank Center for Leadership in Public Relations.
2. 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.
3. 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.
4. 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

1. Yeo, S. K., Cacciatore, M. A., & McKasy, M. (in press). Humor as a tool for communicating climate information and correcting misinformation. In A. Sezen-Barrie & S. Tolbert (Eds.), *The Handbook of Climate Change Education: Research, Policy, and Practice*.
2. Nowak, G. J., & Cacciatore, M. A. (2024). COVID-19 vaccination and public health communication strategies: An in-depth look at how demographics, political ideology, and news/information source preference matter. In *Strategic Communication and the Global Pandemic* (pp. 168-190). Routledge. doi:[10.4324/9781003466437-13](https://doi.org/10.4324/9781003466437-13).
3. Himmelboim, I., Lee, J. H., Cacciatore, M. A., Kim, S., Krause, D., Miller-Bains, K., Mattson, K., & Reynolds, J. (2021). 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 MacMillan.
4. 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*.

5. 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.
6. 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.
7. 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.
8. 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

1. **Perera, A., Meng, J., & Cacciatore, M. A.** (2024). Adoption of generative AI in communication practices: Individual and organization implications from the perspective of communication professionals. *Proceedings of the International Public Relations Research Conference*.
2. **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>
3. 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>
4. 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>

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6. 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>
7. **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.
8. Cacciatore, M. A. (2014, October). The benefits of communicating. *Nature Nanotechnology, 9*, 749.
9. 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/>
10. 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/>

CONFERENCE PAPERS & PRESENTATIONS (student authors are **bolded**)
Refereed

1. **Ni, H.**, Cacciatore, M. A., Yeo, S. K., & Freiling, I. (2025, June). *What does science mean to you? Perceptions of science from underrepresented groups*. Paper accepted for presentation at the annual convention of the International Communication Association (ICA), Denver, CO, USA.
2. Freiling, I., Yeo, S. K., Cacciatore, M. A., **Allen, H. W.**, & **Zhang, J. S.** (2025, May). *Where to reach different audiences for science: An audience segmentation*. Paper accepted for presentation at the Public Communication of Science and Technology Conference 2025, Aberdeen, Scotland.
3. Ewing, G., Cacciatore, M. A., Chávez, R. A., Mabry, N. (2025, April). *Inclusive STEM content: How to make science for everybody*. Panel organizer and presenter at Science Talk '25.
4. **Perera, A. N.**, Meng, J., & Cacciatore, M. A. (2024, August). *Navigating Uncertainty: Generative AI Adoption and Perceived Job Insecurity in Communication Profession*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, Pennsylvania.
5. Freiling, I., Cacciatore, M. A., & McKasy, M. (2024, August). *Religious values and confidence in science: Perceived tensions and common ground*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, Pennsylvania.
6. Freiling, I., Su, L. Y.-F., Cacciatore, M. A., **Yeon, J.**, **Du, W.**, **Park, S.**, **Zhang, J. S.**, & Yeo, S. K. (2024, August). *Communicating renewable energy using satire and its influence on perceived message credibility and information reliance*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, Pennsylvania.
7. Yeo, S. K., Freiling, I., Cacciatore, M. A., Su, L. Y.-F., McKasy, M., Lee, T. K., & **Allen, H. W.** (2024, June). *Recall or perception? Social media engagement metrics, perceived social endorsement, and perceptions of message credibility*. Paper presentation at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.
8. Yeo, S. K., Freiling, I., **Yeon, J.**, **Zhang, J. S.**, McKasy, M., Cacciatore, M. A., Su, L. Y.-F., & Siskind, S. (2024, June). *Satire and perceived trustworthiness in communicating about renewable energy*. Paper presentation at the annual convention of the International Communication Association (ICA), Gold Coast, Australia.

9. **Perera, A.,** Meng, J., & Cacciatore, M. A. (2024, March). *Adoption of generative AI in communication practices: Individual and organization implications from the perspective of communication professionals*. Paper presentation at the Annual Conference of the International Public Relations Research Conference (IPRRC), Orlando, Florida.

Note: Above manuscript awarded the IPRRC Top Paper Award

10. Yeo, S. K., Cacciatore, M. A., Freiling, I., McKasy, M., Su, L. Y.-F., Siskind, S. R., & Caven, J. (2023, December). *That's funny: The role of humor in risk and benefit perceptions and support for geothermal energy*. Paper presentation at the annual convention of the Society for Risk Analysis (SRA), Washington, DC.
11. Yeo, S. K., Cacciatore, M. A., Freiling, I., Su, L. Y.-F., **Zhang, J. S., Choi, S. I.,** & McKasy, M. (2023, August). *Knowledge gaps: Media attention and factual, surveillance, and perceived science knowledge among White, Black, and Hispanic audiences*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

Note: Above manuscript awarded the Mass Communication & Society Division First Place Faculty Paper Award

12. **Allen, H.W.,** Freiling, I., Yeo, S. K., Cacciatore, M.A. (2023, August). *Reaching Audiences for Science Communication: The Role of Socio-Demographics in Attention to Science Content on Social Media*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
13. **Choi, S. I., Zhang, J. S.,** Cacciatore, M. A., Yeo, S. K., & Su, L. Y.-F. (2023, August). *Science information seeking: Humor type, perceived mirth, information processing and seeking on artificial intelligence (AI)*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
14. Pan, P.-L., Meng, J., & Cacciatore, M. A. (2023, May). *The integrated role of adaptive leadership, sense of empathy, and communication transparency: A novel approach to trust building in public relations*. Paper presentation at the annual convention of the International Communication Association (ICA 2023), Toronto, Canada.
15. Cacciatore, M. A., Yeo, S. K., Becker, A. B., & Anderson, A. A. (2023, May). *Cultivating interest in science through humor: Mirth as a leveler of gaps in science engagement*. Paper presentation at the annual convention of the International Communication Association (ICA 2023), Toronto, Canada.

16. **Frank, A.**, Cacciatore, M.A., Yeo, S.K., & Su, L. Y.-F. (2023, May). *Legitimate and appropriate science communication: The effects of anthropomorphic and satirical humor on source credibility*. Paper presentation at the annual convention of the International Communication Association (ICA 2023), Toronto, Canada.
17. McKasy, M., Yeo, S. K., **Zhang, J. S.**, Cacciatore, M. A., **Allen, H. W.**, & Su, L. Y.-F. (2022, December). *Social endorsement, credibility, and support for the regulation of research on enhanced geothermal systems*. Society for Risk Analysis, Tampa, FL.
18. **Allen, H. W.**, Su, L. Y.-F., **Gong, Z.**, Yeo, S. K., Cacciatore, M.A. (2022, August). *How metrics, perceived popularity, and perceived credibility affect information sharing intentions: A serial mediation model*. Paper presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI, United States.
19. 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 presentation at the annual convention of the International Communication Association (ICA), Paris, France.
20. Anderson, A. A., Becker, A. B., Cacciatore, M. A., Patel, K., & Yeo, S. K. (2022, March). *It doesn't matter who you are, make 'em laugh: Experienced humor predicts communicator effectiveness*. Paper presentation at Science Talk '22.
21. 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).
22. 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.
23. 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.
24. 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).

25. **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, (virtual).
26. **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).
27. 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).
28. 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).
29. 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).
30. 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).
31. 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.
32. 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.
33. 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.

34. **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.
35. **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.
36. 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.
37. **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.
38. 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.
39. 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.
40. **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.
41. 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.
42. 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.

43. **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.
44. 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.
45. **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.
46. 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.
47. 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.
48. 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.
49. **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.
50. 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.

51. 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.

Note: Above manuscript awarded the International ABERJE Award

52. 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.
53. 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.
54. 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.
55. **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.
56. 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.
57. 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.
58. 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.

59. 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.
60. 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.
61. 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.
62. 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.
63. 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.
64. 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.
65. 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.
66. **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.

67. **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.
68. 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.
69. 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.
70. **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.
71. **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.
72. 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.
73. **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.
74. **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.

75. 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.
76. **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.
77. **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.
78. 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.
79. 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.
80. 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.
81. 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.
82. **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.

83. **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.
84. **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.
85. **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.
86. **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.
87. **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.
88. **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.
89. **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.
90. **Ladwig, P., Choi, D.-H., Anderson, A. A., Cacciatore, M. A., 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.

91. **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.
92. **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.
93. **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.
94. **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.
95. **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.
96. **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.
97. **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.

98. **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.

99. **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.

100. **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.

101. **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.

102. **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.

103. **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.

104. **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.

Other Presentations

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.
7. 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 Dissertation and Thesis Chair

- Laura Hudgens, Ph.D. program and dissertation advisor (Expected Graduation: TBD)
- Rhoda Olaleye, Ph.D. program and dissertation advisor (Graduated: Summer, 2023)
- Bella Farris, MA thesis advisor (Expected Graduation: Spring, 2025)
- Sidhartha Wakade, MA program and thesis advisor (Graduated: Spring, 2022)
- Alex Frank, MA program and thesis advisor (Graduated: Spring, 2021)
- Hyoyeun Jun, MA program and thesis advisor (Graduated: Spring, 2016)

Student Committee Membership (Ph.D.)

- Jennifer Zhang (University of Illinois), Ph.D. (outside) Dissertation committee member (Expected Graduation: TBD)
- Abu Mohammad Sakil Faizullah, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Alex Frank, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Karen Robayo Sanchez, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Jiyoung Yeon, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Ja Kyung Seo, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Mathew Binford, Ph.D. Dissertation committee member (Graduated: Summer, 2024)
- Kassidy Sharpe, Ph.D. Dissertation committee member (Graduated: Spring, 2024)
- Youngjee Ko, Ph.D. Dissertation committee member (Graduated: Fall, 2023)
- Janice Lee, Ph.D. Dissertation committee member (Graduated: Summer, 2023)
- Michael Harman, Ph.D. Dissertation committee member (Expected Graduation: TBD)
- Bryan Trude, Ph.D. Dissertation committee member (Graduated: Spring, 2022)
- Tong Xie, Ph.D. Dissertation committee member (Graduated: Spring, 2022)
- Dong Jae Lim, Ph.D. Dissertation committee member (Graduated: Summer, 2021)
- Camila Espina, Ph.D. Dissertation committee member (Graduated: Summer 2020)
- 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)
- Nicholas Browning, Ph.D. Dissertation committee member (Graduated: Summer 2015)

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

- Xiaoyu Ji, MA thesis committee member (Graduated: Spring 2021)
- Jeff Duncan, MA thesis committee member (Graduated: Summer 2019)
- Keisha “Dannie” Parker, MA thesis committee member (Graduated: Spring, 2019)
- Jeong Hyun Lee, MA thesis committee member (Graduated: Spring, 2019)
- Victoria Knight, MA thesis committee member (Graduated: Spring, 2018)
- Wenbo Li, Master's MA thesis committee member (Graduated: Spring 2017)
- Ruoyu Sun, MA thesis committee member (Graduated: Spring 2017)
- Ruobing Han, MA thesis committee member (Graduated: Spring 2017)
- Amy Feinberg, Undergraduate Honor's Thesis committee member (Graduated: Spring 2015)

Other Advising

- Center for Undergraduate Research Opportunities (CURO) Co-Faculty advisor for ten students as part of the UGA VIPR program (Spring, 2025)
- 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)

External Reviewer for Faculty Tenure & Promotion at Other Institutions

- College of Journalism and Communications, University of Florida
- Tombras School of Advertising & Public Relations, University of Tennessee, Knoxville
- School of Urban and Environmental Engineering, Ulsan National Institute of Science and Technology (UNIST), Republic of Korea

External, University, Collage and Departmental Committee Membership & Leadership

- UGA Task Force on Preeminence in Health and Medicine, 2025-present
- Chair-Elect for the Risk Communication Specialty Group (RCSG) of the Society for Risk Analysis, 2024-present
- Member, Center for the Ecology of Infectious Disease, 2024-present
- Chair, Grady Global Committee, 2022-present
- Grady Global Committee, 2021-present
- Grady Global Committee (Subaward committee), 2021-present
- UGA Faculty Seed Grant Reviewer Committee, 2021
- UGA Richard B. Russell Awards Committee, 2020
- 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 on humor in science communication mentioned across multiple science outlets:
 - <https://www.foxla.com/video/1639859>
 - <https://phys.org/news/2025-03-humor-science-communication-effective.html>
 - <https://www.discovermagazine.com/mind/adding-a-spark-of-humor-to-science-communication-may-build-trust>
 - <https://www.earth.com/news/humor-helps-scientists-connect-with-the-public-and-gain-trust/>
- Collaborator presented at SXSW:
 - https://www.youtube.com/watch?v=gsaFiQe4y_8&t=1246s
- Research mentioned on the National Association of Science Writers website:
 - <https://www.nasw.org/article/getting-funny-facts-how-can-humor-help-communicate-science>
- Planet SciComm (podcast guest)
- 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>

Reviewer – Grant submissions

- National Science Center of Poland (2025-present)
- Austrian Science Foundation (2023 – present)
- 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 (Canada), Societal Issues 2 (2018 - present)

Reviewer – Journals (Manuscript Reviewer)

- *Online Media and Global Communication*, 2025 – present
- *Media Psychology*, 2023 – present
- *Journal of Communication Management*, 2023 – present
- *Corporate Communications: An International Journal*, 2022 – present
- *Energy Research & Social Science*, 2022 - present
- *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

TEACHING EXPERIENCE

Courses Taught at the University of Georgia

1. **VIPR 2601 – Vertically Integrated Project for Research**
Semesters taught: F2024; Spr2025
2. **JRMC 8000 – Proseminar (PhD students only)**
Semesters taught: F2024
3. **ADPR 3850e – Introduction to Public Relations (online)**
Semesters taught: Sum2024
4. **ADPR 5742/7742 – Health & Risk Communication Campaigns**
Semesters taught: Spr2023; Spr2024
5. **FYOS 1001 – Media Representations of Science: From Horror to Humor (and Everything in Between)**
Semesters taught: Spr2024; upcoming F2025
6. **FYOS 1001 – Living the 1-Click Life**
Semesters taught: F2022
7. **ADPR 5992 – Cannes Lions Study Abroad Program**
Semesters taught: Sum2022; Sum2023; Sum2025
8. **JRMC 8020 – Public Opinion**
Semesters taught: Spr2021; Spr2022
9. **FYOS 1001 – Media, Psychology & Public Opinion**
Semesters taught: F2020; Spr2022
10. **ADPR 5750/7750 – Social Media Analytics, Listening and Engagement**
Semesters taught: Spr2019; Spr 2025
11. **JRMC 8010e – Mass Communication Research Methods (online)**
Semesters taught: F2018; F2019; F2020; F2021; F2022; F2023; F2024; upcoming F2025
12. **JRMC 8010 – Mass Communication Research Methods**
Semesters taught: F2014; F2015; F2016; F2017
13. **ADPR 3850 – Introduction to Public Relations**
Semesters taught: Spr2014; F2014; Spr2015; Spr2016; F2016; Spr2017; F2017; Spr2018; F2019; Spr2020; F2020; Spr2021; Sum 2021; F2021; F2022; Spr2023
14. **ADPR 3400e – Insights & Analytics (online)**
Semesters taught: Sum2019
15. **ADPR 3510e – Public Relations Research (online)**
Semesters taught: Sum2017; Sum2018
16. **ADPR 3510 – Public Relations Research**
Semesters taught: F2013; Spr2014; Sp2015; Spr2016; Sum2016; Spr2017; Spr2018