

Curriculum Vitae

Laura M. Arpan*

Current as of 05/15/2024

Department of Communication
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Professional Preparation

- 1996-1999 Ph.D., University of Alabama, Tuscaloosa, AL. Major: *Theory, Processes, and Effects of Mass Communication*. Cognate: *International Public Relations*.
Dissertation: *Stealing thunder: An examination of the effects of proactive crisis communication on organizational image*.
Dissertation Supervisor: *David Ewoldsen*.
- 1990-1995 M.A., University of Alabama, Tuscaloosa, AL. Major: *Journalism*. Thesis: *Libel Complaint Handling Policies of Alabama Daily Newspapers*. Thesis supervisor: *James Stovall*.
- 1986-1988 B.A., Indiana University, Bloomington, IN. Major: (Double) *Journalism (Broadcast Concentration)* and *Economics*.
- 1984-1986 University of Georgia, Athens, GA. Major: *Journalism*.

Continuing Education

- 2015 Mediation, Moderation, and Conditional Process Analysis Five-Day Seminar, Statistical Horizons, Philadelphia, PA.
- 2011 Coursework in Epidemiology (Spring); Environmental Health (Fall), Florida State University, Master's in Public Health program.

Professional Experience

- 2023-present *Professor*, Department of Communication, College of Arts & Sciences, University at Buffalo, Buffalo, NY.
- 2016-2023 *Theodore Clevenger Professor of Communication*, School of Communication, College of Communication and Information, Florida State University, Tallahassee, FL.

* A.K.A. Arpan-Ralstin; Ralstin

- 2011-2016 *Professor*, School of Communication, College of Communication and Information, Florida State University, Tallahassee, FL.
- 2005-2011 *Associate Professor with tenure*, School of Communication, College of Communication and Information, Florida State University, Tallahassee, FL.
- 1999-2005 *Assistant Professor*, August 1999-July 2005. Department of Communication, College of Communication, Florida State University, Tallahassee, FL.
- 1996-1997 *Southern Progress Corporation Endowed Graduate Research Assistant*, Institute for Communication Research, College of Communication, University of Alabama, Tuscaloosa, AL. Jennings Bryant, Director. Responsibilities: fieldwork and statistical analysis for longitudinal studies of effects of Nickelodeon Network's Nick Jr. preschool television programs on preschool children's learning and behavior; fieldwork for study of effects of science distance education program on high school students; fieldwork and statistical analysis for study of effects of Public Broadcasting Service's reading readiness programs on parents and childcare providers; article publication.
- 1997 *Instructor*, University of Alabama, College of Communication, University of Alabama, Tuscaloosa, AL. Responsible for teaching one section of MC407, Research Methods in Mass Communication.
- 1989-1996 *Communication Coordinator*, EBSCO Information Services, a division of EBSCO Industries, Inc., Birmingham, AL. Conducted and managed communication efforts for international conglomerate with \$1 billion in annual sales, as well as for the organization's largest international subsidiary.
- 1988-1989 *Public Relations Specialist*, Medical Center East, Eastern Health System, Inc., Birmingham, AL.

SCHOLARLY AND CREATIVE ACTIVITIES

†Indicates graduate student co-author

Refereed Journal Articles

- Ray, E., Perko, A., Oehme, K., Bradley, L., & Arpan, L. Facilitating well-being: An examination of an online trauma-informed faculty/staff training designed to support college student resilience. *Discover Education*. Received minimal revise and resubmit request April 2024.
- Arpan, L., Ray, E., Sellers, N., Bravo, O., & Yan, Z. Self-effects of User-Generated Advocacy Messages on Self-Identity, Attitudes, and Intentions to Act (2024). *Communication Research Reports*. Published online in advance of print, May 2024. DOI: 10.1080/08824096.2024.2351368

- Yan, Z. †, Liao, J. †, Dale, K., Arpan, L., & Raney, A. (2024). The Effects of Awe-inspiring Nature Videos on Connectedness to Nature and Pro-environmental Intentions. Accepted Nov. 2023 for publication in *Psychology of Popular Media*. DOI: 10.1037/ppm0000521
- Hendrickse, J., Ray, E., Arpan, L., Perko, A., Bradley, L., Oehme, K., Clark, J. (2024). Well-being on Campus: Testing the Impact of a Web-based Intervention for Resilience on First-Year Students. *Southern Communication Journal*, (89)1, 41-53. DOI: 10.1080/1041794X.2023.2250323
- Sapenta, F. †, O'Brien, L., & Arpan, L. (2023) Interview study to uncover the energy use impacts and behaviors of teleworkers who relocated during COVID-19 in Canada. *Architectural Science Review*, 66:6, 488-503. DOI: 10.1080/00038628.2023.2253780
- Arpan, L., Risetto, R. †, Yan, Z. †, Roetzel, A., Azar, E., Jazizadeh, F., Morandi, F., Zhu, Y., Heydarian, A., Bourikas, L., Huebner, G., Gasparella, A. (2022). The Hopeful Expect to Be Comfortable: Exploring Emotion and Personal Norms Related to Sustainable Buildings in the United States. *Energy Research and Social Science*, 93, 102846. DOI: 10.1016/j.erss.2022.102846
- Arpan, L., Ray, E., Sellers, N., & Bravo, O., Self-Effects of User-Generated Messages on Pro-environmental Identity (2022). *Applied Environmental Education and Communication*, 21(4), 368-382. DOI: 10.1080/1533015X.2022.2121329
- He, T. †, Jazizadeh, F., & Arpan, L. AI-powered Virtual Assistants Nudging Occupants for Energy Saving: Proactive Smart Speakers for HVAC Control. (2022). *Building Research & Information*, 50(4), 394-409. DOI: 10.1080/09613218.2021.2012119
- Chen, C-F., Deitz, T., Fefferman, N., Greig, J., Cetin, K., Robinson, C., Arpan, L., Schweiker, M., Dong, B., Wu, W., Li, Y. Zhou, H., Wu, J., Wen, J., Fu, J., Hong, T., Yan, D., Nelson, H., Zhu, Y., Li, X., Xie, L., Fu, R. (2022) Extreme Events, Energy Security and Equality through Micro and Macro Levels: Concepts, Challenges and Methods. *Energy Research and Social Science*, 85, 102401. DOI: 10.1016/j.erss.2021.102401
- Ray, E., Perko, A., Oehme, K., Arpan, L., Clark, J., & Bradley, L. (2021). Freshmen anxiety and COVID-19: Practical implications from an online intervention for supporting students affected by health inequities. *Journal of American College Health*. Published online in advance of print August 2021. DOI: 10.1080/07448481.2021.1965610
- Wang, Z., & Arpan, L. (2021). Group affirmation influences acceptance of environmental risk messages. *Applied Environmental Education and Communication*, 20 (2), 108-122. DOI: 10.1080/1533015X.2020.1726232
- Zhao, D., Arpan, L. M, Raney, A. A., & Petts, R. (2021). Examining the self- and others-oriented effects of exposure to a mental health narrative. *Psychology of Popular Media*, 10(1), 115-123. DOI: 10.1037/ppm0000274

- Ray, E. †, Arpan, L., Oehme, K., Perko, A., Clark, J. (2021). Helping students cope with adversity: The influence of a web-based intervention on students' self-efficacy and intentions to use wellness-related resources. *Journal of American College Health*, 69(4), 444-451. DOI: 10.1080/07448481.2019.1679818.
- Heydarian, A., McIlvennie, C., Arpan, L. M., Yousefi, S. †, Syndicus, M., Schweiker, M., Jazizadeh, F., Rissetto, R., Pisello, A. L., Piselli, C., Berger, C., Yan, Z. †, & Mahdavi, A. (2020). What drives our behaviors in buildings? A review on occupant interactions with building systems from the lens of behavioral theories. *Building and Environment*, 179, 106928. DOI: 10.1016/j.buildenv.2020.106928
- Hou, J., Arpan, L. M., Wu, Y., Feiock, R., Ozguven, E., & Arghandeh, R. (2020). The Road toward Smart Cities: A Study of Citizens' Acceptance of Mobile Applications for City Services. *Energies*, 13(10), 2496. DOI: 10.3390/en13102496
- Diwanji, V. †, Arpan, L. M., Ulak, M., Hou, J., & Ozguven, E. (2020). Understanding citizens' communication channel preferences during natural disasters: A synchronicity-based, mixed-methods exploration using survey and geospatial analysis. *International Journal of Disaster Risk Reduction*, 47, 101646. DOI: 10.1016/j.ijdrr.2020.101646
- Oehme, K., Perko, A., Altimus, M., Ray, E. †, Arpan, L., & Clark, J. (2020). Lessons from a Student Resilience Project. *Journal of College Student Development*, 61(3), 396-399. DOI: 10.1353/csd.2020.0037
- Perko, A., Oehme, K., Ray, E.C., Arpan, L., & Clark, J.J. (2020). The Vulnerability Gap: Group Differences in Childhood Trauma and Resilience on a Florida College Campus. *Florida Journal of Educational Research*, 58(6), 1-19.
- Ray, E. †, Arpan, L., Oehme, K., Perko, A., Clark, J. (2020). Examining the implementation of a universal approach to student resilience. *Journal of Higher Education Management*, 35(3), 4-15.
- Ray, E. †, Arpan, L., Oehme, K., Perko, A., Clark, J. (2019). Testing Restorative Narratives in a College Student Resilience Project. *Innovative Higher Education*, 44(4), 267-282. DOI: 10.1007/s10755-019-9464-4.
- Oehme, K., Perko, A., Clark, J., Ray, E. †, Arpan, L., & Bradley, L., (2018). A Trauma-Informed Approach to Building College Students' Resilience. *Journal of Evidence-Based Social Work*, 16(1), 93-107. DOI: 10.1080/23761407.2018.1533503
- Arpan, L., Xu, X., Raney, A., Chen, C., Wang, Z. †, (2018). Politics, values, and morals: Assessing consumer responses to the framing of residential renewable energy in the United States. *Energy Research and Social Science*, 46, 321-331. DOI: 10.1016/j.erss.2018.08.007
- Oehme, K., Ferraro, A., Opel, A., Bruker, M., & Arpan, L. (2018). The Impact of Training Videos on Attitudes about Parenting after Divorce. *Journal of Divorce & Remarriage*, 59, 590-600. DOI: 10.1080/10502556.2018.1466253

- Talele, S. †, Traylor, C., Arpan, L., Curley, C., Chen, C., Day, J., Feiock, R., Hadzikadic, M., Ingman, S., Karaguzel, O.T., Lam, K., Menassa, C., Pevnitskaya, S., Spiegelhalter, T., Tolone, W.J., Yan, W., Yeatts, D., Zhu, Y., and Tao, Y. X. (2018). Energy Modeling and Data Structure Framework for Sustainable Human- 2 Building Ecosystems (SHBE) - A Review. *Frontiers in Energy*, 12(2), 314-332. DOI: 10.1007/s11708-017-0530-2
- Han, Y.-H., & Arpan, L. (2017). The Effects of News Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences. *Advances in Journalism and Communication*, 5, 256-277.
- Hendrickse, J. †, Arpan, L., Clayton, R., & Ridgway, J. (2017). Instagram and College Women's Body Image: Investigating the Roles of Appearance-related Comparisons and Intrasexual Competition. *Computers in Human Behavior*, 74, 92-100.
<https://doi.org/10.1016/j.chb.2017.04.027>
- Xu, X., Chen, C., & Arpan, L. (2017). Between the Technology Acceptance Model and Sustainable Energy Technology Acceptance Model: Investigating Smart Meter Acceptance in the United States. *Energy Research & Social Science*, 25, 93-104. DOI: <http://dx.doi.org/10.1016/j.erss.2016.12.011>
- Arpan, L., Lee, Y. †, & Wang, Z. † (2017). Integrating Self-Affirmation with Health-Risk Messages: Effects on Message Evaluation and Response. *Health Communication*, 32, 189-199. DOI:10.1080/10410236.2015.1113483.
- Rhodes, N., Toole, J., & Arpan, L. (2016). Persuasion as Reinforcement: Strengthening the Pro-Environmental Attitude-Behavior Relationship through Ecotainment Programming. *Media Psychology*, 19, 455-478. DOI:10.1080/15213269.2015.1106322
- Wang, X., Hickerson, A., & Arpan, L. (2016). The role of self-affirmation and user status in readers' response to identity-threatening news. *Communication Research*, 43, 1045-1064. DOI: 10.1177/0093650214565897.
- Xu, X., Arpan, L., & Chen, C. (2015). The Moderating Role of Individual Differences in Responses to Benefit and Temporal Framing of Messages Promoting Residential Energy Saving. *Journal of Environmental Psychology*, 44, 95-108.
- Barooah, P., Brooks, J., Goyal, S., Subramany, R., Lin, Y., Liao, C., Middelkoop, T., & Arpan, L. (2015). Experimental evaluation of occupancy-based energy-efficient climate control of VAV terminal units. *Science and Technology for the Built Environment*, 21, 469-480. doi:10.1080/23744731.2015.1023162
- Arpan, L., & Barooah, P., Subramany, R. (2015). The role of values, moral norms, and descriptive norms in building occupant responses to an energy-efficiency pilot program and to framing of related messages. *Applied Environmental Education and Communication*, 14, 23-32. doi:10.1080/1533015X.2015.1006740

- Arpan, L., Lu, J. †, & Opel, A. (2013). Motivating the skeptical and unconcerned: Considering values and norms when planning messages encouraging energy conservation and efficiency behaviors. *Applied Environmental Education and Communication*, 12(3), 207-219.
- Arpan, L.M., Bae, B. †, Chen Y. †, & Greene, G. † (2011). A comparison of hostile media perceptions of political content in news and late-night comedy programs. *Electronic News*, 5(3), 158-173.
- Arpan, L.M., & Nabi, R. L. (2011). Exploring anger in the hostile media process: Effects on news preferences and source evaluations. *Journalism and Mass Communication Quarterly*, 88(1), 5-22.
- Arpan, L. M., & Tuzunkan F.† (2011). Photographic depiction of normative deviance and informational utility as predictors of protest news exposure, related perceptions, and story comprehension. *Mass Communication and Society*, 14(2), 178-195.
- Arpan, L. M. (2009). The effects of exemplification on perceptions of news credibility. *Mass Communication and Society*, 12(3), 249-270.
- Arpan, L. M. & Peterson, E.† (2008). Influence of source liking and personality traits on perceptions of bias and news source selection. *Media Psychology*, 11(2), 310-329.
- Wang, X.† & Arpan, L. M. (2008) The effects of ethnic identity on audience evaluation of HIV public service announcements. *Howard Journal of Communications*, 19(1), 44-63.
- Arpan, L. M., Baker, K. †, Lee, Y. †, Jung, T. †, Lorusso, L. †, & Smith, J. † (2006). News coverage of social protests and the effects of photographs and prior attitudes. *Mass Communication and Society*, 9(1), 1-20.
- Yang, M. †, Dinu, L. †, Roskos-Ewoldsen, D. R., Arpan, L. (2006). The effectiveness of product placements in video games: Comparing college student's explicit and implicit memory for brand names. *Journal of Advertising*, 35(4), 143-153.
- Arpan, L. M., & Sun, H. † (2006). The effect of country of origin on judgments of multinational organizations involved in a crisis. *Journal of Promotion Management: Special Crisis Communication Edition*, 12(3/4), 189-214.
- Arpan, L.M., & Roskos-Ewoldsen, D.R. (2005). Stealing thunder: An analysis of the effects of proactive disclosure of crisis information. *Public Relations Review* 31(3), 425-433.
- Arpan, L. M. (2005). Integration of information about corporate social performance. *Corporate Communication: An International Journal*, 10(1), 83-98.
- Arpan, L. M., & Raney, A. A. (2003). An experimental investigation of news source and the Hostile Media Effect. *Journalism & Mass Communication Quarterly*, 80(2), 265-281.

- Arpan, L. M., & Pompper, D. (2003). Stormy weather: Testing “stealing thunder” as a crisis communication strategy to improve communication flow between organizations and journalists. *Public Relations Review*, 29(3), 291-308.
- Raney, A. A., Arpan, L. M., Pashupati, K., & Brill, D. A. (2003). At the movies, on the web: An investigation of the effects of entertaining and interactive web content on site and brand evaluations. *Journal of Interactive Marketing*, 17(4), 38-57.
- Arpan, L.M., Raney, A.A., & Zivnuska, S.† (2003). A cognitive approach to understanding university image. *Corporate Communications: An International Journal*, 8(2), 97-113.
- Arpan, L. (2002). When in Rome? Effects of spokesperson nationality on perceptions of a multinational organization in a crisis situation. *Journal of Business Communication* 39, 314-339.
- Pashupati, K., Arpan, L., & Nikolaev, A.† (2002) Corporate advertising as inoculation against negative news: An experimental investigation of efficacy and presentation-order effects. *Journal of Current Issues and Research in Advertising* 24(2).

Invited Book Chapters

- Oheme, K., Ray, E.C., Perko, A., Bradley, L., Arpan, L., Clark, J. (2021). An Online Student Resilience Project Responds to the Pandemic. In J. Carello, and P. Thompson, (Eds.) *Lessons from the Pandemic: Trauma-Informed Approaches to College, Crisis, Change*. Palgrave MacMillan. DOI: 10.1007/978-3-030-83849-2
- Arpan, L. M., & Rhodes, N., Roskos-Ewoldsen, D. R. (2007) Attitude accessibility: Theory, methods and future directions. In D. Roskos-Ewoldsen and J. Monahan (Eds.) *Communication and Social Cognition, Second Edition* (pp. 39-62). Mahwah, NJ: Erlbaum.
- Roskos-Ewoldsen, D.R., Arpan-Ralstin, L., St. Pierre, J. (2002). The quick and the strong: Implications of attitude accessibility for persuasion. In J.P. Dillard and M. Pfau (Eds.) *Persuasion: Developments in Theory and Practice* (pp. 39-62). Thousand Oaks, CA: Sage.

Invited Encyclopedia Entries

- Arpan, L. (2020). Automatic Activation Model of the Attitude-Behavior Relationship. In J. van den Bulck (Ed.), *International Encyclopedia of Media Psychology* (1st ed.). Wiley-Blackwell.

Refereed Proceedings

- Kharvari, F., O'Brien, W., Arpan, L. (2023). New Insights on Teleworkers' Work-Related Preferences and Energy-Related Behaviors for Working Remotely During the COVID-19 Pandemic: An Interview-Based Qualitative Analysis. In: Wang, L.L., et al. Proceedings of the 5th International Conference on Building Energy and Environment. COBEE 2022.

Environmental Science and Engineering. Springer, Singapore.

https://doi.org/10.1007/978-981-19-9822-5_175

Brooks, J., Goyal, S., Subramany, R., Lin, Y., Middelkoop, T., Arpan, L., Carloni, L., & Barooah, P. (2014). An experimental investigation of real-time, occupancy-based control of commercial building climate. *53rd IEEE Conference on Decision and Control, Los Angeles, CA* (8 pages). IEEE.

Non-Refereed Reports

Wu, Y., Arpan, L., Diwanji, V., Ozguven, E. (2019). *Evaluation of DigiTally: A Report of a Survey of Tallahassee Residents' Use, Intended Use, and Perceptions*. Prepared for City of Tallahassee Utilities, Tallahassee, FL. [23 pp.]

Charness, N., Boot, W., Kaschak, M., Arpan, L., Cortese, J., Clayton, R., Roque, N., Paedae, B. & Barajas, K. (2017). *Human Factors Guidelines to Develop Educational Tip Cards for Aging Road Users*. Prepared for Florida Department of Transportation, Tallahassee, FL. [231 pp.]

Arpan, L., Lu, J. Opel, A., Steinberg, P. (2010). *Home Energy Conservation and Efficiency in Florida A Survey of Residents' Behaviors, Intentions, Perceived Barriers, and Perceived Benefits*. Center for Environmental Media Production and Research and Institute for Energy Systems, Economics, and Sustainability, Florida State University.[38 pp.]

Raney, A. A., & Arpan-Ralstin, L. (2000). *Satisfaction survey of current undergraduate communication students*. Tallahassee, FL: Department of Communication. [9 pp.]

Arpan-Ralstin, L., & Raney, A. A. (2000). *Survey of Recent (1994-1999) B.A. and B.S. recipients*. Tallahassee, FL: Department of Communication. [11 pp.]

Bryant, J., Maxwell, M., Stuart, Y., Arpan-Ralstin, L., & Raney, A. (1999, March). *Longitudinal effects of PBS Ready to Learn outreach initiative*. Report to Public Broadcasting Service. Tuscaloosa, AL: Institute for Communication Research. [65 pp.]

Bryant, J., Maxwell, M., Raney, A., Arpan-Ralstin, L. (1998). *Evaluation of PBS ready to learn television outreach initiative: Report 1*. Report to PBS. Tuscaloosa, AL: Institute for Communication Research.

Raney, A.A., Mullikin, L., & Arpan-Ralstin, L. (1997, September). *Longitudinal assessment of the impact of Integrated Science*. Report to the Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [116 pp.]

Mullikin, L., Raney, A.A., McCollum, J., Venugopalan, G., DeWitt, D., Lewis, K., Miron, D., Arpan-Ralstin, L., & Bryant, J. (1997, June). *Two Integrated Science pretest site visits: Erwin and Liberty schools*. Report to Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [64 pp.]

Bryant, J., McCollum, J., Ralstin, L., Raney, A., McGavin, L., Miron, D., Maxwell, M., Venugopalan, G., Thompson, S., DeWitt, D., Lewis, K., Mundorf, N., & Smith, S. (1996, October). *Report 8: Effects of two years' viewing of Allegra's Window and Gullah Gullah Island*. Report to Nick Jr. Tuscaloosa, AL: Institute for Communication Research. [89 pp.]

Bryant, J., Maxwell, M., Gehr, J., Hoff, E., McCord, L., Ralstin, L., Shaver, M., & Tate, M. (1996, August). *The case of the missing students*. Report to The University of Alabama Office of Admissions. Tuscaloosa, AL: Institute for Communication Research. [94 pp.]

Newsletter Articles

Kharvari, F., Arpan, L., O'Brien, L., Touchie, M. (January 15, 2024). Working from home since COVID-19? Cabin fever could be the next challenge. *The Conversation*.
<https://theconversation.com/working-from-home-since-covid-19-cabin-fever-could-be-the-next-challenge-209962>

Kharvari, F., Arpan, L., O'Brien, L., Touchie, M. (August 22, 2022). No longer freezing: Working from home can make workplaces more comfortable. *The Conversation*.
<https://theconversation.com/no-longer-freezing-working-from-home-can-make-workplaces-more-comfortable-188122>

Creative Projects

Video public service announcement promoting awareness of heat related illness. (Jan. – March. 2013). Role: Formative research; script advisor, guidance of/collaboration with creative team. Client: Florida Department of Health, Division of Environmental Health.

Video public service announcement promoting awareness of asthma triggers. (Sept. – Dec. 2012). Role: Script advisor, guidance of/collaboration with creative team. Client: Florida Department of Health, Division of Environmental Health.

Video public service announcement promoting carbon monoxide poisoning awareness. (Sept. – Dec. 2011). Role: Formative research, creative briefs; guidance of/collaboration with creative team. Client: Florida Department of Health, Division of Environmental Health.

Video public service announcements promoting Floridians' use of FloridaTracking.com and Airnow.gov (Jan. – May 2011). Role: Formative research, creative briefs; guidance of/collaboration with creative team. Client: Florida Department of Health, Division of Environmental Health.

Video public service announcements promoting energy efficiency for the state of Florida (2010). Role: Formative and evaluative research and creative briefs for *Green Elf*, *Museum of Obsolete Technology*, and *Penguin Problem* PSAs. Client: Institute for Energy Systems, Economics, and Sustainability (IESES), Florida State University, and the Florida Energy Systems Consortium.

PRESENTATIONS

Refereed Presentations at Conferences

- Hou, J., Arpan, L., Wu, Y., Feiock, R., Ozguven, E., Arghandeh, R. (2019, April). The Road toward Smart Cities: A Study of Citizens' Acceptance of Mobile Applications for City Services. Presented at NSF RCN-SEES: Predictive Modeling Network for Sustainable Human-Building Ecosystems, Workshop on Urban Sustainability. Tallahassee, FL. [National conference.]
- Arpan, L., Bravo, O., Ray, E., & Sellers, N. (2019, March). Persuading themselves to act: The impact of occupant-created persuasive messages on their intentions to reduce energy use. Paper presented at 5th International Symposium on Occupant Behavior. San Antonio, TX. [International conference].
- Swiman, E., & Arpan, L. (2017, October). The "Inconvenience" Truth: Real-World Challenges to Promoting Sustainable Behaviors. Presented to Association for the Advancement of Sustainability in Higher Education annual conference, San Antonio, TX. [National conference].
- Xu, X., Chen, C., & Arpan, L. (2017, April). Predicting consumer interest in electricity demand response programs in the United States: a social-psychological approach. 1st Annual International Conference on Energy Research and Social Science, Sitges, Spain. [International conference.]
- Arpan, L. (2016, September). *The Role of Communication in Interdisciplinary Education Efforts Related to Sustainable Energy Behavior*. Enhancing Interdisciplinary Education and Diversity in Education, Research Coordination Network (RCN) in Science, Engineering and Education for Sustainability (SEES) Workshop in Knoxville, TN. [National conference].
- Arpan, L., Wang, Z., Raney, R. (2016, June). Moral emotions in pro-environmental messages. Part of competitive panel *Mass Communicating with Power: Exploring Media's Capacity to Promote Well-Being and Inspire Prosociality*. International Communication Association Conference, Fukuoka, Japan. [International conference].
- Rice, R. E., Meisner M., Depoe, S., Arpan, L., Opel, A., Maibach, E. Roser-Renouf, C., Shome, D. (2011, May) *Environmental Communication and Media: Centers, Programs and Resources*. Presented to International Communication Conference, Boston, MA. [International conference].
- Opel, A. R. & Arpan, L.M., (2010, May). Artists and Scientists Make Green Media: Toward a Model of Data-Driven Environmental Media Production and Research. 2nd Annual International Conference on Understanding Sustainability: Perspectives from the Humanities. Portland, OR. [International conference].

Refereed Papers at Conferences

- Karimkhan, F., Arpan, L., Ray, E. (2024, June). Effects of Message-based Affirmation on Responses to Environmental Risk Messages about Fast Fashion. Paper accepted for presentation at International Communication Association Annual Conference, Gold Coast, Australia. [International Conference.]
- Hellwig, R.T., Gauthier, S. Mino-Rodriguez, I., Syndicus, M., Markovic, R., Amanowicz, L., Andr , M., Arpan, L., Azar, E., Balazs, R., Bandurski, K., Barthelmes, V., Belafi, Z.D., Carlucci, S., Carton, Q., D'Oca, S., de Simone, M., Derbas, G., Jin, Q., Khovalyg, D., O'Brien, W., Piselli, C., Pisello, A., Spigliantini, G., Topak, F., Vellei, M., De Vecchi, R., Wagner, A., Wei, S., & Zhong, H. (2024, April). Accounting for occupants in building design and operation. Paper presented to Chartered Institution of Building Services Engineers (CIBSE) Technical Symposium, Cardiff, Wales. [International Conference.]
- Khavari, F., O'Brien, L., & Arpan, L. (2022, July). New insights on teleworkers' work-related preferences and energy-related behaviors for working remotely during the COVID-19 pandemic: An interview-based qualitative analysis. Paper at annual Conference on Building Energy and Environment. Montreal, Canada. [International Conference.]
- Yan, Z., Liao, J., Dale, K., & Arpan, L. (2021, November). The Effects of Awe-inspiring Nature Videos on Pro-environmental Intentions. (Top Paper, Mass Communication Division). Paper presented at National Communication Association annual conference, Seattle, WA. [National conference].
- Arpan, L., Ray, E., Sellers, N., & Bravo, O. (2021, May). Message Creation as Persuasion: The Influence of User-Generated Promotional Messages on Message Creators' Pro-environmental Identity, Personal Norms, and Intentions to Reduce Residential Energy Use. (Top Faculty Paper, Environmental Communication Division.) Paper presented at International Communication Association Annual Conference, Online Conference. [International conference]
- Diwanji, V., Arpan, L., Ulak, M., Hou, J., Ozguven, E. (2019, November). Revisiting Communication during Disasters: A Synchronicity-based, Mixed-methods Exploration using Survey and Geo-spatial Analysis. Paper presented at National Communication Association annual conference, Baltimore, MD. [National conference].
- Arpan, L., Wu, Y., Rhodes, N., & Nilsson, A. (2019, May). The Influence of Self/User Generated Content on Accessibility of Personal Norms. Paper presented at International Communication Association Conference, Washington, DC. [International conference].
- Arpan, L., Bravo, O., Ray, E., & Sellers, N. (2018, November). The Influence of User-Generated Public Service Announcements on Pro-environmental Behavior and Intentions. Paper presented at National Communication Association annual conference, Salt Lake City, UT. [National conference].
- Arpan, L., Wu, Y., Rhodes, N., & Nilsson, A. (2018, May). Enhancing Personal Norm Accessibility via Simple Video Game Play and Related Influence on Pro-Environmental

- Behavior. Paper presented at International Communication Association Conference, Prague, Czech Republic, May 2018. [International conference].
- Chen, C., Xu, X., Arpan, L., (2017, August). Fuel Poverty: The Role of Social-Psychological Factors Affecting Low-income Households' Acceptance to Demand Response. Paper presented at American Sociological Association Conference, Montreal, Canada. [International conference].
- Arpan, L., Wu, Y., Rhodes, N., & Nilsson, A. (2017, May). Accessibility of Personal Norms Predicts Intent to Practice Pro-Environmental and Prosocial Behaviors. Paper presented at International Communication Association Conference, San Diego, CA. [International conference].
- Hendrickse, J., Arpan, L., Clayton, R., & Ridgway, J. (2017, May). Instagram and College Women's Body Image: Investigating the Roles of Appearance-related Comparisons and Intrasexual Competition. Paper presented at International Communication Association Conference, San Diego, CA. [International conference].
- Saeidi, S., Arpan, L., Zhu, Y., Rizzuto, T., Johanssen, N. (2016, December). An Investigation on Occupant Behavior and Building Performance Using Immersive Virtual Environment (IVE). Paper presented at the International conference on Advancement of Construction Management and Real Estate, Hong Kong, China. [International conference].
- Han, Y. & Arpan, L. (2016, June). The Effects of News Bias-Induced Anger, Anxiety, and Issue Novelty on Subsequent News Preferences. Paper presented at International Communication Association annual conference, Fukuoka, Japan. [International conference].
- Zhao, D., Arpan, L., & Raney, A. (2015, November). Examining the Self- and Others-oriented Effects of Exposure to an Entertainment-Education Narrative about Bipolar Disorder. Paper presented at National Communication Association annual conference, Las Vegas, NV. [National conference].
- Wang, X., Hickerson, A., & Arpan, L. (2015, May). The Role of Self-Affirmation and User Status in Readers' Response to Identity-Threatening News. Paper presented at the International Communication annual conference, San Juan, Puerto Rico. [International conference].
- Brooks, J., Goyal, S., Subramany, R., Lin, Y., Middelkoop, T., Arpan, L., Carloni, L., Barooah, P. (2014, December). An experimental investigation of real-time, occupancy-based control of commercial building climate. Paper presented to 53rd IEEE Control Systems Society Conference on Decision and Control. Los Angeles, CA. [National conference].
- Arpan, L., Barooah, P., & Subramany, R.† (2014, August). Predicting employee responses to an energy-saving intervention and descriptive versus moral norms framing of educational messages. Paper presented at Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division, Montreal, Canada. [National conference].

- Arpan, L., Lee, Y. †, & Wang, Z. † (2014, August). Integrating Self-Affirmation into Health-Risk Messages: Effects on Message Acceptance and Behavioral Intent. Paper presented at Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division, Montreal, Canada. [National conference].
- Arpan, L., Bao, J. †, & Toole, J. † (2013, November). Communicating Social Norms via Exemplars versus Statistics in Health Risk Messages: The Relative Influence on Norms Perceptions, Accessibility, and Behavioral Intention. Paper presented at National Communication Association annual conference, Washington, DC. [National conference].
- Arpan, L., Opel, A., Steinberg, P., Toole, J. † (2012, November). *Effects of Functional Matching on Psychological Reactance to Public Service Announcements*. Paper presented at National Communication Association annual conference, Orlando, FL. [National conference].
- Toole, J. †, Arpan, L., & Rhodes, N. (2012, May). Ecotainment: Effects on Attitude Accessibility, Norm Accessibility, and Behavioral Correlates. Paper presented at the International Communication annual conference, Phoenix, AZ. [International conference].
- Lu, J. †, Arpan, L., Maibach, E., Leiserowitz, A., & Opel, A. (2011, November). Correlates of Energy Conservation Behaviors: An Integration of the Theory of Planned Behavior and the Health Belief Model. Paper presented at the National Communication Association annual conference, New Orleans, LA. [National conference].
- Kinnally, W. †, & Arpan, L. (2009, August). Reactance and the Hostile Media Effect: Placing the Effect within the Theory. Presented at the Association for Education in Journalism and Mass Communication annual conference, Boston, MA. [National conference].
- Arpan, L.M., Bae, B. †, Chen Y. †, & Greene, G. † (2009, May). Consumption and partisanship as predictors of the Hostile Media Effect in late night political comedies and traditional news. Paper presented at the International Communication Association annual conference, Chicago, IL. [International conference].
- Lu, J. †, & Arpan, L.M. (2009, May). The impact of individual differences and risk information on product attitudes: The case of direct-to-consumer prescription drug advertising. Presented at the International Communication Association annual conference, Chicago, IL. [International conference].
- Arpan, L.M. & Nabi, R. (2008, May). Exploring anger as a mediator of the Hostile Media Effect. Paper presented at the International Communication Association annual conference, Montreal, Canada. [International conference].
- Arpan, L. M., & Tuzunkan F. † (2008, May). Photographic framing, news story selection, and the protest paradigm. Paper presented at the International Communication Association annual conference, Montreal, Canada. [International conference].

- Arpan, L. M. & Peterson, E.† (2007, May). Influence of source liking and personality traits on perceptions of bias and news source selection. Paper presented at the International Communication Association annual conference, San Francisco, CA. [International conference].
- Arpan, L. M. (2006, June) Examining Additional Causes and Consequences of the Hostile Media Effect: The Exemplification Explanation and News Source Selection Implications. Paper presented at International Communication Association annual conference, Dresden, Germany. [International conference].
- St. John, H.† & Arpan, L. M. (2005, November). Truth and consequences: Effects of stealing thunder in a case of infidelity. Paper presented at the National Communication Association 2005 annual conference, Boston, MA. [National conference].
- Wang, X.† & Arpan, L. M. (2005, August). The effects of ethnic identity on audience's evaluation of HIV public service announcements. Paper presented at the Association for Education in Journalism and Mass Communication annual conference. [National conference].
- Arpan, L. M. (2005, May). Exemplification of public opinion and hostile media judgments: The effect of supportive and unsupportive quotes on perceptions of new story bias and influence. Paper presented at the International Communication Association annual conference, New York, NY. [International conference].
- Arpan, L. M. (2004, May). Organizational image and consequences of information about corporate social performance: A Cognitive Perspective. Paper presented at the International Communication Association annual conference, New Orleans, LA.
- Arpan, L. M., Baker, K.†, Jung, T. †, Lee, Y. †, Lorusso, L. †, & Smith, J. † (2004, May). News coverage of social protests and the effects of photographic framing, issue, and prior attitudes. Paper presented at the International Communication Association annual conference, New Orleans, LA.
- Visser, R. †, Arpan, L.M., & Heald, G. (2003, February). Functions of Attitudes toward Cigarette Smoking among Adolescents: An Initial Investigation and Possible Implications for Anti-Smoking Messages. Paper presented at the National Communication Association annual conference, Miami, FL.
- Arpan, L. M., & Pompper, D. (2003, May). Stormy weather: Testing “stealing thunder” as a crisis communication strategy to improve communication flow between organizations and journalists. Paper presented at the International Communication Association annual conference, San Diego, CA.
- Arpan, L. M., Heald, G., & Visser, R. † (2003, May). Gender Patterns and Smoking Susceptibility among Adolescents Who View Actors Smoking. Paper presented at the International Communication Association annual conference, San Diego, CA.

- Pashupati, K., Arpan-Ralstin, L., & Nikolaev, A. † (2001, May). Corporate advertising as inoculation against negative news: An Experimental Investigation of Presentation-Order Effects. Paper presented at International Communication Association annual conference, Washington, D.C.
- Arpan-Ralstin, L., and Sun, H. L. † (2001, May). The effect of country of origin on a Chinese public's judgment of a multinational organization involved in a crisis. Paper presented at the International Communication Association annual conference, Washington, D.C.
- Arpan-Ralstin, L., and Raney, A.A. (2001, May). An Investigation of the Hostile Media Effect in Sports Coverage: Do Sports Fans Think the Media Play Fair? Paper presented at the International Communication Association annual conference, Washington, D.C.
- Arpan-Ralstin, L., Raney, A.A., & Zivnuska, S. † (2000, November). Examining the concept of organizational image in non-profit context: Dimensions of a University Image. Paper presented at the National Communication Association annual conference, Seattle, WA.
- Arpan-Ralstin, L., & Roskos-Ewoldsen, D.R. (2000, June). Stealing Thunder: An analysis of the effects of organizational self-disclosure during a public relations crisis. Paper presented at the International Communication Association Annual Conference, Acapulco, Mexico.
- Arpan-Ralstin, L. (1999, August). Effects of spokesperson nationality on spokesperson and organizational credibility. Paper presented at the the Association for Education in Journalism and Mass Communication annual conference, New Orleans, LA.
- Hoff, E.E., Arpan-Ralstin, L., Dillman, F., & Bryant, J.A. (1999, August). Agenda setting and the Y2K bug: Paths of influence on behaviors and issue salience. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, New Orleans, LA.
- Raney, A.A., Arpan-Ralstin, L., McCollum, J. & Mullikin, L. (1999, April). Preschool children and cognitive development: Effects of viewing "Blue's Clues." Paper presented at the Broadcast Education Association Annual Conference, Las Vegas, NV.
- Arpan-Ralstin, L. (1998, November). An examination of country-of-origin effects on attribution in an international public relations crisis. Paper presented at the National Communication Association Annual Conference, New York City, NY.
- Pasadeos, Y., Hoff, E.E., Stuart, Y. and Arpan-Ralstin, L. (1998, August). Guiding lights of international news-flow research: A temporal comparison of influential authors and published works. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Baltimore, MD.
- Raney, A.A., McCollum, J., & Arpan-Ralstin, L. (1997, August). Preschool children and social behaviors: The effects of viewing "Allegra's Window" and "Gullah Gullah Island." Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, IL.

Arpan-Ralstin, L. (1998, April). Libel-complaint-handling policies of Alabama daily newspapers. Paper presented at Southern States Communication Association Conference, San Antonio, TX, April, 1998. [Regional conference.]

Raney, A.A. & Arpan-Ralstin, L. (1998, April). CCET model of behavioral assessments of a technology-rich science education program. Paper presented at Southern States Communication Association Conference, San Antonio, TX, April, 1998. [Regional conference.]

Invited Presentations

Arpan, L. (2024, January). Predicting and Encouraging Supportive Occupant Behaviors in Energy Efficient and Sustainable Buildings: The Role of Social-Psychology and Communication Science. Presented to U.S.-Japan Exchange Program for Green Growth Collaboration through Clean Energy Technologies (EXCET) Workshop, Tokyo, Japan.

Syndicus, M., Amanowicz, L, Andre, M., Arpan, L., Azar, E., Balasz, R., Bandurski, K., Barthelmes, V., Belafi, Z., Carlucci, S., Carton, Q., Derbas, G., Hellwig, R., Jin, Q. Gauthier, S., Khovalyg, D., Markovic, R., Mino, I., O'Brien, L., D'Oca, S., Piselli, C., Pisello, A.-L., De Simone, M., Spigliantini, G., Topak, F., Vellei, M., Wagner, A., Wei, S., & Zhong, H. (2022, May). Accounting for occupants in building design and operation practice. CLIMA 2022: the 14th REHVA HVAC World Congress, Rotterdam, The Netherlands.

Arpan, L.M. (January, 2016). Moral framing of messages promoting sustainable energy consumption. FSU Workshop – NSF Research Collaboration Network on Sustainable Human Building Ecosystems (SHBE). Askew School of Public Administration and Policy, Florida State University.

Opel, A., & Arpan, L. M. (November 4, 2010). Promoting Energy Conservation: Creating Effective Public Service Announcements. Research presentation to the Yale Project on Climate Change Communication, Yale University.

Opel, A., & Arpan, L. M. (November 2, 2010). Promoting Energy Conservation: Creating Effective Public Service Announcements. Research presentation to the Center for Climate Change Communication, George Mason University.

Opel, A., & Arpan, L. M. (October 7, 2010). Promoting Energy Conservation: Creating Effective Public Service Announcements. Research presentation to the Carsey-Wolf Center Environmental Media Initiative, Department of Communication, University of California Santa Barbara.

CONTRACTS AND GRANTS

Contracts and Grants Pending

Farid, A. (PI), Yousef-Toumi, K., (Co-PI) Arpan, L. (Co-PI), Tang, T. (Co-PI). *Assessing the Socio-TEchnical Potential for Transactive Energy Communities in Rural New Hampshire (STEP4TEC-NH)*. National Science Foundation. Amount: \$1,700,000.

Shojaei, A. (PI), Agee, P. (Co-PI), Arpan, L. (Co-PI), McCoy, A. (Co-PI). *SCC-IRG Track 1: From Reactive to Proactive: Socio-Technical Systems Approach to Human-Technology Interaction for Smart and Connected Affordable Housing Communities*. National Science Foundation. Amount: \$2,498,235.

Contracts and Grants Funded

Little, J. (PI), Farid A. (Co-PI), Bitterman, P., (Co-PI), Webster, D.G., (Co-PI) Welty, C. (Co-PI), Tang, T. (Co-PI), Arpan, L. (Co-PI). *Collaborative Research: GCR: Convergent Anthropocene Systems (Anthems) – A System-of-Systems Paradigm*. National Science Foundation. Five-year (two-phase), multi-institution award: \$3,000,000 total. Phase 1 UB award \$50,000. Phase 2 UB Award: TBD.

Ozguven, E. (PI), Arghandeh, R. (former PI), Arpan, L., (Co-PI), Hou, J. (former Co-PI), *User-centered Heterogeneous Data Fusion for Multi-networked City Mobility (9/1/2016-2/28/2019)*. National Science Foundation, CNS Division of Computer and Network Systems Award #1640587. \$233,123.

Oehme, K. (PI), Clark, J. (PI), Arpan, L. (Co-PI) (05/2018-05/2019), *FSU Student Resilience Project*. Assessment of a mental-health-promotion web site/training module designed for college students. Florida State University, \$150,000.

Charness, L. (PI), Arpan, L., (Co-PI), Boot, W. (Co-PI), Kaschak, M. (Co-PI), Cortese, J. (Co-Investigator), Clayton, R. (Co-Investigator), (11/2015-5/2017). *Human Factors Guidelines To Develop Educational Tip Cards For Aging Road Users*. State of Florida Department of Transportation, \$215,000.

Yong, T. (PI), Zhu, Y. (Co-PI), Cartes, D. (Co-PI), Tolone, W. (Co-PI), Lam, K. (Co-PI), Arpan, L. (Network Participant and Steering Committee Member for “Human Behavior” and “Sustainability Education” Themes/Modules), et al. (2013-2018). *Predictive Modeling Network for Sustainable Human-Building Ecosystems (SHBE)*. National Science Foundation Research Coordination Network--Science, Engineering and Education for Sustainability, Award#: 1338851, \$652,846 (FSU portion: \$109,346). This is a multi-university grant with 20 working group members from the United States and China.

Arpan, L., and Opel, A. (2012-2013). Environmental Health Video Public Service Announcements: Heat Related Illness Signs. Florida Department of Health, Division of Environmental Health, \$3,500.

Arpan, L., and Opel, A. (2011-2012). Environmental Health Video Public Service Announcements: carbon monoxide poisoning awareness and in-home asthma trigger awareness. Florida Department of Health, Division of Environmental Health, \$7,000.

Arpan, L., and Opel, A. (2011). Environmental Health Video Public Service Announcements: AirNow.Gov and Florida Tracking.com. Florida Department of Health, Division of Environmental Health, \$5,145.

Opel, A., Arpan, L., & Steinberg, P. (2009-2010). Institute for Energy Systems, Economics, and Sustainability (IESES), Florida State University, and the Florida Energy Systems Consortium (FESC), \$249,800. Energy and Efficiency Video Public Service Announcements. [Theory-based development and testing of public service announcements promoting energy conservation in Florida.]

Arpan-Ralstin, L. & Raney, A. (2001, July-August). Study of attitudes toward using auto-manufacturer websites for information-seeking and purchasing. General Motors, \$15,000.

Arpan-Ralstin, L. (2000, May-July). First Year Assistant Professor Summer Research Grant. Competitive, university-wide grant for study on the Impact of Attributes versus Attitudes in Evaluations of Organizations. Florida State University, \$4,500.

Contracts and Grants Not Funded

Farid, A. (PI), Arpan, L. (Co-PI), Little, J. (Co-PI), Tang, T. (Co-PI), Youcef-Toumi (Co-PI). Global Centers Track 1: American-Australian Center for Convergent Energy Systems Transformation in the Anthropocene (ACES). Submitted (5/11/2023) to NSF Solicitation 23-557: Use-Inspired Research Addressing Global Challenges in Climate Change and Clean Energy. Amount: \$5,000,000.

Farid, A. (PI), Arpan, L. (PI). Assessing the Socio-Technical Potential for Electrified Mobility and Heating for Transactive Energy Communities in Rural New Hampshire. Submitted March 20, 2022 to Alfred P. Sloan Foundation Collaborative Research Projects on Energy System Electrification. Amount: \$500,000.

Cattafesta, L. (PI), Caldwell, C. (Co-PI), Zha, G. (Co-PI), Olivares, G. (Co-PI), Tai, J.C. (Co-PI), Arpan, L., (Social Science Team Leader), et al. (40 other team members). Preliminary proposal submitted Oct. 2, 2020, to National Science Foundation for an Engineering Research Center for Green Air Transportation Ecosystem (GATE). Proposal #2100431.

Barooah, P. (PI), Arpan, L. (Co-PI), Tang, T. (Co-PI). *Energy resiliency through rooftop solar and storage in vulnerable households*. Submitted July 31, 2020, to NSF CIVIC Innovation Challenge: Phase 1, Track B: Resilience to Natural Disasters: Equipping Communities for Greater Preparedness and Resilience to Natural Disasters. Proposal # 2043291. Amount: \$50,000. [Score: “fund if possible”.]

Barooah, P. (PI), Meyn, S. (Co-PI) Bretas, A. (Senior Personnel), Bi, X.; (Co-PI), Deliz Quiñones, K. (Co-PI), Arpan, L., (Subawardee/PI). *Resiliency for southeastern communities through smart distributed energy systems*. Submitted Sept. 2019 to National Science Foundation Smart and Connected Communities-IRG Track 1. Amount: \$4,047,417.

Hostetler, M. (PI) et al. *Urban Sustainability and the Science of Implementation* (2014). National Science Foundation Sustainability Research Networks, NSF14-534. Multi-university proposal. Approximately \$11,999,980 5-year study. Scored (competitive) but not awarded.

Meyn, S. (PI), Arpan, L. (Co-PI), Barooah, P. (Co-PI), Khargonekar, P. (Co-PI) (2012). *Smart Buildings for a Sustainable Electric Grid*. Submitted to National Science Foundation, Sustainable Energy Pathways Solicitation NSF11-590, \$2,000,000, 4-year study.

Cartes, D., PI. *Multi-Agent Environment for Science, Technology and Research Opportunities in Sustainable Energy* (MAESTRO) (2011). Submitted to National Science Foundation Sustainability Research Networks Competition (NSF 11-574), pre-proposal solicitation. Multi-disciplinary and multi-university research on development of and public response to smart grid technology.

Laura Arpan, PI., Andrew Opel, Co-PI, Phil Steinberg, Co-PI. (2010, March). *Public Awareness and Outreach for American Recovery and Reinvestment Act Weatherization Assistance Program*. Submitted to State of Florida Department of Community Affairs (DCA 09/10-14). \$972, 862 1-year program. Scored but not awarded.

David Roskos-Ewoldsen, PI. Laura M. Arpan, (Co-PI). (2006, October). *Teens' Decisions About Smoking in the Societal Context*. Submitted to National Institutes for Health (PA-04-121), Oct. 2, 2006. \$484,408 3-year study. Scored but not granted.

TEACHING ACTIVITIES

Courses Taught

Graduate

Persuasion and Social Influence
Communication research methods
Theories of attitude structure and persuasion
Public communication campaigns
Social marketing
(Survey Research) Measurement of audience attitude & response
The psychology of news effects

Undergraduate

Social marketing
Persuasion
Media and society
Communication research methods
Introduction to mass media
Electronic media audience research
Public relations campaigns
Introduction to public relations
Public relations writing

Directed Individual Study Projects

- Lauren Greenbaum. FSU Students' Attitudes toward Reducing Plastic Use (FSU Honors Program Individual Augment Assignment). Fall 2022.
- Cole Rao and Zhuxuan Yan. Applying the Theory of Planned Behavior and Moral Norms to the Consumption of Plant-based Hamburgers: Implications for Message Design. Spring 2021.
- Meredith Mank. Theory-based messaging for female victims of domestic violence seeking assistance. Spring 2020.
- Elizabeth Ray. The influence of exposure to restorative narratives on intent to return to and recommend a mental health related website. Summer 2018
- Joshua Hendrickse. Social comparisons and the influence of photo based activities on social media on body image. Summer 2018.
- Olivia Bravo, Elizabeth Ray, and Nicholas Sellers. Effects of user-generated public service announcements on pro-environmental behavior. Summer 2017.
- Joshua Hendrickse. Social media and intrasexual competition influences on female body image. Fall 2016.
- Yijie Wu. Accessibility of personal moral norms and their influence on pro-environmental and pro-social behaviors. Summer 2016.
- Young-Sun Lee and Zihan Wang. Self affirmation theory and message effects research. Fall 2013.
- Young-Sun Lee, Cindy Stewart, and Zihan Wang. Self affirmation in messages about health risks. Fall 2012
- Jingyu Bao and Jennifer Toole, effects of exemplification on accessibility of social norms perceptions regarding environmental and health behaviors, Summer 2011.
- Yi-Sing Han, Social identity, emotion, and hostile media effects, Summer 2010.
- Scott Smith, Survey research, Spring 2010.
- Jia Lu, Processing and effects of negative information in direct to consumer pharmaceutical advertising. Summer 2006.
- Will Kinnally, Cognitive Neuroscience and the Limited Capacity Model: Supporting and Expanding the LCM. Fall 2005.
- Will Kinnally, Affect and Cognition: Implications for Communication Research. Fall 2004.
- Xiao Wang, HIV Public Service Announcements and Source Ethnicity Effects, 2003
- Muriel Visser, Adolescents' Attitudes Toward Smoking, 2002
- Michele Norman, Attitudes toward Activist Groups, 2002
- Michele Norman, Exemplification and Perceptions of Subgroups, 2004

Supervised Research

- Zhuxuan Yan, Spring 2021. Pro-environmental values and responses to information about sustainable office buildings.
- Zhuxuan Yan, Summer 2020. Priming of pro-environmental values.
- Michelle Presley, Spring 2020. Planning a social marketing campaign to reduce on-campus waste.
- Jennifer Meier, Summer 2009. Emotion and hostile media effects.
- Elizabeth Cox, Fall 2008. Perceptions of news bias, emotion, and comprehension.
- Erik Peterson, Summer 2005. Visual exemplification of conflict and learning about social protests from news.
- Firat Tuzunkan, Summer 2004. Agonistic photos and selective exposure to news about social issues.

Kaysee Baker, Spring 2004. Exemplification and News Coverage of Protests

Angie Urbanek, Fall 2002. Web-based survey research

Master's Residency and Capstone Research Project Committees

Member, Ji Xuan. (2017). How Do Chinese Media Frame the Food Safety Issue to the General Public?

Nattalya Avila (2015). Residence Hall Energy Reduction Campaign Research and Planning, Office of Campus Sustainability FSU.

Member, Kristin Pecora, 2013. Communication Audit of the Official Coast Guard Facebook Page.

Member, Lisa Tinsely, 2007. CNN Research Division.

Member, Devery Nalls, 2006. Organizational Culture and the *Late Show with Conan O'Brien*

Member, Amy Lo, 2006. Communication and Marketing Research for HighPoint Church, Orlando

Member, Mark Lowe, 2006. The Digital Divide in Gadsden and Leon County Schools

Member, Raushan Person, 2005. Developing Learning-Style Specific Assignments for Public Speaking Courses

Member, Isabell Kellum, 2005. Revamping the Roommate Compatibility Survey, FSU Housing Center

Member, Jie Shen, 2005. Chinese Students' Transition to the Tallahassee and FSU: A Survey

Member, Youngsuk Song, 2005. Audience Research and Pilot Development for FSU *Global Gatherings*

Member, Brianne Haughland, Florida Department of Health.

Member, Angie Urbanek, Florida Government Performance Survey Research Center.

Member, Anthony Giordanno, CNN.

Member, Julie Nieman, Simmons Market Research Bureau.

New Course Development

Persuasion (undergraduate), Fall 2022.

Public communication campaigns, Fall 2015.

Social marketing. Spring 2010.

Introduction to mass media, online version. Summer 2008.

Chair of Doctoral Dissertation Committees

Zhuxuan Yan, Graduate. (2023). Rethinking guilt appeals in environmental messages: testing the effects of empathy-eliciting and shame-free guilt appeals on behavioral intentions.

Joshua Hendrickse, Graduate. (2021). Comparing to the ideal on social media: testing the moderating effect of appearance schematicity.

Yijie Wu., Graduate (2019). Promoting behavioral intentions to defend victims of bullying among college students with an interactive narrative game.

Zihan Wang, Graduate (2017). Impact of group affirmation on environmental message acceptance, risk perception & behavior intention.

Young Sun Lee, Graduate. (2016). How to maximize self-efficacy in health messages? Exploring the relationships among responses to messages and behavior-specific cognitions using self-affirmation theory.

Jennifer Toole, Graduate. (2014). An Investigation of the Underlying Normative Mechanisms and Norm Accessibility in Entertainment Education

Yi-Hsing Han, Graduate. (2014). Might blaming the news media be beneficial to democracy? The effects of bias-induced anger, anxiety, and issue novelty on subsequent news selection.

William Kinnally, Graduate. (2008). Reactance and the hostile media effect: Placing the effect within the theory.

Chan-pyo Hong, Graduate. (2006). Attitude functions and responses to web-based automotive advertising.

Co-director, Youngwon Lee, Graduate. (2005). Internal and external search in an internet shopping experience.

Member of Doctoral Dissertation Committees

Prerna Shah, Graduate (2024). Decoding Denial for Effective Environmental Risk Communication.

Xinxia Dong, Graduate (2024). Conflicting Information and Risk Communication Behaviors.

Jia Liao, Graduate (2023). Member for prospectus only due to moving to a new university.

Tracy Ippolito, Graduate (2023). Member for dissertation prospectus only.

Anne Rivera, Doctoral Candidate (2022-2023). Member for prospectus only due to moving to a new university.

Farzaneh Karimkhan-Ashtiyani, Graduate (2022). The “influential relationship”: Understanding source factors among social media fashion influencers and impacts on consumers’ attitudes and behavioral intentions.

Olivia Bravo, Graduate (2020). To boycott or not? The impact of high moral intensity framing on consumer boycott decision-making.

Nicholas Sellers, Graduate (2020). Hey Siri, is this a good theory?: Testing UGT 2.0 with personal virtual assistants.

Elizabeth Ray, Graduate (2020). Happy face, clean place?: How emoji presence affects the interpretation of restaurant inspection reports.

Danyang Zhao, Graduate (2018). Mood management, self-transcendence, and prosociality: selective exposure to meaningful vs. fun media entertainment and pro-social behavior.

Di Cui, Graduate (2018). The persuasive effect of narrative with different story endings, counterfactual thinking, and elaboration.

Tania Reynolds, Graduate (2018). Bless her heart! Does apparent concern help women in reputational competition? (Department of Psychology, Florida State University).

Nelson Roque, Graduate. (2018). Reliably Measuring Attention Capture: Challenges and New Approaches. (Department of Psychology, Florida State University).

Di Cui, Graduate. (2018). The persuasive effect of narrative with different story endings, counterfactual thinking, and elaboration.

William Flanders, Graduate (2015). (Department of Political Science, Florida State University). Exploring the Motivated Bayesian Theory of Belief Change.

Azmat Rasul, Graduate (2015). When political narratives entertain: the effects of political entertainment on the attitudes of young viewers towards female lead characters.

Ashavaree Das, Graduate. (2013). Information-Seeking Among Pregnant Women: A Mixed Method Approach.

Jiyoun Kim, Graduate. (2013). Sadness, rumination, reflection and preference for sad dramas.

Sophie Janicke, Graduate. (2013). Moral schemas in crime dramas: The matter of context for the activation of an antihero schema and its impact on moral judgment making.

Sang-Chul Park, Graduate (2012). (Department of Public Administration, Florida State University) Sustainability, Smart Growth Land Use Practice and Public Health:

- Regarding the Perspectives of Political Market and Local Governance.
- Rich Austin, Graduate. (2012). (School of Library and Information Science, Florida State University). An Investigation of the Use of Synchronous Text-Based Communication Technologies by Undergraduate University Students.
- Ben Gaskins, Graduate (2011). (Department of Political Science, Florida State University). Religiosity, Information, and Political Opinions: Religious Commitment and Democratic Citizenship.
- Jia Lu, Graduate. (2010). Predicting blood donation among college students as a strategy to design voluntary blood donation campaigns in China.
- Yen-Shen Chen, Graduate. (2010). Emotion management and highly interactivity video games: examining emotion change in relation to arousal, involvement, and enjoyment.
- Daniel Shafer, Graduate. (2009). Measurement of the tendency to morally disengage from the actions of violent fictional characters and the impact of explicit moral disengagement cues.
- Mark Mulligan, Graduate. (2008). Exploring mood management via exposure to a massively multi-player online game.
- Firat Tuzunkan, Graduate. (2007). Actors' attractiveness and morality factors in disposition theory.
- Kristin Barton, Graduate. (2007). Cultivation Effects and Reality Television.
- Xiao Wang, Graduate, (2006). Media exposure, guilt and college students' participation in physical activity: extending the theory of planned behavior.
- Tait Martin, Graduate. (2006). Information processing and college choice: An examination of recruitment information on higher education web sites using the Heuristic-Systematic Model.
- Muriel Visser, Graduate. (2004). The impact of individual differences on the willingness of teachers in Mozambique to communicate about HIV/AIDS in schools and communities.
- Amy Graban, Graduate. (2002). The differential effect of surprise and liking in an anti-smoking campaign: an application of the limited capacity model.
- Alexander Nikolaev, Graduate. (2001). Extension and transformation of the two-level game theory and its application to the field of communication.

Chair of Master's Theses Supervisory Committees

- Joshua Hendrickse (2016). Same Game, Different Platform: Using Female Intrasexual Competition to Predict Appearance-Related Comparisons on Facebook.
- Danyang Zhao, Graduate. (2014). Examining the Impact of Exposure to a Bipolar Disorder Storyline Using the Entertainment Overcoming Resistance Model.
- Jennifer Meier, Graduate. (2010). The effect of entertainment messages on perceptions of environmental and energy use social norms.
- Jia Lu, Graduate. (2007). Processing of negative vs. positive information in direct to consumer pharmaceutical ads.
- Heather St. John, Graduate. (2004). Victim of circumstance? Stealing thunder and attribution theory.

Member of Master's Theses Supervisory Committees

- Tianzhi He. (Graduate, Fall 2020). Human-Building Symbiotic Communication with Voice-based Proactive Smart Home Assistants. [Department of Civil and Environmental Engineering, Virginia Polytechnic Institute and State University].

- Kendra Scholz, Graduate (2017). Self-Perception of Gender Identity and Engagement in Health Behaviors.
- Joshua Baldwin, Graduate. (2017). In Memories of Our Cartoons: A Look into the Relationship Between Nostalgia and Parasocial Relationships in Adaptations.
- Evan Watts, Graduate. (2011). The digital game morality experience.
- Shea Smock, Graduate. (2011). Whose interests are being served? A political economic analysis of network news transcripts and national newspaper articles surrounding Citizens United V. Federal Election Commission.
- Thomas C. Corrigan, Graduate. (2007). Fantasy Fans? Comparing team and player identification among fantasy football players and non-fantasy football players.
- Kristin Carlton, Graduate. (2006). Playing along with the game: Examining the impact that enhanced television services have on the enjoyment of televised sports.
- April Sikes, Graduate. (2005). Now playing: information processing of cues used in motion picture advertising.
- Kaysee Baker, Graduate. (2004). Who Saves the Animated World? The Sex-Role Stereotyping of Superheroes and Superheroines in Children's Animated Programming
- Ts-Shan Chang, Graduate. (2004). Information Incongruity between the Website and Ads within It: How Will Online Users Respond?
- Angela Morris, Graduate. (2004). The impact of fear appeal messages on arousal, attitude formation and vaccination intentions in bioterrorism related communications.
- Anthony DePalma, Graduate. (2002). Enjoyment and responsivity measures of scripted and unscripted violent sports media fare: an extension of available sports spectatorship literature
- Jeffrey Jacocks, Graduate. (2002). E-commerce websites and their function as interactive advertisements : message involvement levels and their affect on attitude toward the site
- Kristin Barton, Graduate. (2002). Disposition theory and reality-based television programming: An examination of the effects of ethnicity on viewer enjoyment.

Chair of Bachelor's Thesis Supervisory Committees

- Allison Voorhees, Graduate. (2002). News-gatherers and decision makers: Media use and evaluation among voters in the 2000 general election.

Member of Bachelor's Thesis Supervisory Committees

- Julia Turner (2021) (Department of Sociology). College Students' Health Information Related to Cardiovascular Disease and Type II Diabetes.
- Rei Myers (2020) (Department of Sociology). Latinx Parents' Engagement in School Choice.
- Tomas Cabezas (2020) (Department of English). Twitter (In)action: Environmental Images and Audience Response; Environmental Degradation: A Global Crisis.
- Lauren Visin (2014) (Department of Earth, Ocean, and Atmospheric Science, Florida State University). An examination of the differences in tropical cyclone pressure-wind relationships among observation, model analyses, and model forecasts.
- Dylan Kilby (2013). Objective Building in User-Defined Worlds.
- Brooks Lopez, Graduate (Department of Psychology, Florida State University). (2009). Tasks and Decisions.
- Ashley Richard, Graduate (Department of Political Science, Florida State University). (2009). Structural differences in coverage of political events across news, blog, and comedy sources.

Lucy Voss, Graduate. (2001). Supplement use and body image among male undergraduate students.

SERVICE

University at Buffalo

College of Arts and Sciences

Member, 2023-24 Outstanding PhD Dissertation Award committee.

Department of Communication

Member, Graduate admissions committee, 2023-24.

Member, Undergraduate curriculum committee, 2024.

Florida State University

University

Quality Enhancement Review “related discipline” participant for Department of Psychology, Spring 2023.

Campus as Living Lab participant with Florida State University Sustainable Campus, Spring 2023.

Campus as Living Lab participant with Florida State University Sustainable Campus, Fall 2022.

Presentation on Mentoring Graduate Students for Arts Education graduate program, 2021.

Member, Sustainability Advisory Board, Florida State University, 2017-8.

Member, Graduate Program Review Subcommittee for Department of Educational Psychology, University Graduate Policy Committee, 2017-8.

Member, Search Committee for Communication and Outreach Coordinator, Office of Campus Sustainability, Florida State University, 2016.

Member, Investigative Committee for Research Misconduct, 2008.

Member, Florida State University Promotion and Tenure Committee, 2006.

Member, Service Learning Advisory Board, Florida State University, January 2005-2007.

Advisor, National Society of Collegiate Scholars, FSU Campus, 2002 – 2004

College of Communication and Information

Member, Academic Affairs Committee, 2017-18.

Member, Academic Affairs Committee, 2013-14.

Member, Promotion and Tenure Committee, 2012-2013.

Member, Promotion and Tenure Committee, 2011-12.

Member, Academic Affairs Committee, 2009-10.

Member, Academic Affairs Committee, 2008-9.

Member, Promotion and Tenure Committee, 2009-10.

Member, Promotion and Tenure Committee, 2008-9.

Member, Promotion and Tenure Committee, 2006-7.

Member, Academic Affairs Committee, 2005-2006.

School of Communication

Media and Communication Studies Undergraduate Area Coordinator, 2022 – 2023.

Member, Faculty Evaluation and Promotion Committee, 2022-2023.

Member, Executive Committee, 2022 – 2023.

Member, Academic Affairs Committee, Spring 2022.

Chair, Search Committee for Teaching Faculty member in Public Relations, 2020-2021.

Chair, Online Strategic Communication Master's Feasibility Study Committee, 2020-2021.

Member, Academic Affairs Committee, 2020-2021.

Chair, Search Committee for School of Communication Director, 2019.

Director of Doctoral Studies, 2015-2020.

Member, Executive Committee, 2015-2020.

Member, Search Committee for Advertising faculty member, 2017-8.

Member, Search Committee for Health and Multicultural Marketing/Communication faculty member, 2016.

Member, Search Committee for School of Communication Director, 2016.

Member, Bylaws Revision Committee, 2015.

Member, Planning Committee for Public Interest Media & Communication master's degree, 2014-2015.

Chair, Search Committee for Successful Longevity faculty member, 2014-2015.

Member, Media and Communication Studies master's program committee, 2013-2015.

Member, Academic Affairs Committee, 2014-2015.

Member, Search Committee for School of Communication Director, 2013-2014.

Member, Search Committee for Media Production faculty member, 2013-2014.

Member, Search Committee for Public Relations faculty member, 2012-2013.

Member, Promotion and Tenure Committee, 2011-2012

Member, Search Committee for Advertising faculty member, 2011-2012.

Member, Faculty Evaluation Committee, 2010-11.

Member, Promotion and Tenure Committee, 2010-11.

Chair, Media and Communication Studies master's program committee, 2006-2008.

Member, Communication and Media Studies undergraduate curriculum committee, 2006-7.

Member, Faculty Evaluation Committee, 2006-7.

Member, Promotion and Tenure Committee, 2006-7.

Co-director, Mass Communication Master's Program, 2000 to 2006.

Research participant pool coordinator, 2005 to 2008.

Standing program committee member (advise students, review comprehensive exams, and approve and review residencies), Mass Communication Master's Program, 2000 to 2003.

Member, Academic Affairs committee, 2000-2004.

Member, Executive Committee, 2001 -2002.

Member, Search Committee for Media Studies faculty member, 2002-2003.

Member, Search Committee for Integrated Marketing Communication faculty member, 2000-2001.

Member, Communication Awards Day committee, 2001.

The Profession

Consultation

Steering Committee Member (2020-present), LATENT (Residential HeAT as an Energy System Service) research program, Civil, Maritime and Environmental Engineering and Science, University of Southampton.

Refereed Journal Editorial Board Membership

Mass Communication and Society, September, 2012-present

Journal of Applied Communication Research, 2013.

Guest Reviewer for Refereed Journals

(2024 January, May; 2020 January, April, 2019; 2018 August and November). *Energy Research and Social Science*.

(2023). *Science Communication*.

(2023 January, May; 2020, 2019 February, September, and December; 2017 June and September, 2016, 2015). *Applied Environmental Education and Communication*.

(2023 January; 2022 January, November; 2021; 2020 July, November). *Environmental Communication*.

(2023 April, September; 2014; 2013, September, December; 2011). *Journal of Communication*.

(2023). *Psychology of Popular Communication*.

(2022 April, July; 2021; 2014, July, October; 2012). *Journal of Applied Communication Research*.

(2021). *Energy & Buildings*.

(2021, March, May). *Journal of Communication in Healthcare*.

(2021, March). *European Journal of Applied Psychology*.

(2020, 2009, 2007, 2003, 2000). *Media Psychology*.

(2019, 2017, 2015, February, June; 2009). *Journal of Health Communication*.

(2018). *Journal of Media Psychology*.

(2017). *International Journal of Communication*.

(2017, 2011, 2010, 2009, 2008, 2006). *Journal of Broadcasting & Electronic Media*.

(2017 May and November, 2015). *Health Communication*.

(2017). *Human Communication Research*.

(2016, 2014, 2007). *Communication Research*.

(2015). *Journalism*.

(2015). *Psychology and Health*.

(2012 August; 2011 August; 2010 August, November; 2009 August & December; 2008; 2007; 2006; 2005 August & December). *Journalism & Mass Communication Quarterly*.

(2012 October, August, & March; 2011; 2010; 2009 February & December; 2008 May & September; 2007; 2005). *Mass Communication & Society*.

(2012). *Electronic News*.

(2011). *International Journal of Public Opinion Research*.

(2011). *Communication Theory*.

(2005). *Group Processes and Intergroup Relations*.

(2004). *Communication Reports*.

Service to Professional Organizations: Reviewer of Refereed Conference Papers

(2022, 2023). Healthy Buildings Europe Annual Conference.

(2021, 2020, 2019, 2018). International Communication Association, Information Systems Division; Environmental Communication Division.

(2020, 2016). Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division.

(2015). First International Symposium on Sustainable Human-Building Ecosystems, Carnegie

Mellon University, Pittsburgh, PA.

(2014). Understanding Human Behaviors for Sustainable Building Ecosystems, Charlotte, NC.

(2010, 2008, 2007). International Communication Association, Mass Communication Division.

(2010, 2009, 2003). International Communication Association, Information Systems Division.

(2008, 2007). International Communication Association, Journalism Studies Division.

(2004). National Communication Association, Mass Communication Division.

(2003). National Communication Association, Communication and Social Cognition Interest Group.

(2002). International Communication Association, Public Relations Division.

(2002). Southern States Communication Association, Student Paper Competition.

Service to Professional Organizations (Other)

Reviewer, Kyoon-Hur Dissertation Award, International Communication Association, Mass Communication Division, May 2011.

Reviewer, Kyoon-Hur Dissertation Award, International Communication Association, Mass Communication Division, March 2009.

Member, Strategic Task Force, International Communication Association, 2003-2004.

Reviewer for Grant Applications

(2022). National Science Foundation Fast-Lane Grant Proposal/ Decision, Risk, and Management Sciences.

(2015). Vidi Research Grant Proposal, the Netherlands Organisation for Scientific Research, Social Sciences Division.

(2008). National Science Foundation Fast-Lane Grant Proposal/Political Science.

(2008). National Science Foundation Time-sharing Experiments for the Social Sciences grant proposal.

AWARDS AND HONORS

Top Paper, Mass Communication Division, National Communication Association, November 2021.

Top Faculty Paper, International Communication Association Environmental Communication Division, May 2021.

Graduate Faculty Mentor Award, Florida State University, Spring 2020.

School of Communication, Faculty Builder Award, Florida State University, Spring 2019.

John L. Blackburn Award for The Student Resilience Project, American Association of University Administrators, 2019.

College of Communication & Information Leadership Board Distinguished Faculty Award, Fall 2016.

College of Communication & Information, Graduate Faculty Teaching Award, Florida State University, Fall 2015.

School of Communication Teaching Award, Florida State University, 2014/2015.

Nominee, University Excellence in Teaching Award (for Graduate Instruction), Florida State University, 2013-2014.

Nominee, University Excellence in Teaching Award (for Graduate Instruction), Florida State University, 2009-2010.

Nominee, University Excellence in Teaching Award (for Graduate Instruction), Florida State University, 2008-2009.

Nominee, University Excellence in Teaching Award (for Graduate Instruction), Florida State University, 2006-2007.

Highly Commended Paper Award, Emerald Group Publishing Limited Awards for Excellence 2004, for Arpan, L.M., Raney, A.A., & Zivnuska, S. (2003). A cognitive approach to understanding university image. *Corporate Communications: An International Journal*, 8(2), 97-113.

Teacher of the Year, Lambda Pi Eta , Florida State University College of Communication, 2003/4.

Distinguished Professor Award, Florida Public Relations Association, Student Chapter, 2002.

Distinguished Member, National Society of Collegiate Scholars, 2002 - 2003.

Nominee, University Excellence in Teaching Award (for undergraduate Instruction), Florida State University, 2001-2002.

Nominee, University Excellence in Teaching Award (for undergraduate Instruction), Florida State University, 1999-2000. *Not eligible for award due to having fewer than two years teaching experience at FSU.

1997-98 National Alumni Association Graduate Research Fellow, University of Alabama

Top Five Paper, Public Relations Division, International Communication Association, May 2003.

Top Student Paper, Public Relations Division, Association for Journalism and Mass Communication Annual Conference, August 1999.

Top Paper, Debut Category, Research Division, Broadcast Education Association Annual Conference, April 1999.

Top Three Paper, Public Relations Division, National Communication Association Annual Conference, November, 1998.

Top Paper, International Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, August, 1998.

Top Student Paper, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, August, 1997.

Membership in Professional Organizations

International Communication Association