

## CURRICULUM VITAE

### Dietram A. Scheufele

Taylor-Bascom Chair, and  
Vilas Distinguished Achievement Professor  
University of Wisconsin—Madison, and  
Morgridge Institute for Research

Department of Life Sciences Communication  
College of Agricultural & Life Sciences  
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Madison, WI 53706-1215

### EDUCATION

- Ph.D. 1999, University of Wisconsin—Madison, Mass Communications (Ph.D. Minor in Political Science)  
M.A. 1997, University of Wisconsin—Madison, Journalism & Mass Communication  
B.A. equiv. 1995, Johannes Gutenberg-Universität Mainz, Germany, Publizistik  
(Nebenfächer: Politikwissenschaft, Betriebswirtschaftslehre)

### ACADEMIC APPOINTMENTS

- 2019-Pres. Taylor-Bascom Chair in Science Communication, Department of Life Sciences Communication, University of Wisconsin—Madison, and Morgridge Institute for Research (affiliate appointments: Center for European Studies; Morgridge Institute for Research; Nelson Institute for Environmental Studies; Neuroscience & Public Policy Program; Jean E. Holtz Center for Science and Technology Studies)  
2015-Pres. Vilas Distinguished Achievement Professor, University of Wisconsin—Madison  
2009-2019 John E. Ross Professor in Science Communication, Department of Life Sciences Communication, University of Wisconsin—Madison, and Morgridge Institute for Research  
2013-18 Honorary Professor, Institut für Kommunikationswissenschaft, Technische Universität Dresden, Germany  
2004-09 Professor, Department of Life Sciences Communication (2005-09) and School of Journalism & Mass Communication (2004-07), University of Wisconsin—Madison  
2003-04 Associate Professor, with tenure, Department of Communication, Cornell University  
2000-03 Assistant Professor, untenured, Department of Communication, Cornell University

### VISITING POSITIONS

- 2020-Pres. Distinguished Research Fellow, Annenberg Public Policy Center, University of Pennsylvania  
2020 Paul Lazarsfeld Visiting Professor, Faculty of Social Sciences, Universität Wien, Austria  
2019 DFG Mercator Fellow, Westfälische Wilhelms-Universität Münster, Germany  
2017 Fellow, Center for Advanced Studies, Ludwig-Maximilians-Universität München, Germany  
2015-16 Visiting Scholar, Annenberg Public Policy Center, University of Pennsylvania  
2012 DAAD Professor, Institut für Kommunikationswissenschaft, Technische Universität Dresden, Germany  
2010 Fellow, Kennedy School of Government, Harvard University  
1999-00 Visiting Assistant Professor, Department of Communication, Cornell University

### HONORS AND AWARDS

- 2020 National Associate (lifetime appointment), National Research Council, National Academies of Sciences, Engineering, and Medicine  
2020 Top Three Faculty Paper Award (with Luye Bao and co-authors), Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication  
2020 Top Three Faculty Paper Award (with Josh Anderson and co-authors), Electronic News Division, Association for Education in Journalism and Mass Communication  
2019 Outstanding Article Award for best article in *Journalism and Mass Communication Quarterly* in 2018 (with Michael Cacciatore and co-authors)  
2019 Spitzer Excellence in Teaching Award, College of Agricultural & Life Sciences, University of Wisconsin—Madison  
2019 Fellow, UW-Madison Teaching Academy  
2017 Best poster award with Kate Rose et al., *Society for Risk Analysis*, Arlington, VA

- 2017 Article of the Year Award (with Michael Cacciatore and Shanto Iyengar) for best article published in *Mass Communication & Society* in 2016, Association for Education in Journalism & Mass Communication
- 2016 Elected Fellow, International Communication Association
- 2015 Science, Health, Environment and Risk Communication Article of the Year Award (First Place), Association for Education in Journalism & Mass Communication
- 2015 Vilas Distinguished Achievement Professorship, University of Wisconsin—Madison
- 2014 Elected member, Deutsche Akademie der Technikwissenschaften (German National Academy of Science and Engineering)
- 2014 Kellett Award, University of Wisconsin—Madison
- 2012 Elected Fellow, American Association for the Advancement of Science
- 2012 Kavli Fellow, National Academy of Sciences
- 2012 Elected Fellow, Wisconsin Academy of Sciences, Arts and Letters
- 2011 Top Three Faculty Paper Award (with Ashley Anderson and co-authors), Mass Communication Division, Association for Education in Journalism & Mass Communication
- 2010 Hillier Kriehbaum Under-40 Award for outstanding achievement in teaching, research and public service, Association for Education in Journalism & Mass Communication
- 2010 Top Two Faculty Paper Award (with Shirley Ho and Elizabeth A. Corley), Mass Communication Division, International Communication Association
- 2009 Top Paper, ExxonMobil Student Paper Award, Society for Risk Analysis, Risk Communication Specialty Group (with Andrew R. Binder and co-authors)
- 2009 Emerging Nanoscale Materials Specialty Group Student Merit Award, Society for Risk Analysis (with Elliott Hillback and co-authors)
- 2009 Top Two Faculty Paper Award (with Amy Becker and co-authors), Association for Education in Journalism and Mass Communication, Science Communication Interest Group
- 2009 Pound Research Award, University of Wisconsin—Madison, College of Agricultural & Life Sciences
- 2006-08 Vilas Associate Award, University of Wisconsin—Madison
- 2005 Top Faculty Paper Award (with William P. Eveland), Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division
- 2004 Young Scholar Award for outstanding early career research, International Communication Association
- 2003-04 NSF Fellow, “Next generation of hazard researchers,” University of North Carolina at Chapel Hill
- 2002 Robert M. Worcester Prize for best article in the *International Journal of Public Opinion Research* in 2001 (with William P. Eveland), World Association for Public Opinion Research
- 2001 Young Faculty Teaching Excellence Award, Cornell University, College of Agriculture & Life Sciences
- 2000 Promising Professor Award, Association for Education in Journalism and Mass Communication, Mass Communication & Society Division
- 2000 Top Three Faculty Paper Award (with James Shanahan and Eunjung Lee), Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division
- 1998 MAPOR Fellows Student Paper Competition winner (with Patricia Moy), Midwest Association for Public Opinion Research
- 1998 Naomi C. Turner Prize for best student paper, World Association for Public Opinion Research
- 1996-98 Three consecutive Top Three Faculty Paper Awards (with Jack M. McLeod and co-authors), Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division
- 1995-96 DAAD Scholarship, Deutscher Akademischer Austauschdienst

## FUNDED RESEARCH PROJECTS

- 2020-22 PI, National Science Foundation in support of “Collaborative Research: A new model for producing science documentaries: Building collaborations between scientists and storytellers to test methods of communication in film” (Award # AISL-2006010), \$150,745 (total grant: \$500,000)
- 2019-21 PI, Rita Allen Foundation in support of “Civic Science Fellows program building” (Award # NS-2110-02198), \$175,945
- 2019-21 Co-PI, National Science Foundation in support of “EAGER: Exploring factors that influence researchers’ attitudes about public engagement” (Award # AISL-1904154, PI: Jo Handelsman), \$300,000
- 2018-21 PI, National Science Foundation in support of “Enabling decision-relevant debates about human genome editing” (Award # SES-1827864), \$449,977
- 2016-19 PI for UW-Madison Subcontract, National Science Foundation in support of “ChemAttitudes: Using design-based research to develop and disseminate strategies and materials to support chemistry interest, relevance, and self-efficacy” (Award # AISL-1612482, PI: Larry Bell), \$154,745 (total grant: \$2.6 million)

- 2010-16 Center Co-PI and PI for UW-Madison Subcontract, National Science Foundation in support of “Center for Nanotechnology in Society at Arizona State University” (Award # SES-0937591, PI: David Guston), \$754,436 (total center grant: \$6.5 million)
- 2014-15 Co-PI, U.S. Department of Agriculture in support of “Understanding public opinion dynamics of meat products: Connecting citizens and the Wisconsin meat industry” (Hatch Grant, DUNS # 069225519), \$70,069
- 2014-15 PI, UW-Madison, Division of Continuing Studies in support of “Summer Online Course Development Award,” \$25,627
- 2013-15 PI for UW-Madison Subcontract, National Science Foundation in support of “Nanoscale Informal Science Education Network” (Award # DRL-0940143, PIs: Larry Bell, Paul Martin & Robert J. Semper), \$159,989 (total center grant: \$4.2 million)
- 2011-15 Collaborator, Department of Energy in support of “Developing a user experience for the next generation nuclear fuel cycle simulator” (NEUP # 120341, PI: Paul Wilson), \$265,000 (total budget \$1,200,000)
- 2009-15 Co-leader, Social Implications Group, National Science Foundation in support of “UW Nanoscale Science and Engineering Center on Templated Synthesis and Assembly at the Nanoscale” (Award # DMR-0832760, PI: Paul Nealey), \$1,092,813 (total center grant: \$14.7 million)
- 2008-10 PI, National Science Foundation in support of “Media, talk, and trust: The social amplification of risk during site selection for a bio-research facility” (Award # SES-0820474), \$400,000
- 2008-10 Co-PI, National Science Foundation in support of “NIRT: Intuitive toxicology and public engagement” (Award # SES-0809470, PI: David Berube), \$1,399,258
- 2008-10 Co-PI, USDA CSREES National Research Initiative (NRI) in support of “Food nanotechnology: Understanding the parameters of consumer acceptance” (Award # 2008-01415, PI: William Hallman), \$200,000
- 2008-10 PI, University of Wisconsin—Madison Provost’s Office in support of “Research Cluster Enhancement Grant” (with Jim Leary), \$50,000
- 2008-09 PI, University of Wisconsin—Madison Center for European Studies and European Union Center of Excellence in support of “Science, the public, and global communication” (with Dominique Brossard), \$4,000
- 2008-09 PI, U.S. Department of Agriculture in support of “Understanding the public opinion dynamics surrounding biofuels: Building capacity for successful outreach” (Hatch Grant, Award # MSN120801), \$30,673
- 2008-09 PI, University of Wisconsin—Madison Chancellor’s Office in support of “Wisconsin Idea Grant: Public attitudes toward biofuels,” \$5,000
- 2008-09 PI, University of Wisconsin—Madison Graduate School in support of “Communication with Wisconsin communities about emerging research” (Award # 090012), \$22,868
- 2007-08 PI, University of Wisconsin—Madison Graduate School in support of “Science and social responsibility: Tapping values and perceptions among researchers in nano- and biotechnology” (Award # 080010), \$9,029
- 2006-10 PI for UW-Madison Subcontract, National Science Foundation in support of “Center for Nanotechnology in Society at Arizona State University” (Award # SES-0531194, PI: David Guston), \$910,979 (total center grant: \$6.2 million)
- 2005-06 PI, Worldwide Universities Network in support of “Attitudes about science and technology: Analyzing scientific controversies across cultures” (with Dominique Brossard & Albert C. Gunther), \$25,000
- 2005 PI, University of Wisconsin—Madison Graduate School in support of “Public meetings as a tool for information dissemination: Promoting public understanding of bioterrorism” (Award # 060284), \$10,000
- 2004 Senior Investigator, National Science Foundation in support of “NIRT: Nanotechnology and its publics” (Award # SES-0403783, PI: Roger Geiger), \$199,887
- 2002-04 Co-PI, Institute for Biotechnology and Life Science Technologies, Cornell University, in support of “Public opinion, knowledge, and participation: Foundations for a research program in biotechnology communication” (PI: James E. Shanahan), \$41,000
- 2000-04 PI, U.S. Department of Agriculture in support of “Public opinion on biotechnology” (Hatch Grant, Award # NYC-131421), \$60,000

## PUBLICATIONS

### *Edited Volumes*

- Hall-Jamieson, K., Kahan, D., & Scheufele, D. A. (Eds.) (forthcoming). *The Oxford handbook of the science of science communication (Chinese edition)*. Beijing: China Science and Technology Press.
- Fischhoff, B., & Scheufele, D. A. (Eds.) (2019). The Science of science communication III. *Proceedings of the National Academy of Sciences*, 116 (16). (<https://www.pnas.org/content/116/16>)

- Hall-Jamieson, K., Kahan, D., & Scheufele, D. A. (Eds.) (2017). *The Oxford handbook of the science of science communication*. New York: Oxford University Press.
- Fischhoff, B., & Scheufele, D. A. (Eds.) (2014). The Science of science communication II. *Proceedings of the National Academy of Sciences*, 111 (Supplement 3). ([http://www.pnas.org/content/111/Supplement\\_4](http://www.pnas.org/content/111/Supplement_4))
- Fischhoff, B., & Scheufele, D. A. (Eds.) (2013). The science of science communication. *Proceedings of the National Academy of Sciences*, 110 (Supplement 4). ([http://www.pnas.org/content/110/Supplement\\_3](http://www.pnas.org/content/110/Supplement_3))

### Peer-refereed Journal Articles

Web of Science Highly Cited mentions:

- 2019-20 Top 0.1% Highly Cited Paper in Social Sciences, *Science audiences, misinformation, and fake news* (with Nicole M. Krause)
- 2019-20 Top 1% Highly Cited Paper in Social Sciences, *Toxic talk: How incivility can undermine perceptions of media* (with co-authors)
- 2014-20 Top 1% Highly Cited Paper in Social Sciences, "The Nasty Effect:" Online incivility's effect on risk perceptions of emerging technologies (with co-authors)
- 2017-20 Web of Science Top 1% Highly Cited Paper in Social Sciences, *The end of framing as we know it ... and the future of media effects* (with co-authors)
- 2014-20 Top 1% Highly Cited Paper in Plant & Animal Science, *What's next for science communication? Promising directions and lingering distractions* (with Matthew C. Nisbet)
- 2014-17 Top 1% Highly Cited Paper in General Social Sciences, *Framing, agenda setting, and priming: The evolution of three media effects models* (with David Tewksbury)

- Scheufele, D. A., Krause, N. M., Freiling, I., & Brossard, D. (forthcoming). What we know about effective public engagement on CRISPR and beyond. *Proceedings of the National Academy of Sciences*. doi:10.1073/pnas.2004835117
- Howell, E. L., Kohl, P., Scheufele, D. A., Clifford, S., Shao, A., Xenos, M. A., & Brossard, D. (forthcoming). Enhanced threat or therapeutic benefit? Risk & benefit perceptions of human gene editing by purpose & heritability of edits. *Journal of Risk Research*. doi:10.1080/13669877.2020.1806911
- Su, L. Y.-F., Scheufele, D. A., Brossard, D., & Xenos, M. A. (forthcoming). Political and personality predispositions and topical contexts matter: Effects of uncivil comments on science news engagement intentions. *New Media & Society*. doi:10.1177/1461444820904365
- Akin, H., Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (forthcoming). Publics' support for novel and established science issues Linked to perceived knowledge and deference to science. *International Journal of Public Opinion Research*. doi:10.1093/ijpor/edaa010
- Wirz, C. D., Howell, E. L., Brossard, D., Xenos, M. A., & Scheufele, D. A. (forthcoming). The state of GMOs on social media: An analysis of state-level variables and discourse on Twitter in the United States. *Politics and the Life Sciences*. doi:10.1017/pls.2020.15
- Howell, E. L., Wirz, C. D., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2020). Deference and decision-making in science and society: How deference to scientific authority goes beyond confidence in science and scientists to become authoritarianism. *Public Understanding of Science*, 29(8), 800-818. doi:10.1177/0963662520962741
- Rose, K. M., Brossard, D., & Scheufele, D. A. (2020). Of Society, nature, and health: How perceptions of specific risks and benefits of genetically engineered foods shape public rejection. *Environmental Communication*, 14(7), 1017-1031. doi:10.1080/17524032.2019.1710227
- Wirz, C. D., Scheufele, D. A. & Brossard, D. (2020). Societal debates about emerging genetic technologies: Toward a science of public engagement, *Environmental Communication*, 14(7), 859-864. doi:10.1080/17524032.2020.1811478
- Howell, E. L., Yang, S., Beets, B., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2020). What do we (not) know about global views of human gene editing? Insights and blind spots in the CRISPR era. *The CRISPR Journal*, 3(3). doi:10.1089/crispr.2020.0004
- Krause, N.; Brossard, D.; Scheufele, D.A.; Xenos, M.; Franke, K. (2019). Poll trends: Americans' trust in science and scientists. *Public Opinion Quarterly*, 83(4), 817-836. doi:10.1093/poq/nfz041.
- Howell, E. L., Wirz, C. D., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2019). Seeing through risk-colored glasses: Risk and benefit perceptions, knowledge, and the politics of fracking in the United States. *Energy Research & Social Science*, 55, 168-178. doi:10.1016/j.erss.2019.05.020
- Kohl, P., Brossard, D., Scheufele, D. A. and Xenos, M. (2019), Public views about editing genes in wildlife for conservation. *Conservation Biology*, 33(6), 1286-1295. doi:10.1111/cobi.13310
- Doroshenko, L., Schneider, T., Kofanov, D., Xenos, M., Scheufele, D., & Brossard, D. (2019). Ukrainian nationalist parties and connective action: Analysis of electoral campaigning and social media sentiments. *Information, Communication & Society*, 22(1), 1376-1395. doi:10.1080/1369118X.2018.1426777

- Rose, K. M., Howell, E. L., Su, L. Y.-F., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2019). Distinguishing scientific knowledge: The impact of different measures of knowledge on genetically modified food attitudes. *Public Understanding of Science*, 28(4), 449-467. doi:10.1177/0963662518824837
- Howell E. L., Nepper J., Brossard D., Xenos M. A., Scheufele D. A. (2019). Engagement present and future: Graduate student and faculty perceptions of social media and the role of the public in science engagement. *PLoS ONE* 14(5), e0216274.
- Scheufele, D. A., & Krause, N. M. (2019). Science audiences, misinformation, and fake news. *Proceedings of the National Academy of Sciences*, 116(16), 7662-7669. doi:10.1073/pnas.1805871115
- Akin, H., Yeo, S. K., Wirz, C. D., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2019). Are attitudes toward labeling nano products linked to attitudes toward GMO? Exploring a potential 'spillover' effect for attitudes toward controversial technologies. *Journal of Responsible Innovation*, 6(1), 50-74. doi:10.1080/23299460.2018.1495026
- Wirz, C. D., Xenos, M. A., Brossard, D., Scheufele, D. A., Chung, J. H., & Massarani, L. (2018). Rethinking social amplification of risk: Social media and Zika in three languages. *Risk Analysis*, 38(12), 2599-2624. doi:10.1111/risa.13228
- Howell, E. L., Wirz, C. D., Brossard, D., Jamieson, K. H., Scheufele, D. A., Winneg, K. M., & Xenos, M. A. (2018). National Academy of Sciences report on genetically engineered crops influences public discourse. *Politics and the Life Sciences*, 37(2), 250-261. doi:10.1017/pls.2018.12
- Rose, K. M., Howell, E. L., Scheufele, D. A., Brossard, D., Xenos, M. A., Shapira, P., Youtie, J., & Kwon, S. (2018). The values of synthetic biology: Researcher views of their field and participation in public engagement. *BioScience*, 68(10), 782-791. doi:10.1093/biosci/biy077
- Li, N., Brossard, D., Scheufele, D.A., & Wilson, P. H. (2018). Policymakers and stakeholders' perceptions of science-driven nuclear energy policy. *Nuclear Engineering and Technology*, 50(5), 773-779.
- Yeo, S. K., Su, L. Y.-F., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2018). The effect of comment moderation on perceived bias in science news. *Information, Communication & Society*, 22(1), 129-146. doi:10.1080/1369118X.2017.1356861
- Su, L. Y.-F., Xenos, M. A., Rose, K. M., Wirz, C. D., Scheufele, D. A., & Brossard, D. (2018). Uncivil and personal? Comparing patterns of incivility in comments on the Facebook pages of news outlets. *New Media & Society*, 20(10), 3678-3699. doi:10.1177/1461444818757205
- Dahlstrom M. F., & Scheufele D. A. (2018). (Escaping) the paradox of scientific storytelling. *PLoS Biology*, 16(10). doi:10.1371/journal.pbio.2006720
- Runge, K. K., Chung, J. H., Su, L. Y. F., Brossard, D., & Scheufele, D. A. (2018). Pink slimed: Media framing of novel food technologies and risk related to ground beef and processed foods in the U.S. *Meat Science*, 143, 242-251. doi:10.1016/j.meatsci.2018.04.013
- Simis-Wilkinson, M., Madden, H., Lassen, D., Su, L. Y.-F., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018). Scientists Joking on Social Media: An Empirical Analysis of #overlyhonestmethods. *Science Communication*, 40(3), 314-339. doi:10.1177/1075547018766557
- 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
- Li, N., Brossard, D., Anderson, A. A., Scheufele, D. A., & Rose, K. M. (2018). How do policymakers and think tank stakeholders prioritize the risks of the nuclear fuel cycle? A semantic network analysis. *Journal of Risk Research*, 21(5), 599-621. doi:10.1080/13669877.2016.1223164
- Anderson, A. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018). Toxic talk: How online incivility can undermine perceptions of media. *International Journal of Public Opinion Research*, 30(1), 156-168. doi:10.1093/ijpor/edw022
- Cacciatore, M. A., Browning, N., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2018). Opposing ends of the spectrum: Exploring trust in scientific and religious authorities. *Public Understanding of Science*, 27(1), 11-28. doi:10.1177/0963662516661090
- Xenos, M.A., Scheufele, D.A., Brossard, D., Choi, D.H., Cacciatore, M., Yeo, S., and Su, L.Y. (2018). News media use and the informed public in the digital age. *International Journal of Communication*, 12, pp. 706-724. doi:1932-8036/20180005
- Yeo, S. K., Liang, X., Brossard, D., Rose, K., Korzekwa, K., Scheufele, D. A., & Xenos, M. A. (2017). The case of #arseniclife: Blogs and Twitter in informal peer review. *Public Understanding of Science*, 26(4), 937-95.
- Kim, J., Akin, H., Brossard, D., Xenos, M., & Scheufele, D. A. (2017). Selective perception of novel science: How definitions affect information processing about nanotechnology. *Journal of Nanoparticle Research*, 19(167). doi:10.1007/s11051-017-3837-3
- Su, L. Y.-F., Scheufele, D. A., Bell, L., Brossard, D., & Xenos, M. (2017). Information-sharing and community-building: Exploring the use of Twitter in science public relations. *Science Communication*, 39(5) 569-597. doi:10.1177/1075547017734226

- Kim, E., Scheufele, D. A., Han, J. Y., & Shah, D. (2017). Opinion leaders in online cancer support groups: An investigation of their antecedents and consequences. *Health Communication, 32*(2), 142-151. doi:10.1080/10410236.2015.1110005
- Scheufele, D. A., Xenos, M. A., Howell, E. L., Rose, K. M., Brossard, D., & Hardy, B. W. (2017). U.S. attitudes on human genome editing. *Science, 357*(6351), 553-554. doi:10.1126/science.aan3708
- Kim, Y., Corley, E. A., & Scheufele, D. A. (2017). Nanoscientists and political involvement: Which characteristics make scientists more likely to support engagement in political debates? *Science and Public Policy, 44*(3), 317-327. doi:10.1093/scipol/scw065
- Runge, K. K., Brossard, D., Scheufele, D. A., Rose, K. M., & Larson, B. J. (2017). Attitudes about food and food-related biotechnology. *Public Opinion Quarterly, 81*(2), 577-596. doi:10.1093/poq/nfw038
- Howell, E. L., Li, N., Akin, H., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2017). How do U.S. state residents form opinions about 'fracking' in social contexts? A multilevel analysis. *Energy Policy, 106*, 345-355. doi:10.1016/j.enpol.2017.04.003
- Rose, K. M., Korzekwa, K., Brossard, D., Scheufele, D. A., & Heisler, L. (2017). Engaging the public at a science festival: Findings from a panel on human gene editing. *Science Communication, 39*(2), 250-277. doi:10.1177/1075547017697981
- Akin, H., Rose, K. M., Scheufele, D. A., Simis-Wilkinson, M., Brossard, D., Xenos, M. A., & Corley, E. A. (2017). Mapping the landscape of public attitudes on synthetic biology. *Bioscience, 67*(3), 290-300. doi:10.1093/biosci/biw171
- 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
- Li, N., Akin, H., Su, L. Y.-F., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2016). Tweeting disaster: A content analysis of online discourse about nuclear power in the wake of the Fukushima Daiichi nuclear accident. *Journal of Science Communication Journal of Science Communication 15*(05), A02.
- Lee, B., Kim, J., & Scheufele, D. A. (2016). Agenda setting in the internet age: The reciprocity between online searches and issue salience. *International Journal of Public Opinion Research, 28*(3), 440-455. doi:10.1093/ijpor/edv026
- Li, N., Hilgard, J., Scheufele, D. A., Winneg, K. M., & Hall Jamieson, K. (2016). Cross-pressuring conservative Catholics? Effects of Pope Francis' encyclical on the U.S. public opinion on climate change. *Climatic Change, 139*(3), 367-380. doi:10.1007/s10584-016-1821-z
- Kim, J., Brossard, D., Scheufele, D. A., & Xenos, M. (2016). "Shared" information in the age of Big Data: Exploring sentiment expression related to nuclear energy on Twitter. *Journalism & Mass Communication Quarterly, 93*(2), 430-445. doi:10.1177/1077699016640715
- Su, L. Y.-F., Cacciatore, M. A., Brossard, D., Corley, E. A., Scheufele, D. A., & Xenos, M. A. (2016). 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
- Ahn, J. J., Kim, Y., Corley, E. A., & Scheufele, D. A. (2016). Laboratory safety and nanotechnology workers: An analysis of current guidelines in the USA. *NanoEthics, 10*(1), 5-23. doi:10.1007/s11569-016-0250-9
- Corley, E. A., Kim, Y., & Scheufele, D. A. (2016). Scientists' ethical obligations and social responsibility for nanotechnology research. *Science and Engineering Ethics, 22*(1), 111-132. doi:10.1007/s11948-015-9637-1
- 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 and Society, 19*(1), 7-23. doi:10.1080/15205436.2015.1068811
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### **Perspectives and Op-Eds**

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- Brossard, D., & Scheufele, D. A. (2013, March 2). This story stinks, *The New York Times*, p. SR5.
- Brossard, D., & Scheufele, D. A. (2013). Science, new media, and the public. *Science*, 33(6115), 40-41. doi:10.1126/science.1232329
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- Nisbet, M. C., & Scheufele, D. A. (2012). Scientists' intuitive failures: Much of what researchers believe about the public and effective communication is wrong. *The Scientist* (<http://the-scientist.com/2012/07/23/opinion-scientists-intuitive-failures/>).
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- Scheufele, D. A. (2011, January 20). Our nation's fear of political complexity, *Milwaukee Journal Sentinel*.
- Scheufele, D. A. (2011). Hauptunterschied ist das privatwirtschaftliche Denken: Vergleich deutscher und amerikanischer Hochschulkultur. In GATE-Germany (Ed.), *Länderprofile: Edition USA* (p. 15). Bonn: Deutscher Akademischer Austauschdienst.
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- Nisbet, M. C., & Scheufele, D. A. (2007). The future of public engagement. *The Scientist*, 21(10), 38-44. (Cover article)
- Scheufele, D. A. (2007). Nano does not have a marketing problem ... yet. *Nano Today*, 2(5), 48.
- Scheufele, D. A. (2006). Five lessons in nano outreach. *Materials Today*, 9(5), 64.
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- Scheufele, D. A. (2000, July 5). Technical issues related to polling in a community. *The Ithaca Journal*, p. 9A.
- Ostman, R. E., & Scheufele, D. A. (2000, June 10). What opinion polling can, can't do. *The Ithaca Journal*, p. 10A.

### **Proceedings and Technical Reports (select)**

- National Academies of Sciences, Engineering, & Medicine. (2019). *Reproducibility and replicability in science*. Washington, DC: The National Academies Press.
- National Academies of Sciences, Engineering, and Medicine. (2017). *Human genome editing: Science, ethics, and governance*. Washington, DC: The National Academies Press.
- National Academies of Sciences, Engineering, and Medicine. (2016). *Communicating science effectively: A research agenda*. Washington, DC: The National Academies Press.
- Schönbach, K., Lauf, E., McLeod, J. M., & Scheufele, D. A. (1997). *Determinants of newspaper reading in the USA and Germany, 1974-96: Lifestyles and social integration*. Research report for the German Marshall Fund of the United States.

### **REFEREED CONVENTION PAPERS & PRESENTATIONS (PAST THREE YEARS)**

- Freiling, I., Krause, N. M., Scheufele, D. A., & Brossard, D. (April 2021). *Anxiety fueling belief in and sharing of true, false, and corrected information on social media during COVID-19*. DACH21: Three-Country Conference on Communication Science, Virtual.
- Krause, N. M., Freiling, I., Wirz, C.D., Yang, S., Newman, T. P., Brossard, D., Scheufele, D. A., Xenos, M. A. (2020, December). *Faith in intelligence design: The interplay of trust and partisanship in shaping attitudes toward AI*. Presented to the annual convention of the Society for Risk Analysis (SRA). Virtual.
- Anderson, J. T., Howell, E. L., Xenos, M. A., Scheufele, D. A., & Brossard, D. (2020, Aug). *Learning without seeking: How incidental exposure to science news on social media may fill in a science knowledge gap*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Virtual.
- Bao, L., Calice, M. N., & Scheufele, D. A. (2020, Aug). *Are productive scientists more willing to engage with the public?* Presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual.
- Bao, L., Calice, M. N., Rose, K. M., & Brossard, D. (2020, Aug). *Structures of engagement: How institutional structures at U.S. land-grant universities impact science faculty public engagement*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual.
- Krause, N. M., Howell, E. L., Xenos, M. A., Scheufele, D. A., & Brossard, D. (2020, May). *Enabling decision-relevant debates about human genome editing*. Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Bao, L., Calice, M. N., Brossard, D., Rose, K. M., Markowitz, E. M., & Scheufele, D. A. (2020, May). *Understanding willingness to engage in "democratic outreach" among science faculty at U.S. land-grant universities*. Presented at the Public Communication of Science and Technology (PCST) Conference, Aberdeen, Scotland.
- Calice, M. N., Bao, L., Rose, K. M., Brossard, D., Markowitz, E., & Xenos, M. A. (2020, May). *Actions and associations: understanding scientists' perceptions of public engagement through analyses of open-ended survey responses*. Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Wirz, C. D., Howell, E. L., Holesovsky, C. M., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2020, May). *Communication and expertise: Understanding synthetic biology experts' views of the regulations surrounding their field*. Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Howell, E. L., & Scheufele, D. A. (2020, May). *U.S. scientists views of gene editing: Measuring short-term impact of the documentary film, Human Nature*. Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Yang, S., Newman, T. Brossard, D., Bao, L., Mueller-Herbst, J., Okada, T., Shao, A., Scheufele, D. A., & Xenos, M. A. (2019, May). *Signs of March for Science: Did they tell the right story?* Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.

- Holesovsky, C. M., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2020, May). *Who should have a say? Public perspectives of regulation and policy development surrounding human genome editing*. Presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Rose, K.M., Brossard, D., & Scheufele, D.A. (2019, August). *Of nature, trust, and health: Understanding public risk perceptions of genetically engineered foods*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
- Howell, E. L., Wirz, C. D., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2019, May). *Seeing through risk-colored glasses: Motivated reasoning and political polarization in U.S. views of fracking*. Presented at the annual convention of the International Communication Association (ICA), Washington, D.C.
- Wirz, C. D., Howell, E. L., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2018, December). *Expert perceptions of synthetic biology and public engagement*. Presented at the annual convention of the Society for Risk Analysis (SRA), New Orleans, LA.
- Howell, E. L., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2018, December). *Deference, risk, & benefit in public perceptions of human genome editing*. Presented at the annual convention of the Society for Risk Analysis (SRA), New Orleans, LA.
- Kohl, P.A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018, December). *Gene editing wildlife triggers greater concern about "messing with nature" and "playing God" than gene editing applications targeting humans*. Presented at the annual convention of the Society for Risk Analysis (SRA), New Orleans, LA.
- Eichmeier, A.A., Bao, L., Brossard, D., Xenos, M. A. & Scheufele, D.A. (2018, December) *Gene editing technologies: Can science fiction raise risk awareness?* Presented at the annual convention of the Society for Risk Analysis (SRA), New Orleans, LA.
- Clifford, S., Wirz, C. D., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018, November). *Poll trends: U.S. Perceptions of infectious disease outbreaks & global health threats*. Presented at the annual conference of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Rose, K. M., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2018, November). *Public opinion of evolution: Using science and beliefs to understand the world*. Presented at the annual conference of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Yeo, S. K., McKasy, M., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018, November). *The Effect of Individual Traits and Knowledge on Partisan Selectivity of Science Information*. Presented at the annual conference of the National Communication Association (NCA), Salt Lake City, Utah.
- Chung, J. H., & Scheufele, D. A. (2018, October). *Marketing nutrition in fast food advertising and priming effects on consumers*. Presented at the annual conference of the Food Studies Research Network, Vancouver, Canada.
- Akin, H., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2018, May). *The influence of normative views, perceived consequences, and partisan media on U.S. Citizens' perceptions of international climate change concern*. Presented at the annual International Communication Association (ICA) Conference, Prague, Czech Republic.
- Rose, K. M., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2018, April). *Public opinion of evolution: Different approaches to measuring evolution beliefs*. Paper presented at the annual convention of the Association for Public Communication of Science and Technology (PCST), Dunedin, New Zealand.
- Kohl, P., Krause, N., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2018, April). *Who do we trust and think should have a say, when it comes to controversial scientific issues such as human gene editing?* Paper presented at the annual convention of the Association for Public Communication of Science and Technology (PCST), Dunedin, New Zealand.
- Nepper, J. F., Howell, E. L., Rose, K. M., Brossard, D., Xenos, M. A., Scheufele, D. A. (2018, April). *Comparison of graduate students and tenure-track faculty in levels of and attitudes toward public science communication engagement*. Presented at the 15th Public Communication of Science and Technology (PCST) Conference, Dunedin, New Zealand.
- Rose, K. M., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2018, April). *Public opinion of evolution: Different approaches to measuring evolution beliefs*. Presented at the 15th Public Communication of Science and Technology (PCST) Conference, Dunedin, New Zealand.

## **PUBLIC LECTURES AND KEYNOTE TALKS (PAST THREE YEARS)**

- |      |                                                                                                                         |
|------|-------------------------------------------------------------------------------------------------------------------------|
| 2020 | Keynote, European Science Engagement Association annual meeting (virtual)                                               |
| 2020 | Talk, Carey Law School, University of Pennsylvania (virtual)                                                            |
| 2020 | Talk, Leadership Consortium Meeting, National Academy of Medicine (virtual)                                             |
| 2020 | Talk, International Network for Government Science Advice (virtual)                                                     |
| 2020 | Keynote, CPH:DOX film festival (virtual)                                                                                |
| 2020 | Talk, Consortium on Law and Values in Health, Environment & the Life Sciences, University of Minnesota, Minneapolis, MN |
| 2020 | Talk, Institut für Publizistik, Universität Wien, Wien, Austria                                                         |

- 2019 Talk, Colloquium on “A CRISPR path to a sustainable planet,” National Academies of Sciences, Engineering, and Medicine, Irvine, CA
- 2019 Keynote, Sigma Xi 2019 Annual Meeting, Madison, WI
- 2019 Closing Keynote, Potsdam Summer School, Universität Potsdam, Potsdam, Germany
- 2019 Scheidel Lecture, Department of Communication, University of Washington, Seattle, WA
- 2019 Talk, Science & Society Initiative, Duke University, Durham, NC
- 2019 Keynote, Texas Academy of Nutrition and Dietetics Annual Conference & Exhibition, Dallas, TX
- 2018 Talk, Innovative Genomics Institute, UC-Berkeley and UCSF, Berkeley, CA
- 2018 Keynote, Silbersalz Festival, Leopoldina Nationale Akademie der Wissenschaften, Halle, Germany
- 2018 Talk, Symposium on "Infection Biology for the 21st Century," ZIBI Graduate School Berlin
- 2018 Keynote, Symposium on "Current Challenges to Mediatized Science Communication," Universität Rostock, Rostock, Germany
- 2018 Talk, Social, Behavioral & Economic Sciences Advisory Committee, National Science Foundation, Alexandria, VA
- 2018 Keynote, 7th Young Environmental Scientist's Meeting, Madison, WI
- 2018 Talk, National Academies' Committee on Science, Technology and Law, Pasadena, CA
- 2018 Keynote, Texas Academy of Nutrition and Dietetics, Dallas, TX

## TEACHING & ADVISING

### *Courses Taught*

- Wisconsin:* J&MC 449: Research and Strategy; J&MC 618: Mass Communication and Political Behavior (cross-listed with Political Science); J&MC 658: Communication Research Methods; J&MC 699: Collaborative Leadership; J&MC 880: Internet and Civic Life; LSC 251: Science, Media & Society (both online and traditional); LSC 375: Science, Communication, and Policy; LSC 660: Data Analysis in Communication; LSC 700: Research Colloquium; LSC 720: Introduction to Communication Theory and Research; LSC 806: Conceptualization and Design of Communication Research; LSC 902: Public Opinion and Science; STS 201: Where Science Meets Society
- Dresden:* Vorlesung: Science Communication I & II; Vorlesung: Science in Media & Public Opinion; Seminar: Science in Media & Public Opinion; Seminar: Political Communication in Times of the Internet
- Cornell:* Comm 282: Communication Industry Research; Comm 376: Planning Communication Campaigns; Comm 376DL: Planning Communication Campaigns (online); Comm 382: Advanced Undergraduate Research Methods; Comm 420/620: Public Opinion and Social Processes; Comm 494/694 Special Topics/Seminar in Communication: Mass Communication and Political Behavior; Comm 682: Graduate Research Methods

## ADMINISTRATION & SERVICE

### *Associations, Foundations and Industry*

- 2019-Pres. Member, Division of Behavioral and Social Sciences and Education (DBASSE) Advisory Committee, National Academy of Sciences, Engineering, and Medicine
- 2018-Pres. Co-Chair, Standing Committee on Advancing Science Communication Research and Practice, National Academy of Sciences, Engineering, and Medicine
- 2018-Pres. Member, B. Aubrey Fisher Mentorship Award Committee, International Communication Association
- 2017-Pres. Member, Advisory Board, AAAS SciLine
- 2017-Pres. Member, Board on Health Sciences Policy, National Academy of Sciences, Engineering, and Medicine
- 2016-Pres. Member, Division on Earth and Life Studies (DELS) Advisory Committee, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)
- 2011-Pres. Member, Advisory Board, Earl Babbie Research Center, Chapman University
- 2017-19 Member, Contact Group, Genetic Technologies Programme, The Royal Society (UK)
- 2017-19 Member, Consensus Study Committee on Reproducibility and Replicability in Science, National Academy of Sciences, Engineering, and Medicine
- 2017 Member, Planning Committee, Assessing the Security Implications of Genome Editing Technology, VolkswagenStiftung, Leopoldina, and National Academies of Sciences, Engineering and Medicine
- 2016-17 Co-Organizer (with Baruch Fischhoff, Karen Cook, and Alan Leshner), National Academy of Sciences, Engineering, and Medicine, Sackler Colloquium on “The Science of Science Communication III”
- 2015-17 Member, Consensus Study Committee on Human Genome Editing: Science, Ethics, and Governance, National Academy of Sciences, Engineering, and Medicine

2014-17 Elected Member, Scientific Committee, International Network on Public Communication of Science and Technology (PCST)

2008-17 Member, Advisory Committee, *Center for Policy on Emerging Technologies*, Washington, DC

2015-16 Vice-Chair, Consensus Study Committee on Communicating Science Effectively: A Research Agenda, National Academy of Sciences, Engineering, and Medicine

2013-15 Co-Chair, Roundtable on the Public Interfaces of the Life Sciences, The National Academies

2011-14 Member, External Advisory Committee, Wellcome Trust Monitor, London (UK)

2012-13 Co-Organizer (with Ralph Cicerone, Baruch Fischhoff, Alan Leshner, and Barbara Schaal), National Academy of Sciences, Sackler Colloquium on "The Science of Science Communication II"

2009-13 Member, Content Advisory Group, Nanoscale Informal Science Education Network, Boston, MA

2007-13 Co-Chair (since 2009) and Member, National Conference of Lawyers and Scientists, AAAS and *American Bar Association*

2011-12 Co-Organizer (with Ralph Cicerone, Baruch Fischhoff, Alan Leshner, and Barbara Schaal), National Academy of Sciences, Sackler Colloquium on "The Science of Science Communication"

2011-12 Chair, Emerging Scholars Program steering committee, *AEJMC*

2010-11 Chair, Murray Edelman Distinguished Career Award committee, *APSA*

2009-11 Member, Emerging Scholars Program steering committee, *AEJMC*

2010 Member, Turner Prize Committee, *WAPOR*

2009-10 Member, Planning Team, Risk Management and Ethical Legal and Societal Implications of Nanotechnology (ELSI) capstone workshop, *National Nanotechnology Initiative*

2008-10 Member, Marketing and Engagement Committee, THRIVE - Madison Region Economic Development Enterprise

2009 Member, International Scientific Advisory Committee, Mobile Communication and Social Policy conference, Rutgers University

2008 Member, Consensus Study Committee, Changing the Conversation; Messages for Improving Public Understanding of Engineering, National Academy of Engineering

2007-09 Member, Nanotechnology Technical Advisory Group to the *U.S. President's Council of Advisors on Science and Technology*

2007-08 Program Chair, Political Communication Section, *APSA*

2007-08 Member, Meeting Program Committee, *APSA*

2006-08 Chair, David Swanson Award Committee, Political Communication Division, *ICA*

2006-08 Member, Committee on "Developing Effective Messages for Improving Public Understanding of Engineering," *National Academy of Engineering*

2007 Member, Environmental Scan, *AEJMC*

2004-07 President-Elect, President, & Past-President, *MAPOR*

2006 Member, Member & Chapter Relations Committee, *AAPOR*

2006 Member, Conference Committee, *WAPOR*

2005-06 Chair, Awards Committee (Young Scholar Award), *ICA*

2005-06 Chair, Nominations Committee, Political Communication Division, *ICA*

2005 Member, Conference Committee, *AAPOR*

2004-05 Member, Awards Committee (Young Scholar Award), *ICA*

2004-05 Member, Advisory Board, Mass Communication Division, *ICA*

2003-05 Vice-Head & Head, Communication Theory & Methodology Division, *AEJMC*

2003-05 Member, Best Graduate Student Paper Award Committee, Political Communication Section, *APSA*

2003-05 Member, Council of Divisions, *AEJMC*

2004 Conference chair, *WAPOR*

2004 Member, Conference Committee, *AAPOR*

2003-04 Paper Chair, Mass Communication & Society Division, *AEJMC*

2002-04 Conference Co-Chair & Conference Chair, *MAPOR*

2003 Member, Conference Committee, *WAPOR*

2002-03 Research/Paper/Program Chair, Communication Theory & Methodology Division, *AEJMC*

2001-03 Member, Executive Committee, Communication Theory & Methodology Division, *AEJMC*

2001-02 Teaching Standards Chair, Communication Theory & Methodology Division, *AEJMC*

2000-01 Member, Naomi C. Turner Prize Committee, *WAPOR*

1999-01 Chair, Recruitment Committee, Communication Theory & Methodology Division, *AEJMC*

### **Editorial Appointments**

2019-Pres. Editorial Board Member, *Environmental Communication*

2019-20 Guest Editor, Science of Science Communication IV, *Proceedings of the National Academy of Sciences*

2018-Pres. Editorial Board Member, *Journal of Communication* (also 2002-15)

2015-Pres. Editorial Board Member, *Journalism & Communication Monographs*  
 2006-Pres. Editorial Board Member, *Communication Methods and Measures*  
 2006-Pres. Editorial Board Member, *Communication Studies*  
 2016-20 Editorial Board Member, Annals of the International Communication Association  
 2004-19 Editorial Board Member, *International Journal of Public Opinion Research*  
 2018-19 Guest Editor, Science of Science Communication III, *Proceedings of the National Academy of Sciences*  
 2013-17 Editorial Board Member, *Politics and the Life Sciences*  
 2011-17 Editorial Board Member, *Political Communication*  
 2009-15 Editorial Board Member, *Communication Research*  
 2014 Guest Editor, Science of Science Communication II, *Proceedings of the National Academy of Sciences*  
 2009-14 Editorial Board Member, *Communication Yearbook*  
 2013 Guest Editor, Science of Science Communication I, *Proceedings of the National Academy of Sciences*  
 2010-13 Editorial Board Member, *Human Communication Research*  
 2003-12 Editorial Board Member, *Mass Communication & Society*  
 2006-07 Guest Editor (with David Tewksbury), special issue on “Framing, agenda setting, & priming: Agendas for theory and research,” *Journal of Communication*  
 2000-04 Journal Review Editor, *International Journal of Public Opinion Research*

### **University of Wisconsin—Madison**

#### *University:*

2019-Pres. Chair, University Committee on Honorary Degrees (Chancellor appointee)  
 2019-Pres. Member, Campus Diversity and Climate Committee  
 2014-Pres. Member, Wisconsin Institutes for Discovery, Town Center advisory board  
 2005-Pres. Member, Steering Committee, The University of Wisconsin Survey Center (five 3-year terms)  
 2019 Member, Provost Search and Screen Committee  
 2017-19 Member, University Committee on Honorary Degrees (Chancellor appointee)  
 2017-18 Member, Vice Provost for Libraries Search and Screen Committee  
 2014-17 Member, Environmental Leadership Master’s Program Committee  
 2014-16 Member, University of Wisconsin-Madison Athletic Board  
 2013-14 Member, Provost Search and Screen Committee  
 2013-14 Chair, Biological Sciences Integrated Tenure Case Review Committee  
 2013-14 Member, Review Committee, Energy Analysis and Policy Certificate Program  
 2011-14 Member, Research Committee, Eye Research Institute (3-year term)  
 2013 Member, Editorial Advisory Board, *On Wisconsin* (UW alumni magazine)  
 2012-13 Member, Committee on Committees  
 2012-13 Elected Member, University Committee/Executive Committee of the Faculty Senate (1-year term)  
 2009-13 Member, University Committee on Honorary Degrees (4-year term)  
 2009-12 Member, Honorific Modified Professorial Titles Review Committee (3-year term)  
 2007-11 Elected Member, Steering Committee, Robert F. and Jean E. Holtz Center for Science and Technology Studies (4-year term)  
 2009 Reviewer, WAA Outstanding Student Award  
 2006-09 Member, Provost Office’s Cluster/Interdisciplinary Advisory Committee (3-year term)  
 2006-09 Elected Member, Executive Committee of the Social Studies Faculty Division (3-year term)  
 2008 Member, Editorial Advisory Board, *On Wisconsin* (UW alumni magazine)  
 2004-08 Coordinator, Communication Technologies Research Cluster  
 2004-07 Faculty Advisor, The Badger Herald Board of Directors

#### *College:*

2016-19 Elected Member, Academic Planning Council, College of Agricultural & Life Sciences  
 2011-15 Chair, Equity and Diversity Committee, College of Agricultural & Life Sciences (3-year term, 1 additional year as member)  
 2012-13 Member, Strategic Planning Committee, College of Agricultural & Life Sciences  
 2009-10 Chair, Academic Affairs Visioning Committee, College of Agricultural & Life Sciences  
 2007-10 Member, Curriculum Committee, College of Agricultural & Life Sciences (3-year term)

#### *Departmental:*

2018-Pres. Director of Undergraduate Studies, Department of Life Sciences Communication  
 2018-Pres. Member, Review Committee, Todd Newman, Department of Life Sciences Communication  
 2007-Pres. Member, Graduate Committee, Department of Life Sciences Communication (Director of Graduate Studies, 2009-17)

2019-20 Chair, Faculty Search & Screen Committees (Visual Communication & Science Communication), Department of Life Sciences Communication

2018-19 Chair, Faculty Search & Screen Committee, Department of Life Sciences Communication

2014-15 Chair, Faculty Search & Screen Committee, Department of Life Sciences Communication

2007-12 Member, Review Committee, Bret R. Shaw, Department of Life Sciences Communication (Chair, 2007-2010)

2005-10 Member, Review Committee, Hernando Rojas, Department of Life Sciences Communication

2006-08 Member, Review Committee, Xiaoli Nan, Department of Life Sciences Communication

2006-07 Interim Director of Graduate Studies, Department of Life Sciences Communication

2006-07 Member, Review Committee, Greg Downey, School of Journalism & Mass Communication

2006-07 Member, External Review Assessment Committee, Department of Life Sciences Communication

2006-07 Member, Merit Review Committee, School of Journalism & Mass Communication

2006-07 Member, Faculty Search & Screen Committee, Department of Life Sciences Communication

2005-07 Member, Graduate Committee, School of Journalism & Mass Communication

2006 Member, Extension Specialist Search Screen Committee, Department of Life Sciences Communication

2004-06 Member, MCRC Steering Committee, School of Journalism & Mass Communication

2005 Member, Annual Review Committee for pre-tenure review, School of Journalism & Mass Communication

2004-05 Member, Undergraduate Admissions Committee, School of Journalism & Mass Communication

### ***Cornell University***

2003-04 Elected Member, College Committee on the Support of Teaching and Learning (CSTL), College of Agriculture & Life Sciences (3-year term)

2003-04 Member, Social Sciences Honors Committee, College of Agriculture & Life Sciences

2003-04 Director of Graduate Studies, Department of Communication

2003-04 Member, Summer Session Advisory Committee, Department of Communication

2003-04 Communication Committee, Department of Communication

2001-04 Member, Graduate Program Committee, Department of Communication

2000-04 University Faculty Fellow

2001-03 Teaching Evaluation Pilot Program Departmental Sub-Committee, Department of Communication

2001-03 Member, Faculty Search Committee, Interpersonal Communication, Department of Communication

### ***Membership in Professional Associations***

American Association for the Advancement of Science (AAAS); American Association for Public Opinion Research (AAPOR); Association for Education in Journalism and Mass Communication (AEJMC); International Communication Association (ICA); Network for the Public Communication of Science and Technology (PCST); Sigma Xi; World Association for Public Opinion Research (WAPOR)