

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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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

- Berenbaum, M., Hallman, W. K., Hoffman, A., Neeley, L. Reid, C. M., & Scheufele, D. A. (Eds.) (forthcoming). The Science of science communication IV. *Proceedings of the National Academy of Sciences*.
- 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)
- 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)

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. doi:10.1371/journal.pone.0216274
- 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. doi:10.1016/j.net.2018.03.012
- 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. doi:10.22323/2.15050202
- 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
- Simis, M. J., Yeo, S. K., Rose, K. M., Brossard, D., Scheufele, D. A., Xenos, M. A., & Pope, B. K. (2015). New media audiences' perceptions of male and female scientists in two sci-fi movies. *Bulletin of Science, Technology & Society, 35*(3-4), 93-103. doi:10.1177/0270467616636195
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- Yeo, S. K., Brossard, D., Scheufele, D. A., Nealey, P., Corley, E. A. (2013). Tweeting to the top. *The Scientist* (<http://www.the-scientist.com/?articles.view/articleNo/36274/title/Opinion--Tweeting-to-the-Top/>).
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- Brossard, D., & Scheufele, D. A. (2013, March 6). The net effect of mischief makers, *The Straits Times*, p. A25.
- 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
- Nisbet, M. C., & Scheufele, D. A. (2012). The polarization paradox: Why hyperpartisanship strengthens conservatism and undermines liberalism. *Breakthrough Journal*, 3, 55-69.
- 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/>).
- Binder, A. R., Scheufele, D. A., & Brossard, D. (2012). Misguided science policy? The pitfalls of using public meetings as surrogate gauges of public opinion. *The Scientist* (<http://the-scientist.com/2012/04/10/opinion-misguided-science-policy/>).
- 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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- Corley, E. A., & Scheufele, D. A. (2010). Outreach gone wrong? When we talk nano to the public, we are leaving behind key audiences. *The Scientist*, 24(1), p. 22.
- Scheufele, D. A. (2010). The future of communication: Theory and methodology? *AEJMC DIG News*, January, p. 2.
- Nisbet, M. C., Brossard, D., & Scheufele, D. A. (2009). Science needs a storyline. *The Observatory/Columbia Journalism Review* (http://www.cjr.org/the_observatory/science_needs_a_storyline.php).
- Scheufele, D. A., Brossard, D., Dunwoody, S., Corley, E. A., Guston, D. H., & Peters, H. P. (2009). Are scientists really out of touch? *The Scientist* (<http://classic.the-scientist.com/news/display/55875/>).
- Scheufele, D. A., & Corley, E. A. (2008). The science and ethics of good communication. *Next Generation Pharmaceutical*, 4(1), 66.

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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.
- Scheufele, D. A. (2005). The "scientific citizen" and nanotech: Chasing an unrealistic ideal? *Small Times* (<http://www.electroiq.com/articles/stm/2005/11/the-scientific-citizen-and-nanotech-chasing-an-unrealistic-ideal.html>).
- Scheufele, D. A. (2004, March 15). Gay marriage? Not this election. *The Ithaca Journal*, p. 11A.
- 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)

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| 2020 | Talk, Committee on "Ethical, legal, and regulatory issues associated with neural chimeras and organoids," National Academies of Sciences, Engineering, and Medicine (virtual) |
| 2020 | Keynote, European Science Engagement Association annual meeting (virtual) |
| 2020 | Talk, Carey Law School, University of Pennsylvania (virtual) |
| 2020 | Talk, NAM Leadership Consortium, 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
- 2919 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, Committee on Science, Technology, and Law, National Academies of Sciences, Engineering, and Medicine, Pasadena, CA
- 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
- 2020 Planning Committee, Workshop on Advancing Effective Obesity Communications, Health and Medicine Division, National Academy of Sciences, Engineering, and Medicine
- 2018-19 Co-Organizer (with May Berenbaum, William K. Hallman, Andrew Hoffman, Liz Neeley and Czerne M. Reid), National Academy of Sciences, Engineering, and Medicine, Sackler Colloquium on "The Science of Science Communication IV"

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, Honoric 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 & Assessment 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)