

CURRICULUM VITAE

Dietram A. Scheufele

John E. Ross Professor, and Vilas Distinguished Achievement Professor
University of Wisconsin—Madison, and
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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

2015-Pres. Vilas Distinguished Achievement Professor, University of Wisconsin—Madison and Morgridge
Institute for Research
2009-Pres. John E. Ross Chair in Science Communication, Department of Life Sciences Communication,
University of Wisconsin—Madison (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)
2013-17 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, tenured, Department of Communication, Cornell University
2000-03 Assistant Professor, untenured, Department of Communication, Cornell University

VISITING POSITIONS

2015 & 16 Visiting Scholar, Annenberg Public Policy Center, University of Pennsylvania
2012 DAAD Visiting Professor, Institut für Kommunikationswissenschaft, Technische Universität Dresden,
Germany
2010 Visiting Fellow, Joan Shorenstein Center on the Press, Politics and Public Policy, Kennedy School of
Government, Harvard University
1999-00 Visiting Assistant Professor, Department of Communication, Cornell University

OTHER RESEARCH AND CONSULTING POSITIONS

2007-09 Consultant and Analyst, *BD Biosciences*, San Jose, CA
2007 Consultant, *The World Bank*
2002 Consultant, *World Health Organization*
2001-02 Consultant and Analyst, *Fallon Worldwide*, Minneapolis, MN
2001-02 Consultant, *Public Broadcasting Service*
2001 Consultant, *The Emirates Center for Strategic Study and Research*, Abu Dhabi (UAE)

HONORS AND AWARDS

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
2014-17 Web of Science Top 1% Highly Cited Paper in General Social Sciences, "The Nasty Effect:" Online
incivility's effect on risk perceptions of emerging technologies (with co-authors)
2014-17 Web of Science Top 1% Highly Cited Paper in General Social Sciences, "Framing, agenda setting,
and priming: The evolution of three media effects models" (with David Tewksbury)

- 2014-17 Web of Science Top 1% Highly Cited Paper in Plant & Animal Science, "What's next for science communication? Promising directions and lingering distractions" (with Matthew C. Nisbet)
- 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 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
- 1991 Scheffelpreis, Literarische Gesellschaft (Scheffelbund)

FUNDED RESEARCH PROJECTS

- 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.) (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)

Journal Articles

- Su, L. Y.-F., Scheufele, D. A., Bell, L., Brossard, D., & Xenos, M. (forthcoming). Information-sharing and community-building: Exploring the use of Twitter in science public relations. *Science Communication*.
- Yeo, S. K., Su, L. Y.-F., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (forthcoming). The effect of comment moderation on perceived bias in science news. Information, *Communication & Society*.
- Kim, J., Akin, H., Brossard, D., Xenos, M., & Scheufele, D. A. (forthcoming). Selective perception of novel science: How definitions affect information processing about nanotechnology. *Journal of Nanoparticle Research*.
- Li, N., Hilgard, J., Scheufele, D. A., Winneg, K. M., Hall Jamieson, K. (forthcoming). Cross-pressuring conservative Catholics? Effects of Pope Francis' encyclical on the U.S. public opinion of climate change. *Climatic Change*.
- Li, N., Brossard, D., Anderson, A. A., Scheufele, D. A., & Rose, K. M. (forthcoming). How do policymakers and think tank stakeholders prioritize the risks of the nuclear fuel cycle? A semantic network analysis. *Journal of Risk Research*.
- Li, N., Akin, H., Su, L. Y.-F., Brossard, D., Xenos, M. A., & Scheufele, D. A. (forthcoming). Tweeting disaster: A content analysis of online discourse about nuclear power in the wake of the Fukushima Daiichi nuclear accident. *Journal of Science Communication*.
- Anderson, A. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (forthcoming). Toxic talk: How incivility can undermine perceptions of media. *International Journal of Public Opinion Research*
- Cacciatore, M. A., Browning, N., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (forthcoming). Opposing ends of the spectrum: Exploring trust in scientific and religious authorities. *Public Understanding of Science*.
- Yeo, S. K., Liang, X., Brossard, D., Rose, K., Korzekwa, K., Scheufele, D. A., & Xenos, M. A. (forthcoming). The case of #arseniclife: Blogs and Twitter in informal peer review. *Public Understanding of Science*.
- Kim, E., Scheufele, D. A., Han, J. Y., & Shah, D. (forthcoming). Opinion leaders in online cancer support groups: An investigation of their antecedents and consequences. *Health Communication*.
- 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.
- 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:http://doi.org/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
- 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
- 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
- Li, N., Brossard, D., Su, L. Y.-F., Liang, X., Xenos, M., & Scheufele, D. A. (2015). Policy decision-making, public involvement and nuclear energy: what do expert stakeholders think and why? *Journal of Responsible Innovation*, 2(3), 266-279. doi: 10.1080/23299460.2015.1104175
- Su, L. Y.-F., Akin, H., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015). Science news consumption patterns and their implications for public understanding of science. *Journalism & Mass Communication Quarterly*, 92(3), 597-616. doi:10.1177/1077699015586415
- Yeo, S. K., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2015). Selecting our own science: How communication contexts and individual traits shape information seeking. *The ANNALS of the American Academy of Political and Social Science*, 658(1), 172-191. doi: 10.1177/0002716214557782
- Liang, X., Ho, S. S., Brossard, D., Xenos, M. A., Scheufele, D. A., Anderson, A. A., Hao, X., & He, X. (2015). Value predispositions as perceptual filters: Comparing of public attitudes toward nanotechnology in the United States and Singapore. *Public Understanding of Science*, 24(5), 582-600. doi: 10.1177/0963662513510858
- Liang, X., Su, L. Y.-F., Yeo, S. K., Scheufele, D. A., Brossard, D., Xenos, M., Nealey, P., & Corley, E. A. (2014). Building buzz: (Scientists) communicating science in new media environments. *Journalism & Mass Communication Quarterly*, 91(4), 772-791. doi: 10.1177/1077699014550092
- Fung, T. K. F., Choi, D. H., Scheufele, D. A., & Shaw, B. R. (2014). Public opinion about biofuels: The interplay between party identification and risk/benefit perception. *Energy Policy*, 73, 344-355. doi: 10.1016/j.enpol.2014.05.016
- Scheufele, D. A. (2014). Science communication as political communication. *Proceedings of the National Academy of Sciences*, 111(Supplement 4), 13585-13592. doi: 10.1073/pnas.1317516111
- Cacciatore, M. A., Yeo, S. K., Scheufele, D. A., Xenos, M., Choi, D.-H., Brossard, D., Becker, A. B., & Corley, E. A. (2014). Misperceptions in polarized politics: The role of knowledge, religiosity, and media. *PS: Political Science & Politics*, 47(3), 654-661.
- Kim, J., Yeo, S., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2014). Disentangling the influence of value predispositions and risk/benefit perceptions on support for nanotechnology among the American public. *Risk Analysis*, 34(5), 789-980. doi: 10.1111/risa.12141
- Su, L. Y.-F., Cacciatore, M. A., Scheufele, D. A., Brossard, D., & Xenos, M. (2014). Inequalities in scientific understanding: Differentiating between factual and perceived knowledge gaps. *Science Communication*, 36(3), 352-378. doi: 10.1177/1075547014529093
- U.S. nano-scientists' perceptions about media coverage and the public communication of scientific research findings. *Journal of Nanoparticle Research*, 13(12), 7041-7055. doi: 10.1007/s11051-011-0617-3
- Youtie, J., Carley, S., Shapira, P., Corley, E. A., & Scheufele, D. A. (2011). Perceptions and actions: relationships of views on risk with citation actions of nanotechnology scientists. *Research Evaluation*, 20(5), 377-388. doi: 10.3152/095820211x13176484436014
- Xenos, M. A., Becker, A. B., Anderson, A. A., Brossard, D., Scheufele, D. A. (2011). Stimulating upstream engagement: An experimental study of nanotechnology information
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2014). Another (methodological) look at knowledge gaps and the Internet's potential for closing them. *Public Understanding of Science*, 23(4), 377-395. doi:10.1177/0963662512447606
- Li, N., Anderson, A. A., Brossard, D., Scheufele, D. A., (2014). Channeling science information seekers' attention? A content analysis of top-ranked vs. lower-ranked sites in Google. *Journal of Computer-Mediated Communication*, 19(3), 562-575. doi: 10.1111/jcc4.12043
- Anderson, A. A., Brossard, D., Scheufele, D. A., Xenos, M. A., & Ladwig, P. (2014). "The Nasty Effect:" Online incivility's effect on risk perceptions of emerging technologies. *Journal of Computer-Mediated Communication*, 19(3), 373-387. doi: 10.1111/jcc4.12009
- Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., Runge, K., Su, L. Y., Kim, J., Xenos, M. A., & Corley, E. A. (2014). Partisan amplification of risk: American perceptions of nuclear energy risk in the wake of the Fukushima Daiichi disaster. *Energy Policy*, 67, 727-736. doi: 10.1016/j.enpol.2013.11.061.
- Shih, T., Scheufele, D. A., & Brossard, D. (2013). Disagreement and value predispositions: Understanding public opinion about stem cell research. *International Journal of Public Opinion Research*, 25(3), 357-367. doi: 10.1093/ijpor/eds029
- Runge, K. K., Yeo, S. K., Cacciatore, M., Scheufele, D. A., Brossard, D., Xenos, M., Anderson, A. A., Choi, D. H., Kim, J., Li, N., Liang, X., Stubbings, M., & Su, L. Y. F. (2013). Tweeting nano: How public discourses about nanotechnology develop in social media environments. *Journal of Nanoparticle Research*, 15(1), 1381. doi: 10.1007/s11051-012-1381-8
- Scheufele, D. A. (2013). Communicating science in social settings. *Proceedings of the National Academy of Sciences*, 110(Supplement 3), 14040-14047. doi: 10.1073/pnas.1213275110

- Corley, E. A., Kim, Y., & Scheufele, D. A. (2013). The current status and future direction of nanotechnology regulations: A view from nano-scientists. *Review of Policy Research*, 30(5), 487-509. doi: 10.1111/ropr.12036
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (2013). Factors influencing public risk-benefit perceptions of nanotechnology: Assessing the roles of mass media, interpersonal communication, and elaborative processing. *Public Understanding of Science*, 22(5), 606-623. doi: 10.1177/0963662511417936
- Anderson, A. A., Kim, J., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2013). What's in a name? How we define nanotech shapes public reactions. *Journal of Nanoparticle Research*, 15(2), 1-5. doi: 10.1007/s11051-013-1421-z
- Cacciatore, M. A., Binder, A. R., Scheufele, D. A., & Shaw, B. R. (2013). Public attitudes toward biofuels: Effects of knowledge, political partisanship, and media use. *Politics and the Life Sciences*, 31(1-2), 36-51. doi: 10.2990/31_1-2_36
- Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2013). Nanoparticle-related deaths: Science news and the issue attention cycle in print and online media. *Politics and the Life Sciences*, 31(1-2), 87-96. doi: 10.2990/31_1-2_87
- Ladwig, P., Dalrymple, K. E., Brossard, D., Scheufele, D. A., & Corley, E. A. (2012). Perceived familiarity or factual knowledge? Comparing operationalizations of scientific understanding. *Science and Public Policy*, 39(6), 761-774. doi: 10.1093/scipol/scs048
- Cacciatore, M. A., Scheufele, D. A., & Shaw, B. R. (2012). Labeling renewable energies: How the language surrounding biofuels can influence its public acceptance. *Energy Policy*, 51, 673-682. doi: 10.1016/j.enpol.2012.09
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., Shaw, B. R., & Corley, E. A. (2012). Measuring risks/benefits perceptions of emerging technologies and their potential impact on communication of public opinion toward science. *Public Understanding of Science*, 21(7), 830-847. doi: 10.1177/0963662510390159
- Cacciatore, M. A., Anderson, A. A., Choi, D.-H., Brossard, D., Scheufele, D. A., Liang, X., Ladwig, P., Xenos, M., & Dudo, A. (2012). Coverage of emerging technologies: A comparison between print and online media. *New Media & Society*, 14(6), 1039-1059. doi: 10.1177/1461444812439061
- Anderson, A. A., Scheufele, D. A., Brossard, D., & Corley, E. A. (2012). The role of media and deference to scientific authority in cultivating trust in sources of information about emerging technologies. *International Journal of Public Opinion Research*, 24(2), 225-237. doi: 10.1093/ijpor/edr032
- Corley, E. A., Kim, Y., & Scheufele, D. A. (2012). Public challenges of nanotechnology regulation. *Jurimetrics: The Journal of Law, Science and Technology*, 52(3), 371-381.
- Kim, Y., Corley, E. A., & Scheufele, D. A. (2012). Classifying US nano-scientists: Of cautious innovators, regulators, and technology optimists. *Science and Public Policy*, 39(1), 30-38. doi: 10.3152/030234212x13113405157822
- Namkoong, K., Fung, T. K. F., & Scheufele, D. A. (2012). The politics of emotion: News media attention, emotional responses, and participation during the 2004 U.S. presidential election. *Mass Communication & Society*, 15(1), 25-45. doi: 10.1080/15205436.2011.563894
- Liang, X., Anderson, A. A., Scheufele, D. A., Brossard, D., Xenos, M. A. (2012). Information snapshots: What Google searches really tell us about emerging technologies. *Nano Today*, 7, 72-75. doi: 10.1016/j.nantod.2012.01.001
- Corley, E. A., Kim, Y., & Scheufele, D. A. (2011). Leading seeking. *Social Science Quarterly*, 92(5), 1191-1214. doi: 10.1111/j.1540-6237.2011.00814.x
- Dudo, A. D., Brossard, D., Shanahan, J. E., Scheufele, D. A., Morgan, M., & Signorelli, N. (2011). Science on television in the 21st century: Recent trends in portrayals and their contributions to public attitudes toward science. *Communication Research*, 38(6), 754-777. doi: 10.1177/0093650210384988
- Kim, E., Scheufele, D. A., & Han, J. Y. (2011). Structure or predisposition? Exploring the interaction effect of discussion orientation and discussion heterogeneity on political participation. *Mass Communication & Society*, 14(4), 502-526. doi: 10.1080/15205436.2010.51346
- Kim, S.-H., Scheufele, D. A., Shanahan, J., & Choi, D.-H. (2011). Deliberation in spite of controversy? News media and the public's evaluation of a controversial issue in South Korea. *Journalism & Mass Communication Quarterly*, 88(2), 320-336.
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Proceedings and Technical Reports (select)

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CONVENTION PAPERS & PRESENTATIONS

Invited Conference and Workshop Panels (select)

American Association for the Advancement of Science (2004, 2006; 2013; 2014; 2016; 2017); Association for Education in Journalism & Mass Communication (2000; 2002, 2006, 2010, 2011; 2015); Association of Science – Technology Centers (2015); International Communication Association (2004; 2012; 2013; 2014); National Association of Science Writers (2005); National Communication Association (2000); National Conference on Tobacco or Health (2001); Natural Resource, Agriculture, and Engineering Service (2001); Nicholas Institute for Environmental Policy Solutions, Duke University (2007); Society of Professional Journalists, Madison Pro Chapter (2013); Thomas S. Foley Institute for Public Policy, Washington State University (2011); Union of Concerned Scientists (2013)

Refereed Conference Papers (past three years)

- Howell, E. L., Kohl, P., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2017, December). *Ethics and risk in human gene editing: how type and use of gene editing impacts public risk perceptions*. Presented at the annual convention of the Society for Risk Analysis (SRA), Arlington, VA.
- Rose, K. M., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2017, December). *Engaging with human gene editing: Public views toward decision-making about controversial scientific issues*. Presented at the annual convention of the Society for Risk Analysis (SRA), Arlington, VA.
- Wirz, C. D., Howell, E. L., Brossard, D., Scheufele, D. A., & Xenos, M. A. (December 2017). *High risk, high reward: the role of ambivalence in perceptions of nanotechnology and synthetic biology*. Presented at the annual convention of the Society for Risk Analysis (SRA), Arlington, VA.
- Kohl, P., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017, November). *Managing evolution to help nature keep pace with rapid change: Moral dimensions of proposals gene-edit wildlife*. Presented at the annual convention of the Society for Literature, Science, and the Arts (SLSA), Tempe, AZ.
- Rose, K. M., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2017, November). *Public opinion of evolution: Different approaches to measuring evolution beliefs*. Presented at the annual conference of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Howell, E. L., Kohl, P., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2017, November). *Therapy vs. Enhancement: Purpose of edit shapes public opinion of heritable human gene editing*. Presented at the annual conference of the Midwest Association for Public Opinion Research (MAPOR) Chicago, IL.
- Wirz, C. D., Chung, J. H., Xenos, M. A., Brossard, D., Scheufele, D. A., Howell, E. L., & Massarani, L. (2017, November). *Zika Outbreak: Are Social Media Places for Politicizing Public Health?* Presented at the annual conference of the Midwest Association for Public Opinion Research (MAPOR) Chicago, IL.
- Su, L. Y.-F., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2017, August). *To engage or to avoid? Examining the effects of uncivil comments on science news engagement*. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Rose, K. M., Su, L. Y.-F., Wirz, C. D., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017, July). *Of nature, trust, and health: Understanding public opinion of GM foods*. Presented at the annual convention of the World Association for Public Opinion Research (WAPOR), Lisbon, Portugal.
- Wirz, C. D., Chung, J. H., Brossard, D., Scheufele, D. A., Xenos, M. A., Massarani, L., & Maynard, A. D. (2017, July). *A trilingual and comparative approach to understanding the conversation about the Zika Virus on social media*. Presented at the annual convention of the World Association for Public Opinion Research (WAPOR), Lisbon, Portugal.
- Taddicken, M., Akin, H., Kohout, S., Brossard, D., Hoppe, I., & Scheufele, D. A. (2017, July). *Exploring differences in perceptions of others' knowledge and concern about climate change in Germany and the U.S.* Presented at the International Environmental Communication Association (IECA)'s Conference on Communication and Environment, Leicester, UK.
- Runge, K. K., Scheufele, D. A., Brossard, D., Xenos, M. A. (2017, May). *Mutant mosquitos and social media: Intermedia agenda setting in an era of declining news coverage*. Presented at the annual convention of the International Communication Association (ICA), San Diego, CA.

- Su, L. Y.-F., Xenos, M. A., Rose, K., Wirz, C., Scheufele, D. A., & Brossard, D. (2017, May). *Uncivil and personal? Comparing patterns of incivility in Facebook comments of news outlets*. Presented at the annual convention of the International Communication Association (ICA), San Diego, CA.
- Wirz, C. D., Howell, E., Brossard, D., Scheufele, D. A., Jamieson, K. H., Winneg, K., & Xenos, M. A. (2017, February). *May 2016: The NAS release a consensus report on GE crops – with what impact?* Presented at the annual meeting of the American Association for the Advancement of Science (AAAS), Boston, MA.
- Wirz, C. D., Chung, J. H., Rose, K. M., Brossard, D., Scheufele, D. A., Xenos, M. A., & Massarani, L. (2016, December). *Zika outbreak: A multilingual analysis of social media discourse surrounding the Zika virus and genetically engineered mosquitoes*. Presented at the annual convention of Society for Risk Analysis (SRA), San Diego, CA.
- Rose, K. M., Su, L. Y.-F., Wirz, C., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2016, December). *Gut reactions to GMO foods: Analyzing the interplay of attitudes, trust, and risk perceptions*. Presented at the annual convention of the Society for Risk Analysis (SRA), San Diego, CA.
- Wirz, C. D., Chung, J. H., Brossard, D., Scheufele, D. A., Massarani, L., Maynard, A. (2016, November). *Zika outbreak: who is the problem and who is being blamed on social media?* Presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Rose, K.M., Su, L.Y.-F., Brossard, D., Scheufele, D.A., & Xenos, M.A. (2016, November). *Factual versus perceived knowledge: Interplay of knowledge and food consciousness with GM attitudes*. Presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Runge, K. K., Chung, J. H., Su, L. Y.-F., Brossard, D., & Scheufele, D. A. (2016, November). *Framing and risk related to innovative food technologies: The case of pink slime*. Presented at the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, Y., Corley, E. A., & Scheufele, D. A. (2016, November). *The role of scientific advice in the political process: An investigation of nanoscientists' perceptions about political involvement*. Presented at the 2016 Technology Transfer Society Annual Conference, Phoenix, AZ.
- Chung, J. H., Runge, K. K., Su, L. Y.-F., Brossard, D., & Scheufele, D. A. (2016, September). *Media framing and perceptions of risk for food technologies: The case of pink slime*. Presented at the annual conference of the European Society for Agricultural and Food Ethics (EurSafe), Porto, Portugal.
- Jun, H., Cacciatore, M. A., Scheufele, D. A., Corley, E. A., Brossard, D., & Xenos, M. A. (2016, June). *Polarization and mainstreaming effects: The role of political ideology, media and elaborative processing on public science attitudes*. Presented at the annual convention of the International Communication Association, Fukuoka, Japan.
- Hilgard, J., Li, N., Scheufele, D. A., Winneg, K. M., Hall Jamieson, K. (2016, June). *Cross-pressuring conservative Catholics? The U.S. public's reaction to Pope Francis' encyclical on climate change*. Presented at the annual convention of the International Communication Association, Fukuoka, Japan.
- Lull, R. B., Akin, H. A., Li, N., Hilgard, J., Landrum, A. R., Barnhart, K. R., Winneg, K., Scheufele, D. A., & Hall Jamieson, K. (2016, May). *Can a progressive pope sway skeptics? Tracking public opinion on Pope Francis and climate change*. Presented at the annual convention of the American Association for Public Opinion Research, Austin, TX.
- Li, N., Akin, H., Scheufele, D. A., & Jamieson, K. H. (2016, May). *Partisan media's effects in shaping Americans' views about Pope Francis*. Presented at the annual convention of the American Association of Public Opinion Research, Austin, TX.
- Li, N., Hilgard, J., Winneg, K., Scheufele, D. A., Hall Jamieson, K. (2016, April). *Even the pope has difficulty convincing people of climate change*. Presented at the annual convention of the American Association for the Advancement of Science, Washington, D.C.
- Simis, M. J., Madden, H., Su, L. Y.-F., Lassen, D. S., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2016, April). *Scientists joking on social media: An empirical analysis of #overlyhonestmethods*. Paper presented at the annual Public Communication of Science and Technology Conference, Istanbul, Turkey.
- Eichmeier, A., Wirz, C., Brossard, D., Scheufele, D., Xenos, M. & Stenhouse, N. (2016, February). *Has Pope Francis changed the framing of climate change discourse online?* Presented at the annual convention of the American Association for the Advancement of Science (AAAS), Washington, DC.
- Akin, H., Hardy, B. W., Brossard, D., Scheufele, D. A., Xenos, M. A., & Corley, E. A. (2016, February). *The pitfalls of popularizing science beyond the proverbial choir: Lessons from Cosmos 2.0*. Presented at the annual convention of the American Association for the Advancement of Science (AAAS), Washington, DC.
- Okada, T., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, November). *A bright future for science communication? Exploring the impacts of network heterogeneity on knowledge and attitudinal ambivalence in the age of social media*. Presented at the annual convention of the Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Runge, K. K., Brossard, D., & Scheufele, D. A. (2015, October). *Pink slimed: A time series analysis of broadcast coverage, newspaper coverage and Twitter discourse during the 2012 'lean finely textured beef' controversy*. Presented at the annual convention of the Association for Politics and the Life Sciences, Madison, WI.

- Yeo, S. K., Su, L. Y. F., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2015, October). Neutralizing trolls: Simulating comment moderation to mitigate the nasty effect in science news. Presented at the annual convention of the Association for Politics and the Life Sciences, Madison, WI.
- Lian, X., Runge, K. K., Wirz, C., Brossard, D., Scheufele, D. A., & Xenos, M. (2015). *Tweeting GMOs: An analysis of public discourse surrounding genetically modified organisms in social media environments*. Presented at the annual convention of the Association for Politics and the Life Sciences, Madison, WI.
- Akin, H., Rose, K. M., Scheufele, D. A., Simis, M. J., Brossard, D., Xenos, M. A., & Corley, E. A. (2015, August). *Public attitudes on synthetic biology: Mapping landscapes and processes*. Presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
- Su, L. Y.-F., Scheufele, D. A., Brossard, D., & Xenos, M. (2015, August). *Information and engagement: How scientific organizations are using social media in science public relations*. Presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
- Li, N., Akin, H., Howell, E., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, July). *"Fracking" communication and public perception: A multi-level modeling approach*. Presented at the annual convention of the International Association for Media and Communication Research (IAMCR), Montreal, Canada.
- Yeo, S. K., Su, L. Y. F., Scheufele, D. A., Brossard, D. A., & Xenos, M. A. (2015, June). *The effects of incivility, and audience- and media-centric factors on perceptions of bias in science news*. Presented at the annual convention of the World Association for Public Opinion Research, Buenos Aires, Argentina.
- Akin, H., Yeo, S. K., Cacciatore, M. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, June). *Public opinion of emerging and established science: How publics assess the risks and benefits of controversial issues*. Presented at the annual convention of the World Association for Public Opinion Research (WAPOR), Buenos Aires, Argentina.
- Runge, K. K., Spartz, J., Akin, H., Su, L.-F., Xenos, M., Scheufele, D. A., & Brossard, D. (2015, May). *Partisan blame for the partial shutdown: A big data analysis of themes on Twitter during the 2013 United States Federal Government partial shutdown*. Presented at the annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.
- Li, N., Brossard, D., Scheufele, D. A., Su, L. Y.-F., Wilson, P., & Scopatz, A. (2015, May). *Visualizing scientific data for lay audiences: Effects of graphical characteristics on comprehension and confidence in data quality*. Presented at the annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.

PUBLIC LECTURES AND KEYNOTE TALKS (PAST THREE YEARS)

- 2017 Talk, Food 3000, Copenhagen, Denmark
- 2017 Talk, 154th Annual Meeting of the National Academies of Sciences, Engineering, and Medicine, Washington, DC
- 2017 Talk, International Public Science Events Conference, Madison, WI
- 2017 Talk, Colloquium in honor of Elisabeth Noelle-Neumann, Johannes Gutenberg-Universität, Mainz, Germany
- 2017 Inaurural Lecture, Harvard T.H. Chan School of Public Health Science Communication Lecture Series, Boston, MA
- 2017 Talk, Waste Environment Cooperation Centre, Genève, Switzerland
- 2016 Talk, Georg-August-Universität Göttingen, Department für Agrarökonomie und Rurale Entwicklung, Göttingen, Germany
- 2016 Talk, Northwestern University, Department of Communication Studies, Evanston, IL
- 2016 Talk, George Washington University, School of Media and Public Affairs, Washington, DC
- 2016 Talk, Vantage Point Series, Madison, WI
- 2016 Talk, Rita Allen Foundation Board, Cambridge, MA
- 2016 Talk, Duke University, Initiative for Science & Society Durham, NC
- 2016 Talk, Purdue University, Grand Challenges Conference, West Lafayette, IN
- 2016 Opening keynote, 2016 North American Congress for Conservation Biology, Madison, WI
- 2016 Keynote, International Network on Public Communication of Science and Technology (PCST), Istanbul, Turkey
- 2016 Keynote, Northwestern University, Graduate School, Evanston, IL
- 2016 Talk, Wisconsin Institutes for Discovery, Crossroads of Ideas, Madison, WI
- 2016 Talk, Wissenschaft im Dialog, Berlin, Germany
- 2015 Talk, The Franklin Institute, Philadelphia, PA
- 2015 Keynote, National Academy of Sciences, Science Ambassador Program, Pittsburgh, PA
- 2015 Closing keynote, Association for Politics and the Life Sciences, Madison, WI
- 2015 Talk, University of Pennsylvania, Annenberg Public Policy Center, Philadelphia, PA
- 2015 Talk, Rutgers University, Department of Human Ecology, New Brunswick, NJ

- 2015 Talk, Duke University, Science & Society Program, Durham, NC
 2015 Talk, AAAS/The George Washington University, Washington, DC
 2015 Talk, University of Michigan, Rackham Graduate School, Ann Arbor, MI
 2015 Talk, Technische Universität München, Hochschule für Politik, München Germany
 2015 Talk, Kiwanis Club / Future Farmers of America, Madison, WI
 2015 Talk, Wisconsin Alumni Association Board and Morgridge Institute for Research Board, Austin, TX
 2015 Talk, National Academy of Sciences, Workshop on Public Interfaces of GMOs, Washington, DC

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

Graduate Advising

Amy Bree Becker, Wisconsin, M.A. 2007, Ph.D. 2010; Noel Benedetti, Wisconsin, M.S. 2010; Andrew C. Binder, Wisconsin, M.S. 2007, Ph.D. 2010; Michael Cacciatore, Wisconsin, M.S. 2009, Ph.D. 2013; Yufen Chen, Cornell, M.S. 2004; Doo-Hun Choi, Wisconsin, Ph.D. 2014; Mark Chong, Cornell, M.S. 2002; Kajsja Dalrymple, Wisconsin, M.A. 2007, Ph.D. 2011; Farina Madita Dobrick, TU Dresden, M.A. 2014; Katharina Doster, TU Dresden, M.A. 2014; Timothy Fung, Wisconsin, Ph.D. 2010; Sara Hansen, Wisconsin, Ph.D. 2009; Genevieve Harbourt, Cornell, M.S. 2004; Bruce Hardy, Cornell, M.S. 2005; Shirley Soo Yee Ho, Wisconsin, Ph.D. 2008; Allison Howell, Wisconsin, M.S. 2013; Atsuko Kawamori, Cornell University, M.S. 2004; Paul Kellner, Wisconsin, M.S. 2007; Eunkyung Kim, Wisconsin, Ph.D. 2013; Xia Lei, Cornell, M.S. 2001; Jerralyn Moudry, Wisconsin, Ph.D. 2008; Eva-Maria Nittner, TU Dresden, M.A. 2015; Elisabeth Oertel, TU Dresden, M.A., 2014; Christoph Pawletko, TU Dresden, M.A. 2013; Camille Rogers, Wisconsin, Ph.D. 2014; Yemi Rose, Cornell, M.S. 2003; Beth Ryan, Wisconsin, M.S. 2015; Ben Sayre, Wisconsin, M.A. 2006; Maritza Schäfer, Cornell, M.S. 2003; Adriane Schmidt, Dresden, Dr. phil. 2016; Tsung-jen Shih, Wisconsin, Ph.D. 2009; Owen Smith, Wisconsin, M.S. 2007; Robert Wagner, TU Dresden, M.A. 2012

Honors Advising and Undergraduate Theses

Katie Davis, Cornell (2002); Erin Fortney, Cornell (2003); Brooke Foucault, Cornell (2001); Laura Granka, Cornell (2002); Jessica Groppe, Cornell (2002); Bruce Hardy, Cornell (2003); Virginia Harris, Wisconsin (2013); Julia Kornblatt, Cornell (2004); Allison Kornet, Cornell (2004); Trina Lee, Cornell (2001); Alex Panchoero, Wisconsin (2007); Yemi Rose, Cornell (2001); Adam Schwartz, Cornell (2002); Pratibha Vupuluri, Cornell (2004)

ADMINISTRATION & SERVICE

Associations, Foundations and Industry

- 2017-Pres. Member, Contact Group, Genetic Technologies Programme, The Royal Society, London (UK)
 2017-Pres. Member, Planning Committee, Assessing the Security Implications of Genome Editing Technology, VolkswagenStiftung, Leopoldina, and National Academies of Sciences, Engineering and Medicine
 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

2016-Pres. 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"

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

2011-Pres. Member, Advisory Board, Earl Babbie Research Center, Chapman University

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

2015-17 Member, Consensus Study Committee on Gene Editing Technologies, National Academy of Sciences, Engineering, and Medicine

2015-16 Vice-Chair, Consensus Study Committee on The science of science communication: 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

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

- 2015-Pres. Editorial Board Member, *Journalism & Communication Monographs*
 2011-Pres. Editorial Board Member, *Studies in Communication | Media*
 2006-Pres. Editorial Board Member, *Communication Methods and Measures*
 2006-Pres. Editorial Board Member, *Communication Studies*
 2004-Pres. Editorial Board Member, *International Journal of Public Opinion Research*
 2013-17 Editorial Board Member, *Politics and the Life Sciences*
 2011-17 Editorial Board Member, *Political Communication*
 2009-15 Editorial Board Member, *Communication Research*
 2002-15 Editorial Board Member, *Journal of Communication*
 2014 Guest Editor *Proceedings of the National Academy of Sciences*
 2009-14 Editorial Board Member, *Communication Yearbook*
 2013 Guest Editor, *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*

External Reviews and Review Panels

- 2013-Pres. Associate Principal Investigator, Time-Sharing Experiments in the Social Sciences (TESS)
 2002-Pres. Ad-hoc reviewer for Austrian Science Fund (FWF), Austria; Center for Biological and Environmental Nanotechnology, Rice University; Committee for Postdoctoral Research Fellowships, Vrije Universiteit Brussel, Belgium; Deutscher Akademischer Austauschdienst (DAAD); Deutsche Forschungsgemeinschaft (DFG), Germany; Economic & Social Research Council (ESRC), United Kingdom; Eidgenössische Technische Hochschule (ETH) Zürich, Switzerland; Israel Science Foundation (ISF), Israel; National Academy of Sciences (NAS); National Institutes of Health (NIH); National Science Foundation (NSF); National Science Board (NSB); The Pew Charitable Trusts; Social Sciences and Humanities Research Council of Canada; Swiss National Science Foundation (SNSF), Switzerland; VolkswagenStiftung, Germany; Wellcome Trust, UK
 2015-16 Member, Advisory Panel, National Science Foundation, Science, Technology, and Society
 2012-15 Member, Advisory Panel, National Science Foundation, Decision, Risk and Management Sciences

University of Wisconsin—Madison

University:

- 2017-Pres. Member, University Committee on Honorary Degrees (1-year term)
 2014-Pres. Member, Environmental Leadership Master's Program 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)
 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)

Department:

2009-17 Director of Graduate Studies, Department of Life Sciences Communication
 2014-15 Chair, Faculty Search & Screen Committee, Department of Life Sciences Communication
 2013-14 Member, Graduate 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, Awards Committee, 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
 2004-07 Liaison, Public Affairs Writer in Residence program, 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); European Communication Research and Education Association (ECREA); International Communication Association (ICA); Network for the Public Communication of Science and Technology (PCST); World Association for Public Opinion Research (WAPOR)

Select Media Mentions and Appearances

ABCnews.com; Agence France-Presse; American Prospect; BBC; Berliner Morgenpost; Bild der Wissenschaft; BusinessWeek; c|net; Christian Science Monitor; Columbia Journalism Review; CNN; Daily Telegraph; Die Welt; Die Zeit; FastCompany; Fox News; Frankfurter Allgemeine Zeitung; Huffington Post; La Stampa; Le Monde; Los Angeles Times; Milwaukee Journal Sentinel; Mother Jones; National Geographic; National Public Radio; Nature; New Scientist; New York Public Television; New York Times; Norddeutscher Rundfunk; Salon.com; Science Friday; Science; Slate.com; Süddeutsche Zeitung; Tagesanzeiger; MIT Technology Review; The Atlantic; The Guardian; The Independent; The New Yorker; The Scientist; The Times; The Week; Time Magazine; US News

and World Report; USA Today; Wall Street Journal; Voice of America; Vox.com; Washington Post; Wired Magazine