

## CURRICULUM VITAE

### Dietram A. Scheufele

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

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)  
2013-18 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, tenured, Department of Communication, Cornell University  
2000-03 Assistant Professor, untenured, Department of Communication, Cornell University

### VISITING POSITIONS

2017 Visiting Fellow, Center for Advanced Studies, Ludwig-Maximilians-Universität München, Germany  
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

### HONORS AND AWARDS

2017-18 Web of Science Top 1% Highly Cited Paper in General Social Sciences, *The end of framing as we know it ... and the future of media effects* (with co-authors)  
2014-18 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)  
2014-18 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)  
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)  
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 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

- 2018-21 PI, National Science Foundation in support of "Enabling decision-relevant debates about human genome editing" (Award # SES-1827864), \$449,977
- 2016-19 PI for UW-Madison Subcontract, National Science Foundation in support of "ChemAttitudes: Using design-based research to develop and disseminate strategies and materials to support chemistry interest, relevance, and self-efficacy" (Award # AISL-1612482, PI: Larry Bell), \$154,745 (total grant: \$2.6 million)
- 2010-16 Center Co-PI and PI for UW-Madison Subcontract, National Science Foundation in support of "Center for Nanotechnology in Society at Arizona State University" (Award # SES-0937591, PI: David Guston), \$754,436 (total center grant: \$6.5 million)
- 2014-15 Co-PI, U.S. Department of Agriculture in support of "Understanding public opinion dynamics of meat products: Connecting citizens and the Wisconsin meat industry" (Hatch Grant, DUNS # 069225519), \$70,069
- 2014-15 PI, UW-Madison, Division of Continuing Studies in support of "Summer Online Course Development Award," \$25,627
- 2013-15 PI for UW-Madison Subcontract, National Science Foundation in support of "Nanoscale Informal Science Education Network" (Award # DRL-0940143, PIs: Larry Bell, Paul Martin & Robert J. Semper), \$159,989 (total center grant: \$4.2 million)
- 2011-15 Collaborator, Department of Energy in support of "Developing a user experience for the next generation nuclear fuel cycle simulator" (NEUP # 120341, PI: Paul Wilson), \$265,000 (total budget \$1,200,000)

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

## PUBLICATIONS

### **Edited Volumes**

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

### **Journal Articles**

- Wirz, C. D., Xenos, M. A., Brossard, D., Scheufele, D. A., Chung, J. H., & Massarani, L. (forthcoming). Rethinking social amplification of risk: Social media and Zika in three languages. *Risk Analysis*. doi:10.1111/risa.13228
- Akin, H., Yeo, S. K., Wirz, C., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (forthcoming). Are attitudes toward labeling nano products linked to attitudes toward GMO? Exploring a potential “spillover” effect for attitudes toward controversial technologies. *The Journal of Responsible Innovation*.
- Rose, K. M., Howell, E. L., Scheufele, D. A., Brossard, D., & Xenos, M. A. (forthcoming). The values of synthetic biology: Researcher views of their field and participation in public engagement. *BioScience*.

- Runge, K. K., Chung, J. H., Su, L. Y. F., Brossard, D., & Scheufele, D. A. (forthcoming). Pink slimed: Media framing of novel food technologies and risk related to ground beef and processed foods in the U.S. *Meat Science*.
- Li, N., Brossard, D., Scheufele, D.A., & Wilson, P. H. (forthcoming). Policymakers and stakeholders' perceptions of science-driven nuclear energy policy. *Nuclear Engineering and Technology*.
- Howell, E. L., Wirz, C. D., Brossard, D., Jamieson, K. H., Scheufele, D. A., Winneg, K. M., & Xenos, M. A. (forthcoming). National Academy of Sciences report on genetically engineered crops Influences public discourse. *Politics and the Life Sciences*.
- 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*.
- 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*.
- Doroshenko, L., Schneider, T., Kofanov, D., Xenos, M., Scheufele, D., & Brossard, D. (forthcoming). Ukrainian nationalist parties and connective action: Analysis of electoral campaigning and social media sentiments. *Information, Communication & Society*. doi:10.1080/1369118X.2018.1426777
- 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
- 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
- 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), 142-15. 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:1016/j.enpol.2017.04.003
- Rose, K. M., Korzekwa, K., Brossard, D., Scheufele, D. A., & Heisler, L. (2017). Engaging the public at a science festival: Findings from a panel on human gene editing. *Science Communication*, 39(2), 250-277. doi: 10.1177/1075547017697981

- Akin, H., Rose, K. M., Scheufele, D. A., Simis-Wilkinson, M., Brossard, D., Xenos, M. A., & Corley, E. A. (2017). Mapping the landscape of public attitudes on synthetic biology. *Bioscience*, 67(3), 290-300. doi:10.1093/biosci/biw171
- Su, L. Y.-F., Cacciatore, M. A., Liang, X., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017). Analyzing public sentiments online: combining human- and computer-based content analysis. *Information, Communication & Society*, 20(3), 406-427. doi:10.1080/1369118X.2016.1182197
- Li, N., Akin, H., Su, L. Y.-F., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2016). Tweeting disaster: A content analysis of online discourse about nuclear power in the wake of the Fukushima Daiichi nuclear accident. *Journal of Science Communication Journal of Science Communication* 15(05), A02.
- Lee, B., Kim, J., & Scheufele, D. A. (2016). Agenda setting in the internet age: The reciprocity between online searches and issue salience. *International Journal of Public Opinion Research*, 28(3), 440-455. doi:10.1093/ijpor/edv026
- Li, N., Hilgard, J., Scheufele, D. A., Winneg, K. M., & Hall Jamieson, K. (2016). Cross-pressuring conservative Catholics? Effects of Pope Francis' encyclical on the U.S. public opinion on climate change. *Climatic Change*, 139(3), 367-380. doi:10.1007/s10584-016-1821-z
- Kim, J., Brossard, D., Scheufele, D. A., & Xenos, M. (2016). "Shared" information in the age of Big Data: Exploring sentiment expression related to nuclear energy on Twitter. *Journalism & Mass Communication Quarterly*, 93(2), 430-445. doi:10.1177/1077699016640715
- Su, L. Y.-F., Cacciatore, M. A., Brossard, D., Corley, E. A., Scheufele, D. A., & Xenos, M. A. (2016). Attitudinal gaps: How experts and lay audiences form policy attitudes toward controversial science. *Science and Public Policy*, 43(2), 196-206. doi:10.1093/scipol/scv031
- Ahn, J. J., Kim, Y., Corley, E. A., & Scheufele, D. A. (2016). Laboratory safety and nanotechnology workers: An analysis of current guidelines in the USA. *NanoEthics*, 10(1), 5-23. doi:10.1007/s11569-016-0250-9
- Corley, E. A., Kim, Y., & Scheufele, D. A. (2016). Scientists' ethical obligations and social responsibility for nanotechnology research. *Science and Engineering Ethics*, 22(1), 111-132. doi:10.1007/s11948-015-9637-1
- Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2016). The end of framing as we know it ... and the future of media effects. *Mass Communication and Society*, 19(1), 7-23. doi:10.1080/15205436.2015.1068811
- 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
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- Scheufele, D. A. (2000, July 5). Technical issues related to polling in a community. *The Ithaca Journal*, p. 9A.
- Ostman, R. E., & Scheufele, D. A. (2000, June 10). What opinion polling can, can't do. *The Ithaca Journal*, p. 10A.

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

- National Academies of Sciences, Engineering, 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.
- Scheufele, D. A. (2016). Experiments in the social sciences. In E. G. Bartick & M. Floyd (Eds.), *Forensic science research evaluation workshop: A discussion on the fundamentals of research design and an evaluation of available literature* (pp. 17-22). Washington, DC: U.S. Department of Justice.
- 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)**

- 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.
- 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.

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

- 2018 Keynote, Silbersalz Festival, Leopoldina Nationale Akademie der Wissenschaften, Halle, Germany
- 2018 Talk, Symposium on "Infection Biology for the 21st Century," ZIBI Graduate School Berlin
- 2018 Keynote, Symposium on "Current Challenges to Mediatized Science Communication," Universität Rostock, Rostock, Germany
- 2018 Talk, Social, Behavioral & Economic Sciences Advisory Committee, National Science Foundation, Alexandria, VA
- 2018 Keynote, 7th Young Environmental Scientist's Meeting, Madison, WI
- 2018 Talk, National Academies' Committee on Science, Technology and Law, Pasadena, CA
- 2018 Keynote, Texas Academy of Nutrition and Dietetics, Dallas, TX
- 2017 Talk, Center for Advanced Studies, Ludwig-Maximilians-Universität, Munich, Germany
- 2017 Talk, Institut für Kommunikationswissenschaft und Medienforschung, Ludwig-Maximilians-Universität, Munich, Germany
- 2017 Talk, Macromedia University, Munich, Germany

- 2017 Talk, Wisconsin Science Museum, Madison, WI  
 2017 Talk, National Academy of Medicine All-Staff Meeting, Washington, DC  
 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

## 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; Kajsa Dalrymple, Wisconsin, M.A. 2007, Ph.D. 2011; Pat DeFlorin, M.S. 2018; 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; Kristin Runge, Wisconsin, Ph.D. 2017; 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

## 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
- 2017-Pres. Member, Consensus Study Committee on Reproducibility and Replicability in Science, National Academy of Sciences, Engineering, and Medicine
- 2016-Pres. Member, Division on Earth and Life Studies (DELS) Advisory Committee, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)
- 2011-Pres. Member, Advisory Board, Earl Babbie Research Center, Chapman University
- 2017-18 Member, Contact Group, Genetic Technologies Programme, The Royal Society (UK)
- 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**

2018 Guest Editor, Science of Science Communication III, *Proceedings of the National Academy of Sciences*  
 2018-Pres. Editorial Board Member, *Journal of Communication*  
 2015-Pres. Editorial Board Member, *Journalism & Communication Monographs*  
 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*  
 2018 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*  
 2002-15 Editorial Board Member, *Journal of Communication*  
 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:*

2017-Pres. Member, University Committee on Honorary Degrees (Chancellor appointee)  
 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)  
 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* (JW 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