

## CURRICULUM VITAE

Dietram A. Scheufele, John E. Ross Professor  
Department of Life Sciences Communication  
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### EDUCATION

1999 Ph.D. (Mass Communications, Ph.D. Minor in Political Science), University of Wisconsin—Madison  
1997 M.A. (Journalism & Mass Communication), University of Wisconsin—Madison  
1995 B.A. (Communication, Minors in Political Science and Business), Johannes Gutenberg-Universität Mainz, Germany

### ACADEMIC APPOINTMENTS

2009-Pres. John E. Ross Chair in Science Communication, Department of Life Sciences Communication, University of Wisconsin—Madison (affiliate appointments: Center for European Studies; Communication Technologies Research Cluster; Eye Research Institute; Robert F. and Jean E. Holtz Center for Science and Technology Studies)  
2004-09 Professor, Department of Life Sciences Communication (2005-09) and School of Journalism & Mass Communication (2004-07), University of Wisconsin—Madison  
2003-04 Associate Professor with tenure, Department of Communication, Cornell University  
2000-03 Assistant Professor, Department of Communication, Cornell University  
1999-00 Visiting Assistant Professor, Department of Communication, Cornell University

### VISITING POSITIONS

2010 Visiting Fellow, Joan Shorenstein Center on the Press, Politics and Public Policy, Kennedy School of Government, Harvard University

### HONORS AND AWARDS

2010 Hillier Krieghbaum 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

2010-15	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)
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

## EDITORIAL APPOINTMENTS

2010-Pres.	Editorial Board Member, <i>Human Communication Research</i>
2009-Pres.	Editorial Board Member, <i>Communication Research</i>
2006-Pres.	Editorial Board Member, <i>Communication Studies</i>

- 2006-Pres. Editorial Board Member, *Communication Methods and Measures*  
 2003-Pres. Editorial Board Member, *Mass Communication & Society*  
 2002-Pres. Editorial Board Member, *Journal of Communication*  
 2008-10 Editorial Board Member, *Communication Yearbook*  
 2004-10 Editorial Board Member, *International Journal of Public Opinion Research*  
 2006-07 Guest Editor (with David Tewksbury) for 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*

## OTHER RESEARCH AND CONSULTING POSITIONS

- 2006-Pres. Co-leader, Public Opinion and Values Research Team, *NSF Center for Nanotechnology in Society at Arizona State University (CNS-ASU)*  
 2007-09 Consultant, *BD Biosciences*, San Jose, CA  
 2008 Consultant, *Center for Public Communication of Science and Technology*, NC State University  
 2007 Consultant, *The World Bank*  
 2002 Consultant, *World Health Organization (WHO)*  
 2001-02 Consultant and research analyst, *Fallon Worldwide* and *Public Broadcasting Service (PBS)*  
 2001 Consultant, *The Emirates Center for Strategic Study and Research*, Abu Dhabi (UAE)

## PUBLICATIONS

### *Journal Articles*

- Kim, S.-H., Scheufele, D. A., Shanahan, J., & Choi, D.-H. (forthcoming). Deliberation in spite of controversy? News media and the public's evaluation of a controversial issue in South Korea. *Journalism & Mass Communication Quarterly*.
- Namkoong, K., Fung, T. K. F., & Scheufele, D. A. (forthcoming). The politics of emotion: News media attention, emotional responses, and participation during the 2004 U.S. presidential election. *Mass Communication & Society*.
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., Shaw, B. R., & Corley, E. A. (forthcoming). Measuring risks/benefits perceptions of emerging technologies and their potential impact on communication of public opinion toward science. *Public Understanding of Science*.
- Dudo, A. D., Dunwoody, S., & Scheufele, D. A. (forthcoming). The emergence of nano news: Tracking thematic trends and changes in U.S. newspaper coverage of nanotechnology. *Journalism & Mass Communication Quarterly*.
- Dudo, A. D., Brossard, D., Shanahan, J. E., Scheufele, D. A., Morgan, M., & Signorelli, N. (forthcoming). Science on television in the 21st century: Recent trends in portrayals and their contributions to public attitudes toward science. *Communication Research*.
- Kim, S., Han, M., & Scheufele, D. A. (forthcoming). Think about him this way: Priming, news media, and South Koreans' evaluation of the president. *International Journal of Public Opinion Research*.
- Becker, A. B., & Scheufele, D. A. (forthcoming). New voters, new outlook? Predispositions, social networks, and the changing politics of gay civil rights. *Social Science Quarterly*.
- Ho, S. S., Binder, A. R., Becker, A. B., Moy, P., Scheufele, D. A., Brossard, D., & Gunther, A. C. (forthcoming). The role of perceptions of media bias in general and issue-specific political participation. *Mass Communication & Society*.
- Kim, E., Scheufele, D. A., & Han, J. Y. (forthcoming). Structure or predisposition? Exploring the interaction effect of discussion orientation and discussion heterogeneity on political participation. *Mass Communication & Society*.
- Binder, A. R., Scheufele, D. A., Brossard, D., & Gunther, A. C. (forthcoming). Interpersonal amplification of risk? Citizen discussions and their impact on perceptions of risks and benefits of a biological research facility. *Risk Analysis*. doi: 10.1111/j.1539-6924.2010.01516.x
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (forthcoming). Value predispositions, mass media, and attitudes toward nanotechnology: The interplay of public and experts. *Science Communication*. doi: 10.1177/1075547010380386
- Cacciatore, M. A., Scheufele, D. A., Corley, E. A. (forthcoming). From enabling technology to applications: The evolution of risk perceptions about nanotechnology. *Public Understanding of Science*. doi: 10.1177/0963662509347815
- Dudo, A., Choi, D.-H., & Scheufele, D. A. (2011). Food nanotechnology in the news. Coverage patterns and thematic emphases during the last decade. *Appetite*, 56(1), 78-89. doi: 10.1016/j.appet.2010.11.143
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (2010). Making sense of policy choices: Understanding the roles of value predispositions, mass media, and cognitive processing in public attitudes toward nanotechnology. *Journal of Nanoparticle Research*, 12(8), 2703-2715. doi: 10.1007/s11051-010-0038-8

- Becker, A. B., Dalrymple, K. E., Brossard, D., Scheufele, D. A., & Gunther, A. C. (2010). Getting citizens involved: How controversial policy debates stimulate issue participation during a political campaign. *International Journal of Public Opinion Research*, 22(2), 181-203. doi: 10.1093/ijpor/edp047
- Dahlstrom, M. F., & Scheufele, D. A. (2010). Diversity of television exposure and its association with the cultivation of concern for environmental risks. *Environmental Communication*, 4(1), 54 - 65. doi: 10.1080/17524030903509709
- Anderson, A. A., Brossard, D., & Scheufele, D. A. (2010). The changing information environment for nanotechnology: Online audiences and content. *Journal of Nanoparticle Research*, 12(4), 1083-1094. doi: 10.1007/s11051-010-9860-2
- Corley, E. A., Scheufele, D. A., & Hu, Q. (2009). Of risks and regulations: how leading US nanoscientists form policy stances about nanotechnology. *Journal of Nanoparticle Research*, 11(7), 1573-1585. doi: 10.1007/s11051-009-9671-5
- Nisbet, M. C., & Scheufele, D. A. (2009). What's next for science communication? Promising directions and lingering distractions. *American Journal of Botany*, 96(10), 1767-1778. doi: 10.3732/ajb.0900041
- Brossard, D., & Scheufele, D. A., Kim, E., & Lewenstein, B. V. (2009). Religiosity as a perceptual filter: Examining processes of opinion formation about nanotechnology. *Public Understanding of Science*, 18(5), 546-558. doi: 10.1177/0963662507087304
- Binder, A. R., Dalrymple, K. E., Brossard, D., & Scheufele, D. A. (2009). The soul of a polarized democracy: Talk, media, and attitude extremity during the 2004 presidential election. *Communication Research*, 36(3), 315-340. doi: 10.1177/0093650209333023
- Becker, A. B., & Scheufele, D. A. (2009). Moral politicking: Public attitudes toward gay marriage in an election context. *The International Journal of Press/Politics*, 14(2), 186-211. doi: 10.1177/1940161208330905
- Scheufele, D. A., Corley, E. A., Shih, T., Dalrymple, K. E., & Ho, S. S. (2009). Religious beliefs and public attitudes to nanotechnology in Europe and the US. *Nature Nanotechnology*, 4(2), 91-94. doi: 10.1038/nnano.2008.361
- Hardy, B., & Scheufele, D. A. (2009). Presidential campaign dynamics and the ebb and flow of talk as a moderator: Media exposure, knowledge of candidate issue stances, and political discussion. *Communication Theory*, 19(1), 89-101. doi: 10.1111/j.1468-2885.2008.01334
- Becker, A. B., & Scheufele, D. A. (2008). Public perceptions of the use of steroids in sport: Contextualizing communication efforts. *International Journal of Sport Communication*, 1(4), 444-457.
- Ho, S. S., Brossard, D., & Scheufele, D. A. (2008). Effects of value predispositions, mass media use, and knowledge on public attitudes toward embryonic stem cell research. *International Journal of Public Opinion Research*, 20(2), 171-192.
- Ho, S., Brossard, D., & Scheufele, D. A. (2007). The Polls – Trends: Public reactions to global health threats and infectious diseases. *Public Opinion Quarterly*, 71(4), 671-692.
- Scheufele, D. A., Corley, E. A., Dunwoody, S., Shih, T., Hillback, E., & Guston, D. (2007). Scientists worry about some risks more than the public. *Nature Nanotechnology*, 2(12), 732-734.
- Shaw, B., Scheufele, D. A., & Catalano, S. (2007). The role of presence awareness in organizational communication: An exploratory field experiment. *Behaviour & Information Technology*, 26(5), 377-384.
- Dalrymple, K. E., & Scheufele, D. A. (2007). Finally informing the electorate? How the Internet got people thinking about presidential politics in 2004. *The Harvard International Journal of Press/Politics*, 12(3), 96-111.
- Jacobson, C. A., Brown, T. L., & Scheufele, D. A. (2007). Gender-biased data in survey research regarding wildlife. *Society & Natural Resources*, 20(4), 373-377.
- Scheufele, D. A., & Tewksbury, D. (2007). Framing, agenda-setting, and priming: The evolution of three media effects models. *Journal of Communication*, 57(1), 9-20.
- Scheufele, D. A., Kim, E., & Brossard, D. (2007). My friend's enemy: How split-screen debate coverage influences evaluations of presidential debates. *Communication Research*, 34(1), 3-24.
- Lee, C., & Scheufele, D. A. (2006). The influence of knowledge and deference toward scientific authority: A media effects model for public attitudes toward nanotechnology. *Journalism & Mass Communication Quarterly*, 83(4), 819-834.
- Scheufele, D. A., Hardy, B., Brossard, D., Waismel-Manor, I. S., & Nisbet, E. (2006). Democracy based on difference: Examining the links between structural heterogeneity, heterogeneity of discussion networks, and democratic citizenship. *Journal of Communication*, 56(4), 728-753.
- Hayes, A., Scheufele, D. A., & Huge, M. (2006). Nonparticipation as self-censorship: Publicly-observable political activity in a polarized opinion climate. *Political Behavior*, 28(3), 259-283.
- Shah, D. V., & Scheufele, D. A. (2006). Opinion leaders as information seekers: Communication pathways to civic participation. *Political Communication*, 23(1), 1-22.
- Scheufele, D. A. & Lewenstein, B. V. (2005). The public and nanotechnology: How citizens make sense of emerging technologies. *Journal of Nanoparticle Research*, 7(6), 659-667.
- Lee, C., Scheufele, D. A., & Lewenstein, B. V. (2005). Public attitudes toward emerging technologies: Examining the interactive effects of cognitions and affect on public support for nanotechnology. *Science Communication*, 27(2), 240-267.

- Gore, M. F., Siemer, W. L., Shanahan, J., Scheufele, D. A., & Decker, D. J. (2005). Effects on risk perception of media coverage of a black bear-related human fatality. *Wildlife Society Bulletin* 33(2), 507-516.
- Scheufele, D. A., Nisbet, M., & Ostman, R. E. (2005). International news in times of crisis: September 11 news coverage, public opinion, and support for civil liberties. *Mass Communication & Society*, 8(3), 197-218.
- Hardy, B. W., & Scheufele, D. A. (2005). Examining differential gains from Internet use: Comparing the role of talk and online interactions. *Journal of Communication*, 55(1), 71-84.
- Kim, S., Scheufele, D. A., & Shanahan, J. (2005). Who cares about the issues? Issue voting and the role of news media during the 2000 presidential election. *Journal of Communication* 55(1), 103-121.
- Nisbet, M., & Scheufele, D. A. (2004). Internet use and participation: Political talk as a catalyst for online citizenship. *Journalism & Mass Communication Quarterly*, 81(4), 877-896.
- Shanahan, J., Scheufele, D. A., Yang, F., & Hizi, S. (2004). Cultivation and spiral of silence effects: The case of smoking. *Mass Communication & Society*, 7(4), 413-428.
- Scheufele, D. A., Nisbet, M. C., Brossard, D., & Nisbet, E. C. (2004). Social structure and citizenship: Examining the impacts of social setting, network heterogeneity and informational variables on political participation. *Political Communication*, 21(3), 315-338.
- Nisbet, E. C., Nisbet, M. C., Scheufele, D. A., & Shanahan, J. E. (2004). Public diplomacy, television news, and Muslim opinion. *The Harvard International Journal of Press/Politics*, 9(2), 11-37.
- Scheufele, D. A., Nisbet, M. C., & Brossard, D. (2003). Pathways to participation? Religion, communication contexts, and mass media. *International Journal of Public Opinion Research*, 15(3), 300-324.
- Joines, J. L., Scherer, C. W., & Scheufele, D. A. (2003). Exploring motivations for consumer Web use and their implications for e-commerce. *The Journal of Consumer Marketing*, 20(2), 90-108.
- Foucault, B., & Scheufele, D. A. (2002). Web vs. campus store? Why students buy textbooks online. *The Journal of Consumer Marketing*, 19(5), 409-423.
- Nisbet, M., Scheufele, D. A., Shanahan, J. E., Moy, P., Brossard, D., & Lewenstein, B. V. (2002). Knowledge, reservations, or promise? Mass media and public perceptions of science. *Communication Research*, 29(5), 584-608.
- Scheufele, D. A., Shanahan, J., & Kim, S. (2002). Who cares about the issues? Media influences on issue awareness, issue stance, and issue involvement. *Journalism & Mass Communication Quarterly*, 79(2), 427-444.
- Scheufele, D. A., & Nisbet, M. (2002). Democracy online: New opportunities and dead ends. *Harvard International Journal of Press/Politics*, 7(3), 53-73.
- Chong, M., & Scheufele, D. A. (2002). Public acceptance of Golden Rice in Thailand. *Journal of Development Communication*, 13(1), 58-69.
- Kim, S., Scheufele, D. A., & Shanahan, J. E. (2002). Agenda-setting, priming, framing and second-levels in local politics. *Journalism & Mass Communication Quarterly*, 79(1), 7-25.
- Scheufele, D. A. (2002). Differential gains from mass media and their implications for participatory behavior. *Communication Research*, 29(1), 45-64.
- Moy, P., Scheufele, D. A., Eveland, W. P. Jr., & McLeod, J. M. (2001). Support for the death penalty and rehabilitation: Question artifact or communication effect? *Journal of Applied Social Psychology*, 31(11), 2230-2255.
- Shanahan, J., Scheufele, D. A., & Lee, E. (2001). The polls – Trends: Attitudes about biotechnology and genetically modified organisms. *Public Opinion Quarterly*, 65(2), 267-281.
- Scheufele, D. A., Shanahan, J., & Lee, E. (2001). Real talk: Manipulating the dependent variable in spiral of silence research. *Communication Research*, 28(3), 304-324.
- Scheufele, D. A., & Eveland, W. P., Jr. (2001). Perceptions of “public opinion” and “public” opinion expression. *International Journal of Public Opinion Research*, 13(1), 26-44.
- Moy, P., & Scheufele, D. A. (2000). Media effects on political and social trust. *Journalism & Mass Communication Quarterly*, 77(4), 730-745.
- Scheufele, D. A. (2000). Talk or conversation? Dimensions of interpersonal discussion and their implications for participatory democracy. *Journalism & Mass Communication Quarterly*, 77(4), 713-729.
- Eveland, W. P. Jr., & Scheufele, D. A. (2000). Connecting news media use with gaps in knowledge and participation. *Political Communication*, 17(3), 215-237. doi: 10.1080/105846000414250 (Listed by ISI as the third most frequently cited article in *Political Communication*.)
- Scheufele, D. A. (2000). Agenda-setting, priming, and framing revisited: Another look at cognitive effects of political communication. *Mass Communication & Society*, 3(2), 297-316.
- Scheufele, D. A., & Shah, D. V. (2000). Personality strength and social capital: The role of dispositional and informational variables in the production of civic participation. *Communication Research*, 27(2), 107-131.
- Scheufele, D. A., & Moy, P. (2000). Twenty-five years of the spiral of silence: A conceptual review and empirical outlook. *International Journal of Public Opinion Research*, 12(1), 3-28.
- McLeod, J. M., Scheufele, D. A., Moy, P., Horowitz, E. M., Holbert, R. L., Zhang, W., Zubric, S., & Zubric, J. (1999). Understanding deliberation: The effects of discussion networks on participation in a public forum. *Communication Research*, 26(6), 623-654.

- McLeod, J. M., Scheufele, D. A., & Moy, P. (1999). Community, communication, and participation: The role of mass media and interpersonal discussion in local political participation. *Political Communication*, 16(3), 315-336. (Listed by ISI as the most frequently cited article in *Political Communication*.)
- Schönbach, K., Lauf, E., McLeod, J. M., & Scheufele, D. A. (1999). Distinction and integration: Sociodemographic determinants of newspaper reading in the USA and Germany, 1974-96. *European Journal of Communication*, 14(2), 225-239.
- Moy, P., Scheufele, D. A., & Holbert, R. L. (1999). Television use and social capital: Testing Putnam's time displacement hypothesis. *Mass Communication & Society*, 2(1/2), 25-43.
- Scheufele, D. A. (1999). Discussion or dispute? An exploratory study examining dimensions of public opinion expression. *International Journal of Public Opinion Research*, 11(1), 24-58.
- Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of Communication*, 49(1), 103-122. (Listed by ISI as the most frequently cited article in *Journal of Communication* in the decade after its publication.)

### Chapters in Edited Volumes

- Scheufele, B. T., & Scheufele, D. A. (forthcoming). Framing and priming effects: Exploring challenges connected to cross-level approaches in media effects research. In Erica Scharrer (Ed.), *Media Effects/Media Psychology. Volume 8 of the International Companions to Media Studies*. Malden, MA: Blackwell.
- Scheufele, D. A. (forthcoming). Public attitudes on nanotechnology. In Susanna Hornig Priest (Ed.), *Nanotechnology: Public perception and risk communication*. New York: Taylor and Francis.
- Scheufele, D. A. (2010). Survey research. In S. H. Priest (Ed.), *Encyclopedia of science and technology communication* (Vol. 2, pp. 853-856). Thousand Oaks, CA: Sage.
- Dalrymple, K. E., & Scheufele, D. A. (2010). Public understanding of nanotechnology. In D. Guston (Ed.), *Encyclopedia of nanoscience and society* (Vol. 2, pp. 641-642). Thousand Oaks, CA: Sage.
- Scheufele, D. A., & Dalrymple, K. E. (2010). Public attitudes toward nanotechnology. In D. Guston (Ed.), *Encyclopedia of nanoscience and society* (Vol. 2, pp. 633-635). Thousand Oaks, CA: Sage.
- Scheufele, D. A., & Dudo, A. (2010). Emerging agendas at the intersection of political and science communication: The case of nanotechnology. In C. Salmon (Ed.), *Communication Yearbook* (pp. 143-167). Newbury Park, CA: Sage.
- Scheufele, B. T., & Scheufele, D. A. (2010). Of spreading activation, applicability, and schemas: Conceptual distinctions and their operational implications for measuring frames and framing effects. In P. D'Angelo & J. A. Kuypers (Eds.), *Doing news framing analysis: Empirical and theoretical perspectives* (pp. 110-134). New York: Routledge.
- Jeffres, L., & Scheufele, D. A. (2009). What is the field of communication? Seeking answers from a survey of scholars ... and – more importantly – from Klaus Schönbach. In C. Holtz-Bacha, G. Reus, & L. B. Becker (Eds.), *Wissenschaft mit Wirkung [Research with impact]* (pp. 73-84). Wiesbaden (Germany): Verlag für Sozialwissenschaften.
- Tewksbury, D., & Scheufele, D. A. (2009). News framing theory and research. In J. Bryant & M. B. Oliver (Eds.), *Media effects: Advances in theory and research* (3<sup>rd</sup> ed., pp. 17-33). Hillsdale, NJ: Erlbaum.
- Scheufele, D. A. (2008). Framing theory. In W. Donsbach (Ed.), *The international encyclopedia of communication* (1862-1868). Malden, MA: Wiley-Blackwell.
- Scheufele, D. A. (2008). Media content and social networks. In W. Donsbach (Ed.), *The international encyclopedia of communication* (2836-2838). Malden, MA: Wiley-Blackwell.
- Scheufele, D. A., & Nisbet, M. C. (2007). Framing. In L. L. Kaid & C. Holtz-Bacha (Eds.), *Encyclopedia of political communication* (Vol. 1, pp. 254-257). Thousand Oaks, CA: Sage.
- Scheufele, D. A. (2007). Spiral of silence theory. In W. Donsbach & M. Traugott (Eds.), *Handbook of public opinion research* (173-183). Thousand Oaks, CA: Sage Publishing.
- Scheufele, D. A. (2007). Opinion climates, spirals of silence, and biotechnology: Public opinion as a heuristic for scientific decision making. In D. Brossard, J. Shanahan, and T. C. Nesbit (Eds.), *The public, the media, and agricultural biotechnology: An international casebook* (pp. 231-241). Cambridge, MA: Oxford University Press/CABI.
- Scheufele, D. A. (2006). Messages and heuristics: How audiences form attitudes about emerging technologies. In J. Turney (Ed.), *Engaging science: Thoughts, deeds, analysis and action* (pp. 20-25). London: The Wellcome Trust.
- Hardy, B. W., & Scheufele, D. A. (2006). The Internet and democratic citizenship. In Ari-Veikko & Matti Mälkiä (Eds.), *Encyclopedia of digital government* (pp. 1250-1254). Hershey, PA: IPI.
- Scheufele, D. A. (2005). Creating informed deliberation: The role of impact surveys in community decision making. In S. Hornig Priest (Ed.), *Communication impact: Designing research that matters* (pp. 19-31). Lanham, MD: Rowman & Littlefield Publishers.
- Moy, P., & Scheufele, D. A. (2004). A mass media perspective to public opinion. In J. Geer (Ed.), *Public opinion and polling around the world: A historical encyclopedia* (pp. 26-32). Santa Barbara, CA: ABC-CLIO.

- Scheufele, D. A., & Ostman, R. E. (2003). Communication and civic participation: A proposed research agenda. In J. Harper & T. Yantek (Eds.), *Media, profit, and politics: Competing priorities in an open society* (pp. 77-90). Kent, OH: Kent State University Press.
- Scheufele, D. A. (2001). Democracy for some? How political talk both informs and polarizes the electorate. In R. P. Hart & D. Shaw (Eds.), *Communication and U.S. elections: New agendas* (pp. 19-32). Lanham, MD: Rowman and Littlefield Publishers.
- Ostman, R. E., Sachs, L., & Scheufele, D. A. (2000). Amidst political ignorance, disengagement, cynicism, and apathy: Predictors of Cornell University undergraduate political activism. In: National Communication Association (Ed.), *Communicating politics: Engaging the public in campaign 2000 and beyond* (pp. 204-211). Ames, IA: The University of Oklahoma Political Communication Center and the Carrie Chapman Catt Center, Iowa State University.

### **Book Reviews**

- Scheufele, D. A. (2005). Book review: M. McCombs, "Setting the agenda: The mass media and public opinion." *Mass Communication & Society*, 8(4), 387-390.
- Scheufele, D. A. (2003). Book review: M. Morgan (Ed.), "Against the mainstream: Selected works of George Gerbner." *European Journal of Communication*, 18(4), 547-549.
- Scheufele, D. A. (2003). Book review: M. Granger Morgan, Baruch Fischhoff, Ann Bostrom, and Cynthia J. Atman, "Risk communication: A mental models approach." *International Journal of Public Opinion Research*, 15(1), 101-103.
- Scheufele, D. A. (2002). Book review: W. L. Bennett and R. M. Entman, "Mediated Politics: Communication in the Future of Democracy." *Public Opinion Quarterly*, 66(1), 129-131.

### **Op-Eds, Columns, and Trade Journal Articles**

- Scheufele, D. A. (2011, January 20). Our nation's fear of political complexity, *Milwaukee Journal Sentinel*.
- Scheufele, D. A. (2011). Hauptunterschied ist das privatwirtschaftliche Denken: Vergleich deutscher und amerikanischer Hochschulkultur. In GATE-Germany (Ed.), *Länderprofile: Edition USA* (p. 15). Bonn: Deutscher Akademischer Austauschdienst.
- Ladwig, P., Anderson, A. A., Brossard, D., Scheufele, D. A., & Shaw, B. (2010). Narrowing the nano discourse? *Materials Today*, 13(5), 52-54. doi: 10.1016/s1369-7021(10)70084-5
- Corley, E. A., & Scheufele, D. A. (2010). Outreach gone wrong? When we talk nano to the public, we are leaving behind key audiences. *The Scientist*, 24(1), p. 22.
- Scheufele, D. A. (2010). The future of communication: Theory and methodology? *AEJMC DIG News*, January, p. 2.
- Nisbet, M. C., Brossard, D., & Scheufele, D. A. (2009). Science needs a storyline. *The Observatory/Columbia Journalism Review* ([http://www.cjr.org/the\\_observatory/science\\_needs\\_a\\_storyline.php?page=all](http://www.cjr.org/the_observatory/science_needs_a_storyline.php?page=all)).
- Scheufele, D. A., Brossard, D., Dunwoody, S., Corley, E. A., Guston, D. H., & Peters, H. P. (2009). Are scientists really out of touch? *The Scientist* (<http://www.the-scientist.com/news/display/55875>).
- Scheufele, D. A., & Corley, E. A. (2008). The science and ethics of good communication. *Next Generation Pharmaceutical*, 4(1), 66.
- Scheufele, D. A., & Brossard, D. (2008). Nanotechnology as a moral issue? Religion and science in the U.S. *AAAS Professional Ethics Report*, 21(1), 1-3. (Cover article)
- Nisbet, M. C., & Scheufele, D. A. (2007). The future of public engagement. *The Scientist*, 21(10), 38-44. (Cover article)
- Scheufele, D. A. (2007). Nano does not have a marketing problem ... yet. *Nano Today*, 2(5), 48.
- Scheufele, D. A. (2006). Five lessons in nano outreach. *Materials Today*, 9(5), 64.
- Scheufele, D. A. (2005). The "scientific citizen" and nanotech: Chasing an unrealistic ideal? *Small Times* ([http://www.smalltimes.com/document\\_display.cfm?document\\_id=10341](http://www.smalltimes.com/document_display.cfm?document_id=10341)).
- Scheufele, D. A. (2004, March 15). Gay marriage? Not this election. *The Ithaca Journal*, p. 11A.
- Scheufele, D. A. (2001). Unity vs. deliberation: What really matters now. *The State University Journal*, 8(2), 13-14.
- 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.
- Scheufele, D. A. (1999). Reinvigorating democracy: Are town hall meetings, listening sessions, and other public forums the solution to growing political apathy in America? *Cornell Political Forum*, 14, 13-18.

## **Proceedings and Technical Reports**

- Gore, M.L., Shanahan, J. M., Scheufele, D. A., Siemer, W. F., Decker, D. J., & Berchielli, L. T. (2005). Does media coverage of a wildlife-related human fatality affect risk perception? Executive Summary. *Proceedings of 17th Eastern Black Bear Workshop*, Mt. Olive, NJ, p.165.
- Scheufele, D. A., & Ostman, R. W. (2003). Integrating theory and research. In S. Ralph, H. Manchester, & C. Lees (Eds.), *Diversity or Anarchy? Papers from the 31st Manchester Broadcasting Symposium* (pp. 297-302). Luton, UK: Luton University Press.
- Shah, D., Scheufele, D. A., Yoon, S.-Y., Hawkins, J., & Cho, J. (2001). *PBS and social capital: Segments, trends, and strategies*. Research report for the Public Broadcasting Service (PBS), 136 pages.
- 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, 107 pages.

## **CONVENTION PAPERS & PRESENTATIONS**

### ***Invited Conference and Workshop Panels (select)***

American Association for the Advancement of Science (2004, 2006); Association for Education in Journalism & Mass Communication (2000; 2002, 2006, 2010); International Communication Association (2004); National Association of Science Writers (2005); National Communication Association (2000); National Conference on Tobacco or Health (2001); Natural Resource, Agriculture, and Engineering Service (2001); Nelson Institute for Environmental Studies, University of Wisconsin—Madison (2007); Nicholas Institute for Environmental Policy Solutions, Duke University (2007)

### ***Refereed Conference Papers (past three years)***

- Xenos, M. A., Becker, A. B., Anderson, A. A., Brossard, D., Scheufele, D. A., (May, 2011). "Stimulating upstream engagement: An experimental study of nanotechnology information-seeking." Presented at the annual convention of the International Communication Association. Boston, MA.
- Ladwig, P., Choi, D. H., Anderson, A. A., Cacciatore, M., Liang, X., Brossard, D., Scheufele, D. A. & Dudo, A. (2011, May). *Coverage of emerging technologies: A comparison between print and online media*. Presented at the annual convention of the International Communication Association, Boston, MA.
- Liang, X., Ladwig, P., Brossard, D., & Scheufele, D. A. (2011, May). *Issue framing online: a content analysis of Google's results page*. Presented at the annual convention of the International Communication Association, Boston, MA.
- Kim, J., Ladwig, P., Anderson, A. A., Brossard, D., Scheufele, D. A., & Xenos, M. (2011, May). *The public acceptance of nanotechnology: How ideology and trust in safety systems moderate the effect of benefit perceptions on federal funding support*. Presented at the annual conference of the American Association for Public Opinion Research, Phoenix, AZ.
- Cacciatore, M. A., Binder, A. R., Brigham Schmuhl, N., Scheufele, D. A., & Shaw, B. (2010, December). *Off the top of your head: Exploring the influence of mental associations on risk and benefit perceptions of biofuels*. Presented at the annual convention of the Society for Risk Analysis, Salt Lake City, UT.
- Cacciatore, M. A., Binder, A. R., Brigham Schmuhl, N., Scheufele, D. A., & Shaw, B. (2010, December). *Assessing public opinion of alternative energies: The role of cognitive associations in support for biofuels*. Presented at the annual convention of the Society for Risk Analysis, Salt Lake City, UT.
- Binder, A. R., Liang, X., Brossard, D., Scheufele, D. A., & Gunther, A. C. (2010, December). *Reconsidering risk amplification: Content analysis of thematic emphasis in newspaper coverage of a proposed biological research facility*. Presented at the annual convention of the Society for Risk Analysis, Salt Lake City, UT.
- Hallman, W. K., Cuite, C. L. & Scheufele, D. A. (2010, December). *Public perceptions of food-based nanotechnology*. Presented at the annual convention of the Society for Risk Analysis, Salt Lake City, UT.
- Becker, A. B.; Anderson, A. A.; Xenos, M. A.; Brossard, D.; Scheufele, D. A.; Kim, E. (2010, November). *Cognitive complexity of scientific issues: How anticipated discussion impacts complexity of thought*. Presented to the Second International Conference on Science in Society, Madrid, Spain.
- Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2010, October). *Deliberation online: How conversations in blog comments engage the public in scientific issues*. Presented to the 3rd ECREA European Communication Conference, Hamburg, Germany.
- Binder, A. R., Cacciatore, M. A., Scheufele, D. A., Shaw, B. R., & Corley, E. A. (2010, August). *Measuring perceptions of emerging technologies: Errors in survey self-reports and their potential impact on communication of public opinion toward science*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Denver, CO.



- Ladwig, P., Dalrymple, K. E., Scheufele, D. A., Brossard, D., & Corley, E. A. (2010, August). *Perceived or factual knowledge? Comparing operationalization of science knowledge*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication Convention, Denver, CO.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2010, August). *A new (methodological) look at science knowledge gaps: Merging trend-data to examine widening nanotechnology knowledge gaps*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Denver, CO.
- Cacciatore, M. A., Binder, A. R., Scheufele, D. A., & Shaw, B. (2010, August). *Biofuels and public benefit and risk perceptions: The interacting effects of political ideology and media attention*. Presented to the annual convention of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2010, August). *The shifting agenda: A scientific event and its print and online coverage*. Presented to the annual convention of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Anderson, A. A.; Scheufele, D. A.; Brossard, D. (2010, May). *Trust in scientists: The role of media in establishing trust in sources of information about nanotechnology*. Presented to the annual meeting of the World Association for Public Opinion Research, Chicago, IL.
- Shih, T., Scheufele, D. A., & Corley, E. A. (2010, June). *Exploring item non-response in public opinion surveys about nanotechnology: Evidence from 21 countries*. Presented to the annual convention of the International Communication Association, Singapore.
- Shih, T., Scheufele, D. A., & Corley, E. A. (2010, June). *A multilevel model of risk and benefit perception*. Presented to the annual convention of the International Communication Association, Singapore.
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (2010, June). Integrating models of mass-interpersonal communication: Testing moderation and mediation effects of elaborative processing and interpersonal discussion on scientific knowledge and public attitudes toward nanotechnology. Presented to the annual convention of the International Communication Association, Singapore.
- Shanahan, J. E., & Scheufele, D. A. (2010). Cultivation and the spiral of silence: Theoretical and empirical intersections and their implications for public opinion research. Presented to the annual convention of the World Association for Public Opinion Research, Chicago, IL.
- Anderson, A. A., Scheufele, D. A., & Brossard, D. (2010). *Trust in scientists: The role of media in establishing trust in sources of information about nanotechnology*. Presented to the annual convention of the World Association for Public Opinion Research, Chicago, IL.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2010, May). *The emergence of nanotechnology knowledge gaps: Differences in knowledge across education levels and media exposure*. Presented to the annual convention of the American Association for Public Opinion Research, Chicago, IL.
- Binder, A. R., Cacciatore, M. A., Brigham Schmuhl, N., Shaw, B. R., & Scheufele, D. A. (2010, May). *Effects of priming and extremity of response on individual support for alternative energy: Evidence from a survey-based experiment*. Presented to the annual convention of the American Association for Public Opinion Research, Chicago, IL.
- Brigham Schmuhl, N., Cacciatore, M. A., Binder, A. R., Shaw, B. R., & Scheufele, D. A. (2010, May). *Technological innovation in America's backyard: The intersection of media use, political partisanship, and public opinion of biofuels*. Presented to the annual convention of the American Association for Public Opinion Research, Chicago, IL.
- Binder, A. R., Scheufele, D. A., Brossard, D., & Gunther, A. C. (2009, December). *Dimensions of interpersonal discussion and their impact on perceptions of risks and benefits*. Presented to the annual convention of the Society for Risk Analysis, Baltimore, MD.
- Binder, A. R., Scheufele, D. A., Brossard, D., & Gunther, A. C. (2009, December). *How local is risk? Exploring macro-level context and individual-level factors in risk communication across five potential sites for a biological research facility*. Presented to the annual convention of the Society for Risk Analysis, Baltimore, MD.
- Hillback, E. D., Dudo, A. D., Tsai, J. Y., Dunwoody, S., Brossard, D., & Scheufele, D. A. (2009, December). Tracking online behavior after exposure to news of a local nanotechnology risk: A Risk Information Seeking and Processing (RISP) model approach. Presented to the annual convention of the Society for Risk Analysis, Baltimore, MD.
- Binder, A. R., Scheufele, D. A., Brossard, D., Gunther, A., & Dalrymple, K. (2009, November). Risk and social context: Comparing public opinion and media coverage of a bio-research facility across five candidate sites. Presented to the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Anderson, A. A., Brossard, D., & Scheufele, D. A. (2009, November). Understanding online nanotechnology audiences and content. Presented to the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Kim, S., Scheufele, D. A., & Shanahan, J. E. (2009, November). News media use and informed decision making: News media and the public's evaluation of a controversial issue in South Korea. Presented to the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.

- Vallens, R., Brossard, D., Gunther, A., & Scheufele, D. A. (2009, November). The role of value predispositions in perceptions of public opinion about controversial science. Presented to the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Cacciatore, M. A., Scheufele, D. A., Corley, E. A. (2009, November). In God we trust? Exploring the link between religiosity and risk perceptions in nanotechnology attitude formation. Presented to the annual convention of the Midwest Association for Public Opinion Research, Chicago, IL.
- Dudo, A., Brossard, D., Shanahan, J., Scheufele, D. A., Morgan, M., & Signorelli, N. (2009, August). *Science on television in the 21st century: Recent trends in portrayals and their contributions to public attitudes toward science*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Dalrymple, K. E., Becker, A. B., Brossard, D., Scheufele, D. A., Gunther, A. C. (2009, August). *Getting citizens involved: How controversial science policy debates stimulates issue participation during a political campaign*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (August, 2009). *Value predispositions, mass media, and attitudes toward nanotechnology: The interplay of public and experts*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Cacciatore, M. A., Scheufele, D. A., & Corley, E. A. (2009, August). It depends on what you've heard: Exploring the link between risk perception and attitudes across different applications of nanotechnology. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Dudo, A., Dunwoody, S., & Scheufele, D. A. (2009, August). The emergence of nano news: tracking thematic trends and changes in media coverage of nanotechnology. Presented to the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Binder, A. R., & Scheufele, D. A. (2009, May). *Tell me something I already know: Testing intensification effects of news media use on attitudes and vote choice*. Presented to the annual convention of the International Communication Association conference, Chicago, IL.
- Dalrymple, K. E., Scheufele, D. A., & Corley, E. A. (2009, May). *Proximity to experts? Rethinking operationalizations of cognitive outcomes based on dual-source measures*. Presented to the annual convention of the International Communication Association conference, Chicago, IL.
- Ho, S. S., Scheufele, D. A., & Corley, E. A. (2009, May). *Making sense of policy choices: A closer look at the mediating roles of elaborative processing and interpersonal discussion on public perceptions of nanotechnology*. Presented to the annual convention of the International Communication Association conference, Chicago, IL.
- Anderson, A., Brossard, D., & Scheufele, D. A. (2009, May). Tracking public interest in emerging technologies: Mapping the landscape. Presented to the annual convention of the American Association for Public Opinion Research, Hollywood, FL.

## PUBLIC LECTURES AND SPEECHES

- |      |                                                                                                                                                              |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2010 | Harvard University, Joan Shorenstein Center on the Press, Politics and Public Policy, Boston, MA                                                             |
| 2010 | The National Academies, Space Studies Board, Irvine, CA                                                                                                      |
| 2010 | Boston University, Communication Research Center Speaker Series, Boston, MA                                                                                  |
| 2010 | National Nanotechnology Initiative, Strategic Stakeholder Workshop (delivered as pre-recorded lecture), Washington, DC                                       |
| 2010 | Treasury Board of Canada, International Conference on Risk for Regulators, Ottawa, Canada                                                                    |
| 2010 | National Nanotechnology Initiative, Capstone Workshop: Risk Management Methods & Societal, Ethical, and Legal Implications of Nanotechnology, Washington, DC |
| 2010 | Washington State University, Lanning Distinguished Lecture, College of Engineering and Architecture, Pullman, WA                                             |
| 2009 | Rutgers University, School of Communication and Information, New Brunswick, NJ                                                                               |
| 2009 | Annual Meeting of the Nanoscale Informal Science Education Network, Exploratorium, Keynote, San Francisco, CA                                                |
| 2009 | Quantitative Methods in the Social Sciences 2 Seminar, European Science Foundation, Bolzano, Italy                                                           |
| 2009 | Congressional Nanotechnology Caucus Briefing, U.S. Congress, Washington, DC                                                                                  |
| 2009 | Food and Drug Law Institute, Washington, DC                                                                                                                  |
| 2009 | Dublin City University, Keynote (delivered via teleconference), Negotiating New Sciences in Society, Dublin, Ireland                                         |
| 2008 | World Stem Cell Summit, Madison, WI                                                                                                                          |
| 2008 | Rutgers University, Center for Mobile Communication Studies, New Brunswick, NJ                                                                               |
| 2008 | NSF Workshop on the Future of Education in Materials, Keynote, Washington, DC                                                                                |
| 2008 | National Nanotechnology Initiative, Risk Communication Workshop, Washington, DC                                                                              |

2008	North Carolina State University, Communicating Risks Workshop, Raleigh, NC
2008	Botanical Society of America, President's Symposium, Vancouver, BC
2008	Wisconsin Technology Council, La Crosse, WI
2008	Thrive, Madison Region Economic Development Enterprise, Madison, WI
2008	Food and Drug Law Institute, Washington, DC
2008	University of California-Santa Barbara, Center on Nanotechnology in Society, Santa Barbara, CA
2007	Medical College of Wisconsin, Graduate School of Biomedical Sciences, Milwaukee, WI
2007	National Press Club, 2 <sup>nd</sup> Annual Nanotech Symposium, Washington, DC
2007	Rutgers University, Keynote, Johnson & Johnson Blue Ribbon Health and Medical Speaker Series, New Brunswick, NJ
2007	University of Pennsylvania, Wharton School of Business Symposium on the Social Studies of Nanotechnology, Philadelphia, PA
2007	University of Illinois at Urbana-Champaign, Center for Nanoscale Science and Technology, Urbana-Champaign, IL
2007	Illinois Institute of Technology, Center on Nanotechnology and Society, Chicago, IL
2007	Arizona State University, "Nano and Giga Challenges in Electronics and Photonics" conference
2007	University of South Carolina, CMCIS Research Lecture Series, Phoenix, AZ
2006	USDA Forest Service, Forest Products Laboratory, Forest Service National Public Affairs Conference, Madison, WI
2006	National Nanotechnology Coordination Office, Public Participation in Nanotechnology & Nanoscale Science workshop, Washington, DC
2006	U.S. Department of Energy, "Integration of societal implications into science" workshop, Washington, DC
2005	University of Southern California, USC Center on Public Diplomacy, Los Angeles, CA
2005	Indiana University, Colloquium on Political Communication Research, Bloomington, IN
2005	The National Academies, Workshop on "Standards for Responsible Development of Nanotechnology," Washington, DC
2005	Public Relations Society of America, Madison, WI Chapter, Madison, WI
2003	Fingerlakes Election Committee, Ithaca, NY
2002	Universität Zürich, Graduiertenkolleg, Zürich, Switzerland
2000	The University of Texas at Austin, Texas Institute for Civic Participation, Austin, TX
1999	The Ohio State University, School of Journalism and Communication, Columbus, OH

## **TEACHING & ADVISING**

### ***Courses Taught***

J&MC 449: Research and Strategy, University of Wisconsin—Madison  
 J&MC 618: Mass Communication and Political Behavior, University of Wisconsin—Madison (cross-listed with Political Science)  
 J&MC 658: Communication Research Methods, University of Wisconsin—Madison  
 J&MC 699: Collaborative Leadership, University of Wisconsin—Madison  
 J&MC 880: Internet and Civic Life, University of Wisconsin—Madison  
 LSC 375: Science, Communication, and Policy, University of Wisconsin—Madison  
 LSC 875: Research Colloquium, University of Wisconsin—Madison  
 LSC 875: Data Analysis in Communication, University of Wisconsin—Madison  
 LSC 902: Public Opinion and Science, University of Wisconsin—Madison  
 Comm 282: Communication Industry Research, Cornell University  
 Comm 376: Planning Communication Campaigns, Cornell University  
 Comm 376DL: Planning Communication Campaigns (Web-based distance learning course), Cornell University  
 Comm 382: Advanced Undergraduate Research Methods, Cornell University  
 Comm 420/620: Public Opinion and Social Processes, Cornell University  
 Comm 494/694 Special Topics/Seminar in Communication: Mass Communication and Political Behavior, Cornell University  
 Comm 682: Graduate Research Methods, Cornell University

### ***Graduate Advising (in progress)***

Michael Cacciatore, Ph.D. (chair); Doo-Hun Choi, Ph.D. (chair); Kajsja Dalrymple, Ph.D. (chair); Anthony Dudo, Ph.D. (committee member); Elliott Hillback, Ph.D. (committee member); Allison Howell, M.S. (chair); Jennifer Jansch, Ph.D. (committee member); Courtney Johnson, M.A. (committee member); Eunkyung Kim, Ph.D. (chair);

Camille Rogers, Ph.D. (chair); Elizabeth Ryan, Ph.D. (chair); Maria Stubbings, M.S. (chair); Sara Yeo, M.S. (committee member)

### **Graduate Advising (degree awarded)**

Erin Aagesen, Wisconsin, M.S. 2009 (committee member); Brianna Anderson, Cornell, M.S. 2004 (committee member); Amy Bree Becker, Wisconsin, M.A. 2007 (chair), Ph.D. 2010 (chair); Noel Benedetti, Wisconsin, M.S. 2010 (chair); Andrew C. Binder, Wisconsin, M.S. 2007 (chair), Ph.D. 2010 (chair); Michael Cacciatore, Wisconsin, M.S. 2009 (chair); Yufen Chen, Cornell, M.S. 2004 (chair); Mark Chong, Cornell, M.S. 2002 (chair); Michael Dahlstrom, Wisconsin, Ph.D. 2008 (committee member); Kajsa Dalrymple, Wisconsin, M.A. 2007 (chair); Janie Diels, Cornell, Ph.D. 2006 (committee member); Brooke Foucault, Cornell, M.S. 2002 (committee member); Timothy Fung, Wisconsin, Ph.D. 2010 (chair); Jennifer Good, Cornell, Ph.D. 2003 (committee member); Sara Hansen, Wisconsin, Ph.D. 2009 (chair); Genevieve Harbourt, Cornell, M.S. 2004 (chair); Bruce Hardy, Cornell, M.S. 2005 (chair); Shirley Soo Yee Ho, Wisconsin, M.S. 2005 (committee member), Ph.D. 2008 (chair); Atsuko Kawamori, Cornell University, M.S. 2004 (chair); Paul Kellner, Wisconsin, M.S. 2007 (chair); Michelle Kijek, Wisconsin, M.S. 2009 (committee member); Eunjung Lee, Cornell, Ph.D. 2005 (committee member), 2005; Xia Lei, Cornell, M.S. 2001 (chair); Kate McDonnell, Wisconsin, M.A. 2005 (committee member); Jerralyn Moudry, Wisconsin, Ph.D. 2008 (chair); Matthew C. Nisbet, Cornell University, M.S. 2001 (committee member), Ph.D. 2003 (committee member); Camille Rogers, Wisconsin, M.S. 2009 (committee member); Raul Roman, Cornell, M.S. 2001 (committee member), Ph.D. 2004 (committee member); Karthika Sasikumar, Cornell, Ph.D. 2006 (committee member); Chongchit Sripun Robert, Wisconsin, Ph.D. 2010 (committee member); Yemi Rose, Cornell, M.S. 2003 (chair); Ben Sayre, Wisconsin, M.A. 2006 (chair); Maritza Schäfer, Cornell, M.S. 2003 (chair); Tsung-jen Shih, Wisconsin, Ph.D. 2009 (chair); Owen Smith, Wisconsin, M.S. 2007 (chair); Michael Stefanone, Cornell, M.S. 2001 (committee member); Ellen Thompson, Wisconsin, M.S. 2005 (committee member); Israel Waismel-Manor, Cornell, Ph.D. 2005 (committee member); Fang Yang, Cornell, Ph.D. 2004 (committee member)

### **Honors Advising**

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

### **On-Campus Talks and Colloquia (select)**

Department of Communication Arts (2005); Robert F. and Jean E. Holtz Center for Science & Technology Studies (2008); Initiative on Nanotechnology and Society (2005); La Follette School of Public Affairs (2006); Materials Research Science and Engineering Center, and Engineering Center on Nanostructured Interfaces (2005, 2006, 2009); Visualizing Science Research Colloquium (2008); Weinert Center for Entrepreneurship (2009); Wisconsin Alumni Association (2005, 2009)

### **Other Guest Lectures (select)**

Lectures in courses on *Applied Sampling*; *Global Conflict and Terrorism*; *Creative Messages*; *Environmental Toxicology*; *Governing Emerging Technologies*; *Introduction to Mass Communication*; *Principles of Strategic Communication*; *Public Information Campaigns*; *Risk Communication*; and *Technology Entrepreneurship*

## **SERVICE**

### **Associations, Foundations and Industry**

2010-Pres. Chair, Murray Edelman Distinguished Career Award committee, *APSA*  
2010-Pres. Member, Advisory Committee, *Wellcome Monitor*, London (UK)  
2009-Pres. Member, Content Advisory Group, Nanoscale Informal Science Education Network, Boston, MA  
2010 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*  
2009 Member, International Scientific Advisory Committee, Mobile Communication and Social Policy conference, Rutgers University

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

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

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

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 Team (evaluating the state of the association and its future needs), *AEJMC*

2006-07 Past-President, *MAPOR*

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

2006 Member, Conference Committee, *WAPOR*

2005-06 President, *MAPOR*

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 Head, Communication Theory & Methodology Division, *AEJMC*

2004-05 President-Elect, *MAPOR*

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

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

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

2003-04 Conference Chair, *MAPOR*

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

2003 Member, Conference Committee, *WAPOR*

2002-03 Conference Co-Chair, *MAPOR*

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*

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

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

### **External Reviews and Review Panels**

#### *Foundations:*

2002-Pres. Austrian Science Fund (FWF), Austria (2004, 2006, 2007); Center for Biological and Environmental Nanotechnology, Rice University (2005); Committee for Postdoctoral Research Fellowships, Vrije Universiteit Brussel, Belgium (2002, 2004); Deutsche Forschungsgesellschaft (DFG), Germany (2010, 2011); Economic & Social Research Council (ESRC), United Kingdom (2006); Israel Science Foundation (ISF), Israel (2006); National Institutes of Health (NIH) (2008, 2009); National Science Foundation (NSF) (2004, 2005, 2007, 2010); National Science Board (NSB) (2007, 2009); Swiss National Science Foundation (SNSF), Switzerland (2007); VolkswagenStiftung, Germany (2010)

#### *Tenure and Promotion:*

2004-Pres. Cleveland State University; George Washington University; Nanyang Technological University, Singapore; National University of Singapore; University of Oklahoma; University of South Carolina, Virginia Tech

#### *Journals, Publishers and Associations:*

1999-Pres. Ad Hoc Reviewer for American Journal of Political Science; American Politics Research; Asian Journal of Communication; Communication Methods and Measures; Communication Research; Communication Studies; Communication Theory; Electronic Journal of Biotechnology; Emerging Health Threats Journal; European Journal of Communication; European Political Science Review;

Harvard International Journal of Press/Politics; Human Communication Research; International Journal of Communication; International Journal of Public Opinion Research; International Sociology; Journal of Broadcasting & Electronic Media; Journal of Communication; Journal of Nanoparticle Research; Journal of Politics; Journalism & Mass Communication Educator; Journalism & Mass Communication Monographs; Journalism & Mass Communication Quarterly; Mass Communication & Society; Media Psychology; Nature Biotechnology; Nature Nanotechnology; Perspectives on Politics; PLoS Biology; Political Communication; Political Psychology; Public Understanding of Science; Public Opinion Quarterly; Science and Public Policy; Science and Engineering Ethics; Social Forces; Social Problems; Social Science Quarterly; Social Studies of Science; and Society and Natural Resources

- 1999-Pres. Ad Hoc Book Manuscript Reviewer for Allyn & Bacon Publishers; Lawrence Erlbaum Publishers; Routledge; and Sage Publications
- 1999-Pres. Manuscript referee for AEJMC's Communication Theory & Methodology Division; Communication Technology & Policy Division; Mass Communication & Society Division; Graduate Student Interest Group; Communicating Science, Health, Environment and Risk Interest Group; and ICA's Political Communication Division and Mass Communication Division
- 2001-03 Judge, Promising Professors Competition, Mass Communication & Society Division, AEJMC
- 2002 Judge, Barrows Minority Scholarship committee, Communication Theory & Methodology Division, AEJMC

**University Service**

*University of Wisconsin—Madison:*

- 2009-Pres. Member, Honorific Modified Professorial Titles Review Committee (3-year term)
- 2009-Pres. Member, University Committee on Honorary Degrees (4-year term)
- 2009-Pres. Director of Graduate Studies, Department of Life Sciences Communication
- 2007-Pres. Elected Member, Steering Committee, Robert F. and Jean E. Holtz Center for Science and Technology Studies (4-year term)
- 2007-Pres. Member, Review Committee, Bret R. Shaw, Department of Life Sciences Communication (Chair, 2007-2010)
- 2005-Pres. Member, Steering Committee, The University of Wisconsin Survey Center (two 3-year terms)
- 2009-10 Chair, Academic Affairs Visioning Committee, College of Agricultural & Life Sciences
- 2007-10 Member, Executive Curriculum Committee, College of Agricultural & Life Sciences (3-year term)
- 2006-10 Member, Graduate Committee, Department of Life Sciences Communication
- 2005-10 Member, Review Committee, Hernando Rojas, Department of Life Sciences Communication
- 2009 Reviewer, WAA Outstanding Student Award
- 2008-09 Member, Editorial Advisory Board, *On Wisconsin* (UW alumni magazine)
- 2006-09 Member, Provost Office's Cluster/Interdisciplinary Advisory Committee (3-year term)
- 2006-09 Elected Member, Social Studies Divisional Committee (3-year term)
- 2006-08 Member, Mentoring Committee, Xiaoli Nan, Department of Life Sciences Communication
- 2004-08 Coordinator, Communication Technologies Research Cluster
- 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, Annual Review Committee for pre-tenure review, 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 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
- 2004-07 Faculty Advisor, The Badger Herald Board of Directors
- 2006 Member, Communication Specialist Search 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 Director of Graduate Studies, Department of Communication
- 2003-04 Elected Member, Standing 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 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 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

### ***Association Membership***

American Association for the Advancement of Science (AAAS)  
American Association for Public Opinion Research (AAPOR)  
American Bar Association (ABA)  
Association for Education in Journalism and Mass Communication (AEJMC)  
International Communication Association (ICA)  
Midwest Association for Public Opinion Research (MAPOR)  
World Association for Public Opinion Research (WAPOR)

### ***Select Media Coverage and Appearances***

ABCnews.com; Agence France-Presse; American Prospect; BBC; Berliner Morgenpost; Bild der Wissenschaft; BusinessWeek; Capital Times; Christian Science Monitor; Columbia Journalism Review; COSMOS magazine; Daily Telegraph; Die Welt; Frankfurter Allgemeine Zeitung; Ithaca Journal; Los Angeles Times; Milwaukee Journal Sentinel; National Public Radio; Nature; New York Public Television; Norddeutscher Rundfunk; SmallTimes; Süddeutsche Zeitung; Tagesanzeiger ; The Times; US News and World Report; USA Today; Wall Street Journal; Voice of America; Wired Magazine; Wisconsin State Journal