BRADLEY JOSEPH ADAME

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Arizona State University
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EDUCATION

The University of Oklahoma – Department of Communication
Doctor of Philosophy (Ph.D.)
October 31, 2012
Dissertation Advisor: Dr. Claude Miller
"Vested Interest and Disaster Preparedness Campaigns"

California State University, Fresno – Department of Communication
Master of Arts (M.A.)
May 19, 2007

California State University, Fresno – Craig School of Business & Department of Communication
Bachelor of Science (B.S.)
May 21, 2005
Double Major: Business Administration – Finance Option and Speech Communication

ACADEMIC APPOINTMENTS

Arizona State University

2025–Present Director
The Center for Strategic Communication

2025–Present Associate Director of Stakeholder Engagement and Innovation
The Hugh Downs School of Human Communication

2021–Present Research Fellow
The Knowledge Exchange for Resilience
Arizona State University School of Sustainability

2021–2025 Associate Director
The Hugh Downs School of Human Communication

2019–Present Associate Professor
The Hugh Downs School of Human Communication
Honors Faculty; Barrett, The Honors College

2013–2019 Assistant Professor
The Hugh Downs School of Human Communication
Honors Faculty; Barrett, The Honors College

The University of Oklahoma

2012–2013 Postdoctoral Research Fellow
Credibility Assessment and Intelligence Analysis Training in a Serious Game: Project funded by the Intelligence Advanced Research Projects Activity (IARPA), Office of the Director of National Intelligence, through the U.S. Air Force Research Laboratory. Total funding amount: $5,385,783.

2011–2012 Funded Research Assistant
Credibility Assessment and Intelligence Analysis Training in a Serious Game: Project funded by the Intelligence Advanced Research Projects Activity (IARPA), Office of the Director of National Intelligence, through the U.S. Air Force Research Laboratory. Total funding amount: $5,385,783.

2010–2011 Director of the Basic Course
Communication 1113: Principles of Communication

2008–2012 Funded Research Assistant
The Center for Applied Social Research

2008–2011 Funded Research Assistant
The Center for Risk and Crisis Management

"Collaborative Research: Examining the Hurricane Warning System: Content, Channels, and Comprehension" Sponsored by the National Center for Atmospheric Research and the National Science Foundation. Total funding amount: $400,000.

Oklahoma Continuity Policy Coordination Committee. Funded research assistant to work in coordination with the Oklahoma Office of Homeland Security to develop the State Continuity Implementation Plan.

Oklahoma Office of Homeland Security Regional Council/Regional Response Workshop. Funded moderator and scribe for the Oklahoma Office of Homeland Security.

2007–2012 Teaching Assistant

California State University, Fresno

2005–2007 Teaching Assistant

GRANT ACTIVITY

FUNDED GRANTS & CONTRACTS

19. 2026–2030 Role: Co-PI
A Narrative Based Framework for Information Operations
Sponsor: North Atlantic Treaty Organization (NATO)
Funded: $4,402,703

18. 2026 Role: Co-PI
CANARY: Assessment event capabilities overview
Sponsor: Doolittle Institute dba DEFENSEWERX (DWX)
Funded: $314,999

17. 2025 Role: Co-PI
CONNECT: Crafting optimized narratives to navigate and enhance communication and trust
Sponsor: DoD-DARPA: Information Innovation Office (IIO)
Funded: $668,185

16. 2025–2026 Role: PI
Doctoral dissertation research: trust-building communication and climate decision-making
Sponsor: National Science Foundation (NSF)
Grant to support Ph.D. student LD Mattson's dissertation research
Funded: $39,250

15. 2023–2025 Role: PI
Vested interests in vaccine acceptance and uptake: Theoretically-driven analysis of media frames and individual attitudes to create precision health strategies
Sponsor: Merck Pharmaceuticals Investigator Study Program (MISP)
Funded: $296,861

14. 2021 Role: PI
Knowledge Exchange for Resilience: Risk perceptions of climate change
Sponsor: ASU Knowledge Exchange for Resilience
Funded: $15,000

13. 2016–2019 Role: Co-PI
Vested interest and narrative approaches to promoting change in the culture of concussion reporting
Sponsor: National Collegiate Athletic Association (NCAA) / U.S. Department of Defense (DoD)
Funded: $400,000

12. 2015 Role: PI
Attitudinal responses to E-cigarette advertising: Implications for regulation
Sponsor: Arizona State University Institute for Social Science Research
Funded: $5,500

11. 2015 Role: Co-PI
Cultivating Arizona's water future: From crisis to choices
Sponsor: Arizona Community Foundation
Funded: $100,000

10. 2015 Role: Co-PI
Cultivating Arizona's water future: From crisis to choices
Sponsor: Arizona Community Foundation
Funded: $5,000

09. 2013 Role: PI
College of Arts and Sciences research grant
Sponsor: The University of Oklahoma
Funded: $1,000

08. 2012 Role: PI
Dissertation grant
Sponsor: University of Oklahoma, Department of Communication
Funded: $500

07. 2011–2012 Role: PI
Mini grant for scholarly development
Sponsor: California Doctoral Incentive Program
Funded: $2,200

06. 2010 Role: PI
Research grant
Sponsor: The University of Oklahoma, College of Arts and Sciences
Funded: $1,200

05. 2009 Role: PI
Mini grant for scholarly development
Sponsor: California Doctoral Incentive Program
Funded: $1,786

04. 2009 Role: Co-PI
Research grant
Sponsor: The University of Oklahoma, College of Arts and Sciences
Funded: $1,200

03. 2007–2013 Role: PI
The Chancellor's Doctoral Incentive Program
Sponsor: California State University Chancellors
Funded: $30,000

02. 2005 Role: PI
California State University, Fresno university grant
Funded: $3,102

01. 2004 Role: PI
California State University, Fresno university grant
Funded: $2,334

UNFUNDED GRANT APPLICATIONS

09. 2024 Role: Co-PI
Mixed methods research to create effective messages for future interventions to increase young adults' HPV vaccination behaviors
Sponsor: Merck Pharmaceuticals Investigator Study Program (MISP)
Proposed: $627,186

08. 2023 Role: PI
Mitigating climate change health risks: The influences of individual vested interests and cultural narrative on vulnerable populations
Sponsor: Burroughs Wellcome Fund: Climate and Health Interdisciplinary Award
Proposed: $375,000

07. 2021 Role: Co-PI
PIPP Phase I: Center for pandemic prediction and proactive prevention (4PC)
Sponsor: National Science Foundation (NSF)
Proposed: $999,273

06. 2020 Role: Co-PI
Innovative incas influence indicator identifier (I5)
Sponsor: Defense Advanced Research Projects Agency (DARPA)
Proposed: $975,486

05. 2020 Role: Co-PI
Acceptability of a COVID-19 vaccine
Sponsor: U.S. Department of Health and Human Services/National Institutes of Health (NIH)
Proposed: $157,000

04. 2018 Role: Co-PI
Strengthening communities' social insulation to reduce indoor overheating risk
Sponsor: National Science Foundation (NSF)
Proposed: $1,983,823

03. 2017 Role: Co-PI
Changing the culture of concussion reporting in youth sports: The role of vested interests, organizational culture, and cultural narrative
Sponsor: U.S. Centers for Disease Control and Prevention, Development and Evaluation of Sports Concussion Prevention Strategies
Proposed: $1,150,330

02. 2014 Role: Co-PI
Neural and attitudinal responses to e-cigarette advertising: Implications for regulation
Sponsor: Department of Health and Human Services/National Institutes of Health (NIH)
Proposed: $3,229,648

01. 2014 Role: Co-PI
Rapid Response Research (RAPID): Biased processing and risk assessment of Ebola Virus health messages
Sponsor: National Science Foundation (NSF)
Proposed: $200,000

RESEARCH AND SCHOLARSHIP

REFEREED JOURNAL ARTICLES

Notes:

- First author denotes project/essay lead.
- Citations conform to American Psychological Association guidelines.
- Shaded names signal student collaborators/mentees.
- Shaded Years signal publications from funded projects

27. 2026 Mattson, L. D., & **Adame, B. J.** (2026). Trust-building communication for extreme heat preparedness. *Risk Analysis, 46*(7), e70294. doi: 10.1111/risa.70294
[Impact Factor: 4.4; I contributed 20% effort as co-author and grant PI.]

26. 2025 **Adame, B. J.,** Corman, S. R., Von Feldt, P. A., Meneses, C. M., O'Rourke, H. P., & Tahir, A. (2025). Reactance as a cause of COVID-19 vaccination hesitancy. *Vaccine*, *57*, 127209. doi: 10.1016/j.vaccine.2025.127209
[Impact Factor: 3.5; I contributed 35% effort as lead author and grant PI.]

25. 2025 **Adame, B. J.**, & Corman, S. R. (2025). Identifying anti-vaccine subgroups for targeted messaging. *Communication Research Reports, 42*(3), 153–164.
doi: 10.1080/08824096.2025.2478048
[Impact Factor: 2.5; I contributed 55% effort as lead author.]

24. 2025 **Adame, B. J.**, Corman, S. R., Endres, C. J., Farmer, R. D., & Awonuga, T. (2025). How partisan news outlets frame vested interests in climate change. *Journal of Environmental Management*, *375*, 124159. doi: 10.1016/j.jenvman.2025.124159
[Impact Factor: 8.4; I contributed 40% effort as lead author.]

23. 2025 **Adame, B. J.**, & Mattson, L. D. (2025). Vested interest theory as a framework for understanding anthropogenic climate change risk perceptions. *Health Communication, 40*(4), 598–607. doi: 10.1080/10410236.2024.2357443
[Impact Factor: 2.7; I contributed 80% effort as lead author.]

22. 2023 **Adame, B. J.**, Liu, Y., Adame, E. A., Ruston, S., & Corman, S. R. (2023). A randomized controlled trial of a theory-based concussion education video for NCAA Division I athletes. *Health Communication, 38*(6), 1090–1098. doi: 10.1080/10410236.2021.1991640
[Impact Factor: 2.7; I contributed 30% effort as lead author.]

21. 2022 **Adame, B. J.,** Adame, E. A., Zanin, A. C., Martinez, L. V., & Corman, S. R. (2022). Perceived organizational influences on Western U.S. collegiate athletes' attitudes toward concussion risks and concussion reporting. *Journal of Applied Communication Research*, *50*(2), 169–188. doi: 10.1080/00909882.2021.1990373
[Impact Factor: 2.6; I contributed 30% effort as lead author.]

20. 2020 **Adame, B. J.**, Adame, E. A., Liu, Y., Posteher, K. A., Tsai, J., & Corman, S. R. (2020). Promoting the development of evidence-based concussion education for power-5 collegiate athletes: The influences of organizational elements on perceived vestedness. *Communication & Sport, 8*(6), 852–869. doi: 10.1177/2167479519845372
[Impact Factor: 3.5; I contributed 60% effort as lead author and grant Co-I.]

19. 2019 Corman, S. R., **Adame, B. J.**, Tsai, J., Ruston, S. W., Beaumont, J. S., Kamrath, J. K., Liu, Y., Posteher, K. A., Tremblay, R., & van Raalte, L. J. (2019). Socioecological influences on concussion reporting by NCAA Division 1 athletes in high-risk sports. *PLoS One, 14*(5), e0215424. doi: 10.1371/journal.pone.0215424
[Impact Factor: 2.74; I contributed 40% effort as co-author and grant Co-I.]

18. 2019 **Adame, B. J.**, & Corman, S. R. (2019). Vested interests and perceived risk of concussion consequences among Power-5 college athletes. *Health Communication*, *34*(13), 1673–1682. doi: 10.1080/10410236.2018.1517707
[Impact Factor: 2.7; I contributed 75% effort as lead author and grant Co-I.]

17. 2018 **Adame, B. J.** (2018). The persuasive efficacy of real versus salient hazard scenarios in motivating citizen-level hazard preparedness. *International Journal of Disaster Risk Reduction, 31*, 292–301. doi: 10.1016/j.ijdrr.2018.05.019.
[Impact Factor: 4.5; 100% effort.]

16. 2017 Dunbar, N. E., Jensen, M. L., Miller, C. H., Bessarabova, E., Lee, Y., Wilson, S. N., Elizondo, J., **Adame, B. J**., Valacich, J., Straub, S., Burgoon, J. K., Lane, B., Piercy, C. W., Wilson, D., King, S., Vincent, C., & Schuetzler, R. M. (2017). Mitigation of cognitive bias with a serious game: Two experiments testing feedback timing and source. *International Journal of Game-Based Learning (IJGBL), 7*(4), 86–100. doi: 10.4018/IJGBL.2017100105.
[Impact Factor: 0.38; I contributed 20% effort as co-author.]

15. 2016 **Adame, B. J.** (2016). Training in the mitigation of anchoring bias: A test of the "Consider the Opposite," strategy. *Learning and Motivation, 53,* 36–48. doi: 10.1016/j.lmot.2015.11.002
[Impact Factor: 1.8; 100% effort.]

14. 2016 **Adame, B. J.**, & Miller, C. H. (2016). Vested interest: Developing scales for assessing flooding preparedness. *Disaster Prevention and Management: An International Journal, 25*(3), 282–297. doi: 10.1108/DPM-08-2015-0196
[Impact Factor: 0.43; I contributed 95% effort as lead author.]

13. 2016 Lee, Y. H., Dunbar, N. E., Miller, C. H., Lane, B. L., Jensen, M. L., Bessarabova, E., Burgoon, J. K., **Adame, B. J.**, Valacich, J. S., Adame, E. A., Bostwick, E., Piercy, C. W., Elizondo, J., & Wilson, S. N. (2016). Training anchoring and representativeness bias mitigation through a digital game. *Simulation & Gaming, 47*(6), 751–779. doi: 10.1177/1046878116662955
[Impact Factor: 0.68; I contributed 20% effort as co-author.]

12. 2016 Jensen, M. L., Lee, Y. H., Piercy, C. W., Dunbar, N. E., Elizondo, J., Bessarabova, E., Twyman, N. W., Burgoon, J. K., Valacich, J. S., **Adame, B. J.**, Miller, C., & Wilson, S. (2016). Exploring failure and engagement in a complex digital training game: A multi-method examination. *AIS Transactions on Human Computer Interaction, 8*(1), 1–20. doi: 10.17705/1thci.08102
[Impact Factor: 3.9; I contributed 20% effort as co-author.]

11. 2015 **Adame, B. J.**, & Miller, C. H. (2015). Vested Interest, disaster preparedness and strategic campaign message design. *Health Communication, 30*(3), 271–281. doi: 10.1080/10410236.2013.842527.
[Impact Factor: 2.7; I contributed 90% effort as lead author.]

10. 2015 Dunbar, N. E., Jensen, M. L., Burgoon, J. K., Kelley, K. M., Harrison, K. J., Bernard, D. R., & **Adame, B. J.** (2015). Effects of veracity, modality, and sanctioning on credibility assessment during mediated and unmediated interviews. *Communication Research, 42*(5), 649–674. doi: 10.1177/0093650213480175.
[Impact Factor: 3.2; I contributed 15% effort as a co-author.]

09. 2014 Dunbar, N. E., Jensen, M. L., Bessarabova, E., Burgoon, J. K., Bernard, D. R., Harrison, K. J., Kelley, K. M., **Adame, B. J.**, & Eckstein, J. M. (2014). Empowered by persuasive deception: The effects of power and deception on dominance, credibility, and decision making. *Communication Research, 41*(6)*,* 852–876*.* doi: 10.1177/0093650212447099.
[Impact Factor: 3.2; I contributed 15% effort as a co-author.]

08. 2014 Jensen, M. L., Dunbar, N. E., Connelly, M. S., Taylor, W. D., Hughes, M., **Adame, B. J.**, & Rozzell, B. (2014). Organizational balancing of website interactivity and control: An examination of ideological groups and the duality of goals. *Computers in Human Behavior, 38*, 43–54. doi: 10.1016/j.chb.2014.05.015.
[Impact Factor: 8.9; I contributed 20% effort as a co-author.]

07. 2014 Dunbar, N. E., Miller, C. H., **Adame, B. J.**, Elizondo, J., Wilson, S. N., Lane, B. L., Kauffman, A. A., Bessarabova, E., Jensen, M. L., Straub, S. K., Lee, Y.-H., Burgoon, J. K., Valacich, J. S., Jenkins, J., & Zhang, J. (2014). Implicit and explicit training in the mitigation of cognitive bias through the use of a serious game. *Computers in Human Behavior, 37*, 307–318. doi: 10.1016/j.chb.2014.04.053
[Impact Factor: 8.9; I contributed 25% effort as a co-author on this project, and Post Doctoral Fellow in charge of data collection.]

06. 2014 Dunbar, N. E., Connelly, M. S., Jensen, M. L., **Adame, B. J.**, Rozzell, B., Griffith, J., & O'Hair, H. D. (2014). Fear appeals, message processing cues, and credibility in the websites of violent, ideological, and nonideological groups. *Journal of Computer-Mediated Communication, 19*(4)*,* 871–889. doi: 10.1111/jcc4.12083.
[Impact Factor: 5.7; I contributed 25% effort as a co-author.]

05. 2013 Elkins, A. C., Dunbar, N. E., **Adame, B. J.**, & Nunamaker, J. F. (2013). Are users threatened by credibility assessment systems? *Journal of Management Information Systems, 29*(4), 249–262. doi: 10.2753/mis0742-1222290409.
[Impact Factor: 2.66; I contributed 20% effort as a co-author.]

04. 2013 Dunbar, N. E., Wilson, S., **Adame, B. J.**, Elizondo, J., Jensen, M. L., Miller, C., . . . Squire, K. (2013). MACBETH: Development of a serious game for the mitigation of cognitive bias. *International Journal of Game-Based Learning*, *3*(4)*,* 7–26. doi: 10.4018/ijgbl.2013100102.
[Impact Factor: 1.37; I contributed 20% effort as a co-author on this project, and Post Doctoral Fellow in charge of data collection.]

03. 2013 Miller, C. H., **Adame, B. J.**, & Moore, S. D. (2013). Vested interest theory and disaster preparedness. *Disasters, 37*(1), 1–27. doi: 10.1111/j.1467-7717.2012.01290.x.
[Impact Factor: 3.3; I contributed 70% effort as a co-author.]

02. 2011 Jensen, M. L., Bessarabova, E., **Adame, B. J.**, Burgoon, J. K., & Slowik, S. M. (2011). Deceptive language by innocent and guilty criminal suspects: The influence of dominance, question, and guilt on interview responses. *Journal of Language and Social Psychology, 30*(4), 357–375. doi: 10.1177/0261927X11416201.
[Impact Factor: 2.0; I contributed 30% effort as a co-author.]

01. 2009 **Adame, B. J.**, Moore, S. D., & Fowler, C. (2009). An account for system influence in the analysis of patient satisfaction. *Emporia State Research Studies, 45*(1), 1–5.
[Impact Factor: N/A; I contributed 70% effort as lead author.]

REFEREED BOOK CHAPTERS

03. 2020 **Adame, B. J.** (2020). Connecting Attitudes and Motivating Behavior: Vested Interest Theory. In H. D. O'Hair, M. J. O'Hair, E. B. Hester, & S. Geegan (Eds.), *The Handbook of Applied Communication Research* (1st ed., pp. 47–62). Wiley. doi: 10.1002/9781119399926.ch3

02. 2018 **Adame, B. J.**, & Miller, C. H. (2018). Risk perception and earthquake preparedness motivation: Predicting responses to a Cascadia Subduction Zone catastrophic event. In C. V. Fletcher & J. Lovejoy (Eds.), *Natural disasters and risk communication: Implications of the Cascadia Subduction Zone megaquake* (pp. 49–86). Lexington Books.
[I contributed 60% effort as lead author.]

01. 2016 Miller, C. H., & **Adame, B. J.** (2016). Scales for Measuring the Dimensions of Vested Interest. In D. K. Kim & J. Dearing (Eds.), *Health communication measures* (pp. 265–278). Peter Lang.
[I contributed 50% effort as co-author.]

COMPETITIVE CONFERENCE PRESENTATIONS

Note: • Shaded names signal student collaborators/mentees.

48. 2025 **Adame, B. J.,** Corman, S. R., Von Feldt, P. A., Meneses, C. M., O'Rourke, H. P., & Tahir, A. (2025). COVID-19 Vaccination Hesitancy: It's the Reactance, Stupid. Competitive paper presented to the Health Communication Division, International Communication Association Annual Conference. Denver, CO.

47. 2025 **Adame, B. J.**, Corman, S. R., Endres, C. J., Farmer, R. D., & Awonuga, T. (2025). How partisan news outlets frame vested interests in climate change. Competitive paper presented to the Environmental Communication Division, International Communication Association Annual Conference. Denver, CO.

46. 2024 **Adame, B. J.**, & Corman, S. R. (2024). Identifying anti-vaccine subgroups for targeted messaging. Competitive paper presented to the Health Communication Division, National Communication Association Annual Convention. New Orleans, LA.

45. 2024 **Adame, B. J.,** Corman, S. R., Von Feldt, P., & Meneses, C. (2024). Theory-based approaches to understanding and predicting COVID-19 vaccination attitudes and behaviors. Competitive paper presented at the Kentucky Health Communication Conference. Lexington, KY.

44. 2022 **Adame, B. J.**, & Mattson, L. D. (2022). Honoring the natural environment: Using Vested Interest Theory to motivate climate action. Competitive paper presented to the Environmental Communication Division, National Communication Association Annual Convention. New Orleans, LA.

43. 2021 **Adame, B. J.,** Liu, Y., Adame, E. A., Ruston, S., & Corman, S. R. (2021). Transforming NCAA athletes' vested interest in their brain health: An experimental investigation of a concussion-reporting intervention. Competitive paper presented to the Health Communication Division, National Communication Association Annual Convention. Seattle, WA.

42. 2019 **Adame, B. J.,** Liu, Y., Posteher, K. A., Adame, E. A., Tsai, J., & Corman, S. R. (2019). Promoting the development of evidence-based concussion education for power-5 collegiate athletes: The influences of organizational elements on perceived vestedness. (Top Paper). Presented to the Organizational Communication Division at the Western States Communication Conference. Seattle, WA.

41. 2018 **Adame, B. J.**, Tsai, J., Ruston, S. W., Beaumont, J. S., Liu, Y., Posteher, K. A., Kamrath, J. K., & Corman, S. R. (2018). Collegiate athletes' vestedness in perceived concussion and head impact risks. Poster presented at the Kentucky Health Communication Conference. Lexington, KY.

40. 2017 **Adame, B. J.** (2017). Zombies, hurricanes, tornadoes and earthquakes: Assessing the relevance of salient versus imagined hazard messages. Competitive paper presented to the Health Communication Division, National Communication Association Annual Convention. Dallas, TX.

39. 2017 **Adame, B. J.**, O'Hair, H. D., Sellnow, T., Miller, C. H., Bernard, D. R., & Massey, Z. (2017). Building Our Legacy and Enhancing Our Relevance: Advancing Theory in Crisis and Risk Communication Through Experimental Research. Competitive discussion panel presented to the Health Communication Division, National Communication Association Annual Convention. Dallas, TX.

38. 2017 Corman, S. R., **Adame, B. J.,** Tsai, J., Ruston, S., Beaumont, J., Kamrath, J., Liu, Y., Posteher, K. A., Tremblay, R., & Van Raalte, L. (2017). Changing the culture of concussion reporting among college athletes: The role of vested interests, organizational culture, and cultural narrative. Competitive paper presented to the Health Communication Division, National Communication Association Annual Convention. Dallas, TX.

37. 2017 **Adame, B. J.**, van Raalte, L., Liu, Y., Posteher, K., Kamrath, J., Tremblay, R., Beaumont, J., & Corman, S. (2017). *Vestedness in concussion reporting attitudes and behaviors in Division 1 collegiate athletes*. Competitive paper presented to the 10th Summit on Communication and Sport. Scottsdale, AZ.

36. 2017 Tsai, J., Liu, Y., Kamrath, J. K., Ruston, S., **Adame, B. J.**, Tremblay, R., Posteher, K. A., van Raalte, L. J., Beaumont, J. S., & Corman S. R. (2017, November). *Exploring the influence of organizational norms on sport related concussion management for NCAA Division 1 collegiate athletes*. Accepted for presentation at the American Public Health Association (APHA) 2017 Annual Meeting & Expo. Atlanta, GA.

35. 2017 Liu, Y., Tsai, J., Kamrath, J. K., Ruston, S., **Adame, B. J.**, Tremblay, R., Posteher, K. A., van Raalte, L. J., Beaumont, J. S., & Corman S. R. (2017, November). *Understanding concussion education in NCAA Division 1 collegiate sports*. Accepted for presentation at the American Public Health Association (APHA) 2017 Annual Meeting & Expo. Atlanta, GA.

34. 2016 **Adame, B. J.** (2016). Building a Culture of Community Health and Preparedness: A Test of the All-Hazards Approach to Disaster Preparedness Messaging. Competitive paper presented to the Kentucky Conference on Health Communication. Lexington, KY.

33. 2016 McConnaughy, R.*, & **Adame, B. J.** (2016). From Battlefield to Classroom: Veteran Academic Success and Communication with College Professors. Competitive paper presented to the Organizational Communication Division, Western States Communication Association Conference. San Diego, CA.
*** Barrett honors student. This presentation is a portion of a Barrett Honors thesis.**

32. 2016 Jensen, M. L., Dunbar, N. E., Wilson, S., Miller, C., **Adame, B. J.,** Burgoon, J. K., Lee, Y. H., Nunamaker, J. F., Wilson, D., Jenkins, J., & Valacich, J. S. (2016). Serious Games for Reducing Bias in Credibility Decisions: An Evaluation Framework and Case Study. Paper presented to the Hawai'i International Conference on System Sciences. Kauai, Hawai'i.

31. 2015 **Adame, B. J.**, & Miller, C. H. (2015). Embracing Opportunities to Promote Individual Water Conservation in the Midst of a Catastrophic Drought: Leveraging the Potential of Vested Interest and Psychological Reactance Theories. Competitive paper presented to the Organizational Communication Division, National Communication Association Annual Convention. Las Vegas, NV.

30. 2015 Johnson, A.*, & **Adame, B. J.** (2015). Divine Providence Can Provide, Will Provide, Did Provide: An Examination of Emotional Labor in a Non-Profit Organization. Competitive paper presented to the Organizational Communication Division, National Communication Association Annual Convention. Las Vegas, NV.
*** Barrett honors student. This presentation is a portion of her Barrett Honors thesis.**

29. 2015 **Adame, B. J.**, O'Hair, H. D., Sellnow, T., Wilson, B., Miller, C. H., & Bernard, D. R. (2015). Embracing Opportunities in Crisis and Risk Communication: Advances in Application Through Experimental Research. Competitive discussion panel presented to the Organizational Communication Division, National Communication Association Annual Convention. Las Vegas, NV.

28. 2015 **Adame, B. J.,** Hirayama, B. R., Kai-chun Chuang, A., McIntosh, D M, D., Chrifi Alaoui, F. Z., & Natividad, B. R. (2015). Embracing Opportunities for Teaching and Resolution for Racial Divides Through Mixed Paradigms/Methodological Approaches. Competitive discussion panel presented to the Organizational Communication Division, National Communication Association Annual Convention. Las Vegas, NV.

27. 2015 Lee, Y.-H., Dunbar, N., Miller, C., Lane, B., Jensen, M., Bessarabova, E., Burgoon, J., **Adame, B. J.**, Valacich, J., Arterburn, E., Bostwick, E., Piercy, C., King, S., Elizondo, J., & Wilson, S. (2015). Anchoring and representativeness bias mitigation through a digital game: Effectiveness and delivery format. Competitive paper presented to the Information Systems Division, Annual Conference of the International Communication Association. San Juan, PR.

26. 2015 **Adame, B. J.** (2015). Accentuating the positive in a zombie apocalypse: An experimental test of the CDC's zombie preparedness campaign. Competitive paper presented to the Health Communication Division, Western States Communication Association Annual Convention. Spokane, WA.

25. 2014 **Adame, B. J.** (2014). Online training in the mitigation of anchoring bias: A test of the "Consider the Opposite," strategy. Competitive paper presented to the Training and Development Division, National Communication Association Annual Convention. Chicago, IL.

24. 2014 Dunbar, N. E., Jensen, M. L., Miller, C. H., Bessarabova, E., Straub, S. K., Wilson, S. N., Elizondo, J., Burgoon, J. K., Valacich, J. S., **Adame, B. J.**, Lee, Y., Lane, B., Piercy, C., Wilson, D., King, S., Vincent, C., & Schuetzler, R. (2014). Mitigating cognitive bias through the use of serious games: Effects of feedback. Competitive paper presented at PERSUASIVE, the International Conference on Persuasive Technology. Padua, Italy.

23. 2013 Dunbar, N. E., Miller, C. H., **Adame, B. J.**, Elizondo, J., Wilson, S. N., Schartel, S. G., Lane, B., Kauffman, A. A., Straub, S., Burgoon, J. K., Valacich, J., Bessarabova, E., Jensen, M. L., Jenkins, J., Zhang, J., & Morrison, D. (2013). Mitigation of cognitive bias through the use of a serious game. Competitive paper presented at Game+Learning+Society Conference 9.0. Madison, WI.

22. 2013 **Adame, B. J.**, & Miller, C. H. (2013). Vested interest & disaster preparedness: Strategic campaign message design. Competitive paper presented to the Health Communication Division, National Communication Association Annual Convention. Washington, DC.

21. 2013 Dunbar, N. E., Jensen, M. L., Elizondo, J., Piercy, C., Bessarabova, E., Twyman, N. W., Burgoon, J. K., Valacich, J., **Adame, B. J.**, Miller, C. H., & Wilson, S. (2013). Engagement in a Serious Game: Results from Self-Report, Eye-tracking, and Biophysiological Data. Paper presented at "Power of Play: Motivational Uses and Applications of Digital Games," Pre-Conference to the 63rd International Communication Association Annual Conference. London, UK.

20. 2013 Dunbar, N. E., Wilson, S., **Adame, B. J.**, Elizondo, J., Jensen, M. L., Miller, C., . . . Squire, K. (2013). MACBETH: Development of a serious game for the mitigation of cognitive bias. Competitive paper presented to the 63rd International Communication Association Annual Convention. London, UK.

19. 2013 Dunbar, N. E., Connelly, M. S., Jensen, M. L., **Adame, B. J.**, Rozzell, B., Griffith, J., & O'Hair, H. D. (2013). A comparison of the persuasive tactics in the websites of violent, ideological, and non-ideological groups. Competitive paper presented to the 63rd International Communication Association Annual Convention. London, UK.

18. 2013 **Adame, B. J.** (2013). The art and the act of tattooing. Competitive paper presented to the Popular Culture Division, Central States Communication Association Annual Convention. Kansas City, MO.

17. 2012 **Adame, B. J.**, & Miller, C. H. (2012). Factorial message design for testing campaign messages. Competitive paper presented to the Applied Communication Division, National Communication Association Annual Convention. Orlando, FL.

16. 2012 **Adame, B. J.**, & Miller, C. H. (2012). Vested Interest and crisis management: Developing scales for assessing flooding disaster preparedness. Competitive paper presented to the Communication and Social Cognition Division, National Communication Association Annual Convention. Orlando, FL.

15. 2012 **Adame, B. J.** (2012). Communication strategies for the elicitation and mitigation of cognitive bias. Panel discussion presented to the Communication and Social Cognition Division, National Communication Association Annual Convention. Orlando, FL.

14. 2011 Jensen, M. L., Bessarabova, E., **Adame, B. J.**, Burgoon, J. K., & Slowik, S. M. (2011). The influence of dominance, question, and guilt on the language of innocent and guilty criminal suspects. Competitive paper presented to the International Communication Association Annual Convention. Boston, MA.

13. 2011 Dunbar, N. E., Jensen, M. L., Burgoon, J. K., **Adame, B. J.**, Robertson, K. J., Kelley, K. M., & Harvell, L. (2011). A dyadic approach to the detection of deception. Paper presented to the Hawai'i International Conference on System Sciences. Kauai, Hawai'i.

12. 2010 **Adame, B. J.**, Miller, C. H., & Moore, S. D. (2010). The role of vested interest in disaster preparedness. Competitive paper presented to the Communication and Social Cognition Division, National Communication Association Annual Convention. San Francisco, CA.

11. 2010 Dunbar, N. E., Jensen, M. L., Kelley, K. M., Robertson, K. J., Bernard, D. R., **Adame, B. J.**, & Burgoon, J. K. (2010). Cheating and credibility: How modality and power affect veracity detection. Competitive paper presented to the Interpersonal Communication Division, National Communication Association Annual Convention. San Francisco, CA.

10. 2010 Dunbar, N. E., Jensen, M. L., Burgoon, J. K., Bessarabova, E., Bernard, D. R., Robertson, K. J., Kelley, K. M., **Adame, B. J.**, & Eckstein, J. M. (2010). Strategies for persuasive deception in CMC. Paper presented to the Hawai'i International Conference on System Sciences. Kauai, Hawai'i.

09. 2010 Dunbar, N. E., Jensen, M. L., Burgoon, J. K., Bessarabova, E., Bernard, D. R., Robertson, K. J., Kelley, K. M., **Adame, B. J.**, & Eckstein, J. M. (2010). The influence of power, deception and dominance on credibility and decision-making outcomes. Paper presented to the Hawai'i International Conference on System Sciences. Kauai, Hawai'i.

08. 2008 **Adame, B. J.** (2008). Cancer care delivery to specialized populations. Competitive paper presented to the Health Communication Division, Western States Communication Association. Denver, CO.

07. 2008 Moore, S. D., **Adame, B. J.**, Fowler, C., Schulz, M., Stuber, D., Risch, K., & Hendricks, L. (2008). Patient satisfaction with health systems. Competitive paper presented to the Health Communication Division, Western States Communication Association Annual Convention. Denver, CO.

06. 2007 **Adame, B. J.**, & Moore, S. D. (2007). Health literacy as self-efficacy and cancer care. Paper presented to the Cancer Care Literacy Symposium. Chapman University, Orange, CA.

05. 2007 **Adame, B. J.** (2007). Exactly like the double edge of a cold familiar knife: An analysis of the Sunni-Shia conflict. Competitive paper presented to the Intercultural Communication Interest Group, Western States Communication Association Annual Convention. Seattle, WA.

04. 2007 **Adame, B. J.** (2007). System satisfaction and long-term care: An initial exploration. Competitive panel presented to the Health Communication Interest Group, Western States Communication Association Annual Convention. Seattle, WA.

03. 2005 **Adame, B. J.** (2005). We must kill, maim, and mutilate our enemies: Business strategy as a child of war rhetoric. Competitive panel presented to the Political Communication Division, National Communication Association Annual Convention. Boston, MA.

02. 2005 **Adame, B. J.** (2005). Bush's America: An analysis of the Patriot Act as terrorism from above. Competitive paper presented to the Undergraduate Conference, Western States Communication Association Annual Convention. San Francisco, CA.

01. 2004 **Adame, B. J.** (2004). Reading vaginas rhetorically: Eve Ensler as a rhetorician. Competitive panel presented to the Women's Caucus, National Communication Association Annual Convention. Chicago, IL.

TECHNICAL REPORTS

03. 2009 Oklahoma Continuity Policy Coordination Committee. (2009). *State continuity implementation plan*. Norman, OK: Oklahoma Office of Homeland Security and University of Oklahoma Center for Risk and Crisis Management.

02. 2009 Pandemic Flu Tabletop Simulation Evaluation for Norman Regional Hospital. (2009, February). *Center for Risk and Crisis Management.*

01. 2008 Oklahoma Office of Homeland Security Regional Council/Regional Response Analytic Report. (2008, December). *Center for Risk and Crisis Management.*

MEDIA COVERAGE

2020 April 9; KJZZ: How Effective Are Government Updates About The Coronavirus?

2020 August 11; KJZZ: Mask Campaigns Need To Appeal To Masculinity

2020 September 29; Fox10 Phoenix: How Social Media, Debates Could Impact The 2020 Election

2020	October 5; Public News Service: Experts Warn of Candidates Pushing Conspiracy Theories in Arizona
2020	October 6; ABC15 News: Arizona Senate Debate Post Debate Analyst
2020	November 19; KJZZ: ASU associate professor believes messaging is central to getting more Arizonans to wear a mask

AWARDS/HONORS

2019	Top Interest Group Paper – Organizational Communication Division; Western States Communication Association Conference: Seattle, WA
2017–2018	Team LA Leadership Academy Selectee
2017	Hugh Downs School of Human Communication Faculty Exemplar Award
2015	Top Four Paper – Health Communication Division; Western States Communication Association Conference: Spokane, WA
2013	Top Interest Group Paper – Popular Culture Interest Group; Central States Communication Conference: Kansas City, MO
2013	Top Student Paper – Popular Culture Interest Group; Central States Communication Conference: Kansas City, MO
2007–2013	California State University Chancellor's Doctoral Incentive Program Awardee: Program designed to facilitate California State University Graduates' completion of a terminal degree and enhance diversity in higher education. ($30,000)
2005–Present	Lambda Pi Eta, Communication Honorary Fraternity
2004	National Communication Association Student of Color Travel Award ($250)

INSTRUCTIONAL ACTIVITY

COURSES TAUGHT/ADMINISTERED

Arizona State University

Graduate:

Com 604 Theory Building in Communication
Com 691 Health: Outcome and Impact Evaluation
Com 691 Applied Experimental Design
Com 692 Experimental Design

Undergraduate:

Com 494 Zombies, Pandemics & Risk Communication
Com 414 Risk and Crisis Communication
Com 319 Persuasion and Social Influence

The University of Oklahoma

Traditional:

Comm. 4713 Issues in Communication Study (Capstone)
Director of the Basic Course
Comm. 1113 Principles of Communication (Honors Section)
Comm. 2623 Small Group Communication
Comm. 1113 Principles of Communication
Comm. 2213 Interpersonal Communication
Comm. 2613 Public Speaking

California State University, Fresno

Traditional:

Comm. 003 Fundamentals of Public Communication
Comm. 004 Introduction to Interpersonal Communication
Comm. 008 Group Discussion

COURSES DEVELOPED

Arizona State University

Graduate:

Com 604 Theory Building in Communication
Com 691 Health: Outcome and Impact Evaluation
Com 692 Experimental Design
Com 691 Applied Experimental Design

Undergraduate, Immersion:

Com 494 Zombies, Pandemics & Risk Communication
Com 414 Risk and Crisis Communication
Com 319 Persuasion and Social Influence

Online:

Com 598 Crisis Management and Communication
Com 504 Theory Building in Communication
Com 414 Risk and Crisis Communication

ADVISING ACTIVITY

Arizona State University

Graduate Student Committee Activity

2021–2024 LD Mattson: Ph.D., Hugh Downs School of Human Communication. *The Role of Public Trust in Risk Communication: The Trust Determination Model.*
Dissertation Chair
Placement: Embry-Riddle Aeronautical University, Daytona Beach, Florida

2019–2021 Kevin Shufford: Ph.D., Hugh Downs School of Human Communication. *Relationship fit: Fitness clients' experiences of self-expansion by working with a certified personal trainer.*
Dissertation Chair
Placement: Owns a real-estate business

2015–2016 Sophia Town: M.A., Hugh Downs School of Human Communication.
Committee Member
Placement: Fordham University, New York City, New York

2014–2017 Jessica Bodford: Ph.D., Department of Psychology. *Risk perceptions in cyber attacks and the role of social media.*
Committee Member
Placement: Research Director on Meta's Central Integrity team

2013–2017 Matthew Nolan: Ph.D., Hugh Downs School of Human Communication. *Narrative constructions of America in Mainland China.*
Committee Member
Placement: Instructor, Arizona State University, West Campus

Grant and Project-Based Mentoring Activity

Students listed below are those I mentored on grant projects and research projects executed to support external funding applications.

2024–2025 Tumininu Awonuga: Ph.D., Hugh Downs School of Human Communication.
Project Title: CONNECT: Crafting Optimized Narrative to Navigate and Enhance Communication and Trust.
Funder: Defense Advanced Research Projects Agency (DARPA)
Placement: Current student

2022–2025 Paige Von Feldt: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interests in vaccine acceptance and uptake: Theoretically-driven analysis of media frames and individual attitudes to create precision health strategies.
Funder: Merck Pharmaceuticals
Placement: Current student

2022–2025 Christina Meneses: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interests in vaccine acceptance and uptake: Theoretically-driven analysis of media frames and individual attitudes to create precision health strategies.
Funder: Merck Pharmaceuticals
Placement: Current student

2022–2025 Anique Tahir: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interests in vaccine acceptance and uptake: Theoretically-driven analysis of media frames and individual attitudes to create precision health strategies.
Funder: Merck Pharmaceuticals
Placement: Amazon

2020–2021 Tumininu Awonuga: Ph.D., Hugh Downs School of Human Communication.
Project Title: How partisan news outlets frame vested interests in climate change.
Project executed in support of funding applications; research resulted in high-impact publication.
Placement: Current student

2020–2021 Carson J. Endres: Ph.D., Hugh Downs School of Human Communication.
Project Title: How partisan news outlets frame vested interests in climate change.
Project executed in support of funding applications; research resulted in high-impact publication.
Placement: University of Montana

2020–2021 Rowdy D. Farmer: Ph.D., Hugh Downs School of Human Communication.
Project Title: How partisan news outlets frame vested interests in climate change.
Project executed in support of funding applications; research resulted in high-impact publication.
Placement: University of North Texas

2018–2020 Yanqin Liu: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: Senior Research Regulatory Affairs Associate at Banner MD Anderson Cancer Center

2018–2020 Jiun-Yi Tsai: Ph.D., Center for Strategic Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: Northern Arizona University

2018–2020 Karlee A. Posteher: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: California State University, Monterey Bay

2018–2020 Laura Martinez: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: Université de Montréal

2018–2020 Jessica Kamrath: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: California State University, Fullerton

2018–2020 Lisa Van Raalte: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: Sam Houston State University

2018–2020 Rikki Tremblay: Ph.D., Hugh Downs School of Human Communication.
Project Title: Vested interest and narrative approaches to promoting change in the culture of concussion reporting.
Placement: Moreno Valley College

Undergraduate Students: Barrett, The Honors College

2014–2015 Allyse Johnson: B.S., Hugh Downs School of Human Communication. *Emotional labor in non-profit organizations.* Barrett Honors Thesis External Examiner Award: $1,250

2014–2015 Ryan McConnaughy: B.S., Hugh Downs School of Human Communication. *From Battlefield to Classroom: Veteran Academic Success and Communication with College Professors.* Barrett Honors Thesis External Examiner Award: $1,250

SERVICE ACTIVITY

COMMUNITY SERVICE

City of Scottsdale, Arizona

2023–Present Paths and Trails Subcommittee Volunteer Member

DEPARTMENTAL SERVICE

Hugh Downs School of Human Communication, Arizona State University

2025–Present Associate Director of Stakeholder Engagement and Innovation: Hugh Downs School of Human Communication

2024–2025 Move Captain: Crisis Coordinator for 2024 flood in Stauffer Hall

2024 Committee Member: Director/Chair Search

2021–2025 Associate Director: Hugh Downs School of Human Communication

2020 Committee Member: Director/Chair Search

2016–2017 Co-Chair Tenure Track Position Search Committee: Health Communication

2015 Tenure Track Position Search Committee: Intercultural Communication

2014–2016 Personnel Committee

The University of Oklahoma

2010 Paper Reviewer. Sooner Graduate Student Conference, Norman, OK

2008 Graduate Student Panel Chair – Public Service Research Panel Addressing Health Communication. Communication Graduate Student Organization

California State University, Fresno

2006–2007 Vice President. Communication Graduate Student Organization

PROFESSIONAL SERVICE

Arizona State University

2017–Present Article Reviewer: *Human Communication Research*
2 articles reviewed

2016–Present Article Reviewer: *International Journal of Disaster Risk Reduction*
3 articles reviewed

2016–Present Article Reviewer: *Disasters*
3 articles reviewed

2016–2017 Chair: Health Communication Division, Western States Communication Association

2014–Present Article Reviewer: *Journal of Applied Communication Research*
7 articles reviewed

2014–Present Article Reviewer: *Communication Monographs*
2 articles reviewed

2014–2015 Vice Chair: Health Communication Division, Western States Communication Association

2013–Present Paper Reviewer: National Communication Association, Health Communication Division

2013–Present Paper Reviewer: National Communication Association, Latina/Latino Communication Studies Division

2013–Present Paper Reviewer: National Communication Association, Communication and Social Cognition Division

The University of Oklahoma

2010 Panel Chair. Health Communication Division of the National Communication Association, San Francisco, CA. Models in Medicine: A Focus on Physician Communication

2009 Panel Chair. Health Communication Panel. Sooner Conference, Norman, OK

ACADEMIC ASSOCIATIONS

National Communication Association (NCA).
Western States Communication Association (WSCA).
Central States Communication Association (CSCA).