Aaron Hess

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School of Applied Sciences and Arts
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Google Scholar

EDUCATION:

Ph.D.	2008	Arizona State University, Tempe	Communication
M.A.	2003	California State University, Chico	Communication Studies
B.A.	2001	California State University, Chico	Communication Studies

ACADEMIC AND ADMINISTRATIVE POSITIONS:

Professor of Rhetoric and Communication, School of Applied Sciences and Arts, Arizona State University, Downtown Phoenix campus (DPc). August 2026 – Present.

Associate Dean for Academic Programs and Curricular Innovation, College of Integrative Sciences and Arts. July 2025 – Present.

Associate Professor of Rhetoric and Communication, School of Applied Sciences and Arts, Arizona State University, Downtown Phoenix campus (DPc). August 2018 – July 2026.

Fulbright Scholar, University of Bergen, Norway. August 2022 – June 2023.

Assistant Professor of Rhetoric and Communication, School of Applied Sciences and Arts, Arizona State University, Downtown Phoenix campus (DPc). Fall 2012 – May 2018.

Assistant Professor of Rhetoric, Indiana University-Purdue University, Fort Wayne. Fall 2010 – Spring 2012.

Lecturer, University of Nevada, Reno. June, 2009 – July, 2010.

Postdoctoral Research Fellow. Wellness and Health Promotion. Arizona State University, July, 2008 – June, 2009. *First You Have to Get Their Attention*. U.S. Department of Education Safe and Drug Free Schools Program.

RESEARCH

(Note: student authors in italics. First author is lead author unless specified otherwise. Equal authorship should be assumed unless specified. Total citations: 2437; h-index: 22; i10-index: 33)

BOOKS

6. Kjeldsen, J. E. & **Hess, A.** (under contract). *An ecology of ethos*. Palgrave.

5. **Hess, A.** & Kjeldsen, J. E. (Eds.). (2025). *Ethos, technology, and AI in contemporary society: The character in the machine.* Routledge.

4. Booth, P., Davisson, A., **Hess, A.,** & Hinck, A. (2018). *Poaching politics: Online communication during the 2016 US Presidential Election.* Peter Lang.

3. Senda-Cook, S., **Hess, A.,** Middleton, M. K., & Endres, D. (Eds.). (2018). *Readings in rhetorical fieldwork.* Routledge.

2. **Hess, A.** & Davisson, A. (Eds.). (2017). *Theorizing digital rhetoric.* Routledge. (60% contribution)
*** Review: H. Swartz (2017). Book review: *Theorizing Digital Rhetoric*. *Journal of Literacy and Technology, 18(3),* 85-98.

1. Middleton, M. K., **Hess, A.**, Endres, D., & Senda-Cook, S. (2015). *Participatory critical rhetoric: Theoretical and methodological foundations for studying rhetoric* in situ. Lexington Press. (equal authorship)
***Awarded Outstanding Book of the Year, Critical and Cultural Studies Division, National Communication Association, 2016.
*** Reviews: W. Penman (2016). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric* In Situ. *Quarterly Journal of Speech*. Advance online publication. doi: 10.1080/00335630.2017.1266759. B. G. Chang (2016, July). Middleton, Michael. Participatory critical rhetoric: theoretical and methodological foundations for studying rhetoric in situ. *CHOICE: Current Reviews for Academic Libraries, 53,* 1608-1609. S. Stanley (2016). Review: *Participatory Critical Rhetoric*. *Reflections,* 16, 187-191. R. McKerrow (2018). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric in Situ. Women's Studies in Communication,* 41, 82-84. C. F. Bruce (2019). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric In Situ* by Michael Middleton et al. (review). *Rhetoric & Public Affairs,* 22. 332-335.

PEER-REVIEWED JOURNAL ARTICLES AND BOOK CHAPTERS

38. Kjeldsen, J. E. & **Hess, A.** (2025). An ecology of ethos. *Western Journal of Communication,* 89, 515-536.

37. Chevrette, R. & **Hess, A.** (2024). Humanizing Black lives in protest: Emotion, embodiment, and interracial witnessing. *Quarterly Journal of Speech*. Advance online publication. https://doi.org/10.1080/00335630.2024.2341150 (30% contribution)

36. Chevrette, R., Hanchey, J., Lechuga, M., **Hess, A.**, & Middleton, M. (2023, August 23). Rhetorical Field Methods/Rhetorical Ethnography. *Oxford Research Encyclopedia of Communication*. Retrieved 26 Dec. 2023, from https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-1378.

35. **Hess, A.** & Flores, C. (2023). Algo más que descartar perfiles: análisis crítico de las *performances* masculinas tóxicas en *Tinder Nightmares*. In C. Gruenberg & L. Saldivia Menajovsky (eds.), *Masculinidades por devenir: Teorías, prácticas y alianzas antipatricales post #metoo* (pp. 157-181). Ciudad de Mexico: Red ALAS. ***Translation of *New Media & Society* essay.

34. *Wilson, K., Schmidt, A.,* **Hess, A.**, Vanos, J., & Ross, A. (2022). Shifts in self-reported physical activity, sedentary behavior, and play among lower-socioeconomic children during the COVID-19 pandemic: A repeated cross-sectional study. *American Journal of Health Promotion,* 36, 1335-1338. doi: 10.1177/08901171221091234.

33. Kjeldsen, J. & **Hess, A.** (2021). Experiencing multimodal rhetoric and argumentation in political advertisements: A study of how people respond to the rhetoric of multimodal communication. *Visual Communication, 20,* 327-352. doi: 10.1177/14703572211013399 ***Special issue on multimodal rhetoric

32. Rice, J. H., Alexander, J., Amedée, E., Crosswhite, J., Grant, D., Groundwater, E., Haliliuc, A., **Hess, A.,** Lloyd, J., Powell, K. W., Rai, C., & Wright, E. (2020). Memory and lost communities: Strange methods for studying place. *Review of Communication, 20,* 144-151. doi: 10.1080/15358593.2020.1737193

31. **Hess, A.**, Senda-Cook, S., Middleton, M. K., & Endres, D. (2020). (Participatory) critical rhetoric: Critiqued and reconsidered. *International Journal of Communication, 14,* 870-884. doi: 1932–8036/20200005

30. **Hess, A.** (2020). Je (ne) suis…: Exploring the performative contradiction in anti-clicktivism arguments. In C. W. Winkler (Ed.), *Networking argument* (pp. 328-334). Routledge.

29. Chevrette, R. & **Hess, A.** (2019). "The FEMEN body can do everything": Generating the agentic bodies of social movement through internal and external rhetorics. *Communication Monographs, 86,* 416-437. doi: 10.1080/03637751.2019.1595078

28. **Hess, A.** (2018b). Rhetoric, ethnography, and the machine: Technological reflexivity in the field. In C. Rai & C. Druschke (Eds.), *Field rhetoric: Ethnography, ecology, and engagement in the places of persuasion* (pp. 231-252). University of Alabama Press.

27. **Hess, A.** (2018a). Competing perspectives: Using ethnographic methods to study embodied and emplaced rhetorics. In J. E. Kjeldsen (Ed.), *Rhetorical audiences and reception of rhetoric* (pp. 213-236). Palgrave-MacMillan.

26. **Hess, A.** & *Flores, C.* (2018). Simply more than swiping left: A critical analysis of toxic masculine performances on *Tinder Nightmares*. *New Media & Society*, 20, 1103-1122. doi: 10.1177/1461444816681540 (75% contribution)

25. **Hess, A.** (2017). Advertising, news coverage, and autoplay. *Journal of Media Ethics, 32,* 134-135. doi: 10.1080/23736992.2017.1294887 *** Part of a "Cases and Commentaries" section regarding ethically charged current events in media.

24. Middleton, M. K., Senda-Cook, S., **Hess, A.**, & Endres, D. (2016). Contemplating the participatory turn in rhetorical criticism. *Cultural Studies <-> Critical Methodologies,* doi: 10.1177/1532708616655821 (20% contribution) *** Guest editor for a special issue on the intersection of rhetoric and qualitative methods.

23. Endres, D., **Hess, A.**, Senda-Cook, S., & Middleton, M. K. (2016). *In situ* rhetoric: Intersections between qualitative inquiry, fieldwork, and rhetoric. *Cultural Studies <-> Critical Methodologies,* doi: 10.1177/1532708616655820 (35% contribution) *** Guest editor for a special issue on the intersection of rhetoric and qualitative methods.

22. **Hess, A.** (2016). Embodied judgment: A call for a phronetic orientation in rhetorical ethnography. In S. McKinnon, R. Asen, K. Chavez, & R. G. Howard (Eds.), *Text + field: Innovations in rhetorical method* (pp. 86-100). Penn State Press.

21. **Hess, A.**, Menegatos, L, & Savage, M. (2015). Shaming Jane: A feminist Foucauldian analysis of how college students employ the sexual double standard in peer interventions. *Women's Studies in Communication, 38,* 462-485. (60% contribution)

20. **Hess, A.** (2015b). The selfie assemblage. *International Journal of Communication, 9,* 1629-1646. Retrieved from http://ijoc.org/index.php/ijoc/article/view/3147/1389

19. *Chevrette, R.*, & **Hess, A.** (2015). Unearthing the Native past: Citizen archaeology and modern (non)belonging at the Pueblo Grande Museum. *Communication and Critical/Cultural Studies, 12,* 139-158. doi: 10.1080/14791420.2015.1012214

18. **Hess, A.** (2015a). On the dance of rhetoric: Ethnography, embodiment, and effect. In D. Houck & A. Kiewe (Eds.), *The effects of rhetoric and the rhetoric of effects: Past, present and future* (pp. 239-266). University of South Carolina Press.

17. **Hess, A.** (2014). You are what you compute (and what is computed for you): Considerations of digital rhetorical identification. *Journal of Contemporary Rhetoric, 4,* 1-18. Retrieved from https://contemporaryrhetoric.com/wp-content/uploads/2017/01/Hess8_1.pdf

16. **Hess, A.,** & Sobre-Denton, M. (2014). Setting aside the "Wise Latina?": Post-racial myths, paradoxes, and performing enculturation in the Sotomayor confirmation hearings. *Communication Studies, 65,* 1-23. doi: 10.1080/10510974.2013.795180 (70% contribution)

15. **Hess, A.,** & Herbig, A. (2013). Recalling the ghosts of 9/11: Convergent memorializing at the opening of the National 9/11 Memorial. *International Journal of Communication, 7,* 2207-2230. Retrieved from http://ijoc.org/index.php/ijoc/article/view/1733/997 (70% contribution)

14. **Hess, A.** (2013). Putting rhetoric on trial: Using a simulated courtroom in the rhetoric classroom. *Communication Teacher, 27*, 235-240. doi: 10.1080/17404622.2013.798009

13. **Hess, A.** (2012). Health, risk, and authority in a dysfunctional world: Online ecstasy user discourse. *Ohio Communication Journal, 50,* 1-30.

12. Herbig, A., & **Hess, A.** (2012). Convergent critical rhetoric at the Rally to Restore Sanity: Exploring the intersection of rhetoric, ethnography, and documentary production. *Communication Studies, 63*, 269-289. doi:10.1080/10510974.2012.674617 (equal authorship)

11. **Hess, A.** (2011). Critical-rhetorical ethnography: Rethinking the place and process of rhetoric. *Communication Studies, 62,* 127-152. doi:10.1080/10510974.2011.529750

10. **Hess, A.** (2011). Purifying Laughter: Carnivalesque self-parody as argument scheme in *The Daily Show* with Jon Stewart. In T. Goodnow (Ed.), The Daily Show *and Rhetoric: Arguments, Issues and Strategies* (pp. 93-112). Lexington Books.

9. **Hess, A.** (2011). Breaking news: A postmodern rhetorical analysis of *The Daily Show*. In T. Goodnow (Ed.), The Daily Show *and Rhetoric: Arguments, Issues and Strategies* (pp. 153-170). Lexington Books.

8. **Hess, A.** (2010). Democracy through the lens of the camcorder: Argumentation and vernacular spectacle on YouTube in the 2008 election. *Argumentation & Advocacy, 47*, 106-122.

7. LeGreco, M., **Hess, A.**, Lederman, L., Schuwerk, T., & LaValley, A. (2010). An innovative dialogue about college drinking: Developing an immediate response technology model for health promotion. *Communication Education, 59,* 389-404. doi: 10.1080/03634521003649764 (35% contribution)

6. Menegatos, L., Lederman, L. C., & **Hess, A.** (2010). Friends don't let Jane hook up drunk: A qualitative analysis of participation in a college drinking simulation. *Communication Education, 59,* 374-388. doi: 10.1080/03634521003628909 (25% contribution)

5. **Hess, A.** (2009). Resistance up in smoke: Analyzing the limitations of deliberation on YouTube. *Critical Studies in Media Communication, 26,* 411-434. doi: 10.1080/15295030903325347

4. **Hess, A.** (2008). Reconsidering the rhizome: A textual analysis of web search engines as gatekeepers of the Internet. In A. Spink & M. Zimmer (eds.) *Web search: Multidisciplinary perspectives* (pp. 35-50). Springer-Verlag.

3. **Hess, A.** (2007). "You don't play, you volunteer": Narrative public memory construction in *Medal of Honor Rising Sun. Critical Studies in Media Communication, 24,* 339-356. doi: 10.1080/07393180701567729 *** Reprinted in S. K. Foss (Ed.). (2009). *Rhetorical Criticism: Exploration and Practice 4th Edition* (pp. 320-335). Long Grove, IL:

Waveland Press. Reprinted in S. K. Foss (Ed.). (2018). *Rhetorical criticism: Exploration and practice 5th Edition* (pp. 320-335). Long Grove, IL: Waveland Press.

2. **Hess, A.** (2007). In digital remembrance: Vernacular memory and the rhetorical construction of web memorials. *Media, Culture & Society, 29,* 812-830. doi: 10.1177/0163443707080539

1. Brouwer, D. C., & **Hess, A.** (2007). Making sense of 'God hates fags' and 'Thank God for 9/11': A thematic analysis of milbloggers' responses to Reverend Fred Phelps and the Westboro Baptist Church. *Western Journal of Communication, 71,* 69-90. doi: 10.1080/10570310701215388 (30% contribution)

INVITED OR NON-PEER REVIEWED PUBLICATIONS

11. **Hess, A**., Kjeldsen, J. E., Mjelde, H. (2025). Discourses of Nordic exceptionalism in US Politics and Media. In R. W. Wix, E. Bergström, C. Duffy, & M. Roos (Eds.), *The Exceptional North: Past and Present Perspectives on Nordicness* (pp. 43-64). De Gruyter.

10. **Hess, A.** (2023). "Do your own research!": Constructions of ethos within the "Disinformation Dozen". In E. A. Wright & D. Beard (Eds.), *A Charge for Change: A Selection of Essays from the 20th Biennial Conference of the Rhetoric Society of America* (pp. 71-80). Parlor Press.

9. **Hess, A.**, *Flores, C.*, & Carlson, A. C. (2018). Affective and embodied readings of the National Mall. In R. Aden (Ed.), *Rhetorics haunting the National Mall: Displaced and ephemeral public memories* (pp. 17-34). Lexington Press.

8. **Hess, A.** (2017). Periscoping race: Vernacular expressions of race and culture on locative media. In A. B. Buccitelli (Ed.), *Race and ethnicity in digital culture: Our changing traditions, impressions, and expressions in a mediated world* (pp. 211-228). Palgrave McMillan.

7. **Hess, A.** (2017). *The Legend of Zelda:* Dungeons, Music, Theology, and Philosophy. In R. Meija, J. Banks, & A. Adams (Eds.), *100 Greatest Video Game Franchises* (pp. 106-107). Rowman and Littlefield.

6. **Hess, A.** (2017). *Medal of Honor.* In R. Meija, J. Banks, and A. Adams (Eds.), *100 Greatest Video Game Franchises* (pp. 114-115). Rowman and Littlefield.

5. **Hess, A.** (2015). YouTube. In D. T. Cook & J. M. Ryan (Eds.), *The Wiley-Blackwell encyclopedia of consumption and consumer studies* (pp. 576-577). Wiley Blackwell.

4. **Hess, A.** (2015). Review of *Speaking Hatefully*. *Quarterly Journal of Speech, 101,* 563-566. doi: 10.1080/00335630.2015.1057932

3. Stewart, K. A., **Hess, A.**, Tracy, S. J, & Goodall, H. L. (2009). Risky research: Investigating the "perils" of ethnography. In N. K. Denzin and M. D. Giardina (Eds.), *Qualitative inquiry and social justice* (pp. 198-216). Left Coast Press. (equal authorship)

2. **Hess, A.** & Justus, Z. S. (2008). (Re)defining the long war: Toward a new vocabulary of international terrorism. In S. Corman, A. Trethewey, & H. L. Goodall, Jr., (Eds.), *Weapons of mass persuasion: Strategic communication in the struggle against violent extremism* (pp. 130-148). Peter Lang. (equal authorship)

1. Justus, Z. S. & **Hess, A.** (2008). One message for many audiences: Framing the death of Abu Musab al-Zarqawi. In S. Corman, A. Trethewey, & H. L. Goodall, Jr., (eds.), *Weapons of mass persuasion: Strategic communication in the struggle against violent extremism* (pp. 115-127). Peter Lang. (equal authorship)

MEDIA PRODUCTIONS

2. Herbig, A. (Director/Producer), **Hess, A.** (Producer/Interviewer), & Watson, A. (Producer) (2014). *Never forget: Public memory and 9/11* [Motion picture]. USA: Living Text Productions. (30% contribution)
*** Juried at National Communication Association Film Festival, Louisville Film Festival, Gig Harbor Film Festival, Wild Rose Independent Film Festival, Depth of Field International Film Festival, Ethnografilm Official Selection.
*** Recipient, Award of Merit, Education/Instruction/Training, Accolade Global Film Competition

1. Herbig, A. (Director), **Hess, A.** (Executive Producer/Interviewer), Watson, A. (Executive Producer/Editor), Hess, K. D. (Field Producer) (2010). Unmasking sanity: Halloween weekend with the participants at the Rally to Restore Sanity and/or Fear [Short film]. USA: Living Text Productions. Retrieved from http://www.youtube.com/watch?v=DE7NtFPWgw8 (35% contribution)
*** Juried by *Communication Studies.*

CONFERENCE PRESENTATIONS

PEER-REVIEWED/COMPETITIVELY SELECTED PAPERS AND PANEL PRESENTATIONS

73. **Hess, A.** & Kjeldsen, J. (2025, June). Book plenary session: *Ethos, Technology, and AI in Contemporary Society: The Character in the Machine (2025).* Presented at Rhetoric in Society 9, University of Zagreb, Croatia.

72. **Hess, A.** (2025, June). Taking the bait: Analyzing ethos in anti-scamming social media. Presented at Rhetoric in Society 9, University of Zagreb, Croatia.

71. **Hess, A**. & Kjeldsen, J. E. (2024, Feb). An ecology of ethos. **Top paper in Rhetoric, Culture, and Advocacy interest group.** Paper presented at the 94th annual convention of the Western States Communication Association, Reno, NV.

70. **Hess, A.** (2024, Feb). Im/possibilities within participatory approaches to rhetoric: Orienting toward social justice and anti-coloniality. Panel presentation at the 94th annual convention of the Western States Communication Association, Reno, NV.

69. **Hess, A.** (2023, June). Digital media and the democratization of ethos. Paper presented at the 8th annual Rhetoric in Society Conference, Rhetoric Society of Europe. Tübingen, Germany.

68. Chevrette, R. & **Hess, A.** (2022, May). Humanizing Black Lives through Protests: Developing Anti-Racist Agencies through Embodied Rhetorical Witnessing. Paper presented (by Chevrette) at the 72nd annual conference of the International Communication Association, Paris, France.

67. **Hess, A.** (2022, May). "Do your own research!": Constructions of ethos within the "Disinformation Dozen." Paper presented at the 20th Biennial Conference of the Rhetoric Society of America, Baltimore, MD.

66. **Hess, A.** (Nov, 2021). Using Zoom in reception studies. Presentation at the 107th annual convention of the National Communication Association (via Zoom due to COVID-19). Seattle, WA.

65. **Hess, A.** & Kjeldsen, J. (March, 2021). Experiencing multimodal rhetoric and argumentation in political advertisements: A study of how people respond to the rhetoric of multimodal communication. The Bremen-Groningen Online Workshops on Multimodality. University of Bremen, Germany; University of Groningen, Netherlands. (Online due to COVID-19)

64. **Hess, A.** (May, 2018). Hashtags, Memes, and Doxing! Oh my! Social Norms and Rhetorical Cultures in a Digital Age. Paper presented at the 18th biennial conference of the Rhetoric Society of America, Minneapolis, MN.

63. **Hess, A.** (2018, Feb). New directions for qualitative research: Mindful connections between theory and method. Panel presentation at the 89th annual convention of the Western States Communication Association, Santa Clara, CA.

62. **Hess, A.** (2018, Feb). A conversation about diversity and inclusion in WSCA. Panel presentation at the 89th annual convention of the Western States Communication Association, Santa Clara, CA.

61. **Hess, A.** (2017, July). Je (ne) suis…: Exploring the performative contradiction in anti-clicktivism arguments. Paper presented at the Alta Argumentation conference, Alta, Utah.

60. **Hess, A.** (2017, Feb). That which cannot be unseen: Machinic communication and the autoplay of murder. Paper presented at the 88th annual convention of the Western States Communication Association, Salt Lake City, UT.

59. Sobre-Denton, M., & **Hess, A.** (2016, Nov). Cultural influences on the construction, mutation and consumption of memes: Deconstructing the Paris and Brussels attacks through social media. Paper presented at the 102nd annual convention of the National Communication Association. Philadelphia, PA.

58. **Hess, A.** (2016, Nov). Memory and the machine: Examining the impact of digital technology on public memory. Paper presented at the 102nd annual convention of the National Communication Association. Philadelphia, PA.

57. **Hess, A.** (2016, May). Digital Imaging and Digital Humanities Projects (in Participatory Approaches to Rhetorical Criticism). Paper presented at the 17th biennial Rhetoric Society of America conference. Atlanta, GA.

56. **Hess, A.** (2016, May). Augmented reality/augmented aesthetics. Paper presented at the 17th biennial Rhetoric Society of America conference. Atlanta, GA.

55. **Hess, A.** (2016, May). Supersession: The Turn to Field Methods in Rhetorical Studies. Special presentation at the 17th biennial Rhetoric Society of America conference. Atlanta, GA.

54. *Flores, C.* & **Hess, A.** (2016, Feb). Simply more than swiping left: A critical analysis of performative masculinities on the Tinder Nightmares Instagram page. **Top peer-reviewed paper in Media Studies Interest Group** at the 87th annual convention of the Western States Communication Association, San Diego, CA.

53. Herbig, A., **Hess, A.**, & *Watson, A.* (2015, Nov). *Never Forget: Public Memory & 9/11*. Film presented at the 101st annual convention of the National Communication Association. Las Vegas, NV.

52. **Hess, A.** (2015, Nov). Participants and Perspectives (in Participatory Critical Rhetoric: The Turn to Fieldwork in Rhetorical Theory and Criticism). Paper presented at the 101st annual convention of the National Communication Association. Las Vegas, NV.

51. **Hess, A.** (2015, Nov). "Modding" (in Theorizing Digital and Networked Rhetorics: Nine Key Concepts). Paper presented at the 101st annual convention of the National Communication Association. Las Vegas, NV.

50. **Hess, A.** (2015, April). Conflicted Logics: Vernacular Circulation and Spectacle in Social Media. Presentation at the 2015 Conflict Transformation Summit, Arizona State University.

49. **Hess, A.** (2015, Feb). Trained Incivility: Femen's Body Politics and Preparing for the Public Screen. Paper presented at the 86th annual convention of the Western States Communication Association, Spokane, WA.

48. mcclellan, e. d. & **Hess, A.** (2015, Feb). Circled Wagons and Swinging Bridges: Sophia, Sunesis, and Phronesis in Rhetorical Criticism. Paper presented at the 86th annual convention of the Western States Communication Association, Spokane, WA.

47. *Chevrette, R.* & **Hess, A.** (2015, Feb). Unearthing the Native Past: Citizen Archaeology and Modern (Non)Belonging at the Pueblo Grande Museum. Paper presented at the 86th annual convention of the Western States Communication Association, Spokane, WA.

46. **Hess, A.** (2014, Nov). The rhetorical selfie: Mobile technology and the constitution of identity. Paper presented at the 100th annual convention of the National Communication Association. Chicago, IL.

45. **Hess, A.** (2014, May). From rhetorical fragments to computed invention: YouTube and big data. Presented at the 16th biennial Rhetoric Society of America conference.

44. **Hess, A.** (2014, Feb). Coping with Jon Stewart: Bad taste and political humor. Paper presented at the 85th annual convention of the Western States Communication Association. Anaheim, CA

43. **Hess, A.** (2014, Feb). Tap here to remember: Affective rhetoric and public memory in locative technology. Paper presented at the 85th annual convention of the Western States Communication Association. Anaheim, CA

42. **Hess, A.** Menegatos, L., & Savage, M. (2013, Nov). Discipline and Regret: A mixed-method, feminist Foucauldian analysis of the sexual double standard. Paper presented at the 99th annual convention of the National Communication Association. Washington DC.

41. **Hess, A.** (2013, May). Building practical wisdom in the field: Enriching fieldwork advocacy through *phronesis*. Presented at the 9th Congress of Qualitative Inquiry. Urbana-Champaign, IL.

40. **Hess, A.** (2013, May). The imaging of fieldwork: Pinterest and embodied visual data collection in the classroom. Presented at the Ninth Congress of Qualitative Inquiry. Urbana-Champaign, IL.

39. **Hess, A.**, *McPherson, C., Wight, S., Wladecki, G.,* & Menegatos, L. (2013, Feb). Between "liquid courage" and "liquid stupidity:" Toward a model of relational drinking. Paper presented at the annual convention of the Western States Communication Association, Reno, NV. Top peer-reviewed paper in Communication Research and Theory division.

38. **Hess, A.** & Sobre-Denton, M. (2013, Feb). Setting aside the "Wise Latina?": Post-racial myths, paradoxes, and performing enculturation in the Sotomayor confirmation hearings. Paper presented at the annual convention of the Western States Communication Association, Reno, NV.

37. **Hess, A.** & Herbig, A. (2013, Feb). Between "Never Forget" and "Always Remember": Convergent Memorializing at the Opening of the National 9/11 Memorial. Paper presented at the annual convention of the Western States Communication Association, Reno, NV.

36. **Hess, A.** & Herbig, A. (2012, May). From terrorism to tourism: A rhetorical inquiry into the tenth anniversary of 9/11. Paper presented at the Rhetoric Society of America conference. Philadelphia, PA.

35. **Hess, A.** (2012, May). The substance of Internet cookies: Considerations of digital identification. Paper presented at the Rhetoric Society of America conference. Philadelphia, PA.

34. **Hess, A.** & Herbig, A. (2012, May). Convergent Qualitative Research: Digital Media and the Ethnographer. Paper and media presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.

33. **Hess, A.** & Herbig, A. (2012, May). Through the Lens of Tragedy: The Challenges and Ethics of Interviewing about 9/11 Memory. Paper presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.

32. Herbig, A. & **Hess, A.** (2012, May). "Producing" Public Scholarship: An Examination of the 10th Anniversary of 9/11. Short film presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.

31. **Hess, A.** & Herbig, A. (2012, Feb). Comedy and Civility: Documenting Jon Stewart's "Rally to Restore Sanity." Presentation given at the "Accessing Civility" Forum sponsored by the Hugh Downs School of Human Communication at Arizona State University, Tempe.

30. **Hess, A.** & Stewart, K. (2010, Nov). Ethnography in Pandora: Avatar and the politics of qualitative research. Paper presented at the 95th annual convention of the National Communication Association. San Francisco, CA.

29. **Hess, A.** (2010, April). Democracy and the YouTube sensation: Public incivility, argumentation, and visual rhetoric online. Paper presentation at the 52nd annual conference of the Western Social Science Association. Reno, NV.

28. **Hess, A.** (2009, Nov). I'm Not With Stupid: YouTube, McCain-Palin mobs, and the denigration of democracy. Paper presented at the 94th annual convention of the National Communication Association. Chicago, IL.

27. **Hess, A.** (2009, Nov). Engaging with interactive technology: The advantages and challenges of using student response systems. Panel presentation at 94th annual convention of the National Communication Association. Chicago, IL.

26. **Hess, A.** (2009, Nov). Isocrates, phronesis, and the process of rhetorical enactment. Paper presented at the 94th annual convention of the National Communication Association. Chicago, IL.

25. **Hess, A.** & Stewart, K. (2009, Feb). Finding islands of community in a sea of commodification: A rhetorical and ludologic analysis of the public and private character of Second Life. Top three peer-reviewed paper presented at the 80th annual convention of the Western States Communication Association. Mesa, AZ.

24. **Hess, A.** (2009, Feb). Disfigurement, deflation, and drug use: A critical rhetorical analysis of the Office of National Drug Control Policy "Above the Influence" campaign. Paper presented at the 80th annual convention of the Western States Communication Association. Mesa, AZ.

23. Menegatos, L., **Hess, A.**, Lederman, L. & Moses, K. (2009, Feb). Friends don't let friends make unhealthy decisions: A qualitative exploration of the intersection between alcohol, friendship, and sexual decision making. Paper presented at the 80th annual convention of the Western States Communication Association. Mesa, AZ.

22. Moses, K., Lederman, L., **Hess, A.**, Hvidston, B., & Pabedinskas, J. (2009, Jan). "Let's Talk About It": Engaging students through interactive technology. Panel presentation at the 3rd NASPA Strategies Conference: Alcohol Abuse Prevention & Intervention. Boston, MA.

21. **Hess, A.** & Hvidston, B. (2009, Jan). Drink of the Week: Exploring mixed messages within student media. Poster presented at the 3rd NASPA Strategies Conference: Alcohol Abuse Prevention & Intervention, Boston, MA.

20. **Hess, A.** (2008, Nov). "You smile like Jesus": Life as the son of a preacher man. Paper presented at the 93rd annual convention of the National Communication Association. San Diego, CA.

19. **Hess, A.** & Hvidston, B. (2008, Nov). Drink of the Week; Exploring mixed messages within student media. Poster presented at the U. S. Department of Education 22nd Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education. St. Paul, MN.

18. **Hess, A.** (2008, Nov). Finding *phronesis*, characterizing *kairos*, and invigorating *inventio*: Seeking an ethnographic critical rhetoric. Paper presented at the 93rd annual convention of the National Communication Association. San Diego, CA.

17. **Hess, A.** (2008, May). Perilous places: Drugs, disclosures, and dangers in a raving world. Panel presentation at the Fourth International Congress of Qualitative Inquiry. Urbana, IL.

16. **Hess, A.** (2008, Feb). Examining the ethics of instructor personal disclosure on online networking sites. Roundtable presentation at the 79th annual convention of the Western States Communication Association. Denver, CO.

15. **Hess, A.** (2008, Feb). Smoking out the government: Vernacular response to the presence of the Office of National Drug Control Policy on YouTube. **Top peer-reviewed paper in Media Studies Interest Group** presented at the 79th annual convention of the Western States Communication Association. Denver, CO.

14. **Hess, A.** (2008, Feb). Mother Earth and Father God: Feminist rhetorical considerations of environmental Christianity. **Top four peer-reviewed paper in Rhetoric and Public Address** presented at the 79th annual convention of the Western States Communication Association. Denver, CO.

13. LeGreco, M., Lederman, L., **Hess, A.**, Schuwerk, T. LaValley, A. & Batanova, M. (2008, Feb). An innovative dialogue about college drinking: Developing an immediate response technology model for health promotion. Paper presented at the 79th annual convention of the Western States Communication Association. Denver, CO.

12. **Hess, A.** (2007, Dec). Communicating harm reduction: Challenging norms of underage drinking. Panel presentation at the 2007 Drug Policy Alliance Convention. New Orleans, LA.

11. **Hess, A.** (2007, Nov). Older siblings and sober friends: A qualitative inquiry into DanceSafe and harm reduction. Paper presented at the 93rd annual convention of the National Communication Association. Chicago, IL.

10. Justus, Z. S. & **Hess, A.** (2007, Nov). Global media, domestic politics: Framing the death of Abu Musab al-Zarqawi. Paper presented at the 93rd annual convention of the National Communication Association in November 2007, Chicago, IL.

9. **Hess, A.** & Justus, Z. S. (2007, Mar). The secrets of critical theory: A call for the reconfiguration of critical theory and praxis in an era of secrets. Paper presented at the New Directions in Critical Theory: (Re)Locating Borders: Negotiating & Constructing Identities conference. Tucson, AZ.

8. Brouwer, D. & **Hess, A.** (2007, Feb). Vernacular articulations of sexuality, religion, and nation in Milbloggers' responses to Fred Phelps and the Westboro Baptist Church. Top four peer-reviewed paper presented at the 78th annual convention of the Western States Communication Association. Seattle, WA.

7. **Hess, A.** (2006, Nov). Grand discourses of terror: Contemplating the predatory narrative. Top peer-reviewed student paper presented at the 92nd annual convention of the National Communication Association. San Antonio, TX.

6. **Hess, A.** (2006, Nov). "Here lies a pirate who never sailed": Conceptualizing warez groups as counterpublics. Paper presented at the 92nd annual convention of the National Communication Association. San Antonio, TX.

5. **Hess, A.** & Justus, Z. S. (2006, Feb). Organizing the academy: Communicative responses to the GWOT. Panel participant at 77th annual convention of the Western States Communication Association. Palm Springs, CA.

4. **Hess, A.** (2003, Nov). Toward a model of parodic political communication criticism: Michael Moore and *The Awful Truth*. Paper presented at the 89th annual convention of the National Communication Association. Miami, FL.

3. **Hess, A.** (2003, Nov). Caricaturing America: Native American editorial cartoons as intercultural dialogue. Paper presented at the 89th annual convention of the National Communication Association. Miami, FL.

2. **Hess, A.** (2003, Nov). Postmodern rhetorical analysis of argument in *The Daily Show*. Paper presented at the 89th annual convention of the National Communication Association. Miami, FL.

1. **Hess, A.** (2002, Feb). Debating narratives: Exploring the potential of performance as argument. Participant/Performer at 73rd annual convention of the Western States Communication Association. Long Beach, CA.

PANELS ORGANIZED (COMPETITIVELY SELECTED OR PEER REVIEWED)

6. **Hess, A.** (2013, Nov). Connecting Rhetoric and Qualitative Methods: Ethnography, Enactment, and Embodiment. Session organizer and presenter at the 99th annual convention of the National Communication Association. Washington DC.

5. **Hess, A.** (2010, April). Culturing the Bench: Intercultural communication perspectives on the nomination and confirmation of Justice Sonia Sotomayor. Session organizer and moderator at the 52nd annual conference of the Western Social Science Association. Reno, NV. ***Organized from graduate course in intercultural communication.

4. **Hess, A.** (2008, Nov). My story is not my own: The treasures and tragedies of narrative inheritance. Panel presented at the 93rd annual convention of the National Communication Association. San Diego, CA.

3. **Hess, A.** (2008, Nov). Narrative inheritance: Our stories, Our secrets, ourselves. Panel presented at the 93rd annual convention of the National Communication Association. San Diego, CA.

2. **Hess, A.** (2008, Feb). Scholarship as public service: Future faculty, graduate studies, and "Rethinking the Research Enterprise." Panel presented at the 79th annual convention of the Western States Communication Association. Denver, CO.

1. **Hess, A.** (2007, Nov). Restoring faith in public intellectualism. Panel presented at the 93rd annual convention of the National Communication Association. Chicago, IL.

PRECONFERENCE SEMINARS, INSTITUTES, AND WORKSHOPS

4. Hess, A. (2019, May). Rhetorical Cartographies of the University Campus Master Plan University of Nevada, Reno. Rhetoric Society of America Project 2019.

3. **Hess, A.** (2015, June). Working the Field: Rhetorical Studies and Ethnographic Methods. Rhetoric Society of America workshop, Madison, WI.

2. **Hess, A.** (2013, Nov). The deliberative self: Phronetic ontology in rhetorical ethnography. Preconference seminar, paper and seminar participant at the 99th annual convention of the National Communication Association. Washington DC.

1. **Hess, A.** (2009, Nov). Active rhetoric and its immediate effects. Pre-NCA seminar on Rhetoric's Effects, paper and seminar participant at the 94th annual convention of the National Communication Association. Chicago, IL

GRANT ACTIVITY

MAJOR GRANT PROPOSALS

15. *The erosion of ethos.* (2021). Fulbright U.S. Scholar Program. (All disciplines, University of Bergen, Norway. Award 12252-NO). Awarded, 2022-2023.

14. *The Seishindo Project: Recovering the art of martial arts*. (2021, June). Whiting Foundation, Whiting Public Engagement Programs, 2022-23 cycle. $49,889. Submitted, not funded.

13. *Rhetorical evolving and changing of attitudes (Rhevolve)*. Research Council of Norway, Forskerprosjekt 2021. NOK 12,000,000 (approx.. $1,300,000). (Research collaborator) Submitted, not funded. Under revision for resubmission.

12. *Playing during a pandemic: Viewing imaginative life-worlds during self-isolation.* (2020, May). Spencer Foundation, Special Grant Request ID# 10024373. $49,999. Submitted, not funded.

11. *Playing during a pandemic: Assessing children's play activities during shelter-in-place.* (2020, April). National Science Foundation, RAPID COVID-19. $199,993 (RE: NSF DCL20-052). Submitted, not funded.

10. *Participatory Politics and Digital Culture in Norway.* (2019). Fulbright U.S. Scholar Program. (Digital Culture, University of Bergen, Norway. Award 10250-NO). ***Named alternate, no actual travel occurred due to COVID-19.

9. *Toward a Typology of Digital Disinformation.* (2019). National Endowment for the Humanities, Digital Humanities Advancement Grant. $49,876. (Project Director). Submitted, not funded.

8. *Building Civil and Compassionate Campus-Police Communities.* (2016). Department of Justice, Community Oriented Policing Services (COPS) grant. CFDA 16.710. $966,937.00. (Principal Investigator, 40% contribution, with Sarah Tracy, Professor, Hugh Downs School of Human Communication, and Jennifer Linde, Senior Lecturer, Hugh Downs School of Human Communication, ASU). Submitted, not funded.

7. *Improving Communication Skills through Adaptive, Biometric Technology*. (2015). Department of Education, First in the World grant. ED-GRANTS-051115-001, $2,032,832.00. (Co-principal Investigator, 40% contribution, with Robert Atkinson, Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.

6. *Exploring communication apprehension and competency as malleable factors through biometric technology*. (2015). Department of Education, Institute of Education Sciences (IES): Education Research CFDA Number 84.305A, $1,384,016.00. (Principal Investigator, 50% contribution, with Robert Atkinson, Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.

5. *Speaking Kinected: Leveraging biometric feedback to improve communication competency and academic self-efficacy*. (2014). Department of Education, Institute of Education Sciences (IES): Education Research CFDA Number 84.305A, $1,499,694. (Principal Investigator, 50% contribution, with Robert Atkinson, Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.

4. *Alcohol Consumption among College Students: Evolution of Status Structures in Social Networks.* (2011). National Institute of Health, $275,000. (Co-investigator sub-award, with Linda Lederman, Hugh Downs School of Human Communication, ASU). Submitted, not funded.

3. *The CHOICES we make.* (2011). National Collegiate Athletic Association Alcohol Education Grant Program. $30,000. (Principal Investigator, 100% contribution). Submitted, not funded.

2. *Digesting media: Understanding the influence of commercialized messages on dietary behaviors.* (2010). National Institute of Health, PA-08-239, $62, 518. (Principal Investigator, 50% contribution, with Gwen Hullman, Chair, Communication Studies, UNR). Submitted, not funded.

1. *STACKING UP: Testing an Interactive Game of Drinking-related Decision Making Among College Students*. (2009). Robert Wood Johnson Foundation, Health Games Research, Second Funding Round, $300,000. (Project Coordinator, Grant Writing). Submitted, not funded.

OTHER COMPETITIVE AND INTERNAL FUNDING

- Humanities Institute, Seed Grant Project Funding, *The Rhetoric of Online Scams*, $6918.
- Summer Research Initiative, 2013, 2014, 2015, 2016, College of Integrative Sciences and Arts, ASU, $5000.
- Office of Assessment, Vice Chancellor of Academic Affairs, Assessment Project Grant (VCAP), $3,250 (with Marcia Dixson and Kevin Stoller), IPFW, 2012.
- Grant-in-aid of Research (with Art Herbig), Office of Research & External Support, Indiana University Purdue University, Fort Wayne, $2000.
- Graduate and Professional Student Association Conference Travel Grant, 2008, $250
- Graduate and Professional Student Association Conference Travel Grant, 2008, $250
- Division of Graduate Studies Travel Grant, August, 2007, $250
- Recipient. November, 2007. Herberger Professor Endowment Research Grant (with Karen Stewart), $500
- Recipient. December, 2006. Hugh Downs School of Human Communication Publication-Preparation grant, $533

PUBLIC SCHOLARSHIP

INVITED ESSAYS

3. Lederman, L. C., Menegatos, L., & **Hess, A.** (2010). Friends Don't Let Friends Hook Up Drunk. *Communication Currents, 5(4).* Retrieved from http://communicationcurrents.com/index.asp?bid=15&issue=60&issuepage=229

2. **Hess, A.** (2009). As seen on YouTube. *Communication Currents*, *4*(6). Retrieved from http://www.communicationcurrents.com/index.asp?bid=15&issue=50&issuepage=200

1. **Hess, A.** (2007, Oct). The consequences of playing war. *Communication Currents, 2*(5). Retrieved from http://www.communicationcurrents.com/index.asp?sid=1&issuepage=55&False

THEATER PERFORMANCES

Hess, A. (2009, March 27-29). Drink, drank, drugged. Presented by the Hugh Downs School of Human Communication, Arizona State University at the Empty Space Theater. (Script consultant, Trigger Scripting Debriefing/Discussion Leader).

PROFESSIONAL REPORTS

5. **Hess, A.** (2011, Dec 6). Changing the culture of college drinking at IPFW: Health campaign designed in COM 576: Health Communication. Presented to the Dean of Students office (Dean: Eric Norman).

4. **Hess, A.** & Justus, Z. S. (2007, April 25). (Re)defining the long war: Toward a new vocabulary of international terrorism. Consortium for Strategic Communication. Retrieved from http://comops.org/publications/CSC_report_0703-redefining_the_long_war.pdf

3. Justus, Z. S. & **Hess, A.** (2006, June 23). One Message for Many Audiences: Framing the Death of Abu Musab al-Zarqawi. Consortium for Strategic Communication. Retrieved from http://comops.org/publications/CSC_report_0605-Zarqawi_death_framing.pdf

2. Corman, S. R., **Hess, A.** & Justus, Z. S. (2006, June 9). Credibility in the Global War on Terrorism: Strategic Principles and Research Agenda. Consortium for Strategic Communication. With Steven R. Corman and Z. S. Justus. Retrieved from http://comops.org/publications/CSC_report_0603-credibility_gwot.pdf

1. Corman, S. R. & Schiefelbein, J. S. (2006, April). Communication and Media Strategy in the Jihadi War of Ideas. (contributions from Kris Acheson, Ian Derk, Bud Goodall, **Aaron Hess**, Zachary Justus, Kelly McDonald, Robert McPhee, Christina Smith, Angela Trethewey, and Mark Woodward. http://www.comops.org/article/119.pdf

BLOG POSTS – COMOPS: A JOURNAL OF THE CONSORTIUM FOR STRATEGIC COMMUNICATION

Hess, A. (2007, Nov 13). Analysis: Cultivating children suicide bombers. http://comops.org/journal/2007/11/13/analysis-cultivating-children-suicide-bombers/

Hess, A. (2007, April 10). Travel as rhetoric. http://comops.org/journal/2007/04/10/travel-as-rheotic/

MEDIA APPEARANCES

Communicating with students: Social media (2011, Feb 10). *Discover IPFW* [television program]. WFWA PBS 39, Fort Wayne, IN. (Guest appearance)

Velasco, E. (2009, March 20). Performance challenges perception of college drinking. *ASUNews.* Retrieved from http://asunews.asu.edu/20090320_performance

Panzino, C. (2009, March 26). Performance raises drinking issues. *The State Press.*

Chan, A. (2007, Oct 5). War video games unrealistic, study says. *ASU Web Devil*. Retrieved from http://asuwebdevilarchive.asu.edu/issues/2007/10/05/news/702114

Reed, C. (2007, May). Plur-alism: Exploring the gray zone in DanceSafe's harm reduction policy. *944 Magazine, 6(5),* 147-148.

TEACHING

TEACHING PUBLICATIONS

5. Herbig, A. & **Hess, A.** (2014). Documentary process as qualitative research. In T. M. Paulus, J. N. Lester, & P. G. Dempster (Eds.), *Digital Tools for Qualitative Research* (p. 182). Sage Publications. (equal authorship)

4. Herbig, A. & **Hess, A.** (2014). Data in the visual context. In T. M. Paulus, J. N. Lester, & P. G. Dempster (Eds.), *Digital Tools for Qualitative Research* (p. 82-83). Sage Publications. (equal authorship)

3. **Hess, A.** (2013). Putting rhetoric on trial: Using a simulated courtroom in the rhetoric classroom. *Communication Teacher, 27*, 235-240. doi: 10.1080/17404622.2013.798009

2. **Hess, A.** (2013). 30 Days: Qualitative research or sensational television? In J. A. Scarduzio, E. K. Eger, & S. J. Tracy, *Qualitative research methods: Collecting evidence, crafting analysis, and communicating impact*, instructor's manual. Wiley-Blackwell Publishing.

1. **Hess, A.** (2013). Focus group facilitation round robin. In J. A. Scarduzio, E. K. Eger, & S. J. Tracy, *Qualitative research methods: Collecting evidence, crafting analysis, and communicating impact*, instructor's manual. Wiley-Blackwell Publishing.

COURSES TAUGHT AND DEVELOPED

COURSES DEVELOPED

- Communicating with Artificial Intelligence (AI). Arizona State University (Undergraduate, COM 494. Special topics course)
- Communicating during a Pandemic. Arizona State University (Undergraduate, COM 494. Short term special topics course to address COVID-19)
- Digital Rhetoric. Arizona State University (Undergraduate, COM 467)
- Rhetoric and Community Advocacy. Arizona State University (Undergraduate, COM 420)
- Organizational Rhetoric. Arizona State University (Undergraduate, COM 400, Face-to-Face and online)
- Theories of Rhetoric: Digital Rhetoric, Indiana University-Purdue University, Fort Wayne (Graduate, COM 521)
- Health Communication: Changing the Culture of College Drinking, Indiana University-Purdue University, Fort Wayne (Graduate, COM 576)

ADVANCED UNDERGRADUATE COURSES

- Rhetoric in the Western World: Indiana University-Purdue University, Fort Wayne (COM 312).
- Principles of Persuasion: Indiana University-Purdue University, Fort Wayne (COM 318).
- Introduction to Communication Research Methods: Indiana University-Purdue University, Fort Wayne (COM 300).
- Training Systems (Qualitative Methods in Organizations): University of Nevada, Reno (COM 480).

- Intercultural Communication: University of Nevada, Reno (COM 412, General Capstone Course in Diversity).
- Rhetoric of Social Issues: Arizona State University (COM 421).
- Communication Approaches to Popular Culture: Arizona State University (COM 323).
- Advanced Critical Methods in Communication: Arizona State University (COM 407).
- Legal Argumentation: University of Nevada, Reno (COM 319).
- Organizational Communication: University of Nevada, Reno (COM 317).
- Persuasion and Social Influence: Arizona State University (COM 319, Teaching Assistant).
- Communication Criticism: California State University, Chico (CDES 126, Writing Proficiency Course)

INTRODUCTORY UNDERGRADUATE COURSES

- Introduction to Human Communication: Arizona State University, DPc (COM 100, Mass lecture course)
- Introduction to Communication Inquiry: Arizona State University, DPc (COM 207, Face-to-Face and online)
- Fundamentals of Speech Communication: Indiana University-Purdue University, Fort Wayne (COM 114)
- Public Speaking: University of Nevada, Reno (COM 213), Arizona State University (COM 225), Butte College (SPCH 2), California State University, Chico (CMST 011).
- Argumentation and Debate: Arizona State University (COM 222), California State University, Chico (CMST 115), Indiana University-Purdue University, Fort Wayne (COM 210).
- Small Group Communication: University of Nevada, Reno (COM 315), Arizona State University (COM 230, Online), Butte College (Group Discussion, SPCH 4).
- Forensics: California State University, Chico (Policy Debate, CMST 019/119).

FIRST-YEAR EXPERIENCE COURSES

- Communication & Changing the Culture of College Drinking: Arizona State University, Co-taught with Dean Linda Lederman (COM 191).
- The ASU Experience: Arizona State University Co-taught with Dean Linda Lederman, (ASU 101).

GRADUATE COURSES

- Theories of Rhetoric: Indiana University-Purdue University, Fort Wayne (COM 521)
- Intercultural Communication: University of Nevada, Reno (COM 612).
- Training Systems (Qualitative Methods in Organizations): University of Nevada, Reno (COM 680).

STUDENT RESEARCH DIRECTION AND COMMITTEE SERVICE: GRADUATE

- Committee Chair, Jesse Rinderneck, Doctoral Candidate (ABD), Hugh Downs School of Human Communication.
- Committee Chair, Ian Derk, PhD, Hugh Downs School of Human Communication. Completed 2021.

- Second Opponent, Ida Andersen, PhD, Department of Information Science and Media Studies, University of Bergen, Norway. Completed 2020.
- Committee Co-Chair, Katrina Hanna, PhD, Hugh Downs School of Human Communication. Completed 2020.
- Committee Member, Brandon Ferderer, PhD, Hugh Downs School of Human Communication. Completed 2019.
- Committee Member, Carlos Flores, PhD, Hugh Downs School of Human Communication. Completed 2018.
- Committee Member, Roberta Chevrette, PhD, Hugh Downs School of Human Communication, ASU. Completed 2016.
- Synthesis Committee Member (MA, Communication, IPFW): Thomas Landis, Sharon Wight, Alicia Alabbas, Molly Link.

STUDENT RESEARCH DIRECTION AND COMMITTEE SERVICE: UNDERGRADUATE

- Barrett Honors Thesis Co-Advisor, Lance Israel, Arizona State University, Completed 2022.
- Barrett Honors Thesis Co-Advisor, Kimberly Hasse, Arizona State University, Completed 2022.
- Barrett Honors Thesis Advisor, Edder Diaz, Arizona State University, Completed 2017.
- CIDSE Capstone Project team oversight, Spring 2014-Fall 2014.
- Barrett Honors Thesis Committee Member/Reader, Pax Whitmore, Arizona State University, Completed 2007.

PROFESSIONAL SERVICE, CONSULTING, AND DEVELOPMENT

SERVICE TO THE DISCIPLINE

JOURNAL REVIEWING

- Editorial Board Member, *Rhetoric Society Quarterly*.
- Editorial Board Member, *Western Journal of Communication*).
- Editorial Board Member, *Communication and Critical/Cultural Studies.*
- Associate Board Member, *Communication Studies.*
- Editorial Board Member, *Journal of International & Intercultural Communication.*
- Invited Reviewer, *Peitho*.
- Invited Reviewer, *Critical Studies in Media Communication*.
- Invited Reviewer, *History & Memory*.
- Invited Reviewer, *New Media & Society*.
- Invited Reviewer, *Journal of Applied Communication Research*.
- Invited Reviewer, *Communication and Critical/Cultural Studies.*
- Invited Reviewer, *Communication Quarterly*.
- Invited Reviewer, *Mass Communication & Society*.
- Invited Reviewer, *Journal of Communication Inquiry*
- Invited Reviewer, *Quarterly Journal of Speech*
- Invited Reviewer, *Electronic Journal of Communication.*
- Invited Reviewer, *The Sociological Quarterly.*
- Invited Reviewer, *National Women's Studies Association Journal*.
- Invited Reviewer, *Kaleidoscope*.

- Invited Reviewer, *Indiana Journal of Political Science.*

CONFERENCE RESPONDENT AND CHAIR DUTIES

- Respondent (2018), Western States Communication Association, Santa Clara, CA. "Top Papers in Rhetoric and Public Address."
- Respondent (2017), Western States Communication Association, Salt Lake City, UT. "Technology, identity, topography, pedagogy: Examining the uses and impacts of technology in communication studies."
- Respondent (2017), Western States Communication Association, Salt Lake City, UT. "Songs and sermons from the center and margins."
- Respondent (2016), National Communication Association, Philadelphia, PA. "Engaging Contemporary Rhetorical Discourse through Online Counterpublics."
- Respondent (2016), Western States Communication Association, San Diego, CA. "Digital Media in Action: Expanding 21st Century Pedagogy."
- Respondent (2015), National Communication Association, Las Vegas, NV. "Under Attack: Threatening Publics and GamerGate."
- Respondent (2014), National Communication Association, Chicago, IL. "Rhetorical Engagement with Ideology: Silences, Reinhold Niebuhr, Women in Film, and the Narrative Ideograph."
- Respondent (2014), Western States Communication Association, Anaheim, CA. "Through the lens of new media: Impressions and interpretations of artwork, beauty, and pop culture artifacts."
- Chair (2009), Western States Communication Association, Mesa, AZ. "Heroes and outlaws: Rhetorics of identity, concealment, and coping."

OTHER SERVICE TO THE DISCIPLINE

- Delegate-at-large, Western States Communication Association, 2017-2019.
- Member Services Committee, Western States Communication Association, 2015-2018 (Chair, 2018).
- Secretary (2014), Vice Chair/Program Planner (2015), Chair (2016), Media Studies Interest Group, Western States Communication Association (WSCA)
- Reviewer, Media Studies Interest Group, WSCA
- Reviewer, Communication Theory and Research Division, WSCA
- Reviewer, Ethnography Division, National Communication Association (NCA)
- Reviewer, Rhetorical and Communication Theory Division, NCA
- Reviewer for McGraw-Hill Publishers, *iSpeak: Public Speaking for Contemporary Life*, Fall, 2008, Eileen Clabby, publisher contact.

SERVICE TO THE UNIVERSITY

UNIVERSITY SERVICE AND OTHER NON-DEPARTMENTAL SERVICE

- Member, Committee on Academic Freedom and Tenure (CAFT), Fall, 2021 – Spring, 2024.
- Member, Fulbright Endorsement Day: Norway Committee, Office of National Scholarships Advisement, Fall 2023, 2024

- External Reviewer, Peter Schmidt, Promotion Committee, Barrett Honors College, Fall 2022.
- Member, General Studies Council, Humanities, Arts, and Design Subcommittee, 2017-2022
- Member, Executive Graduate Faculty Committee, Hugh Downs School of Human Communication, 2017-2020.
- Presenter, First Friday Forum, "Building Fruitful Research Collaborations," Hugh Downs School Graduate Faculty Forum, September 30, 2016.
- Member, Graduate Admissions Committee, Hugh Downs School of Human Communication, 2015-2016

DEPARTMENTAL SERVICE

- Co-Chair, CISA AI Task Force, Spring 2025
- Chair, SASA Humanities and Social Sciences Tenure-Track Personnel Committee, School of Applied Science and Arts, Spring 2024, 2025.
- Chair, SASA Personnel Committee, Sabbatical Leaves, Fall 2023
- Member, SASA Third-Year/Probationary Review Committee, Fall 2023
- Chair, Languages & Cultures Personnel Committee for Track and Non-Track Faculty (2021, Fall; one TT case, three lecturer cases)
- Search Chair, Lecturer Hiring Committee, 2019, (hired Jennifer Robinson).
- COM Faculty Liaison, Languages and Cultures, 2017-2022.
- Member, Grade Appeal Committee, College of Integrative Sciences and Arts, ASU, DPc, 2016.
- Member, Lecturer hiring committee for LEAD project, 2015 (5 hires).
- Chair, Assessment Committee, College of Letters and Sciences, Languages and Cultures, ASU, DPc, 2014-2015.
- Member, Communication and Culture Assistant Professor hiring committee, College of Letters and Sciences, ASU, DPc, 2015.
- Member, Instructor hiring committee, College of Letters and Sciences, ASU, DPc, 2015.
- Member, Digital Humanities Course Coordinator hiring committee in the School of Letters and Sciences, ASU, DPc, 2013.
- Member, Digital Humanities assistant professor hiring committee in the School of Letters and Sciences, ASU, DPc, 2013.
- Volunteer to assist in Homecoming outreach activities on Taylor Mall, October 24, 2012.
- Chair, Assessment Committee, Indiana University-Purdue University, Fort Wayne.
- Special Events Committee Member, Liaison, and Master Coordinator for Guest Lecture by Bud Goodall, "Blood, Shit, and Tears: The Terrorist as Abject Other," November 5, 2009. University of Nevada, Reno.
- Departmental Assessment Coordination, University of Nevada, Reno. 2009-2010.
- Departmental Website Development, University of Nevada, Reno. 2009-2010.

GUEST PRESENTATIONS/LECTURES IN THE CLASSROOM

- **Hess, A.** (2024, Sep 26). On the Ethos of Harm Reduction and DanceSafe. Guest lecture for STSO 4605 Harm Reduction Design at Rensselaer Polytechnic Institute (taught by Nancy Campbell).

- **Hess, A.** & Kjeldsen, J. (2024, Mar 25). Participatory Methods, Ethos, and Scandinavian Rhetoric. CMN 502: Theory and Practice in Communication and Persuasion, Arizona State University, West Valley campus.
- **Hess, A.** (2024, Feb 15). Recalling the Ghosts of 9/11. Presented to COM 421, Arizona State University, Tempe campus.
- **Hess, A.** & Kjeldsen, J. (2024, Feb 13). Participatory Methods, Ethos, and Scandinavian Rhetoric. COM 607: Rhetorical Methods. Arizona State University, Tempe campus.
- **Hess, A.** (2023, Mar 2). Participatory approaches to rhetorical situations. Presentation for Graduate-level rhetoric course, Retorikfaglig innovation og rådgivning (Rhetoric, Innovation, and Advice), University of Copenhagen.
- **Hess, A.** (2023, Oct 24). Participatory Critical Rhetoric. Guest lecture (Zoom) for COMS 204: Rhetorical Criticism at California State University, Sacramento (taught by Carlos Flores).
- **Hess, A.** (2022, Oct 4). Participatory approaches to rhetoric. Presented via Zoom to COM 607: Rhetorical Methods, Arizona State University Tempe campus (taught by Jenna Hanchey).
- **Hess, A.** (2022, Sept 19). Participatory approaches to rhetorical situations. MEVI 304: Strategic Communication, University of Bergen, Norway (taught by Maryam Alavi Nia).
- **Hess, A.** (2022, Feb 17). Recalling the Ghosts of 9/11. Presented to COM 421, Arizona State University, Tempe campus (taught by Belle Edson).
- **Hess, A.** (2020, Feb 25). Recalling the Ghosts of 9/11. Presented to COM 421, Arizona State University, Tempe campus (taught by Belle Edson).
- **Hess, A.** (2019, Feb 14). Recalling the Ghosts of 9/11. Presented to COM 421, Arizona State University, Tempe campus (taught by Belle Edson).
- **Hess, A.** (2014, Sept 11). Seeking humanity in tragedy: Reflections and memories of September 11. Humanities Public Lecture Series, Humanity 101. Arizona State University, Downtown Phoenix campus.
- **Hess, A.** (2013, Feb 26). Recalling the Ghosts of 9/11. Presented to COM 300: Public Memory, Arizona State University, Tempe campus.
- **Hess, A.** (2012, Oct 6). Discussion facilitation: The Rumble 2012. Arizona State University, Downtown Phoenix campus.
- **Hess, A.** (2012, April 27). Reply: Freedom of Speech and the Security of the Internet. *The Crisis of American Democracy.* Indiana University - Purdue University Fort Wayne.
- **Hess, A.** (2012, April 5). Guest panelist: Can you be happy without alcohol? Indiana University - Purdue University Fort Wayne, Wellness and Health.
- **Hess, A.**, & Herbig, A. (2011, Jan 24). Sanity, insanity & vitriol: Reflections on violence and political rhetoric. Public lecture given January 24, 2011 at Indiana University-Purdue University, Fort Wayne. Sponsored by The Center for Women and Returning Adults, The Communication and Media Society, and IPSGA.

SERVICE TO LOCAL COMMUNITIES OR OTHER UNIVERSITIES

SERVICE TO OTHER UNIVERSITIES OR PROGRAMS

- Member, National Screening Committee (Scandinavia 2), Fulbright U.S. Student Program, Institute of International Education, Fall 2024, 2025.
- External Review, University of Baltimore, B.A. Digital Communication, June 2024.

PROFESSIONAL CONSULTING AND COMMUNITY SERVICE

- Member and chair, Paideia Academies Governing Board, 2017-2022.
- Grant writing, community organizing, South Phoenix 102.9 KDIF (Low power FM community radio station). 2016-2017.
- Consultant on an online educational software project, Boyden & Youngblutt Integrated Marketing. 2013-2014
- Consulting for Wellness and Health Promotion, Arizona State University. February 4-5, 2010. "Let's Talk About It: Challenging Student Drinking Norms in the Classroom"

INVITED TALKS

- **Hess, A.** & Kjeldsen, J. (2026, April 28). The Rhetoric of Deception: Why the Humanities Matter in the Age of Online Fraud. Humanities Institute, Arizona State University.
- **Hess, A.** (2025, Oct 2). The Technological Anatomy of a WhatsApp Investment Scam: Trust, Affordances, and Ethos. Research Seminar: Love, Technology and Manipulation in Fraud and Scams, hosted by the Research Group for Rhetoric, Democracy, and Public Culture, Department of Information Science and Media Studies at the University of Bergen, Norway.
- **Hess, A.** (2025, Sept 15). The Ethos of Artificial Intelligence. Breakout session for AI Day @ ASU. Arizona State University, Tempe.
- **Hess, A.** (2025, May 27). Technological Affordances in Online Scams: A Rhetorical Perspective. The Rhetoric of Scam and Fraud Seminar, hosted by the Research Group for Rhetoric, Democracy, and Public Culture, Department of Information Science and Media Studies at the University of Bergen, Norway.
- **Hess, A.** (2024, Dec 5). An Ecology of Ethos: Case Studies. Solstrand seminar for The Research Group for Rhetoric, Democracy, and Public Culture, University of Bergen, Norway.
- **Hess, A.** & Kjeldsen, J. (2024, Apr 4). Reading ethos ecologically: A technological perspective. Nordic Rhetoric Association (Nordisk Retorikförening) Seminar.
- **Hess, A.** & Kjeldsen, J. (2024, March 18). Public Trust. Humanities Institute, Arizona State University.
- **Hess, A.** & Kjeldsen, J. (2024, Feb 1). An ecology of ethos. Communication Institute Speaker Series, Department of Communication, Communication Institute Speaker Series. University of Utah.
- **Hess, A.** (2023, May 24). Rhetoric in the Field: Participatory approaches in rhetorical research. Research seminar for University of Örebro, Sweden.
- **Hess, A.** (2023, Mar 28). Qualitative Research in COVID-19: Assumptions, Methods, and Best Practices. Pandemic Centre Research Catalyst, University of Bergen, Norway.
- **Hess, A.** (2023, Mar 1). Convincing Characters or Conniving Charlatans?: An Ecological Rhetorical Analysis of Digital Ethos in the Disinformation Dozen. Presentation for the Seminar on Ethos and Trust, Department of Communication, University of Copenhagen.
- **Hess, A.** (2023, Feb 20). Toward an ecology of digital rhetorical ethos. Presentation for the Department of Linguistic and Nordic Studies, Text and Rhetoric Research Group, University of Oslo, Norway.

- **Hess, A.** (2023, Feb 20). Participatory Approaches to Rhetoric: Ethnography, Digitality, and Extratextuality. Presentation for the Department of Linguistic and Nordic Studies, Text and Rhetoric Research Group, University of Oslo, Norway.
- **Hess, A.** (2023, Feb 17). Ethos, Credibility, and Trust in Public Communication. Presentation for Fulbright Norway.
- **Hess, A.** (2023, Feb 9). Convincing Characters or Conniving Charlatans?: An Ecological Rhetorical Analysis of Digital Ethos in the Disinformation Dozen. Presentation for the Laboratory of The New Ethos, Warsaw University of Technology.
- **Hess, A.** (2022, Dec 9). Texts in the (Digital) Field: Ethnographic and Extratextual analysis. Public lecture given in collaboration with Department of Information Science and Media Studies, University of Bergen, Norway. Presented at workshop with Alan Finlayson and Lisa Villadsen.
- **Hess, A.** (2022, Sept 27). "Do your own research!": Constructions of ethos within the "Disinformation Dozen." Pandemic Centre Research Catalyst, University of Bergen, Norway.
- **Hess, A.** (2015, Sept 11). To remember, to heal, and to give hope: Art and public memory of September 11. Presentation to the Phoenix Art Museum docent annual meeting.
- **Hess, A.** (2015, April 14). Grief, Hope, and Memory: Documenting the Tenth Anniversary of September 11th. University of the Pacific, Communication Department, underwritten by the Hebei Training Institute.
- **Hess, A.** & Herbig, A. (2014, Oct 1). Documentary Film Screening: "Never Forget: Public Memory & 9/11." Syracuse University, College of Visual and Performing Arts (included seminar on documentary film, public Q&A).
- **Hess, A.** & Herbig, A. (2011, Oct 17). Grief, Hope, and Unity: Remembering the Narratives of 9/11. Public lecture at Indiana University-Purdue University, Fort Wayne. Sponsored by University Community Conversation (UC2), a community engagement program supported by the College of Arts and Sciences at IPFW.
- **Hess, A.**, & Herbig, A. (2011, Oct 1). Local Documentary "Farmers Market" in process (panel discussion), Northeastern Indiana Sustainable Living Fair, Grabill, IN.
- **Hess, A.** (2010, Dec. 2). "Let's Talk About it": Communication approaches to alcohol and other drugs. Invited presentation at Northeast Indiana Symposium on Alcohol, Tobacco, and Other Drug Studies, Drug & Alcohol Consortium of Allen County.

PROFESSIONAL DEVELOPMENT

- Member, Cohort XI, ASU Leadership Academy (peerLA), 2023-2024.

HONORS AND AWARDS

RECOGNIZED PUBLICATIONS

- **Top paper in Rhetoric, Culture, and Advocacy Interest Group**, Western States Communication Association, 2024, "An ecology of ethos"
- **Outstanding Book of the Year**, Critical and Cultural Studies Division, National Communication Association, 2016, *Participatory Critical Rhetoric.*
- **Top Paper in Media Studies Interest Group,** Diane Furno-Lamude Award 2016, Western States Communication Association, "Simply more than swiping left…"

- **Top paper in Communication Research and Theory Division**, Western States Communication Association, 2013, "Between 'liquid courage' and 'liquid stupidity…'"
- **Top three paper in Media Studies Interest Group**, Western States Communication Association, 2009, "Finding Islands…"
- **Top Paper in Media Studies Interest Group,** Diane Furno-Lamude Award 2008, "Smoking out the government…"
- **Top Four Paper in Rhetoric and Public Address**, Western States Communication Association, 2008, "Mother Earth and Father God…"
- Nominated Essay for the B. Aubrey Fisher Award for *Western Journal of Communication*., "Making sense of 'God Hates Fags' and 'Thank God for 9/11…'" November 2007.
- **Top Four Paper in Rhetoric and Public Address**, Western States Communication Association, 2007, "Vernacular articulations…"
- **Top Student Paper** in the Rhetoric and Communication Theory division at NCA 2006, "Grand discourses of terror…"

HONORS, FELLOWSHIPS, AND AWARDS

- California State University, Chico Forensics Hall of Fame 2023, Excellence in Debate.
- Recognized as expert in the field of YouTube research in Delphi Study.
    - Snelson, C., Rice, K., & Wyzard, C. (2011). Research priorities for YouTube and video sharing technologies: A Delphi study. *British Journal of Educational Technology,* doi: 10.1111/j.1467-8535.2010.01168.x
- Doctoral Fellowship, Consortium for Strategic Communication, ASU 2006-2007
- PhD Student Outstanding Research Award, 2007-2008, Hugh Downs School of Human Communication, Arizona State University
- Competitive Award, California State University Forgivable Loan Program, 2005-2007.
- Outstanding Thesis of the year award, Speech Communication, CSU, Chico, 2003
- Graduated with Distinction, CSU, Chico, 2003
- Policy Critic of the Year Award, Cross Examination Debate Association, 2002
- Recipient, Merton J. Rawlins Scholarship, 2002
- Undergraduate Honors in the Major, CSU, Chico, 2001
- Undergraduate Honors in General Education, CSU, Chico, 2001
- Outstanding Speech Communication Undergraduate Student, CSU, Chico, 2001

PROFESSIONAL MEMBERSHIPS, PAST AND PRESENT

Rhetoric Society of America
Rhetoric Society of Europe
National Communication Association
Western States Communication Association
International Congress of Qualitative Inquiry
Drug Policy Alliance
Western Social Science Association

OTHER ACADEMIC POSITIONS

Research Assistant. Arizona State University, Hugh Downs School of Human Communication, August, 2007 – June, 2008 on *Let's Talk About It*: Using Experiential Learning and Curriculum Infusion to Reduce College Drinking. U.S. Department of Education Safe and Drug Free Schools Program.

Teaching Assistant. Arizona State University, Hugh Downs School of Human Communication, August 2005 – July 2008.

Instructor. California State University, Chico, Communication Design Department, January 2004 – August 2005.

Associate Faculty. Butte College, Speech Department, Summer 2003 – Spring 2005.

Research Assistant. Center for Excellence on the Study of the Holocaust, Genocide, Human Rights and Tolerance; CSU, Chico, CA. March 2004 – February 2005.

Teaching Associate/Graduate Assistant (CEDA Debate Coach). Fall 2001 – Spring 2003, College of Communication, CSU, Chico.