

Bethney A. Michaels

Bethney A. Wilson

Contact Information

Arizona State University
College of Integrative Sciences and Arts
Mail Code 0520
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Phoenix, AZ 85004
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Education

- Ph.D. University of Kentucky August 2014
Primary Area: Risk and Crisis Communication
Secondary Area: Instructional Messages
Advisor: Dr. Timothy L. Sellnow & Dr. Derek R. Lane
Committee: Dr. Timothy Sellnow, Dr. Derek Lane,
Dr. Anthony Limperos, and Dr. Mark Swanson
Dissertation: Testing the Message: Making Sense of Converging
Multimodal Messages in a Foodborne Illness Outbreak
- M.A. University of Alabama Birmingham December 2010
Primary Area: Communication Management
Secondary Area: Instructional Communication
Advisor: Dr. Mark Hickson
Committee: Dr. Mark Hickson III, Dr. Larry Powell, and
Dr. Jonathon Amsbary
Comprehensive Exams: December 2010
- B.A. Birmingham- Southern College May 2009
Primary Area: History
Secondary Area: Secondary Education
Cum Laude, Kappa Delta Epsilon
- A.A. Phoenix College May 2006
Elementary Education

Academic Employment

Lecturer, Arizona State University
August 2016-Present

Instructor, Arizona State University
August 2015-May 2016

Assistant Professor, California State University, Stanislaus
August 2014-July 2015

Research Assistant, National Center for Food Protection and Defense,
Lexington, KY
January 2012-July 2014

Graduate Teaching Assistant, University of Kentucky, Lexington, KY
August 2011-May 2014

Adjunct Faculty Member, University of Alabama Birmingham, Birmingham, AL
January 2011-May 2011

Graduate Teaching Assistant, University of Alabama Birmingham,
Birmingham, AL
August 2010 – December 2010

Graduate Research Assistant, University of Alabama Birmingham,
Birmingham, AL
January 2010 –May 2010

Teaching Experience

Courses Taught Arizona State University

COM 100 Introduction to Human Communication
COM 225 Public Speaking
COM 225 Public Speaking for the Health Professions
COM 312 Communication, Conflict, and Negotiation
COM 430 Leadership Group Communication**

Courses Taught California State University, Stanislaus

COMM 3110 Organizational Communication**
COMM 3900 Social Scientific Research Methods**
COMM 4180 Health Communication**
COMM 4190 Conflict Communication

Courses Taught University of Kentucky

CIS 110: Composition and Communication
COM 281: Small Group Communication
COM 252: Interpersonal Communication
COM 287: Persuasive Public Speaking**
COM 351: Communication Theory
COM 453: Media Literacy
COM 453: Mass Media and Society
COM 525: Organizational Communication

Courses Taught Abroad for the University of Kentucky
COM 390 Global Communication, London, UK

Courses Taught University of Alabama, Birmingham
CM 101: Public Speaking
CM 380: Communication Effects, Health Communication

**Courses that included distance learning components for at least one section

Teaching Development and Workshops

College Educators Workshop on Racism and Privilege Center for the Study of Race and Democracy Arizona State University	2016
LEAD Project Training Arizona State University	2016
Pedagogy Course: <i>Boot Camp for Teaching Online</i> Arizona State University	2015
Pedagogy Workshop: <i>Effective Grading: A Tool for Learning and Assessment in College</i> California State University, Stanislaus	2015
Short Course: Straight Talk about Teaching Communication Research Methods National Communication Association Conference	2014
Short Course: Basic Course of Tomorrow National Communication Association Conference	2014
Pedagogy Workshop: <i>Teaching, Learning and Intersecting Identities in higher Education</i> California State University, Stanislaus	2014
Pedagogy Workshop: <i>Teaching, Learning and Intersecting Identities in higher Education</i> California State University, Stanislaus	2014
Pedagogy Workshop: <i>First Generation College Students: Understanding and Improving the Experience from Recruitment to Commencement</i> California State University, Stanislaus	2014

Honors and Awards

Sun Award(s) Serving the Needs of Barrett Honors College Students Supporting the Words on Wheels Program	2016
Top Paper Panel, Health Communication Division Western States Communication Association Annual Conference	2015
Professor of the Game California State University, Stanislaus	2014
Top Paper, Co-Author, Public Relations Division National Communication Association 99 th Annual Conference	2013
College of Communication Graduate Teaching Excellence Award <i>Recipient</i>	2013
Top Student Paper, Applied Division, Southern States Communication Association 83 rd Annual Conference	2013
Risk and Crisis Research Fellow University of Kentucky	2011-2013
College of Communication Graduate Teaching Excellence Award <i>Nominee</i>	2012
Service to University and College <hr/>	
LEAD Project Lecturer Arizona State University	2016
Faculty Mentors Program California State University, Stanislaus	2014-2015
Curriculum Committee Chair, Communication Studies California State University, Stanislaus	2014-2015
Graduate Symposium, Organizing Committee Chair University of Kentucky	2013-2014
Basic Course New Instructor Mentor College of Communication and Information Seeking	2013-2014

Communication Department Undergraduate Advising University of Kentucky, Communication Department	2013-2014
University Ombud Search Committee University of Kentucky	2013-2014
College Leadership Committee College of Communication and Information University of Kentucky	2012-2013
Communication Graduate Student Association, President University of Kentucky	2012-2013
Student Government, Graduate School Senator University of Kentucky	2012-2013
Graduate Student Orientation Peer Advisor University of Kentucky	2011-2013
Graduate Symposium, Organizing Committee University of Kentucky	2011-2012
1 st Annual Public Speaking Competition, Co-Organizer University of Alabama, Birmingham	2010

Service to Field

Western States Communication Association Reviewer Division of Health Communication	2016
National Communication Association Reviewer Division of Applied Communication Division of Health Communication	2016
American Public Health Association Program Reviewer	2016
National Communication Association Panel Chair Division of Applied Communication	2015
National Communication Association Reviewer Division of Applied Communication Division of Health Communication	2015
International Communication Association Reviewer Division of Health Communication	2014

National Communication Association Reviewer Division of Applied Communication Instructional Development Division Public Relations Division	2014
National Communication Association Reviewer Division of Applied Communication Division of Student Submissions	2013
National Communication Association Panel Chair Division of Instructional Communication	2013
Kentucky Conference Health Communications Conference Volunteer	2011
Basic Course Conference Volunteer Organizer	2010

Service to Community

Words on Wheels From Words to Work: Career Writing 101 Phoenix, AZ	2016
Volunteer, Great Leaps Reading Program Cassidy Elementary School Lexington, KY	2013

Organizational Membership

National Communication Association	2011 – Present
Western States Communication Association	2014 – Present
American Society for Training and Development	2013 – 2016
Southern States Communication Association	2012 – 2013
Kentucky Communication Association	2012 – 2013
Mid-Atlantic Popular Culture Association	2011 – 2012

Refereed Journal Articles

4. Cohen, E. L., **Wilson, B. A.**, Vanderpool, R. C., & Collins, T. (2015). Identifying sociocultural barriers to mammography adherence among Appalachian Kentucky women. *Health Communication, 31*, 72-82.
3. Littlefield, R. S., Beauchamp, K., Lane, D., Sellnow, D., Sellnow, T., Venette, S., & **Wilson, B. A.** (2014). Instructional crisis communication: Connecting ethnicity and sex in the assessment of receiver-oriented message effectiveness. *Journal of Management Strategy, 5*, 16-23.

2. Sellnow, D. D., Lane, D. R., Littlefield, R., Sellnow, T., **Wilson, B.**, & Beauchamp, K. (2014). A receiver-based approach to effective instructional risk and crisis communication. *Journal of Contingencies and Crisis Management*, 23, 149-158.
1. Hickson III, M., Jones, M., Morse, M., **Wilson, B. A.** (2013). Foot in the door: A typology of salesmen. *Qualitative Research Reports in Communication*, 14, 35-43.

Conference Proceedings

23. Michaels, B. A (2017). *Believing in Your Abilities and Protecting Yourself: The Impact of Media Use, Message Convergence, and Positive Sensemaking in a Health Crisis*. Paper presented at the Western States Communication Association annual convention, Salt Lake City, UT.
22. Herovic, E. & **Wilson, B. A.** (2016). *Challenges of risk communication on earthquakes: A look at the lessons of L'Aquila for operational earthquake forecasting*. Paper presented at the Central States Communication Association annual convention, Grand Rapids, MI.
21. O'Hair, H. D., Sellnow, T. L., **Wilson, B. A.**, Miller, C. Bernard, D. R., Adame, B. J. (2015). Panel: *Embracing opportunities in crisis and risk communication: Advances in applications through experimental research*. Panel presented at the 100th annual National Communication Association, Las Vegas, NV.
20. **Wilson, B. A.** (2015). *Employing social media in a crisis: Embracing opportunity through access and sensemaking*. Paper presented at the 100th annual National Communication Association, Las Vegas, NV.
19. **Wilson, B. A.**, Sellnow, T. L., & Lane, D. R. (2015). *Positive outcomes through message convergence: Testing converging multimodal messages in a health crisis*. Paper presented at the Western States Communication Association annual conference, Spokane, WA.
18. **Wilson, B. A.** & Young, L. A. (2014). *Gestational testing: Making sense of a down syndrome diagnosis*. Poster presented at the Biennial Kentucky Health Communication Conference, Lexington, KY.
17. **Wilson, B. A.** (2013). *Assessing the relationship: Perceived self-efficacy and risk knowledge on foodborne illness*. Paper presented at the 99th annual National Communication Association Conference, Washington, DC.
16. Littlefield, R. S., Lane, D. R., Beauchamp, K., Sellnow, D. D., Sellnow, T. L., **Wilson, B. A.**, & Venette, S. J. (2013). *Instructional crisis communication: Connecting ethnicity and gender in the assessment of receiver-oriented*

- message effectiveness*. Paper presented at the 99th annual National Communication Association Conference, Washington, DC.
15. **Wilson, B. A.**, Young, L. E., & Haarstad, N. (2013). *Communication, knowledge capture, management, and transfer: An examination of a failed MOOC*. Paper presented at the 91st Annual Kentucky Communication Association, Burkesville, KY.
 14. Head, K. J., **Wilson, B. A.**, & Cohen, E. L. (2013). *An application of the message convergence framework to young women's HPV vaccination decisions*. American Public Health Association, Boston, MA.
 13. Sellnow, D. D., Lane, D. R., Littlefield, R., Sellnow, T., **Wilson, B.**, & Beauchamp, K. (2013). *An individual differences receiver-based examination of instructional crisis communication*. Paper presented at the 63rd Annual International Communication Association Conference, London, UK.
 12. Cohen, E. L., **Wilson, B. A.**, & Vanderpool, R. C. (2013). *Barriers to patient-centered mammography among Appalachian Kentucky women*. Paper presented at the 63rd Annual International Communication Association Conference, London, UK.
 11. Head, K. J., **Wilson, B. A.**, & Cohen, E.L. (2013). *An application of the message convergence framework to young women's HPV vaccination decisions*. Poster presented at the 141st meeting of the American Public Health Association, Boston, MA.
 10. **Wilson, B. A.** (2013). *Behavioral intentions as an indicator of message effectiveness: A simulated case study*. Paper presented at the 83rd Annual Southern States Communication Association Conference, Louisville, KY.
 9. Cohen, E. L., **Wilson, B. A.**, Vanderpool, R. C., & Collins, T. (2013). *Barriers to patient centered mammography among Appalachian Kentucky women*. Paper presented at the 2nd Biennial District of Columbia Health Communications Conference, Washington, D.C.
 8. Head, K. J., **Wilson, B. A.**, & Cohen, E.L. (2013). *An application of the message convergence framework to young women's HPV vaccination decisions*. Poster presented at the 2nd Biennial District of Columbia Health Communications Conference, Washington, D.C.
 7. **Wilson, B. A.** (2013). *Developing a theory: Compliance gaining to a socially mediated message in a health crisis context*. Paper presented at the 17th

annual University of Kentucky graduate school symposium, Lexington, KY.

6. Cohen, E. L., **Wilson, B. A.**, & Vanderpool, R. C. (2013). *Identifying adherence barriers to screening mammography recommendations among Appalachian Kentucky women*. Poster presented at the 34rd Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, San Francisco, CA.
5. **Wilson, B. A.** (2012). *Dispelling the myth, feminism is dead: An analysis of Spartacus: Vengeance*. Paper presented at the Mid Atlantic Popular and American Cultural Association Conference, Pittsburgh, PA.
4. **Wilson, B. A.** (2012). *Evaluating Twitter as a medium for disseminating instructional messages in a crisis: The use of Twitter in the Fukushima Daiichi crisis*. Poster presented at the 98th annual National Communication Association Conference, Orlando, FL.
3. Cotton III, A. J., Iannarino, N. I., & **Wilson, B. A.** (2012). *Foodborne danger and medial expertise: How a daytime talk show can affect food policy*. Poster presented at the Biennial Conference for the National Centers for Food Protection and Defense, Chaska, MN.
2. **Wilson, B. A.** (2012). *Evaluating Twitter as a medium for disseminating instructional messages in a crisis: The use of Twitter in the Fukushima Daiichi crisis*. Poster presented at the Biennial Conference for the National Centers for Food Protection and Defense, Chaska, MN.
1. **Wilson, B. A.** (2012). *Instructional messages and self-efficacy: An evaluation of the use of Twitter in the Fukushima Daiichi crisis*. Paper presented at the 16th annual University of Kentucky graduate school symposium, Lexington, KY.

Research Areas of Interest

Applied Instructional Messages in Organizational, Risk, Crisis, and Health Communications
 Message Design and Tailoring

Certifications

Graduate Certificate: Risk Sciences	2013
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Grant Work

Student Success Initiative California State University, Stanislaus \$10,000.00 Assessment	2014
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Project INSPIRE 2013-2015
Merck, Sharp, & Dohme Corp Merck IISP 50154
Improving Adolescent Vaccination in Appalachia Kentucky
The project uses communication strategies to improve adolescent vaccination for HPV, meningitis, and other age-appropriate vaccines to improve prevention for HPV-related and other infectious diseases in Appalachia Kentucky.
\$208,000
Research Assistant

National Center for Food Protection and Defense: 2011-2013
Homeland Security Center, Department of Homeland Security
Advancing the Robust Case Study Research and Translational Research
\$439,317.00
Research Assistant and Theme Coordinator for Risk Communication

Professional Experience

External Communication Coordinator, Law Offices of Brian Turner
Birmingham, AL

August 2010-July 2011

- Wrote and disseminated press releases on product recalls related to potential consumer issues
- Managed all communications between the attorney, clients, and court system
- Coordinated efforts with the Big Oak Youth Ranch to train on the dangers and misuse of social and digital media

External Communication Coordinator, HillTurner Law Offices
Birmingham, AL

July 2009-August 2010

- Wrote and disseminated press releases on product recalls related to potential consumer issues
- Managed communication between attorneys, clients, and court systems
- Coordinated events and activities for attorneys, clients, and external judicial campaigns