

Bethney A. Michaels

Bethney A. Wilson

Contact Information

Faculty Administration Building S145
New College Interdisciplinary Arts and Sciences
Arizona State University West Valley Campus
4701 W. Thunderbird Rd, MC 3051
Glendale, AZ 85306
Phone: 602-373-4173
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Education

- Ph.D. University of Kentucky, 2014
Primary Area: Risk and Crisis Communication
Secondary Area: Instructional Messages
- M.A. University of Alabama Birmingham, 2010
Primary Area: Communication Management
Secondary Area: Instructional Communication
- B.A. Birmingham- Southern College, 2009
Primary Area: History
Secondary Area: Secondary Education
- A.A. Phoenix College, 2006
Elementary Education

Certifications

Graduate Certificate: Risk Sciences 2013

Academic Employment

- Associate Teaching Professor August 2025 - Present
- Assistant Teaching Professor August 2023-July 2025
New College of Interdisciplinary Arts and Sciences, Arizona State University
- Assistant Teaching Professor August 2016-May 2023
College of Integrative Sciences and Arts, Arizona State University
- Instructor August 2015-May 2016
College of Integrative Sciences and Arts, Arizona State University
- Assistant Professor August 2014-July 2015
California State University, Stanislaus

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

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

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

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

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

Teaching Experience

Courses Taught Arizona State University

COM 100 Introduction to Human Communication**
COM 100 Introduction to Human Communication for LEAD
COM 225 Public Speaking
COM 225 Public Speaking for the Health Professions
COM 310 Interpersonal Communication**
COM 312 Communication, Conflict, and Negotiation**
COM 328 Communicating Science
COM 414 Crisis Communication**
COM 430 Leadership Group Communication**
COM 494 Communication in Healthcare Organizations** +

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 Co-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

+ Course proposed and developed

* Course with service learning component

Student Mentoring

Undergraduate

Honors Enrichment Projects

2015 Jessica Raybe, *Leadership in Athletics Presentation*

2015 Kathleen Espericueta, *Success in Dorm Living*

2016 Vivian Stewart, *The Female College Experience*

2018 Madysen Privatsky, *Avoiding Social Media*

2020 Saiarchana Vinod Darira, *Negotiating Cultural Crisis*

2024 Lillianne Bastida, *What is Communication*

2024 Caroline Dedo, *Stages of Relationships in Bridgerton*

2024 Vanessa Maciel, *Nonverbal Communication in
Interpersonal Relationships*

Presented Workshops and Trainings

Remixing Scientific Debate: Using AI to Spark Critical Thinking and Communication 2025

Hack the Curriculum: A Hands-On GenAI Workshop for Faculty by Faculty

From Concept to Classroom: Leveraging AI to Create Engaging Learning Materials 2025

Co-Presenter

ASU New College Faculty Synergy Event

Teaching Professional Development and Workshops

AI vs AI: Strategies for addressing Academic Integrity 2024
ASU Online, Arizona State University

Questions about Prompt Engineering: Harness the Power of AI 2024
ASU Online, Arizona State University

Voice of Learning: Elevating Educational Content with AI Voiceovers 2024
ASU Online, Arizona State University

From Prompt to Production: Creating Mini-Module Videos with Generative AI 2024

ASU Online, Arizona State University	
AI-Proof Your Discussions ASU Online, Arizona State University	2024
Utilizing Science to Promote Well-being and Thriving in our Courses ASU West Teaching Innovation and Excellence Collaborative	2024
Rethinking Assessments ASU Online, Arizona State University	2024
AI @ ASU Community of Practice - Teaching & Learning ASU Learning Experience Design, Arizona State University	2024
Crafting an Inclusive Course with Accessibility Checkers ASU Learning Experience Design, Arizona State University	2024
Cruelty-Free Syllabi and Fantastic 1st Days ASU West Teaching Innovation and Excellence Collaborative	2023
ASU Online Faculty Showcase for Excellence in Online Teaching ASU Learning Experience Design, Arizona State University	2023
AI Powered Assignments: Shaping the Future ASU Learning Experience Design, Arizona State University	2023
Transforming Assessment with the Power of AI ASU Learning Experience Design, Arizona State University	2023
Using ChatGPT as Your Teaching Assistant ASU Learning Experience Design, Arizona State University	2023
Canvas Peer Reviews ASU Learning Experience Design, Arizona State University	2023
Master Class for Teaching Online ASU Learning Experience Design, Arizona State University	2023
ASU Online Best Practices for Teaching Online (Equity and Inclusion) ASU Learning Experience Design, Arizona State University	2023
Teaching and Assessing Public Speaking Online Oxford University Press	2023
Antiracist Teaching Assessment Practicum Languages and Cultures, College of Integrative Sciences and Arts Arizona State University	2022

Leadership Summit 2021: Leading Inclusion Faculty Women's Association Arizona State University	2021
Dismantling Systemic Racism in Higher Education: An Unfinished Project Dr. Keon McGuire, Arizona State University	2021
History of Black Student Protest at ASU: A Roundtable Discussion Centers for the Study of Race and Democracy, Arizona State University	2021
Course Refresh: Student-Friendly Class Layout ASU Online, Arizona State University	2021
How Can Classrooms Confront White Supremacy? Diversity Equity Inclusion and Social Justice Discussion College of Integrative Sciences and Arts, Arizona State University	2021
Intervening Voices: Exploring Pedagogical Approaches to Inclusion Diversity Equity Inclusion and Social Justice Discussion College of Integrative Sciences and Arts, Arizona State University	2021
Dismantling Systemic Racism in Higher Education: An Unfinished Project ASU Faculty Women's Association, Arizona State University	2021
Designing Instruction Using Intentional Language ASU Online, Arizona State University	2021
Representation and Mentorship for BIPOC from Emerging Adulthood to Early Career Diversity Equity Inclusion and Social Justice Discussion College of Integrative Sciences and Arts, Arizona State University	2021
Master Class for Teaching Online ASU Online, Arizona State University	2021
Addressing Academic Integrity in the Sync Environment ASU Learning Experience Desing, Arizona State University	2021
High-Enrollment Course Strategies: Design Considerations ASU Online, Arizona State University	2020
Active Learning for the Online Classroom ASU Online, Arizona State University	2020

A Panel Conversation on the Trauma of Systemic Racism ASU Office of Inclusion and Community Engagement	2020
High-Enrollment Course Strategies: Managing Interactions ASU Online, Arizona State University	2020
Designing Effective Learning Materials for the Online Classroom ASU Online, Arizona State University	2020
High-Enrollment Course Strategies: Effective Assignments ASU Online, Arizona State University	2020
Master Class for Teaching Online ASU Online, Arizona State University	2020
Master Class for Teaching Online, ASU Online ASU Online, EdPlus, Arizona State University	2019
Better Learning Through Peer Review Engagement and Collaboration ASU Online, Arizona State University	2019
ASU Online Toolkit: Yellowdig Arizona State University	2018
Better Learning through Peer Review Engagement and Collaboration ASU Online	2018
Progressive Pedagogy Seminars Teachers Trusting Students University College, Arizona State University	2018
Progressive Pedagogy Seminars Power and Vulnerability in the Classroom University College, Arizona State University	2018
LEAD Online Training: Success Faculty Foundations University College, ASU	2018
Master Class for Teaching Online, ASU Online ASU Online, EdPlus, Arizona State University	2018
Best Practices for Teaching Online – ASU Online Faculty Expectations ASU Online, EdPlus, Arizona State University	2017
Facilitating Small Group Discussions, ASU Provost’s Teaching Fellows Workshop	2017
Provost’s Teaching Fellows Workshop: The Flipped Classroom: Hands-on Application	2017

Just-in-Time Webinar: Setting Dates in Blackboard and Using the Course Calendar Module	2017
Language and Cultures Research Gathering, Lorena Cuya Galviano presenting her research on “Affective Epistemes: Bolivian Cinema of Migration”	2017
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
Boot Camp for Teaching Online ASU Online, EdPlus, Arizona State University	2015
Effective Grading: A Tool for Learning and Assessment in College 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
Teaching, Learning and Intersecting Identities in higher Education California State University, Stanislaus	2014
First Generation College Students: Understanding and Improving the Experience from Recruitment to Commencement California State University, Stanislaus	2014
Honors and Awards	
Sun Award Supporting Major Monday	2025
Sun Award Supporting the Words on Wheels Program	2018
Meeting the Needs of Underrepresented Students, College of Integrative Arts and Sciences Language and Cultures, College of Integrative Science and Arts	2017

Sun Award Supporting the Words on Wheels Program	2016
Sun Award Serving the Needs of Barrett Honors College Students	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	2013
Risk and Crisis Research Fellow University of Kentucky	2012
College of Communication Graduate Teaching Excellence Award <i>Nominee</i>	2012
Service to University and College	
University	
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2022
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2021
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2020
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2018

LEAD Project Student Coordination University College Learner Experience, Arizona State University	2017
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2016
Faculty Mentors Program California State University, Stanislaus	2015
University Ombud Search Committee Graduate Student Representative, University of Kentucky	2014
Student Government, Graduate School Senator University of Kentucky	2013
College	
Awards Committee College of Integrative Arts and Sciences, Arizona State University	2022
Curriculum Committee College of Integrative Sciences and Arts, Arizona State University	2022
Grade Appeal and Academic Integrity Committee College of Integrative Arts and Sciences, Arizona State University	2022
College Curriculum Committee College of Integrative Arts and Sciences, Arizona State University	2021
College Curriculum Committee College of Integrative Arts and Sciences, Arizona State University	2020
LEAD Project Student Coordination University College Learner Experience, Arizona State University	2019
College Curriculum Committee College of Integrative Arts and Sciences, Arizona State University	2019
Search Committee for Communication Lecturer College of Integrative Arts and Sciences, Arizona State University	2019
Personnel Committee for Non-Tenure Eligible Faculty College of Integrative Arts and Sciences, Arizona State University	2018
Personnel Committee for Non-Tenure Eligible Faculty College of Integrative Arts and Sciences, Arizona State University	2016

Graduate Representative College Leadership Committee 2013
College of Communication and Information, University of Kentucky

Program

Open Rank Science Communication Search Committee 2024
New College of Interdisciplinary Arts and Sciences
School of Social and Behavioral Sciences, Arizona State University

General Studies Gold Initiative Unit Coordinator 2024
New College of Interdisciplinary Arts and Sciences
School of Social and Behavioral Sciences, Arizona State University

Assistant Teaching Professor Communication 2023
Search Committee Member, Lake Havasu
New College of Interdisciplinary Arts and Sciences
School of Social and Behavioral Sciences, Arizona State University

Mini Lesson at COMLab ASU – General Professionalism 2024
New College of Interdisciplinary Arts and Sciences
School of Social and Behavioral Sciences, Arizona State University

Course Panel Member – Communication Graduate Program 2024
New College of Interdisciplinary Arts and Sciences
School of Social and Behavioral Sciences, Arizona State University

Non-Tenure Track Faculty Annual Review Committee 2022
College of Integrative Arts and Sciences
Languages and Cultures, Arizona State University

COM Faculty Liaison 2022
Languages and Cultures
College of Integrative Arts and Sciences, Arizona State University

COM Faculty Scheduler 2022
Languages and Cultures
College of Integrative Arts and Sciences, Arizona State University

Search Committee for Communication Lecturer 2021
Languages and Cultures
College of Integrative Arts and Sciences, Arizona State University

COM Faculty Scheduler 2021
Languages and Cultures
College of Integrative Arts and Sciences, Arizona State University

Non-Tenure Track Faculty Annual Review Committee Languages and Cultures College of Integrative Arts and Sciences, Arizona State University	2021
Non-Tenure Track Faculty Annual Review Committee Languages and Cultures College of Integrative Arts and Sciences, Arizona State University	2020
Non-Tenure Track Faculty Annual Review Committee Languages and Cultures College of Integrative Arts and Sciences, Arizona State University	2019
Awards Committee Language and Cultures College of Integrative Arts and Sciences, Arizona State University	2018
Grade Appeal Committee Language and Cultures College of Integrative Arts and Sciences, Arizona State University	2017
Awards Committee Language and Cultures College of Integrative Arts and Sciences, Arizona State University	2017
Curriculum Committee Chair, Communication Studies California State University, Stanislaus	2015
Graduate Symposium, Organizing Committee Chair University of Kentucky	2014
Basic Course New Instructor Mentor College of Communication and Information, University of Kentucky	2014
Communication Department Undergraduate Advising University of Kentucky, Communication Department	2014
Communication Graduate Student Association, President University of Kentucky	2013
Graduate Student Orientation Peer Advisor University of Kentucky	2013
Graduate Student Orientation Peer Advisor University of Kentucky	2012
Graduate Symposium, Organizing Committee	2012

University of Kentucky

1st Annual Public Speaking Competition, Co-Organizer 2010
University of Alabama, Birmingham

Service to Field

Western States Communication Association Reviewer 2024
Health Communication Interest Group

Western States Communication Association Reviewer 2023
Health Communication Interest Group

Western States Communication Association Reviewer 2017
Health Communication Interest Group

National Communication Association Reviewer 2017
Organizational Communication Division
Division of Health Communication

Western States Communication Association Reviewer 2016
Health Communication Interest Group

National Communication Association Reviewer 2016
Division of Applied Communication
Division of Health Communication

American Public Health Association Program Reviewer 2016

National Communication Association Panel Chair 2015
Division of Applied Communication

National Communication Association Reviewer 2015
Division of Applied Communication
Division of Health Communication

International Communication Association Reviewer 2014
Division of Health Communication

National Communication Association Reviewer 2014
Division of Applied Communication
Instructional Development Division
Public Relations Division

National Communication Association Reviewer 2013
Division of Applied Communication
Division of Student Submissions

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

Food Distribution Volunteer Pitchfork Pantry Arizona State University	2024
Nonprofit Executive Board Secretary Stepping Stones Preschool; 501c3	2022-2024
Parent Board Member Stepping Stones Preschool Glendale, AZ	2021 – 2024
Words on Wheels Faculty Volunteer Social and Cultural Experiences Phoenix, AZ	2019
Words on Wheels Faculty Volunteer Family History Writing Phoenix, AZ	2018
Words on Wheels Faculty Volunteer Family History Writing Phoenix, AZ	2017
Words on Wheels Faculty Volunteer From Words to Work: Career Writing 101 Phoenix, AZ	2016
Great Leaps Reading Program Volunteer Cassidy Elementary School Lexington, KY	2013

Organizational Membership

National Communication Association	2011 – Present
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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.

Grant Work

Student Success Initiative
California State University, Stanislaus
\$10,000.00
Assessment

2014

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