David M. Keating

Associate Professor of Strategic Communication,
Walter Cronkite School of Journalism and Mass Communication
Affiliate Faculty and Program Director (MS in Public Health Technology),
School of Technology for Public Health
Arizona State University
dave.keating@asu.edu

RESEARCH AND TEACHING INTERESTS

My primary research examines strategic messaging, frequently in applied contexts and campaign settings, using a social scientific approach. Much of my current work focuses on how people process and are influenced by messaging given their existing systems of beliefs and how to optimize influence. This research often tests theoretical ideas in the context of messaging that promotes prosocial beliefs and behaviors.

I regularly teach courses on strategic communication, research methods, and health communication.

EDUCATION

Ph.D. in Communication
Michigan State University, East Lansing, MI: May 2014

M.A. in Communication
Michigan State University, East Lansing, MI: December 2011

B.A. in Communication and B.A. in Creative Writing
University of Arizona, Tucson, AZ: May 2010

PROFESSIONAL EXPERIENCE

Arizona State University (2024-present)
Associate Professor – Walter Cronkite School of Journalism and Mass Communication
Affiliate Faculty and Program Director – School of Technology for Public Health
Senior Global Futures Scientist – Julie Ann Wrigley Global Futures Laboratory

Undergraduate Courses Taught
-Public Relations Research
-Strategic Communication Research
-Writing for Public Relations

Graduate Courses Taught
-Health Communication, Behavior and Technology
-Public Relations Research
-Strategic Communications Writing
-Digital Audience Research and Behavior (online)

University of New Mexico (2020-2024)
Assistant Professor – Department of Communication & Journalism

Undergraduate Courses Taught
-Strategic Planning and Campaign Development (online)
-Persuasive Communication
-Health Communication
-Introduction to Interpersonal Health Communication
-Theories of Communication

Undergraduate Course Coordinator
-Introduction to Strategic Communication (online)
-Strategic Social Media (online)
-Persuasive Communication
-Health Communication
-Nonverbal Communication (online)

Graduate Courses Taught
-Introduction to Quantitative Methods
-Advanced Quantitative Research Methods
-Health Communication Seminar

California State University, Northridge (2016-2020)
Assistant Professor – Department of Communication Studies

Undergraduate Courses Taught
-Persuasion
-Communication Research Methodology
-Communication Theory

Graduate Courses Taught
-Current Research in Communication Theory: Social Influence
-Seminar in Group Communication
-Core Seminar in Communication Research Methods
-Seminar in Communication Theory

George Washington University (2015-2016)
Instructor of Record – Milken Institute School of Public Health

Graduate Course Taught
-Social Marketing Theory and Practice (online)

Fors Marsh Group (2014-2016)
Researcher – Communication Research Team

-Led and supported research designed to develop and evaluate messaging and campaign strategies for the Food and Drug Administration's Center for Tobacco Products, the Federal Emergency Management Agency's National Flood Insurance Program, the Federal Trade Commission, and the D.C. Department of Health.

-Interfaced with industry and government clients in order to coordinate projects, incorporate client feedback into the research design, and present research results and messaging recommendations.

-Wrote rationale and study design proposals for contract bids.

Michigan State University (2010-2014)
Graduate Assistant – Department of Communication
Instructor of Record – Department of Communication

Undergraduate Courses Taught
-Introduction to Organizational Communication
-Interpersonal Influence and Conflict
-Introduction to Interpersonal Communication
-Communication in Close Relationships
-Human Communication (online)

PEER-REVIEWED PUBLICATIONS

**co-author was a graduate student during the project's completion*

Cruz, S. M., **Keating, D. M.**, *Cruz Crespo, Y. A., & *Kopp, M. (in press). Testing the predictive power of a cognitive-structural approach to message design: Persuasive effects among Republicans and Democrats. *Communication Research*. https://doi.org/10.1177/00936502251376470

Keating, D. M., & Skurka, C. (in press). Meta-analytic evidence that message fatigue is associated with unintended persuasive outcomes. *Communication Research*. https://doi.org/10.1177/00936502241287875

Cruz, S. M., **Keating, D. M.**, & Grozinger, C. M. (2025). Connecting education and persuasion: Insights from cognitive structure among college students in a pollinator conservation course. *Environmental Education Research, 31*(8), 1616-1634. https://doi.org/10.1080/13504622.2025.2456703

Keating, D. M., & Totzkay, D. (2025). Theorizing about persuasive message repetition in communication research: A systematic review. *Review of Communication, 25*(1), 14-31. https://doi.org/10.1080/15358593.2024.2373800

*Pope, B., **Keating, D. M.**, & *Gray, B. (2025). TikTok videos about abortion and users' abortion-related beliefs. *Journal of Health Communication, 30*(10-12), 537-547. https://doi.org/10.1080/10810730.2025.2575048

Keating, D. M. (2024). Persuasive message effects via activated and modified belief clusters: Toward a general theory. *Human Communication Research, 50*(2), 299-308. https://doi.org/10.1093/hcr/hqad035

Keating, D. M., & *Fan, Q. (2024). Ambiguity undermines persuasive effectiveness: Ego-involvement, motivated reasoning, and message ambiguity. *International Journal of Communication, 18*, 470-488.

Skurka, C., & **Keating, D. M.** (2024). How repeated exposure to persuasive messaging shapes message responses over time: A longitudinal experiment. *Human Communication Research, 50*(4), 518-529. https://doi.org/10.1093/hcr/hqae008

Banas, J. A., Palomares, N. A., Richards, A. S., **Keating, D. M.**, Joyce, N., & Rains, S. A. (2022). When machine and bandwagon heuristics compete: Understanding users' response to conflicting AI and crowdsourced fact-checking. *Human Communication Research, 48*(3), 430-461. https://doi.org/10.1093/hcr/hqac010

Keating, D. M., Perrault, E. K., & *McCullock, S. P. (2022). Probing the effects of normative beliefs, attitude strength, and attitude certainty on opinion expression behavior. *Communication Studies, 73*(1), 53-67. https://doi.org/10.1080/10510974.2021.2011350

Keating, D. M., Richards, A. S., Palomares, N. A., Banas, J. A., Joyce, N., & Rains, S. A. (2022). Titling practices and their implications in communication research 1970-2010: Cutesy cues carry citation consequences. *Communication Research, 49*(5), 627-648. https://doi.org/10.1177/0093650219887025

Keating, D. M., Totzkay, D., & *Galper, E. (2022). Norms message features in an alcohol consumption context: Testing the roles of functional matching and numeracy. *Health Communication, 37*(11), 1432-1441. https://doi.org/10.1080/10410236.2021.1895427

McNamara, K. A., Kostelny, M., Kim, G., **Keating, D. M.**, Estiandan, J., & Armbruster, J. (2022). A novel resident outreach program improves street tree planting outcomes in Los Angeles. *Environmental Challenges, 9*. https://doi.org/10.1016/j.envc.2022.100596

Keating, D. M. (2021). Probing a relevance-driven account of the functional matching process for utilitarian and value-expressive attitudes. *Communication Monographs, 88*(2), 174-193. https://doi.org/10.1080/03637751.2020.1762100

Keating, D. M., & *Galper, E. (2021). An examination of how message fatigue impacts young adults' evaluations of utilitarian messages about electronic cigarettes. *Communication Research Reports, 38*(2), 90-102. https://doi.org/10.1080/08824096.2021.1885372

Rains, S. A., **Keating, D. M.**, Banas, J. A., Richards, A. S., & Palomares, N. A. (2020). The state and evolution of communication research: A topic modeling analysis of 20,000 journal article abstracts from 1918-2015. *Computational Communication Research, 2*(2), 203-234. https://doi.org/10.5117/CCR2020.2.004.RAIN

Keating, D. M., & Boster, F. J. (2019). Nonlinear unidimensionality in communication science: Tests, examples, and implications. *Communication Research Reports, 36*(1), 67-77. https://doi.org/10.1080/08824096.2018.1555524

Keating, D. M., & Totzkay, D. (2019). We do publish (conceptual) replications (sometimes): Publication trends in communication science, 2007-2016. *Annals of the International Communication Association, 43*(3), 225-239. https://doi.org/10.1080/23808985.2019.1632218

Nazione, S., Perrault, E. K., & **Keating, D. M.** (2019). Finding common ground: Can provider-patient race concordance and self-disclosure bolster patient trust, perceptions and intentions? *Journal of Racial and Ethnic Health Disparities, 6*(5), 962-972. https://doi.org/10.1007/s40615-019-00597-6

Keating, D. M. (2018). Extending efforts to move cigarette and e-cigarette beliefs: Message exposure and belief structures. *Journal of Health Communication, 23*(10-11), 956-966. https://doi.org/10.1080/10810730.2018.1548670

Perrault, E. K., & **Keating, D. M.** (2018). Seeking ways to inform the uninformed: Improving the informed consent process in online social science research. *Journal of Empirical Research on Human Research Ethics, 13*(1), 50-60. https://doi.org/10.1177/1556264617738846

Keating, D. M., & Bergan, D. E. (2017). Mapping political attitudes: The impact of concept mapping on ideological constraint. *Communication Studies, 68*(4), 439-454. https://doi.org/10.1080/10510974.2017.1360925

Paquin, R. S., & **Keating, D. M.** (2017). Fitting identity in the reasoned action framework: A meta-analysis and model comparison. *The Journal of Social Psychology, 157*(1), 47-63. https://doi.org/10.1080/00224545.2016.1152217

Smith, S. W., Hitt, R., Russell, J., Nazione, S., Atkin, C. K., Silk, K., & **Keating, D.** (2017). Risk belief and attitude formation from translated scientific messages about PFOA, an environmental risk associated with breast cancer. *Health Communication, 32*(3), 279-287. https://doi.org/10.1080/10410236.2016.1138350

Hitt, R., Perrault, E., Smith, S., **Keating, D. M.**, Nazione, S., Silk, K., & Russell, J. (2016). Scientific message translation and the Heuristic Systematic Model: Insights for designing educational messages about progesterone and breast cancer risks. *Journal of Cancer Education, 31*(2), 389-396. https://doi.org/10.1007/s13187-015-0835-y

Keating, D. M. (2016). Conversation orientation and conformity orientation are inversely related: A meta-analysis. *Communication Research Reports, 33*(3), 195-206. https://doi.org/10.1080/08824096.2016.1186622

Keating, D. M., & Rains, S. A. (2015). Health blogging and social support: A three-year panel study. *Journal of Health Communication, 20*(12), p. 1449-1457. https://doi.org/10.1080/10810730.2015.1033119

Rains, S. A., & **Keating, D. M.** (2015). Health blogging: An examination of the outcomes associated with making public, written disclosures about health. *Communication Research, 42*(1), 107-133. https://doi.org/10.1177/0093650212458952

Keating, D. M. (2014). Relationships among goals, face threats, and communicative behavior in identity implications theory. *Communication Research Reports, 31*(3), 233-243. https://doi.org/10.1080/08824096.2014.924301

Keating, D. M. (2013). Spirituality and support: A descriptive analysis of online social support for depression. *Journal of Religion and Health, 52*(3), 1014-1028. https://doi.org/10.1007/s10943-012-9577-x

Keating, D. M., Russell, J. C., Cornacchione, J., & Smith, S. W. (2013). Family communication patterns and difficult family conversations. *Journal of Applied Communication Research, 41*(2), 160-180. https://doi.org/10.1080/00909882.2013.781659

Rains, S. A., & **Keating, D. M.** (2011). The social dimension of blogging about health: Health blogging, social support, and well-being. *Communication Monographs, 78*(4), 511-534. https://doi.org/10.1080/03637751.2011.618142

EDITORIALS

Keating, D. M. (2023). The value of research reports for how we conduct and draw conclusions from quantitative communication science. *Communication Research Reports, 40*(2), 65-67. https://doi.org/10.1080/08824096.2023.2195161

ENCYCLOPEDIA ENTRIES

Keating, D. M., & Rains, S. A. (2014). Expressive writing and health. In T. L. Thompson & J. G. Golson (Eds.), *Encyclopedia of health communication*. Sage.

CONFERENCE PRESENTATIONS

**co-author was a graduate student during the project's completion*

Cruz, S. M., *Cruz Crespo, Y. A., & **Keating, D.** (2026, November). At what cost? Unintended lateral effects of persuasive messages about disliked concepts. Paper to be presented at the National Communication Association Convention, New Orleans, LA.

Keating, D., & Totzkay, D. (2026, November). Reconsidering moment-to-moment causal order and avenues for elucidating mechanisms. Paper to be presented at the National Communication Association Convention, New Orleans, LA.

Skurka, C., *Hua, P., & **Keating, D.** (2026, June). Persuade, rinse, and repeat: Repetition effects of threat- and humor-based appeals. Paper presented at the International Communication Association Convention, Cape Town, South Africa.
Top Paper in Mass Communication Division

Cruz, S. M., **Keating, D.**, *Cruz Crespo, Y. A., & *Kopp, M. (2025, June). A structural approach to message design: Extending work on bee conservation. Paper presented at the International Communication Association Convention, Denver, CO.

*Pope, B., **Keating, D.**, & *Gray, B. (2025, February). TikTok videos about abortion and users' abortion-related beliefs. Paper presented at the Western States Communication Association Convention, Albuquerque, NM.

Cruz, S. M., **Keating, D.**, *Cruz Crespo, Y. A., & *Kopp, M. (2024, November). Testing the predictive power of a structural approach to message design: Persuasive effects among Republicans and Democrats. Paper presented at the National Communication Association Convention, New Orleans, LA.

*Gray, B., **Keating, D.**, & *Pope, B. (2024, November). "Strong Black Woman" beliefs and messages from interpersonal, media, and social media sources. Paper presented at the National Communication Association Convention, New Orleans, LA.

Skurka, C., & **Keating, D.** (2024, June). How repeated exposure to persuasive messaging shapes message responses over time: A longitudinal experiment. Paper presented at the International Communication Association Convention, Gold Coast, Australia.

Keating, D. M., Skurka, C., & *Sayadi, M. (2024, February). Meta-analytic evidence that message fatigue is negatively associated with persuasion in health-related contexts. Paper presented at the Western States Communication Association Convention, Reno, NV.
Top Paper in Health Communication Interest Group

Keating, D. M., & *Fan, Q. (2023, November). Ambiguity undermines persuasive effectiveness: Ego-involvement, motivated reasoning, and message ambiguity. Paper presented at the National Communication Association Convention, National Harbor, MD.

Keating, D. M., & Totzkay, D. (2023, May). Persuasive message repetition in communication research: A systematic review and research agenda. Paper presented at the International Communication Association Convention, Toronto, Canada.

Banas, J. A., Palomares, N. A., Richards, A. S., **Keating, D. M.**, Noyce, N., & Rains, S. A. (2022, November). Who do you trust? How machine and bandwagon heuristics interact with AI and crowdsourced fact-checking agents to affect credibility. Paper presented at the National Communication Association Convention, New Orleans, LA.
Top Paper in Communication and Social Cognition Division

Cruz, S. M., **Keating, D. M.**, & Grozinger, C. M. (2022, November). Examining the causal attitude network (CAN) model and probabilistic persuasion theory as novel methods of message topic selection. Paper presented at the National Communication Association Convention, New Orleans, LA.

Banas, J., Joyce, N., Richards, A., Palomares, N., Rains, S., & **Keating, D.** (2022, May). When machine and bandwagon heuristics compete: Understanding users' response to conflicting AI and crowdsourced fact-checking. Paper presented at the International Communication Association Convention, Paris, France.
Top Paper in Communication and Technology Division

Keating, D. M., Totzkay, D., & *Galper, E. (2020, November). Theorizing about norms message reception: Testing the roles of functional matching and numeracy. Paper presented at the National Communication Association Convention, Indianapolis, IN.

Rains, S. A., **Keating, D. M.**, Banas, J. A., Richards, A., & Palomares, N. A. (2020, May). The state and evolution of communication research: A topic modeling analysis of 20,000 journal article abstracts from 1918-2015. Paper presented at the International Communication Association Convention, Gold Coast, Australia.

Keating, D. M. (2020, February). Probing a relevance-driven account of the functional matching process: Testing messaging about personal health and universalism benefits. Paper presented at the Western States Communication Association Convention, Denver, CO.

Keating, D. M., & Perrault, E. (2019, November). Probing the (non?)additive effects of normative factors and metacognitions on expression behavior. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., Richards, A. S., Palomares, N. A., Banas, J. A., Joyce, N., & Rains, S. A. (2019, November). Titling practices and their implications in communication research 1970-2010: Cutesy cues carry citation consequences. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., & Totzkay, D. (2019, November). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. Paper presented at the National Communication Association Convention, Baltimore, MD.

*Molina-Rogers, N., & **Keating, D. M.** (2019, November). Gendered portrayals and the Disney princess: An analysis of trends from *Snow White* to *Moana*. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., *Molina-Rogers, N., *Dean, A., & *Ochoa, P. (2019, May). Spiral of silence or localized expression? Examining two models of opinion expression behavior. Poster presented at the International Communication Association Convention, Washington, DC.

Nazione, S., Perrault, E. K., & **Keating, D. M.** (2018, November). Provider-patient race concordance and self-disclosure: Effects on trust, perceptions, and intentions. Paper presented at the National Communication Association Convention, Salt Lake City, UT.

Keating, D. M. (2018, February). Extending a campaign to move cigarette and e-cigarette beliefs: Belief structures and campaign design. Paper presented at the Western States Communication Association Convention, Santa Clara, CA.
Top Paper in Health Communication Interest Group

Keating, D. M. (2018, February). Structure of the revised family communication patterns scale: Implications for family communication patterns theory. Paper presented at the Western States Communication Association Convention, Santa Clara, CA.

Keating, D. M. (2017, November). Visualizing belief structures: Implications for dynamic theorizing. Paper presented at the National Communication Association Convention, Dallas, TX.

Perrault, E. K., & **Keating, D. M.** (2017, November). Seeking ways to inform the uninformed: Improving the informed consent process in online social science research. Paper presented at the National Communication Association Convention, Dallas, TX.

Keating, D. M. (2017, May). Interpersonally communicated normative influence: Preliminary evidence of a baseline model. Paper presented at the International Communication Association Convention, San Diego, CA.

Keating, D. M., Evans, S., & Kail, L. C. (2015, April). Leveraging public-use data to identify messaging strategies: A youth smoking prevention case study. Poster presented at the D.C. Health Communication Conference, Washington, D.C.

Sherry, J. L., **Keating, D. M.**, Nelson, J. C., & Paik, J. E. (2015, February). Toward the scientific study of dynamic communication processes. Paper presented at the Western States Communication Association Convention, Spokane, WA.
Top Paper in Communication Theory and Research Interest Group

Bergan, D. E., & **Keating, D. M.** (2014, November). Mapping political attitudes: The impact of concept mapping on attitude structures. Paper presented at the National Communication Association Convention, Chicago, IL.

Grayson-Sneed, K. A., Smith, S. W., Cornacchione, J., **Keating, D. M.**, Russell, J. C., & Summers, M. E. (2014, November). Exploring how conversational foci and the decision to engage in or avoid difficult family conversations are impacted by conversation topics and emotions. Paper presented at the National Communication Association Convention, Chicago, IL.

Smith, S. W., Cornacchione, J., **Keating, D. M.**, Russell, J. C., & Yang, Y. (2014, May). The impact of multiple goals and discrete emotions on attitudes toward, and engagement in, difficult family conversations. Paper presented at the International Communication Association Convention, Seattle, WA.

Hitt, R., Perrault, E., **Keating, D.**, Smith, S., Silk, K., Nazione, S., & Russell, J. (2014, April). Using the heuristic systematic model to predict risk beliefs and attitudes about progesterone as a breast cancer risk factor. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.

Keating, D. M. (2013, November). Compliance with parent and peer influence: Intergroup and reference group explanations. Paper presented at the National Communication Association Convention, Washington, D.C.

Keating, D. M. (2013, November). Charting constitutive rules and the relationships among goals, face threats, and communicative behavior in identity implications theory. Paper presented at the National Communication Association Convention, Washington, D.C.

Cornacchione, J., Russell, J. C., **Keating, D. M.**, & Smith, S. W. (2013, June). Inhibitory forces on family communication about difficult topics. Paper presented at the International Communication Association Convention, London.

Keating, D. M., Russell, J. C., Cornacchione, J. J., & Smith, S. W. (2012, November). Family communication patterns and difficult family conversations. Paper presented at the National Communication Association Convention, Orlando, FL.

Keating, D. M., Shaw, A. S., & Smith, S. W. (2012, November). The intersection of family communication patterns and parental memorable messages about family communication. Paper presented at the National Communication Association Convention, Orlando, FL.

Russell, J. C., **Keating, D. M.**, Cornacchione, J. J., & Smith, S. W. (2012, November). An initial investigation of difficult conversations in families from a multiple goals perspective. Paper presented at the National Communication Association Convention, Orlando, FL.

Keating, D. M. (2012, May). Adolescents' perceptions of caregivers' safe-sex messages: Family communication patterns and caregiver-child persuasion. Paper presented at the International Communication Association Convention, Phoenix, AZ.

Rains, S. A., & **Keating, D. M.** (2011, May). The social dimension of blogging about health: Health blogging, social support, and well-being. Paper presented at the International Communication Association Convention, Boston, MA.

Keating, D. M. (2010, November). Spirituality and support: A content analysis of online social support for depression. Paper presented at the National Communication Association Convention, San Francisco, CA.

GRANT WORK AND FUNDED PROJECTS

PDA Agriculture Resource Center Funds 24/25

Role: Co-PI

Funder: Pennsylvania Department of Agriculture ($15,457 funded for subproject)
Subproject: Leveraging communication science for pollinator conservation: A field test of messaging strategies to promote bee-friendly actions, 2024-2025
Co-PI: Dr. Shannon Cruz

PDA Agriculture Resource Center Funds 22/23
Role: Co-PI
Funder: Pennsylvania Department of Agriculture ($18,268 funded for subproject)
Subproject: Leveraging communication science for pollinator conservation: Messaging strategies to promote protection of Pennsylvania's bees, 2022-2024
Co-PI: Dr. Shannon Cruz

Summer Research for Faculty (SuRF)
Awarded Research Funding from the WeR1 Faculty Success Program, University of New Mexico, Summer 2022 ($5,000 funded)

Probationary Faculty Support Grant
Research Support from Faculty Development, California State University, Northridge, Spring 2020 (course release funded)

Minority Male Mentoring (M3) Project
Role: Social Marketing Consultant
College of Social and Behavioral Sciences, California State University, Northridge, 2017-2018

Michigan Office of Highway Safety Planning's "Strive for a Safer Drive" Program
Role: Project Manager
Funder: Ford Motor Company Fund
Department of Communication, Michigan State University, 2011-2013
PI: Dr. Sandi Smith

Summer Research Excellence Fellowship (2011-2013)
Awarded Research Funding from the College of Communication Arts and Sciences, Michigan State University

AWARDS AND HONORS

Distinguished Article Award
Article: https://doi.org/10.1093/hcr/hqad035
Recognition from the Communication and Social Cognition Division of the National Communication Association, Fall 2025

"Rock Star Reviewer" Award
Recognition from the Health Communication Division of the International Communication Association, Spring 2023

Top Reviewer Award
Recognition from the Health Communication Division of the International Communication Association, Spring 2019

Research and Creative Activity Award
Research Award from the Institute for Sustainability, California State University, Northridge, Spring 2019 (course release funded)

Research, Scholarship, and Creative Activity Award
Research Award from the Mike Curb College of Arts, Media, and Communication, California State University, Northridge, Spring 2017 (course release funded)

Excellence-In-Teaching Citation
Teacher-Scholar Award from Michigan State University, 2013-2014

INVITED TALKS

CSUN Water Day 2019
"Effective Messaging for Sustainability," California State University, Northridge, Spring 2019

SERVICE TO THE FIELD

Editorships
-Communication Research Reports, 2023-2025

Editorial Board Member
-Communication Research, 2026-present
-Health Communication, 2020-present
-Communication Research Reports, 2017-present
-Western Journal of Communication, 2022-2026
-Communication Monographs, 2020-2023

Journal Reviewer
-American Psychologist
-Annals of the International Communication Association
-Communication Methods and Measures
-Communication Monographs
-Communication Quarterly
-Communication Reports
-Communication Research
-Communication Research Reports
-Communication Studies
-Health Communication
-Human Communication Research
-International Journal of Communication
-Journal of Adolescent Health
-Journal of Applied Communication Research

-Journal of Computer-Mediated Communication
-Journal of Empirical Research on Human Research Ethics
-Journal of Family Communication
-Journal of Family History
-Journal of Health Communication
-Journal of Language and Social Psychology
-Journal of Social and Personal Relationships
-Risk Analysis
-Science Communication
-Scientometrics
-Sex Education
-Vaccine
-Western Journal of Communication

Professional Association Service

National Communication Association

-Inclusion, Diversity, Equity, and Access (IDEA) Committee, Communication and Social Cognition Division, 2022-2023

Eastern Communication Association

-Executive Council, non-voting member, 2023-present
-Publications Committee, non-voting member, 2023-present
-Finance Committee, non-voting member, 2023-present

Conference Paper Reviewer

International Communication Association

-Health Communication Division
-Interpersonal Communication Division

National Communication Association

-Communication and Social Cognition Division
-Health Communication Division
-Research in Progress Roundtables

Western States Communication Association

-Health Communication Interest Group
-Interpersonal Communication Interest Group

International Congress of Behavioral Medicine

-Health Education, Promotion, Communication and Decision Making, 2025

Conference Panel Chair

International Communication Association

-Interpersonal Communication Division

National Communication Association

-Communication and Social Cognition Division
-Interpersonal Communication Division

External Reviewer for a Promotion Case

-University of California, Santa Barbara (Writing Program)
-Pennsylvania State University, Fayette

SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY

Graduate Student Advising

PhD Committee Member, Arizona State University
-Amanda Kehrberg: PhD, in progress
Chair of PhD Committee, University of New Mexico
-Gerri Duran (co-chair): PhD, 2022
PhD Committee Member, University of New Mexico
-Courtney FitzGerald (through 2024): PhD, in progress
MA Committee Member, University of New Mexico
-Allison Balder: M.A., 2021
Chair of MA Committee, California State University, Northridge
-Ambria Dean: M.A., 2019
-Xuejing Yao: M.A., 2017
MA Committee Member, California State University, Northridge
-Emily Galper: M.A., 2021
-Alexis Zenteno: M.A., 2020

Undergraduate Student Advising

Faculty Adviser, Arts & Sciences Support for Undergraduate Research Experience (ASSURE) Program, University of New Mexico
-Veronika Simko: ASSURE awarded for Spring 2022

Department Service

Department of Communication & Journalism, University of New Mexico
-MA Program Director, 2023-2024
-Faculty Advisor to CommGrads, 2023-2024
-Chair of MA Committee, 2023-2024
-MA Committee, 2021-2022; 2023-2024
-Assessment Committee, 2021-2022; 2023-2024
-WSCA Task Force, 2023-2024
-Course Coordinator (CJ 327: Persuasive Communication), Spring 2023-Summer 2024
-Accelerated Online Program Task Force, Fall 2023
-Course Coordinator (CJ 387: Introduction to Strategic Communication), Spring 2023
-Undergraduate Committee, 2022-2023
-Strategic Communication Curriculum Subcommittee, 2022-2023
-Colloquium Committee Coordinator, 2022
-Course Coordinator (CJ 323: Nonverbal Communication [online]), Fall 2022

-Course Coordinator (CJ 450: Health Communication), Fall 2022
-Chair of Undergraduate Scholarships & Awards Committee, 2020-2022
-Undergraduate Scholarships & Awards Committee, 2020-2022
-Strategic Planning: Chair of Research Task Force, 2022
-Strategic Planning: Journalism/Strategic Communication Task Force, 2022
-Workload Policy Task Force, 2021-2022
-Course Coordinator (CJ 391: Strategic Social Media), Fall 2020-Spring 2022
-PhD Committee, 2020-2021
-PTI Ad Hoc Hiring Committee (CJ 389: Creative Concepts), Fall 2020

Department of Communication Studies, California State University, Northridge

-Chair of Graduate Studies Committee, 2019-2020
-Department Assessment Liaison, 2019-2020
-Assessment Committee, 2018-2020
-Graduate Studies Committee, 2018-2020
-Chair of Faculty Search Committee, 2017-2018
-Faculty Search Committee, 2017-2018
-Facilitator of Faculty Learning Community, Communication Theory, Fall 2017
-Undergraduate Studies Committee, 2016-2018

Department of Communication, Michigan State University

-Graduate Representative of Faculty Search Committee, 2013-2014

College Service

Walter Cronkite School of Journalism and Mass Communication, Arizona State University

-Promotion and Tenure Committee, 2024-present

-Team Lead, Advanced Media Writing (Strategic Communication), Course Development, Spring 2026

-Humphrey Fellows Mentor, Fall 2025-Spring 2026

-Search Committee, Media Law and the First Amendment, Spring 2025
-Team Co-Lead, Media Studies and Research Group, Curriculum Revision, Spring 2025

Mike Curb College of Arts, Media, and Communication, California State University, Northridge

-Student Success Committee, 2017-2020
-Strategic Planning Team, Student Outreach Group, 2018-2019
-College Faculty Learning Community, High-Impact Courses, Fall 2017
-"Data Champion" for the CSU's Graduation Initiative 2025, 2016-2017

College of Communication Arts and Sciences, Michigan State University

-Graduate Representative of College Advisory Council, 2013-2014

University Service

Arizona State University

-Program Director, MS in Public Health Technology, School of Technology for Public Health, Spring 2026-present

-Admissions Committee, School of Technology for Public Health, Spring 2026-present
-Subject Matter Expert, Education Sector, ASU Health Literacy Initiative, Spring 2026-present
-Curriculum Committee for School of Technology for Public Health, 2025-present
-Curriculum and Academic Programs Committee, Fall 2025-Spring 2026
-Barrett College Fellows Faculty Mentor, Fall 2025
-Co-Build Course for School of Technology for Public Health, Health Communication, Behavior, and Technology, Spring-Summer 2025
-Co-Design Course for School of Technology for Public Health, Health Communication, Behavior, and Technology, Fall 2024

California State University, Northridge

-Institutional Research Faculty Scholar, 2019-2020
-Institutional Review Board Alternate Member, 2019-2020
-Faculty Judge for CSUNposium, Spring 2019
-“Data Champion” for the CSU’s Graduation Initiative 2025, 2017-2018