

CURRICULUM VITAE

Dietram A. Scheufele

Investigator, Morgridge Institute for Research
Taylor-Bascom Chair, and Vilas Distinguished Achievement Professor,
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ADDRESS

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EDUCATION

Ph.D. 1999, University of Wisconsin—Madison, Mass Communications (Ph.D. Minor in Political Science)
M.A. 1997, University of Wisconsin—Madison, Journalism & Mass Communication
B.A. equiv. 1995, Johannes Gutenberg-Universität Mainz, Germany, Publizistik
(Nebenfächer: Politikwissenschaft, Betriebswirtschaftslehre)

ACADEMIC APPOINTMENTS

2023-Pres. Investigator, Morgridge Institute for Research
2019-Pres. Taylor-Bascom Chair in Science Communication, Department of Life Sciences Communication,
University of Wisconsin—Madison (affiliate appointments: Center for European Studies; Nelson Institute
for Environmental Studies; Neuroscience & Public Policy Program; Jean E. Holtz Center for Science
and Technology Studies)
2015-Pres. Vilas Distinguished Achievement Professor, University of Wisconsin—Madison
2009-2019 John E. Ross Professor in Science Communication, Department of Life Sciences Communication,
University of Wisconsin—Madison, and Morgridge Institute for Research
2013-18 Honorary Professor, Institut für Kommunikationswissenschaft, Technische Universität Dresden,
Germany
2004-09 Professor, Department of Life Sciences Communication (2005-09) and School of Journalism & Mass
Communication (2004-07), University of Wisconsin—Madison
2003-04 Associate Professor, with tenure, Department of Communication, Cornell University
2000-03 Assistant Professor, untenured, Department of Communication, Cornell University

VISITING POSITIONS

2025 One-U RAI Distinguished Visitor, University of Utah
2020-24 Distinguished Research Fellow, Annenberg Public Policy Center, University of Pennsylvania
2020 Paul Lazarsfeld Visiting Professor, Faculty of Social Sciences, Universität Wien, Austria
2019 DFG Mercator Fellow, Westfälische Wilhelms-Universität Münster, Germany
2017 Fellow, Center for Advanced Studies, Ludwig-Maximilians-Universität München, Germany
2015-16 Visiting Scholar, Annenberg Public Policy Center, University of Pennsylvania
2012 DAAD Professor, Institut für Kommunikationswissenschaft, Technische Universität Dresden, Germany
2010 Fellow, Kennedy School of Government, Harvard University
1999-00 Visiting Assistant Professor, Department of Communication, Cornell University

SELECT HONORS AND AWARDS

2024 Harold Lasswell Fellow, American Academy of Political & Social Science
2024 Hilldale Award for distinguished contributions to teaching, research and service in the Social Sciences,
University of Wisconsin—Madison
2022 Elected member, American Academy of Arts and Sciences

2022	Chancellor's Distinguished Teaching Award, University of Wisconsin—Madison
2020	Lifetime National Associate, National Research Council, National Academies of Sciences, Engineering, and Medicine
2019	Outstanding Article Award for best article in <i>Journalism and Mass Communication Quarterly</i> (with Michael Cacciatore and co-authors)
2019	Spitzer Excellence in Teaching Award, College of Agricultural & Life Sciences, University of Wisconsin—Madison
2017	Article of the Year Award (with Michael Cacciatore and Shanto Iyengar) for best article published in <i>Mass Communication & Society</i> in 2016, Association for Education in Journalism & Mass Communication
2016	Elected Fellow, International Communication Association
2015	Science, Health, Environment and Risk Communication Article of the Year Award (First Place), Association for Education in Journalism & Mass Communication
2014	Elected member, Deutsche Akademie der Technikwissenschaften (German National Academy of Science and Engineering)
2014	Kellett Award, University of Wisconsin—Madison
2012	Elected Fellow, American Association for the Advancement of Science
2012	Kavli Fellow, National Academy of Sciences
2012	Elected Fellow, Wisconsin Academy of Sciences, Arts and Letters
2010	Hillier Kriehbaum Under-40 Award for outstanding achievement in teaching, research and public service, Association for Education in Journalism & Mass Communication
2009	Pound Research Award, University of Wisconsin—Madison, College of Agricultural & Life Sciences
2006-08	Vilas Associate Award, University of Wisconsin—Madison
2004	Young Scholar Award for outstanding early career research, International Communication Association
2002	Robert M. Worcester Prize for best article in the <i>International Journal of Public Opinion Research</i> in 2001 (with William P. Eveland), World Association for Public Opinion Research
2001	Young Faculty Teaching Excellence Award, Cornell University, College of Agriculture & Life Sciences
2000	Promising Professor Award (first place), Association for Education in Journalism and Mass Communication, Mass Communication & Society Division
1995-96	DAAD Scholarship, Deutscher Akademischer Austauschdienst

FUNDED RESEARCH PROJECTS

2023-30	PI, Morgridge Institute for Research in support of “Incubator for science communication innovation,” (with Dominique Brossard), \$2,190,000
2024-25	PI, Rita Allen Foundation in support of “Morgridge Institute Civic Science Fellow” (Award # TBD), \$177,559
2023-26	PI, John Templeton Foundation in support of “Science in good faith: Examining science divides in social context” (Award # 62812), \$1,484,452
2022-24	Co-PI, UW-Madison, Research Forward initiative in support of “Measuring the pulse of Wisconsin: A feasibility study to develop an online research panel of Wisconsinites” (Award # AAK5372), \$499,777
2022-24	Co-PI, Kavli Foundation in support of “Public attitudes and understanding of basic science” (Award # SS-2022-GR-44-2640), \$149,865
2021-23	PI, John Templeton Foundation in support of “Civic Science Fellowship: Science in a polarized world” (Award # 62194), \$234,431
2021-22	PI, Rita Allen Foundation in support of “University of Wisconsin National Academies Civic Science Fellow,” \$157,855
2020-22	PI, National Science Foundation in support of “Collaborative Research: A new model for producing science documentaries: Building collaborations between scientists and storytellers to test methods of communication in film” (Award # AISL-2006010), \$500,000
2019-22	PI, Rita Allen Foundation and Hopewell Fund in support of “Civic Science Fellows program building” (Award #s NS-2110-02198 and 015385-2021-09-30), \$320,700
2019-21	Co-PI, National Science Foundation in support of “EAGER: Exploring factors that influence researchers’ attitudes about public engagement” (Award # AISL-1904154, PI: Jo Handelsman), \$300,000
2018-21	PI, National Science Foundation in support of “Enabling decision-relevant debates about human genome editing” (Award # SES-1827864), \$449,977
2016-19	PI for UW-Madison Subcontract, National Science Foundation in support of “ChemAttitudes: Using design-based research to develop and disseminate strategies and materials to support chemistry interest, relevance, and self-efficacy” (Award # AISL-1612482, PI: Larry Bell), \$2.6 million

- 2010-16 Center Co-PI and PI for UW-Madison Subcontract, National Science Foundation in support of “Center for Nanotechnology in Society at Arizona State University” (Award # SES-0937591, PI: David Guston), \$6.5 million
- 2014-15 Co-PI, U.S. Department of Agriculture in support of “Understanding public opinion dynamics of meat products: Connecting citizens and the Wisconsin meat industry” (Hatch Grant, DUNS # 069225519), \$70,069
- 2014-15 PI, UW-Madison, Division of Continuing Studies in support of “Summer Online Course Development Award,” \$25,627
- 2013-15 PI for UW-Madison Subcontract, National Science Foundation in support of “Nanoscale Informal Science Education Network” (Award # DRL-0940143, PIs: Larry Bell, Paul Martin & Robert J. Semper), \$4.2 million
- 2011-15 Collaborator, Department of Energy in support of “Developing a user experience for the next generation nuclear fuel cycle simulator” (NEUP # 120341, PI: Paul Wilson), \$1.2 million
- 2009-15 Co-leader, Social Implications Group, National Science Foundation in support of “UW Nanoscale Science and Engineering Center on Templated Synthesis and Assembly at the Nanoscale” (Award # DMR-0832760, PI: Paul Nealey), \$14.7 million
- 2008-10 PI, National Science Foundation in support of “Media, talk, and trust: The social amplification of risk during site selection for a bio-research facility” (Award # SES-0820474), \$400,000
- 2008-10 Co-PI, National Science Foundation in support of “NIRT: Intuitive toxicology and public engagement” (Award # SES-0809470, PI: David Berube), \$1,399,258
- 2008-10 Co-PI, USDA CSREES National Research Initiative (NRI) in support of “Food nanotechnology: Understanding the parameters of consumer acceptance” (Award # 2008-01415, PI: William Hallman), \$200,000
- 2008-10 PI, University of Wisconsin—Madison Provost’s Office in support of “Research Cluster Enhancement Grant” (with Jim Leary), \$50,000
- 2008-09 PI, University of Wisconsin—Madison Center for European Studies and European Union Center of Excellence in support of “Science, the public, and global communication” (with Dominique Brossard), \$4,000
- 2008-09 PI, U.S. Department of Agriculture in support of “Understanding the public opinion dynamics surrounding biofuels: Building capacity for successful outreach” (Hatch Grant, Award # MSN120801), \$30,673
- 2008-09 PI, University of Wisconsin—Madison Chancellor’s Office in support of “Wisconsin Idea Grant: Public attitudes toward biofuels,” \$5,000
- 2008-09 PI, University of Wisconsin—Madison Graduate School in support of “Communication with Wisconsin communities about emerging research” (Award # 090012), \$22,868
- 2007-08 PI, University of Wisconsin—Madison Graduate School in support of “Science and social responsibility: Tapping values and perceptions among researchers in nano- and biotechnology” (Award # 080010), \$9,029
- 2006-10 PI for UW-Madison Subcontract, National Science Foundation in support of “Center for Nanotechnology in Society at Arizona State University” (Award # SES-0531194, PI: David Guston), \$6.2 million
- 2005-06 PI, Worldwide Universities Network in support of “Attitudes about science and technology: Analyzing scientific controversies across cultures” (with Dominique Brossard & Albert C. Gunther), \$25,000
- 2005 PI, University of Wisconsin—Madison Graduate School in support of “Public meetings as a tool for information dissemination: Promoting public understanding of bioterrorism” (Award # 060284), \$10,000
- 2004 Senior Investigator, National Science Foundation in support of “NIRT: Nanotechnology and its publics” (Award # SES-0403783, PI: Roger Geiger), \$199,887
- 2002-04 Co-PI, Institute for Biotechnology and Life Science Technologies, Cornell University, in support of “Public opinion, knowledge, and participation: Foundations for a research program in biotechnology communication” (PI: James E. Shanahan), \$41,000
- 2000-04 PI, U.S. Department of Agriculture in support of “Public opinion on biotechnology” (Hatch Grant, Award # NYC-131421), \$60,000

PUBLICATIONS

Edited Volumes

- Good Christopherson, E., Nelson, A., & Scheufele, D. A. (under contract). *The future of science is civic*. Baltimore, MD: Johns Hopkins University Press.
- Scheufele, D. A., Hoffman, A., Neeley, L., & Reid, C. M. (Eds.) (2021). The Science of science communication IV. *Proceedings of the National Academy of Sciences*. (<https://www.pnas.org/content/118/15>)

- Fischhoff, B., & Scheufele, D. A. (Eds.) (2019). The Science of science communication III. *Proceedings of the National Academy of Sciences*, 116 (16). (<https://www.pnas.org/content/116/16>)
- Hall-Jamieson, K., Kahan, D., & Scheufele, D. A. (Eds.) (2017). *The Oxford handbook of the science of science communication*. New York: Oxford University Press. (also translated into Chinese in 2024)
- Fischhoff, B., & Scheufele, D. A. (Eds.) (2014). The Science of science communication II. *Proceedings of the National Academy of Sciences*, 111 (Supplement 3). (http://www.pnas.org/content/111/Supplement_4)
- Fischhoff, B., & Scheufele, D. A. (Eds.) (2013). The science of science communication. *Proceedings of the National Academy of Sciences*, 110 (Supplement 4). (http://www.pnas.org/content/110/Supplement_3)

Refereed Journal Articles

Web of Science Highly Cited mentions:

- 2022-24 Top 1% Highly Cited (2019-21 Top 0.1% Highly Cited) Paper in Social Sciences, Believing and sharing misinformation, fact-checks, and accurate information on social media: The role of anxiety during COVID-19 (New Media & Society, with co-authors)
- 2021-24 Top 1% Highly Cited (2019-21 Top 0.1% Highly Cited) Paper in Social Sciences, *Science audiences, misinformation, and fake news* (Proceedings of the National Academy of Sciences, with Nicole M. Krause)
- 2017-24 Top 1% Highly Cited Paper in Social Sciences, *The end of framing as we know it ... and the future of media effects* (Mass Communication and Society, with co-authors)
- 2014-24 Top 1% Highly Cited Paper in Social Sciences, "The Nasty Effect:" Online incivility's effect on risk perceptions of emerging technologies (Journal of Computer-Mediated Communication, with co-authors)
- 2019-22 Top 1% Highly Cited Paper in Social Sciences, *Toxic talk: How incivility can undermine perceptions of media* (International Journal of Public Opinion Research, with co-authors)
- 2014-20 Top 1% Highly Cited Paper in Plant & Animal Science, *What's next for science communication? Promising directions and lingering distractions* (American Journal of Botany, with Matthew C. Nisbet)
- 2014-17 Top 1% Highly Cited Paper in General Social Sciences, *Framing, agenda setting, and priming: The evolution of three media effects models* (Journal of Communication, with David Tewksbury)

- Eom, D., Molder, A., Tosteson, H. A., Howell, E. L., DeSalazar, M., Kirschner, E., Goodwin, S. S., & Scheufele, D. A. (forthcoming) Race and gender biases persist in public perceptions of scientists' credibility. *Scientific Reports*.
- Villanueva, I. I., Eom, D., Cate, A. R., Krause, N. M., Scheufele, D. A., & Brossard, D. (forthcoming). Emerging debates about breakthrough science: Understanding the interplay of values and cognition in shaping attitudes on human brain organoids. *Science Communication*. doi:10.1177/10755470251314128
- Krause, N. M., Freiling, I., & Scheufele, D. A. (forthcoming). Our changing information ecosystem for science and why it matters for effective science communication. *Proceedings of the National Academy of Sciences*.
- Eom, D., Newman, T., Brossard, D., & Scheufele, D. A. (forthcoming). Societal guardrails for AI? Perspectives on what we know about public opinion on artificial intelligence. *Science and Public Policy*. doi:10.1093/scipol/scae041
- Yang, S., Krause, N. M., Bao, L., Calice, M. N., Newman, T. P., Scheufele, D. A., Xenos, M. A., & Brossard, D. (forthcoming). In AI we trust: The interplay of media use, political ideology, and trust in shaping emerging AI attitudes. *Journalism & Mass Communication Quarterly*. doi:10.1177/10776990231190868
- Yang, S., Brossard, D., Scheufele, D. A., Xenos, M. A., & Newman, T. P. (2025). Connecting social media use with education- and race-based gaps in factual and perceived knowledge across wicked science issues. *Social Media + Society*, 11(1), 20563051251325592. doi:10.1177/20563051251325592
- Augenstein, I., Baldwin, T., Cha, M., Chakraborty, T., Ciampaglia, G. L., Corney, D., DiResta, R., Ferrara, E., Hale, S., Halevy, A., Hovy, E., Ji, H., Menczer, F., Miguez, R., Nakov, P., Scheufele, D., Sharma, S., & Zagni, G. (2024). Factuality challenges in the era of large language models and opportunities for fact-checking. *Nature Machine Intelligence*, 6(8), 852-863. <https://doi.org/10.1038/s42256-024-00881-z>
- Bao, L., Calice, M. N., Brossard, D., Scheufele, D. A., & Markowitz, E. M. (2024). Are productive scientists more willing to engage with the public? *Science Communication*, 46(1), 65-91. doi:10.1177/10755470231217682
- Wirz, C. D., Howell, E. L., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2023). Examining expertise: Synthetic biology experts' perceptions of risk, benefit, and the public for research and applications regulation. *Public Understanding of Science*, 32(7), 870-888. doi:10.1177/09636625231166652
- Arendt, F., Northup, T., Forrai, M., & Scheufele, D. A. (2023). Why we stopped listening to the other side: How partisan cues in news coverage undermine the deliberative foundations of democracy. *Journal of Communication*, 73(5), 413-426. doi:10.1093/joc/jqad007

- Calice, M. N., Bao, L., Freiling, I., Howell, E., Xenos, M. A., Yang, S., Brossard, D., Newman, T. P., & Scheufele, D. A. (2023). Polarized platforms? How partisanship shapes perceptions of “algorithmic news bias”. *New Media & Society*, 25(11), 2833-2854. doi:10.1177/14614448211034159
- Alexander, S., Calice, M., Scheufele, D. A., Brossard, D., Krause, N. M., Wright, D., & Block, P. (2023). The impact of extreme precipitation events and their variability on climate change beliefs in the American public. *Weather, Climate, and Society*, 15(4), 863–879. doi:10.1175/WCAS-D-23-0014.1
- Calice, M. N., Bao, L., Beets, B., Brossard, D., Scheufele, D. A., Feinstein, N. W., Heisler, L., Tangen, T., & Handelsman, J. (2023). A triangulated approach for understanding scientists' perceptions of public engagement with science. *Public Understanding of Science*, 32(3), 389-406. doi:10.1177/09636625221122285
- Freiling, I., Krause, N. M., & Scheufele, D. A. (2023). The science and ethics of “curing” misinformation. *AMA Journal of Ethics*, 25(3), E228-237. doi:10.1001/amajethics.2023.228
- Bao, L., Calice, M. N., Brossard, D., Beets, B., Scheufele, D. A., & Rose, K. M. (2023). How institutional factors at U.S. land-grant universities impact scientists' public scholarship. *Public Understanding of Science*, 32(2), 124-142. doi:10.1177/09636625221094413
- Krause, N. M., Beets, B., Howell, E. L., Tosteson, H., & Scheufele, D. A. (2023). Collateral damage from debunking mRNA vaccine misinformation. *Vaccine*, 41(4), 922-929. doi:10.1016/j.vaccine.2022.12.045
- Freiling, I., Krause, N. M., Scheufele, D. A., & Brossard, D. (2023). Believing and sharing misinformation, fact-checks, and accurate information on social media: The role of anxiety during COVID-19. *New Media & Society*, 25(1), 141–162. doi:10.1177/14614448211011451
- Calice MN, Beets B, Bao L, Scheufele DA, Freiling I, Brossard D, et al. (2022) Public engagement: Faculty lived experiences and perspectives underscore barriers and a changing culture in academia. *PLoS ONE* 17(6): e0269949. doi:10.1371/journal.pone.0269949
- Yang, S., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2022). The science of YouTube: What factors influence user engagement with online science videos? *PLoS ONE*, 17(5), e0267697. doi:10.1371/journal.pone.0267697
- Krause, N. M., Freiling, I., & Scheufele, D. A. (2022). The ‘infodemic’ infodemic: Toward a more nuanced understanding of truth-claims and the need for (not) combatting misinformation. *The ANNALS of the American Academy of Political and Social Science*. 2022;700(1), 112-123. doi:10.1177/00027162221086263
- Bao, L., Krause, N. M., Calice, M. N., Scheufele, D. A., Wirz, C. D., Brossard, D., Newman, T. P., & Xenos, M. A. (2022). Whose AI? How different publics think about AI and its social impacts. *Computers in Human Behavior*, 130, 107182. doi:10.1016/j.chb.2022.107182
- Howell, E. L., Kohl, P., Scheufele, D. A., Clifford, S., Shao, A., Xenos, M. A., & Brossard, D. (2022). Enhanced threat or therapeutic benefit? Risk & benefit perceptions of human gene editing by purpose & heritability of edits. *Journal of Risk Research*, 25(2), 139-155. doi:10.1080/13669877.2020.1806911
- Su, L. Y.-F., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2021). Political and personality predispositions and topical contexts matter: Effects of uncivil comments on science news engagement intentions. *New Media & Society*, 23(5), 894–919. <https://doi.org/10.1177/1461444820904365>
- Howell, E. L., Yang, S., Holesovsky, C., & Scheufele, D. A. (2021). Communicating chemistry through cooking & personal health: Everyday applications increase perceived relevance, interest, & self-efficacy in chemistry. *Journal of Chemical Education*, 98(6), 1852-1862. doi:10.1021/acs.jchemed.1c00125
- Freiling, I., Krause, N. M., Scheufele, D. A., & Chen, K. (2021). The science of open (communication) science: Toward an evidence-driven understanding of quality criteria in communication research. *Journal of Communication*, 71(5), 686–714. doi:10.1093/joc/jqab032
- Wirz, C. D., Howell, E. L., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2021). The state of GMOs on social media: An analysis of state-level variables and discourse on Twitter in the United States. *Politics and the Life Sciences*, 40(1), 40-55. doi:10.1017/pls.2020.15
- Scheufele, D. A., Krause, N. M., Freiling, I., & Brossard, D. (2021). What we know about effective public engagement on CRISPR and beyond. *Proceedings of the National Academy of Sciences*, 118(22), e2004835117. doi:10.1073/pnas.2004835117
- Akin, H., Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2020). Publics' support for novel and established science issues Linked to perceived knowledge and deference to science. *International Journal of Public Opinion Research*, edaa010. doi:10.1093/ijpor/edaa010
- Howell, E. L., Wirz, C. D., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2020). Deference and decision-making in science and society: How deference to scientific authority goes beyond confidence in science and scientists to become authoritarianism. *Public Understanding of Science*, 29(8), 800-818. doi:10.1177/0963662520962741
- Rose, K. M., Brossard, D., & Scheufele, D. A. (2020). Of Society, nature, and health: How perceptions of specific risks and benefits of genetically engineered foods shape public rejection. *Environmental Communication*, 14(7), 1017-1031. doi:10.1080/17524032.2019.1710227
- Wirz, C. D., Scheufele, D. A. & Brossard, D. (2020). Societal debates about emerging genetic technologies: Toward a science of public engagement, *Environmental Communication*, 14(7), 859-864. doi:10.1080/17524032.2020.1811478

- Howell, E. L., Yang, S., Beets, B., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2020). What do we (not) know about global views of human gene editing? Insights and blind spots in the CRISPR era. *The CRISPR Journal*, 3(3). doi:10.1089/crispr.2020.0004
- Krause, N.; Brossard, D.; Scheufele, D.A.; Xenos, M.; Franke, K. (2019). Poll trends: Americans' trust in science and scientists. *Public Opinion Quarterly*, 83(4), 817-836. doi:10.1093/poq/nfz041.
- Howell, E. L., Wirz, C. D., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2019). Seeing through risk-colored glasses: Risk and benefit perceptions, knowledge, and the politics of fracking in the United States. *Energy Research & Social Science*, 55, 168-178. doi:10.1016/j.erss.2019.05.020
- Kohl, P., Brossard, D., Scheufele, D. A. and Xenos, M. (2019), Public views about editing genes in wildlife for conservation. *Conservation Biology*, 33(6), 1286-1295. doi:10.1111/cobi.13310
- Doroshenko, L., Schneider, T., Kofanov, D., Xenos, M., Scheufele, D., & Brossard, D. (2019). Ukrainian nationalist parties and connective action: Analysis of electoral campaigning and social media sentiments. *Information, Communication & Society*, 22(1), 1376-1395. doi:10.1080/1369118X.2018.1426777
- Rose, K. M., Howell, E. L., Su, L. Y.-F., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2019). Distinguishing scientific knowledge: The impact of different measures of knowledge on genetically modified food attitudes. *Public Understanding of Science*, 28(4), 449-467. doi:10.1177/0963662518824837
- Howell E. L., Nepper J., Brossard D., Xenos M. A., Scheufele D. A. (2019). Engagement present and future: Graduate student and faculty perceptions of social media and the role of the public in science engagement. *PLoS ONE* 14(5), e0216274. doi:10.1371/journal.pone.0216274
- Scheufele, D. A., & Krause, N. M. (2019). Science audiences, misinformation, and fake news. *Proceedings of the National Academy of Sciences*, 116(16), 7662-7669. doi:10.1073/pnas.1805871115
- Akin, H., Yeo, S. K., Wirz, C. D., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2019). Are attitudes toward labeling nano products linked to attitudes toward GMO? Exploring a potential 'spillover' effect for attitudes toward controversial technologies. *Journal of Responsible Innovation*, 6(1), 50-74. doi:10.1080/23299460.2018.1495026
- Wirz, C. D., Xenos, M. A., Brossard, D., Scheufele, D. A., Chung, J. H., & Massarani, L. (2018). Rethinking social amplification of risk: Social media and Zika in three languages. *Risk Analysis*, 38(12), 2599-2624. doi:10.1111/risa.13228
- Howell, E. L., Wirz, C. D., Brossard, D., Jamieson, K. H., Scheufele, D. A., Winneg, K. M., & Xenos, M. A. (2018). National Academy of Sciences report on genetically engineered crops Influences public discourse. *Politics and the Life Sciences*, 37(2), 250-261. doi:10.1017/pls.2018.12
- Rose, K. M., Howell, E. L., Scheufele, D. A., Brossard, D., Xenos, M. A., Shapira, P., Youtie, J., & Kwon, S. (2018). The values of synthetic biology: Researcher views of their field and participation in public engagement. *BioScience*, 68(10), 782-791. doi:10.1093/biosci/biy077
- Li, N., Brossard, D., Scheufele, D.A., & Wilson, P. H. (2018). Policymakers and stakeholders' perceptions of science-driven nuclear energy policy. *Nuclear Engineering and Technology*, 50(5), 773-779. doi:10.1016/j.net.2018.03.012
- Yeo, S. K., Su, L. Y.-F., Scheufele, D. A., Brossard, D., Xenos, M. A., & Corley, E. A. (2018). The effect of comment moderation on perceived bias in science news. *Information, Communication & Society*, 22(1), 129-146. doi:10.1080/1369118X.2017.1356861
- Su, L. Y.-F., Xenos, M. A., Rose, K. M., Wirz, C. D., Scheufele, D. A., & Brossard, D. (2018). Uncivil and personal? Comparing patterns of incivility in comments on the Facebook pages of news outlets. *New Media & Society*, 20(10), 3678-3699. doi:10.1177/1461444818757205
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- Scheufele, D. A. (1999). Discussion or dispute? An exploratory study examining dimensions of public opinion expression. *International Journal of Public Opinion Research*, 11(1), 24-58.
- Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of Communication*, 49(1), 103-122.

Select Perspectives and Commentary Articles

- Paltzer, W. G., & Scheufele, D. A. (2024). Prescribing a new treatment in heart disease communication. *Circulation*, 150, 1070-1071. doi:10.1161/CIRCULATIONAHA.124.069581
- Scheufele, D. A., Brossard, D., & Newman, T. (2023). When it comes to AI regulation, the public needs a seat at the table. *Fast Company*, September 6. <https://www.fastcompany.com/90948536/when-it-comes-to-ai-regulation-the-public-needs-a-seat-at-the-table>
- Scheufele, D. A. (2022). Understanding (perceptions of) emerging information ecologies. *Journalism & Communication Monographs*, 24(2), 141-145. doi:10.1177/15226379221092022
- Scheufele, D. A. (2022). Thirty years of science–society interfaces: What's next? *Public Understanding of Science*, 31(3), 297-304. doi:10.1177/09636625221075947
- Brossard, D., & Scheufele, D. A. (2022). The chronic growing pains of communicating science online. *Science*, 375(6581), 613-614. doi:10.1126/science.abo0668
- Scheufele, D. A., Krause, N. M., & Freiling, I. (2021). Misinformed about the “infodemic?” Science’s ongoing struggle with misinformation. *Journal of Applied Research in Memory and Cognition*, 10(4), 522-526. doi:10.1016/j.jarmac.2021.10.009
- Good Christopherson, E., Howell, E. L., Scheufele, D. A., Viswanath, K., & West, N. P. (2021). How science philanthropy can build equity. *Stanford Social Innovation Review*, Fall, 48-55. doi:10.48558/p4g8-qm77
- Krause, N. M., Scheufele, D. A., Freiling, I., & Brossard, D. (2021). The trust fallacy. *American Scientist*, July–August, 226-231.
- Scheufele, D. A., Hoffman, A. J., Neeley, L., & Reid, C. M. (2021). Misinformation about science in the public sphere. *Proceedings of the National Academy of Sciences*, 118(15), e2104068118. doi:10.1073/pnas.2104068118
- Scheufele, D. A., Krause, N. M., Freiling, I., & Brossard, D. (2020). How not to lose the COVID-19 communication war. *Issues in Science and Technology*, April 17. Retrieved from <https://issues.org/covid-19-communication-war/> (also republished in Slate.com: <https://slate.com/technology/2020/04/covid19-misinformation-science-communication.html>).
- Fischhoff, B., & Scheufele, D. A. (2019). The Science of Science Communication III. *Proceedings of the National Academy of Sciences*, 116(16), 7632-7633. doi:10.1073/pnas.1902256116
- Scheufele, D. A. (2018). Beyond the choir? The need to understand multiple publics for science. *Environmental Communication*, 12(8), 1123-1126. doi:10.1080/17524032.2018.1521543
- Good Christopherson, E., Scheufele, D. A., & Smith, B. (2018). The civic science imperative. *Stanford Social Innovation Review*, 16(2), 46-52.
- Akin, H., Brossard, D., Hardy, B. W., & Scheufele, D. A. (2017). Bill Nye can't save the world. *Slate.com*, April 27. (http://www.slate.com/articles/health_and_science/science/2017/04/why_bill_nye_s_show_won_t_save_the_world.html).
- Fischhoff, B., & Scheufele, D. A. (2014). The Science of science communication II. *Proceedings of the National Academy of Sciences*, 111(Supplement 4), 13583-13584. doi:10.1073/pnas.1414635111

- Scheufele, D. A. (2013). Comment isn't free: The downside of Web 2.0. *New Scientist*. (<http://www.newscientist.com/article/dn24403-comment-isnt-free-the-downside-of-web-20.html>).
- Fischhoff, B., & Scheufele, D. A. (2013). The science of science communication. *Proceedings of the National Academy of Sciences*, 110(Supplement 3), 14031-14032. doi:10.1073/pnas.1312080110
- Brossard, D., & Scheufele, D. A. (2013, March 11). O efeito da baixaria, *O Estado De Sao Paulo*, p. L4.
- Brossard, D., & Scheufele, D. A. (2013, March 6). The net effect of mischief makers, *The Straits Times*, p. A25.
- Brossard, D., & Scheufele, D. A. (2013, March 2). This story stinks, *The New York Times*, p. SR5.
- Brossard, D., & Scheufele, D. A. (2013). Science, new media, and the public. *Science*, 33(6115), 40-41. doi:10.1126/science.1232329
- Nisbet, M. C., & Scheufele, D. A. (2012). The polarization paradox: Why hyperpartisanship strengthens conservatism and undermines liberalism. *Breakthrough Journal*, 3, 55-69.
- Nisbet, M. C., & Scheufele, D. A. (2012). Scientists' intuitive failures: Much of what researchers believe about the public and effective communication is wrong. *The Scientist* (<http://the-scientist.com/2012/07/23/opinion-scientists-intuitive-failures/>).

Select Proceedings and Technical Reports

- National Academies of Sciences, Engineering, & Medicine. (2022). *Addressing inaccurate and misleading information about biological threats through scientific collaboration and communication in Southeast Asia*. Washington, DC: The National Academies Press.
- National Academies of Sciences, Engineering, & Medicine. (2019). *Reproducibility and replicability in science*. Washington, DC: The National Academies Press.
- National Academies of Sciences, Engineering, and Medicine. (2017). *Human genome editing: Science, ethics, and governance*. Washington, DC: The National Academies Press.
- National Academies of Sciences, Engineering, and Medicine. (2016). *Communicating science effectively: A research agenda*. Washington, DC: The National Academies Press.

REFEREED Convention Papers & Presentations (PAST THREE YEARS)

- Beets, B., Scheufele, D.A., & Brossard, D. (2025, June). *Conceptualizing uncertainty in science: A mixed-methods study of public understanding of scientific uncertainty*. Presented to the annual conference of the International Communication Association (ICA), Denver, CO.
- Villanueva, I. I., Eom, D., Cate, A. R., Krause, N. M., Scheufele, D. A., & Brossard, D. (2025, May). The interplay of deference, ideology, and risk/benefit perceptions in shaping support for human brain organoids [Individual paper]. Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- Villanueva, I. I., Eom, D., Cate, A. R., Krause, N. M., Scheufele, D. A., & Brossard, D. (2024, August). The interplay of deference, ideology, and risk/benefit perceptions in shaping support for human brain organoids. Presented to the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA. ([Top faculty paper Award, 1st place, COMSHER Division](#))
- Freiling, I., Villanueva, I. I., & Scheufele, D. A. (2023, May 25–29). *(Meta)Theorizing public spheres in an era of preference-based media effects*. Presented to the annual convention of the International Communication Association (ICA), Toronto, Canada. ([Top paper award. Mass Communication Division](#))
- Middleton, L., Beets, B., Bao, L., Scheufele, D. A., Brossard, D., Feinstein, N. W., Heisler, L., Tangen, T., & Handelsman, J. (2022, August). *Are universities walking the talk? Exploring what really drives scientists to engage with the public*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), Detroit, MI.
- Molder A. L., Howell, E. L., DeSalazar, M., Kirschner, E., Goodwin, S. S., Scheufele, D. A. (2022, August). *Race, gender, and credentials as credibility cues? Communicating about emerging science across diverse audiences*. Presented to the annual convention of the Association for Education in Journalism & Mass Communication (AEJMC), Detroit, MI.
- Krause, N. M., Freiling, I., & Scheufele, D. A. (2022, May). *The infodemic 'infodemic': Toward a more nuanced understanding of truth-claims and (not) combatting misinformation*. Presented at the annual convention of the International Communication Association (ICA), Paris, France.
- Molder A. L., Howell, E. L., DeSalazar, M., Kirschner, E., Goodwin, S. S., & Scheufele, D. A. (2022, May). *Reaching beyond the proverbial choir: Examining the impact of science documentaries and representations of scientists to engage with underserved audiences*. Presented at the annual convention of the International Communication Association (ICA), Paris, France.
- Yang, S., Krause, N. M., Bao, L., Calice, M., Newman, T. P., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2022, May). *In AI we trust: The interplay of media use, political ideology, and trust in shaping emerging AI attitudes*. Presented at the annual convention of the International Communication Association (ICA), Paris, France.

- Calice, M. N., Beets, B., Bao, L., Scheufele, D. A., Freiling, I., Brossard, D., Feinstein, N. W., Handelsman, J., Heisler, L., Tangen, T. (November 2021). *Public engagement: Scientists' lived experiences and perspectives underscore barriers and a changing culture in academia*. Presented at the Science & You Conference, Metz, France.
- Molder A. L., Howell, E. L., Scheufele, D. A., DeSalazar, M., Kirschner, E., Goodwin, S. S. (2022, January). *Reaching beyond a proverbial choir with research-practice partnerships in filmmaking*. Presented at the annual convention of the American Association for the Advancement of Science (AAAS), Virtual.

PUBLIC LECTURES AND KEYNOTE TALKS (PAST THREE YEARS)

- 2025 Talk, Climate Transformation Programme, Nanyang Technological University Singapore
- 2025 Keynote, Wee Kim School of Communication and Information International Symposium, Nanyang Technological University Singapore
- 2025 Talk, Internationale DAAD Akademie (virtual)
- 2024 Keynote, WikiCon 2024, Wikipedia Germany (virtual)
- 2024 Keynote, Science Communication Symposium, University of Notre Dame, Notre Dame, IN
- 2024 Keynote, Phi Kappa Phi, UW-Madison chapter, Madison, WI
- 2024 Talk, Civic Science Lab, Rita Allen Foundation (virtual)
- 2023 Talk, German Academic Conference, Harvard University, Boston, MA
- 2023 Keynote, AdPR Week, University of Georgia, Athens, GA
- 2023 Talk, Molecular Biosciences Colloquium, Universität Heidelberg, Germany (virtual)
- 2023 Talk, Defense Health Board, Department of Defense, Falls Church, VA
- 2023 Talk, Council of State Governments annual Midwestern Legislative Conference, Detroit, MI
- 2023 Talk, Deutscher Akademischer Austauschdienst (DAAD), Bonn, Germany (virtual)
- 2023 Keynote, Center for Economic and Social Research, University of Southern California, Los Angeles, CA
- 2023 Keynote, Wisconsin Society of Science Teachers annual meeting, Madison, WI
- 2022 Talk, National Academy of Medicine annual meeting, Washington, DC
- 2022 Talk, University Roundtable, UW-Madison, Madison, WI
- 2022 Talk, New York Society of Cosmetic Chemists, West Orange, NJ
- 2022 Keynote, Association of Independent Research Institutes (AIRI), Chicago, IL (virtual)
- 2022 Talk, Board of Directors and Trustees, Kavli Foundation, Menlo Park, CA
- 2022 Talk, Center for Advanced Studies, University of Illinois at Urbana-Champaign (virtual)

TEACHING

- Wisconsin:* J&MC 449: Research and Strategy; J&MC 618: Mass Communication and Political Behavior (cross-listed with Political Science); J&MC 658: Communication Research Methods; J&MC 699: Collaborative Leadership; J&MC 880: Internet and Civic Life; LSC 251: Science, Media & Society (both online and in person); LSC 375: Science, Communication, and Policy; LSC 660: Data Analysis in Communication; LSC 700: Research Colloquium; LSC 720: Introduction to Communication Theory and Research; LSC 806: Conceptualization and Design of Communication Research; LSC 902: Public Opinion and Science; STS 201: Where Science Meets Society
- Dresden:* Vorlesung: Science Communication I & II; Vorlesung: Science in Media & Public Opinion; Seminar: Science in Media & Public Opinion; Seminar: Political Communication in Times of the Internet
- Cornell:* Comm 282: Communication Industry Research; Comm 376: Planning Communication Campaigns; Comm 376DL: Planning Communication Campaigns (online); Comm 382: Advanced Undergraduate Research Methods; Comm 420/620: Public Opinion and Social Processes; Comm 494/694 Special Topics/Seminar in Communication: Mass Communication and Political Behavior; Comm 682: Graduate Research Methods

ADMINISTRATION & SERVICE

Associations, Foundations, and Industry

- 2024-Pres. Member, Kuratorium, Klaus Tschira Stiftung, Heidelberg, Germany
- 2022-Pres. Chair, Practice and Science of Civic Science Advisory Committee, Rita Allen Foundation
- 2021-Pres. Member, Advisory Board, LabX, National Academy of Sciences, Engineering, and Medicine
- 2017-Pres. Member, Advisory Board, AAAS SciLine
- 2011-Pres. Member, Advisory Board, Earl Babbie Research Center, Chapman University

2018-24 Member, Division of Behavioral and Social Sciences and Education (DBASSE) Advisory Committee, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)

2018-24 Inaugural Co-Chair, Standing Committee on Advancing Science Communication, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)

2017-24 Member, Board on Health Sciences Policy, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)

2023 Member, Planning Committee, Scoping Meeting on Identifying Credible Digital Health Content, National Academy of Medicine

2022-23 Jury Member, Eric and Wendy Schmidt Awards for Excellence in Science Communication, National Academy of Sciences, Engineering, and Medicine

2021-23 Chair, Practice and Science of Civic Science Advisory Committee, Rita Allen Foundation

2021-22 Co-Chair, Consensus Study Committee on Addressing Inaccurate and Misleading Information about Biological Threats through Scientific Collaboration and Communication, National Academy of Sciences, Engineering, and Medicine

2016-22 Member, Division on Earth and Life Studies (DELS) Advisory Committee, National Academy of Sciences, Engineering, and Medicine (two 3-year terms)

2018-21 Member, B. Aubrey Fisher Mentorship Award Committee, International Communication Association

2020 Member, Planning Committee, Workshop on Advancing Effective Obesity Communications, Health and Medicine Division, National Academy of Sciences, Engineering, and Medicine

2018-19 Co-Organizer (with May Berenbaum, William K. Hallman, Andrew Hoffman, Liz Neeley and Czerne M. Reid), National Academy of Sciences, Engineering, and Medicine, Sackler Colloquium on "The Science of Science Communication IV"

2017-19 Member, Contact Group, Genetic Technologies Programme, The Royal Society (UK)

2017-19 Member, Consensus Study Committee on Reproducibility and Replicability in Science, National Academy of Sciences, Engineering, and Medicine

2017 Member, Planning Committee, Assessing the Security Implications of Genome Editing Technology, VolkswagenStiftung, Leopoldina, and National Academies of Sciences, Engineering and Medicine

2016-17 Co-Organizer (with Baruch Fischhoff, Karen Cook, and Alan Leshner), National Academy of Sciences, Engineering, and Medicine, Sackler Colloquium on "The Science of Science Communication III"

2015-17 Member, Consensus Study Committee on Human Genome Editing: Science, Ethics, and Governance, National Academy of Sciences, Engineering, and Medicine

2014-17 Elected Member, Scientific Committee, International Network on Public Communication of Science and Technology (PCST)

2008-17 Member, Advisory Committee, *Center for Policy on Emerging Technologies*, Washington, DC

2015-16 Vice-Chair, Consensus Study Committee on Communicating Science Effectively: A Research Agenda, National Academy of Sciences, Engineering, and Medicine

2013-15 Co-Chair, Roundtable on the Public Interfaces of the Life Sciences, The National Academies

2011-14 Member, External Advisory Committee, Wellcome Trust Monitor, London (UK)

2012-13 Co-Organizer (with Ralph Cicerone, Baruch Fischhoff, Alan Leshner, and Barbara Schaal), National Academy of Sciences, Sackler Colloquium on "The Science of Science Communication II"

2009-13 Member, Content Advisory Group, Nanoscale Informal Science Education Network, Boston, MA

2007-13 Co-Chair (since 2009) and Member, National Conference of Lawyers and Scientists, AAAS and *American Bar Association*

2011-12 Co-Organizer (with Ralph Cicerone, Baruch Fischhoff, Alan Leshner, and Barbara Schaal), National Academy of Sciences, Sackler Colloquium on "The Science of Science Communication"

2011-12 Chair, Emerging Scholars Program steering committee, *AEJMC*

2010-11 Chair, Murray Edelman Distinguished Career Award committee, *APSA*

2009-11 Member, Emerging Scholars Program steering committee, *AEJMC*

2010 Member, Turner Prize Committee, *WAPOR*

2009-10 Member, Planning Team, Risk Management and Ethical Legal and Societal Implications of Nanotechnology (ELSI) capstone workshop, *National Nanotechnology Initiative*

2008-10 Member, Marketing and Engagement Committee, THRIVE - Madison Region Economic Development Enterprise

2009 Member, International Scientific Advisory Committee, Mobile Communication and Social Policy conference, Rutgers University

2008 Member, Consensus Study Committee, Changing the Conversation; Messages for Improving Public Understanding of Engineering, National Academy of Engineering

2007-09 Member, Nanotechnology Technical Advisory Group to the U.S. *President's Council of Advisors on Science and Technology*

2007-08 Program Chair, Political Communication Section, *APSA*

2007-08 Member, Meeting Program Committee, *APSA*
 2006-08 Chair, David Swanson Award Committee, Political Communication Division, *ICA*
 2006-08 Member, Committee on “Developing Effective Messages for Improving Public Understanding of Engineering,” *National Academy of Engineering*
 2007 Member, Environmental Scan, *AEJMC*
 2004-07 President-Elect, President, & Past-President, *MAPOR*
 2006 Member, Member & Chapter Relations Committee, *AAPOR*
 2006 Member, Conference Committee, *WAPOR*
 2005-06 Chair, Awards Committee (Young Scholar Award), *ICA*
 2005-06 Chair, Nominations Committee, Political Communication Division, *ICA*
 2005 Member, Conference Committee, *AAPOR*
 2004-05 Member, Awards Committee (Young Scholar Award), *ICA*
 2004-05 Member, Advisory Board, Mass Communication Division, *ICA*
 2003-05 Vice-Head & Head, Communication Theory & Methodology Division, *AEJMC*
 2003-05 Member, Best Graduate Student Paper Award Committee, Political Communication Section, *APSA*
 2003-05 Member, Council of Divisions, *AEJMC*
 2004 Conference chair, *WAPOR*
 2004 Member, Conference Committee, *AAPOR*
 2003-04 Paper Chair, Mass Communication & Society Division, *AEJMC*
 2002-04 Conference Co-Chair & Conference Chair, *MAPOR*
 2003 Member, Conference Committee, *WAPOR*
 2002-03 Research/Paper/Program Chair, Communication Theory & Methodology Division, *AEJMC*
 2001-03 Member, Executive Committee, Communication Theory & Methodology Division, *AEJMC*
 2001-02 Teaching Standards Chair, Communication Theory & Methodology Division, *AEJMC*
 2000-01 Member, Naomi C. Turner Prize Committee, *WAPOR*
 1999-01 Chair, Recruitment Committee, Communication Theory & Methodology Division, *AEJMC*

Editorial Appointments

2024-Pres. Editorial Board Member, *Science Communication*
 2019-Pres. Editorial Board Member, *Environmental Communication*
 2015-Pres. Editorial Board Member, *Journalism & Communication Monographs*
 2006-Pres. Editorial Board Member, *Communication Methods and Measures*
 2006-Pres. Editorial Board Member, *Communication Studies*
 2023-25 Guest Editor, *Proceedings of the National Academy of Sciences*, Science of Science Communication V
 2019-21 Guest Editor, *Proceedings of the National Academy of Sciences*, Science of Science Communication IV
 2018-22 Editorial Board Member, *Journal of Communication* (also 2002-15)
 2016-20 Editorial Board Member, *Annals of the International Communication Association*
 2004-19 Editorial Board Member, *International Journal of Public Opinion Research*
 2018-19 Guest Editor, *Proceedings of the National Academy of Sciences*, Science of Science Communication III
 2013-17 Editorial Board Member, *Politics and the Life Sciences*
 2011-17 Editorial Board Member, *Political Communication*
 2009-15 Editorial Board Member, *Communication Research*
 2014 Guest Editor, *Proceedings of the National Academy of Sciences*, Science of Science Communication II
 2009-14 Editorial Board Member, *Communication Yearbook*
 2013 Guest Editor, *Proceedings of the National Academy of Sciences*, Science of Science Communication I
 2010-13 Editorial Board Member, *Human Communication Research*
 2003-12 Editorial Board Member, *Mass Communication & Society*
 2006-07 Guest Editor (with David Tewksbury), special issue on “Framing, agenda setting, & priming: Agendas for theory and research,” *Journal of Communication*
 2000-04 Journal Review Editor, *International Journal of Public Opinion Research*

University of Wisconsin—Madison

University:

2023-Pres. Member, UW Information Technology Committee
 2005-Pres. Member, Steering Committee, The University of Wisconsin Survey Center
 2023-24 Member, Student Misconduct Panels
 2019-24 Chair, University Committee on Honorary Degrees (Chancellor appointee)
 2019-24 Member, Campus Diversity and Climate Committee

2023 Member, Review Panel, Office of the Vice Chancellor for Research and Graduate Education Increasing Social and Economic Inclusion (ISEI) initiative

2014-2019 Member, Wisconsin Institutes for Discovery, Town Center advisory board

2017-19 Member, Provost Search and Screen Committee

2017-18 Member, University Committee on Honorary Degrees (Chancellor appointee)

2014-17 Member, Vice Provost for Libraries Search and Screen Committee

2014-16 Member, Environmental Leadership Master's Program Committee

2014-16 Member, University of Wisconsin-Madison Athletic Board

2013-14 Member, Provost Search and Screen Committee

2013-14 Chair, Biological Sciences Integrated Tenure Case Review Committee

2013-14 Member, Review Committee, Energy Analysis and Policy Certificate Program

2011-14 Member, Research Committee, Eye Research Institute (3-year term)

2013 Member, Editorial Advisory Board, *On Wisconsin* (UW alumni magazine)

2012-13 Member, Committee on Committees

2012-13 Elected Member, University Committee/Executive Committee of the Faculty Senate (1-year term)

2009-13 Member, University Committee on Honorary Degrees (4-year term)

2009-12 Member, Honorific Modified Professorial Titles Review Committee (3-year term)

2007-11 Elected Member, Steering Committee, Robert F. and Jean E. Holtz Center for Science and Technology Studies (4-year term)

2009 Reviewer, WAA Outstanding Student Award

2006-09 Member, Provost Office's Cluster/Interdisciplinary Advisory Committee (3-year term)

2006-09 Elected Member, Executive Committee of the Social Studies Faculty Division (3-year term)

2008 Member, Editorial Advisory Board, *On Wisconsin* (UW alumni magazine)

2004-08 Coordinator, Communication Technologies Research Cluster

2004-07 Faculty Advisor, The Badger Herald Board of Directors

College:

2016-19 Elected Member, Academic Planning Council, College of Agricultural & Life Sciences

2011-15 Chair, Equity and Diversity Committee, College of Agricultural & Life Sciences (3-year term, 1 additional year as member)

2012-13 Member, Strategic Planning Committee, College of Agricultural & Life Sciences

2009-10 Chair, Academic Affairs Visioning Committee, College of Agricultural & Life Sciences

2007-10 Member, Curriculum Committee, College of Agricultural & Life Sciences (3-year term)

Departmental:

2021-Pres. Chair, Technology & Facilities Committee, Department of Life Sciences Communication

2018-Pres. Member, Assistant Professor Review Committee, Department of Life Sciences Communication

2009-2018, 2022-24 Director of Graduate Studies, Department of Life Sciences Communication (Member of Graduate Committee, 2007-Pres.)

2020-22 Director of Academic Programs, Department of Life Sciences Communication

2019-20 Chair, Faculty Search & Screen Committees (Visual Communication & Science Communication), Department of Life Sciences Communication

2018-20 Director of Undergraduate Studies, Department of Life Sciences Communication

2018-19 Chair, Faculty Search & Screen Committee, Department of Life Sciences Communication

2014-15 Chair, Faculty Search & Screen Committee, Department of Life Sciences Communication

2007-12 Member, Review Committee, Bret R. Shaw, Department of Life Sciences Communication (Chair, 2007-2010)

2005-10 Member, Review Committee, Hernando Rojas, Department of Life Sciences Communication

2006-08 Member, Review Committee, Xiaoli Nan, Department of Life Sciences Communication

2006-07 Interim Director of Graduate Studies, Department of Life Sciences Communication

2006-07 Member, Review Committee, Greg Downey, School of Journalism & Mass Communication

2006-07 Member, External Review Assessment Committee, Department of Life Sciences Communication

2006-07 Member, Merit Review Committee, School of Journalism & Mass Communication

2006-07 Member, Faculty Search & Screen Committee, Department of Life Sciences Communication

2005-07 Member, Graduate Committee, School of Journalism & Mass Communication

2006 Member, Extension Specialist Search Screen Committee, Department of Life Sciences Communication

2004-06 Member, MCRC Steering Committee, School of Journalism & Mass Communication

2005 Member, Annual Review Committee for pre-tenure review, School of Journalism & Mass Communication

2004-05 Member, Undergraduate Admissions Committee, School of Journalism & Mass Communication

Cornell University

2003-04 Elected Member, College Committee on the Support of Teaching and Learning (CSTL), College of Agriculture & Life Sciences (3-year term)
2003-04 Member, Social Sciences Honors Committee, College of Agriculture & Life Sciences
2003-04 Director of Graduate Studies, Department of Communication
2003-04 Member, Summer Session Advisory Committee, Department of Communication
2003-04 Communication Committee, Department of Communication
2001-04 Member, Graduate Program Committee, Department of Communication
2000-04 University Faculty Fellow
2001-03 Teaching Evaluation Pilot Program Departmental Sub-Committee, Department of Communication
2001-03 Member, Faculty Search Committee, Interpersonal Communication, Department of Communication

Membership in Professional Associations

American Association for the Advancement of Science (AAAS); Association for Education in Journalism and Mass Communication (AEJMC); International Communication Association (ICA); Phi Kappa Phi; Sigma Xi