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EDUCATION

- Doctor of Philosophy in Mass Communication** (2012)
 University of North Carolina at Chapel Hill
- Master of Arts, Communication and Leadership Studies** (2008)
 Gonzaga University, Spokane, Washington
- Bachelor of Arts in Political Science** (2005)
 University of North Carolina at Chapel Hill
- Certificate of Excellence in European Union Studies** (2005)
 University of North Carolina at Chapel Hill

ACADEMIC APPOINTMENTS

- 2018 – Present **Associate Professor**, School of Journalism and Mass Communications at the University of South Carolina, Columbia SC.
- 2015 – Present **Director**, Science and Health Communication Research Group at the University of South Carolina, Columbia SC.
- 2013 –2018 **Assistant Professor**, School of Journalism and Mass Communications at the University of South Carolina, Columbia SC.
- 2012 – 2013 **Research Associate**, Arnold School of Public Health at the University of South Carolina, Columbia SC.
- Fall, 2012 **Adjunct Professor**, School of Journalism and Mass Communications at the University of South Carolina, Columbia SC.
- 2009 – 2012 **Roy H. Park Doctoral Fellow and Ph.D. Student**, School of Journalism and Mass Communication at the University of North Carolina, Chapel Hill NC.
- Spring, 2012 **Instructor of Record**, School of Journalism and Mass Communication at the University of North Carolina, Chapel Hill NC.

RESEARCH INTERESTS

Media Processes and Effects
 Health Communication
 Emotions and Media
 Mental Health Advocacy
 Pro-social Media Messages

TEACHING INTERESTS

Quantitative Research Methods
 Persuasion
 Communication Theory
 Experimental Design
 Health Communication

PEER-REVIEWED RESEARCH

Note: Asterisk (*) indicates a student collaborator at time the research was conducted.

Peer-Reviewed Journal Articles

- McKeever, B.W., **McKeever, R.** Pressgrove, G.N., & Overton, H.K. (2019) Predicting Public Support: Applying Theory to Prosocial Behaviors. *Journal of Communication Management*. DOI:10.1108/JCOM-02-2019-0030
- Jang, S. M., McKeever, B.W., **McKeever, R.**, & *Kim, J. K. (2019). From Social Media to Mainstream News: The Information Flow of the Vaccine-Autism Controversy in the US, Canada, and the UK. *Health Communication*. 34(1), 110-117. DOI:10.1080/10410236.2017.1384433
- *Choi, M., Overton, H. K. & **McKeever, R.** (2018). When Organizational Advocacy and Public Advocacy Intersect in CSR: Examining Stage of Partnership and Activism in CSR Partnerships. *Journal of Public Interest Communications*. 2(2), 264-288. DOI: <http://dx.doi.org/10.32473/jpic.v2.i2.p264>
- *Bergeron, C.D., Friedman, D.B., Spencer, S.M., Messias, D.K., Miller, S.C., & **McKeever, R.** (2018). An Exploratory Survey of Older Women's Post-Fall Decisions. *Journal of Applied Gerontology*. 37(9). 1107-1132. DOI: [10.1177/0733464816653361](https://doi.org/10.1177/0733464816653361)
- McKeever, R.**, McKeever, B.W., & *Li, J-Y. (2017). Speaking up Online Exploring Hostile Media Perception, Health Behavior, and Other Antecedents of Communication. *Journalism & Mass Communication Quarterly*, 94(3), 812-832. DOI:10.1177/1077699016670121
- Pardun, C., **McKeever, R.**, & Bedingfield, S. (2017). Smoke Gets in Their Eyes? Third-Person Effects of Electronic Cigarette Advertising. *Journal of Promotion Management*, 23(5), 708-726. DOI:10.1080/10496491.2017.1297980
- McKeever, R.**, & McKeever, B.W. (2017). Moms and media: Exploring the effects of online communication on infant feeding practices. *Health Communication*. 32(9) 1059-1065. DOI:10.1080/10410236.2016.1196638
- Kim, H., **McKeever, R.**, Chang, J-H., & Ha, J-Y. (2017). Factors Influencing Risk Perception of Nuclear Technology: A Pilot Study of Comparing College Students in the U.S. and South Korea, *Asian Communication Research*. 14 (1), 36 - 62. DOI: [10.20879/acr.2017.14.1.36](https://doi.org/10.20879/acr.2017.14.1.36)
- Holman, L., & **McKeever, R.** (2017). Andrea Yates Effect: Priming Mental Illness Stereotypes Through Exemplification of Postpartum Disorders. *Health Communication*. 32(10) 1283-1285 DOI: [10.1080/10410236.2016.1219929](https://doi.org/10.1080/10410236.2016.1219929)
- Cho, Y. J., Thrasher, J.T., Swayampakala, K., Yong, H-H., **McKeever, R.**, Hammond, D., . . . Borland, R. (2016). Does Reactance against Cigarette Warning Labels Matter? Warning Label Responses and Downstream Smoking Cessation amongst Adult Smokers in

Australia, Canada, Mexico and the United States. *PLoS ONE*, 11(7), 1-16. DOI: [10.1371/journal.pone.0159245](https://doi.org/10.1371/journal.pone.0159245)

McKeever, B.W., **McKeever, R.**, Holton, A., & *Li, J-Y. (2016). Silent majority: Childhood vaccinations and antecedents to communicative action. *Mass Communication and Society*, 19, 476-498. DOI: [10.1080/15205436.2016.1148172](https://doi.org/10.1080/15205436.2016.1148172)

McKeever, B. W., Pressgrove, G. N., **McKeever, R.**, & *Zheng, Y. (2016). Toward a Theory of Situational Support: Combining the Situational Theory of Publics and the Theory of Reasoned Action to Explore Organizational Support. *Public Relations Review*. 42, 219-222 DOI: [10.1016/j.pubrev.2015.09.009](https://doi.org/10.1016/j.pubrev.2015.09.009)

McKeever, R. (2015). Vicarious experience: experimentally testing the effects of empathy for media characters with severe depression and the intervening role of perceived similarity. *Health Communication*, 30, 1122 - 1134. DOI: [10.1080/10410236.2014.921969](https://doi.org/10.1080/10410236.2014.921969)

Pardun, C., **McKeever, R.**, Pressgrove, G. N., & McKeever, B. (2015). Colleagues in Training: How Senior Faculty View Doctoral Education. *Journalism and Mass Communication Educator*, 70, 354-366, DOI: [10.1177/1077695815599471](https://doi.org/10.1177/1077695815599471)

McKeever, R. (2014). Thinking outside the Medicine Cabinet: A Quantitative Content Analysis of Internet DTC Advertisements for Prescription Drugs. *Health Marketing Quarterly*, 31, 353-369, DOI: [10.1080/07359683.2014.966007](https://doi.org/10.1080/07359683.2014.966007)

Phillips, L., Riffe, D., & **McKeever, R.** (2014) Seeking Environmental Risk Online: Examining North Carolina's Urban-Rural Divide. *Web Journal of Mass Communication Research*, 47, 1-12. Retrieved from <https://www.scripps.ohio.edu/wjmcr/vol47/47.html>

Basilaia, E., **McKeever, R.**, & Shaw, D. (2013). The natural framing of military conflict news. The 2008 war in Georgia in Resonance, Izvestia and The New York Times. *Central European Journal of Communication*, 6(1), 16-32.

Listokin, S., & **McKeever, R.** (2011). 2011 American Political Science Association Teaching and Learning Track Summaries. *PS: Political Science & Politics*, 44(3), 658-659. DOI: [10.1017/S1049096511000953](https://doi.org/10.1017/S1049096511000953)

Shaw, D.L., Tran, H., McCombs, M., & **McKeever, R.** (2010). Imagining Community: Media Agenda Setting, Social Melding, and Mediamorphosis, a Meta-Analysis. *Proceedings of the 8th International Symposium: Communication in the new Millennium*. Andolu, Turkey, May (pp. 23-26).

Peer-Reviewed Conference Papers

McKeever, R., & McKeever, B.W. (2019, November). *Inoculation against third-person perceptions? Examining the governing role of public misperceptions*. Paper presentation the annual meeting of the Midwest Association for Public Opinion Research (MAPOR) annual conference. Chicago, IL.

- Holman, L. & **McKeever, R.** (2019, August). *Priming Postpartum Prejudice: Comparing Media Effects and Embodied Risk to Accessibility of Mental Illness Concepts*. Paper presented to the Communication Theory & Methodology (CT&M) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada. [**Top Theory Paper Award**]
- Jang, S.M., **McKeever, R.**, *Heo, Y.-J., Moscowitz, L., & Moscowitz D. (2019, August). *Inferential statistical analysis with Inaccurate self-reports Comparing correlational outcomes with self-reported and logged mobile data*. Paper presented to the Communication Theory & Methodology (CT&M) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
- *Kim, J. K., Thrasher, J.F., **McKeever, R.**, & Cho, Y. J. (2019, August). *The Visual Effects of Electronic Cigarette Warning Statement Features on Harm Perceptions of E-cigarette among Young Adults*. Paper presented to the Visual Communication division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
- McKeever, B.W., Choi, M., Walker, D. & **McKeever, R.** (2019, August). Gun violence as a public health issue: Where do we go from here in terms of media advocacy? Paper presented to the Communicating Science, Health, Environment and Risk Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
- Li, J.-Y., Wen, J. T., *Kim, J.K., & **McKeever, R.** (2019, March). *To vaccinate or not? Parents' uncertainty in managing childhood vaccination: Applying Theory of Motivated Information Management to the context of conflicting information online*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Columbia, SC.
- McKeever, B.W., **McKeever, R.**, & Austin, L.L. (2018, November). *Exploring Activism: Testing the Theory of Situational Support in Diverse Political Contexts*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research (MAPOR) annual conference. Chicago, IL.
- McKeever, R.**, *Kim, J.K., *Li, J.-Y., & Wen, J. T. (2018, August). *Third-person Effects of Conflicting Information about Childhood Vaccinations.: Role of Health Locus of Control and Issue Importance in Predicting Individuals' Support for Immunization Requirements*. Paper presented to the Communicating Science, Health, Environment and Risk Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
- McKeever, R.**, *Kim, J.K., Rathbun-Grubb, S., & Tatge, M. (2018, August). *It's not Fake, it's Alternative: Experimentally Parsing the Effects of Misinformation*. Paper presented to the Communication Theory & Methodology (CT&M) division at the annual meeting of the

Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

McKeever, B.W., **McKeever, R.**, Pressgrove, G.N., & Overton, H.K. (2018, August) *Predicting Public Support: Applying the Situational Theory of Problem Solving to Prosocial Behaviors*. Paper presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

*Choi, M., Overton, H.K., & **McKeever, R.** (2017, August). *When organizational advocacy and public advocacy intersect in CSR: Examining stage of partnership and activism in CSR partnerships*. Paper presented to the Public Relations Division Preconference at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

*Kim, J.K., **McKeever, R.**, & *Cho, Y.J. (2017, August). *Impact of exposure to fruit-flavored electronic cigarette advertisements on craving electronic cigarettes: evidence from an online experiment*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Jang, S., McKeever, B.W., **McKeever, R.**, & *Kim, J.K. (2017, August). *Are social media the powerhouse of the scientific myth?: Examination of the vaccine-autism link in the US, Canada, and UK*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Pressgrove, G.N., **McKeever, R.**, McKeever, B.W., & Waters, R. (2017, May). *Redefining Stakeholder Support: Connecting Perceptions of the Organization-Public Relationship, Communicative Action, and Behavioral Intentions*. Paper presented to the Public Relations division at the annual meeting of the International Communication Association, San Diego, CA.

Hock, R., **McKeever, R.**, *DeCelle, K., & McKeever, B.W. (2017, March). *Factors Predicting Help Seeking Propensity in Autism Spectrum Disorder*. Paper presented at the Gatlinburg Conference on Research and Theory in Intellectual and Developmental Disabilities, San Antonio, TX.

*Olson, L., Hock, R., **McKeever, R.**, & McKeever, B.W. (2017, March). *Exploring help seeking and stigma related to autism spectrum disorder among parents in India*. Paper presented at the Gatlinburg Conference on Research and Theory in Intellectual and Developmental Disabilities, San Antonio, TX.

*Li, J-Y & **McKeever, R.** (2016, August). *Resistance, Reactance, or Persuasion? Responding to Gun Regulations Public Service Announcements*. Paper presented to the Centers for

Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

- *Luchsinger, A. & **McKeever, R.** (2016, August). *Propaganda Pros: The Islamic State in Iraq and Syria's Crusade to a Caliphate*. Paper presented to the mass communication and society division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.
- *Weatherred, J. & **McKeever, R.** (2016, July). *CSA Myth Scale Development*. Paper presented at the International Family Violence and Child Victimization Research Conference, Portsmouth, NH.
- *Tatge, M. & **McKeever, R.** (2016, June). *Assessing the Influence of Customer Reviews on Trust and Online Purchasing Behavior*. Paper presented at the Communication and Technology Division preconference of the International Communication Association (ICA), Fukuoka, Japan.
- *Cho, Y.J., Thrasher, J.F., **McKeever, R.**, Swayampakala, K., *Anshari, D., Borland, R., . . . Hammond, D. (2016, March). *Cigarette Health Warning Label Responses and Downstream Smoking Cessation among Smokers in Australia, Canada, Mexico, and the United States: Does Reactance Matter?*. Paper presented at the annual conference of the Society for Research on Nicotine and Tobacco (SRNT), Chicago, IL.
- McKeever, B.W., **McKeever, R.**, & *Li, J-Y (2015, November). *Speaking up online: Exploring hostile media bias, health behavior, and other antecedents of communication related to breastfeeding*. Paper presented to the Health Communication Division at the annual meeting of the National Communication Association (NCA), Las Vegas, Nevada.
- McKeever, R.**, & McKeever, B.W. (2015, August). *Moms and media: Exploring the effects of online communication on infant feeding practices*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, California.
- McKeever, B.W., **McKeever, R.**, Holton, A., & *Li, J-Y. (2015, August). *The silent majority: Childhood vaccinations and antecedents for communicative action*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, California.
- *Kim, H. & **McKeever, R.** (2015, August). *Well Informed or Misperceived?: The Illusion of Knowing in Science Communication*. Paper presented to the Korean American Communication Association (KACA) Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, California.

- *Pressgrove, G.N., **McKeever, R.**, & Collins, E. (2015, May). *More Than A Feeling?: An Experimental Study of the Persuasive Effects of the Emotional Tone in Online Advocacy Videos*. Paper presented to the Mass Communication division at the annual meeting International Communication Association, San Juan, Puerto Rico.
- Hock, R., McKeever B., **McKeever, R.**, & *Yu, Z. (2015, January). *Awareness on Autism Spectrum Disorder Among Young Parents*. Paper presentation at the annual meeting for the Society for Social Work Research, New Orleans, LA.
- *Kim, H., **McKeever, R.**, Chang, J-H., & Ha, J-Y. (2014, August). *Actual or perceived?: Comparing two dimensions of scientific knowledge in the United States and South Korea*. Paper presented to the Communication Theory & Methodology (CT&M) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montréal, Canada.
- *Kim, H., **McKeever, R.**, Chang, J-H., & Ha, J-Y. (2014, August). *Factors influencing risk perceptions of science issues: Comparing college students in the U.S. and South Korea*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Montréal, Canada.
- Hock, R., McKeever B., **McKeever, R.**, & * Yu, Z. (2014, May). *Examining awareness of Autism Spectrum Disorder among parents of young children*. Paper presentation at the International Meeting for Autism Research (IMFAR), Atlanta, GA.
- McKeever, R.** (2013, August). *Vicarious experience: experimentally testing the effects of empathy for media characters with severe depression and the intervening role of perceived similarity*. Paper presented to the Mass Communication and Society division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC. [**Top faculty paper award, Mass Communication and Society Division**]
- McKeever, B. W., **McKeever, R.**, & Hock, R. (2013, August). *Increasing Early Diagnosis of Autism: Exploring Awareness and Pathways to Information Seeking among Parents*. Paper presented to the Communicating Science, Health, Environment, Risk (CommSHER) division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
- McKeever, R.**, Basilaia, E., & Shaw, D. (2012, August). *The Natural Framing of Military Conflict News: The 2008 Russian Invasion of Georgia in Resonance, Izvestia and The New York Times*. Paper presented to the Newspaper division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Basilaia, E., **McKeever, R.**, & Shaw, D. (2012, July). *Narrating Conflict*. Paper presented to the Political Communication Research division at the annual meeting of the International Association for Media and Communication Research (IAMCR). Durban, South Africa.

- McKeever, R., & Weberling, B.** (2011, November). *Prophetic Processes in the Pursuit of Reliability: Estimating Alpha for Scales of Unidimensional Latent Constructs*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research (MAPOR) annual conference. Chicago, IL.
- McKeever, R.** (2011, October). *Mental Health in Media: Examining the Relationship between Media Content and the Stigmatization of Psychological Treatment*. Paper presented at the annual meeting of the International Center for the Study of Psychiatry and Psychology, Los Angeles, CA.
- McKeever, R.** (2011, August). *Media Portrayals of Mental Illness and First- and Third-Person Effects*, Paper presented to the Graduate Education Interest Group at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Saint Louis, MO. [**Graduate student paper award (2nd place)**]
- Phillips, L., **McKeever, R.**, Riffe, D., & Davis, K. (2011, August). *Seeking Environmental Risk Online: Examining North Carolina's Urban-Rural Divide*. Paper presented to the Communication Technology Division at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Saint Louis, MO.
- McKeever, R.** (2011, March). *Media Portrayals of Mental Illness and Third Person Effects*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Columbia, SC.
- McKeever, R.** (2011, February). *The Pedagogy of eLearning: Design Implications for the Digital Classroom*. Paper presented to the Graduate Education and Professional Development Division at the annual American Political Science Association (APSA) Teaching and Learning Conference, Albuquerque, NM.
- Shaw, D., McCombs, M., Tran, H., & **McKeever, R.** (2010, May). *Imagining Community: Media Agenda Setting, Social Melding, and Mediamorphosis, A Meta-Analysis*. Paper presented at the Eight International Symposium of the Association of Turkish and American Communication Scholars: Communication in the Millennium, Anadolu University, Eskişehir, Turkey. [**Keynote Conference Presentation**]
- Weaver, D.H., Wojdyski, B., **McKeever, R.**, & Shaw, D. (2010, May). *Vertical and— or Versus? Horizontal Communities: Need for Orientation, Media Use and AgendaMelding*. Paper presented at the annual Convention of the World Association for Public Opinion Research, Chicago, IL. DOI: 10.13140/RG.2.1.3481.4881
- McKeever, R.** (2008, August). *Facebooked: Groupthink in the Era of Computer Mediated Social Networking*. Paper presented at the American Political Science Association (APSA) Preconference on Political Communication, Boston, MA.

Published Book Reviews

Shaw, D. L., & **McKeever, R.** (2012). Book Review: Journalism in the United States: Concepts and Issues by Edd Applegate. *Journalism & Mass Communication Quarterly*, 89(2), 331-332. DOI: [10.1177/1077699012443106](https://doi.org/10.1177/1077699012443106)

Shaw, D. L., & **McKeever, R.** (2012). Book Review: Valuation and Media Ecology: Ethics, Morals and Laws, edited by Corey Anton. *Journalism & Mass Communication Quarterly*, 89(2), 359-360. DOI: [10.1177/1077699012443105](https://doi.org/10.1177/1077699012443105)

RESEARCH SUPPORT

Funded Research:

- 2019 **Arthur W. Page/Johnson Legacy Scholar Grant for Advocacy Communication**
 “Construction and Validation of New Scales of Advocacy and Activism”
Role: Co-PI (with Co-PIs: McKeever, B.W., & *Choi, M.). Funded: \$5,000
- 2019 **University of South Carolina, College of Information and Communications**
 Detecting and Characterizing Health Posts of Malicious Actors on Twitter
Role: Co-PI (with PI: Karimi, A., & Co-PIs: McKeever, B.W., & Turner-McGrievy, B.). Funded: \$10,000
- 2018 **University of South Carolina, Provost Internal Grant**
 “Combating Misinformation on Childhood Vaccination: Empowering Parents to Manage Conflicting Health Information Online”
Role: Co-PI (with PI: Wen, J.T.). Funded: \$16,768
- 2017 **College of Information and Communications at Univ. of SC**
 “Experimentally Testing the Effects of Vaccine Misinformation”
Role: PI (with Co-Is: Rathbun-Grubb, S., & *Kim, J.K.). Funded: \$5,000.
- 2017 **School of Journalism and Mass Communications at Univ. of SC**
 “Online Teaching Development Grant”
Role: PI. Funded: \$2,500.
- 2017 **University of South Carolina**
 “Visiting Scholars Grant”
Role: Co-PI (with PI: Mallia, K.).
- 2014 **John S. and James L Knight Foundation**
 “From Health Coverage to Care: Developing an evidence-based Affordable Care Act education and health literacy program tailored to Richland County residents”
Role: Co-I (With PI: Tanner, A.; Co-PI: Friedman, D.B.) Funded: \$74,000.
- 2009 **Roy H. Park Doctoral Fellowship**
 Funded: \$20,500 annually over the course of three years (plus tuition, fees, health insurance, and \$6,000 for travel and research support).

Submitted/Unfunded Grants:

- 2016 **BlueCross BlueShield of South Carolina (BCBSSC) Foundation**
 “Improving Health Literacy among the Medically Underserved in South Carolina: Providing health education and outreach through ‘Cocky’s Reading Express.’”
Role: Co-PI (with Tanner, A., Co-PI, & Friedman, D.B., Co-PI)
 Amount Requested: \$187,500. Status: Unfunded
- 2016 **Office of the Vice President for Research at USC (ASPIRE II)**
 “Reverse Science Communication: Disseminating SEIN Research to Scientific Communities”
Role: Co-PI (with Toumey, C., PI; Vogt, T. Co-PI). Amount Requested: \$93,573
 Status: Unfunded
- 2015 **Office of the Vice President for Research at USC**
 “Communication and crisis: Examining the role of media in mobilizing, informing, maintaining, and community maintenance among Richland County residents in the wake of South Carolina’s catastrophic flooding.”
Role: PI (with Kim, S.-H., Co-PI, & Tanner, A., Co-PI). Amount Requested: \$24,950
 Status: Unfunded
- 2015 **American Cancer Society Institutional Research Grant (ACS IRG)**
 Parsing the effects of tobacco warnings in point-of-purchase tobacco marketing, packaging, and labeling: a pilot program implementing a virtual store environment to experimentally test the effects of messages about the toxic constituents of tobacco products on consumer perceptions and behavioral outcomes.
Role: PI (With Thrasher, J.T., Co-PI). Amount Requested: \$12,540. Status: Unfunded
- 2014 **NIH Administrative Supplement for Tobacco Regulatory Research on the Public Display of Harmful and Potentially Harmful Constituents (HPHC) Information (#11590FA59).**
Role: Co-PI (With Thrasher, J.T., PI; Co-PI’s Salloum, R., Rajagopal, P. & Hardin, J.).
 Amount Requested: \$441,260. Status: Unfunded

PRESENTATIONS & TRAINING SESSIONS

- 2019 Panel Presentation: Cautionary Tales of Conducting International Communication Research. School of Media and Journalism Spring Research Colloquium at the University of North Carolina, Chapel Hill, NC. [**One of three invited panelists**].
- 2016 Advanced Training Session on Data Analysis. Broadcast Education Association (BEA) Super-Regional Conference, Columbia, South Carolina. [**Sole Instructor of 2½ hour training session**]
- 2015 Faculty workshop in mediation, moderation, and moderated mediation analyses. Reed College of Media, University of West Virginia. [**Sole Instructor of 1-day Workshop**].

2009 Keynote presentation: “Social Media Strategies for Promoting Tailored Financial Assistance Options to Prospective Student Borrowers” at the Annual Conference of the Coalition of Higher Education Assistance Organizations, Pentagon City, VA.

PROFESSIONAL CONFERENCES/ REFEREED PRESENTATIONS

McNeely, M., **McKeever, R.**, & McKeever, B.W. (2019, October) “Research Informing Practice: How to Use Data as a Catalyst for Change.” Research Panel presentation at the annual PRSA Association/Nonprofit Conference, San Diego, CA.

*Olson, L., Hock, R., **McKeever, R.**, & McKeever, B.W. (2017, April). “Exploring help seeking and stigma related to autism spectrum disorder among parents in India.” Research presented at the Southeastern School Behavioral Health Conference, Myrtle Beach, SC.

*Luchsinger, A., *Bergeron, C., *Zheng, Y., Campbell, C., Tanner, A., Friedman, D., **McKeever, R.**, Kornegay, V., Weis, M.A., & Patterson, L. (2015, April). “I signed up for Affordable Care Act insurance, now what?” Science and Health Communication Research Group Symposium, the University of South Carolina, Columbia, SC.

IN PROGRESS/SUBMITTED RESEARCH

Section omitted to preserve the integrity of blind peer-review

TEACHING EXPERIENCE

At the University of South Carolina, School of Journalism and Mass Communications **Graduate Courses**

- JOUR 701.01: Research Methods in Mass Communication (Fall, 2018, & 2019)
- JOUR 807.01: Advanced Communication Research Methods (Fall, 2016, & 2017).
- JOUR 790.01: Experimental Methods in Mass Communication (Summer, 2016).
- JOUR 772.01: Seminar in Science and Health Communication (Spring, 2016).
- JOUR 803.01: Seminar in Mass Comm. Theory/Theory Construction (Fall, 2014 & 2015).
- JOUR 702.01: Communication Theory (Fall, 2014 & 2015).
- JOUR 810:01 Independent Research Project (2014 – 2019; 9 Ph.D. students).
- JOUR 789:01 Selected Readings and Research (2016 – 2017; 3 Ph.D. students).

Undergraduate Courses

- JOUR 332.04: Mass Communications Research (2016–2019; 9 sections).
- JOUR 101.J10 (Online): Media and Society (2017–2018; 2 sections).
- JOUR 499.01: Viva Cuba! Exploring Media, Communication, & Culture (Summer, 2018).
- JOUR 101.01: Media and Society (2014–2018; 6 sections).
- JOUR 201.01: Survey of Mass Communications (2013–2014; 3 sections).
- JOUR 304.01: Mass Communications Research Methods (Fall, 2012).

At the University of North Carolina, School of Journalism and Mass Communication

- JOMC 101: The World of Mass Communication. (Spring, 2012).
- JOMC 242: The Mass Media in U.S. History (Teaching Assistant, Fall, 2011).

INVITED LECTURES

At the University of South Carolina**In the School of Journalism and Mass Communications**

- Guest lecture on Experimental Design: *Emotional effects of media content*, JOUR 805: Science and Health Communication (Graduate Course), [Instructor: Dr. Brooke Weberling McKeever]. (Spring, 2016).
- Guest lecture on Mediation and Moderation: *Indirect and Conditional Indirect Effects: Analysis and Interpretation*, JOUR 807: Advanced Communication Research Methods (Graduate Course), [Instructor: Dr. Ran Wei]. (Fall, 2015).
- Guest lecture on Experimental Design: *Emotional effects of media content*, JOUR 805: Science and Health Communication (Graduate Course), [Instructor: Dr. Brooke Weberling McKeever]. (Spring, 2013).
- Guest lecture on Radio: *Exploring the Technological Contributions of Radio to Mass Communication*, JOUR 201: Survey of Mass Communications (Undergraduate Course), [Instructor: Jack Karlis]. (Spring, 2013).
- Guest lecture on Integrated Marketing Case Study: *Just a Ding? The NFL and Player Safety*, JOUR 705: Integrated Marketing Communication (Graduate Course), [Instructor: Dr. Brooke Weberling McKeever]. (Fall, 2012).

In the Arnold School of Public Health

- Guest lecture on Public Opinion and Heuristics. HPEB 820: Public Health Policy & Advocacy (Graduate Course), [Instructor: Dr. Jim Thrasher]. (Spring, 2018).
- Guest lecture on Prosocial Media Effects. HPEB 820: Public Health Policy & Advocacy (Graduate Course), [Instructor: Dr. Jim Thrasher]. (Spring, 2014).
- Guest lecture on Quantitative Data Analysis: *Multivariate Statistics in the Social Sciences*, HPEB 710: Evaluation of Health Promotion Programs (Graduate Course), [Instructor: Dr. Andy Pope]. (Fall, 2012).

At the University of North Carolina, School of Journalism and Mass Communication

- Guest lecture on Public Education and Awareness Campaigns: *Beyond Stigma: Media Representations of Depression*, JOMC 431: Public Relations Case Studies (Undergraduate Course), [Instructor: Dr. Laurie Phillips]. (Fall, 2011).
- Guest lecture on Research Methodology: *Conceptualizing and Writing Social Science Research Papers*, JOMC 242: The Mass Media and United States History (Undergraduate Course), [Instructor: Dr. Donald Shaw]. (Fall, 2011).
- Guest lecture on Data Collection from Newspapers: *Locating Resources*, JOMC 242: The Mass Media and United States History (Undergraduate Course), [Instructor: Dr. Donald Shaw]. (Fall, 2011).
- Guest lecture on the “Boomerang Effect” in Prosocial Campaigns to Combat Stigma: *The Case of the “Crazy for You” Bear*, JOMC 431: Public Relations Case Studies (Undergraduate Course), [Instructor: Dr. Joseph Erba]. (Fall, 2011).

- Guest lecture on online persuasion: *Persuasion: Attitude Change for Beginners*, JOMC 137: Principles of Advertising (Undergraduate Course), [Instructor: Dr. Laurie Phillips]. (Spring, 2011).
- Guest lecture on media effects: *Violence and Aggression: JOMC 61: Sex, Drugs and Rock 'n Roll: Teen Health and the Media* (Undergraduate Course), [Instructor: Dr. Rebecca Ortiz]. (Spring, 2011).
- Guest lecture on new media technologies: *New Avenues, Old Issues*, JOMC 141: Professional Problems and Ethics (Undergraduate Course), [Instructor: Dr. Joseph Erba]. (Spring, 2011).
- Guest Lecture on CMC: “*Prosumerism*” in *Online Social Networks*, JOMC 101: Introduction to Mass Communication (Undergraduate Course), [Instructor: Dr. Christina Malik]. (Fall, 2010).

NATIONAL SERVICE

Board Member at Academic Journals

- *Journal of Media Critiques*, 2014 – 2018

Ad-Hoc Reviewer for Academic Journals

- *Human Communication Research*, 2017
- *Journal of Promotion Management*, 2017
- *Public Relations Review*, 2017, 2018
- *Journalism and Mass Communication Quarterly*, 2015, 2016, 2017, 2018, 2019
- *BMJ Open*, 2017
- *Asian Journal of Communication*, 2016
- *Psychiatry Research*, 2017
- *Social Behavior and Personality*, 2016
- *Research in Social & Administrative Pharmacy*, 2016
- *Imagination, Cognition and Personality*, 2015
- *International Journal of Health Policy and Management*, 2015
- *Journal of Health Communication*, 2014, 2015, 2019
- *Science Communication*, 2014
- *Health Communication*, 2014, 2016, 2017, 2018, 2019
- *Stigma and Health*, 2019

Service to Peer-Reviewed Academic Conferences

- 2019 **Discussant**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Toronto, Canada
- 2019 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Toronto, Canada
- 2019 **Paper Reviewer**, Communication and Technology Division of the International Communication Association (ICA), Annual Convention, Washington, DC.
- 2019 **Reviewer**, AEJMC Midwinter Conference, Norman, OK. March 2019.
- 2019 **Reviewer**, AEJMC Southeast Colloquium, Columbia, SC. March 2019.
- 2018-2019 **Research Committee Member**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication

- 2018 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Washington, DC.
- 2018 **Reviewer**, AEJMC Midwinter Conference, Norman, OK March 2018.
- 2017-2018 **Chair Awards Committee**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication
- 2017 **Paper Reviewer**, Communicating Science, Health, Environment and Risk Division (COMSHER) division of the Association for Education in Journalism and Mass Communication, Annual Convention, Chicago, IL.
- 2017 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Chicago, IL.
- 2017 **Reviewer**, AEJMC Midwinter Conference, Norman, OK March 2017.
- 2016-2017 **Faculty Mentor**, Mass Communication and Society Division Graduate Mentor Ph.D. Candidate Yan Huang (Pennsylvania State University)
- 2016-2017 **Awards Committee Member**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication
- 2016 **Discussant**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Minneapolis, MN August 2016.
- 2016 **Discussant**, Communicating Science, Health, Environment and Risk Division (COMSHER) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Minneapolis, MN August 2016.
- 2016 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Minneapolis, MN August 2016.
- 2016 **Paper Reviewer**, Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Minneapolis, MN August 2016.
- 2016 **Paper Reviewer**, Broadcast Education Association (BEA) Super-Regional Conference, Columbia, SC October 2016.
- 2016 **Co-Chair**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Midwinter Conference, Norman, OK March 2016.
- 2016 **Reviewer**, AEJMC Midwinter Conference, Norman, OK March 2016.
- 2015 **Discussant**, Top Paper Session: Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, San Francisco, CA August 2015.
- 2015 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, San Francisco, CA August 2015.
- 2015 **Paper Reviewer**, Communicating Science, Health, Environment and Risk Division (COMSHER) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, San Francisco, CA, August 2015.
- 2015 **Paper Reviewer**, Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, San Francisco, CA, August 2015.

- 2014 **Discussant**, Top Paper Session: Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Montreal, August 2014.
- 2014 **Paper Reviewer**, Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Montreal, August 2014.
- 2014 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Montreal, August 2014.
- 2014 **Paper Reviewer**, International Communication Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Montreal, August 2014.
- 2014 **Paper Reviewer**, Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Montreal, August 2014.
- 2013 **Poster Competition Judge**, Communicating Science, Health, Environment and Risk Division (COMSHER) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Washington DC, August 2013.
- 2013 **Discussant**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Washington DC, August 2013.
- 2013 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Washington DC, August 2013.
- 2013 **Paper Reviewer**, Communicating Science, Health, Environment and Risk Division (COMSHER) Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Washington DC, August 2013.
- 2013 **Moderator**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Chicago IL, August 2012.
- 2012 **Paper Reviewer**, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Annual Convention, Chicago IL, August 2012.

Other National Service

- 2015 **Peer Reviewer**, U.S. Food and Drug Administration research proposal: *"Hearing, Aging, and Direct-to-Consumer (DTC) Television Ads"* [FDA-2015-N-2163]

UNIVERSITY AND COMMUNITY SERVICE

- 2019 – pres. **Faculty Senator**, University of South Carolina Faculty Senate
- 2018 – pres. **Chair, Graduate Council**, School of Journalism and Mass Communications, University of South Carolina.
- 2018 – 2019 **Curriculum committee member**, School of Journalism and Mass Communications, University of South Carolina.
- 2017 – 2018 **Search committee member**, Visual Communications Faculty Search

- 2016 – 2017 **Dean search committee member**, Dean of the College of Information and Communications
- 2015 – pres. **Director, Science and Health Communication Research Group**, University of South Carolina.
- 2015 – 2016 **Committee member**, Scholarship, Research, Creative and Professional Activities self-study subcommittee for ACEJMC accreditation.
- 2014 – 2015 **Search committee member**, Qualitative Scholar Faculty Search, University of South Carolina
- 2013 – 2014 **Search committee member**, Public Relations Faculty Search
- 2014 **Faculty judge**, Graduate student day competition
- 2013 – 2017 **Faculty judge**, USC discovery day competition
- 2013 – 2019 **Graduate Admissions Committee**, University of South Carolina
- 2013 – 2014 **Search committee member**, Journalism Faculty Search
- 2013 – 2014 **Search committee member**, Big Data Faculty Search
- 2013 – 2016 **Graduate Council**, School of Journalism and Mass Communications,
- 2014 – pres. **Advisory Council member**, Federation of Families of South Carolina

STUDENT ADVISING AND MENTORSHIP

Graduate Thesis/Dissertation Chair

- Mark Tatge, Ph.D. (Defended, Fall, 2017)
- James Corfield, M.A. (Defended Spring, 2017)
- Jane Weatherred, Ph.D. (Defended Spring, 2019)
- Nanlan Zhang, Ph.D. Candidate (anticipated Spring, 2020)
- Yu-Jin Heo, Ph.D. Student (anticipated Spring, 2021)

Graduate Thesis/Dissertation Committees

- Joon Kim, Ph.D. Candidate (anticipated Spring, 2020)
- Khadija Ejaz, Ph.D. (Defended Spring, 2019)
- Jo-Yun “Queenie” Li, Ph.D. (Defended Spring, 2018)
- Anan Wan, Ph.D., (Defended Spring, 2019)
- George Shaw [SLIS], Ph.D. Candidate (Defended Summer, 2018)
- Won-Ki Moon M.A. (Defended Spring, 2018)
- Nino Daniela, Ph.D. Candidate (No Defense Date)
- Alex Luchsinger, Ph.D. (Defended Summer, 2017)
- Hwalbin Kim, Ph.D. (Defended Summer, 2017)
- Nanlan Zhang, M.A. (Defended Spring, 2016)
- Maia Mikashavidze, Ph.D. (Defended Summer, 2014)

Directed Independent Studies (Ph.D.): JOUR 810: Independent Research Project

- Chris Noland (Fall, 2019)
- Jane Weatherred, Ph.D. (Spring, 2018)
- Khadija Ejaz, Ph.D. (Spring, 2018)
- Jo-Yun “Queenie” Li, Ph.D. (Spring, 2018)
- Joon Kim (Fall, 2017)

- Jane Weatherred, Ph.D. (Spring, 2016)
- Alex Luchsinger, Ph.D. (Spring, 2015)
- Mark Tatge, Ph.D. (Spring, 2015)
- Larry Webster, Ph.D. (Spring, 2015)

STUDENT AWARDS (Supervised Research)

- Jane Weatherred, SPARC Graduate Research Grant, 2017
- Nandini Bhalla, Moeller Top Student Paper Award, 2018

MISC. RECOGNITION FROM STUDENT ORGANIZATIONS

Fall, 2014 Faculty Guest Coach: University of South Carolina Swimming and Diving Team.
 Fall, 2013 Faculty Guest Coach: University of South Carolina Volleyball Team.

AWARDS AND HONORS

Top Theory Paper Award (2019). Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, AEJMC Toronto Canada.

Top Faculty Research Paper Award (2013). Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, AEJMC Washington, DC.

Second Place (Graduate Student) Research Paper Award (2011). Graduate Education Interest Group, Association for Education in Journalism and Mass Communication, AEJMC St. Louis

Roy H. Park Ph.D. Fellowship (2009-2012). School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill

Summa cum laude (2008). School of Professional Studies, Communication and Leadership, Gonzaga University

Exemplary Graduate Student Paper (2008). School of Professional Studies, Communication and Leadership, Gonzaga University

MEMBERSHIPS, ASSOCIATIONS AND INTEREST GROUPS

- **Association for Education in Journalism and Mass Communication**
Divisions: Mass Communication and Society; Communication Theory and Methodology; Communicating Science, Health, Environment and Risk Division; Public Relations Division; International Communication Division
- **Association of Internet Researchers (AoIR)**
- **Midwest Association for Public Opinion Research**
- **International Communication Association**

SOFTWARE PROFICIENCIES

Proficient: SPSS, *Mplus*, Jamovi, and JASP statistical software.

Basic: R statistical software.