

# **Nicole O'Donnell, Ph.D.**

Assistant Professor  
Edward R. Murrow College of Communication  
Washington State University  
Murrow Hall 106D  
nicole.odonnell@wsu.edu

## **ACADEMIC APPOINTMENTS**

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### **Washington State University, 2022–present**

Assistant Professor (tenure–track) in the Edward R. Murrow College of Communication

### **Virginia Commonwealth University, 2018–2022**

Assistant Professor (tenure–track) in the Richard T. Robertson School of Media and Culture

## **EDUCATION**

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### **Washington State University**

2018 Ph.D., Communication

### **Central Michigan University**

2014 M.A., Broadcast and Cinematic Arts

### **Wright State University**

2010 B.A., Mass Communication

## **RESEARCH AFFILIATIONS & OTHER APPOINTMENTS**

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- Graduate Faculty Member, Prevention Science, Washington State University 2023–present
- Research Associate, Murrow Center for Media and Health Promotion and Media Mind Lab, 2022–present
- Affiliate Faculty Member, Center for Environmental Research, Education, and Outreach, 2022–present
- Associate Director, Media+Health Lab, Virginia Commonwealth University, 2018–2022
- Affiliate Faculty Member, Institute for Women's Health, Virginia Commonwealth University, 2018–2022
- Editorial Assistant, *Journalism and Mass Communication Educator*, 2012–2014

## **HONORS & AWARDS**

### **International Awards**

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International ABERJE Paper Award, International Public Relations Research Conference, 2021

W. Ward White Top Two Papers of Practical Significance, International Public Relations Research Conference, 2021

International ABERJE Paper Award, International Public Relations Research Conference, 2020

Youngone Fashion and Textiles Best Journal Article of the Year Award, The Korean Society of Clothing and Textiles, 2017

### **National Awards**

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Great Idea for Teaching Award, Public Relations Division, Association for Education in Journalism and Mass Communication, 2023

Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, 2023

Kopenhaver Center Fellow, Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, 2023

Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, 2021

Emerging Scholar, Association for Education in Journalism and Mass Communication, 2019

First Place Great Idea for Teaching Award, Public Relations Division, Association for Education in Journalism and Mass Communication, 2019

Top Two Paper Award, Communication Technology Division, Association for Education in Journalism and Mass Communication, 2019

Top Four Paper Award, ComSHER Division, Association for Education in Journalism and Mass Communication, 2019

Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, 2019

### **Regional Awards**

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Social Sciences Top Paper Award, Washington State University's GPSA Exposition, 2018

Social Sciences Top Two Paper Award, Washington State University's GPSA Exposition, 2017

Outstanding Graduate Student for Teaching, Edward R. Murrow College of Communication at Washington State University, 2017

The Dr. Myiah Hutchens Award for Community Involvement, Edward R. Murrow College of Communication, 2016

Liberal Arts Top Two Paper Award, Washington State University's Wiley Exposition, 2015

## SUMMARY OF GRANTS

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	<b>External</b>	<b>Internal</b>	<b>Total*</b>
<b>Submitted</b>	28	5	33
<b>Awarded</b>	12	2	14
<b>Amount Funded</b>	\$364,800	\$49,893	\$414,693

\*I have consistently secured funding since 2019, leading 10 of the 14 funded projects as PI.

## FUNDED GRANTS

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- Washington State University's Alcohol and Drug Abuse Research Program. Faculty Pilot Grant. *Targeting cannabis-related driving risks in young adults: A multi-method approach to prevention and intervention design.* (2024–2025). Role: Principal Investigator. \$30,000.
- CDC Bridge Access Funding (EXC–2021–2179). *Getting to the heart of the matter: Extension professional vaccination education willingness, confidence and beliefs.* Role: Co-PI. (2024). \$25,000 requested.
- Arthur W. Page Center. Page/Johnson Legacy Scholar Grant. *Promoting bone marrow donation through sharing personal narratives: An ethical perspective.* (2023–2024). Role: Principal Investigator. \$3,000 awarded.
- HubSpot x SMProfs Last Lecture Grant Program. *Mastering the art of storytelling: Techniques to inspire and engage your audiences.* (2023). Role: Principal Investigator. \$500 awarded.
- Extension Covid Immunization Training & Education (EXC–2021–2179). *Getting to the heart of the matter: Extension professional vaccination education willingness, confidence and beliefs.* Role: Co-I. (2022 – 2024). \$300,000 awarded.

- Union of Concerned Scientists. Science for the Public Good Fund. *Developing strategies for communicating public health hazards*. Role: Principal Investigator. (2022). \$950 awarded. (press release).
- United States Environmental Protection Agency #96383501. Virginia Department of Environmental Quality's Chesapeake Bay Implementation Grant. *Promoting public health and ecosystem health in the Lower James River basin: Year IV*. (2022). Role: Principal Investigator. \$11,248 awarded.
- Arthur W. Page Center. Page/Johnson Legacy Scholar Grant. *Assessing factors that affect activists' perceptions of corporate social advocacy authenticity*. (2021–2022). Role: Principal Investigator. \$3,866 awarded.
- United States Environmental Protection Agency #96383501. Virginia Department of Environmental Quality's Chesapeake Bay Implementation Grant. *Promoting public health and ecosystem health in the Lower James River basin: Year III*. (2021). Role: Principal Investigator. \$11,238 awarded.
- United States Environmental Protection Agency #96383501. Virginia Department of Environmental Quality's Chesapeake Bay Implementation Grant. *Promoting public health and ecosystem health in the Lower James River basin: Year II*. (2020). Role: Principal Investigator. \$14,100 awarded. (press release).
- Virginia Commonwealth University. Presidential Quest Grant. *#Doesanyonecare: Suicide/depression-related bystander behavior on Instagram*. Role: Co-PI. \$49,893 awarded.
- United States Environmental Protection Agency #96383501. Virginia Department of Environmental Quality's Chesapeake Bay Implementation Grant. *Promoting public health and ecosystem health in the Lower James River basin*. (2019). Role: Principal Investigator. \$11,421 awarded.
- Arthur W. Page Center. Page/Johnson Legacy Scholar Grant. *Tell me about the #fluvaccine: Using narratives to encourage vaccination among U.S. college students*. (2019–2020). Co-PI. \$5,000 awarded.
- Association for Education in Journalism and Mass Communication. Emerging Scholars Grant. *Promoting pro-environmental behaviors through visual social media*. (2018–2019) Role: Co-PI. \$3,477 awarded.

## GRANTS – NOT FUNDED

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- United States Environmental Protection Agency #96383501–1. Virginia Department of Environmental Quality's Chesapeake Bay Implementation Grant. *Promoting public health and ecosystem health in the Lower James River basin: Year V*. (2023). Role: Principal Investigator. \$11,500 requested.
- Washington State University's Alcohol and Drug Abuse Research Program. Faculty Pilot Grant. *Targeting cannabis-related driving risks in young adults: A multi-method approach to prevention and intervention design*. (2023–2024). Role: Principal Investigator. \$30,000 requested.
- Meta. Research Award for Foundational Integrity and Social Impact. *Analyzing norm-deviant perceptions of covert visual messages*. (2023). Role: Principal Investigator. \$50,000 requested.
- Washington State University's Alcohol and Drug Abuse Research Program. Faculty Pilot Grant. *Developing message strategies to debunk misinformation and reduce incidences of driving under the influence of cannabis*. (2023–2024). Role: Principal Investigator. \$27,329 requested.
- Facebook. Research Award for Misinformation and Polarization. *Worth more than a thousand words: The impact of visual content on COVID-19 vaccine-related message engagement and health behaviors*. (2020–2021). Role: Co-PI. \$55,550 requested.
- Association for Education in Journalism and Mass Communication. Mass Communication & Society Research Award. *Beliefs and attitudes to inform future eHealth campaigns focused on COVID-19/pandemic preventive behaviors*. (2020). Role: Co-PI. \$9,000 requested.
- Scripps Howard Foundation. Association for Education in Journalism and Mass Communication's *Visiting Professor in Social Media Grant*. (2020). \$3,000 requested  
\*All applicants rejected due to COVID-19
- Glen M. Broom Center for Professional Development in Public Relations. Fellow Grant. *Public perceptions of corporate environmental justice policies*. (2020). Role: Principal Investigator. \$500 requested.
- Facebook. Research Award for Well-being and Safety. *Vaccine promotion on Instagram: The story of community immunity*. (2019–2020). Role: Co-PI. \$36,808 requested.
- Chesapeake Bay Foundation. Chesapeake Bay Trust Grant. *Research and development of a community-based social marketing strategy aimed at improving Chesapeake Bay shoreline management*. (2019). Role: Principal Investigator. \$72,288 requested.

- United States Environmental Protection Agency. The U.S. Endowment for Forestry and Communities: Healthy Watersheds Consortium Grant Program. *Healthy waters conservation in Virginia's South Eastern rivers*. (2019). Role: Co-I. \$162,000 requested.
- Arthur W. Page Center. Page/Johnson Legacy Scholar Grant. *#Doesanybodycare: Encouraging suicide- and depression- related bystander behavior on Instagram*. (2018–2019). Role: Co-PI. \$14,640.50 requested.
- National Science Foundation #18–561. Division of Chemistry: Disciplinary Research Programs. *New nickel complexes for improved catalytic activity in cross-coupling*. (2018–2022). Co-I. \$449,063 requested.
- Facebook. Research Award for Social Science and Misinformation on WhatsApp. *To forward or not: The effect of Zika vaccine (mis)information on WhatsApp*. (2018–2019). Role: Co-PI. \$18,072 requested.
- Facebook. Research Award for Research on Social Technologies and Instagram. *#Doesanyonecare: Suicide/depression-related bystander behavior on Instagram*. (2018–2019). Role: Co-PI. \$25,840 requested.
- Washington State University's Alcohol and Drug Abuse Research Program. Graduate and Professional Student Grant. *Integrating behavior change and message design theories to tailor a public health intervention for refusing unwanted alcohol*. (2016–2017). Role: Principal Investigator. \$21,034.

## PEER REVIEWED PUBLICATIONS

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23. **O'Donnell, N. H.**, Erlichman, S. R., Nickerson, C. G.\* (in press). Health motivation in the influencer era: Analyzing entertainment, personal, and social media role models. *Health Communication*.
22. **O'Donnell, N. H.** (in press). Mastering the art of brand storytelling. *Journal of Public Relations Education*.
21. **O'Donnell, N. H.**, Ma, Y., Lee, Y. J., Choi, M. (2024). Corporate social advocacy and brand authenticity: Evaluating the influences of promise types and value congruence. *Journal of Marketing Communications*. Online first: 10.1080/13527266.2023.2275724
20. **O'Donnell, N. H.**, Jerin, S. I.\* & Mu, D.\* (2023). Using TikTok to educate, influence, or inspire? A content analysis of health-related EduTok videos. *Journal of Health Communication*. DOI:10.1080/10810730.2023.2234866 [News coverage: WebMD, Medical Economics]

19. Guidry, J.P.D., **O'Donnell, N.H.**, Meganck, S.L., Lovari, A., Miller, C.A., Messner, M., Hill, A., Medina–Messner, V., & Carlyle, K.E. (2023). Tweeting a pandemic: Communicating #COVID19 across the globe. *Health Communication*. DOI: 10.1080/10410236.2022.2071192
18. **O'Donnell, N. H.**, Guidry, J. P. D. (2022). Beyond personal responsibility: Analyzing how attributing responsibility for environmental protection can hinder action *Sustainability*, 14(20):13503. <https://doi.org/10.3390/su142013503>
17. **O'Donnell, N. H.**, Karabas, I., Hill, A. (2022). Reducing food waste during COVID–19: Testing role model stories as a strategy for promoting conservation behaviors. *Frontiers in Communication: Food, Media and the Environment Special Issue*. DOI: 10.3389/fcomm.2022.774009
16. Guidry, J.P.D, Bol, N., Song, B., Hong, C., Lovari, A., Coman, I.A., **O'Donnell, N. H.**, Alkazemi, M. F., Pabian, S., Perrin, P.B., & Carlyle, K.E. (2022). Social distancing: Threat and efficacy among university students in seven nations. *Global Health Promotion*. Online first: <https://doi.org/10.1177/17579759211051368>
15. Guidry, J.P.D., **O'Donnell, N. H.**, Austin, L., Coleman, I., Adams, J. (2021). Stay socially distant and wash your hands: Determining intent for COVID–19 preventive behaviors. *Health Education and Behavior*. 48(4) 424–433: <https://doi.org/10.1177/10901981211019920> [Press coverage: Medical Press]
14. **O'Donnell, N. H.**, Guidry, J. P. D. (2020). #BeTheMatch: Assessing how personal narratives on Reddit promote the importance of donating bone marrow. *Journal of Health Communication*. 25(8) 660– 670. DOI:10.1080/10810730.2020.1836088
13. **O'Donnell, N. H.**, Medina–Messner, V., Crenshaw, J., Messner, M., Rodriguez, R., Tugas, F.\* (2020). How mass communication programs can facilitate voter engagement on campus. *Teaching Journalism and Mass Communications*. 10(2), 55–58.
12. Lee, Y. J., Yoon, H. J., **O'Donnell, N. H.** (2020). The effect of number of follower cues and organization type on perceived social norm responses to CSR campaigns on social media: A gender comparison. *Journal of Interactive Advertising*, 20(3), 225– 239, <https://doi.org/10.1080/15252019.2020.1838974>
11. Guidry, J., **O'Donnell, N. H.**, Miller, C., Carlyle, K., Perrin, P. (2020). Pinning pain, despair, and distress: Suicide–related visual content on Pinterest. *Crisis: The Journal of Crisis Intervention and Suicide Prevention*. 11(5)1– 8. DOI: 10.1027/0227–5910/a000719. [Press coverage: Cnet].
10. Guidry, J., Austin, L.L., **O'Donnell, N. H.**, Coman, I., Lovari, A., & Messner, M. (2020). Tweeting the #flushot: Beliefs, barriers, and perceived threats during different

- periods of the 2018–2019 flu season. *Journal of Primary Care and Community Health*. *11*, 1– 10. <https://doi.org/10.1177/2150132720932722>
9. Dixon, G. Hart, S., Clarke, C., **O'Donnell, N. H.**, Hmielowski, J. (2020). What drives support for self-driving car technology in the United States. *Journal of Risk Research*. *23*(3), 275– 287. DOI: 10.1080/13669877.2018.1517384
  8. Guidry, J., Vraga, E.V., Coman I., **O'Donnell, N. H.** Nihar, S., (2020). (S)pin the flu vaccine: Recipes for concern. *Vaccine*. *38*(3). 5498–5506. DOI: <https://doi.org/10.1016/j.vaccine.2020.06.012>. [Press coverage: *Medical Press*].
  7. **O'Donnell, N. H.** (2019) “Think different”: How to incite creativity with a two-word campaign challenge. *Journal of Public Relations Education*. *5*(2). 132–138.
  6. Lee, Y. J. **O'Donnell, N. H.**, Hust, S. J. T., (2019). Interaction effects of system generated information and consumer skepticism: An evaluation of issue support behavior in CSR Twitter campaigns. *Journal of Interactive Advertising*. 1–37. DOI: 10.1080/15252019.2018.1507853
  5. **O'Donnell, N. H.** (2018). Storied lives on Instagram: Factors associated with the need for personal visual identity. *Visual Communication Quarterly*. *25*(3). 131–142. DOI:10.1080/15551393.2018.1490186
  4. Lee, Y. J., Yoon, H. J., **O'Donnell, N. H.** (2018). The effects of information cues on perceived legitimacy of corporate social responsibility initiatives on social networking sites. *Journal of Business Research*. *83*, 202–214. DOI: 10.1016/j.jbusres.2017.09.039
  3. **O'Donnell, N. H.**, Willoughby, J. F. (2017). Photo-sharing social media for eHealth: Analyzing perceived message effectiveness of sexual health information on Instagram. *The Journal of Visual Communication in Medicine*. *40*(4), 149–159. DOI: 10.1080/17453054.2017.1384995
  2. Christel, D. A., **O'Donnell, N. H.**, & Bradley, L. A. (2016). Coping by crossdressing: An exploration of exercise clothing for obese heterosexual women. *Fashion and Textiles*, *3*(1), 1–19. DOI: 10.1186/s40691-016-0063-z. [Press coverage: *Washington Post*, *Orlando Sentinel*, *The Spokesman*].
    - Youngone Fashion and Textiles Paper of the Year Award, 2017
  1. Christel, D., **O'Donnell, N. H.** (2016). Assessment of women's plus-size swimwear for industry applications. *Fashion Practice*, *8*(2), 257–278. DOI: 10.1080/17569370.2016.1215113

**\*denotes graduate student co-author at time of publication**



**OTHER PUBLICATIONS**

4. **O'Donnell, N. H.**, (In press). Social responsibility initiatives. In A. Nai (Ed.), *The Elgar Encyclopedia of Political Communication*.
3. **O'Donnell, N. H.**, Domgaard, S., Mu, D., Austin, E. W., Austin, B. W., & Rose, P. (2022). *Getting to the heart of the matter: Needs assessment report*. White paper submitted to the Extension Collaborative on Immunization Teaching & Engagement.
2. Adams, J., **O'Donnell, N. H.**, Guidry, J. P. D. (2019). Our yards: Part of the James River watershed. In *Life on the James Magazine*.
1. Cameron, N., Stefani, W., Wheeler, J., **O'Donnell, N. H.**, Li, J. (2017). Mediagraphy. In Hust, S.J.T. & Rodgers, K B. (Authors). *Scripting Adolescent Romance: Adolescents Talk About Romantic Relationships and Media's Sexual Scripts*. New York, NY: Peter Lang Publishing.

**REFEREED CONFERENCE PRESENTATIONS**

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58. **O'Donnell, N. H.** & Mu, D., Thatcher, G., Bolls, P. (2023). Misinformation correction cues: Fostering critical thinking or fueling fake news fatigue? Paper presented to MediaPsych23. Luxembourg City, Luxembourg.
  57. **O'Donnell, N. H.**, Erlichman, S. R., Nickerson, C. G. (2023). Health motivation in the influencer era: Analyzing entertainment, personal, and social media role models. Paper presented to the Assoc in Journalism and Mass Communication's Annual Conference. Washington, DC.
  56. Jerin, S., **O'Donnell, N. H.** & Mu, D. (2023). Promoting hope, fear, or sadness? Evaluating mental health message appeals on TikTok. Paper presented to the Association for Education in Journalism and Mass Communication's Annual Conference. Washington, DC.
  55. **O'Donnell, N. H.** (2023). Mastering the art of brand storytelling. Great Idea for Teaching accepted for presentation at the Association for Education in Journalism and Mass Communication's Annual Conference. Washington, DC.  
\*\**Top Paper Award*\*\*
  54. **O'Donnell, N. H.**, Jerin, S. & Mu, D. (2023). Using TikTok to educate, influence, or inspire? A content analysis of health-related EduTok videos. Poster presented to the Washington State University Research Showcase. Pullman, WA.

53. Austin, E. W., Austin, B. W., Domgaard., S., Mu, D., Edwards, Z. & **O'Donnell, N. H** (2023). How science media literacy and comfort with misinformation management predict willingness to perform COVID–19 vaccine outreach among community–based professionals in the U.S. Paper presented to the 73rd Annual ICA Conference. Toronto, ON.
52. **O'Donnell, N. H.** Garcia, L., & Higgs, A. Guidry, J.P.D., & Hummel, S. (2022). Mapping global trends in the environmental justice social movement on Facebook. Paper presented to the 72nd Annual ICA Conference. Paris, France.
51. Guidry, J.P.D., **O'Donnell, N. H.**, Meganck, S., Lovari, A., Messner, M., Hill, A., Medina– Messner, V. (2022). Tweeting a Pandemic: Communicating year two of #COVID19 across the globe. Paper presented to the 25th Annual International Public Relations Research Conference. Orlando, FL.
50. Choi, M., & **O'Donnell, N. H.** (2021). Examining attenuated response to COVID– 19 risk through interaction effects between increased communicative action, negative emotion, and perceived personal knowledge. Paper presented at the 103rd Annual AEJMC National Conference. Conference held digitally due to COVID–19.
49. **O'Donnell, N. H.** (2021). An applied learning activity for teaching the R.O.P.E.S. public relations model. Great idea for teaching (GIFT) paper presented at the 71st Annual International Communication Association Conference. Conference held digitally due to COVID–19.
48. Guidry, J.P.D, Bol, N., Song, B., Hong, C., Lovari, A., Comani, I.A., **O'Donnell, N. H.**, Alkazemi, M. F., Pabian, S., Perrin, P.B., & Carlyle, K.E. (2021). Social distancing: Threat and efficacy among university students in seven nations. Paper presented at the 71st Annual International Communication Association Conference. Conference held digitally due to COVID–19.
47. **O'Donnell, N. H.** Higgs, A. & Garcia, L. (2021). Analyzing how Instagram users discuss #environmentaljustice. Presentation given at the International Communication Association Preconference, Visions of Change: Communication for Social and Environmental Justice. Conference held digitally due to COVID–19.
46. Tugas, F. Rodriguez, R., **O'Donnell, N. H.** (2021). VCU Votes: Establishing and sustaining successful student voter engagement initiatives on campus. Presentation given at the Student Services Career Community Conference. Conference held digitally due to COVID–19.
45. **O'Donnell, N. H.**, Guidry, J.P.D. (2021). Exploring public perceptions of COVID– 19 news images using a thought– listing survey. Paper accepted to the D.C. Conference on Health Communication. Conference held digitally due to COVID–19.

44. Guidry, J.P.D., **O'Donnell, N. H.**, Meganck, S., Lovari, A., Messner, M., Hill, A., Medina– Messner, V. (2021). Tweeting a Pandemic: Communicating #COVID19 across the globe. Paper accepted to the 24th Annual International Public Relations Research Conference. Conference held digitally due to COVID–19.  
*\*\*Top Paper Award\*\**
43. Tugas, F. Rodriguez, R., **O'Donnell, N. H.** (2021). Establishing and sustaining successful student voter engagement initiatives on campus. Workshop accepted to the National Association of Student Personnel Administrators Annual Conference. Conference held digitally due to COVID–19.
42. **O'Donnell, N. H.**, Guidry, J.P.D (2020). ‘The Greta Effect’: An analysis of environmental role model stories on Twitter during the Youth Climate March. Paper presented at the OsloMet Climate Journalism Conference. Oslo, Norway. Conference held digitally due to COVID–19.
41. **O'Donnell, N. H.**, Karabas, I., Hill, A. (2020). “Reducing food waste is easy and worth it!”: Analyzing the efficacy of role model stories in an environmental context. Paper presented at the National Communication Association’s 106th Annual Convention. Conference held digitally due to COVID–19.
40. **O'Donnell, N. H.**, Guidry, J. P. D. (2020). Beyond personal responsibility: Analyzing how fear appeals and attribution frames affect behavioral intentions and policy information seeking. Paper presented at the 102nd Annual AEJMC National Conference. Conference held digitally due to COVID–19.
39. Guidry, J. P. D., **O'Donnell, N. H.**, Austin, L., Coman, I., (2020). Stay socially distant and wash your hands: Determining intent for COVID–19 preventive behaviors. Paper presented at the 102nd Annual AEJMC National Conference. Conference held digitally due to COVID–19.
38. Guidry, J., Meganck, S., **O'Donnell, N. H.** Lovari, A., Medina–Messner, V., Hill, A., Messner, M. (2020). When public health meets Twitter: Communicating #globalhealth issues across the globe. Paper presented at the 23rd Annual International Public Relations Research Conference. Orlando, FL.  
*\*\*Top Paper Award\*\**
37. **O'Donnell, N. H.**, Guidry, J. (2019). #BeTheMatch: Assessing how personal narratives on Reddit promote the importance of donating bone marrow. Paper presented at the 102nd Annual AEJMC National Conference. Toronto, Canada.  
*\*\*Top Paper Award\*\**
36. Hust, S. J. T., Rodgers, K. B., **O'Donnell, N. H.**, Wheeler, J. (2019). Youth’s experiences with surveillance and cyberbullying on social media. Paper presented at the 102nd Annual AEJMC National Conference. Toronto, Canada.

35. **O'Donnell, N. H.** (2019) "Think different": How to incite creativity with a two-word campaign challenge. Great idea for teaching (GIFT) paper presented at the 102nd Annual AEJMC National Conference. Toronto, Canada.  
*\*\*Top Paper Award\*\**
34. Guidry, J., **O'Donnell, N. H.**, Adams, J. (2019). Promoting pro-environmental behaviors through visual social media. Paper presented at the 102nd Annual AEJMC National Conference. Toronto, Canada.  
*Emerging Scholar Award*
33. Guidry, J.P.D., Austin, L.L., Coman, I., **O'Donnell, N. H.**, Lovari, A., & Messner, M. (2019). Tweeting the #flushot: Beliefs, barriers, and perceived threat at different points of the flu season. Paper presented at the 102nd Annual AEJMC National Conference. Toronto, Canada.  
*\*\*Top Paper Award\*\**
32. **O'Donnell, N. H.** (2019). The design and evaluation of eHealth messages aimed at increasing the refusal of unwanted alcohol. Paper presented at Virginia Commonwealth University's 15th Annual Women's Health Research Day.
31. Guidry, J.P.D., Coman, I.A., Vraga, E.K., **O'Donnell, N. H.**, & Sreepada, N. (July 2019). (S)pin the Flu Vaccine: Recipes for Concern. Presented at IAMCR Conference in Madrid, Spain
30. Guidry, J., **O'Donnell, N. H.**, Miller, C., Carlyle, K., Perrin, P. (2019). Pinning pain, despair, and distress: Suicide-related visual content on Pinterest. Paper presented at the International Communication Association's Annual Conference. Washington, D.C.
29. **O'Donnell, N. H.** (2018). The effects of social norms and role model messages on college women's intentions to refuse unwanted alcohol. Paper presented at the 101st Annual AEJMC National Conference. Washington DC.
28. **O'Donnell, N. H.**, Hust, S. J. T., Gibbons, S., Kang, S. (2018). College women's alcohol refusal beliefs and perceptions of refusal scripts in popular television. Paper presented at the 101st Annual AEJMC National Conference. Washington DC.
27. Hust, S. J. T., Gibbons, S., Li, J., **O'Donnell, N. H.** (2018). Beyond swiping left: Exploring how dating app use affects college students' abilities to refuse unwanted dating and sexual activities. The Commission on the Status of Women's Dating, Activism, and Harassment in the #MeToo Era's panel. Presented at the 101st Annual AEJMC National Conference. Washington DC.

26. **O'Donnell, N. H.** (2018). Priming effects of Instagram images: An analysis of risk perceptions and information seeking behaviors. Poster presented at the Washington State University Academic Showcase. Pullman, WA.  
*\*\*Top Paper Award\*\**
25. Wheeler, J., Hust, S.J.T., **O'Donnell, N. H.**, Li, J. (2018). The association of masculinity beliefs and risk taking behaviors: A normative approach. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
24. **O'Donnell, N. H.**, Hust, S. J. T. (2018) Predicting intentions to refuse unwanted sex and alcohol: Analyzing the integrative model of behavior prediction in a refusal contexts. Paper presented at the 17th Biennial Meeting of the Society for Research on Adolescence. Minneapolis, MN.
23. Dixon, G., Hart, S., Clarke, C., & **O'Donnell, N. H.** (2017). Factors of support for self-driving cars. Poster presented at the Society for Risk Analysis annual meeting, Arlington, VA.
22. **O'Donnell, N. H.** (2017). Priming effects of Instagram images: An analysis of risk perceptions and information seeking behaviors. Paper presented at the 100th Annual AEJMC National Conference. Chicago, IL.
21. **O'Donnell, N. H.**, Kallman, D., Stefani, W. (2017). Instagram as a tool for communicating sexual health: Future recommendations and unanswered questions. Paper presented at the 100th Annual AEJMC National Conference. Chicago, IL.
20. **O'Donnell, N. H.**, Willoughby, J. F. (2017). The integration of photo-sharing social media in eHealth: Analyzing perceived message effectiveness of sexual health information on Instagram. Paper presented at the 67th Annual International Communication Association Conference. San Diego, CA.
19. Christel, D., **O'Donnell, N. H.**, Dunn, S. (2017). In demand and unavailable: Purchasing swimwear as a barrier to physical activity for plus-size consumers. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
18. Storm, C., Kaiser, K., Zhao, W., **O'Donnell, N. H.**, Boyd, A., Hmielowski, J. (2017). Predicting support of renewable and nonrenewable energy systems in Canada through familiarity and perceived safety. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
17. **O'Donnell, N. H.**, Willoughby, J. F. (2017). Photo-sharing social media for eHealth: Analyzing perceived message effectiveness of sexual health information on Instagram. Paper presented at the Dr. William R. Wiley Research Exposition. Pullman, WA.  
*\*\*Top Paper Award\*\**

16. Kaiser, C. K., **O'Donnell, N. H.** (2017). Risk perceptions of stimulant medication abuse: Testing the RISP model in a health context. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
15. Christel, D., **O'Donnell, N. H.**, Bradley, L. (2016). Coping by crossdressing: An exploration of exercise clothing for obese heterosexual women. The 7th Obesity & Endocrinology Specialists Congress. Manchester, England.
14. Hust, S. J. T., Rodgers, K. B., Ebreo, S., **O'Donnell, N. H.** (2016). Perceptions of sexualized and non-sexualized images of women in alcohol advertisements: Factors associated with intentions to sexually coerce. Paper presented at the 2016 AEJMC National Conference. Minneapolis, MN.
13. Lee, Y. J., **O'Donnell, N. H.**, Hust, S. J. T. (2016). Interaction effects of system generated information and consumer skepticism: An evaluation of issue support behavior in CSR Twitter campaigns. Paper presented at the 2016 AEJMC National Conference. Minneapolis, MN.
12. **O'Donnell, N. H.** (2016). Life begins at the end of your comfort zone? Analyzing the antecedents and outcomes of risk behavior in teen television. Paper presented at the Popular Culture and American Culture National Conference. Seattle, WA.
11. Kaiser, K., **O'Donnell, N. H.** (2016). Understanding hidden disabilities: An analysis of the perceptions of individuals with ADD/ADHD toward stimulant medication. Poster presented at the 102nd Annual Convention of the National Communication Association. Philadelphia, PA.
10. Pinkleton, B., Austin, E. W., Hust, S. J. T., Stefani, W., **O'Donnell, N. H.** (2016). Exploring reactions to and perceptions of drinking-reduction programming targeted to university fraternity and sorority members. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
9. Kaiser, K., **O'Donnell, N. H.** (2016). Understanding hidden disabilities: An analysis of the perceptions of individuals with ADD/ADHD toward stimulant medication. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
8. Christel, D., **O'Donnell, N. H.**, Bradley, L. (2016). In demand and unavailable: An exploration of plus-size women's freedom in dress with exercise apparel. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
7. Hust, S. J. T., Rodgers, K. B., **O'Donnell, N. H.**, Ran, W., Ebreo, S. (2015). Gender, sex, and violence: The differences in sexual and violent content in male and female musicians' lyrics and music videos. Poster presented at the 2015 AEJMC National Conference. San Francisco, CA.

6. **O'Donnell, N. H.** (2015). Visual identity: An exploratory study of Instagram. Paper presented at the Popular Culture and American Culture National Conference: New Orleans, LA.
5. **O'Donnell, N. H.**, Hust, S. J. T., Rodgers, K. B., Ran, W., Ebreo, S. (2015). An industry analysis of gender, sexual violence, and musical content. Poster presented at the Washington State University Academic Showcase. Pullman, WA.
4. **O'Donnell, N. H.** (2015). Constructing memories of war through nonfiction film. Paper presented at the Dr. William Wiley Research Exposition. Pullman, WA.  
*\*\*Top Paper Award\*\**
3. **O'Donnell, N. H.** (2014). Beyond good and evil: An analysis of violence and morality in teen television. Paper presented at the Popular Culture and American Culture National Conference. Chicago, IL.
2. **O'Donnell, N. H.** (2014). Gender stereotypes in teen films and their influence on adolescents' identity, media and socio-cognitive schema. Paper presented at the Center for the Study of Women: Thinking Gender. Los Angeles, CA.
1. **O'Donnell, N. H.** (2013). Content analysis and comparison of sexual content in teen-centered television shows on the CW and ABC Family networks. Paper presented at the Popular Culture and American Culture National Conference. Washington, DC.

#### SELECT INVITED PRESENTATIONS

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13. Invited talk given with service learning client and capstone students during the Community Engagement Summit. "Strong Families, Brighter Futures": Student-led Campaign Planning for Whitman County Public Health" Presentors: O'Donnell, N. H., McMichael, C., Phothivongsa, S., Ruoff, C., Partida Hernandez, D., & Bailey, E.
12. Invited lecture for the Hubspot Academy's Social Media Marketing Certification. Estimated digital audience: 50,000. Spring 2023.
11. Moderator for the Edward R. Murrow College of Communication's Symposium. "AI Powered Communication: Opportunities and Challenges Ahead" panel.
10. Invited guest lecturer for the Edward R. Murrow College of Communication's Sports & the Media class. "The Emotional Impact of Sports: Why We Cheer, Cry, and Celebrate with Our Teams." Spring 2023.

9. Invited presenter for the Murrow College's "Successfully Adapting and Engaging with Gen Z" workshop. "Service Learning: A Path to Student Engagement and Career Readiness." Spring 2023.
8. Guest lecture given to University of Idaho's Science Writing class. "Effective Science Communication: From the Lab to the Public." Spring 2023.
7. Invited presenter for The Pullman Kiwanis Club. "Community-engaged Health Promotion" Spring 2023.
6. Invited presenter for the Arthur W. Page Center's Advisory Board. "Assessing factors that affect activists' perceptions of corporate social advocacy authenticity: Research results." Summer 2022.
5. Invited presenter for The Arthur W. Page Center's Advisory Board. "Assessing factors that affect activists' perceptions of corporate social advocacy authenticity: Research proposal." Fall 2021.
4. Featured presenter for Virginia Commonwealth University's Berglund Seminar. "Making VCU a Voter Friendly Campus." Fall 2020.
3. Invited moderator for Virginia Commonwealth University's Common Book discussion with Carol Anderson, author of *One Person, No Vote*. Fall 2020.
2. Guest lecture given to Murray State University's Integrative Communication Marketing Program. "Health campaign design, management, and evaluation." Fall 2018, 2019, 2020.
1. Featured presenter at the International Conference of Fashion and Textiles. Yonsei University, Seoul, Korea. "Culture, clothing, and communication." Summer 2018.

## TEACHING

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### Washington State University

- COMHLTH 572: Communicating Health to Specialized Populations (2 section, graduate course)  
 COMHLTH 570: Health and Behavior Change (2 section, graduate course)  
 COMSTRAT 485: PR Management and Campaigns (5 sections, capstone course)  
 COMSTRAT 472: Health Communication (1 section)  
 COMSTRAT 312: Principles of Public Relations (1 section)  
 COM 514: Health Communication Campaigns (1 section, graduate course)  
 COM 479: Youth and the Media (3 sections)  
 COM 464: Gender and the Media, cross-listed as WOMENST 464 (1 section)  
 COM 102: Communication in an Information Society (2 sections)



### **Virginia Commonwealth University**

MASC 611: Mass Communication Research Methods (5 sections, graduate course)

MATX 603: Mass Media Theory (2 sections, graduate course)

MASC 493: Fieldwork/Internship (2 advisees)

MASC 492: Independent Study (3 advisees)

MASC 439: Agency (5 sections, capstone course)

MASC 425: Public Relations Research (2 sections)

MASC 337: Strategy (2 sections)

MASC 336: Social Media for Public Relations (1 section)

MASC 333: Media and Technical Writing (2 sections)

HNRS 398: VCU Votes (1 section, honors course)

[VCU Votes press release: [VCU News](#); press coverage: [Washington Post](#), [NBC29](#), [AP](#), [NBC12](#)]

### **GRADUATE ADVISING**

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#### **Role: Graduate Advisor**

Anaderi Iniguez, (Doctor of Philosophy), 2023 – present

Brianna Perry, (Master of Arts), 2023 – present

Hannah Billings, (Master of Arts), graduated in 2022

Larin Brink, (Master of Arts), graduated in 2022

William Dillon (Master of Arts), graduated in 2021

#### **Role: Graduate Committee Member**

Pearl Omolara Oladele, (Doctor of Philosophy), 2023 – present

Christina Nickerson, (Doctor of Philosophy), 2022 – present

Kathryn Elm, (Doctor of Philosophy), 2022 – present

Rachel Ann Bomberger, (Doctor of Philosophy), 2022 – present

Latryce Noel (Doctor of Philosophy), 2021 – present

Alexandra Fil, (Master of Arts), 2023 – present

Jihae Han, (Master of Arts), 2023 – present

Axis Zarcone, (Master of Arts), 2023 – present

Wedyan Kattan (Doctor of Philosophy), graduated in 2020

Tanzia Khan, ((Master of Arts), graduated in 2023

### **UNIVERSITY SERVICE**

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#### **Washington State University (2022 – present)**

- Faculty Senate, (2023 – present, three-year term)
- Member of the Murrow College Labs Committee, 2023 – present
- Chair of the Murrow College Awards Selection Committee, 2023
- Showcase for Undergraduate Research and Creative Activities (SURCA) judge (2023)
- Murrow College ComHealth Online MA Steering Committee (2022 – present)
- Murrow College Graduate Studies Faculty Member, (2022 – present)
- Washington State Prevention Research Sub-Committee Member (2022)

**Virginia Commonwealth University (2018–2022)**

- PRSSA, Faculty Advisor (2021 – 2022)
- Robertson School Personnel Committee, Member (2021 – 2022)
- Dabney Professorship, Task Force Member (2021 – 2022)
- Community Engaged Research Network REAL Impact Grant Reviewer (2021)
- YouFirst Mentor (2021 – 2022)
- VCU Votes Communication Committee Member (2020 – 2022)
- VCU Votes Outreach Committee Member (2020–2022)
- Undergraduate Research Opportunities Program Grant Reviewer (2020)
- Robertson School Graduate Studies Committee, Member (2019 – 2022)
- VCU Media+Health Lab, Associate Director (2019 – 2022)
- Robertson School Research and Scholarship, Task Force Member (2019 – 2020)
- Robertson School Diversity Committee, Member (2018 – 2020)
- Community Engaged Research Network Committee Member (2019 – 2022)
- Social Sciences VCU PhD Program Committee Member (2018 – 2022)
- VCU MATX PhD Program Admission Reviewer (2018 – 2022)

**PROFESSIONAL SERVICE**

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***Association for Education in Journalism and Mass Communication***

- VisCom Mentorship Program, (2024)
- Emerging Scholars Grant Reviewer, AEJMC, (2023)
- ComSHER Interest Group, Media Team Member (2023 – 2024)
- ComSHER Interest Group, Media Team Chair (2022 – 2023)
- PRD Mentorship Program, Mentor (2022 – present)
- ComSHER Interest Group, Social Media Chair (2021 – 2022)
- ComSHER Interest Group, Media Team Member (2020 –2021)
- Visual Communication Interest Group, Logo Competition Judge (2019–2021)
- Visual Communication Interest Group, Membership Chair (2017)
- Annual Conference Paper Reviewer (ComSHER Division, Public Relations Division, Visual Communication Division) (2016–present)

***International Communication Association***

- Annual Conference Paper Reviewer (Visual Communication Studies Division, Health Communication Division) (2016 – present)

***Editorial Board Membership***

International Editorial Board Member, Journalism and Mass Communication Educator, 2015 – present

***Ad hoc Reviewer for:***

- *Computers in Human Behavior*
- *Environmental Communication*
- *Health Communication*
- *Health Education and Behavior*
- *Journal of Communication Technology*
- *Journal of Health Communication*
- *Journal of Public Health*
- *Journal of Research on Adolescence,*
- *Media Psychology*
- *Risk Analysis*
- *Science Communication*
- *Visual Studies*

**COMMUNITY SERVICE**

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***Service–Learning Clients***

- Kenworthy Performing Arts Theater, 2024
- Whitman County Public Health, 2023
- Whitman County Mobile Farm Stand, 2023
- Whitman County Community Access Center, 2022
- WSU Women's Center, 2022
- Federation of Virginia Food Banks, 2022
- Operation Allies Welcome, 2022
- Greater Richmond Bar Foundation, 2021
- Virginia Interfaith Center for Public Policy, 2021
- Circles RVA, 2020
- VCU Votes Advisory Council, 2020
- RVA 2020 Environmental Film Festival, 2020
- Crossroads Music and Food Festivals and Vanguard Ranch, 2019
- Protect Your River, 2019
- Endeavor RVA, 2018
- Unbound RVA, 2018
- Orchard House School, 2018
- Richmond Animal League, 2018
- Virginia Sexual and Domestic Violence Action Alliance, 2018
- Kade and Vos, 2018
- Backyard Harvest, 2017
- Palouse Land Trust, 2016
- Friends of the Clearwater, 2016

## **CONTINUING EDUCATION**

- iMotions Media Psychophysiology Training, 2022
- CrowdTangle Facebook Training, 2021
- Experiential Exercises to Teach About Diversity, Oppression, and Social Justice, 2021
- How to Incorporate Diversity into your Curriculum, 2020
- VCU Social Media Accessibility Training, 2020
- VCU Common Book Program Facilitator Training, 2020
- Social Media Outreach: National 303(d)/TMDL Seminar, 2019
- iMotions Eye Tracking and Facial Expression Training, 2019
- Safe Zone Training for LGBTQ Allies, 2019
- Not Anymore Title IX Certification, 2018
- Social Media Data: Environment/Collection/Analysis, WSU Training, 2018
- AEJMC Data Visualization Workshop, 2017
- NodeXL Training, 2016

## **RESEARCH TRANSLATION**

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**Washington State Department of Transportation, 2022 – present**  
Community–engaged scholarship partner

**EXCITE! Getting to the Heart of the Matter Grant, 2022**  
Research consultant

**Union of Concerned Scientists, 2022**  
Affiliated researcher

**Lower James River Roundtable, 2019 – present**  
Quarterly Roundtable Coordinator

**Research4Impact, 2018 – present**  
Affiliated researcher

**Research–to–Policy Network, 2018 – present**  
Health equity affiliated researcher

**Room One, 2017**  
Community–engaged scholarship partner

**Inland Northwest Healthy Youth Collaborative, 2015 – 2017**  
Community–engaged scholarship partner