

# Kevin Real

## Curriculum Vitae

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College of Communication and Information (Dept.) 859-257-3622  
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### EDUCATION:

Ph.D. (2002) Communication, Texas A&M University  
M.A. (1998) Communication, Texas A&M University  
B.A. (1996) Communication, University of Akron

### PROFESSIONAL EMPLOYMENT:

Associate Professor, University of Kentucky, Department of Communication (2010-present)  
Assistant Professor, University of Kentucky, Department of Communication (2002-2010)  
Teaching and Research Assistant, Texas A&M University, Department of Communication (1996-2002)

### HONORS AND AWARDS:

Distinguished Scholarly Article Award ("Bill Eadie Award"), Applied Communication Division, National Communication Association (2010)  
Seven "Top Paper" Awards, National and International Conferences (2000-2013)  
Teaching Excellence Award, University of Kentucky College of Communications and Information Studies (2007)  
Charles T. Wethington Research Award, University of Kentucky (2006, 2008, 2009)  
Research Excellence Award, College of Communications and Information Studies, University of Kentucky (2004)  
Distinguished Doctoral Research Award, Association of Former Students, Texas A&M University (2003)  
Outstanding Teaching Award, Texas A&M University, Namesake for T-Camp (transfer) students. Award generated by Texas A&M undergraduate students (2002)  
Superior Service, Graduate Student Award, College of Liberal Arts, Texas A&M University (2000)  
Teaching Excellence Award, Graduate Teaching Assistant, International Communication Association (1999)

Graduate Student Teacher Award, Southern States Communication Association (1998)

## RESEARCH

### JOURNAL ARTICLES:

- Guinther, L., White, A. C., & Real, K. (2014). One size does not fit all: A diagnostic post-occupancy evaluation model for an emergency department. *Health Environments Research and Design (HERD) Journal*, 7, 15-37.
- Real, K., Kim, S. & Conigliaro, J. (2013). Using a validated health promotion tool to improve patient safety and increase healthcare personnel influenza vaccination rates. *American Journal of Infection Control*, 41, 691-696.
- Hare, B., Cameron, I, Real, K. & Maloney, W. F. (2013). Exploratory case study of pictorial aids for communicating health and safety for migrant construction workers in England. *Journal of Construction Engineering and Management*, 139, 818-825.
- Real, K., Mitnick, A. D., & Maloney, W. F. (2010). More similar than different: Millennials in the U.S. building trades *Journal of Business and Psychology*, 25, 303-313.
- Real, K. (2010). Health-related organizational communication: A general platform for interdisciplinary research. *Management Communication Quarterly*, 24, 457-464.
- Real, K., Bramson, R., & Poole, M. S. (2009). The symbolic and material nature of physician identity: Implications for physician-patient communication. *Health Communication*, 24, 575-587.
- Real, K. (2008). Information seeking and workplace safety: A field application of the risk perception attitude framework. *Journal of Applied Communication Research*, 36, 338-358. **Recipient, Distinguished Article Award, Applied Communication Division, National Communication Association (2010)**
- Real, K., & Rimal, R. N. (2007). Friends talk to friends about drinking: Exploring the role of peer communication in the theory of normative social behavior. *Health Communication*, 22, 169-180.
- Real, K., & Putnam, L. L. (2005). Ironies in the discursive struggle of pilots defending the profession. *Management Communication Quarterly*, 19, 91-119.
- Real, K., & Poole, M. S. (2005). Innovation implementation: Conceptualization and measurement in organizational research. In R. W. Woodman & W. A. Pasmore (Eds.), *Research in Organizational Change and Development* Vol. 15 (pp. 63-135). Oxford, UK: Elsevier.
- Rimal, R. N., & Real, K. (2005). How behaviors are influenced by perceived norms: A test of the theory of normative social behavior. *Communication Research*, 32, 389-414.
- Rimal, R. N., Lapinski, M. K., Cook, R. J., & Real, K. (2005). Moving toward a theory of normative influences: How perceived benefits and similarity moderate the impact of descriptive norms on behavior. *Journal of Health Communication*, 10, 433-450.

- Rimal, R. N., & Real, K. (2005). Assessing the importance of skin cancer: How question-order effects are influenced by issue involvement. *Health Education & Behavior*, 32, 398-412.
- Rimal, R. N., & Real, K. (2003). Explaining the relationship between norms and behaviors: Implications for campaigns against alcohol abuse by college students. *Communication Theory*, 13, 184-203.
- Rimal, R. N., & Real, K. (2003). Perceived risk and self-efficacy as motivators of change: Support for the risk perception attitude framework from two studies. *Human Communication Research*, 29, 370-399.
- Dorsey, A. M., Sherer, C., & Real, K. (1999). The college tradition of 'drink 'til you drop': The relationship between students' social networks and engaging in risky behaviors. *Health Communication*, 11, 313-334.

#### **HANDBOOK CHAPTERS:**

- Real, K., & Poole, M. S. (2011). Health care teams: Communication and effectiveness. In T. L. Thompson, R. Parrott, & J. Nussbaum (Eds.) *Handbook of Health Communication*, 2<sup>nd</sup> Ed. (pp. 100-116). New York: Routledge.
- Johnson, J. D., & Real, K. (2007). Organizational implementation and integration of information technology. In A. Salazar (Ed.), *Handbook of Information Technology in Organizations and Electronic Markets*. (pp. 77-91). London: World Scientific Publishing.
- Poole, M.S., & Real, K. (2003). Groups and teams in health care: Communication and effectiveness. In T. L. Thompson, A. M. Dorsey, K. I. Miller, & R. Parrott (Eds.), *Handbook of Health Communication* (pp. 369-402). Mahwah, N.J.: Lawrence Erlbaum Publishers.

#### **BOOK AND ENCYCLOPEDIA CHAPTERS:**

- Real, K. (2014). Health care teams. *Encyclopedia of Health Communication*. SAGE Publications.
- Real, K. (2014). Interprofessional Communication. N. Harrington (Ed.), *Exploring Health Communication from Multiple Perspectives*. New York: Routledge.
- Real, K., & Street, R. L., Jr. (2009). Doctor-patient communication from an organizational perspective. In D. Brashers & D. Goldsmith (Eds.), *Communicating to Manage Health and Illness* (pp. 65-90). New York: Routledge.

#### **GRANTWORK (Funded):**

- Advisor, The Obesity Society, (2013) *Improvement in Provider and Patient Self-Efficacy in Weight Loss in Primary Care Settings*, (PI: Stephanie Rose, MD, College of Medicine and the Department of Internal Medicine, University of Kentucky Healthcare). Early-Career Research Grant, \$25,000.
- Co-Principal Investigator. (2010) College of Communications and Information Studies Grants for Collaborative and Innovative Work, *Improving Patient Safety: Healthcare Workers' Flu Prevention Information Seeking Behaviors* (Co-PI: S. Kim, School of Library and Information Science, University of Kentucky; Co-I: J.

Conigliaro, M.D., College of Medicine, University of Kentucky). \$25,000.00. March 1, 2010 – March 1, 2011. *Project description:* This project aims to improve patient safety by examining healthcare workers risk perceptions and information seeking behaviors related to prevention of seasonal and pandemic flu.

Co-Principal Investigator. (2009) Kentucky Division of Compliance Assistance, Department of Environmental Protection, *Compliance Assistance for Construction, Renovation, and Demolition Contractors*, \$42,000, June-September 2009 (PI: William F. Maloney). *Project description:* Develop mechanisms to communicate numerous local, state, and federal codes, laws, and regulations governing environmental requirements to Kentucky construction contractors.

Principal Investigator. University of Kentucky Faculty Research Support Grant. *Implementation and Participation in Quality Programs in a Social Welfare Office*. \$5,000, 2004-2005 academic year. *Project description:* Support for longitudinal data collection, survey copies, data entry.

Principal Investigator. University of Kentucky Summer Faculty Research Fellowship. *Risk, Safety, and Efficacy in a Manufacturing Setting*. \$6,000, June-August 2004. *Project description:* Summer support to develop pilot, collect survey data.

Principal Investigator. Research Grant, College of Communications and Information Studies, University of Kentucky. *An investigation of communication and safety climate in a manufacturing organization*. \$1,500, March-May 2004. *Project description:* Used for survey copies and data entry.

Principal Investigator. Dean's Summer Research Grant, College of Communications and Information Studies, University of Kentucky. *An Exploratory Study of Participation in Quality Programs and Communication in the Workplace*. \$5,500, May-August 2003. *Project description:* Summer support to develop pilot data (interviews, surveys).

#### **RECENT GRANTWORK (Full Grant Activity Appendix available upon request):**

Invited Speaker. Agency for Healthcare Research and Quality, R13 Conference grant proposal. *Healthcare Informatics and Clinical Prediction Rules conference, 2013*, Hofstra University and Long Island Jewish Hospital,(PI: Joseph Conigliaro, MD). Pending Submission.

Co-Principal Investigator. United States Department of Agriculture (USDA). USDA-NIFA-AFRI, 2010. *A Multilevel Community Approach to Understanding and Preventing Childhood Obesity: Creating IDEAL (Identifying Dietary, Environmental, and Lifestyle factors for community action to prevent childhood obesity) Communities*. (PI, Debbie Murray). Submitted Aug 2010; \$25,000,000. Semifinalist, not funded. *Project description:* Developing a community-based participatory approach to preventing childhood obesity in Appalachia within a framework of communication and social networks.

Co-Principal Investigator. R-01 Proposal, *Employing Safety Culture to Reduce Injuries and Fatalities in Construction*. Submitted to National Institute for Occupational Safety and Health (NIOSH), To be part of the Center for Innovation in

Construction Safety and Health, Virginia Tech University (PI: W. F. Maloney, U.K. College of Engineering; Co-PI M. D. Cooper, BSMS, Inc.). Submitted in 2009, 1.1 million not funded. *Project description*: Develop and test an integrated model of safety culture, including communication, using empirically validated tools predictive of safety outcomes.

#### CONFERENCE PAPERS:

- Real, K, Guinther, L., Carll-White, A. (2014, November). "There's no good face-to-face communication unless we go hunt them down": Analyzing communication in emergency department design. Healthcare Design Conference, Sand Diego, CA
- Real, K. & Kim, S. (2013, April) Employing the risk perception attitude framework to understand communication and patient safety in a healthcare organization. Southern States Communication Association, Louisville, KY. (**Top Competitive Paper Panel**, Applied Communication Division).
- Real, K., Bernard, A., Fields-Elswick, K. (2013, March). Communication, mindfulness, and medical resident performance in hospital critical care rotations. DCHC George Mason Univ Health Communication conference, Alexandria, VA.
- Real, K. & Cooper, M. D. (2009, May). *The importance of communication factors to safety climate: An exploratory analysis* International Communication Association, Chicago.
- Real, K. & Dixon, K. (2007, November). Communication in the field: A study of safety critical messages in a high reliability organization. National Communication Association, Chicago.
- Real, K. (2007, May). Information seeking and workplace safety: A field application of the Risk Perception Attitude Framework. International Communication Association, San Francisco.
- Real, K., & Putnam, L. L. (2005, May). Ironies in the discursive struggle of "Pilots Defending the Profession" International Communication Association, New York.
- Rimal, R., N., Real, K. & Morrison, D. (2004, May). Expanding the theory of normative influences: The role of ambiguity and identity. International Communication Association, New Orleans. (**Top Three Paper**, Health Communication Division).
- Real, K., Bramson, R., & Poole, M. S. (2003, November). "'Know your limitations": A field study of memorable messages and the construction of physician identity". National Communication Association, Miami.
- Real, K., Poole, M. S., & Bramson, R. (2003, May). Identity types and organizational contexts: An inquiry into physicians in organizations International Communication Association convention, San Diego, CA.
- Rimal, R. N., Cook, R. J., Lapinski, M. K., & Real, K. (2003, May) Toward a theory of normative influences: How injunctive norms and group identity moderate the influence of descriptive norms on behaviors. International Communication Association, San Diego, CA. (**Top Three Paper**, Health Communication Division).

- Real, K. & Rimal, R. N. (2002, November). Friends talk to friends about drinking: Examining the role of communication in alcohol use by college students. National Communication Association, New Orleans, LA. (**Top Three Paper**, Health Communication Division).
- Rimal, R. N., Real, K., & Hamm, F. (2002, July). How do normative perceptions influence behaviors? The moderating role of six underlying cognitive mechanisms. International Communication Association, Seoul, South Korea. (**Top Three Paper**, Health Communication Division).
- Rimal, R. N & Real, K. (2001, May). Perceived risk and self-efficacy as motivators of change: Support for the risk perception attitude framework from two studies. International Communication Association, Washington, D.C.
- Real, K. & Rimal, R. N. (2001, May). Assessing the importance of skin cancer: Effects of frames of reference and issue involvement. International Communication Association, Washington, D.C. (**Top Three Paper**, Health Communication Division).
- Real, K. (2000, November). Gender and perceptions of relational interaction in task groups. National Communication Association, Seattle. (**Top Student Paper** Group Communication Division).

## **TEACHING AND ADVISING**

### **UNDERGRADUATE COURSES TAUGHT:**

Organizational Communication: Advanced Topics  
 Introduction to Organizational Communication  
 Introduction to Communication Research Methods  
 Communication in Healthcare Organizations  
 Understanding Workplace Communication in a Diverse U.S. Society  
 Negotiation, Communication and Conflict in Organizations  
 Small Group Communication  
 Public Speaking

### **GRADUATE COURSES TAUGHT:**

Organizational Communication  
 Communication in Health Care Organizations

### **ADVISING AND GRADUATE STUDENT COMMITTEES:**

#### ***Ph.D. Students – In Progress***

Denise Damron (Chair)  
 Sara Shaunfield (Chair)  
 Marjorie Buckner (Member)

#### ***Ph.D. Students – Completed***

Alyssa Milner (Member) 2011  
 Jeffrey Fields (*Outside Examiner* for Dissertation Defense, History, 2011)  
 Anne Streeter (Member) 2010  
 Zach Henning (Member) 2007

Wenli Yuan (Member) 2006  
Vedabrata X. Basu (*Outside Examiner* for Dissertation Defense, Decision Science and Information Systems) 2006  
Deborah Stigall (Member) 2005  
Davide Giradelli (Member) 2005

***M.A. Students – In Progress***

Robert Vaughn (Member)

***M.A. Students – Completed***

Molly Burchett (Member) 2014  
Quishi Wang (Member) 2013  
Stephanie Quinlan (Member) 2013  
Zachary Calhoun (Chair) 2010  
Katie Anthony (Member) 2010  
Elizabeth Petrun (Member) 2010  
C. Selena Stevens, (Chair) Thesis: *Organizational safety and climate: A study of communication campaign, safety climate and safety performance*, 2008.  
Leticia Barajas, (Outside member, Patterson School of International Diplomacy), 2006.  
Josh Tucker (Member) 2005.  
Keli Reynolds (Chair) 2003.

**PEDAGOGICAL PUBLICATION AND WORKSHOPS:**

Ritter, K., & Real, K. (1998). *Handbook for Public Speaking: SCOM 203*, Summer Sessions I, II, and Fall Semester. Carrollton, TX: Alliance Press Custom Books.

*Communication, Critical Thinking and Small Group Decision-Making* workshops, United States Department of Agriculture (USDA) Food Safety and Inspection Service Training Program, Texas A&M University. 1997-2002.

**SERVICE**

**PROFESSIONAL MEMBERSHIPS:**

International Communication Association (ICA)  
National Communication Association (NCA)

**EDITORIAL SERVICE:**

Editorial Board, *Health Communication*, 2009-present  
Editorial Board, *Management Communication Quarterly* 2012-present

Reviewer, *Construction Management and Economics*, 2012  
Reviewer, *Health Education Behavior*, 2012  
Reviewer, *Spanish Journal of Psychology*, 2012  
Reviewer, *Human Communication Research*, 2009  
Reviewer, *Health Communication*, 2007-2009  
Reviewer, *Communication Education*, 2009  
Reviewer, *Open Occupational Health & Safety Journal*, 2009

Reviewer, *Journal of Applied Communication Research*, 2000-2010  
Reviewer, *Management Communication Quarterly*, 2003-2004, 2007, 2008  
Reviewer, *Journal of Family Communication*, 2008  
Reviewer, *Human Relations*, 2003  
Reviewer, *Journal of Management Inquiry*, 2001

#### **SERVICE TO PROFESSIONAL ASSOCIATIONS:**

Chair, NCA Small Group Division Awards Committee, 2010  
Member, NCA Small Group Division Awards Committee, 2002-2003, 2008-2009  
Member, NCA Health Communication Division Awards Criteria Committee, 2005  
Paper reader, NCA, organizational communication division, 2002-2004, 2008-2009  
Paper reader, NCA, group communication division, 2008  
Paper reader, NCA, short course reviewer, 2010  
Paper reader, ICA, organizational communication division, 2004  
Paper reader, ICA, health communication division, 2002-2004

#### **COMMUNITY AND PROFESSIONAL SERVICE:**

Facilitator and Workshop Leader: *Communication and Leadership*. Leadership Retreat on Organizational Communication Issues, St. Luke United Methodist Church, Lexington, KY, Fall 2009

Guest Presenter, University of Kentucky College of Engineering, *Communication and Safety in Construction*, Fall 2009, 2010, 2011

Guest Presenter, Kentucky Practice-Based Research Networks Collaborative Conference, *Agency for Healthcare Research and Quality: Citizens' Forum for Comparative Effectiveness Research*, April 2010, Lexington, KY

#### **UNIVERSITY, COLLEGE, DEPARTMENT SERVICE:**

##### University of Kentucky

University Senate, University of Kentucky, 2014-2017.  
Undergraduate Council, UK Office of Undergraduate Education, University of Kentucky, 2013-2014, 2011-2012  
Summer Faculty Fellowship, Office of the Vice President for Research, University of Kentucky, 2012-2014  
Research Advisory Committee, Office of the Vice President for Research, University of Kentucky, 2005-2011  
Interprofessional Education and Practice Initiative, College of Medicine, University of Kentucky, 2008-present  
Research/Outcomes/Evaluation Subcommittee of the Interprofessional Education and Practice Initiative, University of Kentucky, 2008-2009  
Hospital Patient Satisfaction Advisory team, Chandler Medical Center, University of Kentucky, 2003

##### College of Communication and Information

College Graduate Education Strategic Plan, 2013-2014.  
College Diversity Committee, College of Communication and Information, 2010-present  
College Faculty Council, College of Communications and Information Studies, 2005-2006; 2008-2009, 2013-2014



Dissemination and Implementation Science Lab Steering Committee, College of Communications and Information Studies, 2010;  
Graduate Review Committee, College of Communications and Information Studies, 2009-2010; 2003-2005  
Graduate Resource Committee, College of Communications and Information Studies, 2008-2009  
Graduate Admissions Committee, College of Communications and Information Studies, 2007-2008  
Graduate Recruitment Committee, College of Communications and Information Studies, 2006-2007

Department of Communication

Chair, Strategic Planning 2014-15  
Chair, Undergraduate and Alumni Relations Committee, 2012-2013,  
Academic Personnel Committee, Department of Communication, 2003-2005, 2008-2010, 2011-2013, 2014-15.  
Curriculum and Assessment Committee, 2003-2004, 2011-2012, 2013-2014  
Resource Committee, Department of Communication, 2004-2005; 2009-2010  
Admissions and Placement Committee, Department of Communication, 2006-2007, 2007-2008, 2008-2009  
Kentucky Conference on Health Communication, Planning Committee, Department of Communication, 2005-2006, 2007-2008; 2009-2010, 2011-2012  
Undergraduate Theory and Research Methods Restructuring Ad-hoc Committee, Department of Communication, 2006-2007  
Undergraduate Theory and Research Methods Accreditation review Sub-committee, Department of Communication, 2010  
Strategic Planning Committee, Department of Communication, 2005-2006