

**MARKO DRAGOJEVIC**  
Department of Communication  
University of Kentucky  
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marko.dragojevic@uky.edu

## **EDUCATION**

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<b>Ph.D.</b>	<b>University of California, Santa Barbara</b> Communication <u>Dissertation</u> : “Language Attitudes: The Role of Fluency” <u>Committee</u> : Howie Giles (Chair), Dana Mastro, Scott Reid	2015
<b>M.A.</b>	<b>University of California, Davis</b> Communication <u>Thesis</u> : “The Deleterious Effects of Face Threat in Persuasion and the Face-Redressive Role of Politeness” <u>Committee</u> : Bo Feng (Chair), Robert Bell, Mikayla Jenkins	2011
<b>B.A.</b>	<b>University of California, Davis</b> Psychology & Economics	2006

## **ACADEMIC APPOINTMENTS**

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2015 –	<b>Assistant Professor</b> Department of Communication, University of Kentucky
2014	<b>Graduate Teaching Associate</b> Department of Communication, University of California, Santa Barbara
2012-2014	<b>Graduate Teaching Assistant</b> Department of Communication, University of California, Santa Barbara
2011	<b>Lecturer</b> Department of Communication, University of California, Davis
2010	<b>Graduate Teaching Associate</b> Department of Communication, University of California, Davis
2009-2011	<b>Graduate Teaching Assistant</b> Department of Communication, University of California, Davis

## RESEARCH AREAS

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Language attitudes and ideologies;  
Social identity and intergroup communication;  
Communication accommodation;  
Linguistic framing in persuasion;  
Language and health communication.

## PEER-REVIEWED JOURNAL PUBLICATIONS

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\* graduate student co-author

- Dragojevic, M.**, \*Tatum, N. T., \*Beck, A-C., & McAninch, K. (in press). Effects of accent strength expectancy violations on language attitudes. *Communication Studies*.
- Dragojevic, M.**, Gasiorek, J., & Vincze, L. (2018). Vitality, language use, and life satisfaction: A study of bilingual Hungarian adolescents living in Romania. *Journal of Language and Social Psychology*, 37, 431-450.
- Sink, A., Mastro, D., & **Dragojevic, M.** (in press). Competent or warm? A stereotype content model approach to understanding perceptions of masculine and effeminate gay television characters. *Journalism and Mass Communication Quarterly*.
- Gasiorek, J., & **Dragojevic, M.** (2018). Effects of instrumental success and failure on perceptions of underaccommodative messages and sources. *Communication Reports*, 31, 14-27.
- Dragojevic, M.**, Berglund, C., & Blauvelt, T. (2018). Figuring out who's who: The role of social categorization in the language attitudes process. *Journal of Language and Social Psychology*, 37, 28-50.
- Dragojevic, M.**, Giles, H., \*Beck, A-C., & \*Tatum, N. T. (2017). The fluency principle: Why foreign accent strength negatively biases language attitudes. *Communication Monographs*, 84, 385-405.
- Gasiorek, J., & **Dragojevic, M.** (2017). The effects of accumulated underaccommodation on perceptions of nonaccommodative communication and speakers. *Human Communication Research*, 43, 276-294.
- Vincze, L., Gasiorek, G., & **Dragojevic, M.** (2017). Little chance for divergence: The role of interlocutor language constraint in online bilingual accommodation. *International Journal of Applied Linguistics*, 27, 608-620.
- Dragojevic, M.**, Sink, A., & Mastro, D. (2017). Evidence of linguistic intergroup bias in U.S. print news coverage of immigration. *Journal of Language and Social Psychology*, 36, 462-472.

- Stell, G., & **Dragojevic, M.** (2017). Multilingual accommodation in Namibia: An examination of six ethnolinguistic groups' language use in intra- and intergroup interactions. *Journal of Language and Social Psychology, 36*, 167-187. (Runner up for 6<sup>th</sup> Biennial JLSP Best Paper Award)
- Dragojevic, M.**, & Giles, H. (2016). I don't like you because you're hard to understand: The role of processing fluency in the language attitudes process. *Human Communication Research, 42*, 396-420.
- Dragojevic, M.**, Mastro, D., Giles, H., & Sink, A. (2016). Silencing nonstandard speakers: A content analysis of accent portrayals on American primetime television. *Language in Society, 45*, 59-85.
- Dragojevic, M.**, Blauvelt, T. K., & Berglund, C. (2015). Attitudes toward Tbilisi- and Mingrelian-accented Georgian among Georgian youth: On the road to linguistic homogenization? *Journal of Language and Social Psychology, 34*, 90-101.
- Bell, R. A., McGlone, M. S., & **Dragojevic, M.** (2014). Vicious viruses and vigilant vaccines: Effects of linguistic agency assignment in health policy advocacy. *Journal of Health Communication, 19*, 1178-1195.
- Dragojevic, M.**, & Giles, H. (2014). The reference frame effect: An intergroup perspective on language attitudes. *Human Communication Research, 40*, 91-111.
- Dragojevic, M.**, Bell, R. A., & McGlone, M. S. (2014). Giving radon gas life through language: Effects of linguistic agency assignment in health messages about inanimate threats. *Journal of Language and Social Psychology, 33*, 89-98.
- Bell, R. A., McGlone, M. S., & **Dragojevic, M.** (2014). Bacteria as bullies: Effects of linguistic agency assignment in health messages. *Journal of Health Communication, 19*, 340-358.
- Feng, B., Srinivasan, M., Hoffman, J. R., Rainwater, J., Griffin, E., **Dragojevic, M.**, Day, F. C., & Wilkes, M. S. (2013). Physician communication regarding prostate cancer screening: Analysis of unannounced standardized patient visits. *Annals of Family Medicine, 11*, 315-323.
- Jenkins, M., & **Dragojevic, M.** (2013). Explaining the process of resistance to persuasion: A politeness theory based approach. *Communication Research, 40*, 559-590.

## **EDITED BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES**

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\* peer-reviewed

- \***Dragojevic, M.** (2018). Language attitudes. In H. Giles & J. Harwood (Eds.), *Oxford Research Encyclopedia of Intergroup Communication* (Vol. 2, pp. 179-192). New York, NY: Oxford University Press.

- Dragojevic, M.** (2016). Language attitudes as intergroup terrain. In H. Giles & A. Maass (Eds.), *Advances in intergroup communication* (pp. 51-66). New York: Peter Lang.
- Dragojevic, M., Gasiorek, J., & Giles, H.** (2016). Accommodation strategies as core of the theory. In H. Giles (Ed.), *Communication accommodation theory: Negotiating personal and social identities across contexts* (pp. 36-59). Cambridge, UK: Cambridge University Press.
- Dragojevic, M., Gasiorek, J., & Giles, H.** (2016). Communication accommodation theory. In C. R. Berger & M. Roloff (Eds.), *The international encyclopedia of interpersonal communication* (Vol. 1, pp. 176-196). Hoboken, NJ: Wiley Blackwell. [10,000 word entry]
- Dragojevic, M., & Giles, H.** (2014). Language and interpersonal communication: Their intergroup dynamics. In C. R. Berger (Ed.), *Handbook of interpersonal communication* (pp. 29-51). Berlin: De Gruyter Mouton.
- Dragojevic, M., Giles, H., & Watson, B.** (2013). Language ideologies and attitudes: A dynamic foundational framework. In H. Giles & B. Watson (Eds.), *The social meanings of accents and dialects: An international perspective* (pp. 1-25). New York: Peter Lang.

## **INVITED PUBLICATIONS**

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- Dragojevic, M.** (in press). Beyond dyads: Accommodative dilemmas in small group interaction. In J. Harwood, J. Nussbaum, C. Gallois, H. Pierson, & J. Gasiorek (Eds.), *Language, Communication, and Intergroup Relations*. New York, NY: Routledge.
- Dragojevic, M.** (2017). Twenty years of IALSP: Past, present, and future. *Journal of Language and Social Psychology*, 36, 624-627.

## **PEER-REVIEWED CONFERENCE PAPERS AND PRESENTATIONS**

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- Frey, T. K., Moore, K., & **Dragojevic, M.** (2018, November). Syllabus sanctions: Controlling language and perceived fairness as antecedents to students' psychological reactance and intent to comply. Paper to be presented to the Instructional Development Division of the National Communication Association, Salt Lake City, UT, 2018. **Top Paper.**
- Dragojevic, M., & Goatley-Soan, S.** (2018, June). Americans' attitudes toward foreign accents. Paper presented at the International Conference of Language and Social Psychology (ICLASP), Edmonton, Canada, 2018.
- Gasiorek, J., & **Dragojevic, M.** (2018, June). The effects of group membership and stereotypes on responses to accumulated nonaccommodation. Paper presented at the International Conference on Language and Social Psychology (ICLASP), Edmonton, Canada, 2018.

Gasiorek, J., **Dragojevic, M.**, & Vincze, L. (2018, May). Perspective-taking and language competence as predictors of language accommodation by adolescents from monolingual and bilingual households. Paper presented to the Information Systems Division of the International Communication Association Conference, Prague, Czech Republic, 2018.

**Dragojevic, M.**, Gasiorek, J., & Vincze, L. (2017, November). Vitality, language use, and life satisfaction among bilingual Hungarian adolescents living in Romania . Paper presented to the Social Cognition Division of the National Communication Association, Dallas, TX, 2017.

**Dragojevic, M.**, & Giles, H. (2017, June). Disruptions in listeners' processing fluency due to noise and foreign accent strength negatively bias their evaluations of foreign-accented speakers. Paper presented at the 1<sup>st</sup> International Symposium on Intergroup Communication, Thessaloniki, Greece, June, 2017.

Robinson, B., Reid, S. A., Rushforth, C., Keblusek, L., Hartsell, E., **Dragojevic, M.**, & Peinado, S. (2017, May). Can evolved sexual strategies be observed in online dating profiles? Paper presented to the Communication Science and Biology Interest Group of the International Communication Association Conference, San Diego, CA, 2016.

**Dragojevic, M.**, Tatum, N. T., & Beck, A.-C. (2017, May). Effects of expectancy confirmations and violations on language attitudes. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, San Diego, 2017.

**Dragojevic, M.**, Robinson, B., Rushforth, C., & Giles, H. (2017, May). Authentic or pretentious? Evaluations of accents and accent-shifts. Paper presented to the ICLASP15 Special Panel at the International Communication Association Conference, San Diego, 2017.

Gasiorek, J., & **Dragojevic, M.** (2017, May). Effects of failure on perceptions of underaccommodative messages and speakers. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, San Diego, 2017.

Gasiorek, J., & **Dragojevic, M.** (2016, November). The effects of accumulated nonaccommodation on perceptions of nonaccommodative communication and speakers. Paper presented to the Social Cognition Division of the National Communication Association Conference, Philadelphia, 2016.

Sink, A., Mastro, D., & **Dragojevic, M.** (2016, November). Warmer but less competent: Using the stereotype content model to understand what makes some gay television characters 'stereotypical.' Paper presented to the Mass Communication Division of the National Communication Association Conference, Philadelphia, 2016.

- Dragojevic, M.,** Berglund, C., & Blauvelt, T. K. (2016, June). Figuring out who's who: Social categorization and stereotypes as determinants of attitudes toward Georgian accents. Paper presented at the International Conference of Language and Social Psychology (ICLASP), Bangkok, Thailand, 2016.
- Dragojevic, M.,** Robinson, B., Rushforth, C., & Giles, H. (2016, June). Authentic or pretentious? Evaluations of accents and accent-shifts. Paper presented to at the International Conference of Language and Social Psychology (ICLASP), Bangkok, Thailand, 2016.
- Robinson, B., Rushforth, C., Keblusek, L., Hartsell, E., Peinado, S., **Dragojevic, M.,** & Reid, S. (2016, June). Predicting sexual strategy using language in online dating profiles. Paper presented at the International Conference of Language and Social Psychology (ICLASP), Bangkok, Thailand, 2016.
- Dragojevic, M.,** & Giles, H. (2016, June). The role of processing fluency and prototypicality in the language attitudes process. Paper presented to the Intergroup Interest Group of the International Communication Association Conference, Fukuoka, Japan, 2016. **Top Paper.**
- Dragojevic, M.,** & Giles, H. (2015, November). I don't like you because you're hard to understand: The role of processing fluency in the language attitudes process. Paper presented to the Social Cognition Division of the National Communication Association Conference, Las Vegas, 2015. **Top Paper.**
- Dragojevic, M.,** Mastro, D., Giles, H., & Sink, A. (2015, May). Group Accent Portrayals on American Primetime Television: A Content Analysis. Paper presented to the Intergroup Interest Group of the International Communication Association Conference, San Juan, Puerto Rico, 2015.
- Dragojevic, M.,** & Giles, H. (November, 2014). Effects of processing fluency on language attitudes: Evidence for an additional explanatory mechanism. Paper presented to the Social Cognition Division of the National Communication Association Conference, Chicago, 2014.
- Dragojevic, M.,** & Giles, H. (June, 2014). Processing fluency, generalized negative affect, and language attitudes: Evidence for an alternative explanatory mechanism. Paper presented at the Intentional Conference of Language and Social Psychology (ICLASP), Hawaii, 2014.
- Mastro, D., & **Dragojevic, M.** (May, 2014). Evidence of linguistic intergroup bias in U.S. print news coverage of immigration. Paper presented to the Intergroup Division of the International Communication Association Conference, Seattle.
- Dragojevic, M.** (2013, November). Accent representations in the media: Information processing and effects. Paper presented to the Mass Communication Division at the National

Communication Association Conference, Washington DC. **Top Four Competitive Student Paper.**

- Dragojevic, M., & Giles, H.** (2013, June). The reference frame effect: An intergroup perspective on language attitudes. Paper presented to the Intergroup Division of the International Communication Association, London, UK. **The Top Paper.**
- Dragojevic, M., Bell, R. A., & McGlone, M. S.** (2013, June). Giving radon gas life through language: Effects of linguistic agency assignment in health messages. Paper presented to the IALSP Special Panel at the International Communication Association Conference, London, UK.
- Reid, S. A., Zhang, J., Gasiorek, J., **Dragojevic, M.**, Peinado, S., Robinson, B., & Anderson, G. (2013, June). Perceived distance between accents, religious groups, and attraction to ingroup-accented speakers, is calibrated to the costs of infection risk. Paper presented at the Evolution, Biology, and Brains Preconference of the International Communication Association, London, UK.
- Nabi, R., **Dragojevic, M.**, Hartsell, E., Hasell, A., Rogensack, K., & Mangus, M. (2013, June). “That’s not all” as a media influence strategy: Exploring the role of excitement in motivation purchase desire. Paper presented to the Information Systems Division of the International Communication Association Conference, London, UK.
- Dragojevic, M., Bell, R. A., & McGlone, M.** (2012, June). Does radon gas kill or do people lose their life to it? Effects of linguistic agency assignment in health messages. Paper presented at the International Conference of Language and Social Psychology, Leeuwarden, Netherlands.
- Reid, S., Zhang, J., Anderson, G., Gasiorek, J., Peinado, S., & **Dragojevic, M.** (2012, June) The perception of linguistic distance from ingroup and outgroup members is calibrated to the costs of infection risk. Paper presented at the international Conference of Language and Social Psychology, Leeuwarden, Netherlands.
- Dragojevic, M., & Feng, B.** (2011). That's my face you're after! The effects of face threat on persuasion. Paper presented to the Interpersonal Communication Division of the International Communication Association Conference, Boston, MS.
- Jenkins, M., & **Dragojevic, M.** (2010). Explaining the process of resistance to persuasion. Paper presented at the National Communication Association Conference, San Francisco, CA.

## **INVITED TALKS AND CONFERENCE PRESENTATIONS**

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- Dragojevic, M.** (2018, May; Discussant). International Association of Language and Social Psychology Panel: The Role of Language in Communication Research. International Communication Association Conference, Prague, Czech Republic, 2018.

**Dragojevic, M.** (2016). You're hard to understand: How and why processing difficulties bias language attitudes. College of Communication and Information Research Seminar Series, University of Kentucky.

## GRANTS

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**Dragojevic, M.** (2017). Americans' attitudes toward foreign accents: The role of listener characteristics. *College of Communication and Information, Research and Creative Activities Program (RCAP), University of Kentucky* [\$1,900]

**Dragojevic, M.** (2016). eLearning course development grant. *UK Analytics & Technologies (UKAT)*. [\$3,000]

**Dragojevic, M.** (2016). Effects of processing fluency on evaluations of foreign-accented speech. *Office of the Vice President for Research, University of Kentucky*. [\$7,000]

## AWARDS & FELLOWSHIPS

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|------|---|
| 2018 | James J. Bradac Award for Early Career Excellence in the field of Language and Social Psychology [ <i>awarded biennially by the International Association of Language and Social Psychology</i> ] |
| 2018 | Wethington Award for Research, Department of Communication, University of Kentucky  |
| 2017 | Faculty Research Award, College of Communication and Information, University of Kentucky  |
| 2017 | Wethington Award for Research, Department of Communication, University of Kentucky  |
| 2016 | Top Paper Award, Intergroup Interest Group, International Communication Association   |
| 2016 | Wethington Award for Research, Department of Communication, University of Kentucky  |
| 2015 | Top Paper Award, Communication and Social Cognition Division, National Communication Association  |
| 2015 | Doctoral Student Travel Grant, University of California, Santa Barbara  |
| 2014 | James J. Bradac Award for Excellence in Research, University of California, Santa Barbara   |
| 2013 | Top Four Student Paper Award, Mass Communication Division, National Communication Association   |
| 2013 | <u>The</u> Top Paper Award, Intergroup Communication Interest Group, International Communication Association  |



2011-2015	Doctoral Scholars Fellowship, University of California, Santa Barbara
2011	Travel Award, Department of Communication, University of California, Santa Barbara
2011	Travel Award, Graduate Studies, University of California, Davis
2003-2004	Jastro A. Memorial Scholarship, University of California, Davis

## TEACHING

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### **Assistant Professor**, University of Kentucky

COM 350	Language and Communication ( <i>undergraduate, upper division</i> )
COM 482	Studies in Persuasion ( <i>undergraduate, upper division</i> )
CJT 682	Communication and Persuasion ( <i>graduate</i> )
CJT 631	Proseminar in Interpersonal Communication ( <i>graduate</i> )
CJT 731	Interpersonal Communication: Language and Intergroup Dynamics ( <i>graduate</i> )
CJT 651	Communication Theory ( <i>graduate</i> )

### **Associate Instructor** [Instructor of Record], University of California, Santa Barbara

COM 107	Interpersonal Communication ( <i>undergraduate, upper division</i> )
COM 160SC	Language Attitudes ( <i>undergraduate, upper division</i> )

### **Teaching Assistant**, University of California, Santa Barbara

COM 89	Theories of Communication ( <i>undergraduate, lower division</i> )
COM 109	Language and Social Identity ( <i>undergraduate, upper division</i> )
COM 119	Communication and Aging ( <i>undergraduate, upper division</i> )
COM 128	Intergroup Communication ( <i>undergraduate, upper division</i> )
COM 153	Communication & Global Advocacy Orgs. ( <i>undergraduate, upper division</i> )

### **Lecturer** [Instructor of Record], University of California, Davis

CMN 1	Introduction to Public Speaking ( <i>undergraduate, lower division</i> )
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### **Associate Instructor** [Instruction of Record], University of California, Davis

CMN 1	Introduction to Public Speaking ( <i>undergraduate, lower division</i> )
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### **Teaching Assistant**, University of California Davis

CMN 1	Introduction to Public Speaking ( <i>undergraduate, lower division</i> )
CMN 102	Empirical Methods in Communication ( <i>undergraduate, lower division</i> )

### **Reader**, University of California, Davis

- CMN 112 Theories of Persuasion (undergraduate, upper division)  
CMN 144 Media Entertainment (undergraduate, upper division)

**Guest Lectures, University of California, Santa Barbara**

- COM 153 Communication & Global Advocacy Orgs.; Guest lecture, May 2013: *Human Rights Advocacy Campaigns: An Intergroup Perspective*  
COM 123 Cultural Influences on Communication; Guest lecture, May 2012: *Language, Ideology, and Nation Building*  
COM 109 Language and Social Identity; Guest lecture, February 2012: *Accents: Stigma and Representations in the Media*

**ADVISING**

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**PhD Chair, University of Kentucky**

- 2018– Sean Goatley-Soan (Co-chair: Bobi Ivanov)  
2018– Xia Sheng (Co-chair: Bobi Ivanov)

**PhD Committee Member, University of Kentucky**

- 2017- Tyler Gayheart  
2017– T. Kody Frey  
2017– Michele Olson  
2017– Sarah Sheff  
2016– Anna-Carrie Beck  
2017–2018 Jake Matig (*Dissertation: Message Effects and the Communication Theory of Identity: Does Making Message Recipients Mindful of Identity Gaps Lead to Behavior Change?*)

**MA Committee Member, University of Kentucky**

- 2017–2018 Carina Mazariegos Zelaya (*Thesis: Young Women's Perceptions of Long-Acting Reversible Contraceptive Methods: Memorable Messages*)  
2017–2018 Tara McGinnis (*Comprehensive exams*)

**Director for graduate independent study, University of Kentucky**

- 2017 Corbin Bailey (*CJT 700: Intergroup Communication*)  
2017 Tara McGinnis (*CJT 700: Persuasion and Health Communication*)

## PROFESSIONAL SERVICE

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### Discipline

- 2018– Publicity Officer, International Association of Language and Social Psychology.
- 2018 – Editorial Board Member, *Human Communication Research*
- 2016 – Editorial Board Member, *Journal of Language and Social Psychology*
- 2016–2018 Publications Officer, International Association of Language and Social Psychology
- 2016 Murachver Top Student Paper Selection Committee Member, *International Conference on Language and Social Psychology*
- 2016 Editorial Board Member, *Journal of Language and Social Psychology Special Issue* – “Using the science of language to improve translation of the language of science”
- 2014–2018 Early Career Representative, Intergroup Communication Interest Group, International Communication Association
- 2014–2016 Graduate Student Representative, International Association of Language and Social Psychology
- 2013 Conference Panel Chair, “Language, Cognition, and Communication: Linguistic Processes in Social Interaction,” Social Cognition Division, National Communication Association Conference, Washington DC
- 2012 – Ad-hoc Journal Reviewer (on one or more occasions)  
*Communication Monographs*  
*Communication Research*  
*Communication Research Reports*  
*Communication Theory*  
*Group Processes and Intergroup Relations*  
*International Journal of Bilingual Education and Bilingualism*  
*International Migration Review*  
*Journal of Cross-Cultural Psychology*  
*Journal of Language and Social Psychology*  
*Journal of Multilingual and Multicultural Development*  
*Language in Society*  
*Language and Speech*  
*Journal of Sociolinguistics*  
*Discourse Processes*  
*Oxford Research Encyclopedia of Health and Risk Message Design and Processing*  
*Oxford Research Encyclopedia of Intergroup Communication*  
*Oxford Research Encyclopedia of Psychology*

- 2012 – Conference Paper Reviewer (on one or more occasions)  
*National Communication Association Conference, Health Communication Division*  
*National Communication Association Conference, Communication and Social Cognition Division*  
*Kentucky Conference on Health Communication*  
*International Communication Association Conference, Interpersonal Communication Division*  
*International Communication Association Conference, Intergroup Communication Division*

**College of Communication and Information, University of Kentucky**

- 2018 Graduate Faculty Panel, *Beginning Your Research Agenda*  
2018 Graduate Faculty Panel, *Academic Career Pursuit*  
2017 Graduate Faculty Panel, *Beginning Your Research Agenda*  
2017 Reviewer, CI Resume Writing Workshop  
2016 – Graduate Review Committee  
2016 Graduate Faculty Panel, *Beginning Your Research Agenda*  
2015 Graduate Student Mock NCA Panel Respondent

**Department of Communication, University of Kentucky**

- 2017 Search Committee Member, Health Communication Assistant Professor  
2016 Search Committee Member, Interpersonal Communication Assistant Professor  
2015 – Curriculum Committee Member

**Department of Communication, University of California, Santa Barbara**

- 2015 Job Market Socialization Brown Bag Panelist  
2014 Search Committee Member, Interpersonal/Intergroup Assistant Professor  
2012-2014 Graduate Student Recruitment Weekend Host and Volunteer  
2012-2013 Annual Career Day Volunteer

**PROFESSIONAL AFFILIATIONS**

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National Communication Association  
International Communication Association  
International Association of Language and Social Psychology