

Carl A. Ciccarelli, Ph.D.

Department of Communication and Emerging Media
College of Arts, Humanities, and Social Sciences
University of South Carolina Aiken
carl.ciccarelli@usca.edu
(518)-744-9156

Statement of Research Interests

I study media effects in the areas of health and strategic communication. My theoretically driven research employs an array of methods, including experiments, surveys, content analyses as well as qualitative approaches for examining media content and effects.

Education

Doctor of Philosophy in Mass Communication

August 2023

University of South Carolina - School of Journalism and Mass Communication

Dissertation Title: Words Evaporate, the Images Remain: Testing Visual Warnings in the Context of Intentions to Vape Among U.S. Adults as an Expansion of the Theory of Planned Behavior (TPB).

My dissertation applied the Theory of Planned Behavior (TPB) model to assess user intentions and future behavioral adoption trends regarding vaping. The study employed visual stimuli paired with text (for manipulation of the proposed gain/loss message framing effect) between conditions within a 2 X 2 experiment (gain-framed text vs. loss-framed text X gain-framed visual with text vs. loss-framed visual with text). The impact of the two different forms of stimuli was tested as the experimentally manipulated independent variables. The predictive influence of these media stimuli on behavioral intentions to vape was examined through the hypothesized influences of the intervening variables of attitudes, norms, and perceived behavioral control. The aim was that the findings from this dissertation will have both theoretical and practical implications on the design of more effective health behavior interventions and inform future studies in the context of, intentions to quit vaping.

Advisor: Dr. Robert McKeever; Committee Members: Drs. Jungmi Jun; Taylor Wen; & Christine DiStefano.

Master of Arts in Public Relations

May 2019

Ball State University (Magna Cum Laude)

Advisor: Dr. YoungAh Lee

Thesis Title: Exploring the Effect of Crisis Type, Integrity, and the Degree of Sustained Benefits Presented in Crisis Response Messaging on Consumer Perceptions of Organizational Authenticity and Crisis Responsibility.

My thesis tested the Situational Crisis Communication Theory (SCCT) by analyzing the impact of each chosen crisis response on the organization's reputation and responsibility for the crisis

event, as perceived by consumers. The results presented a clear strategy to protect future reputational capital for each category of crisis.

Bachelor of Science in Communication Studies – minor in English **December 2016**

The College at Brockport – State University of New York, **Advisor:** Dr. Monica Brasted

Professional Experience

Visiting Assistant Professor **Fall 2023-Present**

Department of Communication and Emerging Media
University of South Carolina Aiken – Aiken, SC

Adjunct Professor **Fall 2023**

School of Journalism and Mass Communications
University of South Carolina – Columbia, SC

Graduate Research Assistant and Instructor of Record **Spring 2021-Spring 2023**

School of Journalism and Mass Communications
University of South Carolina – Columbia, SC

Lecturer of Journalism **Fall 2019-Spring 2020**

School of Journalism and Strategic Communication
Ball State University – Muncie, IN

Curriculum Mapping Committee Member **Fall 2019-Spring 2020**

Public Relations and Advertising Faculty
School of Journalism and Strategic Communication
Ball State University – Muncie, IN

Graduate Research and Teaching Assistant **Fall 2017-Spring 2019**

School of Journalism and Strategic Communication
Ball State University – Muncie, IN

Public Relations Coordinator (part-time/internship) **August 2016-January 2017**

Dresden Public Relations
(While attending SUNY Brockport)
Rochester, NY

Communications Intern (non-profit internship) **January 2016-May 2016**

Gilda's Club
(While attending SUNY Brockport)
Rochester, NY

Freelance Journalist & Contributing Writer **May 2013-August 2015**

Lake George Mirror Newspaper
(While attending SUNY Brockport)
Bolton Landing, NY

Book Publication

Ciccarelli, C. A. (2021). *Branding: Generating Value that Resonates & Tracking R.O.I.* Kendall Hunt Publishing Company. ISBN # 978-1-7924-4752-5, p. 1-104.

Peer-Reviewed Published Articles

Zain, A., & **Ciccarelli, C. A.** (2023). Political Partisanship and Belief in Misinformation: Operationalizing Theory of Planned Behavior to Predict Intentions to Quit Social Media: Predicting Intention to Quit Social Media. *Southwestern Mass Communication Journal*, 12/2023. DOI: <https://doi.org/10.58997/smc.v39i1.111>

Ciccarelli, C.A. (2023). Words Evaporate, the Images Remain: Testing Visual Warnings in the Context of Intentions to Vape Among U.S. Adults as an Expansion of the Theory of Planned Behavior (TPB) (Doctoral dissertation, University of South Carolina). *ProQuest*. <https://scholarcommons.sc.edu/etd/7445>

Jun, J., Wickersham, K., Zain, A., Ford, R., Zhang, N., **Ciccarelli, C.**, Kim, S. -H., and Liang, C. (2023). Cancer and COVID-19 Vaccines on Twitter: The Voice and Vaccine Attitude of the Cancer Community. *Journal of Health Communication*, (In Press). DOI: <https://doi.org/10.1080/10810730.2023.2168800>

Lee, Y., Huang, K. T., Blom, R., Schriener, R., & **Ciccarelli, C. A.** (2021). To Believe or Not to Believe: Framing Analysis of Content and Audience Response of Top 10 Deepfake Videos on YouTube. *Cyberpsychology, Behavior, and Social Networking*, p. 1-6. DOI: [10.1089/cyber.2020.0176](https://doi.org/10.1089/cyber.2020.0176)

Ciccarelli, C. A., & Davis, D. (2018). The Outsiders: The University of Virginia Under a Microscope: An Analysis of Crisis Responses Surrounding the Charlottesville Protests. In the 21st International Public Relations Research Conference – official proceedings (2018), p. 91-100.

Peer-Reviewed Conference Papers

Ciccarelli, C. A., McKeever, B. W., and McKeever, R. (2022). *Empathy and the health belief model in the context of COVID-19*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC 2022), Detroit, M.I. [*2021 Collaborative Scholar's Grant Recipient]

Ciccarelli, C. A. (2022). *Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC 2022), Detroit, M.I. [*Moeller Top Student Paper Award 3rd place in the Mass Communication & Society Division.]

Ciccarelli, C. A., & Blom, R. (2022). *Expectation violations and crisis communication: Contingency theory in the context of media priming and memory accessibility*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication in the Public Relations Research Division (AEJMC 2022), Detroit, M.I.

Jun, J., Kim, K. J., Overton, H., Robertson, B., **Ciccarelli, C. A.**, and Bahalla, N. (2022). *Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions*. Paper accepted for presentation at the 72nd annual meeting of the International Communication Association Conference (ICA), One World One Network, Paris, France. Media, Risk and Crisis Communication Session.

Ciccarelli, C. A. (2021). *A Critical Qualitative Analysis of Response Framing of the COVID-19 Pandemic Across Higher Education*. Paper accepted and presented at the annual meeting of the Association for Education in Journalism and Mass Communications, (AEJMC 2021) (virtual conference) presented in the Graduate Student Interest Group (GSIG) division, Topic 1 – Pandemic Coping and Expressing Emotions.

Ciccarelli, C. A. (2021). *Psychological distance and expectancy violations in crisis communication perceptions*. Paper accepted for presentation at the 24th annual meeting of the International Public Relations Research Conference (IPRRC), Orlando, F.L.

Ciccarelli, C. A. (2019). *Exploring the Role of Crisis Type, Integrity, & Degree of Innovation in Crisis Response Messaging on Consumer Perceptions of Organizational Authenticity and Crisis Responsibility*. Presented at the 22nd annual meeting of the International Public Relations Research Conference (IPRRC), Orlando, F.L.

Grant-Funded Research

McKeever, R., Jun, J., Kim, J. K., Wickersham, K., Robertson, B., Noland, C., **Ciccarelli, C.** “Identifying optimal visual narratives to impact colorectal cancer risk awareness and screenings among African-American men.” Grant (\$19,915) awarded for 2022–2024 from the Colorectal Cancer Prevention Network (CCPN) at the University of South Carolina College of Arts and Sciences. (*Role: Co-PI*)

Ciccarelli, C. A., McKeever, B. W., & McKeever, R. (2021). “Empathy and the Health Belief Model in the Context of COVID-19.” Grant (\$2,500) awarded for 2021-2022 from **Association for Education in Journalism and Mass Communication (AEJMC) 2021 Inaugural Collaborative Scholar Program Grant Recipient**. (*Role: PI*)

Research Manuscripts Under Review

Kim, K. J., **Ciccarelli, C. A.**, Jun, J., & Overton, H. (2023). The Role of Spiritual Health Locus of Control in COVID-19 Vaccine Intentions and Information Seeking. (FIRST REVIEW).

Ciccarelli, C. A., McKeever, R., & McKeever, B. W. (2023). Empathy and the Health Belief Model in the Context of COVID-19. (FIRST REVIEW).

Ciccarelli, C. A. (2022). Predicting Potential Adoption of Risky Vaping Behaviors Among College Students Using the Variables of Framing and Perceived Behavioral Control. (FIRST REVIEW).

Ciccarelli, C. A. (2022). Book review of: *Communicating Science in Times of Crisis: COVID-19 Pandemic*. Dan H. O'Hair, Mary John O'Hair. Hoboken, NJ: Wiley-Blackwell, 2021. p. 448. (FIRST REVIEW).

Jun, J., Kim, K. J., Overton, H., Robertson, B., **Ciccarelli, C. A.**, and Bahalla, N. (2022). Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions. (FIRST REVIEW).

Awards & Honors

Ciccarelli, C. A. (2022). Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control. **Recipient of the Moeller Top Student Paper Award 3rd place in the Mass Communication & Society Division.** (AEJMC 2022), Detroit, M.I.

Competitively Selected for (2022): JMCQ – JMCQ Publication Process & Peer Reviewer Training Program – **Recipient** (*Mentored by Associate Editor Dr. Hong Chen*)

Empathy and the Health Belief Model in the Context of COVID-19. – **Recipient of the Association for Education in Mass Communication (AEJMC) 2021 Inaugural Collaborative Scholar Program Grant.**

Paul Allen Bennett Memorial Scholarship, Ball State University Department of Journalism: **Recipient (2018-2019).**

Represented Ball State University Master's Program in Public Relations at the 2017 Public Relations Society of America (PRSA 2017) Annual Conference, Boston, MA: **Presenter/Attendee.**

University Teaching Experience

University of South Carolina Aiken, Department of Communication and Emerging Media:

Spring 2024 Courses:

Public Speaking (COMM A241, sections 1 & 2)

Principles of Public Relations (COMM A328, section 01)

Media Literacy (COMM A353, 8-week online section)

Fall 2023 Courses:

Public Speaking (COMM A241, sections 1 & 2)

Integrated Marketing Communication (COMM A324, section 1)

Media Ethics (COMM A363, online section)

University of South Carolina, School of Journalism and Mass Communications:

Fall 2023 Courses:

Principles of Public Relations (JOUR 201, online section)

Fall 2022 Courses:

Mass Communications Research Methods (JOUR 332, section 1)

Spring 2022 Courses:

Mass Communications Capstone Portfolio (JOUR 515, section 1)

Fall 2021 Courses:

Principles of Public Relations (JOUR 201, section 1)

Ball State University, School of Journalism and Strategic Communication:

Spring 2020 Courses:

Introduction to Media and Society (JOUR 101, sections 3 & 4)

Journalistic Storytelling (NEWS 105, sections 1 & 3)

Branding for Advertising and Public Relations (JOUR 355, section 1)

Fall 2019 Courses:

Introduction to Media and Society (JOUR 101, sections 3,4, & 5)

Branding for Advertising and Public Relations (JOUR 355, section 1)

*Note: Teaching portfolio available upon request to include all student course evaluation data, faculty peer-review evaluations, and supervisor performance review documents.

Research and Teaching Interests

Communication Theory

Strategic Communication

Health Communication

Organizational Communication

Media Theories - (agenda-setting, framing, priming)

Quantitative Research Methods

Branding for Public Relations/Advertising

Persuasive Communication

Crisis Communication and Public Relations Management

Media Framing

National Academic Service

- ◆ Association for Education in Journalism and Mass Communication (AEJMC) – **Finance Committee Board Member** (2023 – current).
- ◆ Association for Education in Journalism and Mass Communication (AEJMC 2022), Detroit, M.I. ComSHER division member, top student paper session – **Moderator** (2022).
- ◆ Association for Education in Journalism and Mass Communication (AEJMC), ComSHER division – **Member** (2021 – current).
- ◆ Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication & Society division – **Member** (2021 – current).
- ◆ Association for Education in Journalism and Mass Communication (AEJMC), Graduate Student Interest Group (GSIG) division – **Member** (2021 – current).
- ◆ Public Relations Society of America (PRSA) Young Professionals Section, **Programming Co-Chair** (2019 – 2021).

Peer reviewer service

- ◆ (2023): AEJMC Annual Conference (Washington, D.C.). ComSHER division, **Reviewer**.
- ◆ (2023): Arthur W. Page Center: Johnson Legacy Scholar grant competition on prosocial communication, **Reviewer**.
- ◆ (2022): AEJMC Annual Conference (Detroit, MI). ComSHER division, **Reviewer**.

- ◆ (2022): AEJMC Annual Conference (Detroit, MI). Graduate Student Interest Group (GSIG) division, **Reviewer**.
- ◆ (2021-2022): 72nd Annual International Communication Association Conference (ICA), Communication Science, and Biology Division, **Reviewer**.
- ◆ (2021): Arthur W. Page Center: Johnson Legacy Scholar grant competition, **Reviewer**.
- ◆ (2021): Arthur W. Page Center: Page Center grants for corporate social advocacy Research, **Reviewer**.
- ◆ (2021): AEJMC Annual Conference (Virtual), ComSHER division, **Reviewer**.
- ◆ (2019): American Behavioral Scientist (ABS), Special Issue Call, **Reviewer**.

Invited Lectures

At the University of South Carolina in the School of Journalism and Mass Communications:

- ◆ Guest lecturer in *JOUR 332: Communications Research Methods* [Instructor: Dr. Robert McKeever, Spring 2023].
- ◆ Guest lecturer in *JOUR 306: Theories of Mass Communications* [Instructor: Dr. Robert McKeever, Spring 2023].
- ◆ Guest lecturer in *JOUR 515: Mass Communications Capstone Portfolio* [Instructor: Dr. Robert McKeever, Fall 2022].
- ◆ Guest lecturer in *JOUR 805: Seminar in Teaching Media Studies* [Instructor: Dr. Mary Anne Fitzpatrick, Fall 2022].

At Ball State University in the School of Journalism and Strategic Communication:

- ◆ Guest lecturer in *JOUR 101: Introduction to Media and Society* [Instructor: Kim Green, Fall 2019].

Professional Development and Training Sessions

University of South Carolina Professional Development Workshops in the College of Teaching: Center for Teaching Excellence (CTE):

- ◆ *Beyond Compliance: Centering Disability in the Classroom. (01/30/2023)*
- ◆ *Inclusive Excellence at USC. (01/23/2023)*
- ◆ *Best Practices for Grading Objectively and Efficiently. (01/12/2023)*
- ◆ *Developing your syllabus Part 2 – Planning, Policies, Particulars. (04/11/2022)*
- ◆ *Developing Your Syllabus Part 1 – Review, Revise, Realign. (04/04/2022)*
- ◆ *Polysynchronous Instruction – What You Need to Know and Tips for How to Make Your Teaching More Engaging. (03/15/2022)*
- ◆ *12th Annual Oktoberbest: Symposium on Teaching and Best Practices. (10/22/2021)*
- ◆ *Introduction to Online Teaching. (03/24/2021)*
- ◆ *Entering Mentoring: Assessing Understanding. (02/17/2021)*
- ◆ *Using 360 Degree Video in Online Courses. (01/29/2021)*
- ◆ *Entering Mentoring – Maintaining Effective Communication. (01/20/2021)*
- ◆ *Entering Mentoring – Introduction to Mentor Training. (01/13/2021)*

University of South Carolina Professional Development Opportunities in the College of Information and Communications:

- ◆ *College of Information and Communications “Biometrics and User Experience Lab Training iMotions Workshop.” Led by Dr. Pernille Bulow, iMotions. (01/26-27/2023)*
- ◆ *College of Information and Communication (CIC) Award-Winning Research Lunch & Learn. (09/24/2021)*
- ◆ *Systematic Review Workshop, delivered by faculty members at the Medical University of South Carolina (MUSC). (09/08/2021)*

Member organizations professional development sessions:

- ◆ *Association for Education in Journalism and Mass Communication (AEJMC) Member Webinar Series, “Developing Pathways for Career Growth.” (01/24/2023)*
- ◆ *Public Relations Society of America (PRSA) Member Session: “Seen it All, Done it All, and a Strategic Plan Still Matters: Senior Practitioners Panel & Workshop.” (06/20/2019).*

Ball State University Professional Development and Training Workshops in the School of Journalism and Strategic Communication:

- ◆ *School of Journalism and Strategic Communication Faculty Search Training Session. Delivered by Melissa Rubrecht, Director of Employee Relations, and Affirmative Action. (09/16/2019)*
- ◆ *Campus S.A.V.E. Act training, EDU 418: Bridges Building a Supportive Community. (09/11/2019)*
- ◆ *Campus S.A.V.E. Act training, Harassment and Discrimination Prevention. (09/11/2019)*
- ◆ *College of Communication, Information, and Media (CCIM) Fall Semester Faculty Assembly, Training, and Lunch. (08/16/2019)*

Memberships, Association Affiliations, & Interest Groups

- ◆ AEJMC Group - **Member** (2021 – current)
- ◆ AEJMC Mass Communication & Society Division- **Member** (2021 – current)
- ◆ AEJMC ComSHER Division – **Member** (2021 – current)
- ◆ AEJMC Graduate Student Interest Group - **Member** (2021 – 2023)
- ◆ ICA Communication Science and Biology Division - **Member** (2021 – current)
- ◆ Public Relations Society of America – **PRSA Associate Member** (2018 – current)

Software & Research Design Proficiencies

SPSS, Qualtrics, Amazon Mechanical Turk, iMotions eye tracking technology, iMotions facial expression software, Tobii pro Galvanic Skin Response (GSR) software, experiment research design, biometric research design, survey research design, concept explication research methodology.

Basic proficiency: SAS, NVivo, MATLAB, Brandwatch, Python, R and RStudio software.

Professional Certifications

- ◆ IRB Certified - University of South Carolina (current)
- ◆ CITI Fully Certified (2021– 2024)
- ◆ CITI – Social and Behavioral Researchers (2021 – 2024)
- ◆ CITI – GCP – Social and Behavioral Best Practices for Clinical Research (2021 – 2024)
- ◆ CITI – Social-Behavioral Human Subjects (2021 – 2024)

- ◆ CITI – Social Media and Research Recruiting (2021 – 2024)
- ◆ CITI – IRB Member 101 (2021 – 2024)
- ◆ CITI – COVID-19 Insights for Higher Ed Leaders (2021 – 2024)
- ◆ CITI – Participating in Vaccine Research (2021 – 2024)
- ◆ CITI – What You Need to Know About COVID-19 Vaccine (2021 – 2024)
- ◆ Advanced Google Analytics certified, (2018)
- ◆ Banjo certified, (2018)
- ◆ Google Academy for Ads/Marketing certified, (2018)
- ◆ Hootsuite Platform certified, (2018)
- ◆ IBM Watson Analytics 101 Certified, IBM Cognitive Class, (2018)