

RACHEL BARRY WADE

THE OHIO STATE UNIVERSITY

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EDUCATION

- Ph.D. | The Ohio State University, Columbus, OH
Department of Communication
Anticipated completion: Spring 2025
Advisor: Dr. Hillary Shulman | Dissertation Committee: Emily Moyer-Gusé, Shelly Hovick, Mimi Brinberg
- M.A. | Michigan State University, East Lansing, MI (2021)
Department of Communication
Thesis: "Get out and talk about it: Does interpersonal communication mediate the success of get out the vote campaigns?"
Advisor: Dr. Sandi Smith
- B.A. | Albion College, Albion, MI (2018)
Major: Communication Studies, Professional Writing | Minor: International Studies
Thesis: "Trump's new order? A content analysis of persuasive rhetoric in the controversial power campaigns of Donald Trump and Adolf Hitler"
Advisor: Dr. Megan Hill

REFEREED JOURNAL PUBLICATIONS

9. **Wade, R.B.**, Turner, M.M., Hamdy, R., Jang, Y., Heo, R.J., Liu, C.M. (In Press). Who says what to whom through what channel? Formative communication research on antibiotic resistance messaging for urgent care patients. *Antimicrobial Stewardship & Healthcare Epidemiology*.
8. Bashian, S., **Wade, R.B.**, Lerner, B. Shulman, H.C. (In Press). When fears come true: An experimental approximation of patient comprehension during initial cancer diagnoses. *Health Communication*.
7. Turner, M. M., **Wade, R.B.**, Heo R., Ye, Q., Jang, Y. (2024). Development and validation of the commitment to social activism scale using the Thurstone scaling procedure. *Communication Research Reports*.
<https://doi.org/10.1080/08824096.2024.2374413>
6. Turner, M.M., Jang, Y., **Wade R.**, Heo, R.J., Ye, Q., Hembroff, L.A., & Lim, J. (2023). The effects of moral norms and anticipated guilt on COVID19 prevention behaviors. *Current Psychology*. DOI: 10.1007/s12144-023-04477-5

5. Carnahan, D., Bergan, D., Ahn, S., Ulusoy, E., & **Wade, R.B.** (2022). Assessing the potential of partisan group cues in promoting accurate political beliefs. *Mass Communication and Society*.
<https://doi.org/10.1080/15205436.2022.2127367>
4. Carnahan, D., Ulusoy, E., **Barry, R.**, McGraw, J., Virtue, I., Bergan, D.E. (2022). Which misinformation to believe? A conjoint analysis of the influence of message characteristics on belief in, perceived credibility of, and intent to share political posts. *Journal of Communication*. <https://doi.org/10.1093/joc/jqac023>
3. Jang, Y., Turner, M. M., Heo, R., & **Barry, R.** (2021). A new approach to audience segmentation for vaccination messaging: Applying the anger activism model. *Journal of Social Marketing*. DOI: 10.1108/jsocm-10-2020-0206
2. Ulusoy, E., Carnahan, D., Bergan, D., **Barry, R.**, Ma, S., Ahn, S., McGraw, J. (2021) Flooding the zone: How exposure to implausible statements shapes subsequent belief judgments. *International Journal of Public Opinion Research*.
<https://doi.org/10.1093/ijpor/edab022>
1. Ahn, S., Bergan, D., Carnahan, D., **Barry, R.**, Ulusoy, E. (2021). Perceptions of out party beliefs, corrections, and belief accuracy. *Journal of Political Marketing*. DOI: 10.1080/15377857.2021.1939570

WORKS IN PROGRESS

*Title has been altered for blind peer review

6. **Wade, R.B.**, Ryu, J., Shulman, H.C., Hovick, S. (R&R). Processing fluency and efficacy as predictors of information seeking*. *Journal of Health Psychology*.
5. **Wade, R.B.**, Ryu, J., Shulman, H.C., Hovick, S. (R&R). Information-based versus metacognitive uncertainty*. *Human Communication Research*.
4. Shulman, H.C., **Wade, R.B.**, Riggs, E., Holt, L.F. (R&R). Framing, identity, and racism in response to policy messages*. *Political Communication*.
3. Turner, M.M., Heo, R., Jang, Y., **Wade, R.B.**, Ye, Q., Chung, H.J., (Under Review). Testing the persuasive mechanisms of discrete emotional appeals*. *Media Psychology*.
2. Turner, M.M., Jang, Y., Heo, R., Ye, Q., **Wade, R.B.**, et al. (In Prep). Mask wearing as a prosocial behavior: Proposing and testing the moral norms activation model. *Journal of Social Psychology*.
1. Turner, M.M., Jang, Y., Heo, R., Ye, Q., Long, J., **Wade, R.B.** (In Prep). Theory-driven manipulation checks for emotional appeals: Revisiting message properties and manipulation checks. *Communication Methods and Measures*.

BOOK CHAPTERS

Barry, R. (2020). Politics. In J. Grimm (Ed.), *Bias Busters: 100 questions and answers about Latter-Day Saints* (pp. 60-67). Front Edge Publishing.

CONFERENCE PAPERS

*Posthumously attributed

Bailey, C., Qin, Y., Ryu, J., **Wade, R.B.** (2024). *Navigating the cyberhealth divide: Exploring sociodemographic and interpersonal predictors of telehealth use and health outcomes*. [Paper accepted]. 110th National Communication Association Conference (NCA), New Orleans, LA.

McGrew*, C., Kline, S., Chatterjee, K., **Wade, R.B.**, (2024). *How persons with Type 1 Diabetes and their relationship partners manage communication challenges in providing diabetes care: An application of problematic integration theory*. [Abstract accepted]. 110th National Communication Association Conference (NCA), New Orleans, LA.

McGrew*, C. **Wade, R.B.**, Kline, S. (2024). *"I can trust her to watch out for me": Testing the theory of motivated information management for persons with Type 1 Diabetes*. [Poster accepted]. 14th Kentucky Conference on Health Communication (KCHC), Lexington, KY.

McGrew*, C., Kline, S., **Wade, R.B.**, Chatterjee, K. (2024). *Different perspectives, same benefits: How person-centered conversations impact perceptions of Type I Diabetes management*. [Paper accepted]. 74th International Communication Association Conference (ICA), Gold Coast, AU.

Wade, R.B., Ryu, J., Shulman, H.C., Hovick, S. (2023). *Identifying the causes of uncertainty and uncertainty management: A metacognitive approach*. [Paper accepted]. 109th National Communication Association Conference (NCA), National Harbor, MD.

Turner, M. M., Jang, Y., Heo, R. J., **Wade, R.B.**, & Ye, Q. (2023). *The effects of anger and guilt appeals on information management in the context of ocean plastic pollution* [Extended abstract accepted]. 109th National Communication Association Conference (NCA), National Harbor, MD.

Turner, M.M., Heo, R., Jang, Y., Ye, Q., **Wade, R.B.**, Cho, H.J., & Lim, J.I. (2023). *Examining the effects of guilt and anger appeals on cognitive responses and activism behaviors*. [Paper accepted]. 109th National Communication Association Conference (NCA), National Harbor, MD.

Barry, R.C., Shulman, H.C. (2022). *An experimental test of the accessibility-applicability model using three different types of frames*. [Paper accepted]. 108th National

Communication Association Conference (NCA), New Orleans, LA.

Shulman, H.C., **Barry, R.C.**, Riggs, E., Holt, L.F. (2022). *The role of framing, race, and symbolic racism in policy support: The case of police reform*. [Paper accepted]. 108th National Communication Association Conference (NCA), New Orleans, LA.

Turner, M.M., Jang, Y., Heo, R., Ye, Q., Long, J., **Barry, R.C.** (2022). *Studying the effects of emotional appeals: What is the proper manipulation check?* [Paper accepted]. 108th National Communication Association Conference (NCA), New Orleans, LA.

Lopez, R., Shulman, H. C., Riggs, E., **Barry, R.C.** (2022). *An experimental comparison of equivalency, emphasis, and metacognitive frames*. [Paper accepted]. 108th National Communication Association Conference (NCA), New Orleans, LA.

Merrill, K., ***Barry, R.** (2022). *Individual differences in the mediating role of patient-centered communication in cancer patient health outcomes*. [Paper accepted]. 13th Kentucky Conference on Health Communication (KCHC), Lexington, KY.

Shulman, H.C., Riggs, E.E., Lopez, R., Bullock, O., **Barry, R.** (2022). *An experimental paradigm designed to explain (and synthesize) frames and framing effects: Some answers, more questions*. [Paper accepted]. 72nd International Communication Association Conference (ICA), Paris, FR.

Barry, R., Turner, M. M., Heo R., Ye, Q., Jang, Y. (2022). *Development and validation of the commitment to social activism scale*. [Paper accepted]. 72nd International Communication Association Conference (ICA), Paris, FR.

Carnahan, D., Ulusoy, E., **Barry, R.**, McGraw, J., Virtue, I., Bergan, D. (2022) *Assessing the effect of message characteristics on belief in, perceived credibility of, and intent to share factual claims online: A conjoint analysis*. [Paper accepted]. 72nd International Communication Association Conference (ICA), Paris, FR.

Turner, M. M., Jang, Y., Heo, R. J., Ye, Q., Barry, R., Long, J., Lapinski, M., Peng, T., & Lee, S. (2022). *Mask wearing as a prosocial behavior: Proposing and testing the moral norms activation model*. [Paper accepted]. 72nd International Communication Association Conference (ICA), Paris, FR.

Turner, M., Hui, R., **Barry, R.** et al. (2021). *Turning villains into heroes: Leveraging positive psychographics of university students in COVID-19 prevention*. [Paper accepted]. 107th Annual National Communication Conference (NCA), Seattle, WA.

Ahn, S., Bergan, D., Carnahan, D., **Barry, R.**, Ulusoy, E. (2021). *Out-Party Cues and Factual Beliefs in an Era of Negative Partisanship*. [Paper accepted]. 107th Annual National Communication Conference (NCA 2021), Seattle, WA.

Barry, R., Carnahan, D. (2021). *Get out and talk about it: Does interpersonal*

communication mediate the success of get out the vote campaigns? [Paper accepted]. 71st International Communication Association Conference (ICA), virtual.

Turner, M. M., Jang, Y., **Barry, R.**, Heo, R., & Ye, Q. (2021). *Examining the effects of guilt and anger appeals on perceived persuasiveness, cognitions and intentions.* [Paper accepted]. 71st International Communication Association Conference (ICA), virtual.

Ulusoy, E., Carnahan, D., Barry, R.C., Bergan, D.E., Ma, S., Ahn, S., McGraw, J. (2021). *Flooding the zone: How exposure to implausible falsehoods shapes subsequent belief judgments.* [Paper accepted]. 71st International Communication Association Conference (ICA), virtual.

Carnahan, D., Bergan, D., Ahn, S., Ulusoy, E., & **Barry, R.** (2020). *The beliefs of others: The influence of normative information about the partisan in-group on citizens' factual beliefs about politics.* [Top paper award - political communication]. 106th Annual National Communication Association Conference (NCA), virtual.

Jang, Y., Turner, M., **Barry, R.** & Hui, R. (2020). *Does anger predict activism against anti vaxxers?: Using the anger activism model as an audience segmentation tool.* [Paper accepted]. 106th Annual National Communication Association Conference (NCA), virtual.

PRESENTATIONS

June 2024, International Communication Association Conference
November 2023, National Communication Association Conference
November 2022, National Communication Association Conference
April 2020, Kentucky Conference on Health Communication
November 2021, National Communication Conference
May 2021, International Communication Association Conference
November 2020, National Communication Association Conference
April 2018, Albion College Elkin Isaac Research Symposium Presentation
July 2016, Albion College Foundation for Undergraduate Research, Scholarship, and Creative Activity

HONORS & AWARDS

The Ohio State University | Columbus, OH

2024 Ray Travel Award for Service and Scholarship 2021 University Fellowship

Michigan State University | East Lansing, MI

2020 Top Paper Award - Political Communication Division. 106th Annual National Communication Association Conference, Indianapolis, IN.

2020 Summer Research Assistant Grant from Communication Department

Albion College | Albion, MI

2018 Communication Studies Prize in Memory of Charles Baldwin, Henrietta Bancroft, Bishop Joseph Berry, Catherine Hicks Glathart, George Bowen Silliman, and Elsie Verner

2018 Phi Beta Kappa

2017 P250 Leadership Award 2016 P250 Leadership Award

2014 Distinguished Albion Scholarship Award

GRANTS

Race, Resignation, and Activism

Miller Award

PIs: Rachel Barry Wade, Dr. Hillary C. Shulman, Dr. Monique Mitchell Turner

Amount: \$10,000

2023

Mobile Obsolete Media Exhibit (MOME) Research Project

Foundation for Undergraduate Research, Scholarship, and Creative Activity Grant

PIs: Rachel Barry, Dr. Andy Boyan

Amount: \$500

2016

APPOINTMENTS + PROFESSIONAL EXPERIENCE

Instructor of Record | The Ohio State University 2023-Present
Independently taught online and in-person courses, including introductory to communication, public speaking, and strategic communication with class sizes of 65-120

Research Assistant | The Ohio State University 2023-2024
Advised by Dr. Susan Kline to assist with multiple health communication research projects

Teaching Assistant | The Ohio State University 2022-2023
Assisted Dr. Jason Coronel in teaching two sections/semester of industry research methods

Research Assistant | Michigan State University 2021
Advised by Dr. Monique Turner for NIH grant-funded project on cancer clinical trial recruiting

Teaching Assistant | Michigan State University 2019-2021
Assisted Dr. Amy Wisner in teaching two sections/semester of business communication. Led team of nine teaching assistants. Ran the research methods labs for Dr. Daniel Bergan during the summer research opportunities program (SRQP)

Digital Account Manager | Tekton Inc. 2018-2019
Drove growth of key online accounts through effective marketing, operations, and product merchandising to manage a \$14 million dollar account with Amazon

Marketing Team Member | Albion College

2014-2018

Acted as a project lead for student marketing team to coordinate with bigger-picture marketing strategies. Planned, created, and edited creative content to promote institution

SERVICE

Department

2024-2025 Graduate Student Organization Executive Board | Peer Mentor Coordinator *in* Communication Department *at* The Ohio State University

2022-2024 Graduate student peer mentor *in* Communication Department *at* The Ohio State University

2022-2023 Graduate student representative for Open Area Search Committee *in* Communication Department *at* The Ohio State University

2019-2021 Diversity, Equity and Inclusion Committee (DEI)* Representative *for* Association for Graduation Students in Communication (AGSCOM) *at* Michigan State University

**Previously known as Committee Responsive to Issues of Harassment and Diversity*

Discipline

Peer Reviewer

- 2024 NCA, Health Communication Division
- 2023 NCA, Social Cognition Division
- 2022 ICA, Activism, Communication, and Social Justice Interest Group
- 2021 ICA, Political Communication Division

Professional Memberships

- 2019- International Communication Association
- 2019- National Communication Association
- 2017- Lambda Pi Eta – Alpha Beta Delta Chapter | Albion College
- 2015- Delta Sigma Pi Business Fraternity
- 2019-2021 District Director - Gamma Kappa Chapter | Michigan State University
- 2017-2018 Chapter President - Pi Tau Chapter | Albion College

Community

- 2024- First Aid Services Team (FAST) Red Cross Volunteer
- 2014-2018 Habitat for Humanity Volunteer

COURSES TAUGHT

The Ohio State University

COMM 1100 | Communication in Society
COMM 2331 | Strategic Communication Principles
COMM 2110 | Public Speaking
COMM 3163 | Communication Industry Methods
COMM 3163 | Communication Industry Methods

Michigan State University

SROP | Summer Research Opportunities Program
MKT 250 | Business Communication: Oral and Written Skills
