

# JESSICA MCKNIGHT

## Curriculum Vitae

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### EDUCATION

#### **The Ohio State University**

Ph.D., Communication (Anticipated Spring 2020)

Dissertation: Selecting Science in the New Media Environment

Advisor: Dr. Graham Dixon

#### **University of Delaware**

M.A., Communication (Spring 2015)

Thesis: “The New Reddit Journal of Science”: Public Evaluation and Understanding of Scientific Information Based on Source Factors in Social Media

Advisor: Dr. Paul Brewer

Honors B.A., Communication (Spring 2012)

Honors B.A., English (Spring 2012)

### RESEARCH

#### **Peer Reviewed Journal Articles**

Li, S., Lee-Won, R., & **McKnight, J.** (2018). Patients' choice: Effects of online physician reviews and physician gender on perceptions of physician skills and primary care physician (PCP) selection. *Health Communication*. DOI: 10.1080/10410236.2018.1475192

Moyer-Gusé, E., Robinson, M., & **McKnight, J.** (2018). The role of humor in correcting false beliefs about the MMR vaccine. *Journal of Health Communication*, 23, 514-522. DOI: 10.1080/10810730.2018.1473533

**McKnight, J.**, & Coronel, J. (2017). Evaluating scientists as sources of science information: Evidence from eye movements. *Journal of Communication*, 67, 565-585. DOI: 10.1111/jcom.12317

Brewer, P. R., and **McKnight, J.** (2017). "A Statistically Representative Climate Change Debate": Satirical Television News, Scientific Consensus, and Public Perceptions of Global Warming. *The Atlantic Journal of Communication*, 25, 166-180. DOI: 10.1080/15456870.2017.1324453

Brewer, P. R., & **McKnight, J.** (2015). Climate as comedy: The effects of satirical television news on climate change perceptions. *Science Communication*, 37, 635-657. DOI: 10.1177/1075547015597911

### **Publications Under Review**

Dixon, G., & **McKnight, J.** The silencing effect of balanced comments. *Human Communication Research*.

Fox, J., **McKnight, J.**, Sun, Y., Maung, D., & Crawfis, R. Using a Serious Game to Communicate Risk and Minimize Psychological Distance Regarding Environmental Pollution. *Telematics and Informatics*.

Luong, T., Moyer-Gusé, E., & **McKnight, J.** (Revise & Resubmit). Let's go to the movies...for science!: The impact of entertainment narratives on science knowledge, interest and trust. *Journal of Media Psychology*.

### **Publications in Preparation**

Hubner, A., **McKnight, J.**, Sweitzer, M., & Bond, R. Down to a r/science: Integrating computational approaches to the study of credibility on Reddit. Manuscript in preparation.

Myers, M., Shi, W., & **McKnight, J.** Priming the shots: The role of online news in priming attitudes towards vaccines. Manuscript in preparation.

### **Conference Papers and Presentations**

**McKnight, J.**, & Dixon, G. (2019, August). *The silencing effect of balanced comments*. Paper accepted to the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

**McKnight, J.**, Moyer-Gusé, E., Robinson, M. (2019, May). *The Role of Humor in Correcting Misbeliefs about Climate Change*. Paper presented at the Environmental Communication Division Graduate Student Pre-Conference at the annual meeting of the International Communication Association, Washington, DC.

Myers, M., Shi, W., & **McKnight, J.** (2019, May). *Media use and individual profiles: Unpacking their influence on the likelihood to endorse misbeliefs about politicized science topics*. Paper presented at the annual meeting of the International Communication Association, Washington, DC.

Fox, J., & **McKnight, J.** (2018, May). *Cleaning up the (virtual) environment: Communicating risk and minimizing psychological distance with a serious game*. Paper presented at the

annual meeting of the International Communication Association, Prague, Czech Republic.

Li, S., Lee-Won, R., & **McKnight, J.** (2018, May). *Effects of online physician reviews and physician gender on perceptions of physician skills and primary care physician (PCP) selection*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Bond, R., Hubner, A., **McKnight, J.** & Sweitzer, M. (2018, May). *Down to a r/science: Integrating computational approaches to the study of communication on reddit*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Myers, M., Shi, W., & **McKnight, J.** (2018, May). *Priming the shots: The role of online news in priming attitudes towards vaccines*. Poster presented at the annual meeting of the American Association for Public Opinion Research, Denver, CO.

Moyer-Gusé, E., Robinson, M., & **McKnight, J.** (2017, November). *The role of humor in correcting false beliefs about the MMR vaccine*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.

Coronel, J., & **McKnight, J.** (2017, May). *Citizens evaluating scientists as sources of science information: Evidence from eye movements*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Luong, T., Moyer-Gusé, E., & **McKnight, J.** (2017, May). *Let's go to the movies...for science! The impact of entertainment narratives on science knowledge, interest and trust*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Dailey, P., Hovick, S., & **McKnight, J.** (2017, May). *BRCA mutation carriers' understanding, Adjustment and response to cancer risk*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.

Na, K., & **McKnight, J.** (2016, November). *Virality is in the eye of the beholder: Virality metrics, perceived virality, and sharing intention*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.

Brewer, P. R., & **McKnight, J.** (2016, April). *"A statistically representative climate change debate": Satirical television news, scientific consensus, and public perceptions of global warming*. Paper presented at the annual meeting of the Eastern Communication Association, Baltimore, MD.

## GRANTS

- 2017 Graduate Student Research Grant: \$1,000 (funded by Mr. Thomas Duebler)  
2015 Time Sharing Experiments for the School of Communication (TESoC): \$3,900 (funded by the School of Communication at The Ohio State University)

## **AWARDS**

- 2018 Accepted Participant in the 4<sup>th</sup> International Summer School
- Hosted by the Department of Communication at the University of Münster, Germany
  - Collaborative event with Michigan State University and the University of California, Santa Barbara
- 2015 OSU Social and Behavioral Sciences Fellowship Recipient

## **TEACHING EXPERIENCE**

### **Instructor of Record**

- 2017 Communication 3620: Interpersonal Communication
- Fully online course at The Ohio State University
  - 46 students enrolled
- 2015 Communications 212 E&S: Oral Communication for Engineers and Scientists
- In-person course at the University of Delaware
  - 24 students enrolled
- 2014 Communications 212: Oral Communication in Business
- In-person course at the University of Delaware
  - 25 students enrolled

### **Teaching Assistant**

- 2019 Communication 1101: History of Mass Communication
- Fully online course at The Ohio State University
  - 115 students enrolled
- 2018 Communication 3440: Mass Communication & Society
- Hybrid course at The Ohio State University
  - 62 students enrolled
- 2017 Communication 3620: Interpersonal Communication
- Hybrid course at The Ohio State University
  - 115 students enrolled

## **PROFESSIONAL EXPERIENCE**

### **Marketing Specialist** (July 2012 – August 2015)

DuPont Building Innovations, Wilmington, DE

- Researched and implemented updates of product information through technical writing

- Created new interactive, multimedia presentations for training DuPont Tyvek Specialists to communicate about complex topics and products
- Worked to develop DuPont Building Knowledge University website featuring a working list of materials available for DuPont Tyvek Specialists
- Led social media project to generate leads and drive sales through a video campaign and public engagement

**Summer Scholar Researcher (2011 – 2012)**

Delaware Environmental Observing System, Newark, DE

- Developed products for the dissemination of technical environmental data to the public
- Assisted in the development and editing of user guides that helped users understand and utilize DEOS’s decision support systems
- Created online video tutorials for web users

**SERVICE**

- Research Chair for AEJMC Graduate Student Interest Group (2018 – present)
- Social Media Coordinator for ICA Environmental Communication Division (2018 – present)
- Editorial Assistant for *Communication Research* (2018 – 2019)
- PhD Representative for OSU School of Communication Graduate Student Organization (2018 – 2019)
- Graduate Student Forum Secretary at University of Delaware (2014 – 2015)

**PROFESSIONAL AFFILIATIONS**

National Communication Association (2013 – present)

- Environmental Communication Division
- Health Communication Division
- Human Communication and Technology Division

International Communication Association (2015 – present)

- Environmental Communication Division

American Association for the Advancement of Science (2015 – present)

Association for Education in Journalism and Mass Communication (2018 – present)

- Communicating Science, Health, Environment and Risk (ComSHER) division