

Abbreviated Curriculum Vitae

PATRIC R. SPENCE

Education

Doctor of Philosophy
Wayne State University, Detroit, MI

Master of Arts
Michigan State University, East Lansing, MI

Bachelor of Science
Central Michigan University, Mt. Pleasant, MI

Academic Positions

Associate Professor, Nicholson School of Communication and Media, *University of Central Florida*.
Orlando, FL.

Associate Professor, Instructional Communication & Research, School of Information Science,
University of Kentucky. Lexington, KY.

Associate Professor, School of Communication, *Western Michigan University*. Kalamazoo, MI.

Assistant Professor, School of Communication, *Western Michigan University*. Kalamazoo, MI.

Assistant Professor, Department of Communication Arts and Sciences, *Calvin College*.
Grand Rapids, MI.

Assistant Professor, Department of Communication, *Western Kentucky University*.
Bowling Green, KY.

Thomas C. Rumble University Graduate Fellowship, College of Fine, Performing and
Communication Arts. *Wayne State University*.

Journal Articles

Lin, X., Kauffman, R., **Spence, P. R.**, & Lachlan, K. A. (2019). Agency cues in online comments:
Exploring their relationship with anonymity and frequency of helpful posts. *Southern
Communication Journal*, 84, 183-195. <https://doi.org/10.1080/1041794X.2019.1584828>

Lachlan, K. A., Xu, Z., Rainear, A. & **Spence, P. R.** (2019). A little goes a long way: Serial
transmission of twitter content associated with hurricane Irma and implications for crisis

- communication. *Journal of Strategic Innovation and Sustainability*, 14, 16-26.
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- Edwards, C., Edwards, A., **Spence, P. R.**, & Westerman, D. (2019). Initial expectations, interactions, and beyond with social robots. *Computers in Human Behavior*, 90, 208-314.
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- Spence, P. R.**, Edwards, A., Edwards, C., & Jin, X. (2019). The bot predicted rain, grab an umbrella”: Few perceived differences in communication quality of a weather Twitterbot versus professional and amateur meteorologists. *Behavior & Information Technology*, 38, 101-109. <https://doi.org/10.1080/0144929X.2018.1514425>
- Lin, X., & **Spence, P. R.** (2018). Identity on social networks as a cue: Identity, retweets, and credibility. *Communication Studies*, 69, 461-482.
<https://doi.org/10.1080/10510974.2018.1489295>
- Lin, X., Raine, A. M., **Spence, P. R.**, & Lachlan, K. A. (2018). Don't sleep on it: An examination of storm naming and potential heuristic effects on twitter. *Weather, Climate and Society*, 10, 769-779. <https://doi.org/10.1175/WCAS-D-18-0008.1>
- Edwards, C., Edwards, A., **Spence, P. R.**, & Lin, X. (2018). I, Teacher: Using artificial intelligence (AI) and social robots in communication and instruction. *Communication Education*, 67, 473-480 <https://doi.org/10.1080/03634523.2018.1502459>
- Edwards, A., Edwards, C., & **Spence, P. R.** (2018). Life is a Lab: Developing a communication research lab for undergraduate and graduate education. *Journal of Communication Pedagogy*, 1, 76-84. <https://doi.org/10.31446/JCP.2018.14>
- Lachlan, K. A., **Spence, P. R.**, Omillion-Hodges, L., Rice, R. G., Brink, A. (2018). Responding to campus shootings: Two studies exploring the effects of sex and placement strategy on knowledge acquisition and organizational reputation. *Journal of International Crisis and Risk Communication Research*, 1, 83-110. <https://doi.org/10.30658/jicrcr.1.1.5>
- Raine, A.M., Lachlan, K.A., & **Spence, P.R.** (2017). Communicating Risk in 140 Characters: The Impact of Imperative and Declarative Message Style on Weather Risk Perception and Behavioral Intentions. *Journal of Emergency Management*, 15, 285-290.
<https://doi.org/10.5055/jem.2017.0337>
- Spence, P.R.**, Lachlan, K.A., Sellnow, T., Rice, R. R., & Seeger, H. (2017). That is so gross and I have to post about it: Exemplification effects and user comments on a news story. *Southern Communication Journal*, 82, 27-37. <https://doi.org/10.1080/1041794X.2016.1265578>
- Spence, P.R.**, Lachlan, K.A., Westerman, D., Lin, X., Gentile, C. J., Sellnow, T.L., & Sellnow-Richmond, D.D. (2017). Exemplification effects: Responses to perceptions of risk. *Journal of Risk Research*, 20, 590-610. <https://doi.org/10.1080/13669877.2015.1100658>
- Lin, X., **Spence, P. R.**, Lachlan, K. A., & Sellnow, T. (2016). Crisis communication, learning and responding: Best practices in social media. *Computers in Human Behavior*, 65, 601-605.
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- Lin, X., Lachlan, K. A., & **Spence, P. R.** (2016). Exploring extreme events on social media: A comparison of user reposting/retweeting behaviors on Twitter and Weibo. *Computers in Human Behavior*, 65, 576-581. <https://doi.org/10.1016/j.chb.2016.04.032>
- Lachlan, K. A., **Spence, P. R.**, Raine, A., Fishlock, J., Xu, Z., & Vanzo, B. (2016). You're my only hope: An initial exploration of the effectiveness of robotic platforms in engendering learning about crises and risks. *Computers in Human Behavior*, 65, 606-611. <https://doi.org/10.1016/j.chb.2016.05.081>
- Edwards, A., Edwards, C., **Spence, P. R.**, Harris, C., & Gambino, A. (2016). Robots in the classroom: Differences in perceptions of credibility and learning between “teacher as robot” and “robot as teacher” *Computers in Human Behavior*, 65, 627-634. <https://doi.org/10.1016/j.chb.2016.06.005>
- Edwards, C., Beattie, A. J., Edwards, A., & **Spence, P. R.** (2016). Differences in perceptions of communication quality between a Twitterbot and a human agent for information seeking and learning. *Computers in Human Behavior*, 65, 666-671. <https://doi.org/10.1016/j.chb.2016.07.003>
- Rice, R. G., & **Spence, P. R.** (2016). Thor visits Lexington: Exploration of the knowledge-sharing gap and risk management learning in social media during multiple winter storms. *Computers in Human Behavior*, 65, 612-618. <https://doi.org/10.1016/j.chb.2016.05.088>
- Spence, P. R.**, Sellnow-Richmond, D., Sellnow, T., & Lachlan, K. A. (2016). Social media and corporate reputation during crises: The viability of video sharing websites for providing counter-messages to traditional broadcast news. *Journal of Applied Communication Research*, 44, 199-215. <https://doi.org/10.1080/00909882.2016.1192289>
- Spence, P. R.**, Lachlan, K. A., & Raine, A. (2016). Social media and crisis research: Data collection and directions. *Computers in Human Behavior*, 54, 667-672. <https://doi.org/10.1016/j.chb.2015.08.045>
- Spence, P. R.**, Lachlan, K. A., Edwards, A., & Edwards, C. (2016). Tweeting fast matters, but only if I think about it: Information updates on social media. *Communication Quarterly*, 64, 55-71. <https://doi.org/10.1080/01463373.2015.1100644>
- Lin, X., **Spence, P. R.**, & Lachlan, K. A. (2016). Social media and credibility indicators: The effect of influence cues. *Computers in Human Behavior*, 63, 264 – 271. <https://doi.org/10.1016/j.chb.2016.05.002>
- Lachlan, K. A., McIntyre, J. J., & **Spence, P. R.** (2016). Responding to a campus emergency: the effect of alert sources on learning, Message speed, and perceptions of campus safety. *International Journal of Mass Emergencies and Disasters*, 34, 95-112.
- Edwards, A., & Edwards, C., **Spence, P. R.**, & Westerman, D. (2016). Initial interaction expectations with robots: Testing the human-to-human interaction script. *Communication Studies*, 67, 227-238. <https://doi.org/10.1080/10510974.2015.1121899> *Awarded article of the year by the Central States Communication Association.
- Lachlan, K. A., **Spence, P. R.**, Lin, X., & Najarian, K., Del Greco, M. (2016). Social media and crisis management: CERC, search strategies, and Twitter content. *Computers in Human Behavior*, 54, 647-652. <https://doi.org/10.1016/j.chb.2015.05.027>

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- Spence, P. R.**, Lachlan, K. A., Lin, X., & Del Greco, M. (2015). Variability in Twitter content across the stages of a natural disaster: Implications for crisis communication. *Communication Quarterly*, 63, 171-186. <https://doi.org/10.1080/01463373.2015.1012219>
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- Spence, P. R.**, Westerman, D., Edwards, C., Edwards, A. (2014). Welcoming our robot overlords: Initial expectations about interaction with a robot. *Communication Research Reports*, 31, 272-280. <https://doi.org/10.1080/08824096.2014.924337>
- Lachlan, K. A., **Spence, P. R.**, & Lin, X. (2014). Expressions of risk awareness and concern through Twitter: On the utility of using the medium as an indication of audience needs. *Computers in Human Behavior*, 35, 554-559. <https://doi.org/10.1016/j.chb.2014.02.029>
- Spence, P. R.**, Lachlan, K. A., Omilion-Hodges, L. M., & Goddard, A. K. (2014). Being first means being credible? Examining the impact of message source on organizational reputation. *Communication Research Reports*, 31, 124-130. <https://doi.org/10.1080/08824096.2013.846259>
- Lachlan, K. A., **Spence, P. R.**, Edwards, A., Reno, K. M., & Edwards, C. (2014). If you are quick enough, I will think about it: Information speed and trust in public health organizations. *Computers in Human Behavior*. 33. 377-380. <https://doi.org/10.1016/j.chb.2013.08.014>
- Edwards, C., Edwards, A., **Spence, P. R.**, & Shelton, A. K. (2014). Is that a bot running the social media feed? Testing the differences in perceptions of communication quality for a human agent and a bot agent on Twitter. *Computers in Human Behavior*, 33, 372-376. <https://doi.org/10.1016/j.chb.2013.08.013>
- Savage, M. E., & **Spence, P. R.** (2014). Will you listen? An examination of parasocial interaction and credibility in radio. *Journal of Radio and Audio Media*, 21, 3-19. <https://doi.org/10.1080/19376529.2014.891214>

- Westerman, D., **Spence, P. R.**, & Van Der Heide B. (2014) Social media as an information source: Recency of updates and credibility of information. *Journal of Computer Mediated Communication*, 19, 171-183. <https://doi.org/10.1111/jcc4.12041>
- Lachlan, K. A., & **Spence, P. R.** (2014). Does Message Placement Influence Risk Perception and Affect? *Journal of Communication Management*, 18, 122-130. <https://doi.org/10.1108/JCOM-12-2012-0097>
- Spence, P. R.**, Lachlan, K. A., Spates, S. A., Lin, X., Shelton, A. K., & Gentile, C. J. (2013). Exploring the impact of ethnic identity through other-generated cues on perceptions of spokesperson credibility. *Computers in Human Behavior*, 29, A3-11. <https://doi.org/10.1016/j.chb.2012.12.026>
- Edwards, C., **Spence, P. R.** & Edwards, A. (2013). How much Klout do you have? A test of system generated cues on source credibility. *Computers in Human Behavior*, 29, A12-16. <https://doi.org/10.1016/j.chb.2012.12.034>
- Spence, P. R.**, Lachlan, K. A., Spates, S. A., & Lin, X. (2013). Intercultural differences in responses to health messages on social media from spokespeople with varying levels of ethnic identity. *Computers in Human Behavior*, 29, 1255-1259. <https://doi.org/10.1016/j.chb.2012.12.013>
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- Westerman, D. W., **Spence, P. R.**, & Lachlan, K. A. (2012). Telepresence and Exemplification: Does Spatial Presence Impact Sleeper Effects? *Communication Research Reports*, 29, 299-309. <https://doi.org/10.1080/08824096.2012.723272>
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- McIntyre, J. J., Lachlan, K. A., & **Spence, P. R.** (2012). Attending to the future: The role of learning in emergency response. *Journal of Emergency Management*, 10, 41-52. <http://doi.org/10.5055/jem.2012.0085>
- Lachlan, K. A. & **Spence, P. R.** (2011). Crisis communication and the underserved: The case for partnering with institutions of faith. *Journal of Applied Communication Research*, 39, 448-451. <https://doi.org/10.1080/00909882.2011.608692>
- Spence, P. R.**, McIntyre, J. J. Lachlan, K. A., Savage, M. E., & Seeger, M. W. (2011). Serving the Public Interest in a Crisis: Does Local Radio Meet the Public Interest? *Journal of Contingencies and Crisis Management*, 19, 227-232. <https://doi.org/10.1111/j.1468-5973.2011.00650.x>
- Spence, P. R.**, & Lachlan, K. A., & Burke, J. A. (2011). Differences in Crisis Knowledge across Age, Race, and Socioeconomic Status during Hurricane Ike: A Field Test and Extension of the Knowledge Gap Hypothesis. *Communication Theory*, 21, 261-278. <https://doi.org/10.1111/j.1468-2885.2011.01385.x>

- McIntyre, J. J., **Spence, P. R.**, & Lachlan, K. A. (2011). Media use and gender differences in negative psychological responses to a university shooting. *Journal of School Violence*, 10, 299-313. <https://doi.org/10.1080/15388220.2011.578555>
- Richmond, S., **Spence, P. R.**, & Fuller, B. (2011). Using the Wiki in the college classroom. *Academic Exchange Quarterly*, 15, 103-108.
- Lachlan, K. A., & **Spence, P. R.** (2010). Communicating risks: Examining hazard and outrage in multiple contexts. *Risk Analysis*, 30, 1872-1886. <https://doi.org/10.1111/j.1539-6924.2010.01511.x>
- Lachlan, K. A., Westerman, D., & **Spence, P. R.** (2010). Disaster news and subsequent information seeking: Exploring the role of spatial presence and perceptual realism. *Electronic News*, 4, 203-217. <https://doi.org/10.1177/1931243110387092>
- Lachlan, K. A., **Spence, P. R.**, & Nelson, L. D. (2010). Gender differences in negative psychological responses to crisis news: The case of the I-35W collapse. *Communication Research Reports*, 27, 38-48. <https://doi.org/10.1080/08824090903293601>
- Spence, P. R.**, & Lachlan, K. A. (2010). Disasters, Crises, and unique populations: Suggestions for survey research. *New Directions for Evaluation*, 126, 95-106. <https://doi.org/10.1002/ev.332>
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- Burke, J. A., **Spence, P. R.**, & Lachlan, K. A. (2010). Revisiting the Gulf Coast: Hurricane Ike and Issues of Crisis Communication. *The International Journal of the Humanities*, 8, 203-213.
- Spence, P. R.**, Lachlan, K. A., Nelson, L. D., & Shelton, A. K. (2010). Age, Gender, and Information seeking patterns following an urban bridge collapse. *Journal of Emergency Management*, 8, 47-54. <http://doi.org/10.5055/jem.2010.0032>
- Spence, P. R.**, Nelson, L. D., & Lachlan, K. A. (2010). Psychological responses and coping strategies after an urban bridge collapse. *Traumatology*, 16, 7-15. <https://doi.org/10.1177/1534765609347544>
- Westerman, D., **Spence, P. R.**, & Lachlan, K. A. (2009). Telepresence and the exemplification effects of disaster news. *Communication Studies*, 60, 542-557. <https://doi.org/10.1080/10510970903260376>
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- Spence, P. R.**, Lachlan, K. A., McIntyre, J. J., & Seeger, M. (2009). Serving the public interest in a crisis: Radio and its unique role. *Journal of Radio and Audio Media*, 16, 144-159. <https://doi.org/10.1080/19376520903277005>

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- Lachlan, K. A., Burke, J. A., **Spence, P. R.**, & Griffin, D. (2009). Risk perceptions, race, and natural disasters. *The Howard Journal of Communications*, 20, 295-309. <https://doi.org/10.1080/10646170903070035>
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- Burke, J. M., **Spence, P. R.**, Lachlan, K. A., & Seeger, M. W. (2008). Sex and age differences in use and perceptions of emergency messages during Katrina. *Louisiana Journal of Communication*, 10, 19-33.
- Spence, P. R.**, Lachlan, K. A., & Burke, J. M. (2008). Crisis preparation, media use, and information seeking: Patterns across Katrina evacuees and lessons learned for crisis communication. *Journal of Emergency Management*, 6, 11-23. <http://doi.org/10.5055/jem.2008.0009>
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- Spence, P. R.**, Lachlan, K. A., Burke, J. M., & Seeger, M. W. (2007). Media use and information needs of the disabled during a natural disaster. *Journal of Health Care for the Poor and Underserved*, 18, 394-404. <https://doi.org/10.1353/hpu.2007.0047>
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- Spence, P. R.** & Baker, C. R. (2007). State of the method: An examination of level of analysis, Methodology, Representation and setting in current organizational communication research. *Journal of the Northwest Communication Association*, 36, 111-124.
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- Lachlan, K. A., Blair, J. P., Skalski, P., Westerman, D., and **Spence, P. R.** (2007). Media coverage of the Cincinnati riots and implications for law enforcement public relations. *Police Forum*, 16 (1).
- Lachlan, K. A., & **Spence, P. R.** (2006). Corrections for type I error in social science research: A disconnect between theory and practice. *Journal of Modern Applied Statistical Methods*, 5, 490-494. <https://doi.org/10.22237/jmasm/1162354920>

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Proceedings

- Spence, P. R.**, Edwards, C., Edwards, A., & Lin, X. (2019). Testing the machine heuristic: Robots and suspicion in news broadcasts. Proceedings of the 14th ACM/IEEE International Conference on Human-Robot Interaction (pp. 568-569). <https://doi.org/10.1109/HRI.2019.8673108>
- Packard, C., Boelk, T., Andres, J., Edwards, C., Edwards, A., & **Spence, P. R.** (2019). The pratfall effect and interpersonal impressions of a robot that forgets and apologizes. Proceedings of the 14th ACM/IEEE International Conference on Human-Robot Interaction (pp. 524-525). <https://doi.org/10.1109/HRI.2019.8673101>
- Craig, M. J., Edwards, C., Edwards, A., & **Spence, P. R.** (2019). Impressions of message compliance-gaining strategies for considering robot rights. Proceedings of the 14th ACM/IEEE International Conference on Human-Robot Interaction (pp. 560-561). <https://doi.org/10.1109/HRI.2019.8673117>
- Spence, P. R.**, Edwards, A., & Edwards, C. (2018). Attitudes, Prior interaction, and petitioner credibility predict support for considering the rights of robots. HRI 2018 Companion: Conference on ACM/IEEE International Conference on Human-Robot Interaction (pp. 243-244). Chicago, IL, USA. ACM, NY, NY, USA. <https://doi.org/10.1145/3173386.3177071>

Editorials

- Spence, P. R.** (2019). Policy, practices and communication studies. The more things change.... *Communication Studies*, 70, 129-131. <https://doi.org/10.1080/10510974.2019.1570715>
- Spence, P. R.** (2019). Searching for questions, original thoughts, or advancing theory: Human-machine communication. *Computers in Human Behavior*, 90, 285-287. <https://doi.org/10.1016/j.chb.2018.09.014>
- Spence, P. R.** (2016). Introduction to the special section on social media and the crisis lifecycle. *Computers in Human Behavior*, 54, 587-588. <https://doi.org/10.1016/j.chb.2015.08.044>
- Edwards, C., **Spence, P.**, Edwards, A., Spates, S. (2012). Editorial Comment. *Academic Exchange Quarterly*, 16, 4-5.

Spence, P. R., Bresnahan, K. M., & Shelton, A. K. (2010). Introduction to the special issue. *The Northwest Journal of Communication*, 39, 7-10.

Textbooks

Irwin, J. A., Hopkins, P. D., Payne, H. J., & **Spence, P. R.** (2018). *Competent communication at work: Strategies & standards for success* (3rd ed). Dubuque IA: Kendal Hunt

Irwin, J. A., Hopkins, P. D., Payne, H. J., & **Spence, P. R.** (2015). *Competent communication at work: Strategies & standards for success* (2nd ed). Dubuque IA: Kendal Hunt

Book Chapters

Spence, P. R., Edwards, A., Edwards, C. Nermer, D., & Lachloan, K. (2019). Rage against the machine: Negative reactions and antisocial interactions with social bots and robots. In E. Downs (Ed.), *Dark side of media & technology: A 21st century guide to media and technological literacy* (262-273). New York, NY: Peter Lang.

Spence, P. R., Westerman, D., & Lin, X. (2018). A robot will take your job. How does that make you feel? Examining perceptions of robots in the workplace. In A. Guzman (Ed.), *Human-Machine Communication: Rethinking communication, technology, and ourselves* (185-200). New York, NY: Peter Lang.

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Conference Presentations and Short Courses

- Spence, P. R., Lachlan, K. A., Lin, X., Gilbert, C., & Seeger, M. (2019). Crisis communication in context: history and publication trends. Top Paper Public Relations Interest Group presented to the 87th meeting of the *Central States Communication Association*, Omaha NE.
- Lin, X., & Spence, P. R. (2019). So many others shared this, so we can trust it? An examination of bandwagon cues on organizational trust in risk messages. Paper presented to the 87th meeting of the *Central States Communication Association*, Omaha NE.
- Spence, P. R., Woods, H. S., Ruppel, E., Vining, J., & Hunter, K. M. (2019). Where should I work? Panel presented at the 87th meeting of the *Central States Communication Association*, Omaha NE.
- Spence, P. R., Edwards, C., Edwards, A., & Lin, X. (2019). Testing the machine heuristic: Robots and suspicion in news broadcasts. Paper presented at the 14th *Annual ACM/IEEE International Conference on Human Robot Interaction*, Daegu, Korea.
- Craig, M. J., Edwards, C., Edwards, A., & Spence, P. R. (2019). Impressions of message compliance-gaining strategies for considering robot rights. Paper presented at the 14th *Annual ACM/IEEE International Conference on Human Robot Interaction*, Daegu, Korea.
- Packard, C., Boelk, T., Andres, J., Edwards, C., Edwards, C., & Spence, P. R. (2019). the pratfall effect and interpersonal impressions of a robot that forgets and apologizes. Paper presented at the 14th *Annual ACM/IEEE International Conference on Human Robot Interaction*, Daegu, Korea.
- Lin, X., Kaufman, R., Spence, P. R., Lachlan, & Meeker, E. (2018). “They seem to really want to help even though I don’t know who they are:” Exploring the relationship of anonymity and frequency of helpful remarks in newspaper comment sections. Top Paper Applied Communication Division at the 103rd annual meeting of the *National Communication Association*. Salt Lake City, UT.
- Spence, P. R., Lin, X., Lachlan, & Hutter, E. E. (2018). We’re in this together: The impact of self-disclosure on source credibility and risk message responses. Paper presented at the 103rd annual meeting of the *National Communication Association*. Salt Lake City, UT.
- Lachlan, K. A., Xu, X., Hutter, E. E., & Spence, P. R. (2018). I’m scared now that it is here: A sentiment analysis of twitter content across the lifecycle of hurricane Irma. Paper presented at the 103rd annual meeting of the *National Communication Association*. Salt Lake City, UT.
- Xu, Z., Hutter, E. E., Lachlan, K. A., Rainear, A. M., & Spence, P. R. (2018). A little goes a long way: serial transmission of twitter content associated with hurricane Irma and implications for crisis communication. Paper presented at the 103rd annual meeting of the *National Communication Association*. Salt Lake City, UT.
- Spence, P. R., Lachlan, K. A., Lin, X., Westerman, D., Sellnow, T., Rice, R. G., & Seeger, H. (2018). Allow me to respond: Exemplification effects, user comments and response to a news story.

- Paper presented to the 68th annual meeting of the *International Communication Association*. Prague, Czech Republic.
- Lin, X., Rainear, A. M., Spence, P. R., & Lachlan, K. A. (2018). What's in a name? Using theory to examine storm naming and response. Top Paper Communication Theory Division, presented to the 86th meeting of the *Central States Communication Association*, Milwaukee, WI.
- Spence, P. R., Edwards, A., Edwards, C., & Jin, X. (2018). Did the robot just say it would rain? Perceived differences in the communication quality of a twitterbot versus human agents. Paper presented at the 86th meeting of the *Central States Communication Association*, Milwaukee, WI.
- Spence, P. R., Edwards, A., & Edwards, C., Lachlan, K. A., Lin, X., Rainear, A. M., Westerman, D., & Beattie, A. J. (2018). Technologically assisted crisis messages. Here come the bots. Paper presented at the 8th annual *International Crisis and Risk Communication Conference*, Orlando FL.
- Spence, P. R., Edwards, A., & Edwards, C. (2018). Attitudes, Prior interaction, and petitioner credibility predict support for considering the rights of robots. Paper presented to the 13th *Annual ACM/IEEE International Conference on Human Robot Interaction*, Chicago IL.
- Rainear, A.M., Lin, X., Lachlan, K.A., & Spence, P. (2018). The weather channel heuristic: Potential evidence for a sleeper effect when naming storms. Paper accepted to the 98th *Annual Meeting, American Meteorological Society*, Austin, TX.
- Edwards, A., Edwards, C., Spence, P., & Westerman, D. (2017). Will the human-to-human interaction script hold?: Examining initial interactions between humans and social robots. Presented at the 18th annual meeting of the *Association of Internet Researchers*, Tartu, Estonia.
- Lin, X., & Spence, P. R. (2017). Identity on social networks as a cue: Identity, followers, and credibility. Paper presented at the 67th annual meeting of the *International Communication Association*. San Diego, CA.
- Spence, P. R., Lin, X. & Westerman, D. (2017). A robot will take your job. How does that make you feel? Examining perceptions of robots in the workplace. Paper presented at the 67th annual meeting of the *International Communication Association*. San Diego, CA.
- Rice, R. G., Westerman, D., & Spence, P.R. (2017). Exemplification theory: A reintroduction and application. Top Paper Communication Theory Division, presented at the 85th meeting of the *Central States Communication Association*, Minneapolis, MN.
- Lachlan, K., Rainear, A., Spence, P. R., Vanco, B., Fishlock, J. & Xu, Z. (2017). Of robots, risks, and fears: exploring the impact of robot delivered risk messages on negative affect and perceptions of affiliated organizations. Paper presented at to the 85th meeting of the *Central States Communication Association*, Minneapolis, MN.
- Lachlan, K. A., Spence, P. R., Omilion-Hodges, L., Rice, R. G., & Brink, A. (2017). Responding to campus shootings: Two Studies exploring the effects of sex and placement strategy on knowledge acquisition and organizational reputation. Top Paper Public Relations Division, presented to the 85th meeting of the *Central States Communication Association*, Minneapolis, MN.
- Spence, P. R., Lachlan, K. A., Sellnow, T. L., Rice, R. G., & Seeger, H. S. (2016). Exemplification effects and user comments on a news story. Paper presented at the 102nd annual meeting of the *National Communication Association*, Philadelphia PA.
- Lin, X., Spence, P. R., & Lachlan, K. A. (2016). Social media and credibility indicators: The effect of influence cues within health and risk contexts. Paper presented at the 102nd annual meeting of the *National Communication Association*, Philadelphia PA.

- Rainear, A. M., Lachlan, K. A., & Spence, P. R. (2016). Twitter weather warnings: The impact of imperative and declarative message style on risk perception and behavioral intentions. Paper presented at the 102nd annual meeting of the *National Communication Association*, Philadelphia PA.
- Lachlan, K. A., Spence, P. R., Rainear, A. M., Fischlock, J., Xu, Z., & Vanco, B. M. (2016). Exploring the Effectiveness of Robotic Platforms in Engendering Learning: Implications for the Future of Crisis and Risk Communication. Top Paper Communication and the Future Division, presented at the 102nd annual meeting of the *National Communication Association*, Philadelphia PA.
- Edwards, C., Beattie, A. J., Edwards, A., Spence, P. R. (2016). Differences in perceptions of communication quality between a Twitterbot and human agent for information seeking and learning. Paper presented at the 102nd annual meeting of the *National Communication Association*, Philadelphia PA.
- Lachlan, K. A., Rainear, A. M., Xu, Z., Rice, R. R., Lin, X., & Spence, P. R. (2016). Risky robots: Using robotic delivery platforms to deliver information concerning environmental hazards. Paper presented 66th annual meeting of the *International Communication Association*. Fukuoka, Japan.
- Edwards, C., Stoll, B., Edwards, A., Spence, P. R., & Gambino, A. J. (2016). "I'll present to the human": Effects of a robot evaluator on anticipatory public speaking anxiety. Paper presented 66th annual meeting of the *International Communication Association*. Fukuoka, Japan.
- Sellnow-Richmond, S. A., Spence, P. R., & Bevins, C. (2016). The wiki, social media, and the classroom. Paper presented to the 84th meeting of the *Central States Communication Association*, Grand Rapids, MI.
- Rice, R. R., Lin, X., Lachlan, K. A., & Spence, P. R. (2016). Biological terrorism and the Local Community: Planning and responding at the local level. Paper presented to the 84th annual meeting of the *Central States Communication Association*. Grand Rapids, MI.
- Spence, P. R., Lachlan, K. A., Sellnow-Richmond, D., Sellnow, T., Lin, X. (2015). Keeping the wolves at Bay: Using YouTube.Com to counter broadcast news reports of organizational crises. Paper presented at the 101th annual meeting of the *National Communication Association*, Las Vegas, NV.
- Backer, C., Spence, P. R., Weaver-Petry, B. (2015). Interviewers' expected features and efficacy perceptions of the post-employment interview thank-you letter. Paper presented at the 101th annual meeting of the *National Communication Association*, Las Vegas, NV.
- Edwards, C., Edwards, A. P., Westerman, D., & Spence, P. R. (2015). Embracing human-ess: Reactions to expected communication with social robots. Paper presented at the 101th annual meeting of the *National Communication Association*, Las Vegas, NV.
- Lin, X., Spence, P. R., & Lachlan, K. A. (2015). Credibility for risk health messages on social media, New opportunities to influence. Paper presented at the 101th annual meeting of the *National Communication Association*, Las Vegas, NV.
- Spence, P. R., Lachlan, K. A., & Rainer, A. (2015). Social media and crisis research: Data collection and directions. Paper accepted at the 101th annual meeting of the *National Communication Association*, Las Vegas, NV.
- Edwards, C., Edwards, A. P., & Spence, P. R. (2015). Social identity in human-robot interaction: An examination of age group identification on perceptions of social robots. Paper presented at the 65th annual meeting of the *International Communication Association*. San Juan, Puerto Rico.

- Spence, P. R., Lachlan, K. A., Westerman, D., Lin, X., Gentile, C. J., Sellnow, T., & Spates, S. S. (2015). Experience or perception: Exemplification and risk messages. Paper presented at the 65th annual meeting of the *International Communication Association*. San Juan, Puerto Rico.
- Spence, P. R. (2015). Communicating with robots: Exploring human-robot interaction in the discipline of communication. Vice Presidents panel at 83rd annual meeting of the *Central States Communication Association*. Madison, WI.
- Spence, P. R., Lachlan, K. A., Lin, X., Del Greco, M., & Najarian, K. (2015). CERC, search strategies, and twitter content: Using Social media in the management of crises and disasters. Paper presented at the 83rd annual meeting of the *Central States Communication Association*. Madison, WI.
- Spence, P. R., Lachlan, K. A., Sellnow-Richmond, D., Sellnow, T., & Lin, X. (2014). The problem with remaining silent: Exemplification effects and public image. Paper presented at the 100th annual meeting of the *National Communication Association*, Chicago, IL.
- Lachlan, K. A., Spence, P. R., Lin, X., Najarian, K., & Del Greco, M. (2014). Getting you information before it's too late: Comparing Content associated with localized and non-localized hashtags during a severe weather event. Paper presented at the 100th annual meeting of the *National Communication Association*, Chicago, IL.
- Westerman, D. W., Spence, P. R., Edwards, C., & Edwards, A. P. (2014). Preparing for the robot overlords: Initial expectations about interaction with a robot. Paper presented to the 100th annual meeting of the *National Communication Association*, Chicago, IL.
- Spence, P. R., Westerman, D. W., & Lin, X. (2014). Crisis and exemplification: applications and directions. Paper presented to the 100th annual meeting of the *National Communication Association*, Chicago, IL.
- Lachlan, K. A., Spence, P. R., & Lin, X. (2014). Expressions of risk awareness and concern through twitter: on the unity of using the medium as an indication of audience needs. Top Paper in Communication and Technology, presented to the 105st annual meeting of the *Eastern States Communication Association*, Providence, RI.
- Lachlan, K. A., Spence, P. R., Edwards, A., Reno, K. M., & Edwards, C. (2014). Since that got here fast I'll give it some thought. Paper presented to the 105st annual meeting of the *Eastern States Communication Association*, Providence, RI.
- Edwards, C., Edwards, A. P., Spence, P. R., Gentile, C. J., & Gambino, A. (2014). Communicating with a robot in the classroom: differences in perceptions of credibility and behavioral learning between robot as teacher and teacher as robot. Top Four Paper presented at the 82st annual meeting of the *Central States Communication Association*, Minneapolis, MN.
- Spence, P. R., Lachlan, K. A., Lin, X., & Del Greco, M. (2013). Differences in twitter content in the early stages of a natural disaster: implications for crisis communication. Top Paper presented at the 99th annual meeting of the *National Communication Association*, Washington, DC.
- Spence, P. R., Lachlan, K. A., Edwards, A., Edwards, C. (2013). Tweeting fast matters, but only if I think about it: The mediating role of cognitive elaboration on source credibility and information seeking. Top Paper presented at the 99th annual meeting of the *National Communication Association*, Washington, DC.
- Lachlan, K. A., Spence, P. R., & Lin, X. (2013). Screaming into the Wind: Examining the volume and content of tweets associated with hurricane sandy. Paper presented at the 99th annual meeting of the *National Communication Association*, Washington, DC.

- Edwards, C., Edwards, A. P., McBride, M. C., Myers, S. A., & Spence, P. R. (2013). SC04: Connections with Technology and Communication in the Basic Course: Approaches to Teaching in the Communication Age. Short course presented at the 99th annual meeting of the *National Communication Association*, Washington, DC.
- Lachlan, K. A., Spence, P. R., & Lin, X. (2013). Getting Information to Underserved Communities using Twitter: Lessons from Hurricane Sandy. Paper presented at the annual meeting of the *Society for Risk Analysis*, Baltimore, MD.
- Spence, P. R., Lachlan, K. A., Spates, S. A., Lin, X., Gentile, C. J., & Reno, K. (2013). Exploring the impact of ethnic identity through other generated cues on perceptions of spokesperson credibility among caucasian and african american audiences. Paper presented to the 63rd annual meeting of the *International Communication Association*. London, England.
- Westernman, D., & Spence, P. R. (2013). Diverse perspectives on presence and telepresence research, theory and application. Paper presented to the 63rd annual meeting of the *International Communication Association*. London, England.
- Lachlan, K. A., & Spence, P. R. (2013). Hazard, Outrage, and Responses to Crisis News: Exploring the Ways in Which Message Placement May Influence Risk Perception and Negative Affect. Paper presented at the 104th annual meeting of the *Eastern States Communication Association*, Pittsburg, PA.
- Spence, P. R., Lachlan, K. A., Spates, S. A., & Lin, X. (2013). Responses to health messages on social media from spokespeople with varying levels of ethnic identity. Paper presented at the 81st annual meeting of the *Central States Communication Association*, Kansas City, MO.
- Lachlan, K. A., Spence, P. R., Omillion-Hodges, L., & Rice, R. (2013). Reputational maintenance during crises: educating stakeholders and restoring image through early communication. Top Four Paper presented at the 81st annual meeting of the *Central States Communication Association*, Kansas City, MO.
- Gentile, C. J., Edwards, C., Spence, P. R., Edwards, A. (2013). The impact of system influence rating on perceptions of target credibility: An experimental test. Paper presented at the 81st annual meeting of the *Central States Communication Association*, Kansas City, MO.
- Westerman, D. K., Spence, P. R., & Lin, X. (2012). They will bite me when I sleep: Telepresence and exemplification theory in health messages. Paper presented at the 98th annual meeting of the *National Communication Association*, Orlando, FL.
- Lachlan, K. A., & Spence, P. R. (2012). Assessing intercultural differences in response to risk messages related to oil spills and dispersant use. Paper presented to the annual meeting of the *Society for Risk Analysis*, San Francisco, CA.
- Lachlan, K. A., Westerman, D. K., & Spence (2012). Using media to facilitate learning during crises and emergencies: the role of presence. Paper presented at the annual meeting of the *National Cable & Telecommunications Association*, Boston, MA.
- Lachlan, K. A., Goddard, A. K., Spence, P. R., & McIntyre, J. J. (2012). Facilitating learning in the aftermath of a campus shooting: an exploration of the effects gender and placement strategy on crisis knowledge. Paper presented at the 104th annual meeting of the *Eastern Communication Association*, Boston, MA.
- Spates, S. A., Spence, P. R., Lachlan, K. A., & Westerman, D. (2012). Where the gates matter less: Examining social media and credibility in health related content. Paper presented at the 80th annual meeting of the *Central States Communication Association*, Cleveland, OH.

- Goddard, A. K, Lachlan, K. A., Spence, P. R., & McIntyre, J. J. (2012). An experimental examination of the role of corrective action in image restoration: the case of a campus shooting. Paper presented at the 80th annual meeting of the *Central States Communication Association*, Cleveland, OH.
- McIntyre, J. J., Lachlan, K. A., Spence, P. R., & Spates, S. A. (2011). Responding to a campus emergency: the impact of alert sources on message speed, learning processes, and perceptions of campus safety. Paper presented the 97th annual meeting of the *National Communication Association*, New Orleans, LA.
- Lachlan, K. A., & Spence, P. R. (2011). Crisis communication, older audiences, and disaster preparation: Lessons from the gulf coast. Top Three Paper presented at the 102nd annual meeting of the *Eastern States Communication Association*, Arlington, VA.
- Lachlan, K. A., & Spence, P. R. (2011). Presence, Psychological involvement, and motivation under conditions of risk: lessons from recent research and the need for further investigation. Paper presented at the 102nd annual meeting of the *Eastern Communication Association*, Arlington, VA.
- Westerman, D., Spence, P. R., & Van Der Heide, B. (2011). Social Media as News Source: Speed of Updates and Credibility of Information. Paper presented at the 61th annual meeting of the *International Communication Association*, Boston, MA.
- Lachlan, K. A., & Spence, P. R. (2011). Risk, Crisis, and emergency communication in developing countries: Identifying the needs of urban populations. Paper presented at the 61th annual meeting of the *International Communication Association*, Boston, MA
- McIntyre, J. J., Spence, P. R., & Lachlan, K. A., Savage, M. (2011). Getting you home safely: Radio's role in distributing crisis information based on station format. Top Faculty Paper presented at the 79th annual meeting of the *Central States Communication Association*, Milwaukee, WI.
- Spence, P. R., & Lachlan, K. A. (2011). Testing and extending the knowledge gap hypothesis: considering age, race and socioeconomic status. Paper presented at the 79th annual meeting of the *Central States Communication Association*, Milwaukee, WI.
- McIntyre, J. J., Goddard, A., Reno, K., Spence, P. R., & Lachlan, K. A. (2011). Media use and psychological health after a university shooting. Paper presented at the 79th annual meeting of the *Central States Communication Association*, Milwaukee, WI.
- Wester man, D., Spence, P. R., & Van Der Heide, B. (2010). A social network as information: Twitter and source credibility in crisis communication. Top Three Paper presented at the 96th annual meeting of the *National Communication Association*, San Francisco, CA.
- Lachlan, K. A., Spence, P. R., Ruhl, S. M. (2010). Unintentional learning processes associated with crisis and risk news. Communicating Science in Routine, Recreational, Controversial, and Crisis Contexts: Theory, Research, Funding. Preconference presentation at the 96th annual meeting of the *National Communication Association*, San Francisco, CA.
- McIntyre, J. J., Savage, M., Richmond, S., & Spence, P. R. (2010). Attending to the future: The role of learning in post crisis response. Paper presented the 96th annual meeting of the *National Communication Association*, San Francisco, CA.
- Lachlan, K.A., & Spence, P.R. (2010). The elderly, informational needs and disaster preparation: Lessons learned from the Gulf Coast and implications for rebuilding sustainable communities. Paper presented at the *CRSCAD International Conference on Rebuilding Sustainable Communities with Elderly and Disabled People after Disasters*, Boston, MA.

- Spence, P. R., Burke, J. A., & Lachlan, K. A. (2010). Dealing with disaster: Individual coping, community and response. Paper presented at the 78th annual meeting of the *Central States Communication Association*, Cincinnati, OH.
- Lachlan, K. A., Spence, P. R., & Burke, J. A. (2010). Revisiting issues of crisis communication, race and natural disasters. The case of Hurricane Ike. Paper presented at the 78th annual meeting of the *Central States Communication Association*, Cincinnati, OH.
- Lachlan, K. A., Burke, J. A., & Spence, P. R. (2010). Gender and age differences in use and perceptions of emergency messages during Hurricane Ike: Suggestions for engaging specific populations with disaster messages. Top Three Paper, presented at the 78th annual meeting of the *Central States Communication Association*, Cincinnati, OH.
- Spence, P. R., & Lachlan, K. A., Nelson, L. D., & Shelton, A. (2010). Psychological health and coping strategies after an urban bridge collapse: Lessons for engaging and enhancing community mental health needs after a crisis. Paper presented at the 78th annual meeting of the *Central States Communication Association*, Cincinnati, OH.
- Spence, P. R., & Lachlan, K. A. (2009). Obstacles and measures: challenges to data collection in crisis research. Paper presented at the 95th annual meeting of the *National Communication Association*, Chicago, IL.
- Spence, P. R., Lachlan, K. A., & Burke, J. (2009). Differences in Crisis Knowledge across Age, Race, and Socioeconomic Status: Hurricane Ike. Top Scholar to Scholar Presentation at the 95th annual meeting of the *National Communication Association*, Chicago, IL.
- Lachlan, K. A., & Spence, P. R. (2009). **Demographics and crisis communication: Practical lessons from recent research.** Paper presented at the 95th annual meeting of the *National Communication Association*, Chicago, IL.
- Westerman, D., Spence, P. R., & Lachlan, K. A. (2009). When disaster strikes: Examining the role of telepresence in exemplification effects. Paper presented at the 95th annual meeting of the *National Communication Association*, Chicago, IL.
- Lachlan, K. A., Spence, P. R., & Westerman, D. (2009). Examining the effect of spatial presence and perceptual realism on crisis information seeking. Paper presented at the 95th annual meeting of the *National Communication Association*, Chicago, IL.
- Westerman, D., Spence, P. R., & Lachlan, K. A. (2009). Telepresence and exemplification effects: A sleeper effect? Paper presented at the annual meeting of the *Association for Education in Journalism and Mass Communication*, Boston, MA.
- Spence, P. R. (2009). New media and presence: Exploring gender involvement and news. Paper presented at the annual meeting of the *Broadcast Education Association*. Las Vegas, NV.
- Spence, P. R., & Lachlan, K. A. (2009). Spotlight Panel, 2007 Federation prize: Report on research. Research program presented at the 77th annual meeting of the *Central States Communication Association*, St. Louis, MO.
- Lachlan, K. A., & Spence, P. R. (2009). Sex, presence and bad news: Exploring cognitive and affective responses to crisis messages. Paper presented at the 77th annual meeting of the *Central States Communication Association*, St. Louis, MO.
- Spence, P. R., Lachlan, K.A., & Seeger, M. (2009). Uncertainty reduction and terrorism: Examples of media use after September 11th. Paper presented at the 77th annual meeting of the *Central States Communication Association*, St. Louis, MO.

- McIntyre, J. J., Spence, P. R., Lachlan, K. A., & Sibal, K. (2009). Radio in the public interest, a measure of crisis preparedness. Paper presented at the 77th annual meeting of the *Central States Communication Association*, St. Louis, MO.
- Spence, P. R. & Lachlan K. A. Nelson, L., & Shelton, A. (2009). Toward a theory of learning through the media and disasters. Paper presented at the 77th annual meeting of the *Central States Communication Association*, St. Louis, MO.
- Burke, J., & Spence, P. R. (2009). Risk messages and hurricane preparedness. Paper presented at the 113th annual meeting of the *Michigan Academy of Arts, Science, & Letters*, Detroit, MI.
- Spence, P. R. (2008). Terrorist threat to sunny city! NCA-F/START conference on emergency pre-event communication. Featured Panelist, Session II: Uncovered Plot? Pre-conference at the 93rd annual meeting of the *National Communication Association*, San Diego, CA.
- Westerman, D. K., & Spence, P. R. (2008). Presence and exemplification effects of disaster news. Paper presented at the 94th annual meeting of the *National Communication Association*, San Diego, CA.
- Lachlan, K. A., & Spence, P. R., & Nelson, L. (2008). Differences in information seeking patterns following an urban bridge collapse: Implications for crisis communication. Paper presented at the 94th annual meeting of the *National Communication Association*, San Diego, CA.
- Lachlan, K. A., & Spence, P. R. (2008). Measuring Sandman's hazard and outrage model in multiple contexts. Paper presented at the 94th annual meeting of the *National Communication Association*, San Diego, CA.
- Spence, P. R., Lachlan, K. A., & Ray, S. J. (2008). Hazard, outrage, and pre-disaster crisis communication messages. Paper presented at the 94th annual meeting of the *National Communication Association*, San Diego, CA.
- Griffith, D., Lachlan, K. A., & Spence, P. R. (2008). Differential risk perceptions across Hurricane Katrina evacuees. Top Paper African-American Communication & Culture Division, presented the 94th annual meeting of the *National Communication Association*, San Diego, CA.
- Spence, P. R., Lachlan, K.A., & Sibal, K.M. (2008). Age and sex differences in perceptions of and use of emergency messages during Katrina. Paper presented at the 99th annual meeting of the *Eastern Communication Association*, Pittsburgh, PA.
- Spence, P. R., Lachlan, K. A., Westerman, D. Smith, J. S. (2008). Presence, Gender, and bad news: Exploring the responses of men and women to tragic news stories in varying media. Paper presented at the 99th annual meeting of the *Eastern Communication Association*, Pittsburgh, PA.
- Spence, P.R., & Lachlan, K.A. (2008). Psychological health and uncertainty: Coping strategies among Hurricane Katrina evacuees. Top Three Paper, Health Communication Interest Group. Paper presented at the 76th annual meeting of the *Central States Communication Association*, Madison, WI.
- Lachlan, K. A., & Spence, P. R, Lewis, J., & Payne, H. (2008). Extending risk communication theory: Hazard, Outrage, and HIV prevention. Paper presented at the 76th annual meeting of the *Central States Communication Association*, Madison, WI.
- Smith, J. S., & Spence, P. R. (2008). Presence and mothers: Responses to tragic news reports. Paper presented at the 112th annual meeting of the *Michigan Academy of Arts, Science, & Letters*. Kalamazoo, MI.
- Spence, P. R., Burke, & Lachlan, K. A. (2007). Disability, Communication and information needs after Katrina. Paper presented at the 93rd annual meeting of the *National Communication Association*, Chicago, IL.

- Lachlan, K. A., & Spence, P. R. (2007). The role of medium choice in perceptions of crisis message adequacy and responses during Katrina. Paper presented at the 93rd annual meeting of the *National Communication Association*, Chicago, IL.
- Spence, P. R., & Lachlan, K. A. (2007). Race, evacuation and communication needs after a crisis event. Paper presented at the 57th annual meeting of the *International Communication Association*, San Diego, CA.
- Spence, P. R. (2007). Risk messages: Theoretical dimensions of design, use and implementation. Paper presented at the 111th annual meeting of the *Michigan Academy of Science, Arts, and Letters*, Big Rapids, MI.
- Spence, P. R., Lachlan, K. A., & Higgins, M. (2007). Hazard and outrage: Developing and expanding communication research in the public interest. Top Paper, Communication Theory Division, presented at the 76th annual meeting of the *Central States Communication Association*, Minneapolis, MN.
- Lachlan, K. A. & Spence, P. R. (2007). Crisis communication in the internet age: Evaluating Hazard and Outrage. Paper presented at the 76th annual meeting of the *Central States Communication Association*, Minneapolis, MN.
- Sibal, K. M., & Spence, P. R. (2007). Re-examining the relationship between verbal aggression and sensation seeking. Paper presented at the 76th annual meeting of the *Central States Communication Association*, Minneapolis, MN.
- Lachlan, K. A., Spence, P. R., Eith, C. E., & Keaster, M. R. (2007). Of storms and knowledge gaps: differences in crisis knowledge across age, race, and socioeconomic status during hurricane Katrina. Paper presented at the annual meeting of the *Western States Communication Association*, Seattle, WA.
- Spence, P. R., Lachlan, K. A., Burke, J., Fitzgibbon, J., Sibal, K. M., Mukhopadhyay, A., & Miller, S. D. (2006). Lessons for crisis communication: The crisis preparation, media use, and information seeking of Katrina evacuees. Top Three Paper, Applied Communication Division, presented at the 92nd annual meeting of the *National Communication Association*, San Antonio, TX.
- Lachlan, K. A., & Spence, P. R. (2006). Measuring hazard and outrage in the aftermath of Katrina: Scale validation and implications for crisis communication. Paper presented at the 92nd annual meeting of the *National Communication Association*, San Antonio, TX.
- Lachlan, K. A., Blair, J. P., Skalski, P., Westerman, D., and Spence, P. R. (2006). Media coverage of the Cincinnati riots and implications for law enforcement public relations. Paper presented at the 92nd annual meeting of the *National Communication Association*, San Antonio, TX.
- Seeger, M., Spence, P. R., Sellnow, D. (2006). Crisis and emergency risk communication: Learning from success and failure. Paper presented at the 56th annual meeting of the *International Communication Association*, Dresden, Germany.
- Spence, P. R. (2006). Organizational ethical climate and whistle-blowing, A theoretical examination. Top Paper, Communication Theory Division, presented at the 75th annual meeting of the *Central States Communication Association*, Indianapolis, IN.
- Spence, P. R. (2006). The role of presence in risk and crisis communication, implications and directions. Paper presented at the 75th annual meeting of the *Central States Communication Association*, Indianapolis, IN.

- Spence, P. R., & Lachlan, K. A. (2006). Biological terrorism: Communicating risk and response. Paper presented at the 75th annual meeting of the *Central States Communication Association*, Indianapolis, IN.
- Spence, P. R. (2005). Exit, memory, and organizational learning. Paper presented at the 91st annual meeting of the *National Communication Association*, Boston, MA.
- Spence, P. R. (2005). Systems, organizing and predictability. Chaos theory and communication. Top Graduate Student Paper, Communication Theory Division, presented at the 74th annual meeting of the *Central States Communication Association*, Kansas City, MO.
- Spence, P. R., & Lachlan, K. A. (2005). Post crisis message design. Paper presented at the 74th annual meeting of the *Central States Communication Association*, Kansas City, MO.
- Gallaher, N., & Spence, P. R. (2005). Ethical issues and risk in the storage and communication of human subject data. Paper presented at the 109th annual meeting of the *Michigan Academy of Science, Arts, and Letters*, Ypsilanti, MI.
- Spence, P. R. (2004). Reconceptualizing the warning: A look at the role of whistle-blowing and dissent in pre-crisis events. Paper presented at the 90th annual meeting of the *National Communication Association*, Chicago, IL.
- Skalski, P., Westerman, D., & Spence, P. R. (2004). Presence, arousal, and the experience of frightening interactive media. Paper presented at the 14th annual *Mid Atlantic Popular and American Culture Conference*, Buffalo, NY.
- Spence, P. R., Westerman, D., & Skalski, P. (2004). Gender, age, and proximity effects on information seeking following the 9/11 attacks. Top Paper Graduate Division, presented at the 73rd annual meeting of the *Central States Communication Association*, Cleveland, OH.
- Spence, P. R. (2004). Documentaries as an enforcer of corporate ethics and social responsibility: Is there success? Paper presented at the 73rd annual meeting of the *Central States Communication Association*, Cleveland, OH.
- Spence, P. R., & Baker, C. R. (2004). Organizational communication: A look at representation. Paper presented at the 108th annual meeting of the *Michigan Academy of Science, Arts, and Letters*, Grand Rapids, MI.
- Spence, P. R. (2004). Commonalities during crisis, America and 9/11. Paper presented at the 4th annual *Y|X Conference*, Detroit MI.
- Spence, P. R. (2003). Public speaking and the discussion of hate crimes. Unit in Short Course 17, Teaching Diversity: A Focus on Hate Crimes, at the 89th annual meeting of the *National Communication Association*, Miami Beach, FL.
- Baker, C. R., & Spence, P. R. (2003). Organizational strategies to avert hate crimes and hostile environments. Unit in Short Course 17, Teaching diversity: A Focus on Hate Crimes, at the 89th annual meeting of the *National Communication Association*, Miami Beach, FL.

Editorial Service

Editor: *Communication Studies*

Editor: *Computers in Human Behavior*. Special Section on Human-Machine Communication, 2019.

Editor: *Computers in Human Behavior*. Special Section on Communication and the crisis lifecycle, 2016.

Editor: *The Northwest Journal of Communication*. Special Issue on crisis communication, 2010.

Associate Editor: *Journal of International Crisis and Risk Communication Research*, 2017- present.

Editorial Board: *Communication Studies*, 2016 – 2019.

Editorial Board: *Journal of International Crisis and Risk Communication Research*, 2017 – Present.

Editorial Board: *Electronic News*, 2012 – 2013.

Editorial Board: *Journal of Modern Applied Statistical Methods*, 2010 – 2014.

Editorial Board: *Journal of Applied Communication Research*, 2009 – 2012.

Ad Hoc reviewer: *Asian Journal of Communication*, *Assessment*, *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*, *Communication Research Reports*, *Communication Quarterly*, *Communication Studies*, *Communication Teacher*, *Communication Theory*, *Communication Yearbook*, *Computers in Human Behavior*, *Electronic News*, *Global Environmental Change*, *Government Information Quarterly*, *Health Communication*, *Health Promotion Practice*, *Homicide Studies*, *Health Security*, *Human Communication Research*, *Iowa Journal of Communication*, *Interdisciplinary Research on Terrorism and Political Violence*, *International Journal of Human-Computer Studies*, *International Journal of Information Management*, *International Journal of Mass Emergencies and Disasters*, *International Perspectives in Psychology*, *Research, Practice, Consultation*, *Journalism and Mass Communication Quarterly*, *Journal of Applied Communication Research*, *Journal of Broadcast and Electronic Media*, *Journal of Business Research*, *Journal of Contingencies and Crisis Management*, *Journal of Computer Mediated Communication*, *Journal of Communication Management*, *Journal of Communication*, *Journal of Emergency Management*, *Journal of International Crisis and Risk Communication*, *Journal of Nonprofit & Public Sector Marketing*, *Journal of Planning Literature*, *Kentucky Journal of Communication*, *Mass Communication & Society*, *Methodology: European Journal of Research Methods in Behavioral and Social Sciences*, *Mobile Media & Communication*, *Natural Hazards Review*, *New Media and Society*, *Public Health Reports*, *Risk Analysis*, *Science of the Total Environment*, *Telematics and Informatics*, *The Howard Journal of Communications*, *Weather, Climate and Society*, *Traumatology*.

Editorial Assistant: *Journal of Modern Applied Statistical Methods* (2002 - 2005).

Editorial Assistant: *Real data analysis* (2007). Sawilowsky, S. (Ed.). Charlotte: NC. IAP Press.

Honors and Awards

Top Paper, Public Relations Interest Group, *National Communication Association*, *Central States Communication Association*, Omaha NE. April 2019.

Top Panel, Organizational Communication Interest Group, *Central States Communication Association*, Omaha NE. April 2019.

Top Paper, Applied Communication Division, *National Communication Association*, Salt Lake City UT. November 2018.

Em Griffin Top Paper Award, Communication Theory Division, *Central States Communication Association*, Milwaukee, WI. April 2018.

Listed as one of the top 1% of published scholars in key journals in Communication between 2012 and 2016 (Communication Education, 2018).

Article of the Year Award. *Communication Studies*, 2016.

Top Paper, Public Relations Division, *Central States Communication Association*, Minneapolis, MN. March 2017.

Em Griffin Top Paper Award, Communication Theory Division, *Central States Communication Association*, Minneapolis, MN. March 2017.

Top Paper, Communication and the Future Division, *National Communication Association*, Philadelphia, PA. November 2016.

Top Paper, Communication and Technology Interest Group, *Eastern Communication Association*, Providence RI, April, 2014.

Weathington Award for Research, *University of Kentucky*, 2014, 2016.

Top Paper Panel, Communication Education Division, *Central States Communication Association*, Minneapolis, MN. April 2013.

Top Paper, Applied Communication Division, *National Communication Association*, Washington, DC. November 2013.

Top Paper, Public Relations Division, *National Communication Association*, Washington, DC. November 2013.

Top Paper Panel, Public Relations Division, *Central States Communication Association*, Kansas City, MO. April 2013.

Top Paper Panel, Applied Communication Division, *Eastern States Communication Association*, Arlington, VA. April 2011.

Top Paper, Media Studies Interest Group, *Central States Communication Association*, Milwaukee, WI. April 2011.

Top Paper, Communication and Technology Division, *National Communication Association*, San Francisco, CA. November 2010.

Top Paper Panel, Communication Theory Interest Group, *Central States Communication Association*, Cincinnati, OH. April 2010

Arts and Sciences Teaching and Research Award, *Western Michigan University*, 2009.

Top Scholar to Scholar Presentation, *National Communication Association*. Chicago, IL. November 2009.

Top Paper, African-American Communication & Culture Division, *National Communication Association*, San Diego, CA. November 2008.

Top Three Paper, Health Communication Interest Group, *Central States Communication Association*, Madison, WI. April 2008

Central States Communication Association, *Federation Prize*, April 2007.

Top Paper, Communication Theory Division, *Central States Communication Association*, Minneapolis, MN. April 2007.

Top Paper Panel, Applied Communication Division, *National Communication Association*, San Antonio, TX. November 2006.

Top Paper, Communication Theory Division, *Central States Communication Association*, Indianapolis, IN. April 2006.

Faculty of the Month, Department of Communication, *Western Kentucky University*, selected by the Communication Ambassadors, October 2005.

Top Student Paper, Communication Theory Division, *Central States Communication Association*, Kansas City, MO. April 2005.

Graduate School Dissertation Award, *Wayne State University*, 2005.

Department of Communication Graduate Research Award, *Wayne State University*, 2004.

Department of Communication Graduate Service Award, *Wayne State University*, 2004.

Top Paper, Graduate Division, *Central States Communication Association*, Cleveland, OH, March 2004.

Graduate-Professional Scholarship, *Wayne State University*, Fall 2003.