

Shannon Cruz, Ph. D.

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Education

Doctor of Philosophy, Communication 2016
Michigan State University, East Lansing, MI

Master of Arts, Communication 2015
Michigan State University, East Lansing, MI

Bachelor of Science, Environmental Biology/Zoology 2012
Michigan State University, East Lansing, MI

Bachelor of Arts, Communication 2012
Michigan State University, East Lansing, MI

Graduated with High Honor (top 6%)

Honors College graduate Member 2008 – 2012

Employment

Assistant Professor 2019 – present
Department of Communication Arts & Sciences, College of the Liberal Arts
Intercollege Graduate Degree Program in Ecology
Pennsylvania State University, University Park, PA

Co-appointment 2019 – present
Huck Institutes of the Life Sciences
Pennsylvania State University, University Park, PA

Visiting Assistant Professor 2016 – 2019
Speech Communication, College of Liberal Arts
Oregon State University, Corvallis, OR

Grant-Funded Research Experience

Cruz, S., & Keating, D. (Principal Investigators). *Leveraging communication science for pollinator conservation: Messaging strategies to promote protection of Pennsylvania's bees*. Subproject funded by the Pennsylvania Department of Agriculture as part of an Agriculture Resource Center in partnership with the PSU Center for Pollinator Research. \$18,268 for subproject; \$250,000 total.

(2022)

Cruz, S., & Grozinger, C. M. (Principal Investigators). *From attitude to action: Mapping the drivers of individuals' perceptions and practices related to bee conservation in Pennsylvania*. Funded by the Communication, Science, and Society Initiative, Pennsylvania State University. \$8690. (2020)

Cude, C., & Olson, R. (Principal Investigators). *Improving occupational health in Oregon: Turning data to action*. Funded by the National Institute for Occupational Safety and Health.
Oregon Fatality Assessment and Control Evaluation – Project Team Lead (2016 – 2019)

Kaminski, N. E. (Principal Investigator). *Environmental, microbial, and mammalian biomolecular responses to AhR ligands*. Funded by the Department of Health and Human Services, National Institutes of Health, National Institute of Environmental Health Sciences, Superfund Research Program.

Community Engagement Core Team Member (2014 – 2019)

Dearing, J. (Principal Investigator). *Project ECHO: Review and research agenda*. Funded by the Robert Wood Johnson Foundation. \$162,400.

Co-Investigator (2018)

Cruz, S. (Principal Investigator). *Lateral attitude change on environmental issues: Implications for the climate change debate*. Funded by a Dissertation Completion Fellowship from the Graduate School at Michigan State University. \$5000. (2016)

Lapinski, M. (Principal Investigator). *Improving hygienic and food preparation practices in child care centers*. Funded by the U.S. Department of Agriculture.

Team Member (2009 – 2012)

Ndiaye, K., & Silk, K. (Principal Investigators). *Nutrition communication between parents and children*. Funded by the Michigan Nutrition Network.

Team Member (2010)

Papers and Presentations

Publications (* = student-led papers):

Cruz, S. M., & Grozinger, C. M. (2023). Mapping student understanding of bees: Implications for pollinator conservation. *Conservation Science & Practice*, 5(3), e12902.
<https://doi.org/10.1111/csp2.12902>

Dillard, J. P., **Cruz, S. M.**, & Shen, L. (2023). Spillover effects of anti-sugar-sweetened beverage messages: From individual consumption decisions to policy preferences. *Social Science & Medicine*, 320, 115693. <https://doi.org/10.1016/j.socscimed.2023.115693>

- Cruz, S. M., & High, A. C.** (2022). Psychometric properties of the climate change anxiety scale. *Journal of Environmental Psychology, 84*, 101905. <https://doi.org/10.1016/j.jenvp.2022.101905>
- Shen, L., Dillard, J. P., Tian, X., **Cruz, S. M.**, & Smith, R. (2022). Fatiguing an already stressed audience: The role of message fatigue in a campus Covid-19 safety behaviors campaign. *American Behavioral Scientist*. Advance online publication. <https://doi.org/10.1177/00027642221124668>
- Cruz, S. M.**, & Hesse, C. (2022). Relational communication as a tool for environmental nonprofits. *Communication Studies, 73*, 458-475. <https://doi.org/10.1080/10510974.2022.2112249>
- Dillard, J. P., Tian, X., **Cruz, S. M.**, Smith, R. A., & Shen, L. (2021). Persuasive messages, reactance, and social norms: A study of masking behavior during a COVID-19 campus health campaign. *Health Communication*. <https://doi.org/10.1080/10410236.2021.2007579>
- Carpenter, C. J., & **Cruz, S. M.** (2021). Promoting climate change abatement policies in the face of motivated reasoning: Ego-involvement, oneness, and attitude generalization. *International Journal of Communication, 15*, 4525-4545. <https://ijoc.org/index.php/ijoc/article/view/17415/3578>
- Cruz, S. M.**, & Manata, B. (2020). Measurement of environmental concern: A review and analysis. *Frontiers in Psychology, 11*, 363. <https://doi.org/10.3389/fpsyg.2020.00363>
- Cruz, S. M.** (2019). Themes across new directions in community engagement. *International Journal of Environmental Research and Public Health, 16*(19), 3724. <https://doi.org/10.3390/ijerph16193724>
- Cox, J. G., Chung, M., Hamm, J., Zwickle, A., **Cruz, S. M.**, & Dearing, J. (2019). Working with institutional stakeholders: Propositions for alternative approaches to community engagement. *International Journal of Environmental Research and Public Health, 16*(20), 4010 <https://doi.org/10.3390/ijerph16204010>
- Zwickle, A., Cox, J. G., Zhuang, J., Hamm, J. A., Upham, B. L., Chung, M., **Cruz, S.**, & Dearing, J. W. (2019). The effect of dioxin contamination and remediation on property values. *International Journal of Environmental Research and Public Health, 16*(20), 3900. <https://doi.org/10.3390/ijerph16203900>
- Cruz, S. M.** (2019). Lateral attitude change on environmental issues: Implications for the climate change debate. *Climatic Change, 156*, 151-169. <https://doi.org/10.1007/s10584-019-02474-x>
- Hamm, J. A., Cox, J., Zwickle, A., Zhuang, J., **Cruz, S.**, Upham, B. L., & Dearing, J. (2019). Trust in whom? Organizations, risk perception, and fish consumption on a dioxin contaminated river. *Journal of Risk Research, 22*, 1624-1637. <https://doi.org/10.1080/13669877.2018.1501599>

- Cruz, S. M.** (2017). The relationships of political ideology and party affiliation with environmental concern: A meta-analysis. *Journal of Environmental Psychology, 53*, 81-91. <https://doi.org/10.1016/j.jenvp.2017.06.010>
- Zhuang, J., Cox, J., **Cruz, S.**, Dearing, J., Hamm, J., & Upham, B. (2016). Environmental stigma: Resident responses to living in a contaminated area. *American Behavioral Scientist, 60*, 1322-1341. <https://doi.org/10.1177/0002764216657381>
- Boster, F. J., **Cruz, S.**, Manata, B., DeAngelis, B. N., & Zhuang, J. (2016). A meta-analytic review of the impact of guilt on compliance. *Social Influence, 11*, 54-67. <https://doi.org/10.1080/15534510.2016.1142892>
- Kashian, N., **Cruz, S.**, Jang, J.-W., & Silk, K. J. (2015). Evaluation of an instructional activity to reduce plagiarism in the communication classroom. *Journal of Academic Ethics, 13*, 239-258. <https://doi.org/10.1007/s10805-015-9238-2>
- Lapinski, M., Anderson, J., **Cruz, S.**, & Lapine, P. (2015). Social networks and the communication of norms about prenatal care in rural Mexico. *Journal of Health Communication, 20*, 112-120. <https://doi.org/10.1080/10810730.2014.914605>

White papers and minor publications:

- Cruz, S. M.**, Swim, J. K., & Aviste, R. (in progress). Attitudes, values, and worldviews. In Walker, I. (Ed.), *Handbook of environmental psychology*. Cheltenham, UK: Edward Elgar Publishing.
- Cruz, S.**, Dillard, J., Shen, L., Smith, R., & Tian, X. (2021). *Tracking exposure and effects of the Penn State Mask Up or Pack Up campaign*. University Park, PA: Pennsylvania State University. Paper developed for MUPU campaign leaders.
- Dearing, J. W., **Cruz, S.**, Kee, K. F., Rahm, A. K., & Larson, R. S. (2018). *Project ECHO: Review and research agenda*. East Lansing, MI: Diffusion Associates. Paper commissioned by the Robert Wood Johnson Foundation.
- Cruz, S.**, & Lapinski, M. (2014). Research in environmental health. In T. L. Thompson (Ed.), *SAGE encyclopedia of health communication* (pp. 419-420). Thousand Oaks, CA: Sage. <https://doi.org/10.4135/9781483346427.n161>

Paper presentations:

- *Bishop, R. E., **Cruz, S. M.**, Sweeney, K. A., & High, A. C. (2023). *Support as influence: Exploring (inter)personal risks associated with seeking support*. Manuscript presented at the 73rd Annual Conference of the International Communication Association, Toronto, CA.

- Carpenter, C. J., **Cruz, S. M.**, & Reynolds, R. (2023). *Expansion and exploration of the superdiffuser model with agent-based modeling*. Manuscript presented at the 73rd Annual Conference of the International Communication Association, Toronto, CA.
- Dillard, J. P., **Cruz, S. M.**, & Shen, L. (2023). *Spillover effects of anti-sugar-sweetened beverage messages: From individual consumption decisions to policy preferences*. Manuscript presented at the 73rd Annual Conference of the International Communication Association, Toronto, CA.
- Cruz, S. M.**, Keating, D. M., & Grozinger, C. M. (2022). *Examining the causal attitude network (CAN) model and probabilistic persuasion theory as novel methods of message topic selection*. Paper presented at the 108th Annual Convention of the National Communication Association, New Orleans, LA. Presenter.
- Shen, L., Dillard, J. P., Tian, X., **Cruz, S. M.**, & Smith, R. (2022). *The role of fatigue in a campus COVID-19 safety behaviors campaign*. Paper presented at the 108th Annual Convention of the National Communication Association, New Orleans, LA.
- Cruz, S. M.**, Zhu, X., Smith, R., Shen, L., Tian, X., & Dillard, J. (2022). *Different politics, different realities? The structure of partisan sensemaking about COVID-19*. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France. Presenter.
- Dillard, J. P., Tian, X., **Cruz, S. M.**, Smith, R. A., & Shen, L. (2022). *Persuasive messages, reactance, and social norms: A study of masking behavior during a COVID-19 campus health campaign*. Paper presented at the 72nd Annual Conference of the International Communication Association, Paris, France.
- Cruz, S. M.**, & Carpenter, C. J. (2021). *The roles of identity-based and belief-based motivated reasoning in persuasion on climate change policy*. Paper presented at the 71st Annual Conference of the International Communication Association (online). Presenter.
- Carpenter, C. J., & **Cruz, S. M.** (2021). *Promoting climate change abatement policies in the face of motivated reasoning: Ego-involvement, oneness, and attitude generalization*. Paper presented at the 71st Annual Conference of the International Communication Association (online).
- Cruz, S. M.**, & Hesse, C. (2020). *The role of relational communication in nonprofit collaboration*. Paper presented at the 70th Annual Conference of the International Communication Association, Gold Coast, Australia (online). Presenter.
- Cruz, S. M.**, & Boster, F. J. (2019). *An agent-based model of the dynamic theory of reasoned action*. Paper presented at the 105th Annual Convention of the National Communication Association, Baltimore, MD. Presenter. **Top Paper, Communication and Social Cognition Division.**

- Hamm, J. A., Cox, J., Zwickle, A., Zhuang, J., **Cruz, S.**, Upham, B. L., & Dearing, J. (2018). *Trust in whom? Organizations, risk perception, and fish consumption on a dioxin contaminated river*. Paper presented at the 104th Annual Convention of the National Communication Association, Salt Lake City, UT.
- Hamm, J. A., Chung, M., Cox, J., **Cruz, S.**, Upham, B. L., Zhuang, J., Zwickle, A., & Dearing, J. (2018). *A research-focused program of community engagement regarding environmental contamination*. Paper presented at the Society for Community Research and Action's International Conference on Community Psychology (hosted by the 7a Conferencia Internacional de Psicología Comunitaria Chile), Santiago, Chile.
- Cox, J., **Cruz, S.**, Hamm, J., Upham, B., Zhuang, J., Zwickle, A., & Dearing, J. (2017). *Trust, risk perception, and fish consumption on a dioxin contaminated river: A Michigan inquiry*. Paper presented at the International Symposium on Society and Resource Management, Umeå, Sweden.
- Zhuang, J., Hamm, J., **Cruz, S.**, Cox, J., & Dearing, J. W. (2015). *Dealing with environmental stigma in Midland, Michigan: Community responses*. Paper presented at the 101st Annual Convention of the National Communication Association, Las Vegas, NV.
- Cruz, S.**, & Manata, B. (2015). *Environmental concern: A comprehensive assessment of extant measures*. Paper presented at the 2015 Conference on Communication and the Environment, Boulder, CO. Presenter.
- Cruz, S.** (2015). *Anger, goals, and compliance-gaining: An exploration of the rebuffer phenomenon*. Paper presented at the 65th Annual Conference of the International Communication Association, San Jose, PR. Presenter.
- Kashian, N., **Cruz, S.**, Jang, J.-W., & Silk, K. (2014). *Evaluation of an instructional activity to reduce plagiarism in the communication classroom*. Paper presented at the 100th Annual Convention of the National Communication Association, Chicago, IL. Presenter. **Top Five Paper, Scholarship of Teaching and Learning Division.**
- Boster, F. J., DeAngelis, B. N., Clare, D. D., **Cruz, S.**, & Shaw, A. (2014). *Effects of a message in the dynamic theory of reasoned action*. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA. Presenter.
- Boster, F. J., DeAngelis, B. N., **Cruz, S.**, Zhuang, J., Manata, B., & Clare, D. D. (2013). *A meta-analytic review of the impact of guilt on compliance*. Paper presented at the 99th Annual Convention of the National Communication Association, Washington, D. C.
- Lapinski, M., Anderson, J., **Cruz, S.**, & LaPine, P. (2012). *Lacking COMMunity: Social networks and the communication of norms about prenatal care in rural Mexico*. Paper presented at the 98th Annual Convention of the National Communication Association, Orlando, FL.

Poster presentations:

Zwickle, A., Cox, J. G., Zhuang, J., Hamm, J. A., Upham, B. L., Chung, M., **Cruz, S.**, & Dearing, J. W. (2018). *The effect of dioxin contamination and remediation on property values*. Poster presented at the Annual Meeting of the Superfund Research Program, Sacramento, CA.

Walker, G., & **Cruz, S.** (2018). *Human dimensions and implementing climate change policy: The Paris Agreement, universities, and building capacity for action*. Poster presented at the 104th Annual Convention of the National Communication Association, Salt Lake City, UT.

Cruz, S. (2016). *A meta-analysis of the effect of political variables on environmental concern*. Poster presented at the 66th Annual Conference of the International Communication Association, Fukuoka, Japan. Presenter. **Top Student Paper, Environmental Communication Division.**

Hamm, J., Upham, B., Zhuang, J., Cox, J., **Cruz, S.**, & Dearing, J. (2015). *Michigan State University community engagement core*. Poster presented at the Annual Meeting of the Superfund Research Program, San Jose, PR.

Upham, B., Dearing, J. W., Zhuang, J., Cox, J., **Cruz, S.**, Hashsham, S. (2014). *Research translation and community engagement at Michigan State University: An evolving partnership with a dioxin contaminated community*. Poster presented at the Annual Meeting of the Superfund Research Program, San Jose, CA.

Zhuang, J., Cox, J., **Cruz, S.**, Darnton, J., Upham, B., & Dearing, J. W. (2014). *How do numerical literacy, popular people, and stigma affect community disengagement and decision making?* Poster presented at the Annual Meeting of the Superfund Research Program, San Jose, CA.

Invited talks:

Cruz, S. (2023, February). *Bridging the political divide on environmental issues: Insights from attitude structure*. Department of Communication Arts & Sciences Colloquium, Pennsylvania State University, University Park, PA.

Cruz, S. (2022, October). *Bridging the political divide on environmental issues: Classical approaches and new directions*. Social Area Brownbag Series, Department of Psychology, Pennsylvania State University, University Park, PA.

Cruz, S. (2021, November). *Student understanding of bees: A semantic network analysis*. 2021 Center for Pollinator Research Symposium, State College, PA.

Cruz, S. (2021, March). *Applying communication science to build support for biodiversity conservation*. Symposium: Mainstreaming Biodiversity in the Decade of Action, Sustainability Institute, Pennsylvania State University, University Park, PA.

Cruz, S. (2019, November). *Trust in whom? Dioxin, organizations, risk perception, and fish consumption in Michigan's Saginaw Bay Watershed*. NCA @ OSU Panel, Oregon State University, Corvallis, OR.

Cruz, S. (2019, September). *From micro to macro: Expanding our thinking about climate change communication*. Department of Communication Arts & Sciences Colloquium, Pennsylvania State University, University Park, PA.

Cruz, S. (2017, October). *The politics of environmental attitudes: Synthesis and new directions*. Speech Communication Colloquium, Oregon State University, Corvallis, OR.

Teaching Experience

Undergraduate courses:

At Penn State:

CAS 304. Quantitative Methods for Communication Research (25 students) 2019

CAS 450W. Group Communication Theory and Research (25 students) 2020

Other:

Introduction to Communication Theory, Introduction to Organizational Communication, Communication Research Methods, Risk and Environmental Communication, Small-Group Problem Solving, Small-Group Communication Theory and Research

Graduate courses:

At Penn State:

CAS 597. Special Topics: Agent-Based Modeling 2023

CAS 597. Special Topics: Risk Communication 2021

CAS 597. Special Topics: Communication and the Life Sciences (11 students) 2020

Development of this course was funded by the National Institutes of Health as a Supplement to the Computation, Bioinformatics, and Statistics (CBIOS) Training Program (Makova, K. D., Principal Investigator). \$80,000.

Guest Lecture, ECLGY 515. Advances in Ecology 2022

Topic: Conservation & Communication Science

Other:

Communication Research Methods, Risk and Environmental Communication, Small-Group Communication Theory and Research

Service and Other Experience

Service to the Department of Communication Arts & Sciences:

Graduate Committee

2019 – present

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| Future Faculty Committee | 2020 – 2021 |
| <i>Service to the Intercollege Graduate Degree Program in Ecology:</i> Qualifying Exam Committee | 2023 |
| <i>Service to the University:</i> Research Subcommittee Member College of the Liberal Arts Sustainability Council | 2020 – present |
| Workshop Co-Organizer Ecology and Evolution of Infectious Diseases 2023: Celebrating Successes and Challenging Conventions <i>Funded by the NSF (Ferrari, M., Principal Investigator; & Cruz, S. Co-Investigator). \$67,380.</i> | 2023 |
| Organizing Committee Member 2021 Symposium of the Sustainability Institute Theme: “Mainstreaming Biodiversity in the Decade of Action” | 2020 – 2021 |
| <i>Service to the Discipline:</i> Editorial Board, <i>Communication Research Reports</i> | 2023 – present |
| Ad-hoc Reviewer <i>Communication Research, Journal of Social Psychology, Economics & Politics, Substance Use and Misuse, Environmental Politics, Ambio, Science Communication, Human Communication Research, Communication Reports, Journal of Applied Communication, Communication Monographs, Communication Research Reports, Climatic Change, Journal of Environmental Psychology, Journal of Risk Research, Self and Identity, Social Problems, Health Affairs, Review of Policy Research</i> National Communication Association: Environmental Division, Communication and Social Cognition Division International Communication Association: Environmental Division, Interpersonal Division, Health Communication Division | |
| Coordinator 2015 Organizational Communication Mini-Conference <i>Michigan State University, East Lansing, MI</i> | 2015 |
| Facilitator Innovations in Collaborative Modeling Conference <i>Michigan State University, East Lansing, MI</i> | 2015 |
| Organizing Committee Member Environmental Science and Policy Program’s Second Annual Symposium: Environmental Risk and Decision Making <i>Michigan State University, East Lansing, MI</i> | 2014 |

Honors and Awards

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| Top Paper, Communication and Social Cognition Division (\$127.50) National Communication Association | 2019 |
| Graduate Office Fellowship (\$750) | 2016 |
| Top Student Paper, Environmental Communication Division (\$225) International Communication Association | 2016 |
| Graduate School Travel Fellowship (\$350) | 2016 |
| Dissertation Completion Fellowship (\$6000) | 2016 |
| Graduate Teaching & Research Assistantship | 2012 – 2015 |
| Top Five Paper, Scholarship of Teaching and Learning Division National Communication Association | 2014 |
| Networking Fellowship (\$3000) Environmental Science and Policy Program's Second Annual Symposium: Environmental Risk and Decision Making | 2014 |
| Rasmussen Doctoral Fellowship (\$5000) | 2012 |
| Legacy Scholars Award (\$1000 per year) | 2008 – 2012 |
| Honors College Non-Resident Tuition Grant (approx. \$18,450 per year) | 2008 – 2012 |
| Professorial Assistantship (\$2000-2500 per year) | 2008 – 2010 |
| Wisconsin Alumni Scholarship (\$1500) | 2008 |