

Shannon Cruz, Ph. D.

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**Education**

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**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

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**Employment**

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**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

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**Grant-Funded Research Experience**

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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.

(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**

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#### *Publications:*

**Cruz, S. M., & Manata, B.** (2020). Measurement of environmental concern: A review and analysis. *Frontiers in Psychology, 11*, 363. doi: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. doi: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 doi: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. doi:10.3390/ijerph16203900

**Cruz, S. M.** (2019). Lateral attitude change on environmental issues: Implications for the climate change debate. *Climatic Change, 156*, 151-169. doi: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. doi: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. doi: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. doi: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. doi: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. doi: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. doi:10.1080/10810730.2014.914605
- Cruz, S.**, & Lapinski, M. (2014). Research in environmental health. In T. L. Thompson (Ed.), *SAGE encyclopedia of health communication*. Thousand Oaks, CA: Sage. doi:10.4135/9781483346427.n161

*Papers under review:*

- Cruz, S. M.**, & Hesse, C. (Under review). The role of relational communication in nonprofit collaboration. Manuscript under review at *Journal of Communication*.

*Paper presentations:*

- Cruz, S. M.**, & Hesse, C. (2020). *The role of relational communication in nonprofit collaboration*. Paper accepted for presentation at the 70<sup>th</sup> Annual Conference of the International Communication Association, Gold Coast, Australia.
- Cruz, S. M.**, & Boster, F. J. (2019). *An agent-based model of the dynamic theory of reasoned action*. Paper presented at the 105<sup>th</sup> 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 104<sup>th</sup> 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 101<sup>st</sup> 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 rebuff phenomenon*. Paper presented at the 65<sup>th</sup> 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 100<sup>th</sup> 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 64<sup>th</sup> 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 99<sup>th</sup> 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 98<sup>th</sup> 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 104<sup>th</sup> 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 66<sup>th</sup> 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.

*White papers:*

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.

*Invited talks:*

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, State College, PA.

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

### Teaching Experience

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#### *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: Communication and the Life Sciences	2020
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*Development of this course was funded by the National Institute of Health as a Supplement to the Computation, Bioinformatics, and Statistics (CBIOS) Training Program (Makova, K. D., Principal Investigator). \$80,000.*

##### Other:

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

### Service and Other Experience

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#### *Service to the Department of Communication Arts & Sciences:*

Graduate Committee, Department of Communication Arts & Sciences	2019 – present
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#### *Service to the university:*

Organizing Committee Member	2020 – present
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2020 Symposium of the Sustainability Institute  
Theme: Biodiversity

*Service to the discipline:*

Ad-hoc Reviewer

*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*

National Communication Association: Environmental Division, Communication and Social Cognition Division

International Communication Association: Environmental Division, Interpersonal Division

Coordinator 2015

2015 Organizational Communication Mini-Conference

*Michigan State University, East Lansing, MI*

Facilitator 2015

Innovations in Collaborative Modeling Conference

*Michigan State University, East Lansing, MI*

Organizing Committee Member 2014

Environmental Science and Policy Program's Second Annual Symposium:

Environmental Risk and Decision Making

*Michigan State University, East Lansing, MI*

**Honors and Awards**

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Top Paper, Communication and Social Cognition Division (\$127.50) 2019

National Communication Association

Graduate Office Fellowship (\$750) 2016

Top Student Paper, Environmental Communication Division (\$225) 2016

International Communication Association

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 2014

National Communication Association

Networking Fellowship (\$3000) 2014

Environmental Science and Policy Program's Second Annual Symposium:

Environmental Risk and Decision Making

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