

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., & 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.

(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:

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

White papers and minor publications:

- 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 leadership.
- 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. doi:10.4135/9781483346427.n161

Paper presentations:

- Cruz, S. M., & Carpenter, C. J.** (2021). *The roles of identity-based and belief-based motivated reasoning in persuasion on climate change policy*. Paper accepted for presentation 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 accepted for presentation 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 rebuff 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. (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: Risk Communication	2021
CAS 597. Special Topics: Communication and the Life Sciences (11 students)	2020

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

Service to the Department of Communication Arts & Sciences:

Future Faculty Committee 2020 – present
Graduate Committee 2019 – present

Service to the university:

Research Subcommittee Member 2020 – present
College of the Liberal Arts Sustainability Council

Organizing Committee Member 2020 – present
2021 Symposium of the Sustainability Institute
Theme: “Mainstreaming Biodiversity in the Decade of Action”

Service to the discipline:

Ad-hoc Reviewer

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
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

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