

Carl A. Ciccarelli
Ph.D. Candidate in Mass Communication
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Statement of Research Interests

I study legacy and social media effects in a number of contexts, including health communication as well as the strategic communication functions of public relations, brand marketing, and advertising in for-profit and non-profit sectors. I am interested in theoretically driven research and research methodologies. I have designed experiments and surveys, conducted content analyses, and employed a broad variety of statistical and qualitative methods in my work.

Professional Experience

Lecturer – School of Journalism and Strategic Communication **Fall 2019-Spring 2020**
Ball State University
Taught eight courses, 2019-2020 academic year
♦ Public Relations and Advertising Committee on Curriculum Mapping; **Committee Member**,
School of Journalism and Strategic Communication (2019-2020)

Education

Doctor of Philosophy in Mass Communication **Expected May 2023**
University of South Carolina - School of Journalism and Mass Communication

My dissertation applies the Theory of Planned Behavior (TPB) model to assess user intentions and future behavioral adoption trends regarding vaping. The study employs visual communication elements paired with text (for manipulation of the proposed gain/loss message framing effect) across conditions within a 2 X 2 between-subjects factorial experiment design. Feelings of empathy regarding potential health consequences of vaping, elicited by visual stimuli, are proposed as a moderator. The results will aid in the design of more effective health messages about vaping.

Advisor: Professor Robert McKeever; **Committee Members:** Professor Jungmi Jun; Professor Taylor Wen.

Master of Arts in Public Relations **May 2019**
Ball State University (Magna Cum Laude)
Advisor: Dr. YoungAh Lee

This study tested the Situational Crisis Communication Theory (SCCT) by analyzing the impact of each chosen crisis response on the organization's reputation and responsibility for the crisis event, as perceived by consumers. The results presented a clear strategy to protect future reputational capital for each category of crisis.

Bachelor of Science in Communication Studies – minor in English **December 2016**
The College at Brockport – State University of New York, Advisor: Dr. Monica Brasted

Book Publication

Ciccarelli, C. A. (2021). *Branding: Generating Value that Resonates & Tracking R.O.I.* Kendall Hunt Publishing Company. ISBN # 978-1-7924-4752-5, p. 1-104.

Peer-Reviewed Articles

Lee, Y., Huang, K. T., Blom, R., Schriener, R., & **Ciccarelli, C. A.** (2021). To Believe or Not to Believe: Framing Analysis of Content and Audience Response of Top 10 Deepfake Videos on YouTube. *Cyberpsychology, Behavior, and Social Networking*, p. 1-6.

Ciccarelli, C. A., & Davis, D. (2018, March). The Outsiders: The University of Virginia Under a Microscope: An Analysis of Crisis Responses Surrounding the Charlottesville Protests. In the 21st International Public Relations Research Conference – official proceedings (2018), p. 91-100.

Peer-Reviewed Conference Papers

Ciccarelli, C. A. (2022). *Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control.* Paper accepted for presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, AEJMC 2022 (Detroit, MI) *Moeller Top Student Paper Award 3rd place in the Mass Communication & Society Division.

Ciccarelli, C. A., & Blom, R. (2022). *Expectation violations and crisis communication: Contingency theory in the context of media priming and memory accessibility.* Paper accepted for presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, AEJMC 2022 (Detroit, MI) in the Public Relations Research Division.

Jun, J., Kim, K.J., Overton, H., Robertson, B., **Ciccarelli, C. A.**, and Bahalla, N. (2022). *Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions.* Paper accepted for presentation at the 72nd annual meeting of the International Communication Association (ICA) Conference, One World One Network (Paris, France). Media, Risk and Crisis Communication Session.

Ciccarelli, C. A. (2021). *A Critical Qualitative Analysis of Response Framing of the COVID-19 Pandemic Across Higher Education.* Paper accepted and presented at the annual meeting of the Association for Education in Journalism and Mass Communications, AEJMC 2021 (virtual conference) presented in the Graduate Student Interest Group (GSIG) division, Topic 1 – Pandemic Coping and Expressing Emotions.

Ciccarelli, C. A. (2021). *Psychological distance and expectancy violations in crisis communication perceptions*. Paper accepted for presentation at the 24th annual meeting of the International Public Relations Research Conference (IPRRC – Orlando, FL).

Ciccarelli, C. A. (2019). *Exploring the Role of Crisis Type, Integrity, & Degree of Innovation in Crisis Response Messaging on Consumer Perceptions of Organizational Authenticity and Crisis Responsibility*. Paper accepted for presentation at the 22nd annual meeting of the International Public Relations Research Conference (IPRRC – Orlando, FL).

Awards & Honors

Ciccarelli, C. A. (2022). Predicting potential adoption of risky vaping behaviors among college students using the variables of framing and perceived behavioral control. - **AEJMC 2022 (Detroit, MI) Recipient of the Moeller Top Student Paper Award 3rd place in the Mass Communication & Society Division.**

Competitively Selected for (2022): JMCQ – JMCQ Publication Process & Peer Reviewer Training Program – **Recipient**

Empathy and the Health Belief Model in the Context of COVID-19. – **Recipient of the Association for Education in Mass Communication (AEJMC) 2021 Inaugural Collaborative Scholars Grant.**

Paul Allen Bennett Memorial Scholarship, Ball State University Department of Journalism. – **Recipient (2018-2019)**

Represented Ball State University Master's Program in Public Relations at the 2017 Public Relations Society of America (PRSA) Annual Conference, Boston, MA. - **Presenter/Attendee**

Grant-Funded Research

McKeever, R., Kim, K.J., Jun, J., **Ciccarelli, C. A.**, Robertson, B., Noland, C., Bhalla, N. (2022). "Fostering improved shared/informed decision-making among patients, caregivers, and providers as related to colorectal cancer screening." Funded through the **Colorectal Cancer Prevention Network at the University of South Carolina (CCPN).**

Ciccarelli, C. A., McKeever, B.W., & McKeever, R. (2021). "Empathy and the Health Belief Model in the Context of COVID-19." – **Association for Education in Journalism and Mass Communication (AEJMC) 2021 Inaugural Collaborative Scholars Grant.**

Research Manuscripts Under Review

Ciccarelli, C. A. (2022). Predicting Potential Adoption of Risky Vaping Behaviors Among College Students Using the Variables of Framing and Perceived Behavioral Control. (UNDER REVIEW).

Zain, A., & **Ciccarelli, C. A.** (2022). Political Partisanship and Belief in Misinformation: Operationalizing Theory of Planned Behavior to Predict Intentions to Quit Social Media. (UNDER REVIEW).

Jun, J., Kim, K.J., Overton, H., Robertson, B., **Ciccarelli, C. A.**, and Bahalla, N. (2022). Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions. (UNDER REVIEW).

Ciccarelli, C. A. (2021). A comprehensive textual analysis of COVID-19 response statements and dashboards from public universities: Large-scale tone, pattern, and thematic takeaways to move the focus of higher education responses forward. (UNDER REVIEW).

Ciccarelli, C. A. (2021). Testing the casual linkages of advertisement frequency, social pressure, expectancies, and information-seeking behaviors as predictors of an individual's perceived self-efficacy for engaging in smoking risk behaviors. (UNDER REVIEW).

National Academic Service

(2022): AEJMC Annual Conference (Detroit, MI). ComSHER division member, top student paper session – **Moderator**

Public Relations Society of America Young Professionals Section, **Programming Co-Chair** (2019-2021)

Peer reviewer

(2019): American Behavioral Scientist (ABS), Special Issue Call.

(2021): Arthur W. Page Society - Johnson Legacy Scholarship Grant Competition Proposals.

(2021): Arthur W. Page Society – Page Center Grants for Corporate Social Advocacy Research.

(2021): AEJMC Annual Conference (Virtual), ComSHER division member.

(2021-2022): 72nd Annual International Communication Association Conference (ICA), Communication Science, and Biology Division.

(2022): AEJMC Annual Conference (Detroit, MI). ComSHER division member.

University of South Carolina Professional Workshops in the College Teaching: Center for Teaching Excellence (CTE):

◆ *Developing Your Syllabus Part 1 – Review, Revise, Realign, 03/15/2022.*

- ◆ *Polysynchronous Instruction – What You Need to Know and Tips for How to Make Your Teaching More Engaging, 03/15/2022.*
- ◆ *12th Annual Oktoberbest: Symposium on Teaching and Best Practices, 10/22/2021.*
- ◆ *Introduction to Online Teaching, 03/24/2021.*
- ◆ *Entering Mentoring: Assessing Understanding, 02/17/2021.*
- ◆ *Using 360 Degree Video in Online Courses, 01/29/2021.*
- ◆ *Entering Mentoring – Maintaining Effective Communication, 01/20/2021.*
- ◆ *Entering Mentoring – Introduction to Mentor Training, 01/13/2021.*

Memberships, Association Affiliations, & Interest Groups

AEJMC Graduate Student Interest Group - **Member** (January 2021-Present)
AEJMC Mass Communication & Society Division- **Member** (January 2021-Present)
AEJMC ComSHER Division – **Member** (January 2021-Present)
ICA Communication Science and Biology Division - **Member** (2021- Present)
Public Relations Society of America – **PRSA Associate Member** (November 2018-Current)

University Teaching Experience

Ball State University, School of Journalism and Strategic Communication:

Fall 2019 Courses:

Introduction to Media and Society (JOUR 101, sections 3,4,5)

Branding for Advertising and Public Relations (JOUR 355)

Spring 2020 Courses:

Introduction to Media and Society (JOUR 101, sections 3,4)

Journalistic Storytelling (NEWS 105)

Branding for Advertising and Public Relations (JOUR 355)

University of South Carolina, School of Journalism and Mass Communications:

Fall 2021 Courses:

Principles of Public Relations (JOUR 201)

Spring 2022 Courses:

Mass Communications Capstone Portfolio (JOUR 515)

Fall 2022 Courses:

Mass Communications Research Methods (JOUR 332)

*Note: Teaching portfolio available upon request to include all student course evaluation data faculty peer-review evaluations and supervisor performance review documents.

Teaching Interests

Communication Theory
Strategic Communication
Health Communication
Organizational Communication

Quantitative Research Methods
Branding for Public Relations/Advertising
Communication Power Structures & Persuasion in Society
Crisis Communication/Public Relations Management

Research Interests

Health Communication	Mediated portrayals of health risk behaviors
Media influence on social determinants of health	Impact of Gain/Loss Framed Message
Crisis Communication/Reputation Management	Motivated Cognition & Self-Efficacy
Media effects - (agenda-setting, framing, priming) influence on social behaviors	

Software & Research Design Proficiencies

Highly proficient: SPSS, Qualtrics, Amazon Mechanical Turk, iMotions eye tracking technology, iMotions facial expression software, Tobii pro Galvanic Skin Response (GSR) software, experiment research design, biometric research design, survey research design.

Basic proficiency: SAS, NVivo, MATLAB, Brandwatch, R software.

Professional Certifications

Advanced Google Analytics Certified, Google, (March, 2018)

IBM Watson Analytics 101 Certified, IBM Cognitive Class, (April, 2018)

Banjo Certified, Banjo, (April, 2018)

CITI Fully Certified (2021– 2024)

CITI – Social and Behavioral Researchers (03/2021 – 2024)

CITI – GCP – Social and Behavioral Best Practices for Clinical Research (03/2021 – 2024)

CITI – Social-Behavioral Human Subjects (03/2021 – 2024)

CITI – Social Media and Research Recruiting (03/2021 – 2024)

CITI – IRB Member 101 (03/2021)

CITI – COVID-19 Insights for Higher Ed Leaders (03/2021)

CITI – Participating in Vaccine Research (03/2021)

CITI – What You Need to Know About COVID-19 Vaccine (03/2021)

IRB Certified - University of South Carolina (Current)

References

- ◆ Dr. Mary Anne Fitzpatrick (University of South Carolina)
Educational Foundation Distinguished Professor, SJMC Director of Graduate Studies
Relationship: Supervisor, graduate professor, program director, and mentor.
- ◆ Dr. Robert McKeever (University of South Carolina)
Interim Associate Dean for Research, Associate Professor
Relationship: Doctoral advisor, dissertation committee chair, graduate professor, research supervisor and collaborator.
- ◆ Dr. Johnny V. Sparks (Ball State University)
Director of School of Journalism and Strategic Communication, Associate Professor of Journalism
Relationship: Direct supervisor, served on committee that interviewed and hired as lecturer, supervised as graduate assistant as well.