

KRISTEN LANDREVILLE, PH.D.

SOCIAL SCIENTIST COMMUNICATION EXPERT

352-262-5181

krisland@gmail.com

Fuquay-Varina, NC

klandreville.com

PROFILE SUMMARY

Applied social scientific theories to examine attitudes and behaviors in science, the environment, risk perceptions, health, and politics

Employed quantitative research methods (surveys, experiments, content analysis)

Well-versed in concept explication and operationalization, measurement, questionnaire design, sampling strategies, responsive survey designs, validity and reliability assessment, and writing peer-reviewed research

Used qualitative research methods (focus groups, scenario workshops, interviewing); Designed research using co-production of knowledge

Analyzed research using advanced statistics and qualitative analytical methods

Led multidisciplinary teams on socio-environmental research, including NSF grants

Published research in top communication journals

Created and supervised content development of marketing messages

Designed curriculum and instructed multimedia/multichannel production (photography, web writing, digital audio, social media, video, infographics) and strategic messaging to undergraduate and graduate students

EXPERIENCE

Associate Professor of Communication & Journalism

August 2010 – Current | Tenured in 2016

Designed and executed studies with quantitative and qualitative methods

- Published 21 peer-reviewed journal articles and 5 refereed book chapters
 - Investigated attitudinal and behavioral effects of various media (news, partisan news, satire, social media, documentaries, film)
 - Examined interpersonal communication of uncertainty and media
 - Researched impacts of emotion and partisanship on attitudes and behaviors
 - Explored politicians' use of communication and media
- Led 27 M.A. student theses
 - Mentored graduate students through idea development, review of literature, justification of research questions, development of method, analyses of results, discussion of research, and final defense of the thesis
 - Led graduate theses on health communication, environmental justice, public attitudes and communication about National Parks, climate change communication, trust in science, misinformation, partisan news, social media, and interpersonal discussions
- Led 7 funded research projects as principal investigator or senior personnel
 - Earned \$408,680 in grant funding
 - Authored the communication, journalism, and risk components of grant submissions

EDUCATION

Ph.D. Communication, 2010, Ohio State University

M.A. Mass Communication, 2006, University of Florida

B.S. Journalism, 2004, University of Florida

TECHNICAL SKILLS

SPSS, AMOS

CMS, HTML, CSS

Project Management Software

Adobe Creative Suite

Canva, Photography, Digital Audio

Microsoft Office Suite

COMMUNICATION & MANAGEMENT SKILLS

Leadership, Administration

Cultivating Partnerships

IRB Knowledge and Experience

Human Subjects Training

Public Speaking

Recruitment, Marketing, Messaging

Budget Management

Curriculum Design

Research Article & Report Writing

Grant Writing

Assessment & Evaluation

Web writing, Copywriting, Editing

RESEARCH SKILLS

Methodological Skills

Experimental Design

Survey Design

Content Analysis

Focus Groups

Interviewing

Scenario Workshops

Co-Production of Knowledge

Analytical Skills

Chi-Square, ANOVA, Regression

SEM, Mediation & Moderation

Grounded Theory

Thematic Analysis

- Developed the goals, deliverables, metrics, and evaluation plan of project components
- Established as a communication and social science expert
 - Reviewed 102 manuscripts for publication in peer-reviewed journals
 - Cited 1,708 times, with 716 of those citations being since 2017
 - Served on editorial board of two top journals in communication

Planned and led collaborative and inclusive teams in research

- Worked with 8 multidisciplinary research teams about environmental issues
- Participated in 2 NSF-funded \$20 million grants as a social scientist and communication expert (one on climate change and water; one on microbial ecology)
- Served as a PI on internally funded grant on cultivating community preparedness for climate change and assessing drought-risk perception in Wyoming communities

Directed and represented the MA in Communication program

- Recruited and advised 75 students
- Managed the budget
- Administered and represented the program to upper administration and external partners
- Created digital marketing campaigns with team to recruit students
- Committed to diversity and inclusivity
 - Recognized as the most diverse graduate program in gender and race at University of Wyoming
 - Earned \$3,000 in grant dollars for recruitment purposes
 - Awarded 5 under-represented domestic minority scholarships
 - Served as a mentor in the Diverse Graduate Student Mentoring program
 - Lobbied and persuaded the Graduate Education Office to add a diversity, equity, and inclusion question to the graduate student application process

Communicated research and expertise to internal and external audiences

- Presented 42 workshops, lectures, and engagements about research and expertise
 - Presented 12 to internal audiences (faculty, library staff, boards of visitors, students)
 - Presented 30 to external audiences (journalists, K-12 students, public)
 - Reached more than 1,500 people with these presentations
 - Discussed topics such as how to communicate science and the environment to a public audience, how to recognize misinformation, and how to reduce psychological biases
- Presented 43 research papers to professional academic meetings
- Served as a panelist or moderator for 8 sessions at professional academic conferences
- Instructed 44 graduate and undergraduate courses since 2010
 - Designed curriculum and instructed environmental and science communication, quantitative research methods, multimedia production (web writing, photography, audio, video, social media, and infographics), web design, political communication, and many more
- Provided 26 interviews to journalists that published stories about my research and expertise

Created and represented a science/environment journalism internship program with grant funding

- Designed a science and environmental communication curriculum
- Recruited 50 science journalism interns in 4 years
- Worked with Wyoming Press Association and with Wyoming media outlets to host interns
- Served as a liaison between University of Wyoming and Wyoming media outlets
- Organized professional panels about science, environment, and health journalism
- Created and administered a Best of Science Reporting Award for Wyoming journalists

AWARDS & RECOGNITION

2022, U.S. Speaker Program, U.S. Department of State

2018, Publons Award for Peer-Review of Manuscripts

2017, Standard-Bearer for the College of Arts & Sciences Master's Degree Candidates

2016, First Place Winner of the University of Wyoming Active Learning Institute's Best Active Learning Presentation

2016, 2015, 2014, Nominated for the University of Wyoming Arts & Sciences Extraordinary Merit in Teaching Award

2009, Top Three Student Paper award in the Communication Technology Division at the Association for Education in Journalism and Mass Communication

2008, First Place Student Paper in the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication

2006, Top 4 Student Paper in Political Communication at the International Communication Association

2006, Outstanding Master's Student Award, College of Journalism and Communications, University of Florida

2004, Summa cum Laude, University of Florida, 3.97 GPA

REFERENCES

Cindy Price Schultz, Ph.D.

Department of Communication and Journalism
University of Wyoming
cprice@uwyo.edu

Corrine Knapp, Ph.D.

Haub School of Environment and Natural Resources
University of Wyoming
Corrie.Knapp@uwyo.edu

Kathryn "Kaatie" Cooper, Ph.D.

School of Media and Journalism
Kent State University
kcoope41@kent.edu