

KRISTEN LANDREVILLE, PH.D.

SOCIAL SCIENTIST COMMUNICATION EXPERT

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PROFILE SUMMARY

Expertise in social science research methods, communication, media, campaigns, narrative persuasion, social influence, identity, psychometrics, and emotion

Designed and executed quantitative research methods (surveys, experiments, content analysis) in independent and collaborative research

Led survey research projects in many disciplines, including communication, media, risk, environment, health, and politics

Well-versed in concept explication and operationalization, measurement, questionnaire design, sampling strategies, and validity and reliability assessment

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

Analyzed research using advanced inferential statistics (e.g., regression, structural equation modeling) and qualitative analytical methods (e.g., thematic analysis)

Directed and designed research in multidisciplinary teams, including government agency grants

Mentored early career professionals, graduate students, and undergraduate students in research methods and statistical analysis

Experienced at budgeting, managing costs, and creating strategic plans and evaluation metrics for research projects

Published research in top peer-reviewed communication journals

Presented research at professional conferences and public engagement events

Applied social scientific theories to examine the impacts of media messages on attitudes, beliefs, knowledge, and behaviors in science, the environment, risk perceptions, health, and politics

Committed to anti-racism, diversity, equity, inclusion, and belonging with demonstrated experience in these efforts

EXPERIENCE

Associate Professor of Communication & Journalism University of Wyoming

August 2010 – May 2023 | Tenured in 2016

Planned and led collaborative research with multidisciplinary teams

- Worked with 8 multidisciplinary research teams
- Led 7 funded research projects as principal investigator or senior personnel
 - Earned \$408,680 in grant funding
 - Authored the communication, media, 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, MAXQDA, NVivo
Qualtrics, Participant Recruitment
CMS, HTML, CSS, WordPress
Usability Testing, UX
Microsoft Teams, Confluence, Zoom
Adobe Creative Suite
Canva, Photography, Digital Audio

COMMUNICATION & MANAGEMENT SKILLS

Multidisciplinary Team Leadership
Research Article & Report Writing
Proposal & Grant Writing
Assessment & Evaluation
Administration & Budgeting
Building Relationships/Partnerships
Marketing & Messaging
Diverse Audience Communication
Mentorship & Managing Teams
Public Speaking & Outreach
Curriculum & Instructional Design
Excellent Organizational Skills
Experience with Govt Agencies

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
Thematic Analysis

- Developed the goals, deliverables, metrics, and evaluation plan of project components
- Participated in 2 NSF-funded \$20 million grants
- Created and managed budgets for survey research and other data collection
- Designed questionnaires, developed sampling strategies, examined reliability and validity of survey questions, analyzed data, and wrote research briefs
- Planned focus groups, wrote facilitator script, designed questions, and analyzed data
- Worked with virtual project teams across matrixed organization

Designed and executed studies with quantitative and qualitative social science research methods

- Published 21 peer-reviewed journal articles in top communication and media journals and 5 refereed book chapters
 - Investigated attitudinal, behavioral, and cognitive impacts of media (e.g., news, ads, social media, documentaries, entertainment)
 - Applied mediation and moderation models to examine impacts of media on attitudes, beliefs, behaviors, and knowledge through emotion, psychometrics, source credibility, parasocial relationships, and more
 - Used experimental design, survey design, content analysis, focus groups, interviewing, scenario workshops, and co-production of knowledge to examine health/environment/risk/political communication
- Chaired and/or served on 56 graduate thesis/dissertation committees
 - 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
 - Led graduate theses on health communication in social media, environmental racism and audience analysis, public attitudes and communication about National Parks, climate change communication, trust in science, misinformation, partisan news, public lands management and communication, and social media campaigns
- Established as a communication and social science expert
 - Reviewed 102 manuscripts for publication in peer-reviewed journals
 - Cited 1,799 times, with 684 of those citations being since 2018
 - Served on editorial board of two top journals in communication

Directed the graduate communication program and advanced DEI

- Recruited and advised 75 graduate 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
 - 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 EDIB question to the graduate student application process

Communicated research expertise to internal and external audiences

- Presented 42 workshops and lectures about research and expertise
 - Presented 12 to internal audiences (faculty, library staff, boards of visitors, students) and 30 to external audiences (journalists, K-12 students, public)
 - Reached more than 1,500 people with 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 in audiences
- Presented 43 research papers to professional academic meetings
- Instructed 44 graduate and undergraduate courses since 2010
 - Designed curriculum and instructed science, health, and environmental communication, quantitative research methods, multimedia production, web design, political communication, and many more

AWARDS & RECOGNITION

2023, U.S. Speaker Program (Misinformation Expert), 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, 3.95 GPA

REFERENCES

Cindy Price Schultz, Ph.D.

Communication and Journalism
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