

# ZACHARY MASSEY

Strategic Communication, School of Journalism, University of Missouri  
zbmassey@missouri.edu

## APPOINTMENTS

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- 2021            **Assistant Professor**  
University of Missouri  
School of Journalism
- 2019            **Postdoctoral Research Associate**  
Georgia State University  
School of Public Health
- 2013            **Graduate Teaching and Research Assistant**  
University of Oklahoma  
Department of Communication

## EDUCATION

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- 2019            **Ph.D. Communication**  
University of Oklahoma  
Advisors: Dr. Claude Miller and Dr. Elena Bessarabova  
Research focus: *Social influence and health and risk communication*
- 2015            **M.A. Communication**  
University of Oklahoma  
Advisor: Dr. Young Yun Kim  
Research focus: *Intercultural communication and conflict management*
- 2013            **B.A. Communication**  
University of Oklahoma  
Minor: History

## RESEARCH INTERESTS

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Science communication, health communication, communication regulatory science, interpersonal and social influence, public health and tobacco control, social network analysis, health disparities, media representation and effects, quantitative (primary) and qualitative methods.

## REFEREED ARTICLES

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- Wong, N. C. H., **Massey, Z. B.**, & Barbati, J. L. (2021) Theorizing stigma reduction via parasocial contact: Extending the intergroup contact theory to entertainment media contexts. *Journal of Media Psychology*.
- Massey, Z. B.**, Brockenberry, L. O., & Harrell, P. T. (2021). Dripping technology use among young adult e-cigarette users. *Tobacco Use Insights*.

- Yang, B., **Massey, Z. B.**, & Popova, L. (2021). Effects of language features of modified risk tobacco product claims on consumer comprehension and risk perceptions of IQOS. *Tobacco Control*. <http://dx.doi.org/10.1136/tobaccocontrol-2020-056191>
- Massey, Z. B.**, Wong, N. C. H., & Barbati, J. L. (2021). Meeting the (Trans)parent: Test of parasocial contact with transgender characters on reducing stigma towards transgender people. *Communication Studies*, 72, 232-250. <https://doi.org/10.1080/10510974.2021.1876125>
- Massey, Z. B.**, Brockenberry, L. O., & Harrell, P. T. (2020). Vaping, smartphones, and social media use among young adults: Snapchat is the platform of choice for young adult vapers. *Addictive Behaviors*, 112, 1-8. <https://doi.org/10.1016/j.addbeh.2020.106576>
- Massey, Z. B.**, Li, Y., Holli, J., Churchill, V., Yang, B., Henderson, K., Ashley, D. L., & Popova, L. (2020). Modifications to electronic nicotine delivery systems (ENDS): A content analysis of YouTube videos. *Journal of Medical Internet Research*, 22, e17104. <https://doi.org/10.2196/17104>
- Owusu, D., **Massey, Z. B.**, & Popova, L. (2020). An experimental study of messages communicating potential harms of electronic cigarettes. *PloS One*, 15, e0240611. <https://doi.org/10.1371/journal.pone.0240611>
- Churchill, V., Weaver, S. R., Spears, C., Huang, J., **Massey, Z. B.**, Pechacek, T. F., Ashley, D. L., Popova, L. (2020). IQOS debut in the United States: Philip Morris International's heat-not-burn device introduced in Atlanta, GA. *Tobacco Control*, 29, e152-e154. <https://doi.org/10.1136/tobaccocontrol-2019-055488>
- Bessarabova, E. B. & **Massey, Z. B.** (2020). Testing terror management health model and integrating its predictions with the theory of psychological reactance. *Communication Monographs*, 87, 25-46. <https://doi.org/10.1080/03637751.2019.1626992>
- Published Article of the Year Award, Communication and Social Cognition Division, NCA**
- Banas, J. B., Bessarabova, E. B., & **Massey, Z. B.** (2020). Reducing prejudice via mediated contact: A meta-analysis. *Human Communication Research*, 46, 120-160. <https://doi.org/10.1093/hcr/hqaa004>
- Banas, J. B., Bisel, R. S., Kramer, M. W., & **Massey, Z. B.** (2019). The serious business of instructional humor outside the classroom: A study of elite gymnastic coaches' uses of humor during training. *Journal of Applied Communication Research*, 47, 628-647. <https://doi.org/10.1080/00909882.2019.1693052>
- Miller, C. H., Dunbar, N. E., Jensen, M. L., **Massey, Z. B.**, Adams, A. S., Anderson, C., Nicholls, S. B., Lee, Y.-H., Elizondo Cecena, F. J., Thompson, W., & Wilson, S. N. (2019). Training law enforcement officers to identify reliable deception cues with an interactive digital game. *International Journal of Game-Based Learning*, 9, 1-22. <https://doi.org/10.4018/IJGBL.2019070101>

**Massey, Z. B.** & Miller, C. H. (2018). Case studies on interethnic conflict: A Theoretical integration. *International Journal of Intercultural Relations*, 66, 130-147.  
<https://doi.org/10.1016/j.ijintrel.2018.04.006>

Dunbar, N. E., Miller, C., Lee, Y-. H., Jensen, M. L., Anderson, C., Adams, A. S., Elizondo Cecena, F. J., Thompson, W., **Massey, Z. B.**, Nicholls, S. B., Ralston, R., Donovan, J., Mathews, E., Roper, B., & Wilson, S. (2018). Reliable deception cues training in an interactive video game. *Computers in Human Behavior*, 85, 74-85.  
<https://doi.org/10.1016/j.chb.2018.03.027>

## **BOOK CHAPTERS**

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Miller, C. H., **Massey, Z. B.**, & Ma, H. (2020). Psychological reactance and persuasive message design. In H. D. O’Hair and M. J. O’Hair (Eds.), *Handbook of applied communication research* (pp. 457-483). New York, NY: Wiley.

Miller, C. H. & **Massey, Z. B.** (2020). Terror management theory perspectives on interpersonal and social influence. In H. D. O’Hair and M. J. O’Hair (Eds.), *Handbook of applied communication research* (pp. 417-422). New York, NY: Wiley.

Johnson, A. J., Lee, S. K., Cionea, I. A., & **Massey, Z. B.** (2018). The benefits and challenges of new media for intercultural conflict. In *reconceptualizing new media and intercultural communication in a networked society* (pp. 171-197). Hershey, PA: IGI Global.

Miller, C. H., & **Massey, Z. B.** (2018). Meaning-making, communication, and terror management processes. *Handbook of Terror Management Theory* (pp. 577-611). San Diego, CA: Elsevier.

Van Gilder, B. & **Massey, Z. B.** (2016). Islamophobic discourse and interethnic conflict: The influence of news media coverage of ISIS on identity processes and intergroup attitudes. In S. Gibson, & A. L. Lando (Eds.) *Impact of communication and the media on ethnic conflict* (pp. 147-161). Hershey, PA: IGI-Global.

## **GRANT EXPERIENCE**

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### **Ongoing Research Support**

- 2019 – 2022      Robert Wood Johnson Foundation (\$358,678).  
Award #76688 (PI: Lucy Popova):  
**Monitoring the rollout of IQOS in Atlanta**  
*Monitoring the rollout of heated tobacco product IQOS to provide timely data on marketing and early adopters, with emphasis on priority populations.*  
Role: Research Collaboration Partner
- 2019 – 2021      University of Oklahoma (\$1,000).  
Robertson Research Grant (PI: Zach Massey):  
**Social Network Analysis of Immigrant Organizations in Oklahoma**  
*Exploring how social networks in immigrant cultural organizations influence the adoption of (mal)adaptive health behaviors.*

Role: Principle Investigator

### Completed Grant Research

- 2019 – 2021 National Institutes of Health (\$1,273,138).  
R01DA047397-01 (PIs: Lucy Popova & David Ashley):  
**The impact of design characteristics on the modification potential of electronic nicotine delivery systems**  
*Comparing the effects of informational messages and those that combine information with emotional appeals on perceptions of harm of tobacco products, intentions to use tobacco products, and attitudes towards regulation of these products.*  
Role: Postdoctoral Research Associate
- 2014 – 2020 National Cancer Institute, NIH (\$747,000).  
K99/R00 CA187460 (PI: Lucy Popova):  
**Communicating Harm of New Tobacco Products**  
*Compared the effects of informational messages and those that combine information with emotional appeals on perceptions of harm of tobacco products, intentions to use products, and attitudes towards product regulation.*  
Role: Research Collaboration Partner
- 2015 – 2017 National Science Foundation, Division of Information & Intelligent Systems (\$549,000).  
14526 (PI: Norah Dunbar):  
**Teaching bias mitigation through training games with application in credibility attribution**  
*Designed, developed, and tested a serious video game for law enforcement officers to provide deception detection training.*  
Role: Graduate Research Assistant

### CONFERENCE PRESENTATIONS

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- Massey, Z. B.** & Lee, S. K. (2021). *Examining Social Influence Processes in a Nonviolent Ideological Group: An Analysis of Communication Networks of a Vietnamese Buddhist Meditation Monastery*. Paper to be presented at the Networks 2021: Joint Sunbelt and NetSci Conference, Virtual.
- Massey, Z. B.** & Cionea, I. A. (2020). *Factor Structure and validity assessment of a new scale to measure identity insecurity*. Paper to be presented at the Annual Conference of the National Communication Association, Virtual.
- Massey, Z. B.**, Banas, J. A., Morrissey, B. S., & Barbati, J. L. (2020) *Losing a winner: Examining the relationship between parasocial breakup with a winning coach and fan support for the university*. Paper to be presented at the Annual Conference of the National Communication Association, Virtual.
- Massey, Z. B.**, Miller, C. H., Bessarabova, E. B. (2020). *The solace of extremism: An examination of existential motivation and the persuasiveness of extreme groups*. Paper

- presented at the Annual Conference of the International Communication Association, Gold Coast, AU.
- Wong, N. C. H. & Massey, Z. B. (2020). *Implicit attitudes and terror management: Pilot of implicit association test as a means of measure death-thought accessibility*. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, AU.
- Miller, C. H., Massey, Z. B., Anderson, C. E., & Ma, H. (2020). *The effects of vested interest, mortality salience, and false feedback on motivated response to tornado preparedness messages*. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, AU.
- Massey, Z. B., Li, Y., Holli, J., Churchill, V., Yang, B., Henderson, K., Ashley, D., & Popova, L. (2020). *Modifications to electronic nicotine delivery systems (ENDS): A content analysis of YouTube videos*. Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
- Massey, Z. B., Miller, C. H., Ma, H., & Acheme, D. (2019). *Testing the persuasive appeal of extreme groups: Integrating the predictions of uncertainty-identity theory with psychological reactance theory*. Paper presented at the Annual Conference of the National Communication Association, Baltimore, MD.
- Massey, Z. B., Wong, N. C. H., & Barbati, J. L. (2019). *Meeting the (Trans)parent: Test of parasocial contact with transgender characters on reducing stigma toward transgender people*. Paper presented at the Annual Conference of the National Communication Association, Baltimore, MD.
- Massey, Z. B. & Cionea, I. A. (2019). *The Development of a scale to measure identity insecurity*. Paper presented at the Annual Conference of the National Communication Association, Baltimore, MD.
- Massey, Z. B. & Johnson, A. J. (2018). *Attachment styles and terrorism news: A pilot of terror management stimulus and attachment style*. \***Top Paper from the Peace and Conflict Division** presented at the Annual Conference of the National Communication Association, Salt Lake City, UT.
- Massey, Z. B., Miller, C. H., & Fischer, K. A. (2018). *The solace of extremism: Replication and extension of Hogg, Meehan, and Farquharson (2010)*. Paper presented at the Annual Conference of the National Communication Association, Salt Lake City, UT.
- Lee, S. K., Piercy, C. W., Massey, Z. B., Franklyn, A., & Gilmore, B. N. (2018). *Immigrant social capital and intercultural development: A case of US Muslim immigrants*. Paper presented at the Annual Conference of the National Communication Association, Salt Lake City, UT.

- Massey, Z. B.**, Meirick, P. C., & Banas, J. B. (2018). *Muslims, representations, and prejudice: Two studies of the parasocial contact hypothesis*. Paper presented at the Annual Conference of the International Communication Association, Prague, CZ.
- Bessarabova, E. B. & **Massey, Z. B.** (2018). *Integrating psychological reactance and terror management theories: Examination of proximal effects*. Paper presented at the Annual Conference of the International Communication Association, Prague, CZ.
- Banas, J. B., Bisel, R. S., & **Massey, Z. B.** (2018). *The serious business of humor in elite training*. Paper presented at the Annual Conference of the International Communication Association, Prague, CZ.
- Miller, C.H., Dunbar, N., Adams, A., Nicholls, S., Jensen, M., **Massey, Z.**, Anderson, C., Lee, Y-H., Elizondo, J., Wilson, S. (2018). *Training law enforcement officers to identify reliable deception cues with an interactive digital game*. Paper presented to the 51st Hawaii International Conference on System Sciences (HICSS 2018), Koloa, HI.
- Bessarabova, E. B., & **Massey, Z. B.** (2017). *Explaining the effects of threat to freedom and mortality salience on health information processing through reactance and terror management theories*. Paper presented at the Annual Conference of the National Communication Association, Dallas, TX.
- Dunbar, N., Miller, C. H., Lee, Y., Jensen, M., Anderson, C. E., Adams, A., Elizondo, J., Thompson, W., **Massey, Z. B.**, Nicholls, S. B., Ralston, R., Donovan, J., Mathews, E., Roper, B., Wilson, S. N. (2017). *Reliable deception cues training in an interactive video game*. Paper presented to the Game Studies Division at the Annual Conference of the National Communication Association, Dallas, Texas.
- Massey, Z. B.**, Cionea, I. A., & Miller, C. H. (2017). *An empirical investigation of identity (in)security: A two-stage model of self-assessment and behavior towards culturally dissimilar others*. Paper presented at the Annual Conference of the International Communication Association, San Diego, CA.
- Massey, Z. B.** & Miller, C. H. (2017). *Coding mortality salience manipulation essay responses: A terror management theory content analysis*. Paper presented at the Annual Conference of the International Communication Association, San Diego, CA.
- Dunbar, N., Miller, C.H., Adams, A., Nicholls, S., Jensen, M., **Massey, Z.**, Anderson, C., Lee, Y-H., Elizondo, J., Thompson, W., Ralston, R., Donovan, J., Mathews, E., Roper, B., & Wilson, S. (2017). *VERITAS: The deception detection training game*. Oral presentation, Decepticon 2017, Stanford University, Palo Alto, CA.
- Dunbar, N. E., Adams, A., Nicolls, S., Miller, C., Jensen, M. L., Anderson, C., **Massey, Z.**, Lee, Y- H., Elizondo Cecena, F. J., Wilson, S., Thompson, W., Ralston, R., Donovan, J., Mathews, E., Roper, B. (2017, May). *VERITAS: The gamification of deception detection training*. Presentation and game demonstration to the Game Studies Pre-Conference at the Annual Conference of the International Communication Association, San Diego, CA.

- Adams, A., Jensen, M., Dunbar, N., Miller, C. H., Wilson, S. N., Lee, Y., Nicholls, S. B., Anderson, C. E., **Massey, Z. B.**, Elizondo, J., Thompson, W., Ralston, R. (2017). *Exploring learner-centered factors in the development of a digital deception detection training game*. Paper presented at the annual Hawaii International Conference on System Sciences (HICSS) Credibility Assessment and Screening Technologies symposium.
- Massey, Z. B.**, Miller, C. H., & Anderson, C. (2016). *Social deviance and tornado preparedness: A false feedback manipulation*. Paper presented at the Annual Conference of the National Communication Association, Philadelphia, PA.
- Massey, Z. B.** (2015). *Case studies on interethnic conflict: A theoretical integration*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- Massey, Z. B.** (2015). *Muslims, sitcoms, and prejudice: An examination of the parasocial contact hypothesis*. Paper presented at the Annual Conference of the National Communication Association, Las Vegas, NV.
- Massey, Z. B.** (2015). *Ropes and recipes: The role of identification, positioning, sense-making, and framing on expressions of gratitude*. Paper presented at the Annual Conference of the International Communication Association, San Juan, PR.
- Massey, Z. B.** (2013). *The methodology of control: An examination of media consolidation and agenda-setting*. Paper presented at the 24<sup>th</sup> Annual Sooner Conference, Norman, OK.

## **TEACHING AND ADMINISTRATIVE EXPERIENCE**

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- Instructor**      **Lead – University of Oklahoma**  
 COMM 3253 – Persuasion Principles (upper division course)  
 COMM 3543 – Conflict Management (upper division course)  
 COMM 3413 – Interethnic Communication (upper division course)  
 COMM 2613 – Public Speaking (general elective)  
 COMM 1113 – Introduction to Communication (general elective)
- Assistant – University of Oklahoma**  
 COMM 6970 – Structural Equation Modeling (graduate seminar)  
 COMM 4713 – Senior Capstone (mandatory for senior communication majors)
- Lecturer – Georgia State University**  
 PH 9120 – Theory and Practice in Health and Prevention (graduate seminar)
- Administrator**    **University of Oklahoma**  
 Academic Advisor (spent one year as an undergraduate academic advisor)  
 Director of Public Speaking Course (managed 10-13 graduate students)  
 Departmental sponsor for *Lambda Pi Eta* undergraduate honor society

## INVITED PANELS & SYMPOSIUM

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*Visual exposure to IQOS use as a smoking and vaping cue* (2021). Symposium discussion at the Annual Conference of the Society for Research on Nicotine and Tobacco, Virtual.

*Beyond survival to flourishing: Advancing theory building and experimental research in risk and crisis communication* (2019). Panel discussion presented at the Annual Conference of the National Communication Association, Baltimore, MD.

*Building our legacy and enhancing our relevance: Advancing theory in crisis and risk communication through experimental research* (2017). Panel discussion presented at the Annual Conference of the National Communication Association, Dallas, TX.

*Ethnic conflict: Constructing, deconstructing and reconstructing ethnic divides* (2015). Panel discussion presented at the Annual Conference of the National Communication Association, Las Vegas, NV.

## HONORS AND AWARDS

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- 2020 Selected to participate in the National Research Mentoring Network grant-writing program, University of Utah
- 2019 Published Article of the Year Award, Communication and Social Cognition Division, National Communication Association
- 2019 Best in Show Award, “How Do We Drive Away Hate Speech? (& Bring Back Civility to Public Discourse),” Broadcast Education Association
- 2019 H.W. Cummings Dissertation Proposal Award, University of Oklahoma (\$650)
- 2019 Ted Beaird Scholarship for Outstanding Ph.D. Student, University of Oklahoma (\$1,300)
- 2018 Robertson Research Grant, University of Oklahoma (\$1,000)
- 2018 Dan and Mary John O’Hair Outstanding Graduate Student Award, University of Oklahoma (\$1,200)
- 2018 Provost’s Graduate Teaching Assistant Award Social Science, Education, and The Professions, University of Oklahoma (\$1,000)
- 2018 Bullard Dissertation Fellowship, University of Oklahoma (\$8,150)
- 2018 Top Four Paper Award, Peace and Conflict Division, National Communication Association
- 2017 Michael Pfau Scholarship for Research in Social Influence, University of Oklahoma (\$550)
- 2016 Outstanding Graduate Teacher, University of Oklahoma (\$500)
- 2016 Provost’s Award for Distinction in Teaching, University of Oklahoma

## PROFESSIONAL SERVICE ACTIVITIES

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<b>Reviewer</b>	<b>Journals</b> <i>Addiction</i> <i>Addictive Behaviors</i> <i>American Journal of Health Behavior</i> <i>Communication Monographs</i> <i>Current Psychology</i> <i>Health Communication</i> <i>International Journal of Environmental Research and Public Health</i> <i>Journal of Adolescent Health</i> <i>Journal of Health Communication</i> <i>Mass Communication and Society</i> <i>Substance Use and Misuse</i> <i>Tobacco Control</i>
	<b>Conferences</b> <i>International Communication Association (ICA)</i> <i>National Communication Association (NCA)</i> <i>Society for Research on Nicotine and Tobacco (SRNT)</i> <i>Society of Behavioral Medicine (SBM)</i> <i>Tobacco and Regulatory Science (TRS)</i>
<b>Service</b>	<b>University of Oklahoma</b> Co-Chair Communication Graduate Student Association (CGSA) Treasurer CGSA Chair CGSA Faculty Award Committee Chair Sooner Communication Conference Co-Chair Community Outreach Spring Panel Co-Chair CGSA Brownbag Committee Co-Chair Sooner Communication Conference Committee Graduate Sponsor Lambda Pi Eta Communication Honor Society Judge - Department of Communication annual Josh Lee Speech contest