

ZACHARY MASSEY

Strategic Communication, School of Journalism, University of Missouri
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APPOINTMENTS

- 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

- 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

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.

PEER-REVIEWED JOURNAL ARTICLES (N=27)

Impact factors from *Journal Citation Reports* (2022). SCImago Journal Ranks (SJR) from 2022.

27. Popova, L., **Massey, Z. B.**, & Giordano, N. A. (Accepted for publication). Warning labels as a public health intervention: Effects and challenges for tobacco, cannabis, and opioid medications. *Annual Review of Public Health*.
Impact factor: 21.870; SCImago SJR 8.45, h-index 156

26. Churchill, V., Fairman, R. T., Brown, D., **Massey, Z. B.**, Ashley, D. L., & Popova, L. (2023). "I get the flavors and it makes me love vaping more": How and why youth users modify electronic nicotine delivery systems. *Nicotine & Tobacco Research*. <https://doi.org/10.1093/ntr/ntad104>
Impact factor: 5.825; SCImago SJR 1.51, h-index 119
25. Fairman, R.T., Churchill, V., Garner, J.B., Brown, D., **Massey, Z.B.**, Ashley, D.L., & Popova, L. (2023). "It's addiction at this point": A qualitative examination of youth E-cigarette use trajectory in the United States. *Tobacco Use Insights*. 16, 1-6. <https://doi.org/10.1177/1179173X23118545>
Impact factor: 2.2; SCImago SJR (n/a), h-index 12
24. **Massey, Z. B.** & Cionea, I. A. (2023). A new scale for measuring identity insecurity. *Communication Methods and Measures*, 17(1), 40-58. <https://dx.doi.org/10.1080/19312458.2022.2144631>
Impact factor: 8.044; SCImago SJR 3.72, h-index 31
23. Bessarabova E. B. & **Massey, Z. B.** (2023). The effects of death awareness and reactance on texting-and-driving prevention. *Risk Analysis*. 00, 1-13. <https://doi.org/10.1111/risa.14107>
Impact factor: 3.864; SCImago SJR 0.92, h-index 139
22. Li, Y., Duong, H. T., **Massey, Z. B.**, Churchill, V., & Popova, L. (2023). When cigarette smoking meets COVID-19: How the two types of threat and efficacy perceptions interactively predict danger control and fear control processes. *International Journal of Environmental Research and Public Health*, 20(4), Article 2970. <https://doi.org/10.3390/ijerph20042970>
Impact factor: 4.614; SCImago SJR 0.81, h-index 13
21. **Massey, Z. B.**, Duong, H. T., Churchill, V., & Popova, L. (2022). Examining smokers' reactions to smoking and COVID-19 risk messages: An experimental study. *International Journal of Drug Policy*, 102, 103607. <https://doi.org/10.1016/j.drugpo.2022.103607>
Impact factor: 5.931; SCImago SJR 1.138, h-index 86
20. Alqahtani, M. M., **Massey, Z. B.**, Fairman, R. T., Churchill, V., Ashley, D. L., & Popova, L. (2022). General and device-specific reasons for ENDS use: A qualitative study with adult ENDS users. *International Journal of Environmental Research and Public Health*, 19, 6822. <https://doi.org/10.3390/ijerph19116822>
Impact factor: 4.614; SCImago SJR 0.81, h-index 138
19. Wong, N. C. H., **Massey, Z. B.**, & Barbaty, J. L., Banas, J. A., & Bessarabova, E. B. (2022). Theorizing stigma reduction via parasocial contact: Extending the intergroup contact theory to entertainment media contexts. *Journal of Media Psychology: Theories, Methods, and Applications*, 34, 89-100. <https://doi.org/10.1027/1864-1105/a000338>
Impact factor: 2.310; SCImago SJR 0.84, h-index 33

18. Fairman, R. T., Weaver, S. R., Nyman, A. L., Popova, L., **Massey, Z. B.**, Reynolds, R. R. & Spears, C. A. (2022). Disparities among smokers during the COVID-19 pandemic: Examination of COVID-19-related worries by sociodemographic factors in a U.S. nationally representative survey. *Preventive Medicine Reports*, 28, 101835.
<https://doi.org/10.1016/j.pmedr.2022.101835>
Impact factor: 2.813; SCImago SJR 0.82, h-index 38
17. **Massey, Z. B.**, Fairman, R. T., Churchill, V., Ashley, D. L., & Popova, L. (2021). “It’s cool, modifying and all, but I don’t want anything blowing up on me:” A focus group study of motivations to modify electronic nicotine delivery systems (ENDS). *International Journal of Environmental Research and Public Health*, 18, 11735.
<https://www.mdpi.com/1660-4601/18/22/11735>
Impact factor: 4.614; SCImago SJR 0.81, h-index 13
16. Duong, H. T., **Massey, Z. B.**, Churchill, V., & Popova, L. (2021). Are smokers scared by COVID-19 risk? How fear and comparative optimism influence smokers’ intentions to take measures to quit smoking. *PLOS One*, 16, e0260478.
<https://doi.org/10.1371/journal.pone.0260478>
Impact factor: 3.752; SCImago SJR 0.85, h-index 367
15. Churchill, V., **Massey, Z.B.**, Duong, H., Popova, L. (2021). Serious psychological distress is associated with higher intentions to quit among smokers during the COVID-19 pandemic. *Journal of Psychoactive Drugs*, 1-8.
<https://doi.org/10.1080/02791072.2021.2013583>
Impact factor: 3.289; SCImago SJR 0.65, h-index 63
14. Nyman, A. L., Spears, C. A., Churchill, V., Do, V. V., Henderson, K. C., **Massey, Z. B.**, ... & Huang, J. (2021). Associations between COVID-19 risk perceptions and smoking and quitting behavior among US adults. *Addictive Behaviors Reports*, 14, 100394. <https://doi.org/10.1016/j.abrep.2021.100394>
Impact factor: 4.591; SCImago SJR 0.96, h-index 25
13. **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>
Impact factor: 1.28; SCImago SJR 0.56, h-index 46
Published Article of the Year Award for the journal *Communication Studies*
12. **Massey, Z. B.**, Brockenberry, L. O., & Harrell, P. T. (2021). Dripping technology use among young adult e-cigarette users. *Tobacco Use Insights*.
<https://doi.org/10.1177/1179173X211035448>
Impact factor: 2.2
11. 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>
Impact factor: 6.953; SCImago SJR 2.07, h-index 129

10. **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>
 Impact factor: 4.591; SCImago SJR 1.37, h-index 135

9. **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>
 Impact factor: 7.093; SCImago SJR 1.74, h-index 158

8. 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>
 Impact factor: 3.752; SCImago SJR 0.85, h-index 367

7. 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>
 Impact factor: 6.953; SCImago SJR 2.07, h-index 129

6. 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>
 Impact factor: 2.695; SCImago SJR 2.52, h-index 76
Published Article of the Year Award Communication and Social Cognition Division, National Communication Association

5. 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>
 Impact factor: 5.333; SCImago SJR 1.73, h-index 94

4. 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>
 Impact factor: 2.462; SCImago SJR 1.01, h-index 61

3. 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>

Impact factor: 1.206; SCImago SJR 0.51, h-index 19

2. **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>
Impact factor: 2.938; SCImago SJR 0.83, h-index 87
1. 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>
Impact factor: 8.957; SCImago SJR 2.17, h-index 203

BOOK CHAPTERS

- 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

Ongoing Funded Research Support

2023 – 2027 National Institute on Drug Abuse (\$813,548)
K01 DA057395-01A1 (PI: Zachary Massey): **Developing and testing warning labels for retail cannabis products.**
Assessing consumer perceptions about cannabis warning labels, determining how different attributes of cannabis warning labels affect consumers, and testing how enhanced cannabis warning labels (vs. the industry standard) influence intentions and behaviors.

Role: Principal Investigator

2023 – present University of Missouri (\$12,106).
Missouri Center for Addiction Research and Engagement Grant (co-PIs: Allison Anbari & Zachary Massey): **Examining Reactions to alcohol consumption and breast cancer health warnings: The ABC Health warning experiment with young adult women in the US**
This project seeks to inform how prevention health warning messages about alcohol consumption and breast cancer risk influence young adult women's risk perceptions and behavioral intentions.
Role: co-Principal Investigator

2021 – present University of Missouri (\$10,000).
Maxwell Faculty Research Grant (PI: Zachary Massey): **Experimentally testing characteristics of cannabis warning labels in a national sample**
Studying how cannabis warning-label characteristics influence consumers' message processing, attitudes and beliefs, and health intentions.
Role: Principal Investigator

Grants Under Review

2022 – Submitted to the National Institute on Alcohol Abuse and Alcoholism.
P60AA030406 (PIs: Denis McCarthy and Kenneth Sher): **Center on determinants of alcohol consumption and consequences (CDACC): The transition to legal drinking**
Role: Principal Investigator of Pilot project “*Developing and testing PSAs about impaired driving from cannabis and alcohol co-use.*”

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

2019 – 2021 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

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

- 2019 – 2020 University of Oklahoma (\$1,000).
Robertson Research Grant (PI: Zachary 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: Principal Investigator
- 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

PEER-REVIEWED CONFERENCE PAPER PRESENTATIONS (N=42)

(Underline = Mentee: PhD Student or MA Student)

42. **Massey, Z. B.**, Duong, H. T., Lawrie, L., Zhang, T. (November 2023). *Exposure to cannabis advertising on smartphones and social media: Results from a survey of U.S. adults in legal recreational states*. Paper to be presented at the annual conference of the American Public Health Association, Atlanta, GA.
41. **Massey, Z. B.**, Fairman, R. T., Cham, B., Alqahtani, M., Luo, R., Weaver, S. R., Ashley, D. L., & Popova, L. (November 2023). *Associations between ENDS device type, age group, and smoking status among ENDS users in the US: A national cross-sectional survey*. Paper to be presented at the annual conference of the American Public Health Association, Atlanta, GA.
40. Yachin, M., Duong, H. T., & **Massey, Z. B.** (November 2023). *Effect of positive emotions on vaccine hesitancy: An experimental study with vaccine-hesitant individuals*. Paper to be presented at the annual conference of the American Public Health Association, Atlanta, GA.
39. **Massey, Z. B.**, Zhang, W., Rodgers, S., & Schultz, J. (2023). *Short or long? In search of the optimal length of science communication training*. Paper to be presented at the annual conference of the International Communication Association, Toronto, CA.
38. Li, Y., Duong, H. T., **Massey, Z. B.**, Churchill, V., & Popova, L. (2023). *When cigarette smoking meets COVID-19: How the two types of threat and efficacy perceptions*

interactively predict danger control and fear control processes. Paper to be presented at the annual conference of the International Communication Association, Toronto, CA.

37. Duong, H. T. & **Massey, Z. B.** (2023). *Overcoming vaccination message resistance: Effect of media-induced elevation on vaccine-hesitant individuals' attitudes*. Paper to be presented at the annual conference of the International Communication Association, Toronto, CA.
36. Churchill V., Fairman R., Brown D., **Massey Z. B.**, Ashley D. & Popova L. (2023). *"I get the flavors and it makes me love vaping more:" How and why youth users modify electronic nicotine delivery systems*. Poster to be presented at the 12th Annual Southeastern Pediatric Research Conference, Atlanta, GA, United States.
35. Zhang, T., **Massey. Z. B.**, & Cionea. I. A. (2022). *Developing and testing warning labels for retail cannabis products: An experimental test of the Extended Parallel Process Model*. Paper presented at the National Communication Association 108th Annual Convention. New Orleans, LA.
34. **Massey, Z. B.** & Lee, S. K. (2022). *Examining social influence in a nonviolent ideological organization: An analysis of communication networks of a Vietnamese Buddhist meditation monastery*. Paper presented at the annual conference of the International Communication Association, Paris, FR.
33. Bessarabova, E., & **Massey, Z. B.** (2022). *The effects of death awareness and reactance on texting-and-driving prevention*. Paper presented at the annual conference of the International Communication Association, Paris, FR.
32. Duong, H. T., **Massey, Z. B.**, Churchill, V., & Popova, L. (2022). *Are smokers scared by COVID-19 risk? How fear and comparative optimism influence smokers' intentions to take measures to quit smoking*. Paper presented at the annual conference of the International Communication Association, Paris, FR.
31. Fairman, R. T., Weaver, S. R., Nyman, A., Popova, L., **Massey, Z. B.**, Reynolds, R., & Spears, C. A. (2022). *Disparities Among Smokers During the COVID-19 Pandemic: Examination of COVID-19 Related Worries by Sociodemographic Variables in a U.S. Nationally Representative Survey* [Poster Presentation]. Society For Research on Nicotine and Tobacco 2022 Annual Meeting, Baltimore, MD.
30. **Massey, Z. B.**, Yang, B., Mvilongo, A. & Popova, L. (2021). *Analyzing consumers' spontaneous reactions to modified risk claims in IQOS advertisements*. Poster to be presented at the annual meeting of the Society for Research on Nicotine & Tobacco.
29. **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 presented at the Networks 2021: Joint Sunbelt and NetSci Conference, Virtual.

28. **Massey, Z. B.** & Cionea, I. A. (2020). *Factor Structure and validity assessment of a new scale to measure identity insecurity*. Paper presented at the annual conference of the National Communication Association, Virtual.
27. **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 presented at the annual conference of the National Communication Association, Virtual.
26. **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.
25. 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.
24. 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.
23. **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.
22. **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.
21. **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.
20. **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.
19. **Massey, Z. B.** & Johnson, A. J. (2018). *Attachment styles and terrorism news: A pilot of terror management stimulus and attachment style*. Paper presented at the annual conference of the National Communication Association, Salt Lake City, UT.
Top Paper Award in the Peace and Conflict Division

18. **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.
17. 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.
16. **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.
15. 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.
14. 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.
13. 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.
12. 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.
11. 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.
10. **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.
9. **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.

8. 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.
7. 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.
6. 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.
5. **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.
4. **Massey, Z. B.** (2015). *Case studies on interethnic conflict: A theoretical integration*. Paper presented at the annual conference of the National Communication Association, Las Vegas, NV.
3. **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.
2. **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.
1. **Massey, Z. B.** (2013). *The methodology of control: An examination of media consolidation and agenda-setting*. Paper presented at the 24th annual Sooner Conference, Norman, OK.

PEER-REVIEWED CONFERENCE PANELS (N=5)

5. *Honoring PLACE through the advancement of theory building and experimental research in risk and crisis communication* (2022). Panel discussion presented at the Annual Conference of the National Communication Association, New Orleans, LA.
4. *Visual exposure to IQOS use as a smoking and vaping cue* (2021). Panel discussion at the Annual NIH Tobacco Regulatory Science Meeting, Virtual.

3. *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.
2. *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.
1. *Ethnic conflict: Constructing, deconstructing and reconstructing ethnic divides* (2015). Panel discussion presented at the Annual Conference of the National Communication Association, Las Vegas, NV.

INVITED TALKS AT UNIVERSITY OF MISSOURI PROGRAMS

Massey, Z. B. (September 2023). *Communication regulatory science: Using communication research to inform regulatory actions and benefit public health* [invited talk]. University of Missouri Department of Communication Research Colloquium.

Massey, Z. B. (September 2021). *Communicating science: Strategies and tactics for navigating audience concerns in everyday practice* [invited talk]. University of Missouri Postdoctoral Association's national post-doc appreciation event.

INVITED PANEL DISCUSSIONS AT UNIVERSITY OF MISSOURI PROGRAMS

Busting myths regarding HMO technology (October 2022). Panel discussion presented at the Annual University of Missouri Extension and Engagement week, Columbia, MO.

TEACHING AND ADMINISTRATIVE EXPERIENCE

Instructor	Lead – University of Missouri	
	Graduate courses	
	JOURN 8000	Mass Media Seminar (2022, 2023)
	JOURN 8001	Science Communication and Public Opinion (2023)
	JOURN 8006	Quantitative Research Methods (2021)
	Undergraduate courses	
	JOURN 2200	Audiences and Persuasion (2021, 2022)
	JOURN 4952	Strategic Communication Research Methods (2023)
	JOURN 4970	Strategic Campaigns (Senior Capstone) (2023)
	HON 2950	Honor's Research Hours (2023)
Guest Lecturer	University of Missouri	
	Graduate courses	
	JOURN 9000	Doctoral Theory and Research I (2021, 2022)
	JOURN 9087	Doctoral Professional Development (2022)
	BIOSC 8550	Professional Skills for Translational Bioscientists (2023)
Guest Lecturer	Georgia State University	

Graduate course

PH 9120 Theory and Practice in Health and Prevention

Instructor

Lead - University of Oklahoma

Undergraduate courses

COMM 3253 Persuasion Principles
 COMM 3543 Conflict Management
 COMM 3413 Interethnic Communication
 COMM 2613 Public Speaking
 COMM 1113 Introduction to Communication

Graduate TA

University of Oklahoma

COMM 6970 Structural Equation Modeling (graduate course)
 COMM 4713 Senior Capstone (undergraduate)

Administrator

University of Oklahoma

Academic Advisor (spent 1 year as the undergraduate academic advisor)
 Director of Public Speaking Course (managed 10-13 graduate students)
 Departmental sponsor for *Lambda Pi Eta* undergraduate honor society

CURRICULUM DEVELOPMENT AT THE UNIVERSITY OF MISSOURI

2021 – 2022

Co-developed (with Dr. Kate Rose) a new 8-week Science Communication graduate course. The course is cross listed with Health Professions and Veterinary Medicine.

JOURN 8001: Science Communication and Public Opinion

- Approved by 5 Pillars Quality Course Review from the University of Missouri Teaching Online office.
- Voted into Journalism curriculum.

GRADUATE ADVISING AT THE UNIVERSITY OF MISSOURI

M.A. professional projects committee membership (completed)

Isabelle Robles (Spring, 2022)
 Viviek Patel (Spring, 2022)
 Zak Dahlheimer (Fall, 2022)
 Steven Perrin (Fall, 2022)

M.A. thesis projects committee membership (completed)

Shelby Henderson (Fall, 2022)

M.A. professional projects committee chair (completed)

Cianna Morales (Fall, 2022)

M.A. thesis committee chair (ongoing)

Julie Freijat

Doctoral committee membership (ongoing)

Evgeniia Belobrovkina
LaRissa Lawrie
Justing Willett

PH.D. QUALIFYING COMMITTEES AT THE UNIVERSITY OF MISSOURI

Qualifying committees for 1st-year Ph.D. students (completed)

Tianting Zhang (Spring, 2022)
Justin Willett (Spring, 2023)

MENTORING ACTIVITIES AT THE UNIVERSITY OF MISSOURI

Mentor for Undergraduate Discovery Fellows

Kate Wexell (2022-2023)

Mentor for Undergraduate Walter Williams Scholars

Delany Collins (2022-2023)
Anthony Messerly (2022-2023)
Kate Wexell (2023-2023)

HONORS AND AWARDS

2022	Published <u>Article of the Year Award</u> in the journal <i>Communication Studies</i>
2020	Selected to participate in the National Research Mentoring Network <u>grant-writing program</u> , University of Utah
2019	<u>Published Article of the Year Award</u> , Communication and Social Cognition Division, National Communication Association
2019	<u>Best in Show Award</u> , “How Do We Drive Away Hate Speech? (& Bring Back Civility to Public Discourse),” Broadcast Education Association
2019	H.W. Cummings <u>Dissertation Proposal Award</u> , University of Oklahoma (\$650)
2019	Ted Beaird Scholarship for <u>Outstanding Ph.D. Student</u> , University of Oklahoma (\$1,300)
2018	Robertson <u>Research Grant</u> , University of Oklahoma (\$1,000)
2018	Dan and Mary John O’Hair <u>Outstanding Graduate Student Award</u> , University of Oklahoma (\$1,200)
2018	Provost’s Graduate Teaching Assistant <u>Award Social Science</u> , Education, and The Professions, University of Oklahoma (\$1,000)
2018	Bullard <u>Dissertation Fellowship</u> , University of Oklahoma (\$8,150)
2018	<u>Top Four Paper Award</u> , 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

SERVICE

Service to the University of Missouri

Past committee membership

Member, Undergraduate Research Advisory Committee, 2021 to 2023.

Service to the University of Missouri School of Journalism

Standing committee membership

Member, Assessment Committee, 2023 to present.

Past committee membership

Member, Undergraduate Affairs Committee, 2021 to 2023.

Service in Professional Associations

Professional Memberships

Member, American Public Health Association
 Member, International Communication Association
 Member, National Communication Association
 Member, Society for Research on Nicotine and Tobacco
 Member, Society of Behavioral Medicine
 Member, Tobacco and Regulatory Science

Ad hoc manuscript reviewer for journals

Addiction (2019, 2020 x2)
Addictive Behaviors (2020 x2)
American Journal of Health Behavior (2019)
American Journal of Preventive Medicine (2022 x2)
Communication Monographs (2021 x2)
Current Psychology (2021)
Health Communication (2019 & 2023)
International Journal of Environmental Research and Public Health (2019)
Journal of Adolescent Health (2020)
Journal of Health Communication (2019 & 2020 x2, 2021)
Mass Communication and Society (2020 & 2021 x2, 2023)
Nicotine and Tobacco Research (2022 x3, 2023 x3)
Substance Use and Misuse (2020 & 2022 x2, 2023)
Tobacco Control (2020 x2, 2023)

Ad hoc manuscript reviewer for professional associations

International Communication Association (2021, 2022, 2023)
National Communication Association (2021, 2022)
Society for Research on Nicotine and Tobacco (2021, 2022)

Society of Behavioral Medicine (2021, 2022)
Tobacco and Regulatory Science (2021)

Graduate Service University of Oklahoma (2013-2019)

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

PROFESSIONAL DEVELOPMENT

2023	Completed <u>NextGen Clinical Research Study Coordinator Bootcamp</u> . A two-day training to provide knowledge beneficial for research coordinators.
2022	Completed the National Research Mentoring Network (NRMN) <u>grant coaching program</u> for early career investigators. Included 2 years of mentored grant training through the NRMN training grant.
2022	<u>Office of Continuing Education, School of Medicine, University of Missouri</u> continuing education credit for watching and evaluating NextGen Discovery Series presentation “Studying Alcohol and Cannabis Use in Daily Life.”
2022	Completed the <u>University of Missouri “Teaching Essentials”</u> evidence-based inclusive teaching seminar.
2021	Completed the <u>University of Missouri “Online Teaching Certification”</u> course.