

ASHLEY A. ANDERSON

Department of Journalism and Media Communication
Colorado State University
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Fort Collins, CO 80523
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Education

- 2012** **University of Wisconsin – Madison (Ph.D., Mass Communications)**
Dissertation: *The social context of online news: How incivility in online comments impacts public perceptions of and public engagement with science*
- 2007** **Georgetown University (M.A., Communication, Culture, & Technology)**
- 2002** **University of Missouri – Columbia (B.J., Journalism) Cum Laude**

Academic Positions

- 2019 – present **Associate Professor**, Colorado State University, Department of Journalism and Media Communication
- 2013 – 2019 **Assistant Professor**, Colorado State University, Department of Journalism and Media Communication
- 2012 – 2013 **Postdoctoral Research Fellow**, George Mason University, Center for Climate Change Communication

Journal Publications

Peer-Reviewed Journal Articles

- Anderson, A. A.**, Williams, E., Long, M., Carter, E., Volckens, J. (2020). Organizationally based citizen science: Considerations for implementation. *Journal of Science Communication*, 19(3), A01.
- Yeo, S. K., **Anderson, A. A.**, Becker, A. B., Cacciatore, M. A. (2020). Scientists as comedians: The effects of humor on perceptions of scientists and scientific messages. *Public Understanding of Science*.
- Cacciatore, M. A., Becker, A. B., **Anderson, A. A.**, Yeo, S. K. (2020). Laughing with science: The influence of audience approval on engagement. *Science Communication*, 42(2), 195-217.
- Becker, A. B. & **Anderson, A. A.** (2019). Using humor to engage the public on climate change: The effect of exposure to one-sided vs. two-sided satire on message discounting, elaboration, and counterarguing. *Journal of Science Communication*, 18(4): A07.
<https://doi.org/10.22323/2.18040207>

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Curriculum Vitae

- Moore, A. C., **Anderson, A. A.**, Long, M., McKernan, L. T., Volckens, J. (2019). The power of the crowd: Prospects and pitfalls for citizen science in occupational health, *Journal of Occupational and Environmental Hygiene*, 16(3), 191-198.
- Anderson, A. A.** & Becker, A. B. (2018). Not just funny after all: Sarcasm as a catalyst for public engagement with climate change. *Science Communication*, 40(4): 524-540.
<https://doi.org/10.1177/1075547018786560>
- Anderson, A. A.**, Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2018). Toxic talk: How online incivility can undermine perceptions of media. *International Journal of Public Opinion Research*, 30(1): 156-168. <http://doi.org/10.1093/ijpor/edw022>
- Li, N., Brossard, D., **Anderson, A. A.**, Scheufele, D. A., & Rose, K. M. (2018). How do policymakers and think tank stakeholders prioritize the risks of the nuclear fuel cycle? A semantic network analysis. *Journal of Risk Research*, 21(5): 599-621. 10.1080/13669877.2016.1223164
- Anderson, A. A.** & Huntington, H. E. (2017). Social Media, Science, and Attack Discourse: How Twitter Discussions of Climate Change Use Sarcasm and Incivility. *Science Communication*, 39(5): 598-620. <https://doi.org/10.1177/1075547017735113>
- Myers, T. A., Kotcher, J., Stenhouse, N., **Anderson, A. A.**, Maibach, E., Beall, L., & Leiserowitz, A. (2017). Predictors of trust in the general science and climate science research of US federal agencies. *Public Understanding of Science*, 26(7), 843-860.
<http://doi.org/10.1177/0963662516636040>
- Liang, X., Ho, S. S., Brossard, D., Xenos, M. A., Scheufele, D. A., **Anderson, A. A.**, Hao, X., & He, X. (2015). Value predispositions as perceptual filters: Comparing of public attitudes toward nanotechnology in the United States and Singapore. *Public Understanding of Science*, 24(5): 582-600. doi:10.1177/0963662513510858.
- Vraga, E. K., **Anderson, A. A.**, Kotcher, J. E., & Maibach, E. W. (2015). Issue-specific engagement: How Facebook contributes to opinion leadership and efficacy on energy and climate issues. *Journal of Information Technology & Politics*, 12(2), 200–218.
<http://doi.org/10.1080/19331681.2015.1034910>
- Anderson, A. A.**, Brossard, D., Scheufele, D. A., Xenos, M. A., & Ladwig, P. (2014). The “Nasty Effect”: Online incivility’s effect on risk perceptions of emerging technologies. *Journal of Computer-Mediated Communication*, 19(3): 373-387. doi: 10.1111/jcc4.12009
- Jones, A. R., **Anderson, A. A.**, Yeo, S. K., Greenberg, A. E., Brossard, D., & Moore, J. W. (2014). Using a deliberative exercise to foster public engagement in nanotechnology. *Journal of Chemical Education*, 91(2): 179-187. doi:10.1021/ed400517q
- Li, N., **Anderson, A. A.**, Brossard, D., & Scheufele, D. A., (2014). Channeling science information seekers' attention? A content analysis of top-ranked vs. lower-ranked sites in Google. *Journal of Computer-Mediated Communication*, 19(3): 562-575. doi: 10.1111/jcc4.12043
- Anderson, A. A.**; Kim, J.; Scheufele, D. A.; Brossard, D.; & Xenos, M. A. (2013). What's in a name?: How we define nanotech shapes public reactions. *Journal of Nanoparticle Research*, 15(2): 1-5.
<https://doi.org/10.1007/s11051-013-1421-z>

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- Anderson, A. A.**; Myers, T. A.; Maibach, E. W.; Cullen, H.; Gandy, J.; Witte, J.; Stenhouse, N.; Leiserowitz, A. (2013). If they like you, they learn from you: How a brief weathercaster-delivered climate education segment is moderated by viewer evaluations of the weathercaster. *Weather, Climate, and Society*, 5(4): 367-377. <https://doi.org/10.1175/WCAS-D-12-00051.1>
- Runge, K. K., Yeo, S. K., Cacciatore, M., Scheufele, D. A., Brossard, D., Xenos, M., **Anderson, A. A.**, Choi, D.-H., Kim, J., Li, N., Liang, X., Stubbings, M., Su, L. Y.-F. (2013). Tweeting nano: How public discourse about nanotechnology develops in social media environments. *Journal of Nanoparticle Research*, 15: 1381. doi: 10.1007/s11051-012-1381-8
- Anderson, A. A.**; Brossard, D.; & Scheufele, D. A. (2012). News coverage of controversial emerging technologies: Evidence for the issue attention cycle in print and online media. *Politics and the Life Sciences*, 31(1-2): 87-96. [10.2990/31_1-2_87](https://doi.org/10.2990/31_1-2_87)
- Anderson, A. A.**; Delborne, J. A.; & Kleinman, D. L. (2012). Information beyond the forum: Motivations, strategies, and impacts of citizen participants seeking information during a consensus conference. *Public Understanding of Science*, 22(8): 955-970. <https://doi.org/10.1177/0963662512447173>
- Anderson, A. A.**; Scheufele, D. A.; Brossard, D. B.; Corley, E. A. (2012). The role of media and deference to scientific authority in cultivating trust in sources of information about emerging technologies. *International Journal of Public Opinion Research*, 24(2): 225-237. <https://doi.org/10.1093/ijpor/edr032>
- Cacciatore, M. A., **Anderson, A. A.**, Choi, D. H., Brossard, D., Scheufele, D. A., Liang, X.; Ladwig, P.; Xenos, M. A.; Dudo, A. (2012). Coverage of emerging technologies: A comparison between print and online media. *New Media & Society*, 14(6): 1039-1059. <https://doi.org/10.1177/1461444812439061>
- Liang, X., **Anderson, A. A.**, Scheufele, D. A., Brossard, D., & Xenos, M. A. (2012). Information snapshots: What Google searches really tell us about emerging technologies. *Nano Today*, 7(2): 72-75. <https://doi.org/10.1016/j.nantod.2012.01.001>
- Xenos, M. A.; Becker, A. B.; **Anderson A. A.**; Brossard, D.; Scheufele, D. A. (2011). Stimulating upstream engagement: An experimental study of nanotechnology information-seeking. *Social Science Quarterly*, 92(5): 1191-1214. <https://doi.org/10.1111/j.1540-6237.2011.00814.x>
- Delborne, J. A.; **Anderson, A. A.**; Kleinman, D. L.; Colin, M.; & Powell, M. (2011). Virtual deliberation? Prospects and challenges for integrating the Internet in consensus conferences. *Public Understanding of Science*, 20(3): 367-384. <https://doi.org/10.1177/0963662509347138>
- Kleinman, D. L.; Delborne, J. A.; & **Anderson, A. A.** (2011). Engaging citizens: The high cost of citizen participation in high technology. *Public Understanding of Science*, 20(2): 221-240. <https://doi.org/10.1177/0963662509347137>
- Powell, M.; Colin, M.; Kleinman, D. L.; Delborne, J. A.; & **Anderson, A. A.** (2011). Imagining ordinary citizens? Conceptualized and actual participants for deliberations on emerging technologies. *Science as Culture*, 20(1): 37-70. <https://doi.org/10.1080/09505430903567741>
- Anderson, A. A.**; Brossard, D.; & Scheufele, D. A. (2010). The changing information environment for nanotechnology: Online audiences and content. *Journal of Nanoparticle Research*, 12(4), 1083-1094. <https://doi.org/10.1007/s11051-010-9860-2>

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Ladwig, P.; **Anderson, A. A.**; Brossard, D.; Scheufele, D. A.; & Shaw, B. (2010). Narrowing the nano discourse? *Materials Today*, 13(5): 52-54. [https://doi.org/10.1016/S1369-7021\(10\)70084-5](https://doi.org/10.1016/S1369-7021(10)70084-5)

Refereed Chapters in Books:

Anderson, A. A. (2017). Effects of social media use on climate change opinion, knowledge, and behavior. *Oxford Research Encyclopedia on Climate Science*. Oxford Research Encyclopedias. 10.1093/acrefore/9780190228620.013.369

Anderson, A. A. (2016). The social nature of online media and its effects on behaviors and attitudes. In A. Dudo & L. Kahlor (Eds.), *New agendas in strategic communication*, Routledge: New York, 66-83.

Anderson, A. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2012). Online talk: How exposure to disagreement in online comments affects beliefs in the promise of controversial science. In L. Phillips, A. Carvalho, & J. Doyle, *Citizen voices: Performing public participation in science and environment communication*, Intellect Books: Bristol, UK, 119-135.

Other (e.g. lab texts, book reviews, technical reports, in-house reports):

Anderson, A., Balgopal, M., Bellows, L., Carter, E., Champ, J., Sivakumar, G., & Thilmany, D. (2019). Global Challenges Research Team: Center for Science Communication Evaluation, School of Global Environmental Sustainability at CSU, Final Report.

Atadero, R., **Anderson, A.**, Hussam M., Morrison, R., Ratajczyk, E., & Stevens-Rumann, C. (2019). Resilient Natural and Human Systems: A Framework for Linking Social and Environmental Systems to Create More Resilient Communities, PRECIP Final Report.

Runions, S. & **Anderson, A. A.** (2017). Information seeking and usage habits of natural resource managers within the National Park Service: An evaluation of current NRSS sources and recommendations for change. Funding Project Report, National Park Service Natural Resources Stewardship and Science Directorate.

Anderson, A. A. (2014). Floods, communication, and climate change: Exploring the role of media use and interpersonal discussion in connecting water-related extreme weather events to perceptions about climate change. Final Project Report, CSU Water Center Faculty Fellowship.

Leiserowitz, A., Feinberg, G., Rosenthal, S., Smith, N., **Anderson A.**, Roser-Renouf, C. & Maibach, E. (2014). What's In A Name? Global Warming vs. Climate Change. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change Communication. Retrieved from: <http://www.climatechangecommunication.org/report/global-warming-vs-climate-change-may-2014>

Maibach, E., Roser-Renouf, C., Vraga, E., Bloodhart, B., **Anderson, A.**, Stenhouse, N., & Leiserowitz, A. (2013). *A national survey of Republicans and Republican-leaning Independents on energy and climate change*. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change Communication. http://climatechangecommunication.org/sites/default/files/reports/Republicans%27_Views_on_Climate_Change_2013.pdf

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Myers, T., Maibach, E., Roser-Renouf, C., **Anderson, A.**, Stenhouse, N., & Leiserowitz, A. (2013). *Public perceptions of NASA's research and reactions to the climate.nasa.gov website*. George Mason University, Fairfax, VA: Center for Climate Change Communication. Retrieved from <http://climatechange.gmu.edu/>

Anderson, A. A.; Maibach, E. W.; Leiserowitz, A. (2012, December 12). Is America ready to listen? *The Scientist*. <http://www.the-scientist.com/?articles.view/articleNo/33644/title/Opinion--Is-America-Ready-to-Listen-/>

Myers, T., Maibach, E., Roser-Renouf, C., **Anderson, A.**, Stenhouse, N., & Leiserowitz, A. (2012). *Public perceptions of federal agencies that conduct climate change research*. George Mason University, Fairfax, VA: Center for Climate Change Communication. Retrieved from <http://climatechange.gmu.edu>

Grants

Externally-Funded Projects as PI

- (2019-21) Provide Effective Communication of Natural Resource Conditions in Parks for Public and Managers, **Anderson, A. A.** (PI), DOI-NPS, \$177,265
- (2015-20) Effective Communication of Natural Resource Conditions in Parks, **Anderson, A. A.** (PI), DOI-NPS-National Park Service, \$212,454.

Externally-Funded Projects as CoPI

- (2015) FEW: Workshop on Food-Energy-Water Nexus Issues in Energy Production, Reardon, K. R. (CoPI), **Anderson, A. A.** (CoPI), Kreidenweis, S. M. (CoPI), Steiner, J. (CoPI), & Waskom, R. M. (CoPI), National Science Foundation, \$49,952.
- (2019-24) A Citizen-Science Approach to Occupational Hazard Assessment, Volckens, J. V. (PI), Carter, E. (PI), **Anderson, A. A.** (CoPI), Long, M. (CoPI), Williams, E. A. (CoPI), NIH/NIOSH, \$2,164,527.

Internally-Funded Awards

- (2019) Atadero, R. (PI), **Anderson, A. A.** (Co-PI), Hussam M. (Co-PI), Morrison, R. (Co-PI), Ratajczyk, E. (Co-PI), Stevens-Rumann, C. (Co-PI), "Resilient Natural and Human Systems: A Framework for Linking Social and Environmental Systems to Create More Resilient Communities", Vice President for Research's Pre-Catalyst for Innovative Partnerships (PRECIP) program, \$5,000.
- (2018-19) Scaling up CSU's Center for Science Communication: Enhancing interdisciplinarity to communicate about science and sustainability, **Anderson, A. A.** (PI), Balgopal, M. (PI), Bellows, L. (PI), Carter, E. (PI), Champ, J. (PI), Sivakumar, G. (PI), & Thilmany, D. (PI), School of Global Environmental Sustainability Global Challenges Research Teams, \$10,000.
- (2013-14) Floods, communication, and climate change: Exploring the role of media use and interpersonal discussion in connecting water-related extreme weather events to perceptions about climate change, **Anderson, A. A.** (PI), CSU Water Center, \$7,405.

Select Conference Presentations

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- Becker, A. B. & Anderson, A. A. (2019, February). Can comedy stimulate climate change advocacy and engagement? Michigan Symposium on Media and Politics: Environmental Advocacy in a Polarized World, Ann Arbor, MI.
- Anderson, A. A. (2017, August). Communicating the flood: The role of communication during extreme weather events in shaping climate change engagement. Association for Education in Journalism and Mass Communication, Chicago, IL.
- Anderson, A. A. (2017, May). Environmental communication with stakeholders: The case of natural resource managers in the National Park Service, International Communication Association, San Diego, CA.
- Anderson, A. A.; Huntington, H. E.; Kandra, K. (2015, August). Incivility or sarcasm? Expanding the concept of attacks in online social media. Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Anderson, A. A.; Myers, T. A.; Stenhouse, N.; Maibach, E. W. (2013, November). Asking unexpected questions: How positive experiences with information not typically considered can motivate future information seeking. Presented at the annual convention of the National Communication Association, Washington, DC.
- Myers, T. A.; Anderson, A. A.; Roser-Renouf, C.; Maibach, E. W. (2013, November). Beyond selective exposure? Exploring the role of issue involvement in predicting information seeking about climate change. Presented at the annual convention of the National Communication Association, Washington, DC.
- Myers, T. A.; Kotcher, J.; Stenhouse, N.; Anderson, A. A.; Maibach, E. W. (2013, November). Predictors of trust in the general and climate scientific research of US federal scientific organizations. Presented at the annual convention of the National Communication Association, Washington, DC.
- Anderson, A. A. (2013, June). Information seeking as engagement: Accounting for individual and structural components. Presented at the annual conference of the International Communication Association, London, United Kingdom.
- Anderson, A. A., Myers, T. A.; Maibach, E. W.; Cullen, H.; Gandy, J.; Witte, J.; Stenhouse, N.; Leiserowitz, A. (2013, June). If they like you, they learn from you: How a brief weathercaster-delivered climate education segment is moderated by viewer evaluations of the weathercaster. Paper to be presented at the annual Conference on Communication and the Environment, Uppsala, Sweden.
- Anderson, A. A., Yeo, S., Jones, A. R., Moore, J. W., & Greenberg, A. E. (2012, November). Developing information efficacy in deliberative environments. Presented at the Annual Meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Yeo, S., Anderson, A. A., Li, N., Runge, K. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2012, November). Exploring the interplay of values and use of information channels on public opinion of nuclear energy. Presented at the Behavior, Energy & Climate Change Conference, Sacramento, CA.
- Anderson, A. A., Xenos, M., A., Brossard, D., & Scheufele, D. A. (2012, August). Caustic comments: Measuring incivility in online comments and testing its effects on political participation. Presented

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at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Cacciatore, M. A., Yeo, S. K., Su, L. Y-F., Choi, D-H., Xenos, M. A., Scheufele, D. A., Brossard, D., Anderson, A. A., Kim, J., & Corley, E. A. (2012, August). Is Facebook making us dumber? Exploring social media use as a predictor of political knowledge. Presented at the Annual Meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Jones, A. R., Anderson, A. A., Yeo, S., Brossard, D., Greenberg, A. E., & Moore, J. W. (2012, July). Small science, big decisions: Engaging adults through deliberation and consensus. Presented at the Biennial Conference on Chemical Education, University Park, PA.

Anderson, A. A., Brossard, D., Xenos, M. A., & Scheufele, D. A. (2012, March). Toxic talk? How online incivility can undermine perceptions of media credibility. Presented at the International Communication Association Regional Conference CMN2012: Communicating in a World of Norms, Roubaix, France.

Ladwig, P., Anderson, A. A., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2011, August). Crude comments and concern: Online incivility's effect on risk perceptions of emerging technologies. Presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Xenos, M. A.; Becker, A. B.; Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2011, May). Stimulating upstream engagement: An experimental study of nanotechnology information-seeking. Presented at the Annual Conference of the International Communication Association, Boston, MA.

Anderson, A. A.; Becker, A. B.; Xenos, M. A.; Brossard, D.; Scheufele, D. A.; Kim, E. (2010, November). The role of cognition and anticipated opinion climate in discussion of nanotechnology. Presented at the Second International Conference on Science in Society, Madrid, Spain.

Anderson, A. A.; Ladwig, P.; Brossard, D.; Scheufele, D. A.; Xenos, M. A. (2010, October). Reading blog comments: The role of civility and issue exposure on perceptions of media and attitudes toward science. Presented at the 3rd ECREA European Communication Conference, Hamburg, Germany.

Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2010, August). The shifting agenda: A scientific event and its print and online coverage. Presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Anderson, A. A.; Scheufele, D. A.; Brossard, D. (2010, May). Trust in scientists: The role of media in establishing trust in sources of information about nanotechnology. Paper presented at the Annual Conference of the World Association for Public Opinion Research, Chicago, IL.

Anderson, A. A.; Brossard, D.; Scheufele, D. A. (2009, November). The changing information environment for nanotechnology: Online audiences and content. Presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Kleinman, D. L.; Delborne, J. A.; & Anderson, A. A. (2009, October). Engaging citizens: The high cost of citizen participation in high technology. Presented to the Annual Meeting of the Society for the Social Studies of Science, Washington, DC.

Anderson, A. A.; Brossard, D.; & Scheufele, D. A. (2009, May). Tracking public interest in emerging

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technologies: Mapping the landscape. Presented at the Annual Conference of the American Association for Public Opinion Research, Hollywood, Fla.

Anderson, A. A. (2008, November). Willingness to Speak Up in Hostile Opinion Climates: The Role of Network Heterogeneity. Presented at the Annual Conference of the Midwest Association for Public Opinion Research Conference, Chicago, IL.

Awards

Top Faculty Paper Award, Communicating Science, Health, Environment, and Risk Division, Association for Education in Journalism and Mass Communication, 2017.

Top 4 Paper Award, Environmental Communication Interest Group, National Communication Association, 2013.

Top 3 Paper Award, Faculty Competition, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2011.

Jean Fewster Life Sciences Communication Award, Department of Life Sciences Communication, University of Wisconsin – Madison, 2011-2012.

Nellie McCannon Life Sciences Communication Award, Department of Life Sciences Communication, University of Wisconsin – Madison, 2010-2011.

Graduate Student Peer Mentor Award, University of Wisconsin – Madison, 2010.

Professional Experience

Managing Editor, *Review of Policy Research: Politics and Policy of Science and Technology*, Georgetown University, 2006 – 2007

- Helped establish new direction and mission statement for the journal; established peer review guidelines; solicited and reviewed manuscripts for initial acceptance to the journal; coordinated all communication among referees and authors; communicated with editorial and advisory boards and Wiley-Blackwell Publishing; attended advisory board meetings.

Research/Communication Assistant, Pursuant Inc., Washington, DC, 2006

- Analyzed quantitative and qualitative data to write reports, executive summaries, and presentations for public opinion research firm; planned survey, focus group, and in-depth interview research for clients; wrote and disseminated press releases to gain media exposure for the firm.

Associate Editor, *Supply House Times Magazine*, Bensenville, IL, 2003 – 2005

- Reported and edited print and online content, including news and product sections and cover stories, for monthly national trade magazine.

Communications/Web Trainee, Emerson Electric Asia Pacific, Hong Kong, 2002 – 2003

- Developed newsletters and a website for an international firm's global business network to communicate with U.S. and European divisions about sourcing in Asia.

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Editorial Intern, *Kansas City Homes & Gardens*, Kansas City, KS, Summer 2001

- Reported, wrote, and proofread feature articles in regional monthly magazine.

Reporter, *Columbia Missourian*, Columbia, MO, Fall 2000

- Reported for the health, science, and environment beat for daily local newspaper.