

Chris Skurka (he/him)

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ACADEMIC APPOINTMENTS

- 2025- **Associate Professor**, Department of Media Studies
Donald P. Bellisario College of Communications
Member, Penn State Cancer Institute (PSCI), Cancer Control Program
Affiliate Researcher, Institute of Energy and the Environment
Pennsylvania State University
- 2019- **Assistant Professor**, Department of Media Studies
2025 Donald P. Bellisario College of Communications
Pennsylvania State University

EDUCATION

- 2019 **PhD**, Communication, Cornell University
- 2015 **MA**, Communication, University of Illinois Urbana-Champaign
- 2013 **BA**, Communication & Spanish, Aquinas College, *summa cum laude*

RESEARCH INTERESTS

Media effects, media psychology, emotion, persuasion, environmental communication, health communication, science communication, quantitative methods

AWARDS

- 2025 **Top Faculty Paper**, Association for Education in Journalism and Mass Communication, Political Communication Division
- 2024 **Article of the Year**, Association for Education in Journalism and Mass Communication, ComSHER Division
- 2023 **Reviewer of the Year**, *Journal of Media Psychology*
- 2022 **Dean's Excellence Award for Research**, Donald P. Bellisario College of Communications, Penn State University

- 2022 **Top paper**, International Communication Association Conference, Information Systems Division
- 2021 **Top paper (honorable mention)**, National Communication Association Conference, Environmental Communication Division
- 2020 **Top paper**, National Communication Association Conference, Communication and Social Cognition Division
- 2020 **Top poster**, Kentucky Conference on Health Communication
- 2019 **Article of the Year**, Association for Education in Journalism and Mass Communication, ComSHER Division
- 2019 **Top paper**, National Communication Association Conference, Communication and Social Cognition Division
- 2019 **Top paper**, International Communication Association Conference, Information Systems Division
- 2019 **Anson E. Rowe Award**, Department of Communication, Cornell University
- 2017 **Glass Family Fellowship**, Department of Communication, Cornell University
- 2015-2016 **Outstanding Graduate Teaching Assistant**, College of Agriculture and Life Sciences, Cornell University
- 2014 **Elizabeth Winter Young Fellowship**, Department of Communication, University of Illinois
- 2014 **Henry L. Mueller Award (Most Outstanding New Teaching Assistant)**, Department of Communication, University of Illinois
- 2013-2015 **List of Teachers Ranked as Outstanding by Their Students**, Center for Teaching Excellence, University of Illinois

GRANTS & RESEARCH SUPPORT (total awarded: \$504,862)

- 2023-present **National Science Foundation** (PI, \$25,708)
Doctoral Dissertation Research Improvement Grant
 “DDRIG in DRMS: A mixed methods investigation of the barriers to and effects of solutions journalism for climate risk mitigation” (led by Cassandra Troy, with Jess Myrick)
- Declined **National Science Foundation** (Co-I, \$1,638,620)

- "Examining open science practices among informal science learning practitioners and researchers" (with Asheley Landrum [PI], Sara Yeo, & Nicholas Bowman)
- 2023-present **National Institute of Mental Health, R21** (PI, \$442,750)
 "Enhancing engagement with online health messaging about oral and injectable PrEP among young-adult MSM" (with Jess Myrick, Rachel Smith, Samantha Tornello, Joshua Rosenberger, & Tim Brick)
- 2022 **Page/Johnson Legacy Scholar** (PI, \$5,000)
Arthur W. Page Center for Integrity in Public Communications, Penn State University
 "Communication at the intersection of environment, health, and inequality: The case of public messaging from the Environmental Defense Fund" (with Helen Joo & Rainer Romero-Canyas)
- 2020 **Vision 2020 Award** (\$3,150)
Bellisario College of Communications, Penn State University
 "Tuning out the news? A selective exposure study examining the behavioral correlates of news fatigue and the news-finds-me perception" (with Homero Gil de Zúñiga)
- 2018-2019 **National Science Foundation** (\$27,054)
Doctoral Dissertation Research Improvement Grant
 "DDRIG in DRMS: Harnessing anger to promote activism: Exploring the efficacy and emotional flow of persuasive anger appeals" (with Jeff Niederdeppe)
- 2019 **Media Studies Graduate Working Group Grant** (\$1,200)
 Office of the Dean of the College of Arts and Sciences, Cornell University

PUBLICATIONS

* Graduate student co-author at time of writing.

49. **Skurka, C.**, Troy, C. L. C., Yang, Y., Smith, R., Tornello, S., Rosenberger, J. G., Brick, T. R., & Myrick, J. G. (Accepted). "It is in the air": Seeking and scanning for information about pre-exposure prophylaxis among young-adult men who have sex with men in the U.S. *Health Communication*.
48. **Skurka, C.**, Cheng, Z.,* Goyanes, M., & Gil de Zúñiga, H. (Accepted). News finds me as the illusion of competence: Evidence for overconfidence in discernment of political misinformation. *Human Communication Research*.
<https://doi.org/10.1093/hcr/hqaf015>
47. Yang, Y.*, & **Skurka, C.** (Accepted). Making inroads with the outgroup: The interactive effects of point of view and group membership in narrative persuasion. *Journal*

of Public Interest Communications, 9(1). <https://doi.org/10.32473/jpic.v9.i1.p4>

46. Norman, M.,* Bao, J.,* Kurniasari, T.,* & **Skurka, C.** (In press). Tweeting environmental risk: Communicating with verbatim and gist messaging across information modalities. *Risk Analysis*.
45. **Skurka, C.**, Romero-Canyas, R., Joo, H., & Niederdeppe, J. (In press). How forced versus selective exposure matters for the influence of emotional appeals about climate change. *Science Communication*.
44. Troy, C. L.,* **Skurka, C.**, Joo H., & Romero-Canyas, R. (In press). Who is willing to learn about inequality? Predictors of choice exposure to messaging about racial disparities in air pollution effects among Black and White U.S. residents. *Health Communication*. <https://doi.org/10.1080/10410236.2024.2419192>
43. **Skurka, C.**, Troy, C. L.,* Joo H., & Romero-Canyas, R. (In press). Strategic communication at the intersection of environment, health, and inequality: The case of public messaging from the Environmental Defense Fund. *Public Relations Journal*. <https://instituteforpr.org/prj-vol-17-issue-3-article-7/>
42. Keating, D. M., & **Skurka, C.** (In press). Meta-analytic evidence that message fatigue is associated with unintended persuasive outcomes. *Communication Research*. <https://doi.org/10.1177/00936502241287875>
41. Troy, C.* , Eng, N.* , & **Skurka, C.** (In press). Green and good? Examining intended and unintended effects of morally framed climate messages. *Environmental Communication*. <https://doi.org/10.1080/17524032.2024.2379445>
40. Troy, C. L.,* Norman, M. L.,* Kim, N., **Skurka, C.**, & Myrick, J. G. (In press). Can you picture it? Effects of positive and negative depictions of climate futures on climate action intentions. *Journal of Environmental Psychology*, 96, 102312. <https://doi.org/10.1016/j.jenvp.2024.102312>
39. **Skurka, C.** & Keating, D. M. (In press). How repeated exposure to persuasive messaging shapes message responses over time: A longitudinal experiment. *Human Communication Research*, hqae008. <https://doi.org/10.1093/hcr/hqae008>
38. **Skurka, C.** (In press). Harnessing anger to persuade: The moderating roles of retributive efficacy and prior attitudes. *Media Psychology*. <https://doi.org/10.1080/15213269.2024.2352747>
37. Kim, N.,* **Skurka, C.**, & Madden, S. (2024). The effects of self-disclosure and gender on a climate scientist's credibility and likability on social media. *Public Understanding of Science*, 33(6), 692–708. <https://doi.org/10.1177/09636625231225073>

36. **Skurka, C.**, Kim, N.,* Eng, N.,* & Oliver, M. B. (In press). Awesome, awful: Emotional flow in environmental messaging. *Media Psychology*.
<https://doi.org/10.1080/15213269.2023.2297965>
35. **Skurka, C.**, Liao, M.,* & Gil de Zúñiga, H. (In press). Tuning out (political and science) news? A selective exposure study of the news-finds-me perception. *Communication Research*. <https://doi.org/10.1177/00936502231215528>
34. **Skurka, C.** & Cunningham, J. L. (2023). Seeing the funny side: Humor in pro-environmental communication. *Current Opinion in Psychology*, 53, 101668.
<https://doi.org/10.1016/j.copsyc.2023.101668>
33. Reynolds-Tylus, T, Martinez-Gonzalez, A., & **Skurka, C.** (2023). Leveraging dynamic norms to reduce student alcohol use: An examination of four mediators. *Health Communication*, 39(7), 1371-1382.
<https://doi.org/10.1080/10410236.2023.2212447>
32. Troy, C. L. C.*, & **Skurka, C.** (2023). Being outdoorsy indoors: Nature connectedness through 360-degree images and video. *Journal of Environmental Media*, 4(1), 27-47. https://doi.org/10.1386/jem_00095_1
31. **Skurka, C.**, Myrick, J. G., & Yang, Y.* (2023). Fanning the flames or burning out? Testing competing hypotheses about repeated exposure to threatening climate change messages. *Climatic Change*, 176(5), 52. <https://doi.org/10.1007/s10584-023-03539-8>
 - **2024 Article of the Year Award (Association for Education in Journalism and Mass Communication, ComSHER Division)**
30. Gil de Zúñiga, H., Goyanes, M., & **Skurka, C.** (2023). Understanding fake news corrective action: A mixed method approach. *International Journal of Communication*, 17.
<https://ijoc.org/index.php/ijoc/article/view/19885>
29. **Skurka, C.**, & Nabi, R. (2023). Perspectives on emotion in the digital age. In R. Nabi & J. Myrick (Eds.), *Emotions in the digital world: Exploring affective experience and expression in online interactions*. Oxford University Press.
28. Wheldon, C. W., **Skurka, C.**, & Eng, N.* (2023). Inoculating Black/African American and LGBTQ communities against the tobacco industry: The role of community connectedness and tobacco denormalization beliefs. *Health Promotion Practice*, 25(3), 445-454. <https://doi.org/10.1177/15248399221146553>
27. **Skurka, C.**, Troy, C.,* Cui, Z.,* & Gil de Zúñiga, H. (2022). Efficacy constructs in media use and effects: Organizing and appraising the literature. *Annals of the International Communication Association*, 47(1), 114-149.
<https://doi.org/10.1080/23808985.2022.2142150>

26. Kalaji, M., Mathios, A. D., **Skurka, C.**, Niederdeppe, J., & Byrne, S. (2022). Youth and young adult-targeted e-cigarette warnings and advertising messages: An experiment with young adults in the US. *Journal of Health Communication*, 27(8), 574-584. <https://doi.org/10.1080/10810730.2022.2138640>
25. **Skurka, C.**, Romero-Canyas, R., Joo, H., & Niederdeppe, J. (2022). Choose your own emotion: Predictors of young adults' selective exposure to emotion-inducing climate messages. *Environmental Communication*, 16(3), 424-431. <https://doi.org/10.1080/17524032.2022.2083207>
24. **Skurka, C.**, Eng, N.,* & Oliver, M. B. (2022). On the effects and boundaries of awe and humor appeals for pro-environmental engagement. *International Journal of Communication*, 16. <https://ijoc.org/index.php/ijoc/article/view/19513>
23. Martinez-Gonzalez, A., Reynolds-Tylus, T., & **Skurka, C.** (2022). Predicting young adults' willingness to engage in climate change activism: An application of the Theory of Normative Social Behavior. *Environmental Communication*, 16(3), 388-407. <https://doi.org/10.1080/17524032.2021.2011368>
22. **Skurka, C.**, Romero-Canyas, R., Joo, H., Acup, D., & Niederdeppe, J. (2022). Emotional appeals, climate change, and young adults: A direct replication of Skurka et al. (2018). *Human Communication Research*, 48(1), 147-156. <https://doi.org/10.1093/hcr/hqab013>
21. Madden, S., Guastaferrro, K., **Skurka, C.**, & Myrick, J. G. (2021). When home is not safe: Media coverage and issue salience of child maltreatment during the COVID-19 pandemic. *Howard Journal of Communication*, 32, 474-492. <https://doi.org/10.1080/10646175.2021.1932641>
20. Martinez-Gonzalez, A., Reynolds-Tylus, T., Quick, B., & **Skurka, C.** (2021). Message fatigue and resistance to anti-binge drinking messages: Examining the mediating roles of inattention and reactance. *Journal of Studies on Alcohol and Drugs*, 82(4), 503-510. <https://doi.org/10.15288/jsad.2021.82.503>
19. **Skurka, C.**, Wheldon, C. W., & Eng, N.* (2021). Targeted truth: An experiment testing the efficacy of counterindustry tobacco advertisements targeted to Black individuals and sexual and gender minority individuals. *Nicotine & Tobacco Research*, 23(9), 1542-1550. <https://doi.org/10.1093/ntr/ntab032>
18. **Skurka, C.** (2021). Will it teach them a lesson? Validating a measure of retributive efficacy in social issue activism. *Political Behavior*, 44, 1559-1582. <https://doi.org/10.1007/s11109-020-09665-8>
17. **Skurka, C.**, Reynolds-Tylus, T., Quick, B., & Hartman, D. (2021). What's at stake:

Evaluating a Run-Hide-Fight® intervention video through the lens of vested interest theory. *Journal of Health Communication*, 25(12), 982-989.
<https://doi.org/10.1080/10810730.2021.1885084>

16. Jovanova, M.*, **Skurka, C.**, Byrne, S., Kalaji, M.*, Porticella, N., Greiner Safi, A.,...Niederdeppe, J. (2020). Should graphic warning labels proposed for cigarette packages sold in the United States mention the Food and Drug Administration? *Nicotine & Tobacco Research*, 23(2), 402-406.
<https://doi.org/10.1093/ntr/ntaa142>
15. **Skurka, C.**, Niederdeppe, J., & Winett, L. (2020). There's more to the story: Both individual and collective policy narratives can increase support for community-level action. *International Journal of Communication*, 40.
<https://www.ijoc.org/index.php/ijoc/article/view/14537>
14. Niederdeppe, J., Avery, R. J., Tabor, E., Lee, N. W., Welch, B., & **Skurka, C.** (2020). Estimated televised alcohol advertising exposure in the past year and its association with past 30-day drinking behavior among American adults: Results from a secondary analysis of large-scale advertising and survey data. *Addiction*, 16(2), 280-289. <https://doi.org/10.1111/add.15088>
13. **Skurka, C.**, Winett, L., Jarman-Miller, H, & Niederdeppe, J. (2020). All things being equal: Distinguishing proportionality and equity in moral reasoning. *Social Psychological and Personality Science*, 11, 374-387.
<https://doi.org/10.1177/1948550619862261>
12. Safi, A., Reyes, C., Jesch, E., Steinhardt, J., Niederdeppe, J., **Skurka, C.**, Kalaji, M., Scolere, L., & Byrne, S. (2019). Comparing three methods to recruit low-SES populations for tobacco control policy research. *Social Science & Medicine*, 242, 112597.
<https://doi.org/10.1016/j.socscimed.2019.112597>
11. **Skurka, C.**, Niederdeppe, J., & Nabi, R. (2019). Kimmel on climate: Disentangling the emotional ingredients of a satirical monologue. *Science Communication*, 41, 394-421. <https://doi.org/10.1177/1075547019853837>
10. **Skurka, C.**, Kalaji, M., Dorf, M., Kemp, D., Greiner Safi, A., Byrne, S.,...Niederdeppe, J. (2019). Independent or synergistic? Effects of varying size and using pictorial images in tobacco health warning labels. *Drug & Alcohol Dependence*, 198, 87-94. <https://doi.org/10.1016/j.drugalcdep.2019.01.034>
9. **Skurka, C.** (2018). You mad? Using anger appeals to promote activism intentions and policy support in the context of sugary drink marketing to kids. *Health Communication*, 34, 1775-1787.
<https://doi.org/10.1080/10410236.2018.1536943>

8. **Skurka, C.**, Byrne, S., Davydova, J., Kemp, D., Greiner Safi, A., Dorf, M.,...Niederdeppe, J. (2018). Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth. *Social Science & Medicine*, 211, 294-303. <https://doi.org/10.1016/j.socscimed.2018.06.035>
7. **Skurka, C.**, Niederdeppe, J., Romero-Canyas, R., & Acup, D. (2018). Pathways of influence in emotional appeals: Benefits and tradeoffs of using fear or humor to promote climate change-related intentions and risk perceptions. *Journal of Communication*, 68, 169-193. <https://doi.org/10.1093/joc/jqx008>
 - **2019 Article of the Year Award (Association for Education in Journalism and Mass Communication, ComSHER Division)**
6. **Skurka, C.**, Quick, B. L., Reynolds-Tylus, T., Short, T., & Bryan, A. (2018). An evaluation of a college campus emergency preparedness intervention. *Journal of Safety Research*, 65, 67-72. <https://doi.org/10.1016/j.jsr.2018.02.003>
5. Niederdeppe, J., Kellogg, M., **Skurka, C.**, & Avery, R. (2018). Market-level exposure to state antismoking media campaigns and public support for tobacco control policy in the United States, 2001-2002. *Tobacco Control*, 27, 177-184. <https://doi.org/10.1136/tobaccocontrol-2016-053506>
4. Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & **Skurka, C.** (2018). Examining mechanisms underlying fear-control in the Extended Parallel Process Model. *Health Communication*, 33, 379-391. <https://doi.org/10.1080/10410236.2016.1266738>
3. **Skurka, C.** (2017). Communicating inequalities to enhance support for obesity-prevention policies: The role of social comparisons, age frames, and emotions. *Health Communication*, 34, 227-237. <https://doi.org/10.1080/10410236.2017.1405477>
2. **Skurka, C.**, Kemp, D., Davydova, Y., Thrasher, J., Byrne, S., Greiner Safi, A.,...Niederdeppe, J. (2017). Effects of 30% and 50% cigarette pack graphic warning labels on visual attention, negative affect, quit intentions, and smoking susceptibility among disadvantaged populations in the United States. *Nicotine & Tobacco Research*, 20, 859-866. <https://doi.org/10.1093/ntr/ntx244>
1. Byrne, S., Greiner Safi, A., Kemp, D., **Skurka, C.**, Davydova, J., Scolere, L.,...Niederdeppe, J. (2017). Effects of varying color, imagery, and text of cigarette package warning labels among socioeconomically disadvantaged middle school youth and adult smokers. *Health Communication*, 34, 306-316. <https://doi.org/10.1080/10410236.2017.1407228>

CONFERENCE INVOLVEMENT

Troy, C.*, Norman, M. L.*, Kim, N., **Skurka, C.**, & Myrick, J. G. (2023). *Can you picture it? Effects of imagined futures on climate action*. Paper presented at 2023 International Communication Association Conference, Toronto, Canada.

Yang, Y.*, & **Skurka, C.** (2023). *Point of view and the moderating role of group membership in narrative persuasion: The case of period poverty*. Paper presented at 2023 International Communication Association Conference, Toronto, Canada.

Skurka, C., Kim, N.*, Eng, N.*, & Oliver, M. B. (2023). *Awesome, awful: Emotional flow in environmental messaging*. Paper presented at 2023 International Communication Association Conference, Toronto, Canada.

Skurka, C., Romero-Canyas, R., Joo, H., & Niederdeppe, J. (2022). *The persuasive influence of selective exposure to emotional appeals: The case of climate change communication*. Paper presented at 2022 National Communication Association Conference, New Orleans, LA.

Eng, N.*, Troy, C.*, & **Skurka, C.** (2022). *Green and good? Benefits and drawbacks of moral frames in environmental messages*. Posted presented at 2022 Association for Education in Journalism and Mass Communication Conference, Detroit, MI.

Skurka, C., Troy, C.*, Cui, Z*, & Gil de Zúñiga, H. (2022). *Efficacy in media effects research: Organizing the conceptual and operational basement*. Paper presented at 2022 International Communication Association Conference, Paris, France.

- **Top paper award – Information Systems Division**

Skurka, C., Liao, M.*, & Gil de Zúñiga, H. (2022). *Tuning out (political and science) news? A selective exposure study of the news-finds-me perception*. Paper presented at 2022 International Communication Association Conference, Paris, France.

Martinez-Gonzalez, A., Reynolds-Tylus, T., & **Skurka, C.** (2021). *Predicting young adults' willingness to engage in climate change activism: An application of the Theory of Normative Social Behavior*. Paper presented at 2021 National Communication Association Conference, Seattle, WA.

Skurka, C., Romero-Canyas, R., Joo, H., & Niederdeppe, J. (2021). *Choose your own emotion: Predictors of young adults' selective exposure to emotion-inducing climate messages*. Paper presented at 2021 National Communication Association Conference, Seattle, WA.

- **Top paper award (honorable mention) – Environmental Communication Division**

Kim, N.*, **Skurka, C.**, & Madden, S. (2021). *How self-disclosure and gender influence perceptions of scientists' credibility and likability on social media*. Extended abstract virtually presented at the 2021 Association for Education in Journalism and Mass Communication Conference.

Skurka, C. Romero-Canyas, R., Joo, H., Acup, D., & Niederdeppe, J. (2021). *Emotional appeals, climate change, and young adults: A direct replication of Skurka et al. (2018)*. Paper virtually presented at the 2021 Association for Education in Journalism and Mass Communication Conference.

Gil de Zúñiga, H., Goyanes, M., & **Skurka, C.** (2021). *Understanding fake news corrective action: A mixed method approach*. Paper virtually presented at the 2021 Association for Education in Journalism and Mass Communication Conference.

Troy, C.*, & **Skurka, C.** (2021). *Being outdoorsy indoors: Nature connectedness through video, livestream, and panoramic images*. Presentation made at Re-MEDIating the Wild, the 2021 Conference on Communication and Environment (COCE).

Skurka, C., Eng, N.*, & Oliver, M. B. (2021). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Paper virtually presented at the 2021 International Communication Association conference.

Skurka, C., Wheldon, C. W., & Eng, N.* (2021). *Are targeted counterindustry tobacco advertisements perceived as more effective by vulnerable groups than non-targeted advertisements? An experiment with Black and LGBTQ young adults in the United States*. Virtual poster presented at the 2021 Society for Research on Nicotine & Tobacco Annual Meeting.

Wheldon, C. W., **Skurka, C.**, & Eng, N.* (2021). *Community connectedness and anti-tobacco industry beliefs among African American and LGBTQ young adults*. Virtual poster presented at the 2021 Society for Research on Nicotine & Tobacco Annual Meeting.

Myrick, J. G. & **Skurka, C.** (2020). *Does repeated exposure to threatening news stories fan the flames or desensitize audiences? Testing competing hypotheses in the context of climate change communication*. Paper presented at 2020 National Communication Association Conference, Indianapolis, IN.

- **Top paper award – Communication and Social Cognition Division**

Skurka, C. (2020). *Harnessing anger to persuade: Combining offense/anger appeals with retributive efficacy appeals to increase policy support*. Paper presented at 2020 Kentucky Conference on Health Communication, Lexington, KY.

Skurka, C. & Reynolds-Tylus, T. (2020). *Appealing to guilt to promote organ donation registration: A preliminary investigation of reparative and hedonic efficacy appeals*. Poster presented at 2020 Kentucky Conference on Health Communication, Lexington, KY.

- **Top poster award**

Skurka, C. (2019). *Are angry people more likely to take action when they believe the action punishes the wrongdoer? Exploring the role of retributive efficacy in political activism*. Paper presented at 2019 National Communication Association Conference, Baltimore, MD.

- **Top paper award – Communication and Social Cognition Division**

Martinez-Gonzales, A., Reynolds-Tylus, T., Quick, B., & **Skurka, C.** (2019). *Is reactance a consequence of or an antecedent to message fatigue?* Paper presented at 2019 International Communication Association Conference, Washington, DC.

- **Top paper award – Information Systems Division**

Skurka, C., Niederdeppe, J., & Nabi, R. (2019). *Kimmel on climate: Disentangling the emotional ingredients of a satirical monologue.* Paper presented at 2019 International Communication Association Conference, Washington, DC.

Skurka, C., Kalaji, M., Byrne, S., Kemp, D., Greiner Safi, A., Dorf, M.,...Niederdeppe, J. (2018). *Independent or synergistic? Effects of varying size and using pictorial images in tobacco health warning labels.* Paper presented at 2018 National Communication Association Conference. Salt Lake City, UT.

Davydova, J., Niederdeppe, J., Byrne, S., & **Skurka, C.** (2018). *Competing pathways of influence: Graphic warnings, negative affect, avoidance, freedom threat perceptions, and smoking-related outcomes.* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

Jovanova, M., Byrne, S., Kalaji, M., **Skurka, C.**, Porticella, N., Greiner Safi, A.,...Niederdeppe, J. (2018). *Should the FDA be identified as the source on the new US cigarette graphic warning labels?* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

Skurka, C. (2018). *You mad? An experimental test of the Anger Activism Model.* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

Skurka, C., Byrne, S., Davydova, J., Kemp, D., & Niederdeppe, J. (2018). *Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth.* Paper presented at 2018 Kentucky Conference on Health Communication, Lexington, KY.

Skurka, C., Kemp, D., Davydova, Y., Thrasher, J., Byrne, S., Greiner Safi, A.,...Niederdeppe, J. (2017). *Effects of cigarette pack graphic warning label size on visual attention, negative affect, and quit intentions among disadvantaged populations.* Poster presented at 2017 National Communication Association, Dallas, TX.

Skurka, C., Niederdeppe, J., Romero, R., & Acup, D. (2017). *Pathways of influence in emotional appeals: Benefits and tradeoffs of using fear or humor to promote climate change activism and environmentally sustainable behavior.* Paper presented at 2017 National Communication Association Conference, Dallas, TX.

Byrne, S., Kemp, D., Greiner Safi, A., Scolere, L., Steinhardt, J., **Skurka, C.**....Niederdeppe, J. (2017, May). *Testing alternatives to the originally proposed FDA graphic warning labels: A randomized experiment with socioeconomically disadvantaged middle school youth*. Poster presented at 2017 International Communication Association Conference, San Diego, CA.

Skurka, C. (2017, May). *Communicating inequalities to enhance support for obesity-prevention policies: The role of social comparisons, age frames, and emotions*. Paper presented at 2017 International Communication Association Conference, San Diego, CA.

Skurka, C., Quick, B. L., Reynolds-Tylus, T., Short, T., & Bryan, A. (2016, November). *An evaluation of a Run-Hide-Fight emergency preparedness intervention on a college campus*. Paper presented at 2016 National Communication Association Conference, Philadelphia, PA.

Dinh, L., Luo, M., & **Skurka, C.** (2016, June). *An evaluation of Spitzberg's meme diffusion: Bridging communication and computer science disciplines*. Paper presented at the 2016 International Communication Association Conference, Fukuoka, Japan.

Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & **Skurka, C.** (2015, November). *An examination of the underlying mechanisms of fear-control processing: An extension of the Extended Parallel Process Model*. Paper presented at 2015 National Communication Association Conference, Las Vegas, NV.

Pilny, A., Dinh, L., Poole, M.S., & **Skurka, C.** (2015, June). *Empirically testing an Input-Process-Outcome multi team system model*. Paper presented at 2015 International Sunbelt Social Network Conference, Brighton, United Kingdom.

Pilny, A., Poole, M. S., Yahja, A., **Skurka, C.** & Dinh, L. (2015, May). *Uncertainty in social media and team performance: An experimental design in progress*. Poster presented at 2015 International Communication Association, San Juan, Puerto Rico.

INVITED TALKS

"Going Positive for the Planet: Exploring the Role of Positive Emotions in the Effects of Pro-Environmental Messaging" Environment and Sustainability Program, William & Mary College, Williamsburg, VA (March 2024)

"Pathways of influence in emotional appeals to promote climate change activism and risk perception among Millennials" Environmental Defense Fund and University of Michigan Summit on Social and Behavioral Science Research, University of Michigan, Ann Arbor, MI (May 2017)

"Emotion and persuasion", COMM 2760: Persuasion and Social Influence, Cornell University (March 2018)

TEACHING EXPERIENCE

College of Communications, Penn State

Graduate

COMM 597: Theory Construction in Media Use and Effects

COMM 597: Design and Effects of Media Messages

COMM 597: Effects of Science in the Media

Undergraduate

COMM 304: Research Methods in Mass Communication

COMM 328: Effects of Science, Environmental, and Health Media

COMM 413W: Mass Media and the Public

COMM 418: Media Effects

COMM 420: Research Methods in Advertising/Public Relations

Department of Communication, Cornell University

COMM 2010: Oral Communication

COMM 3760: Planning Communication Campaigns

Department of Communication, University of Illinois

CMN 101: Public Speaking

ADVISING & MENTORING

PhD dissertation committee chair

Katherine Ryan

Peixin Hua

Cassandra Troy (currently: Assistant Professor, University of Illinois Urbana-Champaign)

PhD dissertation committee member

Keerthana Govindarazan

Megan Norman

Christopher Jackson

Jiaqi Bao

Zheng Cui

Maranda Berndt Goke (currently: Assistant Professor, Murray State University)

Yin Yang (currently: Assistant Professor, Florida State University)

Jin Chen (currently: Assistant Professor, Grand Valley State University)

Nicholas Eng (currently: Assistant Professor, University of Georgia)

Jeff Conlin (currently: Assistant Professor, University of Kansas)

MA committee member

Rehab Aloyoubi

Qing Xu (currently: PhD student, University of Florida)

Undergraduate thesis mentoring

Robin Evans

SERVICE

Department-level service

Assessment and Curriculum Coordinator, Department of Media Studies, Penn State (fall 2021-present)

College-level service

Sustainability Council (member), College of Communications, Penn State (2021-2023)
 Sustainability Council (chair), College of Communications, Penn State (2023-present)
 Faculty Writing Group co-facilitator (2023-present)

University-level service

Ad Hoc Committee on the Impacts of the COVID-19 Pandemic on Graduate Education (spring 2021)
 Schreyer Honors College Scholar Selection Committee, Penn State (fall 2019, fall 2020)

Service to the discipline

Student & Early Career Representative, Information Systems Division, International Communication Association (May 2020-May 2022)

Reviewer board

Communication Research Reports
Environmental Communication
Human Communication Research

Ad hoc reviewer (Publons page, Web of Science profile)

<i>Addictive Behavior</i>	<i>Environmental Communication</i>
<i>Animals & Society</i>	<i>Health Communication</i>
<i>Annals of the International Communication Association</i>	<i>Health Psychology</i>
<i>Center for Socially Responsible Artificial Intelligence (Penn State)</i>	<i>Information Processing & Management</i>
<i>Climatic Change</i>	<i>International Journal of Behavioral Nutrition and Physical Activity</i>
<i>Communication Monographs</i>	<i>International Journal of Communication</i>
<i>Communication Reports</i>	<i>International Journal of Drug Policy</i>
<i>Communication Research</i>	<i>International Journal of Environmental Research and Public Health</i>
<i>Communication Research Reports</i>	<i>International Journal of Public Opinion Research</i>
<i>Communication Studies</i>	<i>Journal of Advertising</i>
<i>Drug & Alcohol Dependence</i>	<i>Journal of Applied Communication Research</i>
<i>Drugs: Education, Prevention, & Policy</i>	<i>Journal of Communication</i>
<i>Environment & Behavior</i>	

*Journal of Computer-Mediated
Communication*
Journal of Health Communication
Journal of Media Psychology
Mass Communication & Society
Media and Communication
Media Psychology
National Institutes of Health
National Science Foundation
Nature Energy
Nicotine & Tobacco Research
Nonprofit and Voluntary Sector Quarterly
Oxford Open Climate Change
Policy Studies Journal

Political Communication
Political Psychology
Preventive Medicine
Psychology & Marketing
Public Understanding of Science
Risk Analysis
Science Communication
Scientific Reports
Social Media + Society
Society & Animals
Time-Sharing Experiments for the Social
Sciences (TESS)
Tobacco Control

MEDIA COVERAGE & MENTIONS

BBC, Forbes, Top of Mind with Julie Rose, Reuters, Yale Climate Connections, The Hill, National Geographic, Cornell Chronicle (x2), The Conversation, Society for Personality and Social Psychology (x2), The New York Times