

Curriculum Vitae

Chris Skurka

Department of Film/Video and Media Studies
Donald P. Bellisario College of Communications
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ACADEMIC APPOINTMENTS

Assistant Professor, Department of Film/Video and Media Studies
Science Communication Program
Donald P. Bellisario College of Communications
Pennsylvania State University (2019-present)

EDUCATION

PhD, Communication
Cornell University (2019)

MA, Communication
University of Illinois Urbana-Champaign (2015)

BA, Communication & Spanish, *Summa cum laude*
Aquinas College (2013)

RESEARCH INTERESTS

Persuasion; emotion; health communication; environmental communication; communication regulatory science; quantitative methods

PEER-REVIEWED ARTICLES

Skurka, C., Winett, L., Jarman-Miller, H., & Niederdeppe, J. (2019). All things being equal: Distinguishing proportionality and equity in moral reasoning. *Social Psychological and Personality Science*. doi:10.1177/1948550619862261

Skurka, C., Niederdeppe, J., & Nabi, R. (2019). Kimmel on climate: Disentangling the emotional ingredients of a satirical monologue. *Science Communication*. doi:10.1177/1075547019853837

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.
doi:10.1016/j.drugalcdep.2019.01.034

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*.
doi:10.1080/10410236.2018.1536943

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.
doi:10.1016/j.socscimed.2018.06.035

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.
doi:10.1093/joc/jqx008

- **AEJMC Science, Health, Environment, and Risk Communication Article of the Year Award**

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. doi:10.1016/j.jsr.2018.02.003

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. doi:10.1136/tobaccocontrol-2016-053506

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. doi:10.1080/10410236.2016.1266738

Skurka, C. (2017). Communicating inequalities to enhance support for obesity-prevention policies: The role of social comparisons, age frames, and emotions. *Health Communication*. doi:10.1080/10410236.2017.1405477

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 smoking-related intentions among disadvantaged populations. *Nicotine & Tobacco Research*, 20, 859-866. doi:10.1093/ntr/ntx244

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*. doi:10.1080/10410236.2017.1407228

MANUSCRIPTS UNDER REVIEW

Jovanova, M., **Skurka, C.**, Byrne, S., Kalaji, M., Porticella, N., Greiner Safi, A.,...Niederdeppe, J. (Revise & resubmit). *Should graphic warning labels proposed for cigarette packages sold in the United States identify the Food and Drug Administration as the message source?* Manuscript submitted for publication.

Niederdeppe, J., Avery, R. J., Lee, N. W., Tabor, E., & **Skurka, C.** *Alcohol advertising exposure is associated with an increased likelihood of recent drinking and greater alcohol consumption among American adults.* Manuscript submitted for publication.

Safi, A., Reyes, C., Jesch, E., Steinhardt, J., Niederdeppe, J., **Skurka, C.**, Kalaji, M., Scolere, L., & Byrne, S. (Revise & resubmit). *Comparing three methods to recruit low-SES populations for tobacco control policy research.* Manuscript submitted for publication.

Skurka, C. *Are angry people more likely to take action when they believe the action will punish the wrongdoer? The moderating role of retributive efficacy in civic engagement.* Manuscript submitted for publication.

MANUSCRIPTS IN PREPARATION

Davydova, J., Niederdeppe, J., Byrne, S., & **Skurka, C.** *Competing pathways of influence: Graphic warning labels, negative affect, anticipated avoidance, perceived threat to freedom, and smoking-related outcomes.*

Martinez-Gonzales, A., Reynolds-Tylus, T., Quick, B., & **Skurka, C.** *Is reactance a consequence of or an antecedent to message fatigue?*

Skurka, C., Niederdeppe, J., & Winett, L. *There's more to the story: Both individual and collective narratives can increase support for community-level action.*

CONFERENCE INVOLVEMENT

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 to be 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.

GRANTS, AWARDS, & FELLOWSHIPS

Anson E. Rowe Award (\$3,712)

Recognizes an advanced graduate student (post A-exam) who has proven research productivity, teaching excellence, and has made a contribution to the communication community
Department of Communication, Cornell University (May 2019)

Doctoral Dissertation Research Improvement Grant (\$27,054)

Decision, Risk and Management Sciences Division, National Science Foundation (June 2018–May 2019)

Media Studies Graduate Working Group Grant (\$1,200)

Media Studies Initiative, Office of the Dean of the College of Arts and Sciences, Cornell University (September 2018-June 2019)

Glass Family Fellowship (\$3,200)

Recognizes a graduate student who exemplifies leadership and service to the department, field, and Cornell University
Department of Communication, Cornell University (June 2017)

Outstanding Graduate Teaching Assistant

Office of Academic Programs, College of Agriculture and Life Sciences, Cornell University (2015-2016)

“List of Teachers Ranked As Excellent by Their Students”

Average student evaluations above 4.5 on a 5-point scale
Center for Teaching Excellence, University of Illinois (fall 2013, spring 2014, fall 2014, spring 2015)

“List of Teachers Ranked As Outstanding by Their Students”

Top 10% of teaching assistants university-wide
Center for Teaching Excellence, University of Illinois (fall 2013, spring 2014, fall 2014, spring 2015)

Elizabeth Winter Young Fellowship (\$3,500)

Summer course tuition waiver
Department of Communication, University of Illinois (summer 2014)

Henry L. Mueller Award

Outstanding new teaching assistant
Department of Communication, University of Illinois (spring 2014)

RESEARCH APPOINTMENTS

Graduate Research Assistant

“Constitutional compliance, credibility, and FDA-regulated cigarette warning labels”

Funded by the National Institutes of Health and the Food and Drug Administration. Co-PIs: Dr. Sahara Byrne and Dr. Jeff Niederdeppe (Cornell University) (August 2018-December 2018)

“Media analysis to frame a culture of health”

Funded by the Robert Wood Johnson Foundation. Co-PIs: Dr. Jeff Niederdeppe (Cornell University) and Dr. Liana Winett (Portland State University) (January 2018-August 2018)

“Using humor to promote climate change activism among young adults”

Funded by the Atkinson Center for a Sustainable Future. Co-PIs: Dr. Jeff Niederdeppe (Cornell University) and David Acup (Environmental Defense Fund) (June 2016-May 2017)

“Network Science Collaborate Technology Alliance (NSCTA)-Integrative Research Center”

Funded by the U.S. Army Research Laboratory. PI: Dr. Marshall Scott Poole (University of Illinois) (August 2014-July 2015)

INVITED TALKS

“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

Instructor of Record

COMM 304: Mass Communication Research

Department of Media Studies, Penn State (fall 2018)

COMM 3760: Planning Communication Campaigns

Department of Communication, Cornell University (fall 2017)

Instructor

COMM 2010: Oral Communication

Department of Communication, Cornell University (fall 2015)

CMN 101: Public Speaking

Department of Communication, University of Illinois (fall 2013-spring 2015)

Graduate Teaching Assistant

COMM 3760: Planning Communication Campaigns

Department of Communication, Cornell University (spring 2016)

ADVISING & MENTORING

PhD Dissertation Committee Member

Jeff Conlin, College of Communications, Penn State (2019-present)

SERVICE

Reviewer board

International Journal of Environmental Research and Public Health

Ad hoc reviewer (see Publons page: publons.com/a/1505042/)

International Communication Association conference

National Communication Association conference

Nicotine & Tobacco Research

Communication Reports

Nonprofit and Voluntary Sector Quarterly

International Journal of Public Opinion Research

International Journal of Behavioral Nutrition and Physical Activity
International Journal of Drug Policy
Tobacco Control
Science Communication
Social Media + Society

MEDIA

BYU Radio. (2018, March 28). *Top of mind with Julie Rose* [Audio podcast]. Retrieved from <http://www.byuradio.org/episode/52993941-7036-4ad2-914e-ce7df8ae4db1?playhead=2381&autoplay=true>

Hoey, N. (2018, March 14). Fear, fun or facts? Researchers look at what drives climate action. *Reuters*. Retrieved from <https://www.reuters.com/article/us-climatechange-education-youth/fear-fun-or-facts-researchers-look-at-what-drives-climate-action-idUSKCN1GQ2LF>

Hopman, E. S. (2018, October 19). Talking to young people about climate change? Try to make them laugh. *Yale Climate Connections*. Retrieved from <https://www.yaleclimateconnections.org/2018/10/want-to-reach-young-people-make-them-laugh/>

Lefkowitz, M. (2019, August 7). Study: Red or blue, Americans value effort to achieve success. *Cornell Chronicle*. Retrieved from <https://news.cornell.edu/stories/2019/08/study-red-or-blue-americans-value-effort-achieve-success>

Nutt, D. (2018, March 1). Humor, fear inspire young to engage in climate activism. *Cornell Chronicle*. Retrieved from <https://news.cornell.edu/stories/2018/03/humor-fear-inspire-young-engage-climate-activism>

Society for Personality and Social Psychology (2019, August 7). American liberals & conservatives have different views on equity, share value of “Protestant Work Ethic.” Retrieved from <http://www.spsp.org/news-center/press-releases/skurka-equity-proportionality>

PROFESSIONAL AFFILIATIONS

International Communication Association
National Communication Association