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James Price Dillard

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HISTORY

2017-present	Distinguished Professor, The Pennsylvania State University.
2010-2016	Liberal Arts Research Professor, The Pennsylvania State University.
2004-present	Professor, Department of Communication Arts & Sciences, The Pennsylvania State University.
2004-2009	Head, Department of Communication Arts & Sciences, The Pennsylvania State University.
2004-2007	Visiting Professor, Department of Pediatrics, University of Wisconsin-Madison.
2001-spring	Visiting Professor, Department of Communication. Kent State University.
1999-fall	Visiting Professor, Department of Communication. Michigan State University.
1997-1999	Associate Chair, Department of Communication Arts. University of Wisconsin-Madison.
1994-2004	Professor, Department of Communication Arts. University of Wisconsin-Madison.
1993-2003	Director. Center for Communication Research. University of Wisconsin-Madison.
1992	Special Member of the Graduate Faculty, University of Maryland-College Park.
1989-1994	Associate Professor, Department of Communication Arts. University of Wisconsin-Madison.
1983-1989	Assistant Professor, Department of Communication Arts. University of Wisconsin-Madison.
1982-83	Visiting Assistant Professor, Department of Communication Arts. University of Wisconsin-Madison.
1978-83	Ph.D., Communication. Michigan State University.
1976-78	M.A., Communication. Arizona State University.
1971-76	B.A., Speech Communication & Psychology. University of Kansas.

TEACHING

Freshman-Sophomore: Introduction to Interpersonal Communication.

Junior-Senior: Theory and Practice of Persuasion, Social Influence, Contemporary Issues in Persuasion, Field Experience in Communication, Interpersonal Influence.

Senior-Graduate: Communication in Complex Organizations, Research in Interpersonal Influence, Research on Norm-Referenced Messages, Communication and Conflict, Introduction to Communication Research.

Graduate Seminars: Theoretical Perspectives on Persuasion, Interpersonal Influence, Meta-Analysis, Measurement in Communication Science, Emotion and Persuasion, Processing Persuasive Messages, Social Influence.

REFEREED MANUSCRIPTS

*indicates graduate or undergraduate student when research was conducted.

87. Dillard, J. P., *Li, R., & *Yan, H. (in press). Threat appeals: The fear-persuasion relationship is linear and curvilinear. *Health Communication* (epub ahead of print).
86. Dillard, J. P., & *Ha, Y. (2016). Interpreting perceived effectiveness: Understanding and addressing the problem of mean validity. *Journal of Health Communication*, 21, 1016-1022.
85. Dillard, J. P., & *Ha, Y. (in press). Perceived message effectiveness predicts information seeking behavior. *Communication Research Reports* (epub ahead of print).
84. Dillard, J. P., *Li, R., *Meczowski, E. J., *Yang, C., & Shen, L. J. (2016). Fear responses to threat appeals: Functional form, methodological considerations, and correspondence between static and dynamic data. *Communication Research* (epub ahead of print).
83. *Meczowski, E. J., Dillard, J. P., & Shen, L. (2016). Threat appeals and persuasion: Seeking and finding the elusive curvilinear effect. *Communication Monographs*, 83, 373-395.
82. *Seo, K., & Dillard, J. (2016). The persuasive effects of two stylistic elements: Framing and imagery. *Communication Research* (epub ahead of print).
81. *Braddock, K. B., & Dillard, J. P. (2016). The persuasive effect of narratives on beliefs, attitudes, intentions, and behaviors: A meta-analysis. *Communication Monographs*, 83, 446-467.
80. Schubart, J., Wojnar, M., Dillard, J., *Meczowski, E., Blackall, G., & Lloyd, T. (2015). ICU Family communication and health care providers: A basic qualitative analysis of provider perspective. *Intensive Critical Care Nursing*, 31, 315-321.
79. Dillard, J. P., Meyer, B. J. F., Solomon, D. H., & Manni, A. (2015). Factors associated with participation in a prevention trial aimed at reducing biomarkers of breast cancer risk. *Patient Education & Counseling*, 98, 640-644.
78. McLaren, R. M., Dillard, J. P., Solomon, D. H., & Tusing, K. J. (2014). Relational framing theory: Utterance form and relational context as antecedents of frame salience. *Communication Quarterly*, 62, 518-535.
77. Shen, L., & Dillard, J. P. (2014). Threat, fear, and persuasion: Review and critique of questions about functional form. *Review of Communication Research*, 2, 94-114.
76. Dillard, J. P. (2013). The effects of prior behavior on judgments of perceived message effectiveness: Evaluating HPV vaccine messages. *Journal of Vaccines & Vaccinations*, 4, 5.
75. *Seo, K., Dillard, J. P., & Shen, F. (2013). The effects of message framing and visual image on persuasion. *Communication Quarterly*, 61, 564-583.
74. Oliver, M. B., Dillard, J. P., *Tamul, D., & *Bae, K. (2012). The effect of narrative news format on empathy for stigmatized groups. *Mass Communication & Society*, 89, 205-224.
73. *Yan, C., Dillard, J. P., & Shen, F. (2012). Emotion, motivation, and the persuasive effects of message framing. *Journal*

- of Communication*, 62, 682-700.
72. Paek, H. J., Hove, T., Kim, M., Jeong, H.J., & Dillard, J. P. (2012). When distant others matter more: Perceived effectiveness for self and other in the child abuse PSA context. *Media Psychology*, 15, 1-27.
 71. *High, A. C., & Dillard, J. P. (2011). A meta-analysis of person-centered messages and social support outcomes. *Communication Studies*, 63, 1-20.
 70. Dillard, J. P. (2011). An application of the integrative model to women's intention to be vaccinated against HPV: Implications for message design. *Health Communication*, 26, 479-486.
 69. *Braddock, K. H., Dillard, J. P., *Voigt, D. C., Stephenson, M. T., Sopory, P., & Anderson, J. W. (2011). Impulsivity partially mediates the relationship between BIS/BAS and risky health behaviors. *Journal of Personality*, 79, 793-810.
 68. Dillard, J. P., & Spear, M. (2010). Knowledge of human papillomavirus and perceived barriers to vaccination in a sample of U.S. female college students. *American Journal of College Health*, 59, 186-190.
 67. Dillard, J. P., Shen, L., Robinson, J., & Farrell, P. (2010). Parental information seeking following a positive newborn screening for cystic fibrosis. *Journal of Health Communication*, 15, 880-894.
 66. *Yan, C. Dillard, J. P., & Shen, F. (2010). The effects of mood, message framing, and behavioral advocacy on persuasion. *Journal of Communication*, 60, 344-363.
 65. *Yan, C., & Dillard, J. P. (2010). Emotion inductions cause changes in activation levels of the behavioural inhibition and approach systems. *Personality and Individual Differences*, 48, 676-680.
 64. Shen, L., & Dillard, J. P. (2009). Message frames interact with motivational systems to determine depth of message processing. *Health Communication*, 24, 504-514.
 63. *Voigt, D. C., Dillard, J. P., *Braddock, K. H., Anderson, J. W., Sopory, P., & Stephenson, M. T. (2009). Carver and White's (1994) BIS/BAS scales and risky health behaviors. *Personality and Individual Differences*, 47, 89-93.
 62. Dillard, J. P., Shen, L., Laxova, A., & Farrell, P. M. (2008). Potential threats to the effective communication of genetic risk information: The case of cystic fibrosis. *Health Communication*, 23, 234-244.
 61. Dillard, J. P., & *Ye, S. (2008). Questions about structure, referent, and bias in judgments of the effectiveness of persuasive messages. *Journal of Health Communication*, 13, 149-168.
 60. Dillard, J. P., Shen, L., & *Vail, R. G. (2007). Does perceived message effectiveness cause persuasion or vice versa? 17 consistent answers. *Human Communication Research*, 33, 467-488.
 59. Dillard, J. P., *Weber, K., & *Vail, R. G. (2007). The relationship between the perceived and actual effectiveness of persuasive messages: A meta-analysis with implications for formative campaign research. *Journal of Communication*, 57, 613-631.
 58. Dillard, J. P., & *Backus, S. J. (2007). An exploration into civic deliberation, emotional response, and political involvement. *International Journal of Public Participation*.
<http://www.iap2.org/displaycommon.cfm?an=1&subarticlenbr=247>
 57. *Shen, L., & Dillard, J. P. (2007). The influence of behavioral inhibition/approach systems and message framing on the processing of persuasive health messages. *Communication Research*, 34, 433-467.
 56. Dillard, J. P., *Shen, L., Tluczek, A., Modaff, P. & Farrell, P. (2007). The effect of disruptions during counseling on recall of genetic risk information: The case of cystic fibrosis. *Journal of Genetic Counseling*, 16, 179-190.
 55. Dillard, J. P., & Nabi, R. (2006). The persuasive influence of emotion in cancer prevention and detection messages. *Journal of Communication*, 56, s123-139.
 54. Gunther, A. C., Bolt, D., *Borzekowski, D. L. G., *Liebhart, J. L., & Dillard, J. P. (2006). Presumed influence on peer norms: How mass media indirectly affect adolescent smoking. *Journal of Communication*, 56, 52-68.
 53. Dillard, J. P., & Tluczek, A. (2005). Information flow after a positive newborn screening for cystic fibrosis. *Journal of Pediatrics*, Issue 3, Supplement 1, 594-597.
 52. *Shen, L., & Dillard, J. P. (2005). Psychometric properties of the Hong Reactance Scale. *Journal of Personality Assessment*, 85, 74-82.
 51. Dillard, J.P., & *Shen, L. (2005). On the nature of reactance and its role in persuasion. *Communication Monographs*, 72, 144-168.
 50. Dillard, J.P., & *Carson, C.L. (2005). Uncertainty management following a positive newborn screening for cystic fibrosis. *Journal of Health Communication*, 10, 57-76.
 49. Dillard, J.P., & *Anderson, J.W. (2004). The role of fear in persuasion. *Psychology & Marketing*, 21, 909-926. (special issue on fear appeals.)

48. Dillard, J.P., *Carson, C.L., *Bernard, C.J., Laxova, A., & Farrell, P.M. (2004). An analysis of communication following newborn screening for cystic fibrosis. *Health Communication, 16*, 195-206.
47. *Sopory, P., & Dillard, J.P. (2002). The persuasive effects of metaphor: A meta-analysis. *Human Communication Research, 28*, 382-419.
46. Solomon, D.H., Dillard, J.P., & *Anderson, J.W. (2002). Episode type, attachment anxiety, and the salience of dominance and affiliation: Evidence for a theory of relational framing. *Human Communication Research, 28*, 136-152.
45. Dillard, J.P. & *Peck, E. (2001). Persuasion and the structure of affect: Dual systems and discrete emotions as complementary models. *Human Communication Research, 27*, 38-68.
44. Dillard, J.P., & *Peck, E. (2000). Affect and persuasion: Emotional responses to public service announcements. *Communication Research, 27*, 461-495.
43. *Tusing, K.J., & Dillard, J.P. (2000). The sounds of dominance: Vocal precursors of dominance during interpersonal influence. *Human Communication Research, 26*, 148-171.
42. *Tusing, K.J., & Dillard, J.P. (2000). The psychological reality of the door-in-the-face: It's helping, not bargaining. *Journal of Language and Social Psychology, 19*, 4-25.
41. Schrader, D.C., & Dillard, J.P. (1999). Goal structures and interpersonal influence. *Communication Studies, 49*, 276-293.
40. *Gastil, J.W., & Dillard, J.P. (1999). The aims, methods, and effects of deliberative civic education through the National Issues Forums. *Communication Education, 48*, 1-14.
39. Dillard, J.P., Solomon, D.H., & Palmer, M.T. (1999). Structuring the concept of relational communication. *Communication Monographs, 66*, 49-65.
38. *Gastil, J., & Dillard, J.P. (1999). Increasing political sophistication through public deliberation. *Political Communication, 16*, 3-24.
37. Dillard, J.P., Wilson, S.R., *Tusing, K.J., & *Kinney, T.A. (1997). Politeness judgments in personal relationships. *Journal of Language and Social Psychology, 16*, 297-325.
36. Dillard, J.P., Solomon, D.H., & *Samp, J.A. (1996). Framing social reality: The relevance of relational judgments. *Communication Research, 23*, 703-723.
35. Dillard, J.P., *Plotnick, C.A., *Godbold, L.C., Freimuth, V.S., & Edgar, T. (1996). The multiple affective consequences of AIDS PSAs: Fear appeals do more than scare people. *Communication Research, 23*, 44-72.
34. Dillard, J.P., *Kinney, T.A., & Cruz, M.G. (1996). Influence, appraisals, and emotions in close relationships. *Communication Monographs, 63*, 105-130.
33. Dillard, J.P., & Witte, K. (1995). Possessions theory of persuasion: An examination of its basis and range. *Communication Studies, 3/4*, 188-199.
32. Dillard, J.P., Palmer, M.T., & *Kinney, T.A. (1995). Relational inference in an influence context. *Human Communication Research, 21*, 331-353.
31. Dillard, J.P. (1994). Rethinking the study of fear appeals: An emotional perspective. *Communication Theory, 4*, 295-323.
30. Dillard, J.P., & *Kinney, T.A. (1994). Experiential and physiological responses to interpersonal influence. *Human Communication Research, 20*, 502-528.
29. Dillard, J.P., Hale, J.L., & *Segrin, C. (1994). Close relationships in task environments: Perceptions of relational types, illicitness, and power. *Management Communication Quarterly, 7*, 227-255.
28. Dillard, J.P. (1993). Persuasion past and present: Attitudes aren't what they used to be. *Communication Monographs, 60*, 90-97.
27. *Segrin, C., & Dillard, J.P. (1993). The complex link between social skill and dysphoria. *Communication Research, 20*, 76-104.
26. Dillard, J.P., & Hale, J.L. (1992). The prosocial parameter of sequential request strategies: Limits on the foot-in-the-door and the door-in-the-face? *Communication Studies, 43*, 220-232.
25. Dillard, J.P., & Harkness, C.D. (1992). Exploring the affective impact of influence messages. *Journal of Language and Social Psychology, 11*, 179-191.
24. *Segrin, C., & Dillard, J.P. (1992). The interactional theory of depression: A meta-analysis of the research literature. *Journal of Social and Clinical Psychology, 11*, 43-70.
23. Hale, J.L., & Dillard, J.P. (1991). The uses of meta-analysis: Making knowledge claims and setting research agendas.

- Communication Monographs*, 58, 463-471.
22. *Bretl, D. & Dillard, J.P. (1991). Persuasion and the internality dimension of cognitive responses. *Communication Studies*, 42, 102-113.
 21. *Segrin, C., & Dillard, J.P. (1991). (Non)depressed persons' cognitive and affective reactions to (un)successful interpersonal influence. *Communication Monographs*, 58, 115-134.
 20. Dillard, J.P. (1991). The current status of research on sequential-request compliance strategies. *Personality and Social Psychology Bulletin*, 17, 283-288.
 19. Dillard, J.P., Henwood, K., Giles, H., Coupland, N. & Coupland, J. (1990). Compliance gaining young and old: Beliefs about influence in different age groups. *Communication Reports*, 3, 84-91.
 18. Dillard, J.P. (1990). Self-inference and the foot-in-the-door technique: Quantity of behavior and attitudinal mediation. *Human Communication Research*, 16, 422-447.
 17. Dillard, J.P. (1989). Types of influence goals in close relationships. *Journal of Personal and Social Relationships*, 6, 293-308. (reprinted in Petronio, S., Alberts, J.K., Hecht, M.L., & Buley, J. (1993). (Eds.). *Contemporary perspectives on interpersonal communication*. (pp. 162-174). Dubuque, IA: Brown & Benchmark.)
 16. Dillard, J.P., *Segrin, C. & *Harden, J.M. (1989). Primary and secondary goals in the interpersonal influence process. *Communication Monographs*, 56, 19-38.
 15. Dillard, J.P., & Hunter, J.E. (1989). On the use and interpretation of the emotional empathy scale, the self-consciousness scales, and the self-monitoring scale. *Communication Research*, 16, 104-129.
 14. Dillard, J.P., & *Broetzmann, S.M. (1989). Romantic relationships at work: Perceived changes in job-related behaviors as a function of participant's motive, partner's motive, and gender. *Journal of Applied Social Psychology*, 19, 93-110.
 13. Stiff, J.B., Dillard, J.P., *Somera, L., *Kim, H. & *Sleight, C. (1988). Empathy, communication and prosocial behavior. *Communication Monographs*, 55, 198-213. (reprinted in Petronio, S., Alberts, J.K., Hecht, M.L., & Buley, J. (1993). (Eds.). *Contemporary perspectives on interpersonal communication*. (pp. 448-463). Dubuque, IA: Brown & Benchmark.)
 12. Dillard, J.P. (1988). Compliance-gaining message selection: What is our dependent variable? *Communication Monographs*, 55, 162-183.
 11. Dillard, J.P. (1987). Close relationships at work: Perceptions of the motives and performance of relational participants. *Journal of Social and Personal Relationships*, 4, 179-194.
 10. Dillard, J.P., & Fitzpatrick, M.A. (1985). Compliance-gaining in marital interaction. *Personality and Social Psychology Bulletin*, 11, 419-433
 9. Dillard, J.P., & Burgoon, M. (1985). Situational influences on compliance-gaining message selection: Two tests of the predictive utility of the Cody-McLaughlin typology. *Communication Monographs*, 52, 289-304.
 8. Dillard, J.P., & *Witteman, H. (1985). Romantic relationships at work: Contextual and personal influences. *Human Communication Research*, 12, 99-116.
 7. Dillard, J.P., & Spitzberg, B.H. (1984). Global impressions of social skill: Behavioral predictors. In R.N. Bostrom (Ed.), *Communication yearbook*, vol. 8, (pp. 446-465) Beverly Hills, CA: Sage.
 6. Dillard, J.P., Hunter, J.E., & Burgoon, M. (1984). Sequential request persuasive strategies: Meta-analysis of foot-in-the-door and door-in-the-face. *Human Communication Research*, 10, 461-487.
 5. Burgoon, M., Dillard, J.P., Koper, R., & Doran, N. (1984). The impact of communication context and persuader gender on persuasive message selection. *Women's Studies in Communication*, 7, 1-13.
 4. Burgoon, M., Dillard, J.P., & Doran, N. (1983). Friendly vs. unfriendly persuasion: The effects of violations of expectations by males and females. *Human Communication Research*, 10, 283-294.
 3. Dillard, J.P. & Burgoon, M. (1982). An appraisal of two sequential request strategies for gaining compliance: Foot-in-the-door and door-in-the-face. *Communication*, 11, 40-57.
 2. Burgoon, M., Dillard, J.P., Doran, N., & Miller, M. (1982). Cultural and situational influences on the process of persuasive strategy selection. *International Journal of Intercultural Relations*, 6, 85-100.
 1. Monge, P., Bachman, S., Dillard, J.P., & Eisenberg, E. (1981). Communicator competence in the workplace: Model testing and scale development. In M. Burgoon (Ed.), *Communication yearbook*, vol. 5, (pp. 505-527). New Brunswick, NJ: Transaction Books, Inc.

EDITED BOOKS & JOURNALS

7. Berger, C. R., & Roloff, M. E. (2016). (Eds.). Associate Editors: Dillard, J. P., Solomon, D. H., Wilson, S. H., & Caughlin, J. *International encyclopedia of interpersonal communication*.
6. Dillard, J. P., & Shen, L. (Eds.) (2013). *The persuasion handbook: Developments in theory and practice, 2nd edition*. Thousand Oaks, CA: Sage.
5. Dillard, J. P., & Pfau, M. (Eds.) (2002). *The persuasion handbook: Developments in theory and practice*. Thousand Oaks, CA: Sage.
4. Wilson, S. R., Greene, J. O., & Dillard, J. P. (Eds.) (2000). Special issue of *Communication Theory* on Message Production.
3. Burgoon, M., & Dillard, J. P. (Eds.) (1995). Special issue of *Communication Research* on Social Influence.
2. Dillard, J. P., & Wilson, B. J. (Eds.) (1993). Special issue of *Communication Research* on The Role of Affect in Persuading and Informing.
1. Dillard, J. P. (Ed.). (1990). *Seeking compliance: The production of interpersonal influence messages*. Scottsdale, AZ: Gorsuch-Scarisbrick.

BOOK CHAPTERS & INVITED ARTICLES

32. Dillard, J. P. (2014). Goals-plans-action theory of message production: Making influence messages. In D. Braithwaite & P. Schrodt (Eds.), *Engaging theories of interpersonal communication: Multiple perspectives, 2nd ed.* (pp. 63-74). Thousand Oaks, CA: Sage.
31. Dillard, J. P. (2014). Language, style, and persuasion. In T. Holtgraves (Ed.), *The Oxford handbook of language and social psychology* (pp. 177-187). Oxford, UK: Oxford University Press.
30. Dillard, J. P., & Wilson, S. R. (2014). Interpersonal influence. In P. J. Schultz & P. Cobley (Series Eds.) & C. R. Berger (Vol. Ed.), *Handbooks of communication science: Vol. 6. Interpersonal communication* (pp. 155-176). Berlin: De Gruyter Mouton
29. Quick, B. L., Shen, L., & Dillard, J. P. (2013). Reactance theory and persuasion. In J. P. Dillard & L. Shen (Eds.), *The persuasion handbook: Developments in theory and practice, 2nd ed.* (pp. 167-183). Thousand Oaks CA: Sage.
28. Dillard, J. P., & Seo, K. (2013). Affect and persuasion. In J. P. Dillard & L. Shen (Eds.), *The persuasion handbook: Developments in theory and practice, 2nd ed.* (pp. 150-166). Thousand Oaks CA: Sage.
27. Dillard, J. P. & Knobloch, L. (2011). Interpersonal influence. M. Knapp & J. Daly (Eds.), *The handbook of interpersonal communication, 2nd ed.* (pp. 389-422). Thousand Oaks, CA: Sage.
26. Dillard, J. P. (2011). Uses of narrative in promoting and countering violent extremism. In A. Chapman & J. Adelman (Eds.), *Influencing violent extremist organizations pilot effort: Focus on Al Qaeda in the Arabian Peninsula* (pp. 262-280). Washington, D.C.: Department of Defense.
25. Dillard, J. P. (2009). Persuasion. In C. R. Berger, M. Roloff, & D. Roskos-Ewoldsen (Eds.), *Handbook of communication science* (pp. 203-218). Thousand Oaks, CA: Sage.
24. Dillard, J. P., & Miraldi, L. (2009). Persuasion: Research areas and approaches. In U. Fix, A. Gardt, & J. Knappe (Eds.), *Rhetoric and stylistics: An international handbook of historical and systematic research* (pp. 689-702). Berlin: Mouton de Gruyter.
23. Dillard, J. P. (2008). Goals-plans-action theory of message production: Making influence messages. In L. Baxter & D. Braithwaite (Eds.), *Engaging theories of interpersonal communication: Multiple perspectives* (pp. 65-76). Thousand Oaks, CA: Sage.
22. Dillard, J. P., & Shen, L. (2006). Self-reports of discrete emotions. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.). *Handbook of research on electronic surveys and measurements* (pp.330-333). Hershey, PA. Idea Group.
21. Shen, L., & Dillard, J. P. (2006). An overview of reactance proneness assessment. In R. A. Reynolds, R. Woods, & J. D. Baker (Eds.). *Handbook of research on electronic surveys and measurements* (pp. 323-329). Hershey, PA. Idea Group.
20. Dillard, J.P., & Solomon, D.H. (2005). Measuring the relevance of relational frames: A relational framing theory perspective. In V. Manusov (Ed.). *Beyond words: A sourcebook of methods for measuring nonverbal cues* (pp. 325-334). Mahwah, NJ: Erlbaum.
19. Dillard, J.P. (2004). The goals-plans-action model of interpersonal influence. In J.S. Seiter & R. Gass (Eds.), *Readings in persuasion, social influence, and compliance-gaining* (pp. 185-206). Needham Heights, MA: Allyn & Bacon.
18. Dillard, J.P., & Marshall, L. (2003). Persuasion as a social skill. In J.O. Greene & B. Burleson (Eds.), *The handbook of*

- interaction and communication skill* (pp. 479-514). Mahwah, NJ: Erlbaum.
17. Dillard, J.P., Anderson, J.W., & Knobloch, L.K. (2002). Interpersonal influence. M. Knapp & J. Daly (Eds.), *The handbook of interpersonal communication* (pp. 423-474). Thousand Oaks, CA: Sage.
 16. Sopory, P., & Dillard, J.P. (2002). Figurative language and persuasion. In J.P. Dillard & M.W. Pfau (Eds.), *The persuasion handbook: Developments in theory and practice* (pp. 407-426). Thousand Oaks, CA: Sage.
 15. Dillard, J.P., & Meijnders, A. (2002). Persuasion and the structure of affect. In J.P. Dillard & M.W. Pfau (Eds.), *The persuasion handbook: Developments in theory and practice* (pp.309-328). Thousand Oaks, CA: Sage.
 14. Spitzberg, B.H., & Dillard, J.P. (2002). Social skills and communication. In M. Allen, R. Preiss, K. Dindia, B. Gayle, & N. Burrell, (Eds.), *Interpersonal communication: Advances through meta-analysis* (pp. 89-110). Mahwah, NJ: Erlbaum.
 13. Wilson, S.R., Greene, J.O., & Dillard, J.P. (2000). Introduction to the special issue on message production: Progress, challenges, and prospects. *Communication Theory, 10*, 135-138.
 12. Dillard, J.P., & Solomon, D.H. (2000). Conceptualizing context in message production research. *Communication Theory, 10*, 167-175.
 11. Dillard, J.P., & Schrader, D.C. (1998). On the utility of the goals-plans-action sequence. *Communication Studies, 49*, 300-304.
 10. Dillard, J.P. (1998). Evaluating and using meta-analyses. In M. Allen & R. Preiss (Eds.), *Persuasion: Advances through meta-analysis*. Dubuque, IA: Brown & Benchmark.
 9. Dillard, J.P. (1997). The role of affect in communication, biology, and social relationships. In P.R. Andersen & L.Guerrero (Eds.), *Communication and emotion* (pp. xvii-xxxii). San Diego, CA: Academic Press.
 8. Dillard, J.P. (1997). Explicating the goal construct: Tools for theorists. In J.O. Greene (Ed.), *Message production: Advances in communication theory* (pp. 47-69). Hillsdale, NJ: Erlbaum. (This book won the 2002 Franklin Knower Book Award from the Interpersonal Division of the National Communication Association.)
 7. Burgoon, M., & Dillard, J.P. (1995). Communication and social influence: A prolegomenon. *Communication Research, 22*, 397-401.
 6. Hale, J.L., & Dillard, J.P. (1994). Fear appeals in health promotion campaigns: Too much, too little, or just right? In E. Maibach & R. Parrott. (Eds.), *Designing health messages: Approaches from communication theory and public health practice* (pp. 65-80). Thousand Oaks, CA: Sage. (This book won the 1996 Distinguished Book Award from the Applied Communication Division of the Speech Communication Association.)
 5. Dillard, J.P., & Wilson, B.J. (1993). Communication and affect: Thoughts, feelings, and issues for the future. *Communication Research, 20*, 637-646.
 4. Dillard, J.P. (1993). Emotional communication, culture, and power. *Journal of Language and Social Psychology, 12*, 153-161.
 3. Dillard, J.P. (1990). A goal-driven model of interpersonal influence. In J.P. Dillard (Ed.), *Seeking compliance: The production of interpersonal influence messages* (pp. 41-56). Scottsdale, AZ: Gorsuch-Scarbrick.
 2. Dillard, J.P. (1990). The nature and substance of goals in tactical communication. In M.J. Cody & M.L. McLaughlin (Eds.), *Psychology of tactical communication* (pp. 70-90). London: Multilingual Matters.
 1. Dillard, J.P. & Miller, K.I. (1988). Intimate relationships in task environments. In S. Duck (Ed.), *Handbook of personal relationships* (pp. 449-466). Sussex, UK: John Wiley.

MINOR PUBLICATIONS

11. Meczkowski, E. M., & Dillard, J. P. (forthcoming 2016). Fear appeals in strategic communication. In P. Roessler (Ed.), *International encyclopedia of media effects*.
10. Dillard, J. P. (forthcoming 2016). Goal-plan-action model of communication. In P. J. Schultz & P. Copley (Series Eds.) & C. R. Berger (Vol. Ed.), *International encyclopedia of communication, Vol. 6. Interpersonal communication*. Berlin: De Gruyter Mouton.
9. Dillard, J. P. (forthcoming 2016). Influence goals. In P. J. Schultz and P. Copley (Series Eds.) & C. R. Berger (Vol. Ed.), *International encyclopedia of communication, Vol. 6. Interpersonal communication*. Berlin: De Gruyter Mouton.
8. Dillard, J. P. (2015). Goals: Social aspects. In W. Donsbach (Ed.), *The concise encyclopedia of communication, vol.5, 2nd ed.* (p. 233). Boston, MA: Wiley- Blackwell.

7. Dillard, J. P. (2015). Goals: Cognitive aspects. In W. Donsbach (Ed.), *The concise encyclopedia of communication*, vol. 5, 2nd ed. (p. 232). Boston, MA: Wiley-Blackwell.
6. Dillard, J. P. (2014). Perceived effectiveness. In T. Thompson & G. Golson. (Eds.), *Encyclopedia of health communication* (pp. 1048-1049). Thousand Oaks, CA: Sage.
5. Dillard, J. P. (2014). Narratives in social marketing. In T. Thompson & G. Golson. (Eds.), *Encyclopedia of health communication* (pp. 918-920). Thousand Oaks, CA: Sage.
4. Dillard, J. P. (2008). Goals: Social aspects. In W. Donsbach (Ed.), *The international encyclopedia of communication*, vol. 5 (pp. 1999-2001). Boston, MA: Wiley- Blackwell.
3. Dillard, J. P. (2008). Goals: Cognitive aspects. In W. Donsbach (Ed.), *The international encyclopedia of communication*, vol. 5 (pp. 1996-1999). Boston, MA: Wiley-Blackwell.
2. Dillard, J.P. (1991). A review of L. Pervin's "Goal concepts in personality and social psychology." *Communication Theory*, 4, 354-358.
1. Dillard, J.P. (1979). A review of K. Krippendorff's "Communication and control in society. *Systemsletter*, 7, 6-7.

CONVENTION PAPERS & PRESENTATIONS (120+)

AWARDS & HONORS

- (2016). Outstanding Collaborative Research Award, Hershey College of Medicine, Pennsylvania State University. For *Factors associated with participation in a prevention trial aimed at reducing biomarkers of breast cancer risk*. (co-authored with D. Solomon, B. Meyer, & A. Manni).
- (2015). Distinguished Article Award, Communication and Social Cognition Division of the National Communication Association). *Threat, fear, and persuasion: Review and critique of questions about functional form* (co-authored with L. Shen).
- (2014). Distinguished Article Award, Health Communication Division of the National Communication Association. *On the nature of reactance and its role in persuasive health communication*. (co-authored with L. Shen).
- (2011). International Communication Association, Fellow.
- (2008). Donald Ecroyd Research and Scholarship Award, Pennsylvania Communication Association.
- (2006). Top Three in the Communication & Social Cognition Division of the National Communication Association, San Antonio. *The influence of behavioral inhibition/approach systems and message framing on the processing of persuasive health messages*. (co-authored with L. Shen).
- (2004). Distinguished Book Award, Communication and Social Cognition Division of the National Communication Association. For *The persuasion handbook: Developments in theory and practice*. (co-edited with M. Pfau).
- (2004). John E. Hunter Meta-Analysis Award, Information Systems Division of the International Communication Association.
- (2002). NCA Golden Anniversary Award for Dillard & Peck (2001). This award is given for "the most outstanding scholarly monograph published during the previous calendar year" (National Communication Association).
- (2001). Top Three in the Communication & Social Cognition Division of the National Communication Association, Atlanta. For *Single- and multi-motive processing of a fear appeal: Encouraging influenza vaccinations*. (co-authored with J.W. Anderson).
- (2001) Top Three in the Interpersonal Division of the International Communication Association, Washington, D.C. For *Environmental factors governing the absolute and relative activation of relational communication frames*. (co-authored with K. Tusing and J. Morrill).
- (2001) Top Three in the Health Communication Division of the International Communication Association, Washington, D.C. For *Persuasion and the structure of affect: Dual systems and discrete emotions as complementary models*. (co-authored with E. Peck)
- (1998) First Place in the Health Communication Division of the National Communication Association, New York. For *Affect and persuasion: Emotional responses to public service announcements*. (co-authored with E. Peck)
- (1996) Top Four in the Interpersonal/Small Group division of the Speech Communication Association.

- San Diego. For *The sounds of dominance: Vocal precursors to dominance judgments during interpersonal influence*. (co-authored with K. Tusing)
- (1996) Top Four in the Information Systems Division of the International Communication Association, Chicago. For *The persuasive effects of metaphor: A meta-analysis*. (co-authored with P. Sopory)
- (1994-1996) Vilas Associate Professorship.
- (1995) John E. Hunter Meta-Analysis Award, Information Systems Division of the International Communication Association.
- (1993) Top Four in the Information Systems Division of the International Communication Association, Washington, D.C. For *Rethinking the study of fear appeals*. (sole author)
- (1989) First Place in the Interpersonal Communication Interest Group of the Western Speech Communication Association, San Diego. For *Types of influence goals in personal relationships*. (sole author)
- (1988) Top Three in the Interpersonal Communication Interest Group of the Western Speech Communication Association, Spokane. For *Compliance-gaining message selection: What is our dependent variable?* (sole author)
- (1987) Top Four Award in the Interpersonal/Small Group division of the Speech Communication Association, Boston. For *Empathy, communication, and prosocial behavior*. (co-authored with J. Stiff, B. Somera, H. Kim, & C. Sleight)
- (1981) Top Three Award in the Organizational Communication division of the International Communication Association, Philadelphia. For *Communicator competence in the workplace: Model testing and scale development*. (co-authored with P. Monge, S. Bachman, & E. Eisenberg)
- (1978) First Place in the Interpersonal/Organizational division of the Western Speech Communication Association. Phoenix. For *Mode of uncertainty reduction as a determinant of the amount of communication during initial interactions*. (co-authored with Stinnett, W., Malandro, L., Hutchinson, D., Schlecter, J., & Stewart, J.)

INVITED ADDRESSES

- (2011, October). *The role of emotion in cancer prevention*. European Forum on Evidence-Based Prevention. Krems, Austria.
- (2011, March). *Stylistic variables in persuasion: The case for framing*. Department of Communication, University of Arizona.
- (2010, March). *Whither research on gain-loss message framing?* College of Communications, Pennsylvania State University.
- (2010, March). *The status of research on message framing*. Department of Communication, University of Kentucky.
- (2010, February). *The status of research on message framing*. Annenberg School of Communication, University of Pennsylvania.
- (2008, April). *The meaning and uses of perceived effectiveness*. Department of Media Effects, Pennsylvania State University.
- (2007, April). *Unpacking perceived effectiveness*. Department of Communication, Michigan State University.
- (2005, March). *Emotion and persuasion*. Department of Political Science, Pennsylvania State University.
- (2005, February). *Persuasion: The essential social skill*. Keynote address to the Sooner Conference, University of Oklahoma.
- (2003, March). *Alarm calls in homo sapiens: Fear, threat, and risk communication*. Department of Nursing, University of Wisconsin-Madison.
- (2002, June). *Persuasion is a social skill*. The Leroy Cowperthwaite Lecture Series, Kent State University.
- (2002, March). *Affect and persuasive communication*. Department of Communication, University of Kentucky.
- (2000, April). *Persuasion and the structure of affect*. Public lecture, University of Georgia.
- (2000, April). *Relational framing theory*. Department of Communication, University of Georgia.
- (1999, October). *Persuasion and affect*. Department of Journalism and Mass Communication, University of Wisconsin-Madison.
- (1999, October). *Fundamental concepts in interpersonal communication: Old bottles, new wine*. Department of Communication, Michigan State University.
- (1999, September). *Persuasion and the structure of affect*. Department of Journalism and Mass Communication, University

- of Wisconsin-Madison.
- (1998, April). *Fear appeals reconsidered: The role of emotion in public health campaigns*. Public lecture, Northern Illinois University.
- (1998, April). *Communication and relational framing*. Department of Communication, Northern Illinois University.
- (1995, September). *Persuasion and fear appeals*. Department of Journalism and Mass Communication, University of Wisconsin-Madison.
- (1995, May). *Persuasion and the study of emotional appeals*. Department of Communication Studies, University of Kansas.
- (1993, November). *Persuasion and emotion: The effects of affect*. Department of Journalism and Mass Communication, University of Wisconsin-Madison.
- (1993, October). *Emotional appeals*. Department of Communication, Purdue University.
- (1993, April). *Rethinking the study of fear appeals*. Department of Communication colloquium series. University of Wisconsin-Milwaukee.
- (1992, February). *The study of interpersonal influence*. Department of Communication colloquium series. Texas A & M University.
- (1991, May). *Who took the fear out of fear appeals?* Department of Communication colloquium series. University of Delaware.
- (1991, March). *Rethinking the "fear" in fear appeals*. Communication program colloquium series. University of Maryland, College Park.
- (1990, March). *Sequential request strategies for changing behavior*. Agricultural Journalism Seminar Series. University of Wisconsin-Madison.
- (1989, August). *Interpersonal influence*. Department of Communication colloquium series. University of Arizona.

GRANTS & OTHER SUPPORT

- (2011). *Decision Making and Breast Cancer*. (PI: James Dillard). Penn State Social Science Research Institute (\$17,809).
- (2010). Sabbatical. The Pennsylvania State University.
- (2009-10). *The Effects of Narrative News Format on Increasing Empathy to Stigmatized Groups*. (Co-PI with M.B. Oliver). Yellow Brick Road and the Robert Wood Johnson Foundation. (\$24,998).
- (2009-10). *Understanding Breast Cancer Patients' Decisions to Participate in Clinical Trials*. (PI: James Dillard). Penn State Hershey Cancer Institute (\$7,852).
- (2004). *Exploring the Viability of an Applied M.A. in Communication*. (PI: James Dillard). College of Letters & Sciences and the Division of Continuing Education, University of Wisconsin-Madison. (\$12,218).
- (2002-03). *Media Influences on Adolescent Smoking Adoption*. (Co-Investigator. PI: Albert Gunther). Robert Wood Johnson Health & Society Program. (\$51,000).
- (2001-06). *Pulmonary Benefits of Cystic Fibrosis Neonatal Screening: Risks Assessment*. (Co-Investigator. PI: Phillip Farrell). National Human Genome Research Institute and the National Institute for Diabetes, Digestive, and Kidney Diseases (R01 DK34108-16). (\$550,000).
- (2001-02). *Enhancing Persuasive Health Campaigns*. Teaching Enhancement Grant, University Foundation (PI: James Dillard). (\$8,100).
- (1999). Sabbatical. University of Wisconsin-Madison.
- (1999). *Processing Threat Messages*. The Graduate School, University of Wisconsin-Madison. (\$20,273).
- (1996). Program evaluator for the WHA-TV series "Citizens' '96." Funded by the Pew Charitable Trusts.
- (1994-96). Vilas Associate Professorship.
- (1992). Sabbatical. University of Wisconsin-Madison.
- (1992). *The Psychophysiology of Persuasion*. The Graduate School, University of Wisconsin-Madison (\$12,000).
- (1992). *Persuasive Appeals for Recruiting Participants into Breast Cancer Clinical Trials* (with Kim Witte). Scott & White Hospital, Temple, TX (\$4,500).
- (1991). *The Role of Affect in Public Health Messages*. The Graduate School, University of Wisconsin-Madison. (\$23,755).
- (1984). *Compliance-Gaining Messages: Correspondence Between Self-Report and Behavior*. The Graduate School,

University of Wisconsin-Madison. (\$7,500).

PH. D. STUDENTS

University of Wisconsin-Madison

Chris Segrin, 1990
 Janie Harden, 1993
 Terry Kinney, 1996
 Pradeep Sopory, 1999
 Kyle Tusing, 2000
 Jim Brentar, 2001
 John Gastil, 1994
 Jason Anderson, 2004
 Lijiang Shen, 2005
 Christy Carson, 2005

Pennsylvania State University

Kurt Braddock, 2012
 Kiwon Seo, 2014
 Yerheen Ha, 2017

SERVICE

Department/University of Wisconsin-Madison:

Director of the Internship Program (1983-1986)
 Advisor to the Communication Specialist Program (1983-1986)
 Graduate Committee (1983-1985, 1987-1988, 1992-1993)
 Curriculum Committee (1985-1987)
 Advisor to the student chapter of the International Association of Business Communicators (1987-1992)
 Director of the Center for Communication Research (1987-1988)
 Faculty Senate Alternate (1987-1989)
 Faculty Senate (1989-1991)
 Director of Graduate Studies (1988-1990)
 Director of Undergraduate Studies (1991-1993)
 Director of Graduate Studies (1993-1997)
 Director of the Center for Communication Research (1993-2004)
 Associate Chair (1997-1999)

Department/College/The Pennsylvania State University:

Promotion & Tenure Committee, College of the Liberal Arts: Member (2015-2017)
 Infrastructure Coordinator (2012-2015) [managed building projects totaling \$397,000]
 Steering Committee for the Children, Youth, and Family Consortium: Member (2004-2010)
 Committee for the Survey of Student Satisfaction: Member (2009, 2013, 2015)
 Department Head (2004-2009)

Field:

Editor, *Human Communication Research* (2003-2006)
 Associate Editor, *Human Communication Research* (1997-2000, 2000-2003)
 Associate Editor, *Communication Theory* (2004-2010)

Editorial Boards

Human Communication Research (1991-present)
Communication Monographs (1989-present)
Communication Research (1995-present)
Communication Studies (1990-1991, 1991-1995, 1995-1997, 1997-2000, 2001-2004)
Communication Theory (1993-1996, 1996-1999, 1999-2003)
Sex & Culture (1996-2015)
Journal of Applied Communication Research (1998-2006, 2008-2013)
Journal of Communication (1999-2014)
Media Psychology (2005-present)
Communication Yearbook (2008-present)
Review of Communication Research (2014-present)

Chair of the Interpersonal Division of the International Communication Association, 1996-1998.

Member of the Research Board, National Communication Association (2003-2006).

Ad hoc reviewer (1983-present) for *Journal of Communication*, *Communication Monographs*, *Human Communication Research*, *Journal of Language and Social Psychology*, *Communication Reports*, *Communication Research Reports*, *Journal of Social and Personal Relationships*, *Communication Research*, *Personality and Social Psychology Bulletin*, *Southern Speech Communication Journal*, *Journal of Marriage and the Family*, *Journal of Personality and Social Psychology*, *Communication Yearbook*, *Western Journal of Speech Communication*, *Personal Relationships*, *Journal of Applied Social Psychology*, *Management Communication Quarterly*, *Basic and Applied Social Psychology*, *Journal of Nonverbal Behavior*, *Political Communication*, *Emotion*, *Journal of Pediatrics*, *Behavior Research Methods*, *European Journal of Social Psychology*, *Psychology & Health*, *The Milbank Quarterly*, *American Journal of Media Psychology*, *Journal of Experimental Social Psychology*, *Drug Safety*.

Government/Society:

Risk Communication Advisory Board, Food & Drug Administration: Member (2014-2017)
 Netherlands Organization for Scientific Research: Reviewer (2013, 2016)
 Swiss National Science Foundation: Reviewer (2014)
 U.S. National Science Foundation: Reviewer (2011, 2013, 2014, 2015)
 U.S. National Security Institute: Consultant to White House Office of Science & Technology (2011)