

CURRICULUM VITAE

Heather Akin

Post-Doctoral Fellow
Annenberg Public Policy Center
University of Pennsylvania
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EDUCATION

- Ph.D. 2015, University of Wisconsin-Madison, Mass Communications, Minor in Southeast Asian Studies
Advisor: Dietram A. Scheufele
- M.S. 2010, University of Wisconsin-Madison, Life Sciences Communication
Advisor: Bret R. Shaw
- B.A. 1999, Lake Forest College, Environmental Studies, Minor in French

PUBLICATIONS

- Su, L. Y.-F., Akin, H., Brossard, D., Scheufele, D., & Xenos, M. (forthcoming). Science news consumption patterns and their implications for public understanding of science. *Journalism & Mass Communication Quarterly*.
- Akin, H., Shaw, B. R., & Spartz, J. T. (2015). Promoting economic development with tourism in rural communities: Destination image and motivation to return or recommend. *Journal of Extension*, 53(2), 2FEA6.
- Akin, H., Shaw, B., Stepenuck, K. F., & Goers, E. (2013). Factors associated with ongoing commitment to a volunteer stream-monitoring program. *Journal of Extension*, 51(3), 3FEA7.
- Gunther, A. C., Edgerly, S., Akin, H., & Broesch, J. A. (2012). Partisan evaluation of partisan information. *Communication Research*, 39(4), 439–457. doi:10.1177/0093650212441794
- Vraga, E. K., Tully, M., Akin, H., & Rojas, H. (2012). Modifying perceptions of hostility and credibility of news coverage of an environmental controversy through media literacy. *Journalism*, 13(7), 942–959. doi:10.1177/1464884912455906

RESEARCH EXPERIENCE

Post-Doctoral Fellow, Science of Science Communication, Annenberg Public Policy Center, University of Pennsylvania, July 2015 – Present

Research Assistant, University of Wisconsin-Madison Subcontract, Center for Nanotechnology in Society at Arizona State University (CNS-ASU), 2013-2015

Research Assistant, University of Wisconsin-Madison, Department of Life Sciences Communication, 2009-2010

Research Assistant, University of Wisconsin-Madison, Department of Life Sciences Communication, 2007-2008

Project Assistant, University of Wisconsin-Madison, Graduate School, 2006-2007

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TEACHING EXPERIENCE

Teaching Assistant

LSC100: Introduction to Communication: Inquiry and Exposition, Freshman Interest Group (FIG) Course, Department of Life Sciences Communication, University of Wisconsin-Madison, Fall 2013

LSC100: Introduction to Communication: Inquiry and Exposition, Lead Teaching Assistant, Department of Life Sciences Communication, University of Wisconsin-Madison, Spring 2013

LSC100: Introduction to Communication: Inquiry and Exposition, Lead Teaching Assistant, Department of Life Sciences Communication, University of Wisconsin-Madison, Fall 2012

LSC440: Contemporary Communication Technologies and Their Social Effects, Grader, Department of Life Sciences Communication, University of Wisconsin-Madison, Summer 2012

LSC100: Introduction to Communication: Inquiry and Exposition, Lead Teaching Assistant, Department of Life Sciences Communication, University of Wisconsin-Madison, Spring 2012

LSC100: Introduction to Communication: Inquiry and Exposition, Department of Life Sciences Communication, University of Wisconsin-Madison, Fall 2011

LSC100: Introduction to Communication: Inquiry and Exposition, Department of Life Sciences Communication, University of Wisconsin-Madison, Spring 2011

LSC100: Introduction to Communication: Inquiry and Exposition, Department of Life Sciences Communication, University of Wisconsin-Madison, Fall 2010

LSC100: Introduction to Communication: Inquiry and Exposition, Department of Life Sciences Communication, University of Wisconsin-Madison, Fall 2007

Other

Fulbright English Teaching Assistant, U.S. Department of State, Gorontalo, Indonesia, 2008 – 2009

Editor and Teacher, Simpson Street Free Press, Madison, WI, 2006-2008

AmeriCorps Member and Service-Learning Coordinator, AmeriCorps and Camp Fire USA, Portland, OR, 2001-2002

HONORS & AWARDS

2014 Vilas Conference Presentation Travel Grant

2014 BECC (Behavior, Energy, and Climate Change) Precourt Energy Efficiency Center Student Fellowship

2013 Nominee: Campus-Wide Exceptional Service Teaching Assistant Award

2013 Jean W. Fewster Life Sciences Communication Scholarship

2012 AEJMC Annual Conference ComSHER (Communicating Science, Health, Environment, & Risk) Division, Top Student Paper

2012 International Communication Association (ICA) Environmental Communication Interest Group Travel Grant

CURRICULUM VITAE

- 2011 Foreign Language Area Studies (FLAS) Fellowship, Indonesian Language
- 2011 Lenore Landry Life Sciences Communication Scholarship
- 2010 Foreign Language Area Studies (FLAS) Fellowship, Indonesian Language
- 2008 Fulbright English Teaching Assistantship (ETA), Indonesia
- 2008 Brian Howell Memorial Scholarship
- 2007 Jean W. Fewster Life Sciences Communication Scholarship

CONFERENCE PAPERS AND PRESENTATIONS

Refereed

- Akin, H., Rose, K. M., Scheufele, D. A., Simis, M. J., Brossard, D., Xenos, M. A., & Corley, E. A. (2015, August). *Public attitudes on synthetic biology: Mapping landscapes and processes*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Communicating Science, Health, Environment, and Risk Division, San Francisco, CA.
- Li, N., Akin, H., Howell, E., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, July). *"Fracking" communication and public perception: A multi-level modeling approach*. Paper presented at the International Association for Media and Communication Research (IAMCR), Montreal, Canada.
- Runge, K. K., Spartz, J., Akin, H., Su, L.-F., Xenos, M., Scheufele, D. A., & Brossard, D. (2015). *Partisan blame for the partial shutdown: A big data analysis of themes on Twitter during the 2013 United States Federal Government partial shutdown*. Poster presented at the International Communication Association 2015 Annual Conference, San Juan, Puerto Rico.
- Akin, H. (2014). *Understanding global perceptions of climate change: Results of a cross-cultural comparison of values and national characteristics*. Presented at the Behavior, Energy & Climate Change (BECC) Conference, December 7-10, 2014, Washington, DC.
- Kohl, P., Kim, S. Y., Peng, Y., Akin, H., Koh, E. J., Howell, A., & Dunwoody, S. (2014). *Testing an alternative to false balance in media coverage of controversial science*. Presented at the Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC), August 6-9, 2014, Montréal, Canada.
- Liang, X., Akin, H., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2014). *Seeking and learning: Examining selective exposure to media coverage of a controversial scientific issue*. Presented at the Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC), August 6-9, 2014, Montréal, Canada.
- Peng, Y., Kohl, P., Kim, S. Y., Akin, H., Koh, E., Howell, A., & Dunwoody, S. (2014). *The impact of information about what majority scientists believe to be true in a dual-processing world*. Presented at the Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC), August 6-9, 2014, Montréal, Canada.
- Akin, H., Yeo, S. K., Scheufele, D. A., Brossard, D., & Xenos, M. A. (2014, May). *The spillover heuristic? How the GMO labeling debate affects information processing of nanotechnology*. To be presented at the Annual Conference of the International Communication Association (ICA), Seattle, WA.
- Akin, H., Cacciatore, M. A., Yeo, S. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2013, November). *Evaluating science: How the public weighs the risks and benefits of controversial technologies*. Presented at the Annual Conference of the Midwest Association of Public Opinion Research (MAPOR). Chicago, IL.
- Li, N., Akin, H., Su, L. Y.-F., Xenos, M. A., Scheufele, D. A., & Brossard, D. (2013, May). *Using Twitter to assess public opinion about nuclear power pre- and post-Fukushima*. Presented at the Annual Conference of the International Communication Association (ICA), London, UK.

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- Akin, H. (2013). *Uncovering sense of place in media coverage of the Grasberg Mine, West Papua*. Poster presented at the International Environmental Communication Association's (IECA) Biannual Conference on Communication and the Environment, Uppsala, Sweden.
- Akin, H. (2012, August). *Concern about climate change: A cross-national analysis of political, cultural, and media influences*. Presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, IL.
- Akin, H. (2012, May). *Cultural values, religiosity, and Indonesians' assessment about the risk of global warming*. Presented at the Annual Conference of the International Communication Association (ICA), Phoenix, AZ.
- Akin, H., Shaw, B. R., Stepenuck, K. F., & Goers, E. (2012, May). *Factors associated with ongoing commitment to a volunteer stream monitoring program*. Presented at the Annual National Resource Extension Professionals Conference, Hendersonville, NC.
- Akin, H. (2011, May). *New media and the West Papua movement: Political message construction in a controlled media environment*. Presented at the Annual Conference of the International Communication Association (ICA), Boston, MA.
- Fung, T., Akin, H., & Ryan, E. L. (November, 2010). *The window to the United States: Examining the effects of media exposure on Sino-American relations among the Chinese public*. Presented at the Annual Conference of the Midwest Association of Public Opinion Research (MAPOR), Chicago, IL.
- Akin, H., Tully, M., Stoecklein, G., & Rojas, H. (2010, August). *Citizen journalism and cognitive processing: An experiment on the perceived intent of traditional versus citizen journalism sources*. Presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
- Vraga, E. K., Tully, M., Akin, H., & Rojas, H. (June, 2010). *Reducing perceptions of hostility and credibility of news coverage of an environmental controversy through media literacy*. Presented at the Annual Conference of the International Communication Association (ICA), Singapore.
- Shaw, B. R., Ryan, E. L., Akin, H., Binder, A. R. (2009, November). *Pathway or impediment to progress? Effects of news frames on individual attitudes toward biofuels and their potential benefits for global warming*. Presented at the Annual Conference of the Midwest Association of Public Opinion Research (MAPOR), Chicago, IL.

OTHER PROFESSIONAL AND OUTREACH ACTIVITIES

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| 2015 | Center for Nanotechnology in Society at Arizona State University (CNS-ASU) Winter School on Anticipatory Governance of Emerging Technologies, Saguaro Lake Ranch, AZ, January 3-11, 2015 |
| 2014 – Present | Secretary, Environmental Communication Interest Group, International Communication Association (ICA) |
| 2012 – Present | SCIMEP (Science, Media and the Public) Lab Research Group, University of Wisconsin-Madison, Department of Life Sciences Communication, advised by Professors Dietram A. Scheufele, Dominique Brossard, and Michael A. Xenos |
| 2012 – Present | Science Communication Research Group, University of Wisconsin-Madison, School of Journalism and Mass Communication, advised by Professor Sharon Dunwoody |
| 2013 – Present | Environmental Communication Interest Group Graduate Student Board Member, International Communication Association (ICA) |

CURRICULUM VITAE

- 2013 Moderator, "Networks, Language, and Measurement," Midwest Association of Public Opinion Research (MAPOR), Chicago, IL
- 2012 – 2014 International Communication Association (ICA) Environmental Communication and Mass Communication Division Manuscript Reviewer
- 2010 & 2011 Southeast Asian Studies Summer Institute Fellow, Indonesian Language University of Wisconsin-Madison, Center for Southeast Asian Studies
- 2011 Rater, Communications A Requirement Assessment Project, University of Wisconsin-Madison
- 2009 – 2011 Javanese Gamelan Ensemble, University of Wisconsin-Madison, School of Music
- 2010 U.S. Fulbright Alumni Representative / Seminar Facilitator, Fulbright Enrichment Seminar, "Global Challenges, Local Solutions: Fostering Change through Social Entrepreneurship," New York, NY
- 2009 Moderator, "Information Seeking and Processing of Public Opinion," Midwest Association of Public Opinion Research Conference, Chicago, IL
- 2009 Web Site Designer, Expanding Your Horizons, "Nurturing Girls' Interest in Science and Math Courses and Careers" Annual Event, University of Wisconsin-Madison
- 2003 – 2006 Program Coordinator, Member Relations, HIMSS (Health Information and Management Systems Society), Chicago, IL
- 1999 – 2001 Exhibitions Department Assistant, The Field Museum, Chicago, IL
- 1998 Intern, The Nature Conservancy/Chicago Wilderness, Chicago, IL

LANGUAGES

Indonesian – speak, read, and write with proficiency

French – speak, read, and write with basic competence