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**Curriculum Vitae****JOHN S. SEITER**

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**ACADEMIC APPOINTMENTS**

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<b>Distinguished Professor of Communication Studies</b> , Utah State University, Department of Languages, Philosophy, and Communication Studies, Logan, UT	2018-present
<b>Professor of Communication Studies</b> , Utah State University, Department of Languages, Philosophy, and Communication Studies, Logan, UT	2006-2018
<b>Associate Professor of Communication Studies</b> , Utah State University, Department of Languages, Philosophy, and Communication Studies, Logan, UT	2000-2006
<b>Assistant Professor of Communication Studies</b> , Utah State University, Department of Languages, Philosophy, and Communication Studies, Logan, UT	1994-2000
<b>Visiting Professor of Communication</b> , Westmont College, Department of Communication, Santa Barbara, CA,	2008
<b>Lecturer</b> , California State University, Long Beach, Department of Speech Communication, Long Beach, CA	1993-1994
<b>Lecturer/Teaching Assistant</b> , University of Southern California, Department of Communication Arts & Sciences, Los Angeles, CA	1989-1994
<b>Research Assistant</b> , University of Southern California Department of Communication Arts & Sciences, Los Angeles, CA (assistant to Lynn Miller)	1991-1992
<b>Graduate Teaching Fellow</b> , California State University, Fullerton, Department of Speech Communication, Fullerton, CA	1987-1989

## EDUCATION

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- University of Southern California**, Los Angeles, CA 1993  
 Ph.D. in Communication Arts & Sciences  
 Major Areas: Persuasion and Interpersonal Communication.  
 Awarded Top Paper in Communication Theory, Top Paper in Rhetorical Theory, and Outstanding Teaching Assistant of the Year.  
 Dissertation: *A Coherence Analysis of Deception Detection*
- California State University, Fullerton**, Fullerton, CA 1989  
 M.A. in Speech Communication  
 Recipient of Lee Granell Memorial Scholarship.  
 Major Areas: Persuasion and Intercultural Communication.  
 Thesis: *Untangling Webs: The Effects of Ethnicity and Ethnocentric Attitudes on Deception Detection and Attributions of Deceptiveness.*
- California State University, Fullerton**, Fullerton, CA 1986  
 B.A. (with High Honors)(Double major) in Speech Communication and Psychology  
 Recipient of Seth Fessenden Memorial Scholarship.
- Cypress College**, Cypress, CA 1983  
 A.A.  
 Awarded Speaker of the Year, Forensics Team.

## RESEARCH

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- \*Indicates undergraduate student while work was in progress.  
 \*\*Indicates graduate student while work was in progress.  
 \*\*\*Indicates "Top Paper" Recognition

### Books and Manuals

- Gass, R. H., & Seiter, J. S. (in press). *Arguing, Reasoning, and Thinking Well*. New York, NY: Routledge.
- Gass, R. H., & Seiter, J. S. (2018, 2014, 2011, 2007, 2003, 1999). *Persuasion, Social Influence, and Compliance Gaining* (6<sup>th</sup> ed.). New York, NY: Routledge.
- Seiter, J. S., & Gass, R. H. (2018, 2014, 2011, 2007, 2003, 1999). *Instructor's Manual to Accompany Persuasion, Social Influence, and Compliance Gaining* (6<sup>th</sup> ed.). New York, NY: Routledge (6<sup>th</sup> edition coauthored with \*\*Chathi Anderson, 5<sup>th</sup> edition with \*\*Hudspeth, J.; 4<sup>th</sup> edition with \*\*Acosta-Licea, J.; 3<sup>rd</sup> edition with \*\*Wright, P.).

Seiter, J. S., Peeples, J., & Sanders, M. L. (Eds.) (2018). *Communication in the Classroom: A Collection of G.I.F.T.S.* Boston, MA: Bedford/St. Martin's.

Seiter, J. S., & Gass, R. H. (Eds.) (2004). *Perspectives on Persuasion, Social Influence, and Compliance Gaining.* Boston, MA: Pearson/Allyn & Bacon. Contributors include Richard Petty, John Cacioppo, Robert Cialdini, Daniel O'Keefe, William Benoit, Andrew Rancer, Linda Carli, Michael Burgoon, Peter Andersen, James Price Dillard, Kim Witte, Judee Burgoon, David Buller, Michael Pfau, Leslie Baxter, and Michael Cody.

## Refereed Journal Articles

Scharp, K., Seiter, J. S., & Curran, T. (in press). Learning Supportive Communication Through an Adaptation of the Board Game *Apples to Apples*. *Communication Teacher*. doi.org/10.1080/17404622.2018.1530798

Gass, R. H., & Seiter, J. S. (in press). When Good Arguments Go Bad: An Activity for Learning about Fallacies in Reasoning. *Syllabus*.

Seiter, J. S., Gass, R. H., & Seiter, C. R. (2018). Persuasion GO: An Activity for Increasing Students' Awareness of Approaches to Social Influence. *Communication Teacher*, 32 (4), 179-185. doi: 10.1080/17404622.2017.1372606

Seiter, J. S., & Weger, H. (2018). The Principle of Reciprocity in Hospitality Contexts: The Relationship Between Tipping Behavior and Food Servers' Approaches to Handling Leftovers. *Journal of Hospitality & Tourism Research*, 42, 287-294. doi: 10.1177/1096348014562425

Seiter, J. S., \*Givens, K. D., & Weger, H., Jr. (2016). The Effect of Mutual Introductions and Addressing Customers by Name on Tipping Behavior in Restaurants. *Journal of Hospitality Marketing & Management*, 25 (5), 640-651. doi: 10.1080/19368623.2015.1040140

Weger, H., Jr., Seiter, J. S., \*Jacobs, K. A., & \*\*Akbulut, V. (2013). Responses to an Opponent's Nonverbal Behavior in a Televised Debate: Audience Perceptions of Credibility and Likeability. *Journal of Argumentation in Context*, 2 (2), 179-203. doi: 10.1075/jaic.2.2.01weg

Seiter, J. S., & Gass, R. H. (2013). Persuasion on Trial: An Exercise for Understanding the Benefits of Studying Persuasion. *Communication Teacher*, 27 (3), 127-131. doi: 10.1080/17404622.2013.775468

Seiter, J. S., & Weger, H., Jr. (2013). Does a Customer by Any Other Name Tip the Same?: The Effect of Forms of Address and Customers' Age on Gratuities Given to Food Servers in the United States. *Journal of Applied Social Psychology*, 43 (8), 1592-1598. doi: 10.1111/jasp.12110

- Peeples, J. A., Hall, B. J., & Seiter, J. S. (2012). The Flipper Debate: Teaching Intercultural Communication through Simulated Conflict. *Communication Teacher*, 26 (2), 87-91. doi: 10.1080/17404622.2011.643806
- Seiter, J. S., \*Brownlee, G. M., & Sanders, M. (2011). Persuasion by Way of Example: Does Including Gratuity Guidelines on Customers' Checks Affect Tipping Behavior in Restaurants? *The Journal of Applied Social Psychology*, 41 (1), 150-159. doi: 10.1111/j.1559-1816.2010.00706.x
- Weger, H., Jr., Seiter, J. S., \*Jacobs, K. A., & \*\*Akbulut, V. (2010). Strategies for Responding to Background Nonverbal Disparagement in Televised Political Debates: Effects on Audience Perceptions of Argument Skill and Appropriateness. *Argumentation and Advocacy*, 47 (1), 39-54.
- Seiter, J. S., Weger, H., Jr., \*Merrill, M. L., \*McKenna, R. M., & Sanders, M. L. (2010). Nonsmoker's Perceptions of Male and Female Cigarette Smokers' Credibility, Likeability, Attractiveness, Considerateness, Cleanliness, and Healthiness. *Communication Research Reports*, 27 (2), 147-158. doi: 10.1080/00824091003738073
- Seiter, J. S., Weger, H., Jr., Jensen, A. S., & Kinzer, H. J. (2010). The Role of Background Behavior in Televised Debates: Does Displaying Nonverbal Agreement and/or Disagreement Benefit Either Debater? *The Journal of Social Psychology*, 150 (3), 278-300. doi: 10.1080/00224540903510811
- Seiter, J. S., & Weger, H., Jr. (2010). The Effect of Generalized Compliments, Sex of Server, and Size of Dining Party on Tipping Behavior in Restaurants. *The Journal of Applied Social Psychology*, 40 (1), 1-12. doi: 10.1111/j.1559-1816.2009.00560.x
- Seiter, J. S., & Dunn, D. (2010). Start Making Sense! Introducing Students to Karl Weick's Principles of Organizational Communication. *Communication Teacher*, 24 (2), 9-13. doi: 10.1080/17404620903433432
- \*Dunyon, J., \*Gossling, V., \*Willden, S., & Seiter, J. S. (2010). Compliments and Purchasing Behavior in Telephone Sales Interactions. *Psychological Reports*, 106 (1), 27-30. doi: 10.2466/PRO.106.1.27-30
- Seiter, J. S., Weger, H., Jr., Kinzer, H. J., & Jensen, A. S. (2009). Impression Management in Televised Debates: The Effect of Background Nonverbal Behavior on Audience Perceptions of Debaters' Likeability. *Communication Research Reports*, 26 (1), 1-11. doi: 10.1080/08824090802636959
- Seiter, J. S., & Bruschke, J. (2007). Deception and Emotion: The Effects of Motivation, Relationship Type, and Sex on Expected Feelings of Guilt and Shame Following Acts of Deception in United States and Chinese Samples. *Communication Studies*, 58 (1), 1-16. doi: 10.1080/10510970601168624

- Seiter, J. S., & Gass, R. H. (2007). Teaching Social Influence: Resources and Exercises from the Field of Communication. *Social Influence*, 2 (3), 197-210. doi: 10.1080/17404620701529456
- Seiter, J. S., & \*Dutson, E. (2007). The Effect of Compliments on Tipping Behavior in Hair Styling Salons. *The Journal of Applied Social Psychology*, 37 (9), 1999-2007. doi: 10.1111/j.1559-1816.2007.00247.x
- Seiter, J. S., & Gass, R. H. (2007). Teaching Students how to Analyze and Adapt to Audiences. *Communication Teacher*, 21 (2), 45-48. doi: 10.1080/177404620701529456
- Seiter, J. S. (2007). Ingratiation and Gratuity: The Effect of Complimenting Customers on Tipping Behavior in Restaurants. *The Journal of Applied Social Psychology*, 37 (3), 478-485. doi: 10.1111/j.1559-1816.2007.00169.x
- Seiter, J. S., Kinzer, H. J., & Weger, H., Jr. (2006). Background Behavior in Live Debates: The Effects of the Implicit *Ad Hominem* Fallacy. *Communication Reports*, 19 (1), 57-69. doi: 10.1080/08934210600626856
- Seiter, J. S., & Gass, R. H. (2005). Using Feature Films to Teach Courses in Persuasion. *The Successful Professor*, 4 (3), 6-8.
- Seiter, J. S., & Seiter, D. L. (2005). Consumer Persuasion: The Use of Evidence When Negotiating the Price of a New Automobile. *The Journal of Applied Social Psychology*, 35 (4), 686-698. doi: 10.1111/j.1559-1816.2005.tb02141.x
- Seiter, J. S., & Gass, R. H. (2005). The Effect of Patriotic Messages on Restaurant Tipping. *Journal of Applied Social Psychology*, 35 (6), 1197-1205. doi: 10.1111/j.1559-1816.2005.tb02166.x
- Seiter, J. S., & \*Hatch, S. (2005). Effects of Tattoos on Perceptions of Credibility and Attractiveness. *Psychological Reports*, 96, 1113-1120. doi: 10.2466/pr0.96.3c.1113-1120
- Seiter, J. S., & Weger, H., Jr. (2005). Audience Perceptions of Candidates' Appropriateness as a Function of Nonverbal Behaviors Displayed During Televised Political Debates. *Journal of Social Psychology*, 145 (2), 225-235. doi: 10.3200/SOCP.145.2.225-236
- Seiter, J. S., & \*Sandry, A. (2003). Pierced for Success?: The Effects of Ear and Nose Piercing on Perceptions of Job Candidates' Credibility, Attractiveness, and Hirability. *Communication Research Reports*, 20 (4), 287-298. doi: 10.1080/08824090309388828
- \*Bankhead, T. D., \*Bench, A., \*Peterson, T., \*Place, R., & Seiter, J. S. (2003). Intensity and Color of Language in Attitude Change and Emotion. *Perceptual and Motor Skills*, 96, 492-494. doi: 10.2466/pms.2003.96.2.492
- Seiter, J. S., Bruschke, J., & Bai, C. (2002). The Acceptability of Deception as a Function of

- Perceivers' Culture, Deceiver's Intention, and Deceiver-Deceived Relationship. *Western Journal of Communication*, 66(2), 158-180. doi: 10.1080/10570310209374731
- \*Allsop, K., \*Fifield, K., & Seiter, J. S. (2002). Empathy and Generalized Reciprocity in Compliance with Requests for Help. *Psychological Reports*, 91, 241-242. doi: 10.2466/pr0.2002.91.1.241
- Seiter, J. S. (2001). Silent Derogation and Perceptions of Deceptiveness: Does Communicating Nonverbal Disbelief During an Opponent's Speech Affect Perceptions of Debaters' Veracity? *Communication Research Reports*, 18 (4), 334-344. doi: 10.1080/08824090109384814
- Seiter, J. S., & Dunn, D. (2000). Beauty and Believability in Sexual Harassment Cases: Does Physical Attractiveness Affect Perceptions of Veracity and the Likelihood of Being Harassed? *Communication Research Reports*, 17(2), 203-209. doi: 10.1080/08824090009388766
- Seiter, J. S. (1999). Does Communicating Nonverbal Disagreement During an Opponent's Speech Affect the Credibility of the Debater in the Background? *Psychological Reports*, 84, 855-861. doi: 10.2466/pr0.1999.84.3.855
- Seiter, J. S., \*Larsen, J., & \*Skinner, J. (1998). "Handicapped" or "Handi-Capable"?: The Effects of Language about Persons with Disabilities on Perceptions of Source Credibility and Persuasiveness. *Communication Reports*, 11 (1), 21-31. doi: 10.1080/08934219809367682
- Seiter, J. S. (1998). When Identification is Too Much of a Good Thing: An Examination of Kenneth Burke's Concept in Organizational, Intercultural, and Small Group Communication Contexts. *Journal of the Northwestern Communication Association*, 26(1), 39-46.
- Seiter, J. S., \*Abraham, J. A., & \*Nakagama, B. T. (1998). Split-Screen Versus Single-Screen Formats in Televised Debates: Does Access to an Opponent's Nonverbal Behaviors Affect Viewers' Perceptions of a Speaker's Credibility? *Perceptual and Motor Skills*, 86, 491-497. doi: 10.2466/pms.1998.86.2.491
- Seiter, J. S. (1998). Give Me that Old Time Religion?: A Study of Religious Themes in the Rhetoric of the Ku Klux Klan. *Carolinas Communication Annual*, 14, 3-20.
- Seiter, J. S. (1997). Honest or Deceitful?: A Study of Persons' Mental Models for Judging Veracity. *Human Communication Research*, 24 (2), 216-259. doi: 10.1111/j.1468-2958.1997.tb00414.x
- Seiter, J. S., & Park, H. W. (1997). Overcoming Obstacles to Safer Sex: The Role of Shyness. *The Speech Communication Annual*, 11, 29-40.

Seiter, J. S. (1995). Surviving Turbulent Organizational Environments: A Case Study Examination of a Lumber Company's Internal and External Influence Attempts. *Journal of Business Communication*, 32, 363-382. doi: 10.1177/002194369503200404

Seiter, J. S., & Wiseman, R. L. (1995). Ethnicity and Deception Detection. *Journal of the Northwest Communication Association*, 23, 24-38.

Bruschke, J. C., Gartner, C., & Seiter, J. S. (1993). Student Ethnocentrism, Dogmatism, and Motivation: A study of BAFA BAFA. *Simulation and Gaming: An International Journal of Theory, Design and Research*, 24, 9-20. doi: 10.1177/1046878193241003

### **Book Chapters and Encyclopedia Entries**

Gass, R. H., & Seiter, J. S. (in press). Credibility and Public Diplomacy. In N. Snow & P. M. Taylor (Eds.), *Routledge Handbook of Public Diplomacy* (2<sup>nd</sup> ed., pp. x-x). New York, NY: Routledge.

Weger, H., Hinck, E. A., & Seiter, J. S. (in press). Joe Biden's Nonverbal Ridicule as a Case of Strategic Maneuvering in the 2012 American Vice-Presidential Debate. In E. A. Hinck (Ed.), *Presidential Debates in a Changing Media Environment*. Praeger Publishers.

Seiter, J. S., Peeples, J., & Sanders, M. L. (2018). Great Ideas for Teaching Students: An Orientation. In J. S. Seiter, J. Peeples, J., & M. L. Sanders (Eds.), *Communication in the Classroom: A Collection of G.I.F.T.S.* (pp. xvii-xxi). Boston, MA: Bedford/St. Martin's.

\*\*Seiter, C. R., & Seiter, J. S. (2018). Adapting the "A-B-Scene" to Communication Classrooms: An Exercise for Understanding the Role of Context, Empathy, Perceptions, and Message Dimensions. In J. S. Seiter, J. Peeples, J., & M. L. Sanders (Eds.), *Communication in the Classroom: A Collection of G.I.F.T.S.* (pp. 125-129). Boston, MA: Bedford/St. Martin's.

Peeples, J., Sanders, M. L., & Seiter, J. S. (2018). "Tell me a Little About Yourself": Nonverbal Communication and Interviewing. In J. S. Seiter, J. Peeples, J., & M. L. Sanders (Eds.), *Communication in the Classroom: A Collection of G.I.F.T.S.* (pp. 182-186). Boston, MA: Bedford/St. Martin's.

Seiter, J. S., Peeples, J., & Sanders, M. L. (2018). Whatchamacallit: An Exercise for Understanding the Power of Symbols. In J. S. Seiter, J. Peeples, J., & M. L. Sanders (Eds.), *Communication in the Classroom: A Collection of G.I.F.T.S.* (pp. 367-369). Boston, MA: Bedford/St. Martin's.

Seiter, J. S. (2017). Social Influence. In F. M. Moghaddam (Ed.), *The Sage Encyclopedia of Political Behavior* (pp. 770-773). Thousand Oaks, CA: Sage Publications. doi: 10.4135/9781483391144.n352

Seiter, J. S., & Gass, R. H. (2016). Persuasion. In S. L. Schechter, T. S. Vontz, T. A. Birkland,

- M. A. Graver, & J. J. Patrick (Eds.), *The Encyclopedia of American Governance* (Vol. 4, pp. 34-36). Farmington Hills, MI: Macmillan/Cengage Learning.
- Seiter, J. S. (2014). Beyond Expectations: The Influence of Food Servers' Nonverbal Behavior in Service Interactions. In C. J. Liberman (Ed.), *Casing Persuasive Communication* (pp. 263-274). Dubuque, IA: Kendall Hunt.
- Seiter, J. S., & Gass, R. H. (2010). Aggressive Communication in Political Contexts. In T. A. Avtgis & A. S. Rancer (Eds.), *Arguments, Aggression, and Conflict: New Directions in Theory and Research* (pp. 217-240). New York: Routledge.
- Seiter, J. S. (2009). Persuasion and Social Influence Theories. In S. J. Littlejohn & K. Foss (Eds.), *The Encyclopedia of Communication Theory* (Vol. 2, pp. 745-749). Thousand Oaks, CA: Sage Publications.
- Seiter, J. S. (2009). Social Judgment Theory. In S. J. Littlejohn & K. Foss (Eds.), *The Encyclopedia of Communication Theory* (Vol. 2, pp. 905-908). Thousand Oaks, CA: Sage Publications.
- Gass, R. H., & Seiter, J. S. (2009). Persuasion and Compliance Gaining. In W. F. Eadie (Ed.), *21<sup>st</sup> Century Communication: A Reference Handbook* (Vol. 1, pp. 156-164). Los Angeles, CA: Sage Publications.
- Gass, R. H., & Seiter, J. S. (2009). Credibility and Public Diplomacy. In N. Snow & P. M. Taylor (Eds.), *Routledge Handbook of Public Diplomacy* (pp. 154-165). New York, NY: Routledge.
- Seiter, J. S., & Gass, R. H. (2008). Compliance Gaining Research: A Canonical Review. In U. Fix, A. Gardt, & J. Knape (Eds.), *Rhetorik und Stilistik: Ein Internationales Handbuch Historischer und Systematischer Forschung, Vol. 1 (Rhetoric and Stylistics: An International Handbook of Historical and Systematic Research)* (pp. 812-825). Berlin and New York: Walter de Gruyter.
- Seiter, J. S., & Gass, R. H. (2004). A Rationale for Studying Persuasion. In J. S. Seiter & R. H. Gass (Eds.) *Perspectives on Persuasion, Social Influence, and Compliance Gaining* (pp. 1-8). Boston, MA: Pearson/Allyn & Bacon.
- Gass, R. H., & Seiter, J. S. (2004). Embracing Divergence: A Definitional Analysis of Pure and Borderline Cases of Persuasion. In J. S. Seiter & R. H. Gass (Eds.) *Perspectives on Persuasion, Social Influence, and Compliance Gaining* (pp. 13-29). Boston, MA: Pearson/Allyn & Bacon.
- Gass, R. H., & Seiter, J. S. (2004). Theorizing about Persuasion: Cornerstones of Persuasion Research. In J. S. Seiter & R. H. Gass (Eds.) *Perspectives on Persuasion, Social Influence, and Compliance Gaining* (pp. 45-64). Boston, MA: Pearson/Allyn & Bacon.



Seiter, J. S., & Cody, M. J. (2004). Social Influence in Selling Contexts. In J. S. Seiter & R. H. Gass (Eds.) *Perspectives on Persuasion, Social Influence, and Compliance Gaining* (pp. 353-371). Boston, MA: PearsonAllyn & Bacon.

Cody, M. J., & Seiter, J. S. (2001). Compliance Principles in Retail Sales in the United States. In W. Wosinska, R. B. Cialdini, D. W. Barrett, & J. Rekowski (Eds.), *The Practice of Social Influence in Multiple Cultures* (pp. 325-341). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M. J., Seiter, J. S., & Montagne-Miller, Y. (1995). Men and Women in the Marketplace. In P. Kalbfleisch & M. J. Cody (Eds.), *Gender, Power, and Communication in Human Relationships* (pp. 305-329). Hillsdale, NJ: Lawrence Erlbaum Associates.

### **Conference Presentations (peer-reviewed)**

\*\*Harris, K., Feeley, T. H., & Seiter, J. S. (2018, November). *Examining Message Characteristics of the Disrupt-Then-Reframe Technique*. Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, Salt Lake City, UT.

Scharp, K. M., Seiter, J. S., & Chandler, M. (2018, November). *Exploring Third-Party Impression Management in Family Stories: A Grounded Theory of Other Presentation*. Paper to the Family Communication Division at the annual meeting of the National Communication Association, Salt Lake City, UT.

Seiter, J. S., Curran, T., Scharp, K., & \*Chandler, M. (2018, May). “*And the Survey Says...*”: *Using Family Feud to Understand, Graph, Report, and Analyze Different Levels of Data*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the International Communication Association, Prague, Czech Republic.

Scharp, K., Seiter, J. S., Curran, T., & \*Chandler, M. (2018, May). *Learning Supportive Communication Through an Adaptation of the Board Game Apples to Apples*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the International Communication Association, Prague, Czech Republic.

Ford, B. R., & Seiter, J. S. (2018, May). *From Hero to Zero: Why Stereotyping People with Disabilities as Valiant Elicits Less Charitable Behaviors*. Paper presented to the Intergroup Communication Interest Group at the annual meeting of the International Communication Association, Prague, Czech Republic.

Seiter, J. S., Curran, T., Scharp, K., & \*Chandler, M. (2018, May). “*And the Survey Says...*”: *Using Family Feud to Understand, Graph, Report, and Analyze Different Levels of Data*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the International Communication Association, Prague, Czech Republic.

- Seiter, J. S., Gass, R. H., & Seiter, C. R. (2017, November). *Persuasion GO: An Activity for Increasing Students' Awareness of Approaches to Social Influence*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the National Communication Association, Dallas, TX.
- Gass, R. H., & Seiter, J. S. (2017, November). *Fallacy Spotting: When Good Arguments Go Bad*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the National Communication Association, Dallas, TX.
- Seiter, J. S., Weger, H., & Hinck, E. (2017, November). *Mediated Nonverbal Communication in Political Debates*. Paper presented to the Mass Communication Division at the annual meeting of the National Communication Association, Dallas, TX.
- \*\*\*Seiter, J. S., Weger, H., & Hinck, E. (2016, November). *Background Behavior in Political Debates: The Role of Nonspeaking Candidates*. Paper presented to the Argumentation and Forensics Division at the annual meeting of the National Communication Association, Philadelphia, PA.
- \*\*\*Peeples, J., Sanders, M., & Seiter, J. S. (2016, November). *"Tell Me a Little about Yourself" (But You Don't Have to Say a Word): Nonverbal Communication and Interviewing*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the National Communication Association, Philadelphia, PA.
- Seiter, C. R., & Seiter, J. S. (2016, October). *Adapting the "A-B-Scene" to Communication Classrooms: An Exercise for Understanding the Role of Context, Empathy, Perceptions, and Message Dimensions*. Paper presented at the annual meeting of the New York State Communication Association, Callicoon, NY.
- Weger, H., Hinck, E., & Seiter, J. S. (2016, May). *Background Nonverbal Argumentation in Televised Political Debates*. Paper presented at the Ontario Society of the Study of Argumentation Conference, Ontario, Canada.
- \*\*\*Seiter, J. S., Peeples, J., & Sanders, M. (2015, November). *Whatchamacallit: An Exercise for Understanding the Power of Symbols*. Paper presented to the G.I.F.T.S. (Great Ideas for Teaching Students) section at the annual meeting of the National Communication Association, Las Vegas, Nevada.
- Weger, H., Hinck, E., & Seiter, J. S. (2014, July). *Joe Biden's Nonverbal Ridicule as a Case of Strategic Maneuvering in the 2012 American Vice-Presidential Debate*. Paper presented at the International Society of the Study of Argumentation Conference, Amsterdam, The Netherlands.

- \*\*Parrott, K. J., & Seiter, J. S. (2014, February). *Perceived Social Acceptability of Deception: A Cross-Cultural Comparison of Finland, China, and the United States*. Paper presented to the Intercultural Communication Division at the annual meeting of the Western States Communication Association, Anaheim, CA.
- Seiter, J. S., & Gass, R. H. (2013, November). *The Name Pharm: Understanding the Power of Labels Through a Role-Playing Exercise*. Paper presented to the G.I.F.T.S (Great Ideas for Teaching Speech) Section at the annual meeting of the National Communication Association, Washington D. C.
- Seiter, J. S., \*Givens, K. D., & Weger, H., Jr. (2013, February). *Communicating Immediacy Throughout a Service Encounter: The Effect of Addressing Customers by Name on Gratuities Given to Food Servers*. Paper presented to the Interpersonal Communication Division at the annual meeting of the Western States Communication Association, Reno, Nevada.
- Seiter, J. S., & Weger, H., Jr. (2012, February). *Does a Customer by Any Other Name Tip the Same?: The Effect of Forms of Address and Customers' Age on Gratuities Given to Food Servers in the United States*. Paper presented to the Interpersonal Communication Division at the annual meeting of the Western States Communication Association, Albuquerque, New Mexico.
- \*\*\*Weger, H., Seiter, J. S., \*Jacobs, K. A., & \*Akbulut, V. (2009, November). *Strategies for Responding to Background Nonverbal Disparagement in Televised Political Debates: Effects on Audience Perceptions of Argument Skill and Appropriateness*. Paper presented to the Forensics and Argumentation Division at the annual meeting of the National Communication Association, Chicago, Illinois.
- Seiter, J. S., \*Brownlee, G. M., & Sanders, M. (2009, November). *Persuasion by Way of Example: Does Including Gratuity Guidelines on Customers' Checks Affect Tipping Behavior in Restaurants?* Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, Chicago, Illinois.
- Seiter, J. S., & Dunn, D. (2009, November). *Introducing Students to Karl Weick's Principles of Organizational Communication*. Paper presented to the G.I.F.T.S (Great Ideas for Teaching Students) Section at the annual meeting of the National Communication Association, Chicago, Illinois.
- Weger, H., Seiter, J. S., \*Jacobs, K. A., & \*\*Akbulut, V. (2009, August). *Strategies for responding to an opponent's nonverbal disagreement in televised political debates and their effect on audience perceptions of credibility and likeability*. Paper presented at the Alta Argumentation Conference, Snowbird, Utah.
- Seiter, J. S., & Weger, H. (2008, November). *The Effect of Generalized Compliments, Sex of*

*Server, and Size of Dining Party on Tipping Behavior in Restaurants.* Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, San Diego, CA.

Seiter, J. S., Kinzer, H. J., Jensen, A. S., & Weger, H. (2008, May). *Impression Management in Televised Debates: The Effect of Background Nonverbal Behavior on Audience Perceptions of Debaters' Likeability.* Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Montreal, Quebec, Canada.

\*\*\*Seiter, J. S., Kinzer, H. J., Jensen, A. S., & Weger, H. (2007, November). *The Role of Background Behavior in Televised Debates: Does Displaying Nonverbal Agreement and/or Disagreement Benefit Either Debater?* Paper presented to the Forensics and Argumentation Division at the annual meeting of the National Communication Association, Chicago, Illinois.

\*\*\*Gass, R. H., & Seiter, J. S. (2006, November). *Political Cartoons: Furthering the Case for Visual Argument.* Paper presented to the Visual Communication Division at the annual meeting of the National Communication Association, San Antonio, TX.

Seiter, J. S., & \*Dutson, E. (2005, November). *The Effect of Compliments on Tipping Behavior In Hair Styling Salons.* Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, Boston, MA.

Seiter, J. S. (2005, May). *Ingratiation and Gratuity: The Effect of Complimenting Customers on Tipping Behavior in Restaurants.* Paper presented to the Organizational Communication Division at the annual meeting of the International Communication Association, New York, New York.

Seiter, J. S., & \*Hatch, S. (2005, February). *The Effect of Tattoos on Perceptions of Credibility and Attractiveness.* Paper presented to the Communication Theory and Research Division at the annual meeting of the Western States Communication Association, San Francisco, California.

Seiter, J. S., Kinzer, H. J., \*Smith, K., & \*Thueson, H. (2004, November). *Nonverbal Behavior in Live Academic Debates: The Effects of the Implicit Ad Hominem Fallacy.* Paper presented to the Argumentation and Forensics Division at the annual meeting of the National Communication Association, Chicago, Illinois.

Seiter, J. S., & Bruschke, J. (2004, November). *The Effect of Culture, Gender, Motivation, and Relationship on Guilt and Shame Following Deceptive Acts.* Paper presented to the Interpersonal Communication Division at the annual meeting of the National Communication Association, Chicago, Illinois.

Gass, R. H., & Seiter, J. S. (2004, November). *Images as Arguments.* Paper presented to the

Visual Communication Division at the annual meeting of the National Communication Association, Chicago, Illinois.

Seiter, J. S., & Seiter, D. L. (2004, April). *Consumer Persuasion: The Use of Evidence When Negotiating the Price of an Automobile*. Paper presented to the Social Psychology Division at the annual meeting of the Rocky Mountain Psychological Association, Reno, Nevada.

Seiter, J. S., & Gass, R. H. (2003, November). *The Effect of Patriotic Messages on Restaurant Tipping*. Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, Miami, Florida.

Seiter, J. S. (2003, May). *Fair Play or Cheap Shot?: Audience Perceptions of Background Nonverbal Behaviors Displayed by Candidates in Televised Political Debates*. Paper presented to the Political Communication Division at the annual meeting of the International Communication Association, San Diego, CA.

\*Bankhead, T. D., \*Bench, A., \*Peterson, T., \*Place, R., & Seiter, J. S. (2003, May). *Language Intensity and Color in Attitude Change and Emotion*. Paper presented to the Visual Communication Division at the annual meeting of the International Communication Association, San Diego, CA.

Seiter, J. S., & \*Sandry, A. (2003, February). *Pierced for Success?: The Effects of Ear and Nose Piercing Jewelry on Perceptions of Employment Seekers' Trustworthiness, Attractiveness, and Hirability*. Paper presented to the Organizational Communication Division at the annual meeting of the Western States Communication Association, Salt Lake City, Utah.

Gass, R. H., & Seiter, J. S. (2002, November). *Art as Persuasion*. Paper presented to the Visual Communication Commission at the annual meeting of the National Communication Association, New Orleans, LA.

Seiter, J.S., & Bruschke, J. (2002, July). *When White Lies Go Bad: Perceptions of Deception's Acceptability in Personal, Impersonal, and Working Relationships*. Paper presented at the International Conference on Personal Relationships, Halifax, Nova Scotia, Canada.

Seiter, J.S., & Cody, M.J. (2002, April). *Social Influence in Selling Contexts: Review and Commentary*. Paper presented to the Interaction and Dialogue Division at the annual meeting of the NorthWest Communication Association, Coeur d' Alene, ID.

Seiter, J. S., & \*Sandry, A. (2002, March). *Pierced to Kill?: The Effects of Body Piercing Jewelry on Perceptions of Job Candidates' Credibility*. Paper presented to the Organizational Communication Division at the annual meeting of the Western States Communication Association, Long Beach, California.

Seiter, J. S. (2001, May). *The role of background behavior in televised political debates: Do*

- nonverbal signs of disbelief affect perceptions of candidates' honesty?* Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Washington D. C.
- Dunn, D., & Seiter, J. S. (2000, November). *She's Got the Look: Communicating Credibility, Veracity, and Likelihood of Being Sexually Harassed*. Paper presented to the Applied Communication Division at the annual meeting of the National Communication Association, Seattle, Washington.
- Gass, R. H., & Seiter, J. S. (2000, November). *Embracing Divergence: A Reexamination of Traditional and Nontraditional Conceptualizations of Persuasion*. Paper presented to the Interpersonal Communication Division at the annual meeting of the National Communication Association, Seattle, Washington.
- Seiter, J. S., Bruschke, J. C., & Bai, C. (2000, June). *Are Some Lies Worse than Others?: The Reprehensibility of Deception as a Function of Perceivers' Culture, Liars' Intentions, and Relationship Between Deceived and Deceiver*. Paper presented to the Interpersonal Communication Division at the annual meeting of the International Communication Association, Acapulco, Mexico.
- Seiter, J. S., Dunn, D., \*Wurgler, D. J., & \*Theobald, T. (2000, February). *Beauty and Believability: How Do "Looks" Impact Perceived Veracity and Likelihood of Being Sexually Harassed?* Paper presented to the Communication Theory and Research Division at the annual meeting of the Western States Communication Association, Sacramento, California.
- Seiter, J. S., & Cody, M. J. (1999, November). *Culture and Compliance Gaining: An Examination of Retail Sales in the United States*. Paper presented at the annual meeting of the National Communication Association, Chicago, Illinois.
- \*\*Monson, S. J., Wolcott, L. L., & Seiter, J. S. (1999, February). *Communication Apprehension in Synchronous Distance Education*. Paper presented to the Communication and Instruction Division at the annual meeting of the Western States Communication Association, Vancouver, Canada.
- Gass, R. H., & Seiter, J. S. (1998, November). *A Conceptual Model and Approach for Teaching Ethics in Persuasion*. Paper presented to the Commission on Communication Ethics at the annual meeting of the National Communication Association, New York, New York.
- Seiter, J. S. (1998, November). *Smirks and Scowls Behind Your Back: Does Communicating Nonverbal Disagreement During an Opponent's Speech Affect the Credibility of the Debater in the Background?* Paper presented to the Mass Communication Division at the annual meeting of the National Communication Association, New York, New York.
- Seiter, J. S., Bruschke, J. C., & Bai, C. (1998, July). *Lies and Damn Lies: The Acceptability of*

*Deception as a Function of Perceivers' Culture and Liars' Intentions*. Paper presented to the Intercultural Communication Division at the annual meeting of the International Communication Association, Jerusalem, Israel.

Seiter, J. S., & Gass, R. H. (1998, April). *Conformity and Group Influence as Persuasion: On Not Taking Persuasion for Granted*. Paper presented at the annual meeting of the Northwestern Communication Association, Coeur d'Alene, Idaho.

\*\*\*Seiter, J. S., \*Larsen, J., & \*Skinner, J. (1998, February). *"Handicapped" or "Handi-Capable"?: The Effects of Language About Persons with Disabilities on Perceptions of Source Credibility and Persuasiveness*. Paper presented to the Communication Theory and Research Division at the annual meeting of the Western States Communication Association, Denver, Colorado.

Seiter, J. S., Abraham, J. A., & Nakagama, B. T. (1997, November). *Split-Screen Versus Single-Screen Formats in Televised Debates: Does Access to an Opponent's Nonverbals Affect Viewers' Perceptions of a Speaker's Credibility?* Paper presented to the Mass Communication Division at the annual meeting of the National Communication Association, Chicago, Illinois.

Seiter, J. S. (1997, April). *When Identification is Too Much of a Good Thing: An Examination of Kenneth Burke's Concept in Organizational, Intercultural, and Small Group Communication Contexts*. Paper presented at the annual meeting of the Northwestern Communication Association, Coeur d'Alene, Idaho.

\*\*\*Gass, R. H., & Seiter, J. S. (1997, February). *On Defining Persuasion: A Contemporary Approach*. Paper presented to the Communication Theory and Research Division at the annual meeting of the Western States Communication Association, Monterey, California.

Seiter, J. S. (1996, November). *Toward a Blending of Humanistic and Scientific Traditions in Speech Communication: A Cross Application of Perelman's Concept of Audience and Perspectives of Communication Competence*. Paper presented to the Intrapersonal Communication and Social Cognition Division at the annual meeting of the Speech Communication Association, San Diego, California.

Seiter, J. S. (1995, November). *Debt as a Compliance-Gaining Strategy: An Application of George Campbell's Theory of Rhetoric*. Paper presented to the Intrapersonal Communication and Social Cognition Division at the annual meeting of the Speech Communication Association, San Antonio, Texas.

Sereno, K., Seiter, J. S., Robinson, J., & McDonald, V. (1995, November). *When You Hate Yourself for Laughing: An Examination of Receivers' Gender and Perceptions of Offensive Humor*. Paper presented to the Interpersonal and Small Group Interaction Division at the annual meeting of the Speech Communication Association, San Antonio, Texas.

- \*\*\*Seiter, J. S. (November, 1994). *Constructing Impressions of Deceit: An Examination of Cognitive Structures Used for Detecting Deception*. Paper presented to the Intrapersonal Communication and Social Cognition Division at the annual meeting of the Speech Communication Association, New Orleans, Louisiana.
- \*\*\*Seiter, J. S. (1994, November). *Honest or Deceitful?: A Study of Persons' Mental Models for Judging Veracity*. Paper presented to the Interpersonal and Small Group Interaction Division at the annual meeting of the Speech Communication Association, New Orleans, Louisiana.
- Seiter, J. S., Montagne-Miller, Y., & Cody, M. J. (1992, February). *Selling Clothes: An Analysis of Buyer-Seller Interactions*. Paper presented to the Interpersonal Communication Division at the annual meeting of the Western Speech Communication Association, Boise, Idaho.
- Robinson, J. D., Seiter, J. S., & Acharya, L. (1992, February). *"I Just Put My Head Down and Society Does the Rest." An Examination of Influence Strategies Among Beggars*. Paper presented to the Interpersonal Communication Division at the annual meeting of the Western Speech Communication Association, Boise, Idaho.
- Seiter, J. S. (1991, November). *Coping with Crisis: An Analysis of a Lumber Company's Internal and External Influence Attempts*. Paper presented to the Organizational Communication Division at the annual meeting of the Speech Communication Association, Atlanta, Georgia.
- Seiter, J. S. (1991, February). *An Analysis of the Generic Features of Political Heckling*. Paper presented to the Rhetoric and Public Address Division at the annual meeting of the Western Speech Communication Association, Phoenix, Arizona.
- Burns, D. M., Seiter, J. S., & Miller, L. C. (1990, February). *Who Remembers Best What Others Say? The Assessment of Conversational Attentiveness*. Paper presented to the Interpersonal Communication Division at the annual meeting of the Western Speech Communication Association, Phoenix, Arizona.
- Seiter, J. S., Park, H., & Miller, L. C. (1990, July). *Overcoming Obstacles to Safer Sex: Role of Self-Focus and Experience*. Paper presented at the International Conference on Personal Relationships, Oxford, England.
- Seiter, J. S., Wiseman, R. L., Madrid, V., Gass, R. H., & Riggio, R. D. (1990, June). *Untangling Webs: The Effects of Ethnicity on the Detection of Deception*. Paper presented to the Intercultural Communication Division at the annual meeting of the International Communication Association, Dublin, Ireland.
- Gartner, C., Seiter, J. S., & Brusckie, J., (1990, March). *Ethnocentrism as a Function of Ethnic Group Membership*. Paper presented to the Intercultural and International Communication Conference, Fullerton, California.



\*\*\*Bruschke, J., Gartner, C., & Seiter, J. S. (1990, February). *The Effectiveness of the BAFA BAFA Intercultural Simulation*. Paper presented to the Intercultural Communication Division at the annual meeting of the Western Speech Communication Association, Sacramento, California.

Seiter, J. S., & Waddell, D. (1989, February). *The Intercultural Reentry Process; Reentry Shock; Locus of Control; Satisfaction; and Interpersonal Uses of Communication*. Paper presented to the Intercultural Division at the annual meeting of the Western Speech Communication Association, Spokane, Washington.

### **Conference Presentations (non-refereed)**

Seiter J. S. (2013, November). *Beyond Expectations: The Influence of Food Servers' Nonverbal Behavior in Service Interactions*. Paper presented in a panel titled *Pedagogical Approaches for Teaching Courses in Persuasive Communication: A Case Study Approach* at the annual meeting of the National Communication Association, Washington, D. C.

Seiter, J. S., et al. (2005, November). *Community College Student to College Professor*. Panel discussion presented to the Community College Division at the annual meeting of the National Communication Association, Boston, MA.

Cody, M. J., Seiter, J. S., & Montagne-Miller, Y. (1994, February). *What Part of No Don't You Understand?: An Investigation of Gender Differences and Resistance to Persuasion*. Paper presented at the annual meeting of the Western Speech Communication Association, San Jose, California.

Seiter, J. S. (1992, November). *Give Me that Old Time Religion?: An Examination of the Nature and Uses of the Ku Klux Klan's Religious Rhetoric*. Paper presented at the annual meeting of the Speech Communication Association, Chicago, Illinois.

Miller, L. C., Burns, D., Rothspan, S., Seiter, J. S., Washington, C., & Juarbe, L. (1992, March). *Negotiating Safer Sex: Predicting Safe Sex Talk in an African American Sample*. Paper presented at the annual Conference of the Universitywide Aids Research Program, University of California, Berkeley.

### **Grants/Sabbaticals**

Seiter, J. S., & Chandler, M. (2016). *Third-Party Impression Management: Exploring the Functions of Stories Parents Tell about Their Children*. Faculty-Student Summer Mentorship Grant funded (\$4,000) by the College of Humanities and Social Sciences, Utah State University.

Sabbatical, Utah State University, Calendar Year 2015.

Sabbatical, Utah State University, Academic Year 2007-2008.

Sabbatical, Utah State University, Academic Year 2000-2001.

Seiter, J. S. (1999-2000). *A Kiss is Just a Kiss?: Perceptions of Veracity in Sexual Harassment Cases as a Function of Defendant's Account and Plaintiff's Attractiveness*. Faculty Research Grant funded by Utah State University.

Seiter, J. S. (1995-1996). *Lies and Damn Lies: The Acceptability of Deception as a Function of Perceivers' Culture and Liars' Intentions*. Faculty Research Grant funded by Utah State University.

## **AWARDS AND HONORS**

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### **Teaching**

#### **Undergraduate Research Mentor of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2008-2009.

#### **Undergraduate Research Mentor of the Year**

College of Humanities, Arts, and Social Sciences, Utah State University, 2007-2008.

#### **Undergraduate Research Mentor of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2007-2008.

#### **Faculty Escort for College Valedictorian (Mark McKenna),**

Utah State University, 2007.

#### **Top Professor, Mortar Board Society**

Utah State University, Spring 2007.

#### **Joe E. & Elma Whitesides Scholar-Athlete Recognition Award**

Utah State University, Spring 2006.

#### **Professor of the Year (Eldon J. Gardner/Robbins Award)**

Utah State University, 2004 (This award is the highest recognition for teaching at Utah State University).

#### **Overall Teacher of the Year**

College of Humanities, Arts, and Social Sciences, Utah State University, 2003-2004.

**Teacher of the Year, Humanities Division**

College of Humanities, Arts, and Social Sciences, Utah State University, 2003-2004.

**Teacher of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2003-2004.

**Undergraduate Research Mentor of the Year**

College of Humanities, Arts, and Social Sciences, Utah State University, 2002-2003.

**Undergraduate Research Mentor of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2002-2003.

**Teacher of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 1996-1997.

**Outstanding Departmental Lecturer**

Department of Communication Arts & Sciences, University of Southern California, 1990-1991.

**Research**

**Top Submission, Great Ideas for Teaching Students**

National Communication Association, November 2016. Coauthors: Jennifer Peeples and Matthew Sanders.

**Top Submission, Great Ideas for Teaching Students**

National Communication Association, November 2015. Coauthors: Jennifer Peeples and Matthew Sanders.

**College of Humanities & Social Sciences' Nominee for Utah State University's (D. Wynne Thorne) Career Research Award.**

2014-2015 & 2015-2016 Academic Years.

**Finalist, Researcher of the Year**

College of Humanities and Social Sciences, 2010-2011.

**Researcher of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2010-2011.

**Top Paper, Forensics and Argumentation Division**

National Communication Association, November 2009. Coauthors: Harry Weger, Kimberly Jacobs, and V. Akbulut.

**Top Paper, Forensics and Argumentation Division**

National Communication Association, November 2007. Coauthors: Harold Kinzer, Andrea Jensen, and Harry Weger.

**Top Paper, Visual Communication Division**

National Communication Association, November 2006. Coauthor: Robert Gass.

**Overall Scholar of the Year**

College of Humanities, Arts, and Social Sciences, 2006.

**Researcher of the Year**

College of Humanities, Arts, and Social Sciences, 2006.

**Researcher of the Year**

Department of Languages, Philosophy, and Speech Communication, Utah State University, 2005-2006.

**Top paper presentation, Mass Communication Division**

National Communication Association, November 1998, New York, New York.

**Top Paper, Communication Theory and Research Division**

Western States Communication Association, February 1998. Coauthors: J. Larsen and J. Skinner.

**Top Paper, Communication Theory and Research Division, Western States**

Communication Association, February 1997. Coauthor: Robert Gass.

**Top Paper, Interpersonal and Small Group Communication Division**

Speech Communication Association, November 1994.

**Top Paper, Intrapersonal and Social Cognition Division**

Speech Communication Association, November 1994.

**Outstanding Graduate Research Award in Communication Theory**

Department of Communication Arts & Sciences, University of Southern California, 1990-1991.

**Outstanding Graduate Research Award in Rhetorical Theory**

Department of Communication Arts & Sciences, University of Southern California, 1990-1991.

**Top Paper, Intercultural Communication Division**

Western States Communication Association, 1990. Coauthors: Jon Brusckhe and Carrie Gartner.

**Forensics**

Over 50 awards in 1983-1984 regional, state, and national collegiate forensics competitions, including National Gold Medalist in Communication Analysis, National Silver Medalist in Expository Speaking, National Bronze Medalist in Extemporaneous Speaking, State Champion (California) in Persuasive Speaking, State Champion (California) in Expository Speaking, Speaker of the Year Award in 1983 (Cypress College) and Speaker of the Year Award in 1984 (California State University, Fullerton).

**TEACHING EXPERIENCE**

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**Utah State University**

Public Speaking (team taught)  
Introduction to Theories of Speech Communication  
Interpersonal Communication  
Intercultural Communication  
Persuasion  
Seminar in Interpersonal Influence  
Independent Study  
Internship  
Advanced Persuasion  
Theories of Communication

**Westmont College**

Persuasion and Propaganda

**California State University, Long Beach**

Introduction to Organizational Communication  
Measurement in Communication Research (Statistics)  
Business and Professional Speaking

**University of Southern California**

Research Methods in Communication  
Cultural Dimensions of Speech Communication  
Nonverbal Communication

## California State University, Fullerton

Introduction to Human Communication  
Public Speaking  
Forensics

## ADMINISTRATION

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### **Program Head for Communication Studies**

Department of Languages, Philosophy, and Communication Studies, Utah State University, Fall 2008-Spring 2014, and Fall 2003-Summer 2006.

### **Associate Department Head**

Department of Languages, Philosophy, and Speech Communication, Utah State University, August 2002-May 2003.

## SERVICE

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### **Discipline**

#### **Editorial Boards**

*Social Influence*, 2017-present.

*Argumentation & Advocacy*, 2013-present.

*Communication Research Reports*, 2010-present.

*Communication Reports*, 2003-2015.

#### **Reviewer for Professional Journals**

*Communication Quarterly; Communication Reports; Communication Research Reports; Communication Theory; Cornell Hospitality Quarterly; Human Communication Research; International Journal of Hospitality Management; International Journal of Contemporary Hospitality Management; Journal of Applied Social Psychology; Journal of Experimental Social Psychology; Journal of Hospitality and Marketing Management; Journal of Social Psychology; Journal of Nonverbal Behavior; Perceptual and Motor Skills; Psychological Reports; Social Influence; Western Journal of Communication; Tourism Management.*

#### **Other**

Guest Speaker, "Deception: Exploring the Dark Underbelly of Communication." Executive Lecture Series, Utah Valley University, October 27, 2014.

External reviewer for promotion and tenure cases (four, as of 8/8/18).

Gass, R. H., & Seiter, J.S., Directors (2018, 2017, 2014, 2013, 2012, 2010, 2009, 2007, 2006, 2004, 2003, 2002, 2001, 2000, 1999, 1998). Teaching the Persuasion, Compliance Gaining, and/or Social Influence Course at the University Level. Short course/workshop presented to university instructors at the annual meetings of the National Communication Association Communication Association.

Chaired panel entitled, "Romance, Family, Empathy, Proximity and the American Monomyth: Competitive Papers in Communication Theory" at the annual meeting of the NorthWest Communication Association, Coeur d' Alene, ID, April 2002.

Chaired panel entitled, "Playing the organizational game: Humor, negotiations, & Metaphors" at the annual meeting of the Western States Communication Association, Vancouver, Canada, February 1999.

"New advances on the enactment, perception, and construction of deception." Invited lecture delivered to graduate students in persuasion seminar at California State University, Fullerton, March 22, 1994. Dr. Robert Gass, instructor.

## **Department**

### **Program Development**

- 2017-2018: Participated in the design and development of USU's Masters of Communication Studies.
- 2009: Conceptualized and, alongside two other faculty members, designed, developed, and participated in the approval of USU's Global Communication Program.
- 2000-2001: Participated in the design, development, and approval of USU's Speech Communication Program.

### **Tenure and Promotion Committees**

Nicole Allen, 2018-present (Chair); Kaitlin Phillips, 2018-present (Chair); Mollie Murphy, 2018-present; Timothy Curran, 2017-present; Harrison Kleiner, 2016-present; Jason Gilmore, 2014-present (Chair); Kristina Scharp, 2016-2018 (Chair); Claudia Schwabe, 2012-2018; Joshua Thoms, 2011- 2017; Abdulkafi Albirini, 2010-2015; Doris McGonagill, 2009-2015; Matthew Sanders, 2008-2014 (Chair); Xenia Srebrianski Harwell, 2005-2009 (Chair); Maria Spicer-Escalante, 2004-2008; Jennifer Peeples, 2000-2006; Anne Carlson, 2001-2006 (Chair); Andrea Golato, 2004-2005 (Chair); Sarah

Gordon, 2004; Janette Bayles, 2003-2005; Maria Cordero, 2002-2004 (Chair); Taira Koybaeva, 2001- 2003.

### **Promotion to Full Professor Committees**

Abdulkafi Albirini, 2017-present (Chair); Doris McGonagill, 2017-present; Matthew Sanders, 2016-present (Chair); Christa Jones, 2016-present; Cacilda Rego, 2012-2016 (Chair); Sarah Gordon, 2012-present, Gordon Steinhoff, 2007-present; Maria Cordero, 2007-present; Maria Spicer-Escalante, 2013-2015; Jennifer Peeples, 2009-2015 (Chair); Felix Tweraser, 2009-2011; JP Spicer-Escalante, 2009-2012; Charlie Huenemann, 2006-2008.

### **Lecturer Promotion Committees**

Kevin Krough, 2010 (Member); Karin DeJonge-Kannan, 2009 (Member).

### **Search Committees**

For tenure-track position in Communication Studies (Chair), Fall 2018; for post doc, Spring 2018 (Kristin Anderson); for tenure-track position in Communication Studies (Nicole Allen), Fall 2017; two post docs, Spring 2017 (Sidi Becar Meyara and Kaitlin Phillips); for tenure-track position in Communication Studies, Spring 2017 (Timothy Curran); for two tenure-track positions in Communication Studies, Fall 2014 (Kristina Scharp and Elizabeth Dorrance Hall); for lecturer in Communication Studies (Clair Canfield), Spring 2014; for tenure-track position in Global Communication, (Chair) Fall 2013-Spring 2014 (Jason Gilmore); for tenure-track position in Communication Studies, Fall 2012-Spring 2013 (Lisa Gunzviller); for tenure-track position in German, Fall 2011-Spring 2012 (Claudia Schwabe); temporary instructor in Speech Communication, Spring 2011 and Summer 2010 (Robin Heaton/Samantha Senda-Cook); for tenure-track position in Portuguese, Fall 2009-Spring 2010 (Marcus Brasileiro); for tenure-track position in German, Fall 2008-Spring 2009 (Doris McGonagill); for lecturer position in Speech Communication (Gayle Houser), Fall 2007-Spring 2008; for tenure-track position in Speech Communication (Matthew Sanders), Fall 2007-Spring 2008; for staff assistant position (Kimberly Jacobs), Summer 2006; for Department Head (Bradford Hall), Fall 2005-Spring 2006; for tenure-track position in German/Russian (Xenia Harwell), Fall 2004-Spring 2005; for tenure-track position in German (Andrea Golato), Fall 2003-Spring 2004; for two staff assistant positions (Suzann Winn and Becki Braodbent), Fall 2002; for staff assistant position (Kathy McKee), Fall 2001; for tenure-track position in Speech Communication (Jennifer Peeples), Fall 1999-Spring 2000; for Department Head (Diane Michelfelder), May 1996-April 1997.

### **Other**

Scholarship Committee, Spring 2016.

Advisor to Communication Studies Club, Fall 2013-Spring 2015.



Member of the Department of Languages, Philosophy and Speech Communication's Awards Committee, Fall 2011, Fall 2008, Fall 2006.

Member of Graduate Student Thesis Committees, 2011 (Leah Reigle, MSLT); 2006 (Julianne Pack, MSLT), 2006 (Holly Olsen, MSLT).

Moderator for Languages, Philosophy and Speech Communication Student Research Symposium, Spring 2006.

Director of workshop titled, "Tips for Motivating Students," presented to faculty members in the Department of Languages, Philosophy, and Speech Communication. February 7, 2005.

Chair of the Department of Languages, Philosophy and Speech Communication's Awards Committee, Fall 2004.

Member of Policies Committee, Department of Languages and Philosophy, Fall 1997-Spring 2000.

Member of TALCenter (Technology Assisted Learning Center) Task Force, Department of Languages and Philosophy, Fall 1997-Spring 2000; Fall 2001-Spring 2002.

## **College**

"Insights from the Decision-Makers: What the Central Committee looks for in a Full Professor Dossier." Co-presenter/discussant. Spring 2017.

Member of College of Humanities and Social Sciences Award Committee, Fall 2014.

Ombudsperson for College of Humanities and Social Sciences, Fall 2012-Spring 2014.

Member of College of Humanities and Social Sciences' Scholarship Review Committee, Fall 2011-Spring 2012; Fall 2010-Spring 2011; Fall 2013-Spring 2014.

Member of Mountain West Center Scholarship Review Committee, Fall 2011.

Member of Ad Hoc Tenure and Promotion Committee, College of Humanities and Social Sciences, 2010-2011.

"Timepiece" Speaker. Topic: "Is Silence the Perfect Expression of Scorn?: The Role of Nonverbal Behavior in Political Debates." Research-oriented presentation to faculty and community members on behalf of the College of Humanities, Arts, and Social Sciences, April 23, 2009.

Member Dean's Graduation Committee to help plan commencement for the College of Humanities, Arts & Social Sciences, Spring 2009.

Member of College of Humanities, Arts & Social Sciences' Awards Committee, 2008-2009.

Member of Dean's Central Review Committee for New Faculty Research Grants, College of Humanities, Arts, and Social Sciences, Spring 2007.

"Timepiece" Speaker. Topic: "Pants on Fire, Pinocchio's Nose, and Other Myths About Deception." Research-oriented presentation to faculty and community members on behalf of the College of Humanities, Arts, and Social Sciences, September 15, 2005.

Member of College of Humanities, Arts & Social Sciences' Awards Committee, 2004-2005.

Member of College of Humanities, Arts & Social Sciences' Undergraduate Council, Fall 2002-2003.

Guest speaker on persuasion in Michael Sweeney's Honors 3030 class ("Propoganda, Persuasion, and Censorship."), February, 7, 2002; February, 2003.

Presentation to new College of HASS faculty on how to write a successful grant proposal, September 23, 1999.

## **University**

### **Promotion Advisory Committees/Promotion to Full Professor Committees**

Kim Hixson (Journalism), 2017-present; Damon Cann (Political Science), 2016-present; Kristine Miller (English), 2014-2015; Brock Dethier (English), Fall 2010-2011; Rudy Tarpley, Fall 2007 to 2008.

### **Tenure and Promotion to Associate Professor Committees**

Chris Gauthier (Art), Fall 2011-2014; Chad Albrecht (Business), Fall 2009; Ryan Moeller (English), Fall 2008-Spring 2010; Steve Camicia (Teacher Education and Leadership), Fall 2008-Spring 2009.

### **Dissertation/Thesis Committees**

Yi Huang, English, 2013; Crystal Lin, Psychology, 2005; Chris Treadwell, Psychology, 2001; Ann Bluemlein, Journalism, 2000; June Lee, Instructional Technology, 2000; Steven Monson, Instructional Technology, 1998.

### **Post Tenure Review Committees**

Mike Toney (Sociology, Social Work & Anthropology), Fall 2009; Steve Daniels (Sociology, Social Work & Anthropology), Spring 2010.

**Other**

Committee Member, Legacy Awards of Utah State, Spring 2018.

Marshall, USU commencement, Spring 2018.

Faculty Senator, Representative for the College of Humanities and Social Sciences, 2015-2018.

Member, USU Honorary Degrees and Awards Screening Committee, 2017/2018.

Member, Student Conduct Hearing Board, Utah State University, Fall 2015-2018.

Member of Expedited Tenure & Promotion Review Committee, Fall 2013.

Member of Expedited Tenure & Promotion Review Committee, Summer 2013.

Member of Central Tenure & Promotion Committee, Fall 2011-Spring 2013.

“Master Teacher,” at Utah State University’s New Faculty Teaching Academy. Leader of three roundtable discussions on motivating students and creating positive learning climates, September 13, 2012.

Teaching mentor for New Faculty Teaching Academy, Utah State University, Fall 2011-Spring 2012 (for Maggie Zraly).

Member of Undergraduate Research Advisory Board, Utah State University, Fall 2009-Spring 2012.

Member Vice Provost’s interview team/selection committee for University Undergraduate Research Fellows, Spring 2007.

Member (Past Chair) of President’s Departmental Teaching Excellence Award Committee, 2006-2007.

Chair of President’s Departmental Teaching Excellence Award Committee, 2005-2006.

Chair-elect and member of President’s Departmental Teaching Excellence Award Committee, 2004-2005.

Reviewer for USU’s New Faculty Research Grants, Fall 2004.

Reviewer for USU's Undergraduate Research and Creative Opportunities Grants, Fall 2004.

Registrar Office Degree Audit Representative, Spring 2003.

Member of Computer Student Administrative Fee Committee, Fall 2002-Spring 2003.

Reviewer for Utah State University's Faculty Research Grants Competition, 1 proposal, Winter 1998.

Participant Judge in Utah State University's International Week, April 1997.

Directed/Facilitated workshop orientation for first year teaching assistants in Social Sciences Division at the University of Southern California, Summers of 1990 and 1991.

## **Community**

Guest Speaker, Career Day, InTech Collegiate High School, May 24, 2010.

Guest Speaker at InTech Collegiate High School. Lecture on deception detection and critical thinking skills, December 7, 2007.

Hosted and organized social event to raise money for Common Ground, an organization that provides life-enhancing outdoor recreational opportunities for youth and adults with disabilities. November 3, 2007.

Volunteer Director of Cache Valley Learning Center's Chess Club, grades 3-8, 2003-2006.

Volunteer for Summit Elementary School's Reading Program, September 2000-June 2001. Description: listened to and helped children with learning disabilities read for one hour each week.

Guest speaker at Sunrise Elementary School, Ms. Ashcroft's 2nd grade class. Topic: Good and bad persuasion: How to say "no" to drugs, alcohol, smoking and strangers, Fall 1999.

Member of Smithfield Canyon Clean-Up Committee, which planned and led community effort to clean Smithfield Canyon, Spring 1999, Spring 2000. Responsibilities: Publicity (press releases and fliers to recruit and thank volunteers) and mentoring new chairperson of committee.

Chairman of Smithfield Canyon Clean-Up Committee, which planned and led community effort to clean Smithfield Canyon, Spring 1998. Committee responsibilities: recruiting volunteers, coordinating publicity, arranging breakfast and lunch for volunteers, seeking assistance from city and local businesses.

"Multicultural Communications: What to Expect and How to be Effective when Interacting with ESL Students." Volunteer Lectures to Volunteer Tutors at Bridgerland Literacy, Logan, Utah, February 24, 1996; May 11, 1996, October 23, 1996.

## **PROFESSIONAL MEMBERSHIPS**

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Western Speech Communication Association  
National Communication Association  
International Communication Association