DAVID M. KEATING

Department of Communication Studies
California State University, Northridge
david.keating@csun.edu

EDUCATION

Ph.D. in Communication
Michigan State University, East Lansing, MI: May 2014

M.A. in Communication
Michigan State University, East Lansing, MI: December 2011

B.A. in Communication and B.A. in Creative Writing
University of Arizona, Tucson, AZ: May 2010

PROFESSIONAL EXPERIENCE

California State University, Northridge (2016-present)
Assistant Professor – Department of Communication Studies

Undergraduate Courses
-Persuasion
-Communication Research Methodology
-Communication Theory

Graduate Courses
-Current Research in Communication Theory: Social Influence
-Core Seminar in Communication Research Methods
-Seminar in Communication Theory
-Seminar in Group Communication

Fors Marsh Group (2014-2016)
Researcher – Communication Research

-Led and supported research designed to develop and evaluate messaging and campaign strategies for the Food and Drug Administration's Center for Tobacco Products, the Federal Emergency Management Agency's National Flood Insurance Program, the D.C. Department of Health, and the Federal Trade Commission.

-Interfaced with government and industry clients in order to coordinate projects, incorporate client feedback into the research design, and present research results and messaging recommendations.

-Wrote rationale and study design proposals for contract bids.

George Washington University (2015-2016)
Instructor of Record – Milken Institute School of Public Health

Graduate Course
-Social Marketing Theory and Practice (online course)

Michigan State University (2010-2014)
Graduate Assistant – Department of Communication
Instructor of Record – Department of Communication
Undergraduate Courses
-Human Communication (online course)
-Introduction to Interpersonal Communication
-Introduction to Organizational Communication
-Interpersonal Influence and Conflict
-Communication in Close Relationships

RESEARCH AND TEACHING INTERESTS

My primary research examines social influence processes and health communication topics. Much of my current work focuses on how people process and are affected by persuasive messages given the form and function of their cognitions. This research often tests theory in the context of strategic communication interventions. A secondary line of my research considers the state and practices of scientific communication research.

My primary teaching interests include course topics that revolve around messaging (e.g., persuasion) and communication theory and research (e.g., research methods).

PEER-REVIEWED PUBLICATIONS

Keating, D. M. (in press). Probing a relevance driven account of the functional matching process for utilitarian and value-expressive attitudes. *Communication Monographs*. https://doi.org/10.1080/03637751.2020.1762100

Keating, D. M., Richards, A. S., Palomares, N. A., Banas, J. A., Joyce, N., & Rains, S. A. (in press). Titling practices and their implications in communication research 1970-2010: Cutesy cues carry citation consequences. *Communication Research.* https://doi.org/10.1177/0093650219887025

Keating, D. M., & Boster, F. J. (2019). Nonlinear unidimensionality in communication science: Tests, examples, and implications. *Communication Research Reports, 36*(1), 67-77. https://doi.org/10.1080/08824096.2018.1555524

Keating, D. M., & Totzkay, D. (2019). We do publish (conceptual) replications (sometimes): Publication trends in communication science, 2007-2016. *Annals of the International Communication Association, 43*(3), 225-239. https://doi.org/10.1080/23808985.2019.1632218

Nazione, S., Perrault, E. K., & **Keating, D. M.** (2019). Finding common ground: Can provider-patient race concordance and self-disclosure bolster patient trust,

perceptions and intentions? *Journal of Racial and Ethnic Health Disparities, 6*(5), 962-972. https://doi.org/10.1007/s40615-019-00597-6

Keating, D. M. (2018). Extending efforts to move cigarette and e-cigarette beliefs: Message exposure and belief structures. *Journal of Health Communication, 23*(10-11), 956-966. https://doi.org/10.1080/10810730.2018.1548670

Perrault, E. K., & **Keating, D. M.** (2018). Seeking ways to inform the uninformed: Improving the informed consent process in online social science research. *Journal of Empirical Research on Human Research Ethics, 13*(1), 50-60. https://doi.org/10.1177/1556264617738846

Keating, D. M., & Bergan, D. E. (2017). Mapping political attitudes: The impact of concept mapping on ideological constraint. *Communication Studies, 68*(4), 439-454. https://doi.org/10.1080/10510974.2017.1360925

Paquin, R. S., & **Keating, D. M.** (2017). Fitting identity in the reasoned action framework: A meta-analysis and model comparison. *The Journal of Social Psychology, 157*(1), 47-63. https://doi.org/10.1080/00224545.2016.1152217

Smith, S. W., Hitt, R., Russell, J., Nazione, S., Atkin, C. K., Silk, K., & **Keating, D.** (2017). Risk belief and attitude formation from translated scientific messages about PFOA, an environmental risk associated with breast cancer. *Health Communication, 32*(3), 279-287. https://doi.org/10.1080/10410236.2016.1138350

Hitt, R., Perrault, E., Smith, S., **Keating, D. M.**, Nazione, S., Silk, K., & Russell, J. (2016). Scientific message translation and the Heuristic Systematic Model: Insights for designing educational messages about progesterone and breast cancer risks. *Journal of Cancer Education, 31*(2), 389-396. https://doi.org/10.1007/s13187-015-0835-y

Keating, D. M. (2016). Conversation orientation and conformity orientation are inversely related: A meta-analysis. *Communication Research Reports, 33*(3), 195-206. https://doi.org/10.1080/08824096.2016.1186622

Keating, D. M., & Rains, S. A. (2015). Health blogging and social support: A three-year panel study. *Journal of Health Communication, 20*(12), p. 1449-1457. https://doi.org/10.1080/10810730.2015.1033119

Rains, S. A., & **Keating, D. M.** (2015). Health blogging: An examination of the outcomes associated with making public, written disclosures about health. *Communication Research, 42*(1), 107-133. https://doi.org/10.1177/0093650212458952

Keating, D. M. (2014). Relationships among goals, face threats, and communicative behavior in identity implications theory. *Communication Research Reports, 31*(3), 233-243. https://doi.org/10.1080/08824096.2014.924301

Keating, D. M. (2013). Spirituality and support: A descriptive analysis of online social support for depression. *Journal of Religion and Health, 52*(3), 1014-1028. https://doi.org/10.1007/s10943-012-9577-x

Keating, D. M., Russell, J. C., Cornacchione, J., & Smith, S. W. (2013). Family communication patterns and difficult family conversations. *Journal of Applied Communication Research, 41*(2), 160-180. https://doi.org/10.1080/00909882.2013.781659

Rains, S. A., & **Keating, D. M.** (2011). The social dimension of blogging about health: Health blogging, social support, and well-being. *Communication Monographs, 78*(4), 511-534. https://doi.org/10.1080/03637751.2011.618142

ENCYCLOPEDIA ENTRIES

Keating, D. M., & Rains, S. A. (2014). Expressive writing and health. In T. L. Thompson & J. G. Golson (Eds.), *Encyclopedia of health communication*. Sage

CONFERENCE PRESENTATIONS

Rains, S. A., **Keating, D. M.**, Banas, J. A., Richards, A., & Palomares, N. A. (2020, May). The state and evolution of communication research: A topic modeling analysis of 20,000 journal article abstracts from 1918-2015. Paper to be presented at the International Communication Association Convention, Gold Coast, Australia.

Keating, D. M. (2020, February). Probing a relevance-driven account of the functional matching process: Testing messaging about personal health and universalism benefits. Paper to be presented at the Western States Communication Association Convention, Denver, CO.

Keating, D. M., & Perrault, E. (2019, November). Probing the (non?)additive effects of normative factors and metacognitions on expression behavior. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., Richards, A. S., Palomares, N. A., Banas, J. A., Joyce, N., & Rains, S. A. (2019, November). Titling practices and their implications in communication research 1970-2010: Cutesy cues carry citation consequences. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., & Totzkay, D. (2019, November). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. Paper presented at the National Communication Association Convention, Baltimore, MD.

Molina-Rogers, N., & **Keating, D. M.** (2019, November). Gendered portrayals and the Disney princess: An analysis of trends from *Snow White* to *Moana*. Paper presented at the National Communication Association Convention, Baltimore, MD.

Keating, D. M., Molina-Rogers, N., Dean, A., & Ochoa, P. (2019, May). Spiral of silence or localized expression? Examining two models of opinion expression behavior. Poster presented at the International Communication Association Convention, Washington, DC.

Nazione, S., Perrault, E. K., & **Keating, D. M.** (2018, November). Provider-patient race concordance and self-disclosure: Effects on trust, perceptions, and intentions. Paper presented at the National Communication Association Convention, Salt Lake City, UT.

Keating, D. M. (2018, February). Extending a campaign to move cigarette and e-cigarette beliefs: Belief structures and campaign design. Paper presented at the Western States Communication Association Convention, Santa Clara, CA.
Top Four Paper in Health Communication Interest Group

Keating, D. M. (2018, February). Structure of the revised family communication patterns scale: Implications for family communication patterns theory. Paper presented at the Western States Communication Association Convention, Santa Clara, CA.

Keating, D. M. (2017, November). Visualizing belief structures: Implications for dynamic theorizing. Paper presented at the National Communication Association Convention, Dallas, TX.

Perrault, E. K., & **Keating, D. M.** (2017, November). Seeking ways to inform the uninformed: Improving the informed consent process in online social science research. Paper presented at the National Communication Association Convention, Dallas, TX.

Keating, D. M. (2017, May). Interpersonally communicated normative influence: Preliminary evidence of a baseline model. Paper presented at the International Communication Association Convention, San Diego, CA.

Keating, D. M., Evans, S., & Kail, L. C. (2015, April). Leveraging public-use data to identify messaging strategies: A youth smoking prevention case study. Poster presented at the D.C. Health Communication Conference, Washington, D.C.

Sherry, J. L., **Keating, D. M.**, Nelson, J. C., & Paik, J. E. (2015, February). Toward the scientific study of dynamic communication processes. Paper presented at the Western States Communication Association Convention, Spokane, WA.
Top Paper Award in Communication Theory and Research Interest Group

Bergan, D. E., & **Keating, D. M.** (2014, November). Mapping political attitudes: The impact of concept mapping on attitude structures. Paper presented at the National Communication Association Convention, Chicago, IL.

Grayson-Sneed, K. A., Smith, S. W., Cornacchione, J., **Keating, D. M.**, Russell, J. C., & Summers, M. E. (2014, November). Exploring how conversational foci and the decision to engage in or avoid difficult family conversations are impacted by

conversation topics and emotions. Paper presented at the National Communication Association Convention, Chicago, IL.

Smith, S. W., Cornacchione, J., **Keating, D. M.**, Russell, J. C., & Yang, Y. (2014, May). The impact of multiple goals and discrete emotions on attitudes toward, and engagement in, difficult family conversations. Paper presented at the International Communication Association Convention, Seattle, WA.

Hitt, R., Perrault, E., **Keating, D.**, Smith, S., Silk, K., Nazione, S., & Russell, J. (2014, April). Using the heuristic systematic model to predict risk beliefs and attitudes about progesterone as a breast cancer risk factor. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.

Keating, D. M. (2013, November). Compliance with parent and peer influence: Intergroup and reference group explanations. Paper presented at the National Communication Association Convention, Washington, D.C.

Keating, D. M. (2013, November). Charting constitutive rules and the relationships among goals, face threats, and communicative behavior in identity implications theory. Paper presented at the National Communication Association Convention, Washington, D.C.

Cornacchione, J., Russell, J. C., **Keating, D. M.**, & Smith, S. W. (2013, June). Inhibitory forces on family communication about difficult topics. Paper presented at the International Communication Association Convention, London.

Keating, D. M., Russell, J. C., Cornacchione, J. J., & Smith, S. W. (2012, November). Family communication patterns and difficult family conversations. Paper presented at the National Communication Association Convention, Orlando, FL.

Keating, D. M., Shaw, A. S., & Smith, S. W. (2012, November). The intersection of family communication patterns and parental memorable messages about family communication. Paper presented at the National Communication Association Convention, Orlando, FL.

Russell, J. C., **Keating, D. M.**, Cornacchione, J. J., & Smith, S. W. (2012, November). An initial investigation of difficult conversations in families from a multiple goals perspective. Paper presented at the National Communication Association Convention, Orlando, FL.

Keating, D. M. (2012, May). Adolescents' perceptions of caregivers' safe-sex messages: Family communication patterns and caregiver-child persuasion. Paper presented at the International Communication Association Convention, Phoenix, AZ.

Rains, S. A., & **Keating, D. M.** (2011, May). The social dimension of blogging about health: Health blogging, social support, and well-being. Paper presented at the International Communication Association Convention, Boston, MA.

Keating, D. M. (2010, November). Spirituality and support: A content analysis of online social support for depression. Paper presented at the National Communication Association Convention, San Francisco, CA.

INVITED TALKS

CSUN Water Day 2019
"Effective Messaging for Sustainability," California State University, Northridge, Spring 2019

AWARDS AND HONORS

Top Reviewer Award
Recognition from the Health Communication Division of the International Communication Association, Spring 2019

Research and Creative Activity Award
Research Award from the Institute for Sustainability, California State University, Northridge, Spring 2019

Research, Scholarship, and Creative Activity Award
Research Award from the Mike Curb College of Arts, Media, and Communication, California State University, Northridge, Spring 2017

Excellence-In-Teaching Citation
Teacher-Scholar Award from Michigan State University, 2013-2014

GRANT WORK AND FUNDED PROJECTS

Probationary Faculty Support Grant
Research Support from Faculty Development, California State University, Northridge, Spring 2020

Minority Male Mentoring (M3) Project
Role: Social Marketing Consultant
College of Social and Behavioral Sciences, California State University, Northridge, 2017-2018

Michigan Office of Highway Safety Planning's "Strive for a Safer Drive" Program
Role: Project Manager
Department of Communication, Michigan State University, 2011-2013
Partnered with Ford Motor Company Fund and AAA
Dr. Sandi Smith, PI

Summer Research Excellence Fellowship (2011-2013)
Awarded Research Funding from the College of Communication Arts and Sciences, Michigan State University

SERVICE TO THE FIELD

Editorial Board Member

-Communication Research Reports, 2017-present

Journal Reviewer

-American Psychologist
-Communication Methods and Measures
-Communication Monographs
-Communication Quarterly
-Communication Reports
-Communication Research
-Communication Research Reports
-Communication Studies
-Communication Yearbook 38
-Health Communication
-Human Communication Research
-Journal of Adolescent Health
-Journal of Applied Communication Research
-Journal of Computer-Mediated Communication
-Journal of Empirical Research on Human Research Ethics
-Journal of Family Communication
-Journal of Family History
-Journal of Health Communication
-Journal of Social and Personal Relationships
-Sex Education
-Western Journal of Communication

Conference Paper Reviewer

International Communication Association

-Health Communication Division
-Interpersonal Communication Division

National Communication Association

-Communication and Social Cognition Division
-Research in Progress Roundtables

Western States Communication Association

-Health Communication Interest Group
-Interpersonal Communication Interest Group

Conference Panel Chair

International Communication Association

-Interpersonal Communication Division

National Communication Association

-Interpersonal Communication Division

External Reviewer for a Promotion Case

-University of California, Santa Barbara (Writing Program)

SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY

Graduate Student Advising

Chair of MA Thesis Committee

-Alexis Zenteno: M.A., expected 2020
-Ambria Dean: M.A., 2019
-Xuejing Yao: M.A., 2017

Department Service

Department of Communication Studies, California State University, Northridge

-Chair of Graduate Studies Committee, 2019-present
-Department Assessment Liaison, 2019-present
-Member of Assessment Committee, 2018-present
-Member of Graduate Studies Committee, 2018-present
-Chair of Faculty Search Committee, 2017-2018
-Member of Faculty Search Committee, 2017-2018
-Facilitator of Faculty Learning Community, Communication Theory, Fall 2017
-Member of Undergraduate Studies Committee, 2016-2018

Department of Communication, Michigan State University

-Graduate Representative of Faculty Search Committee, 2013-2014

College Service

Mike Curb College of Arts, Media, and Communication, California State University, Northridge

-Member of Student Success Committee, 2017-present
-Member of Strategic Planning Team, Student Outreach Group, 2018-2019
-Member of College Faculty Learning Community, High-Impact Courses, Fall 2017
-"Data Champion" for the CSU's Graduation Initiative 2025, 2016-2017

College of Communication Arts and Sciences, Michigan State University

-Graduate Representative of College Advisory Council, 2013-2014

University Service

California State University, Northridge

-Institutional Research Faculty Scholar, Fall 2019-present
-Institutional Review Board Alternate Member, Fall 2019-present
-Faculty Judge for CSUNposium, Spring 2019
-"Data Champion" for the CSU's Graduation Initiative 2025, 2017-2018