

Curriculum Vitae

Jacob Garrison Copple
Doctoral Candidate
Stan Richards School of Advertising & Public Relations
Moody College of Communication
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EDUCATION

Ph.D. 2020(exp), University of Texas at Austin, Moody College of Communication, Stan Richards School of Advertising and Public Relations, Advertising and Public Relations

M.A. 2015, Texas Tech University, College of Media & Communication, Mass Communication

B.A. 2013, Texas Tech University, College of Media & Communication, Electronic Media & Communication

RESEARCH

Peer Reviewed Publications

- 2018 Oh, J., Lim, H., **Copple, J.**, Chadraba, E. Harnessing the Persuasive Potential of Data: The Combinatory Effects of Data Visualization and Interactive Narratives on Obesity Perceptions and Policy Attitudes. Published in Telematics and Informatics
- 2018 Dudo, A., Besley, J., Kahlor, L., Koh, H., **Copple J.**, Yuan, S. Microbiologists' Public Engagement Views and Behaviors. Published in the Journal of Microbiology and Biology Education.
- 2017 Dudo, A., **Copple, J.**, Atkinson, L. Entertainment Film and TV Portrayals of Climate Change and their Societal Impacts. Published in the Oxford Research Encyclopedia of Climate Science.

Refereed Conference Papers

- 2020 Dudo, A., **Copple, J.**, Looi, J., Moon, W-K., Bennett, N., Besley, J. C., Newman, T., Leavey, N., Lindenfeld, L., & Volpe, C. (February, 2020). Meteorologists as public communicators. Paper accepted for presentation at the annual meeting of the American Association for the Advancement of Science (AAAS) in Seattle, WA.
- 2019 **Copple, J.**, Bennett, N., Moon, W-K., Dudo, A., Newman, T., Leavey, N., Lindenfeld, L., & Volpe, C. (August, 2019). Untangling the contribution of training on scientists' willingness to participate in public engagement: A test of parallel multiple mediation. Presentation at the annual meeting of the Association for Education in Journalism and Mass Communication in Toronto, Canada.
- 2019 **Copple, J.**, Atkinson, L., Them not me: Third person effects of climate change communication through select discrete emotions. Presented at the 69th Annual International Communication Association Conference in Washington, D.C.
- 2019 Jamar, P., **Copple, J.** The Effects of Different Products Types in Sustainable PSAs. Paper accepted at the 2019 Conference on Communication and Environment (COCE) in Vancouver. Presented by coauthor.
- 2018 Oh, J., Lim, H., **Copple, J.**, Chadraba, E. Harnessing the potential of data visualization for health communication: The combinatory effects of interactive narrative and data visualization on user perceptions and attitudes pertaining to obesity. Paper accepted at the International Communication Association annual conference. Presented by coauthor at the conference in Prague, Czech Republic.
- 2018 **Copple, J.** An Analysis of Biochemists and Molecular Biologists as public communicators. Extended abstract accepted as a student poster at the American Association for the Advancement of Science. Presented at the conference in Austin, TX.
- 2017 **Copple, J.** Analysis of Climate Change Evidence Presentations and Information Formats. Paper accepted at the Association for Education in Journalism and Mass Communication in the Communicating Science, Health, Environment, and Risk Division. Presented at the conference in Chicago, IL.

Works in Progress

- 2020(exp) **Copple, J.**, Jarreau, P., Porter, L., Algarra, D. Evaluation and Exemplification Effects of Science Visuals in an Mobile Application

- 2020(exp) **Copple, J.** Content Analysis of Scientist Use of Images on Twitter.
- 2020(exp) ***Copple, J.**, Bennett, N., Moon, W-K., Dudo, A., Newman, T., Leavey, N., Lindenfeld, L., & Volpe, C. (August, 2019). Untangling the Contribution of Training on Scientists' Public Engagement Intentions: A Test of Indirect Effects Using Parallel Multiple Mediation
- 2021(exp) **Copple, J.** & Jamar, P. Examination of Graphical Interface File (GIF) in Climate Change Communication

* - submitted for peer review to a conference or publication

Dissertation

- 2020(exp) Science Communication Engagement Scale Development
An empirical explication and scale creation of science communication engagement for use in science communication training. Proposal defense is scheduled for January 2020. Expected dissertation defense for Summer 2020.

Master's Thesis

- 2015 Analysis of Climate Change Evidence Presentations and Information Formats
Examined the effects of climate change messages in four different information formats on issue perception: visual exemplar, textual exemplar, visual base-rate, and textual base-rate. Results suggest that exemplified message features promote greater worry or concern about the risks of climate change especially in a visual format.

Research Assistant Positions

- 2019 Assessing Scientists' Willingness to Engage in Science Communication
Summer research position funded by Stony Brook University and ScienceCounts! Sample creation of all scientist emails from 8 randomly selected science departments at 20 institutions in the Association of American Universities
- 2017- 2018 Beyond Fear: Examining the Influence of Hope, Happiness, Sadness, and Guilt on Climate Change Communication and Action.
Ten hours a week awarded by the Waterhouse Family Institute for the Study of Communication and Society. Survey creation, data cleaning, and analysis for 3,000-person sample through Qualtrics.

TEACHING

Courses Taught

- 2016 Principles of Digital Media Production, Texas Tech University
Practical skills in visual effects software and principles of visual storytelling in video formats. In-person class ranging from 20-30 students mostly at the junior or senior level.
- 2016 Multimedia Development, Texas Tech University
Practical skills in web design, coding languages, and storage and deployment of site files. In-person class ranging from 20-30 students mostly at the junior or senior level.
- 2015 Principles of Digital Media Production, Texas Tech University
Practical skills in visual effects software and principles of visual storytelling in video formats. In-person class ranging from 20-30 students mostly at the junior or senior level.

Pedagogy & Training

- 2016 Fundamentals for TAs, University of Texas
Six-hour course for incoming teaching assistants that demonstrated full features of Canvas course software. Objectives included proficiency in message system, assignment creation, quiz creation, grading, and course organization.

Teaching Assistantships

- 2019- Life of the Mind, Undergraduate Honors, University of Texas
Current assistantship position, Fall 2019. Duties include holding weekly office hours, participating in outside classroom events and guest speakers, suggesting related and interesting readings, and grading the majority of written assignments.
- 2018 Persuasion Theory, Graduate, University of Texas
A small 10-hour assignment where I sat in on master's level lectures, maintained office hours throughout the semester, and graded written assignments. Student interactions and meetings during office hours revolved around critical thinking and strategy of public relations and advertising cases with relevant persuasion theories discussed in the course.

- 2017-2019 Science Communication, Undergraduate, University of Texas
 The majority of my teaching assistantships at UT Austin were in this class. I helped produce this class with Dr. Anthony Dudo by gathering weekly material about a range of science communication topics and issues. Online class of students from the school of advertising and public relations as well as students in natural sciences that chose to minor in science communication. Duties included grading exams, implementing digital proctoring services for quizzes and tests, and maintaining weekly engagement with students.
- 2016-2017 Psychology of Advertising, Undergraduate, University of Texas
 Adapted physical multiple-choice test to an online exam for students to take in-class on the day of the exam. Large undergraduate class for advertising, public relations, and business school students. Duties included grading, attending class, office hours and proctoring exams.
- 2016 Integrated Communication Management, Graduate, University of Texas
 Assisted students with their group assignments for advertising and public relations campaigns. Met with each group to talk through specific details of cases as well as their solutions. Small graduate class for advertising and public relations students. Duties included grading, attending class, office hours and giving feedback on presentations.

SERVICE

- 2019 Student leader of Science & Technology Communication Research Group
 Organize and lead weekly meetings about upcoming and ongoing projects. Coordinates with 3 faculty members, 4 graduate students, and 2 undergraduate students on upcoming conference deadlines and publication submissions.
- 2019 Reviewer for the International Communication Association's Visual Communication Division for 2019 Annual Conference in Washington D.C.
- 2019 Reviewer for the International Communication Association's Environmental Communication Division for 2019 Annual Conference in Washington D.C.
- 2019- Mentor, Andrea Lloyd
 Andrea is a Master's student in the Stan Richards School of Advertising and Public Relations and a budding researcher interested in science communication. Specifically, she concentrates most of her efforts into how NASA and space exploration is discussed in society. Andrea is a helpful, fresh set of eyes in the Science & Technology Communication Research Group. I've helped Andrea

improve her resume for positions here on campus as well as small course projects.

- 2018-2019 Mentor, Krisha Patel
 Krisha was part of our small but effective research group as an undergraduate interested in the research process. She attended all our meetings and we helped her understand our projects and made her feel welcomed and a part of everything we did. She was instrumental in initial coding done for a project on scientists use of images on Twitter.
- 2018-2019 Mentor, Elaine Almeida.
 Spoke with and guided Elaine through the process of research as she determined whether a Ph.D. was right for her after her master's program at the University of Texas. Elaine started her first semester in a Ph.D. program at the University of Wisconsin, Madison.
- 2016-2019 Graduate Student Advisor, ComSHER Division, AEJMC
- 2016-2018 Advertising Doctoral Society Officer, University of Texas

PROFESSIONAL AFFILIATIONS

- 2018- International Communication Association (ICA)
- 2017- Association for Education in Journalism and Mass Communication (AEJMC)

PROFESSIONAL EXPERIENCE

- 2014-2016 Unit Coordinator for Photo & Video Content, College of Media & Communication, Texas Tech University
 Essential functions included creating video productions for the college as well as organizations and corporations contracted through the college either personally or through the supervision of video interns. Photographing all promotional, educational and representation of the College either personally or through the supervision of photography interns.

2013-2016 Freelance Visual Storyteller – Photography, Videography, and Web Design.
Personally employed

Meeting with clients to determine their objectives, needs, and expectations with their desired budget. Creation, organization, and deployment of all production assets to desired location including correct formats for files and delivery to website hosting services via FTP. Continual back and forth communication with client until satisfied.

REFERENCES

Anthony Dudo, Associate Professor

Stan Richards School of Advertising and Public Relations, University of Texas at Austin

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Lucy Atkinson, Associate Professor

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David Perlmutter, Professor & Dean

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Matt Eastin, Professor

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