# Ch'Ree Essary, Ph.D.

Department of Advertising & Public Relations, The University of Alabama, Tuscaloosa, AL, 35487

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### **EDUCATION**

**Aug. 2024 Ph.D.**, Media & Communication, Statistics (Cognate) | Texas Tech University, Lubbock, TX

Dissertation: Examining the effect of humorous wildlife messages on elaborated thinking,

persuasion, and learning

Chair: Coy Callison, Ph.D. Members: Melissa Gotlieb, Ph.D., Justin R. Keene, Ph.D., & Tara

Stevens, Ed.D.

Aug. 2024 Graduate Certificate, Program Evaluation & Assessment | Texas Tech University, Lubbock, TX

May 2022 M.S., Agricultural Communications | Texas Tech University Lubbock, TX

Thesis: A content analysis of news regarding genetically modified organisms
Chair: Erica Irlbeck, Ed.D. Members: Laura Fischer, Ph.D. & Robert M. Peaslee, Ph.D.

May 2020 B.S., Agriculture & Extension Education, Journalism & Media Studies (Minor) | New Mexico State

University, Las Cruces, NM

### **ACADEMIC APPOINTMENTS**

The University of Alabama, Department of Advertising & Public Relations,

Tuscaloosa, AL

Aug. 2024 – PRESENT Assistant Professor

Texas Tech University, College of Media & Communication, Lubbock, TX

**Aug. 2021 – Aug. 2024**Aug. 2023 – Dec. 2023

Graduate Part-Time Instructor & Research Assistant

Center of Communication Research Graduate Assistant

Texas Tech University, Department of Agriculture Education &

Communications, Lubbock, TX

Aug. 2020 - Aug. 2021 Teaching & Research Assistant

### **SELECTED HONORS & AWARDS**

**2025 – 2026** Lillian Lodge Kopenhaver Center for the Advancement of Women in

Communication, Fellow

**2025 – PRESENT** Alabama Water Institute, *Affiliate* 

2023 Ph.D. Student Travel Funding (\$1,213), (Thomas J. Harris Institute for International &

Hispanic Communication, College of Media & Communication at Texas Tech

University), Awardee

**2022 – 2023,** Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication

**2023 – 2024** (Texas Tech University), *Recipient* 

2022 – 2023	P.E.O. Scholar Award, Chapter AK (Texas) Nominee
2022	ICA Michael L. Haley Travel Fund Grant, Recipient
2022	U.S. National Science Foundation National Nanotechnology Coordinated Infrastructure Winter School on Emerging Technology, <i>Selected Attendee</i>
2021 - 2022	National Science Foundation Innovations at the Nexus of Food, Energy and Water Systems Program (INFEWS), <i>Scholar Program Member</i>
2020	New Mexico State University College of Agricultural, Consumer, and Environmental Sciences Dean's Award of Excellence, <i>Recipient</i>

### **RESEARCH**

### **Publications**

#### **Refereed Journal Articles**

Brammer, S. E., Smith, C. R., & **Essary, C.** (2025). "We need an American Girl doll who ...": Reimagining and memeifying American Girl(hood) and fem(me)ininity in digital spaces. *Journal of Femininities* (awaiting issue assignment). https://doi.org/10.1163/29501229-bja10029

Smith, C.R., Brammer, S.E., Cloudy, J., **Essary, C.**, Perez, C. (2025). "RIP TOP G": Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate. *Violence Against Women* (awaiting issue assignment). <a href="https://doi.org/10.1177/10778012251319308">https://doi.org/10.1177/10778012251319308</a>

Yang, C.-X., Baker, L. M., Fischer, L., **Essary, C.**, & Orton, G. (2025). Vaccinating with valor: A risk preventive model to explain factors in parents' choice to vaccinate their children for COVID-19. *Health Communication*, 40(2). <a href="https://doi.org/10.1080/10410236.2024.2338307">https://doi.org/10.1080/10410236.2024.2338307</a>

**Essary, C.** (2024). "I think it gave me a little bit of mistrust": Exploring trust in COVID-19 science among college students. *Journal of Science Communication, 23*(09). <a href="https://doi.org/10.22323/2.23090202">https://doi.org/10.22323/2.23090202</a>

**Essary, C.**, Fischer, L.M., Irlbeck, E. (2022). A statistical approach to classification: A guide to hierarchical cluster analysis in agricultural communications research. *Journal of Applied Communications*, 106(3). https://doi.org/10.4148/1051-0834.2431

Washburn, T., **Essary, C.**, Irlbeck, E. Gibson, C., Akers, C. (2022). Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs. *Journal of Applied Communications*, 106(2). <a href="https://doi.org/10.4148/1051-0834.2410">https://doi.org/10.4148/1051-0834.2410</a>

Bird, K., Nichols, V., Garay, E., Nowatzke, M., **Essary, C.**, Post, K., Deviney, A., Welles, J., Alao, M., Dorbu, F., Classen, J., Koziel, J., Cortus, E. (2022). Means, motive, and opportunity: A stakeholder analysis method to understand likelihood of action in food-energy-water systems. *Elementa: Science of the Anthropocene, 10*(00066). <a href="https://doi.org/10.1525/elementa.2021.00066">https://doi.org/10.1525/elementa.2021.00066</a>

#### **Journal Articles Under Review**

**Essary, C.**, Lu, J., Cushing, K. When government science organizations violate expectations: Humorous messages' effect on source credibility factors. *Submitted to Journal of Science Communication 15 Sept. 2025. Major revisions requested 4 Nov. 2025.* 

Landrum, A.R., Huxster, J., **Essary, C.**, Slater, M.H. Mechanistic Explanations Aren't Immune to Biased or Heuristic Processing. *Currently under review at Public Understanding of Science. Submitted 13 Aug. 2025.* 

### **Journal Articles In-Progress**

**Essary, C.**, David, S. R., Moody, G. Examining conversational human voice and engagement metrics on X during Gar Week. *Current stage*: Data collection/coding. *Target Journal:* Environmental Communication.

**Essary, C.** If not friend, why friend-shaped? Humor's effect on elaboration and risk perceptions of wildlife conservation issues. *Current stage*: Revisions. *Target journal*: Applied Environmental Education and Communication.

**Essary, C.**, Smith, C.R., Brammer, S.E. Perceptions of humor as a strategy to communicate wildlife science issues. *Current Stage:* Data collection/coding. *Target journal:* Environmental Communication.

**Essary, C.**, Lu, J. When does fit matter? Testing humor–issue fit and psychological distance as moderators when reading humorous pro-environmental social media posts. *Current stage*: Final preparations. *Target journal*: Review of Communication.

**Essary, C.**, Landrum, A.R. Segmenting audiences on curiosity: Attracting audiences for informational wildlife videos online. *Current stage*: Revisions. *Target journal*: PLoS ONE.

### **Book Chapters**

**Essary, C.**, Strydhorst, N., Morales Reich, J., & Landrum, A. R. (2025). Communicating Health Information to Rural Communities in the 21st Century: Local Journalists as Trusted Messengers. In S. Shah's and T. Ginossar's (eds.) *Health and Science Journalism in the 21st Century: Emerging Practices During Crises*.

### **Conference Presentations**

**Essary, C.**, Lu, J. (2025, Dec.). What does fit matter? Testing humor-issue fit and psychological distance as moderators when reading humorous pro-environmental social media posts [Conference Paper]. Conservation Marketing 2025 Conference. Virtual.

**Essary, C.**, Smith, C.R., Brammer, S.E. (2025, Nov.). *Perceptions of humor as a strategy to communicate wildlife science issues* [Conference Paper]. 2025 National Communication Association Conference. Denver, CO.

Landrum, A.R., Huxster, J., **Essary, C.**, Slater, M.H. (2025, Aug.). *Explaining isn't persuading: Biased and heuristic processing of scientific messages* [Conference Poster]. Association for Education in Journalism and Mass Communication Conference. San Francisco, CA.

**Essary, C.**, Lu, J., Cushing, K. (2025, Aug.). When government science organizations violate expectations: Humorous messages' effect on source credibility factors [Conference Poster]. Association for Education in Journalism and Mass Communication Conference. San Francisco, CA.

Brammer, S.E., Smith, C.R., **Essary, C.** (2025, July). "We need an American Girl doll who ...": Flipping girlhood on its head through the reimagining and memeification of American Girl dolls toward modern political action [Conference Paper]. 2025 World Communication Association Conference. Oslo, Norway.

**Essary, C.** (2025, June). Examining the effects of humorous wildlife messages on elaborated thinking, persuasion, and learning [Conference Paper]. International Communication Association Conference. Denver, CO.

- Callison, C., **Essary, C.** (2023, Oct.). *Does rain wash away concern?: Water conservation messaging when short-term precipitation interrupts long-term drought.* 2023 Watersmart Innovations Conference and Expo. Las Vegas, NV.
- Smith, C.R., Brammer, S.E., **Essary, C.**, Gatto, K. (2023, Sept. 22–24). "You can be anything": STEMinist Barbie through the eyes of real-life women-scientists. Global Fusion Conference. Austin, TX.
- **Essary, C.** (2023, May). Work in Progress: Understanding how the COVID-19 pandemic has affected young adults' understanding of science and science information [Conference Paper]. International Communication Association Conference. Toronto, Canada.
- Smith, C.R., Brammer, S.E., Perez, C., Cloudy, J., **Essary, C.** (2023, May) "RIP TOP G:" Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate [Conference Paper]. International Communication Association Conference. Toronto, Canada.
- Wang, S., **Essary, C.** (2023, March). Thirst of the soil, dryness of solution journalism in agricultural publications: A content analysis of framing and solution journalism regarding drought in Texas among agricultural publications [Conference Paper]. Association for Education in Journalism and Mass Communication Mid-Winter Conference. Norman, OK.
- Orton, G., Fischer, L., **Essary, C.**, Lawson, C. Loving, M. (2023, Feb. 5–6). *Prioritizing values: identifying target audience segments for strategic climate change communications* [Conference Paper]. National Agricultural Communications Symposium. Oklahoma City, OK.
- **Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R. M. Mite, J. L. (2023, Feb. 5–6). *Explicating news frames: A framing analysis of GMO news coverage* [Conference Paper]. National Agricultural Communications Symposium. Oklahoma City, OK.
- **Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R.M. Mite, J.L. (2023, Feb. 5-6). *GMO news coverage across beats and time* [Conference poster]. National Agricultural Communications Symposium. Oklahoma City, OK.
- Callison, C., **Essary, C.** (2022, Oct. 6). The blame game: How knowing who the public implicates for water shortage influences possible solutions to a crisis [Conference Paper]. 2022 Watersmart Innovations Conference and Expo. Las Vegas, NV.
- Moore, A. R., Irlbeck, E., Meyers, C., Kennedy, L., Callison, C., **Essary, C.** (2022, May 18). *An examination of extension video producer's training, background, and attitudes* [Conference Paper]. American Association for Agricultural Education National Conference. Oklahoma City, OK.
- **Essary, C.**, Landrum, A.R. (2022, May). Attracting audience segments to watch informational wildlife videos [Conference Paper]. International Communication Association. Paris, France.
- **Essary, C.**, Gatto, K., Wang, S., Goni, A. (2022, March 4–5). *The final frontier: A content analysis of Twitter discourse regarding manned space flight* [Conference Paper]. Association for Education in Journalism and Mass Communication Mid-Winter Conference. Norman, OK.
- **Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R.M. (2022, March 4). *A content analysis of news regarding genetic modification in agriculture* [Conference poster]. Texas Tech University Graduate Poster Competition. Lubbock, TX.
- Moore, A.R., Irlbeck, E., Meyers, C., Kennedy, L., Callison, C., **Essary, C.** (2022, Feb. 13–14). *A benchmark study of video technology and products employed within extension communication units* [Conference Paper]. National Agricultural Communications Symposium. New Orleans, LA.
- **Essary, C.**, Fischer, L., Irlbeck, E. (2022, Feb. 13-14). *A statistical approach to classification: A guide to hierarchical cluster analysis in agricultural communications research* [Conference poster]. National Agricultural Communications Symposium. New Orleans, LA.

Washburn, T., **Essary, C.**, Irlbeck, E. Gibson, C., Akers, C. (2021, June 21). Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs [Paper Presentation]. Association for Communications Excellence Conference 2021. Virtual.

Rey, Y., **Essary, C.**, Irlbeck, E., Doerfert, D., Kennedy, L., Meyers, C. (2021, May 24–27). *A content analysis of newspaper coverage of reauthorizing SNAP in the 2018 Farm Bill* [Conference poster]. 2021 American Association for Agricultural Education National Conference. Virtual. <a href="http://aaae.agedweb.org/downloadfile.asp?ID=4520">http://aaae.agedweb.org/downloadfile.asp?ID=4520</a>

Alao, M.O., Bird, K., Espinoza, V., **Essary, C.**, Garay, E., Hixson, L. Nichols, G., Nowatzke, M., Post, K., Shelton, A. (2021, April 21). *Means, motive, and opportunity: A stakeholder analysis method to understand likelihood of action in food-energy-water systems* [Conference Presentation]. 2021 INFWS-ER Symposium. Virtual.

https://infews-er.net/livestock-and-local-community-relationships-2020-21/

### **FUNDING**

[EXTERNAL] (PI) VanDyke, M. S. (Co-PIs) Loof, T., Duan, Q. L., Bolland, A. C., Holiday, S., **Essary, C.**, Brown, K., Brinson, N. (2025). *Interactive Flood Resilience Education Through Serious Games for High School Students in Mobile, Alabama*. National Academies of Sciences, Engineering, and Medicine. **REQUESTED:** \$749,339. **RESULT:** Not Funded.

[EXTERNAL] Peacock, C., Bolland, A. C., **Essary, C.** (under review). Weathering the Storm II: Evaluating messaging in a complex information environment after water crisis. Cooperative Institute for Research to Operations in Hydrology (CIROH), Federal.

[EXTERNAL] (Principal), VanDyke, M. S. (Key/Senior Personnel), **Essary, C.** (Key/Senior Personnel). (2024 – 2027). *Community and stakeholder engagement plan.* U.S. Department of Energy, Federal. **FUNDED:** \$254,201. *Research ceased per executive order 28 Jan. 2025.* 

[INTERNAL] **Essary, C.** (2024). DISSERTATION: Examining the effects of humorous wildlife messages on elaborated thinking, knowledge acquisition, and persuasion. Graduate Student Research Support Award, Texas Tech University Graduate School. **FUNDED:** \$1,200.

[INTERNAL] Cloudy, J. **Essary, C.** (2023). *The (perceived) migrant threat: Investigating the effects of intergroup threat and the ANCODI emotions.* Thomas Jay Harris Institute for Hispanic & International Communication Ph.D. Student Grant, Texas Tech University. **FUNDED:** \$450.

### **TEACHING EXPERIENCE**

### **Instructor of Record**

APR 490	Special Topics: Science Communication - Fall 2025 (14 students)	The University of Alabama
APR 300	Basic Principles of Design - Fall 2025 (Online; 20 students)	The University of Alabama
CIS 250	Introduction to Design Software - Spring 2025 (Online; 346 students)	The University of Alabama

**APR 332** Public Relations Writing The University of Alabama - Fall 2024 (21 students) - Spring 2025 (Online; 19 students) - Spring 2025 (Online; 18 students) **ADV 3310** Principles of Advertising **Texas Tech University** - Summer 2024 (Online; 20 students) MCOM 3300 Theories of Media and Communication **Texas Tech University** - Summer 2024 (Online; 26 students) PRSC 4380 Applied Public Relations Research **Texas Tech University** - Spring 2024 (33 students) - Fall 2023 (Online; 54 students) PRSC 3341 Public Relations Graphics & Production **Texas Tech University** - Summer 2023 (10 students) Applied Public Relations Concepts & Theories **PRSC 3300 Texas Tech University** - Spring 2023 (42 students) - Fall 2022 (32 students) **ADV 3361** Advertising Design & Branding **Texas Tech University** - Summer 2023 (Online; 17 students) - Fall 2022 (24 students) ADV 4312 Advertising Campaigns **Texas Tech University** - Summer 2022 (17 students) CMI 3308 Visual Communications **Texas Tech University** - Spring 2022 (56 students) Introduction to Digital & Social Media MCOM 1301 **Texas Tech University** - Fall 2021 (87 students) **Teaching Assistant ACOM 4305** Campaigns in Agricultural Communications **Texas Tech University** - Spring 2021 (45 students) **ACOM 2300** Professional Development **Texas Tech University** - Spring 2021 (28 students) - Fall 2020 (Online due to COVID-19; 32 students) **Additional Experience AXED 2120** Effective Leadership & Communication in **Clovis Community College** Agriculture

- Course Design; Online Asynchronous

#### **AEEC 1110**

Introduction to Agricultural Economics and Business

**Clovis Community College** 

- Course Design; Online Asynchronous

### **INVITED TALKS**

#### **Invited Presentations**

Berkowitz, A., **Essary, C.**, Mikkilineni, S., Zirugo, D. (2025, Feb. 20). Publishing for Early Career Faculty & Doctoral Students [Invited Panelist]. The University of Alabama, College of Communication & Information Sciences, Office of Research.

**Essary, C.** (2024, July 11). "Beyond the Choir": Increasing Public Engagement with Science Media [Invited Presentation]. P.E.O. Chapter AK. Monthly Meeting.

Orton, G., **Essary, C.** (2023, Jan. 23). *Implementing Open Science Practices in Agricultural Communications Research* [Invited Presentation]. Society of Agricultural Communications Scholars Webinar Series. Zoom.

Callison, C., **Essary, C.** (2022, Nov. 11). The Blame Game: How Knowing Who the Public Implicates for Water Shortage Influences Possible Solutions to a Crisis [Invited Presentation]. Water Efficiency Network of North Texas. Zoom.

### **Conference Sessions & Symposia**

Schiffecker, S., Shpeer, M., **Essary, C.**, Norman, M. (2023, Oct. 20). *Icons in Flux: Redefining Women's Role Models in a Changing World*. Gender and Sexual Identities Fall 2023 Colloquium, Texas Tech University, Lubbock, Texas.

**Essary, C.** (2023, April 14). *Scripting Women Graduate Students' Roles in STEM Fields* [Symposium Presentation]. rEDifining Identity: A Symposium on Communication & Its Impact, Texas Tech University, Lubbock, Texas.

**Essary, C.**, Orton, G. (2022, June). *Implementing Open Science Practices in Agricultural Communications Research* [Professional Development Session]. Association for Communication Excellence Conference.

**Essary, C.**, Fischer, L., Irlbeck, E. (2022, Feb. 13–14). *A Statistical Approach to Classification: A guide to hierarchical cluster analysis in agricultural communications research* [Professional Development Session]. National Agricultural Communications Symposium.

### **SERVICE**

#### **SERVICE TO THE FIELD**

#### Ad Hoc Reviewer

### **Journals**

Public Relations Journal Journal of Science Communication Journal of Applied Communications

### **Scholarly Conferences**

Association for Education in Journalism and Mass Communication International Communication Association National Agricultural Communications Symposium American Association for Agricultural Education

### Ad Hoc Session Chair and/or Conference Volunteer

International Communication Association South Central Writing Centers Association Conference

### **Leadership Roles**

2023 – 2024	AEJMC Public Relations Division, Graduate Student Committee Member
2022 – 2023	National Agricultural Communications Symposium, <i>Graduate Student Representative</i>
2022	ICA Conference, Student Volunteer

#### **SERVICE TO THE UNIVERSITY**

### The University of Alabama

2025 – 2026	Public Relations Student Society of America, Co-Faculty Advisor
2025 – 2026	Faculty Senate, College of Communication and Information Sciences Senator
2025 – 2026	Faculty Senate, Opportunities, Intercultural Connections, and Success Standing Committee Member
2025	Undergraduate Research & Creative Activity Conference. Judge

### Texas Tech University

Spring 2024	Undergraduate Research Poster Competition, Judge
Spring 2024	Graduate School Task Force on Graduate Dean's Representative on Dissertation Committees, Member (appointed by dean of the graduate school)
2023 - 2024	Student Government Association, <i>Intergovernmental Standing Committee Member</i>
2023 – 2024	Student Government Association, Graduate School Senator
2022	Three-Minute Thesis Competition, <i>Judge</i>
2022 – 2023	College of Media and Communication Graduate Student Society, President
2021 – 2022	College of Media and Communication Graduate Student Society, <i>Cohort Representative</i>

College of Agricultural Sciences and Natural Resources Diversity, Equity, and Inclusion Committee, *Research Committee Member* 2021

2021 Agricultural Education & Communications Graduate Organization, Secretary

### New Mexico State University

Spring 2020	Department of Agricultural and Extension Education Faculty Search Committee, Student Member
2019 - 2020	College of Agricultural, Consumer, and Environmental Sciences, Ambassador
2019 – 2020	Sam Steel Society, Student Representative
2017 – 2020	Student Technology Advisory Committee, College of Agricultural, Consumer, and Environmental Sciences Representative
2017 – 2019	ASNMSU Student Advocacy Board, College of Agricultural, Consumer, and Environmental Sciences Representative

### **SERVICE TO THE COMMUNITY**

2023 - PRESENT	P.E.O., Chapter AK (Texas) Member
2021 – 2023	Texas FFA Agricultural Communications CDE, Facilitator & Judge
2020 – 2022	New Mexico High School State Mock Trial Competition, <i>Journalism Competition Judge</i>
2018, 2019	New Mexico FFA State CDE, Facilitator & Reasons Judge

### **PROFESSIONAL EXPERIENCE**

Spring 2023	Texas Tech University Undergraduate Writing Center   Lubbock, TX, USA Writing Consultant
Winter 2020 Winter 2019	Arizona National Livestock & Horse Show   Phoenix, AZ, USA Horse Show Media Coordinator Livestock Show Media Intern (Cattle Barn)
Spring 2020	Georgia Cattlemen's Association   Remote Communications Specialist
2019 - 2020 2018 - 2019 2017 - 2018	The Round Up (New Mexico State University)   Las Cruces, NM, USA Managing Editor Director of Content Staff Writer
Summer 2019	Bayer Crop Science   Marana, AZ, USA Science Communication Intern (Marana Greenhouse)
Summer 2018	New Mexico State University, Cooperative Extension Service   Portales, NM, USA Summer Program Assistant (Roosevelt County Extension Office)

Biography & Research Interests

## **Biography & Research Interests**

I grew up on my family's farm and ranch in rural eastern New Mexico in a town of about 100 called Floyd. On the High Plains of the Llano Estacado, my parents raised beef cattle for the first half of my childhood and switched to primarily dryland haygrazer farming for the second half. Our hay was sold to local ranches and dairies, of which there were many during that time.

After graduating from Floyd High School, I attended New Mexico State University in Las Cruces, New Mexico where I majored in agriculture and extension education and minored in journalism and media studies. It was there where I became interested in research regarding environmental and science communication: how can we better bridge the divide between science and the public? In my courses, experiences working at the student-run newspaper, *The Round Up*, and experiences interning with the NMSU Cooperative Extension Service and Bayer Crop Science I noticed that there was a large gap between the people conducting the research and the people the research impacted.

This question led me to my graduate education at Texas Tech University where I obtained my master's degree in agricultural communication and my Ph.D. in media and communication. During this time, I came to realize that the gap between science and the public is not out of ignorance or spite, rather it is a lack of a *relationship* between science and the public. This is where lack of trust, support, and engagement stems from—not having a true and genuine relationship with the people science seeks to improve the life of. This inspired my current research interests described below:

### **Research Interests**

As a science public relations scholar, I am interested in how both scientists and science organizations can effectively and ethically do public relations in a way that fosters dialogic relationships, increases interest and engagement, and encourages attitudes and behavior that enhance both the health of the members of these publics and the environment in which they live. My research agenda focuses on answering three overarching questions:

- 1. How can scientists and science organizations use communication to build relationships with their publics?
- 2. How can scientists and science organizations increase public interest and engagement in their work?
- 3. How can scientists and science organizations use communication to change attitudes and behaviors?

I tend to examine affective and cognitive reactions to social media messages in my research including mirth, awe, and hope. By looking at positively-valenced messages, I hope to gain a better understanding of how scientists and science organizations can not only change behavior in the short-term, but build long-lasting dialogic relationships with their publics.

In regard to paradigm, I consider myself a pragmatist; I use post-positivist and constructivist approaches to answer research questions and test hypotheses depending on the nature of the question or hypothesis at hand. However, most of my formal training and experience is in quantitative methods, particularly survey-experiment methods, though I do have experience in focus group and interview methods and inductive qualitative analysis.



## **Short Biography**

**Ch'Ree Essary, Ph.D.** is an assistant professor in the Department of Advertising and Public Relations at The University of Alabama. She is interested in how both scientists and science organizations can effectively and ethically do public relations in a way that fosters dialogic relationships, increases interest and engagement, and encourages attitudes and behavior that enhance both the health of the members of these publics and the environment in which they live.