

Seth P. McCulloch, M.A.
Brian Lamb School of Communication, Purdue University
100 N. University St., West Lafayette, IN 47907
Phone: 860-328-5749
Email: mccull20@purdue.edu

EDUCATION:

Purdue University

Ph.D. Communication (expected May 2022)
Specialization: Health Communication
Minors: Mass Communication, Quantitative Methods
Certificate in college education and instruction (December 2020)

University of Connecticut

M.A. Communication (May 2018)

Eastern Connecticut State University

B.S. Communication (May 2016)
B.A. English (May 2016)
Minor: Creative and technical writing

ACADEMIC APPOINTMENTS:

Purdue University

Administrative

Assistant Course Director of COM 114: Fundamentals of Speech Communication
(Fall 2019— Present)

Instructor of Record

COM 114: Fundamentals of Speech Communication
COM 217: Science Writing and Presentation
COM 378: Introduction to Health Communication

Teaching Assistant

COM 304: Quantitative Methods for Communication Research
COM 318: Principles of Persuasion

University of Connecticut

Instructor of Record

COMM 2310W: Media Literacy and Criticism

Teaching Assistant

COMM 1000: Process of Communication

Eastern Connecticut State University

Teaching Assistant

ENG 307: Medieval Women Mystics

PEER REVIEWED PUBLICATIONS

7. Hall, J., Benedict, B. C., Taylor, E., & **McCullock, S. P.** (2020). "Managing Uncertainty in a Pandemic: Transitioning multi-section courses to online delivery." *Susan Bulkeley Butler Center for Leadership Excellence and ADVANCE Working Paper Series*, 3(2), 73-83. <https://www.purdue.edu/butler/documents/WPS-Special-Issue-Higher-Education-and-COVID-19---2020-Volume-3-Issue-2.pdf>
6. Scrivano, R.M., & **McCullock, S.P.** (2020). Exploring the complexities of racial inequality and grandparent-grandchild relationships in the classroom: A review of the film *Black or White*. *Journal of Gerontological Social Work*. <https://doi.org/10.1080/01634372.2020.1808143>
5. Perrault, E. K., Hildenbrand, G. M., **McCullock, S. P.**, Schmitz, K. J., & Lambert, N. J. (2020). Online Information Seeking Behaviors of Breast Cancer Patients Before and after Diagnosis: From Website Discovery to Improving Website Information. *Cancer Treatment and Research Communications*, 100176. <https://doi.org/10.1016/j.ctarc.2020.100176>
4. **McCullock, S. P.**, & Perrault, E. K. (2020). Exploring the Effects of Source Credibility and Message Framing on STI Screening Intentions: An Application of Prospect and Protection Motivation Theory. *Journal of Health Communication*, 25(1), 1-11. <https://doi.org/10.1080/10810730.2019.1692262>
3. Perrault, E. K., Schmitz, K. J., Hildenbrand, G. M., & **McCullock, S. P.** (2019). Preventive/office visit patient knowledge and their insurance information gathering perceptions. *The American journal of managed care*, 25(12), 588-593.
2. Perrault, E.K., & **McCullock, S. P.** (2019). Concise consent forms appreciated – Still not comprehended: Applying revised common rule guidelines in online studies. *Journal of Empirical Research on Human Research Ethics*, 14(4), 299-306. <https://doi.org/10.1177/1556264619853453>
1. Perrault, E. K., Hildenbrand, G. M., **McCullock, S. P.**, Schmitz, K. J., & Dolick, K. N. (2019). Hashtag Health: College Health on Social Media and Students' Motivations to Follow, Interact, and Share their Social Media Content. *Health Promotion Practice*, 20(5), 721-729. <https://doi.org/10.1177/1524839919853820>

BOOK CHAPTERS

Hoewe, J., & **McCullock, S.P.** (in press). Stereotypes of immigrants and refugees: The role of media. In A. C. Billings & S. Parrott (Eds.), *Media stereotypes: From ageism to xenophobia*. New York, NY: Peter Lang.

ARTICLES UNDER REVIEW

- McCullock, S. P.**, Hildenbrand, G. M., Schmitz, K.J., & Perrault, E.K. (Revise and resubmit). The state of health communication research: A Content Analysis of Articles Published in *Health Communication* and *Journal of Health Communication* (2010-2019). Submitted to *Journal of Health Communication*.
- Perrault, E. K., **McCullock, S. P.**, Hildenbrand, G. M., & Schmitz, K. J. (Revise and resubmit). The effect of LGBTQ+ inclusive cues in physician biographies on perceived approachability and liking. Submitted to *Applied Communication Research*.
- McCullock, S. P.** & Scrivano, R.M (Under review). Ending the stigma: A systematic review of meta-analyses on mental illness stigma reduction studies. Submitted to *American Journal of Public Health*.
- Perrault, E. K., Barton, J. A., Hildenbrand, G. M., **McCullock, S. P.**, Lee, D.C., Adu Gyamfi, P. (Revise and resubmit). When Doctors Swear, Do Patients Care? Two Experiments Examining Physicians Cursing in the Presence of Patients. Submitted to *Health Communication*.
- Perrault, E. K., **McCullock, S. P.**, Lee, D., Hildenbrand, G. M., & Mikkelsen, D. G. (revise & resubmit). College student gratitude: A silver lining to a largely non-significant yearlong bathroom stall messaging campaign. *Journal of American College Health*
- McCullock, S. P.** & Barton, J. A. (Under review) A content analysis of thirty years of news coverage on the opioid epidemic. Submitted to *Health Communication*.
- McCullock, S. P.** (Under review) A comparative analysis of the effects of message framing and visual-fear appeals on intent to use opioid drugs among two samples. Submitted to *Human Communication Research*.

RESEARCH IN PROGRESS

- Venetis, M.K, Brown, C.L. & **McCullock, S.P.** (Manuscript in preparation). The medical disclosure model: Exploring predictors of patient to medical providers disclosure strategies. To be submitted to *Health Communication*.
- McCullock, S. P.**, Connaughton, S.L., Yeany, G.Y. (Data transcription). Ebola doesn't end with ETU: Liberian Ebola survivors' experiences with stigma and resilience in the wake of the 2014-2016 outbreak. To be submitted to *Applied Journal of Communication Research*.
- McCullock, S. P.** & Scrivano, R.M (Manuscript in preparation). Making sundaes as analogy for developing health communication interventions. To be submitted to *Communication Teacher*.
- McCullock, S. P.**, Buehler, E. M., Lee, D. C., & Duran Trinidad, A. (Data collection). Applying Exemplification Theory to studying the stigmatization of mental illness: Experimental evidence from two studies.

CONFERENCE PRESENTATIONS

(* signifies a top paper)

23. **McCullock, S. P.** & Barton, J.A. (2020, November 19-22). A Multimodal Framing Approach to Studying the Opioid Epidemic: Distinguishing the Effects of Textual and Visual Frames. Paper presented at the National Communication Association, Indianapolis, IN.
22. Perrault, E.K., Barton, J.A., Hildenbrand, G.M., **McCullock, S.P.**, Lee, D., & Adu Gyamfi, P. (2020, November 19-22). When Doctors Swear, Do Patients Care? An Experiment Examining Physicians Cursing in the Presence of Patients. Poster presented at the National Communication Association, Indianapolis, IN.
21. **McCullock, S. P.**, Hildenbrand, G. M., Schmitz, K.J., & Perrault, E.K. (2020, May 20-27). A content analysis of articles published in *Health Communication* and *Journal of Health Communication* (2010-2019). Paper presented at the International Communication Association, Gold Coast, Australia.
20. Haberlin, K., Lin, C., Kalnova, S., & **McCullock, S.** (2020, May 20-27). Embracing the party culture: Factors explaining social drinking behavior among college students. Paper presented at the International Communication Association, Gold Coast, Australia.
19. Scrivano, R.M. & **McCullock, S.P.** (2020, May 20-27). The Use of Reverse Mentoring to Better Older Adults' Technological Abilities: A Scoping Review. Poster presented at the International Communication Association, Gold Coast, Australia.
- *18. **McCullock, S. P.** (2020, April 2-4). Ending the stigma: An umbrella review of meta-analyses on mental illness stigma reduction studies. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.
17. Venetis, M. K., Brown, C. L., & **McCullock, S. P.** (2020, April 2-4). The medical disclosure model: Exploring predictors of patient to medical provider disclosure strategies. Presentation to be given at the Kentucky Conference on Health Communication, Lexington, KY.
16. **McCullock, S. P.**, & Perrault, E. K. (2019, November 13-17). Exploring the effects of source credibility and message framing on STI screening intentions: An application of prospect and protection motivation theory. Paper presented at the National Communication Association, Baltimore, MD.
15. Perrault, E.K., Schmitz, K.J., Hildenbrand, G.M., & **McCullock, S.P.** (2019, November 13-17). Preventive/Office visit patient knowledge, and their insurance information gathering perceptions. Paper presented at the National Communication Association, Baltimore, MD.
14. Perrault, E. K., Hildenbrand, G. M., **McCullock, S.P.**, Schmitz, K. J., & Dolick, K. N. (2019, November 13-17). Hashtag Health: College Health on Social Media and Students' Motivations to Follow, Interact, and Share their Social Media Content. Paper presented at the National Communication Association, Baltimore, MD.
13. Perrault, E.K., & **McCullock, S.P.** (2019, November 13-17). Concise consent forms appreciated – Still not comprehended: Applying revised common rule guidelines in online studies. Paper presented at the National Communication Association, Baltimore, MD.
12. Perrault, E.K., Dolick, K.N., Hildenbrand, G.M., **McCullock, S.P.**, & Schmitz, K.J. (2019, April 25-27). Social Media Fail - Active but Unpopular Facebook Accounts of Student Health Centers Nationwide: A Content Analysis. Poster presented at D.C. Health Communication Conference.
11. Scrivano, R. & **McCullock, S. P.** (2018, November 14-18). Effectiveness of non-pharmacological interventions for reducing elder depression: A meta-analysis. Poster presented at the Gerontological Society of America, Boston, MA.

10. **McCullock, S. P.** (2018, November 7-11). The mediating and predictive effect of message sensation value on message fatigue and counter-attitudinal message evaluations. Paper presented at the National Communication Association, Salt Lake City, UT.
9. **McCullock, S. P.** & DelGreco, M. (2018, November 7-11). The Effect of Social Media Use on Mental Health: A Meta-Analytic Review. Paper presented at the National Communication Association, Salt Lake City, UT.
8. Young, A. & **McCullock, S. P.** (2018, November 7-11). Civility, #MeToo, and the Spiral of Silence: Markers of Civility on Facebook and Twitter. Paper presented at the National Communication Association, Salt Lake City, UT.
- *7. Hutter, E. & **McCullock, S. P.** (2018, November 7-11). Should we evacuate? Check Twitter: A content analysis of Twitter use during the Mount Agung volcanic eruption. Paper presented at the National Communication Association, Salt Lake City, UT.
6. DelGreco, M., **McCullock, S. P.**, & Hamilton, M. (2018, November 7-11). The Efficacy of Sexual Assault Education Programs: A Meta-Analytic Review. Paper presented at the National Communication Association, Salt Lake City, UT.
5. Waggoner, E., Christensen, J., & **McCullock, S. P.** (2018, April 25-29). Binge Watching is the New Black: Binge Watching, Parasocial Interactions, Loneliness, and Depression. Paper presented at the Eastern Communication Association, Media Communication Division, Pittsburg, PA.
4. **McCullock, S. P.** (2018, March 28-31). Twitter Use on the #DAPL: A Content Analysis of Affective Messaging and User Stance on the Construction of the Dakota Access Pipeline. Status: Paper presented at the Popular Culture Association/ American Culture Association, Indianapolis, IN.
- *3. **McCullock, S. P.**, & Christensen, J. (2017, November 15-19). "But first, let me take a selfie": Associations Between Taking Selfies and Perceptions of Self-Esteem, Social Support, and Satisfaction with Life. Paper presented at the National Communication Association, Dallas, TX.
2. **McCullock, S. P.** (2017, October 18-22). Protests Coming Down the Pipe(line): Examining the Content, Source, and Volume of Tweets Associated with the Dakota Access Pipeline. Paper presented at the Midwest Popular Culture Association/American Culture Association, St. Louis, MO.
1. **McCullock, S. P.** (2016, April 7-9). The Effects of Excessive Technology Use on Communication Apprehension in Young Adults. Poster session presented at the National Convention for Undergraduate Research, Asheville, NC.

GRANTS

Brian Lamb School of Communication, "*Lamb School Doctoral Grant.*" \$3,420 (Seth McCullock, Principal Investigator), 2020. **Funded.**

College of Liberal Arts Graduate Student Research Support Program, "*Promoting Research Opportunities to Maximize Innovation and Scholarly Excellence (PROMISE) Award.*" \$1,500 (Seth McCullock, Principal Investigator; Stacey Connaughton, Co-I), 2019. **Funded.**

Brian Lamb School of Communication, "*Communication Graduate Student Association Travel Grant.*" \$100, 2019. **Funded.**

Popular Culture Association, "*Michael Schoenecke Travel Grant.*" \$500 (Seth McCullock, Principal Investigator), 2018. **Funded.**

AWARDS

The Kentucky Conference for Health Communication:

Philip C. Palmgreen Top Student Paper Award, 2020

National Communication Association:

Top Student Paper in the Applied Communication division, 2018

Top Student Paper in the Master's division, 2017

Purdue University:

Ross Fellowship, 2018

University of Connecticut

Provost's Recognition for Excellence in Teaching, 2018

Eastern Connecticut State University:

Excellence in Communication Research, 2016

English Department Service Award, 2016

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS:

The CT Institute for the Brain and Cognitive Sciences, since Fall 2017

International Communication Association, since Fall 2017

Popular Culture Association/American Culture Association, since Fall 2017

Midwest Popular Culture Association/American Culture Association, since Fall 2017

National Communication Association, since Fall 2016

Sigma Tau Delta, since Fall 2014

Lambda Pi Eta, since Spring 2015

Omicron Delta Kappa, since Spring 2016

SERVICE

Journal of American College Health:

Reviewer, since 2020

International Communication Association:

Mass Communication Division— Reviewer since 2018

Health Communication Division— Reviewer since 2018

National Communication Association:

Mass Communication Division— Panel Chair and Reviewer since 2019

Environmental Communication Division— Reviewer since 2019

Applied Communication Division— Reviewer since 2018

Health Communication Division— Reviewer since 2020

Western States Communication Association:

Undergraduate Scholars' Research Conference, Reviewer, 2019

Purdue University, Department of Communication:

Graduate Student Teaching Mentor—2019

Volunteer at NCA Graduate School Fair— 2018, 2019

Communication Graduate Student Association— Treasurer, 2019

Communication Graduate Student Association— Professional Development, 2020
University of Connecticut, Department of Communication:
Volunteer at NCA Graduate School Fair, 2016, 2017

RELEVANT PROFESSIONAL EXPERIENCE

Multiply IQ:

Staff Writer, Summer 2017

University of Connecticut, College of Liberal Arts and Sciences:

Summer Registration Advisor, Summer 2017

Eastern Connecticut State University:

Academic Services Center Lead Peer Advisor, Spring 2014-Spring 2016

Social Media Intern, Fall 2015

English Department Writing and Editing Intern, Fall 2015

First Year Introductory Program Peer Mentor, Fall 2014

Academic Services Center Peer Advisor, Spring 2013-Spring 2014

PROFICIENCIES

Photoshop, InDesign, SPSS, STATA, Comprehensive Meta-Analysis, R Studio, AMOS, NodeXL, Meta-Cor, and Language Inquiry and Word Count (LIWC).