

CURRICULUM VITAE  
Updated September 2013

**Jill Cornelius Underhill**

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**EDUCATION**

Ph.D.	2012	Communication, University of Maryland Major Area: Persuasion and Social Influence Cognate: Political Science Advisors: Dr. Monique M. Turner & Dr. Trevor Parry-Giles Dissertation: <i>Exploring the effects of hope and fear appeals on the cognitive processing of persuasive messages</i>
M.A.	2006	Communication, University of Maryland Major Area: Communication Advisor: Dr. Monique Mitchell Turner Thesis: <i>The role and effects of discrete emotion in negative political advertising</i>
B.A.	2003	Communication, University of Wisconsin-Whitewater Major Area: Public Relations Minors: Political Science and German

**ACADEMIC POSITIONS**

August 2013—Present	Assistant Professor Communication Studies Department Marshall University
August 2012—May 2013	Instructor Communication Studies Department Marshall University
May 2010—Present	Lecturer MA in Communication Program The Johns Hopkins University

August 2008—May 2010      Research Assistant  
Center for Risk Communication Research  
University of Maryland

August 2007—July 2012      Teaching Assistant  
August 2004—May 2006      Department of Communication  
University of Maryland

August 2006—May 2007      Teaching Assistant  
Department of Communication  
University of Oklahoma

## **PUBLICATIONS & PRESENTATIONS**

My research program takes an empirical approach to studying the intersection of persuasion, emotion, and cognition in order to better understand the processes mediating and moderating message reception, acceptance, and behavior change.

### **Articles in Refereed Journals**

- Turner, M. M., **Underhill, J. C.**, & Kaid, L. L. (2013). Mood and reactions to political advertising: A test and extension of the hedonic contingency hypothesis. *Southern Communication Journal*, 78, 8-24.
- Turner, M. M., & **Underhill, J. C.** (2012). Motivating emergency preparedness behaviors: The effects of guilt appeals and guilty feelings. *Communication Quarterly*, 60, 545-559.
- Nan, X., **Underhill, J. C.**, Jiang, H., Shen, H., & Kuch, B. (2012). Risk, efficacy, and information seeking: Applying the risk perception attitude (RPA) framework to understand seeking of general, breast, and prostate cancer information. *Journal of Health Communication*, 17, 199-211.
- Pfau, M., Semmler, S., Deatrck, L., Mason, A., Nisbett, G., Lane, L., Craig, E., **Underhill, J.**, & Banas, J. (2010). Role and impact of involvement and enhanced threat in resistance. *Communication Quarterly*, 58, 1-18.
- Pfau, M., Semmler, S., Deatrck, L., Mason, A., Nisbett, G., Lane, L., Craig, E., **Underhill, J.**, & Banas, J. (2009). Nuances about the role and impact of affect in inoculation. *Communication Monographs*, 76, 73-98.

## Refereed Conference Papers

- Underhill, J. C.** & Turner, M. M. (2013, November). *The effects of hope appeals on cognitive processing*. Paper selected for presentation at the annual convention of the National Communication Association, Washington, DC.
- Turner, M. M., Patel, S., & **Underhill, J. C.** (2012, May). *Using guilt appeals to motivate students to unplug electronics when not in use: The relative effects of message referent and freedom threatening language*. Paper selected for presentation at the annual convention of the International Communication Association, Phoenix, AZ.
- Underhill, J. C. (2011, May). *If you ever had to see a sick child turned away: The role and effects of empathy appeals in health care reform advertising*. Paper selected for presentation at the annual convention of the International Communication Association, Boston, MA.
- Turner, M. M., **Underhill, J. C.**, & Skubisz, C. (2010, November). *The role of efficacy in emotional appeals: Moderator, mediator or main effect?* Paper selected for presentation at the "Top Papers in Health Communication" panel at the annual convention of the National Communication Association, San Francisco, CA.
- Nan, X., **Underhill, J. C.**, Jiang, H., Shen, H., & Kuch, B. (2009, May). *Risk, efficacy, and information seeking: Applying the risk perception attitude (RPA) framework to understand seeking of general, breast, and prostate cancer information*. Paper presented at the convention of the International Communication Association, Chicago, IL.
- Turner, M. M., & **Underhill, J. C.** (2009, May). *Motivating emergency preparedness behaviors: The effects of guilt appeals and guilty feelings*. Paper presented at the convention of the International Communication Association, Chicago, IL.
- Turner, M. M., & **Underhill, J. C.** (2008, December). *Motivating emergency preparedness: The impact of fear and anger appeals on risk assessment*. Paper presented at the Society for Risk Analysis Annual Meeting, Boston, MA.
- Pfau, M., Semmler, S., Deatruck, L., Mason, A., Nisbett, G., Lane, L., Craig, E., **Underhill, J.C.**, & Banas, J. (2008, November). *Role and impact of involvement and enhanced threat in resistance*. Paper presented at the convention of the National Communication Association, San Diego, CA.
- Underhill, J. C.** (2008, November). *Guilt out the vote: Using emotional appeals in political communication*. Paper presented at the convention of the National Communication Association, San Diego, CA.
- Pfau, M., Semmler, S., Deatruck, L., Mason, A., Nisbett, G., Lane, L., Craig, E., **Cornelius, J.**, & Banas, J. (2008, May). *Nuances about the role and impact of affect in inoculation*. Paper presented at the convention of the International Communication Association, Montreal, Canada.

**Underhill, J. C., & Turner, M. M.** (2008, May). *The role and effects of discrete emotion in negative political advertising*. Paper presented at the convention of the International Communication Association, Montreal, Canada.

### **Non-refereed Conference Papers**

Underhill, J. C. (2011, May). *Audacity, uncertainty, and political campaign communication: Examining the effects of hope appeals on cognitive processing*. Presentation selected for the International Communication Association's Political Communication Graduate Preconference, Boston, MA.

**Underhill, J. C. & Underhill, S. M.** (2010, March). *The coalescing of church and state: The politics of the Catholic Church and abortion*. Paper selected for presentation at the Sooner Conference, University of Oklahoma, Norman, OK.

Turner, M. M. & **Underhill, J. C.** (2009, March). *Motivating emergency preparedness: The effects of guilt appeals and guilty feelings*. Paper selected for presentation at Sooner Conference, University of Oklahoma, Norman, OK.

Underhill, J. C. (2008, April). *Guilt out the vote*. Paper selected for presentation at the meeting of University of Maryland Graduate Research Interaction, College Park, MD.

### **RESEARCH CENTER EXPERIENCE**

University of Maryland

**Assistant Director**  
**Center for Risk Communication Research**  
(Spring 2008- Spring 2009; Spring 2010)

*Responsibilities:* My responsibilities included writing, facilitating, submitting, and managing grant proposals on behalf of faculty members. I assisted in the preparation of approximately 10 applications to the National Science Foundation (NSF), National Institutes of Health (NIH), National Communication Association (NCA), and other similar organizations. My role as Assistant Director also included conducting data analysis, writing reports, and co-authoring academic papers based on data collected by the Center. I also managed the Center's colloquium series, as well as the department's experimental participant pool (SONA). I assisted in planning events, such as receptions and advisory board meetings. I was also responsible for communicating with Center members about events and opportunities available to them. Finally, I completed a variety of administrative work for the director of the Center.

## TEACHING EXPERIENCE

### Marshall University

#### **CMM 308: Persuasive Communication**

(Spring 2013—Fall 2013)

Approximate Enrollment: 24 per section

This course provides an introduction to the understanding, practice, and analysis of persuasion. Behavioral and rhetorical theories of persuasion are examined and applied to persuasive communications. This course is designed to enhance the development of critical-thinking skills and their application to verbal and nonverbal interaction in interpersonal and public communication contexts.

#### **CMM 374: Introduction to Health Communication**

(Fall 2012, Fall 2013)

Approximate Enrollment: 6 per section

This course is a survey and analysis of theories and findings related to health communication in interpersonal, public, and organizational health care contexts. The communication demands of health care and promotion are examined, along with current issues and problems in the modern health care system. Communication strategies health care consumers and providers can employ to achieve health care goals are identified.

#### **CMM 103: Fundamentals of Speech Communication**

(Fall 2012—Fall 2013)

Approximate Enrollment: 24 per section

This general education course teaches the principles of verbal and nonverbal communication in the public speaking context, including units on listening, generating informative briefings, ceremonial performances, and persuasive speeches.

#### **CMM 474/574: Interpersonal Health Communication**

(Spring 2013)

Approximate Enrollment: 5

This seminar investigates communication in establishing effective interactions between health providers, patients, citizens, and families. Theories and findings in relationship development, decision making, intercultural communication, social support, advocacy, and family relationships are examined.

**CMM 601: Quantitative Research Methods**

(Fall 2012)

Approximate Enrollment: 12

This course is designed to introduce students to communication as a social science. Students are expected to critically consume communication research, understand the process of using science to solve communication problems, and understand the principles of quantitative research.

**Johns Hopkins University**

**COMM 480.600: Research & Writing Methods**

(Summer 2010—Spring 2011; Fall 2012—Spring 2013; Spring 2014)

Approximate Enrollment: 15 per section

This course is required for all students seeking an M.A. in Communication. It exposes students to the logic and conduct of research aimed at producing generalizable knowledge about human communication so that students can find, read, understand, and use communication research in their daily work. Toward that end, the course introduces students to systematic investigation and to research methods common to the field of communication. Students also learn how to read and understand statistics. Topics include how to use library resources to inform communication practice, how to conduct focus groups, interviews, surveys, and experiments. Many class sessions focus on empirical research and what methods are best used to answer different kinds of communication questions. I have taught this class online since Fall 2012.

**COMM 480.800: Thesis**

(Spring 2012—Spring 2013)

This independent study is designed to guide students through the process of creating primary research. It is an optional last course students take to complete their M.A. degrees. Students select a topic for original research and conduct and write up their research. Students are encouraged to select a topic that will be useful in the workplace and that can be part of their professional portfolio. Graduation is subject to approval of the thesis by the thesis committee and completion of a successful defense.

**COMM 480.608: Applied Quantitative Methods**

(Fall 2011)

Enrollment: 10

This hands-on course guides students through the various types of quantitative research they may need to perform on the job, such as, analyzing an audience, testing a message, doing a media audit, or demonstrating the effectiveness of a department. Students learn how to develop and design valid survey questions, experiments, and content analyses. The course also covers how to run basic statistics on data including the following: chi-square, t-test, and correlation. Finally, students learn how to write up and present the results of primary research.

**University of Maryland**

**COMM 402: Communication Theory**

(Fall 2011—Spring 2012)

Approximate Enrollment: 60 students per teaching assistant

This upper-level course focuses on social scientific models, including generating theory, identifying theory, how theories are sustained, and critical thinking in theoretical contexts.

*Responsibilities:* I assisted Dr. Dale Hample with this upper-level course along with one other teaching assistant. I was primarily responsible for leading weekly discussion sections, creating assignments and exam questions, as well as grading assignments and exams.

**COMM 489: Independent Study: Topical Research**

(Spring 2010—Spring 2012)

Average Enrollment: 3

*Responsibilities:* I was responsible for directing the independent studies of upper-level Communication majors. The students worked as research assistants for me on a variety of projects. I was responsible for teaching them to locate primary and secondary sources, enter data, code, manage a social science laboratory, and write up research findings. I held regular meetings with the students and monitored their progress throughout the semester.

**COMM 400: Research Methods in Communication**

(Fall 2009; Fall 2010)

Approximate Enrollment: 75 students per teaching assistant

This course introduces students to quantitative research methods. Topics of the course included: philosophy of the scientific method, role of theory in research, research ethics, quantitative research methods, measurement, sampling, design, statistics, and data analysis.

*Responsibilities:* I assisted Dr. Monique Mitchell Turner for this upper-level methods course along with one other teaching assistant. I was primarily responsible for leading weekly discussion sections, creating assignments and exam questions, as well as grading assignments and exams. I lectured multiple times in place of Dr. Turner.

**COMM 250: Introduction to Communication Inquiry**

(Teaching Assistant: Fall 2007; Fall 2008)

Approximate Enrollment: 90 students per teaching assistant

(Instructor: Summer 2010; Summer 2011; Summer 2012)

Approximate Enrollment: 20 students for summer session

This course is an introduction to the field of communication. Students learn definitions, models, and contexts of communication. Rhetorical theory and rhetorical criticism of discourse are also covered in this course.

*Responsibilities:* I assisted Dr. Brecken Chinn Swartz for this communication theory course with two other assistants. I was primarily responsible leading weekly discussion sections and grading assignments and exams. I occasionally lectured in place of Dr. Swartz.

I also independently taught one section during three summer sessions.

**COMM 107: Oral Communication: Principles and Practice**

(Fall 2004—Spring 2006; Fall 2007—Spring 2008, Spring 2011)

Approximate Enrollment: 24 students per section

The purpose of the course is to educate students about basic principles in oral communication. The general course teaches the principles of verbal and nonverbal communication, group

communication, listening, interviewing, generating informative briefings, and performing persuasive speeches.

*Responsibilities:* I independently taught an average of two sections each semester.

**COMM 231: News Writing & Reporting for Public Relations**

(Summer 2005)

Approximate Enrollment: 12 students per semester

*Responsibilities:* I independently taught one section that served as an introduction to writing and researching news and information media for public relations. The course also focused on developing public relations materials, such as press releases and newsletters.

University of Oklahoma

**COMM 1113: Principles of Communication**

(Fall 2006 & Spring 2007)

Approximate Enrollment: 60 students per semester

*Responsibilities:* I independently taught two sections each semester. The course introduces students to the study of human communication, emphasizing both theoretic understanding of the process as well as skillful application of communication principles and techniques within a variety of settings.

**Advising: Research Direction**

Marshall University- Thesis Advising

Deion Hawkins, chair (in progress)

Miranda Morgan, co-chair (Spring 2013)

Johns Hopkins University M.A. in Communication- Chaired Thesis Committees

Merritt, Caroline (Spring 2013)

Abel, Amanda (Spring 2013)

Song, Hwansuck (Spring 2013)

Cook, Victoria (Fall 2012)

Lapierre, Danielle (Spring 2012)

Barbakoff, Heather (Spring 2012)

Williams, Stacy (Spring 2012)

University of Maryland (Undergraduate- Independent Research)

Howie, Christopher (Spring 2012)

Nasserghodsi, Donna (Spring 2012)

Reynolds, Alex (Spring 2012)

Sweeney, Grace (Spring 2012)  
Brontman, Julie (Fall 2011)  
Stretton, Corie (Fall 2011)  
Hoffman, Rachel (Spring 2011)  
Pandya, Amber (Spring 2011)  
Welkie, Joseph (Spring 2011)  
Anker, Aaron (Spring 2010)  
Khalaf, Delilah (Spring 2010)  
Reed, Melissa (Spring 2010)

## **SERVICE**

### **Public Presentations- Invited**

Underhill, J. C. (2010, April 14). "So you think you can grant? Navigating the grant world as a graduate student." A presentation for the Center for Risk Communication Research, University of Maryland, College Park, MD.

Underhill, J. C. (2008, December 5). "An introduction to federal grants." A presentation for the Center for Risk Communication Research, University of Maryland, College Park, MD.

### **Professional Service**

2013	Reviewer, <i>Journal of Applied Communication Research</i>
2013	Reviewer, Social Cognition Division, National Communication Association.
2011	Guest Reviewer, <i>Communication Quarterly</i>
2011	Reviewer, Political Communication Division, International Communication Association.
2010	Volunteer, National Communication Association Annual Convention, San Francisco, CA.
2010	Delegate for the National Communication Association at the U.S. Science & Engineering Festival, Washington, DC
2010	Guest Reviewer, <i>Argumentation &amp; Advocacy</i>
2009	Reviewer, Political Communication Division, National Communication Association.
2007	Reviewer, Social Influence Division, Sooner Conference, Department of Communication, University of Oklahoma

## Campus Service

### Marshall University

2013	Webmaster, Communication Studies Department
2013	Judge, National Forensic Association Tournament
2013	Judge, John Marshall Speech and Debate Tournament.
2012	Judge, Annual Chief Justice Speech and Debate Tournament.

### University of Maryland

2011—2012	Graduate Studies Committee Student Representative
2008—2012	Admission Ambassador, Department of Communication
2008—2009	Executive Board Member, Communication Graduate Association, University of Maryland
2008—2012	Student Member, Department Library Committee
2007—2010	Member, Center for Risk Communication Research
2007	Speaker at Undergraduate Communication Association
2006	Consultant for Senior Capstone projects
2005—2010	Assigned Mentor to incoming graduate students
2004—2009	Member, planning committee for Maryland NCA reception
2004—2012	Member, Communication Graduate Association, University of Maryland
2004	Political Ad Reviewer, Political Advertising Resource Center, Center for Political Communication & Civic Leadership, University of Maryland

### University of Wisconsin-Whitewater

2002—2003	Public Relations Director, Jewish Student Organization
2001—2003	Writer, <i>The Royal Purple</i> campus newspaper
2001—2002	Director of Academic Affairs, Whitewater Student Government
2001—2002	Member, Whitewater Student Government
2001	UW- Whitewater “Student Needs” Committee member

## AWARDS & HONORS

2011	University of Maryland Goldhaber Travel Award: \$500
2010	Dissertation Research Fellowship, Department of Communication, University of Maryland: \$1,000
2010	Top Paper in Health Communication, National Communication Association
2009	Top Paper, Sooner Conference, University of Oklahoma
2003	Graduated Magna Cum Laude, University of Wisconsin-Whitewater

2003	Named Outstanding Graduate, University of Wisconsin-Whitewater
2002	Student Involvement Award, University of Wisconsin-Whitewater
2001	Awarded membership in Phi Kappa Phi Honor Society

## **PROFESSIONAL SOCIETIES**

2004—Present	National Communication Association (NCA)
2006—Present	International Communication Association (ICA)
2008—2009	Society for Risk Analysis

## References

Dr. Monique Mitchell Turner, Associate Professor  
Department of Prevention and Community Health  
School of Public Health and Health Services  
The George Washington University  
Washington, DC  
Phone: 202-994-3672  
E-mail: mmtturner@gwu.edu

Dr. Memi Miscally, Director  
M.A. in Communication Program  
Advanced Academic Programs  
Johns Hopkins University  
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E-mail: mmiscall1@jhu.edu

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