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Abbreviated Curriculum Vitae

PATRIC R. SPENCE

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University of Kentucky
Lexington KY
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Education

Doctor of Philosophy (Organizational Communication).
Wayne State University, Detroit, MI.

MIGS Traveling Scholar.
University of Michigan, Ann Arbor MI.

Master of Arts (Communication).
Michigan State University, East Lansing, MI.

Bachelor of Science (Double Major: Communication and Political Science).
Central Michigan University, Mt. Pleasant, MI.

Academic Positions

Associate Professor, Department of Communication, Division of Instructional Communication,
University of Kentucky. Lexington KY 40506. 2012 - Present.

Research Center Affiliations

Research Affiliate. Center for Rebuilding Sustainable Communities after Disasters (CRSCAD),
University of Massachusetts Boston, 2008 – Present.

Research Partner. National Center for Food Protection and Defense, *University of Minnesota–Twin Cities*, 2007 – 2011.

Refereed Journal Articles

45. Spence, P. R., Lachlan, K. A., Spates, S. A., & Lin, X. (accepted). Intercultural differences in responses to health messages on social media from spokespeople with varying levels of ethnic identity. *Computers in Human Behavior*.

44. Spence, P. R., Lachlan, K. A., Spates, S. A., Lin, X., Shelton, A. K., & Gentile, C. J. (accepted). Exploring the impact of ethnic identity through other-generated cues on perceptions of spokesperson credibility. *Computers in Human Behavior*.
43. Spence, P. R., Lachlan, K. A., Westerman, D., & Spates, S. (accepted). Where the gates matter less: Ethnicity and perceived source credibility in social media health messages. *Howard Journal of Communications*.
42. Edwards, C., Spence, P. R., Gentile, C. J., Edwards, A., & Edwards, A. (accepted). How much Klout do you have? A test of system generated cues on source credibility. *Computers in Human Behavior*.
41. Westerman, D. W., Spence, P. R., & Van Der Heide B. (accepted) Social media as an information source: Recency of updates and credibility of information. *Journal of Computer Mediated Communication*.
40. Westerman, D. W., Spence, P. R., & Lachlan, K. A. (2012). Telepresence and Exemplification: Does Spatial Presence Impact Sleeper Effects? *Communication Research Reports*, 29, 299-309.
39. Edwards, C., Spence, P., Edwards, A., Spates, S. (2012). Editorial Comment. *Academic Exchange Quarterly*, 16(2), 4-5.
38. Westerman, D. W., Spence, P. R., & Van Der Heide B. (2012) A social network as information: The Effect of system generated reports of connectedness on credibility and health care information on twitter. *Computers in Human Behavior*, 28, 199-206.
37. McIntyre, J. J., Lachlan, K. A., & Spence, P. R. (2012). Attending to the future: The role of learning in emergency response. *Journal of Emergency Management*, 10, 41-52.
36. Lachlan, K. A. & Spence, P. R. (2011). Crisis communication and the underserved: The case for partnering with institutions of faith. *Journal of Applied Communication Research*, 39, 448-451.
35. Spence, P. R., McIntyre, J. J., Lachlan, K. A., Savage, M. E., & Seeger, M. W. (2011). Serving the Public Interest in a Crisis: Does Local Radio Meet the Public Interest? *Journal of Contingencies and Crisis Management*, 19, 227-232.
34. Spence, P. R., & Lachlan, K. A., & Burke, J. A. (2011). Differences in Crisis Knowledge across Age, Race, and Socioeconomic Status during Hurricane Ike: A Field Test and Extension of the Knowledge Gap Hypothesis. *Communication Theory*, 21, 261-278.
33. McIntyre, J. J., Spence, P. R., & Lachlan, K. A. (2011). Media use and gender differences in negative psychological responses to a university shooting. *Journal of School Violence*, 10, 299-313.
32. Richmond, S., Spence, P. R., & Fuller, B. (2011). Using the Wiki in the college classroom. *Academic Exchange Quarterly*, 15(2), 103-108.

31. Lachlan, K. A., & Spence, P. R. (2010). Communicating risks: Examining hazard and outrage in multiple contexts. *Risk Analysis*, 30, 1872-1886.
30. Lachlan, K. A., Westerman, D., & Spence, P. R. (2010). Disaster news and subsequent information seeking: Exploring the role of spatial presence and perceptual realism. *Electronic News*, 4, 203-217.
29. Lachlan, K. A., Spence, P. R., & Nelson, L. D. (2010). Sex differences in negative psychological responses to crisis news: The case of the I-35W collapse. *Communication Research Reports*, 27, 38-48.
28. Spence, P. R., & Lachlan, K. A. (2010). Disasters, Crises, and unique populations: Suggestions for survey research. *New Directions For Evaluation*, 126, 95-106.
27. Burke, J.A., Spence, P. R., & Lachlan, K. A. (2010). Crisis preparation, media use, and information seeking during Hurricane Ike: Lessons learned for emergency communication. *Journal of Emergency Management*, 8, 27-37.
26. Burke, J.A., Spence, P. R., & Lachlan, K. A. (2010). Revisiting the Gulf Coast: Hurricane Ike and Issues of Crisis Communication. *The International Journal of the Humanities*, 8(4), 203-213.
25. Spence, P. R., Lachlan, K. A., Nelson, L. D., & Shelton, A. K. (2010). Age, Gender, and Information seeking patterns following an urban bridge collapse. *Journal of Emergency Management*, 8, 47-54.
24. Spence, P. R., Nelson, L. D., & Lachlan, K. A. (2010). Psychological responses and coping strategies after an urban bridge collapse. *Traumatology*, 16, 7-15.
23. Spence, P. R., Bresnahan, K. M., & Shelton, A. K. (2010). Introduction to the special issue. *The Northwest Journal of Communication*, 39, 7-10.
22. Westerman, D., Spence, P. R., & Lachlan, K. A. (2009). Telepresence and the exemplification effects of disaster news. *Communication Studies*, 60, 542-557.
21. Spence, P. R., Lachlan, K. A., & Westerman, D. (2009). Presence, sex, and bad news: Exploring the responses of men and women to tragic news stories in varying media. *Journal of Applied Communication Research*, 37, 239-256.
20. Lachlan, K. A., & Spence, P. R. (2009). Emergency communication: A framework for planning and targeting messages. *Journal of Emergency Management*, 7, 69-72.
19. Spence, P. R., Lachlan, K. A., McIntyre, J. J., & Seeger, M. (2009). Serving the public interest in a crisis: Radio and its unique role. *Journal of Radio and Audio Media*, 16, 144-159.

18. Nelson, L. D., Spence, P. R., & Lachlan, K. A. (2009). Learning from the media in the aftermath of a Crisis: Findings from the Minneapolis bridge collapse. *Electronic News*, 3, 176-192.
17. Lachlan, K. A., Burke, J. A., Spence, P. R., & Griffin, D. (2009). Risk perceptions, race, and natural disasters. *Howard Journal of Communication*, 20, 295-309.
16. Lachlan, K. A., Spence, P. R., & Seeger, M. (2009). Terrorist attacks and uncertainty reduction: Media use after September 11th. *Interdisciplinary Research on Terrorism and Political Violence*, 1, 101-110.
15. Burke, J. A., Spence, P. R., & Lachlan, K. A. (2009). Gender and age differences in use and perceptions of emergency messages during Hurricane Ike. *Louisiana Journal of Communication*, 11, 95-109.
14. Burke, J. M., Spence, P. R., Lachlan, K. A., & Seeger, M. W. (2008). Sex and age differences in use and perceptions of emergency messages during Katrina. *Louisiana Journal of Communication*, 10, 19-33.
13. Spence, P. R., Lachlan, K. A., & Burke, J. M. (2008). Crisis preparation, media use, and information seeking: Patterns across Katrina evacuees and lessons learned for crisis communication. *Journal of Emergency Management*, 6, 11-23.
12. Lachlan, K. A., & Spence, P. R. (2007). Hazard and outrage: Developing, validating, and testing a psychometric instrument in the aftermath of Katrina. *Journal of Applied Communication Research*, 35, 109-123.
11. Spence, P. R., Lachlan, K. A., Burke, J. M., & Seeger, M. W. (2007). Media use and information needs of the disabled during a natural disaster. *Journal of Health Care for the Poor and Underserved*, 18, 394-404.
10. Spence, P. R., Lachlan, K. A., Burke, J. M. (2007). Adjusting to uncertainty: Coping strategies among the displaced after Hurricane Katrina. *Sociological Spectrum*, 27, 638-678.
9. Spence, P. R., Lachlan, K. A., & Griffen, D. (2007). Crisis communication, Race and natural disasters. *The Journal of Black Studies*, 37, 539-554.
8. Spence, P. R. & Baker, C. R. (2007). State of the method: An examination of level of analysis, Methodology, Representation and setting in current organizational communication research. *Journal of the Northwest Communication Association*, 36, 111-124.
7. Spence, P. R. (In Press, publication date 2007). Systems, organizing and predictability. Chaos theory and communication. *Michigan Association of Speech Communication Journal*. (Invited Article)
6. Lachlan, K. A., Blair, J. P., Skalski, P., Westerman, D., and Spence, P. R. (2007). Media coverage of the Cincinnati riots and implications for law enforcement public relations. *Police Forum*, 16 (1).

5. Lachlan, K. A., & Spence, P. R. (2006). Corrections for type I error in social science research: A disconnect between theory and practice. *Journal of Modern Applied Statistical Methods*, 5, 490-494.
4. Spence, P. R., Westerman, D., Skalski, P., Seeger, M., Sellnow, T., & Ulmer, R. R. (2006). Gender and age effects on information seeking after 9/11. *Communication Research Reports*, 23, 217-223.
3. Spence, P. R., Westerman, D., Skalski, P., Seeger, M., Ulmer, R. R., Venette, S., & Sellnow, T. (2005). Proxemic effects on information seeking after the September 11th attacks. *Communication Research Reports*, 22, 39-46.
2. Spence, P. R., & Lachlan, K. A. (2005). Teaching intercoder reliability: A gentle introduction to content analytic methods for graduate students. *Texas State Communication Journal*, 30, 71-76.
1. Spence, P. R. (2004). On reporting reliabilities in content analysis. *Journal of Modern Applied Statistical Methods*, 3, 234-238.

Book Chapters

17. Lachlan, K.A., Spence, P.R., Lin, X. (accepted). *Self-efficacy and learning processes associated with the elderly during disasters and crises*. In B. Raskovic and S. Mrdja (Eds.), *Natural Disasters: Prevention, Risk Factors and Management*. New York, NY: Nova Science.
16. Lachlan, K.A., & Spence, P.R. (2012). *Using the Event Hazard/ Outrage Scale (EHOS) to Prepare for Crisis Communication Campaigns*. In D. Schwartz, (Ed.) *Public relations measurement guidebook* (6th ed), (pp. 62-65). Rockville, MD: Access Intelligence.
15. Lachlan, K.A., Spence, P.R., & Eith, C.A. (accepted). *Emergency communication in the developing world: Considering intercultural differences and the needs of urban populations*. In C. Okigbo (Ed.), *Strategic health communication in urban contexts*. Nairobi, Kenya: International Society for Urban Health.
14. Goddard, A., Spence, P. R., & Lachlan, K. A. (2012). *Hazard, Outrage and Locality: An Analysis of Two Oil Spills*. In L. A. Eargle and A. M. Esmail (Eds). *Black beaches and bayous: The BP deep water horizon spill disaster* (pp. 249-261). New York: University Press of America.
13. Spence, P. R., Lachlan, K. A., & Eith, C. A. *Vulnerability of the underclass: Why the most vulnerable are always the last to know*. (2010). In J. Rivera and D. Miller (Eds.), *How Ethnically Marginalized Americans Cope with Catastrophic Disasters: Studies in Suffering and Resiliency* (pp. 281-335). Lewiston, New York: Edwin Mellen Press.
12. Lachlan, K. A., Spence, P. R., & Eith, C. A. (2010). Access to mediated emergency messages: Differences in crisis knowledge across age, race, and socioeconomic status. In R. Swan and K. Bates (Eds.), *Through the eyes of Katrina: Social justice in the United States* (2nd ed), (pp. 205-222). Durham, NC: Carolina Academic Press.

11. Eith, C. A., Spence, P. R., & Lachlan, K. A. (2010). Social inequities and communicating during crises. In D. Brunson and L. Lampl (Eds.), *Interracial communication: Contexts, Communities, and Choices* (pp. 174-185). Dubuque, IA: Kendal Hunt.
10. Spence, P. R., Lachlan, K. A., Burke, J. M., & Seeger, M. W. (2009). Media use and information needs of the disabled during a natural disaster. In V. M. Brennan (Ed.), *Natural Disasters and Public Health: Hurricanes Katrina, Rita, and Wilma* (pp. 180-190). Baltimore, MD: Johns Hopkins University Press.
9. Spence, P. R., & Lachlan, K. A. (2008). Risk perceptions and health care needs: Improving health communication. In N. T. Heweng and E. B. Parsons (Eds.), *African-American Women and Health Research* (pp. 63-75). New York, NY: Nova Science.
8. Spence, P. R., & Lachlan, K. A. (2008). Considering the role of hazard and outrage in messages aimed at HIV prevention. In M. D'Silva, J. Hart, and K. Walker (Eds.), *HIV/AIDS Prevention and Health Communication* (pp. 49-62). Cambridge, MA: Cambridge Scholars Publishing.
7. Lachlan, K. A., & Spence, P. R. (2008). Audience responses and informational needs: Considering diversity in crisis communication. In A. Narro and A. Ferguson (Eds.), *Diversity and Mass Communication: The Evidence of Impact* (pp. 157-180). Southlake, TX: Fountainhead Press.
6. Lachlan, K. A., & Spence, P. R. (2007). Hazards, outrage, and affected publics: Crisis communication in the internet age. In S. C. Duhe (Ed.), *Mediated public Relations: Relationship Management across Time, Space, and New Media* (pp. 387-397). New York, NY: Peter Lang.
5. Lachlan, K. A., Spence, P. R., & Eith, C. A. (2007). Access to mediated emergency messages: Differences in crisis knowledge across age, race, and socioeconomic status. In R. Swan and K. Bates (Eds.) *Through the eyes of Katrina: Social justice in the United States* (pp. 203-220). Durham, NC: Carolina Academic Press.
4. Sawilowsky, S., & Spence, P. R. (2007). Controlling experiment-wise type I errors: Good advice for simultaneous and sequential hypothesis testing. In S. Sawilowsky (Ed.), *Real Data Analysis* (pp. 155-162). Wilmington: MA. AERA Publications.
3. Spence, P. R., & Lachlan, K. A. (2005). Biological terrorism and the local community: Communication needs and response. In T. Sellnow & R. Littlefield (Eds.), *Case studies in crisis communication: Lessons learned about protecting America's food supply* (pp. 66-76). Fargo, ND: North Dakota Institute for Regional Studies.
2. Spence, P. R. (2003). Sample outline format: Speech of identity. In K. Campbell (Ed.), *Public Speaking: Course Supplement* (pp. 31). Boston, MA: Houghton Mifflin.
1. Spence, P. R. (2003). Using the motivated sequence, In K. Campbell (Ed.), *Public Speaking: Course Supplement* (pp. 55-57). Boston, MA: Houghton Mifflin.

Encyclopedia Entries

- 38.** Lin, X., & Spence, P. R. (anticipated 2013). Space flight. In *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 37.** Lin, X., & Spence, P. R. (anticipated 2013). Reciprocal site. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 36.** Spence, P. R., & Lachlan, K. A. (anticipated 2013). Methods, quantitative. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 35.** Spence, P. R., & Spates, S. A. (anticipated 2013). Uncertainty. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 34.** Spence, P. R., & Richmond, S. (anticipated 2013). Terrorism. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 33.** Spence, P. R., & Roberts, T. L. (anticipated 2013). High reliability organization theory. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 32.** Lin, X., & Spence, P. R. (anticipated 2013). Normal accident theory. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 31.** Spence, P. R., & Tremble, A. N. (anticipated 2013). Product tampering. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 30.** Burke, J. A., & Spence, P. R. (anticipated 2013). Vulnerable populations. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 29.** Roberts, T. L., & Spence, P. R. (anticipated 2013). Evacuation. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 28.** Spence, P. R., & Burke, J. A. (anticipated 2013). Trauma. *Encyclopedia of Crisis Management*. Thousand Oaks, CA: Sage Publications.
- 27.** Tremble, A. N., Spence, P. R. (anticipated 2013). Utah. *Cultural sociology of divorce*. Thousand Oaks, CA: Sage Publications.
- 26.** Tremble, A. N., Spence, P. R. (anticipated 2013). Alaska. *Cultural sociology of divorce*. Thousand Oaks, CA: Sage Publications.
- 25.** Miller, S. D., & Spence, P. R. (2011). National Security. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.

24. Miller, S. D., & Spence, P. R. (2011). Kentucky. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
23. Spates, S. A., & Spence, P. R. (2011). Tennessee. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
22. Spates, S. A., & Spence, P. R. (2011). Saudi Arabia. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
21. Spates, S. A., & Spence, P. R. (2011). Brazil. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
20. Reno, K., & Spence, P. R. (2011). Diffusion/contagion networks. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
19. Richmond, S., & Spence, P. R. (2011). Colorado. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
18. Richmond, S., & Spence, P. R. (2011). South Carolina. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
17. Richmond, S., & Spence, P. R. (2011). Michigan. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
16. Savage, M., & Spence, P. R. (2011). Minnesota. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
15. Savage, M., & Spence, P. R. (2011). Oregon. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
14. Goddard, A. K., & Spence, P. R. (2011). Louisiana. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
13. Spence, P. R. (2011). People with disabilities communities. *Encyclopedia of social networking*. Thousand Oaks, CA: Sage Publications.
12. Richmond, S., & Spence, P. R. (2012). Loitering. *Encyclopedia of street crime*. Thousand Oaks, CA: Sage Publications.
11. Ruhl, S. M., & Spence, P. R. (2011). Real-time communications. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
10. Ruhl, S. M., & Spence, P. R. (2011). Income inequality and disaster relief. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.

9. . Ruhl, S. M., & Spence, P. R. (2011). Thumb MI, Fire (1881). *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
8. Spence, P. R. (2011). Oklahoma City Bombing. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
7. Spence, P. R., & Gan, I. (2011). China Flood (1931). *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
6. Burke, J. A., & Spence, P. R. (2011). Evacuation planning. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
5. Spence, P. R. (2011). Gender and disasters. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
4. Spence, P. R. (2011). Floods. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
3. Spence, P. R. (2011). Risk communication. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
2. Spence, P. R., & Fuller, B. (2011). Media. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.
1. Smith, J. & Spence, P. R. (2011). Panic. *Encyclopedia of disaster relief*. Thousand Oaks, CA: Sage Publications.

Book Reviews

2. Spence, P. R. (2008). Communication and organizational crisis. *Journal of Communication Studies*, 1 (1).
1. Spence, P. R. (2008). Ongoing crisis communication. *Review of Communication*, 52 (3).

Conference Proceedings * Over 76 competitively selected conference papers.

Editorial Service

Editorial Board: *Electronic News*, 2012 – Present.

Editorial Board: *Journal of Modern Applied Statistical Methods*, 2010 – Present.

Editor: *Academic Exchange Quarterly*. Special Section on Communication, Spring 2012.

Editorial Board: *Journal of Applied Communication Research*, 2009 – 2012.

Editor: *The Northwest Communication Journal*. Special Issue on Crisis Communication, Summer 2010.

Ad Hoc reviewer: *Journal of Communication*, 2012.

Ad Hoc reviewer: *Mobile Media & Communication*, 2012.

Ad Hoc reviewer: *International Journal of Mass Emergencies and Disasters*, 2012.

Ad Hoc reviewer: *International Perspectives in Psychology: Research, Practice, Consultation*, 2012.

Ad Hoc reviewer: *Health Communication*, 2011, 2012.

Ad Hoc reviewer: *Communication Theory*, 2010.

Ad Hoc reviewer: *Electronic News*, 2010 - 2011.

Ad Hoc reviewer: *Traumatology*, 2010 - 2011.

Ad Hoc reviewer: *Journal of Applied Communication Research*, 2008, 2012.

Ad Hoc reviewer: *Journal of Emergency Management*, 2008 - 2012.

Ad Hoc reviewer: *Journal of Planning Literature*, 2010.

Ad Hoc reviewer: *Health Promotion Practice*, 2009.

Ad Hoc reviewer: *Public Health Reports*, 2008.

Ad Hoc reviewer: *Interdisciplinary Research on Terrorism and Political Violence*, 2008.

Ad Hoc reviewer: *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*, 2008.

Ad Hoc reviewer: *Communication Research Reports*, 2006.

Editorial Assistant: *Journal of Modern Applied Statistical Methods* (2002 - 2005).

Editorial Assistant: *Real data analysis* (2007). Sawilowsky, S. (Ed.). Wilmington: MA. AERA Publications.