Prabu David

Dean, College of Communication Arts and Sciences
Michigan State University
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Associate Provost, Michigan State University (2022 – present)

Primary responsibility. Associate Provost of Faculty and Staff Development and Interim Associate Provost of Center for Teaching and Learning Innovation. Other responsibilities include MSU 2030 Strategic Plan implementation.

Dean, College of Communication Arts and Sciences, Michigan State University (2015 – present)

Primary responsibility. Oversee a college with 3700 students, 160 faculty, 90 staff, 5 academic departments, and WKAR TV and Radio, with an annual budget of $27 million.

Rankings. ComArtSci is one of the top colleges of communication, ranked 3rd in 2021 Shanghai Rankings and 9th in 2022 QS global rankings. In Academic Analytics, four of the five departments in the college are ranked in the top 10 in Scholarly Research Index (Ad+PR = 1, Communication = 1, Media and Information = 4, CSD = 10, JRN = 16).

Development. Raised more than $60M through development ($27.3M in five years in the recent Capital Campaign, surpassing our goal of $18.5M, and $33.6M for WKAR, surpassing our goal of $32M).

Investments. Gifts funded six endowed professorships, scholarships for students, support for experiential learning, and major building renovation projects, including the design and construction of the Media Greenhouse, a learning environment for gaming, news and media production, and other public spaces.

New revenue. Launched an online strategic communication master's program that generates $1 million in annual revenue. In addition, through sustained investments in online courses across the college, revenues have increased by 25% to $5.2M.

Talent acquisition. Hired more than 75 faculty over the last seven years and increased the number of faculty in the college by 25%. Hired a new leadership team, including associate deans and five new department chairpersons.

Diversity, Equity and Inclusiveness. Increased the number of faculty of color in the tenure system from 15 to 30% and added diversity to the leadership team. Increased representation of women in all levels of leadership in the college. Launched initiatives on work climate, inclusiveness, shared governance, and pay equity. Joined dean colleagues

and other leaders on campus to launch a campuswide thematic hire on DEI. Served as a member of MSU's DEI Steering Committee and chairperson of the DEI Benchmarking group.

Interdisciplinary research. Supported the development of new thematic areas in Communication Neuroscience, Computational Communication and Virtual/Augmented Reality, Media and Civil Society. Expanded ties with other colleges on major initiatives on autism, food security, health interventions, entrepreneurship, and media arts. Served as the chairperson of the governing board of the Center for Innovation and Research (2015-18), a research collaboration between Sparrow Medical Hospital and MSU.

Other responsibilities. Member of the MSU Presidential Search Committee, MSU Strategic Planning Committee and other MSU committees -- Enrollment Strategy Committee, MSUArts Strategy Committee, Online Program Strategy Committee, and Budget Committee.

Strategic Plan and DEI Plan. Led two strategic planning efforts (2015, 2021) for our college. Member of the steering committees responsible for developing MSU's 2021 DEI and strategic plans.

WKAR. Expanded public television and radio to include student experience and faculty research. Launched WKAR as the first public television station to broadcast in ATSC 3.0, also known as NetGen TV. Started a NextGen Media Innovation Lab and led a collaborative project involving MSU, PBS Kids, WKAR and the Lansing School District.

Associate Dean of Academics, Murrow College of Communication, Washington State University (2010 – 2014)

Primary responsibility. Supported the dean and managed a newly founded college with approximately 1,000 students and 40 faculty members. Responsibilities included developing policy and bylaws, faculty annual reviews, promotion and tenure reviews, recruitment and retention of faculty, undergraduate and graduate admissions, enrollment management, and day-to-day operations.

Curriculum development. Led major curriculum redesign and the creation of three areas within the college, Strategic Communication, Journalism and Media Production, and Communication and Society. Worked with faculty to revise the doctoral curriculum and developed an identity for the research portfolio of the college.

New initiatives. Worked with faculty to launch new undergraduate programs in Everett and Vancouver and an online master's program in Strategic Communication, which turned into a key revenue stream.

Revenues. During severe budget cuts, worked with the dean and faculty to adapt to a new budget model that included incentives for enrollment growth. Developed an enrollment

management plan that balanced student experience with increased enrollments necessary for additional revenue.

Talent acquisition. Hired 21 new faculty to meet the objectives of the strategic plan. Developed an administrative structure for the college and developed leaders from within the college to lead separate units.

Director of Undergraduate Studies, School of Communication, Ohio State University (2002 – 2008)

Primary responsibility. Assisted the director to manage a program with more than 1,000 students. Responsibilities included enrollment, curriculum, and undergraduate student success and experience.

Curriculum redesign. Led the effort to restructure the undergraduate program in the wake of a merger between the School of Journalism and the Department of Communication. Worked with faculty to develop a new undergraduate curriculum, including new courses and focus areas, with an emphasis on communication technology.

Budget. Worked with the director of the School to develop and implement an enrollment plan that leveraged enrollment-based incentives.

Faculty governance. Served on undergraduate and graduate committees and various search committees. Represented the department and the College of Social Sciences in university committees, including the Curriculum Committee, Honors Committee, Assessment Committee, and the General Education Committee.

Education

1988 - 1993	PhD, Mass Communication, University of North Carolina, Chapel Hill, NC.
1986 - 1988	MA, Journalism, Ohio University, Athens, OH.
1980 - 1983	BS, Physics, Loyola College, Chennai, India.

Work Experience

2022 –	Associate Provost for Faculty and Staff Development, Interim Associate Provost for Teaching and Learning Innovation.
2015 –	Dean, College of Communication Arts and Sciences, Michigan State University.
2015 – 2018	Chairperson of the Governing Board, Center for Innovation and Research, a collaborative research center between MSU and Sparrow Hospital.

2010 – 2014	Professor and Associate Dean, Edward R. Murrow College of Communication, Washington State University.
1999 – 2010	Associate Professor, School of Communication, Ohio State University.
2002 – 2008	Director, Undergraduate Studies, School of Communication, Ohio State University.
2004 – 2010	Member, Comprehensive Cancer Center, Ohio State University.
2004 – 2008	Faculty associate, Center for Public Health Preparedness, Office of Workforce Development, School of Public Health, Ohio State University.
1993 – 1999	Assistant Professor, School of Journalism, Ohio State University.
1991 – 1993	Senior Research Analyst, Johnston, Zabor and Associates, a marketing and advertising research company, Research Triangle Park, NC.
1990 – 1991	Research Consultant, Johnston, Zabor and Associates.
1988 – 1990	Statistics/Tech Consultant, Institute for Research in Social Sciences, University of North Carolina, Chapel Hill.
1987 – 1988	Freelance reporter, *Athens News*, Athens, Ohio.
1984 – 1986	Sales Officer, Bharat Petroleum Corporation, Chennai, India.
1982 – 1984	Free-lance reporter, *Indian Express*, Chennai, India.

Refereed Publications and Proceedings

Choung, H., **David, P.**, & Ross, A. (2022). Trust in AI and its role in the acceptance of AI technologies. *International Journal of Human-Computer Interaction.* https://doi.org/10.1080/10447318.2022.2050543

Choung, H., **David, P.**, & Ross, A. (2022). Trust and ethics in AI. *AI & Society*. http://doi.org/10.1007/s00146-022-01473-4

Xu, S., Wang, Z., & **David, P.** (2022). Social media multitasking (SMM) and well-being: Existing evidence and future directions. *Current Opinion in Psychology*, 47, 101345. https://doi.org/10.1016/j.copsyc.2022.101345

David, P., Hsu, Y.-C., & Tao, C.-C. (2022). Gain in quantity and novelty of work in intermittent task switching. *The Information Society*, 38(4), 227-239. https://doi:10.1080/01972243.2022.2075504.

Chowdhury, A., Ross, A., & **David, P**. (2021). DEEPTALK: Vocal style encoding for speaker recognition and speech synthesis. Paper presented at the ICASSP 2021 - 2021 IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP).

Xu, S., & **David, P.** (2018). Distortions in time perceptions during task switching. *Computers in Human Behavior*, *80*, 362–369. https://doi.org/10.1016/j.chb.2017.11.032

Deng, T., Kanthawala, S., Meng, J., Peng, W., Kononova, A., Hao, Q., . . . **David, P**. (2018). Measuring smartphone usage and task switching with log tracking and self-reports. *Mobile Media & Communication*, 2050157918761491. doi:10.1177/2050157918761491

Boyd, A.D., Hmielowski, J.D., & **David, P.** (2017). Public perceptions of carbon capture and storage in Canada: Results of a national survey. *International Journal of Greenhouse Gas Control, 67, 1-7.* doi:10.1016/j.ijggc.2017.10.010. Impact Factor: 3.741.

Vandermause, R., Neumiller, J. J., Gates, B. J., **David, P.**, Altman, M., Healey, D. J., . . . Corbett, C. F. (2016). Preserving Self: Medication-Taking Practices and Preferences of Older Adults With Multiple Chronic Medical Conditions. *Journal of Nursing Scholarship, 48*(6), 533-542. doi:10.1111/jnu.12250

Malarkey, W. B., **David, P.**, Gouin, J.-P., Edwards, M. C., Klatt, M., & Zautra, A. J. (2016). REMAP—a Resilience Resources Measure for Prediction and Management of Somatic Symptoms. *International Journal of Behavioral Medicine*, 1-8. doi:10.1007/s12529-016-9559-6

Xu, S., Wang, Z., & **David, P.** (2016). Media multitasking and well-being of university students. *Computers in Human Behavior, 55, Part A*, 242-250. doi:http://dx.doi.org/10.1016/j.chb.2015.08.040

Seo, M., Kim, J.-H., & **David, P.** (2015). Always Connected or Always Distracted? ADHD Symptoms and Social Assurance Explain Problematic Use of Mobile Phone and Multicommunicating. *Journal of Computer-Mediated Communication, 20*(6), 667-681. doi:10.1111/jcc4.12140.

Kim, J.-H., Seo, M., & **David, P.** (2015). Alleviating depression only to become problematic mobile phone users: Can face-to-face communication be the antidote? *Computers in Human Behavior, 51, Part A*, 440-447. doi:http://dx.doi.org/10.1016/j.chb.2015.05.030

David, P., Pennell, M. L., Foraker, R. E., Katz, M. L., Buckworth, J., & Paskett, E. D. (2014). How are previous physical activity and self-efficacy related to future physical activity and self-efficacy? *Health Education & Behavior, 41*(6), 573-576. DOI:10.1177/1090198114543004

David, P., Kim, J-H, Brickman, J. S., Ran, W., Curtis, C. (2014). Mobile phone distraction while studying. *New Media and Society*, 1-19. DOI:10.1177/1461444814531692

Stafford, L., **David, P.**, & McPherson, S. (2014). Sanctity of marriage and marital quality. *Journal of Social and Personal Relationships, 31* (1), 54-70. DOI: 10.1177/0265407513486975

Post, D., Shapiro, C., Cegala, D., **David, P.**, Katz, M., Krok, J., Phillips, G., Lehman, J., Hicks, W., Paskett, E. (2013). Improving Symptom Communication through Personal Digital Assistants: The C.H.A.T. (Communicating Health Assisted by Technology)

Project. *Journal of the National Cancer Institute*, *47*, 153-161.
DOI:10.1093/jncimonographs/lgt027

David, P., & Stafford, L. (2013). A Relational Approach to Religion and Spirituality in Marriage: The Role of Couples' Religious Communication in Marital Satisfaction. *Journal of Family Issues*. DOI: 10.1177/0192513x13485922

David, P., Xu, L., Srivastava, J., & Kim, J.-H. (2013). Media multitasking between two conversational tasks. *Computers in Human Behavior, 29*(4), 1657-1663. doi:http://dx.doi.org/10.1016/j.chb.2013.01.052

Stafford, L., **David, P.**, & McPherson, S. (2013). Sanctity of marriage and marital quality. *Journal of Social and Personal Relationships*. doi:10.1177/0265407513486975

David, P., Henry, A., Srivastava, J., Orcena, J., & Thrush, J. (2012). Reactance to a Tailored Multimedia Intervention Encouraging Teachers to Promote Cover-the-Cough. *Journal of Health Communication, 17*(8), 915-928. doi:10.1080/10810730.2011.650826

David, P., Buckworth, J., Pennell, M. L., Katz, M. L., DeGraffinreid, C. R., & Paskett, E. D. (2012). A walking intervention for postmenopausal women using mobile phones and interactive voice response. *Journal of Telemedicine and Telecare, 18*(1), 20-25. doi:10.1258/jtt.2011.110311

Wang, Z., **David, P.**, Srivastava, J., Powers, S., Brady, C., D'Angelo, J., & Moreland, J. (2012). Behavioral performance and visual attention in communication multitasking: A comparison between instant messaging and online voice chat. *Computers in Human Behavior, 28*(3), 968-975. doi:10.1016/j.chb.2011.12.018

David, P., Mihye, S., German, T., & Guinsler, N. (2010). Demand Characteristics and Biases in Self-Reports of Media Use through an Online Diary. *American Journal of Media Psychology*, *3*(1-2), 54-72.

Knobloch, S., **David, P.**, Eastin, M. S., Tamborini, R., & Greenwood, D. (2009). Sports spectators' suspense: Affect and uncertainty in sports entertainment. *Journal of Communication*, 59, 750-767.

David, P., German, T., & Guinsler, N. (2009). Thinness portrayals of fashion models: Perceived body dissatisfaction in self and others. *Visual Communication Quarterly*, 16(2), 67-78.

Katz, M. L., Heaner, S., Reiter, P., van Putten, J., Murray, L., McDougle, L., et al. (2009). Development of an educational video to improve patient knowledge and communication with their healthcare providers about colorectal cancer screening. *American Journal of Health Education, 40*(4), 220-229.

David, P., Horton, B., German, T. (2008). Dynamics of entertainment and affect in a Super Bowl audience: A multilevel approach. *Communication Research, 35*(3), 398-420.

David, P., & Horton, B. (2008). Exploring decorative typography in the classroom through font poems. *Visual Communication Quarterly, 15*(1), 50-66.

Cegala, D. J., Bahnson, R. R., Clinton, S. K., **David, P.**, Gong, M. C., Monk, J. P., et al. (2008). Information seeking and satisfaction with physician-patient communication among prostate cancer survivors. *Health Communication, 23*(1), 62-69.

David, P., Lu, T., Kline, S., & Cai, L. (2007). Social effects of an anthropomorphic help agent: Humans vs. Computers. *Cyberpsychology and Behavior*, 10(3), 471-474.

David, P., Song, M., Hayes, A., & Fredin, E. S. (2007). A cyclic model of information seeking in hyperlinked environments: The role of goals, self-efficacy, and intrinsic motivation. *International Journal of Human-Computer Studies, 65*(2), 170-182.

Wingate, M. S., Perry, E., Campbell, P. H., **David, P.**, & Weist, E. M. (2007). Identifying and protecting vulnerable populations in public health emergencies: Addressing gaps in education and training. *Public Health Reports, 122*(3), 122-146.

David, P., Kline, S., & Dai, Y. (2005). Corporate social responsibility practices, corporate identity and purchase intention: Viability of a dual-process model. *Journal of Public Relations Research*, 17(3), 291-313.

David, P. (2004). Extending symmetry: Toward a convergence of professionalism, practice, and pragmatics in public relations research. *Journal of Public Relations Research, 16*(2), 185-211.

David, P., Liu, K., & Myser, M. (2004). Testing the robustness of the third-person and reverse third-person effect for alcohol messages: Methodological artifact or persistent bias. *Communication Research, 31*(2), 206-233.

Kaushik, R., Kline, S., **David, P.**, Oaks, D. J. (2002). Social presence effects: A study of computer mediated and face-to-face communication in a collaborative fiction project. *International Journal of Cognitive Technology, 1*(2), 303-326.

David, P., Lu, T., Cai, L. (2002). Computers as social actors: Testing the fairness of man and machine. In F. Ribeiro (Ed.), *Proceedings of the 5th International Workshop on Presence*, Porto, Portugal, October 9-11.

David, P. Morrison, G., Johnson, M., & Ross, F.J. (2002). Body image, race and fashion models: Social distance and social identification in third party effects. *Communication Research, 29*(3), 270-294.

Lang, A., Brose, J., Wise, K., & **David, P.** (2002). Captured by the World Wide Web: Structural features, orienting responses, and computer presentation of information. *Communication Research*, *29*(3), 215-245.

David, P., & Johnson, M. A. (1998). The role of self in third-person effects about body image. *Journal of Communication*, *48*(4), 37-58.

David, P., & Pierson, M.M. (1998). Public affairs decision making in the U.S. Air Force: An application of multiattribute utility theory. *Journalism & Mass Communication Quarterly*, *75*(3), 606-626.

David, P., & Kang, J. (1998). Pictures, high imagery news language, and news recall. *Newspaper Research Journal*, *19*(3), 21-30.

David, P. (1998). News concreteness and visual-verbal association: Do news pictures narrow the recall gap between concrete and abstract news? *Human Communication Research*, *25*(2), 180-201.

Fredin, E. S., & **David, P.** (1998). Browsing and the hypermedia interaction cycle: A study of self-efficacy and goal dynamics. *Journalism & Mass Communication Quarterly*, *75*(1), 35-54.

David, P., & Hirshman, E. (1998). Dual-modal presentation and its effect on implicit and explicit memory. *American Journal of Psychology*, *111*(1), 77-87.

David, P. (1996). Role of imagery in recall of deviant news. *Journalism & Mass Communication Quarterly*, *73*(4), 804-820.

David, P. (1996). Seeing is believing: Comparative performance of the pie and the bar. *Newspaper Research Journal*, *17*(1-2), 89-104.

David, P. (1994). Accuracy of perception of the different faces of the pie. *Visual Communication Quarterly*, *1*(4), 8-9.

Stevenson, R. L., Gonzenbach, W., & **David, P.** (1994). Economic recession and the news. *Mass Comm Review*, *21*(1), 4-19.

David, P. (1992). Accuracy of visual perception of quantitative graphics: An exploratory study. *Journalism Quarterly*, *69*(2), 273-292.

Biocca, F., **David, P.**, Dion A., Goodson, S., Lashley, M., & Tan, H. (1992). The effect of commercials on memory and perceived importance of television news. *Mass Comm Review*, *19*(1), 14-20.

Book Chapters

Seberger, J. S., Choung, H., & **David, P.** (in press). To reimagine more deeply: Understanding what AI communicates. In S. Nah (Ed.), Research Handbook on AI and Communication. Edward Elgar Publishing: Northampton, MA.

David, P., Shroff, P., & Gupta, S. (in press). Leadership and governance for the digital future: Value ethics as guardrails. *Chapter in The Global and Digital Governance Handbook*. Routledge, Taylor & Francis Group.

Choung, H., **David, P.**, & Seberger, J.S. (in press). Trust in AI and a multilevel governance approach. Chapter in *The Global and Digital Governance Handbook*. Routledge, Taylor & Francis Group.

David, P. (2017). Threaded cognition approach to multitasking and activity switching in a permanently online and permanently connected ecosystem. In P. Vorderer, D. Hefner, L. Reinecke, & C. Klimmt (Eds.), *Permanently Online, Permanently Connected: Living and Communicating in a POPC World*: Taylor & Francis.

Johnson, M.A., **David, P.**, Huey, D. (2004). Looks like me? Body image in magazines targeted to U.S. Latinas. In G. T. Meiss & A. A. Tait (Eds.), *Ethnic media in America: Images, audiences, and transforming forces, Book 3* (pp. 43-54). Dubuque, IA: Kendall/Hunt Publishing.

Johnson, M.A., **David, P.**, Huey, D. (2003). Beauty in brown: Skin color in Latina magazines. In D. I. Rios & A. N. Mohamed (Eds.), *Brown and black communication: Latino and African American conflict and convergence in mass media* (pp. 159-173). Westport, CT: Praeger.

Biocca, F., **David, P.**, & West, M. (1994). Continuous response measurement (CRM): A computerized tool for research on the cognitive processing of communication messages. In Annie Lang (eds.), *Measures of the psychological processing of television*. Hillsdale, NJ: Lawrence Erlbaum.

Edited Special Issue of Journal

Laura, S., & David, P. (Eds.). (2011). Special Issue: Religion and Spirituality. *Journal of Applied Communication Research, 39*(4).

David, P. (Ed.). (2001, Fall). *Experiential E-commerce. Journal of Interactive Advertising, 2*(1). Retrieved November 4, 2002, from http://jiad.org.

Minor Publications

Stafford, L., & **David, P.** (2011). A Special Issue on Religion and Spirituality. *Journal of Applied Communication Research, 39*(4), 331-333. doi: 10.1080/00909882.2011.608701

David, P. (2008). Body images in the media. In W. Donsbach (Ed.). *International Encyclopedia of Communication, Vol 2,* (pp. 341-345). Malden, MA: Wiley Blackwell.

David, P. (2008). Dual coding theory. In W. Donsbach (Ed.). *International Encyclopedia of Communication, Vol 4,* (pp. 1417-1419). Malden, MA: Wiley Blackwell.

Refereed Conference Papers and Posters

Choung, H., Seberger, J.S., & **David, P.** (2022, August). When AI is perceived to be fairer than a human: Understanding perceptions of algorithmic decision-making. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Detroit, MI.

David, P., Choung, H., & Seberger, J.S. (2022, August). Public perceptions of AI governance through the lenses of trust and ethics. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Detroit, MI. *** First Place Top Faculty Paper** (Communication Technology Division)

Choung, H., **David, P.**, & Ross, A. (2021, November) Trusting AI: Examining the role of trust in the acceptance of AI voice assistants. Paper presented at the National Communication Association Annual Convention, Seattle, WA.

Zhu, R. & **David, P.** (2016). A Watched Pot Never Boils during Multitasking. Paper presented to the Information Systems Division of the International Communication Association Conference, Fukuoka, Japan.

Jia, F., Kanthawala, S., Totzkay, D., & **David, P**. (2016). In the Mood: Gender, genre, and mood management in music. Paper presented to the Mass Communication Division of the National Communication Association Annual Convention, Philadelphia, PA.

David, P., Brickman, J., Silva, D., Xu, S., and Ran, W. (2014). Beyond time and frequency: Attending to attention in media multitasking. Paper presented to the

Information Systems Division of the International Communication Association Conference, Seattle, WA.

Xu. S., **David. P.** (2014) Tobacco Content on Smoking among Females in Chinese Newspaper, 2005 - 2013. Paper accepted for presentation at the International Communication Association 2014 Annual Convention.

Kim, J., Seo, M., & **David, P.** (2014). Vicious cycle of mobile phone addiction: The unsuccessful attempt of the depressed to alleviate their mood through mobile phone. Annual meeting of International Communication Association, Communication & Technology Division, Seattle, WA.

Post, D., Shapiro, C., Phillips, G., **David, P.**, Krok, J., Lehman, J., & Paskett, E. (2014, April). Developing a symptom communication tool for rural breast cancer patients. Paper presented at the *Annals of Behavioral Medicine, 47*, (S252-S252).

Srivastava, J. & **David, P.** (2013). Motivated threaded cognition: A theory of multitasking in CMC. Paper to be presented to the Information Systems Division of the International Communication Association, London, England.

Vandermause, R., Neumiller, J., Tuttle, K., **David, P.**, Gates, B., Altman, M., Sunwold, D., Benson, P. Corbett, C., Burton, G. Medication-taking practices and preferences of older persons with multiple chronic medical conditions. Washington State University Showcase, March 29, 2013, Pullman, Washington.

Huang, J, & **David, P.** (2012). Exploring the role of social support on self-monitoring and self-efficacy on Lose It! Facebook page. Paper to be presented to Medicine 2.0: Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research, Boston, MA.

Stafford, L., & **David, P.** (2012). The effects of joint religious practices, sanctity of marriage, and forgiveness on marital quality. Interpersonal Communication Division, International Communication Association, Phoenix, AZ.

David, P. & Stafford, L. (2011). A relational approach to religion and spirituality in marriage: The role of couples' joint religious communication in marital satisfaction. Religious Communication Division, National Communication Association, New Orleans, LA. **Top-three paper.**

David, P., Henry, A., Srivastava, J., Orcena, J., Thrush, J. (2010). Reactance to a tailored multimedia intervention encouraging teachers to promote cover-the-cough. Paper presented to the Health Communication Division of the International Communication Association. Singapore.

Wang, Z., **David, P.,** Srivastava, J., Powers, S., Brady, C., D'Angelo, J, Mooreland, J. Behavioral performance and visual attention in communication multitasking: A comparison between instant messaging and online voice chat. Paper presented to the Infosystems Division of the International Communication Association. Singapore.

David, P., Horton, B. W. & German, T., Seo, M. (2006). Entertained by a collegiate rivalry football game: The role of suspense. Paper presented to the Mass Media Division of the National Communication Association. San Antonio, TX.

David, P., Seo, M., German, T., & Guinsler, N. M. (2006). Neutralizing the third-person bias through self-monitoring: Media diaries, media use, and retrospective recall. **Top-four** paper presented to the Mass Communication Division of the annual meeting of the International Communication Association. Dresden, Germany.

Cegala, D. J., Bahnson, R. R., Clinton, S. K., David, P., Gong, M. C., Monk, J. P., Nag, S., & Pohar, K. S. (2005). Information-seeking and satisfaction with physician-patient communication among prostate cancer survivors. Paper to be presented at NCA. **Top paper**, Health Communication Division.

David, P., German, T., & Guinsler, N. (2005, August). Demand characteristics in assessment of body image media effects: Pervasive media, seeming naïve, and the good subject characteristics. Poster presented at the annual meeting of AEJMC, San Antonio, TX, to the Communication Theory and Methodology Division.

David, P. (2004, May). When "being there" is not enough. Paper presented at the annual meeting of ICA, New Orleans to the Information Systems Division.

David, P., Hayes, A., Song, M., & Fredin, E. S. (2004, May). A cyclical model of hyperlink browsing: The dynamics of motivation, goals, and self-efficacy. Paper presented at the annual meeting of ICA, New Orleans to the Information Systems Division.

Seo, M., & David, P. (2004, May). Understanding and facilitating learning through hypermedia. Paper presented at the annual meeting of ICA, New Orleans, to the Information Systems Division.

Biocca, F., David, P., Tang, A., & Lim, L. (2004, May). Does virtual space come precoded with meaning? Location around the body in virtual space affects the meaning of objects and agents. Paper presented at the annual meeting of ICA, New Orleans to the Information Systems Division.

David, P., Cai. L., Lu, T., & Jeong, I. (2003, October). Gender identification with an anthropomorphic computer help agent: A social presence approach. Paper presented at the 6th International Workshop on Presence, Aalborg, Denmark.

David, P. (2003, August). JCOM311: Visual Communication Design. Best of the Web Design Competiton, First Place, Teaching Site. Paper presented at the annual meeting of AEJMC, Kansas City, to the Visual Communication and Communication Technology and Policy Divisions.

David, P., Liu, K., & Cortese, J. (2003, May). Effect of thin- vs. plus-size models: A comparison of body image ideals by gender. Paper presented at the annual meeting of ICA, San Diego, to the Mass Communication Division.

David, P., Kline, S., & Dai, Y. (2003, May). Corporate social responsibility practices, corporate identity, and purchase intention: Viability of a dual-process model. Paper presented at the annual meeting of ICA, San Diego, to the Public Relations Division.

Lu, T., Cai, L., David, P., Liu, K., Cortese, J., & Seo, M. (2003, May). Testing the boundaries of the media equation in a computer game situation: When an evaluation by a human means more than an evaluation by a computer. Paper presented at the annual meeting of ICA, San Diego, to the Information Systems Division.

Kaushik, R., Kline, S., David, P., Oaks, D. J., (2002, October). Social presence effects: A study of computer mediated and face-to-face communication in a collaborative fiction project. Paper presented at the 5th International Workshop on Presence, Porto, Portugal.

David, P., Lu, T., Cai, L. (2002, October). Computers as social actors: Testing the fairness of man and machine. Paper presented at the 5th International Workshop on Presence, Porto, Portugal.

David, P., Liu, K., & Myser, M. (2002, July). Third-person effect: Methodological artifact or persistent social judgment bias? Paper presented at the annual meeting of ICA, Seoul, Korea, to the Information Systems Division.

Cortese, J., Liu, K., & David, P. (2002, July). Media Images: Their Potential Influence on "The Ideal." Paper presented at the annual meeting of ICA, Seoul, Korea, to the Information Systems Division.

David, P., Chen, H., Fredin, E., & Haugtvedt, C. (2001). Toward a strategic model of browsing: A goal-setting approach. Paper presented at the 20th Annual Advertising and Consumer Psychology Conference, Seattle, Washington.

Johnson, M. A., David, P., & Huey, D. (1999). Looks like me? Body image in U.S. Hispanic women's magazines. Paper presented at the annual meeting of AEJMC, New Orleans, LA, to the Minorities and Communication Division.

David, P., Morrison, G., Johnson, M. A., & Ross, F. (1999). Body image, race and fashion models: Paper presented at the annual meeting of the Society for Consumer Psychology, San Antonio, TX.

Fredin. E., & David, P. (1999). Media framing of violent and nonviolent labor strikes: The role of empathy in support of policy issues. Paper presented at the annual meeting of ICA, San Francisco, CA, to the Information Systems Division.

David, P., & Zeng, B. (1999). Third-person effects about body image among Chinese and American college students. Paper presented at the annual meeting of AAPOR, St. Petersburg, FL.

David, P., & Peay, D. (1998). News concreteness, audio-video redundancy, and news recall. Paper presented at the annual meeting of ICA, Jerusalem, Israel, to the Information Systems Division.

Pierson, M. M., & David, P. (1998). Public affairs decision making in the US Air Force: An application of multiattribute utility theory. Paper presented at the First International, Interdisciplinary Research Conference sponsored by the Public Relations Society of America Educators Academy, College Park, MD, to the Behavioral Sciences Division.

Brose, J., David, P., Dent, D., Lang, A., Potter, R., Bolls, P., Zhou, S., Schwartz, N., & Trout, G. (1997). Extra! Extra! Read all about it: Attention and memory for deviant and imagistic headlines. Paper presented at the annual meeting of AEJMC, Chicago, IL, to the Communication Theory and Methodology Division.

David, P. (1997). Do news pictures narrow the recall gap between concrete and abstract news? Paper presented at the Eleventh Annual Visual Communication Conference, Jackson Hole, WY.

David, P., & Kang, J. (1996). When a picture is worth a 100 words and when it is not. Paper presented at the annual meeting of International Communication Association (ICA), Chicago, IL, to the Information Systems Division.

David, P., Melwani, G., Smith, C. G. P., & Brown, C. (1996). Interpretive content analysis using continuous response measures: An analysis of coverage of strikes on network television news. Paper presented at the annual meeting of ICA, Chicago, IL, to the Information Systems Division.

David, P., Huang, H., & Everly, S. (1995). Comparative performance of the pie and the bar. Paper presented at the annual meeting of AEJMC, Washington, DC, to the Visual Communication Division.

Smith, C. G. P., Melwani, G., & David, P. (1995). Inconvenienced elites, marginalized unions and sexual harassment: Network television labor news in the nineties. Paper presented at the annual meeting of AEJMC, Washington, DC, to the Radio-Television Journalism Division.

David, P. & Huang, H. (1995). Do pictures facilitate memory for news: A dual-coding approach. Paper presented at the annual meeting of ICA, Albuquerque, NM, to the Information Systems Division.

David, P. & Fredin, E. S. (1995). The Dynamic Fluctuations of Motivation Level, Goal Setting and Goal Evaluation in Using Hypermedia: An Exploratory Study of Searching for News Story Ideas on the World Wide Web. Paper presented at the annual meeting of ICA, Albuquerque, NM, to the Information Systems Division.

Melwani, G., Smith, C. G. P., David, P., & Brown, P. (1995). Visual portrayal of labor and management in strikes: Network TV news coverage 1990-1994. Paper presented at the Ninth Annual Visual Communication Conference, Flagstaff, AZ.

David, P. (1994). Using areas and volumes to represent data: An application of Stevens' law to quantitative graphics. Paper presented at the annual meeting of ICA, Sydney, Australia, to the Information Systems Division.

David, P. (1993). Accuracy of perception of the different faces of the pie. Paper presented at the annual meeting of AEJMC, Kansas City, MO, to the Visual Communication Division.

David, P. (1993). Accuracy of perception of the bar chart and its variants. Paper presented at the annual meeting of ICA, Washington, DC, to the Information Systems Division.

David, P. (1992). Accuracy of perception of mass media quantitative graphics: An exploratory study. Paper presented at the meeting of AEJMC, Montreal, Canada, to the Visual Communication Division.

Zhao, X., Chaffee, S., Bleske, G. & David, P. (1992). Television news and ads as source of issue information -- Another piece for the puzzle board. Paper presented at the annual meeting of AEJMC, Montreal, Canada, to the Communication Theory and Methodology Division.

David, P. (1991). A theoretical framework for the study of mass media quantitative graphics. Paper presented at the annual meeting of AEJMC, Boston, MA, to the Visual Communication Division.

Stevenson, R. L., Gonzenbach, W., David, P. (1991). A time series analysis of the relationship between economic variables and media agenda. Paper presented at the annual meeting of AEJMC, Boston, MA, to the Communication Theory and Methodology Division.

West, M., Biocca, F., David, P. (1991). You're no Jack Kennedy: Audience response to a verbal barb in the 1988 Omaha vice-presidential debate. Paper presented at the annual meeting of the American Association of Public Opinion Research.

David, P., & Carpenter, S. (1990). A cognitive model predicting televangelism use. Paper presented at the annual meeting of AEJMC, Minneapolis, MN, to the Communication Theory and Methodology Division.

Biocca, F., & David, P. (1990). Maximizing the value of computerized audience response data: Alternative data series and analysis. Paper presented at the annual meeting of AEJMC, Minneapolis, MN, to the Communication Theory and Methodology Division.

Biocca, F., David, P., Dion, A., Goodson, S., Lashley, M. & Tan, H. (1990). The effect of commercials on the perceived importance of and memory for television news. Paper presented at the annual meeting of AEJMC, Minneapolis, MN, to the Radio-Television Journalism Division.

Biocca, F., & David, P. (1990). Micro-shifts in audience opinions: A second-by-second analysis of the first 1988 presidential debate at Winston Salem. Paper presented at the meeting of ICA, Dublin, Ireland, to the Political Communication Division.

Biocca, F., David, P. & West, M. (1990). Micro-shifts in audience opinions: A second-by-second analysis of the Omaha vice-presidential debate. Paper presented at the annual meeting of AAPOR, Lancaster, PA.

David, P. (1989). Coverage of international accidents on U.S. television: Analysis of factors that influence TV time. Paper presented at the annual meeting of AEJMC, Washington, DC, to the International Division.

Invited Papers

Kline, S., David, P., & Dai, Y. (2002, July). Corporate identity and cause related marketing: A study of Wendy's support of adoption. Paper presented at the meeting of the International Communication Association (ICA), Seoul, Korea, to the Interpersonal Communication Division.

David, P. (2000). Media and body image: Multicultural perspectives. Paper presented at the annual meeting of AEJMC, Phoenix, AZ, to the Communication Theory and Methodology Division.

David, P. (1999). Contingency theory and beyond. Paper presented at the annual meeting of ICA, San Francisco, CA, to the Public Relations Division.

David, P., & Johnson, M. (1997). Perceived influence of the media on women's body image factors. Paper presented at the annual meeting of Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, to the joint session of the Communication Theory and Methodology and Visual Communication Divisions.

David, P. (1996). Role of imagery in recall of deviant news. Paper presented at the Department of Telecommunications Research Symposium, Indiana University, Bloomington, IN.

David, P. (1996). Dual coding approach to memory for news. Paper presented at the annual meeting of Association for Education in Journalism and Mass Communication (AEJMC), Anaheim, CA, to the joint session of the Communication Theory and Methodology and Visual Communication Divisions.

Grants

12/19 – 12/20	National Association of Broadcasters, PILOT Grant **PI: Prabu David** Deep Talk: A conversational agent for broadcasters. Designed a chatbot agent with configurable voice characteristics. ($75,000)
01/12 – 01/13	Patient-centered Outcomes Research Institute (PCORI). ID # 3034. Title: Medication-taking—Preferences and practices of patients with multiple chronic conditions. **Co-I: Prabu David** Designed and developed a medication monitor mobile application and the portal to the used in the study. ($280,000)
01/11 – 01/13	U.S. State Department, Study of U.S. Institutes Title: New Media and Journalism Institute **Co-PI: Prabu David** Designed and offered new media training to students from Arab countries. ($720,000)
01/11-01/13	Empire Health Foundation Title: Using digital narratives to fight adolescent obesity. **PI: Prabu David** User-generated digital narratives on obesity distributed via social media by students in high school in a Native American community. ($10,000)
01/11-01/12	WSU Advance Grant funded by NSF Title: Investment in Research Culture by Facilitating Faculty Collaborations **PI: Prabu David** Funded five small research projects to improve research climate and promote collaborative research among our faculty. ($10,000)
11/08-12/11	Lance Armstrong Foundation, Agmt dtd 11/14/08 Title: Developing a Communication Tool for Appalachian Breast Cancer Survivors PI: Doug Post, Ph.D. **Co-I: Prabu David** Designed tailored intervention on smart phone for patients undergoing chemotherapy for breast cancer. ($244,000)
10/02-09/08	Breast Cancer Research Foundation LTR AGMT DTD 10/01/02 Title: Breast Cancer Prevention through Nutrition Program

PI: Electra Paskett, Ph.D.
CO-PI: Prabu David
Designed physical activity intervention delivered via cell phones and an Interactive Voice Response (IVR) system ($250,000).

9/04-8/08	CDC-The Ohio State University, U90 TP524240 OSU Academic Center for Public Health Preparedness PI: Frank Holtzhauer **Communication Specialist: Prabu David** Designed a number of preparedness-related health interventions in collaboration with local health departments. ($1,009,000)
09/05-08/08	National Cancer Institute, R21 CA115388 Title: Patient-Centered Communication during Chemotherapy PI: Doug Post, Ph.D. **CO-I: Prabu David** Designed tailored intervention on PDAs for patients undergoing chemotherapy for breast cancer. ($275,000)
07/03-08/04	OSU Comprehensive Cancer Center Title: A Decision Aid for Prostate Cancer PI: Don Cegala, Ph.D. **CO-PI: Prabu David** Designed a decision aid for patients considering treatment options for prostate cancer. ($25,000)
09/01-08/02	Technology Enhanced Learning and Research (TELR), Ohio State University Title: Designing and testing the viability of online agents as tutors in instructional design. **PI: Prabu David** Designed a framework for online instruction and implemented some of the basic components of this course. ($28,000).

Earlier Grants

David, P. (1998). Developing Distributed Hypermedia Networks: A MIND Lab at Ohio State University. Equipment grant, MIND Lab, Michigan State University, $6,000.

David, P, & Boehm, C. (1998). Binge drinking on campus: A study of the false consensus effect. Research grant, Student Wellness Center & College of Social and Behavioral Sciences, Ohio State University. $11,000.

David, P. (1997). Learning from television: Audio-video redundancy and cross-modal transfer. Ameritech Faculty Fellowship. $19,800.

David, P. (1997). Media and new technology. Special Equipment Grant, College of Social and Behavioral Science. $5,000.

David, P., & Fredin, E. S. (1996). Framing of strikes on TV news: Effects on empathy and recall. Competitive Research Grant. Center for Labor Research, The Ohio State University. Principal Investigator. $20,732.

David, P., Melwani, G., & Fredin, E. S. (1995). Continuous Response Measures: A tool for on-line audience analysis. Miller Research Funds, Ohio State University. Principal Investigator. $8,100.

David, P., Melwani, G., Smith, C. (1994). Content analysis of labor stories on television news. Competitive Research Grant. Center for Labor Research, Ohio State University. Principal Investigator. $20,400.

David, P. (1993). Memory for Quantitative Graphics. Seed Grant by Office of Research, Ohio State University. $15,500.

Research, Design and Teaching Awards

David, P. & Stafford, L. (2011). A relational approach to religion and spirituality in marriage: The role of couples' joint religious communication in marital satisfaction. Religious Communication Division, National Communication Association, New Orleans, LA. **Top-three paper.**

David, P., Seo, M., German, T., & Guinsler, N. M. (2006, June). Neutralizing the third-person bias through self-monitoring: Media diaries, media use, and retrospective recall. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association. Dresden, Germany. *Top four paper*, Mass Communication Division, ICA.

David, P. (2006). Transitions. AEJMC Best of the Web Design Competition, Creative Site. *Honorable mention*,

Faculty member of the year, School of Communication graduate student award. 2004.

David, P. (2004). JCOM 101: History of Communication. AEJMC Best of the Web Design Competition. *Honorable mention*, Teaching site.

David, P. & Biocca, F. (2004). Media Interface and Network Design (M.I.N.D.). AEJMC Best of the Web Design Competition. *Honorable mention*, Department Site.

David, P. (2003, August). JCOM311: Visual Communication Design. Site presented at the annual meeting of AEJMC, Kansas City, to the Visual Communication and Communication Technology and Policy Divisions. *First place*, Visual Communication Design. Best of the Web Design Competition.

Faculty member of the year, School of Communication graduate student award. 2002.

Pierson, M. M., & **David, P.** (1998). Public affairs decision making in the US Air Force: An application of multiattribute utility theory. *Top paper*, Behavioral Sciences Division, Public Relations Society of America Educators Academy, First International, Interdisciplinary Research Conference, College Park, MD, 1998.

David, P., Huang, H., & Everly, S. (1995). Comparative performance of the pie and the bar. *Top four faculty paper*, Visual Communication Division, AEJMC, Washington, DC, 1995.

David, P. (1993). Accuracy of perception of the bar chart and its variants. *Top four faculty paper*, Information Systems Division, ICA, Washington, DC, 1993.

David, P. (1992). Accuracy of perception of quantitative graphics. *Top student research proposal*, Society for Newspaper Design.

David, P. (1992). Accuracy of perception of mass media quantitative graphics: An exploratory study. *Top student paper*, Visual Communication Division, AEJMC, Montreal, Canada, 1992.

David, P. (1992). Accuracy of perception and memory for quantitative graphics. *Minnie S. Rubinstien dissertation award*, School of Journalism and Mass Communication, UNC, Chapel Hill.

David, P. (1991). A theoretical framework for the study of mass media quantitative graphics. *Top student paper*, Visual Communication Division, AEJMC, Boston, MA, 1991.

Technical Reports

David, P. (2000). Evaluating usability and impact of pharmaceutical websites. A report submitted to Johnston, Zabor & Associates, Research Triangle Part, NC.

David, P. (1995). Content analysis of pharmaceutical print ads into meaningful message units: An application of continuous response measures to copy testing. A report submitted to Johnston, Zabor & Associates, Research Triangle Part, NC.

David, P. & Gonzenbach, W. (1991). Standardized protocol for analysis of continuous audience response data. A report submitted to Johnston, Zabor & Associates, Research Triangle Park, NC.

Biocca, F. & David, P. (1989). The use of semantic scales for continuous audience measurement. Beverly Hills, CA: Quick Tally Corporation.

Teaching

Undergraduate courses

History of Communication, Visual Communication and Web Design, Introduction to Public Relations, Case studies in Public Relations, Media Research Methods, Quantitative Journalism, Public Relations Management and Strategy, Advertising Campaigns.

Graduate Seminars

Catalyst Thinking in the C-Suite, Human Computer Interaction, Visual Communication, Advertising and Public Relations, Experimental Design, New Media Technologies, Communication Theory, Communication Methods.

Professional Seminars

Offered a number of short courses in risk communication social marketing to public health workforce in the state of Ohio, 2003-2008.

Student Advising (Students Graduated)

9 Doctoral Dissertations, 11 MA Theses, 3 Undergraduate Honors Theses

Service

2019-2021

Member of the DEI Steering Committee, Member of the Campus Reopening Committee, Chair of the DEI Benchmarking Committee, Co-Chair of the Campus Communicators, Member of the Strategic Planning Research Framing Group.

2015-2018

MSU, service on various committees. Member of the MSU Presidential Search Committee, Enrollment Strategy Committee, MSUArts Strategy Committee, Online Program Strategy Committee, and Budget Committee. Chairperson of Center for Innovation and Research (2015-18), a partnership between MSU and Sparrow Hospital.

ICA, Information Systems, Vice Chair (elected), 2010 – 2012

WSU, Graduate Studies Committee, Chair, 2012 -2014

WSU, Associate Dean's Committee, 2010 to 2014

WSU, Direct Admissions Committee, Appointed by Provost, 2012

WSU, Search Committee for Director of International Programs, 2012

University Gen Ed Advisory Committee, Ohio State University, 2009 to 2010

Arts and Sciences Curriculum Committee, Ohio State University, 2009 to 2010

Chair, Social and Behavioral Sciences Curriculum Committee, School of Communication, 2007 – 2008

Arts and Sciences Honors Committee, College of Arts and Sciences, Ohio State University, 2003-2005

Social and Behavioral Sciences, Honors Committee, Ohio State University, 2003-2005

Social and Behavioral Sciences, Curriculum Committee, Ohio State University, 2003-2008

Chair, Search Committee, School of Journalism and Communication, 2002

Awards Committee, School of Journalism and Communication, 2001-2002

Graduate Studies Committee, School of Journalism and Communication, 1998 to 2002

Consultant, National Cancer Institute, Website redesign, 2004.

Reviewer for Centers for Excellence in Cancer Communication Research Grant, National Cancer Institute, 2002.

Reviewer for SBIR grants on Communication Technology, National Cancer Institute, 2002-2003.

Ohio State University Alcohol and Other Drug Prevention Campus Coalition, 1997 to 1999.

Search committee for the University Librarian, 1998-1999.

Coordinated the National Public Health Information Coalition (NPHIC) contest, 1998. Judged and coordinated the contest and evaluated national public health entries from various states in 13 categories.

Advisor to Ohio State University chapter of PRSSA (Public Relations Student Society of America), 1993 to 2000.

Editorial Boards

Communication Research (2002 to 2010)

Visual Communication Quarterly (2006 to date)

Journal of Interactive Advertising (2000 to 2005)

Journal of Applied Communication Research (2008-2010)