

CURRICULUM VITAE

John J. Brooks

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EDUCATION

- September 2023** **Ph.D. in Media, Technology, & Society**, Northwestern University
Dissertation: “Touching Tales for Touchy Topics? Engaging Contentious Issues through Narrative Persuasion”
Committee: Nathan Walter, Daniel O’Keefe, Sheila Murphy
- March 2020** **M.A. in Media, Technology, & Society**, Northwestern University
Thesis: “Measuring with Incomplete Rulers: Revisiting Dimensions of Source Credibility for Political Figures”
Committee: Nathan Walter, Daniel O’Keefe, James Schwoch
- September 2017** **M.S. in Health Communication**, Northwestern University
- June 2011** **B.A. (*cum laude*) in Theatre/Gender Studies**, Northwestern University

RESEARCH EXPERIENCE

- Fall 2023-Present** Postdoctoral Associate, University at Buffalo
Narrative Lab
Dr. Melanie C. Green
- Fall 2018-Summer 2023** Graduate Researcher, Northwestern University
Center of Media Psychology & Social Influence (COM-PSI)
Dr. Nathan Walter
- Spring 2017-Fall 2018** Graduate Research Assistant, Northwestern University
Health Communication Interaction Design Lab (HCID)
Dr. Courtney L. Scherr

HONORS

- 2022** **Top Paper:** Mass Communication Division, National Communication Association
“The Chaffee Principle: The Most Likely Effect of Communication...Is Further Communication”
- 2021** **Outstanding Graduate Instructor**, “A History of Mass Media Influence”

2019 **Top Student Paper:** Political Communication Division, National Communication Association
 “Measuring with Incomplete Rulers: Revisiting Dimensions of Source Credibility in Political Figures”

PUBLICATIONS (N = 16)

Brooks, J. J., Suresh, S., Relova, J., Radhakrishnan, M., Liu, C., Walter, N., Sisson, G., & Herold, S. (in press). A content analysis of abortion storylines on U.S. streaming services: Lessons from narrative persuasion. *Media Psychology*.

Walter, N., Saucier, C. J., **Brooks, J. J.**, Suresh, S., Fiers, F., & Holbert, R. L. (2024). The Chaffee principle: The most likely effect of communication...is further communication. *Annals of the International Communication Association*, 1-18. <https://doi.org/10.1080/23808985.2024.2352417>

Brooks, J. J., Dobmeier, C. M., & Walter, N. (2024). “How do we put the country back together?” Mitigating affective polarization through mediated intergroup contact. *Mass Communication and Society*, 1-25. <https://doi.org/10.1080/15205436.2024.2332341>

Walter, N., Holbert, R. L., **Brooks, J. J.**, Saucier, C. J., Suresh, S., & Fiers, F. (2024). Getting out of debt: The communication-begets-communication (CBC) typology as an approach to theoretical advancement in the field. *International Journal of Communication*, 18, 490-508.

Dobmeier, C. M., **Brooks, J. J.**, Walter, N., & Holbert, R. L. (2023). From punchlines to punches: A meta-analysis of the persuasive effects of Horatian and Juvenalian political satire. *Journalism & Mass Communication Quarterly*, 0(0). <https://doi.org/10.1177/10776990231202698>

Ma, J., Owens, C., Ma, J., Valadez-Tapia, S., **Brooks, J. J.**, Pickett, J., Walter, N., & Macapagal, K. (2023). Adult stakeholders’ perspectives on the content, design, and dissemination of sexual and gender minority adolescent-centered PrEP campaigns. *Sexuality Research and Social Policy*, 1-13. <https://doi.org/10.1007/s13178-023-00826-y>

Forster, R. T., Walter, N., & **Brooks, J. J.** (2022). Narrative persuasion across the aisle: Mechanisms of engagement with discordant characters. *Psychology of Popular Media*, 1-13. <https://doi.org/10.1037/ppm0000446>

Brooks, J. J., Walter, N., Rosenthal, E. L., & Folb, K. L. (2022). Contentious entertainment: The role of character and narrative features in shaping audience response to abortion storylines. *Journal of Health Communication*, 27(4), 232-240. <https://doi.org/10.1080/10810730.2022.2091064>

Sisson, G., Walter, N., Herold, S., & **Brooks, J. J.** (2021). Prime-time abortion on *Grey’s Anatomy*: What do US viewers learn from fictional portrayals of abortion on television? *Perspectives on Sexual and Reproductive Health*, 53(1-2), 13-22. <https://doi.org/10.1363/psrh.12183>

Saucier, C. J., Suresh, S., **Brooks, J. J.**, Walter, N., Plant, A., & Montoya, J. A. (2021). The effect of an entertainment-education intervention on reproductive health of young women of color. *Health Communication*, 37(9), 1093-1103. <https://doi.org/10.1080/10410236.2021.1903741>

Walter, N., Bilandzic, H., Schwarz, N., & **Brooks, J. J.** (2021) Metacognitive approach to narrative persuasion: The desirable and undesirable consequences of narrative disfluency. *Media Psychology*, 24(5), 713-739. <https://doi.org/10.1080/15213269.2020.1789477>

Walter, N., **Brooks, J. J.**, Saucier, C. J., & Suresh, S. (2021) Evaluating the impact of attempts to correct health misinformation on social media: A meta-analysis. *Health Communication*, 36(13), 1776-1784. <https://doi.org/10.1080/10410236.2020.1794553>

Scherr, C. L., Badal, H. J., Ramesh, S., Sudec, L. J., **Brooks, J. J.**, & Roberts, M. Y. (2020). Parents' sensemaking processes in the identification of developmental delays and engagement with early intervention services. *Social Science & Medicine*, 255, 112941. <https://doi.org/10.1016/j.socscimed.2020.112941>

Brooks, J. J., Walter, N. (2020) The cognitive functional model of the effects of discrete negative emotions. In *International Encyclopedia of Media Psychology*. <https://doi.org/10.1002/9781119011071.iemp0291>

Ramesh, S., Scherr, C. L., Getachew-Smith, H., & **Brooks, J. J.** (2020). Exploring cancer patients' decision-making after fertility preservation counseling: A mixed methods analysis. *Annals of Behavioral Medicine*, 54, S560.

Sereno, K., Walter, N., **Brooks, J. J.** (2020) Rethinking student participation in the college classroom: Can commitment and self-affirmation enhance oral participation? *Journal of Applied Social Psychology*, 50(6), 351-362. <https://doi.org/10.1111/jasp.12664>

CONFERENCE PRESENTATIONS (N = 22)

Lee, B. H., **Brooks, J. J.**, & Green, M. C. (2024, November 21-24). Using psychological distance and construal level for narrative tailoring. **Paper presentation** at the National Communication Association Conference, New Orleans, LA.

Brooks, J. J. (2024, June 20-24) *Bearing the weight of evidence: Comparing the effects of message format on contentious topics*. **Paper presentation** at the International Communication Association Conference, Gold Coast, Queensland, Australia.

Walter, N., Holbert, R. L., **Brooks, J. J.**, Saucier, C. J., Suresh, S., Fiers, F., & Demetriades, S. Z. (2023, November 16-19). *Getting out of debt: The communication-begets-communication (CBC) typology as an approach to theoretical advancement in the field*. **Paper presentation** at the National Communication Association Conference, National Harbor, MD.

Kalny, C.S., Brooks, J. J., & Saucier, C. J. (2023, November 16-19). *The allure of the unknown: Exploring the effects of storyline ambiguity on narrative influence*. **Abstract presentation** at the National Communication Association Conference, National Harbor, MD.

Dobmeier, C. M., **Brooks, J. J.**, Walter, N., & Holbert, R. L. (2023, May 25-29). *From punchlines to punches: A meta-analysis of the effects of political satire*. **Paper presentation** at the International Communication Association Conference, Toronto, ON, Canada.

Macapagal, K., Liem, W. W., Leininger, J., Safi, H., Valadez-Tapia, S., **Brooks, J. J.**, McKinnon, E., Owens, C., Ma, J., Wongsomboon, V., Walter, N., & Pickett, J. (2023, April 26-29). *Engaging youth and developing multisector partnerships to implement and disseminate an LGBTQ teen-centered PrEP campaign*. **Paper presentation** at the 44th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, Phoenix, AZ.

Walter, N., **Brooks, J. J.**, Suresh, S., Saucier, C. J., Fiers, F., & Holbert, R. L. (2022, November 17-20). *"The Chaffee Principle: The most likely effect of communication...is further communication"*. **Paper presentation** at the National Communication Association Conference, New Orleans, LA.

Valadez-Tapia, S., Ma, J., Wongsomboon, V., **Brooks, J. J.**, Walter, N., Owens, C., Pickett, J., Macapagal, K. (2022, October 8-11). *Acceptability and implementation of a teen PrEP social marketing campaign*. **Poster presentation** at the 2022 United States Conference on HIV/AIDS, San Juan, PR.

Ma, J., Valadez-Tapia, S., Owens, C., Wongsomboon, V., Walter, N., Pickett, J., **Brooks, J. J.**, Macapagal, K. (2022, July 28-30). *Attitudinal change in PrEP use associated with a teen-centered PrEP social marketing campaign among LGBTQ+ adolescents*. **Paper presentation** at the 2022 National LGBTQ Health Conference, Chicago, IL

Brooks, J. J., Suresh, S., Relova, J., Radhakrishnan, M., Liu, C., Walter, N., Sisson, G., & Herold, S. (2022, May 26-31). *A content analysis of motivational features in abortion storylines on U.S. streaming services*. **Paper presentation** at the International Communication Association Conference, Paris, Île-de-France, France.

Brooks, J. J., Dobmeier, C. M., & Walter, N. (2021, November 17-21). *“How do we put the country back together?”: Mitigating affective polarization through mediated intergroup contact*. **Paper presentation** at the National Communication Association Conference, Seattle, WA.

Owens, C., Redman, L., Ma, J., **Brooks, J. J.**, Owusu, J., & Macapagal, K. (2021, Oct 6-8). *Examining the perspectives of LGBTQ+ teens and adult healthcare workers on digital PrEP social marketing campaigns designed for LGBTQ+ teens*. **Paper presentation** at the 2021 National Sexual Health Conference, virtual.

Ma, J., Owens, C., Kraus, A., Pickett, J., Valadez-Tapia, S., Walter, N., **Brooks, J. J.**, & Macapagal, K. (2021, July 26). *LGBTQ+ adolescent and adult stakeholders' preferences for sexual health and PrEP social marketing campaigns in Chicago, IL, USA*. **Paper presentation** at the International Academy of Sex Research, virtual.

Brooks, J. J., Walter, N., Rosenthal, E.L., & Folb, K. (2021, May 27-31). *Sensitive entertainment: Contextualizing depictions of abortion on television*. **Paper presentation** at the International Communication Association Conference, virtual.

Brooks, J. J., Walter, N., Sisson, G., & Herold, S. (2021, April 23-24). *Representing reproductive decision-making: A comparative study of entertainment-education impact on abortion-related outcomes*. **Paper presentation** at the D.C. Health Communication Conference, virtual.

Brooks, J. J., Walter, N., Rosenthal, E. L., & Folb, K. (2020, November 19-22). *Echoes of experience: Promoting character involvement through narrative resonance events*. **Paper presentation** at the National Communication Association Conference, virtual.

Brooks, J. J., Walter, N., Saucier, C. J., & Suresh, S. (2020, May 20-27). *Evaluating the impact of health misinformation and its correction on social media: A meta-analysis*. **Paper presentation** at the International Communication Association Conference, virtual.

Saucier, C. J., Suresh, S., **Brooks, J. J.**, Walter, N., Plant, A., & Snow, E. (2020, May 20-27). *Plan A: Remedying racial disparities in long-acting reversible contraception*. **Paper presentation** at the International Communication Association Conference, virtual.

Brooks, J. J. & da Silva, D. T. P. (2019, November 14-17). *Measuring with incomplete rulers: Revisiting dimensions of source credibility in political figures*. **Paper presentation** at the National Communication Association Conference, Baltimore, MD.

Ramesh, S., Scherr, C. L., Getachew-Smith, H. B., **Brooks, J. J.**, Hsu, J., & Alexander, A. (2019, May 14-17). *Exploring decision-making in oncofertility: A mixed-methods analysis*. **Paper presentation** at the International Communication Association Conference, Washington, D.C.

Scherr, C. L., Badal, H. J., **Brooks, J. J.**, Sudec, L., & Roberts, M. (2018, November 8-11). *Exploring parents' common sense representations of developmental delays and early intervention*. **Paper presentation** at the National Communication Association Annual Meeting, Salt Lake City, UT.

Scherr, C. L., Badal, H., **Brooks, J. J.**, & Dolezal, A. (2017, November 14-16) *Assessing cancer survivor outcomes from discussions about fertility preservation*. **Poster presentation** at the Oncofertility Consortium Annual Conference, Chicago, IL.

GUEST LECTURES & TALKS (N = 10)

- 4/3/2024 **“Narrative Persuasion: There’s Something About Stories”**; *Guest Lecture: “Persuasion and Social Influence,” University at Buffalo*
- 10/13/2023 **“Touching Tales for Touchy Topics? Engaging Contentious Issues through Narrative Persuasion”**; *University at Buffalo Research Brown Bag Series*
- 9/12/2023 **“The Theory and Practice of Entertainment-Education in the U.S.”**; *Guest Lecture: “Entertainment-Education for Health Promotion and Social Change,” University at Buffalo*
- 2/15/2023 **“Mediated Myths: How Mass Media Narratives Can Perpetuate Misinformation About Reproductive Health...and How They Can Correct It”**; *Guest Lecture: “Communication & Misinformation,” Northwestern University*
- 6/16/2022 **“Promoting Community and Self-Efficacy Through Collaborative Writing Workshops”**; *Searle Teaching-as-Research (STAR) Program Spring Symposium*
- 3/10/2022 **“A Content Analysis of Motivational Factors in Abortion Storylines on U.S. Streaming Services”**; *Northwestern University Health Communication Research Seminar*
- 2/23/2022 **“Facilitating Discussions in the Social Sciences”**; *Searle Center for Advancing Learning and Teaching Workshop*
- 9/17/2021 **“Navigating Student Interactions in Communication Studies”**; *Northwestern University Graduate Student Teaching Conference*
- 3/2/2020 **“Entertainment-Education: In Theory and In Practice”**; *Northwestern University Health Communication Research Seminar*
- 10/29/2019 **“Narrative Persuasion in Health Communication”**; *Guest Lecture: “Intro to Health Communication,” Northwestern University*

TEACHING EXPERIENCE (INSTRUCTOR)

COMM_ST 394: Research & Writing Seminar: A History of Mass Media Influence (B.A.)

COMM_ST 394: Research & Writing Seminar: Entertainment-Education & Social Change (B.A.)

COMM_ST 102: Public Speaking (B.A.)

TEACHING EXPERIENCE (TEACHING ASSISTANT)

HLTH_COM 430: Changing Health Behavior (Dr. Nathan Walter)

COMM_ST 205: Theories of Persuasion (Dr. Daniel O’Keefe)

COMM_ST 383: Media, Communication, and the Environment (Dr. James Schwoch)

HLTH_COM 410: The U.S. Healthcare System (Dr. David Liss)

COMM_ST 246: Introduction to Health Communication (Dr. Kimberly Pusateri)

TEACHING ENGAGEMENT

2021-2022 **CIRTL Scholar**, Center for the Integration of Research, Teaching, and Learning, Northwestern University

2021-2022 **Searle Teaching-As-Research (STAR) Program**, Searle Center for Advancing Learning & Teaching, Northwestern University

2020-2021 **CIRTL Associate**, Center for the Integration of Research, Teaching, and Learning, Northwestern University

2020-2021 **Teaching Certificate Program**, Searle Center for Advancing Learning & Teaching, Northwestern University

ADVISING AND MENTORING

2023-2024 **Postdoctoral Mentor**, Narrative Lab, University at Buffalo

2022-2023 **Formative Feedback Partner (Teaching Consultant)**, Searle Center for Advancing Learning & Teaching, Northwestern University

2021-2022 **Graduate Teaching Mentor**, Searle Center for Advancing Learning & Teaching, Northwestern University

2018-2019 **Communication Studies Module Fellow**: Digital Media, Northwestern University

2017-2018 **Alumni Writing Coach**, Master of Science in Health Communication, Northwestern University

GRANT ACTIVITY

2024 *Effects of Narrativity on Transportation and Persuasion*, National Science Foundation-Binational Science Foundation Grant, \$489,654 (Postdoctoral Associate & Senior Personnel for PIs Melanie Green, Jonathan Cohen, and Yotam Ophir; under review)

2023 *Addressing Contentious Issues Through Narrative*, Spencer Foundation Research Grant on Education, \$50,000 (Postdoctoral Associate & Senior Personnel [Lead Author] for PI Melanie Green; unfunded)

LEADERSHIP AND SERVICE

AD-HOC REVIEWER:

Communication Theory, Feminist Media Studies, International Communication Association, Journal of Health Communication, Mass Communication and Society, National Communication Association, Science Communication

SERVICE TO UNIVERSITY AND DISCIPLINE:

2023-2025 **Lab Manager**, Narrative Lab, University at Buffalo

2023 **Session Chair & Respondent**, “Top Student Papers in Mass Communication,” Mass Communication Division, National Communication Association

2022-2024 **Graduate Student Representative**, National Communication Association: Mass Communication Division

2021-2022 **Lab Manager**, Center of Media Psychology and Social Influence (COM-PSI), Northwestern University

2020-2021 **Journal Club Director**, Center of Media Psychology and Social Influence (COM-PSI), Northwestern University

2018-2019 **Finance Committee**, Graduate Leadership and Advocacy Council, Northwestern University

2018-2019 **Department Representative: Media, Technology, and Society**, Graduate Leadership and Advocacy Council, Northwestern University

2018-2019 **Professional Development Chair**, Graduate Student Steering Committee Northwestern University

2016-2017 **Student Ambassador**, Master of Science in Health Communication, Northwestern University

2016-2017 **Inaugural Member of Student Leadership Council**, Master of Science in Health Communication, Northwestern University

PROFESSIONAL MEMBERSHIPS

International Communication Association (Mass Communication and Health Communication Divisions)

National Communication Association (Mass Communication, Health Communication, Political Communication, GLBTQ Division, and Game Studies Divisions; Caucus on Lesbian, Gay, Bisexual, Transgender, and Queer Concerns)
