

Sarah N. Heiss

sarah.n.heiss.1@ohio.edu

Ohio University
Scripps College of Communication
School of Communication Studies

43 West Union Street
Athens, Ohio 45701
740.593.4828 (office)

Education

Doctor of Philosophy. (Anticipated Completion: June 2011).

Ohio University, School of Communication Studies

Primary Area: Health Communication

Secondary Areas: Relating & Organizing

Dissertation: *Sugar-coating risks: The social construction of nutritional risk in the discourses of trade associations representing sweeteners*

Advisor: Benjamin R. Bates

Committee: Jennifer J. Bute, Austin S. Babrow, Jane Z. Sojka

Masters of Arts. (June 2008).

Ohio University, School of Communication Studies

Primary Area: Health Communication

Advisor: B. Scott Titsworth

Honors: Ohio Board of Regents Fellow

Bachelor of Arts. (May 2006).

Hiram College, Department of Communication

Major: Communication

Thesis: *An exploration of the relationship between consumers' need for cognition and the use of nutritional information on canned food goods*

Advisor: Linda L. Rea

Honors: Summa Cum Laude

Honors & Awards

Heiss, S. N. (2010). *Distinguished Graduate Student Award*. The annual meeting of the Ohio Communication Association in Springfield, Ohio.

Heiss, S. N. (2010). *Top Graduate Student Paper*. The annual meeting of the Ohio Communication Association in Springfield, Ohio.

Heiss, S. N. (2010). *Terry Conry and Lynn John Graduate Student Conference Award*. COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

Heiss, S. N. (2009). *Top Ten Paper in the GIFTS*. The annual meeting of the National Communication Association in Chicago, Illinois.

Heiss, S. N. (2008). *First Place in Communication Division One*, Ohio University Research and Creativity Expo.

Heiss, S. N. (2008). *Karen and Roger Deardorf Graduate Student Research Travel Award*. COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

Heiss, S. N. (2006-2008). *Regents Graduate & Professional Fellowship*. Ohio Board of Regents.

Research Interests

I am dedicated to developing theoretical and empirical understandings of the public and private social processes that shape and are shaped by how health risks are perceived, discussed, and managed. I explore these issues within and among the following domains:

- Health Communication
- Persuasion and Social Influence
- Strategic Communication
- Health Promotion & Social Marketing
- Crisis & Risk Communication
- Social Construction of Risk & Science
- Public Understandings of Health
- Organizing for health
- Health Media
- Health Advocacy
- Consumer Culture
- Food Studies

Research Publications

Refereed Publications

Heiss, S. N. (In press). Locating the bodies of women and disability in definitions of beauty: An analysis of Dove's Campaign for Real Beauty. *Journal of Disabilities Studies*.

Ledbetter, A., **Heiss, S. N.**, Sibal, K., Lev, E., Battle-Fisher, M., & Shubert, N. (2010). Invasions of privacy: An analysis of college students' reported invasions of privacy in face to face and mediated contexts. *Communication Studies*, 61(2), 184-204

Quick, B. L. & **Heiss, S. N.** (2009). An empirical investigation of value-, impression-, and outcome relevant involvement on attitudes and purchase intentions of foods high in fiber. *Communication Studies*, 60(3), 253-267.

Manuscripts Under Revision

Heiss, S. N. (Accepted with revision). 'Healthy' discussions about risk: The Corn Refiners Association's strategic negotiation of authority in the debate over high fructose corn syrup. *Public Understanding of Science*.

Heiss, S. N. & Bates, B. R. (Revised and resubmitted). Where's the joy: An exploration of representation of taste, tradition, science in Joy of Cooking. *Food, Culture and Society*.

Heiss, S. N. & Carmack, H. J. (Revised and resubmitted). Knock, knock; Who's there?: Making sense of organizational entrance through humor. *Management Communication Quarterly*.

Manuscripts in Progress

Heiss, S. N. (In progress). Weighty Issues in Professional Socialization: Representations of weight and activity in nutritional textbook illustrations. *Manuscript draft completed. Undergoing minor revisions.*

Presentations at Learned Societies

Competitively Selected

Heiss, S. N. (2010). *Food and Communication*. Round-table participant at the Chew On This: Food Studies in Communication Scholars' Seminar at the annual meeting of the National Communication Association in San Francisco, California.

Heiss, S. N. (2010). *Representations of weight and activity in nutritional textbook illustrations*. Paper presented at the annual meeting of the National Communication Association in San Francisco, California.

Heiss, S. N. (2010). *Reconstructing high fructose corn syrup's image: Expertise and uncertainty as a rhetorical strategies in the Corn Refiners of America's Sweet Surprise campaign*. Paper presented at the annual meeting of the Ohio Communication Association in Springfield, Ohio. (**Top Graduate Student Paper**).

Heiss, S. N. & Bates, B. R. (2010). *Where's the Joy: An exploration of representation of taste, tradition, science in Joy of Cooking*. Paper presented at the annual meeting of the Eastern Communication Association in Baltimore, Maryland.

Heiss, S. N. (2010). *Reflexivity and (not so) fatal errors*. Panelist at the annual meeting of the Eastern Communication Association in Baltimore, Maryland.

Heiss, S. N. (2009). *Locating the bodies of women and disability in definitions of beauty: An analysis of Dove's Campaign for Real Beauty*. Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois.

Heiss, S. N. (2009). *The social construction of food risks*. Poster presented at the annual meeting of the National Communication Association in Chicago, Illinois.

Ledbetter, A., Heiss, S. N., Sibal, K., Lev, E., Battle-Fisher, M., Shubert, N. (2009). *Invasions of privacy: An analysis of college students' reported invasions of privacy in face to face and mediated contexts*. Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois.

Heiss, S. N. (2009). *Exploring definitions of intercultural communication competency in the*

healthcare setting. Paper presented at the annual meeting of the Ohio Communication Association in Columbus, Ohio.

Heiss, S. N. (2008). *Organizational entrance and humorous communication*. Paper presented at the annual meeting of the National Communication Association in San Diego, California.

Heiss, S. N. (2008). *Politicizing embodied beauty through defining practices*. Paper presented at the annual meeting of the Ohio Communication Association in Marietta, Ohio.

Heiss, S. N. (2008). *Making the consumer's heart pump (RED)?: An analysis of the (product)^{RED} campaign and the construction of a consumer-citizen*. Paper presented at the annual meeting of the Ohio Communication Association in Marietta, Ohio.

Heiss, S. N. (2008). *Humor during organizational entry*. Presented at the COMSubstantiality research sessions for the School of Communication Studies in Athens, Ohio.

Heiss, S. N. (2008). *Anti-fat biases: The influence of dissuasive messages on implicit attitudes*. Poster presented at Ohio University's annual Research and Creativity Expo. (**First Place, Communication Division One**).

Heiss, S. N. (2006). *An exploration of the relationship between consumers' need for cognition and the use of nutritional information on canned food goods*. Paper presented at the student research conference at Heidelberg College in Tiffin, Ohio.

Invited Presentations

Heiss, S. N. (2010). *Textbook politics: Representations of weight and health activities in nutrition textbook images*. Presented at the Fall Research Dialogue Forum sponsored by the National Communication Associations Student Club of Ohio University.

Heiss, S. N. (2010). *Food & cultural capitol*. Presented School of Communications Studies' Fall interdisciplinary colloquium at Ohio University.

Heiss, S. N. (2010). *Food, gender, and identity*. Presented at the Professional Dialogue Forum sponsored by the National Communication Associations Student Club of Ohio University.

Panel Chair and Respondent Role

Heiss, S. N. (2010). *Cross-cultural examinations of domestic and international news*. Panel chair at the annual meeting of the National Communication Association in San Francisco, California.

Heiss, S. N. (2010). *Great ideas for teaching speech*. Panel chair at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

Research Assistantships

Research Assistant. (Winter & Spring 2010). School of Communication Studies, Ohio University.
Advisor: Dr. William L. Benoit
Collected and organized electronic copies of publications relevant to the Elaboration Likelihood Model, the Heuristic Systemic Model, and Cognitive Response Theory.

Research Assistant. (Winter & Spring 2007). School of Communication Studies, Ohio University.
Advisor: Dr. Brian L. Quick
Trained and led a team of undergraduate research assistants to collect experimental and survey data within a consumer setting. Participated in data analysis and the construction of a final document for publication throughout revision process.

Teaching Interests

I see the classroom as a point of connection—connecting ideas and people. I attempted to facilitate connections in the classroom by (1) engaging diverse interests, (2) cultivating student efficacy as communicators, and (3) honoring the process of becoming. I am interested in applying my teaching philosophy in courses related to the following topics:

- Health Communication & Promotion
- Persuasion and Social Change
- Strategic Communication
- Crisis and Risk Communication
- Social Construction of Health & Science
- Public Understandings of Health
- Risk, Decisions, & Behaviors
- Health Politics, Disparities & Stigma
- Health & Intercultural Communication
- Health & Science Journalism
- Health Media & Technologies
- Organizing for Health
- Health Advocacy
- Fundraising & Event Planning for Health-Causes and Nonprofits
- Applied Public Relations
- Food as Communication
- Consumer Culture

Teaching Experience

Instructor of Record. School of Communication Studies, Ohio University

- COMS 103- Public Speaking
Approximately 25 students
Covered theories and skills related to successful communication in the public context. Assisted students with the development and performance of informative, persuasive, special occasion speeches. Projects utilized Microsoft Word and Power Point to develop outlines and sensory aids for presentations.
- COMS 304- Techniques of Interviewing
Approximately 30 students
Explored communicative situations commonly encountered in organizational and professional environments. Elicited intensive practice through role-playing and real-life interviews in and out of class. Projects utilized Skype, digital audio-recorders, Microsoft

Word, Smile Box, Photo Story 3 and/or iMovie programs to develop public presentations based on interview materials.

- COMS 342- Communication and Persuasion

Approximately 25 students

Surveyed theories associated with the developing, modifying, and extinguishing attitudes, beliefs, and behaviors. Grounded theories in current research and professional contexts. Projects utilized Microsoft Word, Adobe Photoshop, Photo Story 3, and/or iMovie programs to develop persuasive advertisements and public service announcements.

Teaching Assistant, School of Communication Studies, Ohio University

- COMS 101- Foundations of Human Communication

Approximately 400 students

Surveyed human communication theories with focus on variety of contexts including dyadic, small group, and public communication experiences. Specifically, managed student grades and taught critical thinking, global communication, and health communication. Projects utilized Windows Movie Maker, Photo Story 3 and/or iMovie programs to develop persuasive public service announcements.

Writing Assistant. English Department, Hiram College

- Writing Center

Approximately 1-10 students

Facilitated writing-workshops to help students from a variety of disciplines critically evaluate and encourage the growth of other authors. Mentored traditional and non-traditional students one-on-one to develop their competency and confidence as writers.

Teaching Presentations

Competitively Selected

Heiss, S. N. (2010). *Health and interpersonal communication: Connecting subdisciplines in the classroom.* Panelist at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

Sibal, K., & **Heiss, S. N.** (2010). *Exploring student experiences of family and health through compliance gaining.* Presented at the annual meeting of the Ohio Communication Association in Springfield, Ohio.

Heiss, S. N. (2009). *Honey, I love you: An activity to identify and practice nonverbal communication skills.* Great Ideas for Teachers of Speech. Paper presented at the annual meeting of the National Communication Association in Chicago, Illinois. (**Top Ten Paper**)

Heiss, S. N. (2009). *Group norms theory: An opportunity to inspiring connections between course activities, students and teachers.* Presented at the annual meeting of the Ohio Communication Association in Columbus, Ohio.

Invited Presentations

Heiss, S. N. (2010). *Digital storytelling as public communication: Teaching assistant training on Photo Story 3*. Presented to Public Speaking teaching assistants in School of Communications Studies' at Ohio University.

Heiss, S. N. (2010). *Strategies and techniques for being an effective graduate student at OU*. Presented to the School of Communications Studies' fall first year colloquium at Ohio University.

Heiss, S. N. (2009). *Inspiring connections in the classroom: An exploration of weight bias and group communication*. Presented to the School of Communications Studies' spring research and teaching colloquium at Ohio University.

Relevant Professional Activities

Work Experience

Editor of Health Newsletter. (2004-2006). Health Center, Hiram College.
Promoted healthy behaviors by selecting appropriate health information and adapting a writing and format style enjoyable and educational for college students.

Health Educator. (2005). Department of Public Health, Virginia Beach, Virginia.
Encouraged individuals and community to adopt healthy exercise and eating habits through educational programming. Collected and analyzed data to identify audience needs prior to planning, implementing, and evaluating programs.

Writer. (2004-2005). Factmd.com, Online
Wrote articles concerning current health issues reported in scholarly journals at an information level appropriate for the needs of the general population.

Health Communication Specialist. (2004). Department of Public Health, Virginia Beach, Virginia.
Developed brochures and literature discussing health related issues for publication by the media and distribution to the public. Wrote speeches for a graduation and the quarterly business meeting. Followed prescribed editorial styles and format standards.

Agricultural Sales Representative. (2002-2004). Pioneer Trail Orchard, Hiram, Ohio.
Planned and conducted agricultural tours for small and large groups of clients ranging in age from preschool to adulthood to promote environmental sustainability and farm's products and services.

Professional Development

Participant. (2010). Multiple Stories for Multiple Audiences: Bridging Stakeholder Communities with Crystallization. Mini-Conference at the annual meeting of the National Communication Association in San Francisco, California.

Participant. (2010). Digital Storytelling: Integrating Technology into the Classroom. Professional Development Seminar at Hocking Community College in Nelsonville, Ohio.

Participant. (2008). Health Communication Pre-Conference at the annual meeting of the National Communication Association in San Diego, California.

Participant. (2008). Methods and Measures in Social Cognition and Communication. Summer Conference sponsored by the National Communication Association in College Park, Maryland.

Participant. (2006). Introduction to Teaching the Basic Course Curriculum. School of Communication Studies, Ohio University in Athens, Ohio.

Participant. (2003). Teaching and Supervising Writing. Department of English, Hiram College in Hiram, Ohio.

Professional Affiliations

- National Communication Association (2006-present)
- Ohio Communication Association (2008-present)
- Eastern Communication Association (2009-present)

Professional Service

Communication Discipline

Invited Reviewer. (2010). *Public Understanding of Science*. Susan Howard (ed.).

Invited Reviewer. (2010). Graduate Education Interest Group. Association for Education in Journalism and Mass Communication.

Reviewer. (2010). Mass Communication Division. National Communication Association.

Reviewer. (2010). Communication as Social Construction Division. National Communication Association.

Reviewer. (2009, 2010). Social Cognition Division. National Communication Association.

Reviewer. (2009, 2010). Short Course Division. National Communication Association.

Invited Reviewer. (2009, 2010). *Health Communication*. T. L. Thompson (ed.).

Assistant to the Director. (2009) Short Course Division. National Communication Association.

Reviewer. (2009). Health Communication Division. International Communication Association.

Reviewer. (2008). Mass Communication Division. International Communication Association.

Department

Committee Member. (2009). Health Communication Job Search Committee. School of Communication Studies, Ohio University.

Committee Member. (2009). Budgetary Planning Committee. School of Communication Studies, Ohio University.

Assistant to the Director. (2009). COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

Thai Student Mentor. (2008-2009). School of Communication Studies, Ohio University.

Committee Member. (2008). COMSubstantiality Research and Recognition Session, School of Communication Studies, Ohio University.

First-Year Mentor. (2007-2008). School of Communication Studies, Ohio University.

Community

Assistant Leader. (2010). Central Voices: Storytelling in Public Contexts. Central United Methodist Church. Athens, Ohio.

Volunteer. (2009-present). Trimble Elementary Walk to School Days, Glouster, Ohio.

Volunteer. (2008-present). Annual Walk for the Homeless. Athens, Ohio.

Graduate Course Work: Ohio University

Below, I list the graduate courses I have taken to complete my doctorate in Communication Studies. Course identification numbers and titles are listed according to my programs of study to best conceptualize my methodological sensibilities and strengths as a scholar of health, science, and risk communication.

<u>Conceptual and Practical Foundations of Communication</u>	
<i>Course #</i>	<i>Complete Course Title</i>
COMS 705	Communication Theory I
COMS 711	Research Methods I
COMS 706	Communication Theory II
COMS 712	Research Methods II
COMS 731	Introduction to Relating and Organizing
COMS 741	Introduction to Rhetoric and Popular Culture
COMS 751	Introduction to Health Communication

<u>Health Communication</u>	
<i>Course #</i>	<i>Complete Course Title</i>
COMS 710	Diffusion of Innovations
COMS 780 C	Discourses, Organizing, and Health
COMS 780 F	Discourses of Difference and Disability
COMS 780 G	Social Construction of Risk
COMS 780 N	Public Understandings of Health
COMS 780 E	Relational Issues and Health
COMS 794	Independent Study: Feminist-Disability Theory (Dr. Lynn Harter)

<u>Organizational and Interpersonal Communication</u>	
<i>Course #</i>	<i>Complete Course Title</i>
COMS 78 0M	Organizational Communication Perspectives
COMS780 A	Integrated Research Praxis
COMS 780 D	Conflict and Communication
COMS 831	Interpersonal Communication Perspectives
COMS 690	Independent Study: Goffman's Dramaturgical Perspective (Dr. Bill Rawlins)

<u>Research Competency</u>	
<i>Course #</i>	<i>Complete Course Title</i>
EDRE 720	Educational Statistics
EDRE 723	Questionnaires and Non parametric Statistics
EDRE 721	Regression Analysis
COMS 780 B	Structural Equation Modeling
JOUR 821	Content Analysis
MRKT 579	Marketing Research Methods
JOUR 880	Mind Over Media: Social Cognition & Communication Research
MRKT 597	Independent Study: Qualitative Methods in Consumer Research (Dr. Jane Sojka)

Undergraduate Course Work: Hiram College

I pursued a liberal arts education as an undergraduate student at Hiram College. I majored in Communication and took 28 credit hours of course work in the functional sciences, such as chemistry and biology, to develop my social and scientific understandings of health and science issues. Below, I list the identification numbers and titles of the courses that were most relevant to my development as a scholar of communication in the contexts of health, science, and risk.

<u>Social Sciences</u>	
<i>Course#</i>	<i>Complete Course Title</i>
FSEM 125	Oral Discourses

COMM 242	Television: Medium and Messages
COMM 250	Communication Between Cultures
COMM 326	Persuasion and Attitude Change
COMM 353	Intercultural Health Care Communication
COMM 470	Communication and Research Methodologies
BIMD 280	Science in the New York Times
INDP 360	Topics in Literature and Medicine
WRIT 313	Teaching and Supervising Writing
WRIT 318	Memoir Writing

<u>Functional Sciences</u>	
<i>Course#</i>	<i>Complete Course Title</i>
BIOL 141	Introductory Biology: Zoology
BIOL 230	Molecular and Cellular Biology
CHEM 120	General I: Structure and Bonding
CHEM 121	General II: Introduction to Chemical Analysis
CHEM 220	Introduction to Organic Chemistry
BIMD 280	Science of Nutrition
PHED 244	Athletic Training