

DRAFT 3 Year Curriculum Vitae

Patrick F Merle

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General Information

University address: School of Communication
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Professional Preparation (Highest Degree Only)

2013 Ph.D, Texas Tech University. Major: Media & Communication. Supervisor:
Coy Callison, Ph.D.

Unspecified Name. (2013). *Political aptitude: A Pas de Deux with Agenda-Setting?* Unpublished doctoral dissertation, Texas Tech University.

Professional Experience

2020–present School Director, School of Communication, Florida State University.

2018–present Associate Professor, School of Communication, Florida State University.

Visiting Professorship(s)

2024 Visiting Professor at ESDES School of Business and Management, Lyon, France.

2023 Visiting Scholar at ESDES School of Business and Management, Lyon France.

Current Membership in Professional Organizations

Association for Education in Journalism and Mass Communication
Comparative media Agenda Project

Teaching

Courses Taught

Political Communication (COM5546)
Directed Individual Study (COM5906)
PR Internship (PUR4940)
Crisis Communication (PUR4400)
Preparation for the Preliminary Examination (COM6900)
Writing for the Electronic Media (RTV3101)
Communication Internship (COM4945)
Directed Individual Study (COM4905)
Honors Work (COM4909)

Doctoral Committee Member

Floyd, C., doctoral student.

Master's Committee Chair

Willems, B., graduate. (2024). *From Benchwarmer to MVP: How Decathlon Belgium can turn sustainability into a winning strategy*. [Britt Willems is a MA student at ESDES School of Business and Management, Lyon, France]

Master's Committee Member

Montwill, P., student. [Outside member as student is from another institution]

Bachelor's Committee Chair

Croft, A., student. *Big words in big business: How scienceploitation has invaded consumer society*.

Krueger, M., student. *The Thompson effect: A national study of women sideline reporters*.

Vega Cline, S., student. *The journey, not the destination: Exploring social media and FOMO among short-term study abroad students*.

Research and Original Creative Work

Publications

Refereed Journal Articles

- Harvell Bowman, L., Merle, P. F., Montwill, P., Gilmore, G., Nassif, A., & Klein, A. (2024). COVID-19 and Perceived Risk: Examining Mortality Salience and Political Decision-Making During a Pandemic. *Journal of Risk Research*, 27(3), 423-437. doi:10.1080/13669877.2024.2350710
- Kharkwal, A., Clayton, R. B., Park, J., Ridgway, J. L., & Merle, P. F. (2024). Are Instagram gym advertisements working out? An experimental study of model body-size and slogan-type. *Health Communication*. doi:https://doi.org/10.1080/10410236.2024.2342489
- Merle, P. F., Cortese, J., & Diwanji, V. (2024). Measuring the impact of message format about handwashing on behavioral intentions in the first weeks of COVID-19. *Journal of Visual Communication in Medicine*. doi:10.1080/17453054.2024.2370806
- Diwanji, V. S., Cortese, J., & Merle, P. F. (2023). Fighting a Global Pandemic in the Digital Age: Use of Infographics to 'Flatten the Curve' in the U.S. and India. *International Journal of Strategic Communication*, 17(5), 415-438. Retrieved from https://www.tandfonline.com/doi/full/10.1080/1553118X.2023.2231409?casa_token=t48dHS8vBuwAAAAA%3ALTUm17v5Nu6NEkwp44FXuEICsIvd-PhRx3FbtBHBHYHEegv27M6WRWUY_mFEuPF0sEeJ8S8mFeUOl doi:https://doi.org/10.1080/1553118X.2023.2231409
- Bailey, R., Merle, P. F., Kyeongwon, K., & Narine, Y. (2023). Perceived Stress Increases Susceptibility to Visual Food Cues in Fast-food Menu Selections. *Physiology & Behavior*, 266(1). Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0031938423001300> doi:https://doi.org/10.1016/j.physbeh.2023.114205
- Ray, E. C., & Merle, P. F. (2021). Disgusting Face, Disease-ridden Place?: Emoji Influence on the Interpretation of Restaurant Inspection Reports. *Health Communication*, 36(14), 1867-1878. Retrieved from https://www.tandfonline.com/doi/full/10.1080/10410236.2020.1802867?casa_token=5s0p7cGoMdkAAAAA%3AriTaXjs7qHq3oJmTCnczkNnbIR19Z-oo6O4JBIf_yHxg88TPh7L7I48pX3K6RaZAYnmLf8uOTceN doi:https://doi.org/10.1080/10410236.2020.1802867
- Proffitt, J., Escobar Salazar, N., Cortese, J., & Merle, P. F. (2021). The Rush to Return to Live Sports Events: A Political Economic Analysis of Sports in the Time of COVID-19. *The Political Economy of Communication*, 9(1), 22-40. Retrieved from <http://polecom.org/>

index.php/polecom/article/view/135

Kinsky, E., Merle, P. F., & Freberg, K. (2021). Zooming through a pandemic: An examination of marketable skills gained by university students during the COVID-19 crisis. *The Howard Journal of Communications*, 32(5), 507-529. Retrieved from <https://doi.org/10.1080/10646175.2021.1965927> doi:<https://doi.org/10.1080/10646175.2021.1965927>

Refereed Book Chapters

Wendorf Muhamad, J., & Merle, P. F. (2021). Identity and Information Overload: Examining the Impact of Health Messaging in Times of Crisis. In Dan O'Hair, & Mary O'Hair (Eds.), *Communicating Science in Times of Crisis: The COVID -19 Pandemic* (pp. 110-127). Wiley. Retrieved from <https://doi.org/10.1002/9781119751809.ch5>

Presentations

Refereed Papers at Conferences

Water, R., Gagliano, B., & Merle, P. F. (presented 2024, April). *The Emergence of Stewardship and Corporate Social Responsibility as Public Relations Strategies by United States' Marathon Organizers*. Paper presented at Annual conference of the Southern States Communication Association, Southern States Communication Association, Frisco, TX. (National)

Merle, P. F., Lee, Nicole, M., & Croft, A. (presented 2024, March). *Scienceploitation: The Influence of Organization-Public Relationships on Perceptions of Disputed and Undisputed Scientific Claims in the Wellness Industry*. Paper presented at International Public Relations Research Conference, International Public Relations Research Conference, Orlando, FL. (International)

Ray, E. C., Merle, P. F., & Lane, K. (presented 2024, March). *Sticking to the Script: Can AI Craft Credible Crisis Responses?* Paper presented at International Crisis and Risk Communication Conference (ICRCA), 2024, International Crisis and Risk Communication, Orlando, FL. (International)

Merle, P. F., Cortese, J., & Diwanji, V. S. (presented 2021). *Wash, Rinse, Repeat: Investigating the Information Design Effectiveness of COVID-19 Preventive Health Guidelines*. Paper presented at 71st Annual Conference, International Communication Association, virtual. (International)

Contracts and Grants

Contracts and Grants Funded

Merle, P. F., Ray, E., & Johnson, B. (Jun 2024–Jun 2026). *Uncertain about the Cone of Uncertainty?: Examining the impact of the new NHC visual about tropical cyclones on coastal communities*. Funded by FSU Office of Research. (046990). Total award \$85,106.

Wendorf Muhamad, J., Merle, P. F., Ippolito, T., & Ichplani, P. (2021–2021). *Examining the Impact of Communicative Processes of Civic Engagement Among College Students*. Funded by The Institute of Politics, Florida State University. Total award \$20,000.

Contracts and Grants Pending

Merle, P. F., Whyte, J., & Worts, P. (May 2024). *What are the best communications methods for physical therapists?* Submitted to National Institute of Health. Total award \$281,270.

Topic, M., Merle, P. F., Eng, N., & Vasquez, R. (Feb 2024). *Smashing the Habitus: An Inquiry into Social and Cultural Capital of Hispanic Students to Increase Career Prospects and Create Diverse Leaders of the Future*. Submitted to Spencer Foundation. Unspecified award amount.

Merle, P. F., & Hohense, J. (Jan 2024). *The development of positive VRUs messaging for a stronger safety culture*. Submitted to National Safety Council. Unspecified award amount.

Service

Florida State University

FSU University Service

Research Member, Researcher for the University Reputation Analysis (2024–present).

Faculty Advisory Committee Member, Center for Undergraduate Research and Academic Engagement (2024–present).

Honors Liaison, University Honors Program (2023–present).

Committee Member, International Advisory Committee (2019–present).

FSU Department Service

School Director, School of Communication (2020–present).

Coordinator, Quality Enhancement Review (2022–2023).

The Profession

Editorial Board Membership(s)

Journal of Visual Communication in Medicine (2024–present).

Corporate Communications: An International Journal (2023–present).

Frontiers in Communication: Disasters in Communication (2023–present).

Guest Reviewer for Refereed Journals

Journal of Visual Communication in Medicine (May 2024–present).

International Journal of Strategic Communication (Mar 2024–present).

Corporate Communications: An International Journal (Nov 2023–present).

Frontiers in Communication: Disasters in Communication (2023–present).

Health Communication (2023–present).

Journalism (2021–present).

Public Relations Review (2021–present).

Journalism & Mass Communication Quarterly (Oct 2014–present).

Journal of Media Psychology (Mar 2014–present).

Chair of a Symposium

Merle, P. F. (Chair). (2024). *Virtual AEJMC Public Relations Conference*. Symposium conducted at the meeting of Association for Education in Journalism and Mass Communication, virtual.

Service to Professional Associations

Committee Member, IPR Behavioral Insights Research Center, Institute for Public Relations (2024–present).

Research Committee Member, Commission on Public Relations Education (2024–present).

Conference Reviewer, Reviewer for the Public Relations and Communication Theory and Methodology divisions, Association for Education in Journalism and Mass Communication (2013–present).

Conference Reviewer, Reviewer for the Political Communication and Global Communication and Social Change Divisions, International Communication Association (2012–present).

Service to Other Universities

External Committee Member for Accreditation Review, *ESDES - University Catholique de Lyon, France* (2024).

The Community

Advisory Committee Member, International Public Relations Research Conference (2024–present).

Committee Member, Bicycle Safety Coalition (2023–present).