

Nan Li, Ph.D.

Assistant Professor

Department of Life Sciences Communication | University of Wisconsin-Madison
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ACADEMIC APPOINTMENT

- 2020-pres. **Assistant Professor**, Department of Life Sciences Communication
University of Wisconsin-Madison, Madison WI
- 2016-2020 **Assistant Professor**, Department of Agricultural Education &
Communications
Texas Tech University, Lubbock TX
- 2015-2016 **Joan Bossert Postdoctoral Fellow**, Annenberg Public Policy Center
University of Pennsylvania, Philadelphia PA

EDUCATION

- 2015 **Ph.D. in Mass Communications** (minor in Science & Technology Studies)
University of Wisconsin-Madison, Madison WI
- 2011 **M.S. in Life Sciences Communication**
University of Wisconsin-Madison, Madison WI
- 2009 **B.A. in Journalism**
Fudan University, Shanghai, China

PUBLICATION

Peer-Reviewed Journal Articles

**Student authors that I supervised or co-supervised*

31. **Li, N.**, *Villanueva, I. I., Brossard, D., & *Jilk, T. (under review). Enhancing the data-based communication of climate change with visual art. *Nature Climate Change*. Preprint at: <https://doi.org/10.21203/rs.3.rs-2505012/v1>
30. **Li, N.**, Brossard, D., *Yang, S., *Barolo Gargiulo, L. (under review). Using comics for communicating sciences to racially diverse audiences: A study with Black Americans regarding COVID-19 vaccine safety. *Science Communication*.
29. Opat, K., Irlbeck, E., Cummins, R. G., **Li, N.**, & Boren-Alpizar, A. (2022). Get the story straight: Comparing narrative and logical-scientific communication to capture Gen Z's interest in science podcasts. *Journal of Radio & Audio Media*. 1–19.
<https://doi.org/10.1080/19376529.2022.2145481>
28. Hill, N., Meyers, C., **Li, N.**, Doerfert, D., & Mendu, V. (2022). How does the public discuss gene-editing in agriculture? An analysis of Twitter content. *Advancements in Agricultural Development*, 3(2), 31–47. <https://doi.org/10.37433/aad.v3i2.187>

27. Hill, M., Meyers, C., **Li, N.**, Doerfert, D. L., & Mendu, V. (2022). Persuasive effects of metaphors regarding gene-editing in agriculture. *Journal of Applied Communications*. 106(1). <https://doi.org/10.4148/1051-0834.2416>
26. *Regusci, E., Meyers, C., **Li, N.**, & Irlbeck, E. (2022). Exploring news coverage about plant-based milk: A content analysis. *Journal of Applied Communications*. 106 (1). <https://doi.org/10.4148/1051-0834.2405>
25. *Kubacak, K., Meyers, C. Ford, H. **Li, N.** & Irlbeck, E. (2022). Influence of message theme on consumer perceptions of lab grown meat. *Journal of Applied Communications*. 106(1). <https://doi.org/10.4148/1051-0834.2401>
24. **Li, N.**, *Molder, A. L., & *Yang, S. (2022). Visual representations of SARS-CoV-2, emotions, and risk perception of COVID-19. *Health Science Reports*. 5(1). <https://doi.org/10.1002/hsr2.496>
23. **Li, N.** & Qian, Y. (2022). Polarization of public trust in scientists between 1978 and 2018: Insights from a cross-decade comparison using interpretable machine learning. *Politics & the Life Sciences*. 41(1), 45-54. <https://doi.org/10.1017/pls.2021.18>
22. **Li, N.** & *Molder, A. L. (2021). Can scientists use simple infographics to convince? Effects of the “flatten the curve” charts on perceptions of and behavioral intentions toward social distancing measures during the COVID-19 pandemic. *Public Understanding of Science*, 30 (7), 898-912. <https://doi.org/10.1177/09636625211038719>
21. *Steede, G. M., Meyers, C., **Li, N.**, Irlbeck, E. & Gearhart, S. (2020). The influence of framing effects on public opinion of antibiotic use in livestock. *Journal of Applied Communications*. 104(2). <https://doi.org/10.4148/1051-0834.2291>
20. *Cantrell, K., **Li, N.**, Meyers, C., & Akers, C. (2020). Misleading or informing? Examining the effects of labeling design on consumers’ perception of gluten-free products and wheat safety. *Journal of Applied Communications*, 104(1). <https://doi.org/10.4148/1051-0834.2309>
19. *Powers, R., **Li, N.**, Gibson, C., & Irlbeck, E. (2020). Consumers’ evaluation of animal welfare labels on poultry products. *Journal of Applied Communications*, 104(1). <https://doi.org/10.4148/1051-0834.2310>
18. *Bigham, A., Meyers, C., **Li, N.**, & Irlbeck, E. (2019). The effect of emphasizing credibility elements and the role of source gender on perceptions of source credibility. *Journal of Applied Communications*, 103(2). <https://doi.org/10.4148/1051-0834.2270>
17. *Steede, G. M., Meyers, C., **Li, N.**, Irlbeck, E. & Gearhart, S. (2019). A content analysis of antibiotic use in livestock in national U.S. newspapers. *Journal of Applied Communications*, 103(1). <https://doi.org/10.4148/1051-0834.2237>
16. *Steede, G., Meyers, C., **Li, N.**, Irlbeck, E., Gearhart, S. (2018). A sentiment and content analysis of Twitter content regarding the use of antibiotics in livestock. *Journal of Applied Communications*, 102(4). <https://doi.org/10.4148/1051-0834.2225>
15. **Li, N.**, & Su, L. Y.-F. (2018). Message framing and climate change communication: A meta-analytical review. *Journal of Applied Communications*, 102(3), Art. 4. <https://doi.org/10.4148/1051-0834.2189>
14. **Li, N.**, Brossard, D., Scheufele, D. A., Wilson, P. P. H., & Rose, K. M. (2018). Communicating data: Interactive infographics, scientific data and credibility. *Journal of Science Communication*, 17(02), A06. <https://doi.org/10.22323/2.17020206>
13. **Li, N.**, Brossard, D., Scheufele, D.A., & Wilson, P. P. H. (2018). Policymakers and stakeholders’ perceptions of science-driven nuclear energy policy. *Nuclear Engineering and Technology*, 50 (5), 773-779. <https://doi.org/10.1016/j.net.2018.03.012>
12. Howell, E. L., **Li, N.**, Akin, H., Scheufele, D. A., Xenos, M. A., & Brossard, D. (2017). How do U.S. state residents form opinions about “fracking” in social contexts? A multilevel analysis. *Energy Policy*, 106, 345–355. <http://doi.org/10.1016/j.enpol.2017.04.003>

11. **Li, N.**, Hilgard, J., Scheufele, D. A., Winneg, K. M., Jamieson, K. H. (2016). Cross-pressuring conservative Catholics? Effects of Pope Francis' encyclical on the U.S. public opinion of climate change. *Climatic Change*, 139 (3), 367-380. doi: 10.1007/s10584-016-1821-z.
10. **Li, N.**, Brossard, D., Anderson, A. A., Scheufele, D. A., & Rose, K. M. (2016). How do policymakers and think tank stakeholders prioritize the risks of the nuclear fuel cycle? A semantic network analysis. *Journal of Risk Research*, 21 (5), 599-621. doi:10.1080/13669877.2016.1223164.
9. **Li, N.**, Akin, H., Su, L. Y-F., Brossard, D., Xenos, M., & Scheufele, D.A. (2016). Tweeting disaster: A content analysis of online discourse about nuclear power in the wake of the Fukushima Daiichi nuclear accident. *Journal of Science Communication*. 15 (05), A02.
8. **Li, N.**, Brossard, D., Su, L. Y.-F., Liang, X., Xenos, M., & Scheufele, D. A. (2015). Policy decision-making, public involvement and nuclear energy: what do expert stakeholders think and why? *Journal of Responsible Innovation*, 2(3), 266–279. doi: 10.1080/23299460.2015.1104175
7. Wang, Y., **Li, N.**, & Li, J. (2014). Media coverage and government policy of nuclear power in the People's Republic of China. *Progress in Nuclear Energy*, 77, 214-223.
6. Wang, Y., Li, J., Chen, R., & **Li, N.** (2014). News media framing of nuclear power in china from 2004 to 2013. International Conference on Nuclear Engineering, Proceedings, ICONE, 6. <https://doi.org/10.1115/ICONE22-30940>
5. **Li, N.**, Anderson, A. A., Brossard, D., & Scheufele, D. A. (2014). Channeling science information seekers' attention? A content analysis of top-ranked vs. lower-ranked sites in Google. *Journal of Computer-Mediated Communication*, 19(3), 562-575.
4. Runge, K. K., Yeo, S. K., Cacciatore, M. A., Scheufele, D. A., Brossard, D., Xenos, M. A., Anderson, A. A., Choi, D-H., Kim, J., **Li, N.**, Liang, X., Stubbings, M. Su, L. Y.-F. (2013). Tweeting nano: How public discourse about nanotechnology develops in social media environments. *Journal of Nanoparticle Research*, 15(1), 1-11.

Book Chapter

3. **Li, N.**, Stroud, N. S., & Jamison, K. H. (2017). Overcoming false causal attribution: Debunking the MMR-autism association. *The Oxford Handbook for the Science of Science Communication*. Oxford University Press.
2. **Li, N.** & Lull, R. B. (2017). Overview for PART V: The role, power, and peril of media for the communication of science. *The Oxford Handbook for the Science of Science Communication*. Oxford University Press.
1. Hilgard, J. & **Li, N.** (2017). Overview for PART I: The science of science communication. *The Oxford Handbook for the Science of Science Communication*. Oxford University Press.

RESEARCH SUPPORT

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| 2024-2026 | PI, Wisconsin Sea Grant in support of “Communicating ice safety through the lens of climate change with anglers in the Bay of Green Bay.” (Co-PIs include Bret Shaw and Dominique Brossard) \$217,302, pending. |
| 2023-2024 | Co-PI, Baldwin Wisconsin Idea Endowment in support of “Tactile mitosis: Using art to make science accessible for the blind and low-vision community.” (Other PIs include Ahna Skop and Kate Forer) \$46,047, pending. |
| 2022-2024 | PI, USDA-NIFA in support of “Connecting consumers with CRISPR-edited agriculture: Developing communication strategies for overcoming aversion to unnaturalness” \$99,996, funded. |

- 2018-2020 PI, Texas Department of Agriculture in support of “Pesticide outreach and education improvement project” (other co-PIs include Courtney Gibson and Erica Irlbeck) \$187,568, funded.
- 2016-2020 Co-PI, Texas Tech University and Bayer CropScience in support of “Texas Tech University Center for Agri-Science Communications” (PI: Erica Irlbeck) \$215,700, funded.
- 2016 Co-PI, Annenberg Public Policy Center in support of “Understanding public perception of the transparency principle and credibility of research organizations” (PI: Asheley Landrum) \$10,000, funded.

HONOR, AWARD & FELLOWSHIP

- 2021 Madison Teaching and Learning Excellence (MTLE) Fellow, UW-Madison.
- 2020 Outstanding Faculty, College of Agriculture and Natural Resources, TTU.
- 2019 Competitive Summer Salary Support, College of Agriculture and Natural Resources, TTU.
- 2015 Joan Bossert Postdoctoral Fellowship, Annenberg Public Policy Center.
- 2015 Jan Terry Scholarship Award, UW-Madison.
- 2014 Vilas Conference Presentation Awards, UW-Madison.
- 2014 Student Travel Award, International Communication Association (ICA).
- 2013 Nelli McCannon Life Sciences Communication Award, UW-Madison.
- 2012 Nelli McCannon Life Sciences Communication Award, UW-Madison.
- 2011 International Academic Achievement, UW-Madison.

CONFERENCE PRESENTATION

**Student authors that I supervised or co-supervised*

- 2023 Villanueva, I.I.*, **Li, N.**, Brossard, D., Van Matre, B.*, Jilk, T.* Seeing COVID-19 through art: Examining the potential effects of visual art on social media engagement and information recall. [Individual paper]. Public Communication of Science and Technology (PCST) conference, April 11-14, Rotterdam, Netherlands.
- 2023 **Li, N.**, Villanueva, I.I.*, Brossard, D., Jilk, T.*, & Van Matre, B*. Prompting reflection on visual art mitigates political division on the perceived relevance of climate change. [Individual paper]. Public Communication of Science and Technology (PCST) conference, April 11-14, Rotterdam, Netherlands.
- 2022 **Li, N.**, Brossard, D., Yang, S*, Barolo Gargiulo, L.* Disseminating science to underserved audiences through (drawn) visual narratives. Paper presented at the 2022 Association for Education in Journalism and Mass Communication (AEJMC) Conference. August 3-6. Detroit, USA.
- 2022 Yang, S.*, **Li, N.**, Brossard, D., & Barolo Gargiulo, L.* Examining the roles of visual narratives in mitigating the gap in racial groups’ understanding of COVID-19 vaccine safety. Paper presented at the 2022 Association for Education in Journalism and Mass Communication (AEJMC) Conference. August 3-6. Detroit, USA.
- 2021 **Li, N** & Qian, Y. Polarization of Public Trust in Scientists: Insights from a Cross-Decade Comparison Using Interpretable Machine Learning, 1978-2018. Paper presented at the annual convention of Midwest Association for Public Opinion Research (MAPOR), Chicago, IL. November 19-20.

- 2021 **Li, N.** & Molder, A. L.* Effects of the “flatten the curve” charts on perceptions of and behavioral intentions toward social distancing measures during the COVID-19 pandemic. Paper presented at the annual convention of Midwest Association for Public Opinion Research (MAPOR), Chicago, IL. November 19-20.
- 2021 Hill, N.*, Meyers, C., **Li, N.**, Doerfert, D., & Mendu, V. A systematic metaphor analysis of gene-editing in agriculture in online U.S. news. Paper presented at the Western Region American Association for Agricultural Education (WR-AAAE) Annual Conference, Bozeman, MT, United States. September 27-29.
- 2021 Hill, N.*, Meyers, C., **Li, N.**, Doerfert, D., & Mendu, V. Persuasive effects of metaphors regarding gene-editing in agriculture. Paper presented at the annual convention of the American Association for Agricultural Education (AAAE), Virtual. May 24-27
- 2021 Regusci, E.*, Meyers, C., **Li, N.**, & Irlbeck, E. A content analysis of news coverage about plant-based milk. Paper presented at the annual convention of the Association for Communication Excellence Annual Research Conference (ACE), Virtual. June
- 2021 **Li, N.**, Molder, A. L., & Yang, S. Decoding the “spiky fuzz-ball”: Visual representation of SARS-Cov-2, emotions, and risk perception of COVID-19. Paper presented at the annual convention of National Communication Association (NCA), Seattle, WA. November 18-21.
- 2020 Opat, K., Irlbeck, E., **Li, N.**, Cummins, R. G., Boren-Alpizar, A. Disseminating scientific information to Gen Z through podcasts: The effect of using narrative or logical-scientific information on audience interest and perceived credibility. Paper presented at the Western American Association of Agricultural Educators (WAAAE) Annual Conference, Bozeman, MT.
- 2020 **Li, N.** Interactive data visualizations as persuasive devices for climate change communication. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Virtual Conference. August 6-9.
- 2020 Qian, Y. & **Li, N.** Polarization of Public Trust in Scientists: Insights from a Cross-Decade Comparison Using Machine Learning, 1978-2018. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Virtual Conference. August 6-9.
- 2020 *Boykin, K., Meyers, C., **Li, N.**, & Kennedy, L. Influence of Message Theme on Consumer Perceptions of Lab Grown Meat. Paper presented at the American Association for Agricultural Education (AAAE) National Research Conference. Virtual Conference. May 19.
- 2020 **Li, N.**, *Regusci, E., Gibson, C. & Irlbeck, E. Promoting Public’s Understanding of Pesticide Safety: Insights from A Survey of Texas Residents. Poster presented at the Association for Communication Excellence (ACE) National Research Conference, Chicago, IL, USA, June 22-25.
- 2019 Meyers, C., **Li, N.**, Kennedy, L., Gibson, C. & Irlbeck, E. The Ag Comm Block: An Innovative Approach to the Capstone Experience. Abstract presented at the 2019 Texas Tech Regional Engaged Scholarship Symposium. Lubbock, TX, USA, April 10.
- 2019 *Powers, R., **Li, N.**, Gibson, C., & Irlbeck, E. Consumers’ evaluation of animal welfare labels on poultry products. Research paper presented at the annual meeting of the Association for Communication Excellence (ACE) National Research Conference, San Antonio, TX, USA, June 24-27.
- 2019 *Cantrell, K., **Li, N.**, Meyers, C., & Akers, C. The effect of gluten-free labels on consumer perceptions: A framing study. Research paper presented at the annual meeting of the Association for Communication Excellence (ACE) National Research Conference, San Antonio, TX, USA, June 24-27.
- 2019 *Jennings, K., Akers, C., **Li, N.**, & Meyers, C. Testing the effects of beef messaging on purchasing behavior. Research paper presented at the annual meeting of the Association for

- Communication Excellence (ACE) National Research Conference, San Antonio, TX, USA, June 24-27.
- 2019 *Dobelbower, S., Meyers, C., **Li, N.**, & Irlbeck, E. Framing the future of the Ogallala Aquifer: A content analysis of agricultural and mainstream media publications. Poster presented at the annual meeting of the Association for Communication Excellence (ACE) National Research Conference, San Antonio, TX, USA, June 24-27.
- 2019 Gibson, C., *McKinley, K., & **Li, N.** Occupational suicide in farming: A framing analysis of print news coverage of a 2016 CDC Morbidity and Mortality Weekly Report. Poster presented at the annual meeting of the Association for Communication Excellence (ACE) National Research Conference, San Antonio, TX, USA, June 24-27.
- 2019 *Steede, G. M., Meyers, C., **Li, N.**, Irlbeck, E., & Gearhart, S. The influence of framing effects on public opinion of antibiotic use in livestock. Research paper presented at the annual meeting of the American Association for Agricultural Education (AAAE), Des Moines, IA.
- 2019 *Foster, R. R. & **Li, N.** TED talk presenters as agricultural educators for the lay public: An analysis of viewership, presenter identity, and content themes. Poster presented at the 2019 National Agricultural Communications Symposium (NACS), Birmingham, AL, USA, February 3-4.
- 2018 Steede, G. M., Meyers, C., **Li, N.**, Irlbeck, E., & Gearhart, S. A sentiment and content analysis of Twitter content regarding antibiotic use in livestock. Paper presented at the Association for Communication Excellence (ACE) National Research Conference, Scottsdale, AZ.
- 2018 *Bigham, A., Meyers, C., **Li, N.**, & Irlbeck, E. (2018, August). The effect of emphasizing credibility elements and the role of source gender on perceptions of source credibility. Paper presented at the Association for Communication Excellence (ACE) National Research Conference, Scottsdale, AZ.
- 2017 **Li, N.** & *Powers, R. Understanding the U.S. public's risk perception of agricultural use of pesticides. Society for Risk Analysis (SRA), Arlington, VA, USA, December 10-14.
- 2017 **Li, N.** & Anderson, A. A. The role of news sources in shaping risk perceptions of agricultural use of pesticides. American Association for Agricultural Education (AAAE) Western Region, Fort Collins, CO, USA, September 25-27.
- 2017 **Li, N.**, & Su, L. Y.-F. Understanding the Effects of Emphasis Frames on Public Engagement with Climate Change: Evidence from a Meta-Analysis. Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, USA, August 9-12.
- 2016 Landrum, A. R., Hilgard, J., Akin, H., **Li, N.**, & Kahan, D. M. Measuring Interest in Science: The Science Curiosity Scale. In A. Papagragou, D. Grodner, D. Mirman, & J. C. Trustwell (Eds), *Proceedings of the 38th Annual Meeting of the Cognitive Science Society*. (pp. 1619-1624), Austin, TX: Cognitive Science Society
- 2016 Hilgard, J., **Li, N.**, Scheufele, D. A., Winneg, K. M., Hall Jamieson, K. Cross-pressuring Conservative Catholics? The U.S. public's reaction to Pope Francis' encyclical on climate change. International Communication Association (ICA), Fukuoka, Japan, June 9-13.
- 2016 **Li, N.**, Akin, H., Scheufele, D. A., & Jamieson, K. H. Partisan media's effects in shaping Americans' views about Pope Francis. American Association for Public Opinion Research (AAPOR), Austin, TX, USA, May 12-15.
- 2016 Lull, R. B., Akin, H. A., **Li, N.**, Hilgard, J., Landrum, A. R., Barnhart, K. R., . . . Jamieson, K. H. Can a progressive Pope sway skeptics: Tracking public opinion on Pope Francis and climate change. American Association for Public Opinion Research (AAPOR), Austin, TX, USA, May 12-15.

- 2016 **Li, N.**, Hilgard, J., Winneg, K., Scheufele, D. A., & Jamieson, K. H. Even the Pope Has Difficulty Convincing People of Climate Change. American Association for the Advancement of Science (AAAS) Annual Meeting, Washington D.C. February 12-16.
- 2015 **Li, N.**, Akin, H., Howell, E., Brossard, D., Scheufele, D. A., Xenos, M. A. “Fracking” communication and public perception: A multi-level modeling approach. International Association for Media and Communication Research (IAMCR), Montreal, Canada. July 12-16.
- 2015 **Li, N.**, Brossard, D., Scheufele, D. A., Su, L. Y.-F., Wilson, P., & Scopatz, A. Visualizing scientific data for lay audiences: Effects of graphical characteristics on comprehension and confidence in data quality. International Communication Association (ICA), San Juan, Puerto Rico. May 21-25.
- 2015 **Li, N.**, Brossard, D., Scheufele, D. A., Su, L. Y.-F., Wilson, P., & Scopatz, A. Visualizing the nuclear fuel cycle: Effects of graphical characteristics on comprehension and confidence in data quality. American Association for the Advancement of Science (AAAS) Annual Meeting, San Jose, CA. February 12-16.
- 2014 Wang, Y., **Li, N.**, Li, J., Chen, R. News media framing of nuclear power in China from 2004 to 2013, The 22nd International Conference on Nuclear Engineering (ICNE), Prague, Czech Republic, July 7-11.
- 2014 **Li, N.**, Su, L. Y.-F., Liang, X., Brossard, D., & Scheufele, D. A. Policy decision-making, public involvement and nuclear energy: What do expert stakeholders think and why? International Communication Association (ICA), Seattle, WA, May 22-26.
- 2013 **Li, N.**, Brossard, D., & Scheufele, D. A. What do government and non-profit stakeholders want to know about nuclear fuel cycles? A semantic network analysis approach. Society for Risk Analysis (SRA), Baltimore, MD, December 8-11.
- 2013 **Li, N.**, Akin, H., Su, L. Y.-F., Xenos, M. A., Scheufele, D. A., & Brossard, D. Using Twitter to assess public opinion about nuclear power pre- and post-Fukushima. International Communication Association (ICA), London, UK, June 17-21.
- 2013 Su, L. Y.-F., Liang, X., **Li, N.**, Scheufele, D. A., Brossard, D. & Xenos, M. A. (2013, May). Public sentiments online: New tools of measurement combining human- and computer-based coding. American Association for Public Opinion Research (AAPOR), Boston, MA. May 16-19.
- 2013 **Li, N.**, Brossard, D., Xenos, M. A., & Scheufele, D. A. Is deliberative science possible? Examining the links between informational factors, science knowledge, and attitude extremity. American Association for Public Opinion Research (AAPOR), Boston, MA. May 16-19.
- 2012 **Li, N.** Television, knowledge and nuclear power: Examining the cultivation effect of genre-specific television viewing on risk perception of nuclear power. Midwest Association of Public Opinion Research (MAPOR), Chicago, IL, November 16-17.
- 2012 Yeo, S. K., Anderson, A. A., **Li, N.**, Runge, K. K., Brossard, D., Scheufele, D. A., & Xenos, M. A. Exploring the interplay of values and use of information channels on public opinion of nuclear energy. The Behavior, Energy & Climate Change Conference (BECC), Sacramento, CA, November 11-14.
- 2012 Su, L. Y. -F., **Li, N.**, Scheufele, D. A., Brossard, D. & Xenos, M. A. Seeking information about complex science: The interplay of risk-benefit perceptions and prior knowledge. Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, August 10-13.
- 2012 **Li, N.**, & Brossard, D. Do conflicting cues create uncertainty and fear? Exploring the effects of balanced news on perceptions of nanotechnology. International Communication Association (ICA), Phoenix, AZ, May 24-28.

- 2012 Yeo, S. K., **Li, N.**, & Runge, K. K., Brossard, D., Scheufele, D. A. & Xenos, M. A. The opinion dynamics surrounding nuclear energy in the U.S.: Exploring the interplay of risk perceptions, values, mass media use and knowledge on public support for nuclear energy. American Association for Public Opinion Research (AAPOR), Orlando, FL, May 17-20.
- 2011 **Li, N.**, Anderson, A., Ladwig, P., Brossard, D. & Scheufele, D. A. Search engines as “gatekeepers”: Exploration of the online information about nanotechnology. International Communication Association (ICA), Boston, MA, May 26-30.
- 2011 Tsai, J., Liang, X., Konieczna, M., **Li, N.**, & Dunwoody, S. Rethinking attribution of responsibility in a cross-national study of TV news coverage of the 2009 global climate meeting in Copenhagen. International Communication Association (ICA), Boston, MA, May 26-30.

TEACHING & ADVISING

Courses Taught

University of Wisconsin-Madison:

LSC 350 Visualizing Science and Technology (falls 2020-22; spring 2021); LSC625 Risk Communication (fall 2020; spring 2022-23); LSC 875 Visual Communication of Sciences (spring 2022)

Texas Tech University:

ACOM5304 Risk and Crisis Communications in Agriculture & Natural Resources (falls 2016-2019)
ACOM5305 Public Opinion in Agriculture & Natural Resources (springs 2017-2020);
ACOM2302 Scientific Communication in Agriculture & Natural Resources (spring 2017-fall 2019); ACOM4305 Agricultural Communications Campaigns (fall 2016)

University of Wisconsin-Madison (taught as Teaching Assistant):

LSC625 Risk communication (fall 2013)
LSC440 Contemporary technologies and their social effects (fall 2011, spring 2012)

Graduate Advising (*Ph.D. Students)

2022-23 Julianne Renner (chair), *Amanda Molder

2021-22 Thomas Jilk (chair), Leonardo Barolo Gargiulo (chair), *Shiyu Yang, Juliani Rodriguez, Brianna Van Matre

2020-21 Ashley Cate

2019-20 Elise Regusci (chair), Alexandria Tatom (chair), Melissa Ashley (chair), Kimberly Price (chair), Kellie Boykin, Caitlin Stanton, *Austin Moore, *Kelsi Opat, *Nellie Hill, Jacy Cabler, Jaelyn Peckman, Clayton Stanford, Cori Hancock

2018-19 Rachel Remmele (chair), Kimberly Cantrell (chair)

2017-18 Rexanna Powers (chair), Kayla Jennings (co-chair), Shelby Maresca, Sinclair Dobelbower, Leighton Chachere, Leah Curren, Katie McKinley

2016-17 Ariana Bigham, Diane Meyers, Jenna Holt-Day, Bryce White, *Garrett Steede, Jade Farbo

Undergraduate Advising

Faculty advisor, 10 undergraduates majored in life sciences communication, UW-Madison
Academic advisor, 25 undergraduates majored in agricultural communications, TTU
Advisor, Agricultural Communicators of Tomorrow, TTU Chapter (2006-2019)

SERVICES

Ad Hoc Reviewer

Journals:

Public Understanding of Science, Environmental Communication, Science Communication, Journal of Science Communication, Journal of Applied Communications, Frontiers in Communication, Journal of Agricultural Education, International Journal of Public Opinion Research, International Journal of Press/Politics, Energy Policy, Risk Analysis, Renewable & Sustainable Energy, Climatic Change, Journalism, Journal of Broadcasting and Electronic Media, Journal of Contingencies and Crisis Management, Discourse, Context & Media, Sage Open, Cogent Social Sciences, Journal of African and Asian Studies, Journal of Environmental Studies and Sciences, International Journal of Disaster Risk Reduction

Conferences:

National Communication Association (NCA), ESC'19, Association for Education in Journalism and Mass Communication (AEJMC), Association for Communication Excellence (ACE), Southern Association of Agricultural Scientists (SAAS), International Communication Association (ICA), American Association for Public Opinion Research (AAPOR)

Book proposals and chapters:

- Brewer, P. & Ley, B. *Science in the media: Popular images and public perceptions.*

Disciplinary Services

2023 Member, Development Committee, International Environmental Communication Association (IECA)
2017 – pres. Member, Communication/Member Services Committee, American Association for Agricultural Education (AAAE) Western Region
2017 – 2020 Review Board Member, *Journal of Agricultural Education*

University and Departmental Services

2022 Department Diversity Representative, UW-Madison, Departmental Service
2022 Member, Graduate Curriculum Committee, UW-Madison, Departmental Service
2022 Faculty Search Committee Chair, UW-Madison, Departmental Service
2021 Faculty Search Committee Member, UW-Madison, Departmental Service
2019 Poster Reviewer, Undergraduate Research Conference, TTU, University Service
2018 Judge, Annual Three Minute Thesis Competition, TTU, University Service
2018 Member, Teaching evaluation committee for Sanja Zivkovic (AAEC)
2018 – 2021 Member, Toreador Media Advisory Committee, TTU, University Service
2018 – pres. Senator, Faculty Senate, TTU, University Service
2018 – pres. Liaison, eLearning Committee, TTU, University Service
2018 – pres. Member, ePortfolio committee, TLPDC-TTU, University Service
2017 – pres. Member, STEM CORE Education Committee, TTU, University Service
2016 – pres. Member, Marketing and Outreach Committee, CASNR-TTU, College Service

2016 – pres. Member, Graduate Course and Three-Year Rotation Committee, Departmental Service

Invited Talks

October 2022 “Comics as a tool for science communication” Presented at the “Cartooning for Scientists” workshop at the Morgridge Institute, Madison, WI.

June 2022 “Communication in the health sciences: Effective strategies for a visual world.” Presented at the Professional Development Webinar at Medical College of Wisconsin.

April 2021 Keynote, 6th UW-Madison Postdoctoral Research Symposium. Madison, WI

January 2020 “Can Pope Francis Convince Catholics of Climate Change?” presented at the Science by Glass, Climate Science Center of the Texas Tech University, Lubbock TX

September 2019 “Crisis Communication for Non-Profit Organizations” presented at the Association for Fundraising Professionals, Lubbock TX

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

Membership since 2023	International Environmental Communication Association (IECA)
Membership since 2023	The Network for the Public Communication of Science and Technology (PCST Network)
Membership since 2017	Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE)
Membership since 2017	American Agricultural Editors’ Association (AAEA)
Membership since 2017	American Association for Agricultural Education (AAAE)
Membership 2011-2015	International Communication Association (ICA)
Membership since 2016	Association for Education in Journalism and Mass Communication (AEJMC)
Membership 2014-2016	American Association for the Advancement of Science (AAAS)
Membership 2011-2016	American Association for Public Opinion Research (AAPOR)

PROFESSIONAL EXPERIENCE

2008	Reporter (intern), <i>China Business News</i> , Shanghai, China
2008	News assistant (intern), Associated Press (AP) Television, Beijing, China.
2007	Website editor (intern), <i>China Youth Daily</i> , Beijing, China.
2006-2009	Reporter, editor, <i>Fudan Youth</i> , Shanghai, China