

# Chris Skurka

Department of Film/Video and Media Studies  
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## ACADEMIC APPOINTMENTS

**Assistant Professor**, Department of Film/Video and Media Studies  
Science Communication Program  
Donald P. Bellisario College of Communications  
Pennsylvania State University (2019-present)

## EDUCATION

**PhD**, Communication, Cornell University (2019)

**MA**, Communication, University of Illinois Urbana-Champaign (2015)

**BA**, Communication & Spanish, *Summa cum laude*, Aquinas College (2013)

## RESEARCH INTERESTS

Persuasion, emotion, health communication, environmental communication, science communication, political engagement, quantitative methods

## PEER-REVIEWED ARTICLES

17. **Skurka, C.** (2021). Will it teach them a lesson? Validating a measure of retributive efficacy in social issue activism. *Political Behavior*. <https://doi.org/10.1007/s11109-020-09665-8>
16. Jovanova, M., **Skurka, C.**, Byrne, S., Kalaji, M., Porticella, N., Greiner Safi, A.,...Niederdeppe, J. (2020). Should graphic warning labels proposed for cigarette packages sold in the United States mention the Food and Drug Administration? *Nicotine & Tobacco Research*. <https://doi.org/10.1093/ntr/ntaa142>
15. **Skurka, C.**, Niederdeppe, J., & Winett, L. (2020). There's more to the story: Both individual and collective policy narratives can increase support for community-level action. *International Journal of Communication*, 40, 4160–4179. Retrieved from <https://www.ijoc.org/index.php/ijoc/article/view/14537>
14. Niederdeppe, J., Avery, R. J., Tabor, E., Lee, N. W., Welch, B., & **Skurka, C.** (2020).

Estimated televised alcohol advertising exposure in the past year and its association with past 30-day drinking behavior among American adults: Results from a secondary analysis of large-scale advertising and survey data. *Addiction*. <https://doi.org/10.1111/add.15088>

13. **Skurka, C.**, Winett, L., Jarman-Miller, H., & Niederdeppe, J. (2020). All things being equal: Distinguishing proportionality and equity in moral reasoning. *Social Psychological and Personality Science*, 11, 374-387. <https://doi.org/10.1177/1948550619862261>
12. Safi, A., Reyes, C., Jesch, E., Steinhardt, J., Niederdeppe, J., **Skurka, C.**, Kalaji, M., Scolere, L., & Byrne, S. (2019). Comparing three methods to recruit low-SES populations for tobacco control policy research. *Social Science & Medicine*, 242. <https://doi.org/10.1016/j.socscimed.2019.112597>
11. **Skurka, C.**, Niederdeppe, J., & Nabi, R. (2019). Kimmel on climate: Disentangling the emotional ingredients of a satirical monologue. *Science Communication*, 41, 394-421. <https://doi.org/10.1177/1075547019853837>
10. **Skurka, C.**, Kalaji, M., Dorf, M., Kemp, D., Greiner Safi, A., Byrne, S.,...Niederdeppe, J. (2019). Independent or synergistic? Effects of varying size and using pictorial images in tobacco health warning labels. *Drug & Alcohol Dependence*, 198, 87-94. <https://doi.org/10.1016/j.drugalcdep.2019.01.034>
9. **Skurka, C.** (2018). You mad? Using anger appeals to promote activism intentions and policy support in the context of sugary drink marketing to kids. *Health Communication*, 34, 1775-1787. <https://doi.org/10.1080/10410236.2018.1536943>
8. **Skurka, C.**, Byrne, S., Davydova, J., Kemp, D., Greiner Safi, A., Dorf, M.,...Niederdeppe, J. (2018). Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth. *Social Science & Medicine*, 211, 294-303. <https://doi.org/10.1016/j.socscimed.2018.06.035>
7. **Skurka, C.**, Niederdeppe, J., Romero-Canyas, R., & Acup, D. (2018). Pathways of influence in emotional appeals: Benefits and tradeoffs of using fear or humor to promote climate change-related intentions and risk perceptions. *Journal of Communication*, 68, 169-193. <https://doi.org/10.1093/joc/jqx008>
  - **Science, Health, Environment, and Risk Communication Article of the Year Award (Association for Education in Journalism and Mass Communication)**
6. **Skurka, C.**, Quick, B. L., Reynolds-Tylus, T., Short, T., & Bryan, A. (2018). An evaluation of a college campus emergency preparedness intervention. *Journal of Safety Research*, 65, 67-72. <https://doi.org/10.1016/j.jsr.2018.02.003>
5. Niederdeppe, J., Kellogg, M., **Skurka, C.**, & Avery, R. (2018). Market-level exposure to state antismoking media campaigns and public support for tobacco control policy

in the United States, 2001-2002. *Tobacco Control*, 27, 177-184.  
<https://doi.org/10.1136/tobaccocontrol-2016-053506>

4. Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & **Skurka, C.** (2018). Examining mechanisms underlying fear-control in the Extended Parallel Process Model. *Health Communication*, 33, 379-391.  
<https://doi.org/10.1080/10410236.2016.1266738>
3. **Skurka, C.** (2017). Communicating inequalities to enhance support for obesity-prevention policies: The role of social comparisons, age frames, and emotions. *Health Communication*, 34, 227-237.  
<https://doi.org/10.1080/10410236.2017.1405477>
2. **Skurka, C.**, Kemp, D., Davydova, Y., Thrasher, J., Byrne, S., Greiner Safi, A.,...Niederdeppe, J. (2017). Effects of cigarette pack graphic warning label size on visual attention, negative affect, and smoking-related intentions among disadvantaged populations. *Nicotine & Tobacco Research*, 20, 859-866.  
<https://doi.org/10.1093/ntr/ntx244>
1. Byrne, S., Greiner Safi, A., Kemp, D., **Skurka, C.**, Davydova, J., Scolere, L.,...Niederdeppe, J. (2017). Effects of varying color, imagery, and text of cigarette package warning labels among socioeconomically disadvantaged middle school youth and adult smokers. *Health Communication*, 34, 306-316.  
<https://doi.org/10.1080/10410236.2017.1407228>

#### MANUSCRIPTS UNDER REVIEW

\* Graduate student co-author

Kalaji, M., Mathios, A., **Skurka, C.**, Niederdeppe, J., & Byrne, S. (Under review). *Youth-targeted e-cigarette warnings and advertising claims: An experiment with young adults in the US*. Manuscript submitted for publication.

Madden, S., Guastaferrero, K, Myrick, J. G., & **Skurka, C.** (Resubmitted). *When home is not safe: Media coverage and issue salience of child maltreatment during the COVID-19 pandemic*. Manuscript submitted for publication.

Martinez-Gonzalez, A., Reynolds-Tylus, T., **Skurka, C.**, & Quick, B. (Resubmitted). *How message fatigue elicits resistance to responsible drinking messages: Examining the mediating roles of inattention and reactance*. Manuscript submitted for publication.

**Skurka, C.**, Reynolds-Tylus, T., Quick, B., & Hartman, D. (Revise & resubmit). *What's at stake: Evaluating a Run-Hide-Fight® intervention video through the lens of vested interest theory*. Manuscript submitted for publication.

**Skurka, C., Wheldon, C. W., & Eng, N.\*** (Resubmitted). *Targeted truth: An experiment testing the efficacy of counterindustry tobacco advertisements targeted to Black individuals and sexual and gender minority individuals*. Manuscript submitted for publication.

#### MANUSCRIPTS IN PREPARATION

Goyanes, M., **Skurka, C.**, & Gil de Zúñiga, H. *Understanding fake news corrective action: A mixed method approach*.

**Skurka, C.**, Eng, N.\*, & Oliver, M. B. *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*.

**Skurka, C.** Romero-Canyas, R., Niederdeppe, J., Joo, H., & Acup, D. *Emotional appeals, climate change, and young adults: A direct replication of Skurka et al. (2018)*.

#### CONFERENCE INVOLVEMENT

**Skurka, C.**, Eng, N.\*, & Oliver, M. B. *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Paper to be virtually presented at the 2021 International Communication Association conference.

**Skurka, C.**, Wheldon, C. W., & Eng, N. *Are targeted counterindustry tobacco advertisements perceived as more effective by vulnerable groups than non-targeted advertisements? An experiment with Black and LGBTQ young adults in the United States*. Virtual poster to be presented at the 2021 Society for Research on Nicotine & Tobacco Annual Meeting.

Wheldon, C. W., **Skurka, C.**, & Eng, N. *Community connectedness and anti-tobacco industry beliefs among African American and LGBTQ young adults*. Virtual poster to be presented at the 2021 Society for Research on Nicotine & Tobacco Annual Meeting.

Myrick, J. G. & **Skurka, C.** *Does repeated exposure to threatening news stories fan the flames or desensitize audiences? Testing competing hypotheses in the context of climate change communication*. Paper to be presented at 2020 National Communication Association Conference, Indianapolis, IN.

- **Top paper award – Communication and Social Cognition Division.**

**Skurka, C.** (2020). *Harnessing anger to persuade: Combining offense/anger appeals with retributive efficacy appeals to increase policy support*. Paper presented at 2020 Kentucky Conference on Health Communication, Lexington, KY.

**Skurka, C.** & Reynolds-Tylus, T. (2020). *Appealing to guilt to promote organ donation registration: A preliminary investigation of reparative and hedonic efficacy appeals*. Poster presented at 2020 Kentucky Conference on Health Communication, Lexington, KY.

- **Top poster award**

**Skurka, C.** (2019). *Are angry people more likely to take action when they believe the action punishes the wrongdoer? Exploring the role of retributive efficacy in political activism.* Paper presented at 2019 National Communication Association Conference, Baltimore, MD.

- **Top paper award – Communication and Social Cognition Division.**

Martinez-Gonzales, A., Reynolds-Tylus, T., Quick, B., & **Skurka, C.** (2019). *Is reactance a consequence of or an antecedent to message fatigue?* Paper presented at 2019 International Communication Association Conference, Washington, DC.

- **Top paper award – Information Systems Division.**

**Skurka, C.,** Niederdeppe, J., & Nabi, R. (2019). *Kimmel on climate: Disentangling the emotional ingredients of a satirical monologue.* Paper presented at 2019 International Communication Association Conference, Washington, DC.

**Skurka, C.,** Kalaji, M., Byrne, S., Kemp, D., Greiner Safi, A., Dorf, M.,...Niederdeppe, J. (2018). *Independent or synergistic? Effects of varying size and using pictorial images in tobacco health warning labels.* Paper presented at 2018 National Communication Association Conference. Salt Lake City, UT.

Davydova, J., Niederdeppe, J., Byrne, S., & **Skurka, C.** (2018). *Competing pathways of influence: Graphic warnings, negative affect, avoidance, freedom threat perceptions, and smoking-related outcomes.* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

Jovanova, M., Byrne, S., Kalaji, M., **Skurka, C.,** Porticella, N., Greiner Safi, A.,...Niederdeppe, J. (2018). *Should the FDA be identified as the source on the new US cigarette graphic warning labels?* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

**Skurka, C.** (2018). *You mad? An experimental test of the Anger Activism Model.* Paper presented at 2018 International Communication Association Conference, Prague, Czech Republic.

**Skurka, C.,** Byrne, S., Davydova, J., Kemp, D., & Niederdeppe, J. (2018). *Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth.* Paper presented at 2018 Kentucky Conference on Health Communication, Lexington, KY.

**Skurka, C.,** Kemp, D., Davydova, Y., Thrasher, J., Byrne, S., Greiner Safi, A.,...Niederdeppe, J. (2017). *Effects of cigarette pack graphic warning label size on visual attention, negative affect, and quit intentions among disadvantaged populations.* Poster presented at 2017 National Communication Association, Dallas, TX.

**Skurka, C.,** Niederdeppe, J., Romero, R., & Acup, D. (2017). *Pathways of influence in emotional appeals: Benefits and tradeoffs of using fear or humor to promote climate change activism*

*and environmentally sustainable behavior.* Paper presented at 2017 National Communication Association Conference, Dallas, TX.

Byrne, S., Kemp, D., Greiner Safi, A., Scolere, L., Steinhardt, J., **Skurka, C.**....Niederdeppe, J. (2017, May). *Testing alternatives to the originally proposed FDA graphic warning labels: A randomized experiment with socioeconomically disadvantaged middle school youth.* Poster presented at 2017 International Communication Association Conference, San Diego, CA.

**Skurka, C.** (2017, May). *Communicating inequalities to enhance support for obesity-prevention policies: The role of social comparisons, age frames, and emotions.* Paper presented at 2017 International Communication Association Conference, San Diego, CA.

**Skurka, C.**, Quick, B. L., Reynolds-Tylus, T., Short, T., & Bryan, A. (2016, November). *An evaluation of a Run-Hide-Fight emergency preparedness intervention on a college campus.* Paper presented at 2016 National Communication Association Conference, Philadelphia, PA.

Dinh, L., Luo, M., & **Skurka, C.** (2016, June). *An evaluation of Spitzberg's meme diffusion: Bridging communication and computer science disciplines.* Paper presented at the 2016 International Communication Association Conference, Fukuoka, Japan.

Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & **Skurka, C.** (2015, November). *An examination of the underlying mechanisms of fear-control processing: An extension of the Extended Parallel Process Model.* Paper presented at 2015 National Communication Association Conference, Las Vegas, NV.

Pilny, A., Dinh, L., Poole, M.S., & **Skurka, C.** (2015, June). *Empirically testing an Input-Process-Outcome multi team system model.* Paper presented at 2015 International Sunbelt Social Network Conference, Brighton, United Kingdom.

Pilny, A., Poole, M. S., Yahja, A., **Skurka, C.** & Dinh, L. (2015, May). *Uncertainty in social media and team performance: An experimental design in progress.* Poster presented at 2015 International Communication Association, San Juan, Puerto Rico.

#### GRANTS, AWARDS, & FELLOWSHIPS

##### **Vision 2020 Award (\$3,150)**

“Tuning out the news? An eye-tracking study examining behavioral correlates of news fatigue and the news-finds-me perception” with Homero Gil de Zúñiga, College of Communications, Penn State University (fall 2020)

##### **Doctoral Dissertation Research Improvement Grant (\$27,054)**

Decision, Risk and Management Sciences Division, National Science Foundation (June 2018–May 2019)

**Anson E. Rowe Award (\$3,712)**

Recognizes an advanced graduate student (post A-exam) who has proven research productivity, teaching excellence, and has made a contribution to the communication community, Department of Communication, Cornell University (May 2019)

**Media Studies Graduate Working Group Grant (\$1,200)**

Media Studies Initiative, Office of the Dean of the College of Arts and Sciences, Cornell University (September 2018-June 2019)

**Glass Family Fellowship (\$3,200)**

Recognizes a graduate student who exemplifies leadership and service to the department, field, and Cornell University, Department of Communication, Cornell University (June 2017)

**Outstanding Graduate Teaching Assistant**

Office of Academic Programs, College of Agriculture and Life Sciences, Cornell University (2015-2016)

**“List of Teachers Ranked As Excellent by Their Students”**

Average student evaluations above 4.5 on a 5-point scale, Center for Teaching Excellence, University of Illinois (fall 2013, spring 2014, fall 2014, spring 2015)

**“List of Teachers Ranked As Outstanding by Their Students”**

Top 10% of teaching assistants university-wide, Center for Teaching Excellence, University of Illinois (fall 2013, spring 2014, fall 2014, spring 2015)

**Elizabeth Winter Young Fellowship (\$3,500)**

Summer course tuition waiver, Department of Communication, University of Illinois (summer 2014)

**Henry L. Mueller Award**

Outstanding new teaching assistant, Department of Communication, University of Illinois (spring 2014)

INVITED TALKS

**“Pathways of influence in emotional appeals to promote climate change activism and risk perception among Millennials”**

Environmental Defense Fund and University of Michigan Summit on Social and Behavioral Science Research, University of Michigan, Ann Arbor, MI (May 2017)

**“Emotion and persuasion”**

COMM 2760: Persuasion and Social Influence, Cornell University (March 2018)

TEACHING EXPERIENCE

**College of Communications, Penn State**

COMM 413W: Mass Media and the Public (fall 2020)

COMM 420: Research Methods in Advertising/Public Relations (spring 2020)

COMM 328: Effects of Science, Environmental, and Health Media (spring 2020)

COMM 304: Research Methods in Mass Communication (fall 2019, fall 2020)

**Department of Communication, Cornell University**

COMM 3760: Planning Communication Campaigns (fall 2017)

COMM 2010: Oral Communication (fall 2015)

**Department of Communication, University of Illinois**

CMN 101: Public Speaking (fall 2013-spring 2015)

ADVISING & MENTORING

**PhD Dissertation Committee Member**

Rachel X. Peng (College of Communications, Penn State)

Jin Chen (College of Communications, Penn State)

Nicholas Eng (College of Communications, Penn State)

Zheng Cui (College of Communications, Penn State)

Jeff Conlin (College of Communications, Penn State)

**Undergraduate thesis mentoring**

Robin Evans (College of Communications, Penn State)

SERVICE

**Departmental and university service**

Schreyer Honors College Scholar Selection Committee, Penn State (fall 2019-present)

**Service to the discipline**

Student & Early Career Representative, Information Systems Division, International Communication Association (May 2020-present)

**Ad hoc reviewer** (see Publons page: [publons.com/a/1505042/](https://publons.com/a/1505042/))

- International Communication Association conference
- National Communication Association conference
- *Nicotine & Tobacco Research*
- *Communication Reports*
- *Nonprofit and Voluntary Sector Quarterly*
- *International Journal of Public Opinion Research*
- *Drugs: Education, Prevention, & Policy*
- *International Journal of Behavioral Nutrition and Physical Activity*
- *Media and Communication*
- *International Journal of Drug Policy*
- *Tobacco Control*
- *Science Communication*
- *Social Media + Society*
- *Political Communication*



- *Preventive Medicine*
- *International Journal of Environmental Research and Public Health* (reviewer board)
- *Environmental Communication*
- *Drug & Alcohol Dependence*
- *Health Communication*
- National Science Foundation
- *Human Communication Research*
- *International Journal of Communication*
- *Annals of the International Communication Association*
- *Journal of Health Communication*
- *Addictive Behavior*

#### MEDIA COVERAGE & MENTIONS

*Top of mind with Julie Rose (podcast)*

*Reuters*

*Yale Climate Connections*

*The Hill*

*National Geographic*

*Cornell Chronicle*

*The Conversation*

Society for Personality and Social Psychology

#### PROFESSIONAL AFFILIATIONS

International Communication Association

National Communication Association