

Linda J. Pfeiffer

I. GENERAL INFORMATION

A. Academic Experience

Joint PhD: Mass Communication and Environment & Resources
University of Wisconsin-Madison, 2009-2015
Master of Science (MS): Community Counseling
Winona State University, 1991
Bachelor of Arts (BA): Psychology
University of Wisconsin-Madison, 1988

B. Recent Academic Appointments

Position	Department	Institution	Dates
Assistant Professor	Agricultural Sciences Education and Communication (ASEC)	Purdue University	Nov 2015-present
Primary Instructor	Interdisciplinary Environmental Studies (IES)	University of Wisconsin-Madison	2010-2011
Teaching Assistant	School of Journalism and Mass Communications	University of Wisconsin-Madison	2015 2012-2014
Research Assistant	Interdisciplinary Environmental Studies (IES)	University of Wisconsin-Madison	2014-2015
Research Assistant	Science Education: Curriculum and Instruction	University of Wisconsin-Madison	2013-2014
Project Assistant	School of Journalism and Mass Communication	University of Wisconsin-Madison	Fall 2010
Project Assistant	Geoscience	University of Wisconsin-Madison	Summer 2009

C. Professional Positions

Position	Department	Institution	Dates
Translational Science Writer	Carbone Cancer Institute, NIEHS Grant: Breast Cancer and the Environment Research Program (BCERP)	University of Wisconsin-Madison	2011-2012
Clinical Director	Pathway Clinics LLC		2006-2009
Clinical Director	Pauquette Center LLC/ Columbia County	Columbia County/ Wisconsin	2000-2006

D. Awards and Honors

Dates	Awards	
2020	IMPACT X+ Teaching Fellow	Purdue University Center for Teaching Excellence
2019	ASEC Outstanding Early Career Teaching Award	Purdue University, Department of Agricultural Science Education and Communication (ASEC)
2019 Fall	IMPACT Teaching Fellow	Purdue University Center for Teaching Excellence
2018	ASEC Outstanding Early Career Teaching Award	Purdue University, Department of Agricultural Science Education and Communication (ASEC)
2017-2018	PREP Teaching Fellow	Purdue College of Agriculture
2017	ASEC Outstanding Early Career Teaching Award	Purdue University, Department of Agricultural Science Education and Communication (ASEC)
2010-2013	Ruth Strathearn Dickie Fellowship for Women in Science	University of Wisconsin-Madison
2009-2010	Charlotte Zieve Fellowship for Environmental Studies	University of Wisconsin-Madison

E. Professional Memberships

- IECA – The International Environmental Communication Association 2013, 2020
- PCST - The International Society for: Public Communication of Science & Technology 2018-2020
- ACE – Association for Communication Excellence 2018-2019
- NACS/SAAS – National Agricultural Communication Symposium/ Southern Association of Agricultural Scientists 2015-2020
- AEJMC - Association for Education in Journalism and Mass Communication 2014-2019
- MAPOR - Midwest Association for Public Opinion Research 2014-2015

1. Recent Courses Taught and Associated Evaluations

Undergraduate Courses

Course Number/Role	Course Title	Year Semester	PICES			
			Course	Instructor	Critical Thinking	Conceptual Understand.
ASEC 35500* Primary Instructor	Controversial Science & Media in the Public Sphere	2020 Fall N=28				
ASEC 35500* Primary Instructor	Controversial Science & Media in the Public Sphere	2019 Fall n=29	4.3/5	4.5/5	4.3/5	N/A
ASEC 35500/ YDAE 49100 Primary Instructor	Controversial Science & Media in the Public Sphere	2018 Spring n=7	4.0/5	4.0/5	4.9/5	4.9/5

Course Number/Role	Course Title	Semester	PICES			
			Course	Instructor	Critical Thinking	Conceptual Understand.
ASEC 58500 Primary Instructor	Online Science Communication	<i>Summer 2020</i>				
ASEC 58500* Primary Instructor	Science Communication	<i>2020 Spring n=9</i>	No eval. Covid	No eval. Covid	No eval. Covid	No eval. Covid
YDAE 59100 Primary Instructor	Science Communication	<i>2019 Spring n=6</i>	5.0/5	5.0/5	5.0/5	5.0/5
YDAE 59100 Primary Instructor	Applied Science Communication	<i>2018 Spring n=7</i>	4.8/5	4.8/5	4.8/5	4.8/5
YDAE 59100 Primary Instructor	Applied Science Communication	<i>2017 Spring n=7</i>	4.7/5	4.9/5	4.7/5	4.7/5
ASEC 35500/ YDAE 49100 Primary Instructor	Controversial Science & Media in the Public Sphere	<i>2017 Spring n=17</i>	4.2/5	4.2/5	4.9/5	4.9/5
<i>*New course – fulfills University: Science, Technology & Society (STS) Core AND Humanities Core</i>						
ASEC 48000* Primary Instructor	Capstone in Agricultural Communication	<i>2019 Fall n=11</i>	3.0/5	3.0/5	3.0/5	
ASEC/YDAE 48000 Co-taught	Capstone Agricultural Communication	<i>2018 Fall n=14</i>	2.7/5	3.2/5	4.0/5	4.0/5
YDAE 48000 Primary Instructor	Capstone Agricultural Communication	<i>2017 Fall n=14</i>	3.3/5	3.1/5	3.8/5	3.9/5
YDAE 48000 Primary Instructor	Capstone Agricultural Communication	<i>2016 Fall n=16</i>	3.3/5	3.3/5	3.8/5	
<i>*Fulfills Agricultural Communication core requirement</i>						
ASEC 49100/ NRES Co-taught	Environmental Science Communication	<i>2020 Fall</i>				

Published Work

Refereed Journal Articles:

Merzdorf, J.*; **Pfeiffer, L. J.**, and Forbes, B. A. (2019) Heated Discussion: Strategies for Communicating Climate Change in a Polarized Era. *Journal of Applied Communications*: Vol. 103(3), 1-14
<https://doi.org/10.4148/1051-0834.2269> (193 downloads from New Prairie Press, 2/04/20) (impact factor 1.0).

Yoo, W., Kwon, M., and **Pfeiffer, L. J.** (2013) Influence of communication on colorectal cancer screening: Revisiting the Health Belief Model. *Journal of Communication in Healthcare*, 6(1), 35-43. (research gate – 1,023 reads, 6/24/20)(h-factor 7).

Book Chapter:

Bracke, M. and **Pfeiffer L. J.** (in press, Spring 2020) Chapter 2: Issues-360™: A Co-curricular Approach to Information Literacy, Critical Thinking, and Civil Discourse in the Sciences. In Vong, S. and Vrkljan, M. (Eds.). (forthcoming). *Learning beyond the classroom: Engaging Students in Information Literacy through Co-Curricular Activities*. Chicago: Association of College and Research Libraries.

Referred Conference Reports Published:

Forbes, B. A., Tucker, M. A., **Pfeiffer, L. J.**, Halsema, M. H., Fernandez, J. M., Bracke, M. S., Ayres, J. S. and Borron, A. (2017). Issues-360™: Students learn how to engage the public on controversial topics, NACTA, NACTA Journal, Vol. 61, Supplement 1, Conference, published online (www.nactateachers.org).

Pfeiffer, L. J. and Koh, E. J. (2013). Maximizing Media Ecologies to Engage the Public in Public Opinion: Regional Study in Environmental Health Information Flow. In *The Proceedings of the 2013 Conference on Communications and Environment*. International Environmental Communications Association (IECA).

Graduate Student Involvement

Doctoral Students Completed

Student Name	Degree/ Date	Dissertation Title
Olamide Bisi-Amosun	PhD August 2019	The Social Dynamics of Food Security Among Farming Households in Oyo State, Nigeria <i>Employed: World Bank, Washington, DC</i> <i>Young Professional: Environment, Natural Resources & Blue Economy Europe and Central Asia</i>
Newton Nyairo	PhD May 2020	Technology Adaptation in Small-holder Farmers in Kenya <i>Employed: Assistant Professor, Langston University, Oklahoma</i>

Master's Students Completed

Erica Ballmer	MS May 2018	Millennial Attitudes towards Genetically Modified (GM) Food <i>Employed: Rhea + Kaiser, Chicago</i> <i>Marketing Specialist</i>
Jessica Merzdorf	MS December 2018	Messaging Climate Change for Communication Professionals <i>Employed: Science Writer NASA-Goddard Space Center</i>

Grants Awarded:

Agency:	NSF: IIS National Artificial Intelligence (AI) Research Institutes Planning Grant	David Ebert PI Date: Jan. 30, 2020
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Title:	A Gap-Based Approach to Frame and Develop Collaborative Planning Proposal (with Oklahoma State University)	
Duration:	2 years	
Total Award	\$500,000	
Pfeiffer	\$2,496	Role: Co-I
Agency:	Purdue University	Date: December 2018
Title:	Purdue Research Foundation Grant 2020	
Duration:	1 year	
Total Award	\$31,119	
Pfeiffer	\$31,119	
Agency:	Purdue AgSEED	Date: January 2020
Title:	Testing of an Upstream Public Engagement Strategy to Encourage Indiana Public Acceptance and Support of Emergent Agricultural Science and Technology	Mark Tucker, Co-PI
Duration:	1 year	
Total Award	\$49,590	
Pfeiffer	\$24,000	Role: Co-I
Agency:	Purdue University	Date: December 2018
Title:	Providing Animal Science (ANSC) and Agriculture Sciences Education and Communication (ASEC) Students with Hands-on, Real-time Learning Technology	
Duration:	1 year	
Total Award	\$90,000	
Pfeiffer	\$22,000 EEG	Role:
Agency:	Discovery Park, Purdue University	Date: October 2017
Title:	Revolutionizing Control of Vector-Borne Infectious Diseases	Cate Hill, PI
Duration:	2 years	
Total Award	\$330,000	
Pfeiffer	\$20,000	Co-PI: Social Science Component
Agency:	Purdue Climate Change Research Center	Date: October 2017
Title:	The Science-Public-Policy Disconnect on Climate Impacts: Building a Statewide Evidence-based Messaging Campaign	Linda Pfeiffer, PI
Duration:	1 year	
Total Award	\$7,000	
Pfeiffer	\$7,000	

Engagement

To date, Dr. Pfeiffer has developed and presented 24 workshops, panel presentations, or webinars to approximately 650 direct participants. They have ranged from farmers and Extension agents to faculty scientists, public health professionals, communication professionals, and members of the lay public. Her media products have reached estimated audiences of thousands more through web design consulting, popular press stories, and interactive displays such as the Climate Change Project at the 2018 Indiana State Fair. These projects have been diverse and included dealing with controversy over topics such as animal welfare and treatment, water resource management, forestry management and logging, genetic modification, and climate change denial.