

David E. Silva, Ph.D.  
Curriculum Vitae  
January 2022

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**EDUCATION**

- Ph.D. in Communication**, Washington State University, Pullman, WA 2019  
Minor: Applied Statistics  
Committee Members: Dr. Jay Hmielowski (Chair), Dr. Myiah Hutchens, Dr. Mina Park, Dr. Leslie New  
Dissertation: *Visual Perceptions of Dialogue: Structure of Online Discussion that Foster Civility Norms*
- M.A. in Communication**, Washington State University, Pullman, WA 2016  
Thesis: *Creating optimal online environments for civil discussion: How do indicators of community size affect perceptions of discussion civility?*
- B.A. in Communication Science**, Northwest Nazarene University, Nampa, ID 2013  
Minors: Political Science, Philosophy

**RESEARCH STATEMENT**

David E. Silva, Ph.D. conducts research on digital discussion, social media, and how online spaces can improve (or get in the way) of conversations that benefit our democracy.

Using both experimental and large-data methods, Dr. Silva tries to keep track of what is happening online and how perceptions of what seems normal are a product of both other people's behaviors and the presentation of digital trace data. He draws heavily on theories from the fields of social and cognitive psychology as well as deliberative dialogue.

**AWARDS AND RECOGNITION**

1<sup>st</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology, 2019

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3<sup>rd</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology, 2017

3<sup>rd</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology, 2017

Top poster: ICA Division of Popular Communication, 2017

The C. Kit Kaiser Officer's Choice Award for All-Around Excellence, The Edward R. Murrow College of Communication at Washington State University, 2015

## **PUBLICATIONS**

**Silva, D. E.** & Brickman, J. (2021). Control Dimensions of Media Task-Switching and Emotional Well-Being. *Journal of Communication Technology*, 4(3), pp. 53-79. doi: 10.51548/joctec-2021-017.

Matteson, M., Ming, Y., & **Silva, D. E.**, (2021). The relationship between work conditions and perceptions of organizational justice among library employees. *Library & Information Science Research*, 43(2). doi: 10.1016/j.lisr.2021.101093

Hmielowski, J. D., Kelvin, W., Hutchens, M. J., Beam, M. A., **Silva, D. E.**, Donaway, R. R., & York, C. (2020). Communication behaviors during presidential elections: An examination of time, events, and battleground states. *Public Opinion Quarterly*. doi: 10.1093/poq/nfaa013

Hutchens, M. J., **Silva, D. E.**, Hmielowski, J. D., & Cicchirillo, V. J. (2019). What's in a username? Civility, group identification, and norms. *Journal of Information Technology & Politics*, 16(3), pp. 203-218. doi: 10.1080/19331681.2019.1633983

**Silva, D. E.**, Hutchens, M. J., Donaway, R. R., & Beam, M. A., (2018). 300 million clicks and political engagement via Facebook in the 2016 American presidential election: How online activity changes across time and sources, *Mass Communication & Society*, 6, pp. 742-762. doi: 10.1080/15205436.2018.1497660

Wang, M., & **Silva, D. E.** (2018). A slap or a jab: An experiment on viewing uncivil political discussions on Facebook, *Computers in Human Behavior*, 81, pp. 73-83. doi: 10.1016/j.chb.2017.11.041

## **MANUSCRIPTS UNDER REVIEW**

**Silva, D. E.**, Ming, Y., & Zhu, Y. (Under Review). Searching for Misinformation: Does the Anniversary of January 6, 2020 Spark Election Fraud Information Seeking?.

**Silva, D. E.**, Chen, C., & Zhu, Y. (Under Review). Facets of algorithmic literacy: Information, experience, and individual factors predict attitudes toward algorithmic systems.

Zhu, Y., **Silva, D. E.**, & Beam, M. (Under Review). Norms, Attitudes, and Third-Person Effects in VPN Use of Chinese Users Abroad.

Zhang, Y., Zhang, M., Wilcox, C., Hubschman, B., Kudva, S., Hu, Y., & **Silva, D. E.** (Under Review). Library Professionals in the Evolving Information Age: An Examination of the Messages Promoted in the Libraries Transform Campaign.

Lee, Y. J., Park, M., & **Silva, D. E.** (Under Review). Power users' branded VR experiences on immersiveness and sharing behavior: Moderating effect of prior company trust-schema.

Wang, M., & **Silva, D. E.** (Under Review). Spice or vice. Perceptions of hostile disagreement in cross-cutting political discussions.

#### CONFERENCE PARTICIPATION

Wang, M., Clarkson, C., Donaway, R., & **Silva, D. E.** (2021). Influence from Home, Lessons from School, Support from Friends – A Study on Young Adults' Political Socialization in Social Media Era. Presented at the 107<sup>th</sup> Annual Meeting of the National Communication Association in Seattle, WA.

**Silva, D. E.** & Zhu, Y. (2021). “And what you have whispered in private rooms shall be proclaimed on the housetops”: Parler as a “Safe Space” for American Conservative Politicians. Presented at the Annual Meeting of the 69<sup>th</sup> Annual Meeting of the International Communication Association (Virtual). Preconference session “Comparative perspectives on negativity, incivility, and toxic talk in political discussions.”

Zhu, Y., **Silva, D. E.**, & Beam, M. (2021). Norms, attitudes, and Third-Person Effects in VPN use of Chinese users abroad. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in New Orleans (Virtual), LA.

Chan, C. J., **Silva, D. E.**, & Zhu, Y. (2020). Do Opinions Change from Information or Experiences: Attitudes toward Algorithmic Systems Depend on Transparency of Design and Power Usage Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in San Francisco (Virtual), CA.

**Silva, D. E.** (2019). Majority or Success: How Other’s Online Behaviors Shape Perceptions of Descriptive Incivility Norms. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Toronto, Canada.

\*1<sup>st</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology

Lee, Y-J, Park, M., **Silva, D. E.**, Joo, J., Agarwal, P. (2019). Power Users’ Branded VR Experiences on Immersiveness and Sharing Behavior: Moderating Effect of Prior Company Schema. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Toronto, Canada.

**Silva, D. E.**, Hutchens, M. J., Donaway, R. R., & Beam, M. A. (2018). 300 million clicks and political engagement via Facebook in the 2016 American presidential election: How online activity changes across time and sources. Presented at the 68<sup>th</sup> Annual Meeting of the International Communication Association in Prague, Czech Republic.

**Silva, D. E.** (2018). Will we know it when we see it?: the Digital Disception Evaluation scale (DDES). Presented at the 68<sup>th</sup> Annual Meeting of the International Communication Association in Prague, Czech Republic.

**Silva, D. E.** (2018). Normalized incivility: Two studies of social cues in online discussion environments. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Washington, D.C.

\*1<sup>st</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology

**Silva, D. E.** (2018). Is VR that much better?: Comparing virtual reality to other tech on presence, flow, immersion, embodiment, and emotional response. Presented at the 2018 Academic Showcase in Pullman, WA.

Wang, M. Y. & **Silva, D. E.** (2017). A slap or a jab: An experiment on viewing uncivil political discussions on Facebook. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Chicago, IL.

\*3<sup>rd</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology

**Silva, D. E.**, Hutchens, M. J., & Hmielowski, J. D. (2017). Intergroup incivility in online spaces: Fostering deliberative ideals through rebuke and endorsements. Presented at the 67<sup>th</sup> Annual Meeting of the International Communication Association in San Diego, CA.

Brickman, J., Liu, S., & **Silva, D. E.** (2017). "I've lost the weight, now feed me upvotes!" Weight loss narratives in an online support space and strategic impression management for garnering social support. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Chicago, IL.

\*3<sup>rd</sup> place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology

Brickman, J. & **Silva, D. E.** (2017). Free opinions: What a popular survey-taking forum can tell researchers about recruiting participants. Presented at the 67<sup>th</sup> Annual Meeting of the International Communication Association in San Diego, CA.

\*Top poster: ICA Division of Popular Communication

Brickman, J. & **Silva, D. E.** (2017). Attitudes toward task-switching moderate valence but not arousal while switching between activities. Presented at the 67<sup>th</sup> Annual Meeting of the International Communication Association in San Diego, CA.

**Silva, D. E.** (2016). How social indicators on discussion webpages influence interpretations of conversation norms. Presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication in Minneapolis, MN.

Hutchens, M. H., Hmielowski, J. D., **Silva, D. E.**, & Cicchirillo, V. (2016). What's in a username?: Civility, group identification and norms. Presented at the 66<sup>th</sup> Annual Meeting of the International Communication Association in Fukuoka, Japan.

**Silva, D. E.** (2015). Creating optimal online environments for civil discussion: How do indicators of community size affect perceptions of discussion civility?, The Edward R. Murrow College of Communication Thesis Proposal Defense.

David, P., Brickman, J. S., Zhu, R. , Liu, S., & **Silva, D. E.** (2015). Time flies and students are productive when attention is combined with multitasking distraction. Presented at the 65th Annual Meeting of the International Communication Association in San Juan, Puerto Rico.

Brickman, J. S., & **Silva, D. E.** (October 12, 2015). Valence and arousal while switching between activities. Presented at the Edward R. Murrow College of Communication Colloquium in Pullman, WA.

David, P., Brickman, J. S., **Silva, D. E.**, Xu, S., & Ran, W. (2014). Beyond time and frequency: Attending to attention in media multitasking. Presented at the 64th Annual Meeting of the International Communication Association in Seattle, WA.

**Silva, D. E.** (2013). The effects of anonymity on computer-mediated group decision making efficiency and quality. Presented at the Western States Communication Association Conference in Coeur d'Alene, ID.

#### **TEACHING EXPERIENCE**

##### *Kent State University*

Quantitative Research Methods in Communication and Information: CCI 81000	2022
Data in Emerging Media and Technology: EMAT 22110	2021
Creative Coding: EMAT 15310	2020, 2021, 2022
Media Use and Effects: COMM 45006	2020
Computational Thinking and Programming: DSCI 15310	2019, 2020
Communication in an Information Society: COMM 75661/65661	2020

##### *Washington State University*

Communication in Global Contexts: COM 105	2018
Foundations of Persuasion: COMSOC 301	2017
T.A., Multimedia Content Creation: COM 210	2016
Lead T.A., Public Speaking in a Digital Age: COM 102	2015
T.A., Stereotypes in Communication: COM 471	2015, 2018
T.A., Communication in an Information Society: COM 102	2013, 2014

#### **JOURNAL SERVICE**

##### **Ad-hoc Reviewer**

*Journals:* International Journal of Press/Politics; Journal of Social and Personal Relationships; Journal of Communication Technology; International Journal of Communication, Journal of Information Technology & Politics; Social Media + Society

#### **ACADEMIC ASSOCIATIONS SERVICE**

##### **International Communication Association**

*Member since 2016*

Conference reviewer in Division of Communication and Technology and Division of Political Communication 2016-current

### **Association for Education in Journalism and Mass Communication**

*Member since 2016*

Communications Chair, Division of Communication Technology 2020-2022

Communications Committee Member, Listserv and Social Media 2019-2020

Conference reviewer in Division of Communication Technology 2016-current

### **SERVICE**

#### **College/School Committee Membership**

*Kent State University College of Communication and Information*

Doctoral Program Review, Joint Graduate Program Development, COMM Handbook Revision, COMM Marketing/PR/Recognition Committee, Ad-hoc Committee on Developing a Joint Communication Studies and Media and Journalism Master's Program

#### **Vice President**

May 2018-May 2019

*Graduate and Professional Student Association (GPSA), Washington State University*

Manage \$690,000 annual budget, serve as GPSA senate chair, lead a team of 8 executive board members and 65-person senate, actively engage with administration, and serve on university committees including: Insurance Business Committee, Student Health Advisory Council, Mental Health Steering Committee, Driver Safety Committee, Washington State University AVP/Dean of Students Search Committee, and The Edward R. Murrow College of Communication Dean Search Committee.

#### **Director of University Affairs, District Rep. for the College of Communication** 2016-2017

*Graduate and Professional Student Association (GPSA), Washington State University*

Served on the executive board of GPSA, worked with administrators and GPSA senate to respond to and engage with issues of campus climate in fall of 2017, and collected and analyzed survey data on the graduate and professional student experience with the WSU Graduate School to inform policy and programming decisions.

#### **Lab Manager**

2016-2019

*Murrow VR Lab, Washington State University*

As the founding manager, helped develop the lab, secure college resources and space, and promote the lab through research collaborations. Organize, schedule, and maintain a room-scale virtual reality research space with two VR headsets, a high-end gaming computer, and test and develop software used in experimental designs.

#### **Lead TA**

2015-2016

*Public Speaking in a Digital Age*

Trained new teaching assistants, provided lecture coverage for course instructor, designed course modules, developed course assignments, and facilitated student conduct hearings in addition to instructing 100 students across four course sections. As Lead TA I was the primary point of

contact for five course TAs which gave me many opportunities to mentor and support first- and second-year graduate students.

**Director of Alumni Relations**

2013-2014

*Communication Graduate Student Organization (CommGrad)*

Coordinated alumni emails and partnered with the college alumni association to raise funds for the CommGrad organization. Helped plan beginning of the year BBQ and writing lock-ins before major conference deadlines.