

David E. Silva, Ph.D.
Curriculum Vitae
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EDUCATION

- Ph.D. in Communication**, Washington State University, Pullman, WA 2019
Minor: Applied Statistics
Committee Members: Myiah Hutchens, Jay Hmielowski, Mina Park, 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

AWARDS AND RECOGNITION

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

1st place: Jung-Sook Lee Student Research Paper Competition, AEJMC Division of Communication Technology, 2018

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

3rd 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

Hutchens, M. J., **Silva, D. E.**, Hmielowski, J. D., & Cicchirillo, V. J. (In Press). What's in a username? Civility, group identification, and norms. *Journal of Information Technology & Politics*. 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*. 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

Brickman, J. & **Silva, D. E.** (Under Review). Attitudes toward task-switching moderate valence but not arousal while switching between activities. *Mobile Media & Communication*

CONFERENCE PARTICIPATION

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.

*1st 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 68th 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 68th 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.

*1st 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.

*3rd 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 67th 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.

*3rd 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 67th 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 67th 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 66th 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

Washington State University

Instructor, Communication in Global Contexts: COM 105	2018
Instructor, 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

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

Conference reviewer in Division of Communication Technology 2106-current

UNIVERSITY SERVICE

Vice President

May 2018-current

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.

COLLEGE SERVICE

Lab Manager

2016-current

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.