

Molly M. Greenwood, PhD

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Education

- Ph.D.** **Communication, University of Missouri** **July, 2017**
Emphasis: Political Communication
Dissertation Title: *Politics, Polarization, and Posting on Social Media: The Gender Gap and Normative Effects of Social Pressure.*
Advisor: Dr. Benjamin R. Warner
- M.A.** **Communication Studies, Marquette University** **August, 2009**
Emphasis: Political Communication
Thesis Title: *A Different Kind of Inter-media Agenda Setting: How Campaign Ads Influenced the Blogosphere in the '08 Election.*
Advisor: Dr. Sumana Chattopadhyay
- B.A.** **University of Wisconsin-Eau Claire** **May, 2007**
English Literature (major) and Communication (minor)
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Research

Publications

- Warner, B. R., **Greenwood**, M. M., Jennings, F., & Bramlett, J. C. (2017). The effects of political social media use on efficacy and cynicism in the 2016 Presidential Election: Exploring the possibility of a reinforcing spiral. In J. A. Hendricks & D. Schill (Eds.), *The presidency and social media: Discourse, disruption, and digital democracy in the 2016 Presidential Election*. New York, NY: Routledge.
- Greenwood**, M. M., & Coker, C. R. (2016). The political is personal: Analyzing the presidential primary debate performances of Hillary Clinton and Michele Bachmann. *Argumentation and Advocacy*, 52(3), 165-180.
- Greenwood**, M. M., Sorenson, M. E., & Warner, B. R. (2016). Ferguson on Facebook: Political persuasion in a new era of media effects. *Computers in Human Behavior*, 57, 1-10.
- Houston, J. B., Spialek, M. S., Cox, J., **Greenwood**, M. M., First, J. (2014). The centrality of communication and media in fostering community resilience: A framework for assessment and intervention. *American Behavioral Scientist*, 59(2), 270-283.

- Warner, B. R. & **Greenwood**, M. M. (2014). Affective polarization from campaign communication: Alienating messages in the 2012 presidential election. In D. G. Bystrom, M. C. Banwart, & M. S. McKinney (Eds.), *AlienATION* (pp. 310-327). New York: Peter Lang Publishing Group.
- Houston, J. B., Hawthorne, J., Spialek, M. L., **Greenwood**, M. M., McKinney, M. S. (2013). Tweeting during presidential debates: Effect on candidate evaluations and debate attitudes. *Argumentation and Advocacy*, 49(4), 301-310.
- Chattopadhyay, S., & **Greenwood**, M. M. (2011). A different kind of inter-media agenda setting: How campaign ads influenced the blogosphere in the '08 Election. In M. S. McKinney, & M. C. Banwart (Eds.), *The election of a lifetime: Communication for digital natives* (pp. 71-88). New York: Peter Lang Publishing Group.

Manuscripts Under Review

- Greenwood**, M. M., Coker, C. R., Funk, M. E., & Warner, B. R. (under review.) *Politics, Groups, and Identities*. Of soldiers and civilians: Evaluating the intersection of gender, party, and veteran status in Senate candidates.
- Greenwood**, M. M., & Tschirhart, P. (under review). *Western Journal of Communication*. Eluding judgement on gender: Analyzing Twitter frames surrounding mixed-gender Senatorial campaign debates.

Manuscripts in Progress

- Spialek, M. L., **Greenwood**, M. M., Sorenson, M. E., & Bolton, J. P. (in progress). Media frames of community resilience following U.S. mass shootings. To be submitted to *Communication Quarterly*.
- Warner, B. R., & **Greenwood**, M. M. (in progress). Exploring the normative implications of political uses of Twitter. To be submitted to *Communication Studies*.
- Greenwood**, M. M., Jennings, F., & Warner, B. R. (in progress). Sit out the vote: Uncertainty management strategies of politically ambivalent digital natives. To be submitted to *Politics & Gender*.
- Sorenson, M. E., & **Greenwood**, M. M. (in progress). Posting on politics: Motivated reasoning, selective exposure, and the crafting of social media commentary. To be submitted to *Journal of Information Technology & Politics*.
- Greenwood**, M. M., Bolton, J. P., & Bramlett, J. C. (in progress). American values on Twitter: Analyzing tweets surrounding acceptance addresses of the 2016 Presidential campaign. To be submitted to *New Media & Society*.
- Greenwood**, M. M., Coker, C. R., Bramlett, J. C., & McKinney, M. S. (in progress).

Gendered issue ownership: A content analysis of tweets during mixed-gender presidential debates. To be submitted to *Political Communication*.

Conference Presentations

- Greenwood, M. M., Coker, C. R., & Bramlett, J. C.** (2017). A living legacy: Hillary Clinton and young voters in the 2016 campaign. Paper to be presented at the meeting of the National Communication Association, Dallas, TX, November 2017.
- Sorenson, M. E., & **Greenwood, M. M.** (2017). Posting on politics: Motivated reasoning and social media interactivity. Paper to be presented at the meeting of the National Communication Association, Dallas, TX, November 2017.
- Jennings, F. J., **Greenwood, M. M., & McKinney, M. S.** (2017). “I’m with her”: The impact of gender social identification on debate perceptions and effects. Paper to be presented at the meeting of the National Communication Association, Dallas, TX, November 2017.
- Greenwood, M. M., Coker, C. R., & Funk, M. E.** (2017). Women warriors: The role of military service in evaluation of female Senate candidates. Paper presented at the meeting of the International Communication Association, San Diego, CA, May 2017.
- Warner, B. R., **Greenwood, M. M., Jennings, F., Bramlett, J., & Hoeun, S.** (2016). Political uses of social media in the 2016 election. Paper presented at the meeting of the National Communication Association, Philadelphia, PA, November 2016.
- Greenwood, M. M., Sorenson, M. E., & Warner, B. R.** (2015). Ferguson on Facebook: Political persuasion in a new era of media effects. Paper presented at the meeting of the National Communication Association, Las Vegas, NV, November 2015.
- Greenwood, M. M., & Coker, C.** (2015). The political is personal: Analyzing the presidential primary debate performances of Hillary Clinton and Michele Bachmann. Paper presented at the meeting of the National Communication Association, Las Vegas, NV, November 2015.
- Spialek, M. L., **Greenwood, M. M., Sorenson, M. E., Bolton, J. P., & Turner-McGowen, S. E.** (2015). Media frames of community resilience following U.S. mass shootings. Paper presented at the meeting of the National Communication Association, Las Vegas, NV, November 2015.
- Warner, B. R., & **Greenwood, M. M.** (2015). Exploring the normative implications of political uses of Twitter. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico, May 2015.
- Greenwood, M. M., Hawthorne, J., & Tschirhart, P.** (2015). Women candidates: Twitter

- frames surrounding women Senatorial candidates during the 2014 campaigns. Paper presented at the meeting of the Central States Communication Association, Madison, WI, April 2015.
- Greenwood, M. M., Sorenson, M. E., & Warner, B. R. (2015).** Ferguson on Facebook: Political comedy and a new era of media effects. Paper presented at the meeting of the Central States Communication Association, Madison, WI, April 2015.
- Greenwood, M. M., & Sorenson, M. E., & Warner, B. R. (2015).** Ferguson on Facebook: Political comedy in a new era of media effects. Presented at the 32nd Annual Research & Creative Activities Forum, University of Missouri Graduate Professional Council, Columbia, MO, March 2015.
- Greenwood, M. M. (2014).** Sit out the vote: Uncertainty management strategies of politically ambivalent digital natives. Paper presented at the meeting of the National Communication Association, Chicago, IL, November 2014.
- Greenwood, M. M., & Spialek, M. L. (2014).** Age is Just a Number: Parasocial identification, Political Information Efficacy, and young voters' political discussion. Paper presented at the meeting of the National Communication Association, Chicago, IL, November 2014.
- Houston, J. B., Spialek, M. S., **Greenwood, M. M., & Cox, J. (2014).** Community resilience: A public relations approach to community well-being and the collective "good life" in the face of crisis. Paper presented at the meeting of the National Communication Association, Chicago, IL, November 2014.
- Compton, C. A., & **Greenwood, M. M. (2014).** Legitimate rape and Todd Akin: Primed for Legitimate change. Paper presented at the meeting of the Central States Communication Association, Minneapolis, MN, April 2014.
- Warner, B. R., & **Greenwood, M. M. (2014).** Spreading ideological extremism online: Twitter as a vector for political incivility. Paper presented at the meeting of the Central States Communication Association, Minneapolis, MN, April 2014.
- Hawthorne, J., Tschirhart, P., & **Greenwood, M. M. (2013).** Exploring the citizen journalist: Twitter and the 2012 political convention address of Ann Romney. Paper presented at the meeting of the National Communication Association, Washington, D.C., November 2013.
- Warner, B. R., & **Greenwood, M. M. (2013).** Networked argument in electoral contexts: A look at polarizing campaign arguments in the 2012 presidential election. Paper presented at the meeting of the National Communication Association, Washington D.C., November 2013.
- Greenwood, M. M. (2013).** Presidential campaign 2008: Inter-media agenda setting effects between campaign YouTube advertisements and partisan blogs. Paper presented at

the meeting of the Central States Communication Association, Kansas City, MO, April 2013.

Research Interests

Political communication on social media
 Political polarization
 Political candidate gender
 Political extremism
 Political campaign debates
 Political audience gender
 Structural equation modeling
 Collection of social media data

Teaching

Course Experience

COMM 3422: Communication Research Methods

Fall 2017

University of Missouri

The course is an introduction to social scientific research methods in the Communication discipline. The class exposes students to the ways in which scholars conduct research and trains them on how to critically evaluate social based research. The design of the course is to highlight the two primary avenues of social research and to walk students through each step of the research process. Aspects of communication research are explored through reading, writing, discussion, published research, and quantitative/ qualitative questioning.

COMM 115: Fundamentals of Public Speaking (Online)

Fall 2017

Missouri State University

In this online course, I instruct students in the fundamentals of public speaking. My responsibilities include implementing the basic course curriculum of the university and designing lectures and activities to facilitate this curriculum. I am responsible for preparing and delivering lectures on largely pre-specified public speaking topics and for designing and grading exams and speech assignments. In this course, we focus on the development of critical thinking skills, speech delivery skills, outline organization skills, and the ability to conduct and critically analyze research.

COMM 321: Communication Research Methods

Fall 2017

Maryville University

The course is an introduction to social scientific research methods in the Communication discipline. The class exposes students to the ways in which scholars conduct research and trains them on how to critically evaluate social based research. The design of the course is to highlight the two primary avenues of social research and to walk students through each step of the research process. Aspects of communication research are explored through reading, writing, discussion, published research, and quantitative/ qualitative questioning.

Moreover, this class is designed as an introduction into the practical, applied methods and thinking in research and the methods used in support of marketing and communications initiatives required by marketing, advertising, and communications professionals.

COMM 4473: Political Communication

Spring 2015-Fall 2016

University of Missouri

This course is an introductory survey of political communication. In this course I teach junior and senior level students the major concepts related to political communication and basic campaign strategies. The course seeks to foster critical engagement with politics by focusing on the role of the media, language, political socialization, and various facets of political campaigns including but not limited to advertising, new media, debates, and polling. This course seeks to cultivate an interest in the real-world practice of American democracy by blending the content of research on political communication with a semester-long project that encourages students to implement what they learn in a campaign setting. I design and deliver various lectures on topics such as new technology in campaigns and the role of language in campaigns. I also design in-class activities that enable students to apply reading assignment material to real world examples.

COMM 3050: Survey of Communication Studies

Spring 2014-Fall 2014; Spring 2017

University of Missouri

This course introduced junior and senior level students to theories in communication. In this course I acted as an assistant to Dr. Rebecca Meisenbach and Dr. Brian Houston in teaching students the major concepts related to several areas such as interpersonal, organizational, political, and mass communication. My responsibilities included helping design writing assignments and exams. I also designed and delivered lectures. As this was a writing intensive class, I graded large writing assignments, and met with students regularly to further refine both their arguments and writing skills. During weekly breakout sessions in the lab, I would review writing strategies with students and help them understand how to critically analyze the persuasive messages that bombard us in our everyday lives.

COMM Honors Public Speaking

1200H: Fall 2015

University of Missouri

In this Honors College course, I instructed students in the fundamentals of public speaking. My responsibilities included implementing the basic course curriculum of the university and designing lectures and activities to facilitate this curriculum. I was responsible for preparing and delivering lectures on largely pre-specified public speaking topics and for designing and grading exams and speech assignments. In this course, we focus on the development of critical thinking skills, speech delivery skills, outline organization skills, and the ability to conduct and critically analyze research.

COMM 1200: Public Speaking

Fall 2012-Fall 2013; Spring 2015-Fall 2016; Fall 2017

University of Missouri

In this course, I instructed students in the fundamentals of public speaking. My responsibilities included implementing the basic course curriculum of the university and designing lectures and activities to facilitate this curriculum. I was responsible for preparing and delivering lectures on largely pre-specified public speaking topics and for designing and grading exams and speech assignments. In this course, we focused on the development of critical thinking skills, speech delivery skills, outline organization skills, and the ability to conduct and critically analyze research.

COMM 1200: Media in Society

Spring 2008

Marquette University

In this course I acted as a teaching assistant. In the course we surveyed the historical, economic, and cultural development of the mass media in America. I helped to introduce students to the theoretic approaches utilized to understand the media's role in society. I also designed and delivered a lecture to the larger classroom. During weekly breakout sessions in the lab, I would review media theories with students and apply lecture concepts to everyday media communication.

CMST 1000: Introduction to Communication

Fall 2007

Marquette University

In this course I acted as a teaching assistant. In the course we surveyed communication principles and processes as they related to interpersonal communication, small group communication, culture and communication, persuasion, argumentation, communication in organizations, and mediated communication. I also prepared and delivered a lecture to the larger classroom. My responsibilities included instructing first year college students in the fundamentals of communication theories during weekly lab breakout sessions.

Invited Lectures

COMM 3050: *In this guest lecture during April 2014, I introduced a large group of students to several communication theories that political communication scholars often utilize in their research. Specifically, I discussed Framing Theory, Agenda Setting Theory, and Priming Theory.*

Invited Presentations

University of Missouri-Columbia, Columbia, MO

Presented to the University of Missouri-Columbia's Department of Communication Colloquium Series.

"Women warriors: The role of military service in evaluation of female Senate candidates."

February 2017.

University of Missouri-Columbia, Columbia, MO

Presented to the University of Missouri-Columbia's Department of Communication Professional

Development Series. "Collecting tweets: A professional development session on collecting and analyzing social media data." March 2017.

Honors and Awards

Outstanding Graduate Student Research Award

Presented by the University of Missouri Department of Communication. May 2017.

Top Paper

Presented to the 32nd Annual Research & Creative Activities Forum, University of Missouri Graduate Professional Council. Awarded for "Ferguson on Facebook: Political comedy in a new era of media effects." March 2015.

Top Paper

Presented to the Political Communication panel at the annual meeting of the Central States Communication Association in April 2014. Awarded for "Legitimate rape and Todd Akin: Primed for legitimate change." April 2014.

Dissertation Research Grant

Presented by the University of Missouri Department of Communication. Rebecca Verser & Alumni Graduate Student Support Fund. October 2015.

Service

Professional Service

2014-2016 Graduate Student Advisor
Lambda Pi Eta Undergraduate Communication Honors Society

2014-present Political Communication Institute Research Associate
Department of Communication, University of Missouri

Disciplinary Service

2013-present Paper Reviewer, Political Communication Division
National Communication Association

2013-present Paper Reviewer, Mass Communication Division
National Communication Association

Departmental Service

2013-2014 Secretary, Association of Communication Graduate Students
Department of Communication, University of Missouri

Academic Memberships

2015-present International Communication Association, Member

2013-present National Communication Association, Member

2013-present Central States Communication Association, Member

Revised: August 2017