

Zane Dayton

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Education

- Ph.D. University of Kentucky, May 2024
Communication
Advisor: Marko Dragojevic
Committee: Bobi Ivanov, Andy Pilny, Xin Ma
Dissertation: "Effects of Controlling Language and Source Social Group Membership on Resistance to Persuasion."
- M.A. University of North Texas, May 2020
Communication Studies
Advisor: Joseph McGlynn
Committee: Iftekhar Ahmed, Zuoming Wang
- B.A. University of North Texas, May 2018
Major: Communication Studies
Minor: Psychology
Cum Laude

Academic Appointments

- 2024-2025 Postdoctoral Scholar
Department of Communication, University of Kentucky
- 2024 Adjunct Faculty
Department of Communication Studies, Eastern Kentucky University
- 2021-2024 Adjunct Faculty
Communication Program, Bluegrass Community & Technical College
- 2020-2023 Instructor of Record
Department of Communication, University of Kentucky
- 2018-2020 Teaching Assistant
Department of Communication Studies, University of North Texas

Peer-Reviewed Journal Publications (N = 6)

(^Denotes shared first authorship)

^Silwal, A., & **Dayton, Z. A.** (In press). Understanding the political frames of the opioid crisis: A content analysis of U.S. senators' tweets. *Health Communication*.
<https://doi.org/10.1080/10410236.2024.2364465>

Dragojevic, M., Giles, H., Goatley-Soan, S., & **Dayton, Z. A.** (In press). Americans' attitudes toward British accents: The role of social categorization, perceived group prototypicality, and processing fluency. *Journal of Multilingual and Multicultural Development*. <https://doi.org/10.1080/01434632.2024.2346575>

Dayton, Z. A., & Dragojevic, M. (2024). Effects of jargon and source accent on receptivity to science communication. *Journal of Language & Social Psychology*, 43(1), 104-117. <https://doi.org/10.1177/0261927X231191787>

Dragojevic, M., Occa, A., & **Dayton, Z. A.** (2024). Effects of character accent on perceived similarity, transportation, and narrative persuasion. *Health Communication*, 39(4), 818-827. <https://doi.org/10.1080/10410236.2023.2185926>

Dayton, Z. A., & Dragojevic, M. (2023). When wearing a mask is (not) the norm: Political partisanship and persuasion in the context of COVID-19. *Communication Reports*, 36(1), 1-14. <https://doi.org/10.1080/08934215.2022.2081710>

McGlynn, J., Baryshevtsev, M., & **Dayton, Z. A.** (2020). Misinformation more likely to use non-specific authority references: Twitter analysis of two COVID-19 myths. *The Harvard Kennedy School (HKS) Misinformation Review*, 1(3), 1-16.
<https://doi.org/10.37016/mr-2020-37>

Manuscripts Under Review

Dayton, Z. A., Scarduzio, J., & Adams, M. (Revisions submitted). Experiences of features and affordances in sexual harassment on social media: A comparison of Instagram and Snapchat. Submitted to *Western Journal of Communication*.

Scarduzio, J. A., **Dayton, Z. A.**, & Adams, M. (Under review). Unwanted dick pics, gaslighting, and spillover: Image based sexual harassment and privacy management on Snapchat. Submitted to *Sexuality and Social Policy*.

Scarduzio, J. A., Walker, C., Adams, M., & **Dayton, Z. A.** (Under review). Manipulative online bullying and pressure to send intimate images. Examining face-

negotiation, gender, and power in image-based sexual harassment. Submitted to *Communication Research*.

Works in Progress

Dayton, Z. A., & Dragojevic, M. (manuscript in preparation). Effects of controlling language and source social group membership on resistance to persuasion.

Dayton, Z. A., & Richardson, B. (data collection). Whistleblowing in Greek organizations: The relationship between hazing event severity and whistleblower organizational tenure.

Dragojevic, M., Cramer, J., & **Dayton, Z. A.** (data collection). Language attitudes toward Appalachian accents.

Dragojevic, M., & **Dayton, Z. A.** (data analysis). Understanding the relationship between stereotypes and source accent.

Edited Book Chapters

McGlynn, J., & **Dayton, Z. A.** (Pre-publication). Attributing responsibility for Tua Tagovailoa's concussion: A content analysis of the media's use of YouTube. In G. A. Cranmer & B. Boatwright (Eds.), *Social media theory and analysis within sport communication*. Cognella.

Peer-Reviewed Conference Papers & Presentations (N = 15)

(^Denotes shared first authorship)

Dayton, Z. A., & Dragojevic, M. (2024, November 21-24). *The effects of controlling language and source social group membership on resistance to persuasion* [Paper presentation]. National Communication Association 110th Annual Convention, New Orleans, LA, United States. **[Top Student Paper]**.

Scarduzio, J. A., Walker, C., Adams, M., & **Dayton, Z. A.** (2024, November 21-24). "*I didn't want to seem overdramatic*": Examining face negotiation, gender, and power in image-based sexual harassment [Paper presentation]. National Communication Association 110th Annual Convention, New Orleans, LA, United States.

Dragojevic, M., & **Dayton, Z. A.** (2024, June 12-16). *The relative effects of stereotypes and processing fluency on Americans' attitudes toward foreign-accented speakers*. [Paper presentation]. The 18th International Conference of Language and Social Psychology, Tallinn, Estonia.

^Silwal, A., & **Dayton, Z. A.** (2023, November 16-19). *How do policymakers communicate about opioids? A content analysis of U.S. senators' tweets* [Paper presentation]. National Communication Association 109th Annual Convention, National Harbor, MD, United States.

Dayton, Z. A., & Dragojevic, M. (2023, May 25-29). *Effects of language complexity and accent on receptivity to science communication* [Paper presentation]. 73rd Annual International Communication Association Conference, Toronto, Canada. **[The Howard Giles Top Student Paper]**.

Dayton, Z. A., Scarduzio, J., & Adams, M. (2023, May 25-29). *"He would gaslight me about not wanting to send it": Agency and sexual harassment on Instagram and Snapchat* [Paper presentation]. 73rd Annual International Communication Association Conference, Toronto, Canada.

Dayton, Z. A. (2022, November 17-20). *When credibility is confusing: Exploring the role of credibility and psychological reactance in COVID-19 vaccine misinformation tweets* [Paper presentation]. National Communication Association 108th Annual Convention, New Orleans, LA, United States.

Dragojevic, M., Occa, A., & **Dayton, Z. A.** (2022, May 26-30). *Effects of character accent on transportation and persuasion in first-person health narratives* [Paper presentation]. 72nd Annual International Communication Association Conference, Paris, France. **[The Top Paper]**.

Dayton, Z. A. (2022, April 7-9). *Breaking tradition is risky: Physician communication strategies in reducing alternative cancer treatment risk perceptions* [Poster presentation]. 17th Biennial Kentucky Conference on Health Communication, Lexington, KY, United States.

Dayton, Z. A., & McGlynn, J. (2021, November 18-21). *Competent but not trustworthy: Persuasive effects of expert cues on perceptions of credibility and risk for immunotherapy cancer treatments* [Poster presentation]. National Communication Association 107th Annual Convention, Seattle, WA, United States.

Dayton, Z. A. (2021, April 7-11). *A HUG a day will keep the misinformation away: A proposed mHealth user gatekeeping model* [Paper presentation]. Southern States Communication Association 91st Annual Convention, Norfolk, VA, United States.

Dayton, Z. A. (2021, April 7-11). *The extended parallel process model: Application, criticisms, and future research* [Paper presentation]. Southern States Communication Association 91st Annual Convention, Norfolk, VA, United States.

Dayton, Z. A., Farmer, R. D., & Tolj, J. (2020, November 19-22). *Working in hell and praying for heaven: Conflicting cultures and stress in a children's home* [Paper presentation]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States.

Dayton, Z. A., & Fajardo, R. (2020, April 2-4). *Trophies and stars: Using heuristic cues in credibility perceptions of doctor's online profiles* [Poster presentation]. 16th Biennial Kentucky Conference on Health Communication, Lexington, KY, United States.

Dayton, Z. A., & Clary-Wortham, R. (2019, November 14-17). *Vaping made me do it: Visual and linguistic agency assignment in vaping risk messages* [Paper presentation]. National Communication Association 105th Annual Convention, Baltimore, MD, United States.

Awards

Research

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| 2023 | Dissertation Year Fellowship Award, College of Communication & Information, University of Kentucky |
| 2022 | Martha and Howard Sypher Memorial Graduate Award, College of Communication & Information, University of Kentucky |
| 2021 | R. Lewis Donohew Graduate Fellowship Award, College of Communication & Information, University of Kentucky |
| 2020 | Outstanding Graduate Scholar of the Year, Department of Communication Studies, University of North Texas |
| 2020 | Comprehensive Exams of the Year, Department of Communication Studies, University of North Texas |

Top Papers

- 2024 Top Student Paper Award, Communication and Social Cognition Division,
National Communication Association
- 2023 The Howard Giles Top Student Paper Award, Intergroup Communication
Interest Group, International Communication Association
- 2022 The Top Paper Award, Intergroup Communication Interest Group,
International Communication Association

Teaching Experience

Postdoctoral Teaching Scholar (2024-Present)

COM 252 – Introduction to Interpersonal Communication

COM 326 – Communication Strategies for Professional Excellence

Adjunct Faculty, Eastern Kentucky University (2024)

CMS 100 – Introduction to Human Communication

Adjunct Faculty, Bluegrass Community and Technical College (2021-2024)

COM 181 – Basic Public Speaking

COM 252 – Introduction to Interpersonal Communication

Instructor of Record, University of Kentucky (2020-2023)

COM 252 – Introduction to Interpersonal Communication

COM 313 – Interpersonal Communication in Close Relationships

COM 471 – Introduction to Health Communication

Teaching Assistant, University of North Texas (2018-2020)

COMM 2020 – Interpersonal Communication

COMM 3010 – Communication Perspectives

COMM 3720 – Small Group Communication

COMM 3920 – Organizational Communication

COMM 4120 – Communication & Sport

Instructor of Record, University of North Texas (2018)

COMM 1010 – Introduction to Communication

Service

Elected Office in Professional Organizations

2024-2026 Secretary, Intergroup Communication Interest Group, International
Communication Association

Ad-hoc Reviewer (2020-present, on one or more occasions)

Journal Manuscripts

Health Communication
Journal of Intercultural Communication Research
PLOS One
Western Journal of Communication

Conference Papers

International Communication Association

Health Communication Division
Intergroup Communication Interest Group

National Communication Association

Communication and Social Cognition Division
Disability Issues Caucus
Health Communication Division
Language and Social Interaction Division
Student Section

Conference Panel Chair (2022-present, on one or more occasions)

International Communication Association, Intergroup Communication Interest Group

Memberships

International Association of Language and Social Psychology
International Communication Association
National Communication Association