

# Ciera Kirkpatrick (Formerly Ciera Dockter)

Assistant Professor of Advertising & Public Relations | University of Nebraska-Lincoln

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## Professional Appointments

University of Nebraska-Lincoln

Lincoln, NE

Assistant Professor, Advertising & Public Relations (Aug. 2021-Present)

## Education

University of Missouri

Columbia, MO

Ph.D. Journalism (2021)

Wichita State University

Wichita, KS

M.A. Communication (2017)

B.A. Communication (2015)

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## Scholarship

### Peer-Reviewed, Published Journal Articles

Kirkpatrick, C. E., & Lee, S. (2022). Comparisons to picture-perfect motherhood: How Instagram's idealized portrayals of motherhood affect new mothers' well-being. *Computers in Human Behavior*, 137, 1–13.

<https://doi.org/10.1016/j.chb.2022.107417>

Kirkpatrick, C. E.\*, Hu, S.\*, Lee, N.\*, Hong, Y.\*, Lee, S.\*, & Hinnant, A.\*. (2022). Overcoming Black Americans' psychological and cognitive barriers to clinical trial participation: Effects of news framing and exemplars. *Health Communication*, 1–13. <https://doi.org/10.1080/10410236.2022.2105619>

\*all authors contributed equally to this work

Hu, S.\*, Kirkpatrick, C. E.\*, Hong, Y.\*, Lee, N.\*, Lee, S.\*, & Hinnant, A.\*. (2022). Improving rural White men's attitudes toward clinical trial messaging and participation: Effects of framing, exemplars and trust. *Health Education Research*. <https://doi.org/10.1093/her/cyac026>

\*all authors contributed equally to this work

- Kirkpatrick, C. E. & Lee, S. (2021).** Effects of Instagram body portrayals on attention, State body dissatisfaction, and appearance management behavioral intention. *Health Communication*, 1-12. <https://doi.org/10.1080/10410236.2021.2010902>
- Lee, S., Lee, N., & **Kirkpatrick, C. E.** (2021). Effects of communication source and racial representation in clinical trial recruitment flyers. *Health Communication*, 1-13. <https://doi.org/10.1080/10410236.2021.1976361>
- Kirkpatrick, C. E. & Lee, S.** (2021). The impact of source and message relevance on audience responses to health podcasts. *Communication Reports*, 34(2), 78-91. <https://doi.org/10.1080/08934215.2021.1912129>
- Dockter, C. E.,** Lee, S., Boman, C.D., Hinnant, A., & Cameron, G. T. (2020). The impact of retransmission and modality on communicating health research findings via social media. *Health Communication*, 1-11. <https://doi.org/10.1080/10410236.2020.1749354>
- Lee, S., Lee, N., & **Dockter, C. E.** (2020). Effects of message presentation type on GM food risk perception, similarity judgment, and attitude. *Health Communication*, 1-11. <https://doi.org/10.1080/10410236.2020.1787926>
- Cowan, N., Adams, E. J., Bhangal, S., Corcoran, M., Decker, R., **Dockter, C. E.,** ... Watts, A. L. (2019). Foundations of arrogance: A broad survey and framework for research. *Review of General Psychology*, 23(4), 425-443. <https://doi.org/10.1177/1089268019877138>

## Grants

- 2023 Association for Education in Journalism & Mass Communication (AEJMC) Emerging Scholar Grant**  
Examining Health Information Seeking on TikTok and the Impact of TikTok Message Features on Young Women’s Health-Related Attitudes, Perceptions, and Behavior intentions  
**Principal Investigator** \$3,500 Status: Funded
- 2023 University of Nebraska-Omaha College of Public Health (COPH) Innovation Fund**  
The Role of Media in Birthing Provider Decision  
**Co-Investigator** \$11,550 Status: Funded

- 2022 University of Nebraska Collaboration Initiative Team Formation Grant**  
 #Narcans Saves Lives: Using Social Media to Encourage Narcan Purchase and Reduce Death from Opioid Overdose  
**Principal Investigator** \$7,500 Status: Funded
- 2022 University of Nebraska-Lincoln Grand Challenges Planning Grant**  
 Midwest Science Engagement Consortium (MSEC)  
**Co-Investigator** \$113,462 Status: Funded
- 2022 University of Nebraska-Lincoln Grand Challenges Planning Grant**  
 Nebraska Community Action Research for Equity and Sustainability (NE CARES) Hub  
**Team Member** \$149,238 Status: Funded
- 2017 School of Journalism subgrant from Washington University and University of Missouri, NIH**  
 Institute of Clinical and Translational Sciences-Communication  
**Student Investigator** \$60,112 Status: Funded
- 2017 Barnes-Jewish Hospital Foundation and Institute of Clinical and Translational Sciences Grant, NIH.**  
 Development of an Exam Room to Newsroom Strategy to Enhance Firearm Safety  
**Student Investigator** \$50,000 Status: Funded

## Peer-Reviewed Conference Presentations

Schlosser, A., Subramanian, R., Boling, K., Hample, J., **Kirkpatrick, C. E.**, Habecker, P., Jones, V. (2023). *#NarcansSavesLives: Digital assembly and social construction of a public health intervention*. Abstract to be presented at the Health Humanities Consortium, Cleveland, OH.

Schlosser, A., **Kirkpatrick, C. E.**, Boling, K., Hample, J., Habecker, P., Subramanian, R., & Jones, V. (2023). *#NarcansSavesLives: Strength and solidarity in youth digital activism in an overdose crisis*. Abstract to be presented at the Harm Reduction International Conference, Melbourne, Australia.

**Kirkpatrick, C. E.**, Hu, S., Lee, N., Hong, Y., Lee, S., & Hinnant, A. (2022, May).

*Overcoming barriers to clinical trial participation among Black Americans.* Paper presented at the International Communication Association (ICA) Conference, Paris, France.

Boman, C. D., **Kirkpatrick, C. E.**, Lee, S., & Hinnant, A. (2022, May). *Testing the combined effects of temporal distance and loss/gain framing on health topics.* Abstract presented at the International Communication Association (ICA) Conference, Paris, France.

Hong, Y., Lee, N., Hu, S., **Kirkpatrick, C. E.**, Lee, S., & Hinnant, A. (2022, May). *Effects of framing and visuals in COVID-19 vaccination messages: Race and vaccine status as moderators.* Paper presented at the International Communication Association (ICA) Conference, Paris, France.

**Dockter, C.** & Lee, S. (2021, May). *Effects of Instagram body image portrayals on attention, state body dissatisfaction, and health behavioral intentions.* Paper presented at the International Communication Association (ICA) Conference, Converted from Denver, CO to virtual due to COVID-19.

**Dockter, C.**, Lee, S., Lee, N., & Hong, Y. (2020, May). *Cognitive and emotional processing of Instagram posts: The impact of thin vs. overweight body portrayals.* Extended abstract presented at the International Communication Association (ICA) Conference, Converted from Australia to virtual due to COVID-19.

Lee, N., Lee, S. & **Dockter, C.** (2020, May). *Engaging the African American population in clinical trials: Effects of communication source credentials and racial representation.* Paper presented at the International Communication Association (ICA) Conference, Converted from Australia to virtual due to COVID-19.

Lee, N., Lee, S. & **Dockter, C.** (2020, May). *Effects of popularity cues in health news: An eye-tracking study.* Extended abstract presented at the International Communication Association (ICA) Conference, Converted from Australia to virtual due to COVID-19.

**Dockter, C.** & Lee, S. (2019, August). *The impact of source credibility and topic relevance on audience responses to health podcasts.* Poster presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada.

- Lee, N., **Dockter, C.**, & Lee, S. (2019, August). *Effects of message presentation type on GM food risk perception, similarity judgement, and attitude*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada.
- Dockter, C.**, Hu, S., & Lee, S. (2019, May). *Examination of comparative advertising and realistic framing in e-cigarette television advertisements*. Paper presented at the International Communication Association (ICA) Conference, Washington, DC.
- Lee, S., Zhu, J., **Dockter, C.**, et al. (2019, May). *Development of effective strategies for firearm-safety communication messages by pedestrians to parents*. Paper presented at the International Communication Association (ICA) Conference, Washington, DC.
- Dockter, C.** & Lee, S. (2019, March). *Examining how source credibility affects health behavioral intentions among podcast listeners*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK.
- Dockter, C.** (2018, August). *Health behavior intention: A concept explication*. Poster presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, D.C.
- Dockter, C.** & Rackers, E. (2018, March). *Anaphylaxis isn't the only thing to cause shock: A case study analyzing Mylan's handling of the EpiPen price increase*. Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.
- Dockter, C.** & Rackers, E. (2018, March). *More than just allergic reactions: An analysis of public reaction to Mylan's EpiPen price increase*. Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.
- Dockter, C.** (2017, March). *Intercourse, independence, and immigration: The promotion of intersectional feminism in Jane the Virgin*. Paper presented at the Gender and Sexuality in Kansas Conference, Wichita, KS.
- Dockter, C.** (2017, February). *Jane's no virgin to gender equality: A feminist critique of*

*Jane the Virgin*. Paper presented at the Southwest Popular/American Culture Association, Albuquerque, NM.

## Other Scholarly Presentations

**Kirkpatrick, C.** (2022, October). *Increasing diversity in clinical trials via strategic communication*. Flash talk given at the Annual Midwest Public Health Innovation and Research Expo (PHIRE), Omaha, NE.

**Kirkpatrick, C. & Lee, S.** (2022, October). *#momlifeisthebestlife: How social media's portrayals of motherhood are harming new mothers*. Poster presented at the Annual Midwest Public Health Innovation and Research Expo (PHIRE), Omaha, NE.

**Dockter, C. & Lee, S.** (2020, November). *Emotional responses to thin and overweight portrayals on Instagram*. Paper presented at the 37<sup>th</sup> Annual Research & Creative Activities Forum (RCAF), Columbia, MO.

**Dockter, C., Boman, C. D., Hinnant, A., & Lee, S.** (2019, June). *Research informing ICTS strategic communication plan*. Research findings presented at Washington University Institute of Clinical and Translational Sciences, St. Louis, Missouri.

**Dockter, C.** (2017, April). *Grandmothers, mothers, and daughters: Examining feminism and intersectionality in Jane the Virgin*. Paper presented at the Graduate Research and Scholarly Projects Symposium (GRASP), Wichita, KS.

Bowman, S., **Dockter, C.**, Gimenez, M.,...Parviz, E. (2016, April). *Food for thought: Assessing the need for a campus-based food pantry*. Poster presented at the Graduate Research and Scholarly Projects Symposium (GRASP), Wichita, KS.

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## Teaching

### Instructor of Record

#### University of Nebraska-Lincoln

ADPR 221 Strategic Writing

ADPR 830 Advertising Issues & Strategies

Su2021 – S2023 (x5)

F2021 – Su2023 (x5)

### **University of Missouri**

JOURN 2200	Audiences & Persuasion	Su2021 (x1)
JOURN 726	Public Relations	S2021 (x1)
JOURN 4952	Strategic Communication Research Methods	S2019 – F2020 (x2)
JOURN 2100	News Writing Intensive	S2018 – Su2019 (x3)

### **Wichita State University**

COMM 111	Public Speaking	F2015 – Su2017 (x9)
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### **Communication Upward Bound, Wichita State University**

CUB	Intro to Integrated Marketing Communication	Su2017 (x2)
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## **Guest Lectures**

### **2022 Drury University (Invited)**

“Quantitative Research in Mass Communication”

### **2020 University of Missouri**

“Storytelling and Social Sharing on Social Media”

## **Thesis Committees**

### **Currently Serving**

**MS:** Abbey Durham

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## **Professional Experience**

### **Ascential Marketing, Wichita, KS 2015-2017**

Copywriter & Social Media Consultant

Clients: Fahnestock HVAC, Fliphound, Newman University, NorthStar Comfort Services, Walts East, Wichita Urology

### **Leukemia & Lymphoma Society, Wichita, KS 2014-2015**

Special Events & Marketing Intern

### **KWCH Channel 12 Eyewitness News, Wichita, KS 2014**

Newsroom Intern

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## **Awards & Honors**

- 2023**            **Association for Education in Journalism & Mass Communication (AEJMC) Emerging Scholar**
- 2022**            **Top Poster, Annual Midwest Public Health Innovation and Research Expo (PHIRE)**  
Omaha, Nebraska
- 2022**            **“One to Watch” Honoree**  
Elliott School of Communication, Wichita State University
- 2021-2022**    **Research Development Fellow**  
Office of Research & Economic Development, University of Nebraska-Lincoln  
*Selected as one of 12 fellows for a program designed to provide early career faculty with the information, resources and approaches necessary to position themselves for success in securing external funding for their research, scholarship, and creative activity*
- 2021**            **Kappa Tau Alpha Inductee**  
University of Missouri
- 2021**            **1<sup>st</sup> Place, Faculty Research and Creative Activity Slam**  
University of Nebraska-Lincoln
- 2021**            **Lillian Lodge Kopenhaver Center Fellow**  
Florida International University Center for the Advancement of Women in Communication and the AEJMC Commission on the Status of Women
- 2020**            **2<sup>nd</sup> Place, Annual Research & Creative Activities Forum (RCAF)**  
Social Sciences Quantitative Research Category  
University of Missouri
- 2020**            **Nominee, Midwestern Association of Graduate Schools (MAGS) Excellence in Teaching Award**
- 2020**            **Top Research Poster**  
Information Processing Systems Division, International Communication Association (ICA)  
*“Effects of popularity cues in health news: An eye-tracking study”*  
(Lee, N., *Dockter, C.*, & Lee, S.)
- 2017-2021**    **Teaching Fellowship**  
School of Journalism, University of Missouri



<b>2017</b>	<b>Best Research Presentation</b> Elliott School of Communication, Wichita State University
<b>2017</b>	<b>Best Quantitative Research Paper</b> Elliott School of Communication, Wichita State University
<b>2017</b>	<b>Best Advertising Copywriting</b> Elliott School of Communication, Wichita State University
<b>2016</b>	<b>Outstanding Graduate Teaching Assistant</b> Elliott School of Communication, Wichita State University
<b>2017</b>	<b>Best Portfolio</b> Elliott School of Communication, Wichita State University
<b>2017</b>	<b>Best Photo Essay</b> Elliott School of Communication, Wichita State University
<b>2014</b>	<b>1<sup>st</sup> Place, Integrated Marketing Campaigns Contents</b> Elliott School of Communication, Wichita State University

## Service

### Professional

#### Journal Article Reviewer

*Health Communication*

S2022, Su2022

*Journalism & Media*

F2022, S2023

#### Conference Paper Reviewer

Association for Education in Journalism & Mass Communication (AEJMC)

2022-2023

International Communication Association (ICA)

2019-2023

#### Association for Education in Journalism & Mass Communication Education (AEJMC)

ComSHER Division, Media Team Committee

2022-2023

#### SciComm Conference

Social Media & Promotion Committee

2022

## University

### University of Nebraska-Lincoln

Center for Transformative Teaching, Institute for Online Teaching “Best Practices in Online Teaching” Panelist May 2022

## College

### College of Journalism & Mass Communications

Curriculum Committee 2022-2023

Research, Creative Activity & Awards Committee 2021-2022

ADPR Required Research Course Subcommittee 2022

*Worked with two other faculty members to develop ADPR 381 (Applied Research in Strategic Communication), which will now serve as the required research course for ADPR students*

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## Media Contributions

**Lincoln Journal Star** (2022, Dec. 30). *UNL professor explores harmful effects of idealized ‘mommy content’*: [https://journalstar.com/news/local/unl-professor-explores-harmful-effects-of-idealized-mommy-content/article\\_55b24902-5315-5907-9147-98f8fc7868c7.html?utm\\_campaign=snd-autopilot&utm\\_medium=social&utm\\_source=facebook\\_Lincoln\\_Journal\\_Star&fbclid=IwAR1vavXlJcFqUT9tGZCXtsQ2ibX-mq5PpFlfTtx99KZ-EyJWYC-ccysRJXs](https://journalstar.com/news/local/unl-professor-explores-harmful-effects-of-idealized-mommy-content/article_55b24902-5315-5907-9147-98f8fc7868c7.html?utm_campaign=snd-autopilot&utm_medium=social&utm_source=facebook_Lincoln_Journal_Star&fbclid=IwAR1vavXlJcFqUT9tGZCXtsQ2ibX-mq5PpFlfTtx99KZ-EyJWYC-ccysRJXs)

**Missourinet** (2022, Dec. 27). *The key to diversifying clinical trials is in the palm of your hand*: <https://www.missourinet.com/2022/12/27/the-key-to-diversifying-clinical-trials-is-in-the-palm-of-your-hand-listen/>

**KLKN-TV** (2022, Sept. 15). *‘Mommy Influencers’ create undo pressure, according to study by UNL prof*: <https://www.klkn.com/mommy-influencers-create-undo-pressure-according-to-study-by-unl-prof/>

**ORED Annual Report** (2022). *Designing effective health messaging*: <https://research.unl.edu/annualreport/2022/media/>

**Motherly** (2022, Sept. 13). *Research shows the toxic effect ‘momfluencers’ have on our mental health*: <https://www.mother.ly/health-wellness/mental-health/momfluencers-and-mental-health-anxiety/>

**Nebraska Today** (2021, Nov. 8). *Kirkpatrick wins Slam with call for collaboration between communicators, scientists:*

<https://news.unl.edu/newsrooms/today/article/kirkpatrick-wins-slam-with-call-for-collaboration-between-communicators/>

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## Professional Memberships

**Association for Education in Journalism & Mass Communications (AEJMC)**  
Communication Science, Health, Environment & Risk (ComSHER) Division  
2018 – Present

**International Communication Association (ICA)**  
2018 – Present

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## Professional Development

**2022 External Mentoring Program**

Faculty Affairs, University of Nebraska-Lincoln

*External Mentor: Kevin Wise, University of Illinois Urbana-Champaign*

**2022 Search Process Training**

University of Nebraska-Lincoln

**2022 “Tools and Training for Social Media Research”**

Public Insight Lab, University of Nebraska-Lincoln

**2022 “Writing Winning Grant Proposals”**

Office of Research and Economic Development (ORED), University of Nebraska-Lincoln

**2022 New Faculty Development Completion Certificate**

University of Nebraska-Lincoln

**2021 Teaching and Learning Symposium**

Center for Transformative Teaching, University of Nebraska-Lincoln

**2021 Collaboration Initiative Retreat**

University of Nebraska System

**2021 Broader Impacts 101**

University of Nebraska-Lincoln

**2021 “Women Faculty Moving Forward: Leading the Future of Academia”**

AEJMC Pre-Convention

**2021 Online Teaching Certification**

University of Missouri

**2020 Start Here 101: Online Course Design Basics**

University of Missouri