

## CURRICULUM VITAE

# Amanda L. Molder

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## EDUCATION

- Ph.D.** Current, University of Wisconsin – Madison, Mass Communication  
Department of Life Sciences Communication
- M.S.** 2020, Colorado State University, Public Communication and Technology  
Department of Journalism and Media Communication
- B.A.** 2012, University of California, San Diego, Communication  
Minor: Creative Writing  
2011, coursework completed at University of Melbourne, Australia  
2010, coursework completed at University of Sussex, England

## RESEARCH AREAS

### *Substantive*

Environmental /science communication with an emphasis on climate change, social media, social movements, visual communication, documentary film, collective action, framing, media effects, environmental justice, wildfires

### *Methodological*

Quantitative and qualitative content analysis (textual, visual, multimodal, critical discourse) media effects, survey design, experimental design, computational social science, social networking analysis, observational field work

## RESEARCH PUBLICATIONS

- Chen, K., **Molder, A.L.**, Duan, Z., Boulianne, S., Eckart, C., Mallari, P., Yang, D. (2022). How Climate Movement Actors and News Media Frame Climate Change and Strike: Evidence from Analyzing Twitter and News Media Discourse from 2018-2021. *The International Journal of Press/Politics*. <https://doi.org/10.1177/19401612221106405>
- Molder, A. L.**, Lakind, A., Clemmons, Z. E., & Chen, K. (2022). Framing the Global Youth Climate Movement: A Qualitative Content Analysis of Greta Thunberg’s Moral, Hopeful, and Motivational Framing on Instagram. *The International Journal of Press/Politics*, 27(3), 668–695. <https://doi.org/10.1177/19401612211055691>
- Li, N., **Molder, A. L.**, & Yang, S. (2022). Visual representations of SARS-CoV-2, emotions, and risk perception of COVID-19. *Health Science Reports*, 5(1), e496. <https://doi.org/10.1002/hsr2.496>

Li, N., & **Molder, A.L.** (2021). Can scientists use simple infographics to convince? Effects of the “flatten the curve” charts on perceptions of and behavioral intentions toward social distancing measures during the COVID-19 pandemic: *Public Understanding of Science*.  
<https://doi.org/10.1177/09636625211038719>

Abrams, K.M., **Molder, A.L.**, Nankey, P., Leong, K. (*under review*). Encouraging Respectful Wildfire Viewing Among Tourists: Roles for Social Marketing, Regulatory Information, Symbolic Barriers, and Enforcement. *Social Marketing Quarterly*.

## RESEARCH POSITIONS

**Graduate Project Assistant** 2022 –

PI: Dr. Kaiping Chen

- Project: “Coupling deliberation and digital crowdsourcing to amplify and engage marginalized communities in co-creating solutions for carbon-dioxide policies”
- Funded by **Chan Zuckerberg Initiative**

**Graduate Project Assistant** 2020 – 2022

PI: Dr. Dietram Scheufele

- Project: “Collaborative Research: A new model for producing science documentaries: Building collaborations between scientists and storytellers to test methods of communication in film”.
- With partners at the film production company Wonder Collaborative, this project received **National Science Foundation** (NSF) support (Award #AISL-2006010, \$500,000).
- Gained experience writing a multi-million, multi-year NSF grant proposal

**Graduate Research Assistant** 2019 – 2020

PI: Dr. Katie Abrams

- Project: Social marketing approach to mitigating unintentional wildlife feeding in National Parks. Funded by the **National Park Service (NPS)**. Project details here: <https://npssocialmarketing.wordpress.com/>
- Project: Social marketing approach to encouraging compliance with viewing distance guidelines for protected marine species. Funded by the National Oceanic Atmospheric Association (NOAA). Project details here: <https://amazingfromafar.org/>

## HONORS & AWARDS

Invited guest expert to speak with undergraduate students at St. Olaf College on Greta Thunberg and social media	July 2022
Outstanding Innovation in Research Award – AAAE	Sept 2021
Top Student Paper Award – International PR Research Conference	March 2020
Provost Honors – UC San Diego	Spring 2010, 2011

## GRANTS & SCHOLARSHIPS

\$170	AEJMC ComSHER Student Travel Award	2022
\$125	Behavior, Energy and Climate Change Conference Fellowship	2021
\$1,500	UW Madison, Jean W. Fewster LSC Scholarship	2021
\$45,818	UW Madison, Two-Year University Graduate School Fellowship	2020 & 2025
\$7,000	Colorado State University NOAA/NPS Research & Travel Funding	2020
\$250	Colorado State University Graduate Student Council Travel Award	2020
\$1,250	Colorado State University Conference Travel Award	2020
\$750	Colorado State University Conference Travel Award	2019
\$21,181	Federal Pell Grant – UC San Diego	2008 – 2012
\$867	Academic Competitiveness Grant – UC San Diego	2009 – 2010
\$750	Academic Competitiveness Grant – UC San Diego	2008 – 2009

## TEACHING EXPERIENCE

**Graduate Teaching Assistant (GTA)** 2022  
Department of Life Sciences Communication  
University of Wisconsin, Madison  
SP 22 – LSC 625, Risk Communication (Grading)

**Graduate Teaching Assistant (GTA)** 2018 – 2019  
Department of Journalism and Media Communication  
Colorado State University  
FA 18 – JTC 211, Visual Communication  
SP 18 – JTC 300, Professional and Technical Communication  
FA 19 – JTC 211, Visual Communication

*GTA Duties included:*

- Planned and ran labs / recitations based on course objectives and assignments
- Provided students assistance with projects via office hours and email
- Graded major projects and in-lab activities

## CONFERENCE PRESENTATIONS & INVITED TALKS

- Calice, M.N., **Molder, A.L.** (2022, November). *A Two-Way Street: Policy and Climate Change – Can Extreme Weather be Focusing Events for Policy Action? A Triangulated Approach Exploring News Coverage of Wildfires and Hurricanes*. [Panel presentation] Association for Public Policy Analysis and Management (**APPAM**) Conference, Washington D.C., USA.
- Molder A.L.**, Howell, E.L., DeSalazar, M., Kirschner, E., Goodwin, S.S., Scheufele, D.A. (2022, August 3-6). *Race, gender, and credentials as credibility cues? Communicating about emerging science across diverse audiences*. [Poster presentation] Association for Education in Journalism & Mass Communication (**AEJMC**) Conference, Detroit, MI, United States.
- Molder, A.L.**, Calice, M.N. (2022, August 3-6). *What do extreme weather events say about climate change? A comparison of U.S. wildfire and hurricane news coverage from 2016-2021*. [Poster presentation] Association for Education in Journalism & Mass Communication (**AEJMC**) Conference, Detroit, MI, United States.
- Molder A.L.**, Howell, E.L., DeSalazar, M., Kirschner, E., Goodwin, S.S., Scheufele, D.A. (2022, May 26-30). *Reaching beyond the proverbial choir: Examining the impact of science documentaries and representations of scientists to engage with underserved audiences*. [Panel presentation]. International Communication Association (**ICA**) 2022 conference, Paris, France.
- Chen, K., **Molder, A.L.**, Boulianne, S., Eckart, C., Mallari, P., Yang, D. (2022, May 26-30). *How Youth Activists and News Media Frame Climate Change and Strike: Evidence from Analyzing Twitter and Newspaper Discourse from 2018-2021*. [Conference presentation]. International Communication Association (**ICA**) 2022 annual conference, Paris, France.
- Molder, A.L.** & Chen, K. (2022, May 26-30). *The Global Climate Movement's Discourse on Twitter: Examining Responsibility Attribution, Mobilization Outcomes, and User Engagement*. [Paper session]. International Communication Association (**ICA**) 2022 annual conference, Paris, France.
- Molder, A.L.** (2022, March 5). *Vulnerability and resilience in Paradise: A visual discourse analysis of two California wildfire documentaries*. [Presentation]. Center for Culture, History and Environment (**CHE**)'s Graduate Student Symposium. Madison, Wisconsin, US.
- Molder A.L.**, Howell, E.L., DeSalazar, M., Kirschner, E., Goodwin, S.S., Scheufele, D.A. (2022, February 17-20). *Reaching beyond a proverbial choir with research-practice partnerships in filmmaking*. [ePoster presentation]. 2022 American Association for the Advancement of Science (**AAAS**) Annual Meeting, virtual.
- Molder, A.L.**, Calice, M.N. (2021, December 5-9). *Can fires focus our attention on climate change? A comparative analysis of wildfire news coverage in Australia and California*. [Conference presentation]. Society for Risk Analysis (**SRA**) 2021, virtual.
- Li, N. & **Molder, A. L.** (2021, November). *Effects of the “flatten the curve” charts on perceptions of and behavioral intentions toward social distancing measures during the COVID-19 pandemic*. [Conference presentation]. The annual conference of the Midwest Association for Public Opinion Research (**MAPOR**), Chicago, IL, United States.
- Li, N., **Molder, A. L.**, & Yang, S. (2021, November). *Decoding the “spiky fuzz-ball”: Visual representation of SARS-Cov-2, emotions, and risk perception of COVID-19*. [Conference presentation]. 107<sup>th</sup> annual conference of National Communication Association (**NCA**), Seattle, WA, United States.

- Abrams, K., **Molder, A.L.**, Leong, K. (2021, October 27-30). *Amazing from Afar: Promoting replacement behavior to discourage sea turtle harassment among tourists*. [Conference presentation]. Conservation Marketing and Engagement Conference (**ConsMark**), virtual.
- Abrams, K., **Molder, A.L.**, Leong, K. (2021, September 27-29). “*I Want a Sea Turtle Selfie!*” *Effects of a Social Marketing Campaign to Encourage Sustainable Wildlife Viewing of Non-Threatening Species*. [Conference presentation]. The American Association for Agricultural Education (**AAAE**) – Western Region Conference in Bozeman, MT, United States.  
**Winners: Outstanding Innovation in Research Award**
- Howell, E.L., **Molder A.L.**, DeSalazar, M., Quian, Y., Scheufele, D.A., Kirschner, E., Goodwin, S.S. (2021, July 27-28). *Connecting research and storytelling to engage with audiences through documentary film: Insights from a scientist-filmmaker collaboration*. [Conference presentation]. Communicating the Future: Engaging the Public in Basic Science, Science Public Engagement Partnership (**SciPep**), virtual.
- Molder, A.L.** (2021, June 21-24). *Do memes that use mockery and adversarial framing increase online engagement with climate change? Examining climate change meme accounts on Instagram*. [Conference presentation]. Conference on Communicating the Environment (**COCE**) from the International Environmental Communication Association (**IECA**), virtual.
- Chen, K., **Molder, A.L.**, Boulianne, S., Yang, D., Eckart, C., Mallari, P., Yang, S., Duan, Z. (2021, May 27). *The issue evolution of climate movement discourse on Twitter: How various actors frame and set the climate movement protest agenda in the U.S.* [Conference presentation]. International Communication Association (**ICA**) Pre-Conference Visions of Change: Communication for Social & Environmental Justice, virtual.
- Martinek, A.**, Clemmons, Z. (2020, March 4-7). *Framing climate change on Instagram and the effects of identity and self-efficacy on environmental communication*. [Conference presentation]. International Public Relations Research Conference (**IPRRC**) in Orlando, Florida, United States.  
**Winners: University of Miami School of Communication Top Student Paper Award**
- Martinek, A.**, Clemmons, Z. (2020, February 20-21). *Framing the youth climate change activist movement: A content analysis of Greta Thunberg’s Instagram account*. [Conference presentation]. Communicating the New Climate Regime: Confronting the Coming Barbarism, **#TeamRhetoric Conference** at Texas A&M in College Station, Texas, United States.
- Martinek, A.** (2019, November 12). *Political activism & CSR: A qualitative analysis of Patagonia’s Instagram*. [Poster presentation]. **Graduate Student Showcase** at Colorado State University in Fort Collins, CO, United States.
- Martinek, A.**, Clemmons, Z. (2019, October 9). *Framing the youth climate change activist movement: A content analysis of Greta Thunberg’s Instagram account*. [Poster presentation]. Society of Environmental Journalists (**SEJ**) Annual Conference in Fort Collins, CO, United States.
- Martinek, A.** (2019, May 16). *Social media, corporate social responsibility, and political activism: Diving into academic research, theory, and applications*. [Invited speaker]. The **Alterra Mountain Company Social Media Summit** in Denver, CO, United States.
- Martinek, A.** (2019, May 1). *The impact of corporate political activism messaging and ideological orientation: Collectivism vs. individualism on political activism intention*. [Conference presentation]. **Spring Research Colloquium** at Colorado State University in Fort Collins, CO, United States.
- Martinek, A.** (2019, March 7-9). *Corporate political activism and CSR: A qualitative content analysis of Patagonia’s Instagram*. [Conference presentation]. International Public Relations Research Conference (**IPRRC**) in Orlando, FL, United States.

## ACADEMIC LEADERSHIP & AFFILIATIONS

Chair of the <b>ComSHER</b> Graduate Student Council	2022 – Current
Graduate Student Council Member: AEJMC – <b>ComSHER</b> Division	2020 – 2022
Center for Culture, History, and the Environment ( <b>CHE</b> ) – UW Madison Graduate Student Affiliate	2022 – Current
Graduate Student Labor Union Organizer ( <b>TAA Madison</b> )	2022 – Current
Science, Media, and the Public ( <b>SCIMEP</b> ) Research Group – UW Madison	2021 – Current
Center for Science Communication Research ( <b>SCR</b> ) - University of Oregon External Affiliate	2021 – Current
LSC Diversity, Equity, and Inclusion ( <b>DEI</b> ) Graduate Group – UW Madison	2020 – 2021
LSC Content Analysis Research Group ( <b>CARG</b> ) – UW Madison	2020 – 2021
Climate Reality Leader: The Climate Reality Project	2019

**Reviewer** for *Environmental Communication*, *International Journal of Press/Politics* (IJPP), *Public Understanding of Science* (PUS), *National Association of Science Writers* (NASW)

**Member** of *International Environmental Communication Association* (IECA), *International Communication Association* (ICA) Environmental Communication Division and Visual Communication Division, *AEJMC* ComSHER division (Communicating science, health, environment, and risk)

## PROFESSIONAL EXPERIENCE

**Communications Specialist, National Park Service** 2019 – 2020  
Natural Resources Science and Sustainability  
Water Resources Division, Ocean and Coastal Branch  
Fort Collins, CO  
*Duties included:* Supporting the Coastal and Ocean Advisory & Support Team (COAST) community of practice through curating and writing content for digital platforms like social media, listservs, newsletters, and websites (internal and external).

**Communications Intern, CSU Energy Institute** 2019  
PowerHouse Energy Campus, Colorado State University  
Fort Collins, CO  
*Duties included:* Creating original web, social media, public relations, journalism, and video content to showcase the research, education, events, and stories at the Colorado State University Energy Institute.

## **85SIXTY**

2013 - 2018

85SIXTY is a digital marketing agency based in San Diego, CA and Denver, CO.

*CLIENTS* included Ikon Pass, Alterra Mountain Company, Mammoth Mountain Resorts, Big Bear Mountain Resort, Visit Big Bear, DC Shoes, Blundstone USA, ASICS, Onitsuka Tiger, Diamondback and Raleigh Bicycles, Stone Brewing Co., Spence Diamonds, Evolution Nutrition, SIMPLE Mobile, and Tracfone Wireless.

### **Director of Social Media**

2015 – 2018

- Plan and lead the development of 360 social media campaigns based on client objectives
  - Develop original content, accelerated through experiential, partnerships & native ads
  - Maintain solid client relationships, lead regular client presentation
  - Spearhead reviews of data analytics, competitors, industry trends and best practices
- Execute strategic advertising and branding social and digital media campaigns, plans and tactics
  - Manage client's paid social media advertising planning, strategy, execution, and reporting across platforms such as Facebook, Instagram, Twitter, Pinterest, YouTube, Snapchat
  - Allocate paid social budgets (\$1M+), conduct A/B testing, optimize targeting and creative
  - Build marketing calendars to execute content and brand strategy
- Provide ongoing strategic social media marketing and branding direction
- Manage a diverse team of content creators and community managers

### **Social Media Strategist**

2013 – 2015

- Created, implemented, and assessed social media strategies in integrated marketing efforts
- Managed client's day to day social media channels and communities
- Social media content creation – digital photography and Adobe Creative Suite

### **Editor in Chief**

2013 – 2016

ListenSD – San Diego, CA

- Managed a team of 20+ contributors to provide live concert coverage in San Diego
- Produced written and visual content for our website and social media channels
- Copy edited and provided editorial direction for all content on ListenSD.com

### **Marketing, Editorial and Promotions Internships**

2012 – 2013

- 102.1 FM KPRI – San Diego, CA
- TransWorld SURF Magazine – Carlsbad, CA
- Surfdog Records – Encinitas, CA

### **Senior Staff Writer**

2008 – 2012

UCSD Guardian, *Arts & Entertainment*

- Wrote weekly music/film reviews, interviews, and features, conducted and transcribed interviews with artists, musicians, and filmmakers

## SERVICE & OUTREACH

### Organizer and Host

2018 – 2020

DimeStories – Fort Collins, CO

- Organized and hosted a monthly three-minute storytelling event at the Forge Publick House in Fort Collins, Colorado with support from Old Firehouse Books.

### Volunteer and Social Media Coordinator

2017 - 2018

Oceanside SOAR – Oceanside, CA

- Managed organic and paid social media efforts for the political action group SOAR, “Save Our Agricultural Resources”. The goal of the organization is to save open space, public parks and agricultural land in Oceanside, California.

### Mentor

2015 - 2016

Big Brother Big Sister – San Diego, CA

- Mentored a high school senior from a disadvantaged neighborhood
- Planned monthly educational, cultural, and entertaining outings in the community

### Volunteer and Social Media Coordinator

2015 - 2016

Brother Benno’s – Oceanside, CA

- Volunteered on-site at the soup kitchen with food distribution, facility decoration and donations
- Managed social media accounts & wrote articles for monthly newsletter

## TECHNICAL SKILLS

### Digital Marketing

- Social Media Marketing
- Paid Social Media
- Advertising
- Brand Development
- Content Development
- Strategic Communication
- Blogging
- Copy Editing
- Client Relations
- Team Leadership

### Software

- R
- SPSS
- NVivo
- Qualtrics
- Zotero
- Google Analytics
- Microsoft Office
- Abode Creative Suite
- Photoshop
- InDesign
- Premiere Rush
- WordPress

### Research

- Research questions
- Research design
- Literature review and synthesis
- Experimental design
- Content analysis
- Survey design
- Structured and semi-structured interviews
- Data analysis and visualization
- Presentation