

**Dr. Brandon M. Walling, Ph.D.**  
**Curriculum Vitae**  
Department of Communication  
Michigan State University  
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### Education

- Ph.D.**            **Michigan State University**            *East Lansing, MI*  
2016-2021      Communication (linked M.A. – Ph.D. program)  
Advisor: Dr. Sandi W. Smith  
Committee: Drs. Kami J. Silk, Amanda Holmstrom, and Merry Morash  
Dissertation (defended April 19, 2021): Discussing mental health online: How content of support-seeking disclosure strategies influences the types and characteristics of social support offered in a depression help subReddit.
- M.A.**            **Michigan State University**            *East Lansing, MI*  
2015-2017      Communication (linked B.A. – M.A. program)  
Advisor: Dr. Sandi W. Smith  
Committee: Drs. Ron Tamborini and Robert C. Smith  
Thesis Topic: Examining the relationship between the timing of a perceived self-efficacy questionnaire, duration of training, and levels of self-efficacy and demonstrated skills in Smith’s patient-centered interview.
- B.A.**            **Michigan State University**            *East Lansing, MI*  
2012-2015      Communication, *with honors*  
Minor in Public Relations  
Honors College

### Publications

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#### Peer-Reviewed Journal Articles

- Walling, B. M.,** Totzkay, D., Silk, K. J., Boumis, J. K., Thomas, B., & Smith, S. W. (2021). Evaluating the feasibility of Continuing Medical Education for disseminating emerging science on the breast cancer and the environment connection. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2021.1946728>
- Totzkay, D., Silk, K. J., Thomas, B., **Walling, B. M.,** & Smith, S. W. (In press). Women’s understanding of windows of susceptibility and the role of the environment in breast cancer risk. *Journal of Cancer Education*.
- Walling, B. M.,** Smith, S. W., Grayson-Sneed, K., & Smith, R. C. (2021). The relationship between the timing of a self-efficacy questionnaire, duration of training, and levels of self-efficacy with patient-centered interviewing skills. *Communication Studies*. <https://doi.org/10.1080/10510974.2020.1819841>

- Smith, S. W., Morash, M., **Walling, B. M.**, & Adams, E. A. (2020). Precursors to probation and parole agent communication patterns with female clients. *Communication Studies*. <https://doi.org/10.1080/10510974.2020.1725080>
- Tamborini, R., Hahn, L., Klebig, B., **Walling, B. M.**, Kryston, K., & Aley, M. (2020). The representation of altruism and egoism in children's books. *Communication Studies*. <https://doi.org/10.1080/10510974.2020.1833356>
- Silk, K. J., **Walling, B. M.**, Totzkay, D., Mulroy, M., Smith, S. W., Quaderer, T., Boumis, J., & Thomas, B. D. (2019). Continuing medical education as a translation science opportunity for health communication researchers: The BCERP Model. *Health Communication*. <https://doi.org/10.1080/10410236.2019.1625003>. August, 2019 NIEHS Extramural Paper of the Month.
- Smith, S. W., Morash, M., **Walling, B. M.**, Adams, E. A., & Holmstrom, A. J. (2019). Precursors to Probation and Parole Agent Intent to Send Informational, Emotional, and Esteem Social Support Messages to Female Clients. *Journal of Applied Communication Research*, 47, 344-363. <https://doi.org/10.1080/00909882.2019.1615632>
- Grayson, A., Totzkay, D., **Walling, B. M.**, Ingalls, J., Viken, G., Smith, S. W., & Silk, K. J. (2019). Formative research identifying message strategies for a campus bicycle safety campaign using self-determination theory and the social norms approach. *Accident Analysis and Prevention*, 133. <https://doi.org/10.1016/j.aap.2019.105295>

### Book Chapters

- Smith, S., Morash, M., Holmstrom, A., **Walling, B. M.**, & Adams, E. (2019). How interpersonal communication improves the lives of women on probation and parole. In S. R. Wilson & S. W. Smith (Eds.), *Reflections on Interpersonal Communication Research* (pp. 251-270). San Diego, CA: Cognella.

### Manuscripts Under Review

- Walling, B. M.** (Revise and Resubmit). Self-disclosure, social support-seeking, and interpersonal response: A content analysis of a depression help subReddit. *Health Communication*.
- Totzkay, D., **Walling, B. M.**, Silk, K. J., & Smith, S. W. (Under review). Environmental breast cancer risks on the internet: A content analysis of breast cancer-related websites. *Journal of Health Communication*.

### Manuscripts In preparation

- Holmstrom, A., **Walling, B. M.**, Smith, S. W., & Morash, M. (In Preparation). The intersection of memorable and social support messages in networks for women in probation and parole.

**Walling, B. M.** (In Preparation). Understanding mental health communication: Online disclosure as a social support-seeking strategy. *Journal of Social and Personal Relationships*, special issue: The Role of Technologically-Mediated Communication on Well-Being

**Walling, B. M.** (In Preparation). Mental health communication during a global pandemic: Seeking social support online during the COVID-19 Pandemic *Health Communication*

### Conference Presentations

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**Walling, B. M.** (2021). Mental health communication during the COVID-19 pandemic: The accessibility of online social support. Paper accepted to the 2021 D.C. Health Communication Conference, Fairfax, VA.

**Walling, B. M.** (2021). Discussing mental health online: Does the content of support-seeking disclosure strategies influence the types or other characteristics of social support offered in a depression help subReddit? Paper accepted to the 2021 D.C. Health Communication Conference, Fairfax, VA.

**Walling, B. M.** (2020). The impact of self-disclosure and social support-seeking strategies on confirming/disconfirming interpersonal responses to disclosure and social support: A content analysis of a depression help subReddit. Paper presented at the 70<sup>th</sup> Annual International Communication Association Conference, Gold Coast, AU (virtual).

**Walling, B. M.,** Totzkay, D., Thomas, B., Smith, S. W., Silk, K. J., Boumis, J. K., Oung, P., & Hanigan, M. (2020). Feasibility of a continuing medical education course on disseminating emerging science on the breast cancer and environment connection. Paper presented at the 70<sup>th</sup> Annual International Communication Association Conference, Gold Coast, AU (virtual).

Smith, S. W., **Walling, B. M.,** & Morash, M. (2020). The impact of sources and types of memorable messages on behavioral outcomes for women on probation and parole. Paper presented at the 70<sup>th</sup> Annual International Communication Association Conference, Gold Coast, AU (virtual).

**Walling, B. M.** (2020). A content analysis of self-disclosure and social support-seeking strategies used and responses in a depression help subReddit. Poster presented at the 2020 Kentucky Conference on Health Communication, Lexington, KY (virtual).

Boumis, J. K., **Walling, B. M.,** Thomas, B., Totzkay, D., Smith, S. W., & Silk, K. J. (2020). Comparisons between pediatricians' and nurses' evaluations and implementation of a training on breast cancer and the environment. Poster presented at the 2020 Kentucky Conference on Health Communication, Lexington, KY (virtual).

**Walling, B. M.** (2019). Self-disclosure strategy and interpersonal response to disclosure. Paper presented at the 105<sup>th</sup> Annual National Communication Association Convention, Baltimore, MD.

Totzkay, D., Silk, K. J., Thomas, B., **Walling, B. M.**, Park, S., Boumis, J., & Smith, S. W. (2019). Women's understanding of windows of susceptibility and the role of the environment in breast cancer risk. Paper presented at the 105<sup>th</sup> Annual National Communication Association Convention, Baltimore, MD.

Silk, K. J, **Walling, B. M.**, Totzkay, D., Mulroy, M., Smith, S. W., Quaderer, T., & Boumis, J. (2019). Continuing medical education as a translation science opportunity for health communication researchers: The BCERP Model. Paper presented at the 69<sup>th</sup> Annual International Communication Association Conference, Washington, D. C.

**Walling, B. M.** (2019). The relationship between disclosure strategy, interpersonal response to disclosure, and social support strategies in the context of mental health disclosures. Poster presented at the 5<sup>th</sup> Biennial D.C. Health Communication Conference, Fairfax, VA.

**Walling, B. M.**, Totzkay, D., Silk, K. J., Park, S., & Boumis, J. (2019). Window of susceptibility knowledge and concern about breast cancer and the environment: Results from community-based formative research. Poster presented at the 5<sup>th</sup> Biennial D. C. Health Communication Conference, Fairfax, VA.

**Walling, B. M.**, Smith, S. W., Totzkay, D., Silk, K. J., & Quaderer, T. (2019). Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model. Poster presented at the 5<sup>th</sup> Biennial D. C. Health Communication Conference, Fairfax, VA.

Thomas, B., Totzkay, D., **Walling, B. M.**, Silk, K. J., Lapinski, M., Hanna-Attisha, M., Jones, N., & Smith, K. (2010). Recovering from poisoned water: Flint registry focus group and the context of trust. Poster presented at the 5<sup>th</sup> Biennial D.C. Health Communication Conference, Fairfax, VA.

Smith, S. W., **Walling, B. M.**, Holmstrom, A. J., Adams, E., & Morash, M. (2018). The intersection of social support and memorable messages in the context of women on probation and parole. Paper presented at the 104<sup>th</sup> Annual National Communication Association Conference, Salt Lake City, UT.

Mulroy, M., **Walling, B. M.**, Totzkay, D. S., Silk, K. J., & Smith, S. W. (2018). Pediatric health care providers' understanding of environmental links to breast cancer. Paper presented at the 104<sup>th</sup> Annual National Communication Association Conference, Salt Lake City, UT.

**Walling, B. M.** (2018). Examining the impact of self-efficacy and training duration in Smith's patient-centered interview. Paper presented at the 68<sup>th</sup> International Communication Association Convention, Prague, Czech Republic.

- Totzkay, D., **Walling, B. M.**, Silk, K. J., Smith, S. W., & Thomas, B. D. (2018). Environmental risk factors on the Internet: A content analysis of breast cancer-related websites. Paper presented at the 68<sup>th</sup> annual International Communication Association convention, Prague, Czech Republic.
- Park, S., Ingalls, J., Silk, K., **Walling, B. M.**, & Thomas B.D. (2018). Nursing mothers' perceptions of supportive and hurtful messages in the workplace. Paper presented at the 68<sup>th</sup> International Communication Association, Prague, Czech Republic.
- Smith, S. W., Morash, M., **Walling, B. M.**, Adams, E., & Cobbina, J. (2018). Precursors to probation and parole agent communication style with female clients. Paper presented at the 68<sup>th</sup> International Communication Association Convention, Prague, Czech Republic.
- Tamborini, R., Hahn, L. S., Klebig, B., **Walling, B. M.**, Kryston, K., & Aley, M. (2018). The representation of altruism and egoism in children's books and movies. Paper presented at the 68<sup>th</sup> International Communication Association Convention, Prague, Czech Republic.
- Mulroy, M., Silk, K. J., Smith, S. W., **Walling, B. M.**, & Thomas, B. (2018). Windows of susceptibility: Pediatrician and caregiver perspectives on environmental risk factors for breast cancer. Poster presented at the 2018 Kentucky Conference on Health Communication, Lexington, KY.
- Totzkay, D., **Walling, B. M.**, Thomas, B., Park, S., & Thompson, A. (2017). Windows of susceptibility and breast cancer: Content analyzing the prevalence of an emerging biomedical concept and literacy demand on breast cancer-related websites. Poster presented at the 2018 Kentucky Conference on Health Communication, Lexington, KY.
- Totzkay, D., **Walling, B. M.**, Silk, K. J., & Smith, S. W. (2017). Content analyzing breast cancer websites for information on environmental risks. Poster presented at the 12<sup>th</sup> annual meeting of the Breast Cancer and the Environment Research Program, Monrovia, CA.
- Smith, S. W., Morash, M., Adams, E. A., **Walling, B. M.**, Holmstrom, A., & Cobbina, J. (2017). Precursors to probation and parole agent intent to send informational, emotional, and esteem social support messages to female clients. Paper presented at the 67<sup>th</sup> Annual International Communication Association convention, San Diego, CA.
- Grayson, A., Totzkay, D., **Walling, B. M.**, Viken, G., Ingalls, J., Quaderer, T., Gordon, J., Fowler, A., Carmody, M., Park, S., Jang, Y., Mulroy, M., Smith, S. W., & Silk, K. J. (2017). Formative research identifying message strategies for a campus bicycle safety campaign using self-determination theory and the social norms approach. Paper presented at the 103rd Annual National Communication Association Convention, Dallas, TX.
- Walling, B.** (2017). Smith's patient-centered interview: Examining the role of timing of a perceived self-efficacy questionnaire. Poster presented at the 4<sup>th</sup> Biennial D.C. Health Communication Conference, Fairfax, VA.

Totzkay, D., **Walling, B. M.**, Silk, K. J., Smith, S. W., Jackson, M., Jang, Y., & Park, S. (2017). Content analysis of breast cancer websites for information on environmental risks. Poster presented at the 4<sup>th</sup> Biennial D. C. Health Communication Conference, Fairfax, VA.

Grayson-Sneed, K. A., Smith, R. C., Smith, S. W., Mulroy, M., **Walling, B. M.**, & Dwamena, F. (2015). Establishing reliability on a newly developed patient-centered coding scheme to test an evidence-based patient-centered model. Poster presented at the 3<sup>rd</sup> Biennial D.C. Health Communication Conference, Fairfax, VA.

**Walling, B. M.** (2016). A content analysis of moral and egoistic intuitions in children's media. Poster presented at the 2016 Undergraduate Research and Arts Forum, Michigan State University, East Lansing, MI.

### Funded Research Experience

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8/20-Present **GR Miller Doctoral Fellow.** *Department of Communication – Michigan State University.* Doctoral work funded with support from the Charles J. Strosacker Graduate Research Fund for Health and Risk Communication Fellowship and the Spring 2020 Doctoral Completion Fellowship from the Graduate School of Communication Arts and Sciences at Michigan State University. Independently theorize, plan, develop, evaluate, review, report, and present on mental health communication research. Interviewed, hired, and trained two paid graduate research assistants to apply a developed coding protocol to discussions about mental health. Collected qualitative and quantitative data, analyzed results, prepared reports, and presented information and findings via oral presentations at various professional organization conferences, developed written manuscripts to publish research findings in peer-reviewed journals. Created content analysis coding protocols based on previous social science and health communication research to test and research questions and hypotheses related to the impact that disclosure and other social support-seeking strategies have on the nature and types of social support offered to individuals with mental health issues.

8/17-12/20 **Research Assistant.** *Training pediatric health care providers as opinion leaders for communicating the influence of exposure to environmental risk factors on breast cancer risk.* Federally funded grant from the National Institute of Environmental Health Sciences, #1R21ES027418-01. CO-PIs: Kami J. Silk & Sandi W. Smith. Managed an interdisciplinary research team in collaboration with a scientific advisory board (grant partners – made up of biologists, epidemiologists, and breast cancer advocates) to develop a translational science program. Developed moderator guides, conducted focus groups to collect and analyze qualitative data to develop a continuing medical education (CME) intervention to train pediatric health care providers in strategies for communicating preventive recommendations with young patients and their caregivers to reduce exposure to environmental and lifestyle risk factors for breast cancer. Collaborated with WKAR, a National Public Radio member broadcasting

station and media production studio, and the Michigan State Medical Society to develop an accredited training with three, 1-hour translational science interactive modules for participants to earn up to 3 American Medical Association Physician's Recognition Award Category 1 certified CME credits. Personally recruited 100 pediatricians and pediatric nurses/nurse practitioners to participate in a CME training and a three-week follow-up to evaluate the program for effectiveness in changing knowledge, attitudes, behavioral intention, and behavior in well-child check-ups with patients regarding environmental risk factors for breast cancer – including information about product labeling, advertising, promotion, and marketing for products that contain endocrine disrupting chemicals and other risks for breast cancer. Drafted reports; translated findings and implications to different audiences and stakeholders; delivered presentations and prepared academic manuscripts for community partners, professional organization conferences, and for publication in peer-reviewed journals (Winner – August 2019 Extramural Paper of the Month for *Continuing Medical Education as a Translational Science Opportunity for Health Communication Researchers: The BCEP Model* – published in *Health Communication*).

- 5/16-3/20 **Research Assistant.** *Analyzing the interpersonal communication relationship between probation officers and women on probation and parole.* Federally funded grant from the National Science Foundation (Grant #1126162). Co-PIs: Merry Morash, Sandi W. Smith, & Deborah A. Kashy. Developed content analysis coding protocols; applied coding schemes to transcripts from interviews with women on probation and parole to analyze the relationship between memorable messages, social support, and psychosocial and behavioral outcomes for women in correctional programs. Analyzed qualitative data, interpreted results, and presented findings and implications at professional organizational conferences and via published peer-reviewed journals.
- 8/17-1/20 **Research Assistant.** *Understanding the knowledge about windows of susceptibility as it relates to general breast cancer concern among populations studied by the BCERP.* Funded through Breast Cancer and the Environment Research Program Opportunity Funds, #5U01Es026127-02. Co-PIs: Kami J. Silk & Richard Schwarz. Developed moderator guides; conducted focus groups to collect and analyze qualitative data; analyzed cross-site formative audience analysis research to facilitate outreach efforts and communication strategies for community partners and breast cancer advocates. Draft reports, presentations, and academic manuscripts regarding the topics of study for the BCERP.
- 8/14-12/16 **Research Assistant.** *Training medical residents in the patient-centered interview, examining the influence of mental health training for health care practitioners.* Federally funded by the Health Resources and Services Administration (D58HP23259). PI: Robert C. Smith. Developed content analysis coding protocols; applied coding schemes to measure resident performance across

training in the patient-centered interview. Examined the relationship between self-efficacy, training, and skills in the patient-centered interview – analyzed data, interpreted results, and presented findings and implications at professional organization conferences and via published peer-reviewed journals.

### **Awards and Honors**

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2020 G. R. Miller Doctoral Fellow – Department of Communication, Michigan State University

2020 Michigan State University Excellence in Teaching Citation – Department of Communication and College of Communication Arts and Sciences Finalist

2020 Spring Semester Michigan State University Graduate School Dissertation Completion Fellowship: \$4,286.25

2019 Charles J. Strosacker Graduate Research Fund for Health and Risk Communication Fellowship – College of Communication Arts and Sciences, Michigan State University: \$4,000

August, 2019 NIEHS Extramural Paper of the Month for *Continuing medical education as a translational science opportunity for health communication researchers: the BCERP model*.

2019 Michigan State University Excellence in Teaching Citation – Department of Communication Nominee

2018 Top Reviewer – Interpersonal Division, International Communication Association.

*Finalist*, 2018 Amanda L. Kundrat Thesis of the Year Award – Joint Award from the Health Communication Divisions of the International Communication Association and the National Communication Association.

### **Academic Teaching Experience**

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#### **Graduate Teaching Experience:**

*Michigan State University* *East Lansing, MI*

9/30/19 **Guest Lecturer**, COM 820 – Communication Theory and Processes

#### **Undergraduate Teaching Experience:**

*Michigan State University* *East Lansing, MI*

8/21-12/21 **Assistant Professor**, COM 425 – Communication in Close Relationships

8/21-12/21 **Assistant Professor**, COM 325 – Interpersonal Influence and Conflict

- 8/21-12/21 **Assistant Professor**, COM 340 – Group and Leadership Communication
- 1/21-5/21 **Instructor**, COM 475 – Public Communication Campaigns
- 1/21-5/21 **Graduate Teaching Assistant**, COM 425 – Communication in Close Relationships
- 8/20-12/20 **Instructor**, COM 425 – Communication in Close Relationships
- 8/20-12/20 **Graduate Teaching Assistant**, COM 475 – Public Communication Campaigns
- 1/20-5/20 **Graduate Teaching Assistant**, COM 300 – Methods of Communication Inquiry
- 8/19-12/19 **Graduate Teaching Assistant**, COM 300 – Methods of Communication Inquiry
- 7/19-8/19 **Instructor**, COM 240 – Introduction to Organization Communication
- 7/18-8/18 **Instructor**, COM 240 – Introduction to Organizational Communication
- 1/18-5/18 **Graduate Teaching Assistant**, COM 240 – Introduction to Organizational Communication
- 8/17-12/17 **Graduate Teaching Assistant**, COM 240 – Introduction to Organizational Communication
- 11/24/17 **Guest Lecturer**, COM 330 – Health Communication (Topic: Patient-Centered Interviewing)
- 7/17-8/17 **Instructor**, COM 275 – Effects of Mass Communication
- 1/17-5/17 **Graduate Teaching Assistant**, COM 240 – Introduction to Organizational Communication
- 8/16-12/16 **Graduate Teaching Assistant**, COM 225 – Introduction to Interpersonal Communication
- 1/16-5/16 **Graduate Teaching Assistant**, COM 275 – Effects of Mass Communication
- 8/13-12/13 **Undergraduate Teaching Assistant**, COM 225 – Introduction to Interpersonal Communication

**Service**

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- April 2021 **The 6<sup>th</sup> Biennial D.C. Health Communication Conference (DCHC)  
Paper Panel Chair: Entertainment Education and Health Interventions**

- 2019-2021 **Association of Graduate Students in Communication**  
Michigan State University  
**Doctoral Affairs Committee – Doctoral Student Representative**  
**Undergraduate Affairs Committee – Doctoral Student Representative**
- 2018-2020 **International Communication Association**  
Interpersonal Communication Division  
**Reviewer**
- 2017-2018 **Association of Graduate Students in Communication**  
Michigan State University  
**Treasurer**
- 2017 **Say it in Six Undergraduate Competition**  
College of Communication, Arts, and Sciences – Michigan State University  
**Judge**
- 2016-2018 **Association of Graduate Students in Communication**  
Michigan State University  
**Undergraduate Curriculum Committee Member**
- 2015-2018 **Association of Graduate Students in Communication**  
Michigan State University  
**Social Committee Chair**
- 2016-2017 **The 4<sup>th</sup> Biennial D.C. Health Communication Conference (DCHC)**  
**Reviewer**
- 2016 **National Communication Association**  
Mass Communication Division  
**Reviewer**

### **Professional Associations**

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National Communication Association – Student Member since 2017

International Communication Association – Student Member since 2017