





TAYLOR K. RUTH

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EDUCATION

DOCTOR OF PHILOSOPHY, August 2018

University of Florida

Major: Agricultural Education & Communication

Specialization: Agricultural Communication

Dissertation: *A Grounded Theory Approach to Understanding Tenure-Track, UF/IFAS Faculty's Engagement in Science Communication*

MASTER OF SCIENCE, August 2015

University of Florida

Major: Agricultural Education & Communication

Specialization: Agricultural Communication

Thesis: *The Influence of Persuasive Communication on Florida Consumers' Change in Attitude and Change in Risk Perception of Genetically Modified Food*

BACHELOR OF SCIENCE, May 2013

University of Florida

Major: Microbiology and Cell Sciences

Minor: Agricultural Communications

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NEBRASKA-LINCOLN

August 2019 – Present

Assistant Professor

Lincoln, NE

Department of Agricultural Leadership, Education, and Communication

75% Teaching/25% Research

- Develop curriculum for Agricultural and Environmental Sciences Communication (AESC) program
- Coordinate AESC minor
- Advise undergraduate and graduate students
- Conduct research related to science literacy, media literacy, and agricultural literacy
- Manage AESC media equipment inventory and checkout system
- Serve on the steering committee for Nebraska Beef Industry Scholars
- Provide curricular support to UNL scientists teaching communication strategies

Assistant Professor

Urbana, IL

Agricultural Communications Program
Department of Food Science and Human Nutrition
50% Teaching/50% Research

- Conducted research to understand how consumers process information and make decisions related to agricultural and natural resources
- Developed curriculum to enhance the writing and science communication skills of students across the college
- Facilitated external evaluation of the program's curriculum
- Mentored undergraduate students in research strategies
- Advised undergraduate students in the Agricultural Communications Program
- Participated in College of ACES Teaching and Learning Academy (Fall 2018)

UNIVERSITY OF FLORIDA

January 2014 – August 2018

Graduate Research Assistant

Gainesville, FL

UF/IFAS Center for Public Issues Education in Agricultural and Natural Resources

- Conducted and analyzed quantitative, qualitative, and mixed-methods research related to understanding consumer perceptions of food safety, food technology, and food waste; public acceptance of gene technology to combat citrus greening; online conversations related to mosquito control; national newspaper coverage of GMOs and food safety topics; marketing strategies for Florida strawberries; and strategic communication for Florida's agritourism
- Utilized social media analytic software to track online conversations related to science communication issues
- Collaborated with a multi-institutional, interdisciplinary research team

UNIVERSITY OF FLORIDA

January 2013 – December 2013

Research Assistant

Gainesville, FL

Department of Horticultural Sciences

- Analyzed genetic and molecular biology of maize
- Performed full spectrum of analyses from field genetics (spring and fall seasons at the UF-Plant Science Research Unit, Citra) to molecular biology of new germplasm produced at UF
- Responsible for independent research, team efforts, presentations to others, and bench-side mentoring new students in the lab and field

FLEMING ISLAND PET CLINIC

May 2012 – August 2012

Veterinary Technician

Fleming Island, FL

- Administered and assisted in treatments of patients
- Collected, prepared, and analyzed lab specimen
- Prepared patients for surgeries/dental procedures and ensured smooth recovery

RESEARCH

REFEREED JOURNAL ARTICLES

*Authored by Graduate Student

- Taylor, R., **Ruth**, T., Robison, B., Conner, N., & Reiling, B. (In Review). An exploration of Nebraska agricultural educators' use of social media to promote their local FFA chapters. *Journal of Agricultural Education**
- Ruth**, T. K., & Colclasure, B. C. (In Review). The media's influence on climate change beliefs: A partisan comparison. *Advancements of Agricultural Development*.
- Settle, Q., Lagusch, L., **Ruth**, T., & Rumble, J. (In Review). Young mothers' trust of celebrities and influencers for food safety and nutrition information. *Journal of Applied Communications*.
34. **Ruth**, T. K., Settle, Q., Rumble, J. N. (in press, 2022). Is it worth the RISP? Predicting COVID-19 risk information-seeking behaviors in relation to food purchasing concerns. *Journal of Human Sciences and Extension*.
33. **Ruth**, T. K., Colclasure, B. C., Conner, N. W., Holmes, A., & Durham Brooks, T. (2022). Hemp on the horizon: Understanding influences on industrial hemp purchases. *Advancements of Agricultural Development*, 3(3), 1-13. <https://doi.org/10.37433/aad.v3i3.189>
32. Honeggar, L. T., Bryan, E. E., Price, H. E., **Ruth**, T. K., Dilger, A. C., & Boler, D. D. (2021). The effect of cooking method and cooked color on consumer acceptability of boneless pork chops. *Foods*, 11(1), 106. <https://doi.org/10.3390/foods11010106>.*
31. **Ruth**, T. K., Young, L. E., Rumble, J. N., & Lundy, L. K. (2021). Agricultural scientists' perceptions of working with reporters. *Journal of Applied Communications*, 105(3). <https://doi.org/10.4148/1051-0834.2400>
30. **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2021). Silent science: A mixed-methods analysis of faculty engagement in science communication. *Journal of Science Communication*, 20(4), A09. <https://doi.org/10.22323/2.20040209>
29. Colclasure, B. C., **Ruth**, T. K., Durham Brooks, T., & Holmes, A. (2021). Hemp, hemp, hooray: The impact of a hemp educational campaign on college students' attitudes and knowledge of industrial hemp. *Journal of Agricultural Education*, 62(1), 246-259. <http://doi.org/10.5032/jae.2021.01246>
28. Wu, Y.-L., Rumble, J. N., **Ruth**, T. K., Lamm, A. J., & Ellis, J. D. (2021). An application of social network analysis to focus group discussions: Unobserved interaction between participants and discussion topics. *Journal of Agricultural Education*, 62(1), 184-195. <http://doi.org/10.5032/jae.2021.01184>*
27. Tao, D., **Ruth**, T. K., Maxwell, J., & Feng, H. (2021). Social media use for farmers market communications in Illinois. *Journal of Extension*. 58(6). <https://tigerprints.clemson.edu/joe/vol58/iss6/17>*
26. Rumble, J. N., Wu, Y., Tully, K. M., **Ruth**, T. K., Ellis, J. D., & Lamm, A. J. (2020). A mixed-methods comparison of self-reported and conversational trust in science. *Journal of Applied Communications*, 104(4). <https://doi.org/10.4148/1051-0834.2371>

25. **Ruth**, T. K., Telg, R. W., & Lundy, L. K. (2020). An evaluation of agricultural communications faculty members' mentoring experiences. *Journal of Applied Communications*, 104(3). <https://doi.org/10.4148/1051-0834.2341>
24. **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2020). Motivational influences on Land-Grant faculty engagement in science communication. *Journal of Agricultural Education*, 61(2), 77-92. <https://doi.org/10.5032/jae.2020.02077>
23. Robinson, C., **Ruth**, T. K., Easterly, R. G., Franzoy, F., & Lillywhite, J. (2020). Examining consumers' trust in the food supply chain. *Journal of Applied Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2298>*
22. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., & Ellis, J. D. (2020). How consumers process complex information related to food biotechnology: The case of citrus greening. *Journal of Food Products Marketing*, 26(2), 103-122. <https://doi.org/10.1080/10454446.2020.1736227>
21. **Ruth**, T., Suits, T., McLeod-Morin, A., & Telg, R. (2020). Utilizing Twitter to communicate risk after a natural disaster. *Journal of Applied Communications*, 104(1), 1-16. <https://doi.org/10.4148/1051-0834.2301>
20. **Ruth**, T. K., & Emmert, J. L. (2019). Understanding how students' beliefs influence their expectancy to possess effective writing skills in the future. *Journal of Agricultural Education*, 60(4), 181-197. <https://doi.org/10.5032/jae.2019.04181>
19. **Ruth**, T. K., Rumble, J. N., Galindo, S., Lundy, L. K., Carter, H. S., & Folta, K. M. (2019). Can anyone hear us? An exploration of echo chambers at a land-grant university. *Journal of Applied Communications*, 103(2). <https://doi.org/10.4148/1051-0834.2242>
18. **Ruth**, T. K., & Rumble, J. N. (2019). Consumers' evaluations of genetically modified food messages. *Journal of Applied Communications*, 103(1). <https://doi.org/10.4148/1051-0834.2193>
17. **Ruth**, T. K., & Rumble, J. N. (2019). Berry good programming: Informing extension programming through the examination of consumers' purchasing intent. *Journal of Human Sciences and Extension*, 7(1), 21-38. Retrieved from <https://www.jhseonline.com>
16. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., Irani, T. A., & Ellis, J. D. (2019). Are American's attitudes toward GM science really negative? An academic examination of attitudes and willingness to expose attitudes. *Science Communication*, 41(1), 113-131. <https://doi.org/10.1177/1075547018819935>
15. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., & Ellis, J. D. (2018). A model for understanding decision making related to agriculture and natural resource science and technology. *Journal of Agricultural Education*. 59(4), 224-237. <https://doi.org/10.5032/jae.2018.04224>
14. Colclasure, B. C., LaRose, S. E., Warner, A. J., **Ruth**, T. K., Bunch, J. C., Thoron, A. C., & Roberts, T. G. (2018). Student perceptions of accelerated course delivery format for teacher preparation coursework. *Journal of Agricultural Education*, 59(3), 58-74, <https://doi.org/10.5032/jae.2018.03058>
13. **Ruth**, T. K., Settle, Q., Rumble, J. N., & McCarty, K. (2018). Predicting likelihood to pay attention to agriculture-related issues in the news with demographic characteristics. *Journal of Agricultural Education*, 59(2), 49-63. doi:10.5032/jae.2018.02049

12. D'Angelo, J., Ellis, J., Burke, K., & **Ruth**, T. (2018). Media portrayal of GM science and citrus greening in state and national newspapers. *Journal of Applied Communications*, 102(1). <https://doi.org/10.4148/1051-0834.1361>
11. **Ruth**, T. K., Lamm, A. J., Rumble, J. N., & Ellis, J. D. (2017). Identifying publics in citrus producing states to address the issue of citrus greening. *Journal of Applied Communications*, 101(3), 1-14. doi:10.4148/1051-0834.1847
10. **Ruth**, T. K., Lamm, A. J., Rumble, J. N., & Ellis, J. D. (2017). Conversing about citrus greening: Extension's role in educating about genetic modification science as a solution. *Journal of Agricultural Education*, 58(4), 35-50. doi:10.5032/jae.2017.04034
9. Settle, Q., Rumble, J. N., McCarty, K., & **Ruth**, T. K. (2017). Public knowledge and trust of agricultural and natural resources organizations. *Journal of Applied Communications*, 101(2), 86-98. <https://dx.doi.org/10.4148/1051-0834.1007>
8. **Ruth**, T. K., & Rumble, J. N. (2017). What's in a name? The influence of source and persuasive communication on Florida consumers' attitudes toward genetically modified food. *Journal of Applied Communications*, 101(2), 72 – 85. doi:10.4148/1051-0834.1006
7. Leal, A., **Ruth**, T. K., Rumble, J. N., & Simonne, A. H. (2017). Exploring Florida residents' food-safety knowledge and behaviors: A generational comparison. *Food Control*, 73, 1195-1202. doi:10.1016/j.foodcont.2016.10.040
6. Rumble, J. N., **Ruth**, T. K., Owens, C. T., Lamm, A. J., Taylor, M. R., & Ellis, J. D. (2016). Saving citrus: Does the next generation see GM science as a solution? *Journal of Agricultural Education*, 57(4), 161-174. <https://doi.org/10.5032/jae.2016.04161>
5. **Ruth**, T. K., & Rumble, J. N. (2016). The gold standard: A qualitative framing analysis of newspaper coverage of Golden Rice in the United States and Philippines. *Journal of International Agricultural and Extension Education*, 23(3), 23-37. doi: 10.5191/jiaee.2016.23302
4. **Ruth**, T. K., Rumble, J. N., Gay, K. D., & Rodriguez, M. T. (2016). The importance of source: A mixed methods analysis of undergraduate students' attitudes toward genetically modified food. *Journal of Agricultural Education*, 57(3), 145-161. doi: 10.5032/jae.2016.03145
3. **Ruth**, T. K., & Rumble, J. N. (2016). Branding the berries: Consumers' strawberry purchasing intent and their attitude toward Florida strawberries. *Journal of Applied Communications*, 100(2), 28-42. Retrieved from <http://journalofappliedcommunications.org/2016-vol-100-no-2.html>
2. **Ruth**, T. K., Rumble, J. N., & Settle, Q. (2016). Narrowing the gap: Preference and awareness of Florida strawberries. *Journal of Food Distribution Research*, 47(2), 109-126. Retrieved from <https://www.fdrsinc.org/journal/>
1. Gay, K. D., Leal, A., **Ruth**, T. K., Lamm, A. J., & Rumble, J. N. (2015). Comparing the use of visual analogue scales and Likert scales in international agricultural and extension education surveys. *Journal of International Agriculture and Extension Education*, 22(2), 37-51. doi: 10.5191/jiaee.2015.22203

BOOK CHAPTERS

Fischer, L., Lawson, C., & Ruth, T. K. (In Press). Addressing the Role of Prior Experience in the Development of Risk Perceptions, Information Seeking and Processing Behaviors During Natural Disasters. In H. D. O’Hair & M. J. O’Hair (Eds.), *Communicating Science in Times of Crisis, Volume 2*. Wiley.

GRANT FUNDING

PENDING

Agriscience Metaverse Academy: A Virtual Reality (VR) Training Program to Bring Immersive Agricultural Experiences into the Classroom

USDA-NIFA Professional Development for Agricultural Literacy Grant \$500,000

January 2023 – December 2025

Role: Co-PI

FUNDED

Midwest Science Engagement Consortium

UNL Grand Challenges Initiative Grant \$113,462

July 2022 – June 2023

Role: Co-PI

WEBS – Widespread Engagement using the Biology of Spiders

University of Nebraska Collaborative Initiative Grant \$150,000

July 2021 – June 2023

Role: Co-PI

Promoting Inclusive Learning Through Virtual Reality to Increase Students’ Confidence and Competence in Public Speaking

UNL Center for Transformative Teaching \$900

July 2021 – June 2022

Role: PI

Electronic Field Trips with Nebraska Corn Farmers, Ethanol Producers, and Researchers

Nebraska Corn Board \$5,000

January 2021 – December 2021

Role: PI

Enhancement of Agricultural Literacy Through Inquiry-Based Professional Development

USDA-NIFA AFRI Professional Development for Agricultural Literacy, \$290,394.00

January 2021-December 2023

Role: Co-PI

Course Enhancement: Preparing Students to Break through Echo Chambers Using Consumer Data

UIUC College of Agricultural, Consumer, and Environmental Science Teaching \$2,500

Enhancement Grant.

\$2,500

2019

Role: PI

Scholarship of Teaching and Learning: Using Imagery in the Classroom

UIUC College of Agricultural, Consumer, and Environmental Sciences Teaching \$2,980

Enhancement Grant.

2019

Role: Co-PI

UNFUNDED

Development and Assessment of a Sustainable Industrial Hemp Feedstock for the Bioeconomy

2022 USDA-AFRI Sustainable Agricultural Systems Grant Unfunded

\$9,927,966

Role: Senior Personnel

Preparing Faculty to Address Science Literacy through Student Engagement in Science Communication

2022 USDA-NIFA Higher Education Challenge Grant Unfunded

\$288,967

Role: PI

Science Communication Training for College of Agriculture Student Researchers

2022 USDA-NIFA Higher Education Challenge Grant Unfunded

\$150,000

Role: Evaluator

Bio-N Beef Climate Smart

2022 USDA-NRCS Climate Smart Initiative Unfunded

\$46,270,585

Role: Senior Personnel

Viruses and the Global, Physical, and Societal Ecosystem

2022 UNL Grand Challenges Initiative Grant Unfunded

\$1,534,474

Role: Co-PI

Great Plains Winery Identity and Promotion Program

2021 USDA-AMS Local Food Promotions Program Unfunded
\$641,040
Role: PI

Preparing Faculty to Address Science Literacy through Student Engagement in Science Communication

2021 USDA-NIFA Higher Education Challenge Grant Unfunded
\$277,558
Role: PI

Agricultural Social Sciences Undergraduate Research Scholars (ASSURS) Program

2021 USDA-NIFA Higher Education Challenge Grant Unfunded
\$749,230
Role: Co-PI | \$130,352

Biodesign Research Center for Sustainable Agricultural Bioprocessing

2021 USDA-AFRI Sustainable Agricultural Systems Unfunded
\$10,000,000
Role: Co-PI

Understanding the Role of Complex Multimedia in How US Residents Engage in Health Misinformation

2020 Facebook Research Unfunded
\$70,235
Role: PI

Preparing Faculty to Address Science Literacy through Student Engagement in Science Communication

2020 USDA-NIFA Higher Education Challenge Grants Program Unfunded
\$236,587.00
Role: PI

REFEREED CONFERENCE PRESENTATIONS

*Authored by Graduate Student

45. Harmon, K., **Ruth**, T., Reiling, B., Conner, N., & Stripling, C. (Accepted, 2023). *Impact of a prolonged professional development on teachers' confidence in using inquiry-based learning in the classroom*. Paper accepted for presentation at the 2023 Association for Agricultural Education Southern Region Conference, Oklahoma City, OK.*
44. **Ruth**, T., Durham, A., Colclasure, B., Randolph, L., & Rogers-Randolph, T. (Accepted, 2023). *The effect of message (mis)Information on consumers' attitudes toward hemp*. Paper accepted for presentation at the 2023 Association for Agricultural Education Southern Region Conference, Oklahoma City, OK.

43. Rampold, S., **Ruth**, T., & Greig, J. (Accepted, 2023). *If nobody hears us, do we really make a sound? An examination of agriculture faculty members' science communication engagement*. Paper accepted for presentation at the 2023 National Agricultural Communications Symposium, Oklahoma City, OK.
42. **Ruth**, T. K., Colclasure, B. C., Randolph, L. G., & Rogers-Randolph, T. (2022). *Using the theory of planned behavior to examine Nebraskans' intent to purchase CBD products*. Paper accepted for presentation at the 2022 Association for Agricultural Education North Central Conference, Columbia, MO.
41. Colclasure, B. C., Bose, E., & **Ruth**, T. K. (2022). *Factors influencing Midwest Extension agents' intent to incorporate biochar in work-related activity*. Paper accepted for presentation at the Association for Agricultural Education North Central Conference, Columbia, MO.
40. Durheim, A., Harmon, K., **Ruth**, T., Conner, N., & Lawson, C. (2022). *Predicting agricultural sciences students' media literacy in a post-truth era*. Paper abstract presented at the American Association for Agricultural Education Southern Region Conference, New Orleans, LA.*
39. Powers, R., Roberts, R., & **Ruth**, T.K. (2022). *Was #EndSpeciesism a fumble? An investigation of the public's perceptions of PETA's message framing strategy during Super Bowl LIV*. Paper abstract presented at the American Association for Agricultural Education Southern Region Conference, New Orleans, LA.*
38. Lagusch, L., **Ruth**, T., Settle, Q., & Rumble, J. (2022). *Young mothers' trust of celebrities and influencers for food safety and nutrition information*. Paper presented at the National Agricultural Communications Symposium, New Orleans, LA.*
37. Lawson, C., & **Ruth**, T. (2021). *An exploration of student trust in the news media*. Abstract presented at the American Association of Agricultural Education North Central Region Conference, Columbus, OH.
36. **Ruth**, T., & Lawson, C. (2021). *An exploration of college of agriculture students' media literacy*. Abstract presented at the American Association of Agricultural Education North Central Region Conference, Columbus, OH.
35. Robison, B., Conner, N.W., **Ruth**, T., & Reiling, B. (2021). *Agricultural educators use of social media*. Abstract presented at the North American Colleges and Teachers of Agriculture National Conference.
34. **Ruth**, T. K., Settle, Q., Rumble, J. N. (2021). *Is it worth the RISP? Predicting COVID-19 risk information-seeking behaviors in relation to food purchasing concerns*. Paper presented at the National Agricultural Communications Symposium.
33. **Ruth**, T. K., Colclasure, B. C., Durham Brooks, T., & Holmes, A. (2020). *Hemp on the horizon: Understanding influences on industrial hemp purchases*. Abstract presented at the American Association of Agricultural Education North Central Region Conference
32. Robison, B., Conner, N., **Ruth**, T., & Reiling, B. (2020). *Nebraska agricultural educators use of social media to engage stakeholders*. Abstract accepted presented at American Association of Agricultural Education North Central Region Conference.*

31. Colclasure, B. C., **Ruth**, T. K., Durham Brooks, T., & Holmes, A. (2020). *Hemp, hemp, hooray: The impact of a hemp educational campaign on college students' attitudes and knowledge of industrial hemp*. Paper presented at the American Association of Agricultural Education National Conference.
30. **Ruth**, T. K., Telg, R. W., & Lundy, L. K. (2020). *An evaluation of mentorship for agricultural communications faculty*. Paper presented at the American Association for Agricultural Education National Conference.
29. **Ruth**, T. K., & Colclasure, B. C. (2020). *The media's influence on climate change beliefs: A partisan comparison*. Paper presented at the 2020 National Agricultural Communications Symposium, Louisville, KY.
28. Wu, Y., Rumble, J. N., **Ruth**, T. K., Lamm, A. J., & Ellis, J. D. (2020). *Unobserved interaction between participants and discussion topics within focus group discussions: An application of social network analysis*. Paper submitted for presentation at the 2020 National Agricultural Communications Symposium, Louisville, KY.*
27. Honeggar, L. T., Bryan, E. E., **Ruth**, T. K., Dilger, A. C., & Boler, D. D. (2019, August). *The effect of cooking method and cooked color on consumer acceptability of boneless pork chops*. Abstract presented at the 65th International Congress of Meat Science and Technology, Berlin, Germany.*
26. **Ruth**, T., Suits, T., McLeod-Morin, A., & Telg, R. (June, 2019). *Utilizing Twitter to communicate risk after a natural disaster*. Paper presented at the Association for Communication Excellence Conference, San Antonio, TX.
25. **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2019, May). *A mixed-methods analysis of the effect of the spiral of silence on faculty's science communication*. Paper presented at the American Association for Agricultural Education National Conference, De Moines, IA.
24. **Ruth**, T. K., & Emmert, J. L. (2019, May). *Influences on college of agriculture students' expectations to succeed at writing*. Paper presented at the American Association for Agricultural Education National Conference, De Moines, IA.
23. **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. (2019, February). *Tenure-track, land-grant faculty's motivation to engage in science communication*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
22. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., & Ellis, J. D. (2019, February). *How consumers contrast and assimilate information about agricultural biotechnology*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
21. Rumble, J. N., Wu, Y., Tully, K. M., **Ruth**, T. K., Ellis, J. D., & Lamm, A. J. (2019, February). *A mixed-methods comparison of self-reported and conversational trust in science*. Paper presented at the National Agricultural Communications Symposium, Birmingham, AL.
20. **Ruth**, T., Rumble, J., Galindo, S., Lundy, L., Carter, H., & Folta, K. (2018, October). *An exploration of Land-Grant faculty's engagement in echo chambers when communicating science*. Abstract presented at the American Association of Agricultural Education North Central Region Conference, Fargo, ND.

19. **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Telg, R. W., & Lindsey, A. B. (2018, June). *An evaluation of science communication workshops for Florida Extension Agents*. Abstract presented at the Annual Conference of the North American Colleges and Teachers of Agriculture, Ames, IA.
18. Rumble, J. N., Lamm, A. J., Beattie, P. N., & **Ruth**, T. K. (2018, April). *Attitudes and transparency: A case for communication*. Abstract presented at the 2018 annual meeting of the Association for International Agricultural and Extension Education, Merida, Yucatan, Mexico.
17. **Ruth**, T. K., & Rumble, J. N. (2018, February). *Florida consumers' latitudes of acceptance, rejection, and noncommitment of genetically modified food information*. Paper presented at the 2018 Southern Association of Agricultural Scientists Agricultural Communications Division, Jacksonville, FL.
16. Colclasure, B.C., LaRose, S. E., Warner, A. J., **Ruth**, T. K., Bunch, J. C., Thoron, A. C., & Roberts, T. G. (2018, February). *Student perceptions of accelerated course delivery format for teacher preparation coursework*. Paper presented at the 2018 Southern Region American Association for Agricultural Education Conference, Jacksonville, FL.
15. D'Angelo, J., Ellis, J., & **Ruth**, T. (2017, June). *Assessing consumer exposure to citrus greening and gene technologies news in print media*. Paper presented at the Association for Communication Excellence Conference, New Orleans, LA.
14. **Ruth**, T., Kauwell, G., & Rumble, J. (2017, June). *Perceptions of culture impacted by a short study abroad program*. Abstract presented at the North American Colleges and Teachers of Agriculture Conference, West Lafayette, IN.
13. **Ruth**, T. K., Settle, Q., Rumble, J. N., McCarty, K. (2017, May). *Predicting likelihood to pay attention to agriculture-related issues in the news with demographic characteristics*. Proceedings of the American Association for Agricultural Education National Conference, San Luis Obispo, CA. Retrieved from <http://aaaeonline.org/resources/Documents/National/2017AAAEProceedings.pdf>
12. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., & Ellis, J. D. (2017, May). *A theoretical model for decision-making related to agriculture and natural resource science and technology*. Proceedings of the American Association for Agricultural Education National Conference, San Luis Obispo, CA. Retrieved from <http://aaaeonline.org/resources/Documents/National/2017%20AAAE%20Proceedings.pdf>
11. **Ruth**, T. K., Lamm, A. J., & Rumble, J. N. (2017, February). *The sound of silence: Exploring why supporters of genetic modification do not expose their attitudes*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
10. **Ruth**, T. K., Lamm, A. J., & Rumble, J. N. (2017, February). *Extension's role in saving citrus: Entering the genetic modification science conversation*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Mobile, AL. Retrieved from <http://aaaeonline.org/resources/Documents/SouthernRegion/2017AAAESouthernRegionConferenceProceedings.pdf>

9. **Ruth**, T. K., Lamm, A. J., & Rumble, J. N. (2017, February). *Identifying Publics in Florida, California, and Texas as they Relate to Citrus Greening*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Mobile, AL. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2017-saas-agricultural-communications-proceedings>
8. **Ruth**, T. K., & Rumble, J. N. (2016, February). *Eastern United States consumers' purchasing intent of Florida strawberries*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
7. Settle, Q., Rumble, J. N., McCarty, K., & **Ruth**, T. K. (2016, February). *Public knowledge and trust perceptions for organizations that communicate about agriculture and natural resources*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
6. **Ruth**, T. K., & Rumble, J. N. (2016, February). *Influence of persuasive communication on Florida consumers' attitude toward genetically modified food*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, San Antonio, TX. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/proceedings/-2016proceedings>
5. Rumble, J. N., **Ruth**, T. K., Owens, C. T., Lamm, A. J., Taylor, M. R., & Ellis, J. D. (2016, February). *Undergraduate student thoughts on using the science of genetic modification as a solution to Citrus Greening*. Proceedings of the American Association for Agricultural Education Southern Region Conference, San Antonio, TX.
4. **Ruth**, T. K., Gay, K. D., Rumble, J. N., & Rodriguez, M. T. (2015, May). *Influences on undergraduate students' opinions toward genetically modified food*. Proceedings of the American Association for Agricultural Education National Conference, 88-105, San Antonio, TX. Retrieved from <http://aaaeonline.org/Resources/Documents/Research%20Conference%20Proceedings.pdf>
3. **Ruth**, T. K., Rumble, J. N., & Settle, Q. D. (2015, May). *Preference and behavior: A case of dissonance in the produce aisle*. Proceedings of the American Association for Agricultural Education National Conference, 106-121, San Antonio, TX. Retrieved from <http://aaaeonline.org/Resources/Documents/Research%20Conference%20Proceedings.pdf>
2. **Ruth**, T., & Rumble, J. N. (2015, February). *A fresh brand strategy: Evaluating consumers' strawberry purchasing intent and their attitude toward Florida grown strawberries*. Proceedings of the Southern Association of Agricultural Scientists Agricultural Communications Division, Atlanta, GA. Retrieved from <https://sites.google.com/a/extension.org/saasagcomm/2015>
1. Gay, K. D., **Ruth**, T. K., Leal, A., Rumble, J. N., & Lamm A. J. (2015, February). *Determining the viability of visual analogue scales for use when conducting agricultural and extension education surveys*. Proceedings of the American Association for Agricultural Education Southern Region Conference, Atlanta, GA.

REFEREED POSTER PRESENTATIONS

**Authored by Undergraduate Student, *Authored by Graduate Student

26. Harmon, K., Taylor, R., Conner, N.W., & **Ruth**, T. (April, 2023). *Utilizing the cooperative Extension system to address the major consumer contributions of food waste*. Abstract accepted for poster presentation at the Association for International Agricultural and Extension. Guelph, Canada.*
25. Wampler, Q., Settle, Q., Rumble, J., & **Ruth**, T. (Accepted, 2023). *Oklahoma local food perceptions, interpretations, and sources of information*. Poster accepted for presentation at 2023 National Agricultural Communications Symposium, Oklahoma City, OK.*
24. **Ruth**, T., & Harmon, K. (2022, October). *(Virtual) stage fright: Lessons learned from integrating virtual reality into a public speaking course*. Poster abstract accepted presented at the 2022 Association for Agricultural Education North Central Conference, Columbia, MO.
23. Powers, R., Roberts, R., & **Ruth**, T.K. (2022, May). *Was #EndSpeciesism a fumble? An investigation of the public's perceptions of PETA's message framing strategy during Super Bowl LIV*. Poster abstract accepted to the American Association of Agricultural Education National Conference, Oklahoma City, OK.*
22. Greig, J., Colclasure, B., **Ruth**, T., & Conner, N. (2022, May). *Is it really that hard? Developing immersive experiences through virtual reality*. Poster abstract accepted to be presented at the American Association for Agricultural Education National Conference, Oklahoma City, OK.
21. Harmon, K., Durham, A., **Ruth**, T., Conner, N., & Lawson, C. (2022, February). *A comparative analysis of media literacy between agricultural communications majors and non-majors*. Poster presented at the American Association for Agricultural Education Southern Region Conference, New Orleans, LA.*
20. Elliott, B., Settle, Q., Rumble, J. N., & **Ruth**, T. K. (2021, June). *Going local: Exploring consumer perceptions of [state brand] on products and why they purchase local food*. Poster presented 2021 Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences Conference.*
19. Langusch, L., Settle, Q., King, A. E. H., **Ruth**, T., Rumble, J. N. (2021, February). *Mothers' knowledge and trust of celebrities and social media influencers who communicate about food*. Poster the National Agricultural Communications Symposium.*
18. Durham, A., **Ruth**, T., & Lawson, C. (2021, February). *Exploring college of agriculture students' media literacy*. Poster presented at the National Agricultural Communications Symposium.*
17. Wu, Y., Rumble, J. N., Lamm, A. J., **Ruth**, T. K., & Ellis, J. D. (2020, February). *Can we increase motivation? An experimental design of motivation and personal relevance*. Poster abstract presented at the National Agricultural Communication Symposium, Louisville, KY.*
16. Suits, T., McLeod-Morin, A., **Ruth**, T., & Telg, R. (2019, June). *Identifying authoritative Twitter users in Florida mosquito control conversations*. Poster abstract presented at the Association for Communication Excellence Conference, San Antonio, TX. *

15. Emmert, J. L., **Ruth**, T. K., & Keating, K. H. (2019, June). *Communication gap: Discrepancies between student perceptions and employer expectations*. Poster abstract presented at the Annual Conference of the North American Colleges and Teachers of Agriculture, Twin Falls, ID.
14. **Ruth**, T., DeLascio, G., Colcasure, B., & Rumble, J. (2019, May). *What's on the agenda? News coverage of GM food's effects on the environment*. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.**
13. **Ruth**, T., Hammel, M., Rumble, J., Lundy, L., Galindo-Gonzalez, S., Folta, K., & Carter, H. (2019, May). *Land-grant faculty's past experiences with reporters*. Poster abstract presented American Association for Agricultural Education National Conference, Des Moines, IA.*
12. Beattie, P., McLeod-Morin, A., **Ruth**, T., & Telg, R. (2019, May). *Identifying authoritative Twitter users in mosquito-borne illness conversations*. Poster abstract presented at the American Association for Agricultural Education National Conference, Des Moines, IA.*
11. **Ruth**, T. K., Shanholtzer, B., & Colclasure, B. C. (2018, May). *An innovative approach to providing student feedback*. Poster abstract presented at the 2018 National Conference of the American Association for Agricultural Education, Charleston, SC.
10. **Ruth**, T. K., Rumble, J. N., Lamm, A. J., & Ellis, J.D. (2018, May). *A World without citrus: How will we make our margaritas?* Poster abstract presented at the American Association for Agricultural Education National Conference, Charleston, SC.
9. **Ruth**, T. K., Telg, R. W., Rumble, J. N., Lundy, L. K., & Lindsey, A. B. (2017, June). *Florida Extension agent's likeliness to participate in public engagement training*. Poster presented at the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, New Orleans, LA.
8. **Ruth**, T. K., McLeod, A. N., Lamm, A. J., Rumble, J. N., & Ellis, J. D. (2017, June). *Communicating about agricultural issues with consumers: How much do labels matter?* Poster presented at the 2017 American Association for Agricultural Education National Conference, San Luis Obispo, CA.
7. **Ruth**, T., Telg, R., Rumble, J., Lundy, L., & Lindsey, A. (2017, May). *Public engagement training needs of Florida Extension specialists*. Poster presented at the American Association for Agricultural Education National Meeting, San Luis Obispo, CA.
6. **Ruth**, T., Rumble, J., Lamm, A. (2017, May). *Predicting genetically modified food opinion leadership in undergraduate students*. Poster presented at the American Association for Agricultural Education National Meeting, San Luis Obispo, CA.
5. **Ruth**, T. K., Warner, A. J., & Rumble, J. N. (2017, February). *Florida consumers' latitudes of acceptance toward GM food messages*. Poster presented at the at the Southern Association of Agricultural Scientists Conference, Agricultural Communication Section, Mobile, AL.
4. **Ruth**, T. K., Beattie, P. N., Lamm, A. J., Rumble, J. N. (2017, February). *Citrus greening solutions: Extension's role in Florida, California and Texas*. Poster presented at the American Association for Agricultural Education Southern Region Conference, Mobile, AL.

3. **Ruth**, T. K., Harders, K. L., Randolph, L. G. & Rumble, J. N. (2016, June). *March against march: An analysis of opposing Twitter protests*. Poster presented at the annual meeting of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences, Memphis, TN.
2. **Ruth**, T. K., Leal, A., & Rumble, J. N. (2015, May). *Generational differences in food safety behaviors and obtaining food safety knowledge*. Poster presented at the national meeting of the American Association for Agricultural Education, San Antonio, TX.
1. **Ruth**, T., Settle, Q. D., & Rumble, J. N. (2014, May). *Consumer perceptions of Florida strawberries*. Poster presented at the national meeting of the American Association for Agricultural Education, Salt Lake City, UT.

TEACHING

TEACHING EXPERIENCE

University of Nebraska-Lincoln

ALEC 90*	<i>Orientation to AESC</i> , 2020 – Present (Fall Semesters)
ALEC 136	<i>Fundamentals of AESC</i> , 2019, Fall
ALEC 260*	<i>Introduction to Digital Media in Agricultural and Environmental Sciences</i> , 2020 – Present (Fall Semesters)
ALEC 305	<i>Presentation Strategies for Agricultural Audiences</i> , 2020 – Present (Spring Semesters)
ALEC 350	<i>Agriculture, the Environment, and Science in the Media</i> , 2019 – Present (Fall Semesters)
ALEC 360*	<i>Advanced Visual Communication for Agricultural and Environmental Sciences</i> , 2022 – Present (Spring Semesters, even years)
ALEC 361	<i>Video and Audio Production (Course Coordinator)</i> , 2023 – Present (Spring Semesters, odd years)
ALEC 397*	<i>Nebraska Science Ambassadors (NESA) Program</i> , 2022 – Present (1 credit class)
ALEC 399	<i>Independent Study in AESC</i> , 2020 - Present
ALEC 480	<i>Capstone in AESC</i> , 2021, Spring
ALEC 421	<i>Practicum in AESC</i> , 2019, Fall
ALEC 803*	<i>AESC Theory and Strategy</i> , 2023 – Present (Spring Semesters, odd years)
ALEC 812	<i>Multimedia Applications used for Education and Training</i> , 2022 -Present (Fall Semesters)

*Ruth developed class for UNL

GUEST LECTURES

February 2022	Beef Industry Scholars Seminar, Undergraduate Class <i>Videography & Interviewing</i> UNL
March 2021	Mixed Methods Research, Graduate Class <i>Using Mixed Methods in Applied Settings: Development and Implementation</i> Louisiana State University

- October 2020 Communicating Science Through Outreach, Graduate and Undergraduate Class
Science Communication Strategies | University of Nebraska-Lincoln
- September 2020 Strategies for Success as a University Faculty Member, Graduate Class
Tips for the Faculty Job Search | University of Florida

University of Illinois at Urbana-Champaign

- AGCM 315 *Emerging Media*, Spring 2019
Identified on *List of Teachers Ranked as Outstanding*
- AGCM 320 *Public Information Campaigns*, Spring 2019
Identified on *List of Teachers Ranked as Outstanding*

GUEST LECTURES

- ACES 101 Contemporary Issues in ACES, September 2018
Seven Sins of Writing | University of Illinois at Urbana-Champaign
- AEC 6932 Strategies for Success as a University Faculty Member, August 2018
Tips for the Faculty Job Search | University of Florida
- AGRI 150 Principles of Agronomy, August 2018
Contemporary Social Issues in Agronomy | Heartland Community College

University of Florida

- AEC 4052 *Communication Campaign Strategies*, Fall 2017-Spring 2018 (*Teaching Assistant*)
- AEC 4035 Advanced Agricultural Communications Writing, Fall 2016 – Spring, 2017 (*Instructor*),
Spring 2016 (*Teaching Assistant*)
- AEC 3033c *Research and Business Writing*, Summer 2016 (*Instructor*), Fall 2014-Spring 2015
(*Teaching Assistant*)
- AEC 3065 *Issues in Agriculture and Natural Resources*, Fall 2015 (*Teaching Assistant*)
- MCB 4034L *Advanced Microbiology Lab*, Fall 2012 – Spring 2013 (*Undergraduate Teaching Assistant*)

GUEST LECTURES

- AEC 6932 Research Proposal Development, July 2018
Time Management Tips for Writing Your Thesis/Dissertation
- AEC 6932 Research Proposal Development, June 2017
Tips & Tricks for Writing Your Thesis/Dissertation
- AEC 3030 Effective Presentation Strategies, February 2017
Visual Communication
- AEC 3030 Effective Presentation Strategies, November 2016
Communicating Your Research
- AEC 6767 Research Strategies, January 2016
Veteran Graduate Student Research Presentation Tips
- AEC 3033 Research and Business Writing, October 2015
APA Style

GRADUATE STUDENTS

COMMITTEE CHAIR

- Abby Durham, M.S. in Leadership Education – *Thesis* (In-Progress)
- Kasey Harmon, M.S. in Leadership Education -*Thesis* (In-Progress)
- Luiza Gonclaves Oliviera Benvenuti, M.S. in Leadership Education -*Thesis* (In-Progress)
- Emily Soll, M.S. in Leadership Education - *Project* (Fall, 2022)
- Makayla Burg, M.S. in Leadership Education – *Project* (Fall, 2022)

COMMITTEE MEMBER

- Asha Mane, Plant Pathology, Ph.D. (In Progress)
- Fernanda Krupek, Agronomy, Ph.D. (In-Progress)
- Savannah Schafer, Master's of Applied Sciences (M.A.S.) - *Project* (Spring, 2022)
- Rachelle Staehr, M.A.S. - *Project* (Fall, 2021)
- Ben Robison, M.A.S. - *Project* (Summer 2020)
- Morgan Schwartz, M.A.S. - *Project* (Summer 2020)

OUTREACH

REFEREED WORKSHOP PRESENTATIONS

7. Settle, Q., **Ruth**, T., Young, L., & Stout, L. (2022). *Training students in science communication: ACE PD Grant Project*. Refereed professional development workshop presented at the Association for Communication Excellence Conference, Kansas City, MO.
6. **Ruth**, T.K., & Telg, R. W. (2020). *Faculty mentorship professional development*. Refereed professional development workshop presented at the National Agricultural Communication Symposium, Louisville, KY.
5. **Ruth**, T. (2019). *A Framework for engaging land-grant faculty in science communication*. Refereed professional development workshop presented at the Association for Communication Excellence Conference, San Antonio, TX.
4. **Ruth**, T., Rumble, J., Ellis, J., & Lamm, A. (2019). *Should we let consumers sink in voluntary ignorance or rescue them with risk communication?* Refereed professional development workshop presented at the Association for Communication Excellence Conference, San Antonio, TX.
3. Morin, A., **Ruth**, T., Telg, R., & Stokes, P. (2019). *Using Sysomos to make data-driven decisions for social media campaigns*. Refereed professional development workshop presented at the Association for Communication Excellence Conference, San Antonio, TX.
2. **Ruth**, T., Telg, R., Rumble, J., Lundy, L., & Lindsey, A. (2017). *Florida Extension agents' likeliness to participate in public engagement training*. Refereed professional development workshop delivered at Association for Communication Excellence 2017 Conference, New Orleans, LA.

1. Settle, Q., McCarthy, K., Rumble, J., & **Ruth**, T. (2015). *Trust of organizations communicating about agriculture and the environment*. Refereed professional development workshop delivered at Association for Communication Excellence 2015 Conference, Charleston, SC.

INVITED SEMINARS & PRESENTATIONS

21. **Ruth**, T.K. (2022, May). *Communicating science in the misinformation era*. Invited seminar for Nebraska Fish and Wildlife. (30 attendees).
20. **Ruth**, T.K. (2022, March). *Nebraska Agricultural Communications CDE*. Webinar presented for Nebraska agricultural teachers. (25 participants)
19. **Ruth**, T. K. (2022, March). *Producer decision making*. Invited in-service training for Nebraska Extension's Water and Integrated Cropping Systems educators group. (31 attendees)
18. **Ruth**, T. K. (2021, July). *Science communication and scientific writing*. Workshop presented for the Nebraska Summer Research Program. (30 attendees)
17. **Ruth**, T. K. (2021, July). *Principles of photography*. Workshop presented to Nebraska Agricultural Youth Institute participants. (48 attendees)
16. **Ruth**, T. K., Telg., R.W., & Lundy, L.K. (2021, February). *Ask anything*. Professional development facilitated for the National Agricultural Communications Symposium.
15. **Ruth**, T. K. (2020, August). *Is ignorance truly bliss when it comes to science?* Featured speaker presentation at the 2020 SciComm Conference.
14. **Ruth**, T. K., Lundy, L. K., & Telg, R. W. (2020, March). *Mentoring relationships*. Webinar presented for the Society of Agricultural Communications Scholars.
13. Rumble, J. N., & **Ruth**, T. K. (2019, May). *Using mixed methods in applied settings: Development and implementation*. Workshop presented at the American Association for Agricultural Education National Conference, Des Moines, IA.
12. **Ruth**, T. K. (2019, April). *Facts and feelings. How consumers process information related to food and science*. Seminar presented for the Food Science and Human Nutrition Graduate Student Association. University of Illinois at Urbana-Champaign, Urbana, IL.
11. **Ruth**, T. K. (2019, April). *Crash course in Adobe InDesign*. Professional development presented to the Illini Agricultural Communicators of Tomorrow. University of Illinois at Urbana-Champaign, Urbana, IL.
10. **Ruth**, T. K. (2019, March). *Tips for the faculty job search*. Professional development presented to the Agricultural Education and Communication Graduate Student Association. University of Florida, Gainesville, FL.
9. **Ruth**, T. K. (2018, December 11). *Implications of multi-modal research for science communications*. Seminar presented for the 4th Annual Citrus Greening Solutions Meeting, Fort Pierce, FL.

8. **Ruth**, T. K. (2018, September). *Career fair tips*. Professional development presented for Illini 4-H House. University of Illinois at Urbana-Champaign, Urbana, IL.
7. **Ruth**, T. K. (2018, September). *Career fair tips*. Professional development presented for Illini Agricultural Communicators of Tomorrow Club. University of Illinois at Urbana-Champaign, Urbana, IL.
6. **Ruth**, T. K. (2018, September). *On target: How best to communicate with your audience*. Seminar presented for the Department of Animal Sciences. University of Illinois at Urbana-Champaign, Urbana, IL.
5. **Ruth**, T. K. (2018, September). *On target: How best to communicate with your audience*. Seminar presented for the Division of Nutritional Sciences. University of Illinois at Urbana-Champaign, Urbana, IL.
4. **Ruth**, T. K. (2017, January). *Cover letters and personal statements*. Seminar for Environmental Horticulture Professional Development Class, University of Florida, Gainesville, FL.
3. **Ruth**, T. K. (2017, January). *Poster and presentation design*. Presentation for Agricultural Education and Communication Graduate Student Association, University of Florida, Gainesville, FL.
2. Rumble, J. N., & **Ruth**, T. K. (2015, September). *Communicating about GMOs*. Professional development for Sigma Alpha, professional agricultural sorority, Gainesville, FL.
1. Rumble, J. N., & **Ruth**, T. (2014). *What do consumers want? Marketing tips to increase consumer preference for and recognition of Florida grown products*. Agritech Educational Seminars and Trade Show, Plant City, FL.

NON-REFEREED PUBLICATIONS & INTERVIEWS

10. **Ruth**, T. K. (2021). An in-depth review of ALEC 305: Presentation strategies for agricultural audiences. *UNL Faculty Portfolios*, 192, <https://digitalcommons.unl.edu/prtunl/192>
9. Akers, A. (2020). Hemp: A plant to light up Nebraska's economy; Interview with Ismail Dweikat and **Taylor Ruth**. *Strategic Discussions for Nebraska*. <https://sdn.unl.edu/article/hemp-plant-light-nebraska%E2%80%99s-economy>
8. **Ruth**, T., Rumble, J., Lamm, A., & Ellis, J. (2020, March/April). WICKED decisions. *The Agricultural Education Magazine*, 92(5), 18-20. https://www.naae.org/profdevelopment/magazine/archive_issues/index.cfm
7. **Ruth**, T. (Ed.) (2019, July/August). Science communication in agricultural education. *The Agricultural Education Magazine*, 92(1). https://www.naae.org/profdevelopment/magazine/archive_issues/index.cfm
6. Telg, R., Suits, T., Stokes P., **Ruth** T., & McLeod A. (2018). *Prevent & Protect*. PIE2018/19—02. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
5. **Ruth**, T. K., Rumble, J. N., & Anderson, S. (2015). *Eastern United States' consumer perceptions of Florida strawberries-Survey*. PIE2015/14-5a. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

4. **Ruth, T. K., Rumble, J. N., & Anderson, S. (2015).** *Eastern United States' consumer perceptions of Florida strawberries-Focus Groups*. PIE15/16-5b. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
3. **Ruth, T., Qu, S., & Rumble, J. (2014).** *Farm to school bus tour evaluation*. PIE2012/13-12c Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
2. **Anderson, S., Ruth, T., & Rumble, J. (2014).** *Public opinion of food in Florida*. PIE2011/12-17 Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.
1. **Ruth, T., & Rumble, J. N. (2014).** *Consumer perceptions of Florida strawberries*. PIE2013/14-5a. Gainesville, FL: University of Florida/ IFAS Center for Public Issues Education.

SERVICE

LEADERSHIP

National Agricultural Communications Symposium 2021- Present

Vice President

- Manage research paper submission and review process
- Coordinate officer elections
- Past secretary

Nebraska FFA State Career Development Event – Ag Comm August 2019 – Present

Superintendent

- Oversee and manage the Nebraska FFA Agricultural Communications CDE with an average of 19 teams and 76 competitors
- Coordinate the judging process for the CDE
- Develop all contest materials

UNL Agricultural Communicators of Tomorrow (ACT) August 2019 – May 2021

Faculty Advisor

University of Nebraska-Lincoln

- Advise executive officers for ACT meetings and events
- Coordinate professional development activities

Illini Agricultural Communicators of Tomorrow (ACT) August 2018 – June 2019

Faculty Advisor

University of Illinois at Urbana Champaign

- Advise executive officers for ACT meetings and events
- Coordinate professional development activities
- Oversee student participation in the media room of the Women Changing the Face of Agriculture Conference

Agricultural Education & Communication Graduate Student Association January 2014 – August 2018

Vice President: 2015-2016

University of Florida

Graduate Committee Student Representative: 2016-2017

- Planned Spring orientation for new graduate students
- Facilitated new student mentor program
- Mentored 4 doctoral students and 2 master's students
- Assisted with coordination of prospective student visits

Alpha Tau Alpha

January 2014 – August 2018

President

University of Florida

- Led meetings and initiations for graduate and undergraduate students in the National Professional Honorary Agricultural Education Organization
- Organized and planned a seminar about water quality issues in Florida for 100 students and local residents

Southern Association of Agricultural Scientists – Agricultural Communications

February 2016 – February 2017

Graduate Student Representative

University of Florida

- Participated in monthly phone calls for conference planning
- Updated conference website
- Organized graduate student conference lunch

Agricultural & Life Science College Council

January 2012– May 2013

Vice President, Public Relations Director, & Secretary

University of Florida

- Communicated with over 30 organizations to serve as liaison with student government
- Awarded with the College of Agricultural and Life Science Recognition for Leadership in 2012 and 2013

ADDITIONAL SERVICE ACTIVITIES

American Association for Agricultural Education (AAAE)

Paper Reviewer for AAAE National Conference, 2018 - Present

Poster Reviewer for AAAE National Conference, 2018 - Present

Paper Reviewer for AAAE North Central Region Conference, 2018, 2019

Reviewer for Journal of Agricultural Education, 2018 - Present

Faculty Expert for Research in Development Round Tables – 2021 AAAE Southern Region Conference

Discussant for NC-Region AAAE, 2022

Society of Agricultural Communications Scholars (SACS)

Paper Reviewer for National Agricultural Communications Symposium (NACS), 2018 - Present

Poster Judge for NACS - 2018, 2019, 2020

Faculty Mentor Program Co-Coordinator, 2019 - Present

Association for Communication Excellence (ACE)

Paper Reviewer for ACE National Conference, 2018 – Present

Poster Reviewer for ACE National Conference, 2018 – Present

Reviewer for ACE Outstanding Thesis Award – 2019, 2020, 2021

Reviewer for Journal of Applied Communications, 2018 – Present
Reviewer for Journal of Applied Communications Article of the Year, 2020

University of Nebraska-Lincoln

Department of Agricultural Leadership, Education and Communication (ALEC) Undergraduate Curriculum Committee Member, 2019 - Present
ALEC Department Head Reappointment Committee, 2019
ALEC Steering Committee Member, 2021
Agronomy, Horticulture, Entomology, and Plant Pathology Graduate Elevator Speech Contest Judge, 2020

University of Illinois at Urbana-Champaign

Division of General Studies Fair, Recruitment, 2018
National Alpha Tau Alpha Essay Judge, 2019
National FFA Convention Recruitment, 2018
College of ACES Sophomore Achievement Award, Committee Member, 2019
College of ACES Web Working Group, 2018-2019

University of Florida

Department of Agricultural Education and Communication Advisory Council, Ph.D. Representative, 2016
Florida FFA, Agricultural Communications Career Development Event (CDE) Judge, 2016--2018

Other

Science Communication Reviewer, 2019- Present
Journal of Human Sciences and Extension Reviewer, 2019 - Present
Journal of Advancements in Agricultural Development Reviewer, 2019 – Present
National FFA Agricultural Communications CDE Judge, 2022

MEMBERSHIP

American Association for Agricultural Education
National Agricultural Communicators of Tomorrow
North American Colleges and Teachers of Agriculture
Society of Agricultural Communications Scholars
Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Science

CONTINUING EDUCATION & SKILLS

COMPLETED PROFESSIONAL DEVELOPMENT

2021-2022	UNL Advanced Member - Faculty-led Inquiry into Reflective and Scholarly Teaching
2020-2021	UNL First-Year Peer Review of Teaching Program
2019-2020	UNL Research Development Fellows Program
2018-2019	UIUC College of Agricultural, Consumer, and Environmental Sciences Teaching and Learning Academy

SOFTWARE

RESEARCH	TEACHING	DIGITAL MEDIA
Qualtrics	Canvas	Adobe InDesign
SPSS	VoiceThread	Adobe Illustrator
Mplus	Screencast-O-Matic	Adobe Photoshop
MaxQDA	Remind 101	Adobe Lightroom
Meltwater	VidGrid	Adobe Premier Pro
Macroscopic		Final Cut Pro
Twitonomy		Wix
Tweet Archivist		Wordpress
Crimson Hexagon		

AWARDS

National Agricultural Communications Symposium

1. **2021 – 2nd Runner-up Outstanding Research Poster** | Durham, A., **Ruth**, T., & Lawson, C. *Exploring college of agriculture students' media literacy.*
2. **2020 – 1st Runner-up Outstanding Research Paper** | Wu, Y., Rumble, J. N., **Ruth**, T. K., Lamm, A. J., & Ellis, J. D. *Unobserved interaction between participants and discussion topics within focus group discussions: An application of social network analysis.*
3. **2019 – Outstanding Research Paper** | **Ruth**, T. K., Rumble, J. N., Lundy, L. K., Galindo-Gonzalez, S., Carter, H. S., & Folta, K. M. *Tenure-track, land-grant faculty's motivation to engage in science communication*
4. **2019 – 1st Runner-up Outstanding Research Paper** | Rumble, J. N., Wu, Y., Tully, K. M., **Ruth**, T. K., Ellis, J. D., & Lamm, A. J. *A mixed-methods comparison of self-reported and conversational trust in science.*

American Association for Agricultural Education (AAAE) National

1. **2022 – 1st Place Innovative Poster** | Greig, J., Colclasure, B., **Ruth**, T., & Conner, N. *Is it really that hard? Developing immersive experiences through virtual reality.*
2. **2020 – Distinguished Manuscript** | Colclasure, B. C., **Ruth**, T. K., Durham Brooks, T., & Holmes, A. *Hemp, hemp, hooray: The impact of a hemp educational campaign on college students' attitudes and knowledge of industrial hemp.*
3. **2019 – Runner-up, Outstanding Article for Journal of Agricultural Education** | **Ruth**, T. K., Settle, Q., Rumble, J. N., & McCarty, K. *Predicting likelihood to pay attention to agriculture-related issues in the news with demographic characteristics.*
4. **2018 – Distinguished Innovative Poster** | **Ruth**, T. K., Shanholtzer, B., & Colclasure, B. C. *An innovative approach to providing student feedback.*

AAAE, North Central Region

1. **2022 – Distinguished Research Abstract** | **Ruth**, T. K., Colclasure, B. C., Randolph, L. G., & Rogers-Randolph, T. *Using the theory of planned behavior to examine Nebraskans' intent to purchase CBD products.*
2. **2022 – Distinguished Research Abstract** | Colclasure, B. C., Bose, E., & **Ruth**, T. K. *Factors influencing Midwest Extension agents' intent to incorporate biochar in work-related activity.*
3. **2021 – Distinguished Agricultural Communications Educator**
4. **2020 – Distinguished Research Abstract** | **Ruth**, T. K., Colclasure, B. C., Durham Brooks, T., & Holmes, A. *Hemp on the horizon: Understanding influences on industrial hemp purchases.*
5. **2020 – Distinguished Research Abstract** | Robison, B., Conner, N., **Ruth**, T., & Reiling, B. *Nebraska agricultural educators use of social media to engage stakeholders.*

AAAE, Southern Region

1. **2017 - Distinguished Research Poster** | **Ruth**, T. K., Beattie, P. N., Lamm, A. J., & Rumble, J. N. *Citrus Greening Solutions: Extension's Role in Florida, California and Texas.*

Southern Association of Agricultural Scientists (SAAS), Agricultural Communication Section

1. **2017 - Outstanding Research Presentation** | **Ruth**, T. K., Lamm, A. J., & Rumble, J. N. *Identifying publics in Florida, California, and Texas as they relate to citrus greening*
2. **2015 - Outstanding Research Presentation** | **Ruth**, T. & Rumble, J. N. *A fresh brand strategy: Evaluating consumers' strawberry purchasing intent and their attitude toward Florida grown strawberries*

North American Colleges & Teachers of Agriculture (NACTA)

1. **2018 – Graduate Student Teaching Award**

Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Science (ACE)

1. **2020 – Runner-up Article of the Year, Journal of Applied Communications** | **Ruth**, T. K., Rumble, J. N., Galindo, S., Lundy, L. K., Carter, H. S., & Folta, K. M. *Can anyone hear us? An exploration of echo chambers at a land-grant university.*
2. **2019 – Outstanding Dissertation**
3. **2016 – Runner-up, Outstanding Thesis**