

Daniel Totzkay

West Virginia University

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Education

Ph.D. 2014-Present	Michigan State University Communication Certificate in College Teaching <u>Dissertation</u> : <i>A communication science evaluation of breast density notification letters: Breast cancer risk perceptions and precaution motivation.</i>	<i>East Lansing, MI</i>
M.A. 2013-2015	Michigan State University Health & Risk Communication	<i>East Lansing, MI</i>
B.S. 2010-2013	Michigan State University Interdisciplinary Studies in Social Science, <i>with honors</i> Minor in Women's and Gender Studies	<i>East Lansing, MI</i>

Academic Appointments

July 2019 - Present	Assistant Professor Department of Communication Studies West Virginia University
August 2016 – May 2019	Graduate Research Assistant Breast Cancer and the Environment Research Program Michigan State University
August 2014 – August 2018	Graduate Teaching Assistant Department of Communication Michigan State University

Peer-Reviewed Publications

6. Grayson, A., **Totzkay, D.**, Walling, B., 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 & Prevention*, 113. <https://www.doi.org/10.1016/j.aap.2019.105295>
5. Keating, D. M., & **Totzkay, D.** (2019). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. *Annals of the International Communication Association*, 43(3), 225-239. <https://www.doi.org/10.1080/23808985.2019.1632218>

4. Silk, K. J., Walling, B., **Totzkay, D.**, Mulroy, M., Smith, S. W., Quaderer, T., Boumis, J., & Thomas, B. D. H. (2019). Continuing medical education as a translational 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
3. **Totzkay, D.**, Silk, K. J., & Sheff, S. (2017). Examining the effect of electronic health record use and patient-centered communication on cancer screening behavior: An analysis of the Health Information National Trends Survey. *Journal of Health Communication*, 22(7), 554-561.
<https://doi.org/10.1080/10810730.2017.1338801>
2. Perrault, E. K., Silk, K.J., Sheff, S., Ahn, J., Hoffman, A., & **Totzkay, D.** (2015). Testing the identifiable victim effect with animal victims in anti-littering messages. *Communication Research Reports*, 32(4), 294-303. <https://doi.org/10.1080/08824096>
1. Perrault, E. K., Silk, K.J., **Totzkay, D.**, Sheff, S., Ahn, J., & Hoffman, A. (2015). Reasons behind students' choices of primary care physicians: Finding ways to improve information about physicians online. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 8(1), 67-75. <https://doi.org/10.1179/1753807615Y.0000000003>

Manuscripts Under Review

4. **Totzkay, D.**, Silk, K. J., Thomas, B., Walling, B., & Smith, S. W. (Under Review). Women's understanding of windows of susceptibility and the role of the environment in breast cancer risk. *Communication Studies*.
3. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** (Under Review). Inferential reasoning ability moderates the influence of media on risk perception. *Communication Research*.
2. **Totzkay, D.**, Silk, K. J., & Thomas, B. D. H. (Under Review). Using the extended parallel process model to understand the effects of dense breast notification laws. *Health Communication*.
1. **Totzkay, D.**, Thomas, B., Silk, K. J., Thompson, A., Quaderer, T., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., Burke, K., & Symington, A. (Under Review). Lay perceptions of breast density and breast cancer risk. *Health Psychology*.

Book Chapters

3. Silk, K. J., & **Totzkay, D.** (2019). Communication research in the environmental health sciences. In S. Finn & L. O'Fallon (Eds.), *Environmental Health Literacy* (pp. 46-64). Cham, Switzerland: Springer.
2. Lapinski, M. K., Silk, K. J., Liu, R. W., & **Totzkay, D.** (2018). Models for environmental communication for unique populations: Cases from the field. In B. Takahashi (Ed.), *Environmental Communication Among Minority Populations* (Chapter 6).
1. Silk, K. J., & **Totzkay, D.** (2018). The Breast Cancer and the Environment Research Program. In R. Parrott (Ed.), *The Oxford Research Encyclopedia of Health and Risk Message Design and Processing*. Oxford, England: Oxford University Press.

Conference Papers, Posters, & Panel Presentations

38. Walling, B., **Totzkay, D.**, Thomas, B., Smith, S. W., Silk, K. J., Boumis, J., Oung, P., & Hanigan, M. (2020). Feasibility of a continuing medical education course on disseminating emerging science on the breast cancer and environment connection. Paper to be presented at the 70th Annual International Communication Association Convention, Gold Coast, Australia.
37. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** (2020). Inferential reasoning ability moderates the influence of media on risk perception. Paper to be presented at the 70th Annual International Communication Association Convention, Gold Coast, Australia.
36. **Totzkay, D.** (2020). Examining the necessity of legislation mandating communication about breast density. Poster to be presented at the 2020 Kentucky Conference on Health Communication, Lexington, KY.
35. Thomas, B., Mulroy, M., **Totzkay, D.**, Oung, P., Boehm, M., Silk, K. J., & Smith, S. W. (2020). The transdisciplinary approach of the Breast Cancer and the Environment Research Program: Merging diffusion of innovations and evaluation processes. Paper to be presented at the 2020 Kentucky Conference on Health Communication, Lexington, KY.
34. 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 to be presented at the 2020 Kentucky Conference on Health Communication, Lexington, KY.
33. **Totzkay, D.** (2019). Perceptions of breast density in states with and without dense breast notification legislation. Poster presented at the 14th Annual Meeting of the Breast Cancer and the Environment Research Program, Atlanta, GA.
32. Silk, K. J., **Totzkay, D.**, Thomas, B., Walling, B., & Smith, S. W. (2019). Evaluation results of BCERP continuing medical education for pediatric health care providers. Paper presented at the 14th Annual Meeting of the Breast Cancer and the Environment Research Program, Atlanta, GA.
31. **Totzkay, D.**, Silk, K. J., & Thomas, B. (2019). Using the extended parallel process model to understand the effects of breast density notification laws. Paper presented at the 105th National Communication Association Convention, Baltimore, MD.
30. **Totzkay, D.**, Silk, K. J., Thomas, B., Walling, B., 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 105th National Communication Association Convention, Baltimore, MD.
29. Keating, D. M., & **Totzkay, D.** (2019). We do publish (conceptual) replications (sometimes): Recent publication trends in communication science. Paper presented at the 105th National Communication Association Convention, Baltimore, MD.
28. Silk, K. J., Walling, B., **Totzkay, D.**, Mulroy, M., Smith, S. W., Quaderer, T., & Boumis, J. (2019). Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model. Paper presented at the 69th Annual International Communication Association Convention, Washington, D. C.

27. Walling, B., **Totzkay, D.**, Silk, K. J., Boumis, J., & Park, S. (2019). Window of susceptibility knowledge and concern about breast cancer and the environment: Results from community-based formative research. Poster presented at the 5th Biennial D. C. Health Communication Conference, Fairfax, VA.
26. Walling, B., 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 5th Biennial D. C. Health Communication Conference, Fairfax, VA.
25. Thomas, B., **Totzkay, D.**, Walling, B., Silk, K., Lapinski, M., Hanna-Attisha, M., Jones, N., & Smith, K. (2019). Recovering from poisoned water: Flint registry focus groups and the context of trust. Poster presented at the 5th Biennial D.C. Health Communication Conference, Fairfax, VA.
24. Silk, K. J., & **Totzkay, D.** (2018). Comparing caregivers' perceived risk of breast and skin cancer for children: Implications for breast cancer and environment risk communication. Poster presented at the 13th Annual Meeting of the Breast Cancer and the Environment Research Program, Washington, D.C.
23. **Totzkay, D.**, Thomas, B., Silk, K. J., Thompson, A., Quaderer, T., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., Burke, K., & Symington, A. (2018). Lay perceptions of breast density and breast cancer risk. Poster presented at the 13th Annual Meeting of the Breast Cancer and the Environment Research Program, Washington, D.C.
22. **Totzkay, D.** (2018). An evaluation of the planned risk information seeking model. Paper presented at the 104th National Communication Association Convention, Salt Lake City, UT.
21. **Totzkay, D.**, Thomas, B., Silk, K. J., Thompson, A., Quaderer, T., Miller, K., Gabrell, M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., Burke, K., & Symington, A. (2018). Lay perceptions of breast density and breast cancer risk. Paper presented at the 104th National Communication Association Convention, Salt Lake City, UT.
20. Mulroy, M., Walling, B., **Totzkay, D.**, Silk, K. J., & Smith, S. W. (2018). Pediatric health care providers' understanding of environmental links to breast cancer. Paper presented at the 104th National Communication Association Convention, Salt Lake City, UT.
19. **Totzkay, D.**, Walling, B., Thomas, B., Park, S., Thompson, A., Carmody, M., & Calloway, D. (2018). 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.
18. **Totzkay, D.**, Walling, B., Silk, K. J., Smith, S. W., & Thomas, B. (2018). Environmental risk factors on the Internet: A content analysis of breast cancer-related websites. Paper presented at the 68th annual International Communication Association convention, Prague, Czech Republic.
17. Silk, K. J., **Totzkay, D.**, Rakoff, M., Serrano, M., Burke, K., Miller, K., Gabrell., M., Newkirk, C., Carter, E., Brody, J., Ohayon, J., & Symington, A. (2017). Preliminary results of the Community Outreach and Dissemination Core Opportunity Fund project: Understanding audiences. Poster presented at the 12th annual meeting of the Breast Cancer and the Environment Research Program, Monrovia, CA.
16. **Totzkay, D.**, Walling, B., Silk, K. J., & Smith, S. W. (2017). Content analyzing breast cancer websites for information on environmental risks. Poster presented at the 12th annual meeting of the Breast Cancer and the Environment Research Program, Monrovia, CA.

15. **Totzkay, D.**, Smith, S. W., Silk, K. J., & Grayson, A. (2017). Self-determination theory as a framework for theory-based message design in the context of bicycle safety. Paper presented at the 103rd National Communication Association Convention, Dallas, TX.
14. 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 National Communication Association Convention, Dallas, TX.
13. Lapinski, M. K., Silk, K. J., Liu, R. W., & **Totzkay, D.** (2017). Models for environmental communication for unique populations: Cases from the field. Pre-conference presentation at the 67th International Communication Association Convention, San Diego, CA.
12. Thomas, B., **Totzkay, D.**, Ingalls, J., Silk, K., Hoffman, A., Viken, G., Phillipich, E., & Park, S. (2017). Bathroom stalls as an intervention strategy to reach college students: Evaluation of a Stall Stories health communication campaign. Paper presented at the 67th International Communication Association Convention, San Diego, CA.
11. **Totzkay, D.**, Walling, B., 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 2017 D. C. Health Communication Conference.
10. Levine, K. J., Carmody, M. K., Silk, K. J., Park, S., Jodoin, C., Melville, A., Novak, A., Glynn, T., Jang, Y., **Totzkay, D.**, Jackson, M., Mulroy, M., & Fowler, A. (2017). Speaking up about medical errors in the healthcare Setting. Poster presented at the 2017 D. C. Health Communication Conference
9. Bergan, D. E., Reynolds, R. M., & **Totzkay, D.** (2016). Skill at inferential reasoning moderates the influence of media on fear of terror. Paper presented at the 2016 Michigan Political Science Association Annual Conference, Mount Pleasant, MI.
8. **Totzkay, D.**, Silk, K. J., & Sheff, S. (2016). Examining the effect of electronic health record use and patient-centered communication on cancer screening behavior: An analysis of the Health Information National Trends Survey. Paper presented at the 102nd National Communication Association Convention, Philadelphia, PA.
7. Bergan, D., Reynolds, R., & **Totzkay, D.** (2016). Self-presentation of political attitudes and identities: The effect of others' presentation of abortion-related attitudes and identity on self-reported views of abortion. Paper presented at presentation at the 102nd National Communication Association Convention, Philadelphia, PA.
6. Jia, F., Kanthawala, S., **Totzkay, D.**, & David, P. (2016). In the Mood: Gender, genre, and mood management in music. Paper to be presented at presentation at the 102nd National Communication Association Convention, Philadelphia, PA
5. Grayson, A. M., **Totzkay, D.**, Quaderer, T. L., Fowler, A., Thomas, B., Ingalls, J., Silk, K. J., & Smith, S. W. (2016) Spartans travel in-sync: Developing safe bicycling messages with self-determination theory. Poster presented at the 2016 Kentucky Conference on Health Communication, Lexington, KY.

4. Silk, K., Sheff, S., **Totzkay, D.**, Medina, A., Holzman G., Potter, T., Holton R., Ingalls, J., Cox, J., Hoffman, A., & Lynch, K. (2015). Super-diffused motivation: Synthesizing self-determination theory and super diffusers to motivate cycling compliance in an on-campus intervention. Poster presented at the 2015 D.C. Health Communication Conference, Fairfax, VA.
3. Clare, D., Holmstrom, A. J., Summers, M., Hanna, A. A., & **Totzkay, D.** (2014). Examining the recent proliferation of high emotion-focused content types in esteem support. Paper presented at the 100th National Communication Association Convention, Chicago, IL.
2. Perrault, E. K., Silk, K. J., **Totzkay, D.**, Sheff, S., Ahn, J., & Hoffman, A. (2014). Prospective patients? video and text biography preferences when selecting a new family medicine physician. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
1. Silk, K. J., Perrault, E. K., Ahn, J., Hoffman, A., **Totzkay, D.**, Sheff, S., Smith, S. W., Atkin, C. K., & Whitten, P. (2013). Ten years of translational research: A look back at contributions of the MSU-COTC. Poster presented at the Breast Cancer and Environment Research Program Annual Conference, Madison, WI.

Manuscripts in Preparation

5. **Totzkay, D.**, Walling, B., Thomas, B., Silk, K. J., Smith, S. W., Boumis, J., Oung, P., Hanigan, M., & Mulroy, M. Feasibility of a continuing medical education course on disseminating emerging science on the breast cancer and environment connection.
4. **Totzkay, D.**, & Jang, Y. Elaborating the role of anxiety in risk response and information seeking in the risk perception attitude framework.
3. **Totzkay, D.**, Thomas, B., & Silk, K. J. Messaging on windows of susceptibility as a strategy to promote breast cancer and environment precaution behavior.
2. **Totzkay, D.**, & Keating, D. M. Methodological reporting trends in communication science.
1. Rhodes, N., & **Totzkay, D.** Disentangling the effects of face threat and freedom threat in reactance research.

Grant Experience

5. **Research Assistant.** *Developing, implementing, and evaluating a video-based lesson series for health and science educators.* (September 2018-May 2019). Funded through Breast Cancer and the Environment Research Program Opportunity Funds. PI: Kami J. Silk. Coordinate and assist in the development and experimental evaluation of a multi-state, video-based high school and community organization curriculum educating pre-adolescent and adolescent children about endocrine disrupting chemicals in the environment and risk reduction strategies, operationalizing and manipulating key Diffusion of Innovations constructs seldom explored individually.
4. **Research Assistant.** *Training pediatric health care providers as a primary information source for communicating environmental risks for breast cancer.* (August 2017-May 2019). Federally funded grant from the National Cancer Institute and the National Institute of Environmental Health Sciences, #1R21ES027418-01. Co-PIs: Kami J. Silk & Sandi W. Smith. Assist in design of moderator guide for

interviews and focus group, analyze qualitative data, draft reports and academic manuscripts, draft script for continuing medical education modules, and consult with public broadcasting organization (WKAR) to recruit actors and record video for continuing medical education modules.

3. **Research Assistant.** *Cross-site formative audience analysis research to facilitate effective outreach efforts and communication strategies* (January 2017-May 2019). Funded through Breast Cancer and the Environment Research Program Opportunity Funds, #5U01ES026127-02. Co-PIs: Kami J. Silk & Richard Schwartz. Design and deliver focus group training for community partners, coordinate the scheduling of focus groups across sites and collection of transcripts, design protocol for analyzing qualitative data, and draft reports, presentations, and academic manuscripts.
2. **Research Assistant.** *Mammary carcinogenesis: Pubertal and adult effects on high fat diet + oxybenzone* (August 2016-May 2019). Federally funded grant from the National Institute of Environmental Health Sciences and the National Heart, Lung, and Blood Institute, #5U01ES026119-02. PI: Richard Schwartz. Plan, execute, and analyze quantitative and qualitative studies, draft reports, presentations, and academic manuscripts, and assist MSU Extension health educators with tracking and evaluating effectiveness of community breast cancer education sessions.
1. **Research Assistant.** *Michigan State University Healthy Campus Initiative Bicycle Safety Collaborative* (August 2015-May 2017). Internally funded grant from the Michigan State University Healthy Campus Initiative. PI: Kami J. Silk. Coordinate with campus safety stakeholders to design and implement an intervention for on-campus bicycle safety, draft moderator guide and conduct focus groups with undergraduate students, collect survey and observational data for formative and summative evaluation, and draft reports and academic manuscripts.

Academic Teaching Experience

West Virginia University

Morgantown, WV

Graduate

1/20 - Present **Instructor**, COMM 829 – Health Communication

Undergraduate

8/19 - Present **Instructor**, COMM 309 – Health Communication

1/20 – Present **Instructor**, COMM 409 – Advanced Health Communication (Campaign Planning)

Michigan State University

East Lansing, MI

Graduate

10/18 **Guest Lecturer**, COM 820 – Communication Theory (M.A.) (Topic: Mass Communication)

Undergraduate

6/18 – 8/18 **Instructor**, COM 320 – Diversity and Communication: Gender Communication (*Online*)

8/17 – 5/18 **Graduate Teaching Assistant**, COM 330 – Health Communication

5/17 – 7/17 **Instructor**, COM 240 – Introduction to Organizational Communication (*Online*)

5/16 – 7/16 **Instructor**, COM 475 – Communication Campaign Design & Analysis

8/15 – 12/16	Instructor , COM 391 – Special Topics: Gender Communication
8/14 – 7/15	Graduate Teaching Assistant , COM 100 – Introduction to Human Communication
1/14 – 5/14	Graduate Teaching Assistant , COM 425 – Communication in Close Relationships

Service

2019 – Present	Eberly College Community Health Collaborative, West Virginia University Committee Member
2019 – Present	Interprofessional Education, West Virginia University Health Sciences Center Planning Committee Member
2019 – Present	Certificate in Health Care Studies, West Virginia University Communication Studies Representative to Planning Committee
2019 – Present	Medical Humanities and Health Studies Minor, West Virginia University Advisory Committee Member
2019 – Present	West Virginia University Cancer Institute, West Virginia University Affiliate
2019 – Present	Department of Communication Studies, West Virginia University Media Management Committee Member
2017 – 2018	Health Communication Division, National Communication Association Ad hoc Manuscript Reviewer
2018- Present	Health Communication Ad hoc Manuscript Reviewer
Fall 2017	Kentucky Journal of Communication Ad hoc Manuscript Reviewer
2017 – Present	Health Communication Division, International Communication Association Ad hoc Manuscript Reviewer
2017 – 8/18	Health Communication Division, International Communication Association Social Media and Website Committee Member
Spring 2017	National Communication Association, Student Section Ad hoc Manuscript Reviewer
Spring 2017	D.C. Conference on Health Communication 2017 Ad hoc Abstract Reviewer
8/16 – 5/18	Association of Graduate Students in Communication, Michigan State University Spring Research Colloquium Planner

- 8/14 – 5/18 **Association of Graduate Students in Communication, Michigan State University**
Graduate Employee Union Representative
- 8/15 – 5/19 **Association of Graduate Students in Communication, Michigan State University**
Undergraduate Curriculum Committee Member
- 8/14 – 8/17 **Michigan State University Ballroom Dance Team**
Advisor

Non-Academic Writing

1. Newkirk, C., & **Totzkay, D.** (2017, June 15). Breast cancer and the environment research program. Michigan State University Extension. Retrieved from:
http://msue.anr.msu.edu/news/breast_cancer_and_the_environment_research_program

Honors and Awards

August, 2019 National Institute of Environmental Health Sciences (NIEHS) Extramural Paper of the Month for *Continuing medical education as a translational science opportunity for health communication researchers: The BCERP model.*

2018-2019 All-University Excellence in Teaching Citation (*Michigan State University*)