

# Christopher McKinley

School of Communication & Media  
Montclair State University  
Montclair, NJ

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## EDUCATION

Ph.D. (Communication), 2010  
University of Arizona, Tucson, AZ  
Advisor: Dr. Dale Kunkel

Dissertation: *Examining Dimensions of Character Involvement as Contributing Factors in Television Viewers' Binge Drinking Perceptions*

Master of Arts (Communication), 2004  
San Diego State University, San Diego, CA

Bachelor of Arts (Communication), 2002  
University of Delaware, Newark, DE  
Cum Laude recipient

## CURRENT POSITION

**Montclair State University** - Associate Professor, School of Communication and Media, 2010-present.

## TEACHING EXPERIENCE – Montclair State University

**E-Health Communication** (Fall 2013; Spring 2015; Spring 2016)

**Introduction to Communication and Media Arts** (Fall 2012; 2013; Spring 2014; Fall 2014; Spring 2015)

**Health and Mass Media** (Spring 2012; Spring 2013; Fall 2014; Fall 2015)

**Fundamentals of Speech** (Summer 2012; Summer 2013; Summer 2014)

**Introduction to Health Communication** (Fall 2012; Spring 2013; Spring 2014)

**Health Communication Theory** (Fall 2013)

**Health and Mass Media Concepts** (Graduate course) (Spring 2013)

**Independent Study, Examining College Counseling Center Websites** (Spring 2013)

**Introduction to Organizational Communication** (Fall 2010, Spring 2011; Spring 2012)

**Communication Theory** (Fall 2010; Spring 2011; Fall 2011; Spring 2012)

**Health Communication Theory** (Graduate course) (Fall 2011)

## **PREVIOUS TEACHING POSITIONS**

**University of Arizona** – Graduate Teaching Associate, Department of Communication Studies, 2005-2010

**San Diego State University** – Graduate Teaching Associate, Department of Professional Studies and Fine Arts, 2002-2004

## **PUBLICATIONS AT MSU**

Limbu, Y. B., **McKinley, C. J.**, & Jayachandran, C. N. (in press). A longitudinal examination of FDA warning and untitled letters issued to pharmaceutical companies for violations in drug promotion standards. *Journal of Consumer Affairs*.

**McKinley, C. J.**, & Limbu, Y. B., Jayachandran, C. N. (2017). Message-framing effects on Indian Females' mammography-screening intentions: Examining moderating and mediating relationships. *International Journal of Communication*, *11*, 3541-3565.

**McKinley, C. J.**, & Limbu, Y. B., Jayachandran, C. N. (2017). The Influence of Statistical versus Exemplar Appeals on Indian Adults' Health Intentions: An Investigation of Direct Effects and Intervening Persuasion Processes. *Health Communication*, *32*, 427-437.

**McKinley, C. J.**, Luo, Y., & Wright, P., & Kraus, A. (2015). Problem gambling messages on college counseling center websites: An over-time and cross-country comparison. *Journal of Gambling Studies*, *32*, 307-325.

Ruppel, E., & **McKinley, C. J.** (2015). Social support and social anxiety in use and perceptions of online mental health resources: Social compensation or social enhancement? . *Cyberpsychology, Behavior, and Social Networking*, *8*, 462-467.

**McKinley, C. J.**, Luo, Y., & Wright, P., & Kraus, A. (2015). Re-examining LGBT Resources on College Counseling Center Websites: An Over-time and Cross-country Analysis. *Journal of Applied Communication Research*, *43*, 112-129.

- McKinley, C. J., & Wright, P.** (2014). Informational support and online information seeking: Examining the association between factors contributing to healthy eating behavior. *Computers in Human Behavior, 37*, 107-116.
- McKinley, C. J., & Ruppel, E.** (2014). Exploring how perceived threat and self-efficacy contribute to college students' use and perceptions of online mental health resources. *Computers in Human Behavior, 34*, 101-109.
- McKinley, C. J., Mastro, D. E., & Warber, K. M.** (2014). Social identity theory as a framework for understanding the effects of exposure to positive media images of self and other on intergroup outcomes. *International Journal of Communication, 8*, 1049-1068.
- McKinley, C. J.** (2014). Information seeking. [REV] In T. L. Thompson & G. J. Golson (Eds.), *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.
- Kunkel, D., Castonguay, J., Wright, P., & **McKinley, C. J.** (2014). Solution or smokescreen? Evaluating industry self-regulation of televised food marketing to children. *Communication Law and Policy, 19*, 263-292.
- Tokunaga, R., Wright, P., & **McKinley, C. J.** (2014). U.S. adults' pornography viewing and support for abortion: A three-wave panel study. *Health Communication*, (ahead-of-print), 1-12.
- McKinley, C. J. & Perino, C.** (2013). Examining communication competence as a contributing factor in health care workers' job satisfaction and tendency to report errors. *Journal of Communication in Healthcare, 6*, 158-165.
- McKinley, C. J.** (2013). Applying a distress-detering approach to assess how emotional support predicts perceived stress and stress-related coping response. *Southern Communication Journal, 78*, 387-404.
- McKinley, C. J.** (2013). Re-examining the link between cultivation factors and viewer involvement: Investigating viewing amount as a catalyst for the transportation process. *Communication Studies, 64*, 66-85.
- McKinley, C. J.** (2013). Cultivation theory. [REV] In M. Eastin (Ed.), *Encyclopedia of Media Violence*. (pp. 92-96). Thousand Oaks, CA: Sage.
- Castonguay, J., **McKinley, C. J.**, & Kunkel, D. (2013). Health cues: A content analysis of health-related messages in food advertisements targeting children. *Health Education, 113*, 420-432.
- Fahmy, S., **McKinley, C. J.**, & Filer, C. & Wright, P. (2013). Pulling the plug on grandma: Obama's health care pitch, media coverage & public opinion. *Advances in Journalism and Communication, 1*, 19-25.

Kunkel, D., Mastro, D., Ortiz, M., & **McKinley, C. J.** (2013). Food marketing to children on Spanish-language television. *Journal of Health Communication, 18*, 1084-1096.

**McKinley, C. J.**, & Wright, P. (2012). Examining the presence of problem gambling awareness messages on college counseling center websites. *Health Communication, 27*, 98-106.

**McKinley, C. J.**, & Fahmy, S. (2011). Passing the ‘breakfast test’: Exploring the effects of varying degrees of graphicness of war photography in the new media environment. *Visual Communication Quarterly, 18*, 70-83. **Lead article of issue.**

Wright, P., & **McKinley, C. J.** (2011). Mental health resources for LGBT collegians: A content analysis of college counseling center websites. *Journal of Homosexuality, 58*, 138-147.

### PREVIOUS PUBLICATIONS

Wright, P., & **McKinley, C. J.** (2010). Services and information for sexually compulsive students on college counseling center websites. Results from a national sample. *Journal of Health Communication, 15*, 665-678.

**McKinley, C. J.** (2009). Investigating the Influence of Threat Appraisals and Social Support on Healthy Eating Behavior and Drive for Thinness. *Health Communication, 24*, 735-745.

Kunkel, D., **McKinley, C. J.**, & Wright, P. (2009). *The impact of industry self-regulation on the nutritional quality of foods advertised to children on television.* [REV] Children Now: Oakland, CA. [http://www.childrennow.org/uploads/documents/adstudy\\_2009.pdf](http://www.childrennow.org/uploads/documents/adstudy_2009.pdf) **article cited by Rudd Report, Yale University (2011, June) “Trends in Television Food Advertising to Young People”**

Kunkel, D., & **McKinley, C. J.** (2006). Prospects for rating food products like media products. *Journal of Nutrition Education and Behavior, 39*, S25-S31.

### WORKS IN PROGRESS

Limbu, Y. B., & McKinley, C. J. (in data collection). Investigating the interactive effects of message framing and message evidence on mammography screening intentions among an Indian sample.

### CONFERENCE PAPERS AT MSU

- Limbu, Y. B., McKinley, C. J., & Jayachandran, C. N. (2017, November). Monitoring Direct-To-Consumer Drug Advertising: An Over-time Assessment of FDA Warning Letters. Paper presented at the annual conference of the National Communication Association, Dallas, TX.
- Limbu, Y. B., Jayachandran, C., & McKinley, C. J. (2016, July). *Joint effects of message framing and evidence type on early disease detection and prevention messages*. Paper presented at the international conference of the Society for Global Business & Economic Development, Ancona, Italy.
- McKinley, C. J., & Limbu, Y. B., Jayachandran, C. N. (2015, November). The Influence of Statistical versus Exemplar Appeals on Indian Adults' Health Intentions: An Investigation of Direct Effects and Intervening Persuasion Processes. Paper presented at the annual conference of the National Communication Association, Las Vegas, NV.
- McKinley, C. J., & Ruppel, E. (2014, May). *Examining psychosocial factors that contribute to online mental health information seeking among college students*. . Paper presented at the annual conference of the International Communication Association, Seattle, WA.
- McKinley, C. J., Luo, Y., & Wright, P. (2014, May). *Re-assessing the nature and prevalence of mental health resources on college counseling center websites: An over-time and cross-country comparison*. . Paper presented at the annual conference of the International Communication Association, Seattle, WA.
- McKinley, C. J. (2013, November). *Applying a distress-detering approach to assess how emotional support predicts perceived stress and stress-related coping response*. . Paper presented at the annual conference of the National Communication Association, Washington, D.C.
- McKinley, C. J. & Perino, C. (2013, November). *Linking communication competency to health care professionals' attitudes and behaviors: Examining direct effects and the moderating role of organizational culture and role identity*. . Paper presented at the annual conference of the National Communication Association, Washington, D.C.
- McKinley, C. J., & Wright, P. (2013, November). *Informational support and online information seeking: Examining the association between factors contributing to healthy eating behavior*. . Paper presented at the annual conference of the National Communication Association, Washington, D.C.
- McKinley, C. J., & Lemesianou, C. (2013, May). *Investigating the association between learning tasks and student engagement: Exploring main effects and the moderating role of approach to learning*. Paper presented at the 2011 annual Learning and Teaching Showcase hosted by the Montclair State University Research Academy.
- McKinley, C. J. (2012, November). *Re-examining the link between cultivation factors and viewer involvement: Investigating viewing amount as a catalyst for the transportation process*. .

Paper presented at the annual conference of the National Communication Association, Orlando, FL.

Fahmy, S., McKinley, C. J., Filer, C. R., & Wright, P. J. (2012, August). *Pulling the plug on grandma: Obama's health care pitch, media coverage, and public opinion*. . Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

McKinley, C. J. (2011, November). *Investigating the multidimensionality of character involvement and its impact on viewers' binge drinking perceptions*. . Paper presented at the annual conference of the National Communication Association, New Orleans, LA.

Castonguay, J., McKinley, C. J., & Kunkel, D. (2011, May). *Health Cues: A Content Analysis of Health-Related Messages in Food Advertisements Targeting Children*. . Paper presented at the annual conference of the International Communication Association, Boston, MA.

McKinley, C. J. (2011, May). *Examining underlying processes of viewer involvement as predictors of binge drinking perceptions*. . Paper presented at the annual conference of the International Communication Association, Boston, MA.

Wright, P., & McKinley, C. J. (2010, November). *Mental health resources for LGBT collegians: A content analysis of college counseling center websites*. . Paper presented at the annual conference of the National Communication Association, San Francisco, CA. Top five paper in the GLBTQ Division.

## **PREVIOUS CONFERENCE PAPERS**

Wright, P., & McKinley, C. J. (2009, November). *Services and information for sexually compulsive students on college counseling center websites*. . Paper presented at the annual conference of the National Communication Association, Chicago, IL.

Warber, K. M., Mastro, D. E., & McKinley, C. J. (2009, May). *Social Identity Theory as a Framework for Understanding the Effects of Exposure to Positive Media Images of Self and Other on Intergroup Outcomes*. . Paper presented at the annual conference of the International Communication Association, Chicago, IL.

McKinley, C. J. (2008, April). *Health Related Messages in Children's Food Advertising on Television*. . Presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

McKinley, C. J. (2008, November). *Investigating the Influence of Threat Appraisals and Social Support on Healthy Eating Behavior and Drive for Thinness*. . Presented at the annual conference of the National Communication Association, San Diego, CA.

McKinley, C. J. (2008, May). *Media and Interpersonal Predictors of Healthy Eating Behavior*. . Presented at the annual conference of the International Communication, Montreal, Canada.

Kunkel, D., McKinley, C. J., & Stitt, C. (2008, May). *Quantity and Nutritional Quality of Food Advertising During Children's Television Programming in the U.S.* . Presented at the annual conference of the International Communication Association Montreal, Canada.

McKinley, C. J. & Mastro, D. E. (2007, November). *Major League Baseball Fan Identification & White's Perceptions about Latinos: The Influence of Group Identification and Shared Group Membership on Interethnic Attitudes.* . Presented at the annual conference of the National Communication Association, Chicago, IL.

McKinley, C. J. (2004, November). *From hero to terrorist: A media reconstruction of the 'average man.'* . Presented at the annual conference of the National Communication Association, Chicago, IL.

## INVITED PRESENTATIONS

*The Ethics of Food Advertising to Children* – Presented to Dr. Marc Rosenweig's Ethics of Mass Communication course: BDCS295

*Health and Mass Media* – Presented to Dr. Harry Haines Introduction to Communication Studies course: SPCM172

*MisInformation about Health Care and Portrayals of Older Adults in Media* – Presented to Dr. Deborah Fish-Ragin's Health Psychology course: PSYC302, and seniors at Pine Ridge Manor, Montclair, NJ

## OTHER SCHOLARLY ACTIVITY

**Research Assistant, Food Marketing and Childhood Obesity Grant** (Fall 2008-Fall 2009)

Funding Agency: Funded by the Robert Wood Johnson Foundation (\$141,000)

Job Duties:

- Lead training sessions of eight undergraduate coders to familiarize coders with instruments/codebook
- Teach coders to evaluate different commercial segments, assess marketing appeals, and health content of products
- Tabulate intercoder reliabilities

**Faculty member, Center for Quantitative Obesity Research, Montclair State University** (2014-current)

- Goal of center: facilitating the use of quantitative methodology to promote interdisciplinary research associated with obesity-related health concerns
  - <http://www.montclair.edu/csam/center-quantitative-obesity/faculty/>

## INTERVIEWS

Interviewed on June 16, 2011 by *The Daily Wildcat* for published article, *Passing the 'Breakfast Test': Exploring the effects of varying degrees of graphicness of war photography in the new media environment*. See following link:

<http://www.wildcat.arizona.edu/news/disturbing-not-distressing-1.2416532>

## **PROFESSIONAL AWARDS**

Selected as Engaged Teaching Fellow by the Research Academy for University Learning (RAUL) for 2012-2013 Academic Year (\$1,000 stipend)

Participant at the 2006 Wayne State University Doctoral Seminar. Communication Media and the Public Interest: Challenges in the Digital Age.

Recipient of Graduate College Fellowship for the 2006-2007 Academic Year (\$1,000)

Graduate Registration Scholarship for the 2006-2007 Academic Year (\$1,056)

## **UNIVERSITY, COLLEGE, DEPARTMENT, AND COMMUNITY SERVICE**

### **University Service**

Working Group, University Assessment for Middle States Self-Study 2014-2016

Institutional Review Board, Montclair State University, 2011-Present

MSU Planning Committee for Student Research Symposium, 2011-2016

MSU International Center for the Health Humanities Ad-hoc Task Force 2010-Present

Reviewer, Second International Health Humanities Conference, Montclair State University, 2012

Ad-hoc Committee for Deliberative Discussion on Health Care 2010-2011

### **College of the Arts Service**

College Career Development Committee, 2013-present

Health and Safety Committee, 2013-present

### **School/Department Service**

Assessment Committee – 2014-2015

Assessment Liason, School of Communication and Media – 2014-2015

School of Communication Colloquium coordinator – Spring 2013-present

Internship Supervisor – Summer, 2011-present

Comprehensive Exam Review Committee – Spring 2012, Spring 2013, Spring 2014

Search Committee – Associate Director Candidate, Spring 2013

Search Committee – Journalism Candidate 2010-2012

Recruited/facilitated internship for communication student with **University of Medicine and Dentistry, New Jersey**, Spring/Summer 2011

Recruited/facilitated internship for communication student with **New Jersey Public Health Association**, Spring/Summer 2011

Search Committee – New Media Candidate 2010-2011

Curriculum Committee, SMAC Coordinating Taskforce, Montclair State University, 2010-2011).

Subcommittee Admissions and Alumni Relations, SMAC Coordinating Taskforce, Montclair State University, 2010-2011

### **Service Off-Campus**

Committee for the Health Eating Active Living Campaign (HEAL), Montclair, NJ 2010-2013

## **PROFESSIONAL ACTIVITIES AND MEMBERSHIPS**

Grant reviewer, Kansas City Area Life Sciences Institute (KCALSI) Blue Cross Blue Shield Outcomes Research Grant Program, 2015

Editorial Board, *Western Journal of Communication*, 2014-present

Guest Reviewer, *Journal of Health Communication*

Guest Reviewer, *Journal of Communication*

Guest Reviewer, *Health Education*

Guest Reviewer, *Health Communication*

Guest Reviewer, *Mass Communication & Society*

Guest Reviewer, *American Journal of Drug and Alcohol Abuse*

Guest Reviewer, *American Journal of Public Health*

Guest Reviewer, *Journal of Nutrition Education & Behavior*

Panel Chair, Health Communication Division. Topic: Health communication messages about nutrition and weight loss, National Communication Conference, Fall, 2011

Reviewer, Health Communication Division, National Communication Association Conference, 2011

Reviewer, Mass Communication Division, International Communication Association Conference, 2011

Reviewer, Health Communication Division, International Communication Association Conference, 2011

## **PROFESSIONAL MEMBERSHIPS**

National Communication Association