

**SCHOOL OF COMMUNICATION  
FALL 2020 COLLOQUIA**

**FIRST WEDNESDAY OF THE MONTH 2:15-3:15**

**For Zoom link information, contact Dr. Patricia Geist-Martin at: [pgeist@sdsu.edu](mailto:pgeist@sdsu.edu)**

**Wednesday, Sept. 2**

**Ashley Nuckels Cuevas, MA & Tiffany Dykstra-DeVette, Ph.D.**

**"Whiteness & Objectivity": Integrating Anti-Racist Pedagogy into Argumentation**

While the “very fine people on both sides” logic used by Donald Trump after the white supremacist violence in Charlottesville has been widely critiqued in public discourse, an academic fetish still exists for objectivity. As a social construction (as opposed to a research ethic), objectivity is often conflated with neutrality. In argumentation, toxic objectivity is constructed as a neutral exploration of “all sides of an argument.” In practice, this can incentivize graduate students, instructors, and faculty to perform the role of judge, or neutral arbiter, alienating them from the power they hold to influence outcomes. In fact, we are not unbiased and in the face of racism, sexism, transphobia, homophobia, and other systems of violence we cannot remain neutral. As Ibram Kendi explains, there is no space for neutrality in anti-racist pedagogy. However, argumentation and debate as an activity has historically invested in structures that incentivize fairness over social justice, which has in turn, impacted instructional norms. In this presentation we discuss a number of instructional vignettes that challenge us to think differently and create new communication strategies for navigating a classroom as an anti-racist instructor, instead of a tabula rasa “blank slate.” We advocate for a dialectic of *critical empathy paired with critical humility* and hope that this presentation can open a discussion of the ways that coaches and instructors can rethink the boundaries of “judge intervention” and anti-racist pedagogy, without creating what Paulo Freire calls “miseducative” moments for students.

**Link to Zoom recording:**

<https://SDSU.zoom.us/rec/share/CV-VQeDCOUnVCE3w9dI-chUDC6AhiCDSgOSp6zgf0wy8M5YIFgS8bX-JwNEtwsie.6ev5rp262YTofWx7>

**Wednesday, Oct. 7**

**Rachael Record, Ph.D.**

**Changing Thirdhand Smoke Awareness Among California Adults through a Facebook Health Education Campaign**

Decades of tobacco prevention campaigns have successfully informed the public about the harms of secondhand smoke. Unfortunately, people remain largely unaware of the toxic residue left behind by tobacco smoke, known as thirdhand smoke, and its negative health effects. The purpose of this quasi-experimental study was to evaluate the effectiveness of a public health campaign at increasing thirdhand smoke-related knowledge, attitudes, efficacy, and behavior. This is the first health communication campaign to seek to improve public health by increasing awareness of the dangers of thirdhand smoke exposure.

**[No recording, unfortunately]**

**Wednesday, Nov 4**

**Heather E. Canary, Ph.D.**

**Mapping the Genetics Communication Circuit:  
Genetic Counseling, Family Conversations, and Information Seeking Behaviors**

Research on communication during genetic counseling sessions, post-session family conversations in home environments, and information seeking behaviors have typically represented disparate programs of research, methodologies, and disciplines. This project brings together health communication experts with diverse areas of expertise to investigate connections among clinical encounters, family decision making conversations, and information networks. Each Specific Aim of the project involves a team of investigators with requisite methodological and theoretical preparations to carry out analyses for that Aim. Recruitment for the project is ongoing through partnerships with the Moores UCSD Cancer Center in San Diego and the Huntsman Cancer Institute in Salt Lake City. This project is a “proof of concept” pilot study to demonstrate that the team can work well together across the two institutions, that recruitment is feasible in two cancer centers, and that the innovative project warrants scaling up in a larger externally-funded project.

**Link to Zoom recording:**

[https://sdsu.zoom.us/rec/play/hwdlWSJTrvYSa936Q7HSz-TVHYLDbl2U5NOCqv9Gj\\_vElJ7Ipqzmz2GN1vgCItaZ5b7mooCe8Xoxbxidl.WkEUZA34k6fVH49-?continueMode=true&\\_x\\_zm\\_rtaid=o0hpmjIoS7uCio--C6539g.1605901896810.58f1e39e8df44fe50b87ae052d0bb125&\\_x\\_zm\\_rhtaid=677](https://sdsu.zoom.us/rec/play/hwdlWSJTrvYSa936Q7HSz-TVHYLDbl2U5NOCqv9Gj_vElJ7Ipqzmz2GN1vgCItaZ5b7mooCe8Xoxbxidl.WkEUZA34k6fVH49-?continueMode=true&_x_zm_rtaid=o0hpmjIoS7uCio--C6539g.1605901896810.58f1e39e8df44fe50b87ae052d0bb125&_x_zm_rhtaid=677)

**Wednesday, Dec 2**

**Brian Spitzberg, Ph.D.**

**Covidiocy: Social Media Surveillance and (Dis)Misinformation in the Corona Pandemic**

The 2020 outbreak of COVID19 represented an unprecedented crisis and shift in public and political response, and predictably, it organically spawned a host of conspiracy theories, false information cascades, and widespread diffusion of misleading beliefs. Among the many affordances provided by social media is that people routinely react to public health issues, thereby signaling their beliefs and attitudes related to such concerns. Given that health beliefs related to health and health-related policy are among the experiences shared on social media, including conspiracy-related theories and false information, the language employed in such descriptions can be mined and geospatially located. This presentation provides a rationale underlying disease-related surveillance via social media and reports a case study developing a dashboard for near real-time surveillance of social media content related to COVID19. Such surveillance provides insights into the diffusion of COVID19 social media contents, including conspiracy-related and false information. The implications of such disease surveillance systems for both the theory of science communication are discussed.

**Link to Zoom recording:**

[https://SDSU.zoom.us/rec/share/bS-JHJ\\_Da\\_tEIU00Khw3NUhr-fGx\\_i84V0k4qFQ7gfup1tZChls81g1XKX2Vg6ol.dqwOtvC7ss-8A5IG](https://SDSU.zoom.us/rec/share/bS-JHJ_Da_tEIU00Khw3NUhr-fGx_i84V0k4qFQ7gfup1tZChls81g1XKX2Vg6ol.dqwOtvC7ss-8A5IG)