Camille Jacquelyne Saucier

csaucie@clemson.edu
www.camillesaucier.com

POSITIONS

Assistant Professor, Clemson University — 2024 - Present
Department of Communication

Graduate Research and Teaching Assistant, Northwestern University — 2019 - 2024
Department of Communication Studies

EDUCATION

Ph.D., School of Communication, Northwestern University — 2024
"*Leveraging Motivations to Curb Misinformation*"
Drs. Nathan Walter (Chair), Erik Nisbet, Michelle Shumate

M.A., School of Communication, Northwestern University — 2022
Drs. Nathan Walter (Chair), Michelle Shumate, James Schwoch

Graduate Certificate, Sol Price School of Public Policy, USC — 2018
Sustainable Policy and Planning

M.C.M., Annenberg School for Communication and Journalism, USC — 2017
Communication Management
Focus: Social Marketing, Strategic Communication

B.A., Dornsife College of Letters, Arts and Science, USC — 2016
Major: Social Science (Psychology) *Minor*: Global Communications
Summa Cum Laude

HONORS

Top Paper, Political Communication Division, National Communication Association — 2025
Top Paper, Mass Communication Division, National Communication Association — 2024
Top Student Paper, Social Cognition Division, National Communication Association — 2024
Outstanding Teaching Assistant, Northwestern, Department of Communication Studies — 2023
Top Paper, Mass Communication Division, National Communication Association — 2022
Teaching Certificate, Northwestern, Searle Center for Advancing Learning & Teaching — 2022
Practitioner Certificate, Center for the Integration of Research, Teaching, and Learning — 2022
Top Paper, Political Communication Division, National Communication Association — 2020
Emma Josephine Bradley Bovard Award, University of Southern California — 2016

PUBLICATIONS

Peer-Reviewed Publications (n = 16)

1. **Saucier, C. J.**, Wack, M., Linvill, D., Okoronkwo, A.,* Tatineni, G.,* & Sezgin, A.* (2025). Content camouflage: Cues driving user perceptions of AI-enabled social media bots. *Computers and Human Behavior*, *177*(1), 1-12. https://doi.org/10.1016/j.chb.2025.108881
2. **Saucier, C. J. &** Dobmeier, C. M. (2025). A mental models approach to communication: Integrating the features, mechanisms, and functions of mental modeling. *Communication Theory*, *35*(4), 1-11. https://doi.org/10.1093/ct/qtaf012
3. **Saucier, C. J.**, Calabrese, C. J., & Walter, N. (2025). Leveraging motivation to curb misinformation: Self-affirmation and the adoption of online conspiracy theories. *Journal of Media Psychology*, *37*(5), 1-9. https://doi.org/10.1027/1864-1105/a000481
4. **Saucier, C. J.** & Walter, N. (2025). Conspiracy theories and self-worth: Does self-affirmation predict the adoption of conspiracy theories? *Human Communication Research, 51*(3), 190–201. https://doi.org/10.1093/hcr/hqaf012
5. **Saucier, C. J.**, Walter, N., & Demetriades, S. Z. (2025). Thirty years since Kunda: Addressing critiques to reimagine a model of motivated reasoning. *Annals of the International Communication Association*, *49*(1), 1-13. https://doi.org/10.1093/anncom/wlae001
6. Walter, N., **Saucier, C. J.**, Brooks, J., Suresh, S., Fiers, F., & Holbert, L. (2024). The Chaffee principle: The most likely effect of communication… is further communication. *Annals of the International Communication Association, 1*(1), 1-18. https://doi.org/10.1080/23808985.2024.2352417
7. **Saucier, C. J.**, Ma, Z., Montoya, J. A.[+], Plant, A.[+], Suresh, S., Robbins, C. L., & Fraser, R.[+] (2024). Overcoming health information inequities: Valley Fever information repertoires among vulnerable communities in California. *Health Communication*, *39*(12), 2793–2810. https://doi.org/10.1080/10410236.2023.2288380
8. Walter, N., Holbert, L., Brooks, J., **Saucier, C. J.**, Suresh, S., & Fiers, F. (2024). Getting out of debt: The Communication-Begets-Communication (CBC) typology as an approach to theoretical advancement in the field. *International Journal of Communication*, *18*(1), 1-20. https://ijoc.org/index.php/ijoc/article/view/21538
9. **Saucier, C. J.**, Suresh, S., Brooks, J. J., Walter, N., Plant, A.[+], & Montoya, J. A.[+] (2022). The effect of an entertainment-education intervention on the reproductive health of young women of color. *Health Communication*, *37*(9), 1093-1103. https://doi.org/10.1080/10410236.2021.1903741
10. Walter, N., Cohen, J., Nabi, R. L., & **Saucier, C. J.** (2022). Making it real: The role of parasocial relationships in enhancing perceived susceptibility and COVID-19 protective behavior. *Media Psychology*, *1*(1), 1-18. https://doi.org/10.1080/15213269.2021.2025110
11. **Saucier, C. J.**, & Walter, N. (2021). Dissecting a frog: A meta-analytic evaluation of humor intensity in persuasion research. *Annals of the International Communication Association*, *45*(4), 258-283. https://doi.org/10.1080/23808985.2022.2033634
12. Walter, N., Brooks, J., **Saucier, C. J.**, & Suresh, S. (2021). Evaluating the impact of attempts to correct health misinformation on social media: A meta-analysis. *Health Communication*, *36*(13), 1776-1784. https://doi.org/10.1080/10410236.2020.1794553

13. Walter, N., Edgerly, S., & **Saucier, C. J.** (2021). Trust, then verify: When and why people fact-check partisan information. *International Journal of Communication*, *15*(1), 1-15. https://ijoc.org/index.php/ijoc/article/view/17325/3590
14. Escobedo, P., Rosenthal, E. L., **Saucier, C. J.**, Unger, J. B., Cruz, T. B., Kirkpatrick, M., & Allem, J. P. (2021). Electronic cigarette product placement and imagery in popular music videos. *Nicotine & Tobacco Research*, *23*(8), 1367-1372. https://doi.org/10.1093/ntr/ntaa273
15. Tukachinsky, R., Walter, N., & **Saucier, C. J.** (2020). Antecedents and effects of parasocial relationships: A meta-analysis. *Journal of Communication*, *70*(6), 868-894. https://doi.org/10.1093/joc/jqaa034
16. Walter, N., **Saucier, C. J.**, & Murphy, S. T. (2019). Increasing receptivity to messages about e-cigarette risk using vicarious affirmation. *Journal of Health Communication, 24*(3), 226-235. https://doi.org/10.1080/10810730.2019.1597951

ǂIndustry collaborators
**Graduate Student Collaborators*

Book Chapters and Encyclopedia Entries (n = 3)

1. Linvill, D., **Saucier, C. J.**, Warren, P. (2026). Weaponizing agenda-setting: Modern narrative laundering and information operations. In J. Lukito (Ed.). *Handbook of Disinformation and the Media*. Routledge.
2. Ellithorpe, M., Holbert, L. & **Saucier, C. J.** (2024). Creating a foundation for future theory innovation in media psychology. In G. L. Read & R. L. Bailey (Eds.). *Handbook of Media Psychology*. De Gruyter.
3. **Saucier, C. J.** & Walter, N. (2022). Fact-Checking. In A. Ceron (Ed.). *Encyclopedia of Technology and Politics*. (pp. 151-155.). Elgar.

Manuscripts under Review (n = 4)

1. **Saucier, C. J.**, Andrews, E. A., Walter, N. & Tukachinsky, R. (Revise and Resubmit). The power and perils of parasocial relationships: A meta-analytic investigation of health outcomes.
2. Warren, P. L., Linvill, D. L., & **Saucier, C. J.** (Under Review). Measuring the impact of a large state-sponsored narrative-laundering campaign: The case of the storm-1516 attack on Volodymyr Zelenskyy
3. **Saucier, C. J.,** Li, H., Calabrese, C., Baker, A., & Park, J. K. (Under Review). Beyond symptom measures: A meta-analysis of factors influencing the effectiveness of AI chatbots for mental health interventions.
4. Holbert, L., Walter, N., Rasheed, H., Harrison, B. & **Saucier, C. J.** (Under Review). An exploration of parental-filial communication dynamics following a political assassination: The case of Charlie Kirk.

Manuscripts in Preparation (n = 5)

1. **Saucier, C. J.**, Calabrese, C., Walter, N., & Rapp, D. (In preparation). Coherence and the continued influence effect.
2. Tukachinsky Forester, R. & **Saucier, C.** (In preparation). AI and Health Persuasion.
3. **Saucier, C. J.,** Linvill, D. L., Green, G.,* Dicks, N.,* Castro, A.* (In preparation). Motivational predictors of engagement with romance scams.

4. Freiling, I., Yeo, S., McKasy, M., Khan, T., Uddin, J., & **Saucier, C. J.** (In preparation). A meta-analysis of motivated reasoning.
5. Min, B., Allan, J., **Saucier, C. J.**, & Park, J. (In preparation). A scale for AI-generated output skepticism.

** Graduate Mentees*

Presentations in Scholarly Conferences (n = 19)

1. **Saucier, C. J.**, Linvill, D., Okoronkwo, A.,* Tatineni, G.,* Sezgin, A.,* & Wack, M. (2025, November 20-23). Content camouflage: Cues driving user perceptions of AI-enabled social media bots. [Conference presentation]. NCA 111th Annual Convention, Denver, CO, United States.

   ****NCA 2025 Political Communication Division Top Paper Award Winner***
2. **Saucier, C. J.,** Andrews, E. A., Liu, S., & Walter, N. (2025, June 12-16). A meta-analytic review of parasocial relationships, well-being, and stigma. [Conference presentation]. 75th Annual ICA Convention, Denver, CO, United States.
3. **Saucier, C. J.**, Calabrese, C. J., & Walter, N. (2025, June 12-16). Leveraging motivation to curb misinformation: Self-affirmation and the adoption of online conspiracy theories. 75th Annual ICA Convention, Denver, CO, United States.
4. Dobmeier, C., & **Saucier, C. J.** (2024, November 22). *A mental models approach to communication: Integrating the features, mechanisms, and functions of mental modeling*. [Conference presentation]. NCA 110th Annual Convention, New Orleans, LA, United States.

   ****NCA 2024 Communication and Social Cognition Division Top Student Paper Award Winner***
5. Ellithorpe, M., Holbert, L. & **Saucier, C. J.** (2024, November 22). *Creating a foundation for future theory innovation in media psychology*. [Conference presentation]. NCA 110th Annual Convention, New Orleans, LA, United States.

   ****NCA 2024 Mass Communication Division Top Paper Award Winner***
6. **Saucier, C.** & Walter, N. (2024, May 3-4). *Leveraging motivation to curb misinformation: Self-affirmation and the adoption of online conspiracy theories.* [Conference presentation]. Comm Horizons 1st Annual Convention, University of California Davis, CA, United States.
7. **Saucier, C. J.**, Ma, Z., Andrews, E., Suresh, S., Montoya, J. A.*, & Plant, A.* (2023, November 16-19). *Overcoming health information inequities: Valley fever awareness among vulnerable communities in California.* [Conference presentation]. NCA 109th Annual Convention, National Harbor, MD, United States.
8. **Saucier, C. J.**, Kalny, C., & Walter, N. (2023, May 25-29). *You give affirmation a bad name: Can self-affirmation explain the adoption of conspiracy theories*? [Conference presentation]. 73rd Annual ICA Convention, Toronto, ON, Canada. (Presenter)
9. Kalny, C., Walter, N., & **Saucier, C. J.** (2023, May 25-29). *The evidence is impossible to deny…or is it? Re-exploring psychological reactance, imperative language, and the role of epistemic uncertainty* [Conference presentation]. 73rd Annual ICA Convention, Toronto, ON, Canada.
10. Walter, N., Suresh, S., Brooks, J., **Saucier, C. J.**, Fiers, F., & Holbert, L. (2022, November 17-20). *The Chaffee Principle: The most likely effect of communication… is further communication*. [Conference presentation]. NCA 108th Annual Convention, New Orleans, LA, United States.

    ****NCA 2022 Mass Communication Division Top Paper Award Winner***

11. **Saucier, C.**, Nisbet, E., Lokmangolu, A., Garrett, R. K., Dixon, G., Wegener, D., Bond, R., Hovick, S., & Na, K. (2022, November 17-20). *Of two minds? How consistency and belonging bias the need for evidence about COVID-19*. [Conference presentation]. NCA 108th Annual Convention, New Orleans, LA, United States. (Presenter)
12. **Saucier, C. J.** & Walter, N. (2021, November 18-21). *Thirty years since Kunda: What we know about motivated reasoning in communication and where do we go from here*? [Conference presentation]. NCA 107th Annual Convention, Seattle, WA, United States. (Presenter)
13. Walter, N., Cohen, J., Nabi, R., & **Saucier, C. J.** (2021, May 27-31). *Making it real: The role of parasocial relationships in enhancing COVID-19 risk and protective behavior* [Conference presentation]. 71st Annual ICA Convention, Virtual Conference.
14. **Saucier, C.** & Walter, N. (2020, November 19-22). *Trying to be funny: A meta-analysis of humor induction* [Conference presentation]. NCA 106th Annual Convention, Virtual Event. (Presenter)
15. **Saucier, C.**, Walter, N., & Edgerly, S. (2020, November 19-22). *When and why do people fact-check partisan information* [Conference presentation]. NCA 106th Annual Convention, Virtual Event. (Presenter)

    NCA 2020 Political Communication Division Top Paper Award Winner
16. Tukachinsky, R. Walter, N., & **Saucier, C.** (2020, November 19-22). *Antecedents and effects of parasocial relationships: A meta-analysis* [Conference presentation]. NCA 106th Annual Convention, Virtual Event.
17. **Saucier, C.**, Suresh, S., Brooks, J., Walter, N., Plant, A.*, & Snow, E.* (2020, May 21-26). *Plan A: Remedying racial disparities in long-acting reversible contraception* [Conference presentation]. 70th Annual ICA Convention, Virtual Conference. (Presenter)
18. Brooks, J., Walter, N., Suresh, S., & **Saucier, C.** (2020, May 21-26). *Evaluating the impact of health misinformation and its correction on social media: A meta-analysis* [Conference presentation]. 70th Annual ICA Convention, Virtual Conference
19. Walter, N., **Saucier, C.**, & Murphy, S. (2019, May 24-28). *Feel good stories: Increasing receptivity to health messages with vicarious-affirmation effects of frames and exemplars on health information processing* [Conference presentation]. 69th Annual ICA Convention, Washington, D.C., United States. (Presenter)
20. Curiel, A., Miller, K., Olmstead, R., Gottuso, A., **Saucier, C.**, Miller, J., Dye, R., & Small, G. (2013, September). *Anxiety, ApoE-4, and Executive Functioning in Older Adults*. [Abstract]. 33rd Annual Conference of the National Academy of Neuropsychology, Archives of Clinical Neuropsychology, 28(6), 616.

**Industry collaborators*

Published Reports (n = 11)

1. Blakely, J., Watson-Currie, E., Shin, H. S. Valenti, L. T., **Saucier, C.**, & Boisvert, H. (2019). *Are you what you watch: Tracking the political divide through TV preferences*. University of Southern California, Annenberg School for Communication, Norman Lear Center.
2. Blakley, J., Rogers, A., **Saucier, C.**, Kim, G., & Watson-Currie, E. (2019). *Depictions of the criminal justice system in entertainment*. University of Southern California, Annenberg School for Communication, Media Impact Project.

3. Rosenthal, E. & **Saucier, C.** (2019). *Impact study of a nuclear threat-related storyline on Madam Secretary*. University of Southern California, Annenberg School for Communication, Hollywood, Health & Society.
4. Majmundar, A., Sparks, P., **Saucier, C.**, & Rosenthal, E. (2019). *Key findings from research in India: Evaluation highlights*. University of Southern California, Annenberg School for Communication, Hollywood, Health & Society.
5. Rosenthal, E. & **Saucier, C.** (2018). *Measuring prosocial content in Disney programming: 2017 - 2018 network results*. University of Southern California, Annenberg School for Communication, Hollywood, Health & Society.
6. **Saucier, C.**, Kim, E., & Watson-Currie, E. (2018). *Social media strategies for effective nonprofit advocacy*. University of Southern California, Annenberg School for Communication, Media Impact Project.
7. Blakley, J., Rogers, A., **Saucier, C.**, Kim, G., & Watson-Currie, E. (2018). *Immigration nation: Exploring immigrant portrayals on televisio*n. University of Southern California, Annenberg School for Communication, Media Impact Project.
8. **Saucier, C.**, Rosenthal, E. R. & Cruger, R. (2018). *Setting the stage for the new native narrative: portrayals of Native Americans in popular media*. University of Southern California, Annenberg School for Communication, Hollywood, Health, & Society.
9. Chapman, D., **Saucier, C.**, & Karlin, B. (2018). *Pressing for change: The role of action buttons in online news engagemen*t. University of Southern California, Annenberg School for Communication, Media Impact Project.
10. Chapman, D., **Saucier, C.**, & Karlin, B. (2018). *Through the looking glass: An experimental study of 360º video experienced through different lenses*. University of Southern California, Annenberg School for Communication, Media Impact Project.
11. Trotta Valenti, L., **Saucier, C.**, Watson-Currie, E., Karlin, B.. & Blakley, J. (2017). *Vulnerable voices: The KCRW & Conrad N. Hilton Foundation partnership to report on Los Angeles' vulnerable populations*. University of Southern California, Annenberg School for Communication, Media Impact Project.

GRANT APPLICATIONS

2025 NATO Public Diplomacy Programmes, Co-Sponsorship Grants For Public Diplomacy Projects, Submission Title: "*Russian narrative laundering for agenda-setting purposes*," $15,000

2024 NSF 24-504 Secure and Trustworthy Cyberspace (SaTC), Submission Title: "*Mitigating the sharing of medical disinformation: Model in causal decision processes of harmful content to enable improved AI disagreement and personalization*," $440,000

2023 Graduate Research Grant, Northwestern University, The Graduate School. Submission Title: *Exploring the Role of Self-Affirmation in Curbing Conspiracy Theory Belief*, $1,500*

2023 Graduate Dissertation Grant, Northwestern University, Department of Communication Studies. Submission Title: *Exploring the Role of Self-Affirmation in Curbing Conspiracy Theory Belief*, $1,500*

2021 APA/CDC # 6NU87PS004366-03-02 Psychological Science Addressing COVID-19 Pandemic Priorities Program, Submission Title: *Sharing for Belonging not Belief, Does the motivation to belong influence misinformation sharing*? $200,000

*Awarded

TEACHING EXPERIENCE

Instructor of Record

1. Clemson, COMM 2090, Communication Across Media Platforms* (*Scheduled*)
2. Clemson, COMM 2500 Public Speaking
3. Clemson, COMM 3080 Public Communication and Popular Culture*
4. Clemson, COMM 3050 Persuasion*
5. Northwestern, COMM 394 Junior Writing Seminar: Dissecting Sticky Messages*
6. Northwestern, COMM 102 Public Speaking*

Teaching Assistant

1. NU, MSC 529 Professional Development Practicum (Graduate-level)
2. NU, MSC 523 Applied Research Capstone (Graduate-level, Asynchronous) †
3. NU, MSC 523 Master's Capstone (Graduate-level, Asynchronous)
4. NU, HLTH COMM 469 Health Misinformation (Graduate-level)
5. NU, COMM 261 Introduction to Strategic Communication
   Discussion Section Lead † *& Teaching Assistant*
6. NU, HLTH COMM 430 Changing Health Behavior (Graduate-level, Online)

* *Self-Designed*
† *Assisted in Course Design and Planning*

GRADUATE STUDENT ADVISING

Ph.D. Committee Member
Molly Riddell (Ph.D. in Progress)

Master's Student Mentor, Knight Fellows
Alexandria Castro, Nia Dicks, Gail Green, Amarachi Okoronkwo, Aybuke Sezgin, Gayatri Tatineni

SERVICE

Clemson University

Department of Communication, Curriculum Committee 2025 - Present
Department of Communication, Hiring Committee 2025 - 2026

Editorial Board Member

Communication Research Reports 2024 - Present

Ad-Hoc Journal Review 2023 - Present

Communication Research, Health Communication, Human Communication Research, International Journal of Communication, Journalism & Mass Communication Quarterly, Journal of Media Psychology,

Journal of Social and Personal Relationships, Journal of Prevention and Health Promotion, Mass Communication and Society, PLOS ONE, Political Communication

Northwestern University

Admitted Student Summer Onboarding 2020 - 2024
Center of Media Psychology & Social Influence, *Lab Manager* 2019 - 2021
Prospective Student Weekend, *Lead Student Coordinator* 2020

Communication Associations

NCA & ICA Volunteer Submission Reviewer 2021 - Present
NCA Conference Volunteer, New Orleans 2022
NCA Conference Volunteer, Seattle 2021

MEMBERSHIPS

National Communication Association
International Communication Association

TEACHING LEADERSHIP

Formative Feedback Partner 2022 - 2024

Provide feedback to current NU faculty through a) small group analysis in which qualitative and quantitative responses are prompted from current students and b) teaching observations followed by personalized feedback on teaching techniques

Graduate Teaching Assistant Workshop Instructor 2022 - 2024

Diversity and Inclusion Workshop, Presentation: "Teaching for Humans"
Workshop instructor to provide incoming NU graduate students with recommendations and evidence-based teaching practices using self-designed presentations and materials. This presentation focused on strategies to implement DEI and UDL principles in the classroom.

Searle Teaching-As-Research (STAR) Winter 2023 - Fall 2023

Participated in the Searle Teaching-As-Research (STAR) initiative to develop expertise in educational pedagogy and research. STAR scholars develop research questions, select research methods and measures, implement evidence-based teaching practices, collect data, and reflect on research findings to identify effective means to improve student learning

PROFESSIONAL DEVELOPMENT

The University of Michigan, *Qualitative Methods in Public Health Practice*, MOOC 7/31 - 9/31/2023
The University of Michigan, *Community-Based Participatory Research*, MOOC 7/31 - 9/31/2023
The University of New South Wales, *Learning to Teach Online*, MOOC 8/1 - 9/15/2023
NIH, *Sexual & Gender Minority Health Research Summer Intensive Series* 6/12 - 7/31/2023
Northwestern, *Mentored Discussions of Teaching Practicum* 1/05 - 3/23/2023
Northwestern, *Universal Design for Learning (UDL) Practicum* 10/17 - 11/4/2022
Northwestern, *Reflective and Effective Teaching Program* 9/21 - 5/27/2022

Pedagogy Workshops

Active Learning Activities & Methods for Your Course	Fall 2022
Facilitating Discussions in the Social Sciences	Winter 2022
Feedback that Matters: Responding to Student Writing in the Humanities	Winter 2022
Providing Meaningful Feedback on Student Work	Fall 2021
A Practical Look at Difficult Conversations in Academia and Beyond	Fall 2021
Tools for Teaching Critical Thinking & Analysis Skills	Spring 2021
Transforming the Traditional Lecture into an Engaged Learning Tool	Spring 2021
Preparing for and Navigating Student Evaluations	Spring 2021
Teaching as Professionalization, Crafting an Agenda	Winter 2020

PROFESSIONAL EXPERIENCE

USC Annenberg, Norman Lear Center, *Research Specialist* 2017 - 2019

Conducted campaign evaluations, client consultations, mass media representation assessments and evaluations, and media platform and audience engagement assessment; Data analysis and dissemination

Sonnen, Inc., *Marketing Coordinator* 2016 - 2017

Developed strategic marketing communications for external media, partners, and customers; ROI analysis; Social media management