
STEPHEN A. RAINS
Associate Professor

Department of Communication
University of Arizona
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Education

University of Texas at Austin, Ph.D., Communication Studies, 2005

Illinois State University, M.S., Communication, 2001

Bradley University, B.S., Communication, 1999

Employment

2011 - Present	Associate Professor, University of Arizona, Department of Communication Adjunct Associate Professor, Department of Psychology (2014 - Present) Associate Research Member, Arizona Cancer Center (2015 - Present)
2005 - 2011	Assistant Professor, University of Arizona, Department of Communication
2001 - 2005	Assistant Instructor, University of Texas at Austin, Department of Communication Studies
1999 - 2001	Graduate Teaching Assistant, Illinois State University, Department of Communication

Research Focus

My research is situated in the general areas of communication and technology, health communication, and social influence. I am particularly interested in issues that intersect these domains. Two topics define my current work: First, much of my research examines the implications of communication technologies for health communication and, in particular, coping with illness. I have conducted studies investigating the use and effects of communication technologies for social support, self-disclosure, information seeking, and related activities. Second, I am interested in the communication processes involved in resisting persuasion attempts. My research in this area examines psychological reactance theory and inoculation theory. I currently serve as an associate editor for *Human Communication Research* and an editorial board member at *Communication Monographs*, *Communication Research*, *Health Communication*, *Journal of Applied Communication Research*, and *Journal of Computer-Mediated Communication*.

Publications

*All co-authors were graduate students when the research was conducted.

Books

Rains, S. A. (under contract). *Coping with illness digitally*. Cambridge, MA: The MIT Press.

Refereed Journal Articles

Bolkan, S., & **Rains, S. A.** (in press). The legitimization of paltry contributions (LPC) as a compliance gaining technique: A meta-analysis testing three explanations. *Communication Research*.

Ivanov, B., **Rains, S. A.**, Geegan, S. A., Vos, S. C., Haarstad, N. D., & Parker, K. A. (in press). Beyond simple inoculation: Examining the persuasive value of inoculation for audiences with initially neutral or negative attitudes. *Western Journal of Communication*.

Loescher, L. J., **Rains, S. A.**, Kramer, S., Akers, C., & Moussa, R. (in press). A systematic review of mobile phone text messaging interventions to enhance healthy lifestyle behaviors in adolescents. *American Journal of Health Promotion*.

***Rains, S. A.**, & Brunner, S. R. (in press). The outcomes of broadcasting self-disclosure using new communication technologies: Responses to disclosure vary across one's social network. *Communication Research*.

***Rains, S. A.**, Brunner, S. R., Akers, C., Pavlich, C. A., & Goktas, S. (in press). Computer-mediated communication (CMC) and social support: Testing the effects of using CMC on support outcomes. *Journal of Social and Personal Relationships*.

***Rains, S. A.**, & Tsetsi, E. (in press). Social support and digital inequality: Does Internet use magnify or mitigate traditional inequities in support availability? *Communication Monographs*.

van Ingen, E., **Rains, S. A.**, & Wright, K. B. (in press). Does social network site use buffer against well-being loss when older adults face reduced functional ability? *Computers in Human Behavior*.

Parker, K. A., **Rains, S. A.**, & Ivanov, B. (2016). Examining the "blanket of protection" conferred by inoculation: The effects of inoculation messages on the cross-protection of related attitudes. *Communication Monographs*, 83, 49-68.

Rains, S. A. (2016). Language style matching as a predictor of perceived social support in computer-mediated interaction among individuals coping with illness. *Communication Research*, 43, 694-712.

***Rains, S. A.**, Brunner, S. R., Akers, C., Pavlich, C. A., & Tsetsi, E. (2016). The implications of computer-mediated communication (CMC) for social support message processing and outcomes: When and why are the effects of support messages strengthened during CMC? *Human Communication Research*, 42, 553-576.

Refereed Journal Articles (Continued)

- ***Rains, S. A.**, Brunner, S. R., & Oman, K. (2016). Self-disclosure and new communication technologies: The implications of receiving superficial self-disclosures from friends. *Journal of Social and Personal Relationships*, 33, 42-61.
- Rains, S. A.**, & Ruppel, E. K. (2016). Channel complementarity theory and the health information-seeking process: Further investigating the implications of source characteristic complementarity. *Communication Research*, 43, 232-252.
- Tokunaga, R. S., & **Rains, S. A.** (2016). A review and meta-analysis examining conceptual and operational definitions of problematic Internet use. *Human Communication Research*, 42, 165-199.
- *Keating, D. M., & **Rains, S. A.** (2015). Health blogging and social support: A three-year panel study. *Journal of Health Communication*, 20, 1449-1457.
- ***Rains, S. A.** & Brunner, S. R. (2015). What can we learn about social network sites by studying Facebook? A call and recommendations for research on social network sites. *New Media & Society*, 17, 114-131.
- ***Rains, S. A.**, & Keating, D. M. (2015). Health blogging: An examination of the outcomes associated with making public, written disclosures about health. *Communication Research*, 42, 107-133.
- Rains, S. A.**, Peterson, E., & Wright, K. B. (2015). Communicating social support in computer-mediated contexts: A meta-analytic review of content analyses examining support messages shared online among individuals coping with illness. *Communication Monographs*, 82, 403-430.
- Rains, S. A.**, & Tukachinsky, R. (2015). An examination of the relationships among uncertainty, appraisal, and information-seeking behavior proposed in uncertainty management theory. *Health Communication*, 30, 339-349.
- ***Rains, S. A.**, & Tukachinsky, R. (2015). Information seeking in uncertainty management theory: Exposure to information about medical uncertainty and information-processing orientation as predictors of uncertainty management success. *Journal of Health Communication*, 20, 1275-1286.
- Coe, K., Kenski, K., & **Rains, S. A.** (2014). Online and uncivil? Patterns and determinants of incivility in newspaper website comments. *Journal of Communication*, 64, 658-679.
- Rains, S. A.** (2014). Health information seeking and the World Wide Web: An uncertainty management perspective. *Journal of Health Communication*, 19, 1296-1307.
- Rains, S. A.** (2014). The implications of stigma and anonymity for self-disclosure in health blogs. *Health Communication*, 29, 23-31.

Refereed Journal Articles (Continued)

- Wright, K. B., & **Rains, S. A.** (2014). Weak tie support preference and coping style as predictors of perceived credibility within health-related on-line support groups. *Health Communication, 29*, 281-287.
- Rains, S. A.** (2013). The nature of psychological reactance revisited: A meta-analytic review. *Human Communication Research, 29*, 47-73.
- Wright, K. B., & **Rains, S. A.** (2013). Weak tie support network preference, stigma, and health outcomes in computer-mediated support groups. *Journal of Applied Communication Research, 41*, 309-324.
- *Ruppel, E. K., & **Rains, S. A.** (2012). Information sources and the health information-seeking process: An application and extension of channel complementarity theory. *Communication Monographs, 79*, 358-405.
- ***Rains, S. A.**, & Keating, D. M. (2011). The social dimension of blogging about health: Health blogging, social support, and well-being. *Communication Monographs, 78*, 511-534.
- Stephens, K. K., & **Rains, S. A.** (2011). Information and communication technology sequences and message repetition in interpersonal interaction. *Communication Research, 38*, 101-122.
- Banas, J. A., & **Rains, S. A.** (2010). A meta-analysis of research on inoculation theory. *Communication Monographs, 77*, 281-311.
- *Tokunaga, R. S., & **Rains, S. A.** (2010). An evaluation of two characterizations of the relationships between problematic Internet use (PIU), time spent using the Internet, and psychosocial problems. *Human Communication Research, 36*, 512-545.
- Wright, K. B., **Rains, S. A.**, & Banas, J. A. (2010). Weak tie support network preference and computer-mediated support groups. *Journal of Computer-Mediated Communication, 15*, 606-624.
- Turner, M. M., Banas, J. A., **Rains, S. A.**, Jang, S., Moore, J. L., & Morrison, D. (2010). The effects of altercasting and counterattitudinal behavior on compliance: A lost letter technique investigation. *Communication Reports, 23*, 1-13.
- ***Rains, S. A.**, & Bosch, L. A. (2009). Privacy and health in the Information Age: A content analysis of health website privacy policy statements. *Health Communication, 24*, 435-447.
- ***Rains, S. A.**, & Donnerstein, C. K. (2009). Health information seeking and perceptions of website credibility: Examining Web-use motivation, message characteristics, and structural features of websites. *Computers in Human Behavior, 25*, 544-553.

Refereed Journal Articles (Continued)

- Rains, S. A.,** Tumlin, G. T., & Knapp, M. L. (2009). Electronic bumper stickers: The content and interpersonal functions of messages attached to e-mail signatures. *Discourse Studies, 11*, 105-120.
- ***Rains, S. A.,** & Young, V. (2009). A meta-analysis of research on formal computer-mediated support groups: Examining group characteristics and health outcomes. *Human Communication Research, 35*, 309-336.
- D'Urso, S. D., & **Rains, S. A.** (2008). Examining the scope of channel expansion: A test of channel expansion theory with new and traditional communication media. *Management Communication Quarterly, 21*, 486-507.
- Rains, S. A.** (2008). Health at high speed: Broadband Internet access, health communication, and the digital divide. *Communication Research, 35*, 283-97.
- Rains, S. A.** (2008). Seeking health information in the Information Age: The role of Internet self-efficacy. *Western Journal of Communication, 72*, 1-18.
- Rains, S. A.,** & Scott, C. R. (2007). To identify or not to identify: A theoretical model of receiver responses to anonymous communication. *Communication Theory, 17*, 61-91.
- Rains, S. A.,** & Turner, M. M. (2007). Psychological reactance and persuasive health communication: A test and extension of the intertwined model. *Human Communication Research, 33*, 241-269.
- Rains, S. A.** (2007). Perceptions of traditional information sources and use of the World Wide Web to seek health information: Findings from the Health Information National Trends Survey. *Journal of Health Communication, 12*, 667-680.
- Rains, S. A.** (2007). The anonymity effect: The influence of anonymity on perceptions of sources and information on health websites. *Journal of Applied Communication Research, 35*, 197-214.
- Rains, S. A.** (2007). The impact of anonymity on perceptions of source credibility and influence in computer-mediated group communication: A test of two competing hypotheses. *Communication Research, 34*, 100-125.
- Rains, S. A.,** & Young, A. M. (2006). A sign of the times: An analysis of organizational members' email signatures. *Journal of Computer-Mediated Communication, 11*, 1046-1061.
- Rains, S. A.** (2005). Leveling the organizational playing field—virtually: A meta-analysis of experimental research assessing the impact of group support system use on member influence behaviors. *Communication Research, 32*, 193-234.
- Scott, C. R., & **Rains, S. A.** (2005). Anonymous communication in organizations: Assessing use and appropriateness. *Management Communication Quarterly, 19*, 157-197.

Chapters in Scholarly Books

- Rains, S. A., & Wright, K. B.** (2016). Social support and computer-mediated communication: A state-of-the-art review and agenda for future research In E. Cohen (Ed.), *Communication yearbook* (pp. 175-212). New York: Routledge.
- Rains, S. A.** (2015). Social support. In D. K. Kim & J. W. Dearing (Eds.), *Health communication measures* (pp. 223-232). Bern, Switzerland: Peter Lang.
- ***Rains, S. A., Brunner, S. R., & Oman, K.** (2014). Social media and risk communication. In H. Cho, T. Reimer, & K. McComas (Eds.), *The Sage handbook of risk communication* (pp. 228-240). Thousand Oaks, CA: Sage.
- Scott, C. R., **Rains, S. A., & Haseki, M.** (2011). Anonymous communication: Unmasking findings across fields. In C. T. Salmon (Ed.), *Communication yearbook (vol. 35)* (pp. 299-342). New York: Routledge.
- Rains, S. A., & Scott, C. R.** (2005). Virtual teams in the traditional classroom: Lessons on new communication technologies and training. In S. Ferris & S. Godar (Eds.), *Teaching and learning with virtual teams* (pp. 268-292). Hershey, PA: The Idea Group.

Encyclopedia Entries

- Rains, S. A.** (in press). Blogging, microblogging and exposure to health and risk messages. In R. Parrott (Ed.), *Encyclopedia of health and risk message design and processing*. New York: Oxford University Press.
- Rains, S. A., & Bonito, J. A.** (in press). Adaptive structuration theory. In C. R. Scott & L. Lewis (Eds.), *International encyclopedia of organizational communication*. Chichester, England: Wiley Blackwell.
- *Keating, D. M., & **Rains, S. A.** (2014). Expressive writing and health. In T. L. Thompson (Ed.), *Encyclopedia of health communication* (pp. 475-476). Thousand Oaks, CA: Sage.
- Rains, S. A.** (2014). Communication, computer-mediated support, and satisfaction with health. In A. C. Michalos (Ed.), *Encyclopedia of quality of life and well-being research* (pp. 1018-1020). Dordrecht, Netherlands: Springer.
- Rains, S. A.** (2014). Health blogging. In T. L. Thompson (Ed.), *Encyclopedia of health communication* (pp. 546-547). Thousand Oaks, CA: Sage.
- Rains, S. A.** (2014). Theoretical frameworks, communication technology. In T. L. Thompson (Ed.), *Encyclopedia of health communication* (pp. 1387-1390). Thousand Oaks, CA: Sage.

Electronic Publications (Not Refereed)

Rains, S. A., Peterson, E., & Wright, K. B. (2015). Seeking social support in the information age: What types of support messages do people coping with illness receive online? *Communication Currents*, 10(6). <http://www.communicationcurrents.com>

***Rains, S. A.**, & Keating, D. M. (2011). Health blogging, social support, and well-being. *Communication Currents*, 6(6). <http://www.communicationcurrents.com>

Rains, S. A. (2007). Anonymity and health information on the World Wide Web. *Communication Currents*, 2(3). <http://www.communicationcurrents.com>

Invited Presentations

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| 2016 | Department of Sociology, University of Arizona |
| 2016 | Center for Digital Society and Data Studies, University of Arizona |
| 2014 | Department of Communication Arts & Sciences, Pennsylvania State University |
| 2014 | Department of Psychology, University of Arizona |
| 2012 | Department of Sociology, University of Arizona |
| 2011 | Campus Health Service, University of Arizona |
| 2010 | School of Information Resources and Library Sciences, University of Arizona |
| 2009 | Department of Management Information Systems, University of Arizona |
| 2009 | Sexual Violence Prevention and Education Programs, Arizona Department of Health |

Grants and ContractsCompleted

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| 2014 - 2015 | National Library of Medicine (subcontractor: Center for Public Service Communications). Title: Texting for Teens about Skin Cancer Prevention. Role: Co-I (PI: R. Harris). Amount: \$103,500. |
| 2011 - 2012 | American Cancer Society/Arizona Cancer Center Institutional Research Grant (IRG7400134). Title: Seeking Skin Cancer Information on the World Wide Web: Examining the Content and Outcomes of Information Searches. Role: PI. Amount: \$30,000. |

Completed (Continued)

2011 - 2012 National Institute for Civil Discourse. Title: Patterns and Determinants of Civility in Online Discussions. Role: Co-PI (Co-PIs: K. Kenski & K. Coe) Amount: \$7,500.

Not Funded (Selected)

2015 (not funded) Cancer Prevention Foundation. Title: Preventing Skin Cancer Among Adolescents: A Novel Text-Messaging Intervention. Role: PI (Co-I: L. Loescher). Amount requested: \$80,000.

2014 (not funded) Centers for Disease Control and Prevention. Title: Technology-Based Tailored Messages to Reduce UVR Overexposure. Role: Co-I (PI: R. Harris). Amount requested: \$1,499,999.

2013 (not funded) National Cancer Institute. Title: The Process and Outcomes of Seeking Skin Cancer Information on the Internet. Role: PI (Co-I: R. Tukachinsky). Amount requested: \$152,047.

Honors and Awards

2012 Ranked among the 30 most productive Communication scholars during 2007-2011 based on total number of refereed articles published in 24 Communication journals; ranked among the 6 most productive scholars based on refereed publications in *Human Communication Research*, *Journal of Communication*, *Communication Monographs*, and *Communication Research* during the same time period (source: *Communication Education*, 61, 380-394).

2007 Top Four Competitive Paper Award (with L. Bosch)– Human Communication and Technology Division, National Communication Association

2006 Laura Crowell Dissertation Award, Group Communication Division, National Communication Association

2006 Top Four Competitive Paper Award (with C. Donnerstein)– Human Communication and Technology Division, National Communication Association

2005 Department of Communication Studies Outstanding Ph.D. Student Award, University of Texas at Austin

2003 University Continuing Fellowship, University of Texas at Austin

2002 Top Four Competitive Paper Award (with C. R. Scott)– Organizational Communication Division, National Communication Association

Honors and Awards (Continued)

- 2002 Department of Communication Studies Outstanding First Year Ph.D. Student Award, University of Texas at Austin
- 2001 Cooper Outstanding Graduate Teaching Assistant in a M.A. Program Award, Central States Communication Association
- 2001 Top Student Paper– Interpersonal Communication Division, National Communication Association
- 2001 Department of Communication Outstanding Master’s Thesis Award, Illinois State University

Teaching Experience (University of Arizona)

Courses Taught

Undergraduate

Persuasion

Introduction to Communication and Technology (online course)

Communication and Technology Theory

Graduate

Health Communication

Persuasion

Communication and Technology

Graduate Advising

Graduate Advising

Chelsie Akers (Ph.D., in progress)
Eric Tsetsi (M.A., 2016; Ph.D., in progress)
Steven Brunner (Ph.D., 2015)
Corey Pavlich (M.A., 2014)
Kyle Oman (M.A., 2013)
Robert Tokunaga (Ph.D., 2012) Recipient: Herbert S. Dordick Dissertation Award, Communication and Technology Division, International Communication Association
Erin Ruppel (Ph.D., 2011)

Masters Committee Membership

Sam Stanley (M.A., 2016)	Amy Bauer (M.A., 2011)
Rachel Hahn (M.A., 2015)	G'Kyshia Hill (M.A., 2011)
Sung Kim (M.A., 2015)	Lilian Jacques (M.A., 2010)
Drew Miller (M.A., 2015)	Amanda LaCasse (M.A., 2010)
Jun Xiang (M.A., 2015)	Erin Blecha (M.A., 2009)
Christine Filer (M.A., 2013)	Isabel Garreaud (M.A., 2009)
Sheila Springer (M.A., 2012)	Mike Rietzes (M.A., 2009)
Caroline Duff (M.A., 2012)	Aimee King (M.A., 2008)
Joanna Jaramillo (M.A., 2012)	Erin Ruppel (M.A., 2007)

Doctoral Committee Membership

Chien-Yu Chen (in progress)	Nick Joyce (Ph.D., 2014)
Christine Filer (in progress)	Monica Gallegos (Ph.D., 2013)
CJ Kim (in progress)	Jessica Wang (Ph.D., 2013)
Seth Bradshaw (Ph.D., 2016)	Tricia Burke (Ph.D., 2012)
Nicholle Zarkower (Ph.D., 2016)	Michelle Dunivan (Ph.D., 2012)
Bethany Conway (Ph.D., 2015)	Chris McKinley (Ph.D., 2010)
Stephanie Smith (Ph.D., 2015)	Stacey Passalacqua (Ph.D., 2010)
Jessica Castonguay (Ph.D., 2014)	Ola Kopacz (Ph.D., 2006)

Minor Advisor for Doctoral Students

Bruce Fulton, School of Information Resources and Library Sciences (minor completed, 2012)
Ana Celia Hernandez-Martinez, Public Health (minor completed, 2012)
Ada Dieke, Public Health (minor completed, 2011)

Undergraduate Advising

Undergraduate Honors Project Supervision

Christina Petsas (2016)
Selin Goktas (2014)
Sheila Dong (2013)
David Keating (2009)

Departmental Service

2016 - Present	Member of the Department of Communication's Graduate Education Committee
2013 - 2016	Member of the Department of Communication's Faculty Evaluation Committee
2014 - 2015	Search Committee Chair (for Assistant Professor of Communication)
2007 - 2015	Director of the Undergraduate Honors Program in Communication
2007 - 2015	Faculty Supervisor for Lambda Pi Eta, the Honor Society of the National Communication Association
2006 - 2015	Member of the Department of Communication's Undergraduate Education Committee
2013 - 2014	Member of the Department of Communication's Academic Program Review Committee
2012 - 2013	Member of the Five-Year Review Committee for the Communication Department Head
2010 - 2011	Interim Director of Undergraduate Studies for the Department of Communication
2008 - 2010	Member of the Department of Communication's Colloquium Planning Committee

College/University Service

2016 - Present	Faculty Advisory Board Member for the Center for Digital Society and Data Studies
2015 - Present	Advisory Board Member for the Behavioral Measurement and Interventions Shared Resource at the University of Arizona Cancer Center
2012 - 2013	Member of the Dean's Audit Committee for Faculty Performance Evaluations
2007 - 2008	Reviewer for the College of Social and Behavioral Sciences' Unit Research Activity Funding (URAF) Award