
William B. Hoffman, Ph.D.

Assistant Professor | Communication Studies
 New Mexico State University | Las Cruces, NM, 88003
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EDUCATION

Ph.D. University of Kansas (Lawrence, Kansas)

- Department of Communication Studies (Degree Conferred: 2021)
- Emphasis: Intergroup-Interpersonal Communication, Health Communication
- Dissertation: *The Function of Communication Adjustment in Patient-Provider Interactions: A Communication Accommodation Approach to Giving Preventive Advice for the Reduction of Type-2 Diabetes*
- Dissertation Chair: Dr. Yan Bing Zhang, Ph.D.

M.A. New Mexico State University (Las Cruces, New Mexico)

- Department of Communication Studies (Degree Conferred: 2015)
- Emphasis: Intercultural Friendship, Interpersonal Disclosure
- Thesis: *Grounds of Communication and Identity: The Interaction of Stimulated Selves Inside Coffee Shops*
- Thesis Chair: Dr. Eric Morgan, Ph.D.

B.A. University of Arizona (Tucson, Arizona)

- Degree Conferred: 2009
 - Major: Anthropology
 - Minor(s): Religious Studies, History
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ACADEMIC APPOINTMENTS: RESEARCH & TEACHING

New Mexico State University (2022-Present) (Las Cruces, NM)

- Visiting Assistant Professor (NMSU Global)
- Department: Communication Studies

University of Nevada-Las Vegas (2020-2022) (Las Vegas, NV)

- Visiting Lecturer (Remote Teaching, In-Person Teaching)
- 4/4 Upper-Level Remote Courses (2020-2021) and In-Person Courses (2022)
- Department: Communication Studies

University of Kansas (2016-2020) (Lawrence, KS)

- Graduate Teaching Assistant (2016-2020)
- Graduate Research Assistant (2017-2018)
- Department: Communication Studies

Adams State University (2018-2020) (Alamosa, CO)

- Adjunct Instructor of Record
- Department: Distance & Continuing Education

Morgan Community College (2015-2016) (Fort Morgan, CO)

- Adjunct Instructor of Record
- Department: Communication and Speech

New Mexico State University (Summer 2015-2016) (Las Cruces, NM)

- Adjunct Instructor of Record (Online)
- Department: Communication Studies

Red Rocks Community College (2015-2016) (Lakewood, CO)

- Adjunct Professor, Instructor of Record
- Department: Communication and Speech

Hoffman – CV (Updated June 2023)

New Mexico State University (2014-2015) (Las Cruces, NM)

- Graduate Teaching Assistant - Department of Communication Studies (2014-2015)
- Assistant Basic Course Director - Introduction to Human Communication (2014-2015)
- Graduate Research Assistant (2014-2015)

RESEARCH: PUBLICATIONS & CONFERENCE PRESENTATIONS

- Hoffman, W., Martinez, H., & Tuleassi, J. (2023). Discussing mental illness in families: Focus group data on perceptions of communication about mental illness topics. *In progress*. Data analysis stage
- Hoffman, W. (2023) “The goal is for you to get better”: A qualitative content analysis of treatment contexts in the network series *Bates Motel*. *SAGE Open*. *Forthcoming*
- Hoffman, W. (2023) “If she says they’re good, I’m ready to go”: Using the film *Hidden Figures* to teach the functional approach to Group Decision-Making and Problem-Solving. *Florida Communication Journal*. *Under Review*
- Hoffman, W., & Zhang, Y.B. (In press). Explaining communication adjustment: Communication accommodation theory and its utility in intercultural communication. *Journal of Intercultural Communication and Interactions Research*. 2(1) 75-100
- Hoffman, W. (2021). Speech karaoke. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (8th ed.) Kendall-Hunt
- Hoffman, W. (2021) The role of communication adjustment in patient-provider interactions: A communication accommodation approach to giving preventive advice for the reduction of type-2 diabetes. *Doctoral Dissertation* Retrieved from <https://www.proquest.com/docview/2631863656?accountid=3611>
- Hoffman, W. (2020). Communication modes during romantic dissolution: The impact of attachment and intimacy on initiator breakup strategies. *Interpersona: An International Journal on Personal Relationships*, 14(2), 87-103. <https://doi.org/10.5964/ijpr.v14i2.3937>
- Armfield, G. G., McGuire, J., Hoffman, W., Shin, Y., Eckhart, N., Acquah-Baidoo, B., & Diaz, J. (2019). Deflategate: The patriots’ use of image repair. *Sport Journal*, 20, pp. 1-19.
- Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N., Molina, M., & Aaziz, O. (2018). Impact of customizability technology on political polarization. *Journal of Information Technology & Politics*, 19-33. doi: 10.1080/19331681.2017.1354243
- Dylko, I.B., Dolgov, I., Hoffman, W., Eckhart, N., Molina, M. D., & Aaziz, O. (2017). The dark side of technology: An experimental investigation of the influence of customizability technology on online political selective exposure. *Computers in Human Behavior*. 73, pp. 181-190. doi: 10.1016/j.chb.2017.03.031
- Armfield, G., Selle, M., & Hoffman, W. (2016). Small group communication. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (6th ed.) Kendall-Hunt.
- Hoffman, W. (2015). Grounds of communication and identity: Interactions of stimulated selves inside coffee shops. (Master’s Thesis) Retrieved from https://nmsu.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma9917751043403856&context=L&vid=01NEWMEX_INST:NMSU_LC&search_scope=ALMA_LC&tab=NMSU_LC&lang=en

CONFERENCE PRESENTATIONS

- Hoffman, W. & Zhang, Y.B. (2022). The role of communication adjustment in patient-provider interactions. Research Paper, International Conference on Language and Social Psychology. Hung Hom, Hong Kong (HK) June 25th, 2022

Hoffman – CV (Updated June 2023)

- Hoffman, W., O'Shay-Wallace, S., LeBlanc, S.S., Jin, X., Mitchell, R., Rascon, N., Russell, L., & Johnsen, L.J. (2020). Breaking through to include theory in health communication research. Top Panel Award, Central States Communication Association, Chicago, IL
- Hoffman, W. (2019) Grounds of communication and identity. Research presentation, 105th National Communication Association Conference, Baltimore, MD
- Hoffman, W. (2019) Pets and positive coping behaviors: Discussions on coping with demands in college today. Poster Presentation, International Conference on Communication and Healthcare, San Diego, CA.
- Laine, B., Hoffman, W., Geseiwski, A., O'Grady, D., & de la Cruz, J. (2018). Initiation, Dissolution, and Identity Variables in Romantic Relationships: Communication at Play in Online and Offline Communication Contexts. Panel presentation at National Communication Association Annual Conference in Salt Lake City, UT
- Hoffman, W. (2018) New approaches to 'dating' and partner selection: Studying romantic dyadic communication from a culture-centered approach. Paper presented at International Association for Intercultural Communication Studies, Chicago, IL
- Hoffman, W. (2018) Intergenerational Accommodation at the Local Pharmacy. Paper presented at the International Conference for Language and Social Psychology, University of Alberta, Edmonton, ON
- Banwart, M., McKinney, M., Horn Sheeler, K., Easley-Giraldo, T.M., Hoffman, W., & Wiley, M.L. (2017). From public campaigns to private conversations: Discursively constructing the relevance of women in politics. Paper presented at the National Communication Association, Political Communication Division, Dallas, TX
- Hoffman, W. (2017). Gender identity salience and support for U.S. American organizational leaders: Discovering the centrality of the group identity in leadership style communication. Poster presented at the International Symposium on Intergroup Communication, Thessaloniki, Greece
- Zhang, Y.B, Hoffman, W., Byrd, G., Ross, E., & Turner, M.C. (2017). Theoretical applications in the public domain: Recreating social categories and group identity norms, in the 2016 debate. Paper presented at Central States Communication Association, Communication Theory Division, Minneapolis, MN
- Armfield, G., & Hoffman, W. (2017). Exploring the rhetoric of athletes and sports teams as change agents influencing social change. Paper presented at Southern States Communication Association, Applied Communication Division. Greenville, SC
- Dewald, S., Collins, S., Hoffman, W., Mahoney, T. (2016). Fundamental ways we can improve instruction in the basic course: Creating the new and reviving the old", Paper presented at Rocky Mountain Communication Association, Greeley, CO
- Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N.R., Molina, M., Aaziz, O. (2015), Dark side of technology: The influence of customizability technology on political selective exposure. Paper presented at National Communication Association, Human Communication and Technology Division, Las Vegas, NV
- Armfield, G., Brooks, A. Drumheller, K., Miller-MacPhee, A., Pyle, A., Smith, J.M., & Hoffman, W. (2015). Applying activities to principles of human communication. Paper presented at Southern States Communication Association, Applied Communication Division, Tampa, FL

 TEACHING EXPERIENCE

New Mexico State University: Department of Communication Studies*Courses Taught*

- COMM 1115G - Introduction to Communication
- COMM 376 – Culture and Communication
- COMM 377 – Conflict Communication
- COMM 465 – Nonverbal Communication
- COMM 583 – Seminar in Communication Theory

University of Nevada- Las Vegas: Department of Communication Studies (2020-2022)*Courses Taught*

- COM 101 – Public Speaking
- COM 312 – Nonverbal Communication
- COM 314 – Health Communication
- COM 315 – Small Group Communication
- COM 400 – Human Communication Theory
- COM 412 – Intercultural Communication
- COM 434 – Conflict Resolution

University of Kansas - Department of Communication Studies (2016-2020)*Courses Taught:*

- COMS 130 - Speaker Audience Communication
- COMS 244 - Interpersonal Communication
- COMS 246 - Intercultural Communication
- COMS 322 - Communication in the Workplace
- COMS 342 – Problem Solving in Teams and Groups
- COMS 356 - Communication Research Methods

Adams State University – Department of Distance and Continuing Education (2018-2020)*Courses Taught:*

- SPCH 100 - Fundamentals of Speech (Synchronous Online Delivery)

Morgan Community College – Department of Communication and Speech (2015-2016)*Courses Taught:*

- COM 115 - Public Speaking (Hybrid Online)

Red Rocks Community College – Department of Communication and Speech (2015-2016)*Courses Taught:*

- COM 115 - Public Speaking
- COM 125 - Interpersonal Communication (Accelerated 10-day course)
- COM 126 - Health Communication (Accelerated 3-week course)

New Mexico State University - Department of Communication Studies (2014-2016)*Courses Taught:*

- COMM 265 - Human Communication
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 AWARDS & EXPERIENCE

- 2023 - Focus Group moderator (topics: Health Communication)
- 2022 - Completion of multiple focus group discussion guides
- 2021 – Completion of Doctoral Dissertation Defense (University of Kansas)
- 2020 – Graduate Funding Award (University of Kansas Graduate School)

Hoffman – CV (Updated June 2023)

- 2020 - Member of the Top Panel (Award) at Central States Communication Association (CSCA) Conference – Health Communication Division
- 2019 - Recipient of Communication Studies Carlile Scholarship
- 2018 –Honorary Member to Lambda Pi Eta (LPH) Honorary Society (Alpha Mu Chapter)
- 2018 - Recipient of Communication Studies Buelher Teaching Fellowship
- 2015 - Recipient of Communication Studies Blane Goss Graduate Teaching Assistant Award

 SERVICE & TRAINING

- 2023 workshop participant: NVivo
- 2022 eLearning workshop: designPLUS
- 2022 Publication Reviewer: SAGE Open Journal
- 2022: Citavi for NVivo Training (NMSU Libraries)
- 2021 Completed Training: Accessibility in University Classrooms
- 2021 UNLV Faculty Professionalization Panel – Topic: Conference Presentations (SP21)
- 2021 UNLV Communication Studies Department Awards Committee
- 2020 Completed training for course delivery on Zoom and WebEx Videoconferencing Software for distance/remote courses and remote meetings.
- 2020 Open Access Textbook Contributor: Problem Solving in Teams and Groups, See <https://teams1.pressbooks.com/front-matter/introduction/>
- 2020 NCA Reviewer – Group Communication Division, Health Communication Division
- 2019 NCA Reviewer - Communication and Aging Division
- 2019 – Lead GTA, COMS 246 Intercultural Communication
- 2018 Graduate Research Assistant - Supervisor: Dr. Yan Bing Zhang - Intercultural Communication
- 2017 Graduate Research Consultant - Supervisor: Dr. Ashley Muddiman - Content Analysis Research Methodology
- 2018-2019 Graduate Student Organization President (Communication Studies)
- 2017-2018 Graduate Student Organization Vice-President (Communication Studies)
- 2017 Graduate Student Organization Faculty Representative (Communication Studies)
- 2018-2019 (pro)Social Student Organization Vice-President
- 2017-2018 (pro)Social Student Organization Digital Media
- 2017-2019 University of Kansas School of Business Presentation Coach
- 2016 Community Colleges of Colorado Speech Competition Judge
- 2014-2015 New Mexico State University (Communication Studies) Introductory Course Assistant Course Director
- 2014-2015 New Mexico State University Graduate Student Organization President (Communication Studies)
- Proficient using Blackboard, Canvas, and D2L course management software products
- Advanced knowledge of Final Cut Pro (Apple Video Production Software)
- Small business management experience: Hotel management, Family business (2009-2013)