
William B. Hoffman, Ph.D.

Visiting Assistant Professor | Communication Studies
 New Mexico State University | Las Cruces, NM
 wbh1@NMSU.edu | Communication Sciences 236

EDUCATION

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

- Department of Communication Studies (Degree Conferred: 2021)
- Emphasis: Interpersonal Communication, Health Communication | Quantitative Methods
- 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 | Qualitative Methods
- 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)

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

Florida State University (2025-) (Panama City, FL)

- Teaching I Faculty
- College of Applied Studies

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

- 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

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

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

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

- Morgan, E., & Hoffman, W. (n.d.). Listening. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (9th ed.) Kendall-Hunt
- Hoffman, W. (n.d.) Persuasion. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (9th ed.) Kendall-Hunt
- Hoffman, W. (2024) Conflict resolutions for parties interested in seabed mining: A case study in conflict management. *Communication Teacher*.
<https://doi.org/10.1080/17404622.2024.2391326>
- Hoffman, W., Martinez, H., & Tuleassi, J. (2024). “It’s something I’ve had to unlearn”: Focus group interviews over the perceptions of communication about mental illness topics within close family relationships. *Under Review*
- Hoffman, W., & Zhang, Y.B. (2024). Functions of communication adjustment in patient-provider interaction. (Manuscript in preparation) Department of Communication Studies, University of Kansas
- 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*.
<https://doi.org/10.1177/21582440231212262/>
- Hoffman, W., & Zhang, Y.B. (2023). Explaining communication adjustment: Communication accommodation theory and its utility in intercultural communication. *Journal of Intercultural Communication and Interactions Research*. 2(1) 75-100.
<https://doi.org/10.3726/jicir.2022.1.0005>
- 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

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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

Armfield, G., Feltz, J., & Hoffman, W. (2024) Development of leadership in online education.

Conference Panel. Southern States Communication Association. Frisco, TX. April 5th.

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, 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

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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 376 – Culture and Communication
- COMM 377 – Conflict Management
- COMM 465 – Nonverbal Communication
- COMM 4750 – Health Communication
- COMM 583 – Seminar in Communication Theory
- COMM 584 – Seminar in Interpersonal Communication

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

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:

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- 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

AWARDS & EXPERIENCE

- 2024 - Company Co-Founder & Co-Owner: Emerald Coast Bronco LLC (Destin, FL)
- 2023 - Course Development Institute (CDI) Faculty – Course: Conflict Communication
- 2023 - Researching with AI workshop complete (NMSU Teaching Academy)
- 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)
- 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 Buelher Teaching Fellowship
- 2015 - Recipient of Communication Blane Goss Graduate Teaching Assistant Award

SERVICE & TRAINING

- 2023 Quality Matters in Online Learning
- 2022-2023 eLearning workshops: DraftCoach, TurnItIn, designPLUS
- 2023 workshop participant: NVivo Qualitative Data Analysis
- 2022-2023 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 GTA, COMS 246 Intercultural Communication
- 2018 Graduate Research Assistant - 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)
- 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 coordinator

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- 2014-2015 New Mexico State University Graduate Student Organization President (Communication Studies)