

William B. Hoffman, Ph.D.

Visiting Assistant Professor, Communication Studies

Email: wbh1@nmsu.edu | Phone: 575.646.2801

EDUCATION

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

- Department of Communication Studies (Degree Conferred: 2021)
- Emphasis: 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.

PROFESSIONAL APPOINTMENTS

New Mexico State University (Las Cruces, NM)

- Assistant Professor - NMSU-Global Online BA/MA Programs
- Courses: Conflict Resolution, Health Communication, Nonverbal Communication, Interpersonal Communication, Communication and Culture

Florida State University (Panama City, FL)

- College of Applied Studies
- Courses: Research Methods, Persuasion, Organizational Management Communication
- Asynchronous Instructional Design

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

- Visiting Lecturer
- 4/4 Online Teaching Assignments: Synchronous and Asynchronous Classes

University of Kansas (Lawrence, KS)

- Graduate Teaching Assistant
- Graduate Research Assistant

Adams State University (Fort Morgan, CO)

- Adjunct Instructor of Record
- Synchronous Delivery of Public Speaking (Distance Education Programs)

Red Rocks Community College (Lakewood, CO)

- Adjunct Professor, Instructor of Record

New Mexico State University (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)

ACADEMIC RESEARCH: PUBLICATIONS & CONFERENCE PRESENTATIONS

Hoffman, W.B., Tuleassi, J., & Martinez, H. (2026). "It's something I've had to unlearn": Focus group interviews over the perceptions of communication about mental illness topics within close family relationships. *Frontiers in Communication*. 11 (2026).
<https://doi.org/10.3389/fcomm.2026.1848804>

Hoffman, W.B., & Zhang, Y. B. (in press). Functions of information giving and relational communication: The role of accommodation for provider-to-patient prevention advice. *Psychology of Language and Communication*.

Morgan, E., & Hoffman, W.B. (2025). Listening. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (9th ed.) Kendall-Hunt

Hoffman, W.B. (2025) Persuasion. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (9th ed.) Kendall-Hunt

Hoffman, W.B. (2024) Conflict resolutions between parties interested in seabed mining: A case study for deconstructing conflict. *Communication Teacher* 38(4).
<https://doi.org/10.1080/17404622.2024.2391326>

Hoffman, W.B. (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.B., & 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.B. (2021). Speech karaoke. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (8th ed.) Kendall-Hunt

Hoffman, W.B. (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.B. (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.B., 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.B., 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.B., Eckhart, N., Molina, M. D., & Aaziz, O. (2017). The dark side of technology: An experimental investigation of the influence of customizability 3 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.B. (2016). Small group communication. In G.G. Armfield and E.L. Morgan. (Eds.) *Human communication in action* (6 th ed.) Kendall-Hunt.

Hoffman, W.B. (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

TEACHING EXPERIENCE

New Mexico State University: Department of Communication Studies

Courses Taught

- COMM 3710 – Culture and Communication
- COMM 3750 – Conflict Management
- COMM 4650 – Nonverbal Communication
- COMM 4750 – Health Communication
- COMM 5110 – Seminar in Communication Theory
- COMM 5610 – Seminar in Interpersonal Communication
- COMM 4996/5996 – Applied Approaches to Communication

Florida State University-Panama City: College of Applied Studies

Courses Taught

- COM 3310 – Research Methods
- COM 5126 – Organizational Communication
- SPC 6920 – Intercultural & International Communication

University of Nevada- Las Vegas: Department of Communication Studies

Courses Taught

- COM 312 – Nonverbal Communication
- COM 314 – Health Communication
- COM 315 – Small Group Communication
- COM 400 – Human Communication Theory
- COM 412 – Intercultural Communication

University of Kansas - Department of Communication Studies

Courses Taught:

- COMS 130 - Speaker Audience Communication
- COMS 244 - Interpersonal Communication
- COMS 246 - Intercultural Communication
- COMS 322 - Communication in the Workplace

Morgan Community College – Department of Communication and Speech

Courses Taught:

- COM 115 - Public Speaking (Hybrid Online)

Red Rocks Community College – Department of Communication and Speech

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

Courses Taught:

- COMM 265 - Human Communication

CONFERENCE PRESENTATIONS

Armfield, G., Feltz, J., & Hoffman, W.B. (2024) Development of leadership in online education. Conference Panel. Southern States Communication Association. Frisco, TX. April 5th.

Hoffman, W.B. & 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.B., 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.B. (2019) Grounds of communication and identity. Research presentation, 105th National Communication Association Conference, Baltimore, MD

Hoffman, W.B. (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.B., 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.B. (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.B. (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.B., & 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.B. (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.B., 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.B. (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.B., 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.B., 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.B. (2015). Applying activities to principles of human communication. Paper presented at Southern States Communication Association, Applied Communication Division, Tampa, FL

PROFESSIONAL EXPERIENCE AND CERTIFICATIONS

- 2025: Quality Matters Course Design Institute Program Completion

- 2025: Quality Matters Course Certification
- 2024 eLearning workshops: DraftCoach, TurnItIn, designPLUS, Harmonize, Yellowdig
- 2023: NVivo Qualitative Data Analysis
- 2023 Publication Reviewer: SAGE Open Journal
- 2023: Course Development Institute (CDI) Certification
- 2023: Researching with AI workshop complete (NMSU Teaching Academy)
- 2023: Focus Group moderator (topics: Health Communication)
- 2022: Completion of multiple focus group discussion guides
- 2022: Citavi for NVivo Training (NMSU Libraries)
- 2021: Completion of Doctoral Dissertation Defense (University of Kansas)
- 2021: Completed Certification: Accessibility in University Classrooms
- 2021: UNLV Faculty Professionalization Panel – Topic: Conference Presentations (SP21)
- 2021: UNLV Communication Studies Department Awards Committee
- 2020: Completed training for Zoom and WebEx- distance/remote learning and remote meetings
- 2020: Open Access Textbook Contributor: Problem Solving in Teams and Groups, See <https://teams1.pressbooks.com/front-matter/introduction/>
- 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
- 2020: NCA Reviewer – Group Communication Division, Health Communication Division
- 2019: GTA, COMS 246 Intercultural Communication
- 2019: Recipient of Communication Studies Carlile Scholarship
- 2018-2019: Graduate Student Organization President (Communication Studies)
- 2017-2019: University of Kansas School of Business Presentation Coach
- 2018: Honorary Member to Lambda Pi Eta (LPH) Honorary Society (Alpha Mu Chapter)
- 2018: Recipient of Communication Buelher Teaching Fellowship
- 2018: Graduate Research Assistant - Intercultural Communication
- 2017: Graduate Research Consultant - Supervisor: Dr. Ashley Muddiman - Content Analysis Research Methodology
- 2017-2018: Graduate Student Organization Vice-President (Communication Studies)
- 2017: Graduate Student Organization Faculty Representative (Communication Studies)
- 2016: Community Colleges of Colorado Speech Competition Judge
- 2015: Recipient of Communication Blane Goss Graduate Teaching Assistant Award
- 2014-2015: New Mexico State University (Communication Studies) Introductory Course coordinator
- 2014-2015: New Mexico State University Graduate Student Organization President (Communication Studies)