

# Curriculum Vitae

Scott Bradley Greeves

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## Research Agenda

My primary research agenda seeks to make theoretical advances in the areas of environmental governance, examining human-environment interactions through the lens of ecosystem service assessments.

During my time as a PhD student, I have also studied science communication theory more broadly.

## Education

### Doctor of Philosophy in Communications and Information

University of Tennessee, Knoxville, Tennessee

Expected Graduation: May, 2025

- Dissertation Title: "Theoretical Advances in Ecosystem Service Assessments: Disentangling ecosystem service preferences from values"
- Advisor: Dr. Mustafa Oz

### Master of Science in Biology

Idaho State University, Pocatello, Idaho

August, 2018 - May, 2020

- Thesis Title: "Understanding expert and public perceptions of ecosystem services in the Portneuf Watershed, Idaho: Lessons for environmental planning"
- Advisors: Dr. Colden Baxter and Dr. Antonio Castro

### Master of Science in Marine Biology (Partial, Transferred Out)

Nova Southeastern University, Halmos College of Natural Science and Oceanography, Fort Lauderdale, Florida. Earned 18 graduate-level credits prior to transfer.

August, 2017 – Transfer Date, June, 2018

### Bachelor of Science in Environmental Geography and Climate Change

University of East Anglia, United Kingdom, Norfolk, Norwich

September, 2014 - May, 2017

- Thesis Title: "A spatial analysis of land-use change in protected areas in Mato Grosso, Brazil"
- Advisor: Dr. Rachel Warren

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## Research Interests

- Social-ecological systems and environmental science communication
  - Science communication theory and practice
  - Research design and methods
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## Publications

### Peer-Reviewed Articles

1. **Greeves S.** Tracking Trash: Understanding Patterns of Debris Pollution in Knoxville's Urban Streams. *Sustainability*. 2023 Dec 12;15(24):16747. <https://doi.org/10.3390/su152416747>
2. **Greeves S,** Ledbetter RN. Science communication in public radio: The case study of mindtap. *Frontiers in Communication*. 2022 Jun 13;7:889207. <https://doi.org/10.3389/fcomm.2022.889207>
3. **Greeves S,** Oz M. YouTube in higher education: comparing student and instructor perceptions and practices. In *Frontiers in Education* 2024 Jan 8 (Vol. 8, p. 1330405). Frontiers Media SA. <https://doi.org/10.3389/feduc.2023.1330405>
4. Oz M, Shahin S, **Greeves S.** Platform affordances and spiral of silence: How perceived differences between Facebook and Twitter influence opinion expression online. *Technology in Society*. 2024 Mar 1;76:102431. <https://doi.org/10.1016/j.techsoc.2023.102431>

### Industry Publications

1. Lovett A, Turner K, Sünnerberg G, Ferrini S, Stephanou E, **Greeves S.** A natural capital asset check and risk register for the Anglian Water combined services area. Report to Anglian Water Services Ltd. 2018 Mar.

### Working Papers/Under Review

1. (Under Review) **Greeves S,** McGovern R, Castro A. Comparative Social Assessment of Ecosystem Services: A case study of the Portneuf River watershed, Idaho. *Journal: Ecosystems and People*. *Draft available*.
2. (Under Review) Oz M, **Greeves S.** The impact of the mild and extreme level of incivility on opinion expression: An experimental approach. *Journal: First Monday*. *Draft available*.
3. (Working Paper) **Greeves S,** McGovern R, Burgee R. Advancing Theory in Ecosystem Service Research: Disentangling ecosystem service preferences from values using cultural theory.

4. (Working Paper) **Greeves S.** Science Communication and Distance Running: Communicating the complexities of lactate threshold training. *Draft Available.*
  5. (Working Paper) Yang S, **Greeves S**, Oz M, Pittman M. How Authorship Impacts Credibility and Trust in Environmental Science Journalism: A comparative analysis of artificial and human authorship.
  6. (Working Paper) **Greeves S**, Ledbetter R. Understanding Science Communication Strategies in Environmental and Health Science Podcasts: A content analysis.
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## **Teaching Experience**

### **PhD Teaching Assistant**

University of Tennessee, Communications and Information, Knoxville, Tennessee  
August, 2021 – Current

Experience as Instructor of Record:

1. Journalism 451: Environmental Writing. x 2 semesters.
2. Journalism 200: Multimedia Writing. x 8 semesters, including several mini-terms.
3. Journalism 370: Global Communications. x 1 summer mini-semester.

Experience as Teaching Assistant:

1. Journalism 450: Writing about Science and Medicine. x 1 semester as substitute lecturer.

### **M.S. Teaching Assistant**

Idaho State University, Department of Biological Sciences, Pocatello, Idaho  
August, 2018 - May, 2020

### **Experience as Instructor of Record**

1. Biology 101. Biology 1 Laboratory x 4 semesters
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## **Grants & Fellowships**

1. Karl & Madira Bickel Communications Fellowship, 2024, \$2,300
2. International Journalism Award Fund, University of Tennessee, 2024, \$1,200
3. Edward J. Meeman Fellowship, 2023, \$2,000
4. Karl and Madira Bickel Communications Fellowship, 2023, \$5,000
5. Graduate Student Research Award, University of Tennessee, 2023, \$3500
6. Journalism and Electronic Media Research Support Fund, 2023, \$400
7. Graduate Student Research Award, University of Tennessee, 2022, \$3000
8. Summer Research Grant, University of Tennessee, 2022, \$4500
9. Graduate Student Research Award, University of Tennessee, 2021, \$1440

Total: \$ 23,340

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## Awards & Honors

1. Three Minute Thesis Competition Finalist, University of Tennessee, 2024
  2. Graduate Technical Communication Award, Society for Technical Communication, East Tennessee Chapter, 2023
  3. Graduate Student Research Award, College of Communication and Information, University of Tennessee, 2022
  4. State journalism award (Idaho) for best 'General News Report', 2021
  5. State journalism award (Idaho) for best 'Public Affairs Program', 2021
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## Conference Presentations

1. Greeves, S, "Science Communication and YouTube," Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Oklahoma, February 2023.
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## Professional Service

- President of the College of Communication and Information Graduate Student Association, University of Tennessee, 2022-2023
  - Vice-President of the College of Communication and Information Graduate Student Association, University of Tennessee, 2021-2022
  - Volunteer Head Coach of Club Cross Country and Track, University of Tennessee, 2021-2024
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## Skills

- **Research Methods:** Trained in both quantitative analysis, qualitative analysis.
  - **Software:** R, R. Studio, SPSS, Otter-AI, NVivo, Qualtrics, Prolific, M-TURK, Excel.
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## Industry Experience

- Science Communication Specialist and Program Director, KISM-FM radio station (NPR Affiliate), Idaho, 2020-2021
  - Produced and directed three science communication radio shows: Sustainable Idaho, The Science Line, and MindTap.
  - Produced and directed more than 50 episodes, winning two state journalism awards from the Idaho Press Club.
  - Proficient in Associated Press writing style and various audio editing software.