

Curriculum Vitae

Eric A. Abbott

Professor, Journalism and Mass Communication

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I. Personal Data

Born: 9/23/45, Osceola, Iowa
Married: Tatyana B. Abbott
Children; Matthew, 28; Rachel, 23

II. Academic Degrees

B.S. Science Journalism, Iowa State University, 1967
M.S. Agricultural Journalism, University of Wisconsin-Madison,
1970
Ph.D. Mass Communications, University of Wisconsin-Madison,
1974

III. Academic Employment

Current appointment: Professor of Journalism and Mass Communication. 9-month B-base, tenured. Member Graduate Faculty since 1976.

1990-1996; 1999-present; Chair, Technology and Social Change
Interdepartmental Minor Program

November, 2001: Named Executive Editor, Journal of Applied Communications

1987-present, Professor, Journalism and Mass Communication,
Iowa State University

1998-99 Visiting Professor, Department of Communication, Cornell University,

Ithaca, New York.

1988-89 Visiting Professor, Dept. of Communication, Cornell University, Ithaca, New York.

1977-87 Associate Professor, Journalism and Mass Communication, Iowa State University

1977-78 (Summers) Visiting Professor of Engineering, College of Engineering, University of Wisconsin, Madison.

1974-77 Assistant Professor, Journalism and Mass Communication, Iowa State University

IV. Other Employment

1971-74 Editor of Publications and Research Assistant, Land Tenure Center, University of Wisconsin-Madison.

1969-70 Reporter, Assistant Editor, Fort Carson Mountaineer Newspaper, U.S. Army, Fort Carson, Colorado.

V. Teaching/Advising Duties

1. Current courses:

Fall 2002

JIMC 349 Advanced editing and layout, 3 cr., 19 students

JIMC 501 Mass Communication Theories, 3 cr., 13 students

TSC 341, Technology and Social Change, 3 cr., 31 students

Spring 2002

JIMC 349 Advanced editing and layout, 3 cr., 18 students

JIMC 315 Web Design and Production, 3 cr. 18 students

Fall 2001

JIMC 349 Advanced editing and layout, 3 cr. 18 students

JIMC 474 Impact of Communication Technologies, 3 cr. 38 students

JIMC 501 Mass Communication Theories, 3 credits, 13 students

Spring 2001

JIMC 349 Advanced editing and layout, 3 cr. 18 students

JIMC 650 Seminar on Technology and Culture, 3 cr.

Fall 2000

JIMC 349 Advanced editing and layout, 3 cr. 16 students
JIMC 474 Impact of Communication Technologies, 3 cr. 35 students
JIMC 501 Mass Communication Theories, 3 cr. 6 students

Spring 2000

JIMC 349 Advanced editing and layout, 3 cr. 17 students
JIMC 401 Mass Communication Theory, 3 cr. 45 students
JIMC 201 Basic Reporting, 3 cr. 18 students
Honors 306 H – Predicting our Technological Future, 3 cr. 5 students

Fall 1999

JIMC 349 Advanced editing and layout, 3 cr., 18 students
JIMC 501 Mass Communication Theory, 3 cr. 8 students

Fall, 1998 – Spring, 1999

Faculty Improvement Leave, visiting professor at Cornell University, Ithaca NY

Spring, 1998

JIMC 401, Mass Communication Theory, 3 cr. 40 students
JIMC 650B, Seminar: The Implications of Computers and Information
Technologies for Individuals, Organizations and the Global Society,
3 cr. 9 students
Honors 306B, Predicting Our Technological Future, 3 cr., 9 students

Fall, 1997

JIMC 501, Mass Communication Theory, 3 cr., 16 students
JIMC 474/574, Impact of Communication Technologies on People and Societies,
3 cr., 34 undergraduates and 4 grad students.
JIMC 601 R cr. 12 students.

Spring, 1997:

JIMC 201, Basic Reporting, 3 cr., 18 students
JIMC 401, Mass Communication Theory, 3 cr., 33 students
Honors 306B: Predicting Our Technological Future, 3 cr., 12 students

Fall, 1996:

JIMC 501, Mass Communication Theory, 3 cr., 19 students
JIMC 474/574, Impact of Communication Technologies on People and Societies,
3 cr., 25 undergraduate students, 8 graduate students.
JIMC 601, Introduction to Graduate Study in Journalism and Mass
Communication, R cr., 14 students

Spring, 1996

TSC 642X The Family, Technology and Development (experimental course co-taught with Sally Williams, Family and Consumer Sciences Education and Studies; Abbott and Williams developed the course and have taught it three times), 3 cr., 4 students.

TSC 640 Seminar in Technology and Social Change in Nigeria, Russia and the NIS, 3 cr., seminar taught at ISU and the University of Iowa via the ICN, 7 students at ISU and 5 at Iowa City.

Fall, 1995:

JIMC 501, Mass Communication Theory, 3 cr., 19 students

JIMC 474/574, Impact of Communication Technology on People and Societies, 3 cr., 21 undergraduate students, 8 graduate students

JIMC 601, Introduction to Graduate Study in Journalism and Mass Communication, R cr., 14 students

TSC 541, Technology and Social Change in Developing Countries, 3 cr., 12 students (co-taught with Robert Mazur, Sociology; and Dale Grosvenor, Computer Science; Abbott served as coordinator).

TSC 590F Special Topics, Akiko Kaneda, Nuclear Power: Its Social And Cultural Impacts, 3 cr.

TSC 490F Special Topics, Kim Shelquist, Access of Women to Technical Training Classes in Iowa, 3 cr.

2. Other Courses Taught

JIMC 201, Basic Reporting I

JIMC 202, Basic Reporting II

JIMC 205, Publicity Methods

JIMC 349, Advanced Print Media Editing and Design

JIMC 401, Communication Theory and Methods

JIMC 462, Ethics

JIMC 502, Research Methods

JIMC 510, Communication Planning and Strategies

JIMC 650, Seminars on various topics, including politics, impact of television, technology

TSC 543, Development Advisory Team Training Workshop

TSC 641, Implementating International Development Projects

VI. Awards and Recognition

1966-67 Honorable Mention, Excellence in Newspaper Writing, William Randolph Hearst National Student Writing Competition

- 1984 Student Alumni Association Outstanding Adviser Award, Iowa State University
- 1998 Special Award for Service and Contribution to Education. Presented by the Rector, The Polytechnic – Ibadan, October, 1998, for continuing support and service to the Department of Communication, The Polytechnic – Ibadan.
- 1998 Wilton Park International Service Award, Iowa State University (the university’s highest award for international service)
- 1999 ‘Top Three’ paper, Theory and Methodology Division, Association for Education in Journalism and Mass Communication, August, New Orleans, LA.
- 2000 Outstanding Research Paper at the Agricultural Communicators in Education Conference, July, 2000, Washington D.C.
- 2000 Research Award of Excellence, Agricultural Communicators in Education, July, 2000, Washington D.C.
- 2002 Service Award, Agricultural Communicators in Education, August, 2002, Savannah, Georgia. The Service Award is presented by the ACE Board of Directors to an ACE member who has made major contributions to the organization through volunteer effort and leadership. I became the 15th ACE member to receive the award.

VII. Research and Grants

Major research interests: Public understanding of science, learning from media, adoption and diffusion of new information technologies by farmers and rural communities, and communication in international development.

- 2000 ACE Development Grant, in support of the partnership between Agricultural Communicators in Education (ACE) and the Press Video Center, Ministry of Agriculture, Moscow, Russia. \$1,190 in support of travel and presentation by Tatyana Ukhanova and Eric Abbott.
- 2000 Science, Technology and Society Grant, Graduate College, Iowa State University, to conduct a content analysis comparing

coverage of Genetically Modified Organisms in Europe and the United States, \$5,500

- 1999 Co-principal investigator. "A Market Test of Irradiated Meat" proposal developed with Steve Sapp, Sociology, and Lulu Rodriguez to study public education and reaction to irradiated meat, Competitive Research Grants program of the National Research Initiative (USDA funds). \$111,000.
- 1997 Technology and Society Grant Program recipient, \$4,500
1998 for study of impacts of adoption of a wide area network on the Iowa Cooperative Extension System.
- 1997 Ag College Internationalization Travel Grant, \$2,000 for a trip to Russia in May, 1997, to offer a seminar on Agricultural Video to the Press Video Center as part of the World Bank ARIS Project. All expenses beyond the \$2,000 were paid by the World Bank directly in Russia.
- 1996 World Bank ARIS Project, Designing an Effective Agricultural Communication System for Russia, \$78,000 to fund two workshops at Iowa State University to improve agricultural communication and technology skills of employees of the Press Video Center, Ministry of Agriculture and Food Procurement of the Russian Federation.
- 1996-97 Principal Investigator project leader, to develop, coordinate, and present a regional workshop on "Telecommunications for Rural Community Economic Viability: Making Wise Choices," \$30,000 core funding from North Central Regional Center for Rural Development. Workshop was held Feb. 25-27, 1997 in Kansas City, Mo. Subsequently, \$2,000 additional funding has been received from the Farm Foundation to support distribution of information from the conference and to support additional interaction between policymakers, researchers, and rural communities that will improve use of telecommunications technologies.
- 1996 Ag College \$2,000 Internationalization Travel Grant to support a trip to Russia to develop proposals for two workshops on agricultural communication to be held at Iowa State University

in the summer of 1996. The workshops were subsequently funded, as noted above.

- 1994-98 Member, Rural Development Initiative (Ag Experiment Station funding) Team with Peter Korsching and Gordon Bultena, Sociology, examining impacts of Fiber Optic and other computer-mediated information technologies on rural development. Includes four community case studies, a study of Extension's adoption of a wide area network, and a survey of the impact of information technologies on libraries in Iowa. \$50,000/yr for two years. Has included sector assessments of telephone companies, hospitals, libraries, Extension, and businesses. Abbott supervised extension, hospital, and library studies, and participated in four-community study. Supervised four graduate research assistants. Currently, two surveys are being analyzed concerning the adoption and use of computers and Internet technologies by Iowa farmers and Iowa newspapers.
- 1996 Iowa-Nigeria Linkages Project U.S. Agency for International Development Grant to develop a workshop in Nigeria concerning connecting Nigerian Institutions of Higher Learning to the Internet. \$9,000.
- 1991-present Supervised field survey of privatization of Extension information delivery. Mail survey of 600 Iowa soybean farmers and 500 Iowa corn farmers concerning alternative delivery systems for agricultural information in 1992 and 1995. Funding for research is from Extension.
- 1990-1991 Supervised field survey of rural use of satellite dishes by Iowa farm households. Project was part of JIMC 502 research methods class. Results were presented to the North Central Regional Communication Research Committee (NCR90) at its annual meeting, October, 1990.
- 1985-1990: 25% appointment Agricultural Experiment Station as director of Project 2725, Use of Computers and Other New Communication Technologies by Iowa Farm Families. Project involves annual surveys of random samples of Iowa farmers; project is cooperating with Cornell University in terms of sharing questionnaires, data, and other research materials. Two

research assistants worked under supervision of the project director. Project has continued, but without Experiment Station funding. A proposal for additional AES funding is now being prepared.

- 1982-1984: Director, Dubuque Telegraph-Herald Project. Project assessed extent to which attitudes of editors were shared by reporters and a random sample of readers. Project was funded by the Dubuque Telegraph-Herald. A research assistant was funded under the project.
- 1976-1983: Director of Research, Energy Information Project, funded by the College of Engineering, University of Wisconsin, Madison, in cooperation with the Dept. of Journalism and Mass Communication, the Wisconsin State Journal, and five other newspapers in Iowa and Wisconsin. Project also received a \$1,200 grant from the American Newspaper Publisher's Association to support data analysis.
- 1980: Costa Rica Farm Family Decision-Making Project, funded by the World Food Institute, Iowa State University, in cooperation with the Interamerican Institute for Agricultural Sciences and the Ministry of Agriculture of Costa Rica. Involved field personal interviews with 140 farm families.

VIII. International Activities

- 2002-present Ukraine Initiative. I led a delegation of Agricultural Communication in Education members to Kiev in May to launch a new initiative by the organization with Agro-Soyuz, a private agricultural firm seeking to develop its own agricultural extension network in Ukraine. I then helped to set up a special Ukraine team within ACE headed by ACE member Neonila Martyniuk. In October, I organized a meeting in Ames of ACE members, IRIS staff, Greenlee School staff, and Agro-Soyuz employees to discuss project development ideas.
- 2001-present February, 2001. Initiated consulting activities for fire-prevention education project in the Far East and Siberia,

Russia, under contract awarded to Winrock/Chemonics International as part of a \$20 million 5-year USAID project. June 2001: designed initial communication campaign; reviewed an analyzed field survey of 1,000 randomly selected residents; conducted initial pre-tests of campaign materials. August 2001, conducted three focus groups with berry pickers, hunters/fisherman, and party/picnic participants to learn more about specific forest behaviors that can be used in the campaign. December, 2001: attended project advisory committee meeting in Moscow.

May 2001 Helped organize and lead an ACE Summit in Moscow/Tula region for 18 Agricultural Communicators in Education members interested in developing long-term activities in Russia. Met with counterparts in Russia, and created an ACE Affiliate organization in Russia on May 14, 2001. Was a presenter at the first ACE Affiliate professional seminar offered in Moscow July 2, 2001.

1996-present Russia Initiative. Trainer, communication strategy developer for project designing a new agricultural communication system for Russia. May, 1996: trip to Moscow and Tula, Russia, to meet with staff of the Russian Ministry of Agriculture and Food Procurement, to design two workshops to be offered at Iowa State University during the summer of 1996 (June 1-7; July 1-31, 1996) on use of desktop publishing and non-linear video editing systems for agricultural communication. November, 1996: trip to Russia to offer a workshop in the design of a free-market agricultural communication system for state-level agricultural communication officers. May, 1997: two week workshop in Tula, Russia, on the design of weekly agricultural television programs. Work is being done with funding from the World Bank ARIS project, a five-year effort designed to strengthen communication, wholesale, and production technologies in agriculture. June, 1998, two week travel in Russia to assess progress of ARIS project and help develop a plan for sustainability of the unit. July, 1998: Russian team travels to Iowa State, and then to Agricultural Communicators in Education Annual Meeting in Asimolar, CA, to develop and approve a long-term plan for ACE/ARIS collaboration. April, 1999: trip to Moscow and Tula to develop funding proposal for submission to Eurasia Foundation concerning development of a professional organization for

agricultural communicators in Russia. In addition, the team will make a presentation to a national convention of Russia's newly-formed extension system (Farmer Information and Advisory Service). Trip to Moscow, June, 2000, to draft a five-year agreement between ACE and the Press Video Center, plan activities at the USACC 2000 Congress in July in Washington DC, and continue collaboration activities designed to strengthen agricultural communication in Russia. July, 2000, coordinated Russian delegation at USACC 2000 Congress, Washington, DC. Received ACE Development Grant to support Russia travel, moderated Russian presentations, presented research paper on agricultural communication and extension activities in Russia, coordinated visits with donor agencies in Washington DC. Signed new five-year agreement and initiated planning for a Summit to be held in Moscow in April or May, 2001.

June, 1999

One-month training course for six Egyptian environmental communicators at the Greenlee School, funded through Chemonics International. Current status: we have been selected as the training institution and have been invited to submit a detailed budget. Training June 15-July 15, 1999, involving Eric Abbott, Lulu Rodriguez, and Linus Abraham plus K. Robert Kern. Approximate value: \$30,000.

Sept. 1998

Attended Wilton Park Conference WP535, "The Impact of the Global Information Revolution on International Relations: A Revolution in Culture?" Sept. 12-14, 1998. Wiston House, Wilton Park, England.

1993-1998

Nigeria Initiative. Team leader, Development Support Communication Team, University Development Linkages Program (UDLP). (Funded by the U.S. Agency for International Development). Participated in Development Assistance Team Training workshop in Ibadan, May/June 1993, and conducted DSC training at Iowa State for Nigerians in April, 1994. Three DSC workshops -- (1) operation and use of IBM ThinkPad computer for Development Support Communication; (2) Development Support Communication Principles and Strategies; (3) Connecting Nigeria to the Internet, were offered in June/July, 1995 in Ibadan, Nigeria. In

June, 1996, a study was conducted of university connections to the Internet and use of e-mail, and a regional workshop presented results of the study. October, 1998: established a journalism and mass communication computer laboratory at the Department of Communication, The Polytechnic-Ibadan, and provided a weeklong training course in utilization of the computers in journalism education.

- 1994-present Cooperating with the Universidad de Guadalajara, Mexico, in implementation of an environmental awareness communication campaign, involving initial assessment of knowledge/attitudes of three sub-populations, and development of a communication strategy.
- 1984-1994: Administrator and chief trainer, USDA/OICD Agricultural Communication and Media Strategies Course TC110-3, offered by renewable contract at Iowa State University each summer for 6 weeks. Course taught communication theory, strategy, and skills to 8-12 participants selected by their countries and sponsored by the World Bank, the United States Agency for International Development, and other agencies.
- 1994 Trainer, Community Development Methodology, Bolivian USAID environmental participant group, October, 1994.
- Aug. 1992 Peace Corps Trainer, Course in communication, community development and leadership. Guapiles, Costa Rica.
- April/May 1992 Lead trainer, Agricultural Communication training course, Kampala, Uganda. (Offered via USDA Office of International Cooperation and Development.)
- Feb./Mar. 1992 Environmental Communication Specialist on 6-person team advising U.S. Agency for International Development on Environmental Communication Strategic Objectives for Egypt (with Chemonics International PRIDE Project).
- Mar. 1991 Trainer, Communication, Community Development and Leadership, Technology and Social Change 640, an off-campus graduate course delivered to Peace Corps volunteers in Costa Rica under an Agreement between Peace Corps and Iowa State University.

- 1987-1991 Member, long term advisory committee, Communication for Technology Transfer in Agriculture Project, administered by Academy for Educational Development, Washington, D.C.
- Aug.-Sept 1987 Developed Project Implementation Plan as consultant for Academy for Educational Development's Communication for Technology Transfer in Agriculture's Project in the Hashemite Kingdom of Jordan (two-year project was later approved and funded by USAID).
- Mar.-April 1991 Leader, Design Team with Academy for Educational Development's Communication for Transfer of Technology in Agriculture Project (USAID funding). Team visited Hashemite Kingdom of Jordan for 3 weeks to design agricultural communications project
- 1984-1987 Program Leader, Farming Systems Support Project, served as liaison between Iowa State University and the University of Florida's Farming Systems Support Project.
- Sept. 1986 Communications Consultant, United States Agency for International Development team to study the role of Extension in Ecuador. Represented Academy for Educational Development's Communication for Technology Transfer in Agriculture Project.
- June, 1984 Co-directed the first training-for-trainers workshop "Designing Effective Farming Systems Training for West Africa -- A Farming Systems Support Project Workshop," held at Iowa State University.
- Dec. 1981-
Mar. 1982 Consultant, The World Bank, Independent Evaluation Division's world-wide evaluation of the contribution of the Bank to Agricultural Research and Extension in 10 countries. Was responsible for evaluating projects in Indonesia and Thailand.
- June, 1981 Chief of Team to evaluate the communication activities of CATIE (Tropical Agricultural Research and Teaching Center), Turrialba, Costa Rica. Supported by the United States Agency for International Development through its Central American office (ROCAP).

- Jan.-Mar. 1981 Team member and report editor, Iowa State University five-member team study commissioned by the Interamerican Development Bank to evaluate the transfer of technology from the three international agricultural research centers (CIMMYT, CIAT, CIP) of Latin America to 23 national government research and extension units.
- Mar. 1980 Participant, Iowa State University-Interamerican Institute for Agricultural Sciences joint seminar, San Jose, Costa Rica.
- June-July 1980 Participant, Iowa State University Title XII Strengthening Grant team project, Costa Rica. Included field research and intensive Spanish training.

IX. Service Activities

Current School

1. Long Range Planning Committee Chair
2. Elected Chair, Promotion and Tenure Committee
3. Member, School Advisory Committee
4. Chair, Special Committee of Five to Resolve School Issues
5. Member, Oversight Committee to implement School changes

Current University

1. Coordinator, Technology and Social Change Interdepartmental Minor Program

Current National

1. Executive Editor, Journal of Applied Communications
2. Member, Association for Education in Journalism and Mass Communication: Theory and Methodology, Newspaper, Technology and International Divisions
2. Co-Chair, International Special Interest Group, Agricultural Communicators in Education, Research Interest Group; International Interest Group. Also, special Russia task group leader for ACE to carry out terms of the ACE/Russia agreement

Service Appearances

Appearances to national or regional groups concerning mass media coverage of genetically modified organisms

- Speaker, Iowa State University Biotechnology Symposium, January, 2000.
“GMOs, Mass Media and the Public.” (two presentations:
total audience: 40
- Speaker, NCR Corn Borer Research Meeting, Madison, Wis., Feb., 2000.
“GMOs, Mass Media and the Public.” Audience: 70
- Speaker, Entomological Society Regional Meeting, Minneapolis. March 27, 2000.
“Understanding GMOs as a Social Issue.” Presentation as
part of a special session on Genetically Modified Foods:
Current Perceptions of Safety and Acceptance. Audience:
100.
- Speaker, USDA Special Task Force Meeting on the Monarch and Bt Corn,
Kansas City, Mo. March, 2000. Audience: 40
- Speaker, Joint Meeting, American Dairy Science Association, American Society
of Animal Science Annual Meeting, Baltimore, MD, July
24, 2000. “Communicating Science and Agricultural
Biotechnology to the Consumer,” Special Symposium on
Agricultural Biotechnology in the Global Marketplace.
Audience: 400
- Speaker, USACC 2000 Congress, Washington DC, July 23-26, 2000. “GMOs and
the News Cycle.” Audience: 250
- Workshop co-leader (with Katherin Rowen, Purdue), USACC 2000 Congress,
Washington DC, July 23-26, 2000. Risk Communications
Workshop (Audience: 15)
- Speaker, Science, Technology and Society Seminar, Iowa State University, Sept.
22, 2000; “When a Scientific Issue Becomes a Social Issue:
The Case of GMOs and the Monarch Butterfly.”
(Audience: 48)
- Speaker: International Agricultural Scientist Delegation, Iowa State University,
Sept. 22, 2000: “When a Scientific Issue Becomes a Social
Issue: The Case of GMOs and the Monarch Butterfly.”
(Audience: 21)

Speaker, 2001 Illinois Crop Protection Technology Conference, Jan. 9, 2001:
“Handling of GM Crop Issues by the Mass Media”
(Audience:1,000)

Past Departmental

1. elected chair, graduate committee, 1985-1989; 1994-1999
2. chair, curriculum committee, 1976-81.
3. chair, search committees in the department twice, and member of search committees on numerous other occasions, 1977-present.
4. chair, basic reporting committee, 1975-77
5. chair, promotion and tenure committee, 1995-1997; member, 1993-1997.

Past University

1. Chair, Technology and Social Change Program, 1990-96. work involved coordination, budgeting, recruitment and supervision of more than 30 multi-disciplinary minors in Technology and Social Change, plus course development and staffing, speaker series, paper and publications program, and other activities (one-half time position).
2. departmental representative to Agricultural Curriculum Committee, 1979-81.
3. departmental curriculum liaison to College of Family and Consumer Sciences, 1981-87.
4. member, university women-in-development committee

Past National

1. Member, CSREES Academic Review Team, Department of Human and Community Resource Development, Ohio State University, Oct. 17-21, 1999.
2. Member, national association of journalism schools accrediting team, with specialty in evaluating agricultural communication programs, 1992 (University of Wisconsin-Madison, Agricultural Journalism) and 1987, University of Missouri);
2. Secretary/Treasurer, Newspaper Division, Association for Education in Journalism and Mass Communication, 1984-85
3. Member, steering committee, Newspaper Division, Association for Education in Journalism and Mass Communication, 1983-85
4. Research chair, Newspaper Division, Association for Education in Journalism and Mass Communication, 1985-86,

chair of student paper competition, 1986-88, and judge in three other years.

5. ISU representative to NCR90 Communication Research Committee, 1986-present. (Chair: 1990-91; 1996-97)

Reviews Iowa State University Press Book Manuscript Reviewer: 1995-2000
Allyn & Bacon Book Manuscript Reviewer (communication technology area), 1995-2001

IX. Publications

Abbott, Eric A., Gouverniuk, Kate; Ukhanova, Tatyana. (August, 2002). Using cross-cultural focus groups as a tool for communication campaign design: An example from Russia's Forest Project. Paper presented to Agricultural Communicators in Education, Savannah, Georgia.

Abbott, Eric A.; Lucht, Tracy; Jensen, Jeffrey P.; Jordan-Conde, Zajira. (2001, Aug. 7). Riding the Hoopla: An Analysis of Mass Media Coverage of GMOs in Britain and the United States, paper presented to Science Communication Interest Group, Association for Education in Journalism and Mass Communication, Washington DC.

Abbott, Eric A.; Lucht, Tracy; Jensen, Jeffrey P.; Jordan-Conde, Zajira. (2001, Jan. 9). Handling of GM Crop Issues by the Mass Media. Proceedings. 2001 Illinois Crop Protection Technology Conference. University of Illinois, Urbana.

Korsching, Peter; Hipple, Patricia & Abbott, Eric (Eds.). (2000). Having All the Right Connections: Telecommunications and Rural Viability, Westport, Conn.: Praeger Publishing. (Abbott's chapters: Chapter 6, Community Newspapers and Telecommunications Technologies, Eric A. Abbott and Walter Niebauer Jr.; Chapter 7, Rural Libraries: Conflicting Visions and Realities in the Information Age, Eric A. Abbott and Bridget Pellerin; Chapter 10, Farmers, Computers and the Internet: How Structures and Roles Shape the Information Society, Eric A. Abbott, J. Paul Yarbrough, and Allan Schmidt; Chapter 11, What Happens When Information Technologies Are Forced on Rural Community Organizations? The Case of Iowa's Cooperative Extension Service, Eric A. Abbott and Jennifer Gregg.)

Walter J. Niebauer and Eric Abbott, Use of Computers and the Internet by Small Daily and Weekly Newspapers, *Newspaper Research Journal*. 2000

Abbott, Eric A. & Tatyana Ukhanova. (2000, July). Emerging new models for agricultural communication in Russia: Effects of the Five-Year ARIS World Bank Project. Paper presented to USACC 2000 Congress, Washington, DC.

Abbott, Eric A. and Tracy Lucht. (2000, July). How triggering events affect mass media coverage and source use concerning genetically modified organisms (GMOs) in Britain and the United States. Paper presented to USACC 2000 Congress, Washington DC.

“Re-Thinking the Role of Information in Diffusion Theory: An Historical Analysis with an Empirical Test,” (co-authored with J. Paul Yarbrough), “top-three” paper presented to Theory and Methodology Division, Association for Education in Journalism and Mass Communication, New Orleans, LA, August 5, 1999.

“The Hoopla Effect: Toward a Theory of Regular Patterns of Mass Media Coverage of Innovations,” (with April Eichmeier), paper presented to the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, Baltimore MD August 7, 1998.

“Beyond Blue Sky Predictions: What the Emerging Facts Really Say about New Information Technologies and Rural Development,” (with Allan Schmidt), paper presented to Agricultural Communicators in Education 1998 International Meeting, Asilomar, CA, July 15, 1998.

“Nigeria and the Internet: Progress and Future Challenges (A Workshop Report),” (Eric A. Abbott and Dale Grosvenor), *Polycom: Journal of the Faculty of Commerce and Communication Sciences of The Polytechnic-Ibadan*. 4:1, published in 1998.

Telecommunications for Rural Community Viability: Making Wise Choices: Proceedings of a workshop held Feb. 25-27, 1997, Kansas City, Mo., Eric Abbott et al (eds.), published February 3, 1998.

“From the Red Star to the Free Market: Designing a New Agricultural Communication System for Russia,” (I was principal author; other authors were Allan Schmidt, Tatyana Ukanova and Vladimir Timnikov), paper presented to the annual meeting of Agricultural Communicators in Education, Cleveland, Ohio, July 15, 1997.

“Designing an Effective Agricultural Communication System for Russia,” proceedings of a workshop Nov. 19-21, 1996, Press Video Center, Ministry of Agriculture and Food Procurement of the Russian Federation, Moscow, Russia.

“Communication Channels Preferred by Rural and Urban Audiences for Conservation Information about La Primavera Forest, Mexico: Implications for Extension Services,” Ana Ramirez Carr and Eric Abbott, Proceedings: 1997 Conference Papers, 13th Annual Conference, Association for International Agricultural and Extension Education, Washington, D.C., April 3-5, 1997.

“Diseño de una estrategia de comunicación para el bosque La Primavera, México,” Ana Ramírez Carr and Eric A. Abbott, paper presented to the II Congreso Iberoamericano de educación ambiental, Guadalajara, Jalisco, Mexico, 31 May to 5 June, 1997.

“Hospital Involvement in the Adoption of Telecommunications Technologies in Rural Iowa,” Rural Development Initiative, Iowa Agriculture and Home Economics Experiment Station, Iowa State University (Melody Ramsey, Joy Gieseke and Eric Abbott), October, 1996.

“On-Line Technologies in Public Libraries: Survey Results from Iowa,” Rural Development Initiative, Iowa Agriculture and Home Economics Experiment Station, Iowa State University (Bridget Pellerin, Jennifer Gregg, Melody Ramsey, Eric Abbott and Peter Korsching), August, 1996.

“Nigeria and the Internet: Progress and Future Challenges,” Eric A. Abbott and Dale Grosvenor, paper presented to the Association of Nigerians Abroad,” Cleveland, Ohio, July 12-14, 1996.

“Telecommunications for Rural Development: Iowa Telephone Companies and Local Economic Development Survey Results,” Rural Development Initiative, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, (Joy Gieseke, Peter Korsching, Eric Abbott, Gordon Bultena, and Jennifer Gregg), March, 1995.

“Telecommunications Use in the Heartland: Profile of Four Iowa Communities,” Rural Development Initiative, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, (Jennifer Gregg, Eric Abbott, and Peter Korsching), December, 1995.

“When the Information Highway Runs Through the County Extension Office: Possibilities of Wide Area Networks for Rural Community Revitalization,” (principal author: other project team authors -- Jennifer L Gregg, Peter F. Korsching, and Gordon L. Bultena), paper presented to Southern Rural Sociological Association Annual Meeting, Jan. 30, 1995, New Orleans, Louisiana.

“Telecommunications Technology as a Tool for Community Development,” (principal author: other project team authors -- Jennifer L. Gregg, Peter F. Korsching, and Gordon L. Bultena), paper presented to 1994 Community Development Society Meeting, University of Nebraska, Lincoln, July 25, 1994.

“The Unequal Impacts of Microcomputer Adoption and Use on Farmers,” (with J. Paul Yarbrough, Cornell University), Proceedings, International Conference on Information Technology and People -- ITAP '93, May 24-28, 1993, Moscow, Russia.

"Inequalities in the Information Age: Farmers' Differential Adoption and Use of Four Information Technologies," (with J. Paul Yarbrough) pp. 67-79 in *Agriculture and Human Values*, Spring 1992

"Participatory Radio in Bolivia," (co-authored with Jose Luis Aguirre Alvis), pp. 1, 5-7 in *Development Communication Report* No. 73 (1991/92).

"Radio Participativa en Bolivia," (co-authored with Jose Luis Aguirre Alvis), pp. 36-40 in *Missagium Revista de Comunicacion*, La Paz, Bolivia, Noviembre de 1991, No. 2.

Xiangrong, Sun and Eric A. Abbott, “Videotexting the News: A Case Study of a Specialized International Service,” paper presented to Communications Technology and Policy Division, Association for Education in Journalism and Mass Communication, Boston, 1991.

"Effective Communication: Nine Lessons from Research," Chapter 19, pp. 219-228 in *The Communicator's Handbook: Techniques and Technology*, Agricultural Communicators in Education, Maupin House, Gainesville, Florida, 1990.

"The Electronic Farmers' Marketplace: New Technologies and Agricultural Information," *Journal of Communication* 39(3) Summer, 1989, 124-136.

"Comparing TV and Newspaper Gatekeepers," (co-authored with Lynn T. Brassfield), *Journalism Quarterly* 66 (4) 853-856. Winter, 1989 (I was first author).

"Using Joint Spouse Data to Understand and Predict Newspaper Use and Attitudes," (co-authored with J. Paul Yarbrough), paper presented to Newspaper Division, Association for Education in

Journalism and Mass Communication, Washington D.C, August, 1989. (Also selected for inclusion as an ERIC document) (I was first author).

"The Volunteer Newspaper: A Communication Solution for Small Rural Communities? A Case Study," paper presented to Newspaper Division, Association for Education in Journalism and Mass Communication, Portland, Oregon, July, 1988. (Also selected for inclusion as an ERIC document).

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