

V I T A E
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Education

Ph.D., University of Illinois at Urbana-Champaign, 1976 (Speech Communication).

A.M., University of Illinois at Urbana-Champaign, 1973 (Speech).

A.B., University of Illinois at Urbana-Champaign, 1972, with High College Honors and
Departmental Distinction (major: Speech; minor: Psychology).

Employment

2022-- Owen L. Coon Professor Emeritus, Department of Communication Studies,
Northwestern University.

2009-2022 Owen L. Coon Professor of Argumentation and Debate, Department of
Communication Studies, Northwestern University.

2005-2022 Professor, Department of Communication Studies, Northwestern University.

2005 Visiting Professor, Department of Communication Studies, Northwestern University.

1980-2005 Assistant Professor, Associate Professor, and Professor, Department of Speech
Communication, University of Illinois at Urbana-Champaign.

1979-1980 Assistant Professor, Department of Speech Communication, Pennsylvania State
University at University Park.

1975-1979 Visiting Assistant Professor and Assistant Professor, Department of Speech
Communication and Theatre, University of Michigan.

1974-1975 Editorial Assistant, *Communication Monographs* (Roger E. Nebergall, Editor).

1972-1975 Teaching Assistant, Department of Speech Communication, University of Illinois at
Urbana-Champaign.

Awards and Honors

- Steven H. Chaffee Career Achievement Award, International Communication Association, 2024.
- John E. Hunter Meta-Analysis Award, Information Systems Division, International Communication Association, 2022.
- Outstanding Health Communication Scholar Award, Health Communication Division, National Communication Association, 2020.
- Innovation in Method Award, Mass Communication Division, International Communication Association, 2019.
- Fellow, International Communication Association, 2018 (elected).
- Charles Deering McCormick Professor of Teaching Excellence, Northwestern University, 2016-2019 (university-wide teaching award, with a three-year term appointment).
- Fellow, Searle Center for Advancing Learning and Teaching, Northwestern University, 2016-2019.
- Plenary speaker, biennial Kentucky Conference on Health Communication, University of Kentucky, Lexington, KY, 2014.
- Galbut Outstanding Faculty Award, School of Communication, Northwestern University, 2010 (for undergraduate teaching; student-nominated).
- Keynote speaker, Rhetoric in Society conference, University of Leiden, Leiden, The Netherlands, 2009.
- Article of the Year Award, Health Communication Division, National Communication Association, 2008.
- Distinguished Scholar Award, Rhetorical and Communication Theory Division, National Communication Association, 2005.
- Best Article Award, International Communication Association, 2004.
- Distinguished Research Award, International Society for the Study of Argumentation, 2002.
- John E. Hunter Meta-Analysis Award, Information Systems Division, International Communication Association, 2000.
- University of Illinois College of Liberal Arts and Sciences Humanities Award for Excellence in Teaching, 1999.
- Lambda Pi Eta Teaching Award (from University of Illinois chapter of national disciplinary undergraduate honors association, for undergraduate teaching), 1995.
- Keynote speaker, Third International Conference on Argumentation, International Society for the Study of Argumentation, 1994.
- Charles H. Woolbert Research Award, National Communication Association, 1986.
- Golden Anniversary Monograph Award, National Communication Association, 1982.
- Named to University of Illinois "Incomplete List of Teachers Ranked as Excellent by Their Students," 1981, 1982, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004.
- Outstanding Young Teacher Award, Central States Communication Association, 1978.
- Daniel Rohrer Memorial Research Award, American Forensic Association, 1977.
- University of Illinois Graduate Fellowship, 1972-1974.

Edmund J. James Scholar (undergraduate honors program), University of Illinois, 1968-1972.

Academic Publications

O’Keefe, D. J. (in press). Message-level claims require message-level data analyses: Aligning claims and evidence in communication research. *Communication Methods and Measures*. <https://doi.org/10.1080/19312458.2024.2349987>

O’Keefe, D. J. (in press). Persuasion. In O. D. W. Hargie (Ed.), *Handbook of communication skills* (5th ed.). Routledge.

Hornikx, J., Janssen, A., & O’Keefe, D. J. (in press). Cultural value adaptation in advertising is effective, but not dependable: A meta-analysis of 25 years of experimental research. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884231199088>

O’Keefe, D. J. (2023). Comparison conditions in research on persuasive message effects: Aligning evidence and claims about persuasiveness. *Communication Methods and Measures*, 17(3), 187-204. <https://doi.org/10.1080/19312458.2023.2214949>

O’Keefe, D. J. (2023). Commentary on “Do vaping prevention messages impact adolescents and young adults? A meta-analysis of experimental studies.” *Health Communication*, 38(8), 1723-1726. <https://doi.org/10.1080/10410236.2023.2212467>

Hoeken, H., & O’Keefe, D. J. (2022). The reconstructability of persuasive message variables affects the variability of experimental effect sizes: Evidence and implications. *Human Communication Research*, 48(4), 543-552. <https://doi.org/10.1093/hcr/hqac015>

O’Keefe, D. J., & Hoeken, H. (2021). Message design choices don’t make much difference to persuasiveness and can’t be counted on—not even when moderating conditions are specified. *Frontiers in Psychology*, 12, 2533. <https://doi.org/10.3389/fpsyg.2021.664160> (Received the John E. Hunter Meta-Analysis Award, Information Systems Division, International Communication Association, 2022.)

O’Keefe, D. J. (2021). Persuasive message pretesting using non-behavioral outcomes: Differences in attitudinal and intention effects as diagnostic of differences in behavioral effects. *Journal of Communication*, 71(4), 623-645. <https://doi.org/10.1093/joc/jqab017>

O’Keefe, D. J. (2020). Message pretesting using perceived persuasiveness measures: Reconsidering the correlational evidence. *Communication Methods and Measures*, 14(1), 25-37. <https://doi.org/10.1080/19312458.2019.1620711>

- O'Keefe, D. J. (2019). Persuasion. In O. D. W. Hargie (Ed.), *Handbook of communication skills* (4th ed., pp. 319-335). Routledge.
- O'Keefe, D. J. (2018). Whistling past the graveyard: Response to commentaries. *Journal of Communication*, 68, 1001-1005. <https://doi.org/10.1093/joc/jqy046>
- O'Keefe, D. J. (2018). Message pretesting using assessments of expected or perceived persuasiveness: Evidence about diagnosticity of relative actual persuasiveness. *Journal of Communication*, 68, 120-142. <https://doi.org/10.1093/joc/jqx009>
- O'Keefe, D. J. (2018). Message characteristics and persuasion. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. Oxford University Press. <https://doi.org/10.1093/obo/9780199756841-0206>
- O'Keefe, D. J. (2017). Misunderstandings of effect sizes in message effects research. *Communication Methods and Measures*, 11, 210-219. <https://doi.org/10.1080/19312458.2017.1343812>
- O'Keefe, D. J. (2017). Message framing variations in health and risk messaging. *Oxford Research Encyclopedia of Communication*. <https://doi.org/10.1093/acrefore/9780190228613.013.308>
- O'Keefe, D. J. (2016). Persuasion and social influence. In K. B. Jensen, R. T. Craig, J. Pooley, & E. Rothenbuhler (Eds.), *International encyclopedia of communication theory and philosophy*. Wiley-Blackwell and the International Communication Association. <https://doi.org/10.1002/9781118766804.wbiect067>
- O'Keefe, D. J. (2016). *Persuasion: Theory and research* (3rd ed.). Sage Publications. ISBN: 978-1-4522-7667-0. OCLC: 900684567.
- O'Keefe, D. J. (2016). Evidence-based advertising using persuasion principles: Predictive validity and proof of concept. *European Journal of Marketing*, 50, 294-300. <https://doi.org/10.1108/EJM-11-2015-0801>
- O'Keefe, D. J. (2015). Message generalizations that support evidence-based persuasive message design: Specifying the evidentiary requirements. *Health Communication*, 30, 106-113. <https://doi.org/10.1080/10410236.2014.974123>
- O'Keefe, D. J. (2015). Elaboration likelihood model. In W. Donsbach (Ed.), *Concise encyclopedia of communication* (pp. 168-169). Wiley-Blackwell. [revision of 2013 entry in the *International encyclopedia of communication*]

- O'Keefe, D. J. (2015). Persuasion. In W. Donsbach (Ed.), *Concise encyclopedia of communication* (pp. 447-448). Wiley-Blackwell. [revision of 2012 entry in the *International encyclopedia of communication*]
- O'Keefe, D. J. (2015). Conviction, la persuasion, et l'argumentation: Démêler les fins et les moyens d'influence. In G. Roque & A. L. Nettel (Eds.), *Persuasion et argumentation* (pp. 139-159). Classiques Garnier. [translation of: O'Keefe, D. J. (2012). Conviction, persuasion, and argumentation: Untangling the ends and means of influence. *Argumentation*, 26, 19-32. <https://doi.org/10.1007/s10503-011-9242-7>]
- Jensen, J. D., & O'Keefe, D. J. (2014). Preventive health behavior and health education. In W. Cockerham, R. Dingwall, & S. Quah (Eds.), *The Wiley Blackwell encyclopedia of health, illness, behavior, and society* (pp. 1871-1875). Wiley-Blackwell. <https://doi.org/10.1002/9781118410868.wbehibs222>
- O'Keefe, D. J. (2013). The relative persuasiveness of different message types does not vary as a function of the persuasive outcome assessed: Evidence from 29 meta-analyses of 2,062 effect sizes for 13 message variations. *Annals of the International Communication Association*, 37, 221-249. <https://doi.org/10.1080/23808985.2013.11679151> [also cited as: *Communication Yearbook*, 37, 221-249.] [also cited as a book chapter: In E. L. Cohen (Ed.), *Communication Yearbook 37* (pp. 221-249). Routledge.]
- O'Keefe, D. J. (2013). Mean effect sizes and correlations between outcomes: A letter to the editor regarding Rhodes and Dickau (2012). *Health Psychology*. Available at <http://www.apa.org/pubs/journals/features/hea-letter-to-editor-rhodes-dickau-2012.pdf> or <http://www.apa.org/pubs/journals/hea/letters-to-editor.aspx>
- O'Keefe, D. J. (2013). The elaboration likelihood model. In J. P. Dillard & L. Shen (Eds.), *The Sage handbook of persuasion: Developments in theory and practice* (2nd ed., pp. 137-149). Sage Publications.
- O'Keefe, D. J. (2013). Elaboration likelihood model. In W. Donsbach (Ed.), *International encyclopedia of communication*. Wiley-Blackwell. <https://doi.org/10.1111/b.9781405131995.2008.x> [revision of original 2008 entry]
- O'Keefe, D. J. (2013). The relative persuasiveness of different forms of arguments-from-consequences: A review and integration. *Annals of the International Communication Association*, 36, 109-135. <https://doi.org/10.1080/23808985.2013.11679128> [also cited as: *Communication Yearbook*, 36, 109-135.] [also cited as a book chapter: In C. T. Salmon (Ed.), *Communication Yearbook 36* (pp. 109-135). Routledge.]
- Rubinelli, S., Labrie, N. H. M., & O'Keefe, D. J. (2013). "What matters to Andrew": The problem of premissary relevance in automated health advisors: Insights from pragma-

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<https://doi.org/10.1016/j.pec.2013.04.013>
- O’Keefe, D. J., & Nan, X. (2012). The relative persuasiveness of gain- and loss-framed messages for promoting vaccination: A meta-analytic review. *Health Communication*, 27, 776-783.
<https://doi.org/10.1080/10410236.2011.640974>
- O’Keefe, D. J., & Wu, D. (2012). Gain-framed appeals do not motivate sun protection: A meta-analytic review of randomized trials comparing gain-framed and loss-framed appeals for promoting skin cancer prevention. *International Journal of Environmental Research and Public Health*, 9, 2121-2133. <https://doi.org/10.3390/ijerph9062121>
- O’Keefe, D. J. (2012). Conviction, persuasion, and argumentation: Untangling the ends and means of influence. *Argumentation*, 26, 19-32. <https://doi.org/10.1007/s10503-011-9242-7> **Translated and reprinted as:** O’Keefe, D. J. (2015). Conviction, la persuasion, et l’argumentation: Démêler les fins et les moyens d’influence. In G. Roque & A. L. Nettel (Eds.), *Persuasion et argumentation* (pp. 139-159). Classiques Garnier.
- O’Keefe, D. J. (2012). From psychological theory to message design: Lessons from the story of gain-framed and loss-framed persuasive appeals. In H. Cho (Ed.), *Health communication message design: Theory, research, and practice* (pp. 3-20). Sage Publications.
- O’Keefe, D. J. (2012). Increasing the success of requests: Get them to say “no”—at first. In A. K. Goodboy & K. Shultz (Eds.), *Introduction to communication studies: Translating scholarship into meaningful practice* (pp. 341-346). Kendall/Hunt.
- O’Keefe, D. J. (2012). Persuasion. In W. Donsbach (Ed.), *International encyclopedia of communication*. Wiley-Blackwell. <https://doi.org/10.1111/b.9781405131995.2008.x> [revision of original 2008 entry]
- O’Keefe, D. J. (2011). The argumentative structure of some persuasive appeal variations. In F. H. van Eemeren, B. Garssen, D. Godden, & G. Mitchell (Eds.), *Proceedings of the seventh conference of the International Society for the Study of Argumentation* (pp. 1381-1395). Sic Sat. **Reprinted in:** F. H. van Eemeren & B. Garssen (Eds.). (2012). *Topical themes in argumentation: Twenty exploratory studies* (pp. 291-306). Springer.
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<https://doi.org/10.1080/19312458.2011.568375>
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- O'Keefe, D. J. (2009). Theories of persuasion. In R. Nabi & M. B. Oliver (Eds.), *The SAGE handbook of media processes and effects* (pp. 269-282). Sage Publications.
- O'Keefe, D. J., & Jensen, J. D. (2009). The relative persuasiveness of gain-framed and loss-framed messages for encouraging disease detection behaviors: A meta-analytic review. *Journal of Communication*, 59, 296-316. <https://doi.org/10.1111/j.1460-2466.2009.01417.x>
- Hornikx, J., & O'Keefe, D. J. (2009). Adapting consumer advertising appeals to cultural values: A meta-analytic review of effects on persuasiveness and ad liking. *Annals of the International Communication Association*, 33, 39-71. <https://doi.org/10.1080/23808985.2009.11679084> [also cited as: *Communication Yearbook*, 33, 39-71.] [also cited as a book chapter: In C. S. Beck (Ed.), *Communication yearbook 33* (pp. 39-71). Routledge.]
- O'Keefe, D. J. (2009). Persuasive effects of strategic maneuvering: Some findings from meta-analyses of experimental persuasion effects research. In F. H. van Eemeren (Ed.), *Examining argumentation in context: Fifteen studies on strategic maneuvering* (pp. 285-296). John Benjamins.

- O'Keefe, D. J. (2009). Normatively responsible advocacy: Some provocations from persuasion effects research. In F. H. van Eemeren & B. Garssen (Eds.), *Pondering on problems of argumentation. Twenty essays on theoretical issues* (pp. 79-90). Springer. [reprinting (with slight revisions) of: O'Keefe, D. J. (2007). Normatively responsible advocacy: Some provocations from persuasion effects research. In F. H. van Eemeren, J. A. Blair, C. A. Willard, & B. Garssen (Eds.), *Proceedings of the sixth conference of the International Society for the Study of Argumentation* (pp. 997-1002). Sic Sat.]
- O'Keefe, D. J., & Jensen, J. D. (2008). Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review. *Communication Studies*, 59, 51-67. <https://doi.org/10.1080/10510970701849388>
Reprinted in: G. L. Kreps (Ed.). (2010). *Health communication, vol. 2: Health communication and health promotion*. Sage Publications.
- O'Keefe, D. J. (2008). Elaboration likelihood model. In W. Donsbach (Ed.), *International encyclopedia of communication* (Vol. 4, pp. 1475-1480). Wiley-Blackwell.
- O'Keefe, D. J. (2008). Persuasion. In W. Donsbach (Ed.), *International encyclopedia of communication* (Vol. 8, pp. 3590-3592). Wiley-Blackwell.
<https://doi.org/10.1111/b.9781405131995.2008.x>
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- O'Keefe, D. J., & Jensen, J. D. (2007). The relative persuasiveness of gain-framed and loss-framed messages for encouraging disease prevention behaviors: A meta-analytic review. *Journal of Health Communication*, 12, 623-644.
<https://doi.org/10.1080/10810730701615198> (**Received** the Article of the Year Award, National Communication Association Health Communication Division, 2008.)
- O'Keefe, D. J. (2007). Potential conflicts between normatively-responsible advocacy and successful social influence: Evidence from persuasion effects research. *Argumentation*, 21, 151-163. <https://doi.org/10.1007/s10503-007-9046-y>
- O'Keefe, D. J. (2007). It takes a family—a well-defined family—to underwrite familywise corrections. *Communication Methods and Measures*, 1, 267-273.
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- O'Keefe, D. J. (2007). Post hoc power, observed power, a priori power, retrospective power, prospective power, achieved power: Sorting out appropriate uses of statistical power

- analyses. *Communication Methods and Measures*, 1, 291-299.
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- O'Keefe, D. J. (2007). Normatively responsible advocacy: Some provocations from persuasion effects research. In F. H. van Eemeren, J. A. Blair, C. A. Willard, & B. Garssen (Eds.), *Proceedings of the sixth conference of the International Society for the Study of Argumentation* (pp. 997-1002). Sic Sat. **Reprinted** (with slight revisions) in: Eemeren, F. H. van, & Garssen, B. (Eds.). (2009). *Pondering on problems of argumentation: Twenty essays on theoretical issues* (pp. 79-90). Springer.
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- O'Keefe, D. J., & Jensen, J. D. (2006). The advantages of compliance or the disadvantages of noncompliance? A meta-analytic review of the relative persuasive effectiveness of gain-framed and loss-framed messages. *Annals of the International Communication Association*, 30, 1-43. <https://doi.org/10.1080/23808985.2006.11679054> [also cited as: *Communication Yearbook*, 30, 1-43.] [also cited as a book chapter: In C. S. Beck (Ed.), *Communication yearbook 30* (pp. 1-43). Erlbaum.]
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- Yearbook, 21*, 1-33.] [also cited as a book chapter: In M. E. Roloff (Ed.), *Communication yearbook 21* (pp. 1-33). Sage Publications.] (**Received** the John E. Hunter Meta-Analysis Award, Information Systems Division, International Communication Association, 2000.)
- O'Keefe, D. J. (1997). Argumentative candor and persuasive success: A meta-analysis of the persuasive effects of implicit and explicit message conclusions. In J. F. Klumpp (Ed.), *Argument in a time of change: Definitions, frameworks, and critiques (proceedings of the tenth NCA/AFA conference on argumentation)* (pp. 63-69). National Communication Association.
- O'Keefe, D. J. (1997). Standpoint explicitness and persuasive effect: A meta-analytic review of the effects of varying conclusion articulation in persuasive messages. *Argumentation and Advocacy, 34*, 1-12. <https://doi.org/10.1080/00028533.1997.11978023>
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- O'Keefe, D. J., & Jackson, S. (1995). Argument quality and persuasive effects: A review of current approaches. In S. Jackson (Ed.), *Argumentation and values: Proceedings of the ninth Alta conference on argumentation* (pp. 88-92). Speech Communication Association.
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- O'Keefe, D. J., & Brady, R. M. (1980). Cognitive complexity and the effects of thought on attitude change. *Social Behavior and Personality*, 8, 49-56.
- O'Keefe, D. J. (1980). The relationship of attitudes and behavior: A constructivist analysis. In D. P. Cushman and R. D. McPhee (Eds.), *The message-attitude-behavior relationship: Theory, methodology, and application* (pp. 117-148). Academic Press.
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- O'Keefe, D. J. (1977). Two concepts of argument. *Journal of the American Forensic Association*, 13, 121-128. (**Received** the Daniel Rohrer Memorial Research Award, American Forensic Association, 1977.) **Reprinted** in: Benoit, W. L., Hample, D., & Benoit, P. J. (Eds.). (1992). *Readings in argumentation* (pp. 79-90). Foris Publications.

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O’Keefe, B. J., Delia, J. G., & O’Keefe, D. J. (1977). Construct individuality, cognitive complexity, and the formation and remembering of interpersonal impressions. *Social Behavior and Personality*, 5, 229-240.

Delia, J. G., & O’Keefe, D. J. (1977). The relation of theory and analysis in explanations of belief salience: Conditioning, displacement, and constructivist accounts. *Communication Monographs*, 44, 166-169. <https://doi.org/10.1080/03637757709390126>

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O’Keefe, D. J. (1975). Logical empiricism and the study of human communication. *Speech Monographs*, 42, 169-183. <https://doi.org/10.1080/03637757509375892> (**Received** the National Communication Association Charles H. Woolbert Research Award, 1986.)

Delia, J. G., Crockett, W. H., Press, A. N., & O’Keefe, D. J. (1975). The dependency of interpersonal evaluations on context-relevant beliefs about the other. *Speech Monographs*, 42, 10-19. <https://doi.org/10.1080/03637757509375872>

Grossberg, L., & O’Keefe, D. J. (1975). Presuppositions, conceptual foundations, and communication theory: On Hawes’ approach to communication. *Quarterly Journal of Speech*, 61, 195-208. <https://doi.org/10.1080/00335637509383284>

Conference Papers and Presentations

O’Keefe, D. J., & Hoeken, H. (2020, February). *Is there a persuasion magic bullet? Mean effect sizes and prediction intervals for 30 message variations*. Paper presented at the annual Etnaal van de Communicatiewetenschap (Twenty-Four Hours of Communication Science) conference, Amsterdam, The Netherlands.

O’Keefe, D. J. (2019, October). *Making a case for message-induced reactance: Aligning conceptualization, assessment, and data analysis*. Paper presented at the Israel Science Foundation Persuasion and Resistance workshop, University of Haifa, Haifa, Israel.

O’Keefe, D. J. (2019, May). *Why positive correlations between individuals’ PME and AME scores are irrelevant to assessing whether PME measures can diagnose differences in messages’ effectiveness—and what that means for how to assess other message pretesting procedures*. Paper presented at the “New Conceptualizations and Research to Inform Message Testing: Perceived Message Effectiveness and Its Alternatives” preconference

at the annual conference of the International Communication Association, Washington, DC.

O'Keefe, D. J. (2018, April). *Pretesting messages using perceived or expected persuasiveness assessments: Diagnostic of relative actual message persuasiveness?* Paper presented at the University of Kentucky Conference on Health Communication, Lexington, KY.

O'Keefe, D. J. (2016, November). *Two cheers for the ELM: Strengths and shortcomings after three decades.* Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.

O'Keefe, D. J. (2014, April). *Evidence-based persuasive message design: Specifying the evidentiary requirements.* Paper presented at the University of Kentucky Conference on Health Communication, Lexington, KY.

O'Keefe, D. J. (2011, May). *Handling counterarguments.* Paper presented at the Van Eemeren Conference on Argumentation, University of Amsterdam, Amsterdam, The Netherlands.

Rubinelli, S., Wierda, R., Labrie, N., & O'Keefe, D. J. (2011, March). *The problem of premissary relevance.* Paper presented at the Association for the Advancement of Artificial Intelligence (AAAI) symposium on artificial intelligence and health communication, Stanford University, Palo Alto, CA.

O'Keefe, D. J. (2010, September). *Argumentation and persuasion: Sorting out the relationships.* Paper presented at the Persuasion and Argumentation symposium, Centre de Recherches sur les Arts et le Langage, École des Hautes Études en Sciences Sociales, Paris.

O'Keefe, D. J. (2010, June). *The argumentative structure of some persuasive appeal variations.* Paper presented at the 7th conference of the International Society for the Study of Argumentation, Amsterdam.

Hornikx, J., & O'Keefe, D. J. (2009, November). *Effects of researchers' cultural backgrounds on the relative success of culturally adapted and unadapted advertisements.* Paper presented at the annual conference of the National Communication Association, Chicago.

O'Keefe, D. J. (2009, June). *Do gain-loss message frames influence message persuasiveness?* Paper presented at the Symposium on Psychological and Computational Issues in Modeling Persuasion and Negotiation, Computational Cognition for Social Systems (CCSS) group, Institute of High Performance Computing (IHPC), Science and Engineering Research Council (SERC), Agency for Science, Technology and Research (A*STAR), Singapore.

- O'Keefe, D. J., & Jensen, J. D. (2009, May). *The relative effectiveness of gain-framed and loss-framed persuasive appeals concerning obesity-related behaviors: Meta-analytic evidence and implications*. Paper presented at the 2009 Advertising and Consumer Psychology Conference: Leveraging Consumer Psychology for Effective Health Communications, Ann Arbor, MI.
- O'Keefe, D. J. (2009, January). *Generalizing about the persuasive effects of message variations: The case of gain-framed and loss-framed appeals*. Keynote address, Rhetoric in Society conference, University of Leiden, The Netherlands.
- O'Keefe, D. J., & Jensen, J. D. (2008, May). *The persuasiveness of gain- and loss-framed messages for encouraging disease detection: A meta-analytic review*. Paper presented at the annual conference of the International Communication Association, Montreal, Quebec, Canada. (**Received** Top-Four Paper Award, Health Communication Division.)
- O'Keefe, D. J. (2007, May). *Persuasive effects of strategic maneuvering: Some findings from meta-analyses of experimental persuasion effects research*. Paper presented at the Tropenmuseum Conference: Persuasive Effects of Strategic Maneuvering, Amsterdam, The Netherlands. (Sponsored by the Netherlands Organization for Scientific Research and the University of Amsterdam.)
- Goldsmith, D. J., Brashers, D., Kosenko, K., & O'Keefe, D. J. (2007, May). *Social support and living with HIV: Findings from qualitative studies*. Paper presented at the annual conference of the International Communication Association, San Francisco, CA.
- Hornikx, J., & O'Keefe, D. J. (2007, February). *Het effect van aanpassing van waardeappels in reclame aan culturele waarden: een meta-analyse [The effect of adapting value appeals in advertising to cultural values: A meta-analysis]*. Paper presented at the annual Etmaal van de Communicatiewetenschap (Twenty-Four Hours of Communication Science) conference, University of Antwerp, Antwerp, Belgium.
- O'Keefe, D. J. (2006, June). *Normatively responsible advocacy: Some provocations from persuasion effects research*. Paper presented at the Sixth International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands.
- O'Keefe, D. J., & Jensen, J. D. (2005, November). *Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review*. Paper presented at the annual convention of the National Communication Association, Boston, MA.

- O'Keefe, D. J. (2004, May). *The unity of argument across methodological divides*. Paper presented at the annual conference of the International Communication Association, New Orleans, LA.
- O'Keefe, D. J. (2003, August). *News for argumentation from persuasion effects research: Two cheers for reasoned discourse*. Paper presented at the National Communication Association/American Forensic Association Alta Conference on Argumentation, Alta, UT.
- O'Keefe, D. J. (2002, June). *Persuasive success and normatively-desirable argumentative conduct: Is it (persuasively) bad to be (normatively) good?* Paper presented at the Fifth International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands.
- O'Keefe, D. J. (2001, May). *Exploring argumentative dissociation*. Paper presented at the conference of the Ontario Society for the Study of Argumentation, Windsor, Ontario, Canada.
- O'Keefe, D. J. (2000, November). *Anticipated emotions and effect-independent message properties*. Paper presented at the annual convention of the National Communication Association, Seattle, WA.
- O'Keefe, D. J. (1999, November). *Two and a half arguments against the reciprocal concessions explanation of door-in-the-face effects*. Paper presented at the annual convention of the National Communication Association, Chicago, IL.
- Figgé, M., & O'Keefe, D. J. (1998, November). *Exploring the role of guilt in the door-in-the-face technique*. Paper presented at the annual convention of the National Communication Association, New York, NY. (**Received** Top-Three Paper Award, Rhetorical and Communication Theory Division.)
- O'Keefe, D. J. (1998, November). *Normative and instrumental considerations in argument study*. Respondent's remarks presented at the annual convention of the National Communication Association, New York, NY.
- O'Keefe, D. J. (1998, June). *Argumentation explicitness and persuasive effect: A meta-analytic review of the effects of citing information sources in persuasive messages*. Paper presented at the Fourth International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands.
- O'Keefe, D. J. (1997, November). *How to handle opposing arguments in persuasive messages: A meta-analytic review of the effects of one-sided and two-sided messages*. Paper presented

at the annual convention of the National Communication Association, Chicago, IL.
(**Received** Top-Three Paper Award, Rhetorical and Communication Theory Division.)

O'Keefe, D. J. (1997, August). *Argumentative candor and persuasive success: A meta-analysis of the persuasive effects of implicit and explicit message conclusions*. Paper presented at the Tenth National Communication Association/American Forensic Association Alta Conference on Argumentation, Alta, UT.

O'Keefe, D. J. (1996, November). *Methodological innovation in communication research*. Paper presented at the annual convention of the Speech Communication Association, San Diego, CA.

O'Keefe, D. J., & Figgé, M. (1996, May). *A guilt-based explanation of the door-in-the-face influence strategy*. Paper presented at the annual conference of the International Communication Association, Chicago, IL.

O'Keefe, D. J., & Jackson, S. (1995, August). *Argument quality and persuasive effects: A review of current approaches*. Paper presented at the Ninth Speech Communication Association/American Forensic Association Alta Conference on Argumentation, Alta, UT.

O'Keefe, D. J. (1994, June). *Argumentation studies and dual-process models of persuasion*. Keynote address, Third International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands.

O'Keefe, D. J. (1991, November). *The application of meta-analysis to the persuasion effects literature*. Paper presented at the annual convention of the Speech Communication Association, Atlanta, GA.

O'Keefe, D. J. (1988, November). *Some methodological and meta-theoretical implications of message design logic*. Paper presented at the annual convention of the Speech Communication Association, New Orleans, LA.

O'Keefe, D. J. (1987, November). *Message description*. Paper presented at the annual convention of the Speech Communication Association, Boston, MA.

O'Keefe, D. J. (1983, September). *Construct differentiation and the relationship of attitudes and behaviors*. Paper presented at the University of Kansas Conference on Social Cognition and Interpersonal Behavior, Lawrence, KS.

O'Keefe, D. J. (1983, November). *Two concepts of argument revisited*. Critic-respondent's remarks presented at the annual convention of the Speech Communication Association, Washington, DC.

- O'Keefe, D. J. (1982, November). *Alternative approaches to the study of argument*. Critic-respondent's remarks presented at the annual convention of the Speech Communication Association, Louisville, KY.
- O'Keefe, D. J., & Shepherd, G. J. (1981, May). *Interpersonal construct differentiation, attitudinal confidence, and the relationship of religious attitudes and behaviors*. Paper presented at the annual conference of the International Communication Association, Minneapolis, MN.
- O'Keefe, D. J., Shepherd, G. J., & Streeter, T. (1981, May). *Role Category Questionnaire measures of construct differentiation: Reliability and comparability of alternative forms*. Paper presented at the annual conference of the International Communication Association, Minneapolis, MN.
- O'Keefe, D. J. (1981, November). *Rhetoric and constructivism*. Critic-respondent's remarks presented at the annual convention of the Speech Communication Association, Anaheim, CA.
- O'Keefe, D. J., & Sypher, H. E. (1981, August). *Alternative measures of cognitive complexity: A critical assessment*. Paper presented at the Fourth International Congress on Personal Construct Psychology, St. Catherines, Ontario, Canada.
- O'Keefe, D. J. (1981, April). *The status of recent ethnomethodological investigations of communication*. Critic-respondent's remarks presented at the annual convention of the Central States Speech Association, Chicago, IL.
- O'Keefe, D. J. (1980, April). *Constructivist approaches to persuasion: Research strategies and methodological choices*. Paper presented at the annual convention of the Eastern Communication Association, Ocean City, MD.
- Sypher, H. E., & O'Keefe, D. J. (1980, May). *The comparative validity of several cognitive complexity measures as predictors of communication-relevant abilities*. Paper presented at the annual conference of the International Communication Association, Acapulco, Mexico.
- Brady, R. M., & O'Keefe, D. J. (1980, November). *Attitude change as a function of schema development*. Paper presented at the annual convention of the Speech Communication Association, New York, NY.
- O'Keefe, D. J. (1980, November). *Is argument₁ a speech act?* Paper presented at the annual convention of the Speech Communication Association, New York, NY.

O'Keefe, D. J. (1978, November). *Constructivism and its philosophical foundations*. Paper presented at the annual convention of the Speech Communication Association, Minneapolis, MN.

Other Publications

O'Keefe, B. J., & O'Keefe, D. J. (2022). Charles Arthur Willard (1945-2021): In memoriam. *Argumentation*, 36, 151-154. <https://doi.org/10.1007/s10503-022-09567-5>

Hornikx, J., & O'Keefe, D. J. (2007). Reclame in Europa: Reclame wel of niet cultureel aanpassen? [Advertising in Europe: To adapt or not adapt culturally? *Tekst[blad]*, 13 (3), 12-15. (*Tekst[blad]* is aimed at those involved professionally in producing or studying communicative texts.)

O'Keefe, D. J. (1979). Review of Toulmin, Rieke, and Janik's *An introduction to reasoning*. *Journal of the American Forensic Association*, 16, 143-145.

O'Keefe, D. J. (1977). Review of Berlinski's *On system analysis* and Phillips' *Holistic thought in social science*. *Quarterly Journal of Speech*, 63, 469-470.

Research Funding

Meta-Study of Social Support for People Living with HIV, National Institute of Mental Health of the National Institutes of Health, 1-R01-MH067511-01A2, 2004-2008, \$1,128,369 (co-investigator, with principal investigator Dale Brashers and co-investigator Daena Goldsmith).

A Meta-Analysis of the Effects of Social Support on Health and Psychosocial Outcome for Persons Living with HIV or AIDS, University of Illinois at Urbana-Champaign Campus Research Board, 2000, \$13,692 (co-investigator, with principal investigator Dale Brashers and co-investigator Daena Goldsmith).

Professional Memberships, Service, and Positions

Member, International Communication Association.

Member, Awards Committee (Outstanding Article sub-committee), 2004-2006 (chair, 2005-2006), 2012-2014 (chair, 2013-2014).

Member, Publications Committee, 2000-2003 (chair, 2002-2003).

Member, Task Force on Resolutions, 1992-1993.

Referee, submitted non-divisional conference papers and program proposals, 1982.

- Member, National Communication Association, 1970-2022.
- Member, Golden Anniversary Monograph Award Committee, 1998, 1999 (chair).
- Member, Winans-Wichelns Award Committee, 1993-1996, 2001-2004.
- Member, Nominating Committee, Rhetorical and Communication Theory Division, 1977, 1979, 1986 (chair), 1989 (chair).
- Referee, submitted conference papers and program proposals, Rhetorical and Communication Theory Division, 1978, 1979, 1981, 1983, 1985, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1998, 2000, 2002, 2006, 2007.
- Coordinator, conference Seminar Series, 1982.
- Member, American Forensic Association.
- Member, International Society for the Study of Argumentation.
- Member, Central States Communication Association.
- Member, Society for Consumer Psychology.
- Editorial board member (past or present): *Annals of the International Communication Association* (a.k.a. *Communication Yearbook*), *Argumentation*, *Argumentation and Advocacy*, *Communication Education*, *Communication Methods and Measures*, *Communication Monographs*, *Communication Studies*, *Communication Theory*, *Human Communication Research*, *Journal of Communication*, *Review of Communication Research*.
- Ad hoc referee: *Annals of Behavioral Medicine*, *Argumentation*, *Argumentation and Advocacy*, *Basic and Applied Social Psychology*, *British Journal of Health Psychology*, *Communication Monographs*, *Communication Quarterly*, *Communication Research*, *Communication Studies*, *Communication Theory*, *European Journal of Social Psychology*, *Health Communication*, *Health Psychology Review*, *Human Communication Research*, *Journal of Advertising*, *Journal of Communication*, *Journal of Computer-Mediated Communication*, *Journal of Health Communication*, *Journal of Online Behavior*, *Journal of Language and Social Psychology*, *Journal for the Theory of Social Behavior*, *Management Communication Quarterly*, *Media Psychology*, *Nature Human Behavior*, *Organizational Behavior and Human Decision Processes*, *Political Communication*, *Psychological Bulletin*, *Psychological Reports*, *Public Opinion Quarterly*, *Quarterly Journal of Speech*, *Southern Speech Communication Journal*, *Studies in Symbolic Interaction*, *Time-Sharing Experiments for the Social Sciences (TESS)*.
- Editorial board member, *Handbook of Argumentation Theory* (Frans van Eemeren, Bart Garssen, Ton Haafte, Erik C. W. Krabbe, A. Francisca Snoeck Henkemans, & Jean Wagemans, authors).
- Advisory board member, *Handbook of Communication Science* (Peter Schulz & Paul Cobley, editors).
- External review panel member, Centre for Language Studies, Faculty of Arts, Radboud University Nijmegen, The Netherlands (2012).
- External reviewer, Non-Alimentary Zoonoses Program, The Netherlands Organisation of Health Research and Development (ZonMw) (2014).

External reviewer, grant proposals to the Health Communication Research Branch, National Institute for Occupational Safety and Health (NIOSH) (1999).

External reviewer, grant proposals to the Decision, Risk, and Management Science (DRMS) program, National Science Foundation (2010).

Member, van Eemeren Prize jury, European Conference on Argumentation (2022).

Referee, Speech Communication module, ERIC (Educational Resources Information Center) Clearinghouse on Reading and Communication Skills (1977-1986).

Member, advisory editorial board, Ablex Communication and Information Science Series (1989-1991).

Participant, National Working Group on Narrative Communication in Cancer Prevention and Control, National Cancer Institute Center of Excellence in Cancer Communication Research, Saint Louis University School of Public Health (2005).

Consultant, Centers for Disease Control and Prevention (CDC), HIV Prevention Messages for Men who have Sex with Men meeting, organized by the Prevention Communication Branch of the Division of HIV/AIDS Prevention (2009).

Department, College, and University Service and Positions

Northwestern University (2005-2022)

Fellow, Searle Center for Advancing Learning and Teaching, 2016-2019.

Contributor, Northwestern University Leadership Specialization MOOC (Massive Open Online Course): Lectures on Social Influence, 2015.

Media, Technology, and Society (MTS) doctoral program: Director of Graduate Study, 2009-2011; co-Director, 2011-2012; member, Executive Committee, 2014-2015, 2015-2016, 2016-2017.

Member, Institute for Public Health and Medicine (IPHAM), Feinberg School of Medicine, 2013-present.

Member, University Research Grants Committee, 2007-2011.

Member, University Committee on Honorary Degrees, 2006-2007, 2007-2008, 2008-2009, 2009-2010.

Member, School of Communication Reappointment, Promotion, and Tenure Committee (elected position), 2007-2010 (chair, 2008-2009, 2009-2010), 2010-2013 (chair, 2010-2011, 2012-2013), 2013-2016 (chair, 2013-2014, 2014-2015, 2015-2016).

Member, School of Communication Strategic Priorities Committee, 2013-2014.

Member, School of Communication International Initiatives Committee, 2005-2007.

Member, Departmental Program Review Committee, 2017-2018.

Member, Departmental Search Committee, 2005-2006, 2007-2008 (two searches), 2008-2009, 2009-2010 (chair), 2011-2012 (two searches), 2013 (chair, Communication and Health Center director search), 2014-2015 (health communication, two searches), 2015-2016 (chair, health communication, two searches), 2016-2017 (health communication), 2017-2018 (health communication), 2018-2019 and 2019-2020 (chair, policy analysis and communication).

Chair, Departmental Finance and Management Committee, 2013-2014, 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021.

Chair, Departmental Review Committee for the Master's of Science in Health Communication (MSHC) program, 2020-2021.

Member, Departmental Undergraduate Education Committee, 2013-2014.

Member, inquiry committees, University Office for Research Integrity, 2013, 2016-2017, 2020-2021.

Member, investigation committee, University Office for Research Integrity, 2019.

Faculty presenter, Preview NU (for prospective students and parents), 2007.

Faculty Associate, Northwestern University Institute for Policy Research, 2007-present.

University of Illinois at Urbana-Champaign (1980-2005)

Member, Departmental Advisory Committee (elected position), 1983-1985, 1987-1989, 1990-1992, 1994-1995, 1996-1998, 1999-2001, 2002-2004.

Director of Graduate Study, 1983-1992.

Chair, Graduate Admissions and Financial Aid Committee, 1983-1992.

Chair, Graduate Policy Committee, 1983-1992.

Departmental dissertation format checker, 1983-1992.

Member, Departmental Committee on Alleged Capricious Grading (elected position), 1995-1996, 1996-1997, 1998-1999, 2000-2001.

Member, Departmental Graduate Admissions and Financial Aid Committee, 1980-1981, 1981-1982, 1982-1983, 1996-1997.

Member, Departmental Search Committee, 1980-1981, 1982-1983, 1985-1986, 1988-1989, 1990-1991, 1991-1992, 1995-1996, 1997-1998, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005.

Member, Departmental Colloquia and Public Events Committee, 1980-1981.

Member, Departmental Awards Committee, 1992-1993, 1995-1996, 1999-2000.

Member, Departmental Committee on the Use of Human Participants, 1997-2004.

Departmental Coordinator, Unit Assessment Plans, 1997-1999.

Chair, Departmental ad hoc Committee on Forensics, 1987-1988.

Acting Associate Department Head, Spring 1984.

Member, Liberal Arts and Sciences College Council on General Education, 1995-1997.

Mentor, Liberal Arts and Sciences College Teaching Academy Faculty Mentoring Program, 1999-2000, 2001-2002.

Member, University Fellowship Allocation Review Subcommittee for Humanities and Creative Arts, 1983-1984, 1985-1986.

Member, University Fellowship Allocation Review Central Committee, 1983-1984, 1985-1986.

Member, University Summer Fellowship Award Committee, 1984, 1985, 1986, 1987, 1988.

Member, University Scholar's Travel Fund Committee, 1985-1988.

Member, University Review Committee, NEH Summer Stipend Program, 1989.

Member, University Research Unit Review Committee, 1989-1990.

Member, Search Committee, Psychology/Speech Communication specialist librarian,
Education and Social Science Library, 2000-2001.

Faculty presenter, Illini Days (for prospective students and parents), 1999, 2000, 2001,
2003.

Faculty Small Group Leader, Freshman Summer Orientation Program, 1996, 1997.

Chair, University Fellowship Allocation Review Procedures Committee, 1990.

Consultant, Mass Communication Section, University AIDS Research Network, 1989-
1990.

Pennsylvania State University at University Park (1979-1980)

Member, Departmental Search Committee, 1979-1980.

University of Michigan (1975-1979)

Member, Departmental Graduate Admissions Committee, 1975-1976, 1976-1977,
1977-1978, 1978-1979.