

# KRISTIN E. GIBSON

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## EDUCATION

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### University of Georgia

Athens, GA

PhD in Agricultural Leadership, Education, and Communication

**2021-present**

### University of Georgia

Athens, GA

Master of Agricultural and Environmental Education

**2019-2021**

### University of North Carolina at Chapel Hill

Chapel Hill, NC

Bachelor of Arts in Environmental Studies

**2012-2016**

## OVERVIEW

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Skills and Certifications	Publications, Presentations, and Posters
<ul style="list-style-type: none"><li>• Quantitative analysis software (SPSS, R, MPlus)</li><li>• Qualitative analysis software (MAXQDA, NVivo)</li><li>• Online survey platforms (Qualtrics, MTurk, Prolific)</li><li>• 11 graduate level data analysis courses</li><li>• North Carolina Environmental Educator certified</li><li>• Social media analytics</li></ul>	<ul style="list-style-type: none"><li>• 28 peer-reviewed journal articles</li><li>• 31 conference presentations</li><li>• 23 conference posters</li><li>• 2 press releases</li><li>• 3 white paper reports</li></ul>

## RESEARCH AND PROFESSIONAL EXPERIENCE

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### Graduate Research Assistant

University of Georgia- Department of Agricultural Leadership, Education and Communication

**Aug. 2019-Present**

- Assist with qualitative and quantitative data collection, analysis, and reporting for peer-reviewed manuscripts
- Developed and tested graphics and communication messages in Adobe Photoshop and Illustrator to improve the communication outcomes for a rural public health initiative, national park websites, local food retailer websites, and a genetic modification program
- Assist with implementation of undergraduate and graduate level classes
- Supported and mentored undergraduate and graduate level students through research projects, including data collection, cleaning, management, analysis, and reporting
- Present research at professional conferences and workshops

### Teaching Assistant

Austrian Federal Ministry of Education, Science, and Research administered through Fulbright– Salzburg, Austria

**Sep. 2018-May 2019**

- Created and lead educational lessons on various agricultural, environmental, and sustainable topics while concentrating on student development, discussion, and involvement
- Coordinated with teachers to schedule lessons and outdoor excursions

### Girls in Science Camp Education Assistant

North Carolina Museum of Natural Sciences- Raleigh, North Carolina

**July 2018**

- Arranged, supervised, and instructed groups of 18 campers on water quality, astronomy, and invertebrates
- Supervised campers during activities, meals, bus rides, and downtime

**Data Evaluation Assistant- AmeriCorps Member****Nov. 2017-June 2018**

North Carolina State University- Conservation Trust for North Carolina

- Evaluated citizen-science based environmental education programs for the Conservation Trust for North Carolina
- Designed age-appropriate surveys for students which cover a variety of organizational objectives
- Collected and analyzed data from AmeriCorps members and assisted in documenting results

**Coastal Community Engagement Specialist- AmeriCorps Member****Sep. 2017-June 2018**

North Carolina Coastal Federation- Newport, North Carolina

- Prepared and implemented coastal education lessons on water quality, living shorelines, and marine debris designed to meet North Carolina Essential Standards while adjusting for students needs and abilities
- Integrated and equipped teams of volunteers, interns, and community groups for restoration activities
- Revised, retained, and updated documentation on various data, analysis, and expenses
- Coordinated outreach efforts to develop partnerships with underserved community groups

**Assistant Park Ranger****May-Sep. 2017**

Hammocks Beach State Park- Swansboro, North Carolina

- Maintained trail networks and directed over 50 volunteers on trail maintenance projects
- Prepared and implemented coastal education programs to educate visitors about park flora and fauna
- Acquired water quality data to observe and document chlorine levels
- Facilitated in management and conservation of shore bird and sea turtle habitats

**Environmental Educator****Jan.-May 2017**

YMCA Camp Thunderbird- Lake Wylie, South Carolina

- Taught assorted courses on diverse topics which varied from environmental sciences to local history, while incorporating age-appropriate lesson plans relevant to current STEM curriculum
- Expanded student participation by utilizing an array of teaching approaches, such as lectures, small group discussions, role-playing, technology, and hands on activities

**Education Intern****Sep.-Dec. 2016**

Outer Banks Center for Wildlife Education- Corolla, North Carolina

- Served as an assistant to full-time educators to help conduct school programs, facility tours, and classes
- Developed educational curriculum on large predators based on current scientific research

**Undergraduate Student Researcher****Aug.-Dec. 2016**

University of North Carolina Coastal Studies Institute

- Evaluated habitat suitability and public attitudes regarding black bears, coyotes, and red wolves within the Albemarle-Pamlico Peninsula to develop a case study report
- Conducted fieldwork on habitat evaluation in a variety of weather conditions
- Developed interview guides regarding black bears, coyotes, and red wolves, conducted interviews, and transcribed audio recordings using NVivo

**Research Assistant****May-Jul. 2015**

UNC Law School- Chapel Hill, North Carolina

- Researched topics pertaining to current environmental issues for Prof. Donald Hornstein
- Analyzed facts and outcomes of court cases to develop case briefings

**AWARDS****2023**

- 2023 1<sup>st</sup> place Excellence in Teamwork Award. Georgia Extension Association of Family & Consumer Sciences.

- 2023 3<sup>rd</sup> place Southern Region Excellence in Teamwork Award. National Extension Association of Family & Consumer Sciences.
- 2023 Runner-Up Research Paper - Sanders, C. E., **Gibson, K. E.**, Byrd, A. R., Markosyan, T., & Lamm, A. J. (June, 2023). *Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension*. Paper presented at the Association for Communication Excellence in Agriculture and Natural Resources Conference. Asheville, NC, USA.
- 2022 - 2023 Journal of Applied Communications Article of the Year - Sanders, C. E., **Gibson, K. E.**, & Lamm, A. J. (2022). Communication and policy implications associated with perceived government control and its influence on climate change knowledge and perceptions. *Journal of Applied Communications*, 106(3). <https://doi.org/10.4148/1051-0834.2441>
- 2023 Outstanding Research Paper - **Gibson, K. E.**, & Lamm, A. J. (February, 2023). *Communicating about the plastic pollution crisis in our food system: Exploring interventions to mitigate single-use bottled water*. Paper presented at the National Agricultural Communications Symposium. Oklahoma City, OK.
- Distinguished Paper - **Gibson, K. E.**, & Lamm, A. J. (February, 2023) *Communicating about the plastic pollution crisis in our food system: Exploring interventions to mitigate single-use bottled water*. Paper presented at the National Agricultural Communications Symposium. Oklahoma City, OK.

## 2022

- The American Association for Agricultural Education Outstanding Thesis Departmental Award Nominee. (February, 2021).

## 2021

- 3<sup>rd</sup> Place Paper Presentation - **Gibson, K. E.**, Lamm, A. J., Woosnam, K. M., & Croom, D. B. (February, 2021). *Using theory of planned behavior to effectively communicate with the public about water resource protection behaviors*. Manuscript presented at the National Agricultural Communications Symposium. Virtual.

## 2020

- 1<sup>st</sup> Place Paper Presentation - Holt, J., Lamm, A. J., **Gibson, K. E.**, Lamm, K. W., Ellis, J. D., & Rumble, J. N. (February, 2020). *Impact of animating infographics about genetic modification on information recall*. Manuscript presented at the National Agricultural Communications Symposium. Louisville, KY.

## PUBLICATIONS, PRESENTATIONS, AND POSTERS

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### Peer-reviewed manuscripts

30. **Gibson, K. E.**, Erskine, O. M., Lamm, K. W., Lamm, A. J., Warner, L. A., & Holt, J. (submitted). Determining the Applicability and Use of the Intrinsic Motivation Inventory in the Context of Water Conservation to Influence Education Initiatives. *Discover Sustainability*.
29. Markosyan T., **Gibson, K. E.**, Tran, R., & Lamm, A. J. (in review). Promoting healthy food choices in rural communities: Using an audience segmentation approach to tailor food messages. *Health Promotion Practice*.
28. Oyugi, M. A., **Gibson, K. E.**, & Lamm, A. J. (accepted). Assessing the dimensional validity and reliability of the critical thinking inventory (CTI) in the Kenyan Higher Education System: A confirmatory factor analysis. *Journal of International Agricultural and Extension Education*.
27. Warner, L. A., Lamm, A. J., **Gibson, K. E.**, & Kalauni, D. (2023). Who gives? Identifying distinguishing factors among those who intend to donate to organizations that protect water. *Journal of Nonprofit & Public Sector Marketing*. <https://doi.org/10.1080/10495142.2023.2287213>
26. Byrd, A. R., **Gibson, K. E.**, Sanders, C. E., Corry, R., Lamm, K. W., & Lamm, A. J. (accepted). An educational exploration of Generation Z's systems thinking tendencies and green consumer values. *Journal of Agricultural Education*.
25. Sanders, C. E., **Gibson, K. E.**, Byrd, A., & Lamm, A. J. (accepted). Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension. *Journal of Applied Communications*.

24. **Gibson, K. E.**, Lamm, A. J., Lamm, K. W., & Holt, J. (2023). Integrating the theory of planned behavior and motivation to explore residential water-saving behaviors. *Water*, 15(17):3034. <https://doi.org/10.3390/w15173034>
23. Erskine, O. M., **Gibson, K. E.**, Lamm, A. J., & Holt, J. (2023). Encouraging water protection through donation: Examining the effects of intention to engage in personal water conservation behaviors on donation behaviors. *Water*, 15(13), 2365; <https://doi.org/10.3390/w15132365>
22. Sanders, C. E., Fortner, A. R., **Gibson, K. E.**, Golson, A., Lamm, K. W., & Lamm, A. J. (2023). Creating transformational learning tools for systems-level knowledge: An application of hypothetical case scenarios for food systems education. *Foods*, 12(14), 2663; <https://doi.org/10.3390/foods12142663>
21. **Gibson, K. E.**, Sanders, C. E., Byrd, A. R., Lamm, K. W., & Lamm, A. J. (2023). The influence of sustainability on identities and seafood consumption: Implications for food systems education for Generation Z. *Foods*, 12(10), 1933. <https://doi.org/10.3390/foods12101933>
20. Sanders, C. E., Markosyan, T., **Gibson, K. E.**, Byrd, A. R., & Lamm, A. J. (2023). Improving sustainable food access and availability in rural communities: An assessment of needed resources. *Sustainability*, 15(7), 6293; <https://doi.org/10.3390/su15076293>.
19. Warner, L. A., Lamm, A. J., & **Gibson, K. E.** (2022). Examining normative influences on intentions to reduce irrigated landscape area through a compliance and belonging lens. *Society & Natural Resources*, 36(4). <https://doi.org/10.1080/08941920.2023.2167140>
18. **Gibson, K. E.**, Dobbins, C. E., Lamm, A. J., & Lamm, K. W. (2022). Examining the impact of media use during the COVID-19 pandemic on environmental knowledge and engagement. *Frontiers in Environmental Science*, 10. <https://doi.org/10.3389/fenvs.2022.789361>
17. Sanders, C. E., **Gibson, K. E.**, & Lamm, A. J. (2022). Communication and policy implications associated with perceived government control and its influence on climate change knowledge and perceptions. *Journal of Applied Communications*, 106(3). <https://doi.org/10.4148/1051-0834.2441>
16. Sanders, C. E., Fortner, A. R., **Gibson, K. E.**, Lamm, K. W., & Lamm, A. J. (2022). Teaching systems thinking concepts using hypothetical case scenarios: An exploration in agricultural education. *Journal of Agricultural Education*, 63(4), 135-150. <https://doi.org/10.5032/jae.2022.04135>
15. Lamm, A. J., Warner, L. A., **Gibson, K. E.**, Lamm, K. W., Fisher, P., & White, S. A. (2022). A theoretical comparison of nursery and greenhouse growers' water conservation and water treatment technology adoption in the United States. *Acta Horticulturae*. <https://doi.org/10.17660/ActaHortic.2023.1373.28>
14. Dobbins, C. E., **Gibson, K. E.**, & Lamm, A. J. (2022). Rural broadband and precision agriculture: A frame analysis of United States federal policy outreach under the Biden administration. *Sustainability*, 14(1), 460. <https://doi.org/10.3390/su14010460>
13. Fortner, A. R., **Gibson, K. E.**, & Lamm, A. J. (2021). U.S. geographic differences in mainstream media source use during COVID-19 shelter in place orders. *Journal of Applied Communications*, 105(4). <https://doi.org/10.4148/1051-0834.2415>
12. **Gibson, K. E.**, Dobbins, C. E., & Lamm, A. J. (2021). Information source use and social media engagement: Examining their effects on origin of COVID-19 beliefs. *Sage Open*, 11(4), 1-12. <https://doi.org/10.1177/21582440211061324>
11. **Gibson, K. E.**, Fortner, A. R., Lamm, A. J., & Warner, L. A. (2021). Managing demand-side water conservation in the United States: An audience segmentation approach. *Water*, 13(21), 2992. <https://doi.org/10.3390/w13212992>
10. **Gibson, K. E.**, Lamm, A. J., Woosnam, K. M., & Croom, D. B. (2021). Predicting intent to conserve freshwater resources using the theory of planned behavior. *Water*, 13(18), 2581. <https://doi.org/10.3390/w13182581>
9. **Gibson, K. E.**, Lamm, A. J., Woosnam, K. M., & Croom, D. B. (2021). Engaging the public in water policy: Do political affiliation and ideology matter? *Journal of Contemporary Water Research & Education*.
8. **Gibson, K. E.**, Fortner, A. R., Lamm, A. J., & Wilson, M. (2021). Examining agricultural and environmental scientists' research collaborations in a college of agricultural and environmental science. *Journal of Applied Communication Research*, 105(2). <https://doi.org/10.4148/1051-0834.2381>

7. Dobbins, C. E., **Gibson, K. E.**, & Lamm, A. J. (2021). Promoting environmental communication and policy formation: A utilization-focused evaluation approach. *Environmental Communication*. <https://doi.org/10.1080/17524032.2021.1938629>
6. **Gibson, K. E.**, Lamm, A. J., Lamm, K. W., & Warner, L. A. (2020). Communicating with diverse audiences about sustainable farming: Does rurality matter? *Journal of Agricultural Education*, 61(4), 156-174. <http://doi.org/10.5032/jae.2020.04156>
5. **Gibson, K. E.**, Lamm, A. J., & Lamm, K. W. (2020). Identifying audience needs to effectively communicate about the cost of implementing sustainable farming practices. *Journal of Applied Communications*. <https://doi.org/10.4148/1051-0834.2334>
4. Holt, J., Lamm, A. J., **Gibson, K.**, Lamm, K. W., Ellis, J. D., & Rumble, J. N. (2020). Animating science communication: Measuring U.S. consumers' recall about genetic modification with animated infographics. *Journal of Applied Communications*, 104(3). <https://doi.org/10.4148/1051-0834.2327>
3. **Gibson, K. E.**, Lamm, A. J., Masambuka-Kanchewa, F., Fisher, P. R., & Gomez, C. (2020). Identifying Indoor Plant Propagation Research and Education Needs of Specialty Crop Growers. *HortTechnology*. <https://doi.org/10.21273/HORTTECH04622-20>
2. Dobbins, C. E., **Gibson, K. E.**, Edgar, L. D., & Dooley, K. E. (2020). Lived experiences during international service learning: A semiotic analysis of photo journals. *Journal of International Agricultural and Extension Education*, 27(3), 88-102. <https://doi.org/10.5191/jiaee.2020.27388>
1. Lamm, A. J., **Gibson, K.**, Holt, J., Lamm, K. W., Ellis, J. D., & Rumble, J. N. (2020). Testing the impact of animating infographics on consumer trust and attitude when communicating about genetic modification. *Journal of Applied Communications*. <https://doi.org/10.4148/1051-0834.2316>

#### Peer-reviewed Abstracts

2. Lamm, A. J., **Gibson, K. E.**, Lamm, K. W., Fields, J. S., & Owen, J. (2022). A nationwide survey of grower Extension needs associated with soilless substrate adoption [Abstract]. *HortScience*.
1. Lamm, A. J., Lamm, K. W., **Gibson, K. E.**, Fields, J. S., & Owen, J. (2022). A conversation with growers: exploring soilless substrate adoption to inform Extension program development. [Abstract]. *HortScience*.

#### Conference Presentations

31. Dustman, E. A., Lamm, A. J., Gibson, K. E., White, S. A., Owen Jr., J. S., & Altland, J. E. (accepted). *Closing the divide between science and policy: A survey of scientists and policy makers to improve communication about PFAS use in the nursery & greenhouse industry*. Manuscript presented at the Southern Region American Society for Horticultural Science. Atlanta, GA.
30. **Gibson, K. E.**, Lamm, A. J., Lamm, K. W., Holt, J., & Woosnam, K. M. (accepted). *Exploring environmental frames about single-use plastics to inform visual communication messages*. Paper presented at the National Agricultural Communications Symposium. Atlanta, GA.
29. Erskine, O. M., Lamm, A. J., Lamm, K. L., Sanders, C. E., & **Gibson, K. E.** (accepted). *Public engagement in community gardens: Communicating to prepare for climate change impacts on gardens*. Paper presented at the National Agricultural Communications Symposium. Atlanta, GA.
28. **Gibson, K. E.**, Lamm, A. J., Holt, J., Lamm, K. W., & Woosnam, K. M. (June, 2023). *Phasing out single-use plastics: Communication strategies for National Parks*. Abstract presented at the International Association for Society and Natural Resources Conference. Portland, ME.
27. Erskine, O. M., **Gibson, K. E.**, & Lamm, A. J. (June, 2023). *Contributing to a greater case: Does personal engagement in water conservation behavior matter?* Abstract presented at the International Association for Society and Natural Resources Conference. Portland, ME.
26. Sanders, C. E., **Gibson, K. E.**, Byrd, A. R., Markosyan, T., & Lamm, A. J. (June, 2023). *Exploring the social media health information seeking patterns of rural residents to provide communication strategies for Extension*. Paper presented at the Association for Communication Excellence in Agriculture and Natural Resources Conference. Asheville, NC, USA.
25. Byrd, A. R., **Gibson, K. E.**, Sanders, C. E., Corry, R., Lamm, K. W., & Lamm, A. J. (May, 2023). *Exploring the relationship between systems thinking tendencies and green consumer values to inform innovative*

*educational connections*. Paper presented at the American Association for Agricultural Education National Conference, Raleigh, NC, USA.

24. Sanders, C. E., Byrd, A. R., **Gibson, K. E.**, Golson, A., Lamm, K. W., & Lamm, A. J. (May, 2023). *Developing transformational learning tools to increase systems thinking capacity: Implications for agricultural education*. Paper presented at the American Association for Agricultural Education National Conference, Raleigh, NC, USA.
23. Oyugi, M. A., **Gibson, K. E.**, Lamm, A. J., Kyule, M. N. (April, 2023). *Promoting critical thinking in Kenyan undergraduate students: Is the critical thinking inventory the right tool?* Paper presented at the Association for International Agricultural and Extension Education. Canada.
22. **Gibson, K. E.**, & Lamm, A. J. (February, 2023). *Communicating about the plastic pollution crisis in our food system: Exploring interventions to mitigate single-use bottled water*. Paper presented at the National Agricultural Communications Symposium. Oklahoma City, OK.
21. **Gibson, K. E.**, & Lamm, A. J. (February, 2023). *Mechanical Turk for data collection in agricultural communications research*. Professional development session presented at the National Agricultural Communications Symposium. Oklahoma City, OK.
20. Sanders, C. E., Lamm, A. J., Berg, A. C., Padilla, H. M., **Gibson, K. E.**, Garner, C. T., Hubbard, R., Southall, H., Longenecker, D., Loedding, E., Marksoyan, T., Ashley, S., Johnson, L. P., & Davis, M. (November, 2022). *Hybrid evaluation approaches for promoting equity in rural obesity interventions*. Roundtable presentation at the American Public Health Association Annual Meeting. Boston, MA.
19. Sanders, C. E., Fortner, A. R., **Gibson, K. E.**, Lamm, K. W., & Lamm, A. J. (June, 2022). *Exploring hypothetical case studies for teaching systems thinking: A mixed-method approach*. Abstract presented at the International Association for Society and Natural Resources Conference. San José, Costa Rica.
18. Fortner, A. R., **Gibson, K. E.**, Sanders, C. E., Lamm, K. W., & Lamm, A. J. (June, 2022). *Examining relationships between Gen Z students' systems thinking tendencies and sustainable consumer values*. Abstract presented at the International Association for Society and Natural Resources Conference. San José, Costa Rica.
17. **Gibson, K. E.**, Sanders, C. E., Fortner, A. R., Lamm, K. W., & Lamm, A. J., (June, 2022). *Investigating students' conceptualization of the role of seafood in the food system using systems thinking*. Abstract presented at the International Association for Society and Natural Resources Conference. San José, Costa Rica.
16. Sanders, C. E., Fortner, A. R., **Gibson, K. E.**, Lamm, K. W., & Lamm, A. J. (May, 2022). *Teaching systems thinking using hypothetical case scenarios: An exploration in agricultural and natural resource education*. Paper presented at the American Association for Agricultural Education. Oklahoma City, OK.
15. **Gibson, K. E.**, Oyugi, M. A., & Lamm, A. J. (April, 2022). *Advantages and foundational issues associated with using structural equation modeling (SEM) in international agricultural education research*. Abstract presented at the Association for International Agricultural and Extension Education. Thessaloniki, Greece (Virtual).
14. **Gibson, K. E.**, Oyugi, M. A., & Lamm, A. J. (April, 2022). *Overcoming wicked problems in international agriculture through team science: Identifying the characteristics of a high performing, interdisciplinary team*. Abstract presented at the Association for International Agricultural and Extension Education. Thessaloniki, Greece (Virtual).
13. Oyugi, M. A., Baker, M., Nkrumwa, A. O., **Gibson, K. E.**, & Lamm, A. J. (April, 2022). *Exploring international graduate students' knowledge levels and interest in state-of-the-art research tools and collaboration*. Abstract presented at the Association for International Agricultural and Extension Education. Thessaloniki, Greece (Virtual).
12. Lamm, A. J., **Gibson, K. E.**, Lamm, K. W., Fields, J. S., & Owen, J. (February, 2022). *A nationwide survey of grower Extension needs associated with soilless substrate adoption*. Abstract presented at the Southern Region American Society for Horticultural Science. New Orleans, LA.
11. Lamm, A. J., Lamm, K. W., **Gibson, K. E.**, Fields, J. S., & Owen, J. (February, 2022). *A conversation with growers: Exploring soilless substrate adoption to inform extension program development*. Abstract presented at the Southern Region American Society for Horticultural Science. New Orleans, LA.



10. Warner, L. A., Lamm, A. J., Turner, S. L., & **Gibson K. E.** (October, 2021). *Using people's motivation to comply and group identification to understand social influences on water protection donation behaviors*. Abstract presented at the Conservation Marketing Conference (Virtual).
9. **Gibson, K. E.**, Lamm, A. J., & Fortner, A. R. (June, 2021). *Using audience segmentation to encourage public engagement in meaningful, knowledge-based freshwater resource protection*. Abstract presented at the International Association for Society and Natural Resources Conference (Virtual).
8. **Gibson, K. E.**, Dobbins, C. E., Lamm, A. J. (April, 2021). *Connecting international agricultural and Extension education with policy formation using utilization-focused evaluation*. Abstract presented at the the Association for International Agricultural and Extension Education (Virtual).
7. **Gibson, K. E.**, Lamm, A. J., Woosnam, K. M., & Croom, D. B. (March, 2021). *Communicating about water resource protection in a politically contentious environment*. Thesis presentation (Virtual).
6. **Gibson, K. E.**, Lamm, A. J., Woosnam, K. M., & Croom, D. B. (February, 2021). *Using theory of planned behavior to effectively communicate with the public about water resource protection behaviors*. Manuscript presented at the National Agricultural Communications Symposium. (Virtual)
5. **Gibson, K. E.**, Fortner, A. R., Lamm, A. J., Moore, A. J., & Wilson, M. C. (February, 2021). *Informing a college of agricultural and environmental science's communication efforts by examining research collaborations*. Manuscript presented at the National Agricultural Communications Symposium. (Virtual)
4. **Gibson, K. E.**, & Lamm, A. J. (September, 2020). *The future of water resource protection: Exploring potential education strategies for diverse political audiences*. Abstract presented at the Southeastern Environmental Education Alliance Conference: Columbia, SC. (Virtual)
3. Masambuka-Kanchewa, F., **Gibson, K. E.**, & Lamm, A. J. (February, 2020). *Indoor plant growers' preferred sources of agricultural information*. Manuscript presented at the Southern Region American Society for Horticultural Science. Louisville, KY.
2. **Gibson, K. E.**, & Lamm, A. J., & Masambuka-Kanchewa, F. (February, 2020). *Educating scientists on grower needs related to indoor plant propagation*. Manuscript presented at the Southern Region American Society for Horticultural Science. Louisville, KY.
1. Holt, J., Lamm, A. J., **Gibson, K. E.**, Lamm, K. W., Ellis, J. D., & Rumble, J. N. (February, 2020). *Impact of animating infographics about genetic modification on information recall*. Manuscript presented at the National Agricultural Communications Symposium. Louisville, KY.

## Conference Posters

23. Dossani, S., **Gibson, K. E.**, & Lamm, A. J. (accepted). *Identifying communication determinants of healthy eating behaviors in rural communities to increase self-efficacy*. Abstract presented at the Southern Rural Sociological Association. Atlanta, GA.
22. **Gibson K. E.**, Lamm, A.J., Owen Jr, J.S., Altland, J.E., & White, S. A. (accepted). *Specialty crop growers' communication preferences for water related information*. Abstract presented at the National Agricultural Communications Symposium, Atlanta, GA.
21. Tran, R., **Gibson, K. E.**, Sanders, C. E., & Lamm, A. J. (November, 2023). *Overcoming social barriers to health in rural communities*. Presentation at the American Public Health Association Annual Meeting. Atlanta, GA.
20. **Gibson, K. E.**, Erskine, O. M., Sanders, C. E., & Lamm, A. J. (June, 2023). *Overcoming barriers to food access in rural areas through agroecosystems*. Abstract presented at the International Association for Society and Natural Resources Conference. Portland, Maine.
19. **Gibson, K. E.**, Sanders, C. E., Markosyan, T., Fortner, A. R., & Lamm, A. J. (May, 2023). *Exploring rural Georgia residents' extension needs for improving food access*. Abstract presented at the American Association for Agricultural Education National Conference. Raleigh, NC.
18. **Gibson, K. E.**, Byrd, A. R., Lamm, A. J., Lamm, K. W., & Holt, J. (May, 2023). *Modeling determinants of residential water conservation behaviors to inform agricultural education programs*. Abstract presented at the American Association for Agricultural Education National Conference. Raleigh, NC.

17. Byrd, A. R., **Gibson, K. E.**, Lamm, A. J., & Holt, J. (April, 2023). *Water conservation communication and audience segmentation: Environmental consumption for southeastern states*. Abstract presented at the CleanTech Symposium. Athens, GA.
16. **Gibson, K. E.**, Byrd, A. R., Lamm, A. J., Lamm, K. W., & Holt, J. (April, 2023). *Managing sustainable residential water consumption in the Southeastern United States: Do rewards or punishment influence conservation?* Abstract presented at the CleanTech Symposium. Athens, GA.
15. **Gibson, K. E.**, Fortner, A. R., & Lamm, A. J. (February, 2023). *Framing messages to improve health interventions in rural areas: A fear appeals approach*. Abstract presented at the Southern Rural Sociological Association. Oklahoma City, OK.
14. **Gibson, K. E.**, & Lamm, A. J. (February, 2023). *Extension-based health communication: Does digital media reach rural populations?* Abstract presented at the Southern Rural Sociological Association. Oklahoma City, OK.
13. Erskine, O. M., **Gibson, K. E.**, & Lamm, A. J. (February, 2023). *Encouraging water protection through donation: Water conservation donation behaviors in relation to specialty license plates*. Abstract presented at the National Agricultural Communications Symposium, Oklahoma City, OK.
12. Sanders, C. E., **Gibson, K. E.**, Markosyan, T., & Lamm, A. J. (February, 2023). *Examining the demographic characteristics of interpersonal communication channels for an Extension health promotion project*. Abstract presented at the National Agricultural Communications Symposium, Oklahoma City, OK.
11. Sanders, C. E., Corry, R. E., **Gibson, K. E.**, Lamm, A. J., & Holt, J. (February, 2023). *Shopping for information? Exploring consumer political ideology and local food online shopping design*. Abstract presented at the National Agricultural Communications Symposium, Oklahoma City, OK.
10. **Gibson, K. E.**, Lamm, A. J., & Woosnam, K. M. (June, 2022). *Reducing residential water demand in the United States: A theory of planned behavior approach*. Abstract presented at the International Association for Society and Natural Resources Conference. San José, Costa Rica.
9. **Gibson, K. E.**, Sanders, C. E., Fortner, A. R., Lamm, K. W., & Lamm, A. J. (April, 2022). *Do you know a fisherman? Understanding undergraduate students' experiences with seafood and their conceptualization of the future of sustainable seafood*. Abstract presented at the Cleantech Symposium. Athens, GA.
8. Fortner, A. R., **Gibson, K. E.**, Sanders, C. E., Lamm, K. W., & Lamm, A. J. (April, 2022). *Undergraduate students' systems thinking and environmentally conscious consumption tendencies: An exploratory empirical analysis*. Abstract presented at the Cleantech Symposium. Athens, GA.
7. Sanders, C. E., Fortner, A. R., **Gibson, K. E.**, Lamm, K. W., & Lamm, A. J. (April, 2022). *Teaching systems thinking for sustainability in the seafood industry: A mixed-method approach*. Abstract presented at the Cleantech Symposium. Athens, GA.
6. McMillan, H., **Gibson, K. E.**, & Lamm, A. J. (April, 2022). *The effects of socioeconomic status on intent to conserve water*. Abstract presented at the College of Agricultural & Environmental Sciences Undergraduate Research Symposium. Athens, GA.
5. **Gibson, K. E.**, Sanders, C. E., Fortner, A. R., & Lamm, A. J. (February, 2022). *Water conservation and the politically polarized audience: Examining audience segmentation through the 2020 U.S. presidential election*. Abstract presented at the National Agricultural Communications Symposium. New Orleans, LA.
4. Dobbins, C. E., **Gibson, K. E.**, & Lamm, A. J. (February, 2021). *Examining the impact of critical thinking style, news sources, and social media engagement on beliefs of the origin of COVID-19*. Abstract presented at the National Agricultural Communications Symposium. (Virtual)
3. Fortner, A. R., **Gibson, K. E.**, & Lamm, A. J. (February, 2021). *Exploring geographic differences in mainstream news source use during COVID-19*. Abstract presented at the National Agricultural Communications Symposium. (Virtual)
2. **Gibson, K. E.**, Lamm, A. J., Holt, J., Lamm, K. W., & Ellis, J. D. (February, 2020). *Animated versus static infographics: Which is best when communicating about genetic modification*. Abstract presented at the National Agricultural Communications Symposium, Louisville, KY.
1. Dobbins, C. E., **Gibson, K. E.**, & Edgar, L. D. (February, 2020). *Lived experiences during international service learning: A semiotic analysis of photo journals*. Abstract presented at the American Association for Agricultural Education, Louisville, KY.



## Reports

2. Lamm, A. J., & **Gibson, K. E.** (2020). *Ensuring the future success of North American specialty crops through soilless substrate science: Grower survey results*. Athens, GA.
1. **Gibson, K. E.**, & Lamm, A. J. (2019). *Young plant growers' plant factory needs assessment results*. Athens, GA.

## Press Releases

2. **Gibson, K. E.** (August, 2022). *Healthier Together program helped participant lose 100 pounds*. UGA Today.
1. **Gibson, K. E.** (June, 2022). *UGA, rural communities work on safe walking routes*. UGA Today.

## GRANT PARTICIPATION

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- **Gibson, K. E.**, Graduate Assistant. (2022-present). Center for Disease Control. Healthier Together: High Obesity Program in Georgia. Principal Investigator: Marsha Davis, Co-PIs: Ashley, Barentine, Berg, Bignell, Brown, Corso, Cresswell, Everson, Ingels, Lamm, Miller, Parker, Peavy, Scarrow, Singley, Twilley, Williams. CDC High Obesity Program (HOP) Cooperative Agreement # NU58DP006568. \$4,528,885.
- **Gibson, K. E.**, Graduate Assistant. (2021). USDA SCRI Planning Grant. Ensuring the future success of North American specialty crops through soilless substrate science. Principal Investigator: Jeb Fields, Co-PIs: James Atland, Jim Owen, Brian Jackson, Lorence Oki, Youbin Zheng, Kathryn Fontenot, Jayesh Samtani, Benjamin Campbell. \$50,000.
- **Gibson, K. E.**, Graduate Assistant. (2019-2021). National Science Foundation. Functional genomics of beneficial legume-microbe interactions. Principal Investigator: Michael Udvardi, Co-PIs: Rebecca Dickstein, Maria Harrison, Catalina Pislariu, Darla Sherrier. \$5,972,497.
- **Gibson, K. E.**, Graduate Assistant. (2019). USDA SCRI Planning Grant. Planning to explore the opportunities and limits of indoor young-plant production. Principal Investigator: Celina Gomez, Co-PIs: Paul Fisher, Charles Hall, Ricardo Hernandez, Jack Edwards. \$50,000.

## INTERNAL GRANT PARTICIPATION

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- **Gibson, K. E.** (2024). University of Georgia Graduate School, Domestic Travel Grant. \$450.
- **Gibson, K. E.** Key Personnel/Research Mentor. (2023). University of Georgia Center for Undergraduate Research Opportunities Award. Principle Investigator: Alexa J. Lamm; Undergraduate Research Recipient: Saher Dossani. \$3000.
- **Gibson, K. E.** Key Personnel/Research Mentor. (2022-2023). University of Georgia Center for Undergraduate Research Opportunities Award. Principle Investigator: Alexa J. Lamm; Undergraduate Research Recipient: Emily Armstrong. \$1000.
- **Gibson, K. E.** Key Personnel/Research Mentor. (2022-2023). University of Georgia Center for Undergraduate Research Opportunities Award. Principle Investigator: Alexa J. Lamm; Undergraduate Research Recipient: Rose Tran. \$1000.
- **Gibson, K. E.** Key Personnel/Research Mentor. (2022-2023). University of Georgia Center for Undergraduate Research Opportunities Award. Principle Investigator: Alexa J. Lamm; Undergraduate Research Recipient: Saher Dossani. \$1000.
- **Gibson, K. E.** (2023). University of Georgia Graduate School, Domestic Travel Grant. \$750.
- **Gibson, K. E.** (2022). University of Georgia Graduate School, International Travel Grant. \$750.
- **Gibson, K. E.** Key Personnel/Research Mentor. (2022). University of Georgia College of Agricultural and Environmental Sciences Undergraduate Research Program. Principle Investigator: Alexa J. Lamm; Undergraduate Research Recipient: Haley McMillan. \$1000.

## UNIVERSITY TEACHING EXPERIENCE

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### Teaching Assistant

Spring 2023, Summer 2023

ALDR 4970 – *Center for Undergraduate Research Opportunities*  
University of Georgia

- Mentored undergraduate students in writing evaluation and communication research related to the Healthier Together Extension health promotion project
- Primary contact and supervisor for research writing and course administration

### Teaching Assistant

Fall 2021

AGCM 8710 – *Communicating about Agricultural and Environmental Scientific Innovation*  
University of Georgia

- Prepared and lead educational lessons on agricultural and environmental policy and evaluation
- Assisted with reviewing student materials, answering student questions, and other related clerical work
- Course Description: The course will focus on communicating about current agricultural and environmental science innovations with other academics, the public and decision makers. Using a seminar format, students will use a critical thinking approach to analyze and discuss the pros and cons of emerging conversations about scientific innovations using the theoretical and strategic frameworks discussed in class and in the readings for the course. Drawing on class experience, students will then work to develop their own communication strategy informed by theory and present a final portfolio for peer review.

### Teaching Assistant

Spring 2020, Fall 2020

FYOS 1001 – *Issue Leadership*  
University of Georgia

- Created and lead educational lessons on various leadership topics
- Assisted with reviewing student materials, answering student questions, and other related clerical work
- Course Description: This course is designed to examine issue leadership. Topics will focus on the seven tenants of issue leadership: action, change, communication, relationship and character, strategic planning, supporting and coordinating. Given their participation in this course, students should have a greater ability to lead teams into action; create strategies that directly target specific positive changes; communicate more effectively; and support and coordinate a variety of teams.

## GUEST LECTURES

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- **Gibson, K. E.** (2024, January 24). *Audience Segmentation: Developing and Delivering Messages for your Audience*. University of Georgia Department of Agricultural Leadership, Education, and Communication, AGCM 8710 – Communicating about Agricultural and Environmental Scientific Innovation.
- **Gibson, K. E.** (2022, November 18). *Making Quality Presentations*. University of Georgia Warnell School of Forestry, PRTM 4700 - Social Science Methods in Natural Resources.
- **Gibson, K. E.** (2022, November 14). *Simple Linear Regression*. University of Georgia Warnell School of Forestry, PRTM 4700 - Social Science Methods in Natural Resources.
- **Gibson, K. E.** (2022, November 7). *Analysis of Variance (ANOVA)*. University of Georgia Warnell School of Forestry, PRTM 4700 - Social Science Methods in Natural Resources.
- **Gibson, K. E., Sanders, C. E., & Fortner, A. R.** (2021, November 10). *Systems thinking around the seafood industry: Implications for systems-level sustainability*. University of Georgia Department of Agricultural Leadership, Education, and Communication, ALDR 3000 - Communication and Leadership in Groups and Teams.

## MENTORING

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### Undergraduate Students

- Rose Tran, Undergraduate Student in Health Promotion, Summer 2022 – Fall 2023
- Saher Dossani, Undergraduate Student in Health Promotion, Summer 2022 – Fall 2023
- Emily Armstrong, Undergraduate Student in Health Promotion, Summer 2022 – Spring 2023
- Logan Hartzell, Undergraduate Student in Environmental Health, Summer 2022
- Kasi Romo, Undergraduate Student in Agricultural Communication, Summer 2022
- Haley McMillan, Undergraduate Student in Environmental Resource Science, Spring 2022

## SERVICE

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### Manuscript Reviewer

- Sustainable Production and Consumption (12.1 Impact Factor), 2023 – present
- Social Sciences & Humanities Open, 2023 – present
- AAWA Water Science, 2023 – present
- Urban Water (2.7 Impact Factor), 2023 – present

### Poster Reviewer

- National Agricultural Communications Symposium (NACS) Conference, 2022 – present

### Facilitator/ Timekeeper

- International Association for Society and Natural Resources (IASNR) Conference, 2023 – present
- National Agricultural Communications Symposium (NACS) Conference, 2023 – present

## VOLUNTEER EXPERIENCE

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### ALEC Graduate Student Association

**Sep. 2019-Sep. 2020**

Athens, Georgia

Vice President

- Assisted with coordination and implementation of professional and social events for graduate students in the department of Agricultural Leadership, Education and Communication at the University of Georgia

## SKILLS & KNOWLEDGE

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**Technical:** SPSS, SAS, R, MPlus, MAXQDA, ArcGIS, and Qualtrics

**Certifications:** North Carolina Environmental Educator

**Languages:** intermediate-high German writing, reading and speaking skills (ACTFL)