

Dartmouth College
#228, 37 Dewey Field Road
Hanover, NH 03755

(603) 646-9842
josh.compton@dartmouth.edu
[Faculty profile](#)
[Personal professional website](#)

JOSH COMPTON, PH.D.

appointments Professor of Speech, Dartmouth College, 2022-present
Associate Professor of Speech, Dartmouth College, 2017–2022
[Tenured](#). Dartmouth College, 2017
Assistant Professor of Speech, Dartmouth College, 2015-2017
Acting Director, Institute for Writing and Rhetoric, Dartmouth College, Spring 2016,
Fall 2016
Senior Lecturer of Speech, Dartmouth College, 2010–2015
Lecturer of Speech, Dartmouth College, 2008–2010
Department Chair, Bob R. Derryberry School of Communication Arts, Southwest
Baptist University, 2005-2008
Assistant Professor, Bob R. Derryberry School of Communication Arts, Southwest
Baptist University, 2004-2008

education Ph.D, Communication, University of Oklahoma, 2004
Dissertation: [Late Night Political Comedy, Candidate Image, and Inoculation: A Unique Test of Inoculation Theory](#)
*Winner, [H. W. Cummings Dissertation Award](#), University of Oklahoma
M.A., Communication, Missouri State University, 2000

publications *Articles*

1. Compton, J. (in press). Inoculation theory as rhetorical strategy in *The Evidence at Large* (1805). *Western Journal of Communication*.
2. Compton, J. (in press). Conversation starter: Image prepare, preemptive image repair, and inoculation theory in the preface to Winans' (1938) *Speech-making, The Forensic*.
3. Compton, J., & Compton, J. (2022). Playoff losses, mayoral politics, image repair, and inoculation: Open letter sport communication. *Communication & Sport*.
<https://doi.org/10.1177/21674795211067471>
4. Compton, J., Ivanov, B., & Hester, E. (2022). Inoculation theory and affect. *International Journal of Communication* 16, 3470-3483. [doi:1932-8036/2022FEA0002](https://doi.org/10.1177/193280362022FEA0002)
5. Compton, J. (2021). Threat and/in inoculation theory. *International Journal of Communication* 15, 1-13. [doi:1932-8036/2021FEA0002](https://doi.org/10.1177/193280362021FEA0002)
6. Compton, J., & Mason, A. (2021). Immunization communication in 'Mister Rogers' Neighborhood': Inoculation theory, health messaging, and children's entertainment television. *Midwest Quarterly* 63(1), 11-18.
7. Compton, J., van der Linden, S., Cook, J., & Basol, M. (2021). Inoculation theory in the post-truth era: Extant findings and new frontiers for contested science,

- misinformation, and conspiracy theories. *Social and Personality Psychology Compass* (15), 1-16. <https://doi.org/10.1111/spc3.12602>
8. Compton, J., Wigley, S., & Samoilenko, S. (2021). Inoculation theory and public relations. *Public Relations Review* 47(5). <https://doi.org/10.1016/j.pubrev.2021.102116>
 9. Clear, S. E., Dimmock, J. A., **Compton, J.**, & Jackson, B. (2021). How do inoculation messages work? A two-study mixed-method investigation into inoculation mechanisms. *Asian Journal of Communication* 31(2), 83-104. <https://doi.org/10.1080/01292986.2021.1888306>
 10. Mason, A., Compton, J., & Bhati, S. (2021). Disabilities and the digital divide: Assessing web accessibility, readability, and mobility of popular health websites. *Journal of Health Communication*. doi:10.1080/10810730.2021.1987591
 11. Compton, J. (2020). Prophylactic versus therapeutic inoculation treatments for resistance to influence. *Communication Theory* 30(3), 330-343. <https://doi.org/10.1093/ct/qtz004>
 12. van der Linden, S., Roozenbeek, J., & **Compton, J.** (2020). Inoculating against fake news about COVID-19. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2020.566790>
 13. Compton, J. (2019). “Inoculate yourself with the word of God”: Persuasion inoculation, medical inoculation, and religious rhetoric. *Journal of Media and Religion*, 18(4), 115-121. <https://doi.org/10.1080/15348423.2019.1696122>
 14. Compton, J. (2019). Inoculation at play: Happiness, funniness, types of play, and inoculation theory. *STAM Journal*, 49, 1-16. [pdf](#)
 15. Compton, J., & Craig, E. A. (2019). Family communication patterns, inoculation theory, and adolescent substance abuse prevention: Harnessing postinoculation talk and family communication environments to spread positive influence. *Journal of Family Theory & Review*, 11(2), 277-288. <https://doi.org/10.1111/jftr.12328>
 16. Compton, J. (2019). Late night television comedy, mid-afternoon congressional testimony: Attacks on Stephen Colbert’s House Judiciary committee appearance. *Comedy Studies*. <https://doi.org/10.1080/2040610X.2019.1623439>
 17. Compton, J., & Compton, J. L. (2018). The athlete’s image, visual representation, and image repair/image prepare: Tom Brady, Jane Rosenberg, and the courtroom sketches. *The International Journal of the Image*, 9(2). <https://doi.org/10.18848/2154-8560/CGP/v09i02/73-88>
 18. Compton, J. (2018). Presidents on speechwriting: United States presidents’ public statements about speechwriting. *The Forensic of Pi Kappa Delta*, 103(1), 1-12.
 19. Compton, J. (2018). When weather forecasters are wrong: Image repair and public rhetoric after severe weather. *Science Communication*. <https://doi.org/10.1177/1075547018799101>
 20. Compton, J. (2017). Food safety and corporate public relations: Image repair and the Tesco horse DNA scandal. *PRism*, 14(1), 1-8. [pdf](#)
 21. Compton, J., & Compton, J. L. (2017). Image repair, image prepare, competing civic responsibilities, and high school football. *STAM Journal*, 47, 1-22. [pdf](#)
 22. Jackson, B., **Compton, J.**, Thornton, A. L., & Dimmock, J. A. (2017). Re-thinking anxiety: Using inoculation messages to reduce and reinterpret public speaking fears. *PLoS ONE* 12(1): e0169972. <https://doi.org/10.1371/journal.pone.0169972>

23. Compton, J. (2016). Image prepare: Image repair, inoculation theory, and anticipated attacks on credibility. *The International Journal of the Image*, 8(1), 1-9. <https://doi.org/10.18848/2154-8560/CGP/v08i01/1-9>
24. Compton, J. (2016). Inoculating against a losing season: Can inoculation-informed public relations strategies protect fan loyalty? *International Journal of Sport Communication*, 9(1), 1-12. <http://dx.doi.org/10.1123/ijsc.2015-0116>
25. Compton, J. (2016). Live from D. C.: *Saturday Night Live* political parody references in presidential rhetoric. *Comedy Studies*, 7(1). <https://doi.org/10.1080/2040610X.2016.1139808>
26. Compton, J., Jackson, B., & Dimmock, J. A. (2016). Persuading others to avoid persuasion: Inoculation theory and resistant health attitudes. *Frontiers in Psychology* 7 (122). <http://dx.doi.org/10.3389/fpsyg.2016.00122>
27. Compton, J. (2016). Sorry sorries: Image repair after regretted apologies. *Public Relations Review*, 42(2), 353-358. <http://dx.doi.org/10.1016/j.pubrev.2016.01.002>
28. Ivanov, B., Sims, J. D., **Compton, J.**, Miller, C. H., Parker, K. A., Parker, J. L., Harrison, K. J., & Averbeck, J. M. (2015). The general content of postinoculation talk: Recalled issue-specific conversations following inoculation treatments. *Western Journal of Communication*, 79(2), 218-238. <http://dx.doi.org/10.1080/10570314.2014.943423>
29. Compton, J., & Compton, J. L. (2015). Open letters from the National Football League, concussion prevention, and image repair rhetoric. *International Journal of Sport Communication* 8(3), 266-275. <http://dx.doi.org/10.1123/IJSC.2015-0049>
30. Compton, J. (2015). Political humor on the radio, image repair, and Gracie Allen's 1940 presidential campaign. *Journal of Radio and Audio Media*, 22(2), 255-264. <http://dx.doi.org/10.1080/19376529.2015.1083158>
31. Jackson, B., **Compton, J.**, Whiddett, R., Anthony, D. R., & Dimmock, J. A. (2015). Preempting performance challenges: The effects of inoculation messaging on attacks to task self-efficacy. *PLoS ONE* 10(4): e0124886. <https://doi.org/10.1371/journal.pone.0124886>
32. Compton, J., & Miller, B. (2015). "You lie!" and "I'm sorry.": Congressman Joe Wilson's outburst and attempted image repair. *STAM Journal*, 45, 1-17. [pdf Winner, Top Manuscript Award: Central States Communication Association.](#)
33. Compton, J. (2014). Arby's image repair tactics as a public relations strategy. *Public Relations Review*, 40, 122-124. <http://dx.doi.org/10.1016/j.pubrev.2013.11.022>
34. Compton, J., & Compton, J. L. (2014). College sports, losing seasons, and image repair through open letters to fans. *Communication & Sport*, 2(4), 345-362. <https://doi.org/10.1177/2167479513503542>
35. Compton, J., & Ivanov, B. (2013). Vaccinating voters: New directions for political campaign inoculation scholarship. *Annals of the International Communication Association*, 37 (1), 250-283. <http://dx.doi.org/10.1080/23808985.2013.11679152>
36. Compton, J., & Kaylor, B. T. (2013). Inoculating for small pox inoculation objections in Reverend Cooper's *Letter to a Friend in the Country*. *Journal of Communication and Religion*, 36(1), 92-107.
37. Miller, C., Ivanov, B., Sims, J. D., **Compton, J.**, Harrison, K. J., Parker, K. A., Parker, J. L., & Averbeck, J. M. (2013). Boosting the potency of resistance: Combining the motivational forces of inoculation and psychological reactance. *Human Communication Research*, 39, 127-155. <https://doi.org/10.1111/j.1468-2958.2012.01438.x>

38. Boone, S., Chaney, S., **Compton, J.**, Donahue, C., & Gocsik, K. (2012). Imagining a writing and rhetoric program based on principles of knowledge 'transfer': Dartmouth's Institute for Writing and Rhetoric. *Composition Forum* 26. Available [here](#). Story [here](#)
39. Compton, J., & Ivanov, B. (2012). Untangling threat during inoculation theory–conferred resistance. *Communication Reports*, 25(1), 1-13. <http://dx.doi.org/10.1080/08934215.2012.661018>
40. Ivanov, B., Miller, C. H., **Compton, J.**, Averbek, J. M., Harrison, K. J., Sims, J. D., Parker, K. A., & Parker, J. L. (2012). Effects of post-inoculation talk on resistance to influence. *Journal of Communication*, 62, 701-718. <https://doi.org/10.1111/j.1460-2466.2012.01658.x>
41. Parker, K. A., Ivanov, B., & **Compton, J.** (2012). Inoculation's efficacy with young adults' risky behaviors: Can inoculation confer cross-protection over related but untreated issues? *Health Communication*, 27 (3), 223-233. <https://doi.org/10.1080/10410236.2011.575541>
42. Compton, J., & Kaylor, B. (2012). Presidents as speech professors: United States presidents' public statements about public speaking. *STAM Journal*, 42, 1-19. [pdf](#)
43. Compton, J., & Miller, B. (2011). Image repair in late night comedy: Letterman and the Palin joke controversy. *Public Relations Review*, 37, 415-421. <http://dx.doi.org/10.1016/j.pubrev.2011.08.002>
44. Ivanov, B., Parker, K., & **Compton, J.** (2011). The potential of inoculation in reducing post-purchase dissonance: Reinforcement of purchase behavior. *Central Business Review*, 30(1-2), 10-16.
45. Compton, J. (2010). Speaking of speech with the disciplines. *Arts and Humanities in Higher Education*, 9(2), 243-255. <https://doi.org/10.1177/1474022209359053>
46. Compton, J. (2009). Threat explication: What we know and don't yet know about a key component of inoculation theory. *STAM Journal*, 39, 1-18. [pdf](#)
47. Compton, J., & Pfau, M. (2009). Spreading inoculation: Inoculation, resistance to influence, and word-of-mouth communication. *Communication Theory*, 19, 9-28. <https://doi.org/10.1111/j.1468-2885.2008.01330.x>
48. Compton, J., & Pfau, M. (2008). Inoculating against pro-plagiarism justifications: Rational and affective strategies. *Journal of Applied Communication Research*, 36(1), 98-119. <https://doi.org/10.1080/00909880701799329>
49. Pfau, M., **Compton, J.**, Parker, K. A., An, C., Wittenberg, E. M., Ferguson, M., Horton, H., & Malyshev, Y. (2006). The conundrum of the timing of counterarguing effects in resistance: Strategies to boost the persistence of counterarguing output. *Communication Quarterly*, 54(2), 143-156. <https://doi.org/10.1080/01463370600650845>
50. Compton, J. (2006). Remembering, forgetting, and memorializing the past: Considering forensics from a collective memory theoretical perspective. *The Forensic of Pi Kappa Delta*, 91, 27-45. [ISSN:0015-735X](#)
51. Compton, J. (2006). Serious as a heart attack: Health-related content of late night comedy television. *Health Communication*, 19(2), 143-151. https://doi.org/10.1207/s15327027hc1902_6
52. Compton, J. (2005). Rising to the challenge or cracking under pressure: Time scarcity and effects on limited preparation events performance. *The Forensic of Pi Kappa Delta*, 90, 1-15. [ISSN:0015-735X](#)

53. Compton, J. (2005). Tracing the roots of resistance to influence: Comparison, contrast, and synthesis of Aristotelian rationality and inoculation. *STAM Journal*, 35, 1-23. [pdf](#)
[Winner, Top Manuscript Award: Central States Communication Association.](#)
54. Compton, J., & Pfau, M. (2005). Inoculation theory of resistance to influence at maturity: Recent progress in theory development and application and suggestions for future research. *Annals of the International Communication Association*, 29 (1), 97-145. <https://doi.org/10.1080/23808985.2005.11679045>
55. Compton, J. (2004). A scarcity principle explanation of novelty in forensics performance. *The Forensic of Pi Kappa Delta*, 124-132. [ISSN: 0015-735X](#)
56. Compton, J., & Pfau, M. (2004). Use of inoculation to foster resistance to credit card marketing targeting college students. *Journal of Applied Communication Research*, 32, 343-364. <https://doi.org/10.1080/0090988042000276014>
57. Pfau, M., **Compton, J.**, Parker, K. A., Wittenberg, E. M., An, C., Ferguson, M., Horton, H., & Malyshev, Y. (2004). The traditional explanation for resistance versus attitude accessibility: Do they trigger distinct or overlapping processes of resistance? *Human Communication Research*, 30(3), 329-360. <https://doi.org/10.1111/j.1468-2958.2004.tb00735.x>

Chapters

1. Compton, J. (forthcoming). Inoculation theory and fake news. In H. Schmidt (Ed.), *Issues Facing Contemporary American Journalism: History, Context, and Perspectives*. Routledge.
2. Craig, E. A., Compton, J., & Luurs, G. (forthcoming). Cyberbullying and family communication theory and research. In G. Luurs (Ed.), [Handbook of research on communication strategies for taboo topics](#). IGI Global. doi:10.4018/978-1-7998-9125-3
3. Compton, J., & Mason, A. (2020). Narrative and the inoculation theory of resistance to influence. In S. S. Dunn & G. Nisbett (Eds.), [Innovations and implications of persuasive narrative](#) (pp. 23-42). Peter Lang Publishing.
4. Compton, J. (2020). Inoculation against/as character assassination. In S.A. Samoilenko, M. Icks, J. Keohane, & E. Shiraev. (Eds.), [The Routledge handbook of character assassination](#) (pp. 25-35). London, New York, NY: Routledge.
5. Compton, J. (2019). Inoculation theory and metaliterate learning. In T. P. Mackey & T. Jacobson (Eds.), [Metaliterate learning in the post-truth world](#) (pp. 63-79). Chicago: ALA Publishing.
6. Compton, J. (2019). A vaccine for boredom? Considering inoculation theory as a messaging strategy to better engage, and retain, a millennial workforce. In S. A. Smith (Ed.), [Recruitment, retention, and engagement of a millennial workforce](#) (pp. 163-176). Landham, MD: Lexington Books.
7. Compton, J. (2018). Inoculating against/with political humor. In J. Baumgartner & A. B. Becker (Eds.), [Political humor in a changing media landscape: A new generation of research](#) (pp. 95-114). Landham, MD: Lexington Books.
8. Compton, J., & Ivanov, B. (2018). Inoculation messaging. In B. Jackson, J. Dimmock, & J. Compton (Eds.), [Persuasion and communication in sport, exercise, and physical activity](#). (pp. 73-90). Abington, UK: Routledge.
9. Boone, S., Chaney, S. B., **Compton, J.**, Donahue, C., & Gocsik, K. (2015). Imagining a writing and rhetoric program based on principles of knowledge 'transfer': Dartmouth's Institute for Writing and Rhetoric. In M. J. Reiff, A.

- Bawarshi, M. Ballif, & C. Weisser (Eds.), *Ecologies of writing programs: Program profiles in context* (pp. 163-194). Anderson, SC: Parlor.
10. Compton, J. (2013). Inoculation theory. In J. P. Dillard & L. Shen (Eds.), *The Sage handbook of persuasion: Developments in theory and practice*, 2nd ed., (pp. 220-237). Los Angeles, CA: Sage.
 11. Compton, J. (2012). Frustration vaccination? Inoculation theory and digital learning. In S. P. Ferris (Ed.), *Teaching, learning and the net generation: Concepts and tools for reaching digital learners* (pp. 61-73). Hershey, PA: IGI Global.
 12. Compton, J. (2011). Cramer vs. (Jon Stewart's characterization of) Cramer: Image repair, late night political humor, and *The Daily Show*. In T. Goodnow (Ed.), *The Daily Show and rhetoric: Arguments, issues and strategies* (pp. 43-58). Landham, MD: Lexington Books.
 13. Compton, J. (2011). Surveying scholarship on *The Daily Show* and *The Colbert Report*. In A. Amarasingam (Ed.), *The Colbert/Stewart effect: Essays on the real impacts of fake news* (pp. 9-33). Jefferson, NC: McFarland and Company.
 14. Kaylor, B., & **Compton, J.** (2009). Papal punchlines: How late night comics addressed Pope John Paul II's death. In J. R. Blaney & J. P. Zompetti (eds). *The rhetoric of Pope John Paul II* (pp. 3-22). Landham, MD: Lexington Books.
 15. Compton, J. (2008). More than laughing? Survey of political humor effects research. In Morris, J. S., & Baumgartner, J. C. (Eds.) *Laughing matters: Humor and American politics in the media age* (pp. 39-66). New York: Routledge.
 16. Compton, J. (2008). Political punditry in punchlines: Late night comics take on the 2004 presidential debates. In Morris, J. S., & Baumgartner, J. C. (Eds.) *Laughing matters: Humor and American politics in the media age* (pp. 171-186). New York: Routledge.

Book

Jackson, B., Dimmock, J., & Compton, J. (Eds.) (2018). *Persuasion and communication in sport, exercise, and physical activity*. Abington, UK: Routledge. [Story here](#)

Other writings

1. Compton, J. (in press). Reading my voice in/as *Dysfluent*. *Journal of Magazine Media*.
2. Compton, J. (in press). Inoculation theory. In E. Ho, C. Bylund, & J. van Weert (Eds.), *The International Encyclopedia of Health Communication*.
3. Compton, J. (2018). Osler's Man's Redemption of Man: Preemptive protection, attitudinal inoculation, and smallpox inoculation. *Proceedings of the 2018 Conference of the Society for the Academic Study of Social Imagery*, 22-25. [pdf](#)
4. Jackson, B., Dimmock, J., & **Compton, J.** (2018). Preface. In B. Jackson, J. Dimmock, & J. Compton (Eds.), *Persuasion and communication in sport, exercise, and physical activity*. (pp. xxi-xxiv). Abington, UK: Routledge.
5. van der Linden, S., Roozenbeek, J., Oosterwoud, R., **Compton, J.**, & Lewandowsky, S. (2018). The science of prebunking: Inoculating the public against fake news. In *Written evidence submitted to the Parliamentary Inquiry on Fake News*. [pdf](#)
6. Compton, J. (2017). A note from the outgoing editor. *The Forensic of Pi Kappa Delta*, 102(1), 1. [ISSN:0015-735X](#)

7. Compton, J. (2015). Books and forensics. *The Forensic of Pi Kappa Delta*, 100(2), 1. [ISSN:0015-735X](#)
8. Compton, J. (2015). Remembering Bob Derryberry, five years later. *The Forensic of Pi Kappa Delta*, 100(2), 1-2. [ISSN:0015-735X](#)
9. Compton, J. (2014). Introduction. *The Forensic of Pi Kappa Delta*, 99(1), 1-2. [ISSN:0015-735X](#)
10. Compton, J. (2012). Introduction to *The Forensic* special issue: Forensics and the Net Generation. *The Forensic of Pi Kappa Delta*, 97(2), 1-2. [ISSN:0015-735X](#)
11. Compton, J. (2010). Remembering Bob Derryberry. *STAM Journal*, 40, 97-99. [pdf](#)
12. Compton, J. (2010). Viewing speech ghostwriting ethics through metaphors. Ethics Update: Newsletter of the [Ethics Institute](#) at Dartmouth College.
13. Compton, J. (2006). [Review of the book *Campaigning for hearts and minds: How emotional appeals in political ads work*, by Ted Brader]. *Journal of Communication*, 56(3), 635-636. <https://doi.org/10.1111/j.1460-2466.2006.00310.x>
14. Compton, J. (2004, April). Featured resource: The American Newspaper Repository. *Political Communication Report*, 14(2).

competitive
conference
papers

1. Compton, J. (2022, May). *January one world?*. [digital artifact curated for International Communication Association's Annual Conference: "[One World, One Network?](#)"]
2. Mason, A., **Compton, J.**, & Bhati, S. (2022, May). *Identifying accessibility improvement opportunities for environmental communication websites*. [poster presentation]. International Communication Association, Paris, France.
3. Mason, A., Spencer, E., Westhoff, M., Livingston, K., & **Compton, J.** (2022, May). *How accessible is the global communication discipline? Examining accessibility, readability, and mobility of institution and department websites for International Communication Association institutional members*. International Communication Association, Paris, France.
4. Compton, J. (2022, April). *Inoculation theory, postcards, and persuasion: Bamforth and Company's Soldier #39 comic, "How you feel at the first inoculation."* Eastern Communication Association, Philadelphia, PA, United States.
5. Compton, J., & Mason, A. (2022, April). *Inoculating resolve: Inoculation theory messaging to shore up New Year resolutions*. Eastern Communication Association, Philadelphia, PA, United States.
6. Mason, A., **Compton, J.**, & Spencer, E. (2022, April). *COVID-19 hoax, child-sex trafficking, and other conspiracy theories spread on social media: Analysis of organizational reputation threats and response strategies*. [Central States Communication Association](#), Madison, WI, United States.
7. Compton, J. (2022, April). *Image repair, image prepare, and It: Inoculating against horror portrayals of professions*. [Popular Culture Association](#) [Virtual].
8. Compton, J. (2021, November). *The Devil and Vaccination and inoculation theory: Health communication, parody, and anti-vaccination rhetoric* [presentation cancelled]. [Religious Communication Association](#), Seattle, WA, United States.

9. Compton, J. (2021, November). *Conversation starter: Image prepare, preemptive image repair, and inoculation strategy in the preface to Winans' (1938) Speech-making* [presentation cancelled]. [National Communication Association](#), Seattle, WA, United States.
10. Compton, J., & Lam, D. [Dartmouth undergraduate student] (2021, September). *Mixing metaphors: The analogics of inoculation theory and character assassination* [paper presentation]. [Character Assassination and Reputation Politics](#), Arlington, VA, United States.
11. Compton, J. (2021, June). *Depictions of medical inoculation on postcards* [presentation cancelled]. [Popular Culture Association/American Culture Association](#), Virtual.
12. Mason, A., & **Compton, J.** (2021, March 27). *Severity, susceptibility, efficacy, certainty and salience: Insights from early-stage 'vestedness' of Midwestern populations toward the novel coronavirus (COVID-19)* [paper presentation]. Central States Communication Association, Virtual.
*Winner, Top Paper Panel: Health Communication Division. Article [here](#); Program [pdf](#)
13. Compton, J., Wigley, S., & Samoilenko, S. A. (2021, March). *Inoculation theory and public relations* [paper presentation]. [Eastern Communication Association](#), Virtual.
14. Compton, J. (2020, November). *Evidence of inoculation theory in The Evidence at Large (1805): Finding an inoculation rhetorical strategy in the Preface to House of Commons' vaccine inoculation testimony and debate* [paper presentation cancelled]. National Communication Association, Virtual. Program [pdf](#)
15. Compton, J. (2020, November). *Threat and/ in inoculation theory* [paper presentation cancelled]. National Communication Association, Virtual. Program [pdf](#)
16. Compton, J., van der Linden, S., Cook, J., & Basol, M. (2019, May). *Inoculation theory and science communication: Extant findings and new directions* [paper presentation]. [International Communication Association](#), Washington DC, United States.
17. Compton, J. (2019, November). *Spreading inoculation, revisited* [paper presentation]. [National Communication Association](#), Baltimore, MD, United States. Program [pdf](#)
18. Compton, J., & Mason, A. (2019, November). *Immunization communication in Mister Rogers' Neighborhood: Inoculation theory, health messaging, and children's entertainment television* [paper presentation]. [National Communication Association](#), Baltimore, MD, United States. Program [pdf](#)
19. Parsons, M., & **Compton, J.** (2019, March). *Image attacks, image repair, and rhetorical pivots: Trump's image repair effort after attacks for mocking a journalist's disability* [presentation]. [Character Assassination and Reputation Politics](#), Arlington, VA, United States. Program [pdf](#)
20. Compton, M. (2019, March). *Inoculation theory, source derogation, and media credibility* [paper presentation]. [Character Assassination and Reputation Politics](#), Arlington, VA, United States. Program [pdf](#)
21. Compton, J. (2019, January). *Medieval mithridatism and/ as attitudinal inoculation in popular culture* [presentation]. Researching, Teaching, and Learning the Middle Ages through Popular Culture: Medievalism and All That. [Accademia Europea di Firenze](#), Florence, Italy.
22. Compton, J. (2018, November). *No explanation image repair* [paper presentation]. [National Communication Association](#), Salt Lake City, UT, United States. Program [pdf](#)

23. Compton, J. (2018, November). *Inoculation theory and misremembered child car seat occupancy* [paper presentation]. [National Communication Association](#), Salt Lake City, UT, United States.
*Top Paper Panel Program [pdf](#)
24. Compton, J. (2018, November). *Inoculate yourself with the word of God: Persuasion, inoculation, medical inoculation and religious rhetoric*. [Religious Communication Association](#), Salt Lake City, UT, United States. Program [pdf](#)
25. Compton, J. (2018, March). *Osler's Man's Redemption of Man: Preemptive protection, attitudinal inoculation, and smallpox inoculation* [paper presentation]. Society for the Academic Study of Social Imagery, Greeley, CO, United States. Conference proceedings. Program [pdf](#)
26. Compton, J. (2017, November). *Prophylactic versus therapeutic inoculation treatments for resistance to influence* [paper presentation]. [National Communication Association](#), Dallas, TX, United States. Program [pdf](#)
27. Compton, J. (2017, March). *Inoculation theory, image repair, image prepare, and character assassination* [presentation]. [Character Assassination & Reputation Politics](#), Arlington, VA, United States. Program [pdf](#); [Press](#)
28. Compton, J., & Compton, J. L. (2017, March). *Image repair, image prepare, and high school football: The Camden Hills case* [paper presentation]. [International Association for Communication and Sport Summit](#), Phoenix, AZ, United States.
29. Jackson, B., **Compton, J.**, Thornton, A., & Dimmock, J. (2016, November). *Rethinking anxiety: Using inoculation messages to reduce and reinterpret public speaking fears* [paper presentation]. [National Communication Association](#), Philadelphia, PA, United States. Program [pdf](#)
*Winner, Top Paper Panel: Communication Apprehension and Competence Division.
30. Compton, J., & Compton, J. L. (2016, March). *The athlete's image, visual representation, and image repair: Tom Brady, Jane Rosenberg, and the courtroom sketches*. [International Association for Communication and Sport Summit](#), Grand Rapids, MI, United States.
31. Compton, J. (2015, November). *Inoculation, racism, and dialogue* [paper presentation]. [National Communication Association](#), Las Vegas, NV, United States. Program [pdf](#)
32. Compton, J., & Ivanov, B. (2014, November). *Reconsidering the role(s) of affect in inoculation theory-conferred resistance to influence* [paper presentation]. [National Communication Association](#), Chicago, IL, United States. Program [pdf](#)
33. Compton, J. (2014, April). *Political humor on the radio, image repair, and Gracie Allen's 1940 presidential campaign* [paper presentation]. [Eastern Communication Association](#), Providence, RI, United States. [Program](#)
34. Compton, J., & Compton, J. L. (2014, March). *"Better and safer": Image repair strategies in open letters to fans of the National Football League about concussion prevention* [paper presentation]. [International Association for Communication and Sport Summit](#), New York City, NY, United States.
35. Compton, J. (2013, November). *Sorry sorries: Image repair after regretted apologies* [paper presentation]. [National Communication Association](#), Washington, D.C., United States. Program [pdf](#)

36. Compton, J. (2013, November). *Image repair and broadcast news: Of, for, and through* [paper presentation]. [National Communication Association](#), Washington, D.C., United States. Program [pdf](#)
37. Compton, J. (2012, November). *Image prepare: Image repair, inoculation theory, and anticipated attacks* [paper presentation]. [National Communication Association](#), Orlando, FL, United States. Program [pdf](#)
38. Compton, J. (2012, November). *Inoculating against a losing season: Can inoculation-informed public relations strategies protect fan loyalty?* [poster presentation]. [National Communication Association](#), Orlando, FL, United States. Program [pdf](#)
39. Compton, J., & Kaylor, B. (2012, November). *Presidents as speech professors: American presidents' public statements about public speaking* [poster presentation]. [National Communication Association](#), Orlando, FL, United States. Program [pdf](#)
40. Compton, J., & Klaas, P. (2012, November). *Oh, the places legal rhetoric can go: Prosecuting and defending characters of Dr. Seuss's Bartholomew and the Oobleck* [paper presentation]. [National Communication Association](#), Orlando, FL, United States. Program [pdf](#)
41. Ivanov, B., Sims, J. D., **Compton, J.**, Miller, C., Parker, K. A., Parker, J. L., Harrison, K., Averbek, J., Aboubead, M., & Turner, K. (2012, November). *The general content of post-inoculation talk: Recalled issue-specific conversations following inoculation treatments* [paper presentation]. [National Communication Association](#), Orlando, FL, United States. Program [pdf](#)
42. Compton, J., & Compton, J. L. (2012, August). *College sports, losing seasons, and image repair through letters to fans* [paper presentation]. [Association for Education in Journalism and Mass Communication](#), Chicago, IL, United States.
43. Miller, B., & **Compton, J.** (2012, May). *Outburst rhetoric: Re/Framing identification in an age of incivility* [paper presentation]. [Rhetoric Society of America](#), Philadelphia, PA, United States. Program [pdf](#)
44. Compton, J. (2012, April). *Unintended inoculation in broadcast news: Could a point/counterpoint pattern inoculate against future attitudinal change?* [poster presentation]. [Broadcast Education Association](#), Las Vegas, NV, United States. [Program](#)
45. Compton, J., & Kaylor, B. T. (2012, April). *Inoculating against small pox inoculation objections in Reverend Cooper's Letter to a Friend in the Country* [paper presentation]. [Eastern Communication Association](#), Cambridge, MA, United States. [Program](#)
*Winner, Top Paper Panel: Rhetoric and Public Address Division.
46. Compton, J. (2011, November). *Late-night television comedy, mid-afternoon congressional testimony: Attacks on Stephen Colbert's House Judiciary committee appearance* [paper presentation]. [National Communication Association](#), New Orleans, LA, United States. Program [pdf](#)
47. Ivanov, B., Miller, C. H., Sims, J. D., Harrison, K. J., Compton, J., Parker, K. A., Parker, J. L., Averbek, J. M., Emery, B. & Smith, J. (2011, November). *Boosting the potency of resistance: Combining the motivational forces of inoculation and psychological reactance* [paper presentation]. [National Communication Association](#), New Orleans, LA, United States. Program [pdf](#)

48. Ivanov, B., Miller, C. H., Compton, J., Averbeck, J. M., Robertson, K. J., Sims, J. D., Parker, K. A., & Parker, J. L. (2011, May). [*Effects of post-inoculation talk on resistance to influence*](#). International Communication Association, Boston, MA, United States. [Program](#)
49. Compton, J. (2011, April). [*The inoculated news consumer: Attitudinal inoculation theory, information processing, and attitudes*](#) [paper presentation]. [Broadcast Education Association](#), Las Vegas, NV, United States.
*Winner, 2nd Place Debut Paper Award: News Division.
50. Compton, J. (2011, April). [*An inoculation theory check-up: Future directions for inoculation theory-based health campaigns*](#) [paper presentation]. Eastern Communication Association, Arlington, VA, United States. [Program pdf](#)
*Winner, Top Paper Panel: Applied Communication Division.
51. Compton, J. (2011, April). [*Indecision 1940: Gracie Allen's \(1940\) and Stephen Colbert's \(2007\) celebrity presidential campaigns on television and radio*](#) [presentation]. [Popular Culture Association and American Culture Association](#), San Antonio, TX, United States.
52. Compton, J., & Miller, B. (2011, April). [*"You lie!" and "I'm sorry.": Power and rhetoric in Joe Wilson's outburst and apology*](#). Eastern Communication Association: Arlington, VA, United States. [Program pdf](#)
53. Compton, J., & Miller, B. (2010, November). [*Late night comedy, public relations, and image repair: Letterman responds twice to the Palin joke controversy*](#) [paper presentation]. [National Communication Association](#), San Francisco, CA, United States. [Program](#)
54. Ivanov, B., Parker, K., & Compton, J. (2010, November). [*Advancing applied inoculation theory: Theorizing inoculation's superiority over conventional post-purchase dissonance reducing strategies*](#). [National Communication Association](#), San Francisco, CA, United States. [Program](#)
55. Compton, J. (2010, June). [*Live from D.C.: Saturday Night Live political parody references in presidential rhetoric*](#) [paper presentation]. International Communication Association, Singapore. [Program](#)
56. Compton, J. (2010, April). [*Mentions of late night television talk shows in presidential rhetoric*](#) [paper presentation]. Eastern Communication Association, Baltimore, MD, United States. [Program pdf](#)
57. Compton, J. (2010, March). [*Viewing ghostwriting ethics through metaphors*](#) [paper presentation]. [Association for Practical and Professional Ethics](#), Indianapolis, IN, United States.
58. Compton, J., Craig, E. A., & Mirfin, Jr., D. (2009, November). [*Image restoration strategies in presidential interregnum rhetoric*](#) [paper presentation]. [National Communication Association](#), Chicago, IL, United States. [Program](#)
59. Braunstein, L., & **Compton, J.** (2009, October). [*"Let us cultivate our garden": Collaborating with faculty at your institution*](#) [presentation]. [Conference for New England Academic Librarians](#), Hanover, NH, United States.
60. Compton, J. (2009, June). [*When voters laugh: Reviewing research of political humor effects*](#) [paper presentation]. [International Society for Humor Studies](#), Long Beach, CA, United States.
61. Compton, J. (2009, February). [*Responsive audiences, responsive speakers*](#) [paper presentation]. [The Brigrance Colloquy for Public Speaking as a Liberal Art](#), Crawfordsville, IN, United States.

62. Compton, J. (2007, November). *Forensics metaphors: Comparisons within and about intercollegiate forensics* [paper presentation]. [National Communication Association](#), Chicago, IL, United States. [Program](#)
63. Craig, E., & **Compton, J.** (2007, November). *Understanding forensics: Metaphoric explanations in popular press* [paper presentation]. [National Communication Association](#), Chicago, IL, United States. [Program](#)
64. Compton, J., & Kaylor, B. (2006, November). *Forensics stories: Considering impacts of narratives on how we view and do intercollegiate speech and debate* [paper presentation]. [National Communication Association](#), San Antonio, TX, United States. [Program pdf](#)
65. Kaylor, B., & **Compton, J.** (2006, November). *Let me tell you a story: Analyzing narratives in competitive oratories* [paper presentation]. [National Communication Association](#), San Antonio, TX, United States. [Program pdf](#)
66. Compton, J. (2006, April). *Late night comic characterization of the vice president's aneurysm surgery*. [Midwest Political Science Association](#), Chicago, IL, United States.
67. Compton, J. (2005, November). *Forensic acclamation: Approaching intercollegiate speech and debate from an acclaiming theoretical typology* [paper presentation]. [National Communication Association](#), Boston, MA, United States. [Program](#)
*Winner, Top Paper: Pi Kappa Delta Honorary Division.
68. Compton, J., & Pfau, M. (2005, May). *Effects of late night political comedy on perceptions of candidates during the primaries* [paper presentation]. [International Communication Association](#), New York City, NY, United States.
69. Compton, J. (2005, April). *Political punditry in punchlines: Late night comics' treatments of presidential debates* [paper presentation]. [Midwest Political Science Association](#), Chicago, IL, United States.
70. Compton J., & Pfau, M. (2004, November). *Resistance to ridicule: Inoculating against political attack in late-night comedy* [paper presentation]. [National Communication Association](#), Chicago, IL, United States.
71. Compton, J., & Pfau, M. (2004, November). *Using inoculation to mitigate against plagiarism: Confirmation of inoculation's effects on involvement and attitude accessibility, and new insights into rational and affective message approaches* [paper presentation]. [National Communication Association](#), Chicago, IL, United States.
72. Compton, J. (2004). *Remembering, forgetting, and memorializing the past: Considering forensics from a collective memory theoretical perspective* [paper presentation]. [National Communication Association](#), Chicago, IL, United States.
*Winner, Top Paper: Pi Kappa Delta Honorary Division
73. Compton, J., & Pfau, M. (2004, May). *Use of inoculation to foster resistance to credit card marketing toward college students* [paper presentation]. [International Communication Association](#), New Orleans, LA, United States.
74. Compton, J. (2003, November). *Rising to the challenge or cracking under pressure? Time scarcity and effects on limited preparation events performance* [paper presentation]. [National Communication Association](#), Miami Beach, FL, United States.
*Winner, Top Paper: Pi Kappa Delta Honorary Division.
75. Compton, J. (2003, November). *Prescription for a positive image: Politics, illness, and image restoration* [poster presentation]. [National Communication Association](#), Miami Beach, FL, United States.

76. Compton, J. (2003, November). [*Mars or busted image: The mediated image restoration strategies of NASA in response to their Mars Polar Lander failure*](#) [paper presentation]. [National Communication Association](#), Miami Beach, FL, United States.
77. Pfau, M., **Compton, J.**, Parker, K. A., Wittenberg, E. M., An, C., Ferguson, M., Horton, H., & Malyshev, Y. (2003, May). [*Inoculation, mental processing, and time: The short- and long-term influence of associative networks in the process of resistance to counterattitudinal influence*](#) [paper presentation]. [International Communication Association](#), San Diego, CA, United States.
*Winner, Top Four Paper Panel: Social Cognition Division.
78. Compton, J. (2002, November). [*A scarcity principle explanation of novelty in forensics performance*](#) [paper presentation]. [National Communication Association](#), New Orleans, LA, United States.
*Winner, Top Paper: Pi Kappa Delta Honorary Division.
79. Compton, J. (1999, October). [*The violent mutation of Straight Edge: Examining a social movement's use of the media for image restoration*](#) [paper presentation]. [Sooner Communication Conference](#), Norman, OK, United States.
*Winner, Top Three Paper Award.
80. Compton, J., & Dyer, S. (1998, November). [*Theories of verbal aggression, argumentation \(ad hominem\) and agenda setting: An unlikely team to uncover negative communication strategies*](#) [paper presentation]. [National Communication Association](#), Chicago, IL, United States.

invited talks

1. [Episode #49: Inoculating against persuasion with Josh Compton](#). [Opinion Science](#). October 25, 2021.
2. [*Inoculation theory*](#). [Center for Generative Communication](#), [University of Florence](#), Florence, Italy. January 14, 2019.
3. [*Inoculation and/as doubt: Resources and motivation to resist*](#). [Belief Default Symposium](#). Hamline University: St. Paul, MN, United States. April, 20 2018.
4. [*Public speaking & dialogue*](#). Invited by [King Scholars/FYSEP](#) Programs, Dartmouth College, Hanover, NH, United States. December 4, 2018
5. [*Inoculation theory*](#). “Fake News: Identification, susceptibility, and inoculation,” NATO USSOCOM Joint Senior Psychological Operations Conference. Tampa, FL, United States. December 5, 2017.
6. [*Resistance to influence and information inoculation*](#). Launch of the 13-part series, “Resistance to Influence and Information Inoculation,” of the Department of Defense’s Strategic Multilayer Assessment program. May 24, 2017.
7. [*Understanding emotions*](#). Invited by Dean of the College as part of the [Arthur Vining Davis Foundations](#) Pilot Grant, Dartmouth College, Hanover, NH, United States. Winter 2017.
8. [*Public speaking & dialogue*](#). Invited by [King Scholars](#) Program, Dartmouth College, Hanover, NH, United States. Fall 2017.
9. [*Writing and speaking and/as inoculation*](#). ‘College Writing’: From the 1966 [Dartmouth Seminar to Tomorrow, 50th Anniversary Dartmouth Institute and Conference](#), Dartmouth College, Hanover, NH, United States. August 10, 2016.
10. [*The practice of speech*](#). Invited by the [School of Sport Science, Exercise and Health](#). [University of Western Australia](#). Perth, Western Australia. November 12, 2015.

11. *Speaking with: A conversation with Prof. Josh Compton*. Invited by Laurie McMillin, Professor and Chair, Rhetoric and Composition, [Oberlin College](#), Oberlin, Ohio, USA. March 11, 2015.
12. *w/ not @*. Invited by [Dartmouth Library](#) Education and Outreach Program, Dartmouth College. Winter 2015.
13. *Speaking with: A conversation with Professor Compton*. Invited by the [Dartmouth Parliamentary Debate](#) team, Dartmouth College. Winter 2015.
14. *Speaking with: A conversation with Professor Compton*. Invited by Monika Otter and Tommy O'Malley (co-directors). English Honors, Dartmouth College. Spring 2014.
15. *Speaking with: A Conversation with Professor Compton*. Invited by Dartmouth Tour Guide Program, Dartmouth College. Spring 2014.
16. *Defining (v.) talk, defining (adj.) talk, and the basic course*. Keynote speech for the [Basic Communication Course Conference, Eastern Communication Association](#), Pittsburgh, PA, United States. April 24, 2013.
17. *Speaking with: A Conversation with Professor Compton*. Invited by Primit Chaudhuri (director). Classics Department Honors Theses, Dartmouth College. Fall 2012.
18. *Introduction of David McCullough*. Keynote Speaker for Writing and the Social Sciences, [Writing Summit 2012](#), Dartmouth College. Fall 2012.
19. *Speaking with: A conversation with Professor Compton*. Invited by Margaret Williamson (Director of Graduate Studies in Comparative Literature). Comparative Literature graduate program, Dartmouth College. Winter 2012.
20. *So much more than spelling and telling: Cutting-edge communication at Dartmouth*. Co-speaker. Board of Trustees and Administration, Dartmouth College. Summer 2011.
21. *Speaking with: A conversation with Professor Compton*. Invited by [Undergraduate Admissions Office](#), Dartmouth College. Summer 2011.
22. *Aud1ence: A conversation with Professor Compton*. Invited by [Pan Asian Council](#), Dartmouth College. Spring 2011.
23. *Speaking with an audience: A conversation with Professor Compton*. Invited by [Mellon Mays Undergraduate Fellowship Program](#), Dartmouth College. Winter 2011.
24. *The Will-I-Tell overture: Rethinking telling in public speaking*. Invited by [Global Leadership Program](#), Dartmouth College. Winter 2011.
25. *Aud1ence: A conversation with Professor Compton*. Invited by [Pan Asian Council](#), Dartmouth College. Winter 2010.
26. *Speech in the Institute for Writing and Rhetoric*. Invited by the [Dartmouth Class of 1962](#). Lyme, New Hampshire, USA. Fall 2010.
27. *Freespeaking*. Invited presenter. [Dartmouth Centers Forum](#), Dartmouth College. Fall 2010.
28. *Cullet and batch, tradition and change: Intercollegiate forensics and pedagogy*. Keynote speech for the Bob R. Derryberry School of Communication Arts, Bolivar, Missouri. Spring 2010.
29. *w/ not @*. Invited by [Dartmouth Library](#). Fall 2009.
30. *Presentations that feel more like discussions*. Invited by [Dartmouth Center for the Advancement of Learning](#), Active Learning Institute. Dartmouth College. Fall 2009.
31. *A conversation with Professor Compton*. Invited by [Rocky VoxMasters](#), Dartmouth College. Winter 2009.

32. *Communicating we: Effective group presentations*. Invited by [Dartmouth Institute for Health Policy and Clinical Practice](#), Dartmouth College. Winter 2009.
33. *w/ not @: Speech as dialogue*. Invited by [Academic Skills Center](#), Dartmouth College. Fall 2008.
34. *Image repair*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Spring 2006.
35. *Image repair*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Spring 2005.
36. *Image repair*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Fall 2004.
37. *Inoculation theory*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Spring 2006.
38. *Inoculation theory*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Spring 2005.
39. *Inoculation theory*. Invited by the [Department of Defense Communication Program, University of Oklahoma](#), Norman, Oklahoma, USA. Fall 2004.

Workshops

1. [*"A speech is a dialogue": Dartmouth's historic/modern approach to public speaking*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2019.
2. [*Preemptive feedback: How we can affect student responses to critical feedback*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2018.
3. [*Speaking about public speaking, before public speaking, for better public speaking*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2017.
4. [*Award winning writing and speaking: A panel of student prize winners of Dartmouth writing and speaking contests*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2017.
5. [*Integrating portfolios and reflective writing: A faculty panel*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2016.
6. [*Fear shot: Inoculating students against public speaking anxieties before presentations*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2016.
7. [*w/ not @: A collaborative public speaking workshop*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2015.
8. [*Fear\(s\) of public speaking in the classroom: How to talk about it and what to do about it*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2015.
9. *Inoculation theory: Speech, persuasion, resistance, and learning*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2015.
10. [*Public listening: What the latest research tells us about how, when, and why audiences listen to presentations*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2014.

11. [*Space, design, and format: Key principles and teaching practices*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2014.
12. [*How students \(and their professors\) respond to arguments and counterarguments in their writing and speaking*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2014.
13. *Rethinking voice and delivery in public speaking*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2013.
14. [*Professor Seuss: Teaching spoken argument with Bartholomew and the Oobleck*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2012.
15. *Conceptual considerations of SPSS and other statistical software*. Summer Seminar for Composition Research, Dartmouth College. Summer 2012.
16. *Speaking of speech: Helping students (re)define communication in the classroom and beyond*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2012.
17. *Inoculation theory, persuasion, and learning*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2011.
18. [*Block talk: Perspectives on writer's and speechwriter's block*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2010.
19. [*Curiously enough: Dialogic classroom discussions*](#). Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2009.
20. *Communicating we: Effective group presentations*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Spring 2009.
21. *Better audiences, better speeches: Using peer evaluations with student presentations*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Winter 2009.
22. *w/ not @: Designing engaging speaking assignments*. Dartmouth Center for the Advancement of Learning/Institute for Writing and Rhetoric, Dartmouth College. Fall 2008.

events *Major events*

1. [*The Benjamin F. Barge, Class of 1866, and Speech at Dartmouth Prizes for Oratory speech contests*](#). Co-organizer. Dartmouth College. Spring 2022.
2. [*The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests*](#). Co-organizer. Dartmouth College. Spring 2019.
3. [*The Art of Presidential Speechwriting*](#). Co-organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [Peter Robinson](#), former speechwriter for President Ronald Reagan, and [David Cavell](#), former speechwriter for President Barack Obama] Spring 2019.
4. [*The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests*](#). Co-organizer. Dartmouth College. Spring 2018.
5. [*The Art of Presidential Speechwriting*](#). Co-organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [Mary Kate Cary](#), former speechwriter

- for President George W. Bush, and [Stephen Krupin](#), former speechwriter for President Obama] Spring 2018.
6. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2017.
 7. [The Art of Presidential Speechwriting](#). Co-organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [David Cavell](#), former speechwriter for President Obama, and [Peter Robinson](#), former speechwriter for President Reagan] Spring 2017.
 8. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2016. Program [pdf](#)
 9. [The Art of Presidential Speechwriting](#). Organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [Don Baer](#), former speechwriter for President Clinton, and [Clark Judge](#), former speechwriter for President Reagan] Winter 2016.
 10. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Organizer. Dartmouth College. Spring 2015.
 11. [The Art of Presidential Speechwriting](#). Organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [Walter Shapiro](#), former speechwriter for President Carter, and [Peter Robinson](#), former speechwriter for President Reagan] Winter 2015.
 12. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2014.
 13. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2013. Program [pdf](#)
 14. [The Art of Presidential Speechwriting](#). Co-organizer. Institute for Writing and Rhetoric, Dartmouth College. [featuring [Don Baer](#), former speechwriter for President Clinton, and [Michael Gerson](#), former speechwriter for President George W. Bush] Fall 2013.
 15. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2012. Program [pdf](#)
 16. [Presidential Speechwriting](#). Organizer. Institute for Writing and Rhetoric, Dartmouth College [featuring [Peter Robinson](#), former speechwriter for President Reagan, and [Don Baer](#), former speechwriter for President Clinton]. Fall 2012. Story [here](#)
 17. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2011. Program [pdf](#)
 18. [The Benjamin F. Barge Prize for Oratory and Class of 1866 Prize for Oratory speech contests](#). Co-organizer. Dartmouth College. Spring 2010.

grants,
honors,
& awards

1. American Psychological Association Grant proposal (awarded): *Inoculating against vaccine misinformation*. PI: Sander van der Linden. \$250k. Role: Co-investigator.
2. Top Paper Panel, Health Communication Division, Central States Communication Association, 2021. Story [here](#). Program [pdf](#)
3. Facebook, Inc. Grant: Micro-influencers as digital community health workers. PI: K. Cottingham. \$61k. Role: Advisor. Story [here](#) and [here](#)

4. [Rex Mix Program of Excellence Award, Undergraduate College and University Section, National Communication Association](#), 2018. Story [here](#)
5. Linda B. and Kendrick R. Wilson III 1969 Fellowship, Dartmouth College, 2017-18
6. Dean of Faculty Mentoring Award, Dartmouth College, 2017-18
7. [Arthur Vining Davis Foundations](#) Pilot Grant, “Emotional Intelligence,” House Community mini-seminar, Dartmouth College, 2017
8. Top Paper Panel, Communication Apprehension and Competence Division, National Communication Association, 2016. Story [here](#)
9. Dartmouth Fellow, [50th Anniversary Dartmouth Institute](#), 2016
10. [Outstanding Manuscript Award](#), Central States Communication Association, 2016
11. [L. E. Norton Award for Outstanding Scholarship, Pi Kappa Delta](#), 2015
12. [University of Western Australia Research Collaboration Award](#). Promoting healthy attitudes and behaviours: Optimising the delivery of inoculation treatments in high school health education. Associate Investigator. 2015
13. [Marion and Jasper Whiting Foundation Fellowship](#). Project title: Attitudinal inoculation theory and public health: Communication, education, and learning. Principal Investigator. 2015. Story [here](#)
14. Distinguished Lecturer Award, Dartmouth College, 2014. Story [here](#)
15. [University of Western Australia Research Collaboration Award](#). Project title: Attitude immunisation: Using inoculation theory to promote healthy behaviour among high school students. Associate Investigator. 2013
16. [Year of the Arts Faculty Grant](#). The Art of Presidential Speechwriting: Writing, Speaking, and Writing for Speaking. 2013
17. Top Paper Panel, Rhetoric and Public Address Division, Eastern Communication Association, 2012
18. Dartmouth Center for the Advancement of Learning Travel Grant, Dartmouth College, 2012
19. [Writing Summit Fellow](#), Writing Summit, Dartmouth College, 2011-2012
20. 2nd Place Debut Paper, News Division, Broadcast Education Association, 2011
21. Top Paper Panel, Applied Communication Division, Eastern Communication Association, 2011
22. Selected Attendee, [The Best Teachers Institute](#), 2010
23. [Dickey Center International Travel Grant](#), Dartmouth College, 2010
24. Dartmouth Center for the Advancement of Learning Grant, Dartmouth College, 2010
25. [Thomas D. Sayles, Jr. \(?54\) Fund for Faculty Research and Development in Applied and Professional Ethics, The Ethics Institute](#), Dartmouth College, 2010
26. Faculty Innovation Program/[Learning Technology Venture Fund](#) Award, Classroom Speech Recording, Dartmouth College, 2009
27. [40 Under 40 Leadership Award](#), *Springfield Business Journal*, 2008
28. [L. E. Norton Award for Outstanding Scholarship, Pi Kappa Delta](#), 2007
29. Top Panel, Pi Kappa Delta Honorary, National Communication Association, 2007
30. Top Panel, Pi Kappa Delta Honorary, National Communication Association, 2006

31. [Outstanding Manuscript Award](#), Central States Communication Association, 2006
32. Top Paper, Pi Kappa Delta Honorary, National Communication Association, 2005
33. Top Panel, Pi Kappa Delta Honorary, National Communication Association, 2005
34. [Bob R. Derryberry New Forensics Educator Award](#), Pi Kappa Delta, 2005
35. Outstanding Professor, [National Speakers Association](#), 2005
36. Top Paper, Pi Kappa Delta Honorary, National Communication Association, 2004
37. [Outstanding Graduate Student](#), Department of Communication, University of Oklahoma, 2004
38. [H. W. Cummings Dissertation Proposal Award](#), University of Oklahoma, 2004
39. Top Paper Panel, Information Systems, International Communication Association, 2003
40. Top Paper, Pi Kappa Delta, National Communication Association, 2003
41. Top Panel, Pi Kappa Delta, National Communication Association, 2003
42. Graduate Student Teaching Award, Instructional Division, International Communication Association, 2003
43. Top Paper, Pi Kappa Delta, National Communication Association, 2002
44. Top Panel, Pi Kappa Delta, National Communication Association, 2002
45. Outstanding Graduate Student, Department of Communication, University of Oklahoma, 2002
46. Outstanding Graduate Research, Missouri State University, 2000
47. Top Paper Panel, Sooner Communication Conference, University of Oklahoma, 1999

service

1. [Editorial Board](#), *Journal of Communication*, 2018-present
2. [Book Review Editor](#), *Journal of Communication*, 2018-present
3. [Associate Editor](#), *Health Communication*, 2019-present
4. Chair, Ad Hoc Tenure and Promotion Committee, Institute for Writing and Rhetoric, Dartmouth College 2020-2021
5. Acting Director, Institute for Writing and Rhetoric, Dartmouth College, Spring 2016 and Fall 2016
6. Group Advisor, Class of 2020, Dartmouth College, Fall 2016
7. Steering Committee, Institute for Writing and Rhetoric, Dartmouth College, 2008-2010, 2010-2011, 2014-2016, 2017-present
8. Editor, *The Forensic of Pi Kappa Delta*, 2013-2017. Story [here](#)
9. Status Sub-Committee, Institute for Writing and Rhetoric, Dartmouth College, 2013-2014
10. Faculty Search Committee, Institute for Writing and Rhetoric, Dartmouth College, 2008-2009, 2010-2011, 2013-2014
11. Positions Sub-Committee, Institute for Writing and Rhetoric, Dartmouth College, 2012-2013
12. [Writing Summit](#) Steering Committee, Institute for Writing and Rhetoric, Dartmouth College, 2011

13. Steering Sub-Committee, Communication in the Disciplines, Institute for Writing and Rhetoric, Dartmouth College, 2008-2010, 2010-2011
14. Department Chair, School of Communication Arts, Southwest Baptist University, 2005-2008
15. Senator, Faculty Senate, Southwest Baptist University, 2005-2007
16. Chair, Interdisciplinary Studies Committee, Southwest Baptist University, 2004-2005, 2005-2006
17. Assistant Editor, [*Political Communication Report*](#) [publication of the [American Political Science Association](#) and [International Communication Association](#)] 2001-2004

Invited reviewer for:

1. French National Cancer Institute (INCa)
2. United States National Science Foundation (NSF)
3. Leibniz Institute for Psychology
4. *Applied Cognitive Psychology*
5. *Arts and Humanities in Higher Education*
6. *Australian Journal of Psychology*
7. *Behaviour and Information Technology*
8. *Communication Quarterly*
9. *Communication Monographs*
10. *Communication Reports*
11. *Communication & Sport*
12. *Communication Studies*
13. *Communication Theory*
14. *Electronic News*
15. *Environmental Research Letters*
16. *The Forensic of Pi Kappa Delta*
17. *Frontiers in Public Health*
18. *Health Communication*
19. *Health Economics*
20. *Human Communication Research*
21. *Health Education Journal*
22. *The Humanities Collection*
23. *HUMOR: Journal of the International Society for the Scholarly Study of Humor*
24. *Information, Communication & Society*
25. *International Journal of Communication*
26. *International Journal of the Image*
27. *Journal of Advertising*
28. *Journal of Applied Communication Research*
29. *Journal of Broadcasting & Electronic Media*
30. *Journal of Communication*
31. *Journal of Communication and Media Studies*
32. *Journal of Contingencies & Crisis Management*
33. *Journal of Drug Issues*
34. *Journal of Health Communication*
35. *Journal of Information Technology & Politics*
36. *Journal of Sport and Exercise Psychology*

37. *Journalism & Mass Communication Quarterly*
38. *Management Communication Quarterly*
39. *Mass Communication & Society*
40. *Oxford Bibliographies*
41. *Preventive Medicine*
42. *Public Opinion Quarterly*
43. *Sage OPEN*
44. *Science Communication*
45. *Southern Communication Journal*
46. *Terrorism and Political Violence*

Cited/Research Referenced in: [The New York Times](#), [The Washington Post](#), [U.S. News & World Report](#), [The Boston Globe](#), [The Los Angeles Times](#), [BBC](#), and [more](#)

sample
courses
created
and taught

Speech 20: Public Speaking [a course that “build(s) on ancient rhetorical of canons while recognizing unique challenges of contemporary public speaking”]

Evaluation data (F’08 - W’20): 97% of students (n=281) rated the overall quality of this class “excellent” (n=225) or “very good” (n=47); 96% of students (n=277) rated the overall quality of my teaching “excellent” (n=225) or “very good” (n=40).

Speech 25: Persuasive Public Speaking [“...we will consider the process of persuasive public speaking from the origination of an idea through post-speech analysis and evaluation...”]

Evaluation data (W’09, W’10, Sp’14, Sp’16, F’17): 91% of students (n=70) rated the overall quality of this class “excellent” (n=50) or “very good” (n=14); 94% of students (n=66) rated the overall quality of my teaching “excellent” (n=53) or “very good” (n=9).

Speech 30: Speechwriting [“...students will compare speechwriting with other types of writing, celebrating the unique challenges of writing for the ear.”]

Evaluation data (Sp’09, Sp’10, F’10, Sp’13, Sp’17, Sp’19): 95% of students (n=65) rated the overall quality of this class “excellent” (n=46) or “very good” (n=16); 95% of students (n=64) rated the overall quality of my teaching “excellent” (n=50) or “very good” (n=11).

Speech 32: Legal Rhetoric [students “will explore the unique challenges of legal argumentation, the style and structure of judicial written opinions, the types of legal/political speech that characterize lawmaking, and the classical rhetorical tools and techniques that underpin them all.”]

Evaluation data (W’12): 100.0% of students (n=15) rated the overall quality of this class “excellent” (n=8) or “very good” (n=7); 100.0% of students

(n=15) rated the overall quality of my teaching “excellent” (n=12) or “very good” (n=3).

Speech 34: Image Rhetoric [“...builds on classic and modern work in apologia and persuasion, including studies of politics, entertainment, and commerce.”]

Evaluation data (F’14, F’18): 95% of students (n=22) rated the overall quality of this class “excellent” (n=19) or “very good” (n=2); 100% of students (n=21) rated the overall quality of my teaching “excellent” (n=20) or “very good” (n=1).

Speech 40: Resistance to Influence: Inoculation Theory-Based Persuasion [students “will trace inoculation’s development; reconsider some of its assumptions; explore its application in contexts of health, politics, and marketing; and discuss ethics of resistance-based message strategies.”]

Evaluation data (W’11, W’13, W’18, W’20): 97% of students (n=37) rated the overall quality of this class “excellent” (n=32) or “very good” (n=4); 97% of students (n=34) rated the overall quality of my teaching “excellent” (n=32) or “very good” (n=1).

works in
progress

- Compton, J. *Inoculation theory and health*
- Compton, J. *Persuasion strategies in vintage Rally Day postcards*
- Compton, J. *Spreading inoculation, revisited*
- Compton, J., & Braddock, K. *Inoculation theory and radicalization, violent extremism, and terrorism*
- Compton, J., & Ivanov, B. *Inoculation theory and marketing communication*
- Compton, J., & Kaylor, B. *The Devil and Vaccination and inoculation theory: Health communication, parody, and anti-vaccination rhetorical strategy*
- Compton, J., Ivanov, B., & Hester, E. *New directions for inoculation theory, media, and affect research*
- Clayton, R., **Compton, J.**, Neumann, D., & Reynolds-Tylus, T. *Inoculating against psychological reactance: A psychophysiological approach*
- Coleman, M., **Compton, J.**, & Shi, R. *Adventures on #FlatEarth: Testing bot-delivered inoculations against misperceptions of science on Twitter*
- Mason, A. M., **Compton, J.**, Tice, E., Peterson, B., Lewis, I., Glenn, T., & Coombs, T. *Analyzing the prophylactic and therapeutic role of inoculation to facilitate resistance to conspiracy theory beliefs*
- Mason, A. M., & **Compton, J.** *Learning and responding to organizational reputation threats posed by conspiracy theories*
- Roozenbeek, J., **Compton, J.**, & van der Linden, S. *Post-inoculation talk on social media: A big data approach*

- Rose, K., & **Compton, J.** *Inoculating scientific uncertainty during COVID-19*
- van der Linden, S., Basol, M., & **Compton, J.** *Spreading resistance to persuasion: Inoculation-induced talk*

brief bio

Josh Compton is Professor of Speech at Dartmouth College. He has been studying inoculation as a way to confer resistance to influence for more than 20 years. Persuasion inoculation is modeled after medical inoculation: a weakened form of a challenge motivates resistance to stronger challenges encountered later. Most of his work of late focuses on the theory itself—how it works, why it works, and whether it might work better. His applied work is mostly in mis- and disinformation, science communication, health communication, and sport. His scholarship appears in *Communication Monographs*, *Communication Theory*, *Annals of the International Communication Association*, *Human Communication Research*, *Journal of Communication*, *Frontiers in Psychology*, *PLOS ONE*, and other academic journals. He authored the inoculation theory chapter in *The Sage Handbook of Persuasion* (Sage) and co-authored the inoculation theory chapter in *Persuasion and Communication in Sport, Physical Activity, and Exercise* (Taylor Francis). Josh has been an invited expert for the Department of Defense’s Strategic Multilayer Assessment program (USA) and NATO’s and USSOCOM’s Joint Senior Psychological Operations Conference, and he is a member of the Global Experts on Debunking of Misinformation group. He has been named Distinguished Lecturer by Dartmouth College and has won the Outstanding Professor Award from the National Speakers Association and has twice won the L. E. Norton Award for Outstanding Scholarship. He currently serves as the Book Review Editor for *Journal of Communication*.

Josh Compton’s [faculty profile](#)

Josh Compton’s [personal professional website](#)