

Douglas E. Pruim
Curriculum Vitae

Rawls 4066
403 W State St
West Lafayette, IN 47907-2098

dpruim@purdue.edu

EDUCATION

Ph.D. Brian Lamb School of Communication, Purdue University, Dec 2018
Interpersonal Communication
Dissertation topic: Playful communication in relationships

M.A. Brian Lamb School of Communication, Purdue University, 2014
Interpersonal Communication; minor: IPC via social networking sites

M.Div. Calvin Theological Seminary, 2001

B.A. Communication Arts, Trinity Christian College, 1997

PUBLICATIONS

Articles

2022 Greene, J. O., & **Pruim, D. E.** (2022). Grown-ups at play: Theorizing quintessential interpersonal experiences of connection, novelty, and mirth, *Atlantic Journal of Communication*, DOI: [10.1080/15456870.2022.2091137](https://doi.org/10.1080/15456870.2022.2091137)

2019 **Pruim, D. E.** (2019). Critically fun: Analyzing humor in political comedy. *Communication Teacher*, 33(1), 26–30. <https://doi.org/10.1080/17404622.2018.1530796>

2019 Torres, D., & **Pruim, D. E.** (2019). Scientific storytelling: A narrative strategy for scientific communicators. *Communication Teacher*, 33(2), 107–111. <https://doi.org/10.1080/17404622.2017.1400679>

2016 **Pruim, D. E.** (2016). Disaster Day! Integrating speech skills through impromptu group research and presentation. *Communication Teacher*, 30, 62-66. <https://doi.org/10.1080/17404622.2016.1139148>

Chapters

- 2019 **Pruim, D. E.** (2019). In Baumgartner, J. (2019). American Political Humor: Masters of Satire and Their Impact on U.S. Policy and Culture (2 Volume Encyclopedia). ABC-CLIO, chapter on "Saturday Night Live", 411-415.
- 2019 Greene, J. O., Geiman, K., & **Pruim, D. E.** (2019). Implications of some "obvious truths" for building theories of deceptive message formulation and production. Prepared for: T. Docan-Morgan (Ed.), *The handbook of deceptive communication*. Palgrave Macmillan.
- 2015 **Pruim, D. E.** (2015). "Social Media Factor" in all 13 chapters. In K. Verderber and E. L. MacGeorge (Eds.), *Inter-Act: Interpersonal communication concepts, skills, and contexts (14th ed.)*. New York, NY: Oxford University Press.

Published and Forthcoming Refereed Proceedings

- 2022 Strimel, G. J., Briller, S., **Pruim, D. E.**, Kelley, T. R., & Kim, T.J. (2022). Understanding the values of, and institutional barriers toward, transforming undergraduate learning in the pursuit of innovation. Paper presented at the American Society of Engineering Education Annual Conference.

Academic Poster Presentation

- 2022 Strimel, G. J., Briller, S., **Pruim, D. E.**, Kelley, T. R., Sohn, J. J., Otto, J., & Martinez, R. (2022). Navigating and Addressing Institutional Barriers to Transdisciplinary Learning. 2022 National Science Foundation I-USE Summer, Washington, DC.

Reviews

- 2016 **Pruim, D. E.** (2016, February). Book review: McCornack (2015). Reflect & Relate: An Introduction to Interpersonal Communication. *Central States Communication Association Newsletter: Book Review Supplement, 84, 7-8*.

Materials

- 2019 **Pruim, D. E.** (2019). Instructor slides for E. Griffin, A. Ledbetter, and G. Sparks (Eds.), *A First Look at Communication Theory (10th Edition)*. New York: McGraw Hill Education.

In Prep

- TBD Strimel, G. J., Briller, S., **Pruim, D. E.**, Kelley, T. R., Sohn, J.J., Otto, J., & Martinez, R. (In Preparation). A Vision for Transforming Undergraduate Education in the Pursuit of innovation at Research Intensive Universities. *Journal of Innovative Higher Education*.
- TBD Briller, S., Martinez, R., Strimel, G. J., **Pruim, D. E.**, Kelley, T. R., Sohn, J.J., Otto, J., & Martinez, R. (In Preparation). Emerging as a student innovator. TBD.

TBD Strimel, G. J., Martinez, R., Briller, S., **Pruim, D. E.**, Kelley, T. R., Sohn, J.J., & Otto, J. (In Preparation). Cross College Co-Teaching in the Context of Innovation: A Simple Idea but Complicated Process. *Journal of Innovative Higher Education*.

CONFERENCE ACTIVITY

- 2023 Freedom and Constraint in the Communication Theory Classroom. Teaching Workshop with Andrew Ledbetter, Em Griffin, and Emily Langan. National Communication Association, National Harbor, MD.
- 2022 The Classroom is the Place for Improvisation. Panelist at the annual meeting of the National Communication Association, Baltimore, MD.
- 2022 Understanding the values of, and institutional barriers toward, transforming undergraduate learning in the pursuit of innovation. Paper presented at the American Society of Engineering Education Annual Conference. With Strimel, G. J., Briller, S., **Pruim, D.**, Kelley, T. R., & Kim, T.J. (2022).
- 2022 Navigating and Addressing Institutional Barriers to Transdisciplinary Learning. 2022 National Science Foundation I-USE Summer, Washington, DC. With Strimel, G. J., Briller, S., **Pruim, D.**, Kelley, T. R., Sohn, J. J., Otto, J., & Martinez, R. (2022).
- 2022 Design & innovation education: What can we do to influence transdisciplinary undergraduate learning, 2022 Mississippi Valley Technology Teacher Educator Conference. (November 2022). With Martinez, R. (Author & Presenter), Strimel, G. J., Kelley, T. R. (Author), Briller, S. H. (Author), **Pruim, D. E.** (Author), Sohn, J. (Author).
- 2022 Moving toward convergence learning: Addressing institutional barriers to educational innovation, American Association of Colleges & Universities Transform STEM Conference (November 2022). With Strimel, G. J. (Author & Presenter), Briller, S. H. (Author), **Pruim, D. E.** (Author), Kelley, T. R. (Author).
- 2022 2022 National Science Foundation I-USE Summit, "Navigating and Addressing Institutional Barriers to Transdisciplinary Learning," National Science Foundation. (June 2022). With Strimel, G. J. (Author & Presenter), Kelley, T. R. (Author), Briller, S. H. (Author), **Pruim, D. E.** (Author), Sohn, J. (Author).
- 2021 Using Ethical Reflections to Renew and Transform the Teaching of Objective Communication Theories. Short Course for National Communication Association, virtual. With Andrew Ledbetter, Em Griffin, Glenn Sparks, and Emily Langan.
- 2020 Teaching Difficult Communication Theories. Short Course for National Communication Association, virtual. With Andrew Ledbetter, Em Griffin, Glenn Sparks, and Emily Langan.
- 2020 Teaching the College Course in Communication Theory: Breaking Through Barriers to Student and Instructor Success. Short Course for Central States Communication Association in conjunction with Andrew Ledbetter and Em Griffin. Accepted not delivered because of COVID.

- 2019 Survival in the Classroom: Pedagogical Approaches to Failure in the Classroom. Panelist at the annual meeting of the National Communication Association, Baltimore, MD.
- 2018 Adult Communicative Play of Close Friends. Competitively selected paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- 2018 Beyond Gamification: The Pedagogy of Play in the Communication Classroom. Panel presenter at the annual meeting of the National Communication Association, Salt Lake City, UT.
- 2018 Leveling the Playing Field: Cross-Collaboration between the Basic Course and STEM. Panel presenter at the annual meeting of the National Communication Association, Salt Lake City, UT.
- 2018 Masterpiece: Playfully Improv(ing) Case Study Presentations. Great Ideas for Teaching Students presenter at the annual meeting of the National Communication Association, Salt Lake City, UT.
- 2018 Teaching Communication Theory: Creatively and Playfully Engaging a Tough Course. Presenter at the annual meeting of the National Communication Association, Salt Lake City, UT.
- 2018 Grown-ups at Play. Competitively selected paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic. With John Greene.
- 2017 *AsapSCIENCE video assignment*. GIFTS at the annual meeting of the National Communication Association, Dallas, TX.
- 2017 *Why So Serious?!: A Framework for Exploring Failed Interpersonal Play*. Competitively selected paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- 2017 *The Great Scavenger Hunt for Technical Information (i.e., This Data's Too Bootylicious)*. GIFTS at the annual meeting of the National Communication Association, Dallas, TX. With Gary McFall.
- 2017 *Relevance Outside the Academy: Using MOOCs to Reach Adult Learners*. Panel chaired at the annual meeting of the National Communication Association, Dallas, TX.
- 2017 *Failed interpersonal play*. Presentation at the International Humour Summer School and Symposium, West Lafayette, IN.
- 2017 *Critically fun*. Great Ideas For Teaching (GIFT) at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- 2017 *A theory of nonverbal creepiness (and other reactions): Extending the benign violation theory*. "Top three" paper at the annual meeting of the Central States Communication Association, Minneapolis, MN.
- 2017 *A typology of humor research: Intersecting disciplines*. Competitively selected paper presented at the annual meeting of Purdue CGSA, West Lafayette, IN.

- 2016 *Fun with civics: Examining a humorous, civic artifact from late-night television*. GIFTS (Great Ideas For Teaching Students) at the annual meeting of the National Communication Association, Philadelphia, PA.
- 2016 *Humor and social judgment*. Research roundtable paper at the annual meeting of the National Communication Association, Philadelphia, PA.
- 2016 *Making visual communication tangible panel: Applying multimedia learning theory to infographic design*. Presentation at the annual meeting National Communication Association, Philadelphia, PA.
- 2016 *The dark side of engagement: Social media power in confronting an organization directly during a crisis*. Paper presented at the 23rd International Public Relations Research Conference BledCom, Bled, Slovenia. With Brian Smith and Bjorn Jensen.
- 2015 *Humor and families*. Research roundtable paper at the annual meeting of the National Communication Association, Las Vegas, NV.
- 2015 *Evaluation of advice on Facebook*. Panel presentation at the annual meeting of the National Communication Association, Las Vegas, NV. With Erina MacGeorge.
- 2015 *Humor styles, family communication patterns, and family satisfaction*. Research roundtable paper at the annual meeting of Purdue Communication Graduate School Association, West Lafayette, IN.
- 2014 *The presence of our past: Action assembly theory*. Competitively selected paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- 2013 *Applying Multimedia Learning Theory*. GIFTS (Great Ideas for Teaching Students) at the annual meeting of the National Communication Association, Washington DC.

SERVICE/LEADERSHIP

Departmental Roles

2022-present Director of Business Communication Center (Interim)

This past year, we hosted six case competitions, four in-class case competitions, and sent students to external case competitions. Our students won the Kelley-Daniels (nee Krannert) case competition, took first place in the Big 10 HR competition, and won first place in the Nationals Women's Case Competition.

2020-2022 Assistant Department Head, Krannert School of Management

Departmental Service

2022 Undergraduate Team
 2022 Search Committee for Law lecturers
 2022 Search Committee for associate dean of KPDC

2022	Search Committee for communication lecturer
2022	Faculty mentor for Design & Innovation Learning Community
2019-present	Faculty Advisor, DICE Business Analytics Club
2019-present	Faculty Advisor, Purdue Stand-Up Comedy Club
2019-present	Faculty Advisor, REEL Genius Club
2019-present	Faculty Advisor, Sigma Phi Alpha of Purdue University
2019-2022	Faculty Fellow, Owen Hall and Hawkins Hall of Purdue University
2021	Communication UG Education Committee, chair
2021	WKND MBA Orientation "Academic Integrity"
2021	Search Committee for Dept. Head Executive Assistant
2021	Search Committee for Scheduling Deputy
2021	Career Bound Faculty Steering Committee
2020	Phillips 66 Case Competition Guidance with Brian Chupp
2020	Pepsi Case Competition Guidance with Brian Chupp
2020	Chair, Faculty Search Committee for MCS
2020	Member, Faculty Search Committee for Parrish Library
2019	Reviewer, Class of 1922 Helping Students Learn Award Committee
2019	Faculty Mentor, Boiler Gold Rush
2019	Faculty Mentor, Krannert Undergraduate Advising of BGR
2019	Judge, Krannert Case Competition

Campus Talks

2023	Debate in society. Purdue, Benjamin Franklin Trans-Atlantic Fellows
2023	Business Storytelling; Krannert Graduate Women in Business
2023	Guest speaker, Brock Wilson Center for Women in Business
2022	Guest speaker, Brock Wilson Center for Women in Business
2022	Guest lecture, Embry-Riddle Aeronautical University
2021	Business Storytelling; Krannert Graduate Women in Business
2021	How to Present Numbers Effectively, MGMT 310
2020	Telling stories with data: Project X Safe Campus Summer Internship Experience
2020	Making and Giving a Pitch: Women in Business Summer Course
2019	Masterpiece. Lesson with Dr. Amy David at Krannert School of Management, MGMT 261
2019	Handing Q&A. Lesson with Drs. Ilana Stonebreaker and Heather Howard at Krannert School of Management, MGMT 175
2019	Life lessons from Improv, Krannert Leads of Larsen Leaders Academy
2018	Masterpiece. Lesson with Dr. Amy David at Krannert School of Management, MGMT 261
2017	Masterpiece. Lesson with Dr. Amy David at Krannert School of Management, MGMT 261
2017	Creating an Engaged Classroom. Purdue, TA Orientation (August 16, 2017)
2017	Teaching debate. Purdue, EDCl: Teaching Social Studies [several times since 2014]

- 2017 The Gnostic Gospels and the Rhetoric of Heterodoxy. Purdue, Rhetoric in the Western World. [several times since 2014]
- 2015 How to make a GIFTS presentation. Panel discussion at a special event for Purdue's Communication Graduate Student Association, Purdue University, West Lafayette.
- 2015 Debate in society. Purdue, Benjamin Franklin Trans-Atlantic Fellows (July 1, 2015)
- 2014 Debate in society. Purdue, Benjamin Franklin Trans-Atlantic Fellows (June 30, 2014)

Professional Service

- 2019 Article reviewer for Emotion Review
- 2016 Article reviewer for Communication Quarterly
- 2015-2016 Paper reviewer for Human Communication and Technology Division, NCA
- 2013 Article reviewer for Journal of Social and Personal Relations

Community Outreach/Involvement

- 2022 Judge, Trinity Christian College OPUS
- 2020 Emcee, Stand Up for Civic Fundraiser for CIVIC Theatre of Greater Lafayette
- 2019 Auctioneer, Wabash Walls Gala for Tippecanoe Arts Federation
- 2017 Moderator, Keystone Series Interdisciplinary Panel Discussion
- 2017 Keynote speaker for Excel Center of Lafayette Commencement
- 2013-2016 Judge for Optimist Club of Lafayette Youth Speech Scholarship Competition
- 2012-2015 President and member of Lafayette Christian School Board of Directors
- 2014-2015 Member-at-large, Providence Foundation
- 2002-2007 President and member, Trinity Christian College Board of Directors

Media Coverage

My pedagogical article in Communication Teacher entitled "Disaster Day" was featured in the Instructor's Corner of Communication Currents for NCA (June 1, 2016).

<https://www.natcom.org/communication-currents/instructor%E2%80%99s-corner-disaster-day-impromptu-group-speech-activity>

Professional Affiliations

- 2012-present National Communication Association
- 2014-present Central States Communication Association
- 2014-present International Society for Humor Studies

PREVIOUS NON-ACADEMIC WORK

- 2004-2010 Senior Pastor, Lafayette Christian Reformed Church
- 2001-2004 Director of Adult Education, Palos Heights Christian Reformed Church

OUTSIDE ACTIVITIES

- 2007-present Improv comedy performer, One Size Fits All Improv
- 2015-present Announcer for Lafayette Roller Derby

TEACHING**Grants and Fellowships**

- 2022 Innovation Fellow, Purdue University through Innovation Hub. An Institutional Barriers Fellow: Navigating and Addressing Institutional Barriers to Transdisciplinary Learning by Developing a Living Framework for Transformation.
- 2022 Mission, Meaning, Making (M3): Scaling the Undergraduate Innovation Transdisciplinary Ecosystem (SUITE). Purdue University Innovation Fellow Proposal. (\$150,000). PI: Briller, S.; Co-PIs: Pruim, D., Strimel, G. J., Kelley, T. R., & Sohn, J. J.
- 2019 NSF Grant (\$300K) Transforming Undergraduate Learning to Enhance Innovation for a Changing World; PI: Strimel, G. J.; Co-PIs: Pruim, D., Briller, S., Kelley, T. R., & Sohn, J. J.
- 2018 Promise Award (\$750 award for research)
- 2018 Brian Lamb School Research and Professional Development Grant (\$750)
- 2017 International Humour Summer School and Symposium Fellowship
- 2017 Purdue Graduate Student Government \$750 Travel Grant

Teaching Awards, Honors, and Certificates

- 2023 Daniels Online Masters Distinguished Teaching Award, Purdue University
- 2020 Krannert Transformative Impact Award, Purdue University
- 2019 Krannert Master's Distinguished Elective Teacher Award, Purdue University
- 2018 Krannert Master's Distinguished Elective Teacher Award, Purdue University
- 2018 Graduate School Excellence in Teaching Award, Purdue Graduate School
- 2018 Nominated for Midwestern Association of Graduate Schools Excellence in Teaching Award
- 2017 Teaching Academy Graduate Teaching Award, Teaching Academy of Purdue University
- 2017 Bruce Kendall Excellence in Teaching Award, Brian Lamb School of Communication at Purdue University
- 2016 Advanced Graduate Teaching Certificate, Center for Instructional Excellence of Purdue University
- 2015 Influential Faculty Member Recognition, Brian Lamb School of Communication at Purdue University
- 2014 Graduate Teaching Certificate, Center for Instructional Excellence of Purdue University
- 2013 College Teaching Workshop Certificate, Center for Instructional Excellence of Purdue University

Graduate Instructor of Record

Storytelling with Data	Purdue University
Persuasive Communication	Purdue University
Strategic Thinking and Decision-Making	Purdue University
Communication for Accounting	Purdue University
Managerial Communication Skills	Purdue University
Advanced Managerial Communication	Purdue University
Introduction to Communication Theory	Purdue University
Science Writing and Communication	Purdue University
Communication in Relationships	Purdue University
Interpersonal Communication	Purdue University
Small Group Communication	Purdue University
Interviewing Principles and Practices	Purdue University
Public Speaking	Purdue University
Interpersonal Communication	Ivy Tech Community College
Small Group Communication	Ivy Tech Community College
Theatre Appreciation	Ivy Tech Community College
Public Speaking	Ivy Tech Community College
Public Speaking	Trinity Christian College
Humor Theory	Trinity Christian College

Basic Course Director

2016-2018	Science Writing and Communication	Purdue University
-----------	-----------------------------------	-------------------

Teaching Assistant

Introduction to Communication Theory	Purdue University
Introduction to Organizational Computing	Purdue University
Introduction to Computers	Purdue University
Quant Methods for Communication Research	Purdue University
Principles of Persuasion	Purdue University

MOOC Co-Creator and Instructor of Record

2017	Communicating Complex Information (Sp17), Purdue University with FutureLearn	
	https://www.futurelearn.com/courses/communicating-complex-information/1	

Debate Coach/Director

2013-2014	Purdue Speech and Debate Team	Purdue University
-----------	-------------------------------	-------------------

Speech Lab Tutor

2013-2014	COM 114 Speech Lab	Purdue University
-----------	--------------------	-------------------

MA and PHD ACADEMIC PREPARATION: Purdue University

Theoretical Foundations

Foundations of Human Com. Inquiry I
Foundations of Human Com. Inquiry II

Torsten Reimer, Seungyoon Lee
Torsten Reimer

Interpersonal Communication

Interpersonal Communication Theory
Advice and Information across Contexts
Theories of Persuasion
Group Processes and Performance
Family Communication
Pro-social Behavior
Nonverbal Communication
Communication Pedagogy

Steve Wilson
Erina MacGeorge
Torsten Reimer
Janice Kelly
Steve Wilson
William Graziano
John Greene
Josh Boyd

Research Methods

Qualitative Research Methods
Content Analysis
Descriptive and Experimental Research Methods
Technology for Qualitative Research
Structural Equation Modeling
ANOVA/Regression

Ashley Kelly
Josh Scacco
Torsten Reimer
Wayne Wright
Sharon Christ
Steve Wilson, Erina MacGeorge

Humor/Play

Introduction to Linguistics
Seminar on Humor
Humorous/Playful Communication

Victor Raskin
Victor Raskin
John Greene

Social Media

IPC via Social Network Sites
Current Trends in Mass Media
The Social Internet

Erina MacGeorge
Sorin Matei
Mihaela Vorvoreanu