

## CURRICULUM VITAE

**Brett William Robertson**  
2504A Whitis Avenue, #A1105  
Austin, Texas 78712-1075  
E-mail: [Brett.Robertson@utexas.edu](mailto:Brett.Robertson@utexas.edu)  
Web: [bwrobertson.com](http://bwrobertson.com)

### EDUCATION

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- 2016-2020            Ph.D., Communication Studies  
The University of Texas at Austin  
*Dissertation:* Developing Resilience Through Communication and  
Community: Natural Disaster Preparedness in Retirement Communities  
*Chair:* Keri K. Stephens  
*Committee:* Joshua Barbour, Erin Donovan, Dhiraj Murthy
- 2014-2016            M.A., Communication Studies  
California State University, Fullerton
- 2011-2014            B.A., Communication Studies (*Summa Cum Laude*)  
Chapman University

### ACADEMIC APPOINTMENTS

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- 2016-PRESENT        The University of Texas at Austin  
Instructor of Record | Department of Communication Studies
- 2014-2016            California State University, Fullerton  
Graduate Teaching Associate | Department of Human Communication Studies

### PEER-REVIEWED PUBLICATIONS

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- Robertson, B. W.**, Johnson, M., Murthy, D., Smith, W. R., & Stephens, K. K. (2019). Using a combination of human insights and ‘deep learning’ for real-time disaster communication. *Progress in Disaster Science*, 2, 1-11. doi:10.1016/j.pdisas.2019.100030
- Stephens, K. K., & **Robertson, B. W.**, & Murthy, D. (2019). Throw me a lifeline: Articulating mobile social network dispersion and the social construction of risk in rescue communication. *Mobile Media & Communication*. Advanced online publication. doi:10.1177/2050157919846522
- Johnson, M., Murthy, D., **Robertson, B. W.**, Smith, W. R., & Stephens K. K. (2019). Evaluating the performance of deep learning methods for hurricane-related image classification. In Z. Franco, J. J. Gonzalez, & J. H. Canos (Eds.), *Proceedings of the 16th International Information Systems for Crisis Response and Management (ISCRAM) Conference*. Valencia, Spain, May 2019.
- Stephens, K. K., & **Robertson, B. W.** (2018). Mobile devices in training: What are our trainees doing and what can trainers do? In J. D. Wallace & D. Becker (Eds.), *Handbook of Communication Training*. New York, NY: Routledge.

Smith, W. R., Stephens, K. K., **Robertson, B. W.**, Li, J. & Murthy, D. (2018). Social media in citizen-led disaster response: Rescuer roles, coordination challenges, and untapped potential. In K. Boersma & B. Tomaszewski (Eds.), *Proceedings of the 15th International Information Systems for Crisis Response and Management (ISCRAM) Conference*. Rochester, NY, May 2018.

Stephens, K. K., Li, J., **Robertson, B. W.**, Smith, W. R., & Murthy, D. (2018). Citizens communicating health information: Urging others in their community to seek help during a flood. In K. Boersma & B. Tomaszewski (Eds.), *Proceedings of the 15th International Information Systems for Crisis Response and Management (ISCRAM) Conference*. Rochester, NY, May 2018.

**Robertson, B. W.**, & Kee, K. F. (2017). Social media at work: The roles of job satisfaction, employment status, and Facebook use with co-workers. *Computers in Human Behavior*, 70, 191-196.  
doi:10.1016/j.chb.2016.12.080

Hanna, B., Kee, K. F., & **Robertson, B. W.** (2017). Positive impacts of social media at work: Job satisfaction, job calling, and Facebook use among co-workers. In B. Mohamad, & H. Abu Bakar (Eds.), *International Conference on Communication and Media: An International Communication Association Regional Conference (i-COME'16)*. SHS Web of Conferences 33. doi:10.1051/shsconf/20173300012 [Top Paper Award for Published Proceeding]

Gordon, A., **Robertson, B. W.**, & Sparks, L. (2014). Health care reform: Core value differences between liberal and conservative candidates and voters. In J. C. Tedesco, D. G. Bystrom, M. C. Banwart, & M.S. McKinney (Eds.), *AlienATION: The divide & conquer election of 2012*. New York, NY: Peter Lang.

## INVITED PUBLICATIONS

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Hazzard, J., **Robertson, B. W.**, & Zhu, Y. (2018). Technologically-mediated communication. In J. A. Daly & M. Harrison (Eds.), *Professional Communication Skills*. New York, NY: Pearson

**Robertson, B. W.** (2016). Book review: Stefana Broadbent, "Intimacy at work: How digital media bring private life into the workplace." *International Journal of Communication*, 11, 341-343.

## CONFERENCE PRESENTATIONS AND APPEARANCES

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Johnson, M., **Robertson, B. W.**, Murthy, D., Smith, W. R., & Stephens, K. K. (2020, January). *DisasterNet: Evaluating the performance of transfer learning to classify hurricane-related images posted on Twitter*. Paper to be presented at the 53rd Hawaii International Conference on System Sciences (HICSS) Conference, Wailea, Hawaii.

**Robertson, B. W.** (2019, November). *How first response organizations engage citizens during natural disasters*. Paper to be presented at the 105<sup>th</sup> Annual Convention of the National Communication Association, Baltimore, Maryland.

**Robertson, B. W.**, & Stephens, K. K. (2019, November). *Preparedness as resilience: Identifying the communication practices needed to create a lasting culture of preparedness*. Paper to be presented at the 105<sup>th</sup> Annual Convention of the National Communication Association, Baltimore, Maryland.

**Robertson, B. W.** (2019, November). *Surviving scrutiny: Incorporating research & practice into training and development programs*. **Top Panel Award, Training & Development Division**,

Panelist at the 105<sup>th</sup> Annual Convention of the National Communication Association, Baltimore, Maryland.

**Robertson, B. W.** (2019, November). *Organizing to survive: Using a community-wide wildfire drill to link theory and practice*. Panelist at the 105<sup>th</sup> Annual Convention of the National Communication Association, Baltimore, Maryland.

**Robertson, B. W.** (2019, October). *Developing resilience through communication and community: Natural disaster preparedness in retirement communities*. Paper presented at the Organizational Communication Mini-Conference, University of Illinois at Urbana-Champaign.

**Robertson, B. W.** (2019, June). *Expanding our students' reach into their future careers: How teaching about teamwork gives students work experience*. Paper presented at the 6th Annual Big 12 Teaching and Learning Conference, Austin, Texas.

**Robertson, B. W.** (2019, May). *Community organizing in natural disasters: Understanding disaster preparedness behaviors among older adults*. Abstract presented at the Organization Communication Post-Conference on External Funding at the 69<sup>th</sup> Annual International Communication Association Conference, Washington, DC.

Stephens, K. K., **Robertson, B. W.**, & Harrison, M. (2019, May). *Reporting crime: Bystander effects in an age of smartphones and social media*. Paper presented at the 69<sup>th</sup> Annual International Communication Association Conference, Washington, DC.

Smith, W. R., **Robertson, B. W.**, Stephens, K. K., & Murthy, D. (2019, May). *Communicating and organizing for citizen disaster rescue: Disaster knowledge worker archetypes and technologies in practice*. Paper presented at the 69<sup>th</sup> Annual International Communication Association Conference, Washington, DC.

Johnson, M., Murthy, D., **Robertson, B. W.**, Smith, W. R., & Stephens K. K. (2019, May). *Evaluating the performance of deep learning methods for hurricane-related image classification*. Paper presented at the 16<sup>th</sup> International Information Systems for Crisis Response and Management (ISCRAM) Conference, Valencia, Spain.

**Robertson, B. W.** (2019, March). *Are we prepared yet? Understanding problems in creating a culture of preparedness*. **Top Two Poster Award**. Poster presented at the 9<sup>th</sup> Annual International Crisis and Risk Communication Conference, Orlando, Florida.

Stephens, K. K., & **Robertson, B. W.** (2019, March). *The crisis hit and communication was a problem: Understanding the gaps between citizens and emergency responders during Hurricane Harvey*. Paper presented at the 9<sup>th</sup> Annual International Crisis and Risk Communication Conference, Orlando, Florida.

**Robertson, B.W.** (2019, February). *The preparedness problem: Organizing for natural disasters among official emergency channels*. Poster presented at the 17<sup>th</sup> Annual St. David Center for Health Promotion and Disease Prevention Research Conference, Austin, Texas.

Stephens, K. K., **Robertson, B. W.**, & Murthy, D. (2018, November). *Throw me a lifeline! The affordances of social media and mobile phones during rescues from Hurricane Harvey*. **Top Paper Panel, Human Communication & Technology Division**. Paper presented at the 104<sup>th</sup> Annual Convention of the National Communication Association, Salt Lake City, Utah.

- Robertson, B. W.**, Lyons, M., & Gordon, A. (2018, November). *Preparation for disaster: An application of the extended parallel process model in disaster preparedness messages*. Paper presented at the 104<sup>th</sup> Annual Convention of the National Communication Association, Salt Lake City, Utah.
- Smith, W. R., **Robertson, B. W.**, Stephens, K. K., Li, J., & Murthy, D. (2018, November). *Elaborating the citizen disaster-organizing roles in emergent volunteer communication*. Paper presented at the 104<sup>th</sup> Annual Convention of the National Communication Association, Salt Lake City, Utah.
- Stephens, K. K., **Robertson, B. W.**, Smith, W. R., Li, J., & Murthy, D. (2018, November). *Sharing health information during Hurricane Harvey: Combining community identification, credibility, and persuasion to help one another*. Paper presented at the 104<sup>th</sup> Annual Convention of the National Communication Association, Salt Lake City, Utah.
- Robertson, B. W.** (2018, November). *Resilience at play: Communicative approaches to understanding, researching, and extending resilience research*. Panelist at the 104<sup>th</sup> Annual Convention of the National Communication Association, Salt Lake City, Utah.
- Robertson, B. W.** (2018, October). *Challenges to prepare: How official emergency management organizations engage citizens in disaster preparedness*. Poster presented at the Organizational Communication Mini-Conference, Rutgers University, New Brunswick, New Jersey.
- Stephens, K. K., & **Robertson, B. W.** (2018, August). *Productive and problematic volunteer and official rescue communication during Hurricane Harvey*. Paper presented at the Hurricane Harvey Research Symposium, Port Aransas, Texas.
- Smith, W. R., Stephens, K. K., **Robertson, B. W.**, Li, J., & Murthy, D. (2018, May). *Social media in citizen-led disaster response: Rescuer roles, coordination challenges, and untapped potential*. Paper presented at the 15th International Information Systems for Crisis Response and Management Conference, Rochester, New York.
- Stephens, K. K., Li, J., **Robertson, B. W.**, Smith, W. R., & Murthy, D. (2018, May). *Citizens communicating health information: Urging others in their community to seek help during a flood*. Paper presented at the 15th International Information Systems for Crisis Response and Management Conference, Rochester, New York.
- Stephens, K. K., Li, J., **Robertson, B. W.**, Smith, W. R., & Murthy, D. (2018, February). *Communicating health information on private social media: Citizens protecting their community*. Paper presented at the Health Communication: Barriers, Breakthroughs and Best Practices Online Conference, University of Illinois at Urbana-Champaign.
- Stephens, K. K., **Robertson, B. W.**, & Harrison, M. (2017, November). *Call 911, post on social media, or text a friend? Extending the bystander effect to specific ICTs used to report an emergency*. Paper presented at the 103rd Annual Convention of the National Communication Association, Dallas, Texas.
- Robertson, B. W.**, & Kee, K. F. (2016, November). *Perceptions of image on social media: The roles of impression management, education level and Facebook use with co-workers*. Paper presented at the 102nd Annual Convention of the National Communication Association, Philadelphia, Pennsylvania.

- Lyons, M., Gordon, A., & **Robertson, B. W.** (2016, November). *Pictures speak louder than words: Improving disaster preparedness communication*. Paper presented at the 102nd Annual Convention of the National Communication Association, Philadelphia, Pennsylvania.
- Hanna, B., Kee, K. F., & **Robertson, B. W.** (2016, September). *Positive impacts of social media at work: Job satisfaction, job calling, and Facebook use among co-workers*. **Top Paper Award (for entire conference)**. Paper presented at the International Communication Association Conference on Communication and Media 2016 i-COME'16, Kuala Lumpur, Malaysia.
- Dickson, F. C., Garibaldi, A., Kaufman, A., Sleiman, M., **Robertson, B. W.**, & Meiners, E. (2016, April). *Difficult conversations: An examination of family communication patterns and end-of-life planning*. Paper presented at 86th Annual Convention of the Southern States Communication Association, Austin, Texas.
- Robertson, B. W.** (2016, February). *Will you be my friend, professor? Tensions in the student-instructor relationship on social media*. **Top Paper: Communication and Instruction Division**. Paper presented at the 87th Annual Convention of the Western States Communication Association, San Diego, California.
- Robertson, B. W.**, & Kee, K. F. (2015, November). *Social media at work: The roles of job satisfaction, employment status, and Facebook use with co-workers*. Paper presented at the 101st Annual Convention of the National Communication Association, Las Vegas, Nevada.
- Lyons, M., **Robertson, B. W.**, & Gordon, A. (2015, January). *Motivating citizen preparedness: An evaluation of barriers to disaster preparedness*. Paper presented at the Annual Convention of the International Arts, Humanities, Social Sciences & Education, Honolulu, Hawaii.
- Robertson, B. W.**, & Gordon, A. (2012, October). *Public distrust of government: An analysis of government transparency and public reaction*. **Top Poster Award**. Poster presented at the Annual Convention of the International Organization of Social Science and Behavioral Research, Las Vegas, Nevada.

## **COMMUNITY REPORTS AND WHITE PAPERS**

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- Stephens, K. K., **Robertson, B. W.**, et al. (2019, March). Understanding human behavior during a community-wide wildfire drill. Data report prepared for the Comanche Trail Community Association and the Travis County, Texas Commissioner.

## **SPEAKING ENGAGEMENTS AND GUEST LECTURES**

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- Guest Lecture: Kansas State University, Dr. Sean Eddington's COM 535 Communication and Leadership class (2019, October). Adaptive Leadership: Social Media in Citizen-Led Disaster Response.
- Produce Alliance Annual Conference of U.S. Growers and Distributors, Austin, TX (2019, March). Communicating in the Digital Age. Keynote: Dr. Keri K. Stephens
- The Hurricane Harvey Research Symposium, Port Aransas, TX (2018, August). Productive and Problematic Volunteer and Official Rescue Communication.

## AWARDS

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- 2019 Top Panel Award, Training and Development Division, National Communication Association
- 2019 Honoree and Attendee, National Communication Association Doctoral Honors Seminar, July 2019 at University of South Florida. Faculty Mentors: Drs. Erin Donovan, James Olufowote, and Heather Zoller
- 2019 International Communication Association Conference Travel Grant Award
- 2019 Honoree, Texas Longhorn Football Professor Appreciation Weekend
- 2019 Top Two Poster Award, International Risk and Crisis Communication Conference
- 2019 UT Austin Graduate Student Assembly Professional Development Travel Award
- 2018 Top Paper Panel Award, Human Communication & Technology Division, National Communication Association
- 2018 Experiential Learning Spotlight and Module, Faculty Innovation Center, The University of Texas at Austin
- 2017 Outstanding Professor Award, Kappa Delta Sorority, The University of Texas at Austin (voted by entire sorority as faculty member who promoted academic excellence among Greek life students)
- 2017 Honoree, Alpha Chi Omega Sorority Faculty Appreciation Fall Dinner, The University of Texas at Austin
- 2017 Honoree and Attendee, Doctoral Honors Seminar in Communication, June 2017 at Wayne State University. Faculty Mentor: Dr. Patrice Buzzanell
- 2017 Outstanding First Year Student, Department of Communication Studies, The University of Texas at Austin
- 2016 Top Paper (for entire conference), "Positive impacts of social media at work: Job satisfaction, job calling, and Facebook use among co-workers," International Communication Association Conference on Communication and Media 2016 i-COME'16 (with Brittany Hanna and Kerk Kee)
- 2016-2017 Research Fellowship, Center for Health Communication, The University of Texas at Austin
- 2016-2020 Graduate School Fellowship, Moody College of Communication, The University of Texas at Austin
- 2016 Outstanding Lecturer Award, Department of Human Communication Studies, California State University, Fullerton (based on evaluations and student nominations)
- 2016 Top Paper, "Will you be my friend, professor? Tensions in the student-instructor relationship on social media," Communication and Instruction Division, Western States Communication Association,
- 2014 The Patricia and Richard Doetkott Outstanding Communication Studies Student Award, Chapman University (selected as top student in department)
- 2012 Top Poster Award, International Organization of Social Science and Behavioral Research

## GRANTS

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The Texas Department of Transportation. Project title: Planning for Public Involvement Grant (PI: Dr. Keri K. Stephens, \$223,000). Serves as a graduate researcher on the project from 2019 to present.

UT Austin Faculty Innovation Center Undergraduate Teaching Grant. Project title: Moving from Large Class Group Work to Successful Collaborative Teams (PI: Dr. Keri K. Stephens, \$5,000). Serves as a graduate researcher on the project from 2019 to present.

National Science Foundation: CNS--Division of Computer and Network Systems. Project title: RAPID: The Changing Nature of "Calls" for Help with Hurricane Harvey: Comparing 9-1-1 and Social Media

(NSF#1760453, PI: Dr. Keri K. Stephens, \$168,508). Served as the lead graduate researcher on the project from 2017 to 2019.

National Science Foundation: VOSS—Virtual Organizations as Social-Technical Systems. Project title: Computational Tools, Virtual Organizing, and Dynamic Innovation Diffusion (NSF#1322305, PI: Dr. Kerk Kee, \$324,981.00). Served as a research assistant on the project from 2013 to 2015.

## **TEACHING EXPERIENCE**

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### **At The University of Texas at Austin**

CMS 310K: Team-Based Communication, Fall 2017 to present (stand-alone course, small-group communication, service learning, experiential learning)

CMS 306M: Professional Communication Skills, Fall 2016 & Spring 2017 (stand-alone course)

CMS 366D: Communication and Horror, Fall 2019 (teaching assistant, online course)

CMS 341: Digital Communication, Summer 2017 (teaching assistant, online course)

CMS 359: Language, Communication and Culture, Fall 2016 (teaching assistant, large lecture)

### **Student Advising**

Intellectual Entrepreneurship Pre-Graduate School Mentor

Ravyn Silva (B.F.A., Radio-Television-Film, 2017)

### **At California State University, Fullerton**

HCOM 100: Intro to Communication Studies, Fall 2014 to Spring 2016 (stand-alone course)

## **PROFESSIONAL ASSOCIATIONS AND SERVICE**

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National Communication Association (NCA): 2014 to present

- Division memberships: Organizational Communication, Human Communication & Technology
- Paper Reviewer: Human Communication & Technology Division: 2015, 2016, 2017, 2018

International Communication Association (ICA): 2016 to present

- Interest group memberships: Organizational Communication, Communication and Technology, Mobile Communication, Computational Methods
- Paper Reviewer: Computational Methods Interest Group: 2018

Ad-hoc Journal Reviewer: Communication Reports, 2019

Paper Reviewer: Western States Communication Association (WSCA) Undergraduate Scholars Research Conference, 2018

## **RELEVANT PROFESSIONAL EXPERIENCE**

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| 2019-PRESENT | Statistician, Hoag Orthopedic Institute, Irvine, CA                       |
| 2014-2016    | Research Specialist, Chapman University, Orange, CA                       |
| 2013-2014    | Public Affairs Specialist, Keena-Thomas Communications, Mission Viejo, CA |