

Curriculum Vitae
Ruth Shillair
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Education

Ph.D. Media & Information
Media & Information Studies
Michigan State University, expected 2017

M.S. Telecommunications, Information Studies and Media
Information Policy & Society
Michigan State University, 2013
Summa cum laude

B.S. Computer Information Management/ Management
Northwood University, 2011
Summa cum laude

A.A. Computer Graphics / Web Design
Lansing Community College, 2010
Summa cum laude

A.A. Writing/ Creative Writing
Lansing Community College, 2008
Summa cum laude

Research Interests

Working to improve cyber-security, privacy, and online safety through understanding human behaviors and choices in these realms. Also, social learning about online safety and digital literacy, especially where there are cultural, generational, and economic divides.

Research Support and/or Fellowships

2016- present The Quello Center at Michigan State University

Endowed by James H. and Mary B. Quello for research of telecommunications and impacts.

Research assistant: gathering and analyzing data, writing for publications.

2016- present The Annals of the International Communication Association

Assistant to the editor of the journal.

2013-2016 Online Safety for the Ages (OSA)- Generational Differences in Motivations to Use Security Protections in an Online Banking Context. PIs: Robert LaRose, Shelia R. Cotten, Nora Rifon, Saleem Alhabash. National Science Foundation. \$648,396.

Research assistant: conducting interviews with focus groups, analyzing interviews, analyzing quantitative data, constructing online tutorials for experiments, writing analysis for publication.

2013-2016 ICTs & Quality of Life Using ICTs to Enhance Quality of Life Among Older Adults: An Intervention Study. Shelia R. Cotten (PI), National Institute on Aging.

\$1,875,403

Research Assistant: coding and analyzing interviews, analyzing data and writing analysis for publication.

2014- 2015 Mental Models and Critical Mass: Shaping the Success of Online Communities. PI: Rick Wash. National Science Foundation. \$489,678
Special project: designed online experiment, analyzed data, wrote results for publication.

2015- Generative Collaboration: A Multimodal Multiplex Network Perspective of Social Media Usage in Global Innovation Teams, PI: Wietske VanOsch, Charles Steinfield. \$494,140.

Research assistant: analyzed comments to code for algorithmic analysis

2012-2013 Michigan State University: Writing Center. Satellite Coordinator: Broad Business School: Leer Career Center.

Writing consultant: coordinated a team of tutors, managed a writing center satellite office, worked as a consultant with students, specialized with non-native English speakers.

Teaching

Media and Information Management (MI 462)

Co-teaching with Dr. Wietske VanOsch

Duties include lecturing, preparing class materials, grading papers, and compiling readings.

Social Computing (MI 462)

Co-teaching with Dr. Wietske VanOsch

Duties include preparing class materials, lecturing, guiding lab and group projects, grading, and class documentation

Structural Equation Modeling (CAS 992)

Co-teaching with Dr. Wietske VanOsch

Duties include lecturing, grading projects, labs, and working individually with students

Publications

Shillair, R., Cotten, S. R., Tsai, H. S., Alhabash, S., Larose, R., & Rifon, N. J. (2015). Online safety begins with you and me : Convincing Internet users to protect themselves. *Computers in Human Behavior, 48*, 199–207. <http://doi.org/10.1016/j.chb.2015.01.046>

Shillair, R. and Wash R. Are You Listening: Social Roles and the Perceived Value of Statements in Online Learning Communities. *Proceedings of the ACM 4th Annual Learning @ Scale Conference*, March 14-14, 2015, Vancouver, BC, Canada. <http://doi.org/10.1145/2724660.2728697>

Tsai, H. S., **Shillair, R.,** Cotten, S. R., Winstead, V., & Yost, E. (2015). Getting Grandma Online: Are Tablets the Answer for Increasing Digital Inclusion for Older Adults in the U.S.? *Educational Gerontology*, (June), 150527100153004. <http://doi.org/10.1080/03601277.2015.1048165>

Tsai, H.S., **Shillair, R.** and Cotten, S. R. Social support and ‘playing around’: An examination of how older adults acquire digital literacy with tablet computers. *Journal of Applied Gerontology*, October 21, 2015 0733464815609440

LaRose, R., Alhabash, S., Jiang, M.T., **Shillair, R.**, Tsai, H., Cotten, S. R. & Rifon, N. Communicating Online Safety: Protecting Our Good Life on the Net. In Wang, Hua (Ed.), *Communication and the Good Life*. (2015). New York: International Communication Association

Shillair, R., Dutton, W. (2017). Supporting a Cybersecurity Mindset: Getting Internet Users into the Cat and Mouse Game. *Social Science Computer Review*. (under review).

Shillair, R., & Dutton, W. H. (2016). Instilling a Security Mindset: Getting Into the Cat and Mouse Game. *SSRN Electronic Journal*. <http://doi.org/10.2139/ssrn.2756736>

Shillair, R. (2016). Talking about Online Safety: A Qualitative Study Exploring the Cybersecurity Learning Process of Online Labor Market Workers. *SIGDOC Conference’16*, September 21–23, 2016, Arlington, VA, USA
<http://dx.doi.org/10.1145/2987592.2987605>

Jiang, M.T., Rifon N., Cotten, S., Tsai H., **Shillair, R.**, LaRose, R., and Alhabash, S. (2016). Empowering Older Consumers to Use Electronic Banking. *Journal of Services Marketing* (under review)

Shillair, R., LaRose, R., Jiang, M.T., Alhabash, S., Cotten, S., Rifon, N., and Tsai, H. (2016). The Role of Prior Threat Experience and Habits in Motivating User Cybersecurity Behavior. *Computers in Human Behavior* (under review)

Conference Presentations

Presented at the following conference

International Communications Association 2017 (upcoming)
Searching about Safety: Exploring the Information Search Process in the Digital Safety Realm
Shillair

International Communications Association 2017 (upcoming)
The Role of Habits and Prior Experience in Motivating User Cybersecurity Behavior
Shillair, LaRose, Jiang, Cotten, and Rifon

The Research Conference on Communication, Information and Internet Policy 2016 (TPRC)
Instilling a Cybersecurity Mindset, September 2016
Shillair, Dutton

2016 Oxford Internet Institute Summer Doctoral Program seminars and meeting with Oxford professors to discuss and refine dissertation research

ACM SIGDOC 2016

Talking about Online Safety: A Qualitative Study Exploring the Cybersecurity Learning Process of Online Labor Market Workers, September 2016

Shillair

Oxford Internet Institute, Summer PhD Research Program

Fostering a cybersecurity mindset: elements and directions

July 2016

Association for Education in Journalism and Mass Communication 2015

Determined to be Safe: Experiences and Habits in Motivating Online Safety Protection

Shillair, LaRose, Jiang, Tsai, Alhabash, Cotten, & Rifon

iConference 2015

Not So Lonely Surfers: Computer Comfort, Internet Use and Life Satisfaction in Older Adults

Shillair, Rikard, Cotten, and Tsai

Learning @ Scale 2015

Are You Listening? Social Roles and the Perceived Value of Statements in Online

Learning Communities

Shillair & Wash

Meaningful Play 2014 Conference

Games Going Gray: A Longitudinal Study on the Adoption and Use of Technology by Older Adults in Assisted and Independent Living Communities

Shillair, Tsai, Rikard, Cotten

The Research Conference on Communication, Information and Internet Policy 2014 (TPRC)

Social support and 'playing around': An examination of how older adults acquire digital literacy with tablet computers

Tsai, Shillair, and Cotten

International Communication Association 2014 Conference

Panel Participant: Promoting the Good Life Online: Improving Online Security Through Consumer Education, Good Habits, Software Design, and Public Policy

LaRose, Vaniea, Shillair, and Tsai

International Communication Association 2014 Pre-Conference Digital Divide

Searching for the Answers: The Knowledge Gap and Changing Information Sources

Shillair

International Communication Association 2014 Pre-Conference Digital Divide

Getting Grandma Online: Are Tablets the Answer for Increasing Digital Inclusion for Older Adults in the U.S.?

Tsai, Shillair, & Cotton

Michigan Writing Center Association 2014 Conference

Learning from Learners: How to Improve Your Own Writing While Helping Others

Michigan Writing Center Association 2012 Conference

Conference Coordinator

Michigan Tutoring Association 2012 Conference

Strategies for Student Success in Online Environments

East Central Writing Center Association 2011 Conference

Consulting in Digital Spaces

Michigan Writing Center Association 2010 Conference (group presentation)

Convergence or Collision: How our Interactions with Faculty Help or Harm Students

Michigan Writing Center Association 2010 Conference

Using the Three "R's" to help reach non-traditional students

Michigan Writing Center Association 2010 Conference,

Going Beyond the Vanishing Point-Moving Beyond our Cultural Confines

London Metropolitan University Writing Centre 2009 (London, England)

Part of a consulting team, documenting economic benefit of writing centers to institutions

East Central Writing Center Association 2009 Conference

Growing Honest Writers in a Globally Diverse Environment

Conference Papers

Co-authored the following conference papers but did not present paper

Dutton, W., **Shillair**, R. Bada, M. Creese, Roberts, T. Upton. Capacity Matters: Analysis of the Impact of Building Cyber Security Capacity. Oxford Martin Cyber Security Annual Conference (2017) Oxford, England.

Shillair, R., Meng. Multiple sources for security: Seeking online safety information and their influence on coping self-efficacy and protection behavior habits, Hawaii International Conference on System Sciences. (2017) Hawaii.

Jiang, M., Rifon, N.J., Cotten, S.R., Tsai, H. S., **Shillair, R.**, LaRose, R., & Alhabash, S. (2014 August). Generational Differences in Electronic Banking: Understanding What Motivates Older Generations to Adopt. Presented at the AMA Summer Marketing Educators Conference 2014, August 1 – 3, San Francisco, CA.

LaRose, R., Rifon, N.J., Cotten, S.R., Alhabash, S., Jiang, M., **Shillair, R.**, Rikard, R.V., & Cunningham, C. (2015, October). Generational Differences in Online Safety Protection Motivation. Paper presented at the Amsterdam Privacy Conference 2015, October 23-26, 2015, Amsterdam, Netherland.

Rifon, N.J., Jiang, M., Cotten, S.R., LaRose, R., Alhabash, S, **Shillair, R.**, & Cunningham, C. (2017, February). Educating Elderly Consumers to Safely Use Electronic Banking: A Test of Cybersecurity Education Methods. Paper presented

at 2017 Winter American Marketing Association Conference, Orlando, FL, February 17-19.

Invited Talks

Securing Our World Cybersecurity Presentation

Panelist

October 2015

Lansing Community College, Information Technology Student Alliance

Data Preparation for Partial Least Squares Path Analysis

October 2015

Structural Equation Modeling CA 992

Michigan State University, Guest Lecturer

Online Security and Age Cohorts

February 2015

SK Telecom Visiting Professionals

Co-presentation with Dr. Bill Dutton

Michigan State University Visiting International Professionals Program

Distributed Computing,

Telecommunications 201 Introduction to Media and Information Technology,

Michigan State University, Guest Lecturer

Online Security and Privacy

Telecommunications 401 Media Impacts on Society

Michigan State University, Guest Lecturer

Honors

Outstanding Doctoral Student Triple Threat Award (Research, Scholarship, Teaching)

Department of Media & Information Studies, MSU

Nancy Seidman Dempsey Memorial Scholarship 2015, 2016

MSU Communication Arts & Sciences Research Symposium

Jr. Doctoral Researcher Award

Michigan State University Rasmussen Memorial Scholarship

Liberal Arts Network for Development Writing Contest

1st place for essay writing, 2007

Liberal Arts Network for Development Writing Contest

2nd place for poetry, 2006

Lansing Community College Honor's Scholarship

National Merit Scholarship Semifinalist Phi Theta Kappa Honor Society Member Dean's List/ President's List

Outreach and Public Service

Service as Reviewer

Behavior and Information Technology Journal, 2016

Emerald Studies in Media and Communications Volume 1, 2014

European Conference on Information Systems *2015 Conference*
International Communication Association *2015 Conference*
Michigan Writing Center Association *2014 Conference*

Research Skills

Statistical Analysis

Qualitative methods research
Quantitative methods: regression, structural equation modeling, CFA, EFA, ANOVA,
descriptive statistics, inferential statistics, etc.
Moderation and Mediation Hayes Method
SPSS, SmartPLS, R, AMOS

Content Analysis

Developed code book for comments from online education research project
Coded Twitter messages for Airline industry analysis
Content analysis graduate level class with Dr. Stephen Lacy

Survey Research

Multiple classes in survey research methods
Online survey methods training

Case Analysis

Competitive analysis of adoption of Smart Grid technology by Consumer's Energy
MOOC competitive analysis for Coursaris, EdX, and Educause

Usability Analysis

Testing online research discussion tool prototype on sample population
Analyzed data and produced final report

Ethnographic Research

In depth research of target population for computer application

Citations

Cited in many journals and conference presentations including
Internet Policy Review
Behavior & Information Technology
Computers in Human Behavior
Computers and Security
Journal of Cybersecurity
Journal of Risk Research
Eleventh Symposium on Usable Privacy and Security
Communication & Society
Journal of Applied Gerontology
New Media & Society
Educational Research

Professional Affiliations

Association for Computing Machinery
Association for Education in Journalism and Mass Communication
International Communication Association

World Association for Online Education, 2012
Michigan Tutoring Association, 2012
East Central Writing Center Association, since 2008
Michigan Writing Center Association, since 2008
International Writing Center Association, 2009

Special Projects

Online Banking Safety Research Tutorials (2015)
Online Discussion Tool, in early stages of development and testing (2012) Teaching with Technology, AL course- developed syllabus and all assignments for a one semester online course, including web site for delivery (2012)
Washington Square Review (Editorial Board, 2008)
Washington Square Review, graphic designer for cover (2008 -2011)
Professional Photography- nature background, graduation pictures (2008- present)

Employment

Quello Center (Dr. Bill Dutton)

Research Assistant

Analyzing data, writing, and working with the team from the Oxford University Global Cyber Capacity Centre. Examining the impacts of cyber security capacity models and nation level policies on individual end-users.

National Science Foundation (Dr. Robert LaRose, PI)

Research Assistant

Online Safety Across the Ages. A joint project with Michigan State University Federal Credit Union examining online safety behaviors, online banking, and perceptions of threats. Specifically examining differentiation by age cohort. Designing interventions to help inform and improve online safety and digital hygiene habits.

Designing online safety tutorials. Enabling web-based cyber-safety training. Writing findings of research for dissemination, analyzing data, and looking for research findings implications

National Institute on Aging (Dr. Shelia Cotten, PI)

Research Assistant

ICTs and Quality of Life. ICT use and iPad adoption among seniors research and longitudinal research project on computer intervention in assisted living communities in the Deep South.

Writing findings of research for dissemination, analyzing data, and looking for research findings implications

The Writing Center @ MSU

Business Communications Center Coordinator, 2011-2014

Coordinate staffing for BCC satellite
Liaison with Lear Center Staff

Coordinator for 2012 Michigan Writing Center Association Conference

Organized teams and supervised all aspects of the event: setting up system to evaluate proposals, selected site, maintained communications with multiple stakeholders, coordination, and stayed within budget for an event of over 200 participants and almost 30 presentations.

Work with undergraduates, graduates, faculty and staff on writing projects

Review writing assignments, journal submissions, publications, dissertations, graduate school applications, and job applications

Design research for grant committee for helping develop writing programs for Non-Native English Speakers

Web content committee

Grant Writing Committee

Lead workshops in-

Navigating the PhD

Peer Feedback

Avoiding Plagiarism

APA Citation

Digital Communication

Web Site Design, Beachcomber Design, LLC,

Web design service, owner, 2007-present

Meet with clients and develop web sites as well as suggest social media strategies to promote their message

Photography, graphic design, content development, and customer communications

Clients include: major Michigan medical affiliations, non-profit organizations, online educational services, lawyers, and psychologists

Lansing Community College Writing Center

Peer Writing Assistant, 2008-2011

Online Writing Assistant

Assist students in writing assignments, special focus on non-native English speakers, returning adult students and those with learning disabilities

Siena Heights University, English Department

Writing Tutor, 2009-2012

Assist students in writing assignments, special focus on non-native English speakers, returning adult students and those with learning disabilities

Computer Skills

Microsoft Office: Word, Excel, PPT, Outlook, & Access (certification course)

HTML, XML, CSS

Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, InDesign, Flash

Camtasia

Painter X

SQL

VB.net, R

Drupal, Wordpress content management systems