

Faculty Research

# LIGHTNING TALKS

Narrative Persuasion: How  
Exposure to Messages in Story  
Format Influences People's  
Beliefs and Behaviors



Anne Hamby, Ph.D., Marketing

*Persuasive Storytelling in Marketing  
Communications*



Krishna Pakala, Ph.D., Mechanical  
and Biomedical Engineering

*Self-storytelling - A Catalyst for Institutional  
and Community Transformation*



Serena Morales, Ph.D., Curriculum, Instruction,  
& Foundational Studies

*A Climax for Everyone: How Plot-Based  
Problem-Finding Leads to Learning*



Jeff Lingwall, J.D., Ph.D., Management

*Causal Narratives and Constitutional  
Scrutiny*



Tiffany Hitesman, M.A., English

*Connecting Students to Communities  
through Listening and Story (Co-presenter)*



Emily Wakild, Ph.D., History and Environmental  
Studies

*Narrating Extinction and Invasion in  
Patagonia*



Jill Heney, M.A., English

*Connecting Students to Communities  
through Listening and Story (Co-presenter)*

Virtual Lightning Talks with Boise State University  
September 10, 2021 at 12 p.m.

Register online to receive your link to attend:

<https://forms.gle/RNfysFdAhxXcEELQ8>



BOISE STATE UNIVERSITY