

PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Sonya Dal Cin, assistant professor of communication studies, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of communication studies, with tenure, College of Literature, Science, and the Arts [also being promoted to research associate professor, Institute for Social Research].

Academic Degrees:

Ph.D.	2005	University of Waterloo
B.A.	2000	Queen's University

Professional Record:

2007 – present	Assistant Professor, Department of Communication Studies, and Research Assistant Professor, Research Center for Group Dynamics, University of Michigan
2005 – 2007	Post-doctoral Fellow, Norris Cotton Cancer Center, Dartmouth Medical School

Summary of Evaluation:

Teaching – Professor Dal Cin is a very strong teacher who receives high scores from students whether the course is a required undergraduate lecture or a graduate seminar. She has supervised excellent honors theses, served on three completed Ph.D. committees, and is currently serving on three others. She is an outstanding and dedicated mentor to the graduate students who work directly with her. Professor Dal Cin recently partnered with another assistant professor to pioneer a graduate course designed for communication studies and psychology graduate students entitled “Attitudes, Persuasion and Behavior Change.” She also helped to design two new courses in media psychology.

Research – Professor Dal Cin is a rigorous and prolific scholar whose work is widely cited and published in the top journals in the areas of media psychology and health communication. Her work has very important public health implications especially for smoking cessation and alcohol consumption among young people. Professor Dal Cin has also received consistent funding through the National Cancer Institute and the National Institute on Alcohol Abuse and Alcoholism, and is preparing two additional proposals for the National Cancer Institute.

Recent and Significant Publications:

“When movies matter: Changes in determinants of smoking behavior over the smoking trajectory,” with M. Stoolmiller and J. D. Sargent, *Journal of Health Communication*, 17, 2012, pp. 76-89.

“Sharing a cigarette with the stars: Spontaneous action representation in smokers when watching movie characters smoking,” with D. D. Wagner, et al., *Journal of Neuroscience*, 31, 2011, pp. 894-898.

“Good self-control moderates the impact of mass media on adolescent tobacco and alcohol use: Tests with two studies of children and adolescents,” with T. A. Wills, et al., *Health Psychology*, 29, 2010, pp. 539-549.

“Movie character smoking and adolescent smoking: Who matters more, good guys or bad guys?” with S. E. Tanski, et al., *Pediatrics*, 124, 2009, pp. 135-143.

Service:

Professor Dal Cin has taken on important service obligations in her department as well as in the college, Research Center for Group Dynamics, and university. At the national level she has served as a reviewer for the top journals in her field.

External Reviewers:

Reviewer (A)

“Professor Dal Cin is already a stellar scholar with an outstanding record and a clear plan for further path-breaking research that should attract external funding. ... The program of research...is robust and compelling. ...[her] theoretical work on the neurological underpinnings of media use are especially exciting.”

Reviewer (B)

“She has brought her clear thinking, methodological sophistication, and theoretical rigor to the task [of sorting through the evidence and identifying the important unanswered issues]... She is first author on seven journal articles, and is clearly regarded as a valued collaborator by some of the biggest names in the field...”

Reviewer (C)

“...Dr. Dal Cin has made important contributions to understanding when and how different types of media narratives influence health-related attitudes and behavior. ... In my view, the candidate’s vita demonstrates a very good level of productivity. Further, virtually all of her publications appear in well respected, high impact journals, and citation rates are strong.”

Reviewer (D)

“The papers, as a set, make it clear that she is able to specify and articulate research questions with care, analyze large sample longitudinal data in a sophisticated way, consider alternative explanations for results thoughtfully, and write well. ...Dal Cin has shown herself to be a smart and strong researcher, able to address important policy and theoretical questions... She is a solid and consistent contributor to the literature... ...she is among the handful of people whose work merits careful attention.”

Reviewer (E)

“She is doing important, creative, original work that promises to have impact on theoretical thinking about how entertainment media exposures influence cognitions and behaviors... Her productivity...is quite solid. What is more impressive is the record of placement of her work. These are almost without exception top journals in their respective specialty areas.”

Reviewer (F)

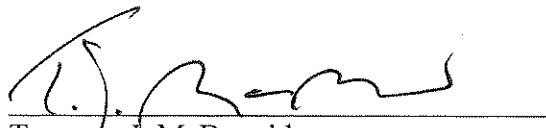
“Dr. Dal Cin is one of the few researchers who attempt to integrate cognitive and socio-cognitive theories with media-effects theories. ...[she] has already contributed significantly to our field, and her publication list and research description clearly indicate that she will continue to do so.”

Reviewer (G)

“Sonya is extremely bright and hardworking. ...she is passionate about doing basic research with clear implications for applications designed to alleviate social problems. ...[her] research program is in ‘high gear.’”

Summary of Recommendation:

Professor Dal Cin is an innovative researcher, an excellent teacher, and a valued colleague. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Sonya Dal Cin be promoted to the rank of associate professor of communication studies, with tenure, College of Literature, Science, and the Arts.



Terrence J. McDonald
Arthur F. Thurnau Professor,
Professor of History and Dean
College of Literature, Science, and the Arts

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