**Education**

**Undergraduate**: University of Portland (2001-2005), B.S. Organizational Communication (Public Relations Emphasis), GPA: 3.68.

*Capstone*: Unbreakable Bonds? Leadership Style, Job Satisfaction and Group Cohesion in Firefighters

**Graduate**: University of Wisconsin-Madison (2012-2018), M.A., Ph.D. Communication Arts (Communication Science Program), GPA: 4.0

*Minor:* Quantitative Methods (Statistics)

*Dissertation*: Mortal vs. Machine: Development and Testing of a Model of Human-Human Trust vs. Human-Automation Trust

*Advisor*: Lyn Van Swol

**Publications**

Prahl, A., Dexter, F., Braun, M. T., & Van Swol, L. (2013). Review of experimental studies in social psychology of small groups when an optimal choice exists and application to operating room management decision-making. *Anesthesia & Analgesia, 117*(5), 1221-1229. doi: 10.1213/ANE.0b013e3182a0eed1 (Impact Factor 3.8)

Prahl, A., Dexter, F., Van Swol, L., Braun, M. T., & Epstein, R. H. (2015). E-mail as the appropriate method of communication for the decision-maker when soliciting advice for an intellective decision task. *Anesthesia & Analgesia*, *121*(3), 669-677. doi: 10.1213/ANE.0000000000000658

Van Swol, L. M., Prahl, A., Kolb, M., Acosta-Lewis, E. E, & Carlson, C. (2016). The language of extremity: The language of extreme members and how the presence of extremity affects group discussion. *Journal of Language and Social Psychology.* doi: 10.1177/0261927X16629788

Prahl, A., & Van Swol, L.M. (2017). Towards an understanding of algorithm aversion: Why do decision-makers discount advice from automation? *Journal of Forecasting.* doi: 10.1002/for.2464

Prahl, A., & Enright, R. D. (2017). Forgiving computers: The rise of automation and implications for counseling. *Counseling and Values, 62*(2), 144-158.

Prahl, A., Van Swol, L. M., & Kolb, M. R. (2017). Silent minority: argument, information sharing, and polarization of minority opinion through a structuration theory lens. *Journal of Applied Communication Research, 45*(4), 381-396.

Van Swol, L. M., MacGeorge, E. L., & Prahl, A. (2017). Advise with permission?: The effects of advice solicitation on advice outcomes*. Communication Studies, 68*(4), 476-492.

Van Swol, L. M., Prahl, A., Macgeorge, E., & Branch, S. (2019) Imposing advice on powerful people. *Communication Reports, 32*(3), 173-187.

Van Swol, L. M., Prahl, A., & Kolb, M. (2019) The effects of discussion of familiar or non-familiar information on opinions of anthropogenic climate change, *Environmental Communication*, *13*(8), 1128-1142. Counted as **Top Tier Publication**: Latest impact factor of 2.9 is higher than most journals on school list. It is considered a Q1 Journal in Environmental Sciences and Management, Monitoring, Policy & Law. Also, the upward trajectory of the journal shows it is in the ascendancy and will continue to have higher impact in the future, source: https://www.scimagojr.com/journalsearch.php?q=19700182745&tip=sid

Van Swol, L. M., Paik, J., & Prahl, A. (2020). Linguistic Influences on the Outcomes of Imposed Advice*. Journal of Language and Social Psychology,* (accepted manuscript)

**Edited Book Chapters**

Van Swol, L.M & Prahl A. (2018). Advice in groups and networks In MacGeorge, L. & Van Swol, L. M. (Eds.) *Oxford Handbook of Advice* (pp. 111-135). New York, NY: Oxford University Press.

Van Swol, L.M., Paik, J., & Prahl A. (2018). Advice recipients: The psychology of advice utilization. In MacGeorge, L. & Van Swol, L. M. (Eds.) *Oxford Handbook of Advice* (pp. 21-43). New York, NY: Oxford University Press.

**Conference Papers**

Prahl, A. (2020, May). People and the machines: Trust in automation that replaces humans and implications for organizational communication. To be presented at the International Communication Association conference, Gold Coast, Australia.

Prahl, A., Van Swol, L. M. (2020, May). Out with the humans, in with the machines?: Investigating the behavioral and psychological effects of replacing human advisors with a machine. To be presented at the International Communication Association conference, Gold Coast, Australia. (Top Paper: Interpersonal Communication Division).

Prahl, A. (2020, May). The 737 MAX: An avoidable tragedy and how human-machine communication centered design can prevent it from happening again. To be presented at the International Communication Association conference, Gold Coast, Australia.

Cui Min, L., Oh, P. & Prahl, A. (2020, May). Trust in human-machine communication: Discovering key ideas through citation network analysis. To be presented at the International Communication Association conference, Gold Coast, Australia.

Van Swol, L. M., Prahl, A., Ahn, H. (2019, November). Language use in group discourse and its relationship to group processes. Presented at the National Communication Association conference, Baltimore, MA. (Top Paper Award, Group Communication Division)

Van Swol, L. M., Paik, E. & Prahl, A. (2019, November). "Linguistic Influences on the Outcomes of Imposed Advice. Presented at the National Communication Association conference, Baltimore, MA.

Van Swol, L. M., Prahl, A., Ahn, H. (2019, November). Language use and feelings of ostracism. Presented at the National Communication Association conference, Baltimore, MA.

Tandoc, E., Wu, S., Prahl, A. (2019, July). Conceptualizing automation: Why defining automation isn’t automatic. Presented at the AEJMC Conference, Toronto, Canada.

Van Swol, L. M., MacGeorge, E., & Prahl, A. (2019, May). Investigating knowledge deficit in science communication: How and when do different types of scientific information change opinion?. Presented at the International Communication Association conference, Washington, DC.

Van Swol, L. M., Prahl, A., & Kolb, M. (2017, November) “It’s a bit complicated:” Group discussion of known or novel scientific information about climate change. To be presented at the National Communication Association Conference, Dallas, TX. (Top Paper Award, Group Division)

Van Swol, L. M., MacGeorge, E., & Prahl, A. (2017, May). Advise with permission? When and how to intervene with advice. Presented at the International Communication Association conference, San Diego, CA.

Van Swol, L. M., Prahl, A., MacGeorge, E., & Branch, S. (2017, May). Imposing advice on powerful people. Presented at the International Communication Association conference, San Diego, CA.

Prahl, A., Van Swol, L. M. (2016, November). The language of extremity: The language of extreme members and how the presence of extremity affects group discussion. Presented at the National Communication Association conference, Philadelphia, PA.

Prahl, A., Van Swol, L. M. (2016, June). The computer said I should: How does receiving advice from a computer differ from receiving advice from a human? Presented at the International Communication Association conference, Fukuoka, Japan.

Van Swol, L. M., MacGeorge, E., & Prahl, A. (2015, May). The effects of advice solicitation, confidence, and expertise on advice utilization. Presented at the International Communication Association conference, San Juan, Puerto Rico.

Prahl, A. (2015, May). RIFT: Automating the age-old question: Is it scholarly? Presented at the International Communication Association conference, San Juan, Puerto Rico.

Prahl, A. (2015, April). Mortal vs. Machine: development and testing of a model of trust in humans versus computers. Presented at the Central States Communication Association, Madison, Wisconsin.

Prahl, A. (2015, April). GIFT: Experiencing the power of speech through meditation. Presented at the Central States Communication Association conference, Madison, Wisconsin.

**In Preparation or Review**

Prahl A., Van Swol, L. M. Punishing the machines: Automation is trusted less following errors if it replaces a human. *Academy of Management Discoveries* (under review)

Prahl A., Van Swol, L. M. Utilized but despised: Reactions to the replacement of human advisors with algorithms. *Science, Technology & Human Values* (under review)

Prahl A., Goh, W. P. Rogue machines: When AI malfunctions, how should companies publicaly respond? (in prep for *Public Relations Quarterly*)

Van Swol, L. M., Prahl, A., Ahn, H. Linguistic indicators of perceived credibility, ostracism, and perception of group members in discussion about climate change. *Journal of Language & Social Psychology* (under review)

Van Swol, L. M., Paik J., & Prahl, A. Polite advice: Apologies and effect of advice implementation intentions. *Journal of Applied Communication Research* (under revision)

**Media Coverage**

May 2016: People dump AI advisors that give bad advice, while they forgive humans for doing the same. *Quartz*. <http://qz.com/693194/people-dump-ai-advisors-that-give-bad-advice-while-they-forgive-humans-for-doing-the-same/>

May 2016: People ditch AI for giving bad advice but cut humans more slack. *Silicon Angle*. <http://siliconangle.com/blog/2016/05/27/people-ditch-ai-for-giving-bad-advice-but-cut-humans-more-slack/>

**Grant Funding Awarded**

Nanyang Technological University: Start-Up Grant – Awarded November 8, 2018

Project Title: Trusting automation: Investigating the behavioral and psychological differences of interacting with automation versus humans.

Amount: S$35,000

Role: PI

Ministry of Education Tier 1 Grant – Awarded August 8th, 2019

Project Title: Trusting automation: A social psychological perspective to understand the human and machine interactions – when and why people would (or not) rely on algorithmic judgment

Amount: S$95,000

Role: Co-PI

Ministry of Education Tier 1 Grant – Added November, 2019, Grant Awarded September 23rd, 2018. Project Title: Applying Interpretive Animation to Robots. A Comparative Study.

Amount: S$64,755.41

Role: Co-PI

**Students Mentored**

2018-19: Xin, P. W., Nanyang Girls Humanities and Social Sciences Research Program. Topic: Perceptions of Using Algorithms for News Personalization.

2018-19: Wong, Y. J., Nanyang Girls Humanities and Social Sciences Research Program. Topic: Is Art Created by Artificial Intelligence Perceived as Creative and Valuable?

2029: Lee, T. Y., NTU Undergraduate Research Experience (URECA). Topic: Challenges in Adopting Automation in Healthcare Settings.

2029: Xiu, T., NTU Undergraduate Research Experience (URECA). Topic: A Framework for Understanding Human Accountability when AI Systems Fail.

2029: Chua, N. S., NTU Undergraduate Research Experience (URECA). Topic: The 737 MAX and Human Limitations in the Automated Age of Aviation.

2020: Goh, W. P., NTU Undergraduate Research Experience (URECA). Topic: Rogue Machines: When AI Fails, How Should Companies Publically Respond?

**Invited Talks & Guest Presentations**

Prahl, A. (2019, July). Lecture: AI for Humanity. Technopreneuership Seminar, Nanyang Entrepreneurship Centre.

Prahl, A., Wong, W. P., (2019, March). Presentation: Ethics and AI: Developing a FIRM Platform for Ethical Consensus in the 4th Industrial Revolution. Nanyang Institute for Science & Technology for Humanity Ideas Challenge, Singapore.

Prahl, A. (2018, November). Presenter and Roundtable Discussant at *Machines, Intelligence and Creativity*, Nanyang Institute for Science & Technology for Humanity, Singapore.

Prahl, A. (2017, October). Guest Lecture in Communication 201: Organizational Communication.

Prahl, A. (2017, March). Guest Lecture in Communication Arts 761: Automated advice: Current research and future directions.

Prahl, A. (2017, January). Guest Lecture in Communication Arts 272: Deception cues in interpersonal communication: Theoretical perspectives and empirical support.

Prahl, A. (2017, January). Guest Lecture in Management & Human Resources 729: Rationality and its limits.

Prahl, A. (2017, January). Guest Lecture in Management & Human Resources 729: Introduction to behavioral decision-making.

Choi, M., Toma, C. (2016, June). Presenter: Prahl, A. Sharing a breakup with friends and family: Patterns and effects of interpersonal media use on personal growth. Presented at the International Communication Association conference, Fukuoka, Japan.

Bonus, J. A., Toma, C. (2016, June). Presenter: Prahl, A. Sex, lies, and media use: Communication channel and perceptions of deception about romantic infidelity. Presented at the International Communication Association conference, Fukuoka, Japan.

Prahl, A. (2016, April). Mortal vs. machine: Trust in the age of automation. Presented at the Wisconsin Festival of Ideas, Madison, Wisconsin.

Prahl, A. (2016, March). Guest Lecture in Communication Arts 368: Social Identity Theory.

Prahl, A. (2016, February). Guest Lecture in Management & Human Resources 729: Linear vs. Nonlinear Modeling and Decision Making.

Van Swol, L. M., Prahl, A., Kolb, M., Acosta-Lewis, E. E, & Carlson, C. (2016, March). The Language of Extremity. Communication Science Colloquium, University of Wisconsin-Madison.

**Service**

2020 – Scholarly Community: Reviewer for *Journal of Communication*, *Journal of Behavioral Decision-Making*, International Communication Association Conference, National Communication Association Conference.

2019 – School: Examiner for Prospectus Defense: Lydia Cheng Rui Jun. Topic: Print in a Digital Age: The Singapore Magazine Industry

2019 – Job talk attendance and feedback (5x) for Asst. Professor in Public Relations & Journalism positions – Wee Kim Wee School of Communication & Information

2018 – Member of interview panel for prospective graduate students – Wee Kim Wee School of Communication & Information

2018 – Reviewer and respondent for FYP (Research) proposal presentations

2018 – Candidate dinners (3x) for Asst. Professor in Public Relations position – Wee Kim Wee School of Communication & Information

2018 – Commencement Attendance – Wee Kim Wee School of Communication & Information

2017 - 2018 – Editorial Assistant for the *International Journal of Public Opinion Research*

2016 - 2017 – Editorial Assistant for the *Journal of Information Technology and Politics*

2017 – Nominated by department faculty to represent the Communication Arts Department at UW bias training and diversity workshop

2017 – Wisconsin Diversity Forum 2017 participant

2017 – Reviewer for International Communication Association Conference 2017, Communication and Technology Division.

2016 – Reviewer for National Communication Association Conference 2016, Humans and Communication Technology Division.

2016 – Panel Chair: Communication and Technology in Learning Contexts, National Communication Association Conference 2016.

2015 – Communication Science Colloquium co-Coordinator

**Awards**

2019 – Top Paper Award, Interpersonal Communication Division, International Communication Association Annual Conference.

2019 – Top Paper Award, Group Communication Division, National Communication Association Annual Conference.

2019 – Commendation Award, Nanyang Institute for Science and Technology for Humanity Ideas Challenge, Singapore

2019 – People’s Choice Award, Nanyang Institute for Science and Technology for Humanity Ideas Challenge, Singapore

2017 – Top Paper, Group Communication Division, National Communication Association Conference, Dallas, Texas

2016 – Nominated by Department Faculty for College of Letters and Science Teaching Fellow

2015 – Top 10 Finalist: Wisconsin Institute of Discovery, Festival of Ideas Discovery Challenge

2013 – Honored Instructor Award: University Housing

**Volunteer**

2017 (July-August) – Volunteer in Souda and Eleonas Refugee Camps, Greece. Organizations volunteered for: The Unmentionables, Project Elea, Campfire Innovation, Melissa Network.

2001 - Present – Ongoing volunteer work with various nonprofits in my hometown at the time, from food banks to tree planting; 1-5 hours/week.

**Professional Experience**

**Gifford Pinchot Task Force – Community Communication Coordinator** (7/09 – 7/12)

* Wrote and designed fundraising and outreach materials including appeal letters, annual reports, and promotional materials.
* Implemented creative solutions to improve donor retention with technology and social media.
* Represented the organization and presented environmental restoration projects at events and public meetings, often to very hostile audiences.

**Trailkeepers of Oregon – Board of Directors (Founding Member)** (2/08 – 4/12)

* Chaired the bylaws committee, served as treasurer, and designed the organization membership plan while serving a variety of roles in start-up non-profit.
* Successfully sought out local business partners to help promote the TKO's message of hiking trail stewardship and advocating for local recreation.

**Freelance Advertising and Public Relations** (9/06 – 7/12)

* Worked for a number of small clients to develop strong brands and effective marketing strategies.
* Freelance work for larger clients and agencies in the Portland and Seattle areas. Creative enough to write a brand manifesto, insightful enough to moderate focus groups, artistic enough to photograph products – I did it all.

**Metro – Public Affairs and Government Relations** (7/07 – 4/08)

* Participated in all public affairs related activities, from writing public comment summaries to writing press releases and organizing internal events.
* Gained experience working with stakeholders on immense projects including convention center hotels and regional transportation plans.

**Wild Alchemy – Assistant** (5/06 – 9/06)

* Participated at all levels of advertising account planning, including writing proposals, data analysis and creative briefs for clients including Microsoft, GM and Doc Martens.
* An exhilarating crash course in account planning and brand strategy.

**Northwest Service Academy (NWSA) – AmeriCorps Publicity Assistant** (7/05 - 6/06)

* Participated at management level for outreach and recruitment, including strategic planning, branding, advertising, website development, press releases, photo essays and quarterly reports.
* In essence, ran an advertising agency for over 100 AmeriCorps members.

**Fund for the Public Interest – Door** **Canvasser** (11/08 – 7/09)

**Fleet Specialist - New York Stock Exchange Trading Floor Assistant** (5/04 - 7/04)