

Ginger Orton, PhD

Buena Vista, GA
ginger.orton25@uga.edu

CURRENT POSITION

Assistant Outreach Professor, Natural Resources Science Communication

University of Georgia, Athens, GA, *June 2024 - present*

EDUCATION

Doctor of Philosophy, Agricultural Communications and Education

Texas Tech University, Lubbock, TX, *May 2024*

- Summa Cum Laude (4.0 GPA)
- Dissertation: Strategic Message Design: Using an Exploratory, Sequential, Mixed-Methods Approach for Evidence-Based Sustainability Messages for American Cattle Producers
- Chair: Dr. Laura Fischer

Master of Science, Agricultural Communications

Texas Tech University, Lubbock, TX, *Dec. 2021*

- Summa Cum Laude (4.0 GPA)
- Thesis: Covering Climate Change: A Content Analysis of Message Frames in Agricultural Magazines
- Chair: Dr. Courtney Meyers

Bachelor of Science, Agricultural Communications

Abraham Baldwin Agricultural College (ABAC), Tifton, GA, *May 2020*

- Summa Cum Laude (3.9 GPA)
- Capstone Research: Ethnography of a Student Newspaper Office

RESEARCH EXPERIENCE

Postdoctoral Scholar: Human Dimensions of Climate-Smart Agricultural Technology

Department of Agricultural Leadership, Education and Communication, University of Georgia, *July 2024 -*

- Conduct novel research investigating the drivers of adoption of precision agriculture technologies
- Investigate the competencies of Extension professionals when communicating about precision agriculture
- Compile and publish research reports for the academic and practitioner community

Research Assistant: National Oceanic and Atmospheric Administration (NOAA)

Department of Agricultural Education and Communications, Texas Tech University, *Jan. 2021-May 2024*

- Worked with cross-state, interdisciplinary team to conduct experimental message effects research on disaster and weather alert messages
- Assisted with development of grant narratives and project updates
- Collected qualitative and quantitative data (e.g. eye tracking and interviews)

Research Assistant: National Cattlemen's Beef Association (NCBA) Beef Checkoff Program

Department of Agricultural Education and Communications, Texas Tech University, *Jan. 2022-May 2024*

- Collaborated with their research team to deliver pragmatic research results
- Investigated and reported public and producer perceptions about sustainable cattle production
- Assisted with development of grant narratives and project updates

Program Evaluator: Program in Inquiry & Investigation (Pi²)

Department of Agricultural Education and Communications, Texas Tech University, *Aug. 2020-Dec. 2021*

- Evaluated the impact of an investigative inquiry STEM undergraduate research program through pre-,mid-, and post- surveys
- Compiled reports of student progress for funders, faculty, and other stakeholders
- Provided instructor recommendations for uniform course delivery to achieve desired outcomes

Journal Articles

Orton, G. & Lee, C.L. (2025). Culturally Informed Knowledge Transfer Toward Climate-Smart Agriculture Adoption: Insights from Smallholder Farmers in Ethiopia and Zimbabwe. *Journal of International Agricultural and Extension Education*.

Orton, G., Barnes, M. A., Syed, S. B., Reid, J. W., & Smith, A. C. (2025). Challenges for activating undergraduate research: a summary from the 2021 American Society for Microbiology Conference for Undergraduate Educators. *Journal of Microbiology and Biology Education*.

Yang, C. X., Baker, L. M., Fischer, L., Essary, C. R., & **Orton, G.** (2025). Vaccinating with valor: a risk preventive Model to explain factors in parents' choice to vaccinate their children for COVID-19. *Health Communication*.

Lee, C.L., **Orton, G.**, & Lu, P. (2024). Global Meta-Analysis of Innovation Attributes Influencing Climate-Smart Agriculture Adoption for Sustainable Development. *Climate*.

Catching, K., **Orton, G.**, & Fischer, L.M. (2024). Overcoming Barriers: Describing Cattle Producers' Motivations & Perceived Barriers Toward Adopting Sustainable Practices to Inform Communication Strategy. *Journal of Applied Communications*.

Orton, G., Fischer, L., & Kylie, K. (2024). Using Audience Segmentation to Identify Target Audiences for Climate-Smart Beef Production Communication. *Journal of Agricultural Education*.

Orton, G., Meyers, C., Fischer, L., & Doerfert, D. (2024). Covering Climate Change: How Three American Agricultural Magazines Covered Climate Change Over 20 Years. *Journal of Agricultural Education*.

Orton, G., Fischer L., Sutton, J., & Huntsman, D. (2024). Message Design Matters: An Experiment on Portrayal of Protective Action Guidance in Warning Messages for Three Hazards. *Journal of Applied Communications*. *Accepted; Awaiting Publication*.

Orton, G., Fischer, L., Lawson, C., & Loving, M. (2023). Prioritizing Values: Identifying Target Audience Segments for Strategic Climate Change Communications. *Under revise and resubmit at Journal of Applied Communication*.

Fischer, L. M., Schroeder, E., Gibson, C., McCord, A., & **Orton, G.** (2023). An Experimental Study Investigating the Type of Data Visualizations Used in Infographics on Participant Recall and Information Recognition. *Journal of Applied Communications*, 107(3), 7.

Fischer, L., Huntsman, D., **Orton, G.**, and Sutton, J. (2023). You Have to Send the Right Message: Examining the Influence of Protective Action Guidance on Message Perception Outcomes across Prior Hazard Warning Experience to Three Hazards. *Weather, Climate, and Society*.

Fischer, L., **Orton, G.**, Sutton, J., and Wallace, M. (2022). Show Me and What Will I Remember? Exploring Recall in Response to NWS Tornado Warning Graphics. *Journal of Applied Communications*.

Orton, G., Fischer, L., & Lawson, C. (2022). Examining the Impact of Disaster Experience with Winter Storm Uri and Climate Change Risk Perceptions on Support for Mitigation Policy. *Journal of Applied Communications*.

Conference Presentations

Association for International Agricultural and Extension Education (AIAEE), 2025

- **Oral Presentation:** Strengthening Extension Outreach for Advancing Climate-Smart Agriculture: A Systematic Review of Technology Adoption. (Lee, C.L., **Orton, G.**, & Lu, P.)

Precision One Health Conference at the University of Georgia, 2024

- **Poster Presentation:** Assessing Technological Complexity in Precision Agriculture Technology Diffusion: A Meta-Analysis of Adoption Trends Across Environments (**Orton, G.** & Lee, C.L.)

National Agricultural Communications Symposium (NACS), 2024

- **Paper Presentation:** Message Design Matters: An Experiment on Portrayal of Protective Action Guidance in Warning Messages for Three Hazards (**Orton, G.**, Fischer L., Sutton, J., & Huntsman, D.)
- **Innovative Idea Poster:** Leveraging 'Q Method Software' for Synchronous Online Card Sorting with American Cattle Producers (**Orton, G.**, Fischer, L. M., Doerfert, D., Meyers, C. M., & Raven, M.)
- **Professional Development Session:** Leveraging Multiple Online Tools to Conduct Synchronous Online Q Sorts and Interviews with American Cattle Producers (Orton, G.)

American Association of Agricultural Education Southern Region Conference, Accepted to present in 2024

- **Emerging Research Presentation:** Developing Evidence-Based Messages to Encourage Sustainable Cattle Production: A Sequential Exploratory Approach to Message Design Using Q Sorts and Interviews (**Orton, G.**, Fischer, L. M., Doerfert, D., Meyers, C. M., & Raven, M.)

American Association of Agricultural Education National Conference, 2023

- **Paper Presentation:** Using Audience Segmentation to Identify Target Audiences for Climate-Smart Beef Production Communication (**Orton, G.** & Fischer, L.)
- **Research Poster:** Examining College Students' Trust in Sources for Scientific Information (**Orton, G.,** Fischer, L., Horton, K., & Elmore, S.)
- **Innovative Idea Poster:** Using the Six America's Short Survey (SASSY) to Teach Audience Segmentation (**Orton, G.** & Fischer, L.)

National Agricultural Communications Symposium (NACS), 2023

- **Paper Presentation:** Prioritizing Values: Identifying Target Audience Segments for Strategic Climate Change Communications (**Orton, G.,** Fischer, L., Lawson, C., & Loving, M.)
- **Research Poster:** Examining Recall of Protective Action Content in Graphical Tornado Warning Messages (**Orton, G.,** Fischer, L., Sutton, J., & Huntsman, D.) **Awarded Outstanding Research Poster**

Association for Communication Excellence, 2022

- **Paper Presentation:** Examining the Impact of Disaster Experience with Winter Storm Uri and Climate Change Risk Perceptions on Support for Mitigation Policy (Fischer, L., **Orton, G.,** & Lawson, C.) **Awarded Outstanding Paper**
- **Professional Development Session:** Open Science Practices in Agricultural Communications (**Orton, G.** & Essary, C.)
- **Research Poster:** Examining Texas Residents' Climate Change Perceptions and Trust in Media (**Orton, G.,** Fischer, L., & Lawson, C.)
- **Research Poster:** Agricultural Magazines' Coverage of 'Climate Change' & Climate Smart Agricultural Practices (**Orton, G.,** Meyers, C., Fischer, L., Doerfert, D.)

American Association of Agricultural Education National Conference, 2022

- **Paper Presentation:** Covering Climate Change: A Content Analysis of Agricultural Magazines (**Orton, G.,** Meyers, C., Fischer, L., Doerfert, D.)
- **Research Poster:** Agricultural Magazines' Coverage of Climate Change in Relation to Agricultural Commodity and Geographic Location (**Orton, G.,** Meyers, C., Fischer, L., Doerfert, D.)
- **Research Poster:** Covering Climate Change: A Content Analysis of the Progressive Farmer Magazine
- **Innovative Idea Poster:** Leveraging Zoom Features in a Synchronous Online Web Design Course (**Orton, G.** & Meyers, C.)

American Association of Agricultural Education Western Region Conference, 2022

- **Paper Presentation:** Prioritizing Values: Segmenting Texas Residents by Climate Change Perceptions (**Orton, G.,** Fischer, L., & Lawson, C.)
- **Innovative Idea Poster:** Using Handheld Dials to Measure Response to Scientific Information on Podcasts (**Orton, G.,** Fischer, L., Horton, K., & Elmore, S.)
- **Research Poster:** Examining College Students' Trust in Sources for Scientific Information (**Orton, G.,** Fischer, L., Horton, K., & Elmore, S.) **Awarded People's Choice Research Poster**

American Association Agricultural Educators Western Region Conference, 2021

- **Research Poster:** Covering Climate Change: A Content Analysis of the Progressive Farmer Magazine (Orton, G.)
- **Innovative Idea Poster:** Leveraging Zoom Features in a Synchronous Online Web Design Course (Orton, G. & Meyers, C.)

American Society of Microbiology College Undergraduate Educators Conference, 2021

- **30-Minute Education Session:** Easy as Pi²: Facilitating Experiential Learning in Faculty Research Laboratories for Early-Career Undergraduates (Orton, G., Barnes, M., Smith, A., & Lawver, D.)

Association of International Agricultural Education & Extension Conference, 2021

- **Oral Abstract:** Effectiveness of Soil and Water Conservation Practices Disseminated by Extensionists to Curb Perennial Floods in Marakwet East, Kenya (Gikunda, R., Lawver, D., Orton, G.)
- **Oral Abstract:** Culture as a Predictor of Effective Adoption of Climate-Smart Agriculture in Mbeere North, Kenya (Gikunda, R., Lawver, D., Orton, G.)

American Association Agricultural Educators National Conference, 2021

- **Innovative Idea Poster:** Ready for Launch: Incorporating LaunchPad Solo for Journalism Resource in a Writing-Intensive Course (Orton, G. & Meyers, C.)

TEACHING

Lead Instructor

Communicating Agriculture to the Public, Texas Tech University, *Fall 2023*

- 34-student, in-person course with objectives to impart journalistic writing skills and AP Style

Scientific Communications in Agriculture and Natural Resources, Texas Tech University, *Fall 2022*

- 135-student, in-person course with objectives to deliver effective scientific communication through written and graphic formats

Teaching Assistant

Campaigns in Agriculture and Natural Resources, Texas Tech University, *Spring 2024*

- 45-student, in-person course with objectives to design and implement marketing/public relations campaigns through a published magazine, *The Agriculturist*

Graduate Level Social Marketing, Texas Tech University, *Summer 2023*

- 15-student, remote course with objectives to connect social marketing theory with a real-world social marketing plan

Communicating Agriculture to the Public, Texas Tech University, *Spring 2023*

- 34-student, in-person course determined to impart journalistic writing skills and AP Style

Graduate Level Public Opinion, Texas Tech University, *Fall 2022*

- 20-student, online person course with objectives to enhance understanding of the importance of audience analysis, defining a “public,” and subsequent tailoring of messages

Introduction to Photography, Texas Tech University, *Summer 2022*

- May-mester, in-person, experiential learning course with objectives to establish and refine photography skills

Scientific Communications in Agriculture and Natural Resources, Texas Tech University, *Spring 2022*

- 70-student, in-person course with objectives to inform effective scientific communication through written and graphic formats

Web Design, Texas Tech University, *Fall 2020 & Spring 2021*

- 25-35 student, remote & in-person course with objectives to instill basic web design skills, including layout, content, and HTML/CSS coding

OUTREACH & ENGAGEMENT

Inferential Statistics, *Graduate Data Analysis, Fall 2024*

Effective Science Communication in Animal Science, *Graduate Animal Diseases in Livestock Course, Fall 2023*

Advocating for Agriculture, *Workshop for 4-H Livestock Ambassador Short Course, May 2023*

Communicating with Your Audience about Climate Change, *Keynote Speaker at Lubbock Citizens Climate Lobby, February 2023*

Agriculture in the Media: 3-Day Series, *Communicating Agriculture to the Public, Spring 2023*

Open Science Practices in Agricultural Communication and Education, *Southern Association of Agricultural Sciences Monthly Webinar, 2022*

Designing Academic Research Posters, *Animal Science Graduate Course, Fall 2022*

An APA 7th Update, *Dept. of Agricultural Education and Communications Lunch-n-Learn, 2022*

Survey Research & Using Qualtrics, *Graduate Research Methods Course, Summer & Fall 2022*

Editing Profile Write-Ups, *Agricultural Communications Block, Spring 2022*

RESEARCH SKILLS

Methodologies

Content & Meta Analysis
Interviews/ Focus Groups
Audience Segmentation (HCA)
Q- Methodology
Structural Equation Modeling
Experimental Design (Message Testing)

Technologies

Dial Testing: Perception Analyzer
Eye Tracking: Tobii
Surveys: Qualtrics
Advanced Data Analysis: Excel, SPSS, R
Q Method Software

AWARDS/LEADERSHIP HIGHLIGHTS

Outstanding Graduate Teacher: North American Colleges and Teachers of Agriculture, *2024*

Outstanding Doctoral Student: Texas Tech University Davis College, *2024*

Outstanding Staff Member: Texas Tech University Davis College, *2024*

Outstanding Doctoral Student: Texas Tech University Department of Agricultural Ed. & Comm., *2024*

Student Representative & Website Manager: National Agricultural Communications Symposium, *2023*

Outstanding Club Member Award (Agricultural Ed. & Com. Graduate Organization), *2023*

Helen Devitt Jones Graduate Fellowship, 2022
TTU Above & Beyond Raider Who Rocks Award, 2021
ABAC Alumni Award, *May 2018*
ABAC Superior Pacesetter Award, *May 2018*
Copyeditor: *The Stallion* (ABAC Student Newspaper) 2017, 2018
Editor in Chief: The Pegasus (ABAC Literary Magazine), 2018
President: ABAC Student Government Association, 2018
Vice President: ABAC Student Government Association, 2017
News Anchor and Video News Reporter for *Stallion News*, 2016

PROFESSIONAL INVOLVEMENT

National Agricultural Communications Symposium (NACS), *Graduate Student Representative (2023)*
Agricultural Education and Communication Graduate Student Organization, *Treasurer (2020-2024)*
American Association Agricultural Educators, *Member since 2020, annual poster reviewer*
Journal of Biological Invasions, *Paper Reviewer*
National Cattlemen's Beef Association, *Member, Research Partner*
TTU Department Diversity, Equity, Inclusion Research Committee, *Member*
Texas FFA Association, *Ag. Comm. CDE Quiz Writer, CDE Video Judge, CDE Facilitator (2020-present)*
Office of Undergraduate Research (TTU), *Annual Undergraduate Research Judge*
Texas Tech University Orientation Leader Interview Day, *Interviewer, (Fall 2021)*

CERTIFICATES & TRAININGS

Texas Tech University Graduate Writing Fellow, 2023
USDA NIFA Grants Support Technical Assistance Workshop (5-day event), 2023
Sustainable Community Development Master Course & Certification, 2022
Hootsuite Platform Certification, 2021
Hootsuite Social Marketing Certification, 2021