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## DR. COURTNEY MEYERS

Professor,  
Agricultural Education & Communications

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*To advance agricultural communications through exceptional education and applied research.*

### RESEARCH EXPERTISE

- Perceptions of agricultural topics and behaviors
- Scholarship of teaching & learning
- Message development about agricultural science topics

### PROFESSIONAL PREPARATION

- B.S. Kansas State University, 2003
- M.S. University of Arkansas, 2005
- Ph.D. University of Florida, 2008

### FAVORITE ARTICLE

Fischer, L. M., Meyers, C., & Cummins, R. G. (2020). Creating relevancy in agricultural science information: Examining the impact of motivational salience, involvement and pre-existing attitudes on visual attention to scientific information. *Journal of Applied Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2287>

It's really difficult to select just one, but this article is one of my favorites because we tackled learning an innovative communications research technology – eye-tracking – and we received Article of the Year for this publication. The lead author was my doctoral student who helped write a USDA grant to help fund the research, and now I'm proud to call Dr. Laura Fischer a colleague.

### WHAT MAKES THE DAVIS COLLEGE GREAT?

The Davis College is home to so many wonderful students, faculty, staff, and administrators. We have a shared appreciation for agriculture and natural resources and strive to educate our students through high impact learning opportunities while conducting impactful research and providing meaningful outreach. I often say that I came to Texas Tech for the job, but I've stayed for the people!