

CURRICULUM VITAE**BRENDAN R. WATSON, PH.D.****IDENTIFYING INFORMATION****Academic Rank**

Assistant Professor in the School of Journalism, College of Communication Arts & Sciences, Michigan State University

Education

Degree	Institution	Date Degree Granted
A.B.	Washington University in St. Louis <i>Magna Cum Laude</i> English Literature & American Culture Studies	2004
M.A.	University of Missouri-Columbia Journalism	2007
Ph.D.	University of North Carolina-Chapel Hill Mass Communication, School of Journalism & Mass Communication Dissertation: "Is Twitter a Counter Public?: Comparing Individual and Community Forces that Shaped Local Twitter and Newspaper Coverage of the BP Oil Spill," advised by Daniel Riffe	2012

Positions/Employment

Michigan State University Assistant Professor	2016-present 2016-present
University of Minnesota, Twin Cities Affiliate Faculty Assistant Professor	2016-2017 2012-2016
Minnesota Public Radio "Professional re-emersion" on Digital News Desk	Summer 2014
University of North Carolina-Chapel Hill Research Assistant Teacher of Record	2009-2012 2009-2012 2010-2011
University of Maryland, College Park Digital Coordinator, Knight Center for Specialized Journalism	2008-2009

St. Petersburg Times Newspaper 2005-2008
Online News Editor & Multimedia Producer

Other Affiliations

Member, Minnesota Population Center 2012-2016
Member, Association for Education
in Journalism & Mass Communication 2005-present
Member, International Communication Association 2009-present
Member, Midwest Association for
Public Opinion Research 2010-present

**HONORS AND AWARDS FOR RESEARCH/CREATIVE WORK, TEACHING,
PUBLIC ENGAGEMENT, AND SERVICE**

External Sources

Nafziger-White-Salwen Dissertation Award, Association for Education in Journalism
& Mass Communication, 2013, awarded for the best dissertation in mass
communication research completed in 2012
Fellow, 2013, Scripps Howard Journalism Entrepreneurship Institute, Walter
Cronkite School of Journalism & Mass Communication, Arizona State University
Top Student-Faculty Collaboration Paper, Commission on the Status of Women,
Association for Education in Journalism & Mass Communication, 2012
Second Place Faculty Paper, Mass Communication & Society Division, Association
for Education in Journalism & Mass Communication, 2011
Top Faculty Paper, Minorities and Communication Division, Association for
Education in Journalism & Mass Communication, 2011

Internal Sources

Outstanding Ph.D. Graduate, 2012, University of North Carolina, School of
Journalism & Mass Communication, awarded by the graduate faculty to the most
promising graduating Ph.D. student

RESEARCH, SCHOLARSHIP, AND CREATIVE WORK

Grants

External

Association for Education in Journalism and Mass Communication, Mass
Communication & Society Division, Research Award, "Modeling Community
Information Needs, Perceptions of Crime, and Attitudes Towards Police," \$10,000

Internal

University of Minnesota

Single-semester research leave, Fall 2015, College of Liberal Arts
Grant-in-aid, 2013, Office of the Vice President for Research, "The 'Rising Tide' of
Citizen Media and Its Implications for the Struggling City," \$44,762

University of Missouri

EmPRINT, 2005, Principal Investigator, eResearch Center, University of Missouri, \$1,000, for the study of readers' reactions to a new e-reader publishing format

External Grants

The Experience of Place: Structural Pluralism, Community Stress and Place Blogging as a Coping Strategy, 2010, Principal Investigator, Duke University Online Discourse Project, \$2,500

Publications

Refereed Journal Articles

Housholder, E., **Watson, B.R.**, and LoRusso, S. (In Press). Does political advertising lead to online information seeking?: A real-world test using Google search data. *Journal of Broadcasting and Electronic Media*.

Watson, B.R. (2017). Murder she searched: The effect of violent crime and news coverage of crime on residents' information needs. *Mass Communication & Society*, 20, 241-259. doi: 10.1080/15205436.2016.1230222

Watson, B.R. (2016). 'A window into shock, pain, and attempted recovery': A decade of blogging as a coping strategy in New Orleans. *New Media & Society*. Advanced online publication. doi: 10.1177/1461444816681523

Lovejoy, J., **Watson, B.R.**, Lacy, S., and Riffe, D. (2016). Three decades of reliability in communication content analyses: Reporting of reliability statistics and coefficient levels in three top journals. *Journalism & Mass Communication Quarterly*, 93, 1135-1159. doi: 10.1177/1077699016644558

Lacy, S., **Watson, B.R.**, Riffe, D., and Lovejoy, J. (2015). Issues and best practices in content analysis. *Journalism & Mass Communication Quarterly*, 92, 791-811. doi: 10.1177/1077699015607338

Watson, B.R. and Cavanah, S. (2015). Community information needs: A theory and methodological framework. *Mass Communication & Society*, 18, 651-673. doi: 10.1080/15205436.2015.1059948

Watson, B.R., Zamith, R., Cavanah, S., and Lewis, S.C. (2015). Are demographics adequate controls for cell phone-only coverage bias in mass communication research? *Journalism & Mass Communication Quarterly*, 92, 723-743. doi: 10.1177/1077699015589187

Watson, B.R. & Chen, M. (2015). @todayin1963: Commemorative journalism, digital collective remembering, and the March on Washington. *Journalism Studies*. Advanced online publication. doi: 10.1080/1461670X.2015.1019549

Watson, B.R. (2015). Is Twitter an alternative medium?: Comparing Gulf Coast Twitter and newspaper coverage of the 2010 BP oil spill. *Communication Research*. Advanced online publication. doi: 10.1177/0093650214565896

Watson, B.R. (2014). Normalizing community structure's restraint on critical Tweets about a polluting industry. *Journal of Broadcasting & Electronic Media*, 58, 581-600. doi: 10.1080/08838151.2014.966359

Lovejoy, J., **Watson, B.R.**, Lacy, S., & Riffe, D. (2014). Assessing the reporting of reliability in published content analyses: 1985-2010. *Communication Methods and Measures*, 8, 207-221.

Watson, B.R. (2014). Assessing ideological, professional, and structural biases in journalists' coverage of the 2010 BP oil spill. *Journalism & Mass Communication Quarterly*, 94, 792-810. doi: 10.1177/1077699014550091

Watson, B.R. (2014). When critical voices should speak up: Patterns in news coverage of unofficial sources during the BP oil spill. *Journalism Practice*, 8, 842-854. doi: 10.1080/17512786.2014.892723

Watson, B.R., Smithson-Stanley, L., Riffe, D. and Ogilvie, E. (2013). Mass media and perceived and objective environmental risk: Race and place of residence. *Howard Journal of Communications*, 24, 134-153. doi: 10.1080/10646175.2013.776325

Watson, B. R. and Riffe, D. (2013) Perceived threat, immigration policy support, and media coverage: Hostile media and presumed influence. *International Journal of Public Opinion Research*, 25, 459-479. doi: 10.1093/ijpor/eds032

Watson, B. R. (2012). Bloggers' rely on sources outside traditional media. *Newspaper Research Journal*, 33, 20-33.

Watson, B. R. (2012). Ideologies drive journalists' attitudes toward oil industry. *Newspaper Research Journal*, 33, 6-22.

Watson, B. R. and Riffe, D. (2011). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. *Mass Communication & Society*, 14, 879-904. doi: 10.1080/15205436.2011.611922

Lacy, S., **Watson, B.**, and Riffe, D. (2011). Study examines relationship among mainstream, other media. *Newspaper Research Journal*, 32, 53-67.

Non-refereed journal articles

Watson, B.R. and Riffe, D. (2014). Who submits work to J&MCQ and why? A demographic profile and belief summary. *Journalism & Mass Communication Quarterly*, 91, 5-16. doi: 10.1177/1077699013520195

Book Chapters

Watson, B.R. and Lacy, S. (In Press). Content analysis. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press.

Watson, B.R. and Riffe, D. (2012). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. In Pollock, D. (Ed.), *Media and social inequality: Innovations in Community Structure Research*. New York: Routledge.

Thorson, K. and **Watson, B.** (2007). The new online campaign: Translating information into action. In Schumann, D.W. & E. Thorson (Eds.), *Internet advertising: Theory and practice* (pp. 323-342). Mahwah, NJ: Lawrence Erlbaum Associates.

Bentley, C., Littau, J., Hamman, B., **Watson, B.**, and Welsh, B. (2006). Citizen journalism: A case study. In M. Tremayne (Ed.), *Blogging, citizenship and the future of media* (pp. 239-259). New York: Routledge.

Refereed Conference Presentations

Watson, B.R. (2017) . Won't you be my (Facebook) neighbor? Community communication effects and neighborhood social networks. Paper presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

Jisu Kim, Seth C. Lewis, and **Watson, B.R.** (2017). The imagined audience for and perceived quality of news comments. Paper presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

Watson, B.R., Myers, M., Kim, J., & Lewis, Seth C. (2017). Sounding off on news commenting: What value does it have for civic and political participation? Paper presented at the International Communication Association conference, San Diego, CA.

Watson, B.R. (2016, November). Mobilizing virtually networked Nextdoor neighbors. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Watson, B.R. (2016, August). See, click, control: Predicting the popularity of civic technology for social control. Paper presented at the Association for Education in Journalism & Mass Communication conference, Minneapolis, MN.

Watson, B.R. (2015, November). Communicating across statehouse aisles: A network analysis of partisanship and bi-partisan bridges. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Watson, B.R. and Sanders, A. (2015, November). How long user agreements restrict big data research. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Dolbin, J. and **Watson, B.R.** (2015, August). The Effects of Second-Screen Use on the Enjoyment of the Super Bowl. Paper presented at the Association for Education in Journalism & Mass Communication conference, San Francisco, CA.

Watson, B.R., Barnard, L., Riffe, D., Kifer, M.J., and Elder, S.L. (2014, November). Predicting voters' beliefs about negative ads. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Housholder, E., **Watson, B.R.**, LoRusso, S., Dolbin, J., Adhikari, S.R. (2014, August). Does political advertising lead to online information seeking? A real-world test using Google search data. Paper presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

Lovejoy, J., **Watson, B.R.**, Lacy, S., and Riffe, D. (2014, August). A Quarter-century of reliability in communication content analyses: Simple agreement and chance-corrected reliability in three top journals. Paper presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

Watson, B.R., and Chen, M. (May, 2014). @todayin1963: Commemorative journalism, digital collective remembering, and the March on Washington. Paper presented at the International Communication Association conference, Seattle, WA.

Watson, B.R. (2013, November). "The most important problem": Survey versus Google searches. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Watson, B.R., Zamith, R., Cavanah, S., and Lewis, S.C. (2013, November). Are demographics adequate controls for cell-phone only coverage bias in mass communication research? Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Watson, B.R. (2013, August). When critical voices should speak up: Patterns in news coverage of unofficial sources during the BP oil spill. Paper presented at the Association for Education in Journalism & Mass Communication conference, Washington, D.C.

Watson, B.R. (2013, June). Is Twitter an Alternative Medium?: Comparing Gulf Coast Twitter and Newspaper Coverage of the 2010 BP oil spill. Paper presented at the International Communication Association conference, London, England.

Watson, B.R. (2012, November). Community structure effects' on Gulf Coast Twitter users' attitudes toward and Tweets about the BP Oil Spill. Paper presented at the Midwest Association for Public Opinion Research, Chicago, IL.

Watson, B.R. (2012, August). Measuring BP media relations outcomes post spill: An illustration of how public relations' effects may be overestimated. Paper presented at

the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

Watson, B.R. and Riffe, D. (2012, August). How female and male J/MC authors perceive the journal peer review process: Differently. Paper presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

* Top student-faculty collaboration, Commission on the Status of Women

Watson, B.R. (2011, November) The agenda-setting effect of “a-list” political blogs: A time-series analysis of presidential approval ratings in 2009. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

*Second Place Student Paper.

Watson, B.R. (2011, October). Is Twitter an alternative public sphere?: A comparison of journalists’ and Twitter users’ attitudes toward the BP Oil Spill. Paper presented at the Convergence and Society: Journalism, Sustainability, and Media Regeneration conference, Columbia, SC.

Watson, B.R., Smithson-Stanley, L., Riffe, D., and Olgilvie., E. (2011, August). Mass media and perceived and objective environmental risk: Race and place of residence. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

* Top Faculty Paper, Minorities and Communication division

Watson, B.R. (2011, August). Perceived threat, immigration policy support, and media coverage: Hostile media and presumed effects in North Carolina. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

*Second Place Faculty Paper, Mass Communication & Society division

Watson, B.R. (2011, August). Bloggers’ reliance on newspaper, online, and original sources in reporting on local subjects ignored by the press. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

Watson, B.R. and Wang, X. (2011, August). How much is enough?: Sample size guidelines for content analysis of political blogs. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

Watson, B.R. (2011, June). Predicting journalists’ attitudes toward the BP Oil Spill: Community structure, ideology, and professional roles. Paper presented at the Biennial Conference on Communication and The Environment, El Paso, TX.

Watson, B.R. and Riffe, D. (2011, May). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. Paper presented at the International Communication Association annual convention, Boston, MA.

Watson, B.R. (2010). Place, race and waste: Community structure and local media coverage of the first environmental justice conflict. Paper presented at the American Journalism Historians Association annual convention, Tucson, AZ.

*Honorable Mention, Robert Lance Memorial Award for outstanding student paper

Watson, B.R. (2010, August). Speaking up in the 21st century: The effects of communication apprehension and Internet self-efficacy on use of social networking websites. Paper presented at the Association for Education in Journalism & Mass Communication annual conference, Denver, CO.

Watson, B.R. (2010, March). Protecting the press' right to "influence and inform": The applicability of moderate anti-SLAPP statutes to the media defendant's right to objectively petition. Paper presented at the Association for Education in Journalism & Mass Communication Southeast Colloquium, Chapel Hill, NC.

*Second Place Student Paper, Law & Policy Division.

Watson, B.R. (2005, August). Stalemate, xenophobia and the framing of the immigration debate. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, TX.

Refereed Posters

Watson, B.R. (2014, August). Is mobile expanding political participation?: The digital divide and demographic patterns in telephone, web, and mobile-based requests for city services. Poster presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

Watson, B.R. (2013, August). Murder she searched: The effect of violent crime and news coverage on residents' search for crime-related information. Poster presented at the Association for Education in Journalism & Mass Communication conference, Washington, D.C.

Watson, B.R. (2012, August). Individual and structural biases in journalists' coverage of the 2010 Gulf oil spill. Poster presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

Bentley, C. Hamman, B., Littau, J., Meyer, H., **Watson, B.R.**, and Welsh, B. (2005, August). MyMissourian: A case study of open source journalism. Poster presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, TX.

TEACHING & CURRICULUM DEVELOPMENT

Michigan State University

Courses, seminars, and instructional units taught

The World of Media (JRN 108), Fall 2016, Summer 2016 (online), Instructor of record for introductory, large enrollment media studies service course.

Writing and Reporting News I (JRN 200) Fall 2016, Instructor of record for introductory newswriting and reporting course.

Online Courses Developed/Taught

The World of Media (JRN 108), Summer 2016, Instructor of record for online, introductory, large enrollment media studies service course.

Faculty Development Activities regarding teaching

“Academic Freedom Versus Ideology in the Classroom,” Feb. 3, 2017, a workshop on discussing challenging, politically-fraught topics in the classroom while respecting the diversity of students’ perspectives.

“Curriculum with a Cause,” Nov. 11, 2016, a workshop and networking event for faculty and community partners interested in service learning.

“Providing Appropriate and Effective Feedback to Students,” Oct. 7, 2016, a workshop on improving student assessment and feedback.

“Effective Teaching & Learning Bootcamp,” Aug. 17-19, a three-day workshop on evidence-based best practices for facilitating student learning.

University of Minnesota

Courses, seminars, and instructional units taught

Mass Communication, Audiences, and Society (JOUR 8651), Spring 2016, Instructor of record for graduate seminar on the relationship between media use, sense of community belonging, and community mobilization/civic engagement.

Analyzing Media Content (JOUR 8504), Spring 2015, Instructor of record for course on theories and methods related to analyzing media content

Mass Media and U.S. Society (JOUR 4721), Spring 2016, Spring 2015, Instructor of record for course on the role of the mass media in society

Seminar: The Process of Quantitative Mass Communication Research (JOUR 8501), Fall 2014, Instructor of record for required graduate seminar on quantitative mass communication research methods

Communication, Public Opinion, and Social Media (JOUR 5501), Fall 2013, Fall 2014, Instructor of record for capstone-level undergraduate/master’s course

Information for Mass Communication (JOUR 3004W, JOUR 3004V), Fall 2012, Spring 2013 (Honors section), Spring 2014, Instructor of record for course for new majors on how to select and evaluate information from different sources

Mass Media and Social Change (JOUR 8651), Fall 2013, Instructor of record for graduate seminar

Convergence Journalism (JOUR 3102), Fall 2012, Instructor of record for multimedia reporting course

Curriculum Development

Proposed and developed JOUR 8651: Analyzing Media Content, a graduate-level seminar on the relationship between media use, sense of community belonging, and community mobilization/civic engagement in Spring, 2016.

Proposed and developed JOUR 8504: Analyzing Media Content, a graduate-level seminar about theories and methods related to analyzing media content; course approved by faculty in Spring, 2014

Faculty Development Activities regarding teaching

Diversity in The Curriculum, April 24, May 8, 2015, a two-day workshop on revising a course syllabus to be more inclusive of different types of classroom diversity

Early Career Teaching Program, 2013, a year-long Center for Teaching and Learning seminar designed to help early career faculty become more effective teachers

Teaching with Writing, August 19-23, 2013, a five-day Center for Writing seminar on designing and evaluating effective classroom writing assignments

University of North Carolina

Courses, seminars, and instructional units taught

News Writing (JOMC 153), Spring 2011, Instructor of record for introductory news writing course

Audio & Video Information Gathering (JOMC 221), Fall 2010, Instructor of record for multimedia reporting course

University of Maryland

News Coverage of Special Topics (JOUR 389, International Reporting), Spring 2009, Co-instructor for an international reporting class, in charge of the multimedia portion of the course

Michigan State University

Faculty Multimedia Training, Michigan State University, School of Journalism, May 2006, Invited by the director of the journalism school to lead a two-day workshop for faculty on multimedia reporting

Poynter Institute for Media Studies

Multimedia Reporting: Tools & Techniques, Sept. 24-29, 2006, Instructor for multimedia training seminar at the Poynter Institute for Media Studies

ADVISING AND MENTORING

University of Minnesota

Ph.D. dissertations chaired

Sarah Cavanah, 2014-2016

Successfully defended dissertation, "Measuring metropolitan newspaper pullback and its effects on political participation," June, 2016.

Master's thesis chaired

Jordan Dolbin, 2013-2015

Successfully defended master's thesis, "The Effects of Second-Screen Use on the Enjoyment of the Super Bowl," May, 2015

Ph.D. dissertation committees

Jiyoung Han, 2014-2016

Successfully defended dissertation, "Conflict Framing of the News and Group Polarization."

Rodrigo Zamith, 2014-2015

Successfully defended dissertation, "Editorial Judgment in an Age of Data: How Audience Analytics and Metrics are Influencing the Placement of News Products," May, 2015 (Winner of the 2016 Association for Education in Journalism & Mass Communication Nafziger-White-Salwen Dissertation Award)

Brett Johnson, 2014-2015

Successfully defended dissertation, "The Free Speech Balancing Act of Digital Intermediaries: An explication of the concept of content governance," May, 2015

Master's student advising

Meghan Erkkinen, 2015-2016

Keon Young Park, 2015-2016

Undergraduate honors advising

Hyun Young, 2012-2016

Kaitlin Merkel, 2013-2015

Amelia Kreiter, 2014-2016

PROFESSIONAL DEVELOPMENT ACTIVITIES

"Academic Freedom Versus Ideology in the Classroom," Feb. 3, 2017, a workshop on discussing challenging, politically-fraught topics in the classroom while respecting the diversity of students' perspectives.

"Curriculum with a Cause," Nov. 11, 2016, a workshop and networking event for faculty and community partners interested in service learning.

“The Internet of Things: Driving Thing-ovation in Survey Research,” Nov. 18, 2016, a half-day short course offered by the Midwest Association for Public Opinion Research.

“Providing Appropriate and Effective Feedback to Students,” Oct. 7, 2016, a workshop on improving student assessment and feedback.

“Effective Teaching & Learning Bootcamp,” Aug. 17-19, a three-day workshop on evidence-based best practices for facilitating student learning.

“Diversity in The Curriculum,” April 24, May 8, 2015, a two-day workshop on revising a course syllabus to be more inclusive of different types of classroom diversity

“Everything Has a Location: Obtaining Better Insight with GIS,” Nov. 12, 2014, a half-day short course offered by the Midwest Association for Public Opinion Research.

“The Customized Census: Using Microdata,” July 11, 2014, a 2-hour workshop through the Minnesota Population Center on using IPUMS-USA to collect and analyze demographic data.”

“American Time Use Survey,” April 16, 2014, a 2-hour workshop through the Minnesota Population Center on using the American Time Use Survey data.

“Early Career Teaching Program,” 2013-2014, a year-long seminar through the University of Minnesota Center for Teaching and Learning for early-career teachers to develop interactive, student-centered teaching techniques.

“An Introduction to the Measurement and Analysis of Networks,” Nov. 23, 2013, a half-day short-course offered by the Midwest Association for Public Opinion Research.

“Teaching with Writing Seminar,” August 19-23, a 5-day seminar through the University of Minnesota Center for Teaching and Learning on designing and assessing classroom writing assignments.

“GIS 101: Analyzing Data and Creating Maps,” September 21, 2012, a one-day introductory course hosted by the University of Minnesota’s U-Spatial research group, on using a geographic information system (GIS) to analyze data and create maps.

SERVICE & PUBLIC OUTREACH

Service to the Discipline/Profession **Editorial Boards**

Newspaper Research Journal, 2012-2015

Journal Reviewer

Mass Communication & Society, 2014, 2015, 2016

Journalism and Mass Communication Quarterly, 2014, 2015, 2016

Public Opinion Quarterly, 2014, 2015

Science Communication, 2014

Quality & Quantity, 2014

International Journal of Press/Politics, 2013, 2014

International Journal of Public Opinion Research, 2012

Health Communication, 2012

Environmental Communication: A Journal of Nature & Culture, 2012

Committee Memberships

Secretary & Newsletter Editor, Mass Communication & Society division, Association for Education in Journalism and Mass Communication (AEJMC), 2015-current

Book Proposal Reviewer

Estimating Intercoder Reliability: Theories, Methods and Directions by Charles Feng, Palgrave Macmillan, 2014

New Directions in Public Opinion, Routledge, 2013

Conference Panelist

“Making Methods Matter: Recruiting and Attracting Undergraduates to Methods Coursework,” Association for Education in Journalism & Mass Communication annual conference (Communication Theory and Methodology Division and Political Communication Interest Group), 2016, Minneapolis, MN.

Conference Reviewer

Association for Education in Journalism & Mass Communication, Newspaper Division, 2011, 2012, 2013, 2014; Mass Communication & Society Division, 2012, 2013, 2014, 2015, 2016, 2017; Political Communication Division, 2015, 2016, 2017

International Communication Association, Journalism Studies division, 2012, 2013, 2014, 2015; Mass Communication Division, 2012

National Communication Association, Environmental Communication division, 2011

Conference Discussant

“In the news,” Association for Education in Journalism & Mass Communication annual conference (Communication Theory and Methods Division), 2017, Chicago, IL.

“From Traditional Media to Cyberspace: Media Messages, Portrayals, and Effects,” Association for Education in Journalism & Mass Communication annual conference (Mass Communication & Society Division), 2017, Chicago, IL.

“Journalists, News, and Social media: A tale of Ideals versus Trust,” Midwest Association for Public Opinion Research annual conference, 2016, Chicago, IL.

“Uses and Effects of Social Media and Mobiles,” Association for Education in Journalism & Mass Communication annual conference (Mass Communication and Society Division), 2016, Minneapolis, MN.

“Online Communication and Engagement,” Association for Education in Journalism & Mass Communication annual conference (Political Communication Interest Group), 2016, Minneapolis, MN.

“Media Use, Bias, and Effects,” Midwest Association for Public Opinion Research annual conference, 2015, Chicago, IL.

“Media Consumption: Traditional and New,” Association for Education in Journalism & Mass Communication annual conference (Mass Communication & Society division), 2015, San Francisco, CA

“Analyzing News Coverage: Big Issues, Big Problems,” Association for Education in Journalism & Mass Communication annual conference (Communication Theory and Methodology division), 2015, San Francisco, CA

“New, Alternative & Traditional Modes of Media Consumption,” Midwest Association for Public Opinion Research annual conference, 2014, Chicago, IL

“Public understanding of science,” Midwest Association for Public Opinion Research annual conference, 2013, Chicago, IL.

“New media and public opinion,” Midwest Association for Public Opinion Research annual conference, 2012, Chicago, IL.

Invited Presentations

“10 Reasons Why J-School is Right for you,” Michigan Interscholastic Press Association, Oct. 24, 2016, Lansing, MI.

“Balancing Public Data, Privacy Interests, and Punishment in Online Crime Reporting,” Robina Institute of Criminal Law and Criminal Justice, University of Minnesota Law School, July 28, 2015, Minneapolis, MN

“Creating a Winning Broadcast Program Without the Studio,” Minnesota High School Press Association, Oct. 9, 2012, Minneapolis, MN.

“The Future of News,” (Moderator), Minnesota Broadcasters Association, Oct. 22, 2012, Minneapolis, MN.

Service to the University/College/Department

Michigan State University

Undergraduate Committee, 2016-present

College of Communication Arts and Sciences Faculty Advisory Committee, 2017-present

University of Minnesota

University Faculty Senator, 2015-2016

Faculty Undergraduate Honors Representative, SJMC, 2015-2016

Member, College of Liberal Arts, Internship Scholarship Selection Committee, 2014

Member, SJMC, Diversity Committee, 2014-2015

Member, SJMC, Graduate Affairs Committee, 2013-2016

Member, SJMC, Graduate Curriculum and Prelim Examinations Review

Subcommittee, 2014-2015

Faculty lead, Journalism Studies Graduate Student/Faculty Research Group, Spring 2013-2014

Faculty lead, Political Communication/Social Media Graduate Student/Faculty Research Group, Fall 2013-2014

Presenter, College of Liberal Arts, Sneak Preview, Summer 2014

Member, Faculty Search Committee, University of Minnesota, 2013

Member, Advisory Committee, College of Liberal Arts Individualized Programs, 2013-2014

Member, SJMC, Journalism Studies Curriculum Subcommittee, Fall 2013

Faculty Mentor, Freshman Research Award Program, Spring 2013

Member, SJMC Undergraduate Curriculum Committee, 2012-2013

Volunteer, College of Liberal Arts Open House, Spring 2013

Member, Data Journalism SJMC Subcommittee, Fall 2012

Member, SJMC Undergraduate Admissions Committee, Fall 2012

Service to Other Universities

Member, Faculty Search Committee, University of North Carolina, 2010

Media Appearances

WCCO radio, Live interview on social media and bullying, Jan. 26, 2015

Star Tribune, "Bullying incident goes viral and backfires big time," Jan. 25, 2015
(commenting on viral video of father calling out his daughter's bullies on Youtube)

Grand Forks Herald, "CVB pays bloggers to come to Grand Forks," Oct. 6, 2014
(commenting on the visitors bureau's marketing strategy of paying bloggers to come to Grand Forks)

WCCO radio, Live interview on Facebook's 10-year anniversary, Feb. 4, 2014

KTSP TV, Taped interview on Facebook's 10-year anniversary, Feb. 3, 2014

Star Tribune, "List rage makes the rankings of what irks us," April 29, 2013
(commenting on audience's inability to critically evaluate meaningless data behind popular top-ten lists)

Star Tribune, "In Edina, civic discussion can turn uncivil," March 7, 2013

(commenting on building/encouraging successful civic engagement online)

WCCO radio, “The Morning News With Dave Lee,” January 16, 2013 (commenting on implications of announcement of Facebook’s “Graph Search”)

Slate, Aug. 10, 2011, “Bloggers, Not Parasites: An academic study finds local public-affairs bloggers who pull their weight, thank you very much,”

http://www.slate.com/articles/news_and_politics/press_box/2011/08/bloggers_not_parasites.html (on blog study presented at AEJMC conference and then published in the *Newspaper research journal*)