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EDUCATION

Ph.D. Washington State University, Sociology with a focus on ICT, Statistics, and Survey Methodology, 2006

Dissertation: How Use of the Internet Impacts Community Participation and the Maintenance of Core Social Ties: An Empirical Study. Chair: Don A. Dillman.

M.S. Virginia Commonwealth University, Applied Sociology, 2002

Thesis: "Predicting the Use of Firearms in Non-Lethal Cases of Family Violence across Urban, Rural, and Suburban, Communities."

Chair: David G. Bromley.

Certificate in Applied Social Research: Virginia Commonwealth University, 2002

B.S. James Madison University, Anthropology & African Studies, 1999

Arizona State University. Ethnographic Field School. Baja California, Mexico

RELEVANT PROFESSIONAL POSITIONS**MICHIGAN STATE UNIVERSITY**

Professor and Chairperson, Department of Media & Information.

2019-

Lead and serve as top administrator for a top-five ranked, research and grant-active department. The department's 31 faculty have core interests that focus on the study of technology and society, human-technology interaction, and technological systems. The M&I faculty was deliberately recruited from a range of disciplines, including communication, computer science, media human-computer interaction, management, psychology, sociology, political science, economics, STS, and design to complement each and to create a unique intellectual energy. Oversee a top-ranked cross-department doctoral program with typically over 60 PhD students. Provide guidance for applied master's program regularly enrolling over 60 students from across the globe. Direct curriculum for over 800 undergraduate majors in film and media production, games and interactive media, media and information management, and human-centered technology design. Manage all budgets, performance reviews, and maintain an active scholarly agenda.

NORC AT THE UNIVERSITY OF CHICAGO

*Senior Fellow (Equivalent to Full Professor), Senior Management, and Director,
Web and Emerging Technologies Initiatives.*

2012-

Involves leading a large multifaceted team of researchers and data scientists who work with an eye toward improving our current web-based survey methodologies, data analytics, and establishing NORC as a leader in the area of web survey development, analytics, and administration of new technologies. These efforts bring together operations and research in order to chart out a comprehensive and united path forward. The innovative work includes: Probability and Nonprobability Internet Sampling Analyses (national ABS frames, Google, Facebook); Mode of Contact Experiments using Emails and Alternate Mailings; Visual Design Experiments including the Use of Matrices in Web Surveys; Location Analytics and other GIS work; Programming “off the shelf” Templates for Web Surveys; and Better Mobile Optimization for Web Surveys. From this work, we have presented numerous papers at nationally renowned conferences, published manuscripts in peer-reviewed journals, sponsored research for NORC’s summer intern project, and contributed mightily to projects, proposals, and knowledge at NORC and beyond

Methodology Fellow, Senior Management (Equivalent to Associate Professor)

2012—2014

COLLEGE OF CHARLESTON

Associate Professor (with Tenure), Department of Sociology and Anthropology

2009—2012

Associate Professor, Urban Studies Program

Chair, Faculty Standards and Evaluation Committee

2010—2012

Chair, Department Assessment Committee

2010—2012

OKLAHOMA STATE UNIVERSITY

Chair, Statistics and Methodology Areas

2007—2009

Chair, Undergraduate Studies Committee, Department of Sociology,

2007—2009

Co-Chair, Graduate Studies Committee, Department of Sociology,

2007

Graduate Faculty, Department of Sociology,

2007—2009

Assistant Professor, Department of Sociology,

2006—2009

Affiliate Faculty Women’s Studies Program,

2006—2009

WASHINGTON STATE UNIVERSITY

Research Assistant, Social and Economic Sciences Research Center

2003—2006

(Position funded by NSF and USDA)

VIRGINIANS AGAINST DOMESTIC VIOLENCE, WILLIAMSBURG, VA.

Statistical Consultant

2000—2002

RELEVANT EXAMPLES OF PROJECT LEADERSHIP

Using Social Media for Recruitment in Cancer Prevention and Control Survey-Based Research and to study LGBT youth. Principal Investigator and Project Director for three large Centers for Disease Control and Prevention (CDC) projects in this area of research. The first is designed to assess the feasibility of conducting survey-based cancer prevention and control research using social media platforms, such as Facebook, for study recruitment. The second project, on HIV/AIDS prevention among sexual minority youth, was awarded to NORC in 2015 by the Division of Adolescent and School Health (DASH) of the CDC to develop an innovative social media based recruitment and data collection effort targeting 13 to 18 year old, gay, bisexual, questioning, and transgender youth who were born male. The third draws on a recruited sample of ovarian cancer survivors and use of administrative records to understand the challenges and efficacy of health provider services and communication.

Studying Women's Reproductive Health over Time. Project Director for longitudinal, multistate random sample web and mail survey of women 18-44 years of age in order to assess issues of reproductive health and contraception. Consisting of three project arms in total, the team consists of over two-dozen individual researchers at all levels and budgets totaling nearly 12 million dollars.

Redesign of the National Survey Children's Health (NSCH) and the National Study of Children with Special Health Care Needs (NS-CSHCN) Surveys: Project Director and Chief Methodologists for the Redesign of the National Survey Children's Health (NSCH) and the National Study of Children with Special Health Care Needs (NS-CSHCN) Surveys. Previous rounds of the survey were conducted as a Random Digit Dial (RDD) telephone survey as companions to the National Immunization Survey (NIS). Recent changes to the NIS design had adverse effects on the response rates for the NSCH and NS-CSHCN, which prompted the MCHB to redesign the NSCH and NS-CSHCN to a single, combined survey to be conducted using an Address-Based Sample (ABS) design. The NSCH Redesign Project formatted, evaluated, and sought to reduce potential measurement error the draft survey instruments in order to make a successful transition from the telephone-administered surveys to the proposed alternative data collection modes of mail and web. Stern led a team that conducted a qualitative assessment including usability testing that included 63 one-on-one hour-long qualitative assessment interviews with adults age 18+ who are parents of children (including children with special health care needs. In addition, Stern led another team who tackled a mode effects experiment that allowed comparison of the resulting key survey estimates across modes to estimate mode effects. Approximately 33,684 addresses were selected and randomly assigned to complete the survey either by phone (9,066), mail (6,012), or web (18,606). In each screened and eligible household, one child was randomly selected and a topical survey was administered for each selected sample child.

National Immunization Survey Multimode (NIS-MM): Chief Methodologist for a web first multimode design in the National Immunization Survey (NIS). This project produces high-quality estimates on the rate of immunization among young children in the U.S., considered a critical contributor to the prevention of childhood diseases. Administered by NORC at the University of Chicago since 2005, the NIS is one of the largest telephone surveys in the nation and its data are considered the gold standard for public health surveillance on immunization rates. The NIS consists of an interview conducted by telephone with households randomly selected and screened for the presence of young children. Respondents are asked a series of questions about the vaccinations received by selected children (including recommended seasonal flu vaccines), as well as questions about the availability of health insurance and selected demographic information. Respondents are also asked for permission to contact the children's health providers for the sole purpose of obtaining immunization records, providing an important supplement to the household report. NORC then sends an Immunization History Questionnaire via mail to these health providers – many of whom have previously participated in the NIS over the years and respond at exceptionally high rates. NORC produces estimates of coverage for all childhood vaccinations recommended by the CDC's Advisory Committee on Immunization Practices (ACIP). Estimates are produced for the nation as well as for specific areas of the country, including the 50 states, the District of Columbia, the U.S. Virgin Islands and selected urban areas. These data are used by the CDC and state and local public health agencies to monitor the potential for disease outbreaks at the community level and to allocate resources for the

Vaccines for Children (VFC) Program, which ensures that all children in the U.S. have access to vaccinations regardless of financial status.

Survey of Doctorate Recipients (SDR): Chief Methodologist on analysis of 30,000 web survey completes. The analysis involved a comparison of the significant numbers of respondents who used a mobile device relative to others such that design features could be optimized to meet the needs of smaller screen sizes. NORC conducts the Survey of Doctorate Recipients (SDR) for the National Science Foundation (NSF) and the National Institutes of Health (NIH). The SDR is a survey of 40,000 science and engineering doctorate recipients who earned their degrees from institutions within the United States.

Medicare Current Beneficiary Survey: Develop and Test Sexual and Gender Minority Status (LGBT) Items: Project Director for a series of cognitive interviews in both English and Spanish using existing sexual identity measures from the National Health Interview Survey (NHIS) as well as new gender identity measures to understand the level of comprehension and answerability of these questions among Medicare-eligible individuals. The cognitive interviews focused on comprehension (e.g., definition of transgender), decision-making (e.g., choosing the appropriate response from those listed), and ease in answering sensitive questions about one's sexual identity and gender identity. The 57 individuals with whom NORC completed interviews were of diverse backgrounds and included LGBT and non-transgender heterosexual respondents (hereinafter referred to as "R" or "Rs"); men, women, and one transgender individual; individuals who identified as Hispanic, African American, or White; English and Spanish speakers from a variety of national origins (e.g., Mexico, Cuba, and Puerto Rico); and different educational levels. The major findings of this cognitive testing effort suggest that, in general, English speakers were able to comprehend questions about sexual identity and gender identity; however, a small number expressed discomfort with the questions and a few Rs did not understand the concept of "transgender". Still, these issues did not prevent the English speakers from answering the questions without difficulty. Recommendations from this work have been widely adopted into Federal Surveys.

HONORS & AWARDS

Public Sociology Award, Communication, Information Technologies, and Media Sociology section of the American Sociological Association (CITAMS) for specific achievement in teaching; the development or the use of a communication, information, or media technology; or the dissemination of knowledge that advances public understanding or engagement with the sociology of communication, information technology, or media" 2017

National Survey of Children's Health Redesign Team Recognition Award (Project Director), NORC at the University of Chicago, 2014

Medicare Current Beneficiary Survey Team Recognition Award (Methodologist), NORC at the University of Chicago, 2014

Outstanding Employee Recognition Award, NORC at the University of Chicago, 2013

Sociology Professor of the Year, Oklahoma State University, 2007

Finalist College of Arts & Sciences Outstanding Professor, Oklahoma State University, 2007

Who's Who Among American Teachers (student-nominated), 2005

Outstanding Graduate Student in Sociology, College of Humanities & Sciences, Virginia Commonwealth University, 2002

President, Delta Chapter of Alpha Kappa Delta, Virginia Commonwealth University, Richmond, VA, 2002

GRANTS, PROPOSALS, AND FELLOWSHIPS (Representative Sample of Awarded Grants)

1. *Development of a vaccine misinformation portal and its application to identifying the impact of social media vaccine posts on immunization rates during a global pandemic; National Institutes of Health. CO-PI.* Vaccine debate has been on social media for more than a decade, and a surge of anti-vaccine activities on social media has been detected during prior disease outbreaks. Nonetheless, how this debate changes and impacts the uptake rates for crucial vaccines during the COVID-19 pandemic remains unknown. The long-term goal is to counteract the negative impact of misinformation on digital platforms that threatens public health. The overall objectives of this application are to develop a publicly accessible vaccine informatics system to track vaccine debate, and to test the impact of vaccine debate on COVID-19 (if developed by 2021), flu, and HPV immunization rates during the onset of a global pandemic. The central hypothesis is that vaccine debate will increase and become more negative during the pandemic, leading to lower vaccine uptake rates. The rationale for this project is that discovering how vaccine debate changes and influences vaccine uptake rates during a pandemic will be critically important for managing and preventing disease spread. The central hypothesis will be tested by pursuing two specific aims: 1) Develop a vaccine informatics system to identify the frequency and valence of vaccine debate during and following the pandemic compared to the pre-pandemic baseline: and 2) Apply this system to identify the causal impact of vaccine debate on immunization rates during the pandemic. (2021-2022) NIH No. 1R21LM013638-01 \$348,110.00
 2. *COVID Aware Communication Plan; Michigan Department of Health and Human Services. CO-PI.* Michigan State University, in partnership with the Michigan Department of Health and Human Services (MDHHS) and the Ingham County Health Department (ICHHD) piloted a new smartphone app designed to quickly notify members of the MSU community that they may have been exposed to COVID-19. MI COVID Alert is based on the Exposure Notification System (ENS)—a technology jointly created by Google and Apple to aid in digital contact tracing efforts. The app provides public health authorities with a new tool in the fight against COVID-19 that protects communities without compromising the privacy of users. During the pilot, MSU students, faculty and staff working and residing throughout Ingham County were encouraged to download the app and to opt-in to exposure notifications. October. (October 1, 2020 - December 31, 2021). MDHHS No. 47802. \$212,890.00
 3. *Longitudinal Study of E-Cigarette Users; National Institutes of Health. CO-PI.* FDA regulates many tobacco products, including electronic cigarettes (ECIGs) that heat a liquid that often contains nicotine; users inhale the resulting aerosol. One challenge FDA faces in regulating tobacco products is that a potential health-promoting regulation can have unintended consequences with negative impact. For example, requiring “tar” yields on cigarette packs was intended to be health-promoting, but drove some smokers to switch brands instead of quitting (National Cancer Institute, 2001). Through this work, we will initiate a prospective cohort study of regular ECIG users (exclusive and dual ECIG+tobacco cigarette) with follow-up surveys every 3 months. Surveys will be completed online and be designed to assess naturally occurring patterns of ECIG-only and dual user behavior over time. Recruitment will start in 2019 and participants ideally will remain enrolled for four years after the eligibility screening and baseline survey. Advertisements will be posted in online platforms (e.g., Facebook, Instagram, and Snapchat) and ads at local ECIG retailers to recruit ECIG users from Los Angeles, CA, Oklahoma City, OK, and Richmond, VA. Recruitment methods allow for targeted online or in-person outreach to local ECIG users in cities the south, middle and western US and where CSTP investigators engaged in NIH- funded ECIG research are located. National Institutes of Health. No.: RFA-OD-17-006 \$1,032,025. 208-2022.
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4. *Developing Tools to Engage Adolescent MSM; Centers for Disease Control & Prevention.* CO-PI. This project consists of research among adolescent men who have sex with men (AMSM) 13-18 years old and trans youth (13-24 years old) with research related activities to characterize: 1) effective methods of and venues for recruitment in research and HIV prevention activities; 2) fundamental aspects of sexual identity, behavior, and protective factors among AMSM and transgender youth ; 3) acceptability of HIV prevention strategies (e.g., PrEP, nPEP, testing, school-based sex education, access to services); and 4) correlates of racial and ethnic disparities. The primary goal of this project is to develop an innovative social media based approach and an instrument that will allow us to collect data from the least studied segment of the MSM population, adolescent MSM 13 to 19 years old and trans youth (13-24 years old), insuring sufficient representation of the full age range and ample representation of Black and Latino MSM to inform prevention efforts and produce evidence based tools and guidance that work in this population. HHSD2002013M53955B. 09/30/2015-09/29/2018. \$2,423,09
5. *Using Social Media for Recruitment in Cancer Prevention and Control Survey-Based Research; Centers for Disease Control & Prevention.* PI. The goal of this project is to assess the feasibility of conducting survey-based cancer prevention and control research using social media platforms for study recruitment. The project will develop and launch surveys with three populations and assess the extent of sampling bias associated with surveys using social media platforms as sampling frames and the ability to use weights to correct for potential biases. HSSH250201300021I 09/30/2015-03/29/2019. \$522,463
6. *Title V Maternal and Child Health (MCH) Block Grant Jurisdictional MCH Survey Instrument.* CO-PI. The purpose of the Jurisdictional MCH Project is to provide support to the Maternal and Child Health Bureau (MCHB) with the planning, developing, and pretesting of the Block Grant Jurisdictional MCH Survey Instrument in the eight Title V jurisdictions (American Samoa, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau, Puerto Rico, and U.S. Virgin Islands). Currently Title V jurisdictions are at a disadvantage to conduct long term planning and assessment activities related to the state MCH Block Grantees where National Performance Measures and National Outcome Measures data are collected annually. Health Resources and Services Administration is an agency of the U.S. Department of Health and Human Services 01/30/2018-03/29/2021 \$481,965.00
7. *Measurement of Birth Control Attitudes and Opinions.* PI. The primary research aim of this project is to develop and assess the psychometric properties of new, comprehensive measures to evaluate complexity in attitudes for both English and Spanish speaking populations in the US. University of Arkansas 01/30/2018-03/29/2021 \$650,653.46
8. *Iowa Longitudinal Surveys of Women's Health.* CO-PI. Longitudinal study to assess where women receive their health care, specifically family planning health care, in states such as Iowa which are experiencing changes in the number of publically funded family planning safety net clinics. Collects baseline data from women who are visiting clinics for regularly scheduled family planning appointments and then conduct 2 years of follow-up with the women (who consent to follow-up) to determine how their health care services might change over time. Guttmacher Institute 01/30/2018-03/29/2021 \$3,964,615

■ Other Funding

- *Understanding Physicians' Opinions about Online Health Information and Usage.* Dean's Incentive Grant. November 2010. \$500.00
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- *The Strength of Internet Ties: How Use of the Internet Can Contribute to Social Capital Formation*. Dean's Incentive Grant, Oklahoma State University. February 2008. \$3,000
- *The Impact of Social Networks on Perceptions of Environmental Health and Risk in Rural Oklahoma*. Arts & Sciences Summer Research Grant, Oklahoma State University. February 2007. \$3,000
- *Perceptions of Environmental Health and Risk in Rural Oklahoma*. Dean's Incentive Grant, Oklahoma State University. February 2007. \$3,000
- *Smick Scholarship for Rural Community Service & Development*, Washington State University. April 2005. \$1,100.00
- *Susan and Sarah Dolan Memorial Scholarship*, Washington State University. April 2004. \$895.00
- *Fred Yoder Memorial Fellowship*, Washington State University. April 2003. \$800.00

PUBLICATIONS (*Denotes Graduate Student)

Books

Bradburn, Norman, Michael J. Stern, and Timothy Johnson,. (Under Contract) *Asking Questions: The Definitive Guide to Questionnaire Design—For Market Research, Political Polls and Social and Health Questionnaires*. San Francisco: Josey-Bass.

Robinson, Laura, Michael J. Stern et al. (Under Editor Review). *Studying Digital Public Spaces*. Beverly Hills: Sage Publications.

Stern, Michael J. (Ed). (2011) *Local Issues, Global Impact: Perspectives on Contemporary Social Issues*. Routledge Press.

Journal Symposia Edited

Cotten, Shelia R. and Michael J. Stern. (Eds.) (2013) "New Frontiers in Researching the Internet Society." *Information, Communication, & Society*. 16 (4).

Stern, Michael J. (Eds.) (2010) "Inequality in the Internet Age: Macro and Micro Perspectives." *Sociological Inquiry* 80 (1).

Stern, Michael J., Barry Wellman, and Jessica Collins (Eds.) (2010) "The Internet in Rural North American Life." *American Behavioral Scientist* 53 (9).

Articles and Book Chapters (*Denotes Graduate Student)

Dunville, R., Harper, C., Johns, M. M., Viox, M. H., Avripas, S., *Fordyce, E., Stern, M., Schlissel, A., Carpenter, R., Michaels, S. (2021). Awareness and willingness to use biomedical prevention strategies for HIV among sexual and gender minority youth: results from a national survey. *Journal of Adolescent Health*, 68(1), 199-206. ISSN: 1054-139X

Michael J. Stern, *Fordyce, Erin and Felicia LeClare (2021) "Web Survey Design and Implementation: An Evidence-Based Approach" in Richard Williams (ed.) *Sage Handbook on Quantitative Research Methods*

*Fordyce, Erin Michael J. Stern, and Melissa Heim Viox (2020) "Meeting Youth Where They Are: Challenges and Lessons Learned from Social Media Recruitment for Sexual and Gender Minority Youth". In *Research No Longer Confidential* Edited by Eszter Hargittai. Columbia University Press

- Stern, M., *Fordyce, E., Carpenter, R., Viox, M. H., Michaels, S., Harper, C., Johns, M. M., Dunville, R. (2020). Evaluating the data quality of a national sample of young sexual and gender minorities recruited using social media: The influence of different design formats. *Social Science Computer Review*, 0894439320928240. ISSN: 0894-4393
- Stern, M., *Fordyce, E., Hansen, C., Heim Viox, M., Michaels, S., Schlissel, A., Avripas, S., Harper, C., Johns, M., Dunville, R. (2020). Social Media Recruitment for a Web Survey of Sexual and Gender Minority Youth: An Evaluation of Methods Used and Resulting Sample Diversity. *LGBT health*, 7(8), 448-456. ISSN: 2325-8292
- Whitaker, Barbara et al. (2020) “Use of a rapid electronic survey methodology to estimate blood donors’ potential exposure to emerging infectious diseases: Application of a statistically representative sampling methodology to assess risk in US blood centers.” *Transfusion* 60:1987–1997.
- Robinson, Laura et al. (2020) “Digital Inequalities 2.0: Legacy Inequalities in the Information Age.” *First Monday* 25 (7) <https://journals.uic.edu/ojs/index.php/fm/article/view/10842> ISSN: 1396-0466
- Drabowicz, T et al. (2020) “Digital Inequalities 3.0: Emergent Inequalities in the Information Age.” *First Monday* 25 (7) <https://firstmonday.org/ojs/index.php/fm/article/view/10844> ISSN: 1396-0466
- Cahill, S. R., Geffen, S. R., Fontenot, H. B., Wang, T. M., Viox, M. H., Fordyce, E., Stern, M., Harper, C. R., Johns, M. M., Avripas, S. A. (2020). Youth-Serving Professionals’ Perspectives on HIV Prevention Tools and Strategies Appropriate for Adolescent Gay and Bisexual Males and Transgender Youth. *Journal of Pediatric Health Care*, 34(2), e1-e11. ISSN: 0891-5245
- Fontenot, H. B., Geffen, S., Wang, T., Viox, M. H., Fordyce, E., Stern, M., Avripas, S., Harper, C. R., Dunville, R., Johns, M. M. (2019). 197. Adolescent Health Provider And Sexual And Gender Minority Youth’s Perceived Barriers And Facilitators To Comprehensive HIV Preventative Services. *Journal of Adolescent Health*, 64(2), S100-S101. ISSN: 1054-139X
- *Simpson, Joseph, David Knottnerus, and Michael Stern. (2018) “Community, Emotion, and Ritual in Massive Multiplayer Online Role-playing Games.” *Socius: Sociological Research for a Dynamic World*. 4: 1-13.
- Michaels, Stuart, Milesi, Carolina, Stern, Michael, Heim Viox, Melissa, Guerino, Paul , Dragon, Christina, and Haffer, Samuel. (2018). Improving Measures of Sexual and Gender Identity in English and Spanish to Identify LGBT Older Adults in Surveys. *LGBT Health*. 4 (6): 412-418.
- Stern, M, I Bilgen, *C McClain, and *B Hunscher. 2017. “Can We Effectively Sample From Social Media Sites? Results from Two Sampling Experiments.” *Social Science and Computer Review*. 35 (6): 713-732.
- *Fordyce, E, S Bauroth, M Stern, C Vladutiu. 2017. “Validation of Metrics—A Comparative Analysis of Predictive- and Criterion-Based Validation Tests in a Qualitative Study.” *Survey Practice*. Vol 10, 1. Pp 1-9.
- Stern, M, I. Bilgen, and *D. Sterrett. 2016. “The Effects of Grids on Web Surveys Completed with Mobile Devices.” *Social Currents*. 3 (3): 217-233.
- Robinson, L., Cotten, S., Ono, H., Quan-Haase, A., Mesch, G., Chen, W., Schulz, J., Hale, T.M., & Stern, M. (2015). Digital Inequalities and Why They Matter. *Information, Communication and Society*. 18 (5) 569-582. (The order of authors reflects the sequence of contributions as they appear in the text)
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- Hale, Timothy M., Melinda Goldner, Michael J. Stern, Patricia Drentea and Shelia R. Cotten. (2015) "Patterns of Online Health Searching 2002-2010: Implications for Social Capital, Health Disparities and the De-professionalization of Medical Knowledge." *Research in the Sociology of Health Care*. 32:35-60
- Murphy, J., Link, M., Childs, J. H., Tesfaye, C. L., Dean, E., Stern, M., Pasek, J., Cohen, J., Callegaro, M., & Harwood, P. (2014). Social Media in Public Opinion Research: Executive Summary of the AAPOR Task Force on Emerging Technologies in Public Opinion Research. *Public Opinion Quarterly*. 78 (4): 779-787.
- Stern, Michael J., Ipek Bilgen, and Don A. Dillman. (2014) "The State of Survey Methodology in the 2010s." *Field Methods*. 26 (3): 284-301
- Stern, Michael J. and Shelia R. Cotten. (2013). "Real(-izing) Utopias and Dismantling Dystopia in the Internet Society." *Information, Communication, & Society*. 16 (4), 453-458.
- Cotton, R. Shelia and Michael J. Stern. (2013). "Online Health Information Seeking and Stress". In the *Wiley-Blackwell Encyclopedia of Health, Illness, Behavior, and Society* edited by William C. Cockerham, Robert Dingwell, and Stella R. Quah. San Francisco: Wiley-Blackwell.
- Stern, Michael J. and Bryan D. Rookey. (2013). "The Politics of New Media, Space, and Race: A Socio-Spatial Analysis of the 2008 Presidential Election." *New Media & Society*. 15 (4), 519-540.
- Stern, Michael J., Ipek Bilgen, and Bryan D. Rookey. (2013) "Toward an Understanding of Answer Sequence and Question Structure in Long List Web Survey Questions: Results from a Client-Side Paradata Analysis." *Survey Practice*. 6 (1): 1-7.
- Fullerton, Andrew and Michael J. Stern. (2013) "Racial Differences in the Gender Gap in Political Participation in the American South." *Social Science History* 37 (02): 145-176.
- Goldner, Melinda, Timothy Hale, Shelia Cotton, Michael J. Stern, and Patricia Drentea. (2013) "The Intersection of Gender and Place in Online Health Activities." *Journal of Health Communication* 18 (10), 1235-1255
- Stern, Michael J., Shelia R. Cotton, and Patricia Drentea. (2012) "The Separate Spheres on Online Health Information Searching: The Influence of Gender and Parenting on Behaviors and Feelings about Searching for Health Information on the Web." *Journal of Family Issues* (TBA).
- Stern, Michael J., Jolene D. Smyth, and Jeanette Mendez. (2012) "The Effects of Item Saliency and Question Design on Measurement Error in a Self-Administered Survey." *Field Methods* 24 (1): 3- 27.
- Fullerton, Andrew S., Michael Wallace, and Michael J. Stern. (2010) "Multilevel Models in the Study of Politics: Concepts, Methods, and Applications." In *Handbook of Politics: State and Civil Society in Global Perspective*, edited by Kevin Leicht and J. Craig Jenkins. New York, NY: Springer.
- Stern, Michael J. (2012). "Internet Use among Rural Residents in North America." In *Encyclopedia of Cyber Behavior*, edited by Zheng Yan. New York: IGI Global.
- Parsons, Nicholas and Michael J. Stern. (2012) "There's No Dying in Baseball: Cultural Valorization, Collective Memory, and Induction into the Baseball Hall of Fame." *Sociology of Sport Journal* 29 (1), 62-88.
- Stern, Michael J., *Alison Adams, and Jeffery Boase. (2011) "The Role of the Internet in Rural Community Participation: Examples from Recent Survey Data". *Agricultural and Resource Economics Review* 40 (2): 158-171.
- Stern, Michael J. (2010) "Inequality in the Internet Age: A Twenty-First Century Dilemma." *Sociological Inquiry* 80 (1): 28-33.
- Stern, Michael J. and Barry Wellman (2010) "Rural and Urban Differences in the Internet Society: Real and Relatively Important." *American Behavioral Scientist* 53 (9): 1251-1256.
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- Stern, Michael J. and *Alison Adams. (2010) "Do Rural Residents Really Use the Internet to Build Social Capital? An Empirical Investigation." *American Behavioral Scientist* 53 (9): 1389-1422.
- Fullerton, Andrew and Michael J. Stern. (2010) "The Disappearing Gender Gap in Voter Registration and Turnout in the American South, 1952-1980." *Social Science History* 34: 129-169.
- Stern, Michael J. and Andrew S. Fullerton (2009) "The Network Structure of Local and Extra Local Voluntary Participation: The Role of Core Social Networks." *Social Science Quarterly*. 90 (3): 553-575.
- Stern, Michael J., *Alison Adams, and *Shaun Elsasser. (2009) "How Levels of Internet Proficiency affect Usefulness of Access across Rural, Suburban, and Urban Communities." *Sociological Inquiry*. 79 (4): 391-417.
- Stern, Michael J. and *Chris Messer. (2009) "How Family Members Stay In Touch: A Quantitative Investigation of Core Family Networks." *Marriage and Family Review*. 45 (6): 654-676.
- Stern, Michael J. (2008) "How Locality, Frequency of Communication, and Internet Usage Affect Modes of Communication Within Core Social Networks." *Information, Communication, and Society*. 11 (5): 591-616.
- Stern, Michael J. (2008) "The Use of Client Side Paradata in Analyzing the Effects of Visual Layout on Changing Responses in Web Surveys." *Field Methods*. 20 (4): 377-398.
- Stern, Michael J., Don A. Dillman, and Jolene D. Smyth. (2007) "Visual Design, Order Effects and Respondent Characteristics in a Self-Administered Survey." *Survey Research Methods*. 1 (3): 121-138.
- Johnson, Monica Kirkpatrick, Jelyan T. Mortimer, Jennifer C. Lee, and Michael J. Stern. (2007) "Dimensions of Work Values Revisited." *Work and Occupations*. 34 (3): 290-317.
- Smyth, Jolene D., Don A. Dillman, Leah Melani Christian, and Michael J. Stern. (2006) "Comparing Check-All and Forced-Choice Question Formats in Web Surveys." *Public Opinion Quarterly*. 70(1):66-77.
- Stern, Michael J. and Don A. Dillman. (2006) "Community Participation, Social Ties, and Use of the Internet." *City and Community* 5(4):409-24.
- Smyth, Jolene D., Don A. Dillman, Leah Melani Christian, and Michael J. Stern. (2006) "Effects of Using Visual Design Principles to Group Response Options in Web Surveys." *International Journal of Internet Science*. 1(1):6-16.
- Johnson, Monica Kirkpatrick, Glen Elder Jr., and Michael J. Stern. (2004) "Attachment to Family and Community and the Young Adult Transition to Adulthood." *Journal of Research on Adolescence*. 15 (1), 99-125.
- Stern, Michael J., Don A. Dillman, Jolene Smyth and Leah Melani Christian. (2004) "The Use of Paradata for Evaluating Alternate Versions of Web Survey Questions." Proceedings of the 57th Annual Meeting of the World Association of Public Opinion Research.
- Dillman, Don A., Jolene D. Smyth, Leah M. Christian, and Michael J. Stern. (2003) "Multiple-Answer Questions in Self-Administered Surveys: The Use of Check-All-That-Apply and Forced-Choice Question Formats." Proceedings of the *American Statistical Association*.
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ARTICLES UNDER REVIEW

Poland, Stephanie and Michael J. Stern. (Under Review) Design and Implementation of the Surveys of Women: Method/Study Design." *Journal of Medical and Internet Research*

REPRESENTATIVE INVITED PRESENTATIONS AND SHORT COURSES

- Stern, Michael J. "Understanding use of social media in recruiting for web surveys: Lessons learned from the field." Sage Research Methods Doing Research Online Publishing Series. October 4, 2021.
- Stern, Michael J. "Usability Testing as Part of the Questionnaire Evaluation Process" The National Center for Education Statistics (NCES) 2018 Lecture/Workshop Series
- Stern Michael. J. Unpacking the use of new and emerging data collection technologies in the social sciences. Presentation for the Advisory Board of the National Science Foundation. Arlington, VA. November 2, 2017.
- Stern Michael. J. "A framework for considering the use of emerging and nontraditional survey data collection methodologies in health research. National Institutes of Health Office of Behavioral and Social Sciences Research (OBSSR). Methodology Workshop: Emerging Non-Traditional Survey Data Collections. August 25, 2017. <https://obssr.od.nih.gov/wp-content/uploads/2017/06/NIH-Staff-BSSR-Methodology-Workshop-AGENDA.pdf>
- Stern, Michael J. "Using Social Media and Emerging Technologies in Survey Research." Talk given as Keynote Address at PAPOR, San Francisco, CA. October 2014.
- Stern Michael. J. "Active Social Media Surveying." Talk given as part of the opening plenary at FedCASIC, Bureau of Labor Statistics, Washington, D.C February 2013.
- Stern, Michael J. "Web Survey Design and Administration." New York Federal Reserve Bank. New York, NY. December, 2012.
- Stern, Michael J. "The Intersection of the Social Realities and Methodological Possibilities: Considering the Issues and Challenges in Sampling the General Population with Web Surveys. NORC at the University of Chicago. Chicago, IL. March 2012.
- Shelia Cotton, Tim Hale, Michael J. Stern, Melinda Goldner, and Patricia Drentea "The Diffusion of the Internet and Changing Patterns of Online Health Searching Over Time" Oxford Internet Institute at Oxford University. 2011.
- Stern, Michael J. "The Geography of Core Social Networks and New Media: Evidence from a Rural Community." Department of Geography, Oklahoma State University. February 2009.
- Stern, Michael J. "The Geography of Core Social Networks and New Media: Evidence from a Rural Community." Center for Mobile Communications. Rutgers University, New Brunswick, NJ. December 2008.
- Stern, Michael J. and Alison Adams. "The Role of the Internet in Rural Community Participation: Examples from Recent Survey Data." Economic Research Service, United States Department of Agriculture. Washington DC. September 2008.
- Stern, Michael J. "Is the Internet Strengthening or Weakening our Community Relationships?" Friends of the Forms, Oklahoma State University. February 2007.
- Stern, Michael J. "Community and Federalism: Developing Some Common Definitions." University of Idaho Law School. March 2005.
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TEACHING EXPERIENCE

<ul style="list-style-type: none"> ■ Emerging Technology and Society ■ New Media and Society ■ Regression Models (Graduate) ■ Social Research Methods (Graduate and Undergraduate) ■ Survey Research (Graduate and Undergraduate) ■ Urban Sociology 	<ul style="list-style-type: none"> ■ The Family (Graduate and Undergraduate) ■ Global Social Problems ■ Introduction to Sociology ■ Numerous Independent Studies ■ Social Statistics (Graduate and Undergraduate) ■ Contemporary Social Issues
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RESEARCH INTERESTS AND AREAS OF SPECIALIZATION

- Emerging Technologies and Web Survey Design and Implementation
 - Theories of Social and Technological Change
 - Social Networks & New Media
 - Digital Inequality
 - New Media and Society
 - Sociology of Community
 - Sociology of Sport
 - Survey Research Methods
 - Growth Curve Models
 - Use of Paradata in Survey Research
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PROFESSIONAL AFFILIATIONS

American Sociological Association, Rural Sociological Society, Midwestern Sociological Association, American Association of Public Opinion Research

PROFESSIONAL SERVICE

Department

(Director) Web and Emerging Technologies Committee, NORC at the University of Chicago, 2012-Present (annual budget of \$160,000 to \$205,000)

(Chair) Assessment Committee, College of Charleston, 2010-2012

(Chair) Advisory Committee on Standards for Research and Professional Development, College of Charleston, 2010-2012

(Advisor) Anthropology and Sociology Club, College of Charleston, 2009-2012

(Advisor) Sociology Club, Oklahoma State University, 2006-2009

Assessment Committee, Oklahoma State University, 2006-2009

Web and Marketing Committee, Oklahoma State University, 2006-2009

(Chair) Methods and Statistics Committee, Oklahoma State University, 2006-2009

Graduate and Research Committee, Oklahoma State University, 2006-2007

Social Psychology Comprehensive Exam Committee, Oklahoma State University, 2006-2009

University

(Member) Critical Friends Peer Mentoring Committee, Michigan State University, 2019-

(Member) Executive Committee I&M PhD, Michigan State University, 2019-

(Member) Sustainability Committee, College of Charleston, 2010-2012

(Member) General Education Working Group on Mathematical Competency, 2010-2011

(Chair) Undergraduate Studies Committee, Oklahoma State University, 2007-2009

(Member) Arts & Sciences Faculty Council, Oklahoma State University, 2007-2009

(Representative) Oklahoma State University's member of the Inter-Consortium for Political and Social Research at the University of Michigan, 2007-2009

Student Committees

■ Michigan State University

- Whisnu Triwibowo (Degree Conferred, 2020)
- Christopher Fennell (Degree Conferred, 2021)
- Leigh Anne Tiffany

- Head of Intern Research Projects, 2013-2015, NORC at the University of Chicago (chaired 6 research projects a year)
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- Oklahoma State University
 - Chaired Master's: 8; Member Master's: 10
 - Member Ph.D.: 4
 - Chaired Undergraduate Honor Theses: 2

Professional

Editorial Board, *The Sociological Quarterly*, 2020-

Member—Public Sociology Award Committee, Communication and Information Technology Section of the American Sociological Association, 2017-2018

Member—Task Force on Emerging Technologies. American Association of Public Opinion Research, 2012-2014

Chair—Outstanding Publication Award Communication and Information Technology Section of the American Sociological Association, 2011-2012

Program Committee, Annual Meetings of the Southern Sociological Society, 2010-2012

Book Awards Committee Member, Communication and Information Technology Section of the American Sociological Association, 2006-2007

AD HOC REVIEWER JOURNAL/GRANTING INSTITUTION/PUBLISHER

Oxford University Press, Communication Research, Journal of Computer-Mediated Communication, Social Science & Computer Review, City & Community, Information, Communication, & Society, National Science Foundation, New Media & Society, Population & Environment, Social Forces, Sociological Methods and Research, Social Problems, Sociological Quarterly, Field Methods, Sociological Inquiry, Journal of Community Psychology, Work & Occupations, and World-Systems Research.
