

Bryan McLaughlin

Assistant Professor
Department of Advertising
College of Media & Communication
Texas Tech University

Media and Communication | PO Box 43082 | Lubbock, TX 79409

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E-mail: bryan.mclaughlin@ttu.edu

EDUCATION

Ph.D., 2014

University of Wisconsin-Madison

Major: Mass Communications

Dissertation: "Don't call it polarization: Rethinking the problem in American politics"

M.A., 2009

University of Illinois, Chicago

Major: Communication

Masters Thesis: "Reaffirming racism: Racial discourse during Barack Obama's presidential campaign"

B.A., 2004

Bucknell University

Majors: Religion, Philosophy

Undergraduate Thesis: "In the name of God: Religious violence and divine intervention"

ACADEMIC POSITIONS

Texas Tech University, Fall 2014-present

Assistant Professor, Department of Advertising

University of Wisconsin-Madison, Fall 2012-Spring 2013

Research Assistant, School of Journalism & Mass Communication

University of Wisconsin-Madison, Fall 2010-Spring 2012

Teaching Assistant, School of Journalism & Mass Communication

University of Illinois, Chicago, Fall 2006-Spring 2008

Teaching Assistant, Department of Communication

HONORS & AWARDS

Top Three Paper, 2018

Instructional Communication Division, International Communication Association

Faculty Excellence in Research, Scholarship, and Creative Activity, 2017

Texas Tech University, Office of the Provost and VP for Research

Top Three Paper, 2017

Ethnicity and Race in Communication Division, International
Communication Association

AEJMC Emerging Scholar Award, 2017

Association for Education in Journalism & Mass Communication

Wisconsin Distinguished Graduate Fellowship, 2013

University of Wisconsin-Madison, School of Journalism & Mass
Communication

Graduate Student Travel Grant, 2013

Association for Education in Journalism & Mass Communication

Top Student Paper-Runner-up, 2012

Political Communication Interest Group, Association for Education in
Journalism & Mass Communication

Top Three Student Paper, 2012

Graduate Student Interest Group, Association for Education in Journalism
& Mass Communication

Top Student Paper, 2012

Midwest Association for Public Opinion Research

Top Student Paper, 2010

Graduate Student Interest Group, Association for Education in Journalism
& Mass Communication

Top Student Paper, 2010

Midwest Association for Public Opinion Research

**GRANT
ACTIVITY**

Cummins, R. G., Gotlieb, M. R., & **McLaughlin, B.** "Journalism & Mass
Communication Surveys." Association for Education in Journalism &
Mass Communication. Amount: \$90,000 (funded: January 2019-
December 2021)

McLaughlin, B., Wilkinson, K., Rendon, H., & Martinez, T. "Exploring the
double-edged nature of narratives: Exacerbating or attenuating
prejudice and discrimination towards immigrants." Texas Tech
University. Amount: \$3,500 (funded: January 2019-August 2019)

McLaughlin, B. "Tales of conflict: Political transportation and political
polarization." Association for Education in Journalism & Mass
Communication. Amount: \$3,500 (funded: January 2017-January 2018)

McLaughlin, B., Rodriguez, N. "Disentangling the societal effects of Latina
television characters." Waterhouse Family Institute, Villanova
University. Amount: \$5,000 (funded: September 2015-August 2016)

Cummins, R. G., Gotlieb, M. R., & **McLaughlin, B.** "Journalism & Mass Communication Surveys." Association for Education in Journalism & Mass Communication. Amount: \$87,750 (funded: September 2015-August 2018)

McLeod, D., & **McLaughlin, B.** "Political scandal and attack advertisements in the new media environment." University of Wisconsin Graduate School. Amount: \$25,000 (funded: August 2012-June 2013)

McLaughlin, B. "In the name of God: Religious violence and divine intervention." Bucknell University. Amount: \$3,000 (funded: May 2003-August 2003)

JOURNAL ARTICLES

Dunn, J., & **McLaughlin, B.** (2019). Counter-stereotyped protagonists and stereotyped supporting casts: Identification with Black characters and symbolic racism. *Communication Research Reports*. Advance online copy.

McLaughlin, B. (2019). Tales of conflict: Narrative immersion and support for political aggression in the United States. *Media Psychology*. Advanced online copy.

McLaughlin, B., & Macafee, T. (2019). Becoming a presidential candidate: Social media following and politician identification. *Mass Communication & Society*, 22, 584-603.

McLaughlin, B., Velez, J., & Dunn, J. (2019). The political world within: How citizens process and experience political narratives. *Annals of International Communication Association*, 43, 156-172.

Macafee, T., **McLaughlin, B.,** & Rodriguez, N. (2019). Winning on social media: Candidate social-mediated communication and voting during the 2016 U.S. Presidential election. *Social Media + Society*, 5, 1-10.

McLaughlin, B., Velez, J.A., Gotlieb, M.R., Thompson, B.A., & Krause-McCord, A. (2019). React to the future: Political visualization, emotional reactions, and political behavior. *International Journal of Advertising*. Advanced online copy.

McLaughlin, B., & Velez, J.A. (2019). Imagined politics: How different media platforms transport citizens into political narratives. *Social Science Computer Review*, 37, 22-37.

Huemmer, J., **McLaughlin, B.,** Blumell, L. (2019). Leaving the Past (Self) Behind: Non-reporting rape survivors' narratives of self and action. *Sociology*, 53, 435-450.

McLaughlin, B., Rodriguez, N., Dunn, J., & Martinez, J. (2018). Stereotyped identification: How identifying with fictional Latina characters increases

- acceptance and stereotyping. *Mass Communication & Society*, 21, 585-605.
- Koenig, A., & **McLaughlin, B.** (2018). Change is an emotional state of mind: Behavioral responses to online petitions. *New Media & Society*, 20, 1658-1675.
- McLaughlin, B.** (2018). Commitment to the team: Perceived conflict and political polarization. *Journal of Media Psychology*, 30, 41-51.
- McLaughlin, B.**, Thompson, B.A., & Krause, A. (2018). Political fiction: Political emails during the 2014 U.S. midterm election. *Social Science Computer Review*, 36, 277-295.
- McLaughlin, B.**, & Krause, A. (2017). Burning down the (White) House: Partisan attempts to undermine American exceptionalism. *International Journal of Communication*, 11, 4672-4693.
- McLaughlin, B.**, McLeod, D., Davis, C., Perryman, M., & Mun, K. (2017). Elite cues, news coverage, and partisan support for compromise. *Journalism & Mass Communication Quarterly*, 94, 862-882.
- McLaughlin, B.**, & Rodriguez, N. (2017). Identifying with a stereotype: The divergent effects of exposure to homosexual television characters. *Journal of Homosexuality*, 9, 1143-1179.
- Gotlieb, M. R., **McLaughlin, B.**, & Cummins, R. G. (2017). 2015 Survey of journalism and mass communication enrollments: Challenges and opportunities for a changing and diversifying field. *Journalism & Mass Communication Educator*, 72, 139-153.
- Gunther, A., **McLaughlin, B.**, Gotlieb, M. R., & Wise, D. (2017). Who says what to whom: Content vs. source in the Hostile Media Effect. *International Journal of Public Opinion Research* 29, 363-383.
- Namkoong, K., Shah, D., **McLaughlin, B.**, Chih, M-Y., Moon, T. J., Hull, S., & Gustafson, D. H. (2017). Expression and reception: An analytic method for assessing message production and consumption in CMC. *Communication Methods & Measures*, 3, 153-172.
- McLaughlin, B.**, Yang, J., Yoo, W., Shaw, B., Kim, S., Shah, D., & Gustafson, D. (2016). The effects of expressing religious support online for breast cancer patients. *Health Communication*, 31, 762-771.
- McLaughlin, B.**, Thompson, B. (2016). Conditioned by race: How race and religion intersect to affect candidate evaluations. *Politics & Religion*, 9, 605-629.

- Wise, D., & **McLaughlin, B.** (2016). In media we distrust: The interplay of message, context and media trust on campaign message effects. *Electronic News, 10*, 105-120.
- McLaughlin, B.**, Davis, C., Coppinni, D., Kim, Y.M., Knisely, S., & McLeod, D. (2015). When women attack: Sex scandals, gender stereotypes, and candidate evaluations. *Politics and the Life Sciences, 43*, 44-56.
- Edgerly, S., Vraga, E., **McLaughlin, B.**, Alvarez, G., Yang, J., Kim, Y. M. (2014). Navigational structures and information selection goals: A closer look at online selectivity. *Journal of Broadcasting & Electronic Media, 58*, 542-561.
- McLaughlin, B.**, & Wise, D. (2014). Cueing God: Religious cues and voter support. *Politics & Religion, 7*, 366-394.
- McLaughlin, B.**, Yoo., W., D'Angelo, J., Tsang, S., Shaw, B. Shah, D., et al. (2013). It's out of my hands: How deferring control to God can decrease quality of life for breast cancer patients. *Psycho-Oncology, 22*, 2747-2754.
- Namkoong, K., **McLaughlin, B.**, Yoo, W.H., Hull, S., Shah, D., Kim, S... Gustafson, D. (2013). The effects of expression: How providing emotional support online improves cancer patients coping strategies. *Journal of National Cancer Institute Monographs, 47*, 169-174.
- Yoo, W., Chih, M-Y., Kwon, M.W., Yang, J., Cho, E., **McLaughlin, B.**, Kang., N., Shah, D., & Gustafson, D. (2013). Predictors of the change in the expression of emotional support within an online breast cancer support group: A longitudinal study. *Patient Education and Counseling, 90*, 88-95.

**BOOK
CHAPTERS**

- McLaughlin, B.**, Hull, S., Namkoong, K., Shah, D., & Gustafson, D. (2016). We all scream for ice cream: Positive identity negotiation in the face of breast cancer, in Alison Novak & Imanni El-Burki (Eds.), *Defining identity and the changing scope of culture in the digital age*. Hershey, PA: IGI Global.
- McLaughlin, B.**, & Shah, H. (2014). Agent of change or compromise? Jesse Jackson's 1988 presidential campaign, in Monika Kopytowska & Yusuf Kalyango (Eds.), *Why discourse matters: Negotiating identity in the mediatized world*. New York: Peter Lang Publishing.

**REFEREED
CONFERENCE
PAPERS**

- Dunn, J., & **McLaughlin, B.** Counter-stereotyped protagonists and stereotyped supporting casts: Identification with Black characters and symbolic racism. Paper presented at the 2019 Association for Education in Journalism and Mass Communication, Toronto, Canada.

- McLaughlin, B.,** Velez, J., & Dunn, J. The political world within: Conceptualizing political transportation. Paper presented at the 2018 Association for Education in Journalism and Mass Communication, Washington, DC.
- Nadkarni, A., **McLaughlin, B.,** & Sarge, M. Examining teachers' intentions to intervene: Formative research for school-based cyberbullying interventions in India. Paper presented at the 2018 International Communication Association, Prague, Czech Republic. **[Top Three Paper]**
- McLaughlin, B.,** Velez, J., Krause, A., & Thompson, B. React to the future: Political projection, emotional reactions, and political behavior. Paper presented at the 2017 Association for Education in Journalism and Mass Communication, Chicago, IL.
- McLaughlin, B.,** Rodriguez, N., & Martinez, J. Stereotyped identification: How identifying with fictional Latina characters increases acceptance and stereotyping. Paper presented at the 2017 International Communication Association, San Diego, CA. **[Top Paper Competition-Runner-up]**
- McLaughlin, B.,** Thompson, B.A., & Krause, A. Political Fiction: Campaign Emails During the 2014 Midterm Election. Paper presented at the 2016 Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- McLaughlin, B.** Disrupting or Reinforcing Partisan Identification: Threats to American Exceptionalism and Affective Polarization. Paper presented at the 2015 Association for Politics and the Life Sciences, Madison, WI.
- McLaughlin, B.,** Rodriguez, N. Identifying with a Stereotype: The Divergent Effects of Exposure to Homosexual Television Characters. Paper presented at the 2015 Association for Education in Journalism and Mass Communication, San Francisco, CA.
- McLaughlin, B.,** Thompson, B. Except if He's Black: How Race Conditions the Effect of Religious Cues on Candidate Evaluation. Paper presented at the 2015 Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Bucy, E., Gotlieb, M., **McLaughlin, B.** Attitudes Toward Unconventional Energy Production: An Emerging Political Prism? Paper presented at the 2015 American Association for Public Opinion Research, Hollywood, FL.
- McLaughlin, B.** Don't Call It Polarization: Rethinking the Problem In American Politics. Paper presented at the 2014 Association for Education in Journalism and Mass Communication, Montreal, CA.

- McLaughlin, B.** Paradise Lost: Using Political Polarization To Uphold American Exceptionalism. Paper presented at the 2014 Association for Education in Journalism and Mass Communication, Montreal, CA.
- McLaughlin, B.,** Yang, J-H., Yoo, W-H., Shaw, B., Kim, S., et al. (2013). Though God: Why emotional support expression and religious support expression are different communicative processes. Paper presented at the 2013 Association for Education in Journalism and Mass Communication, Washington, D.C.
- McLaughlin, B.,** Davis, C., Perryman, M., & Mun, K. (2013). Uncertain future: Media influence and the Republican Party. Paper presented at the 2013 Association for Education in Journalism and Mass Communication, Washington, D.C.
- Coppini, D., **McLaughlin, B.,** Davis, C., & McLeod. (2013). Hit em' hard! Political Partisans and Negative Ads. Paper presented at the 2013 Association for Education in Journalism and Mass Communication, Washington, D.C.
- McLaughlin, B.,** Yoo., W., D'Angelo, J., Tsang, S., Shaw, B. Shah, D., et al. (2013). It's out of my hands: How deferring control to God can lead to a decrease in quality of life for breast cancer patients. Paper presented at the 2013 International Communication Association, London.
- Gunther, A., **McLaughlin, B.,** Gotlieb, G., & Wise, D. (2013). Motivated evaluation of mediated information: The role of content and source affiliation in the Hostile Media Effect. Paper presented at the 2013 International Communication Association, London.
- Edgerly, S., Vraga, E., **McLaughlin, B.,** Alvarez, G., & Yang, J. (2013). Motivations and information structures: A closer look at web searching behavior. Paper presented at the 2013 International Communication Association, London.
- McLaughlin, B.,** & Wise, D. (2012). Cueing God: The effects of religious discourse on Voter Evaluations. Paper presented at the 2012 Association for Education in Journalism and Mass Communication, Chicago, IL. **[Top Student Paper-Runner-up]**
- McLaughlin, B.,** Davis, C., Coppinni, D., Knisely, S., & Kim, Y.M. (2012). He said, she said: The effects of gender on political attack ads. Paper presented at the 2012 Association for Education in Journalism and Mass Communication, Chicago, IL.
- Wise, D., & **McLaughlin, B.** (2012). In media we distrust: The interplay of message, context and media trust on campaign message effects.

Paper presented at the 2012 Association for Education in Journalism and Mass Communication, Chicago, IL. **[Top Three Student Paper]**

McLaughlin, B., Hull, S., Namkoong, K., Shah, D., & Gustafson, D. (2012).

We all scream for ice cream: How lighthearted topics strengthen bonding in computer mediated support groups. Paper presented at the 2012 International Communication Association, Phoenix, AZ.

McLaughlin, B., & Wise, D. (2011). Testing the God strategy: How candidates' religious discourse interacts with voter religiosity to affect political outcomes. Paper presented at the 2011 Midwest Association for Public Opinion Research, Chicago, IL. **[First Place, Student Paper Competition]**

Namkoong, K., Shah, D., **McLaughlin, B.**, Han, J.Y., Chih, M-Y., Cleland, R., Kim, E., Kim, S.C., Hull, S., Fan, D., McTavish, F., & Gustafson, D. (2011). An analytic method for computer-mediated communication (CMC): Distinguishing the message expression and reception effects in online social networks. Paper presented at the 2011 Association for Education in Journalism and Mass Communication, St. Louis, MO.

Namkoong, K., Shah, D., **McLaughlin, B.**, Yoo, W.H., Kim, S., Hull, S., Moon, T.J., Johnson, C., Hawkins, R., & Gustafson, D. (2011). Computer mediated social support and the effects of expression: The mediating role of perceived bonding on cancer patients' coping strategies. Paper presented at the 2011 Association for Education in Journalism and Mass Communication, St. Louis, MO.

Bard, M., Gotlieb, M., **McLaughlin, B.**, Zukas, K., Foote, J., & Kim, Y.M. (2011). Viewer ideology and the effects of argument flow on guest evaluations in political talk shows. Paper presented at the 2011 Association for Education in Journalism and Mass Communication, St. Louis, MO.

McLaughlin, B. (2010). Reaffirming racism: Racial discourse during Barack Obama's presidential campaign. Paper presented at the 2010 Association for Education in Journalism and Mass Communication, Denver, CO.

Wang, M., Borah, P., Wise, D., Zukas, K., **McLaughlin, B.**, Mirer, M. (2010). Unusual pathways to issue engagement: How dispositional cynicism and skepticism condition the incivility effect of televised political talk shows. Paper presented at 2010 Association for Education in Journalism and Mass Communication. **[First Place, Student Paper Competition]**

Vraga, E., Johnson, C., Carr, D., Bard, M., Bode, L., & **McLaughlin, B.** (2010). "Filmed in front of a live studio audience": Using laughter to offset aggression in political entertainment programming. Paper presented

to the 2010 Midwest Association for Public Opinion Research,
Chicago, IL. **[First Place, Student Paper Competition]**

**INVITED
PRESENTATIONS**

Cummins, R. G., Gotlieb, M. R., & **McLaughlin, B.** (2019, August). *Current Trends in Journalism and Mass Communication Education*. Presented at the Association for Education in Journalism and Mass Communication annual conference, Toronto, Canada.

Cummins, R. G., Gotlieb, M. R., & **McLaughlin, B.** (2017, August). *Faculty/Administrator Salary Survey Results*. Presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.

Cummins, R. G., Gotlieb, M. R., & **McLaughlin, B.** (2016, August). *Current Trends in Journalism and Mass Communication Education*. Presented at the Association for Education in Journalism and Mass Communication annual conference, Minneapolis, MN.

**COURSES
TAUGHT**

Texas Tech University, Assistant Professor

Advertising Account Planning (ADV 4308)

Fall 2014, Spring 2015, Fall 2015, Spring 2016

Advertising and the Consumer (ADV 5326)

Spring 2016

Advertising Research and Consumer Insights (ADV 3318)

Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019,
Fall 2019

Communication Research Methods (MCOM 3380)

Fall 2014, Spring 2015, Fall 2018

Identity and Communication (ADV 6315)

Spring 2017

Olympics and Global Promotion (ADV 4301)

Fall 2015, Fall 2017, Fall 2019

Political Advertising (ADV 4301)

Fall 2016

Public Opinion (MCOM 5344)

Spring 2018, Spring 2019

University of Wisconsin-Madison, Teaching Assistant

Principles of Strategic Communication (J345)

Fall 2011, Spring 2012

Introduction to Mass Communication (J201)

Fall 2010, Spring 2010

University of Illinois, Chicago, Teaching Assistant
Communication Research Methods (COMM 301)
Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008

**STUDENT
ADVISING**

Dissertation Advisor
Joshua Dunn, Current

Dissertation Committee Member
Stephanie Williams, Current
Abigail Koenig, Completed Spring 2019
Terri Manley, Completed Spring 2018
Bailey Thompson, Completed Spring 2017
Jennifer Huemmer, Completed Spring 2017
Nathian Rodriguez, Completed Spring 2016

Thesis Advisor
Jeanette Moya, Completed Summer 2019
Arti Nadkarni, Completed Spring 2016

Thesis Committee Member
Allison Matherly, Completed Summer 2016

Master's Report (MCOM 6050) Advisor
Alana Krafur, Current
Skylar Starbuck, Completed Fall 2016

**FIELD
SERVICE**

Conference Leadership Positions
Political Communication Interest Group, Association for Education in
Journalism & Mass Communication
Head, August 2018-August 2019
Vice Head/Program Chair, August 2017-August 2018
Research Chair, August 2016-August 2017
Teaching Chair, August 2015-August 2016
Graduate Student Liaison, August 2013-August 2014

Ad Hoc Journal Reviewer Requests
American Politics Research
Asian Journal of Communication
Communication Monographs
Cyberpsychology
Ethnic and Racial Studies
International Journal of Communication
International Journal of Public Opinion Research
Journal of Applied Communication Research
Journal of Broadcasting and Electronic Media

Journal of Communication
Journal of Communication Inquiry
Journal of Media Psychology
Journal of Supportive Care in Cancer
Mass Communication & Society
Political Communication
Political Psychology
Political Research Quarterly
Politics & Religion
Psycho-Oncology
Public Opinion Quarterly
Social Media + Society
Social Science Journal

Conference Activities (e.g., Paper Reviewer, Discussant, Moderator)
Communication Theory & Methodology Division, Mass Communication & Society Division, Political Communication Interest Group, and Graduate Student Interest Group, Association for Education in Journalism & Mass Communication, 2013-Present

**UNIVERSITY
SERVICE**

Texas Tech University

University

TTU Elections Committee, Member, Fall 2018 - current

TTU Center for Global Communication, Identity and Resistance in Global Contexts Symposium, Judge, Spring 2018

TTU Undergraduate Research Conference, Judge, Spring 2015, Spring 2017

TTU Graduate Research Conference, Judge, Spring 2019

Graduate School, Graduate Dean's Representative, Spring 2016, Fall 2017

Graduate School, Fellowship Applications, Reviewer, Fall 2016, Fall 2017, Fall 2018

Art and Humanities Graduate Student Research Conference, Judge, Fall 2014

State Employee Charitable Campaign, College of Media and Communication Coordinator, Fall 2014

College of Media & Communication

PhD Annual Review Committee, Member, Spring 2019

Grade Appeals Committee, Member, Spring 2017-Present

Graduate Student Council, Member, Fall 2017-Present

Culture Committee, Member, Fall 2016-Present

Ph.D. Student Professional Development Committee, Chair, Fall 2017-Spring 2018

Assistant Professor of Hispanic Media Search Committee, Member, Fall 2017

Faculty Research Incentive Grants, Reviewer, Fall 2017

Assistant Professor of Advertising Search Committee, Member, Fall 2015

CCR Faculty Advisor Committee, Member, Fall 2015-Spring 2017

Tools Exam Committee, Member, Spring 2016

Graduate Admissions Committee, Member, Spring 2015

PhD Curriculum Committee, Member, Spring 2015

Website advisory committee, Member, Fall 2014-Spring 2015

University of Wisconsin

University

Undergraduate Research Scholars Program, Graduate Student Mentor, Fall 2011-Spring 2012

School of Journalism & Mass Communication

Communication Crossroads: A Multidisciplinary Graduate Student Conference, Conference Organizing Committee, Review Chair, Spring 2011

Media & Politics Group, Mass Communication Research Center, Student Leader, Fall 2011-Spring 2012

Muckrakers Journalism & Mass Communication Graduate Student Organization, Chair, Fall 2010-Spring 2011