

Curriculum Vitae
Sherice Gearhart, Ph.D.

Contact Information

College of Media & Communication
Texas Tech University
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Lubbock, TX 79409
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Faculty Appointments

July 2016 – Present	Assistant Professor of Public Relations Department Public Relations College of Media & Communication Texas Tech University
Aug. 2013 – June 2016	Assistant Professor of Communication, Public Relations, and Social Media School of Communication College of Communication, Fine Arts & Media University of Nebraska at Omaha
Aug. 2010 – May 2013	Instructor of Record and Research Assistant Departments of Mass Communication and Public Relations College of Media & Communication Texas Tech University
Aug. 2007 – May 2009	Instructor of Record, GTA, and Research Assistant Department of Communication College of Liberal & Fine Arts University of Texas at San Antonio

Education

Texas Tech University

College of Media & Communication
Ph.D., Mass Communication, 2013

Dissertation Title: *Watch what you say (on Facebook): Testing the spiral of silence in the social media era*

University of Texas at San Antonio

College of Liberal & Fine Arts
M.A., Communication, 2009
Specialization: New Media

Thesis Title: *You are what you post: Using social network profiles to express identity*

University of Texas at San Antonio

College of Liberal & Fine Arts
B.A., Communication, 2006
Concentration: Technical Communication

Funded Grant Applications

- Principal Investigator *Finding the Impact Zone: Testing Health News for Native Americans*
Funded by Waterhouse Family Institute at Villanova University for 2015-16 (\$8,594)
- Team Member *Native Health News Alliance Project – Strategic Health News Promotion*
Funded by the W. K. Kellogg Foundation for 2013-15 (\$157,537)
- Team Member *Native American Journalists Association – News Organization Development*
Funded by the W. K. Kellogg Foundation for 2013-15 (\$125,741)

Unfunded Grant Applications

- Principal Investigator *American Society of News Editors (ASNE) Employment Diversity Survey*
Unfunded by American Society of News Editors 2017-18 (\$114,778)
- Principal Investigator *Exposure to Comments and Perceptions of Bias and News Comprehension*
Unfunded by Waterhouse Family Institute 2018-19 (\$8,505)
- Principal Investigator *The Influence of Facebook Comments on News Perceptions: A Test of User Generated Hostile Media Bias*
Unfunded by AEJMC Emerging Scholars Grant Program 2019 (\$3,500)
- Principal Investigator LOI – *Investigating the Influence User-Generated Comments on News*
Unfunded by the Knight Foundation 2018 (\$187,000)

Peer-Reviewed Journal Publications

- Gearhart, S.,** Adegbola, O., & Huemmer, J. (*in press*). Where's the fracking bias?: Contested media frames and news reporting on shale gas in the United States. *Energy Research & Social Science*.
- Adegbola, O., & **Gearhart, S.,** (*in press*). Examining the relationship between media use and political engagement: An international comparative study between the U.S., Kenya, and Nigeria. *International Journal of Communication*.
- Gearhart, S.,** Adegbola, O., & Guerra, M. (*in press*). Harvesting the wind: Analyzing television news coverage of wind energy. *Environmental Communication*. doi: 10.1080/17524032.2018.1526199
- Gearhart, S.,** Trumbly-Lamsam, T., & Reisberg, C. (*in press*). Finding the impact zone: Testing health news for the Native American and non-Native audience. *Howard Journal of Communications*. doi: 10.1080/10646175.2017.1392909
- Steede, G. M., Meyers, C., Li, N., Irlbeck, E. & **Gearhart, S.** (*in press*). A content analysis of antibiotic use in livestock in national U.S. newspapers. *Journal of Applied Communications*.
- Gearhart, S.,** & Zhang, W. (2018). Same spiral, different day? Testing the spiral of silence across issue typologies. *Communication Research*, 45, 34-53. doi: 10.1177/0093650215616456 [**Themed Issue: Spiral of Silence**]

- Gearhart, S.,** Trumbly-Lamsam, T., & Adegbola, O. (2018). Why isn't health a priority? A survey of journalists serving Native American news media. *Journalism Practice, 12*, 1183-1200. doi: 10.1080/17512786.2017.1363658
- Adegbola, O., Skarda-Mitchell, J., & **Gearhart, S.** (2018). Everything's negative about Nigeria: A study of U.S. media reporting on Nigeria. *Global Media & Communication, 14*, 47-63. doi: 10.1177/1742766518760086
- Adegbola, O., **Gearhart, S.,** & Skarda-Mitchell, J. (2018). Using Instagram to engage with (potential) consumers: A study of Forbes Most Valuable Brands' use of Instagram. *Journal of Social Media in Society, 7*(2), 232-251.
- Steede, G. M., Meyers, C., Li, N., Irlbeck, E. & **Gearhart, S.** (2018). A sentiment and content analysis of Twitter content regarding the use of antibiotics in livestock. *Journal of Applied Communications, 102*(4), 1-16. doi: 10.4148/1051-0834.2225
- Gearhart, S.,** & Trumbly-Lamsam, T. (2017). The scoop on health: How Native American newspapers frame and report health news. *Health Communication, 32*, 695-702. doi: 10.1080/10410236.2016.1168001
- Gearhart, S.,** & Dinkle, D. (2016). Mother knows breast: A content analysis of breastfeeding in television network news. *Health Communication, 31*, 884-891. doi: 10.1080/10410236.2015.1012631
- Merle, P., **Gearhart, S.,** Craig, C., Rahimi, M, Brooks, M. E., & Vandyke, M. (2015). Computers, tablets, and smart phones: The truth about web-based surveys. *Survey Research, 8*(6), 1-8. doi: 10.29115/SP-2015-0028
- Zhang, W., & **Gearhart, S.** (2015). The effects of internet use and internet efficacy on offline and online engagement. *The Online Journal of Communication & Media Technologies, 5*(4), 147-173.
- Gearhart, S.,** & Zhang, W. (2015). "Was it something I said?" "No, it was something you posted!" A study of the spiral of silence theory in social media contexts. *Cyberpsychology, Behavior, & Social Networking, 18*(4), 208-213. doi: 10.1089/cyber.2014.0443
- Gearhart, S.,** & Kang, S. (2014). Social media in television news: The effects of Twitter and Facebook comments on journalism. *Electronic News, 8*(4), 243-259. doi: 10.1177/1931243114567565
- Gearhart, S.,** & Zhang, W. (2014). Gay bullying and online opinion expression: Testing spiral of silence in the social media environment. *Social Science Computer Review, 32*, 18-36. doi: 10.1177/0894439313504261
- Seltzer, T., Zhang, W., **Gearhart, S.,** & Conduff, L. (2013). Sources of citizens' experiential and reputational relationships with political parties. *Public Relations Journal, 7*(4), 1-35. **[Special Issue: Political Public Relations]**
- Gearhart, S.,** Craig, C., & Steed, C. (2012). Network news coverage of obesity in two time periods: An analysis of issues, sources, and frames. *Health Communication, 27*, 653-662. doi: 10.1080/10410236.2011.629406

Gearhart, S., Kang, S., & Lee, K. M. (2011). Self-presentation on social network sites: Development of a self-identity expression scale and its relationship with social competence. *Iowa Journal of Communication*, 43(1), 39-64.
[Special Issue: Communication and Social Media]

Kang, S., **Gearhart, S.** & Bae, H. (2010). Coverage of Alzheimer's disease from 1984 to 2008 in television news and information talk shows in the U.S.: An analysis of news framing. *American Journal of Alzheimer's Disease & Other Dementias*, 25, 687-697. doi: 10.1177/1533317510387583

Kang, S. & **Gearhart, S.** (2010). E-Government and civic engagement: How is citizens' use of city websites related with civic involvement and political behaviors? *Journal of Broadcasting & Electronic Media*, 54, 443-462. doi: 10.1080/08838151.2010.498847

Published Chapters

Gearhart, S. (2017). Spiral of Silence in Health and Risk Messaging. *The Oxford Encyclopedia of Health and Risk Message Design and Processing* (pp. 19). New York: Oxford University Press.

Zhang, W., & **Gearhart, S.** (2014). Social media strategies and tactics in political campaigns. In K. Harvey (Ed.) *Encyclopedia of Social Media and Politics* (pp. 1175-1180). Thousand Oaks, CA: SAGE Publications Inc.

Zhang, W., & **Gearhart, S.** (2014). Social capital: Political uses. In K. Harvey (Ed.) *Encyclopedia of Social Media and Politics* (pp. 1138-1141). Thousand Oaks, CA: SAGE Publications Inc.

Zhang, W., & **Gearhart, S.** (2014). Non-profit organizations. In K. Harvey (Ed.) *Encyclopedia of Social Media and Politics* (pp. 895-897). Thousand Oaks, CA: SAGE Publications Inc.

Zhang, W., & **Gearhart, S.** (2012). Political behaviors in social network sites. In Z. Yan (Ed.) *Encyclopedia of Cyber Behavior* (pp. 1050-1062). Hershey, PA: IGI Global.

Work Under Review & in Progress

Gearhart, S., Zhang, B., Perlmutter, D. D., & Lazić, G. (*under contract*). Meme wars: Political communication and visual intertextuality. In K.L. Smith, S. Moriarty, K. Kenney, & G. Barbatsis (Eds.) *Handbook of Visual Communication: Theory, methods, and research (2nd Edition)*. Mahwah, NJ: Lawrence Erlbaum.

Zhang, B., **Gearhart, S.,** & Perlmutter, D. D. (*under review*). Avoiding online censorship through Fatty Memes: How Chinese social media users talk about North Korea.

Adegbola, O., & **Gearhart, S.** (*under review*). The Arab Uprising on U.S. television: Issues, frames, and implications.

Gearhart, S., Holland, D., & Moe, A. (*under review*). The influence of Facebook news comments on opinion expression: Testing the spiral of silence among unknown others.

Adegbola, O., Cho, J., & **Gearhart, S.** (*under review*). Reporting bias in the coverage of Iran protests: A content analysis of coverage by global news agencies.

Gearhart, S., & Zhang, W. (*in progress*). Combating harassment on social media with the voices of victims: Testing the social advocacy potential of the opinion climate.

Gearhart, S., Moe, A., & Holland, D. (*in progress*). Judging news content with comments: Testing the influence of Facebook comments on perceptions of hostile media bias.

Gearhart, S., & Zhang, W., (*in progress*). The dark side of social network sites: The role of network customization in selective exposure.

Peer-Reviewed Conference Presentations

Gearhart, S., Zhang, B., & Moe, A., (2019, May). *Hostile media bias on social media: Testing the climate of opinion on perceptions of bias and credibility*. To be presented to the Communication & Technology Division at the 2019 International Communication Association Conference (ICA). Washington, D.C.

Gearhart, S., Moe, A., & Holland, D., (2019, May). *Social media users (under)appreciate the news: An application of hostile media bias to news disseminated on Facebook*. To be presented to the Mass Communication Division at the 2019 International Communication Association Conference (ICA). Washington, D.C.

Adegbola, O., & **Gearhart, S.** (2019, March). *Doesn't Beto look Hispanic when you see him on TV? A test of co-ethnic voting in the 2018 Texas Senate Election*. To be presented to the Minorities and Communication Division at the 2019 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK. **Top Paper Award**

Zhang, B., **Gearhart, S.**, (2019, March). *Use of political memes as a form of political engagement: Application of uses and gratifications theory and social capital*. To be presented to the International Communication Division at the 2019 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.

Adegbola, O., Cho, J., & **Gearhart, S.** (2019, March). *Reporting bias in the coverage of Iran protests: A content analysis of coverage by global news agencies*. To be presented to the International Communication Division at the 2019 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.

Zhang, B., **Gearhart, S.**, & Perlmutter, D. D. (2018, August). *Recoding language with fatty memes: How Chinese netizens avoid censorship when referring to North Korea*. Presented to the Visual Communication Division at the 2018 Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington, D.C.

- Adegbola, O., & Gearhart, S., (2018, August). *Media use and political participation: A comparative study of U.S., Kenya, and Nigeria*. Presented to the Elections News Division at the 2018 Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington, D.C.
- Gearhart, S., & Zhang, W.** (2018, August). *Facilitating role of online opinion climate in speak out behavior: Testing the spiral of silence in the social media environment*. Presented to the Communication Technology Division at the 2018 Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington, D.C.
- Steede, G. M., Meyers, C., Li, N., Irlbeck, E., & **Gearhart, S.** (2018, August). *A sentiment and content analysis of Twitter content regarding antibiotic use in livestock*. Presented at the annual meeting of the Association for Communication Excellence. Phoenix, AZ.
- Gearhart, S., & Zhang, W.** (2018, March). *Facilitating role of online opinion climate in speak out behavior: Testing the spiral of silence in the social media environment*. Presented to the Communication Technology Division at the 2018 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK. **Top Paper Award**
- Gearhart, S., Moe, A., & Holland, D.** (2018, March). *Judging news content with comments: Testing the influence of Facebook comments on perceptions of hostile media bias*. Presented to the Mass Communication & Society Division at the 2018 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.
- Gearhart, S., Holland, D., & Moe, A.** (2017, August). *Commenting on news stories via social media*. Presented to the Communication Technology Division at the 2017 Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, IL.
- Gearhart, S., Adegbola, O., & Huemmer, J.** (2017, August). *Hydraulic fracturing on U.S. cable news*. Presented to the Mass Communication & Society Division at the 2017 Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, IL.
- Gearhart, S.** (2017, March). *Commenting on news stories via social media*. Presented to the Communication Technology Division at the 2017 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.
- Gearhart, S., & Adegbola, O.** (2017, March). *Hydraulic fracturing on U.S. cable news*. Presented to the Mass Communication & Society Division at the 2017 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.
- Gearhart, S., Trumbly-Lamsam, T., & Reisberg, C.** (2016, August). *Finding the impact zone: Testing health news for the Native American and non-Native audience*. Presented to the Minorities and Communication Division at the 2016 Association for Education in Journalism and Mass Communication (AEJMC). Minneapolis, MN.

- Skarda-Mitchell, J., Adegbola, O., **Gearhart, S.**, & McMickell, A. (2016, August). *Using Instagram to engage with (potential) consumers: A study of Forbes most valuable brands use of Instagram*. Presented to the Communication Technology Division at the 2016 Association for Education in Journalism and Mass Communication (AEJMC). Minneapolis, MN.
- Adegbola, O., Skarda-Mitchell, J., & **Gearhart, S.** (2016, August). *Everything's negative about Nigeria: A study of U.S. media reporting on Nigeria*. Presented to the International Communication Division at the 2016 Association for Education in Journalism and Mass Communication (AEJMC). Minneapolis, MN.
- Skarda-Mitchell, J., Adegbola, O., **Gearhart, S.**, & McMickell, A. (2016, February). *Using Instagram to engage with (potential) consumers: A study of Forbes most valuable brands use of Instagram*. Presented to the Communication Technology Division at the 2016 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK. **Top Paper Award**
- Adegbola, O., Skarda-Mitchell, J., & **Gearhart, S.** (2016, February). *Everything's negative about Nigeria: A study of U.S. media reporting on Nigeria*. Presented to the International Communication Division at the 2016 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK.
- Gearhart, S.**, & Zhang, W., (2015, November). *Selective exposure on social network sites*. Presented at the 2015 annual meeting of the Midwest Association of Public Opinion Research (MAPOR). Chicago, IL.
- Gearhart, S.**, & Zhang, W., (2015, August). *Is the spiral of silence still relevant in the social media environment?* Presented to the Communication Technology Division at the 2015 Association for Education in Journalism and Mass Communication (AEJMC) annual conference. San Francisco, CA.
- Gearhart, S.**, & Trumbly-Lamsam, T. (2015, April). *Why health news matters: Health reporting in Native American media outlets*. Presented to the Multicultural Division at the 2015 Broadcast Education Association (BEA) annual conference. Las Vegas, NV. **Top Paper Award**
- Snook, P., & **Gearhart, S.** (2015, April). *Can social media ruin your future? Predicting parental concern for teen's online activity*. Presented at the 2015 annual meeting Broadcast Education Association (BEA). Las Vegas, NV.
- Gearhart, S.**, & Zhang, W. (2014, November). *Tending to see similarities: Isolation, self-censorship, and perceptions of opinion congruency*. Presented at the 2014 annual meeting of the Midwest Association of Public Opinion Research (MAPOR). Chicago, IL.
- Gearhart, S.** (2014, April). *Posting a comment or speaking out? Testing the spiral of silence in Facebook*. Presented to the Interactive Media and Emerging Technology Division at the 2014 Broadcast Education Association (BEA) annual conference. Las Vegas, NV. **Top Paper Award**

- Gearhart, S., & Zhang, W.,** (2013, November). *Same spiral, different day? Testing the spiral of silence across issue typologies*. Presented at the 2013 annual meeting of the Midwest Association of Public Opinion Research (MAPOR). Chicago, IL.
- Gearhart, S., & Zhang, W.,** (2013, June). “*Was It Something I Said?*” “*No, It Was Something You Tweeted!*” *Applying the Spiral of Silence to Social Media*. Presented to the Mass Communication Division at the 2013 International Communication Association Conference (ICA). London, UK.
- Gearhart, S., Rahimi, M., Merle, P., Craig, C., Vandyke, M., & Brooks, M. E.** (2013, May). *A revolution in survey research? A bibliometric review of public opinion studies between 2000 and 2012*. Presented at the 66th annual conference of the World Association for Public Opinion Research (WAPOR), Boston, MA.
- Merle, P., **Gearhart, S.,** Craig, C., Rahimi, M, Brooks, M. E., & Vandyke, M. (2013, May). *Computers, tablets, & smart phones: The truth about web-based surveys*. Presented at the 66th annual conference of the World Association for Public Opinion Research (WAPOR), Boston, MA.
- Gearhart, S., & Kang, S.** (2013, April). *How do social media comments in television news work? Audience responses to journalistic quality and credibility*. Presented to the Interactive Media and Emerging Technology Division at the 2013 Broadcast Education Association (BEA) annual conference. Las Vegas, NV. **Top Paper Award**
- Brooks, M. L., & **Gearhart, S.** (2013, April). *The Facephone is ringing: Adult children’s communication with elderly parents via videophone technology*. Presented at the at the 2013 Broadcast Education Association (BEA) annual conference. Las Vegas, NV.
- Gearhart, S.** (2012, August). *Man-on-the-street or man-on-the-tweet? Using social network site comments as vox pop in television news*. Presented to the Electronic News Division at the 2012 Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Chicago, IL.
- Zhang, W., & **Gearhart, S.** (2012, August). *The effects of Internet use and Internet efficacy on offline and online engagement*. Presented to the Communication Technology Division at 2012 Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Chicago, IL.
- Gearhart, S., & Guerra, M. J.** (2012, April). *Wind energy in television network news: An analysis of issues, sources, and episodic-thematic frames*. Presented to the News Division at the at the 2012 Broadcast Education Association (BEA) annual conference. Las Vegas, NV. **Top Paper Award**
- Gearhart, S.** (2012, April). *Vox pop in television news: Replacing man-on-the-street interviews with Facebook and Twitter comments*. Presented at the at the 2012 Broadcast Education Association (BEA) annual conference. Las Vegas, NV.
- Zhang, W., & **Gearhart, S.** (2012, March). *Social network sites and public relations: A critical conceptual and empirical review*. Presented at the International Public Relations Research Conference. Miami, FL.

Gearhart, S., Kang, S., & Lee, K. M. (2011, November). *Self-Presentation on social network sites: Development of a self-identity expression scale and its relationship with social competence*. Presented at the 2011 National Communication Association (NCA) annual conference. New Orleans, LA.

Gearhart, S., & Zhang, W. (2011, August). *Expressing opinions on GLBT tolerance using Facebook: A modern application of the spiral of silence*. Presented to the Mass Communication and Society Division at the 2011 Association for Education in Journalism and Mass Communication (AEJMC) annual conference. St. Louis, MO.

Gearhart, S., Craig, C., & Steed, C. (2011, August). *An examination of obesity coverage in network news: Issues, sources, and episodic-thematic frames*. Presented to the Communicating Science, Health, Environment, and Risk Division at the 2011 AEJMC annual conference. St. Louis, MO.

Haislett, R., & **Gearhart, S.** (2011, April). *Misogynistic rap music & the emergence of the 'Independent' woman: A critical analysis of cultural changes in themes, identities, & desires*. Presented to the Gender and Media Studies area of the Popular Culture Association Conference (PCA). San Antonio, TX.

Gearhart, S., Craig, C., & Steed, C. (2011, April). *Network news coverage of obesity in two time periods: An analysis of issues, sources, and frames*. Presented at the 2011 Broadcast Education Association (BEA) annual conference. Las Vegas, NV.

Kang, S., **Gearhart, S.** & Bae, H. (2010, November). *Network news coverage of Alzheimer's disease from 1984 to 2008: An analysis of issues, sources, and episodic-thematic frames*. Presented to the Health Communication Division, National Communication Association Conference (NCA). San Francisco, CA.

Gearhart, S. & Kang, S., (2010, June). *You are what you post: Using social network profiles to express identity*. Presented to the New Communication Technology Division of the 2010 International Communication Association Conference (ICA). Singapore, SG.

Kang, S., & **Gearhart, S.** (2009, April). *Government & civic engagement: How is citizens' use of city websites related with civic involvement & political behaviors?* Presented to the Interactive Media & Emerging Technologies Division of the 2009 Broadcast Education Association (BEA). Las Vegas, NV. **Top Paper Award**

Invited Presentations

Adegbola, O., & Gearhart, S. (2016, November). *The Arab Uprising on U.S. Television: Issues, Frames, and Implications*. Presented at the Eighth Annual International Research Conference, Texas State University. San Marcos, TX.

Gearhart, S. (2016, February). *International media coverage of critical events*. Invited Discussant, International Communication Division at the Midwinter Conference of the Association for Education in Journalism & Mass Communication (AEJMC). Norman, OK.

- Gearhart, S.** (2015, August). *The unbearable filteredness of being online: Customization and the media we consume*. Invited Panelist, Co-Sponsored by the Communication Technology and Methodology Division at the Annual Conference of the Association for Education in Journalism & Mass Communication (AEJMC). San Francisco, CA.
- Gearhart, S.** (2015, April). *The package is no longer enough: Incorporating social media into radio and broadcast television classes*. Invited Panel, Sponsored by the News Division at the Annual Conference of the Broadcast Education Association (BEA). Las Vegas, NV.
- Gearhart, S., & Trumbly-Lamsam, T.** (2014, November). *Why health news matters: Content analysis highlight of findings*. Presented to the 2014 National Native Media Annual Conference. Santa Clara, CA.
- Gearhart, S.** (2012, March). *Vox pop in television news: Replacing man-on-the-street interviews with Facebook and Twitter comments*. Presented at the Eleventh Annual Graduate Student Research Poster Competition, Texas Tech University. Lubbock, TX. **(First Place Award)**.
- Gearhart, S., & Hassanzadeh, M.** (2011, November). *Assessing the perceived effectiveness of companies' interaction in Facebook: An experimental examination of varying levels of interactivity*. Presented at the Third Annual International Research Conference, Texas State University. San Marcos, TX.
- Haislett, R., & **Gearhart, S.** (2011, October). *Misogynistic rap music & the emergence of the 'Independent' woman: An analysis of cultural changes in themes, identities, & desires*. Presented at the Gender and Identity Colloquium at Texas Tech University. Lubbock, TX.
- Gearhart, S., Craig, C., & Steed, C.** (2011, March). *A comparison of obesity coverage in network news across two time periods: An analysis of issues, sources, and episodic-thematic frames*. Presented at the Tenth Annual Graduate Student Research Poster Competition, Texas Tech University. Lubbock, TX. **(Second Place Award)**.

Teaching Experience

Instructor of Record

MCOM 5366	Seminar in Mass Communication Theory Texas Tech University, 2019
PR 3353	Political Public Relations Texas Tech University, 2019
PR 3353	Special Topics: Public Relations & Public Opinion Texas Tech University, 2018
MCOM 5364	Research Methods (Online & Face-to-Face Sections) Texas Tech University, 2017-2018
PR 4380	Applied Public Relations Research (Online & Face-to-Face Sections) Texas Tech University, 2016-2018

PR 2310	Principles of Public Relations (Online-Only) Texas Tech University, 2016-2018
COMM 8570	Foundations of Mass Communication Seminar University of Nebraska at Omaha, 2015
JMC 1500	Introduction to Mass Communication (Online-only) University of Nebraska at Omaha, 2015-2016
COMM 8010	Seminar in Communication Research: Quantitative University of Nebraska at Omaha, 2015
JOUR 3230	Principles of Public Relations University of Nebraska at Omaha, 2013, 2015
JOUR 4500/8506	Mass Communication & Public Opinion University of Nebraska at Omaha, 2014
CMS 4190/8196	Computer-Mediated Communication University of Nebraska at Omaha, 2014, 2016
BRCT 4350/8356	Mass Communication Research University of Nebraska at Omaha, 2013-2016
MCOM 3380	Mass Communication Research Methods Texas Tech University, 2012- 2013
PR 3341	Graphics and Production for Public Relations (Lecture & Lab) Texas Tech University, 2011
EMC 3310	Introduction to Electronic Media & Communication Texas Tech University, 2011
COMM 1053	Business & Professional Speech University of Texas at San Antonio, 2009

Independent Study

MCOM 7000	Student: Oluseyi Adegbola – Fall 2018 Topic: Media use & engagement in the Texas Senate Election
MCOM 7000	Student: Oluseyi Adegbola – Summer 2017 Topic: Wind energy in network news
COMM 8980	Student: Jackie Skarda – Summer 2015 Topic: Corporate use of Instagram and consumer engagement
COMM 8980	Student: Oluseyi Adegbola – Summer 2015 Topic: U.S. media depictions of Nigeria
COMM 8980	Student: Ashley McFeely – Summer 2015 Topic: School reform in the news

JOUR 4980 Student: Susan Payne – Spring 2015
Topic: Newspaper suicide reporting policies

COMM 8980 Student: Paige Snook – Fall 2014
Topic: Online privacy & teen social media use

Qualifying Exam Committees

Comp Question Student: Garrett McKinnon – Summer 2018
Theory question for PhD comprehensive exam

Comp Question Student: Garrett Steede – Summer 2017
Methodology question for PhD comprehensive exam

Comp Question Student: Ashley McFeely – Summer 2016
Methodology question for MA comprehensive exam

Comp Question Student: Ehite Allison – Spring 2016
Methodology question for MA comprehensive exam

Comp Question Student: Oluseyi Adegbola – Spring 2016
Theory question for MA comprehensive exam

JMC 1500 Student: Elizabeth Lockin – Fall 2015
Undergraduate Honors Contract
Topic: Portrayal of women in modern film

Thesis & Dissertation Committee Service

Thesis Chair Student: Bingbing Zhang – 2018-2019
*Use of Political Memes as a Form of Political Engagement:
Application of Uses and Gratifications Theory and Social Capital*

Dissertation
Committee Student: Garrett McKinnon – 2018-2019
*Impact of Individuals' Relationships with favorite sports teams
Perceptions of Credibility of Journalists and Media Outlets*

Dissertation
Committee Student: Garrett Steede 2017-2018
*A Multi-Method Study of the Influence of Online and Traditional
Media on Public Opinion of Antibiotic Use in Livestock*

Thesis Chair Student: Oluseyi Adegbola 2015-2016
*U.S. television coverage of the Arab Spring: A study of ABC, CBS,
and NBC*

Thesis Chair Student: Lauren Adams 2015-2016
*Exercise to the lyrics: Understanding the effects of lyrical content on
exercise performance*

Thesis
Committee Student: Stephanie Neumann 2015-2016
*Slim down, shape up! A content analysis of cover lines in men's and
women's health and fitness magazines*

Course Development/Revision

PR 4380	Applied Public Relations Research Re-developed Course for Online Teaching, 2016 – 2018
PR 2310	Principles of Public Relations Re-developed Course for Online Teaching, 2016 – 2018
JOUR 1500	Introduction to Mass Communication Re-developed Course for Online Teaching, 2014 – 2015
JOUR 4500/8506	Mass Communication & Public Opinion Revised Master Syllabus, 2014
BRCT 4350/8356	Mass Communication Research Revised Master Syllabus, 2013

Guest Lectures

PR 6315	Media & Communication Research Tools (Special Topics) <i>Writing Academic Research</i> , 2018
PR 6530	The Professoriate (Special Topics) <i>Publishing Academic Research</i> , 2018
MCOM 3380	Mass Communication Research Methods <i>Sampling in Research</i> , 2018
PR 3353	Political Public Relations (Special Topics) <i>Agenda-Setting in Political Communication</i> , 2017
CMST 4220/8226	Health Communication <i>Health Campaigns & Mass Media</i> , 2015
Political Comm	Graduate Political Communication at Florida State University <i>Contingent Conditions of the Spiral of Silence Theory</i> , 2015
GTA Training	Workshop for incoming Graduate Teaching Assistants <i>Developing & Teaching Online Courses</i> , 2015
COMM 8570	Foundations of Mass Communication Seminar <i>Methodological Approaches in Mass Communication Research</i> , 2014
COMM 1500	Introduction to Mass Communication <i>Panel on Careers in the Media Industry</i> , 2014
COMM 8470	Foundations of Communication Studies Seminar <i>Role of the Issue Context in the Spiral of Silence Theory</i> , 2013
SPCH 4190/8196	Computer-Mediated Communication <i>Approaches to Research on Online Communication</i> , 2013

Honors and Awards

- 2019 Top Paper Award – Minorities & Communication Division
AEJMC Midwinter Conference.
- 2018-19 Fellow - Institute for Inclusive Excellence
Texas Tech University
- 2018 Top Paper Award – Communication Technology Division
AEJMC Midwinter Conference.
- 2016 Top Paper Award – Communication Technology Division
AEJMC Midwinter Conference.
- 2015 Top Paper Award - Multicultural Division
Broadcast Education Association
- 2014 Top Paper Award - Interactive Media and Emerging Technology Division
Broadcast Education Association
- 2013 Graduate Student of the Year Award
Texas Tech Student Government Association
- 2013 Commencement Banner Bearer
The Graduate School at Texas Tech University
- 2013 Recipient - Dissertation Research Funding Award (\$5,000)
Office of the President, Texas Tech University
- 2013 Top Paper Award - Interactive Media and Emerging Technology Division
Broadcast Education Association
- 2013 Regent Professors' Graduate Student Research Small Grant (\$250)
College of Media & Communication, Texas Tech University
- 2013 Texas Tech Parents Association Scholarship (\$1,000)
Texas Tech University
- 2012 AEJMC Graduate Student Travel Grant (\$1,000)
- 2012 Helen DeVitt Jones Graduate Fellowship, Texas Tech University
- 2012 Top Paper Award - News Division
Broadcast Education Association
- 2012 Nominee - Horn Professors Graduate Achievement Award
Texas Tech University
- 2012 First Place Award (Communications Category) 11th Annual Graduate Student
Research Poster Competition, Texas Tech University

2012	Texas Tech Parents Association Scholarship (\$500) Texas Tech University
2012	Research Funding Award College of Media & Communication, Texas Tech University
2011	Second Place Award (Multi-Disciplinary Category) 10 th Annual Graduate Student Research Poster Competition, Texas Tech University
2011	Research Funding Award - Formby Professorship College of Media & Communication, Texas Tech University
2010	Helen DeVitt Jones Graduate Fellowship, Texas Tech University
2010	Graduate Student Assistantship College of Media & Communication, Texas Tech University (3 years)
2009	Top Paper Award - Interactive Media & Emerging Technologies Division Broadcast Education Association

Departmental & University Service

Chair	PR Showdown Committee - Department of Public Relations College of Media & Communication Texas Tech University (2018-2019)
Member	Strategic Planning Committee - Department of Public Relations College of Media & Communication Texas Tech University (2018-2019)
Member	COMC Graduate Council: Dept. of Public Relations Representative College of Media & Communication (2018 - 2019)
Member	OP Revision Committee College of Media & Communication Texas Tech University (2018 - Present)
Member	Faculty Search Committee - Department of Public Relations College of Media & Communication Texas Tech University (Fall, 2018)
Member	Graduate Scholarship Application Funding Review Committee College of Media & Communication (2018)
Member	Grade Appeal Committee (Graduate) College of Media & Communication Texas Tech University (2018)
Representative	Graduate Dean's Representative Dissertation Defense for Student Alex Moe

Representative	Center for Communication Research Advisory Board Department of Public Relations Representative College of Media & Communication (2017 - Present)
Member	Research Identity Committee College of Media & Communication (2017 - Present)
Member	Graduate Research Application Funding Reviewer College of Media & Communication (2017 - Present)
Member	PR Showdown Committee - Department of Public Relations College of Media & Communication Texas Tech University (2017- 2018)
Member	Scholarship Committee - Department of Public Relations College of Media & Communication Texas Tech University (2016 - Present)
Member	Faculty Search Committee - Department of Public Relations College of Media & Communication Texas Tech University (Fall, 2017)
Member	Faculty Search Committee – Hispanic Media College of Media & Communication Texas Tech University (Fall, 2017)
Member	PR Bootcamp Recruiting Event Committee College of Media & Communication Texas Tech University (Spring, 2017)
Speaker	Brownbag Speaker Series College of Media & Communication Texas Tech University (Spring, 2017)
Member	Graduate Program Planning - Core Revitalization Committee School of Communication University of Nebraska at Omaha (2014 - 2016)
Member	Advisory Committee (elected position) School of Communication University of Nebraska at Omaha (2014 - 2015)
Member	Graduate Program Strategic Planning Committee School of Communication University of Nebraska at Omaha (Spring 2014)
Member	Communities of Practice - Social Media Lab University of Nebraska at Omaha (2014 - 2015)
Member	Elton Carter Outstanding Thesis Nomination Committee School of Communication University of Nebraska at Omaha (Fall 2013; Fall 2014)

Member	Research Triangle – Social Media Lab for Research & Engagement University of Nebraska at Omaha (2013 - 2014)
Member	Teaching Circle – Computer-Mediated Communication University of Nebraska at Omaha (2013 - 2014)
Board Member	Social Media Center for Research & Engagement University of Nebraska at Omaha (2013 - 2016)
Facilitator	Diversity Dialogue Texas Tech University School of Law (2012)
Mentor	Mentor Tech Lauro Cavazos & Ophelia Powell-Malone Mentoring Program Texas Tech University (2011 - 2012)
Member	College Grade Appeal Board College of Media & Communication Texas Tech University (2011 - 2013)
Member	Graduate Student Research Funding Logistics Committee College of Media & Communication Texas Tech University (2011)

Professional Service

Research Chair	AEJMC Political Communication Interest Group (2018 – 2019)
Jr. Research Chair	AEJMC Political Communication Interest Group (2017 – 2018)
Committee Member	Inez Kaiser Graduate Students of Color Award Committee Public Relations Division AEJMC (2017 – Present)

2019

Journal Reviewer	<i>International Journal of Communication</i> (1 manuscript)
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2018

Journal Reviewer	<i>Communication Research</i> (3 manuscript) <i>Journal of Communication</i> (1 manuscript) <i>Journalism & Mass Communication Quarterly</i> (2 manuscripts) <i>Electronic News</i> (1 manuscript)
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Conf. Reviewer	Electronic News Division (AEJMC)
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2017

Journal Reviewer	<i>Communication Research</i> (1 manuscript) <i>Journal of Health Communication</i> (1 manuscript) <i>Communication Studies</i> (1 manuscript) <i>Electronic News</i> (1 manuscript) <i>Cyberpsychology, Behavior, & Social Networking</i> (1 manuscript)
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Conf. Reviewer	Electronic News Division (AEJMC)
2016	
Journal Reviewer	<i>Electronic News</i> (2 manuscripts) <i>Mass Communication & Society</i> (1 manuscript)
Conf. Reviewer	Electronic News Division (AEJMC)
Discussant	Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC) Topic: International Media Coverage of Critical Events
2015	
Book Reviewer	<i>Mass Communication: Living in a Media World</i> 5 th Edition Invited to review by SAGE Publications
Journal Reviewer	<i>Mass Communication & Society</i> (1 manuscript) <i>Journal of Computer-Mediated Communication</i> (1 manuscript) <i>Journalism & Mass Communication Quarterly</i> (1 manuscript) <i>Electronic News</i> (2 manuscripts) <i>Health Communication</i> (2 manuscripts) <i>Cyberpsychology, Behavior, & Social Networking</i> (3 manuscripts)
Conf. Reviewer	Communication Technology Division (AEJMC) Electronic News Division (AEJMC) Research Division (BEA) News Division (BEA)
2014	
Journal Reviewer	<i>Cyberpsychology, Behavior, & Social Networking</i> (5 manuscripts) <i>Electronic News</i> (2 manuscripts)
Discussant	Annual Conference of the Midwest Association of Public Opinion Researchers (MAPOR) Topic: Online Content Viewing, Creating, & Sharing
Conf. Reviewer	Communication and Technology Division (ICA) Mass Communication Division (ICA) Communication Technology Division (AEJMC) Electronic News Division (AEJMC) Research Division (BEA) Student Research-in-Progress Competition (BEA)
2013	
Journal Reviewer	<i>Electronic News</i> (1 manuscript) <i>Gender & Society</i> (1 manuscript)
Discussant	Midwest Association of Public Opinion Researchers (MAPOR) Annual Conference Topic: International Populations and Topics
Conf. Reviewer	Research Division (BEA) Student Research-in-Progress Competition (BEA) Political Communication Interest Group (AEJMC)

Electronic News Division (AEJMC)
Mass Communication Division (ICA)
Health Communication Division (ICA)
Public Relations Division (ICA)

2012

Journal Reviewer *Evaluation & Program Planning* (1 manuscript)

Conf. Reviewer
Communication and Technology Division (ICA)
Mass Communication Division (ICA)
Health Communication Division (ICA)
Children, Adolescents and the Media Division (ICA)
Research Division (BEA)

2011

Conf. Reviewer
Communication and Technology Division (ICA)
Mass Communication Division (ICA)
Health Communication Division (ICA)
Children, Adolescents and the Media Division (ICA)
Research Division (BEA)

2010

Conf. Reviewer
Research Division (BEA)

2009

Conf. Reviewer
International Academy of Business Disciplines Annual Conference
Interpersonal/Small Group Communication Track

Community Service

Panelist
How to use your time in graduate school to prepare for a successful career – Luncheon for doctoral students
AEJMC Public Relations Division (2018)

Judge
Graduate Research Poster Competition
Texas Tech University (2018)

Judge
Undergraduate Research Conference (URC), Competition
Texas Tech University (2017, 2018)

Volunteer
Move-In Volunteer at Murdough Residence Hall
Texas Tech University (2017, 2018)

Judge
UNO High School Media Conference
Judge for the Public Service Announcement Category (2015, 2016)

Judge
Native American Journalists Association Media Awards (2015)
Served as Judge for six categories: (1) best feature story - print; (2) best news story - print; (3) best coverage of Native Americans - print; (4) best feature photo; (5) best news photo; and (6) best sports photo.

Service Learning
Taught *Principles of Public Relations* course with designated service-learning component (2015S). Students produced campaigns for the UNO School of Communication meet specific client needs.

Consultant	Skutt Catholic High School (2014) Consulted student Taylor Holz on her high school senior project regarding the impact of media on young people.
Judge	UNO High School Media Conference (2014) Served as Judge for the Public Service Announcement Category.
Judge	Native American Journalists Association Media Awards (2014) Served as Judge for five categories: (1) best feature story (daily/weekly) – online; (2) best feature story - print (daily / weekly); (3) best feature story - print (monthly/semimonthly); (4) best feature photo - print (daily/weekly); and (5) best feature photo – print (monthly/ semimonthly).
Service Learning	Taught <i>Principles of Public Relations</i> course with designated service-learning component (2013F) Students produced campaigns for 88improv, an Omaha-based thespian troupe working with the 402 Arts Collective, a local nonprofit organization.
Service Learning	Taught <i>Mass Communication Research Methods</i> with service-learning component (2013F). Students produced research projects for Office of University Communications to aid with marketing.

Professional Development Activities

Workshop	Inclusive Syllabus Workshop (November, 2018) Institute for Inclusive Excellence
Workshop	Celebrate Diversity with Ana Navarro (October, 2018) Institute for Inclusive Excellence
Workshop	Confronting Microaggressions with Microresistance (October, 2018) Institute for Inclusive Excellence
Workshop	Discussion with Vice President of the Division of Diversity (October, 2018) Institute for Inclusive Excellence
Workshop	Cultivating an Inclusive Learning Environment (September, 2018) Institute for Inclusive Excellence
Workshop	Transparent Assignment Design (March, 2018) Teaching, Learning & Professional Development Center
Workshop	Tenure Academy (November, 2016) Teaching, Learning & Professional Development Center
Workshop	True Colors: Media and Communication (October, 2016) ILT Course
Workshop	Title IX Training for Faculty (2015) University of Nebraska at Omaha

Seminar	Time Warner College Professors Thought Leadership Seminar (2014) Time Warner MediaLab - New York, NY
Seminar	Social + Science: Enacting Citizen Science through Social Media (2014) CEC Lunch & Learn Series
Seminar	Future of Social Media Measurement with Grant Crowell (2014) UNO Social Media Lab and Universal Information Services
Seminar	Rise of the Networked with Lee Rainie, Director of the Pew Research Center's Internet & American Life Project (2013) MAPOR – Chicago, IL
Workshop	InDesign in the Classroom (2012) TTU Advanced Technology Learning Center
Workshop	Photoshop – I & II (2010, 2011) TTU Advanced Technology Learning Center
Workshop	Responsible Conduct of Research Conference (2011) Texas Tech University
Workshop	SPSS – I & SPSS – II (2011) TTU Advanced Technology Learning Center
Workshop	Grant Writing (2010) TTU Teaching, Learning, and Professional Development Center
Workshop	Teaching Philosophy (2010) TTU Teaching, Learning, and Professional Development Center

Professional Experience

Researcher	University of Nebraska at Omaha Office of University Communications Omaha, NE (2014, 2016, 2018) Provided survey instrument development, data collection, analysis, presentation development, and report writing.
Researcher	Native American Journalists Association Norman, OK (2014 – 2015) Provided survey instrument development, data collection, and analysis.
Researcher	Native American Journalists Association Norman, OK (2013 – 2014) Development of content analysis coding key, data collection, analysis, and creation of distributable results handout.
Consultant	Native Health News Alliance - Non-Profit Multimedia News Organization Omaha, NE (2013) Provided expert opinion on research directions to aid grant funding.
Consultant	Undisclosed Public Relations Client Omaha, NE (2013) Provided consultation on survey methodology and data analysis strategies.

Director Fundraisers Etc. Inc.
 San Antonio, TX (2007)
 Marketing director in control of advertising ventures and expenses.

Professional Affiliations

2011 - Present Association for Education in Journalism and Mass Communication (AEJMC)
2011 - Present International Communication Association (ICA)
2009 - 2016 Broadcast Education Association (BEA)
2008 - 2010 Alpha Chi - National Honor Society
2008 - 2010 Magna Cum Laude - The National Scholars Honor Society
2007 - 2010 Omicron Delta Kappa - National Leadership Honor Society
2007 - 2010 Honors Alliance at the University of Texas at San Antonio