

Toby Hopp, Ph.D.

January 2021

University Address:

1511 University Ave.
University of Colorado Boulder
Boulder, CO 80309

Education:

University of Oregon. Eugene, OR. Ph.D., Communication and Society. June 2014.
Dissertation title: *Harnessing the Selective Effects of Arousal in the Context of Persuasive Message Delivery: Violent Video Games, Reactance, Post-Scroll Messaging, and Anti-Violence Messages*
Chair: Kim Sheehan, Ph.D.

San Diego State University. San Diego, CA. M.A., Communication. May 2010.
Thesis title: *Mapping Content Creation: A Multi-Method Study of User-Generated Content*
Co-Chairs: Valerie Barker, Ph.D. and Diane Borden, Ph.D.

Miami University. Oxford, OH. B.A., Journalism, Political Science. May 2006.

Academic Appointments:

Associate Director of Graduate Studies. University of Colorado Boulder, Department of Advertising, Public Relations and Media Design. 2020–Present.

Assistant Professor of Strategic Communication. University of Colorado Boulder, Department of Advertising, Public Relations and Media Design. 2016–Present.

Assistant Professor of Public Relations. University of Alabama, Department of Advertising and Public Relations. 2014–2016.

Graduate Teaching Fellow. University of Oregon, School of Journalism and Communication. 2010–2014.

Graduate Teaching Assistant. San Diego State University, School of Journalism and Media Studies. 2008–2010.

Journal Publications, Peer-Reviewed:

[35] Ferrucci, P., **Hopp, T.**, & Vargo, C. J. (2020). Civic engagement, social capital, and ideological extremity: Exploring online political engagement and political expression on Facebook. *New Media and Society*, 22, 1095–1115. doi:10.1177/1461444819873110 *

[34] Fisher, J., & **Hopp, T.** (2020). Does the framing of transparency impact trust? Differences between self-benefit and other-benefit message frames. *International Journal of Strategic Communication*, 14, 203-222. doi:10.1080/1553118X.2020.1770767

[33] **Hopp, T.**, & Ferrucci, P. (2020). A spherical rendering of deviant information resiliency. *Journalism & Mass Communication Quarterly*, 97, 492-508. doi:1077699020916428

[32] **Hopp., T.**, Ferrucci, P., Fisher, J., & Vargo, C.J. (2020). Exposure to difference on Facebook, trust, and political knowledge. *Mass Communication & Society*, 23, 779-809. doi: 10.1080/15205436.2020.1823002

- [31] **Hopp, T.**, Ferrucci, P., & Vargo, C. J. (2020). Why do people share ideologically extreme, false, and misleading content on social media? A self-report and trace data-based analysis of countermedia content dissemination on Facebook and Twitter. *Human Communication Research*, 46(4), 357-384. doi:10.1093/hcr/hqz022
- [30] **Hopp, T.**, & Fisher, J. (2020). A psychological model of transparent communication effectiveness. *Corporate Communications: An International Journal*. Online before print. doi:10.1108/CCIJ-01-2020-0009
- [29] **Hopp, T.**, & Sheehan, K. (2020). Understanding citizen attendance to poll aggregation websites through an extended application of the theory of planned behavior. *Journal of Information Technology & Politics*, 17, 392-408. doi:10.1080/19331681.2020.1740906
- [28] **Hopp, T.**, Vargo, C. J., Dixon, L., & Thain, N. (2018). Correlating self-report and trace data measures of incivility: A proof of concept. *Social Science Computer Review*, 38, 584-599. doi:10.1177/0894439318814241
- [27] McDevitt, M., & **Hopp, T.** (2020). Democratic youth in counter-attitudinal election climates: A test of the conflict-seeking hypothesis. *Journal of Applied Developmental Psychology*, 70, 1-11. doi: 10.1016/j.appdev.2020.101194
- [26] Parrott, S., & **Hopp, T.** (2020). Reasons why people enjoy sexist humor and accept it as inoffensive. *The Atlantic Journal of Communication*, 28, 115-124. doi:10.1080/15456870.2019.1616737
- [25] Santana, A. D., & **Hopp, T.** (2020). Blink and you miss it: Assessing news readers' use of interpretative journalism cues. *Journalism Practice*. Online before print. doi:10.1080/17512786.2020.1827968
- [24] Vargo, C. J., & **Hopp, T.** (2020). Fear, anger, and political advertisement engagement: A computational case study of Russian-linked Facebook and Instagram content. *Journalism & Mass Communication Quarterly*, 97, 743-761. doi: 10.1177/1077699020911884
- [23] Amazeen, M. A., Vargo, C. J., & **Hopp, T.** (2019). Reinforcing attitudes in a gatewatching news era: Individual-level antecedents to sharing fact-checks on social media. *Communication Monographs*, 86, 112-132.
- [22] **Hopp, T.** (2019). A network analysis of incivility dimensions. *Communication and the Public*, 4, 204-223.
- [21] **Hopp, T.**, & Sheehan, K. (2019). Aggregate poll web site use across the 2016 United States presidential election. *First Monday*, 24.
- [20] **Hopp, T.**, & Vargo, C. J. (2019). Social capital as an inhibitor of online political incivility: An analysis of behavioral patterns among politically active Facebook users. *International Journal of Communication*, 13, 1-21.
- [19] Moscato, D., & **Hopp, T.** (2019). Natural born cynics? The role of personality characteristics in consumer skepticism of corporate social responsibility behaviors. *Corporate Reputation Review*, 22, 36-37.
- [18] Vargo, C. J., & **Hopp, T.** (2019). Attention to issues and facts: Assessing the role of need for orientation as a predictor of political news sharing on Facebook. *The Agenda Setting Journal*, 3, 186-207.
- [17] Vargo, C. J., Gangadharbatla, H., & **Hopp, T.** (2019). eWOM across channels: Comparing the impact of self-enhancement, positivity bias, and vengeance on Facebook and Twitter. *International Journal of Advertising*, 38, 1153-1172.

- [16] Hopp, T., Santana, A. D., & Barker, V. (2018). Who finds value in news comment communities? An analysis of the influence of individual user, perceived news site quality, and site type factors. *Telematics and Informatics*, 35, 1237–1248
- [15] Hopp, T., Parrott, S., & Wang, Y. (2018). Use of military-themed first-person shooters and militarism: An investigation of two potential facilitating mechanisms. *Computers in Human Behavior*, 78, 192–199.
- [14] Madison, E., Hopp, T., Santana, A. D., & Stansberry, K. (2018). Media major satisfaction as a predictor of career surety, student performance, and life satisfaction. *Journalism and Mass Communication Educator*, 73, 50–66.
- [13] Hopp, T., & Fisher, J. (2017). Examination of the relationship between gender, performance, and enjoyment of a first-person shooter game. *Simulation & Gaming*, 48, 338–362.
- [12] Hopp, T., & Vargo, C. J. (2017). Does negative campaign advertising stimulate uncivil communication on social media? Measuring audience response using big data. *Computers in Human Behavior*, 68, 368–377.
- [11] Vargo, C. J., & Hopp, T. (2017). Social capital, political polarity, and socioeconomic status as predictors of political incivility on Twitter: A congressional district-level analysis. *Social Science Computer Review*, 35, 10–32.
- [10] Hopp, T., & Gallicano, T. (2016). Development and test of a multidimensional scale of blog engagement. *Journal of Public Relations Research*, 3-4, 127–145. **Selected by the Institute for Public Relations for inclusion in the Social Science of Social Media Research Center Database.**
- [9] Hopp, T., & Barker, V. (2016). Investigating the influence of age, social capital affinity, and flow on positive outcomes reported by e-commerce users. *Behavior & Information Technology*, 35, 380–393.
- [8] Hopp, T., & Gangadharbatla, H. (2016). Examination of the factors that influence the technological adoption intentions of tomorrow's media producers: A longitudinal exploration. *Computers in Human Behavior*, 55, 1117–1124.
- [7] Hopp, T., & Gangadharbatla, H. (2016). Novelty effects in augmented reality advertising environments: The influence of exposure time and self-efficacy. *Journal of Current Issues and Research in Advertising*, 37, 113–130.
- [6] Santana, A. D., & Hopp, T. (2016). Tapping into a new stream of (personal) data: Social media's value as a reporting tool for journalists. *Journalism and Mass Communication Quarterly*, 93, 383–408.
- [5] Hopp, T. (2015). The effects of numeracy on the relationship between state reactance and persuasive message evaluations. *Communication Research Reports*, 32, 314–321.
- [4] Hopp, T., Barker, V., & Schmitz Weiss, A. (2015). Interdependent self-construal, self-efficacy, and community involvement as predictors of perceived knowledge gain among MMORPG players. *Cyberpsychology, Behavior, and Social Networking*, 8, 468–473.
- [3] Hopp, T. (2013). Subjective norms as a driver of mass communications students' intentions to adopt new media production technologies. *Journalism & Mass Communication Educator*, 68, 348–364.
- [2] Gallicano, T., Brett, K., & Hopp, T. (2013). Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging. *Public Relations Journal*, 7, 1-41. **Selected by**

**the Institute for Public Relations for inclusion in the Social Science of Social Media
Research Center Database.**

- [1] Gangadharbatla, H., **Hopp, T.**, & Sheehan, K. B. (2012). Changing user motivations for social networking site usage: Implications for Internet advertisers. *International Journal of Internet Marketing and Advertising*, 7, 120–135.

***Indicates shared first authorship.**

Manuscripts with Revision Requests:

- [3] Ferrucci, P., & **Hopp, T.** (under review). Let's Intervene: How platforms can combine media literacy and self-efficacy to fight fake news. Project shortlisted for special issue of *Digital Journalism*.
- [2] **Hopp, T.** (under review). Fake news self-efficacy, fake news identification, and content sharing on Facebook. *Journal of Information Technology & Politics*.
- [1] **Hopp, T.**, Ferrucci, P., Vargo, C.J., & Liu, L. (under review). Is Facebook-based political talk associated with political knowledge? *Journal of Communication*.

Manuscripts under Review:

- [1] Santana, A.D., & **Hopp, T.** (under review). Do personality factors predict visual attendance to uncivil online commentary?

Research in Progress:

- [3] Ferrucci, P., & **Hopp, T.** (in progress). Integrating the concept of "space" into Hallin's Spheres.
- [2] **Hopp, T.**, & Fisher, J. (in progress). Transparency and the trust problem.
- [1] Alaimo, K., Davis, M., & **Hopp, T.** (in progress). COVID-linked alienation among journalists.

Published Proceeding:

- [1] **Hopp, T.**, & Vargo, C. J. (2016). Does negative campaign advertising stimulate uncivil communication on social media? A big data analysis. In T. Reichert (ed.), *Proceedings of the 2016 Conference of the American Academy of Advertising* (pp. 152–153).

Book Contract:

- [1] Gangadharbatla, H., & **Hopp, T.** Undergraduate research methods workbook. Melvin & Leigh.

Book Chapters:

- [3] **Hopp, T.**, Ferrucci, P., Vargo, C. J., Fisher, J. (forthcoming). News trust and low quality political discussion on Facebook. In G. Anghelcev (Ed.), *Title forthcoming*. Book under contract with SAGE Publishing.
- [2] Vargo, C. J., & **Hopp, T.** (2018). Is Yik Yak a platform for political communication? Exploring college students' communication on an emergent social media platform. In N. J. Stroud & S. McGregor (eds.), *Digital discussions: How big data informs political communication* (pp. 144–165). New York: Routledge.
- [1] **Hopp, T.**, Gangadharbatla, H., & Sheehan, K. B. (2013). How motivations for social media usage can change and what it means for e-business. In Li, E. Y., Loh, S., Evans, C., & Lorenzi, F. (eds.), *Organizations and social networking: Utilizing social media to engage consumers* (pp. 62–78). Hershey, PA: IGI Global.

Conference Papers, Peer-Reviewed:

- [34] **Hopp, T.**, Ferrucci, P., Vargo, C.J., & Liu, L. (2020, August). Is Facebook-based political talk associated with political knowledge? Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication [online]. **Top four political communication paper selection.**
- [33] Matthews, R., & **Hopp, T.** (2020, August). The influence of minimalist package design on beauty consumers' attitudes and behavior toward cosmetic products [Extended Abstract]. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication [online]. **
- [32] Fisher, J., & **Hopp, T.** (2019, August). *Assessing the relationship between self-benefit and other-benefit message framing, perceived transparency effectiveness, and organizational trust.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
- [31] Vargo, C. J., & **Hopp., T.** (2019, March). *The effects of ad negativity on political digital advertising engagement: A computational case study of Russian Facebook and Instagram content.* Paper presented at the annual meeting of the American Association of Advertising, Dallas, TX.
- [30] **Hopp, T.**, Ferrucci, P., & Vargo, C. J. (2018, August). *A citizen-based profile of fake news dissemination on Facebook.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
- [29] **Hopp, T.**, Ferrucci, P., & Vargo, C. J. (2018, August). *Social capital, civic engagement and identity: Exploring a model for political talk on Facebook.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
- [28] El-Toukhy, S., Vargo, C. J., **Hopp, T.**, Andrews, M., Choi, T. (2018, February). *State-level demographics and tobacco-control correlates of smoking cessation behavioral change techniques on Twitter.* Paper presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
- [27] **Hopp, T.** (2017, May). *Towards a motivational understanding of uncivil political talk online.* Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- [26] **Hopp, T.** (2017, May). *A network analysis of incivility dimensions.* Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- [25] **Hopp, T.**, Barker, V., & Santana, A. D. (2017, May). *Who finds value in news comment communities? An analysis of the influence of individual user, perceived news site quality, and site type factors.* Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- [24] **Hopp, T.**, & Sheehan, K. (2017, May). *Citizens' use and value perceptions of political poll aggregation websites.* Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- [23] **Hopp, T.**, Parrott, S., & Wang, Y. (2016, August). *Use of violent war-themed first-person shooters and support for policies of military intervention.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- [22] **Hopp, T.** & Vargo, C. J. (2016, March). *Does negative campaign advertising stimulate uncivil communication on social media? A big data analysis.* Paper presented at the annual meeting of the American Association of Advertising, Seattle, WA.

- [21] Hopp, T., & Vargo, C. J., (2015, August). *The effects of partisanship on changes in newspaper consumption: A Longitudinal study (2008 – 2012)*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- [20] Hopp, T. (2015, May). *Gender as a moderator of the relationship between performance and enjoyment of a first-person shooter game*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR. **Top poster selection (Game Studies Interest Group)**
- [19] Hopp, T. (2014, November). *Exploration of the role of individual differences, news industry satisfaction, and current affairs motivations on news platform selection*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- [18] Hopp, T. & Birkinbine, B. (2014, August). *Exploring the role of sensation seeking, need for cognition, and political extremity on use of online news forums*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- [17] Hopp, T., & Fisher, I. J. (2014). *Exploring the role of Internet use on citizen attitudes toward democracy in six Arabic countries*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- [16] Hopp, T. & Gallicano, T. (2014, August). *Can ghost blogging disclosure help an organization? A test of radical transparency*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- [15] Hopp, T. & Gangadharbatla, H. (2013, August). *The novelty effects of augmented reality advertising*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.
- [14] Hopp, T. & Gangadharbatla, H. (2013, August). *Development and initial test of a technological self-efficacy scale*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.
- [13] Fisher, I. & Hopp, T. (2013, August). *Coverage of human trafficking in the elite press*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.
- [12] Madison, E., & Hopp, T. (2013, August). *iPads and tablet acceptance by educators: Technology acceptance model and K-12 educators*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington DC.
- [11] Hopp, T. & Gangadharbatla, H. (2013, June). *College students' adoption of new media production technologies: The role of antecedents over time*. Paper presented at the annual meeting of the International Communication Association, London, UK.
- [10] Hopp, T. (2012, August). *Educating the new media professional: Using the technology acceptance model to investigate professional media students' technological adoption*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- [9] Hopp, T. (2012, August). *The role of subjective norms on technological adoption intentions of advertising and public relations students*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL. **Top PR teaching panel selection**

- [8] **Hopp, T.**, & Santana, A. D. (2012, May). *Driving the dialogue: A media use profile of newspaper commenters*. Paper presented at the annual Meeting of the International Communication Association, Phoenix, AZ.
- [7] Gallicano, T, Brett, K., & **Hopp, T.** (2012, April). *Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging*. Paper presented at the annual meeting of the International Public Relations Research Conference, Miami, FL. **Winner of the Jackson-Sharpe Award for best co-authored academic-practitioner paper**
- [6] **Hopp, T.** (2011, November). *User-generated content creation: An exploration of the impact of motivation and self-efficacy*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA. **Top student paper selection**
- [5] **Hopp, T.** (2011, May). *Exploration of blog readers: A descriptive study*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.
- [4] Lawrence, L., & **Hopp, T.** (2011, February). *Corporate blogs: An exploratory study of content*. Paper presented at the annual meeting of the Western States Communication Association, Monterrey, CA.
- [3] **Hopp, T.** (2010, March). *Comparative perspectives: The dissemination of radio and high-speed Internet in rural America*. Paper presented at the annual meeting of the Eastern Communication Association, Baltimore, MD.
- [2] **Hopp, T.** Columbo, J., Shaw, K., & Erickson, A. (2010, November). *Comparing persuasive appeal use: Analysis of the same-sex marriage discussion in newspaper editorials and YouTube videos*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.
- [1] **Hopp, T.** (2009, April). *The pursuit of truth amidst the chaos of dissimilarity: A comparison of Gates of Heaven and The Thin Blue Line*. Paper presented at the annual meeting of the Pop Culture Association, New Orleans, LA.

**** Indicates that first author was an undergraduate student at the time of manuscript submission**

Panel Presentations:

- [4] **Hopp, T.** (2017, August). *Digital data, computation, and research in journalism/mass communication: Linking methodological innovations to theory-building*. Panel presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- [3] **Hopp, T.** (2017, August). *Issues and best practices for conducting online and mobile research*. Panel presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- [2] Santana, A.D., & **Hopp, T.** (2016, August). *Information access and control in an age of big data*. Panel presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. [Note: A.D. Santana presented on research collaboration between A.D. Santana and T. Hopp]
- [1] Madison, E., **Hopp, T.**, Santana, A. D., & Stansberry, K. (2014, August). *Explaining the inexplicable: The strength of journalism and communication school enrollment as media employment*

declines. Panel presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Invited Presentation:

- [1] Gallicano, T, Brett, K., & **Hopp, T.** (2012, November). *Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging*. Presentation given at the annual meeting of the Professional Public Relations Society of America, San Francisco, CA. **Best of Miami selection**

Conference Presentations, Other:

- [3] **Hopp, T.** (2013, April). *Online radio use as part of a larger technological repertoire: A study of undergraduate students' media selectivity*. Research presented at the What is Radio Conference, Portland, OR.
- [2] **Hopp, T.** (2012, February). *Technological experience or technological self-efficacy? How self-efficacy impacts student ease of use perceptions*. Research presented at the University of Oregon Graduate Research Forum, Eugene, OR.
- [1] **Hopp, T.** (2009, February). *Islands off the coast: Isolation and the short stories of Raymond Carver*. Paper presented at the San Diego State Research Symposium, San Diego, CA.

Invited Blog Posts:

- [1] **Hopp, T.** (2018, June). Research in progress: Why do people share fake news on social media? Arthur W. Page Center for Integrity in Public Communication. <https://bellisario.psu.edu/page-center/article/why-do-people-share-fake-news-on-social-media>

Book Review:

- [1] **Hopp, T.** (2013). Book review of Joseph Turow's 'The daily you: How the new advertising industry is defining your identity and your worth.' *Mass Communication & Society*, 16, 933 – 935.

Provisional Patent Application:

- [1] Vargo, C., & **Hopp, T.** (2021). Systems and Methods for Detecting Social Diversity and Inclusion. Provisional Patent Application. No. 63/133,741. CU Reference No.: CU5462B-PPA1.

White Papers:

- [2] **Hopp, T.**, & Fisher, J. (2019). A psychological model of transparent communication effectiveness. White paper prepared for the Arthur W. Page Center for Integrity in Public Communication.
- [1] **Hopp, T.**, Ferrucci, P., Vargo, C., J., Fisher, J. (2019). News trust and low quality political discussion on Facebook. White paper prepared for the Arthur W. Page Center for Integrity in Public Communication.

Invited Lectures:

- [4] **Hopp, T.** (2020, January). Roundtable on civil discussion. Organized by CO State senator Tammy Story and CO State Rep. Lisa Cutter. Evergreen, CO.
- [3] **Hopp, T.** (2019, January). *Political communication in computer-mediated environments*. Presented to the University of Colorado's Political Science Department.

[2] Hopp, T., & Vargo, C. (2017, March). *The relationship between negative political advertising and incivility on Twitter*. Presented to the Boulder County Twitter Developer Community.

[1] Hopp, T. (2018, February). *Uncivil discourse: America divided*. Presented to the Democratic Women of Boulder County.

Supplementary Coursework/Development:

[2] *DataRobot Essentials Training*. August 2017.
Two-day course on machine learning fundamentals.

[1] *Integrating Mediation and Moderation Analysis*. August 2013
Half-day course on the uses of conditional process modeling.

Graduate Teaching Experience (Primary Instructor):

[2] MDRP 7061: *Quantitative Methods*. University of Colorado Boulder. Spring 2018.

[1] APRD/JRN 7004: *Professionalization for Doctoral Students*. Spring 2020.

Undergraduate Teaching Experience (Primary Instructor):

[16] APRD4873: *International Strategic Communication*. University of Colorado Boulder. Summer 2019.*

[15] APRD4873: *International Strategic Communication Practices*. Summer 2019.*

[14] APRD4873: *International Strategic Social Media*, University of Colorado Boulder. Summer 2018.*

[13] APRD3001: *Social Media Strategies*. University of Colorado Boulder. Fall 2016, Spring, 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Spring 2020, Fall 2020.*

[12] APRD2004: *Introduction to research methods and insights*. University of Colorado Boulder. Fall 2019, Spring 2020, Summer 2020, Fall 2020.*

[11] APRD1002: *Introduction to Brand Strategy*. University of Colorado Boulder. Fall 2016, Spring, 2017, Maymester 2017, Summer A 2017, Fall 2017, Spring 2019.

[10] APR271: *Strategic Thinking*. University of Alabama. Fall 2015, Spring 2016, Summer 2016.*

[9] APR425: *International Public Relations*. University of Alabama. Summer 2016.

[8] APR332: *Public Relations Writing*. University of Alabama. Fall 2014, Spring 2015, Summer 2015.

[7] MC495: *Social Media and Society*. University of Alabama. Fall 2014, Spring 2015.*

[6] J488: *Advertising Campaigns*. University of Oregon. Winter 2014.

[5] J206: *Gateway to Media II* [Multimedia Production]. University of Oregon. Summer 2011, Fall 2013.

[4] J205: *Gateway to Media I* [Multimedia Production]. University of Oregon. Summer 2011, Fall 2013.

[3] J412: *Communication Theory and Criticism*. University of Oregon. Summer 2012.

[2] J495: *Strategic Communication Research Methods*. University of Oregon. Spring 2012.

[1] J408: *Sound Production and Editing Workshop*. University of Oregon. Spring 2011.

*** Indicates new course development**

New Course Development (Not Taught):

[1] APRD 3104: *Digital Storytelling for Public Relations*. University of Colorado.

University Service:

[11] Co-Director. Advertising and Public Relations in Paris. Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2017 – Current.

[10] Faculty Advisor, Advertising Club, Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2016 – 2019.

[9] Open Rank Professor Search (Open Focal Area, Search #1), Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2017 – 2018.

[8] Open Rank Professor Search (Open Focal Area, Search #2), Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2017 – 2018.

[7] Chair, Departmental Curriculum Committee, Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2016 – 2018.

[6] Open Rank Professor Search (Creative Advertising), Department of Advertising, Public Relations, and Media Design, University of Colorado Boulder, 2016 – 2017.

[5] Co-Advisor and Instructor, PR in Paris [study abroad program], Department of Advertising and Public Relations, University of Alabama, 2016.

[4] Faculty Advisor, Public Relations Council of Alabama, Department of Advertising and Public Relations, University of Alabama, 2015 – 2016.

[3] Faculty Engagement Committee, Department of Advertising and Public Relations, University of Alabama, 2014 – 2016. (Chair, 2015 -2016).

[2] Human Resources Committee, College of Communication and Information Sciences, University of Alabama, 2014 – 2015.

[1] Assistant Professor Search, University of Oregon, School of Journalism and Communication, Committee Member. 2011 – 2012

Ph.D. Dissertation Committees

[4] Gondwe, G. (Journalism; Expected 2021)

[3] Ladam, C. (Political Science; 2019)

[2] Musselwhite, J. (Communication Studies; 2020)

[1] Walker, T. (Advertising, Public Relations, and Media Design; 2020)

Ph.D. Comprehensive Exam Committees

[4] Vardeman, C. (APRD, Expected 2020)

[3] Davis, M. (JRNL, Expected 2022)

[2] Gondwe, G. (MDRP; Expected 2021)

[1] Walker, T. (APRD; 2020)

Undergraduate Thesis Committee Chair:

- [4] Jennings, K. (Expected 2021)
- [3] Matthews, R. (2020)
- [2] Moye, M. (2019).
- [1] Crean, M. (2018)

Informal Service:

- [1] Instructed members of the University of Alabama's National Student Advertising Competition team on use of eye-tracking technologies for A/B research and user experience testing.

Editorial Board Member:

Journal of Public Relations Research (2018 - Present)

Journal Article Reviewer:

Atlantic Journal of Communication
Behaviour and Information Technology
Communication Methods and Measures
Communication Monographs
Computers in Human Behavior
Corporate Communications: An International Journal
First Monday
Information, Communication, and Society
International Journal of Communication
International Journal of Human-Computer Interaction
International Journal of Internet Marketing and Advertising
International Journal of Media Management
Journal of Advertising
Journal of Communication
Journal of Communication Management
Journal of Current Issues & Research in Advertising
Journal of Information Technology and Politics
Journal of Interactive Advertising
Journal of Intercultural Communication Research
Journal of Marketing Communications
Journalism and Mass Communication Educator
Journalism and Mass Communication Quarterly
Journal of Public Relations Research
Mass Communication & Society
New Media & Society
Newspaper Research Journal
Sage Open
Social Currents
Social Science Computer Review
Telematics & Informatics
Transactions on the Web

Conference Paper Reviewer:

- American Academy of Advertising (2018)
- Association for Education in Journalism and Mass Communication (2014, 2015, 2016, 2019, 2020)
- Association for Education in Journalism and Mass Communication's Southeast Colloquium (2019)
- International Communication Association (2015, 2017, 2018)

Grant Reviewer:

[1] Arthur W. Page Center Page/Johnson Legacy Scholar Grants (2020)

Conference Panel Moderator:

[1] *Big data: Big deal or big problem?* Conference on World Affairs (2018).

Conference Paper Discussant:

[2] *Political communication*. Association for Education in Journalism and Mass Communication (2020)

[1] *Advertising division*. Association for Education in Journalism and Mass Communication (2017)

Awarded Internal Grants:

[7] University of Colorado, De Castro Research Award, 2019. \$10,000.00

[6] University of Colorado, Payden Teaching Award, 2019. \$6,000.00

[5] University of Alabama, Lewis Communications Research Fund, 2015-2016. \$2,000.00

[4] University of Alabama, Institute for Communication Research, 2014 – 2105. \$750.00

[3] University of Alabama, College of Information & Communication Sciences Research Grant, 2014. \$3,000.00

[2] University of Oregon, Dave and Nancy Petrone Faculty Fellowship, 2013 – 2014. \$5,000.00

[1] Undergraduate Summer Scholar, Miami University. 2005, \$3,000.00

Awarded External Grants:

[3] Page/Johnson Legacy Scholar Grant, 2018. Value: \$8,500.00. Co-awardees: P. Ferrucci, & C.J. Vargo. Funds provided for the exploration of fake news dissemination.

[2] Page/Johnson Legacy Scholar Grant, 2018. Value: \$1,680.00. Co-awardee: J. Fisher. Funds provided to test a learning-based model of transparent communication effectiveness.

[1] EyesDx, 2014. Value: \$50,000.00 (equipment costs). Sole awardee. Acquired SmartEye DR-120 remote eye tracker and signal management software for the purposes of multi-modal bio-physiological user experience testing.

Affiliations:

American Academy of Advertising (past member)

Association for Education in Journalism and Mass Communication (current member)

Eastern Communication Association (past member)

International Communication Association (past member)

National Communication Association (past member)

Western Communication Association (past member)

Professional Experience:

[3] Head of Research, SocialContext.ai. January 2019 – Present. Responsible for the development of algorithmic classifiers designed to facilitate online brand safety.

[2] Co-Owner (Data Analytics/Statistics Specialist), Physio-Media. June 2013 – January 2018.

Worked with a group of engineers, computer scientists, and advertising professionals to develop eye-tracking centric bio-physiological tools for use by applied marketing researchers.

Development efforts centered around multi-modal data collection and integration with mobile platforms.

[1] Program Development Manager and Technical Writer, Sterling Medical Associates. September 2006
January 2013.

Oversaw/participated in the successful acquisition of Federal Government contracts.

Responsibilities included the development and submission of technical plans and organizational

processes for a wide array of healthcare, security, and information-systems contracts. Managed business-to-Government and business-to-business communication. Led strategic efforts to design and implement local and national recruitment and personnel advertising campaigns. Prepared technical materials related to RFP response. Designed teaming agreements and joint venture agreements. Developed cost models and bid projections. Performed an array of research activities for the purposes of cost control and demand forecasting.

Consulting Work:

[3] National Institutes of Health (data analysis and modeling).

[2] University of Oregon (assessment planning).

[1] EyesDx (metric development).

Academic Awards:

[10] Top Political Communication Panel Selection, Association for Education in Journalism and Mass Communication, 2020.

[9] Finalist for the William R. Payden Award, University of Colorado, College of Media, Communication and Information, 2020. Annual college-wide award given for excellence in teaching and research or creative work

[8] Top Poster Selection, International Communication Association, 2015.

[7] Outstanding Dissertation Award, University of Oregon School of Journalism and Communication, 2014. Annual award given to the most outstanding doctoral dissertation.

[6] Lokey Scholarship, University of Oregon School of Journalism and Communication, 2013. Competitive scholarship awarded to up to two ABD students on the basis of their scholarly record and demonstrated potential for research.

[5] Top PR Teaching Panel Selection, Association for Education in Journalism and Mass Communication, 2012.

[4] Jackson-Sharpe Award, International Public Relations Conference, 2012. Annual award given to the best scholarly research that bridges the gap between public relations scholarship and practice.

[3] Top Student Paper Panel Selection, National Communication Association, 2011.

[2] Most Outstanding Graduate Student, San Diego State University, 2010. Annual award given to up to two graduate students on the basis of their scholarly record.

[1] Michael Kelley Prize for Ethical Journalism, Miami University, May 2006. Annual award given to a student who exhibits exemplary professionalism and ethical decision-making in journalism.

Media Coverage/Appearances:

[18] The University of Colorado Boulder Leeds Business School (October 30, 2020). Fake news: What is it and why does it matter? From <https://www.youtube.com/watch?v=dYfIKpTIMX8&t=1s>

[17] The University of Colorado Boulder Alumni Association (October, 2020). The truth about fake news. From <https://www.colorado.edu/coloradan/2020/10/01/truth-about-fake-news>

[16] University of Colorado Libraries (October, 2020). Information and media literacy in 2020. From <https://soundcloud.com/cu-boulder-libcast/ep-11-information-and-media-literacy-in-2020>

- [15] How is arguing with Trump voters working out for you? (September 17, 2020). *The Guardian*.
From: <https://www.theguardian.com/us-news/2020/sep/17/how-is-arguing-with-trump-voters-working-out-for-you>
- [14] KGNU (September 4, 2020). Guest on weekly call-in show *Connections*.
- [13] The Daily Camera (July 7, 2020). CU Boulder study finds ideologically extreme Facebook users share the most fake news, 'countermedia'. From <https://www.dailycamera.com/2020/07/07/cu-boulder-study-finds-ideologically-extreme-facebook-users-share-the-most-fake-news-countermedia/>
- [12] Westwood One Radio (June 26, 2020). Short interview on fake news.
- [11] Boulder Weekly (June 25, 2020). CU study pinpoints the 'worst' fake news offenders. From <https://www.boulderweekly.com/news/cu-study-pinpoints-the-worst-fake-news-offenders/>
- [10] The Grand Junction Daily Sentinel (June, 2020). CU Boulder study looks at who is sharing fake news. From https://www.gjsentinel.com/news/western_colorado/cu-boulder-study-looks-at-who-is-sharing-fake-news/article_500a6898-b0da-11ea-896c-bfdac0f66a0.html
- [9] KOA News Radio (June, 2020). Short interview on fake news.
- [8] CU Boulder Today (June, 2020). Who shares the most fake news? New study sheds light. From <https://www.colorado.edu/today/2020/06/17/who-shares-most-fake-news-new-study-sheds-light>
- [7] The Denver Channel/ ABC Denver (April, 2020). Internet trust tool tracking the spread of misinformation about coronavirus. From <https://www.thedenverchannel.com/news/national/coronavirus/internet-trust-tool-tracking-the-spread-of-misinformation-about-coronavirus>
- [6] CU Boulder Today (March, 2020). In politics and pandemics, Russian trolls use fear, anger to drive clicks. From <https://www.colorado.edu/today/2020/03/25/politics-and-pandemics-russian-trolls-use-fear-anger-drive-clicks>
- [5] Science Daily (March, 2020). In politics and pandemics, trolls use fear, anger to drive clicks: Fake Facebook ads placed by Russians in 2016 received 9 times more clicks than typical ads. From <https://www.sciencedaily.com/releases/2020/03/200326155925.htm>
- [4] Poynter (January, 2019). Older Americans share more fake news than young people. But they also share more facts. From <https://www.poynter.org/fact-checking/2019/older-americans-share-more-fake-news-than-young-people-but-they-also-share-more-facts/>
- [3] Full Fact (October, 2018). Research update #1: Filter bubbles, lazy thinking, and where misinformation comes from. From <https://fullfact.org/blog/2018/oct/research-update-1/>
- [2] Newslab (May, 2018). Print journalists place more value on Twitter than Facebook. From <http://newslab.org/print-journalists-place-value-twitter-facebook/>
- [1] WBRC (March, 2016). People reacting to negative political ads on social media rather than watching on TV. From <http://www.wbrc.com/story/31349445/people-reacting-to-negative-political-ads-on-social-media-rather-than-watching-them-on-tv/>

Teaching Awards:

- [1] Most Outstanding Graduate Teaching Fellow, University of Oregon, June 2012.
Student-nominated award given on the basis of effective instruction by a graduate teaching fellow.