

Curriculum Vitae Jolene Fisher

CONTACT INFORMATION

478 UCB, 1511 University Ave.
University of Colorado Boulder
Boulder, CO 80309-0478

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ACADEMIC APPOINTMENTS

- 2017 – Present** **Assistant Professor of Strategic Communication**
Department of Advertising, Public Relations & Media Design
Department of Media Studies, Affiliated Faculty Member
University of Colorado Boulder
- 2016 – 2017** **Visiting Assistant Professor of Strategic Communication**
Department of Advertising, Public Relations & Media Design
University of Colorado Boulder
- 2015 – 2016** **Adjunct Instructor**
Department of Advertising & Public Relations
Department of Telecommunication, Film & Journalism
University of Alabama
- 2010 – 2015** **Graduate Teaching Fellow**
School of Journalism & Communication
University of Oregon

EDUCATION

- 2016** **Doctor of Philosophy, Communication & Society**
University of Oregon, School of Journalism & Communication
New Media & Culture Certificate
Advisor: H. Leslie Steeves, Ph.D.
- 2012** **Master of Science, Communication & Society**
University of Oregon, School of Journalism & Communication
- 2007** **Bachelor of Arts, English Literature & Journalism**
McKendree University

PEER REVIEWED JOURNAL ARTICLES

Fisher, J. & Foust, J. (2022). #GirlGamers, Soldiers, and Public Relations: Analyzing Gender Representation in U.S. Army Esports. *Journal of Communication* (Accepted).

Fisher, J. (2022). Serious Games as Strategic Communication Tools: An Analytic Framework for the Study of Digital Games in Public Relations Research. *Journal of Public Relations Research*. (Accepted)

Hopp, T. & Fisher, J. (2021). A Psychological Model of Transparent Communication Effectiveness. *Corporate Communications: An International Journal*, 26(2), 403-419. DOI [10.1108/CCIJ-01-2020-0009](https://doi.org/10.1108/CCIJ-01-2020-0009)

Hopp, T., Ferrucci, P., Fisher, J. & Vargo, C. (2020). Exposure to Difference on Facebook, Trust, and Political Knowledge. *Mass Communication and Society*, 23(6), 779-809.

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(3), 203-222.

Fisher, J. (2020). Digital Games, Developing Democracies, and Civic Engagement: A Study of Games in Kenya and Nigeria. *Media, Culture & Society*, 42(7-8), 1309-1325.

Fisher, J. (2019). Digital Games for International Development: A Field Theory Perspective. *International Communication Gazette*, 81(16), 1-20.

Fisher, J. (2017). Digital Games, African Development and Gender Equality: A Comparative Analysis of 'Family Values' and 'Moraba.' *Studies in Comparative International Development*, 52(2), 155-173.

Hopp, T. & Fisher, J. (2017). Examination of the Relationship Between Gender, Performance, and Enjoyment of a First-Person Shooter Game. *Simulation & Gaming*, 48(3), 338-362.

Fisher, J. (2016). Toward a Political Economic Framework for Analysing Digital Development Games: A Case Study of Three Games for Africa. *Communication, Culture & Critique*, 9(1), 1-174.

Fisher, J. (2016). Playing with empowerment: The Half the Sky Movement, female Facebook gamers, and neoliberal development. *Journal of Communication Inquiry*, 40(4), 313-330.

BOOK CHAPTERS

Fisher, J. (forthcoming). Playing for Change: International Development and Digital Games. In D. Lewis, D. Rodgers & M. Woolcock (eds.), *New Mediums, Better Messages? How Innovations in Translation, Engagement, and Advocacy are Changing International Development*. Oxford, England: Oxford University Press.

Sriramesh, K. & Fisher, J. (2021). Personal Influence in Public Relations. In C. Valentini (ed.) *Public Relations*. De Gruyter Mouton.

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. Under contract with SAGE Publishing.

Duhe, S., Fisher, J. & Sriramesh, K. (2020). The Intersection of Political and Economic Systems in Global Public Relations. In K. Sriramesh & Vercic (eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (3ed)*. New York: Routledge.

Fisher, J. (2015). Digital Development and International Aid: Are Games Changing the World? In H. Gangadharbatla & D. Davis (eds.), *Emerging Research and Trends in Gamification*. Hershey, PA: IGI Global.

GRANT PROPOSALS

Hamari, J., Benedikt, M. & **Fisher, J. (Co-PI)** (Summer 2021). GAMERGENCY: Game-based solutions for inclusive local and global engagement into cooperative decision-making towards serving wicked grand emergencies. Submitted to the National Science Foundation for the Trans-Atlantic Platform (T-AP) Recovery, Renewal and Resilience in a Post-Pandemic World call.

PEER REVIEWED CONFERENCE PRESENTATIONS

Fisher, J. (2022). Reshaping the Battlefield: The International Committee of the Red Cross, video games, and symbolic representations of war. To be presented at the annual meeting of the International Communication Association. Paris, France.

Fisher, J. & Foust, J. (2021, May). #GirlGamers, Soldiers, and Public Relations: Analyzing Representation in U.S. Army Esports. Presented at the annual meeting of the International Communication Association. Denver, USA (Virtual Conference).

Fisher, J. (2020, August). Public Relations and the Co-Creation of Mutually Beneficial Ends through Digital Games. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Theory Colloquium. San Francisco, USA (Virtual Conference).

Fisher, J. (2019, August). Digital Games and Democracy in Africa: Examining the use of Games as Tools for Internal and External Influence. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication. Toronto, Canada.

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.

Sriramesh, K. & **Fisher, J.** (2019). Personal Influence in Public Relations. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication. Toronto, Canada.

Fisher, J. (2017, May). *Digital Games for International Development: How Development Practitioners Perceive and use Game Technology*. Paper presented at the annual meeting of the International Communication Association, San Diego, California.

Fisher, J. (2014, November). *Playing with empowerment: International development and mobile games*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL. **Received the Top Competitive Student Paper Award and the Ralph Cooley Top Paper Award in the International and Intercultural Communication Division.**

Fisher, J. (2014, October). *Video games, African development, and gender equality: A comparative analysis of Family Values and Moraba*. Paper presented at the Globalization, Gender and Development conference, Eugene, OR.

Fisher, J. (2014, August). *Shifting responsibilities: Women, development and video games*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Hopp, T. & **Fisher, J.** (2014, August). *Exploring the role of Internet use on citizen attitudes towards democracy in six Arabic countries*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Fisher, J. & 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.

Fisher, J. (2013, June). *Online games as development tools: Urgent EVOKE and the World Bank Institute*. Presented at the annual meeting of the International Association of Mass Communication Research, Dublin, Ireland.

REFEREED CONFERENCE PANELS

Fisher, J. (2020, August). Discerning a new paradigm between identification and activism—Public relations as co-creation of meaning. Theory Colloquium to be presented at the annual meeting of the Association of Education, Journalism and Mass Communication, San Francisco.

Fisher, J. (2015, May). *Video games and international development: Playing with laws, loans and gender equality*. Paper presented as part of the “Globalization of Microfinance and the promise of ‘Change?’” panel at the annual meeting of the International Communication Association, Puerto Rico.

WHITEPAPERS

Hopp, T. & **Fisher, J.** (2019). A psychological model of transparent communication effectiveness. Whitepaper prepared for the Arthur W. Page Center for Integrity in Public Communication.

Hopp, T., Ferrucci, P., Vargo, C. & **Fisher, J.** (2019). News trust and low quality political discussion on Facebook. Whitepaper prepared for the Arthur W. Page Center for Integrity in Public Communication.

INVITED BLOG POSTS

Hopp, T. & **Fisher, J.** (forthcoming). A psychological model of transparency effectiveness. Arthur W. Page Center.

Hopp, T. & **Fisher, J.** (2018, December). Research in Progress: The impact of transparency and how it shapes trust. Arthur W. Page Center.

TEACHING EXPERIENCE – INSTRUCTOR OF RECORD

University of Colorado Boulder

Qualitative Methods (JRNL/APRD 7051-001). 10 students.
Spring 2022.

Special Topics: PR Bateman Competition (APRD 4873-801). 16 students.
Fall 2021.

Independent Study: Undergraduate Honor's Thesis (APRD 4841-911). 1 student.
Fall 2021, Spring 2022.

Independent Study: Digital Games and Society. (ARPD Grad). 1 student.
Spring 2022.

Doctoral Dissertation (JRNL 8991-908). 1 student.
Spring 2022.

Doctoral Dissertation. (JRNL 8991-903). 1 student.
Fall 2021.

Professionalization (APRD/JRNL 7004). 20 students.
Fall 2020.

Concepts & Creativity: Storytelling (CMCI 1020); 300 students
Spring 2020, Spring 2021.

Special Topics: International Strategic Communication (APRD 4873); 25 students
Summer 2018, Summer 2019, Winter 2021-2022.

Introduction to Branding Strategy (APRD 1002); 30 students
Fall 2016, Spring 2017, Spring 2018, Spring 2019.

Strategic Communication Campaigns (APRD4403); 25 students
Fall 2016, Spring 2017, Spring 2018, Spring 2019, Fall 2019, Fall 2020, Spring 2022.

International Public Relations (APRD 3112); 30 students
Fall 2017, Fall 2018, Fall 2019; Spring 2020; Fall 2021.

MDRP6871: Digital Games and Society (MDRP 6871); 6 students
Fall 2017.

APRD3103: Strategic Writing for Public Relations (SPRD 3103); 20 students
Summer 2017.

University of Alabama

TCF433: Broadcast News Analysis (TCF 433); Spring 2016.

APR332: Public Relations Writing (APR 332); Fall 2015, Spring 2016.

University of Oregon

Multimedia Professions (J100); Summer 2012, Summer, 2015.

Grammar for Communication (J101); Summer 2012, Summer 2015.

Communication for Development and Social Change in the Global South (J467/567). Winter 2014.

Writing for Multimedia (J333); Summer 2013.

TEACHING EXPERIENCE – INVITED GUEST LECTURES

Brands and Identities. University of Denver. Guest Lecture: Digital Games, Branding and Philanthropy. Spring 2017.

Digital Culture and Politics (MDST 3002). University of Colorado Boulder. Guest Lecture: Gender and Gaming. Spring 2017.

Connected Media Practices. University of Colorado Boulder. Guest Lecture: Digital Games and Public Engagement. Fall 2016, Fall 2017.

Sustainable Brands. University of Colorado Boulder. Guest Lecture: The Rise and Fall of the Half the Sky Movement: Lessons from a global transmedia project. Fall 2016.

Strategic Communication Research Methods. University of Oregon. Guest Lecturer: Conducting PR Case Studies. Summer 2015.

International Communication. University of Oregon. Guest Lecturer: Video Games and International Development. Summer 2015.

Social Media. University of Alabama. Guest Lecturer: Social Media and International Development. Fall 2014, Spring 2015.

Strategic Communication Research Methods. University of Oregon. Guest Lecture: Studying Video Games & International Development: A qualitative approach. Summer 2014.

Global Television. University of Oregon. Guest Lecture: International Development & TV: Soap Operas, Satellites and the Third World. Spring 2014.

Strategic Social Media. University of Oregon. Guest Lecture: Social Media & International Development. Winter 2014.

Video Production. University of Oregon. Guest Lecture: Representation and Ethics in Documentary Film. Fall 2013.

TEACHING EXPERIENCE – GRADUATE TEACHING FELLOW

University of Oregon

Gateway to Media I & II. University of Oregon. Fall 2011, Summer 2014.

Gateway to Media III. Winter 2011, Spring 2011, Winter 2012.

Oregon News Broadcast. Spring 2014.

Video Production. Fall 2012, Winter 2013, Spring 2013.

Writing for Multimedia. Spring 2012.

Media and Society. Fall 2010.

TEACHING EXPERIENCE – OTHER CONTRIBUTIONS

International Strategic Communication Global Seminar Program, Paris, France (APRD 4873).
Program Director. 2017 – Present.

Ph.D. Comprehensive Exam Committees

Chair: Carol Anderson-Reinhardt (APRD). 2021-2022.
Reader: Miles Davis (APRD). 2020-2021.
Methods: Danielle Quichocho (APRD). 2020-2021.
Inside Area: Amanda Rodriguez Espinola (Media Studies). 2019.
Methods: Rachel Lara van der Merwe (Media Studies). 2019.
Reader: Colin Ackerman (Media Studies). 2018.

Ph.D. Dissertation Committees

Chair: Carol Anderson-Reinhardt (APRD). 2021-2023.
Methods: Danielle Quichocho (APRD). 2021-2022.
Inside Area: Amanda Rodriguez Espinola (Media Studies). 2019-2020.
Methods: Rachel Lara van der Merwe (Media Studies). 2019-2020.

Master's Thesis Committees

Committee Member: Yessica Del Rincon (Communication). 2019-2020.

Undergraduate Thesis Committees

Chair: Elizabeth Chester (APRD). 2021-2022.
Committee Member: Madeline Carlson (Anthropology). 2019-2020.
Committee Member: Fallon Porter (Public Relations). 2018.

SERVICE TO THE UNIVERSITY

University of Colorado Boulder

Service to the Academic Unit
Advertising, Public Relations & Media Design

- Chair, Primary Unit Evaluation Committee: Dawn Doty. 2021-2022.
- Member, Primary Unit Evaluation Committee. 2021-2022.
- Member, Peer Teaching Evaluation Criteria Committee. 2021.
- Member, Faculty Report of Professional Activities Evaluation Committee. 2020.
- Member, Copy Writing Instructor Search Committee. 2020.
- Member, Doctoral Student Application Review Committee. 2020, 2021, 2022.
- Member, Primary Unit Evaluation Committee. 2018.
- Chair, Open Rank Professor Search Committee – Strategic, Targeted and Accelerated Recruitment (STAR) Line. 2017-2018.
- Co-author, Strategic, Targeted and Accelerated Recruitment Program Proposal. 2016.

Service to the College
College of Media, Communication and Information

- Member, Academic Community & Diversity Committee. 2017 – Present.
- Member, ARPAC Self-Study Committee. 2021-2022.
- Member, CMCI 1040 Course Task Force. 2021.
- Participant, CMCI Student Recruitment Lecture Sampler. 2021.
- Member, CMCI 1010/1020 Course Task Force. 2020.
- Member, Diversity Advisory Board. 2018 – 2019.
- Member, DeCastro Research Funding Committee. 2017.

University of Oregon

- President, Journalism & Communication Graduate Student Association. School of Journalism & Communication. 2013-2014.
- Vice President. Journalism & Communication Graduate Student Association. School of Journalism & Communication. 2011-2012.
- Member, Graduate Director Assistant Search Committee. School of Journalism & Communication. 2014.
- Member, Doctoral Program Review Committee. School of Journalism & Communication. 2013.
- Member, Instructor Search Committee. School of Journalism & Communication. 2013.

SERVICE TO THE COMMUNITY

- Panel Discussant, Colorado Student Media Association Professional Development Day. Media Literacy Training. University of Colorado Boulder. 2019.
- Founding Member, Buffs United. 2016-2017.

SERVICE TO THE ACADEMIC COMMUNITY

Journal Reviewer

New Media & Society
Simulation & Gaming
Corporate Communications: An International Journal
ADA: A Journal of Gender, New Media & Technology
International Journal of Communication Research
Catalan Journal of Communication and Cultural Studies

Conference Submission Reviewer

International Communication Association

PROFESSIONAL DEVELOPMENT ACTIVITIES

Lillian Lodge Kopenhaver Fellow. 2020.
AEJMC Pre-Convention Workshop, Women Faculty Moving Forward: 100 Years from Suffrage to Academic Leadership.

LEAP Introductory Leadership Workshop. 2019.
University of Colorado Boulder.

AWARDED INTERNAL GRANTS

University of Colorado

- De Castro Research Award, 2019. Co-awardee. \$10,000.00
- Payden Teaching Grant, 2019. Co-awardee. \$4,000.00

University of Oregon

- Political Science Research Travel Grant, 2014, \$500.00
- School of Journalism & Communication Travel Grant, 2013 – 2014, \$1,000.00
- School of Journalism & Communication Travel Grant, 2012 – 2013, \$1,000.00
- School of Journalism & Communication Research Grant, 2011-2012, \$600.00
- School of Journalism & Communication Study Abroad Grant. 2010-2011, \$2,000.00

AWARDED EXTERNAL GRANTS

- Page & Johnson Legacy Scholar Grant, 2018. \$1,680.00. Co-awardee.

ACADEMIC AWARDS

- Lokey Scholarship. School of Journalism and Communication, University of Oregon. 2015. \$10,000.00
- Ralph Cooley Top Paper Award, International & Intercultural Communication Division, 2014.
Annual meeting of the National Communication Association, Chicago, IL.
- Top Competitive Student Paper Award, International & Intercultural Communication Division, 2014
Annual meeting of the National Communication Association, Chicago, IL.

ORGANIZATIONAL MEMBERSHIPS

- Lillian Lodge Kopenhaver Fellow (2020-Present)
- Association for Education in Journalism and Mass Communication (past member)
- International Communication Association (past member)
- National Communication Association (past member)
- International Association of Media and Communication Research (past member)