
555 North Central Avenue
Phoenix, AZ 85004-1248
<http://serenacarpenter.com/>

Serena Carpenter, Ph.D.

Arizona State University
Walter Cronkite School of Journalism

Home: (480) 310-0225
Serena.Carpenter@asu.edu
<http://mediacritic.com/>

EDUCATION

Michigan State University East Lansing, MI	Ph.D. in Media & Information Studies <i>Dissertation Director:</i> Dr. Lucinda Davenport, Ph.D. <i>Dissertation Title:</i> U.S. online citizen journalism and online newspaper stories: A content analysis of their quality and value.	August 2007
University of Nebraska- Lincoln Lincoln, NE	M.A. in Journalism Minor in Leadership Education with an emphasis in teaching college-level education	May 2003
South Dakota State University Brookings, SD	B.A. in Communication Studies & Theatre, Radio-Television-Film option	December 1997

ACADEMIC EXPERIENCE

Arizona State University, Tempe/Phoenix, AZ

Assistant Professor

Online Journalism | Online Media: JMC425, August 2007 – Present
Online Journalism | Graduate Online Media: MCO598, August 2008 - Present

Michigan State University, East Lansing, MI

Instructor

Broadcast News and Production | Broadcast News II: JRN 403, January – May 2005

Research Assistant, June 2005 – May 2007

Teaching Assistant | Team Teacher

Public Affairs Reporting | Graduate Digital Public Affairs Reporting: JRN 408, January – May 2007

Online Journalism | Digital Reporting for the Web: JRN 490, August – May 2006

Teaching Assistant

Print Journalism | News Writing and Reporting: JRN 200, August – December 2006

Bloomsburg University, Bloomsburg, PA

Instructor

Media Operations | Video Production 27.271, August 2003 – May 2004

Video Editing | Video Editing 27.336, August 2003 – May 2004

Screenplay and Advanced Broadcast Newswriting | RTF Authorship 27.485, January – May 2004

Broadcast Newswriting | Newswriting 27.230, August – December 2003

SCHOLARLY RESEARCH

Peer-Reviewed Publications

Buis, L., & **Carpenter, S.** Health and medical blog content and the relationships with blogger credentials and blog host. Accepted for publication in *Health Communication*.

Carpenter, S. The use of routines in U.S. online citizen journalism and online newspaper articles. Accepted for publication in *Journalism & Mass Communication Quarterly*.

Carpenter, S. (2008). Licensing rights, Medicare and quackery: How the *New York Times* portrayed chiropractic from 1960 to 1975. *Chiropractic History*, 28(1), 95-105.

Carpenter, S. (2007). U.S. elite and non-elite newspapers' portrayal of the Iraq War: A comparison of frames and source use. *Journalism & Mass Communication Quarterly*, 84(4), 761-776.

Carpenter, S., Lacy, S., & Fico, F. (2006). Network news coverage of high-profile crimes during 2004: A study of source use and reporter context. *Journalism & Mass Communication Quarterly*, 83(4), 901-916.

Fico, F., Zeldes, G., **Carpenter, S.,** & Diddi, A. (2008). Broadcast and cable network news coverage of the 2004 presidential election: An assessment of partisan and structural balance. *Mass Communication & Society*, 11(3), 319-339.

LaRose, R., Gregg, J., Strover, S., Straubhaar, J., & **Carpenter, S.** (2007). Closing the rural broadband gap: Social marketing the internet in rural America. *Telecommunications Policy*, 31(6-7), 359-373.

Whitten, P., Dutta, M.J., **Carpenter, S.,** & Bodie, G.D. (2008). News media and health providers at the crossroads of medical adverse events. In K. Henriksen, J. Battles, M. Keyes, & M.L. Grady (Eds.), *Advances in patient safety: New directions and alternative approaches. Vol. 1. Assessment. AHRQ Publication Nos. 08-0034-1*. Rockville, MD: Agency for Healthcare Research and Quality.

Zeldes, G., Fico, F., **Carpenter, S.,** & Diddi, A. (2008). Partisan balance and bias in network coverage of the 2000 and 2004 presidential elections. *Journal of Broadcasting & Electronic Media*, 52(4).

Editor Reviewed Publications

Whitten, P., Dutta, M., **Carpenter, S.,** & Bodie, G. (2007). Reporting adverse medical events in Indiana: News media and health providers perceptions and expectations. Regenstrief Center for Healthcare Engineering, 1-51.

Refereed Book Chapters

Carpenter, S. (in press). A study of journalistic and source transparency in U.S. online newspaper and online citizen journalism publications. In G. Monaghan & S. Tunney (Eds.), *Web journalism: A new form of citizenship?* Eastbourne, UK: Sussex Academic Press.

Book Reviews

Rev. of *Basic TV technology. Digital and analog* (4th ed.). Robert L. Hartwig. (2005). Broadcast Education Association Feedback, 47(2), March 2006.

Rev. of *Principles of convergent journalism*. Jeffrey Wilkinson and August E. Grant. (2007). Focal Press, Inc., March 2006.

Publications under Review

Carpenter, S. A study of graduate student authorship in journalism and mass communication journals. Revising and resubmitting to *Journalism & Mass Communication Educator*.

Carpenter, S. U.S. online newspaper and online citizen journalism publications: A comparison of content diversity. Revising and resubmitting to *New Media & Society*.

Carpenter, S. Mobilizing the online public: An examination of how well U.S. online newspaper and citizen journalists promote community engagement. Submitted to *Mass Communication & Society* July 2008.

St. Cyr, C., **Carpenter, S.**, & Lacy, S. Newspaper city hall reporters' perceptions of competition from internet journalists. Submitted to *Journalism & Mass Communication Quarterly* July 2008.

Juried Conference Presentations

Buis, L., & **Carpenter, S.** (2008). An in-depth look at health and medical blogs. Paper presented at the 10th biennial Kentucky Conference on Health Communication, Lexington, KY, April 17, 2008.

Carpenter, S. (2008). Mobilizing the online public: An examination of how well U.S. online newspaper and citizen journalists promote community engagement. Will present paper at the National Communication Association, San Francisco, CA, November 22, 2008. "Top four competitive paper award" for the Mass Communication division.

Carpenter, S. (2008). U.S. online newspaper and online citizen journalism publications: A comparison of content diversity. Paper accepted for a special call on Newspaper Multimedia Practices presented at the Association for Education in Journalism and Mass Communication conference, Chicago, IL, August 7, 2008.

Carpenter, S. (2008). A study of graduate student authorship in journalism and mass communication journals—including who encourages productivity. Paper accepted for a special call on research addressing the State of Graduate Education in Journalism and Mass Communication at the Association for Education in Journalism and Mass Communication conference, Chicago, IL, August 6, 2008.

Carpenter, S. (2008). A study of journalistic and source transparency in U.S. online newspaper and online citizen journalism publications. Paper presented at the Association for Education in Journalism and Mass Communication conference, Chicago, IL, August 7, 2008.

Carpenter, S. (2008). U.S. online citizen journalism and online newspaper stories: A content analysis of source diversity. Paper presented at the International Symposium on Online Journalism conference, Austin, TX, April 5, 2008.

Carpenter, S. (2007). U.S. online citizen journalism and online newspaper stories: A content analysis of their quality and value. Paper presented at the Oxford Internet Institute in

- Cambridge, MA, July 18, 2007.
- Carpenter, S.** (2006). Framing, sourcing and story topics beyond the Iraq invasion: How elite and non-elite newspapers portrayed Gulf War II. Paper presented at the Midwest Association for Public Opinion Research in Chicago, IL, November 18, 2006.
- Carpenter, S., & Buis, L.** (2006). So what's so special about j-blogs? Paper presented at the Convergence and Society: Ethics, Religion, and New Media conference, Columbia, SC, October 20, 2006.
- Carpenter, S., Lacy, S., & Fico, F.** (2006). Network news coverage of high-profile crimes during 2004: A study of source use and reporter context. Paper presented at the Association for Education in Journalism and Mass Communication conference, San Francisco, CA, August 3, 2006.
- Carpenter, S.** (2006). Radio and that other machine: How radio dealt with the disruptive technology of television. Paper presented at the Thinking Through New Media conference, Durham, NC, June 8, 2006
- Carpenter, S.** (2006). RSS: Your personal newswire and its implications for news organizations. Paper presented at the Blogging and Online Journalism conference, Athens, OH, April 8, 2006.
- Carpenter, S., LaRose, R., Stover, S., Straubhaar, J., & Gregg, J.** (2005). Internet generations in place: Exploring the rural broadband gap. Paper presented at the Association of Internet Researchers conference, Chicago, IL, October 8, 2005.
- Schardt, S., & **Carpenter, S.** (2008). The news that's fit to click: An analysis of online news values and preferences present in the most-viewed stories on acentral.com. Accepted for presentation at the 2008 Southwest Education Council for Journalism & Mass Communication Southwest Symposium, Las Cruces, NM, October 24, 2008.
- Fico, F., Zeldes, G., Diddi, A., & **Carpenter, S.** (2006). Network and cable television coverage of the 2004 presidential election and the influence of imbalance on candidate poll support. Paper presented at the Midwest Association for Public Opinion Research in Chicago, IL, November 18, 2006.
- Fico, F., Zeldes, G., Diddi, A., & **Carpenter, S.** (2006). Network and cable news coverage of the 2004 presidential election: So who's biased? Paper presented at the Association for Education in Journalism and Mass Communication conference, San Francisco, CA, August 3, 2006
- Zeldes, G., Fico, F., Diddi, A., & **Carpenter, S.** (2007). Partisan balance and bias in network coverage of the 2000 and 2004 presidential elections. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington, D.C., August 9, 2007. *Radio-Television Division Research Paper Award, 2nd Place.*

Invited Conference Presentations

- Carpenter, S.** Licensing rights, Medicare and quackery: How the *New York Times* portrayed chiropractic from 1960 to 1975. Paper accepted for presentation at the Association for the History of Chiropractic annual conference, Galveston, TX, July 2008.

Carpenter, S. Journalism and communication students: Pushed to publish. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication conference, Washington, D.C., August 2007.

Buis, L, & **Carpenter, S.** The fitness of health and medical blogs: A study of participants and topics. Paper accepted for presentation at the Association of Internet Researchers conference, Vancouver, CA, October 2007.

Current Research Projects

Carpenter, S. The Iraq War: How source, frames and newspaper type are related to the inclusion of anonymous sources. Data collected. Will submit to BEA Research division December 2008.

Carpenter, S. A comparison of news values used by online citizen journalism and online newspaper journalists. Data collected. Will submit to AEJMC April 2009 and *Journalism & Mass Communication Quarterly*.

Carpenter, S. An examination of what online journalism skills employers really want—and what higher education should be teaching. Analyzing data Fall 2008. Will submit to AEJMC Careers and Internship division April 2009 and *Journalism & Mass Communication Educator*.

Carpenter, S. A study of journalism graduate student research conference productivity. Analyzing data Fall 2008. Will submit to AEJMC Newspaper division April 2009 and *Journalism & Mass Communication Educator*.

Carpenter, S. Social information processing theory: An examination of whether relationships exist in online commenting populations on national information sites. Collecting data Fall 2008.

Carpenter, S. Social support and online news user comments: Understanding their informational and emotional value. Collecting data Fall 2008.

Carpenter, S. & Schwalbe, C. The presence of conflict and its relationship to participation in the news construction process. Collecting data Fall 2008.

Lewis, M. & Carpenter, S. Our media or their media: A study of how citizen journalists affect attitudes, credibility and behavior. Literature review complete. Will submit to *Journal of Communication*.

GRANT WORK

Cronkite School Dean's Research Grant. (2008). "Citizen journalism: Understanding its marketplace value." \$6,000. *Principal Investigator: Dr. Serena Carpenter.*

Indiana State Department of Health. (2006-2007). "Adverse events expectations." \$56,449. *Principal Investigator: Dr. Pamela Whitten.*

Collected data, developed questions for media and health provider participants and prepared manuscripts for publication.

Michigan Department of Community Health. (2005-2006). "Low literacy website for parents of pediatric patients." \$165,000. *Principal Investigator: Dr. Pamela Whitten.*
Interviewed research participants.

Project for Excellence in Journalism (2005). "State of the news media." \$32,000. *Principal Investigators: Dr. Frederick Fico and Dr. Stephen Lacy.*
Coded television and print news segments.

MEDIA PROFESSIONAL EXPERIENCE

Director/Videographer/Producer, Communications and Information Technology, Lincoln, NE,
August 2001– 2003
Account Executive, KTCZ-FM, Minneapolis, MN, May 2000 – September 2000
Sales Assistant, Millennium Sales and Marketing, Minneapolis, MN, September 1999 – June 2000
Reporter, KSFY-TV, Sioux Falls, SD, December 1997 – August 1999
News Intern, KSAX-TV, Alexandria, MN, June 1997 – December 1997
News Intern, KDLT-TV, Sioux Falls, SD, June 1996 – August 1996

CONSULTING AND TRAINING

Arizona Newspapers Association, Phoenix, AZ, October 2008
Trained Arizona newspaper journalists on how to prepare multimedia stories

American Society of Newspaper Editors High School Journalism Reynolds Institute, Tempe, AZ,
June 2008
Trained U.S. high school journalism educators on how to prepare multimedia stories

Arizona State University, Tempe, AZ, August 2007-May 2008,
Trained Online Media faculty how to shoot and prepare video for the web

Online Video Training Workshop for Michigan Newspaper Journalists, East Lansing, MI,
July 2007.

Multimedia Online Journalism Training for Michigan State University Faculty, East Lansing, MI,
May 2007.

Michigan Army National Guard and Air National Guard Senior Media Leadership Training,
Lansing, MI, January 2006.
Co-trained the state's high-ranking officers on interviewing expectations and issues related to the military/news media relationship.

U.S. Army Reserve Officers' Training Corps (ROTC) Media Leadership Training, Lansing, MI,
March 2005, 2006.
Co-trained ROTC students on the history of the military/news media relationship, interviewing expectations of each medium and issues stemming from the military and media relationship

WILX-TV, Lansing, MI, February 2006.
Consulted news leadership on media convergence issues and on the technological direction that the television industry is headed.

Society of Professional Journalists Mid-Michigan Professional Chapter, East Lansing, MI, 2006

Spoke to local chapter on skills necessary for them to work in an online journalism environment.

HONORS, AWARDS AND RECOGNITIONS

National Communication Association annual conference, San Francisco, CA, 2008, *Top four competitive papers out of 174 submissions in the Mass Communication division.*

Association for Education in Journalism and Mass Communication annual conference, Washington, D.C., 2007, *Radio-TV-Journalism division Research Paper Award, 2nd Place.*

Michigan State University U.S. Army Reserve Officers' Training Corps (ROTC) Spirit of Appreciation Award, 2005.

Nebraska Broadcaster's Association Award for Excellence, "Service to Agriculture (Television)" 1st Place for "Rural Battleground" documentary, 2004.

Society of Professional Journalists (Region 7), 3rd Place for in-depth reporting for "Rural Battleground" documentary, 2004.

Northwest Broadcasters Association, Award of Merit for "Rural Battleground" documentary, 2004.

KSAX-TV Outstanding Employee Award, 1997.

SERVICE

Professional

Research Journal Manuscript Reviewer

Journal of Broadcasting & Electronic Media (July 2008-Present)

Mass Communication & Society (August 2008-Present)

Journal of Computer-Mediated Communication (September 2008-Present)

Co-vice-chair for Programming

Civic and Citizen Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2008-2009

Conference Paper Reviewer

International Communication Association annual conference, Journalism Studies division, 2008

Association for Education in Journalism and Mass Communication for Education (AEJMC)

Midwinter conference, Communication Technology division, 2008

16th European Conference on Information Systems, Ireland, 2008

Broadcast Education Association annual conference, Communication Technology division, 2008

National Communication Association annual conference, Mass Communication division, 2008

Moderator and Panelist Presentations

Moderator, panel organizer. Teaching online video storytelling: How to train students to get that (new) visual mindset. Panel presented at the Association for Education in Journalism and Mass Communication for Education (AEJMC) conference, August 9, 2008.

Panelist. Visual storytelling from broadcast to web. Panel presented at the Broadcast Education Association (BEA) conference, Las Vegas, NV, April 18, 2008.

Panelist. Using the digital revolution to revolutionize patient education: Implementing online support

groups and tailored education. Panel presented at the International Communication Association (ICA) in San Francisco, CA, May 27, 2007.

Moderator. The Iraq War and framing. Papers presented at the Midwest Association for Public Opinion Research (MAPOR) in Chicago, IL, November 18, 2006.

Other Service

Newspaper of the Year Contest Judge (Diversity), Pennsylvania Newspaper Association Foundation, August 2005

University

Arizona State University, Tempe, AZ

Member, Faculty Technology Committee, 2008
Advise and beta test technology for faculty at ASU.

Michigan State University, East Lansing, MI

Council of Graduate Students Representative, University Graduate Judiciary Committee, 2006-2007

Participated on a six-member committee that listens to Michigan State University student appeals when sanctioned with disciplinary action.

Bloomsburg University, Bloomsburg, PA

Public Relations Chair, American Democracy Project for Civic Engagement, Bloomsburg, PA, September 2003 – August 2004

School

Arizona State University, Tempe, AZ

ASU Graduate Committee member, 2008-Present
Administrative work including selecting graduate student applicants

Master of Mass Communication Applied Project (Thesis) Committees

Committee Chair, Applied Project for Sky Schaudt, 2008
Committee Member, Applied Project for Josh Schoonover, 2009
Committee Member, Applied Project for Julie Vance, 2008
Committee Member, Applied Project for Andrea Aker, 2008
Committee Member, Applied Project for Daniel Jenk, 2008

Barrett Honors College for Undergraduate Students

Committee Chair, Honor's Thesis for Shea Drefs, 2009

Knight Center for Digital Entrepreneurial Search Committee member, 2008

Interviewed candidates

Knight Center for Digital Entrepreneurial Search Committee member, 2007

Interviewed candidates

American Society of Newspaper Editors High School Journalism Reynolds Institute, Tempe, AZ, June 2008

Trained U.S. high school journalism educators on how to prepare multimedia stories for the Walter Cronkite School of Journalism and Mass Communication.

Michigan State University, East Lansing, MI

Military and the Media Committee member, Michigan State University, January 2005 – August 2007

Trained military personnel to understand the tensions, history and research behind the military and media relationship.

Media & Information Studies Ph.D. Graduate Student Representative, Michigan State University, October 2004 – August 2007

Represented Media & Information Studies doctoral student population and organized seminars for the students and faculty.

Bloomsburg University, Bloomsburg, PA

Advisor, Bloomsburg University Film Club, August 2003 – May 2004

Assisted students interested in producing their own short films and weekly programs.

Equipment Request Committee Member, Bloomsburg University, Bloomsburg, PA, October 2003 – May 2004

Evaluated television production needs and equipment for the Mass Communication department.

Accreditation Committee Member, Bloomsburg University, Bloomsburg, PA, September 2003 – May 2004

Researched curriculum, equipment and research publication needs to meet Accreditation standards for Mass Communication department.

Promotion Committee Member, Bloomsburg University, Bloomsburg, PA, September 2003 – May 2004

PROFESSIONAL DEVELOPMENT

The Future of Journalism: A Conference of the Carnegie-Knight Task Force, Boston, MA, June 20-21, 2008

Selected to attend a two-day conference addressing the intersection of journalism research and the practice of journalism.

Web Development and Design, Tempe, AZ, June 1-July 4, 2008

WordPress blogging software training, Tempe, AZ, November 9, 2007

Information Graphics seminar, Tempe, AZ, November 3, 2007

Oxford Internet Institute seminar, Cambridge, MA (Harvard University), July 15-29, 2007

Selected as one of 32 participants internationally to participate in a seminar dedicated to educating new scholars how to more effectively research technology and democracy issues.

Poynter Convergence for College Educators seminar, Tampa, FL, February 25-28, 2007

Selected as one of 25 participants to attend a Poynter Institute seminar for professors, associate professors, and deans responsible for the development of a converged curriculum on the latest in online storytelling, the training of faculty, and education related to the understanding of online news users.

Communication Media and the Public Interest: Challenges in the Digital Age seminar, Detroit, MI, 2006

Wayne State University selected 15 doctoral students from across the country to participate in an intensive three-day seminar on the intersection of media institutions, market forces, and social responsibilities from multiple scholarly perspectives.

Blogging and Online Journalism conference, Ohio University, Athens, OH, 2006

Ohio University selected ten graduate students from the United States and Canada to attend a three-day workshop on online journalism and blogging.

Teaching and Research in Convergent Media five-day training seminar, Columbia, SC, 2005

University of South Carolina's Newsplex leaders trained educators on teaching and researching of media convergence issues.

Teaching and Learning Enhancement (TALE) Mentor/Mentee Program, August 2003- May 2004

Learner-Centered Teaching Two-Day Workshop, Bloomsburg, PA, November 2003

Army National Guard, May 1993 – May 1999