

Dawn R. Gilpin

Walter Cronkite School of Journalism & Mass Communication
Arizona State University
555 N. Central Ave #473
Phoenix, AZ 85004

phone: (602) 496-5237
fax: (602) 496-7041
e-mail: dgilpin@asu.edu

Education

| | | |
|------|---------------------------------------|--|
| 2008 | Temple University Philadelphia, PA | Ph.D in Mass Media and Communication <i>Dissertation</i> Organically Grown: Emergent Power and Influence in Complex Issue Networks <i>Chair</i> Priscilla Murphy <i>Committee</i> Carolyn Kitch, Nancy Morris (Temple University) David McKie (University of Waikato, New Zealand) |
| 2002 | University of Memphis Memphis, TN | M.A. in Journalism (concentration in Public Relations) |
| 1987 | Vassar College Poughkeepsie, NY | B.A. in Italian Language and Literature |

Research and Teaching Interests

Public relations and organizational communication in general, focusing primarily on issues management, risk and crisis communication, organizational identity and reputation, social and newer media. Research focuses on patterns of identity, influence, knowledge and power as expressed through relationships and intersections between organizations, consumer culture, the media, and public policy. Methodological orientation favors mixed quantitative and qualitative methods, network analysis, narrative, and other methods coherent with theories of complexity.

Professional Experience

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| 1998-2004 | Director, Strategic Solutions Division | PRS Consulting Group (Bologna, Italy) |
| 1996-2004 | Senior Partner | Gateway Studio snc (Bologna, Italy) |
| 1988-1996 | Freelance translator and business writer | Bologna, Italy |

Research

Book

Gilpin, D. & Murphy, P. (2008). *Crisis Management in a Complex World*. New York: Oxford University Press.

Peer-reviewed journal articles

Gilpin, D. R., Palazzolo, E., & Brody, N. (2010) "Socially mediated authenticity." *Journal of Communication Management* (special issue dedicated to authenticity, edited by L. Edwards and A. Henderson). Forthcoming.

Gilpin, D. R. (2010). "Organizational image construction in a fragmented online media environment." *Journal of Public Relations Research* 22(3) (special issue on social media, edited by K. Hallahan). Forthcoming.

Gilpin, D. R. (2008). "Narrating the organizational self: Reframing the role of the news release." *Public Relations Review* 34(1), 9-18.

Refereed scholarly book chapters

Gilpin, D. R. (in press). Working the Twittersphere: Microblogging as professional identity construction. In Z. Papacharissi (Ed.), *The Networked Self: Identity, Community and Culture on Social Network Sites*. New York: Routledge.

Gilpin, D. R. (2008). Mass agrarianism: Wal-Mart and organic foods. In L. Rubin (Ed.), *Food for Thought: Essays on eating and culture*. Jefferson, NC: McFarland.

Gilpin, D. R., & Murphy, P. (2005). Reframing crisis management through complexity. In C. H. Botan & V. Hazleton (Eds.), *Public Relations Theory II* (pp. 375-392). Mahwah, NJ: Erlbaum.

Gilpin, D. R. (2005). A complexity-based scrutiny of learning from organizational crises. In K. A. Richardson (Ed.), *Managing Organizational Complexity: Philosophy, Theory, Application* (pp. 374-388). Greenwich, CT: Information Age Publishing.

Invited scholarly book chapters

Gilpin, D. R., & Murphy, P. (in press). Implications of complexity for public relations: Beyond crisis. In R. L. Heath (Ed.), *Handbook of Public Relations (2nd ed.)*. Thousand Oaks, CA: Sage Publications.

Gilpin, D. R., & Murphy, P. (2010). Complexity and crises: A new paradigm. In W. T. Coombs & S. J. Halladay (Eds.), *The Handbook of Crisis Communication*. New York: Wiley-Blackwell (pp. 683-690).

Editor-reviewed book reviews

Gilpin, D. R. (2010). Bending reality: The new narrative mediascape. Review essay of *Better Living Through Reality TV* by Laurie Ouellette and James Hay and *Beyond the Box: Television and the Internet*, by Sharon Marie Ross (Malden, MA: Blackwell, 2008). *Global Media Journal* 9(16) (Spring 2010), available at http://lass.calumet.purdue.edu/cca/gmj/gmj_bookreviews.htm.

Gilpin, D. R. (2007). Review of *Using Narrative in Social Research: Qualitative and Quantitative Approaches*, by Jane Elliott. London: Sage, 2005. Published in *Public Relations Review* 33(2).

Gilpin, D. R. (2005). Review of *The Paradox of Control in Organizations* by Philip J. Streatfield. New York: Routledge, 2001. Published in *Emergence: Complexity and Organization (E:CO)* 7(2).

Gilpin, D. R. (2005). Review of *Storie Con-Fuse. Pensiero narrativo, sociologia e media* by Guido Di Fraia,. Milano: Franco Angeli, 2004. Published in *Studies in Communication Sciences* 5(2).

Peer-reviewed conference papers

Palazzolo, E., Gilpin, D. R., & Brody, N. "An authenticity model for institutional blogs." To be presented to the Human Communication and Technology Division of the National Communication Association Conference (San Francisco, CA, November 2010).

Gilpin, D. R. "Networked narrativity: Online communication as a complex system of interaction and meaning." To be presented at the conference on New Media Theory: How Far Have We Traveled?, co-sponsored by the Texas Tech Convergent Media Resource Center and the Communication Technology Division of AEJMC (Lubbock, TX), April 15-16, 2010.

Gilpin, D. R., Danowski, J., & Xue, M. "The Twitter network boost: Social amplification and attenuation of discourse in microblogging." To be presented at the Sunbelt XXX International Social Network Conference (Riva del Garda, Italy), June 2010.

Gilpin, D. R. "Organizational image construction in a fragmented new media environment." Presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication Conference (Boston, MA), August 2009.

Gilpin, D. R. "Issue identity as an emergent network property." Presented to the Public Relations Division of the International Communication Association (Chicago, IL), May 21-25, 2009.

Gilpin, D. R. "Semantic out-degree centrality as a measure of organizational image and reputation." Presented at the Sunbelt XXIX International Social Network Conference (San Diego, CA), March 2009.

Gilpin, D. R. "Mediated issue networks as complex systems: A look at organic foods policymaking in the United States." Presented at the Sunbelt XXVIII International Social Network Conference (St. Petersburg, FL), January 22-27, 2008.

Gilpin, D. R. "A complexity perspective on reputation: Wal-Mart and the media." Paper presented to the Public Relations Division of the International Communication Association (San Francisco, California), May 24-28, 2007.

Gilpin, D. R. "Attractor basins in the phase space of reputation: The case of Wal-Mart and the media." Paper presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), February 23, 2007.

Gilpin, D. R. "Narrating the organization: Reframing the role of the press release." Paper presented to the Public Relations Division of the National Communication Association (San Antonio), Texas, November 16-19, 2006.

Gilpin, D. R. "Complexity, culture, & political economy." Paper presented to the Philosophy of Communication Division of the International Communication Association (Dresden, Germany), June 19-24, 2006.

Gilpin, D. R. "Celebrating nature: Dialogic discourses of celebrities, genre and the environment in National Geographic's *Strange Days on Planet Earth*." Paper presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), February 24, 2006.

Gilpin, D. R. "Crying over spilled milk: The Parmalat debacle as a complex prism of organizational excess." Paper presented at the Standing Conference on Organizational Symbolism (SCOS) XXIII (Stockholm, Sweden), July 8-10, 2005.

Gilpin, D. R. (2005) "Parmalat: A study in fractured narratives." Paper presented at the 4th Media in Transition conference, Massachusetts Institute of Technology (Boston, MA), May 6-8, 2005.

Gilpin, D. R. (2005). "The demise of Parmalat: An autobiography." Paper Presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), March 25, 2005.

Gilpin, D. R. & Ryan, K. (2005). "Old media vs. new: Exploring the use of film in the classroom." Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Kennesaw, GA, February 12, 2005.

Gilpin, D. R. & Murphy, P. (2003). "Reframing crisis management through complexity." Paper presented at the National Communication Association (NCA) Conference, Miami Beach, FL: November 21, 2003.

Peer-reviewed journal articles: revise and resubmit

Gilpin, D. R. "Issue identities as an emergent network property." Under review by *Journal of Public Relations Research*.

Peer-reviewed journal articles: submitted for publication

Morris, N., Gilpin, D. R., & Lenos, M. "Interpretations and misinterpretations of cigarette advertisement warning labels by Philadelphia Puerto Ricans." Under review by the *Journal of Health Communication*.

Peer-reviewed journal articles: in preparation

Danowski, J., & Gilpin, D. R. "Social amplification of emotional valence via microblogging."

Gilpin, D. R. "Plagues and pandemics: Issue identity and entanglement."

Gilpin, D. R. "Networks of culture."

Panter, A., & Gilpin, D. R. "Myth & narrative in the 2008 financial crisis."

Research honors and awards

2008 Marilyn Lashner Award for Excellence in Doctoral Studies, Temple University.

2007 OCIS Doctoral Consortium. Competitive consortium run by the organizational communication division of the Academy of Management. AOM Conference, Philadelphia, PA, August 3-4.

2006 NCA Doctoral Honors Seminar, Mass communication theory and research section. Purdue University, July 24-26.

North American Bursary Award, Standing Conference on Organizational Symbolism (SCOS) 2005.

Presidential Fellowship, Temple University, 2004-2008

Outstanding Thesis Award, International Communication Association (ICA) Public Relations Division, 2004 (for Master's thesis: *Postmodern Crisis Management*)

Top Four Paper, NCA Public Relations Division, 2003

Morton Thesis Award, University of Memphis, 2002 (Thesis: *Postmodern Crisis Management*)

Vassar College General and Departmental Honors; Thesis Honors, Department of Italian, (Thesis: *Il Giallo Arcobaleno: ipertrofia e slittamenti in Sarti Antonio, Un diavolo per capello di Lorian Macchiavelli*)

Phi Beta Kappa; Kappa Tau Alpha

Internal grants

2009 Dean's Research Grant, Walter Cronkite School of Journalism and Mass Communication, Arizona State University (\$6,000).

Teaching

Courses taught

Public Relations Campaigns. ASU, Fall 2008, Spring/Fall 2009, Spring 2010

Public Relations, ASU, Spring 2010

Communication Theory. Temple University, Spring 2006, Spring 2007

Introduction to Organizational Communication. Temple University, Fall 2006

Communicating Leadership. Temple University, Fall 2005

Principles of Public Relations. Temple University, Summer 2005

Courses developed or revamped

Social Media (unit developed and taught for Online Media students and instructors), Fall 2009

Graduate independent studies, reading & conferences, and practicums

Ashley Panter, Fall 2008, reading & conference on public relations theory

Ashley Panter, Spring 2009, practicum on relational public relations and the credit crisis

Aarti Kapoor, Spring 2009, practicum on public relations theory and strategy

Graduate research assistants supervised

Spring 2010: Lisa Ruhl

Fall 2009: Heather Billings

Spring 2009: Ashley Panter, Aarti Kapoor

Fall 2008: Ashley Panter

Master of Mass Communication Applied Project Committees: In progress

Member

Martha Knight, "Social media and organizational trust."

External Graduate Thesis Committees: Completed

Rachel Claire Bowley, "A comparative case study: Examining the organizational use of social networking sites." Master's candidate, Management School, University of Waikato, New Zealand. Alison Henderson, chair. September 2009.

Barrett, The Honors College Honors Thesis Committees: Completed

Member

Cecily Fuller, Spring 2009, “A Public Relations Campaign for Revolver Magazine.”

Lauren Mansfield, Spring 2009, “A Public Relations Toolkit for Nonprofits.”

Megan Gjersvig, Spring 2009, “Dance Devils: Bringing a Regional Dance Competition to ASU.”

Invited lectures

“Reframing Crisis Response for Soft Targets: Attractor Basins and Emergent Action.” Keynote for the Economic and Social Research Council, Seminar Series on Complexity and Policy: “Terrorism and the Complexity of Soft Targets: The Case of the Tourism Industry.” Co-sponsored by London School of Economics. Oxford Brookes University, Oxford, UK (March 10, 2010).

“Social Media Best Practices.” News21 Spring Training, part of the Carnegie-Knight Initiative on the Future of Journalism. Arizona State University (February 27, 2010).

“Theories of complexity in organizations.” Fox School of Business, Temple University, Philadelphia, PA (30 November 2006).

Workshop on Storytelling and Complexity in Human Systems. Las Cruces, NM (27-29 October 2006). Co-sponsored by the New Mexico State University Department of Management and the journal *Emergence: Complexity & Organizations (E:CO)*.

Service

Cronkite School service

Faculty workshop on emerging social media trends: Location-based social media (Foursquare & Co.). February 19, 2010.

Must-See Monday discussion panel: “How social media are changing the way we cover and consume news.” October 26, 2009.

Faculty retreat: Research on Media Across Disciplines. Co-organized and -moderated panel on different research perspectives. August 19, 2009

Faculty seminar: “Teaching 2.0: Social media in the classroom.” March 4, 2009.

Member

Dean’s Advisory Committee (January 2009-present)

Temple University service

Leadership Summit (24 March 2006). Selected to represent the Graduate School and address a gathering of approximately two hundred people including the university president, provosts, deans, donors, and distinguished alumni.

Member

MMC Student Orientation (Fall 2006, Fall 2007). Led Q&A sessions for incoming doctoral students.

MMC Curriculum Subcommittee (Fall 2005-Spring 2006). Student liaison.

Professional service

Organizer, Competitively selected panels

“Building Bridges: Social Media in the Landscape of Communication Theory.” Co-organizer and panelist for a cross-divisional session proposed for co-sponsorship by the Organizational Communication, Journalism, and Mass Communication Divisions of the National Communication Association (San Francisco, CA), November 2010.

ICA Mobile pre-conference, “Mobile Communication: Bringing us together or tearing us apart?”. (San Francisco, CA) 23-24 May 2007. Helped plan and managed on-site logistics in collaboration with the other organizers from Microsoft Research, University of Michigan, and Telenor.

“My \$.02: Exploring tensions of identity, power and community in commercial social networking online.” Organizer and panelist for the Critical and Cultural Communication Division of the National Communication Association (San Antonio, TX), November 16-19, 2006.

Panelist, Competitively selected panels

“Keywords in Communication: Authenticity and Audiences.” Panelist in a cross-divisional session co-sponsored by the Organizational Communication, Public Relations, Political Communication and Philosophy of Communication divisions of the International Communication Association (Chicago, IL). June, 2009.

“The Dilemma of Embedded Promotions in Broadcast News: The impact of (and questions raised by) social media.” Panelist for a session sponsored by the News division of the Broadcasting Education Association for the 2009 annual convention (Las Vegas, NV), April 22-25, 2009.

“unCONVENTIONAL Media Use by Organizations: The Uses, Implications, and Possibilities of Social Media for Organizational Communication and Public Relations.” Panelist in a session co-sponsored by the Public Relations and Organizational Communication divisions of the National Communication Association (San Diego, CA). November 21-24, 2008.

Reviewer

Journals

Public Relations Review: July 2009

Journal of Public Relations Research: February, April, November 2009, February 2010

Journal of Magazine & New Media Research, March 2010

Conferences

Association for Education in Journalism and Mass Communication (AEJMC) Conference: Public Relations Division. Denver, August 2010.

International Communication Association (ICA) Conference: Political Communication and Mass Communication Divisions. Chicago, May 2009; Political Communication and Public Relations Divisions, May 2010

Academy of Management Annual Meeting: Organization and Management Theory Division. Chicago, August 7-11 2009

11th Annual ANZSYS Conference (Systems Thinking and Complexity Science). Christchurch, New Zealand, December 5-7 2005

Seminars & workshops taught for professional communicators

New Media Academy, social media module (Summer, Fall 2009)

Community & public service

“Social Media & How It Can Help You.” Introductory workshop for Phoenix theatre community, February 13, 2010.

Seminars & Workshops

Edelman New Media Academic Summit. Washington, D.C. (June 10-11, 2009).

Automap Workshop: Dynamic multimodal network analysis I & II. Sunbelt XXIX, San Diego, CA (10-11 March 2009), Jana Diesner.

Pajek Workshop: Analysis of large networks I & II. Sunbelt XXVIII, St. Petersburg, FL (22-23 January 2008), Vladimir Batagelj and Andrej Mrvar.

The Hyperlinked Society: Questioning Connections in the Digital Age. Philadelphia, PA (9 June 2006). Sponsored by the Annenberg Public Policy Center of the University of Pennsylvania.

Temple University Teaching and Learning Center, Philadelphia, PA (August 2005). Teaching Assistant Conference and Faculty Development Seminars.

Professional Memberships

International Communication Association (ICA)

National Communication Association (NCA)

Association for Education in Journalism and Mass Communication (AEJMC)

International Network for Social Network Analysis (INSNA)

Academy of Management (AOM)