

Curriculum Vitae

Dawn R. Gilpin

Associate Honors Professor, Walter Cronkite School of Journalism & Mass Communication

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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
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

My current research focuses on identity construction and power, particularly the way organizations' identity construction not only shapes and consolidated their own power structures and relationships with political/policy institutions, but also the identity and power roles of their stakeholders, largely through network effects. I also examine other forms of collective identity, with special attention to online subcultures and movements.

Overall I teach and study public relations and mediated communication in general, collective identity and reputation, issues management, risk and crisis communication, social and newer media. I am fascinated by exploring patterns of identity, influence, knowledge and power as expressed through the relationships and intersections between communities, organizations, consumer culture, the media, and public policy. Most of these explorations take place through the lens of complexity theory using mixed qualitative and quantitative methods such as network analysis, narrative, and fuzzy sets. My teaching philosophy emphasizes processes of individual and collaborative discovery and critical analysis.

Employment history

2014-present	Associate Professor	Walter Cronkite School of Journalism and Mass Communication, Arizona State University (Phoenix, Arizona)
2008-2014	Assistant Professor	Walter Cronkite School of Journalism and Mass Communication, Arizona State University (Phoenix, Arizona)
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, English & Italian	Bologna, Italy

Research (authorship listed in descending order of contribution)

Books

Gilpin, D. R. (under contract with publication estimated in 2021). *The NRA Mediasphere*. New York: Oxford University Press.

Gilpin, D. R. & Murphy, P. (2008). *Crisis Management in a Complex World*. New York: Oxford University Press.
Reviewed in: Ihlen, Ø. (2010). Love in tough times: Crisis communication and public relations. *The Review of Communication*, 10(2), 98-111.

Peer-reviewed journal articles

Pouls, S. & Gilpin, D. R. (2019). "Socially Mediated Stranger Things." *Southwest Mass Communication Journal* 34(2).

Gilpin, D. R. & Thornton, L.-J. (2018). "Libtard gungrabbers and #PewPewLife: Multiple realities in a political issue-centric forum." *The Poster, the Journal of Rhetoric in the Public Sphere* 5(1), 53-76, Special Issue dedicated to "Lies, Damn Lies and Alternative Truth." doi: 10.1386/post.5.53_1.

Gilpin, D. R. & Thornton, L.-J. (2018). "Girls of the Gunosphere: Interpreting empowerment and agency in Instagram Second Amendment communities." *Southwest Mass Communication Journal* 33(2).

Gilpin, D. R., & Miller, N. K. (2013) "Identity brokerage and organizational community building." *Journal of Nonprofit and Public Sector Marketing* 25(4), 354-373. doi: 10.1080/10495142.2013.830546.

Gilpin, D. R., & Miller, N. K. (2013) "Exploring complex organizational communities: Identity as emergent perceptions, boundaries, and relationships." *Communication Theory* 23(2), 148-169. doi: 10.1111/comt.12008.

Morris, N., **Gilpin, D. R.,** Lenos, M., & Hobbs, R. (2011) "Interpretations of cigarette advertisement warning labels by Philadelphia Puerto Ricans." *Journal of Health Communication* 16(8), 908-922. doi:10.1080/10810730.2011.561910.

Gilpin, D. R. (2010). "Organizational image construction in a fragmented online media environment." *Journal of Public Relations Research* 22(3), 265-287 (special issue dedicated to social media, edited by K. Hallahan). doi: 10.1080/10627261003614393.

Gilpin, D. R., Palazzolo, E., & Brody, N. (2010) "Socially mediated authenticity." *Journal of Communication Management* 14(3), 258-278 (special issue dedicated to authenticity, edited by L. Edwards and A. Henderson). doi: 10.1108/13632541011064526.

Gilpin, D. R. (2008). "Narrating the organizational self: Reframing the role of the news release." *Public Relations Review* 34(1), 9-18. doi: 10.1016/j.pubrev.2007.08.005.

Refereed scholarly book chapters

Gilpin, D. R. (in press, release date 10 October 2019). The NRA and Second Amendment Identity Politics. In A. Nadler and A.J. Bauer (Eds.), *News on the Right*. Oxford University Press.

Gilpin, D. R. (forthcoming). The First Amendment vs. the Second: The NRA's Constitutional Bias Perspective on Fake News. In M. Zimdars and S. Braman (Eds.), *Fake News: Understanding Media and Misinformation in the Digital Age*. MIT Press, estimated publication early 2020.

Gilpin, D. R. (2010). Working the Twittersphere: Microblogging as professional identity construction. In Z. Papacharissi (Ed.), *The Networked Self: Identity, Community and Culture on Social Network Sites* (pp. 232-250). 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* (pp. 97-110). 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. (2018) Taking Your Class Online. From the Trenches: How I Learned To Stop Worrying And Love Online Teaching. In *Master Class: Teaching Advice for Journalism and Mass Communication Professors*. AEJMC Standing Elected Committee on Teaching, pp. 96-99.

Murphy, P. & **Gilpin, D. R.**, (2013). Complexity theory and the dynamics of reputation. In C. Carroll (Ed.), *Handbook of Communication and Corporate Reputation*. New York: Wiley-Blackwell (pp. 166-182). doi: 10.1002/9781118335529.ch16.

Gilpin, D. R., & Murphy, P. (2010). Implications of complexity for public relations: Beyond crisis. In R. L. Heath (Ed.), *Handbook of Public Relations (2nd ed.)*. Thousand Oaks, CA: Sage Publications (pp. 71-83).

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). doi: 10.1002/9781444314885.ch34.

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).

Other scholarly publications

Gilpin, D. R. (2013). "Electronic media and crisis management." *Encyclopedia of Crisis Management*, edited by K. Bradley Penuel, Matt Statler, and Ryan Hagen. Thousand Oaks, CA: Sage Publications.

Gilpin, D. R. (2013). "Convergence and public relations." *Encyclopedia of Public Relations*, edited by Robert L. Heath and Lee Edwards. Thousand Oaks, CA: Sage Publications.

Gilpin, D. R. (2013). "Futurism and trendcasting." *Encyclopedia of Public Relations*, edited by Robert L. Heath and Lee Edwards. Thousand Oaks, CA: Sage Publications.

Other publications

Gilpin, D. R. & Nagy, P. (In press, release scheduled October 19, 2019) "Looking for Realness: Ontological Tensions Between Performativity and Authenticity in Drag Race." In H. Kempt & M. Volpert, (Eds.), *RuPaul's Drag Race and Philosophy: Sissy That Thought*. Open Court Press.

Peer-reviewed conference papers

Gilpin, D. R. & Thornton, L-J. "Taking Aim at Libtard Gungrabbers: Right-wing gun culture through Instagram memes." Paper presented with the Popular Communication Division at the International Communication Association (ICA) conference (Washington, DC, June 2019).

Pouls, S. & Gilpin, D. R. "Socially Mediated Stranger Things." Paper presented at the Southwest Education Council for Journalism and Mass Communication Symposium (SWECJMC) (Denver, CO, November 2018). *Top paper award*

Luckey, A. & Gilpin, D. R. "The Narratives of the Women's March." Paper presented at the Southwest Education Council for Journalism and Mass Communication Symposium (SWECJMC) (Denver, CO, November 2018).

Gilpin, D. R. & Thornton, L-J. "Girls of the Gunosphere." Paper presented at the Southwest Education Council for Journalism and Mass Communication Symposium (SWECJMC) (Phoenix, AZ, October 2017). *Top paper award*

- Gilpin, D. R. & Thornton, L-J.** "Instagram Issue Fandoms: Gun Culture Hashtags and the Constitution of Bounded Identity Publics." Paper presented at the Preconference on Varieties of Publics and Counterpublics of the 2017 International Communication Association (ICA) (San Diego, CA, June 2017).
- Gilpin, D. R.** "The NRA and social media: Context collapse, power, and multilevel identity construction for complex organizations." Paper presented at the Association of Internet Researchers conference IR 14.0 (Denver, CO), October 2013.
- Gilpin, D. R.** & Miller, N. K. "Exploring complex organizational communities: Identity as emergent perceptions, boundaries, and relationships." Paper presented to the Public Relations Research Division of the Association for Education in Journalism and Mass Communication Conference (Chicago, IL), August 2012.
- Gilpin, D. R.,** & Miller, N. K. "Social networks and community building: A case study of stakeholder aggregation in an arts community." Presented at the Sunbelt XXXII International Social Network Conference (Redondo Beach, California), March 2012.
- Gilpin, D. R..** "Personal branding and multiple privacies in the online mediasphere." Paper presented at the Association of Internet Researchers conference, "Internet Research 12.0: Performance and Participation" (Seattle, WA, October 10-13, 2011).
- Palazzolo, E., **Gilpin, D. R.,** & Brody, N. "An authenticity model for institutional blogs." Presented to the Human Communication and Technology Division of the National Communication Association Conference (San Francisco, CA, November 2010).
- Gilpin, D. R.,** Danowski, J., & Xue, M. "The Twitter ego effect: Emotion, subject matter, interactivity, and network structure in microblogging." Presented at the Sunbelt XXX International Social Network Conference (Riva del Garda, Italy), June 2010.
- Gilpin, D. R.** "Networked narrativity: Online communication as a complex system of interaction and meaning." 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.** "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. "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. "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. "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. "Reframing crisis management through complexity." Paper presented at the National Communication Association (NCA) Conference, Miami Beach, FL: November 21, 2003.

Peer-reviewed journal articles: in progress

Gilpin, D. R. & Thornton, L.-J. "Visualizing myth and ritual in Second Amendment communities: Instagram visuals as refraction tools for (sub)cultural beliefs and practices."

Gilpin, D. R. & Thornton, L.-J. "Instagram Issue Fandoms: Gun Culture Hashtags and the Constitution of Counterpublics."

Gilpin, D. R. "Kitchen-Table Corporate Activism: Penzeys Spices After the 2016 Election."

Gilpin, D. R. "Strategic Communication as Interaction Design."

Invited lectures & Presentations

"Chronotopes of Surveillance and the Futures of Pakistan." Plenary address at "Pakistan Futures: Imagination, Impact, and Dialogue." University of the Punjab, Lahore, Pakistan (May 12-13, 2018).

"The Fallacy of Control in Crisis Communication: Lessons from the BP Deepwater Disaster." APS PIO Symposium, Phoenix (March 21, 2014)

"Complexity, Power, Identity, and the Tangle of Truth & Truthiness." Waterhouse Family Institute Symposium on "Truth, Fact, & Communication in Complex Information Environments." Villanova University, PA (October 26-27, 2012).

"Epidemiology of the Komen Crisis: Complex lessons for nonprofits." Plenary address at the American Marketing Association Nonprofit Marketing Conference. Washington, D.C. (July 9-11, 2012).

"Crisis Epidemiology & the Curse of Complexity." Plenary address for the conference "Communicating Crisis in an Age of Complexity: Second International Conference on Crisis Communication at the Beginning of the 21st Century," organized by the Centre for Corporate Communication, Aarhus University, Denmark (October 6-8, 2011).

"Narrative, Authenticity, and Social Media." Keynote guest speaker at interdisciplinary roundtable, Gonzaga University, Spokane, Washington (via teleconferencing) (April 13, 2011)

"Social Media and the Legal Landscape." Sandra Day O'Connor Inn of Court, University Club, Phoenix (April 12, 2011)

"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).

"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)*.

Research honors and awards

Top Paper, SWSCJMC Symposium, 2017, 2018

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

Sex & Love & Disability. Led interdepartmental team including members of the Downtown Committee for Campus Inclusion, faculty of the forthcoming Disability Studies degree program, and the Herberger Institute of Design and the Arts on a project involving a juried exhibition/performance of student-produced creative works, in addition to an event featuring an invited speaker and panel discussion, which was awarded a \$900 seed grant from ASU's CounterAct initiative to combat sexual violence and harassment and promote healthy relationships. The panel discussion event was held on November 13, 2018. The initiative was deemed a signature event for Spring 2019, and on March 12 a screening of the documentary film "Take A Look At This Heart," with reception and Q&A with director Ben Duffy, was held on the Tempe campus. Finally, a juried student art competition on the topic is under way, with an exhibition in the Tempe campus Memorial Union planned for Fall 2019.

Dean's Research Grant, Walter Cronkite School of Journalism and Mass Communication, Arizona State University (\$6,000 each). 2009, 2010, 2011, 2012, 2019

External grants

Funded

FY 2019-2021 State Department grant SFOP0005474 Study of the U.S. Institutes for Scholars: Creativity as a Foundation for Interdisciplinary Exploration. Academic Director for Cronkite School portion of this project (Journalism, Technology and Democracy) led by University of Montana, which brings eighteen international scholars to the United States for a period of six weeks of intensive study and cultural engagement.

2014 Member of team awarded Online News Association's Challenge Fund for Innovation in Journalism Education, for the project "Finding the Middle Ground," to investigate the role and effects of audience engagement in news production and consumption in controversial public issues such as gun culture. Walter Cronkite School of Journalism and Mass Communication, Arizona State University (\$35,000).

Not funded

FY 2018/19 State Department (DRL) grant SFOP0005593 Journalist Training on Religious Freedom, proposed program in Pakistan and India.

State Department grant for professional development of women journalists in Pakistan (with Kristin Gilger and Julia Wallace) – not funded (FY 2018)

Robert Wood Johnson Foundation Pioneering Ideas grant on Information Epidemiology (with Sayed Ali Hussain) – not funded (2018)

Teaching

Undergraduate courses taught

MCO435 Media 2.0: Social Media. ASU, Fall 2010, Spring 2011, Spring 2012; intensive online course: Spring/Summer/Fall 2013; Spring/Fall 2014; Spring 2015; Spring A-B/Fall A-B 2016; Spring A-B, Summer B 2017; Spring A-B, Summer B, Fall B 2018; Spring B 2019

JMC310 Public Relations. ASU, Spring/Fall 2010; Fall 2013, Spring/Fall 2014, Spring 2015, Fall 2018, Spring 2019

JMC455 Public Relations Research. ASU, Spring/Fall 2011, Spring/Fall 2012, Spring 2013

JMC415 Public Relations Campaigns. ASU, Fall 2008, Spring/Fall 2009, 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

Undergraduate courses developed or revamped

Tokyo Olympics 360: Understanding What It Takes to Cover the Summer Games. Developed curriculum for and directed study abroad program on international/intercultural coverage of this major sporting event, with visits to media organizations and cultural sites in and around Tokyo, Japan. Scheduled for Summer 2020.

Online Harassment unit. Developed this module tested in Sports Journalism classes during Spring 2019, then rolled out as a required component of all introductory reporting classes

Social Media Across Cultures: The European Perspective. Developed curriculum for and co-directed European summer study abroad program on social media, comparative media systems and intercultural communication, with visits to media organizations and cultural sites in London, Paris, and Milan. June 7-28 2014.

JMC455 Public Relations Research. First created and taught in Spring 2011, now a prerequisite for the public relations capstone

MCO435 Media 2.0: Social Media. First created and taught in Fall 2010, now offered online twice each semester to students in all majors

Social Media unit. Developed and taught this module for ten sections of Online Media students and instructors; it is now a key component of this required course, Fall 2009

Graduate courses taught

MCO 564 Digital Audience Research & Behavior, ASU, Fall 2019 (online, Master's level)

MCO 720 Mass Communication Theory, ASU, Fall 2018, Fall 2019 (doctoral seminar)

Graduate independent studies, reading & conferences, and practicums

Abdulsamad Sahly, Fall 2018, reading & conference on strategic communication, culture and collective identity

Talal Alshathry, Fall 2018, reading & conference on social capital and influence

Patricia Anderton, Spring 2011, reading & conference on public relations theory

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

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

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

Graduate research apprenticeships

Ahmad Alshehab, Fall 2019, International political and media systems

Weiwen Yu, Fall 2018, Theories and analysis of social networks

Thomas Lutes, Fall 2018, Qualitative network analysis, organizational theories and popular culture

Graduate research assistants supervised

Spring 2015: Steven Totten

Summer/Fall 2013: Kristy Roschke

Fall 2012, Spring 2013: Peter Haden

Fall 2011: Maryann Battle, Spring 2012: Sean Peick, AJ Vicens

Fall 2010: Brittany Goodsell, Spring 2011: Brittany Goodsell, Patricia Anderton

Fall 2009: Heather Billings, Spring 2010: Lisa Ruhl

Fall 2008: Ashley Panter, Spring 2009: Ashley Panter, Aarti Kapoor

Graduate teaching assistants supervised

Spring 2017: Jasmine Spearing-Bowen

Fall 2016: Kyra Goodman

Spring 2016: Lindsey Wisniewski

Spring 2015: Sara Weber, Ari Kaye

Fall 2014: Alexa Talamo

Spring 2014: Wynne Mancini, Spring Eselgroth

Fall 2013: Wynne Mancini, Lauren Loftus

Spring 2013: Rachel Leingang

Spring 2012: Matthew Standerfer

Spring 2011: Brittany Goodsell

Doctoral Dissertation Committees: In progress

Chair

Weiwen Yu

Thomas Lutes

Allison Forbes

Member

Abdulsamad Sahly

Talal Alshathry

Doctoral Dissertation Committees: Completed

Member

Richard Johnson, "It 'breaks down this wall': Dualities in journalists' engagement with Twitter." Defended September 2015

Janice Sweeter, "Collaboration Among Leaders of Nonprofit and For-profit Organizations: A Qualitative Analysis of a Strategic Alliance to Reduce Homelessness in Maricopa County." Defended April 2015.

Elizabeth Candello, "Co-creating health and value: An exploration of SNAP-Ed and the Base-of-Pyramid consumer." Defended November 2014.

Doctoral guest lectures and workshops

"Sensemaking, Complexity, & Narrative Networks" - Guest talk for doctoral Qualitative Methods class (Dr. Leslie-Jean Thornton), November 2017

"PhriDays" events led: Scraping Facebook for Social Research (September 2017), Navigating the Journal Publishing Landscape in Communication and Media Disciplines (January 2018), Small-N Social Media Research: From Qualitative to Fuzzy Sets (February 2018), Introduction to Reference Management Software (September 2018).

Master of Mass Communication Applied Project Committees: Completed

Member

Martha Knight, "Optimal Matching Theory: An Examination of How Product and Service Companies Use Twitter to Respond to Consumers."

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

Chair

Olivia Richards, Spring 2019, "Proactivity in Preventing Online Crises in the Social Media Age: How Workplace Diversity Shields Organizations from Self-Inflicted Crisis."

Alena Sanderson, Spring 2018, "Making a Name for the CounterAct Initiative at ASU." Cronkite Innovator Award.

Samantha Pouls, Spring 2018, "*Stranger Things* on Social Media: Audience Cultures and Full-Season Television Releases."

Simran Dave, Spring 2018, "Analyzing Brand Personalities and Social Media Practices of College Athletic Twitter Accounts."

Alessandra Luckey, Spring 2018, "The Narratives of the Women's March."

Gian-Franco Demano, Spring 2015, "The evolution of creative processes in advertising: *Mad Men* in the contemporary age."

Jamie Killin, Spring 2014, "Information Comprehension and Retention in the Digital Age"

Hannah Lurie, Spring 2014, "A Comparison of Public Relations Ethics in Spain and the United States"

Leila O'Hara, Spring 2013, "An Analysis of Public Relations Practitioners' Attitudes Towards Social Media"

Amy Villareal, Spring 2013, "Social Media Engagement in Sports: A Case Study of the Fiesta Bowl"

Danielle Chavez, Fall 2012, "A Strategic Communication Plan for Devils After Dark"

Marshall Eckert, Fall 2012, "Framing the NBA Lockout: Examination of the NBA and News Media Coverage of the 2011 NBA Labor Dispute"

Stacy Gollinger, Fall 2012, "Home Base Theatre: A Public Relations Campaign"

Amy Fleishans, Spring 2011, "International Double Reed Society Annual Conference: Social Media Planning, Policy, and Implementation"

Member

Windsor Smith, Spring 2016 "Social Media Across Europe: The Cronkite Euro Experience"

Tamara Kraus, Spring 2015 "Fashion and place identity: Phoenix fashion in the media"

Ellen Kuni, Spring 2014, "Entertainment Journalism: Legitimacy and Professionalism"

Sara Steffan, Spring 2013, "Reinventing the Message Based on the Medium: News in the Twittersphere."

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

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

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

Barrett, The Honors College Honors Thesis Committees: In Progress

Chair

Nisa Ayril, Spring-Fall 2019

International teaching & mentoring

Humphrey Fellows program mentor: 2018-2019 mentee Benazir Samad, from Pakistan; 2019-2020 mentee Pierre Dupenor, from Haiti

Global Partnership with University of the Punjab, Pakistan. Mentored Mehrin Mansoori on research on social media and disasters. Fall 2017

"Navigating the Social Mediascape." Graduate seminar, University of the Punjab (Lahore, Pakistan), December 2017.

"The Journal Publishing Landscape in Communication and Media Disciplines." Invited talk, University of the Punjab (Lahore, Pakistan), December 2017.

Teaching honors & awards

Apple Distinguished Educator, Class of 2011, for innovative pedagogical use of technology

Cronkite School Award for Teaching Excellence, 2010

Service

University Service

Social Cohesion Dialogue Reading Group - Spring, Fall 2019

Faculty advisor, Dancers Society (downtown campus student dance team), September 2018-present

Faculty affiliate, ASU Lincoln Center for Applied Ethics. April 2018-present

Committee for Campus Inclusion, ASU Downtown Campus. Sergeant-at-arms. August 2017-present

CounterAct: Arts-based culture change initiative against sexual violence and harassment. Member of the University Advisory Council for this university-wide program melding the arts and social justice, aimed at promoting awareness and culture change to promote a culture of respect and combat sexual violence on campus and across the country. February 2017-present

Water and Stone: The Power of Mindfulness for Social Change. Two-day conference organized by ASU's Center for Mindfulness, Compassion and Resilience. February 28-March 1, 2019

Engaging Arts Initiative. Developing a program to bring together the university, city leadership and arts community to create opportunities for education, research, and cultural engagement. Fall 2014

GIOS/OKED Leadership Academy. One of approximately 40 university faculty members nominated for the 2014-2015 cohort to represent the Cronkite School during this year-long professional development program, to foster emergent leadership within the university. Participated in residential retreats on leadership training as well as regular meetings with peer mentoring group to develop leadership skills and make progress on a designated leadership project.

Invited talks

"Frankenstein Themes, Gender & Identity in *Buffy the Vampire Slayer*." Panel discussion for the "Science Fiction TV Dinners" series, sponsored by the ASU Center for Science and the Imagination. Tempe, October 2017

"Navigating the Social Media Landscape." Presentation & seminar for ASU Staff Lunch & Learn Series. Tempe, August 15, 2017

"The Culture of Social Media: A presentation on cultural best practices for social media." Presentation and discussion for University staff. Fulton Center, November 30, 2011.

"Tweeting for Success: Care and Feeding of Social Media for future Professionals," Omega Chi Phi intercultural workshop (open to the public). March 31, 2011.

Cronkite School service

"Trollspotting: Handling Online Harassment Like a Pro." Hands-on workshop for the 90-Minute Mastery series, October 5, 2018.

"News from the Gunosphere." Research presentation to Cronkite School faculty and staff. Phoenix, November 2017

"Press, Politics and the Public: President Trump and the First Amendment." Proposed and moderated interdisciplinary panel discussion. Cronkite School, Phoenix, January 31, 2017.

Coordinator, biweekly research discussions for faculty and doctoral students (Fall 2015)

"Explorations of Human and Nonhuman Identity in *Buffy the Vampire Slayer*." Organized and participated in panel discussion for the "Science Fiction TV Dinners" series, sponsored by the ASU Center for Science and the Imagination. Cronkite School, Phoenix, October 8, 2014.

"From Theory to Practice & Back Again." Presentation to Cronkite School faculty and staff retreat, August 2014.

Cronkite at the Movies: "Thank You For Smoking." Introduction and discussion of framing, postmodernism, and ethics. October 10, 2012.

Must-See Monday: "Making Sense of Social Media in Public Relations." Moderated discussion with panel of distinguished guests. February 20, 2012.

Must-See Monday: introduced and moderated discussion with guest speaker Steve Rubel of Edelman International. November 22, 2011.

Cronkite at the Movies: "The Social Network." Introduction and discussion of social networking sites, cultural and privacy implications, current uses. September 7, 2011.

Faculty retreat: Student Success. Co-presenter of a session on student engagement, focused on use of technology and challenge-based learning in and out of the classroom. August 17, 2011.

Must-See Monday: introduced and moderated discussion with guest speaker Dan Schwabel, author of *Me 2.0* and expert on personal branding online. September 20, 2010.

Cronkite at the Movies: "Thank You For Smoking." Introduction and discussion of framing, astroturfing, and ethics. September 15, 2010.

Faculty retreat: Teaching. Planned and facilitated a session on the use of techniques from improvisational theatre to enhance teaching and classroom discussion. August 16, 2010.

Must-See Monday: brought in Vanessa Fox, formerly of Google and author of *Marketing in the Age of Google*, to discuss SEO and journalism. Introduced the guest speaker and moderated public discussion. April 19, 2010.

Faculty workshop: 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.

Committee Service

Search committee (chair), Southwest Borderlands Initiative Professor at Cronkite specializing in the intersection of American Indian communities and the news media (Spring 2019)

Search committee, Public Relations Lab Director (November 2018-present)

Doctoral Program Committee (November 2018-present)

Dean's Advisory Committee (January 2009-Spring 2015)

Search committee, position in Online Media (2013)

Temple University service

Leadership Summit (24 March 2006). Selected to represent the Graduate School and address a gathering that included the university president, provosts, deans, donors, and distinguished alumni.

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

Professional associations

AEJMC, 2017 book award reviews

Association of Internet Researchers (AOIR) Site Team planning committee for the 2016 annual conference to be held in Phoenix (2013-Spring 2015).

Organizer, Academic conferences and events

"Pakistan Futures: Imagination, Impact, and Dialogue." Member of organizing committee for international conference hosted in collaboration with the University of the Punjab. Lahore, Pakistan, May 2018.

Organizer, Competitively selected panels

"Expression and Suppression: Voices in Social Media." Organizer and panelist for a session selected to represent the Conference Theme Unit of the National Communication Association (New Orleans, LA), November 2011.

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

International Communication Association 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

"Taking Aim at Libtard Gungrabbers: Right-wing gun culture through Instagram memes." Panel sponsored by the Popular Communication Division at the International Communication Association (Washington, DC). May 2019.

"Digital Overload and Digital Fasts: Balancing the Need to Stay Connected with the Need for Grounding and Reflection." Panel sponsored by the Journalism History Internet Group, AEJMC (Chicago, IL). August, 2012.

"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.

Panel moderator

“Political Participation.” Moderator of a competitively selected panel at the annual conference of the Association of Internet Researchers, *IR14* (Denver, CO). October 2013.

“Engagement and Resistance.” Moderator of a competitively selected panel at the annual conference of the Association of Internet Researchers, *IR12* (Seattle, WA). October 2011.

Reviewer

Funding Organizations

National Science Foundation (NSF), April 2012, October 2013 [suspended due to government shutdown]

Editorial Board

Journal of Public Relations Research

Journals

Communication Theory, May 2011, July 2013, April 2014, January 2018

Journal of Communication: April 2013

Culture & Organization, July 2014

Nonprofit and Voluntary Sector Quarterly, July 2014

Communication Education, July 2014

Journal of Broadcasting & Electronic Media: April 2013

Journal of Communication Management: April 2013

International Journal of Communication: February 2013, April 2017, February 2018, July 2018,

Public Relations Review: July 2009, January 2012, November 2013, February 2014, May 2018, July 2018

Journal of Public Relations Research: February, April, November 2009; February, June 2010; June, August, November 2011; February, March, May, June, July, September, November 2012; February, May, June, October 2013; March, July 2014; June, November, December 2018, February, May

New Media & Society: November 2012

Management Communication Quarterly: May 2010, September 2012, May 2013

Journal of Contingencies and Crisis Management: January 2012

Journal of Applied Communication Research: May, November 2011

Journal of Public Relations Inquiry: September 2011

Journal of Computer-Mediated Communication: December 2010

Journal of Magazine & New Media Research: March 2010

Conferences

Association of Internet Researchers. Denver, October 2013; Bangkok, October 2014

Association for Education in Journalism and Mass Communication (AEJMC) Conference: Public Relations Division. Chicago, August 2012.

National Communication Association: Public Relations Division. New Orleans, November 2011.

Global Fusion Conference, Philadelphia, August 2011.

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. May 2009; Political Communication and Public Relations Divisions, May 2010, May 2018.

Academy of Management Annual Meeting: Organization and Management Theory Division, August 2009;
Organizational and Management Theory and Public & Nonprofit Divisions, 2018.

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

Academic book publishers

Routledge, 2012

Sage, 2013, 2016

Competitions

Zenith Awards for Student Excellence in Public Relations, 2011.

Seminars & workshops for professional communicators

“Reaching Publics Through Digital Storytelling.” United States Bureau of Land Management Senior Communication Staff Retreat, Phoenix, AZ. (scheduled for May 8, 2019).

“Trollspotting: The Dark Side of Social Media.” Presentation to visiting Edward R. Murrow Fellows, representatives of the international press participating in a program in Washington, D.C., sponsored by the Council of Foreign Relations. Arizona State University (April 11, 2019).

“Interactive Media for Broadcast and Digital.” Invited speaker for visiting Kyrgyzstani media professionals from the Digital Communication Network U.S. exchange program. Cronkite Global Initiatives, Phoenix, AZ (December 25, 2018).

“Social Media for TV.” Invited speaker for visiting international media professionals from the Digital Communication Network U.S. exchange program. Cronkite Global Initiatives, Phoenix, AZ (September 25, 2018).

“Multidimensional Diversity: Inclusive Communication in Science & Agriculture.” Workshop for the Agricultural Communications in Education post-conference, Scottsdale, AZ (August 8, 2018).

“Social Media for TV.” Invited speaker for visiting journalists from Zimbabwe. Cronkite Global Initiatives, Phoenix, AZ (June 22, 2018).

“Perception vs. Reality: Social media in emergency management.” Invited panelist at the Third Annual FEMA Region IX Leadership Private Sector Conference, Phoenix (January 19, 2014)

“Staying on Top of Social Media.” Reynolds Institute for high school journalism instructors, Phoenix (June 21, 2013).

“Social Media and Civic Leadership.” Panelist during dedicated session of the Flinn-Brown Civic Leadership Academy, Arizona Center for Civic Leadership. Flinn Foundation, Phoenix (April 15, 2011).

“Social Media and Elections in the United States.” Presentation to visiting Edward R. Murrow Fellows, representatives of the international press participating in a program in Washington, D.C., sponsored by the Council of Foreign Relations. Arizona State University (October 29, 2010).

“Professional Social Media.” Address/seminar for the Humphrey Fellows, international media professionals invited to participate in a program sponsored by the U.S. State Department. Arizona State University (August 13, 2010).

“Social Media in Journalism: The Web that connects.” Invited to address a session of the American Jewish Press Association annual conference (Scottsdale, June 15, 2010).

“Social vs. Traditional Media.” Invited to speak and lead discussion with members of Arizona Women in Media (Phoenix, June 7, 2010).

“Social Media and the Changing World of Journalism: A Primer.” Invited to address program directors of the Carnegie Corporation (June 2, 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; February 27, 2011).

Cronkite New Media Academy, social media module (Summer, Fall 2009; Spring, Fall 2010; Summer 2011, Spring 2014)

Community and public service

Member, Arizona Supreme Court’s Countering Disinformation Task Force. Fall 2019-present.

Moderator, "Influence by Design" panel discussion, Advocacy Institute. Event organized by ASU's Center for Race and Democracy, the Arizona Legislative Academy, the Lodestar Center for Philanthropy and Nonprofit Innovation, and other partners on legislative processes and advocacy strategies. Gateway Community College, Phoenix. October 13, 2018.

"Social Media Revolution - Is it changing our world?" New York Times Café presentation. Phoenix, April 15, 2014.

"Social Media and Public Relations." Invited talk to the Phoenix chapter of the Social Media Club. Arizona Republic Building, Phoenix, October 16, 2013.

"Science and the Future of Journalism." Panel sponsored by ASU's Center for Science and the Imagination with author David Brin, and ASU faculty Dr. Alexander Halavais and Retha Hill. A.E. England Building, Phoenix, October 2, 2013.

AZCentral Social Media Retreat. Brainstorming session on the present and future of social media in journalism. Arizona Republic, Phoenix, June 25, 2013.

"Hackers + Activism: Aaron Swartz, Anonymous and the Ethics of Digital Community." Panel sponsored by ASU's Center for Science and the Imagination with author and activist Cory Doctorow and Jade Meskill of collaborative workspace Gangplank. Cronkite First Amendment Forum, Phoenix, February 11, 2013.

"How to make friends and influence community: Bridging, networking, and cultivating." Presentation and workshop at the Phoenix Improv Festival Conference, April 28, 2012.

"Social Media & Ethics." Apple Distinguished Educators Institute, Phoenix, July 20, 2011.

Named in 2010 to the international Advisory Board of the Social Media Club's educational division (SMCEDU), to help educators incorporate technology into their teaching more effectively and share resources with the educational community

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

Seminars & workshops attended

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 Publications & Media

Select media interviews

June 14, 2018. "Rewiring Justice: Viral outrage signals a change in power." *ASU Now: Access, Excellence, Impact*. Available online at <https://asunow.asu.edu/20180614-solutions-social-media-vigilante-justice>.

December 29, 2017. KJZZ radio interview on high-profile apologies in the #MeToo movement.

December 6, 2017. "Celebrity 'fauxpologies' can backfire with audiences, says ASU professor." *ASU Now: Access, Excellence, Impact*. Available online at <https://asunow.asu.edu/20171206-solutions-sexual-harrassment-fauxpology-backfire-asu-dawn-gilpin>

September 24, 2014. "Don't Click on That Clickbait." *The List*. Available online at <http://www.thelisttv.com/the-list/the-breakdown/dont-click-on-that-clickbait>

September 17, 2014. "Online Education Evolves as It Draws More Students." *U.S. News & World Report*. Available online at <http://www.usnews.com/education/online-education/articles/2014/09/17/online-education-evolves-as-it-draws-more-students>

February 3, 2012. "Can Komen Recover From Controversy?" NPR interview, available online at <http://www.npr.org/2012/02/03/146355708/can-komen-recover-from-controversy>

May 11, 2010. KTAR radio interview on social media trends.

April 30, 2010. KJZZ radio interview on the role of social media in organizing public opinion and activism around Arizona's SB1070 (immigration).

October 2009. "Old School, New Media: How social media is moving into PR Classrooms," by Amy Jacques for PRSA Tactics. Available at http://www.prsa.org/Intelligence/Tactics/Articles/view/6C-100901/101/Old_School_New_Media_How_social_media_is_moving_in

Nontraditional professional media

January 12, 2009. "Why Israel's Twitter Experiment Flopped," COMOPS Journal on strategic communication. Available at <http://comops.org/journal/2009/01/12/why-israels-twitter-experiment-flopped/>

Current Professional Memberships

International Communication Association (ICA), Association of Internet Researchers (AOIR)