

Jacob L. Nelson

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EDUCATION

- 2018 Ph.D., Media, Technology and Society.
Department of Communication Studies, Northwestern University.
Committee: James G. Webster (chair), Philip M. Napoli, Wendy Griswold.
- 2014 M.A., Media, Technology and Society.
Department of Communication Studies, Northwestern University.
- 2010 B.S., Journalism, Creative Writing.
Medill School of Journalism, Media, Integrated Marketing Communications,
Northwestern University.

ACADEMIC POSITIONS

- 2018-Present Assistant Professor, Walter Cronkite School of Journalism and Mass
Communication, Arizona State University.

PUBLICATIONS**Books**

- Nelson, J.L. (In press). *Imagined Audiences: How Journalists Perceive and Pursue the Public*. Oxford, UK: Oxford University Press.

Refereed Journal Articles

- Schmidt, T.R., Nelson, J.L., & Lawrence, R.G. (2020). Conceptualizing the Active Audience: Rhetoric and Practice in 'Engaged Journalism.' *Journalism*. [SSCI, 5-year IF: 2.848]
- Nelson, J.L. (2020). The Enduring Popularity of Legacy Journalism: An Analysis of Online Audience Data. *Media and Communication*, 8(2), 40-50. [SSCI, 1-year IF: 1.4]
- Ferrucci, P., Nelson, J.L., & Davis, M. (2020). From 'Public Journalism' to 'Engaged Journalism': Imagined Audiences and Denigrating Discourse. *International Journal of Communication*, 14(9). [SSCI, 1-year IF: 1.64]
- Nelson, J.L. & Kim, S.J. (2020). Improve Trust, Increase Loyalty? Analyzing the Relationship Between News Credibility and Consumption. *Journalism Practice*. [SSCI, 1-year IF: 1.542]
- Ferrucci, P. & Nelson, J.L. (2019). The New Advertisers: How Foundation Funding Impacts Journalism. *Media and Communication*, 7(4), 45-55. [SSCI, 1-year IF: 1.4]

- Ferrucci, P. & Nelson, J.L. (2019). Lessons From the Megachurch: Understanding Journalism's Turn to Membership. *Journal of Media and Religion*, 18(2), 61-73. [SSCI, 1-year IF: 0.23]
- Nelson, J.L. (2019). The Next Media Regime: The Pursuit of 'Audience Engagement' in Journalism. *Journalism*. [SSCI, 5-year IF: 2.848]
- Nelson, J.L. (2019). The Persistence of the Popular in Mobile News Consumption. *Digital Journalism*, 8(1), 87-102. [SSCI, 5-year IF: 4.959]
- Nelson, J.L., & Tandoc, E. (2018). Doing 'Well' or Doing 'Good': What Audience Analytics Reveal about Journalism's Competing Goals. *Journalism Studies*, 20(13), 1960-1976. [SSCI, 5-year IF: 2.684]
- Belair-Gagnon, V., Nelson, J.L., & Lewis, S.C. (2018). Audience Engagement, Reciprocity, and the Pursuit of Community Connectedness in Public Media Journalism. *Journalism Practice*, 13(5), 558-575. [SSCI, 1-year IF: 1.542]
- Nelson, J.L. (2018). The Elusive Engagement Metric. *Digital Journalism*, 6(4), 528-544. [SSCI, 5-year IF: 4.959]
- Nelson, J. L., & Taneja, H. (2018). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. *New Media & Society*, 20(10), 3720-3737. [SSCI, 5-year IF: 4.972]
- Nelson, J. L., & Lei, R. F. (2017). The Effect of Digital Platforms on News Audience Behavior. *Digital Journalism*, 6(5), 619-633. [SSCI, 5-year IF: 4.959]
- Nelson, J.L. (2017). And Deliver Us To Segmentation: The Growing Appeal of the Niche News Audience. *Journalism Practice*, 12(2), 204-219. [SSCI, 1-year IF: 1.542]
- Nelson, J.L. & Webster, J.G. (2017). The Myth of Partisan Selective Exposure: A Portrait of the Online Political News Audience. *Social Media + Society*, 3(3). [SSCI, 5-year IF: 3.201]
- Nelson, J. L., Lewis, D. A., & Lei, R. (2017). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. *Journalism & Mass Communication Quarterly*, 94(1), 318-334. [SSCI, 5-year IF: 2.607]
- Nelson, J.L. & Webster, J.G. (2016). Audience Currencies in the Age of Big Data. *International Journal on Media Management*, 18(1), 9-24. [SSCI, 1-year IF: 0.64]
- Nelson, J.L. & Lewis, D.A. (2015). Training Social Justice Journalists: A Case Study. *Journalism & Mass Communication Educator*, 70(4), 394-406. [SSCI, 1-year IF: 0.77]

Special Issues

- Bossio, D. & Nelson, J.L. (Eds.) (Forthcoming). Reconsidering Innovation: Situating and Evaluating Change in Journalism. *Journalism Studies*.

Wenzel, A. & Nelson, J.L. (Eds.) (2020). 'Engaged' Journalism: Studying the News Industry's Changing Relationship with the Public. *Journalism Practice*, Volume 14, Issue 5.

Farias-Battle, P., Rodriguez-Barba, D., Nelson, J.L. (Eds.) (2020). The Impact of 'Fake News' on News Credibility. *Mediterranean Journal of Communication*, Volume 11, Issue 2.

Book Chapters

Nelson, J.L. (Forthcoming). The Resiliency of Partisan Selective Exposure. In Berry, M., Birks, J., Morrison, J., & Gordon, R. (Eds.), *The Routledge Companion to Political Journalism*.

Nelson, J.L. (Forthcoming). Audience Research. In Borchard, G.A. (Ed.), *The Encyclopedia of Journalism* (2nd edition). New York, NY: Sage

Nelson, J.L. (Forthcoming). Audiences. In Borchard, G.A. (Ed.), *The Encyclopedia of Journalism* (2nd edition). New York, NY: Sage

Nelson, J.L. (Forthcoming). The Persistence of the Popular in Mobile News Consumption. In Duffy, A. Ling, R., Kim, N., Tandoc Jr., E., & Westlund, O. (Eds.), *Mobile News: Journalism's Shift from Fixed to Fluid*. New York, NY: Routledge.

Nelson, J.L. (2020). Connecting Partisan Selective Exposure and Fake News. In J. Grimm (Ed.), *Fake News! Misinformation and the Media*. Baton Rouge, LA: LSU Press.

Nelson, J.L. (2020). And Deliver Us to Segmentation: The Growing Appeal of the Niche News Audience. In K. Hess & R. Gutsche, Jr. (Eds.), *Reimagining Journalism and Social Order in a Fragmented Media World*. New York, NY: Routledge.

Nelson, J.L. (2019). Measurement Uncertainty in the Pursuit of Audience Engagement. In D. Grady (Ed.), *The Golden Age of Data: Media Analytics in Study and Practice*. New York, NY: Routledge.

Nelson, J.L. (2019). The Elusive Engagement Metric. In M. Carlson (Ed.), *Measurable Journalism*. New York, NY: Routledge.

Webster, J.G. & Nelson, J.L. (2016). The Evolution of News Consumption: A Structural Interpretation. In M. Mortensen, J. Ørmen & J.L. Jensen (Eds.), *News Across Media*. New York, NY: Routledge.

Book Reviews

Nelson, J.L. (2019). Invited book review of Birnbauer, Bill (2018), *The Rise of Nonprofit Investigative Journalism in the United States* and Konieczna, Magda (2018), *Journalism without Profit: Making News When the Market Fails*. In *Journalism & Mass Communication Quarterly*, 1-3, doi.org/10.1177/1077699019855993

Nelson, J.L. (2018). Invited book review of B. Southwell, E. Thorson, and L. Sheble (Eds.) (2018), *Misinformation and Mass Audiences*. In *Journal of Broadcasting & Electronic Media*, 62:4, 719-721, doi: 10.1080/08838151.2018.1524635

Essays

Nelson, J.L. (2019). Currencies Can't Change. *Social Media + Society*. doi.org/10.1177/2056305119856707

OTHER PUBLICATIONS

Nelson, J.L. (2020, March 26). Coronavirus: News media sounded the alarm for months – but few listened. *The Conversation*. <https://theconversation.com/coronavirus-news-media-sounded-the-alarm-for-months-but-few-listened-132224>

Nelson, J.L. & Ferrucci, P. (2020, January 10). 'When money is offered, we listen.' Foundation funding and nonprofit journalism. *Columbia Journalism Review*. https://www.cjr.org/tow_center/journalism-foundations-advertisers-conditions.php

Nelson, J.L. (2019, December 17). How do audiences really engage with news? *Columbia Journalism Review*. https://www.cjr.org/tow_center/audience-engagement-journalism.php

Wenzel, A. & Nelson, J.L. (2019, June 18). We listened to academics and practitioners talk about engaged journalism. Here's what we learned. *Tow Center for Digital Journalism*. <https://medium.com/@TowCenter/we-listened-to-academics-and-practitioners-talk-about-engaged-journalism-heres-what-we-learned-15633e3858ca>

Nelson, J.L. (2019, February 7). Journalism needs an audience to survive, but isn't sure how to earn its loyalty. *The Conversation*. <https://theconversation.com/journalism-needs-an-audience-to-survive-but-isnt-sure-how-to-earn-its-loyalty-109221>

Nelson, J.L. (2019, January 23). What is Fox News? Researchers Want to Know. *Columbia Journalism Review*. https://www.cjr.org/tow_center/fox-news-partisan-progaganda-research.php

Nelson, J.L. (2018, April 30). The Audience Engagement Industry Struggles with Measuring Success. *Columbia Journalism Review*. https://www.cjr.org/tow_center/audience-engagement-industry-struggles-measuring-success.php

Nelson, J.L. (2017, November 29). Membership in News Literature Review. *The Membership Puzzle Project*. <https://membershippuzzle.org/articles-overview/must-read-literature>

Nelson, J.L. (2017, November 3). How Perceptions of the News Audience Shape Pursuits of the News Audience. *Tow Center for Digital Journalism*. <https://medium.com/tow-center/how-perceptions-of-the-news-audience-shape-pursuits-of-the-news-audience-53e782edd2d9>

Nelson, J.L. (2017, January 31). Is 'Fake News' a Fake Problem? *Columbia Journalism Review*. <https://www.cjr.org/analysis/fake-news-facebook-audience-drudge-breitbart-study.php>

Nelson, J.L. & Webster, J.G. (2016, May 20). Audience Currencies in the Age of Big Data. *MediaShift*. <http://mediashift.org/2016/05/audience-currencies-in-the-age-of-big-data/>

Nelson, J.L. (2015, September 30). Digital News Audiences Shift to Mobile as Platform Widens Margin vs. Desktop. *Digital Content Next*. <https://digitalcontentnext.org/blog/2015/09/30/digital-news-audiences-shift-to-mobile-as-platform-widens-margin-vs-desktop/>

Webster, J.G. & Nelson, J.L. (2015, May 15). Accounting for Attention Minutes as Currency. *Digital Content Next*. <https://digitalcontentnext.org/blog/2015/09/30/digital-news-audiences-shift-to-mobile-as-platform-widens-margin-vs-desktop/>

AWARDS, GRANTS, AND SCHOLARSHIPS

Internal

- 2020 Faculty Fellowship, Center for the Study of Religion and Conflict, Arizona State University – \$9,000.
- 2020 Dean’s Research Grant, Walter Cronkite School of Journalism and Mass Communication – \$6,000.
- 2019 Dean’s Research Grant, Walter Cronkite School of Journalism and Mass Communication – \$6,000.
- 2018 Career Development Grant, The Graduate School, Northwestern University – \$400.
- 2018 Graduate Student Conference Travel Award, Buffett Institute for Global Studies, Northwestern University – \$400.
- 2017 Graduate Writing Fellowship, The Writing Place, Northwestern University – \$3,000.
- 2017 Graduate Research Ignition Grant, School of Communication, Northwestern University – \$2,000.
- 2017 Graduate Research Grant, The Graduate School, Northwestern University – \$3,000.
- 2017 Dissertation Research Grant, School of Communication, Northwestern University – \$1,000.
- 2012 Fellowship, The Brady Scholars Program in Ethics and Civic Life, Northwestern University – \$6,000.

External

- 2020 Research Grant, Tow Center for Digital Journalism, Columbia Journalism School – \$16,400 (not funded).
- 2020 Misinformation and Polarization Research Grant, Facebook – \$135,412 (not funded).
- 2020 Misinformation and Polarization Research Grant, Facebook – \$89,325 (not funded).
- 2020 Top Article Award, *Journalism Practice*.
- 2020 AEJMC Emerging Scholar Grant – \$3,500 (not funded).
- 2019 Outstanding Dissertation Award, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication – \$200.
- 2019 Research Grant, Tow Center for Digital Journalism, Columbia Journalism School – \$12,000.
- 2019 AEJMC Emerging Scholar Grant – \$3,500 (not funded).
- 2017 Student Paper Competition Winner, Research Conference on Communications, Information and Internet Policy (TPRC) – \$1,000.
- 2017 Knight News Innovation Fellowship, Tow Center for Digital Journalism, Columbia Journalism School – \$4,800.
- 2016 Presidential Special Call Finalist, Association for Education in Journalism and Mass Communication and the Kettering Foundation – \$2,500.
- Pending**
- 2020 Research Grant, Russell Sage Foundation – \$50,000.

CONFERENCE PRESENTATIONS

- Kilar, S. & Nelson, J.L. (2020). Understanding Extremist Website Visitors: An Examination of the Online Audiences of 8chan, Stormfront, and InfoWars. International Communication Association, Gold Coast, Australia, May 21-25.
- Kim, S.J. & Nelson, J.L. (2020). Factors Influencing the Decision to Share News via Social Media. International Communication Association, Gold Coast, Australia, May 21-25.
- Chadha, M., Sridharan, N., & Nelson, J.L.(2020). The Company You Keep: Journalists' Perceptions of Their Organization's Audience Engagement and Community Building Strategies. International Communication Association, Gold Coast, Australia, May 21-25.

- Schmidt, T.R., Nelson, J.L. & Lawrence, R.G. (2019). Conceptualizing the Everyday Citizen: Rhetoric and Role Performance in Participatory Journalism. The Future of Journalism, Cardiff, Wales, September 12-13.
- Ferrucci, P., Nelson, J.L., & Davis, M. (2019). The Dewey Problem: Public Journalism, Engagement and More than Two Decades of Denigrating Discourse. Association for Education in Journalism and Mass Communication, Toronto, Canada, August 7-10.
- Ferrucci, P. & Nelson, J.L. (2019). The New Advertisers: How Foundation Funding Impacts Journalism. Media, Professions and Society Symposium, Volda, Norway, June 17-20.
- Nelson, J.L. (2018). When the “Audience” and the “Public” Differ, Which Should Journalists Pursue? People-Powered Publishing Conference, Chicago, Illinois, November 15-16.
- Nelson, J.L. (2018). Partnering with the Public: The Pursuit of ‘Audience Engagement’ in Journalism. Association of Internet Researchers, Montréal, Canada, October 10-13.
- Nelson, J.L. (2018). The Elusive Engagement Metric. Online News Association, Austin, Texas, September 13-15.
- Nelson, J.L. (2018). The Fake News Audience in the Lead Up to the 2016 Presidential Election. International Communication Association, Prague, Czech Republic, May 24-29.
- Nelson, J.L. & Tandoc, E. ‘Doing Well’ or ‘Doing Good’? A Longitudinal Analysis of a Newspaper’s Relationship with Online Analytics. International Communications Association Audience Analytics Preconference, Prague, Czech Republic, May 24.
- Nelson, J.L. (2018). Measurement Uncertainty in the Pursuit of Audience Engagement. Broadcast Education Association Research Symposium, Las Vegas, Nevada, April 8.
- Nelson, J.L. & Taneja, H. (2018). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. Midwest Political Science Association, Chicago, Illinois, April 5-8.
- Nelson, J.L. (2017). Shared Goal, Different Meanings: How Different News Organizations Pursue More Engaged Audiences. People-Powered Publishing Conference, Chicago, Illinois, November 8-9.
- Nelson, J.L. (2017). ‘Audience Engagement’ and the Next Media Regime. Association of Internet Researchers, Tartu, Estonia, October 18-21.
- Nelson, J.L. (2017). Fake News, Fake Problem? An Analysis of the Fake News Audience in the Lead Up to the 2016 Presidential Election. Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, Virginia, September 8-9.

- Nelson, J.L. (2017). 'Engaging' the Audience: Journalism in the Next Media Regime. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.
- Nelson, J.L. (2017). Fake News Is Not the Real Problem. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.
- Nelson, J.L. & Taneja, H. (2017). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.
- Nelson, J.L. (2017). Partnering with the Public: 'Audience Engagement' and the Next Media Regime. International Communication Association, San Diego, California, May 25-29.
- Nelson, J.L. & Webster, J.G. (2017). The Myth of Partisan Selective Exposure to News: A Portrait of the Online News Audience. International Communication Association, San Diego, California, May 25-29.
- Nelson, J.L. (2017). How 'Audience Engagement' is Reinventing Local Journalism. International Communication Association Journalism Studies Graduate Student Colloquium, San Diego, California, May 25-29.
- Nelson, J.L. (2017). Fake News is not the Real Problem. Journalism and the Search for Truth in an Age of Social Media Conference, Boston, Massachusetts, April 23-25.
- Nelson, J.L. (2016). Framing the News to Change the World: Case Studies of Digital Journalists Chasing Impact. Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, Virginia, September 29-October 1.
- Nelson, J.L., Lewis, D.A., & Lei, R. (2016). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota, August 4-7.
- Nelson, J.L. & Webster, J.G. (2016). Audience Currencies in the Age of Big Data. International Communication Association, Fukuoka, Japan, June 9-13.
- Nelson, J.L., Lewis, D.A., & Lei, R. (2016). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. World Association for Public Opinion Research, Austin, Texas, May 10-12.
- Nelson, J.L. & Webster, J.G. (2016). The Myth of Partisan Selective Exposure to News: A Network Analysis of Political News Sites. World Association for Public Opinion Research, Austin, Texas, May 10-12.

Nelson, J.L. & Webster, J.G. (2015). Where Liberals and Conservatives Meet: A Network Analysis of Political News Site Audiences. Association of Internet Researchers, Phoenix, Arizona, October 21-25.

Nelson, J.L. & Webster, J.G. (2015). Dispelling the Myth of Ideological Polarization in News Consumption. Association for Education in Journalism and Mass Communication, San Francisco, California, August 6-9.

Nelson, J.L. (2015). It's Time to Start Paying Attention to Local News. International Communication Association, San Juan, Puerto Rico, May 21-26.

Nelson, J.L. (2014). The Future of Local News? Young People and Local Television News Consumption. Association for Education in Journalism and Mass Communication, Montréal, Canada, August 6-9.

CONFERENCE PANELS AND INVITED PRESENTATIONS

Presenter, Mediactive: How to Participate in the Digital World Q&A Session. News Co/Lab, August 6, 2020.

Co-organizer, 'Engaged' Journalism: Bridging Research and Practice. Association for Education in Journalism and Mass Communication Pre-Conference, San Francisco, California, August 5, 2020.

Co-organizer, Engaged Journalism Exchanges. Virtual Conferences held monthly via Zoom, April through July, 2020.

Presenter, Fact Checking and Disinformation. Cronkite Global Initiatives. Walter Cronkite School of Journalism & Mass Communication, Arizona State University, June 2019.

Co-organizer, 'Engaged' Journalism: Bridging Research and Practice. International Communication Association Pre-Conference, Washington, D.C., May 24, 2019.

Presenter, The Journalist/Audience Relationship. Cronkite Global Initiatives. Walter Cronkite School of Journalism & Mass Communication, Arizona State University, April 2019.

Co-organizer, Media Training Workshop, University of Zagreb, Zagreb, Croatia, March 1-16, 2019.

Co-presenter The Dangers of Misinformation Going Viral. University of Zadar, March 11, 2019.

TEACHING

Instructor of Record

2020-Present The Business and Future of Journalism, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

- 2018-Present Digital Audience Analytics, Walter Cronkite School of Journalism and Mass Communication, Arizona State University
- 2018 Understanding Media Markets: Users, Makers and Metrics, School of Communication, Northwestern University
- 2016-2017 Brady Senior Class Seminar, Weinberg College of Arts and Sciences, Northwestern University
- 2013 Multimedia Storytelling, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University.
- 2012-2013 Reporting and Writing, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University.

Teaching Assistant

- 2018 Understanding Media Markets: Users, Makers and Metrics, School of Communication, Northwestern University
- 2015-2016 Audience Analysis, School of Communication, Northwestern University

Other Teaching

Second Reader, Barrett Honors College Undergraduate Thesis
Branson Scott, Spring, 2020.

Doctoral Student Research Apprenticeship

Nisha Sridharan, Spring 2020. *Resulted in an extended abstract submitted to AEJMC.*
Stephen Kilar, Winter 2019. *Resulted in an extended abstract accepted to ICA.*

Thesis Chair

Elizabeth Anderson, Summer 2019.

ACADEMIC SERVICE

Editorial Board Memberships

Journal of Applied Communication Research, 2021-2023.

Digital Journalism, 2020-present.

Media and Communication, 2019-2021.

Press Freedom and Responsibility Chair, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2020-2021.

Communications Chair, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2019-2020.

Advisory Board Member, Inaugural Symposium on Media, Professions and Society, Volda, Norway, June 17-20, 2019.

University Service

Committee member, Digital Audiences Program Steering Committee, Walter Cronkite School of Journalism and Mass Communication, Arizona State University.

Reviewer**Journals**

African Identities; Atlantic Journal of Communication; Communication & Society; Communication Studies; Critical Studies in Media Communication, Digital Journalism; Information, Communication, & Society; International Journal of Communication; International Journal on Media Management; International Journal of Press/Politics; Journal of Applied Communication Research; Journal of Communication; Journalism & Mass Communication Quarterly; Journalism Practice; Journalism Studies; Journalism: Theory, Practice, and Criticism; Mass Communication and Society; Media and Communication; New Media & Society; Political Communication; Public Opinion Quarterly; Sage Open; Social Media + Society; Social Science Computer Review; Sociologica; Sociological Theory

Conference Papers

Association for Education in Journalism and Mass Communication (AEJMC), Association of Internet Researchers (AoIR), Hawaii International Conference on System Sciences (HICSS), International Communication Association (ICA).

PROFESSIONAL DEVELOPMENT

- 2018 Innovations in Public Media Research Exchange. Kettering Foundation, Dayton, Ohio, November 8-9.
- 2018 Innovations in Public Media Research Exchange. Kettering Foundation, Dayton, Ohio, March 23-24.
- 2017 Reuters Institute Summer School on Comparative Qualitative Research on Journalism and News Media. University of Oxford, Oxford, United Kingdom, Sept. 11-12.
- 2017 PhD Student/Early Career Preconference. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 8.
- 2017 Doctoral Honors Seminar. National Communications Association, Bowling Green State University, Bowling Green, Ohio, July 27-30.
- 2017 Innovations in Journalism Research Exchange. Kettering Foundation, Dayton, Ohio, February 28.

INDUSTRY EXPERIENCE

- 2017 Research Assistant, The Membership Puzzle Project.

2015 Client Insights Intern, Comscore.

2010-2013 Editor, Patch.com.

PROFESSIONAL AFFILIATIONS

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

Association of Internet Researchers (AoIR).

International Communication Association (ICA).