

Aaron S. Veenstra

Associate Professor
School of Journalism
Southern Illinois University Carbondale

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Carbondale, IL 62901

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EDUCATION

Ph.D., 2009
University of Wisconsin-Madison
Major: Mass Communications
Dissertation: "Inside the New Media News Audience: Political Blog Readers as Cognitive Actors"
Advisor: Dhavan V. Shah

Summer Doctoral Programme, 2007
University of Oxford
Oxford Internet Institute

M.A., 2005
University of Wisconsin-Madison
Major: Journalism and Mass Communication
Thesis: "Sound and Fury: Discovering Empty Language in Political Communication"
Advisor: Dhavan V. Shah

B.A. with Honors, 1997
Michigan Technological University
Major: Scientific & Technical Communication

ACADEMIC POSITIONS

Southern Illinois University Carbondale, Aug. 2015 – Present
Associate Professor with tenure, School of Journalism
Southern Illinois University Carbondale, Aug. 2009 – Jul. 2015
Assistant Professor, School of Journalism
University of Wisconsin-Madison, Sep. 2008 – May 2009
Fellow, School of Journalism and Mass Communication
University of Wisconsin-Madison, Sep. 2006 – Aug. 2007
Project Assistant, School of Journalism and Mass Communication
University of Wisconsin-Madison, Jan. 2004 – May 2006, Sep. 2007 – May 2008
Teaching Assistant, School of Journalism and Mass Communication

PROFESSIONAL POSITIONS

Gateway Journalism Review, Carbondale, IL, 2011
Webmaster, Developed and operated new web site and content management system
Defend Wisconsin, Madison, WI, 2011
Consultant, Conducted web development and maintenance during 2011 protests

National Centers for Outreach, Madison, WI, 2009
Consultant, Evaluated and implemented diagnostic tool for public broadcasters
KETC St. Louis Public Television, St. Louis, MO, 2008
Consultant, Developed and implemented survey of station members
Hudson-Sharp Machine Co., Green Bay, WI, 1999 – 2002
Network Administrator and Web Specialist, Coordinated network and web activity for
four worldwide manufacturing sites
Portup.com, Houghton, MI, 1997 – 1999
Web Specialist, Developed content for web hosting clients
The Daily Mining Gazette, Houghton, MI, 1996 – 1998
Technology Consultant, Assisted in implementation of digital newsroom
Michigan Tech Small Business Development Center, Houghton, MI, 1996
Web Developer, Developed web packages for local small businesses

HONORS & AWARDS

University of Wisconsin-Madison, School of Journalism and Mass Communication
Graduate Communication Doctoral Research Award – 2008
ICA Communication Technology Division, Top Paper Session – 2005

JOURNAL ARTICLES

“Conservatism vs. Conservationism: Differential Influences of Social Identities on Beliefs About Fracking,” Aaron S. Veenstra, Benjamin A. Lyons and Amy Fowler-Dawson. Forthcoming in *Environmental Communication*.

“Here’s What You’ll Learn from This News Story: Prior Framing and Learning Reasons from News,” Rosanne M. Scholl, Raymond J. Pingree, Melissa R. Gotlieb, Aaron S. Veenstra and Dhavan V. Shah. Forthcoming in *Electronic News*.

“How (Not) to Talk on Twitter: Effects of Politicians’ Tweets on Perceptions of the Twitter Environment,” Benjamin A. Lyons and Aaron S. Veenstra. *CyberPsychology, Behavior, and Social Networking* 19(1): 8-15. (2016)

“Intramedium Interaction and the Third-Person Effect: How Partisans Respond to YouTube Ads and Comments,” Aaron S. Veenstra, Chang Sup Park, Benjamin A. Lyons, Cheeyoun Stephanie Kang and Narayanan Iyer. *CyberPsychology, Behavior, and Social Networking* 18(7): 406-410. (2015)

“Twitter as ‘a Journalistic Substitute’? Examining #wiunion Tweeters’ Behavior and Self-Perception,” Aaron S. Veenstra, Narayanan Iyer, Chang Sup Park and Fawaz Alajmi. *Journalism: Theory, Practice, and Criticism* 16(4): 488-504. (2015)

“Reading Lasswell’s Model of Communication Backward: Three Scholarly Misconceptions,” Zachary Sapienza, Narayanan Iyer and Aaron S. Veenstra. *Mass Communication and Society* 18(5): 599-622. (2015)

“The Two Blogospheres: Political Blog Use, Participation, and Sophistication During the 2008 U.S. Election Season,” Aaron S. Veenstra. *Open Journal of Political Science* 4(4): 278-290. (2014)

“Partisan Media and Discussion as Enhancers of the Belief Gap,” Aaron S. Veenstra,

Delwar Hossain and Benjamin A. Lyons. *Mass Communication and Society* 17(6): 874-897. (2014)

"Time, Place, Technology: Twitter as an Information Source in the Wisconsin Labor Protests," Aaron S.Veenstra, Narayanan Iyer, Delwar Hossain and Jiwoo Park. *Computers in Human Behavior* 31(1): 65-72. (2014)

"Online Maintenance of Life Domains: Uses of Social Network Sites During Graduate Education Among U.S. and International Students," Delwar Hossain and Aaron S. Veenstra. *Computers in Human Behavior* 29(6): 2697-2702. (2013)

"Digital Democracy: Re-imagining Pathways to Political Participation," Homero Gil de Zúñiga, Aaron S.Veenstra, Emily K.Vraga, Dhavan V. Shah and David D. Perlmutter. *Journal of IT & Politics* 7(1): 36-51. (2010)

Reprinted in N. Bloom (ed.), *Foundations of Inquiry: FCIQ 101* 2nd Ed., 2013, University Readers.

"Frames and Knowledge in Mixed Media: How Activation Changes Information Intake," Aaron S.Veenstra, Ben Sayre, Dhavan V. Shah, and Douglas M. McLeod *CyberPsychology & Behavior* 11(4): 443-450. (2008)

"The Internet and Anti-War Activism: A Case Study of Information, Expression, and Action," Seungahn Nah, Aaron S.Veenstra, and Dhavan V. Shah. *Journal of Computer Mediated Communication* 12(1): 230-247. (2006)

REVISE & RESUBMIT

"The Extremists Across the Aisle: Influences of Political Identity and Political Television on Evaluations of Presidential Candidate Extremity," Aaron S.Veenstra, revise and resubmit to *Journal of Elections, Public Opinion and Parties*.

"Social Capital and Relationship Maintenance: Uses of Social Media among the South Asian Diaspora in the U.S.," Delwar Hossain and Aaron S.Veenstra, revise and resubmit to *Asian Journal of Communication*.

UNDER REVIEW

"Campaigns, Voters, and Agency in the 2008 U.S. Presidential Election: Examining Effects of Campaign-Voter Interaction on Support," Aaron S.Veenstra, Emily K.Vraga, Leticia Bode and Melissa R. Gotlieb, under review at *Political Marketing*.

"Political Expression and Opinion Leadership: Changes During Campaign Cycles," Aaron S.Veenstra and Emily K.Vraga, under review at *International Journal of Communication*.

"Social News Use, Social Talk: Facebook and the Social Mediation Model of Political Participation," Aaron S.Veenstra, Benjamin A. Lyons, and Chang Sup Park, under review at *Journal of Computer-Mediated Communication*.

BOOK

"Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization,"

CHAPTERS

Aaron S.Veenstra, Narayanan Iyer, Wenjing Xie, Benjamin A. Lyons, Chang Sup Park and Yang Feng, in N. Rambukkana (ed.), *Hashtag Publics: The Power and Politics of Networked Discourse Communities*, forthcoming, Peter Lang,

“Twitter and Traditional Media,” Aaron S.Veenstra, in W. Babcock & W. H. Freivogel (eds.), *Key Issues in Mass Media Ethics & Law*, 2015, Sage.

BOOK REVIEWS

Agenda Setting in a 2.0 World: New Agendas in Communication, ed. Thomas J. Johnson. Reviewed in *Journalism: Theory, Practice, and Criticism* 15(4): 505-507, May 2014.

Blogging the Political: Politics and Participation in a Networked Society, by Antoinette Pole. Reviewed in *Political Communication* 27(3): 334-337, July 2010.

MAGAZINE ARTICLES

“Ambient Journalism’ Fueling Wisconsin Labor Uprising,” *Gateway Journalism Review* 41(323), Fall 2011.

RESEARCH REPORTS

“Responding to the Mortgage Crisis: A Model for Sustained Engagement” w/ Dhavan V. Shah, Douglas M. McLeod, Rosanne M. Scholl, Melissa R. Gotlieb and Ben Sayre for KETC St. Louis Public Television, October 7, 2008.

“Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models” w/ Dhavan V. Shah, Douglas M. McLeod, Kenneth Goldstein, Melissa R. Gotlieb, Hyunseo Hwang, Nam-Jin Lee and Rosanne M. Scholl for Carnegie Corporation, Pew Charitable Trusts, C.I.R.C.L.E., Rockefeller Brothers, Russell Sage, and Journal Foundation, March 31, 2007.

INVITED PRESENTATIONS

“Social Identity Influences on Health Beliefs: An Examination of Identity Salience,” Aaron S.Veenstra, Elaine T. Jurkowski, Benjamin A. Lyons, Delwar Hossain, Chang Sup Park and Scott D. McClurg. Invited to the annual conference of the Midwest Association for Public Opinion Research, November 21-22, 2014, in Chicago, IL.

“Priming Is Believing: Examining the Role of Partisan Identity in the Expression of Disputed Beliefs,” Aaron S.Veenstra. Invited to the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2012, in Chicago, IL.

“Partisan and Social Media as Moderators of the Belief Gap,” Aaron S.Veenstra, Delwar Hossain and Benjamin A. Lyons. Invited to the annual conference of the Midwest Association for Public Opinion Research, November 18-19, 2011, in Chicago, IL.

“Building the Habit: The Joint Influence of School, Friends, and Family on News Media Use Patterns,” Nam-Jin Lee, Kjerstin Thorson, Aaron S.Veenstra, Emily K. Vraga, Bryan M. Wang, Dhavan V. Shah. Invited to the annual conference of the Association for Education in Journalism and Mass Communication, August 5-8, 2009, in Boston, MA.

“Audience and Authority: The Readers That Power the Blog Revolution,” Aaron S.

Veenstra, Kjerstin Thorson, Ben Sayre, Emily K.Vraga and Dhavan V. Shah. Invited to the annual conference of the Midwest Political Science Association, April 2-5, 2009, in Chicago, IL.

“The Blog Public: Bloggers, Readers and the Communities They Build,” Emily K.Vraga, Aaron S.Veenstra, Porismita Borah, Dhavan V. Shah and Homero Gil de Zúñiga. Invited to the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2008, in Chicago, IL.

“The African Diasporan Press and Colonial and Post-Colonial Migration,” James P. Danky and Aaron S.Veenstra, Invited to Colonial and Post-Colonial Migration, Leeds, UK, June 8-9, 2006.

REFEREED PAPERS

“Social Norms, Identity-Relevant Media, and Pushback: Attitudinal Responses to Controversial In-Group Claims About Health,” Aaron S.Veenstra, Zachary Sapienza, Lindani Mbunyuza-Memani, Benjamin A. Lyons, Jin Lee, Cheeyoun Stephanie Kang, Steve Giannino, Alev Degim and Angela Anima-Korang. Accepted to the annual conference of the American Association for Public Opinion Research, May 12-15, 2016, in Austin, TX.

“Minority Groups and Fringe Beliefs: Cue Taking in the Absence of Party Ownership,” Benjamin A. Lyons and Aaron S.Veenstra. Accepted to the annual conference of the Midwest Political Science Association, April 7-10, 2016, in Chicago.

“Affiliation and Attitude in the Structure of Social Identity: Explorations in Politics and Religion,” Aaron S.Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 20-21, 2015, in Chicago, IL.

“Profiles of Niche Media Influences Across Health Risk Beliefs,” Benjamin A. Lyons and Aaron S.Veenstra. Presented at the annual conference of the Association for Politics and the Life Sciences, October 23-24, 2015, in Madison, WI.

“Social Identities and the Illinois Pension Problem: Constructing a ‘Just-in-Time’ Model of Belief Development,” Aaron S.Veenstra, Benjamin A. Lyons, Zachary Sapienza and Cheeyoun Stephanie Kang. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2015, in San Francisco, CA.

“Language Is a Do Community: The Use of Language in Social Media Among the South Asian Diaspora in the U.S.,” Delwar Hossain and Aaron S.Veenstra. Presented at the annual conference of the International Communication Association, May 21-25, 2015, in San Juan, PR.

“Social Identity Influences on Beliefs about Vaccines: Integrating the Health Belief and Belief Gap Models Through an Interdisciplinary Intervention,” Elaine T. Jurkowski, Aaron S.Veenstra, Alev Degim and Zachary Sapienza. Presented at the annual conference of the American Public Health Association, November 15-19, 2014, in New Orleans, LA.

“Social News Use, Social Talk: Facebook and the Social Mediation Model of Political Participation,” Aaron S.Veenstra, Benjamin A. Lyons, Chang Sup Park, Narayanan Iyer, Delwar Hossain and Cheeyoun Stephanie Kang. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2014, in Montréal, QC.

“How (Not) to Talk on Twitter: Effects of Politicians’ Tweets on the Whole Twitter Environment,” Aaron S.Veenstra and Benjamin A. Lyons. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2014, in Montréal, QC.

“Social Capital and Relationship Maintenance: Uses of Social Media among the South Asian Diaspora in the U.S.,” Delwar Hossain and Aaron S.Veenstra. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2014, in Montréal, QC.

“Yard Signs as Social Cues in a Municipal Election,” Aaron S.Veenstra, Scott D. McClurg, Chang Sup Park, Benjamin A. Lyons, Cheeyoun Stephanie Kang, Delwar Hossain and Yang Feng. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 22-23, 2013, in Chicago, IL.

“Post, Post, Post for the Home Team: Incentives for Beginning and Continuing Discussion in Baseball Blogs,” Aaron S.Veenstra. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2013, in Washington, DC.

“Hope vs. Fear: Emotional Response to Political Attack Ads as a Mediator of Ego Defense Strategies,” Yang Feng, Aaron S.Veenstra and Wenjing Xie. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2013, in Washington, DC.

“The Extremists Across the Aisle: Selective Exposure and Evaluations of Presidential Candidate Extremity,” Aaron S.Veenstra. Presented at the annual conference of the International Communication Association, June 17-21, 2013, in London.

“Intramedia Interaction and the Third-Person Effect: How Partisans Respond to YouTube Ads and Comments,” Aaron S.Veenstra, Chang Sup Park, Cheeyoun Stephanie Kang, Benjamin A. Lyons and Narayanan Iyer. Presented at the annual conference of the International Communication Association, June 17-21, 2013, in London.

“Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization,” Aaron S.Veenstra, Narayanan Iyer, Wenjing Xie, Benjamin A. Lyons, Chang Sup Park and Yang Feng. Presented at the annual conference of the International Communication Association, June 17-21, 2013, in London.

“Twitter as a Multi-Faceted Source of Public Opinion Data: A Mixed Methods Approach to Examining the Wisconsin Labor Protests,” Aaron S.Veenstra and Narayanan Iyer. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2012, in Chicago, IL.

“Twitter as ‘a Journalistic Substitute’? Examining #wiunion Tweeters’ Behavior and Self-Perception,” Aaron S.Veenstra, Narayanan Iyer, Fawaz Alajmi, Rajvee Subramanian and Chang Sup Park. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 9-12, 2012, in Chicago, IL.

“Online Maintenance of Life Domains: Uses of Social Network Sites During Graduate Education,” Delwar Hossain and Aaron S.Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 18-19, 2011, in Chicago, IL.

“#Forward!: Twitter as Citizen Journalism in the Wisconsin Labor Protests,” Aaron S. Veenstra, Narayanan Iyer, Namrata Bansal, Delwar Hossain, Jiwoo Park and Jiachun Hong. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 10-13, 2011, in St. Louis, MO.

“What Motivates Online Disagreement Expression? Examining the Influence of Verbal Persuasion, Vicarious Experience, Mastery Experience and Self-Efficacy,” Xudong Liu and Aaron S.Veenstra. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 10-13, 2011, in St. Louis, MO.

“Sarah Palin Likes This: Discussion of the ‘Death Panel’ Note in Social Media,” Aaron S.Veenstra, Jiachun Hong and Xudong Liu. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 19-20, 2010, in Chicago, IL.

“Reconceptualizing Political Blogs as Part of Elite Political Media,” Aaron S.Veenstra. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 4-7, 2010, in Denver, CO.

“Cognitive Outcomes of Political Blog Consumption: The Role of Media Sophistication as a Social Function,” Aaron S.Veenstra. Presented at the annual conference of the International Communication Association, June 22-26, 2010, in Singapore.

“Priming News Credibility Judgments: Interactions in the World of User-Created Content,” Aaron S.Veenstra, Emily K.Vraga, Stephanie Edgerly and Sojung Kim. Presented at the annual conference of the International Communication Association, June 22-26, 2010, in Singapore.

“Serving Two Masters: Intersecting Incentives in the Blogosphere,” Aaron S.Veenstra, Kristi Brownfield, Andrea Howie, Xudong Liu, Jingyi Luo and Wenjing Xie. Presented at New Media Theory: How Far Have We Traveled?, April 15-16, 2010, in Lubbock, TX.

“Campaigns, Voters and Agency in the 2008 U.S. Presidential Election: Examining Effects of Campaign-Voter Interaction on Support,” Aaron S.Veenstra, Emily K.Vraga, Leticia Bode and Melissa R. Gotlieb. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 20-21, 2009, in Chicago, IL.

“Examining Political Blog Use Across Generations: An Exploration of the 2008 U.S.

Election,” Aaron S.Veenstra. Presented at Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

“Feeling the Heat: The Effects of Incivility and Structure on Fact Recall,” Emily K.Vraga, Stephanie Edgerly, Ming Wang and Aaron S.Veenstra. Presented at Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

“YouTube as a Public Sphere: The Proposition 8 Debate,” Stephanie Edgerly, Emily K.Vraga, Timothy K. Fung, Tae Joon Moon, Aaron S.Veenstra and Woo Hyun Yoo. Presented at Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

“The Drama Bias: Comparing Election Projections From News and Non-News Sources,” Aaron S.Veenstra and Ben Sayre. Presented at the annual conference of the Midwest Political Science Association, April 2-5, 2009, in Chicago, IL.

“Media Use and Frame Susceptibility in Comparison: The Case of Blog Readers and Frame Effects,” Aaron S.Veenstra, Kjerstin Thorson, Stephanie Edgerly and Rachel Vallens. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 6-9, 2008, in Chicago, IL.

“Does Civility Matter in the Blogosphere? Examining the Interaction Effects of Incivility and Disagreement on Citizen Attitudes,” Hyunseo Hwang, Porismita Borah, Kang Namkoong and Aaron S.Veenstra. Presented at the annual conference of the International Communication Association, May 22-26, 2008, in Montreal, QC.

“Advertising and Views of Party Difference: Changes Through the Election Cycle,” Aaron S.Veenstra, Emily K.Vraga and Douglas M. McLeod. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

“Sticking Together Online: Political Participation and Ideologically Homogeneous Blog Consumption,” Aaron S.Veenstra, Ben Sayre and Kjerstin Thorson. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

“Navigating the New Mainstream: Comparing Readers of High and Low Traffic Political Blogs,” Aaron S.Veenstra, Ben Sayre and Kjerstin Thorson. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

“Examining Effects of Political Ads on Voter Support: OLS and Heckman Models of Candidate Evaluations and Partisan Voting,” Dhavan V. Shah, Hyunseo Hwang, Nam-jin Lee, Melissa R. Gotlieb, Rosanne M. Scholl, Aaron S.Veenstra, Emily K.Vraga, Ming Bryan Wang and Itay Gabay. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

“Political Expression and Opinion Leadership: Changes During a Campaign Cycle,” Aaron S.Veenstra and Emily K.Vraga. Presented at the midwinter meeting of the Association for Education in Journalism and Mass Communication, March 1, 2008, in Pittsburgh, PA.

“Blogger/Reader Interaction: How Motivations Impact Pathways to Political Interest,” Aaron S.Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

“Why Does Civility Matter in the Blogosphere? Examining the Effects of Civility and Ideological Dissonance,” Hyunseo Hwang, Kjerstin Thorson, Brian Ekdale, Porismita Borah, Aaron S.Veenstra, Emily K.Vraga, Ming Bryan Wang and Dhavan V. Shah. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

“Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models,” Dhavan V. Shah, Douglas M. McLeod, Kenneth Goldstein, Melissa R. Gotlieb, Hyunseo Hwang, Nam-jin Lee, Rosanne M. Scholl and Aaron S.Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

“Authorship, Intention, and Orientations: How Bloggers and Their Readers Create Participatory Opportunity,” Aaron S.Veenstra, Leticia Bode, Ming Bryan Wang, Madhu Arora, Dhavan V. Shah and David D. Perlmutter. Presented at Internet Research 8.0, October 17-20, 2007, in Vancouver, BC.

“Frames and Opinion in the Blogosphere: Testing Attitude Constraint in Political Blog Readers,” Aaron S.Veenstra, Rosalyna Wijaya, Emily E. Acosta and Muzammil M. Hussain. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

“Online and Offline Activism: Communication Mediation and Political Messaging Among Blog Readers,” Homero Gil de Zúñiga, Emily K.Vraga, Aaron S.Veenstra, Ming Bryan Wang, Cathy L. DeShano, David D. Perlmutter and Dhavan V. Shah. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

“Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models,” Dhavan V. Shah, Melissa R. Gotlieb, Hyunseo Hwang, Nam-jin Lee, Rosanne M. Scholl, Aaron S.Veenstra, Douglas M. McLeod and Kenneth Goldstein. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

“From Hostile Terrain: Internet News Users as a Virtual Public,” Aaron S.Veenstra. Presented at the annual conference of the International Communication Association (Communication Technology), May 24-28, 2007, in San Francisco, CA.

“Issue Salience and Foreign Policy Ideology in Survey Research,” Aaron S.Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 17-18, 2006, in Chicago, IL.

“Ethical and Strategic Messages: How Frames Affect Learning in a Mixed Media Context,” Aaron S.Veenstra, Ben Sayre, Dhavan V. Shah, and Douglas M. McLeod, Presented at the annual conference of the Association for Education in Journalism and

Mass Communication, August 1-5, 2006, in San Francisco, CA.

“Framed Video Processing and the Spread of Activation: Implications For Deliberative Processing,” Rosanne Scholl, Raymond Pingree, Melissa R. Gotlieb, Aaron S. Veenstra, and Dhavan V. Shah, Presented at the annual conference of the Association for Education in Journalism and Mass Communication, August 1-5, 2006, in San Francisco, CA.

“Sound and Fury: Discovering Empty Language in Political Communication,” Aaron S. Veenstra, Presented at the annual conference of the Midwest Association for Public Opinion Research, November 18-19, 2005, in Chicago, IL.

“The Internet and Anti-War Activism: A Case Study of Information, Expression, and Action,” Seungahn Nah, Aaron S. Veenstra, and Dhavan V. Shah, Presented at the annual conference of the International Communication Association, May 26-30, 2005, in New York. *Communication Technology “Top Paper Session” Designation.*

“Communication and Participation Around the War in Iraq: Online and Offline Routes to Civic and Protest Activism,” Seungahn Nah, Shelley J. Boulianne, Nora S. Croll, Raymond Pingree, Seung Min Shin, Aaron S. Veenstra, and Dhavan V. Shah, Presented at the annual conference of the Midwest Association for Public Opinion Research, November 21-22, 2003, in Chicago, IL.

FILMS

The Box Social Makes a Record – documentary, digital video (2007). 29 min.
Broadcast on WYOU Madison and packaged with The Box Social's *Get Going*
<https://vimeo.com/75817070>

COURSES TAUGHT

Southern Illinois University Carbondale – Asst/Assoc Professor
Advanced Media Theory – MCMA 505
January 2014 – Present
Doctoral seminar examining recent developments and structural origins of theory

Graphic Communication – JRNL 335
July 2010 – Present
Taught introductory design principles and basics of Adobe Creative Suite

Multimedia Publication Design – JRNL 436
January 2010 – May 2010
Taught content management, video and Flash production skills

Technology and Mass Communication – MCMA 503
January 2010 – December 2013
Research seminar covering impacts of new media technologies over time

Advanced Graphic Communication – JRNL 435
August 2009 – Present
Taught digital design techniques and publication skills

New Media Research Methods – MCMA 510
August 2009 – December 2009
Taught various research methods relating to Internet users and concepts

University of Wisconsin-Madison – Teaching Assistant
Mass Communication Practices – J202
January 2006 – May 2006
Taught basic writing, design and multimedia skills

Introduction to Mass Communication – J201
January 2004 – December 2005, September 2007 – May 2008
Taught theory and history of mass comm, with focus on journalism and marketing

**THESES &
DISSERTATIONS
ADVISED**

Chang Sup Park, Ph.D. completed 2014
Assistant Professor, Bloomsburg University
“Pathways to Democratic Citizenship: The Mediating Roles of Deliberation and Political Efficacy in the Effects of Old and New Media Use on Political Participation during the 2012 Presidential Election in South Korea”
Delwar Hossain, Ph.D. completed 2014
Assistant Professor, University of South Alabama
“In the Web We Connect: Uses of Social Media Among the South Asian Diaspora in the U.S.”
Sarah Shelton, M.S. completed 2014
“Building Social Change Through Interactive Webcomics”
Benjamin A. Lyons, M.A. completed 2013
“Contesting the Mainstream? Citizen News Platforms, the Alternative Paradigm, and the BP Oil Spill”

**DISSERTATION
COMMITTEES**

Mohammed Al-Emad, completed 2015
Kristi Brownfield, completed 2015
Rajvee Subramanian, completed 2015
Fawaz Alajmi, completed 2014
Yang Feng, completed 2014
Md. Abu Naser, completed 2014
Wendy Weinhold, completed 2013
Scott Lambert, completed 2013

SKILLS

Web design & development – HTML, PHP, CSS, WordPress, Javascript
Statistical analysis with SPSS and AMOS
Online survey development & deployment
PC and network deployment & maintenance
Digital audio and video production – Final Cut Pro, Audacity, streaming, podcasting
Graphic and multimedia design – Adobe Creative Suite, photo post-processing
Productivity software – Microsoft Office, Apple iWork

SERVICE

AEJMC Political Communication Interest Group

Professional Freedom & Responsibility Chair August 2015 – Present

AEJMC Communication Theory & Methodology Division

Teaching Chair August 2011 – August 2013

Webmaster August 2010 – August 2011

Southern Illinois University Carbondale, School of Journalism

Promotion & Tenure Committee August 2015 – Present

Recruitment Committee August 2015 – Present

Director Search Committee May 2014 – August 2014

Chair

Technology Coordinator September 2011 – August 2015

New Media Study Group January 2011 – Present

Founder, Faculty Leader

Undergraduate Curriculum Committee August 2010 – August 2011

Scholarship Committee August 2009 – August 2010

Southern Illinois University Carbondale, College of Mass Communication & Media Arts

Graduate Committee August 2012 – Present

Graduate Admissions Committee January 2011 – May 2013

Southern Illinois University Carbondale

Undergraduate Research Advisory Cmte. November 2014 – Present

Outstanding Thesis Award Committee October 2014 – November 2014

UCOL 101 Textbook Committee September 2011 – November 2011

University of Wisconsin-Madison, School of Journalism and Mass Communication

Social Media and Democracy Research Group September 2006 – July 2009

Founder, Student Leader

September 2006 – September 2008

Research Events Committee September 2006 – May 2007

Mass Communication Research Center August 2005 – July 2009

Student Leader August 2007 – August 2008