

## CURRICULUM VITAE

**BRENDAN R. WATSON, PH.D.**

### IDENTIFYING INFORMATION

#### Academic Rank

Assistant Professor in the School of Journalism & Mass Communication, College of Liberal Arts, University of Minnesota, Twin Cities  
Graduate Faculty Appointment in School of Journalism & Mass Communication

#### Education

Degree	Institution	Date Degree Granted
A.B.	Washington University in St. Louis <i>Magna Cum Laude</i> English Literature & American Culture Studies	2004
M.A.	University of Missouri-Columbia Journalism	2007
Ph.D.	University of North Carolina-Chapel Hill Mass Communication, School of Journalism & Mass Communication Dissertation: "Is Twitter a Counter Public?: Comparing Individual and Community Forces that Shaped Local Twitter and Newspaper Coverage of the BP Oil Spill," advised by Daniel Riffe	2012

#### Positions/Employment

University of Minnesota, Twin Cities Assistant Professor	2012-present 2012-present
Minnesota Public Radio "Professional re-emersion" on Digital News Desk	Summer 2014
University of North Carolina-Chapel Hill Research Assistant	2009-2012 2009-2012
Teacher of Record	2010-2011
University of Maryland, College Park Digital Coordinator, Knight Center for Specialized Journalism	2008-2009
St. Petersburg Times Newspaper Online News Editor & Multimedia Producer	2005-2008

**Other Affiliations**

Member, Minnesota Population Center	2012-present
Member, Association for Education in Journalism & Mass Communication	2005-present
Member, International Communication Association	2009-present
Member, Midwest Association for Public Opinion Research	2010-present

**HONORS AND AWARDS FOR RESEARCH/CREATIVE WORK, TEACHING,  
PUBLIC ENGAGEMENT, AND SERVICE*****External Sources***

- Nafziger-White-Salwen Dissertation Award, Association for Education in Journalism & Mass Communication, awarded for the best dissertation in mass communication research, 2013
- Fellow, Scripps Howard Journalism Entrepreneurship Institute, Walter Cronkite School of Journalism & Mass Communication, Arizona State University, 2013
- Top Student-Faculty Collaboration Paper, Commission on the Status of Women, Association for Education in Journalism & Mass Communication, 2012
- Second Place Faculty Paper, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2011
- Top Faculty Paper, Minorities and Communication Division, Association for Education in Journalism & Mass Communication, 2011

***Internal Sources***

- Outstanding Ph.D. Graduate, University of North Carolina, School of Journalism & Mass Communication, awarded by the graduate faculty to the most promising graduating Ph.D. student, 2012

**RESEARCH, SCHOLARSHIP, AND CREATIVE WORK****Grants****University of Minnesota**

- Single-semester research leave, College of Liberal Arts, Fall 2015
- Grant-in-aid, Office of the Vice President for Research, "The 'Rising Tide' of Citizen Media and Its Implications for the Struggling City," \$44,762, 2013

**University of Missouri**

- EmPRINT, Principal Investigator, eResearch Center, University of Missouri, \$1,000, for the study of readers' reactions to a new e-reader publishing format, 2005

**External Grants**

- The Experience of Place: Structural Pluralism, Community Stress and Place Blogging as a Coping Strategy, Principal Investigator, Duke University Online Discourse Project, \$2,500, 2010

**Publications****Refereed Journal Articles**

Lacy, S., **Watson, B.R.**, Riffe, D., and Lovejoy, J. (in press). Issues and best practices in content analysis. *Journalism & Mass Communication Quarterly*.

**Watson, B.R.** and Cavanah, S. (2015). Community information needs: A theory and methodological framework. *Mass Communication & Society, 18*, 651-673. doi: 10.1080/15205436.2015.1059948

**Watson, B.R.**, Zamith, R., Cavanah, S., and Lewis, S.C. (2015). Are demographics adequate controls for cell phone-only coverage bias in mass communication research? *Journalism & Mass Communication Quarterly, 92*, 723-743. doi: 10.1177/1077699015589187

**Watson, B.R.** & Chen, M. (2015). @todayin1963: Commemorative journalism, digital collective remembering, and the March on Washington. *Journalism Studies*. Advanced online publication. doi: 10.1080/1461670X.2015.1019549

**Watson, B.R.** (2015). Is Twitter an alternative medium?: Comparing Gulf Coast Twitter and newspaper coverage of the 2010 BP oil spill. *Communication Research*. Advanced online publication. doi: 10.1177/0093650214565896

**Watson, B.R.** (2014). Normalizing community structure's restraint on critical Tweets about a polluting industry. *Journal of Broadcasting & Electronic Media, 58*, 581-600. doi: 10.1080/08838151.2014.966359

Lovejoy, J., **Watson, B.R.**, Lacy, S., & Riffe, D. (2014). Assessing the reporting of reliability in published content analyses: 1985-2010. *Communication Methods and Measures, 8*, 207-221.

**Watson, B.R.** (2014). Assessing ideological, professional, and structural biases in journalists' coverage of the 2010 BP oil spill. *Journalism & Mass Communication Quarterly, 94*, 792-810. doi: 10.1177/1077699014550091

**Watson, B.R.** (2014). When critical voices should speak up: Patterns in news coverage of unofficial sources during the BP oil spill. *Journalism Practice, 8*, 842-854. doi: 10.1080/17512786.2014.892723

**Watson, B.R.**, Smithson-Stanley, L., Riffe, D. and Ogilvie, E. (2013). Mass media and perceived and objective environmental risk: Race and place of residence. *Howard Journal of Communications, 24*, 134-153. doi: 10.1080/10646175.2013.776325

**Watson, B. R.** and Riffe, D. (2013) Perceived threat, immigration policy support, and media coverage: Hostile media and presumed influence. *International Journal of Public Opinion Research, 25*, 459-479. doi: 10.1093/ijpor/eds032

**Watson, B. R.** (2012). Bloggers' rely on sources outside traditional media. *Newspaper Research Journal, 33*, 20-33.

**Watson, B. R.** (2012). Ideologies drive journalists' attitudes toward oil industry. *Newspaper Research Journal*, 33, 6-22.

**Watson, B. R.** and Riffe, D. (2011). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. *Mass Communication & Society*, 14, 879-904. doi: 10.1080/15205436.2011.611922

Lacy, S., **Watson, B.**, and Riffe, D. (2011). Study examines relationship among mainstream, other media. *Newspaper Research Journal*, 32, 53-67.

### **Non-refereed journal articles**

Watson, B.R. and Riffe, D. (2014). Who submits work to J&MCQ and why? A demographic profile and belief summary. *Journalism & Mass Communication Quarterly*, 91, 5-16. doi: 10.1177/1077699013520195

### **Articles Under Review**

Lovejoy, J., **Watson, B.R.**, Lacy, S., and Riffe, D. A Quarter-century of reliability in communication content analyses: Reporting of reliability statistics and coefficient levels in three top journals. *Journalism & Mass Communication Quarterly*. (Revised & Resubmitted)

### **Book Chapters**

**Watson, B.R.** and Riffe, D. (2012). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. In J. Pollock (Ed.), *Media and social inequality: Innovations in Community Structure Research*. New York: Routledge.

Thorson, K. and **Watson, B.** (2007). The new online campaign: Translating information into action. In D.W. Schumann & E. Thorson (Eds.), *Internet advertising: Theory and practice* (pp. 323-342). Mahwah, NJ: Lawrence Erlbaum Associates.

Bentley, C., Littau, J., Hamman, B., **Watson, B.**, and Welsh, B. (2006). Citizen journalism: A case study. In M. Tremayne (Ed.), *Blogging, citizenship and the future of media* (pp. 239-259). New York: Routledge.

### **Refereed Conference Presentations**

Dolbin, J. and **Watson, B.R.** (August, 2015). The effects of second-screen use on the enjoyment of the super bowl. Paper accepted for presentation at the Association for Education in Journalism & Mass Communication conference, San Francisco, CA.

**Watson, B.R.**, Barnard, L., Riffe, D., Kifer, M.J., and Elder, S.L. (2014, November). Predicting voters' beliefs about negative ads. Paper accepted for presentation at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Housholder, E., **Watson, B.R.**, LoRusso, S., Dolbin, J., Adhikari, S.R. (2014, August). Does political advertising lead to online information seeking? A real-world test using Google search data. Paper presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

Lovejoy, J., **Watson, B.R.**, Lacy, S., and Riffe, D. (2014, August). A quarter-century of reliability in communication content analyses: Simple agreement and chance-corrected reliability in three top journals. Paper presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

**Watson, B.R.**, and Chen, M. (May, 2014). @todayin1963: Commemorative journalism, digital collective remembering, and the March on Washington. Paper presented at the International Communication Association conference, Seattle, WA.

**Watson, B.R.** (2013, November). "The most important problem": Survey versus Google searches. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

**Watson, B.R.**, Zamith, R., Cavanah, S., and Lewis, S.C. (2013, November). Are demographics adequate controls for cell-phone only coverage bias in mass communication research? Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

**Watson, B.R.** (2013, August). When critical voices should speak up: Patterns in news coverage of unofficial sources during the BP oil spill. Paper presented at the Association for Education in Journalism & Mass Communication conference, Washington, D.C.

**Watson, B.R.** (2013, June). Is Twitter an alternative medium?: Comparing gulf coast Twitter and newspaper coverage of the 2010 BP oil spill. Paper presented at the International Communication Association conference, London, England.

**Watson, B.R.** (2012, November). Community structure effects' on Gulf Coast Twitter users' attitudes toward and Tweets about the BP Oil Spill. Paper presented at the Midwest Association for Public Opinion Research, Chicago, IL.

**Watson, B.R.** (2012, August). Measuring BP media relations outcomes post spill: An illustration of how public relations' effects may be overestimated. Paper presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

**Watson, B.R. and Riffe, D.** (2012, August). How female and male J/MC authors perceive the journal peer review process: Differently. Paper presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

\* Top student-faculty collaboration, Commission on the Status of Women

**Watson, B.R.** (2011, November) The agenda-setting effect of “a-list” political blogs: A time-series analysis of presidential approval ratings in 2009. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

\*Second Place Student Paper.

**Watson, B.R.** (2011, October). Is Twitter an alternative public sphere?: A comparison of journalists’ and Twitter users’ attitudes toward the BP Oil Spill. Paper presented at the Convergence and Society: Journalism, Sustainability, and Media Regeneration conference, Columbia, SC.

**Watson, B.R.**, Smithson-Stanley, L., Riffe, D., and Olgilvie., E. (2011, August). Mass media and perceived and objective environmental risk: Race and place of residence. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

\* Top Faculty Paper, Minorities and Communication division

**Watson, B.R.** (2011, August). Perceived threat, immigration policy support, and media coverage: Hostile media and presumed effects in North Carolina. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

\*Second Place Faculty Paper, Mass Communication & Society division

**Watson, B.R.** (2011, August). Bloggers’ reliance on newspaper, online, and original sources in reporting on local subjects ignored by the press. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

**Watson, B.R.** and Wang, X. (2011, August). How much is enough?: Sample size guidelines for content analysis of political blogs. Paper presented at the Association for Education in Journalism & Mass Communication, St. Louis, MO.

**Watson, B.R.** (2011, June). Predicting journalists’ attitudes toward the BP Oil Spill: Community structure, ideology, and professional roles. Paper presented at the Biennial Conference on Communication and The Environment, El Paso, TX.

**Watson, B.R.** and Riffe, D. (2011, May). The structural determinants of local public affairs place blogging: Structural pluralism and community stress. Paper presented at the International Communication Association annual convention, Boston, MA.

**Watson, B.R.** (2010). Place, race and waste: Community structure and local media coverage of the first environmental justice conflict. Paper presented at the American Journalism Historians Association annual convention, Tucson, AZ.

\*Honorable Mention, Robert Lance Memorial Award for outstanding student paper

**Watson, B.R.** (2010, August). Speaking up in the 21<sup>st</sup> century: The effects of communication apprehension and Internet self-efficacy on use of social networking

websites. Paper presented at the Association for Education in Journalism & Mass Communication annual conference, Denver, CO.

**Watson, B.R.** (2010, March). Protecting the press' right to "influence and inform": The applicability of moderate anti-SLAPP statutes to the media defendant's right to objectively petition. Paper presented at the Association for Education in Journalism & Mass Communication Southeast Colloquium, Chapel Hill, NC.

\*Second Place Student Paper, Law & Policy Division.

**Watson, B.R.** (2005, August). Stalemate, xenophobia and the framing of the immigration debate. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, TX.

### Refereed Posters

**Watson, B.R.** (2014, August). Is mobile expanding political participation?: The digital divide and demographic patterns in telephone, web, and mobile-based requests for city services. Poster presented at the Association for Education in Journalism & Mass Communication conference, Montreal, Canada.

**Watson, B.R.** (2013, August). Murder she searched: The effect of violent crime and news coverage on residents' search for crime-related information. Poster presented at the Association for Education in Journalism & Mass Communication conference, Washington, D.C.

**Watson, B.R.** (2012, August). Individual and structural biases in journalists' coverage of the 2010 Gulf oil spill. Poster presented at the Association for Education in Journalism & Mass Communication conference, Chicago, IL.

Bentley, C. Hamman, B., Littau, J., Meyer, H., **Watson, B.R.**, and Welsh, B. (2005, August). MyMissourian: A case study of open source journalism. Poster presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, TX.

## TEACHING & CURRICULUM DEVELOPMENT

### University of Minnesota

#### *Courses, seminars, and instructional units taught*

**Analyzing Media Content (JOUR 8504)**, Spring 2015, Instructor of record for course on theories and methods related to analyzing media content

**Mass Media and U.S. Society (JOUR 4721)**, Spring 2015, Instructor of record for course on the role of the mass media in society

**Seminar: The Process of Quantitative Mass Communication Research (JOUR 8501)**, Fall 2014, Instructor of record for required graduate seminar on quantitative mass communication research methods

**Communication, Public Opinion, and Social Media (JOUR 5501)**, Fall 2013, Fall 2014, Instructor of record for capstone-level undergraduate/master's course

**Information for Mass Communication (JOUR 3004W, JOUR 3004V)**, Fall 2012, Spring 2013 (Honors section), Spring 2014, Instructor of record for course for new majors on how to select and evaluate information from different sources

**Mass Media and Social Change (JOUR 8651)**, Fall 2013, Instructor of record for graduate seminar

**Convergence Journalism (JOUR 3102)**, Fall 2012, Instructor of record for multimedia reporting course

***Curriculum Development***

Proposed and developed JOUR 8504: Analyzing Media Content, a graduate-level seminar about theories and methods related to analyzing media content; course approved by faculty in Spring, 2014

***Faculty Development Activities regarding teaching***

**Diversity in The Curriculum**, April 24, May 8, 2015, a two-day workshop on revising a course syllabus to be more inclusive of different types of classroom diversity

**Early Career Teaching Program**, 2013, a year-long Center for Teaching and Learning seminar designed to help early career faculty become more effective teachers

**Teaching with Writing**, August 19-23, 2013, a five-day Center for Writing seminar on designing and evaluating effective classroom writing assignments

**University of North Carolina**

***Courses, seminars, and instructional units taught***

**News Writing (JOMC 153)**, Spring 2011, Instructor of record for introductory news writing course

**Audio & Video Information Gathering (JOMC 221)**, Fall 2010, Instructor of record for multimedia reporting course

**University of Maryland**

**News Coverage of Special Topics (JOUR 389, International Reporting)**, Spring 2009, Co-instructor for an international reporting class, in charge of the multimedia portion of the course

**Michigan State University**

**Faculty Multimedia Training**, Michigan State University, School of Journalism, May 2006, Invited by the director of the journalism school to lead a two-day workshop for faculty on multimedia reporting



**Poynter Institute for Media Studies**

**Multimedia Reporting: Tools & Techniques**, Sept. 24-29, 2006, Instructor for multimedia training seminar at the Poynter Institute for Media Studies

**ADVISING AND MENTORING****University of Minnesota****Undergraduate honors advising**

Hyun Young, 2012-present

Kaitlin Merkel, 2013-present

Amelia Kreiter, 2014-present

**Ph.D. dissertation committees**

Sarah Cavanah, 2014-present

Jiyoung Han, 2014-present

Rodrigo Zamith, 2014-2015

Successfully defended dissertation, "Editorial Judgment in an Age of Data: How Audience Analytics and Metrics are Influencing the Placement of News Products," May, 2015

Brett Johnson, 2014-2015

Successfully defended dissertation, "The Free Speech Balancing Act of Digital Intermediaries: An explication of the concept of content governance," May, 2015

**Master's student advising**

Meghan Erkkinen, 2015-present

Keon Young Park, 2015-present

Jordan Dolbin, 2013-2015

Successfully defended master's thesis, "The Effects of Second-Screen Use on the Enjoyment of the Super Bowl," May, 2015

**PROFESSIONAL DEVELOPMENT ACTIVITIES**

"Diversity in The Curriculum," April 24, May 8, 2015, a two-day workshop on revising a course syllabus to be more inclusive of different types of classroom diversity

"Everything Has a Location: Obtaining Better Insight with GIS," Nov. 12, 2014, a half-day short course offered by the Midwest Association for Public Opinion Research.

"The Customized Census: Using Microdata," July 11, 2014, a 2-hour workshop through the Minnesota Population Center on using IPUMS-USA to collect and analyze demographic data."

"American Time Use Survey," April 16, 2014, a 2-hour workshop through the Minnesota Population Center on using the American Time Use Survey data.

“Early Career Teaching Program,” 2013-2014, a year-long seminar through the University of Minnesota Center for Teaching and Learning for early-career teachers to develop interactive, student-centered teaching techniques.

“An Introduction to the Measurement and Analysis of Networks,” Nov. 23, 2013, a half-day short-course offered by the Midwest Association for Public Opinion Research.

“Teaching with Writing Seminar,” August 19-23, a 5-day seminar through the University of Minnesota Center for Teaching and Learning on designing and assessing classroom writing assignments.

“GIS 101: Analyzing Data and Creating Maps,” September 21, 2012, a one-day introductory course hosted by the University of Minnesota’s U-Spatial research group, on using a geographic information system (GIS) to analyze data and create maps.

## **SERVICE & PUBLIC OUTREACH**

### **Service to the Discipline/Profession**

#### **Editorial Boards**

*Newspaper Research Journal*, 2012-2015

#### **Journal Reviewer**

*Mass Communication & Society*, 2014, 2015

*Public Opinion Quarterly*, 2014, 2015

*Journalism and Mass Communication Quarterly*, 2014, 2015

*Science Communication*, 2014

*Quality & Quantity*, 2014

*International Journal of Press/Politics*, 2013, 2014

*International Journal of Public Opinion Research*, 2012

*Health Communication*, 2012

*Environmental Communication: A Journal of Nature & Culture*, 2012

#### **Committee Memberships**

Secretary, Mass Communication & Society division, Association for Education in Journalism and Mass Communication (AEJMC), 2015-current

#### **Book Proposal Reviewer**

*Estimating Intercoder Reliability: Theories, Methods and Directions* by Charles Feng, Palgrave Macmillan, 2014

*New Directions in Public Opinion*, Routledge, 2013

#### **Conference Reviewer**

Association for Education in Journalism & Mass Communication, Newspaper Division, 2011, 2012, 2013, 2014; Mass Communication & Society Division, 2012, 2013, 2014, 2015

International Communication Association, Journalism Studies division,  
2012,2013,2014,2015; Mass Communication Division, 2012  
National Communication Association, Environmental Communication division, 2011

### **Conference Discussant**

“Media Consumption: Traditional and New,” Association for Education in Journalism & Mass Communication annual conference (Mass Communication & Society division), 2015, San Francisco, CA

“Analyzing News Coverage: Big Issues, Big Problems,” Association for Education in Journalism & Mass Communication annual conference (Communication Theory and Methodology division), 2015, San Francisco, CA

“New, Alternative & Traditional Modes of Media Consumption,” Midwest Association for Public Opinion Research annual conference, 2014, Chicago, IL

“Public understanding of science,” Midwest Association for Public Opinion Research annual conference, 2013, Chicago, IL.

“New media and public opinion,” Midwest Association for Public Opinion Research annual conference, 2012, Chicago, IL.

### **Invited Presentations**

“Balancing Public Data, Privacy Interests, and Punishment in Online Crime Reporting,” Robina Institute of Criminal Law and Criminal Justice, University of Minnesota Law School, July 28, 2015, Minneapolis, MN

“Creating a Winning Broadcast Program Without the Studio,” Minnesota High School Press Association, Oct. 9, 2012, Minneapolis, MN.

“The Future of News,” (Moderator), Minnesota Broadcasters Association, Oct. 22, 2012, Minneapolis, MN.

### **Service to the University/College/Department**

Faculty Undergraduate Honors Representative, SJMC, 2015-current

Member, College of Liberal Arts, Internship Scholarship Selection Committee, 2014

Member, SJMC, Diversity Committee, 2014-present

Member, SJMC, Graduate Affairs Committee, 2013-present

Member, SJMC, Graduate Curriculum and Prelim Examinations Review Subcommittee, 2014-2015

Faculty lead, Journalism Studies Graduate Student/Faculty Research Group, Spring 2013-present

Faculty lead, Political Communication/Social Media Graduate Student/Faculty Research Group, Fall 2013-present

Presenter, College of Liberal Arts, Sneak Preview, Summer 2014

Member, Faculty Search Committee, University of Minnesota, 2013

Member, Advisory Committee, College of Liberal Arts Individualized Programs, 2013-2014

Member, SJMC, Journalism Studies Curriculum Subcommittee, Fall 2013

Faculty Mentor, Freshman Research Award Program, Spring 2013

Member, SJMC Undergraduate Curriculum Committee, 2012-2013

Volunteer, College of Liberal Arts Open House, Spring 2013

Member, Data Journalism SJMC Subcommittee, Fall 2012

Member, SJMC Undergraduate Admissions Committee, Fall 2012

### **Service to Other Universities**

Member, Faculty Search Committee, University of North Carolina, 2010

### **Media Appearances**

WCCO radio, Live interview on social media and bullying, Jan. 26, 2015

*Star Tribune*, "Bullying incident goes viral and backfires big time," Jan. 25, 2015  
(commenting on viral video of father calling out his daughter's bullies on YouTube)

Grand Forks Herald, "CVB pays bloggers to come to Grand Forks," Oct. 6, 2014  
(commenting on the visitors bureau's marketing strategy of paying bloggers to come to Grand Forks)

WCCO radio, Live interview on Facebook's 10-year anniversary, Feb. 4, 2014

KTSP TV, Taped interview on Facebook's 10-year anniversary, Feb. 3, 2014

*Star Tribune*, "List rage makes the rankings of what irks us," April 29, 2013  
(commenting on audience's inability to critically evaluate meaningless data behind popular top-ten lists)

*Star Tribune*, "In Edina, civic discussion can turn uncivil," March 7, 2013  
(commenting on building/encouraging successful civic engagement online)

WCCO radio, "The Morning News With Dave Lee," January 16, 2013 (commenting on implications of announcement of Facebook's "Graph Search")

*Slate*, Aug. 10, 2011, "Bloggers, Not Parasites: An academic study finds local public-affairs bloggers who pull their weight, thank you very much,"  
[http://www.slate.com/articles/news\\_and\\_politics/press\\_box/2011/08/bloggers\\_not\\_parasites.html](http://www.slate.com/articles/news_and_politics/press_box/2011/08/bloggers_not_parasites.html) (on blog study presented at AEJMC conference and then published in the Newspaper research journal)