

# **Dr. Emory H. Woodard IV**

Villanova University

Communication

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## **Education**

Ph D, University of Pennsylvania, 1998.

Major: Communication

Dissertation Title: By All Means, Consume!: A Multi-Method Investigation of the Relationship between Television, Consumerism, and Criminal Behavior

MA, University of Pennsylvania, 1995.

Major: Communication

Dissertation Title: Rising Frustrations Revisited: The Effects of Market Messages on Disadvantaged Youths

BA, University of Virginia, 1993, With Highest Distinction.

Major: Rhetoric & Communication Studies

Supporting Areas of Emphasis: Foreign Affairs & African-American and African Studies

## **Villanova University**

Starting Rank: Assistant Professor, Start Date: August 22, 2000, Date Attained Rank of Assistant Professor: March 16, 2000, Date Attained Rank of Associate Professor: August 22, 2006.

## **Administrative Assignments (Villanova)**

Graduate Program Director, (August 20, 2007 - August 20, 2011).

## **Professional Memberships**

National Communication Association. (November 1995 - Present).

International Communication Association. (May 1995 - Present).

## **Development Activities Attended**

Seminar, "Catholic Social Teaching Faculty Seminar," Office of Mission Effectiveness. (May 15, 2002 - May 20, 2002).

## **TEACHING**

### **Teaching Interests**

Research Methods, New Media, Persuasion, Consumer Culture, Media Effects, Public Opinion, Children & Media

### **Teaching Experience**

#### **Villanova University**

COM 1200, Intro to COM Research, 6 courses.

COM 2280, Theories of Persuasion, 9 courses.

COM 2300, Theories of Mass Communication, 2 courses.

COM 2950, TOP: Persuasion, 3 courses.

COM 3000, Mass Communication Studies, 2 courses.  
COM 3355, Media Effects, 5 courses.  
COM 4002, Quantitative Research in COM, 4 courses.  
COM 5000, Communication Research, 3 courses.  
COM 5050, Senior Project, 14 courses.  
COM 8002, Quantitative Research in COM, 8 courses.  
COM 8003, Internship in Communication, 12 courses.  
COM 8004, Communication Directed Study, 11 courses.  
COM 8006, Thesis Direction I, 10 courses.  
COM 8007, Thesis Direction II, 9 courses.  
COM 8008, Orientation:Grad Study Comm, 6 courses.  
COM 8309, Public Opinion/Attitude Change, 1 course.  
COM 8310, New Media, 2 courses.  
COM 8312, Ind Study: Media & Culture, 9 courses.  
COM 8313, Communication Directed Study, 9 courses.  
COM 9080, Thesis Continuation, 11 courses.

## **Directed Student Learning**

Senior Thesis, "Extreme Close-up Shots and the Persuasive Power of "Anti-Texting While Driving" Public Service Announcements," Jadick, Andrew, 3 credit hours. (January 2013 - Present).

Senior Thesis, "The News Media and Campus Violence: How Framing Techniques Effect College Students' Sense of Security," Buggy, Caroline, 3 credit hours. (January 2013 - Present).

Senior Thesis, "The effects of Facebook on freshman college assimilation," Perez, Gabriel, 3 credit hours. (January 2013 - Present).

Senior Thesis, "The Cultivation of Gender Stereotypes in Sports Broadcasting," Kania, Michael, 3 credit hours. (January 2013 - Present).

Master's Thesis Committee Member, "Becoming a Resourceful Intercultural Communicator: Intercultural Communication Competence & Identity Negotiation in Global Work Interactions," Keeney, Robin, 6 credit hours. (January 2012 - Present).

Senior Thesis, "The Political Sphere and the Blogosphere: Blog Discourse on Gun Control During the 2012 Presidential Election," Valente, Jaquelin, 3 credit hours. (August 2012 - December 2012).

Senior Thesis, "Time is Everything: Differences in Airtime Coverage Between Male and Female Sports," Quinn, Kelsey, 3 credit hours. (August 2012 - December 2012).

Senior Thesis, "Internet use and political participatory behavior among the United States Internet generation," Meath, MaryKate, 3 credit hours. (August 2012 - December 2012).

## **Awards and Honors**

Semi-Finalist Lindback Teaching Award, Lindback Foundation. (February 2004). Semi-Finalist for an award that recognizes teaching excellence

## **RESEARCH**

### **Research Interests**

Social Media, New Media, Media Economics, Consumer Culture, Media Effects, Public Opinion,  
Children & Media

## Published Books/Chapters

### Chapter in Scholarly Book-New

Mares, M.-L., Woodard, E. H. (2012). Effects of Prosocial Media Content on Children's Social Interactions. In Dorothy Singer (Ed.), *Handbook of Children and the Media* (0th ed., pp. 197-214). Thousand Oaks, CA: Sage.

## Presentations Given

### Poster

Wang, Q., Woodard, E. H., National Communication Association annual meeting, "Loneliness and Facebook use: An intersection of uses and gratifications and social information processing perspectives," Orlando, FL, National, Academic. (November 2012).

## Contracts, Grants and Sponsored Research

### Grant

Funded

Woodard, Emory H., "YouTube Promises & Perils," Sponsored by Waterhouse Family Institute for the Study of Communication & Society, Villanova University, \$12,000.00.

Funded

Woodard, Emory H. (Principal), Wang, Qi (Supporting), Xu, Jie (Supporting), "Qualtrics Survey Research Suite," Sponsored by College of Liberal Arts and Sciences, Villanova University, \$5,000.00. (December 2012 - Present).

Funded

Woodard, Emory H. (Principal), Wang, Qi (Supporting), Xu, Jie (Supporting), "Qualtrics Survey Research Suite," Sponsored by College of Liberal Arts and Sciences, Villanova University, \$5,000.00. (December 2012 - Present).

## Awards and Honors

Christian R. & Mary F. Lindback Foundation Junior Faculty Award, Christian R. & Mary F. Lindback Foundation. (May 2005). Award and grant given to promising young minority faculty.

Stanley L. Saxton Applied Research Award,, National Communication Association,. (November 2002). Presented for work on the V-Chip Study, specifically, the article, Systems Theory and Media Policy Evaluation.

## Submitted Articles

### Article, Academic Journal

Shyles, L., Woodard, E. H., Lysak, B., Hundley, H., Posner, M. A. Digital Diversity: Age, Race/Ethnicity, and Gender of Streaming Video Performers.. *Human Communication Research (HCR)*.

## **Research in Progress**

### **Research and Artistic Work Currently in Progress**

Woodard, E. H., "Black TV Viewing Project", Writing Results, Scholarly.

Shyles, L., Woodard, E. H., "Digital Diversity in the online world: age, race/ethnicity and gender of onscreen video performers", On-Going, Scholarly.

Woodard, E. H., "Political Activation in the Web 2.0 Generation", On-Going, Scholarly.

Woodard, E. H., "YouTube Project", On-Going, Scholarly.

## **SERVICE**

### **Department/Center/Program Committees**

Committee Member, Faculty Evaluation Committee, Elected. (August 2012 - Present).

Committee Chair, Media Studies Specialization. (August 2012 - Present).

Committee Member, Policy, Appointed. (August 2012 - Present).

Committee Member, Quantitative Examination Committee, Appointed. (August 2012 - Present).

Committee Member, Rank & Tenure Peer Review, Appointed. (August 2012 - Present).

Committee Member, Strategic Planning/ Self-Study, Appointed. (August 2012 - Present).

Committee Member, WFI Advisory Board, Appointed. (August 2011 - Present).

Committee Chair, Diversity Committee, Appointed. (August 2004 - Present).

Committee Member, Curriculum Committee, Appointed. (August 2002 - Present).

Committee Chair, Quantitative Examination Committee, Elected. (August 2005 - July 2012).

Committee Chair, Self-Study Outcomes, Appointed. (August 2010 - August 2011).

Committee Chair, Journalism Search Committee, Appointed. (August 2009 - January 2010).

Committee Chair, Curriculum Committee, Appointed. (August 2004 - August 2007).

Committee Chair, Lambda Pi Eta, Appointed. (August 2003 - August 2007).

Committee Member, Graduate Studies Committee, Appointed. (August 2002 - August 2007).

### **College Committees**

Committee Member, Online Education Taskforce, Appointed. (January 2013 - Present).

Committee Member, Third Year Review Committee, Appointed. (August 2012 - Present).

## **University Committees**

Committee Member, Middle States Accreditation Team, Appointed. (August 2010 - Present).

Committee Member, Vital Advisory Board, Appointed. (August 2007 - August 2010).

## **Public Service**

Chairperson, WoF Kids!, Aston, PA. (July 2003 - Present). Direct a Children's Ministry