

R. LANCE HOLBERT

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Temple University
Lew Klein College of Media and Communication
Department of Communication and Social Influence
1701 N. 13th Street
224 Weiss Hall
Philadelphia PA 19122
Cell: 610-212-0063; E-mail: r.lance.holbert@gmail.com

EDUCATION

University of Wisconsin — Madison, Madison, Wisconsin

School of Journalism & Mass Communication

Ph.D. 2000 — Mass Communication

Dissertation: “The Role of Form in the Processes of Persuasion and the Resistance to Persuasion.”

Committee: Dr. Michael Pfau (Advisor), Dr. Jack M. McLeod, Dr. Dhavan

V. Shah, Dr. Gerald Hauser (Sociology), Dr. Arthur Glenberg (Psychology)

Syracuse University, Syracuse, New York

Newhouse School of Public Communications

M.S. 1993 — Television, Radio and Film

Maxwell School of Citizenship and Public Affairs

M.P.A. 1993 — Public Administration

University of Rochester, Rochester, New York

Department of History

B.A. 1991 — History

ACADEMIC POSITIONS

TEMPLE UNIVERSITY (July 2014 — Present)

Professor — Department of Strategic Communication (July 2014 – April 2017)

Chair — July 2014 to April 2017

Professor — Department of Communication and Social Influence (May 2017 – Present)

Chair — May 2017 – June 2018

UNIVERSITY OF PENNSYLVANIA (July 2014 — Present)

Distinguished Research Fellow — Annenberg Public Policy Center

UNIVERSITY OF SOUTH CAROLINA (January 2014 — June 2014)

Professor — School of Journalism and Mass Communications

Associate Director for Graduate Studies and Research

THE OHIO STATE UNIVERSITY (September 2007 — December 2013)
Associate Professor of Strategic Communication — School of Communication
Director of Graduate Studies — September 2010 to August 2012

UNIVERSITY OF DELAWARE (September 2003 — August 2007)
Assistant Professor — Department of Communication (September 2003 — August 2006)
Associate Professor — Department of Communication (September 2006 — August 2007)

UNIVERSITY OF MISSOURI — COLUMBIA (August 2000 — August 2003)
Assistant Professor — Department of Communication

UNIVERSITY OF WISCONSIN — MADISON (August 1996 — August 2000)
Teaching Assistant — School of Journalism and Mass Communication

TOWSON UNIVERSITY (August 1995 — May 1996)
Adjunct Faculty — Department of Mass Communication

JOURNAL ARTICLES

73. Walter, N., Cohen, J., **Holbert, R. L.**, & Morag, Y. (2019). Fact-checking: A meta-analysis of what works and for whom. *Political Communication*. (Available Online First) doi: 10.1080/10584609.2019.1668894
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71. **Holbert, R. L.** (2019). Editorial vision, goals, processes, and procedures. *Journal of Communication*, 69, 237-248. doi: 10.1093/joc/jqz013
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67. Cohen, J., & **Holbert, R. L.** (2018). Assessing the predictive value of parasocial relationship intensity in a political context. *Communication Research*. (Available Online First). doi: 10.1177/0093650218759446

66. **Holbert, R. L.**, Hardy, B. W., & LaMarre, H. L. (2017). A normative assessment of 2016 political convention speech exposure: Perceived political threats and anticipated general election legitimacy. *American Behavioral Scientist*, *61*, 379-400. doi: 10.1177/0002764217693275
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61. Peifer, J. T., & **Holbert, R. L.** (2016). Appreciation of pro-attitudinal versus counter-attitudinal political humor: A cognitive consistency approach to the study of political entertainment. *Communication Quarterly*, *64*, 16-35. doi: 10.1080/01463373.2015.1078828
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20. Kwak, N., Shah, D. V., & **Holbert, R. L.** (2004). Connecting, trusting, and participating: The interactive effects of social associations and generalized trust on collective action. *Political Research Quarterly*, 57, 643-652. doi: 10.1177/106591290405700412
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16. **Holbert, R. L.**, Kwak, N., & Shah, D. V. (2003). Environmental concern, patterns of television viewing, and pro-environmental behaviors: Integrating models of media consumption and effects. *Journal of Broadcasting & Electronic Media*, 47, 177-196. doi: 10.1207/s15506878jobem4702_2
15. Stephenson, M. T., & **Holbert, R. L.** (2003). A monte carlo simulation of observable-versus latent-variable structural equation modeling techniques. *Communication Research*, 30, 332-354. doi: 10.1177/0093650203030003004
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13. **Holbert, R. L.**, Shah, D.V., & Kwak, N. (2003). Political implications of prime-time drama and sitcom use: Genres of representation and opinions concerning women's rights. *Journal of Communication*, 53, 45-60. doi: 10.1111/j.1460-2466.2003.tb03004.x
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BOOK CHAPTERS

17. Baym, G., & **Holbert, R. L.** (2019). Beyond infotainment: Political-entertainment media and electoral persuasion. In L. Suhay (Ed.), *Oxford handbook of electoral persuasion*. New York: Oxford University Press.
16. **Holbert, R. L.**, Park, E., & Robinson, N. (2018). Exploring and explaining communication, knowledge, and well-being sex differences related to the 2016 U.S. presidential primary season. In B. Warner, D. Bystrom, M. McKinney, & M. Banwart (Eds.), *An unprecedented election: Campaign coverage, communication, and citizens divided* (pp. 337-353). Santa Barbara, CA: Praeger
15. **Holbert, R. L.**, Weinmann, C., & Robinson, N. (2018). Permanent entertainment and political behavior. In R. Vorderer, D., Hefner, L. Reinecke, & C. Klimmt (Eds.), *Permanently Online, Permanently Connected* (pp. 220-230). London: Routledge.
14. Hill, M., & **Holbert, R. L.** (2017). Jon Stewart and the 9/11 First Responders Health Bill: A case study of political satirist turned advocate. In C. M. Madere (Ed.), *Viewpoints on Media Effects: Pseudo Reality and its Influences on Media Consumers* (pp. 1-18). Lanham, MD: Lexington Books.
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Weeks, B. E., & **Holbert, R. L.** (2014). Truth team. K. Harvey (Ed.), *Encyclopedia of Social Media and Politics* (pp. 1267-1269). Thousand Oaks, CA: Sage.

Holbert, R. L. (2008). Talk radio, political. L. L. Kaid & C. Holtz-Bacha (Eds.), *Encyclopedia of Political Communication* (pp.777-779). Thousand Oaks, CA: Sage.

MEETING SUMMARY REPORT

Young, D. G., **Holbert, R. L.**, & Jamieson, K. H. (2013, January). *P6: Professors and practitioners pontificate on political parody and persuasion: Successful practices for the strategic use of political parody and satire*.

BOOK REVIEWS

Review of Matthew Levendusky (2014). *How Partisan Media Polarize America*. Chicago: University of Chicago Press. *International Journal of Press/Politics*, 19, 514-517. doi: 10.1177/1940161214529656

Review of Mary M. Dalton and Laura R. Liner (2006). *The sitcom reader: America viewed and skewed*. Albany, NY: State University of New York Press. *Journalism & Mass Communication Quarterly*, 83, 465-466. doi: 10.1177/107769900608300213

Review of Frank Esser and Barbara Pfetsch (2006). *Comparing political communication: Theories, cases, and challenges*. Cambridge, UK: Cambridge University Press. *Journal of Communication*. 26, 427-429. doi: 10.1111/j.1460-2466.2006.00027.x

Combined review of Matthew A. Baum. (2004). *Soft news goes to war: Public opinion and American foreign policy in the new media age*. Princeton, NJ: Princeton University Press and Daya Kishan Thussu and Des Freedman (Editors). *War and The Media*. London: Sage. *Public Opinion Quarterly*, 68, 644-648. doi: <https://doi.org/10.1093/poq/nfh045>

Review of Lynda Lee Kaid (Editor). (2004). *Handbook of political communication research*. Mahwah, NJ: Lawrence Erlbaum Associates. *Mass Communication & Society*, 8, 71-74.

Review of Garth S. Jowett and Victoria O'Donnell. (2001). *Propaganda and persuasion* (3rd Edition). Thousand Oaks, CA: Sage. *Southern Communication Journal*, 66 (2), 181-182.

INVITED PRESENTATIONS

Holbert, R. L. (2019, April). *Introducing interpersonal communication theory (e.g., social support) to political communication: Revisiting the subfield's political socialization*. Pennsylvania State University. State College, PA.

Holbert, R. L. (2019, February). *Journal of Communication: Editorial Vision, Goals, Processes, and Procedures*. Rutgers University. New Brunswick, NJ.

Holbert, R. L. (2018, August). *Media Revolutions, Democratization, and the Upending of Political Culture*. Keynote Address given at KABS International Conference: Global Digital Technology and Culture. Yonsei University. Seoul, South Korea.

Holbert, R. L. (2018, January). *Shifting Political Communication's Focus from Type II Error to Type I Error and Type III Error Concerns (and Remedies)*. Presentation given at Department of Communication, Seoul National University. Seoul, South Korea.

Holbert, R. L. (2017, November). *Elections in the Age of Twitter*. Keynote presentation given at 2016 Election Retrospective, Department of Communication Studies, Emerson College. Boston, MA.

Holbert, R. L. (2017, August). *Temple's Strategic Plan*. Presentation given to Roy H. Park School of Communications, Ithaca College. Ithaca, NY.

Holbert, R. L. (2017, April). *Television is Alive and Kicking*. Keynote presentation given at The Future of Old Media conference, Department of Communication, Tel Aviv University Conference. Tel Aviv, Israel.

Holbert, R. L. (2016, April). *The Enjoyment-Seeking Voter*. Presentation given at Department of Communication Studies, Ohio University. Athens, OH.

Holbert, R. L. (2015, October). *An Integrated Behavioral Model (IBM) Approach to the Study of Political Media Use*. Presentation given at Department of Journalism and Communication, Lehigh University. Bethlehem, PA.

- Holbert, R. L. (2015, August). *The Future of Mass Communication as a Field*. Presentation given at Department of Mass Communication, Delaware State University. Dover, DE.
- Holbert, R. L. (2015, January). *Citizens, News, and the Potential Limits of Political Satire*. Presentation given at Amsterdam School for Communication Research, University of Amsterdam. Amsterdam, Netherlands.
- Holbert, R. L. (2014, December). *Citizens, News, and the Potential Limits of Political Satire*. Presentation given at Annenberg Public Policy Center, University of Pennsylvania. Philadelphia, PA.
- Holbert, R. L. (2014, April). *Academic Research: The Business of Generating New Knowledge*. Presentation given at the first annual Department of Mass Communication Undergraduate Research Symposium. Winthrop University. Rock Hill, SC.
- Holbert, R. L. (2014, January). *Political Satire and the Production of Democratic Outcomes*. Research presentation given at University of Vienna. Vienna, Austria.
- Holbert, R. L. (2013, December). *Political Satire and the Production of Democratic Outcomes*. Research presentation given at Hebrew University. Jerusalem, Israel.
- Holbert, R. L. (2013, November). *Political Satire and the Production of Democratic Outcomes*. Research presentation given at University of Haifa. Haifa, Israel.
- Holbert, R. L. (2013, November). *Approaching Political Satire from a Mixture of Explanatory Principles*. Research presentation given at University of Haifa. Haifa, Israel.
- Holbert, R. L. (2013, February). *Expanding the Study of Political Entertainment Media: Moving Beyond Knowledge and Persuasion*. Research presentation given at University of Michigan-Ann Arbor. Ann Arbor, MI.
- Holbert, R. L. (2012, November). *Why Do People Consume Political Satire? A Cognitive Dissonance Approach*. Research presentation given at University of Pennsylvania. Philadelphia, PA.
- Holbert, R. L. (2012, October). *Expanding the Study of Political Entertainment Media: Moving Beyond Knowledge and Persuasion*. Research presentation given at University of Missouri. Columbia, MO.
- Holbert, R. L. (2012, September). *Expanding the Study of Political Entertainment Media: Moving Beyond Knowledge and Persuasion*. Research presentation given at University of Illinois. Urbana-Champaign, IL.
- Holbert, R. L. (2012, September). *Assessing Satire-News Connections: A Network Analysis*. Research presentation given at Ohio University. Athens, OH.

Holbert, R. L. (2012, May). *Building your CV: Eyeing the Job Market*. Presentation given at ICA Political Communication Division Pre-Conference. University of Arizona. Tucson, AZ.

Holbert, R. L. (2011, November). *The Shifting of Explanatory Principles in Political Communication Research: Understanding, Consistency, and the Need for Diversity*. Presentation given at the Amsterdam School for Communication Research. Amsterdam, Netherlands.

Holbert, R. L. (2010, December). *Uses and Gratifications*. Presentation given at meeting for *Handbook of Political Communication Theories*, The Annenberg Public Policy Center of the University of Pennsylvania. Philadelphia, PA.

Holbert, R. L. (2010, November). *The Complexities of the Political Media Diet: Complementary Associations among Disparate Outlets*. Research presentation given to Annenberg School for Communication, University of Southern California. Los Angeles, CA.

Holbert, R. L. (2010, February). *Expanding the Debate on Media Influence in Politics. A Summary of Multiple Fronts*. Research presentation given at Department of Communication Studies, Ohio University. Athens, OH.

Holbert, R. L. (2009, October). *Expanding the Debate on Media Influence in Politics. A Summary of Multiple Fronts*. Research presentation given at Department of Communication, University of Missouri-Columbia. Columbia, MO.

Holbert, R. L. (2008, October). *The Politics of Communication/The Communication of Politics*. Keynote address delivered to the annual meeting of the Ohio Communication Association (OCA). Marietta, OH.

Holbert, R. L. (2006, March). *The Use of Structural Equation Modeling in Political Communication*. Research Presentation given to Department of Telecommunications, Indiana University. Bloomington, IN.

CONFERENCE PAPERS-PRESENTATIONS

Jung, J., & Holbert, R. L. (2019, November). *Providing and Receiving Political Social Support: Introducing Social Support Theory to Political Communication*. Paper to be presented at the annual meeting of the National Communication Association, Political Communication Division. Baltimore, MD.

Walter, N., Cohen, J., Holbert, R. L., & Morag, Y. (2019, May). *Fact-checking: A meta-analysis of what works and for whom*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Washington, DC.

Holbert, R. L., & Park, E. (2018, November). *Conceptualizing, Organizing, and Positing Moderation in Communication Research*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Salt Lake City, UT.

Cohen, J., & Holbert, R. L. (2018, May). *Assessing the Predictive Value of Parasocial Relationship Intensity in a Political Context*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Prague, Czech Republic.

Holbert, R. L., & Robinson, N. W. (2018, May). *Taking Sides in the War on News: Exploring Curvilinear Associations and Group Differences*. Paper presented at the annual meeting of the International Communication Association, Journalism Studies Division. Prague, Czech Republic.

Holbert, R. L., Hardy, B. W., Park, E., Robinson, N. W., Jung, J., & Zeng, C. (2018, May). *Addressing a Statistical Power-Alpha Level Blind Spot in Political Media Research: Discontinuous Criterion Power Analyses*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Prague, Czech Republic.

Holbert, R. L. (2017, July). *Constructing a measure of perceived threat to political performance*. World Association of Public Opinion Research. Lisbon, Portugal.

Holbert, R. L., Hardy, B. W., & LaMarre, H. L. (2016, November). *A normative assessment of 2016 political convention speech exposure: Perceived political threats and anticipated general election legitimacy*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Philadelphia, PA.

Holbert, R. L. (2016, November). *2016 Election Post-Mortem*. Presentation given at the annual meeting of the National Communication Association, Political Communication Division. Philadelphia, PA.

Holbert, R. L. (2016, June). *The relationship between media use and subjective perceptions of personal health: A between-values region comparative analysis*. Paper presented at the annual meeting of the Chinese Communication Association. Beijing, China.

Holbert, R. L. (2016, June). *Mediated information seeking and science-technology attitudes: A comparative analysis of the United States and China*. Paper presented at the annual meeting of the Chinese Communication Association. Beijing, China.

Robinson, N., Zeng, C., & Holbert, R. L. (2016, June). *The stubborn pervasiveness of television news in the digital age and the field's attention to the medium, 2010-2014*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Fukuoka, Japan.

Lee, J., & Holbert, R. L. (2016, June). *The varied effects of seeing journalists on social media: An assessment of self-disclosure, perceived objectivity, and intention to consume*. Paper presented at the annual meeting of the International Communication Association, Journalism Studies Division. Fukuoka, Japan.

Holbert, R. L., Robinson, N., & Zeng, C. (2016, May). *An Integrated Behavioral Model of Political Media Exposure: A Focus on Experiential and Instrumental Attitudes toward Politics*. Paper presented at the annual meeting of the World Association of Public Opinion Research, Austin, TX.

Holbert, R. L. (2015, November). *Unanswered questions in political entertainment media*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Las Vegas, NV.

Ellithorpe, M. & Holbert, R. L. (2014, August). *It Might Not Help, But It (Probably) Does Not Hurt: When Viewers Choose Infotainment Over News*. Paper presented at the upcoming annual meeting of the Association for the Education of Journalism and Mass Communication, Political Communication Division. Montreal, Canada.

Holbert, R. L. (2014, May). *Political satire and the generation of influence within democratic frameworks: The political satire appropriateness model*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Seattle, WA.

Esralew, S. E., Ellithorpe, M., & Holbert, R. L. (2013, June). *Putting the "Self" in Self-Deprecation: When Deprecating Humor About Minorities is Acceptable*. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. London, UK.

Weeks, B. E., Ksiazek, T., & Holbert, R. L. (2013, June). *Partisan Enclaves or Diverse Repertoires? A Network Approach to Understanding Citizens' Political Media Environments*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. London, UK.

Holbert, R. L. (2012, May). *Developing a cache of explanatory principles: The case of political entertainment talk shows*. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. Phoenix, AZ.

Holbert, R. L., Weeks, B. E., & Esralew, S. E. (2012, May). *The shifting of explanatory principles in political communication research: Understanding, consistency, and the need for diversity*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Phoenix, AZ.

Ellithorpe, M., Palmer-Wackerly, A., & Holbert, R. L. (2012, May). *Procrastination and political media consumption: A focus on media environment, exposure, and gratifications obtained*. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. Phoenix, AZ.

Weeks, B. E., & Holbert, R. L. (2012, May). *Social media, news, and the thwarting hypothesis: An assessment of the relationship between reception and transmission*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Phoenix, AZ.

Holbert, R. L., Esralew, S., Lee, J., Walther, W. O., & Landreville, K. D. (2011, November). *Affinity for political humor: An assessment of internal factor structure and reliability*. Paper to be presented at the annual meeting of the National Communication Association, Political Communication Division. New Orleans, LA.

Holbert, R. L., Tchernev, J., Esralew, S., Walther, W. O., Benski, K., & Landreville, K. D. (2011, November). *Young voter perceptions of political satire as persuasion: A focus on persuasive intent, message strength, and influence*. Paper to be presented at the annual meeting of the National Communication Association, Mass Communication Division. New Orleans, LA.

Holbert, R. L., Hmielowski, J. D., & Weeks, B. (2011, May). *Clarifying Relations between Ideology and Ideologically-Oriented Cable TV News Consumption: A Case of Suppression*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Boston, MA.

Hill, M. R., & Holbert, R. L. (2011, May). *It's Not Just What They Say, But How They Say It: A Testing of the Matching Hypothesis for FOX Cable TV News Personalities*. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. Boston, MA.

Tchernev, J. M., Holbert, R. L., & Hill, M. (2010, November). *Comparing Landline versus Cellular Phone Samples: Focusing on Audience, Political Media Use, and the Prediction of Political Media Use*. Paper presented at the annual meeting of the Midwest Association of Public Opinion Research. Chicago, IL.

Walther, W. O., Holbert, R. L., & Hmielowski, J. D. (2010, November). *Studying how and why young viewers are turning to political TV satire: Assessment of a moderated-mediation model*. Paper presented at the annual meeting of the Midwest Association of Public Opinion Research. Chicago, IL.

Landreville, K. D., Holbert, R. L., & LaMarre, H. L. (2010, November). *The Influence of Late-Night TV Comedy Viewing on Political Talk: A Moderated-Mediation Model*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. San Francisco, CA.

Hmielowski, J. D., Holbert, R. L., & Lee, J. (2010, November). *Predicting the Consumption of Political TV Satire: Affinity for Political Humor, The Daily Show, and The Colbert Report*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. San Francisco, CA.

Hoplamazian, G., & Holbert, R. L. (2010, August). *Structural Equation Modeling and the Study of Advertising, 2004-2009*. Paper to be presented at the upcoming meeting of the Association for Education in Journalism & Mass Communication. Denver, CO.

Holbert, R. L., & Geidner, N. (2010, June). *A theory of political campaign media connectedness, part II: Clarifying the roles of debate viewing and online media*. Paper presented at the annual meeting of the International Communication Association. Singapore.

Holbert, R. L., & Hill, M. R. (2010, June). *The promotion of the news media personality and its influences: A multi-level model of source influence*. Paper presented at the annual meeting of the International Communication Association. Singapore.

Holbert, R. L., Hmielowski, J., Jain, P., Lather, J., & Morey, A. (2009, May). *Adding nuance to political humor effects: A study of juvenalian satire versus horatian satire*. Paper presented at the annual meeting of the International Communication Association. Chicago, IL.

Landreville, K., Holbert, R. L., & LaMarre, H. (2008, November). *The Influence of Late-Night Comedy Viewing on the Consumption and Engagement of Political Discourse: A Testing of Competing Models of Candidate Issue Knowledge as Moderator*. Paper presented at the annual meeting of the National Communication Association. San Diego, CA.

Holbert, R. L., & Benoit, W. L. (2008, May). *A Theory of Political Campaign Media Connectedness*. Paper presented at the annual meeting of the International Communication Association. Montreal, Canada.

Holbert, R. L., & Hansen, G. J. (2008, May). *Stepping beyond message specificity in the study of emotion as mediator and inter-emotion associations across attitude objects: Fahrenheit 9/11, anger, and debate superiority*. Presented at the annual meeting of the International Communication Association. Montreal, Canada.

Holbert, R. L., & Geidner, N. (2007, November). *A Meeting of Broadcast and Post-Broadcast Media in the 2004 American Presidential Election: An Analysis of the Relationship between Reach and Specificity*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research. Chicago, IL.

Holbert, R. L. (2007, May). *Agenda setting and intra-attitudinal ambivalence*. Paper presented at the annual meeting of the International Communication Association. San Francisco, CA.

Holbert, R. L., & Hansen, G. J. (2006, November). *Fahrenheit 9-11, Need for Closure, and the Priming of Affective Ambivalence: An Assessment of Intra-Affective Structures by Party Identification*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. San Antonio, TX.

Holbert, R. L., Hansen, G. J., Caplan, S. E., & Mortensen, S. (2006, November). *Presidential debate viewing and Michael Moore's Fahrenheit 9-11: A Study of Affect-as-Transfer and Passionate Reasoning*. Paper presented at the annual meeting of the National Communication Association, Communication & Social Cognition Division. San Antonio, TX.

* Shah, D. V., Holbert, R. L., Kwak, N., Atkinson, L., Kim, E., & Lee, S. Y. (2005, August). *Communication, consumption, contentment, and community: A non-recursive model of civic participation and the "pursuit of happiness."* Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Communication Theory & Methodology Division. San Antonio, TX.

* Holbert, R. L., Tschida, D. A., Dixon, M., Cherry, K., Steuber, K., & Airne, D. (2005, November). The West Wing and depictions of the American presidency: Expanding the theoretical and empirical domains of framing in political communication. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Boston, MA.

Holbert, R. L. (2005, May). *Partisanship, TV news viewing, and postmaterialist governmental spending: Analyzing divergent mediation processes across Democrats, Republicans, and Independents.* Paper presented at the annual meeting of the International Communication Association, Political Communication Division. New York City, NY.

Holbert, R. L. (2004, November). *Clarifying the role of debate viewing in the relationship between news use and vote choice.* Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Chicago, IL.

Holbert, R. L., Shah, D. V., & Kwak, N. (2004, November). *Fear, authority, and justice: The influence of TV news, police reality, and crime drama viewing on endorsements of capital punishment and gun ownership.* Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. Chicago, IL.

Holbert, R. L. (2004, November). *Refining predictions concerning the consumption of entertainment-based political television.* Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Chicago, IL.

Holbert, R. L. (2004, May). *A study of 9-11 as a media event.* Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. New Orleans, LA.

Holbert, R. L. (2004, May). *Intramedia mediation effects in political communication.* Paper presented at the annual meeting of the International Communication Association, Political Communication Division. New Orleans, LA.

Holbert, R. L. (2003, November). *The allure of media ecology for the social scientist.* Paper presented at the annual meeting of the National Communication Association, Media Ecology Association. Miami Beach, FL.

Holbert, R. L., & Stephenson, M. T. (2003, November). *The importance of analyzing indirect effects in media effects research: Testing for mediation in structural equation modeling.* Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. Miami Beach, FL.

* Holbert, R. L., Pillion, O., Tschida, D. A., Armfield, G. G., Kinder, K., Cherry, K., & Daulton, A. (2003, November). *The West Wing as endorsement of the American presidency*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. Miami Beach, FL.

Holbert, R. L., Kwak, N., & Shah, D. V. (2003, May). *Environmental concern, patterns of television viewing, and pro-environmental behaviors: Integrating models of media consumption and effects*. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division. San Diego, CA.

Holbert, R. L. (2003, May). *The symbiotic relationship between television and newspaper public affairs use*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. San Diego, CA.

Benoit, W. L., Hansen, G. J., & Holbert, R. L. (2003, May). *Presidential campaign advertisements educate voters*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. San Diego, CA.

* Holbert, R. L. (2002, November). *An embodied approach to the study of media forms: Introducing a social scientific element to medium theory*. Paper presented at the annual meeting of the National Communication Association, Media Ecology Association. New Orleans, LA.
Holbert, R. L., & Armfield, G. A. (2002, November). *The role of secularism in the relationship between religion and Internet use*. Paper presented at the annual meeting of the National Communication Association, Religious Communication Association. New Orleans, LA.

Holbert, R. L., & Stephenson, M. T. (2002, November). *Structural equation modeling in the communication sciences, 1995-2000*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. New Orleans, LA.

* Holbert, R. L., Benoit, W. L., Hansen, G. J., & Wen, W. (2002, November). *The role of political ad recall, news use, political discussion, and debate viewing in campaign issue knowledge and salience*. Paper presented at the annual meeting of the National Communication Association, Political Communication Division. New Orleans, LA.

Dougherty, D. S., & Holbert, R. L. (2002, November). *Expanding the boundaries: A methodological reconsideration of sociological gender*. Paper presented at the annual meeting of the National Communication Association, Applied Communication Division. New Orleans, LA.

Benoit, W. L., Hansen, G. J., & Holbert, R. L. (2002, November). *Effects of information sources on issue knowledge, issue salience, and polarized affect in the 2000 presidential campaign*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. New Orleans, LA.

Stephenson, M. T., & Holbert, R. L. (2002, November). *Analyzing the role of measurement error in three approaches to structural equation modeling used in the communication sciences*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. New Orleans, LA.

Leshner, G., Holbert, R. L., & Yoon, T. (2002, August). *Motivating turnout: Counter-endorsement third-person effects, campaign negativity, and voting*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Mass Communication & Society Division. Miami, FL.

Holbert, R. L., Benoit, W. L., & McKinney, M. S. (2002, July). *The role of debate viewing in establishing "enlightened preference" in the 2000 presidential election*. Paper presented at the annual meeting of the International Communication Association, Political Communication Division. Korea.

Holbert, R. L., McKinney, M. S., Benoit, W. L. (2001, November). *Beyond learning and persona: Extending the scope of presidential debate effects*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. Atlanta, GA.

Holbert, R. L. (2001, April). *Print's ability to mask source gender and its impact on source cue ratings*. Paper presented at the annual meeting of the Southern States Communication Association, Gender Studies Division. Lexington, KY.

Holbert, R.L., Shah, D.V., & Kwak, N. (2000, August). *Entertainment media use and attitudes concerning women's rights: A process model*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Mass Communication & Society Division. Phoenix, AZ.

Shah, D.V., Kwak, N., & Holbert, R.L. (2000, July). *"Connecting" and "disconnecting" with civic life: The effects of Internet use on the production of social capital*. Paper presented at the annual meeting of the International Communication Association. Acapulco, Mexico.

Kwak, N., Shah, D., & Holbert, R.L. (2000, April). *Connecting, trusting, and participating: The interactive effects of social associations and generalized trust on collective action*. Paper presented at the annual meeting of the Midwest Political Science Association. Chicago, IL.

Holbert, R.L., Shah, D.V., & Kwak, N. (1999, November). *Entertainment media use and attitudes concerning women's rights*. Paper presented at the annual meeting of the Midwest Association of Public Opinion Research. Chicago, IL.

Holbert, R. L., Zubric, S.J. & Pfau, M. (1999, November). *An assessment of the reliability and validity of the Need for Cognition Scale (NCS)*. Paper presented at the annual meeting of the National Communication Association, Interpersonal Communication and Social Cognition Division. Chicago, IL.

Pfau, M., Holbert, R.L., Zubric, S.J., Pasha, N.H., & Lin, W. (1999, November). *Role and influence of communication modality in the process of resistance to persuasion*. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division. Chicago, IL.

Pfau, M., Holbert, R.L., Szabo, E., & Kaminiski, K. (1999, August). *Impact of soft-money-sponsored issue advocacy advertising versus candidate-sponsored positive and negative advertising: Influences on candidate preferences and democratic processes*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Communication Theory & Methodology Division. New Orleans, LA.

Shah, D.V., Holbert, R.L., & Kwak, N. (1999, August). *Expanding the 'virtuous circle' of social capital: Civic engagement, contentment, and interpersonal trust*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Mass Communication & Society Division. New Orleans, LA.

McLeod, J.M., Scheufele, D. A., Hicks, J.E., Kwak, N., Zhang, W., & Holbert, R. L. (1999, August). *Communicating community: The role of mass and interpersonal communication in promoting complexity of individuals' understanding of community*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Communication Theory & Methodology Division. New Orleans, LA.

McLeod, J.M., Scheufele, D. A., Holbert, R.L., & Schoenbach, C. (1999, July). *Crime or community? The impact of newspaper content on circulation*. Paper presented at the annual meeting of International Communication Association. San Francisco, CA.

Holbert, R. L., & Zubric, S. (1998, August). *A comparative analysis of objective and public journalism as techniques*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication. Baltimore, MD.

* McLeod, J., Scheufele, D., Moy, P., Horowitz, E., Holbert, R. L., Zhang, W., Zubric, S., & Hicks, J. (1998, August). *Understanding deliberation: Effects of discussion networks on participation in a public forum*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication. Baltimore, MD.

Moy, P., Scheufele, D., & Holbert, R. L. (1998, August). *Television use and social capital: Testing Putnam's time displacement hypothesis*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Mass Communication & Society Division. Baltimore, MD.

Holbert, R. L., Zubric, S., & Hicks, J. (1998, April). *A study of objectivity in contemporary television news: A quantitative open-closed approach*. Paper presented at the annual meeting of the Broadcast Education Association, News Division. Las Vegas, NV.

Holbert, R. L. (1998, July). *A multi-level analysis of medium theory*. Paper presented to the NCA Doctoral Honors Seminar, Northwestern University. Chicago, IL.

Holbert, R. L. (1998, April). *The role of the mass media in Inglehart's materialist-postmaterialist value shift*. Paper presented at the annual meeting of the Midwest Political Science Association, Political Psychology Division. Chicago, IL.

Holbert, R. L. (1998, April). *Critical analysis of Marshall McLuhan's radio-fascism probe*. Paper presented at the annual meeting of the Popular Culture Association/ American Culture Association Conference, Radio Division. Orlando, FL.

Pfau, M., Moy, P., Hicks, J., Holbert, R. L., Sprecker, K. & Zubric, S. (1998, July). *Influence of prime time television programming on public perceptions of the federal government*. Paper presented at the annual meeting of the International Communication Association, Jerusalem, Israel.

McLeod, J., Sotirovic, M., & Holbert, R. L. (1997, November). *Values as sociotropic judgments influencing communication patterns*. Paper presented at the annual meeting of the Midwest Association of Public Opinion Research. Chicago, IL.

Pfau, M., Moy, P., Kock, E., Lin, W., Zhang, W. & Holbert, R. L. (1997, August). *The influence of political talk radio on confidence in democratic institutions*. Paper presented at the annual meeting of the Association for the Education of Journalism & Mass Communication, Mass Communication Division. Chicago, IL.

ACADEMIC SERVICE ACTIVITIES

EDITORIAL BOARD MEMBERSHIP

2016-Present	<i>Human Communication Research</i>
2016-Present	<i>The Annals of the International Communication Association</i>
2014-Present	<i>Journalism & Mass Communication Quarterly</i>
2014-Present	<i>Communication Education</i>
2011-Present	<i>Communication Research</i>
2008-Present	<i>Communication Quarterly</i>
2008-Present	<i>Mass Communication & Society</i>
2007-Present	<i>Communication Research Reports</i>
2006-Present	<i>Journal of Broadcasting & Electronic Media</i>
2006-Present	<i>Communication Studies</i>
2006-Present	<i>Communication Methods and Measures</i>
2007-2014, 2017-Present	<i>Communication Monographs</i>
2001-2015	<i>Journal of Communication</i>
2001-2007	<i>American Communication Journal</i>
2001-2003	<i>Argumentation & Advocacy</i>

EDITORSHIP

2018-Present	Editor-in-Chief, <i>Journal of Communication</i>
2016-2018	Associate Editor, <i>Human Communication Research</i>
2013-2015	Associate Editor, <i>Journal of Communication</i>
2013-2014	Guest Editor, Special Issue of <i>Mass Communication & Society</i> Topic: Entertainment Media and Politics
2006-2008	Book Review Editor, <i>Mass Communication & Society</i>

PEER JOURNAL REVIEWER (ALPHABETICAL ORDER)

American Journal of Political Science
Asian Journal of Communication
Brazilian Political Science Review
Communication and the Public
Communication Reports
Communication Theory
Critical Studies in Media Communication
European Journal of Communication
European Journal of Psychology of Education
Health Communication
Humor
International Journal of Communication
International Journal of Media and Cultural Politics
International Journal of Press/Politics
International Journal of Public Opinion Research
Journal of Media Psychology
Media Psychology
Nature Energy
New Media & Society
Nonprofit and Voluntary Sector Quarterly
Perspectives on Politics
PLOS One
Political Behavior
Political Communication
Political Psychology
Political Research Quarterly
Politics
Presidential Studies Quarterly
Public Opinion Quarterly
Social Influence
Social Science Computer Review
Southern Communication Journal
The Journal of Media and Religion
Western Journal of Communication

ASSOCIATION LEADERSHIP POSITIONS

2017-2018	Chair	NCA PCD Hart Book Award Committee
2016-2017	Member	NCA PCD Hart Book Award Committee
2015-2017	Member	ICA Board of Directors - Regional Conference Task Force - Division Funding Task Force - Ethics Task Force
2015-2017	Chair	ICA Mass Communication Division
2015-2017	Member	NCA Golden Monograph Award Committee
2013-2015	Vice-Chair	ICA Mass Communication Division
2012-2013	Chair, Dissertation Award	ICA Political Communication Division
2010-2013	Member, Research Board	NCA
2007-2008	Chair	NCA Mass Communication Division
2007-2008	Past Chair	NCA Political Communication Division
2006-2007	Vice-Chair	NCA Mass Communication Division
2006-2007	Chair	NCA Political Communication Division
2005-2006	Vice-Chair	NCA Mass Communication Division
2004-2005	Chair-Elect	NCA Political Communication Division
2003-2008	Legislative Assembly	NCA
2003-2004	Chair, Research Committee	NCA Mass Communication Division
2002-2003	Chair	SSCA Political Comm Interest Group
2001-2002	Vice-Chair-Program Chair	SSCA Political Comm Interest Group

ACADEMIC CONFERENCE PROGRAM PLANNING

2016	ICA Mass Communication Division (Competitive Papers and Panels)
2015	ICA Mass Communication Division (Competitive Papers and Panels)
2007	NCA Mass Communication Division (Competitive Panels)
2006	NCA Political Communication Division (Competitive Papers and Panels)
2005	ECA Spotlight on Scholarship
2005	NCA Mass Communication Division (Competitive Papers)
2002	SSCA Political Communication Interest Group (Competitive Papers)

MAJOR UNIVERSITY-DEPARTMENTAL SERVICE POSITIONS

2016-2018	Commencement Marshall, Temple
2012-2014	University Governmental Relations Committee, Ohio State
2012-2013	Faculty Mentor, Graduate Student Organization, Ohio State
2011-2012	Faculty Senator, University Senate, Ohio State
2010-2012	Member, University Fellowship Committee, Ohio State
2007-2012	Member, Graduate Studies Committee, School of Communication, Ohio State
2008-2010	Faculty Director, PRSSA chapter, Ohio State
2006-2007	Member, Undergraduate Studies Committee, Delaware
2004-2006	Member, University Faculty Senate, Delaware
2004-2005	Director, Communication Honors Society, Delaware

TEACHING

GRADUATE SEMINARS

Communication Theory I, Temple University
Organizational Communication, Temple University
Political Communication, Temple University
Persuasion, Temple University
Contemporary Communication Theory, The Ohio State University
Political Entertainment Media and Politics, The Ohio State University
Public Opinion, The Ohio State University
Structural Equation Modeling, The Ohio State University
Statistical Analysis, University of Delaware
Theory Building, University of Missouri-Columbia
Mass Communication Theory, University of Missouri-Columbia
Media Effects, University of Missouri-Columbia

UPPER-LEVEL UNDERGRADUATE COURSES

Research Methods, Temple University
Strategic Communication Principles, The Ohio State University
Media Planning and Buying, The Ohio State University
Advertising and Society, University of Delaware
Public Opinion and Communication, University of Delaware
Persuasion and Communication, University of Delaware
Function and Form, University of Delaware
Social Capital, University of Delaware
New Technologies & Society, University of Missouri-Columbia
Visual Literacy, University of Missouri-Columbia
Public Affairs Reporting, University of Wisconsin-Madison

INTRODUCTORY UNDERGRADUATE COURSES

Communication and Social Influence Inquiry (Epistemology), Temple University
Communication in Society, The Ohio State University
Introduction to Mass Communication, University of Delaware, University of Missouri-Columbia, and Towson University
Television Field Production, University of Missouri-Columbia

DISSERTATION ADVISING (Chair, Completed w/ affiliation)

John McGuire, Completed 2003

School of Media and Strategic Communications, Oklahoma State University (Tenured)

Heather L. LaMarre, Completed 2009
School of Journalism & Mass Communication, University of Minnesota
Department of Strategic Communication, Temple University (Tenured)

Kristen D. Landreville, Completed 2010
Department of Journalism & Communication, University of Wyoming (Tenured)

Nick Geidner, Completed 2011
School of Journalism & Electronic Media, University of Tennessee (Tenured)

Jay Hmielowski, Completed 2011
School of Forestry & Environmental Studies, Yale University (post-doc)
Department of Communication, University of Arizona
Murrow College of Communication, Washington State University (Tenured)
Department of Public Relations, University of Florida

Jayeon Lee, Completed 2013
Department of Journalism & Communication, Lehigh University (Tenured)
Department of Journalism, Gachon University

Megan R. Hill, Completed 2013
Department of Communication Studies, Albion College

Jason Peifer, Completed 2015
Department of Journalism, School of Media, Indiana University

CURRENT DISSERTATION ADVISING

Nicholas W. Robinson (Expected Fall 2019)
Esul Park (Expected Spring 2020)
Heeyoung “Jenni” Jung (Expected Spring 2020)

THESIS ADVISING (Chair - Completed)

Kevin Tressler, 2006, University of Delaware
Davita Veselenak, 2006, University of Delaware
Julie Lather, 2009, The Ohio State University
Whitney Walther, 2011, The Ohio State University
Kathryn Benski, 2011, The Ohio State University
Sarah Esralew, 2012, The Ohio State University

HONORS

2018	Athletic Hall of Fame Inductee – Johnson City NY Central Schools
2012	NCA Mass Communication Division - Teacher of the Year Award
2009	Professor of the Year - Ohio State’s School of Communication.
2006	Nominated for Outstanding Teaching Award - University of Delaware
2005	Top 3 Paper – AEJMC Mass Communication (Second Author)
2005	Top 4 Paper – NCA Political Communication (Lead Author)
2003	Top 4 Paper – NCA Political Communication (Lead Author)
2002	Top 4 Paper – NCA Political Communication (Lead Author)
2002	Top 2 Paper – NCA Media Ecology (Single Author)

2002 Outstanding Members of the MU Community- Homecoming
2001 Top 3 Paper – SSCA Women’s Studies (Single Author)
1999-2000 Louise Elizabeth George Fellowship — UW-Madison
1998 Top 3 Paper – AEJMC CT&M
1998 Top Student Paper – BEA News Division (Lead Author)
1996-1997 Louise Elizabeth George Fellowship — UW-Madison
1990,1991 NCAA Academic All-America Golf Team Selection
1990 NCAA All-America Golf Team Selection
1987-1991 Alumni Scholarship Recipient — University of Rochester