

CURRICULUM VITAE

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Douglas M. McLeod

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BIOGRAPHICAL INFORMATION

Status: Professor – Fall 2001 to present
Associate Professor – Fall 2000 to Spring 2001
School of Journalism and Mass Communication
University of Wisconsin–Madison

Associate Professor – Fall 1995 to Spring 2000
Assistant Professor -- Fall 1989 to Spring 1995
Department of Communication
University of Delaware

Degrees: PH.D., University of Minnesota, 1989
Journalism and Mass Communication
Minor: Sociology

M.A., University of Minnesota, 1986
Journalism and Mass Communication

B.A., University of Wisconsin, 1983
Journalism and Mass Communication, Psychology

Ph.D. Dissertation:

“The Role of Mass Media in Society: Professional and Popular Perceptions”
August, 1989

Master's Thesis:

“When the Shoe is on the Other Foot: A Content Analysis of the Coverage of the
Afghanistan and Grenada Conflicts by *Time* magazine and the *Granma Weekly
Review*”
March, 1986

Research Areas:

Conflict and the Mass Media (media coverage of social protest and its effects;
role of the mass media in social conflicts)

Cognitive Effects of Mass Media (framing, priming and agenda-setting)

Public Opinion and the Mass Media (knowledge gaps; third-person effects;
rallying effects)

Advertising and Society (advertising and personal values; advertising, culture and
the social system)

Teaching Areas:

Mass communication and public opinion theory and methodology

Statistics and data analysis

Strategic Communication

Sports Communication

Television production

PUBLICATIONS

Books.

1. McLeod, D. M., & Shah, D. V. (2015). *News Frames and National Security: Covering Big Brother*. Cambridge: Cambridge University Press.

Edited Volumes.

2. Shah, D. V., McLeod, D. M., Friedland, L., & Nelson, M. (Eds.). (2007). The politics of consumption/the consumption of politics. *The Annals of the American Academy of Political and Social Science*, 611.
1. Dunwoody, S., Becker, L. B., McLeod, D. M., & Kosicki, G. M. (Eds.) (2005). *The evolution of key mass communication concepts: Honoring Jack McLeod*. Cresskill, NJ: Hampton Press.

Book Chapters.

21. McLeod, D. M. (2022). Conducting framing research in the context of 21st Century media systems. In C. Muniz (Ed.). *Framing Y Política: Aportaciones Empíricas desde Iberoamerica*. Valencia, Spain: Tirant Lo Blanch, pp. 29-55.
20. Boyle, M. P., & McLeod, D. M. (2018). News framing and social protest: Toward a comprehensive model. In P. D'Angelo (Ed.). *Doing framing analysis II: Empirical and theoretical perspectives*.
19. McLeod, D. M. (2013). Billy Bragg: Mixing pop and politics. In M. Pedelty & K. Weglarz (Eds.). *Political Rock*. London: Ashgate, p. 91-105.
18. Kosicki, G. M., McLeod, D. M., & McLeod, J. M. (2011; 2013). Looking back and looking forward: Observations on the role of research methods in the rapidly evolving field of political communication. In E. Bucy, & L. Holbert (Eds.). *Sourcebook of political communication research: Methods, measures, and analytical techniques*. New York: Routledge.
17. Shah, D. V., McLeod, D. M., Gotlieb, M. R., & Lee, N. (2010). Framing and agenda setting. In R. Nabi & M. B. Oliver (Eds.), *The SAGE handbook of media processes and effects* (pp. 83-98). Thousand Oaks, CA: Sage.
16. McLeod, J. M., Kosicki, G. M., & McLeod, D. M. (2009). Levels of analysis and communication science. In C. R. Berger, M. Roloff, & D. Roskos-Ewoldsen (Eds.). *Handbook of Communication Science*, 2nd ed., Newbury Park, CA: Sage.

15. McLeod, D. M., McLeod, J. M., & Kosicki, G. M., (2009). Political communication effects. In J. Bryant & M. B. Oliver (Eds.). *Media effects: Advances in theory and research*, 3rd ed., Hillsdale, NJ: Lawrence Erlbaum Associates.
14. Hairgrove, F. P., McLeod, D. M., & Shah, D. V. (2009). Strategic Uses of the Internet by Hizbut Tahrir Indonesia. In J. Forest (Ed.), *Influence Warfare: How Terrorist and Governments Fight to Shape Perceptions*. Westport, CN: Praeger Security International.
13. Dunwoody, S., Becker, L. B., McLeod, D. M., & Kosicki, G. M. (2005). Introduction. In S. Dunwoody, L.B. Becker, D.M. McLeod, & G. Kosicki (Eds.). *The evolution of key mass communication concepts: Honoring Jack McLeod*. Cresskill, NJ: Hampton Press.
12. McLeod, D. M., Zubric, J., & Boyle, M. P. (2005). Jack of all trades: A citation analysis of the work of Jack McLeod. In S. Dunwoody, L.B. Becker, D.M. McLeod, & G. Kosicki (Eds.). *The evolution of key mass communication concepts: Honoring Jack McLeod*. Cresskill, NJ: Hampton Press.
11. Paek, H. J., Nelson, M. R., & McLeod, D. M. (2004). *Beyond polarized cultural values: A new approach to the study of South Korean and U.S. newspaper advertisements*. In B.E. Kahn & M.F. Luce (Eds.), *Advances in Consumer Research* (pp. 495-502). Provo, UT: Association for Consumer Research.
10. Malinkina, O. V., & McLeod, D. M. (2002). The Russian media role in the conflicts in Afghanistan and Chechnya: A case study of media coverage by Izvestia and the New York Times. In E. Gilboa (Ed.). *Media and Conflict: Framing Issues, Policy Making, Shaping Opinions*. Ardsley, NY: Transnational Publishers.
9. McLeod, D. M., Kosicki, G. M., & McLeod, J. M. (2001). Resurveying the Boundaries of Political Communication Effects. In J. Bryant and D. Zillmann (Eds.) *Media effects: Advances in theory and research*, 2nd ed. Hillsdale, NJ: Lawrence Erlbaum Associates, pp. 215-267.
8. McLeod, D. M., & Tichenor, P. J. (2001). The logic of social and behavioral science. In G.H. Stempel III and B.H. Westley (Eds.) *Research methods in mass communication*, 3rd ed. Englewood Cliffs, N.J.: Prentice-Hall.
7. Hertog, J. K., & McLeod, D. M. (2001). A multiperspectival approach to framing analysis: A field guide. In S. D. Reese, O. B. Gandy, & A. E. Grant (Eds.). *Framing Public Life: Perspectives on Media and Our Understanding of the Social World*. Mahway, NJ: Lawrence Erlbaum Associates, Inc., pp. 139-161.
6. McLeod, D. M. (1999). The protest paradigm and news coverage of the 'Right to Party' Movement. In D. Schultz (Ed.) *It's show time!: Media, politics, and popular culture*. New York: Peter Lang Publishing.

5. McLeod, D. M., & Hertog, J. K. (1999). Social control and the mass media's role in the regulation of protest groups: The Communicative Acts Perspective. In D. Demers and K. Viswanath (Eds.) *Mass media, social control and social change*. Ames, IA: Iowa State University Press, pp. 305-330.
4. McLeod, D. M. (1995). Doris Appel Graber (1923-). In N. Signorielli (Ed.) *Women in communication*. Westport, CT: Greenwood Press.
3. McLeod, J. M., Kosicki, G. M., & McLeod, D. M. (1994). The expanding boundaries of political communication effects. In J. Bryant and D. Zillmann (Eds.) *Media effects: Advances in theory and research*. Hillsdale, NJ: Lawrence Erlbaum Associates, pp. 123-162.
2. McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1993). Public perceptions and evaluations of the role of the media in the Persian Gulf War. In B.S. Greenberg and W. Gantz (Eds.) *Desert Storm and the mass media*. Cresskill, NJ: Hampton Press.
1. Tichenor, P. J., & McLeod, D. M. (1989). The logic of social and behavioral science. In G. H. Stempel III and B. H. Westley (Eds.) *Research methods in mass communication*, 2nd ed. Englewood Cliffs, N.J.: Prentice-Hall.

Journal Articles.

96. Zhang, T., McLeod, D. M. (2025). The effects of dynamic vs. static thematic frames and normative information in health messaging: Experimental evidence from skin cancer prevention. *Mass Communication and Society*.
95. (2025). Reading faces: The power of facial expressions as visual cues in news reports of social protest.
94. Lu, L., Liu, J., Kim, S. J., Tao, R., McLeod, D. M., & Shah, D. V. (2024). The effects of numerical evidence and message framing in communicating vaccine efficacy. *Journal of Health Communication*, 29, 654-662.
93. Kwan, H., Lu, L., Kang, J., & McLeod, D.M. (2024). Leveraging the power of ChatGPT: Evaluating its effectiveness for content analysis and framing research in mass communication. *Proceedings of the Annual Hawaii International Conference on System Sciences*, pp. 1-10.
92. Liu, J., Lu, L., & McLeod, D. M. (2024). Equivalence framing and the construction of advocacy messages. *Journal of Behavioral Decision Making*, 37, 1-9.
91. Tao, R., Kim, S. J., Lu, L., Kang, J., & McLeod, D. M. (2023). Fighting fire or fighting war: Examining the framing effects of COVID-19 metaphors. *Health Communication*, 39, 2026-2040.

90. Lu, L., Liu, J., Kim, S. J., Tao, R., Shah, D. V., & McLeod, D. M. (2023). The effects of vaccine efficacy information on vaccination intentions through perceived response efficacy and hope. *Journal of Health Communication*, 28, 121-129.
89. Culver, K. B., & McLeod, D. M. (2023). “Anti-riot” or “anti-protest” legislation?: Black Lives Matter, news framing, and the protest paradigm. *Journalism and Media*, 4, 1-15.
88. Sun, X., Wang, S., & McLeod, D. M. (2023). National independence vs. traditional culture: Framing the same-sex marriage movement and countermovement in Taiwan. *International Journal of Press/Politics*.
87. Suk, J., McLeod, D. M., & Shah, D. V. (2022). Spatial polarization, partisan climate, and participatory actions: Do congenial contexts lead to mobilization, resignation, activation, or complacency? *Political Behavior*, 45, 1859-1882.
86. Su, M. H., & McLeod, D. M. (2022). Opinion polls in context : Partisan embeddedness, source confusion, and the effects of socially transmitted polls. *The International Journal of Communication*, 16, 1395-1419.
85. McLeod, D. M., Choung, H., Su, M. H., Kim, S., Tao R., Liu, J., & Lee, B. (2022). Navigating a diverse paradigm: A conceptual framework for experimental framing effects research. *Review of Communication Research*, 10, 1-58.
84. Suk, J., Shah, D. V., & McLeod, D. M. (2022). Breaking the “virtuous circle”: How partisan communication flows can erode social trust but drive participation. *Human Communication Research*, 48, 88-115.
83. Lukito, J., Loya, L., Davalos, C., Li, J., Tong, C., & McLeod, D. M. (2021). Chiming in: A computer-assisted analysis of musician’s political engagement on Twitter. *Social Media and Society*, 7, 1-13.
82. Lee, B., Liu, J., Choung, H., & McLeod, D. M. (2021). Exploring numerical framing effects: The interaction effects of gain/loss frames and numerical presentation formats on message comprehension, emotion, and perceived issue seriousness. *Journalism and Mass Communication Quarterly*, 98, 387-406.
81. Lee, B., & McLeod, D. M. (2020). Reconceptualizing cognitive media effects theory and research under the judged usability model. *Review of Communication Research*, 8, 17-50.
80. Liu, J., Su, M. H., McLeod, D. M., Abisaid, J., & Lu, L. (2020). The effects of framing and advocacy expectancy on belief importance and issue attitude. *Mass Communication and Society*, 23:4, 537-553.

79. Lee, B., Liu, J., Choung, H., & McLeod, D. M. (2020). Beyond the notion of accessibility bias: Message content as the common source of agenda-setting and priming effects. *Mass Communication and Society*, 23:4, 554-577.
78. Duncan, M., Pelled, A., Wise, D., Ghosh, S., Shan, Y., Zheng, M., & McLeod, D. (2020). Staying silent and speaking out in online comment sections: The influence of spiral of silence and corrective action in reaction to news. *Computers in Human Behavior*, 102, 192-205.
77. Liu, J., & McLeod, D. M. (2019). Counter-framing effects of user comments. *International Journal of Communication*, 13, 2484-2503.
76. Liu, J., & McLeod, D. M. (2019). Pathways to news commenting and the removal of the comment system on news websites. *Journalism*, 22, 867-881.
75. Duncan, M. Culver, K. B., McLeod, D. M., & Kremmer, C. (2019). Don't quote me: Effects of named, quoted, and partisan news sources. *Journalism Practice*, 13 :9, 1128-1146.
74. Liu, J., Lee, B., McLeod, D. M., & Choung, H. (2019). Effects of frame repetition through cues in the online environment. *Mass Communication & Society*, 22, 447-465.
73. Su, M. H., Liu, J., & McLeod, D. M. (2019). Pathways to news sharing: Issue frame perceptions and the likelihood of sharing. *Computers in Human Behavior*, 91, 201-210.
72. Liu, J., Lee, B., McLeod, D. M., & Choung, H. (2019). Framing obesity: Effects of obesity labeling and prevalence statistics on public perceptions. *Health Education & Behavior*, 46, 322-328.
71. Lee, B., Liu, J., Choung, H., & McLeod, D. M. (2019). Framing risk with numbers: The framing effects of risk assertions and number formats on emotions and risk perceptions. *Mass Communication & Society*, 22, 344-364.
70. Coppini, D., Duncan, M., & McLeod, D. M. (2017). When the whole world is watching. A motivations-based account of selective expression and exposure. *Computers in Human Behavior*, 75, 766-774.
69. Shah, D. V., McLeod, D. M., Rojas, H., Cho, J., Wagner, M. W., & Friedland, L. (2017). Revising the Communication Mediation Model for a New Political Communication Ecology. *Human Communication Research*, 94, 862-882.
68. McGlaughlin, B., Davis, C., Perryman, M., Mun, K., & McLeod, D. M. (2017). Elite cues, news coverage, and partisan support for compromise. *Journalism and Mass Communication Quarterly*, 94, 862-882.

67. McLeod, D. M., Wise, D., & Perryman, M. (2017). Thinking about the media: A review of theory and research on media perceptions, media effects perceptions, and their consequences. *Review of Communication Research*, 5, 35-83.
66. Kwon, M. W., Mun, K., McLeod, D. M., Lee, J. K., & D'Angelo, J. (2017). Is mobile health all peer pressure? The influence of mass media exposure on the motivation to use mobile health apps. *Convergence: International Journal of Research into New Media Technologies*, 23, 565-586.
65. McLaughlin, B., Davis, C., Coppini, D., Kim, Y. M., Knisely, S. & McLeod, D. M. (2015). When women attack: Sex scandals, gender stereotypes, and candidate evaluations. *Politics and the Life Sciences*, 34, 44-56.
64. Pingree, R. J., Brossard, D., & McLeod, D. M. (2014). Effects of journalistic adjudication on factual beliefs, news evaluations, information seeking, and epistemic political efficacy. *Mass Communication and Society*, 17, 615-638.
63. Kwon, M. W., D'Angelo, J., & McLeod, D. M. (2013). Facebook use and social capital: To bond, to bridge, or to escape. *Bulletin of Science, Technology & Society*, 33, 35-43.
62. Boyle, M. P., Schmierbach, M. G., & McLeod, D. M. (2013). Pre-existing factors or media effect?: Understanding the third-person perception. *Atlantic Journal of Communication*, 21, 230-246.
61. Pingree, R. J., Hill, M., & McLeod, D. M. (2013). Distinguishing effects of game framing and journalistic adjudication on cynicism and epistemic political efficacy. *Communication Research*, 40, 193-214.
60. Shah, D. V., McLeod, D. M., (2012). Public broadcasting, media engagement, and 2-1-1: Using mass communication to increase the use of social services. *American Journal of Preventive Medicine*, 43, S443-S449.
59. Boyle, M. P., Armstrong, C. L., & McLeod, D. M. (2012). Adherence to the protest paradigm: The influence of protest goals and tactics on news coverage in U.S. and international newspapers. *The International Journal of Press/Politics*, 17, 127-144.
58. Armstrong, C. L., Boyle, M. P., & McLeod, D. M. (2011). A global trend: How news coverage of protests reinforces gender stereotypes. *Journalism Studies*, 13, 1-16.
57. Paek, H. J., Gunther, A. C., McLeod, D. M., & Hovey, T. (2011). The direct and mediating effects of perceived media influence on adolescent smoking. *Journal of Consumer Affairs*, 45, 123-146.
56. Schmierbach, M. G., Boyle, M. P., Xu, Q., & McLeod, D. M. (2011). I hate Jack Thompson: Exploring third-person differences between gamers and non-gamers. *Journal of Communication*, 61, 307-327.

55. McLeod, D. M. (2009). Derelict of duty: The American news media, terrorism and the war in Iraq. *Marquette Law Review*, 93, 113-136.
54. McCluskey, M. R., Stein, S. E., Boyle, M. P., & McLeod, D. M. (2009). Community structure and social protest: Influences on newspaper coverage. *Mass Communication and Society*, 12, 353-371.
53. Cho, J., Shah, D. V., McLeod, J. M., McLeod, D. M., Scholl, R. M., & Gotlieb, M. R. (2009). Campaigns, reflection, and deliberation: Advancing an O-S-R-O-R model of communication effects. *Communication Theory*, 19, 66-88.
52. Yun, D., Nah, S., & McLeod, D. M. (2008). Framing effects of news coverage of the embryonic stem cell controversy: Issue involvement as effects moderator. *Communication Research Reports*, 25, 312-315.
51. Schmierbach, M. G., Boyle, M. P., & McLeod, D. M. (2008). Understanding person perceptions: Comparing four common analytical approaches in third-person research. *Mass Communication and Society*, 11, 1-21.
50. Paek, H. J., Lambe, J. L., & McLeod, D. M. (2008). Antecedents to support for content restrictions. *Journalism and Mass Communication Quarterly*, 85, 273-290.
49. Lee, N. J., McLeod, D. M., & Shah, D. V. (2008). Framing policy conflict: Issue dualism, journalistic frames, and opinions on controversial policy issues. *Communication Research*, 35, 695-718.
48. Ho, S., & McLeod, D. M. (2008). Social-Psychological Influences on Opinion Expression in Face-to-Face and Computer-Mediated Communication. *Communication Research*, 35, 190-207.
47. Hairgrove, F., & McLeod, D. M. (2008). Circles drawing toward high risk activism: The use of Usroh and Halaqa in Islamist Radical Movements. *Studies in Conflict and Terrorism Studies in Conflict and Terrorism*, 31, 399-411.
46. Boyle, M. P., Rojas, H., & McLeod, D. M. (2008). The role of ego enhancement and perceived message exposure in third-person judgments regarding violent videogames. *American Behavioral Scientist*, 52, 165-185.
45. Veenstra, A., Sayre, B., Shah, D. V., & McLeod, D. M. (2008). Frames and knowledge in mixed media: How activation changes information intake. *CyberPsychology and Behavior*, 11, 443-450.
44. Shah, D. V., Cho, J., Nah, S., Gotlieb, M. R., Hwang, H., Lee, N. J., Scholl, R. M., & McLeod, D. M. (2007). Campaign ads, online messaging, and participation: Extending the communication mediation model. *Journal of Communication*, 57, 676-703.

* Lynne Rienner Publishers Best Paper Award Information Technology for the best scholarly paper published on information technology and politics awarded by the Policy Division of the American Political Science Association.

43. Shah, D. V., McLeod, D. M., Friedland, L., & Nelson, M. (2007). The politics of consumption/The consumption of politics. In Shah, D. V., McLeod, D. M., Friedland, L., & Nelson, M. (Eds.). The politics of consumption/the consumption of politics. *The Annals of the American Academy of Political and Social Science*, 611, 6-15.
42. Shah, D. V., McLeod, D. M., Kim, E., Lee, S. Y., Gotlieb, M., Ho, S. S., & Breivik, H. (2007). Political consumerism: How communication and consumption orientations drive “lifestyle politics.” In Shah, D. V., McLeod, D. M., Friedland, L., & Nelson, M. (Eds.). The politics of consumption/the consumption of politics. *The Annals of the American Academy of Political and Social Science*, 611, 217-235.
41. Detenber, B. H., Gotlieb, M. R., McLeod, D. M., & Malinkina, O. V. (2007). Frame intensity effects of television news stories about a high visibility protest issue. *Mass Communication and Society*, 10, 439-460.
40. McLeod, D. M., (2007). News coverage and social protest: How the media’s protest paradigm exacerbates social conflict. *Journal of Dispute Resolution*, 2007(1), 185-194.
39. Boyle, M. P., Schmierbach, M. G., & McLeod, D. M. (2007). Ideology, issues, and limited information: Implications for voting behavior. *The Atlantic Journal of Communication*, 15, 284-302.
38. Hwang, H., Gotlieb, M., Nah, S., & McLeod, D. M. (2007). Applying a cognitive processing model to presidential debate effects: Post-debate news analysis and primed reflection, *Journal of Communication*, 57, 40-59.
37. Cho, J., & McLeod, D. M. (2007). Structural antecedents to knowledge and participation: Extending the knowledge gap concept to participation. *Journal of Communication*, 57, 205-228.
36. Cho, J., Gil de Zuniga, H., Shah, D. V., & McLeod, D. M. (2006). Cue convergence: Associative effects on social intolerance. *Communication Research*, 33, 136-154.
35. Boyle, M. P., Schmierbach, M. G., Armstrong, C. L., Cho, J., McLeod, D. M., & Shah, D. V. (2006). Expressive responses to news stories about extremist groups: A framing experiment. *Journal of Communication*, 56, 271-288.
34. Boyle, M. P., McCluskey, M. R., McLeod, D. M., & Stein, S. E. (2005). Newspapers and protest: An examination of protest coverage from 1960 to 1999. *Journalism and Mass Communication Quarterly*, 82, 638-653.

33. Keum, H., Hillback, E. D., Rojas, H., Gil de Zuniga, H., Shah, D. V., & McLeod, D. M. (2005). Personifying the radical: How news framing polarizes security concerns and tolerance judgments. *Human Communication Research*, 32, 1-25
32. Schmierbach, M. G., Boyle, M. P., & McLeod, D. M. (2005). Civic attachment in the aftermath of September 11. *Mass Communication and Society*, 8, 323-346.
31. Lambe, J. L., & McLeod, D. M. (2005). Understanding third-person perception processes: Predicting perceived impact on self and others for multiple expressive contexts. *Journal of Communication*. 55, 1-15.
30. McCluskey, M. R., Deshpande, S., Yoo, H. L., Shah, D. V., & McLeod, D. M. (2004). The efficacy gap and political participation: When political influence fails to meet expectations. *International Journal of Public Opinion Research*, 16, 437-455.
29. Chia, S. C., Lu, K., & McLeod, D. M. (2004). Sex, lies and video compact discs: A case study on third-person perception and motivations for censorship. *Communication Research*, 31, 109-130.
28. Boyle, M. P., Devanathan, N., McCluskey, M. R., Stein, S., & McLeod, D. M. (2004). The Influence of Level of Deviance and Protest Type on Coverage of Social Protest in Wisconsin From 1960 to 1999. *Mass Communication and Society*, 7, 43-60.
27. Boyle, M. P., Schmierbach, M. G., Armstrong, C. L., McLeod, D. M., Shah, D., & Pan, Z. D. (2004). Information seeking and emotional reactions to the September 11 attacks. *Journalism and Mass Communication Quarterly*, 81, 155-167.
26. Cho, J., Boyle, M. P., Keum, H., Shevy, M., McLeod, D. M., Shah, D. V., & Pan, Z. (2003). Media, terrorism, and emotionality: Emotional differences in media content and public reactions to September 11th. *Journal of Broadcasting and Electronic Media*, 47, 309-327.
25. McLeod, D. M., Eveland, W.P., Jr., & Detenber, B. H. (2001). Behind the Third-person Effect: Differentiating perceptual processes for self and other. *Journal of Communication*, 51, 678-695.
24. Malinkina, O. V., & McLeod, D. M. (2000). The Dissipation of Cold War Ideology and its Implications for International News Reporting: Coverage of the Conflicts in Afghanistan and Chechnya by Izvestia and The New York Times. *Journalism and Mass Communication Quarterly*, 77, 37-49.
23. Eveland, W. P., Jr., & McLeod, D. M. (1999). The effect of social desirability on perceived media impact: Implications for third-person perceptions. *International Journal of Public Opinion Research*, 11, 313-330.

22. McLeod, D. M., & Detenber, B. H. (1999). Framing effects of television news coverage of social protest. *Journal of Communication*, 49, 3-23.
 21. Eveland, W. P., Jr., Nathanson, A. I., Detenber, B. H., & McLeod, D. M. (1999). Rethinking the social distance corollary: Perceived likelihood of exposure and the third-person perception. *Communication Research*, 26, 275-302.
 20. McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1998). Public hostility toward freedom of expression during international conflicts: A case study of public opinion during the Persian Gulf War. In M.W. Seeger (Ed.) *Free Speech Yearbook*, 36, 104-117.
 19. McLeod, D. M., & McKenzie, J. A. (1998). Print media and public reaction to the controversy over NEA funding for Robert Mapplethorpe's "The Perfect Moment" exhibit". *Journalism and Mass Communication Quarterly*, 75, 278-291.
 18. McLeod, D. M., Eveland, W. P., Jr., & Nathanson, A. I. (1997). Support for censorship of violent and misogynic rap lyrics: An analysis of the third-person effect. *Communication Research*, 24, 153-174.
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17. Perse, E. M., McLeod, D. M., Signorielli, N., & Dee, J. (1997). News coverage of abortion between Roe and Webster: Public opinion and real world events. *Communication Research Reports*, 14, 97-105.
 16. Perse, E. M., Nathanson, A. I., & McLeod, D. M. (1996). The effects of spokesperson gender, PSA appeal, and involvement on evaluations of safe-sex public service announcements. *Health Communication*, 8, 171-189.
 15. Eveland, W. P., Jr., McLeod, D. M., & Signorielli, N. (1995). Actual and perceived U.S. public opinion: The spiral of silence during the Persian Gulf War. *International Journal of Public Opinion Research*, 7, 91-109.
 14. Hertog, J. K., & McLeod, D. M. (1995). Anarchists wreak havoc in downtown Minneapolis: A multi-level study of media coverage of radical protest. *Journalism Monographs*, 151, 1-48.
 13. McLeod, D. M. (1995). Communicating deviance: The effects of television news coverage of social protest. *Journal of Broadcasting and Electronic Media*, 39, 4-19.
 12. Eveland, W. P., Jr., McLeod, D. M., & Nathanson, A. I. (1994). Reporters vs. undecided voters: An analysis of the questions asked during the 1992 presidential debates. *Communication Quarterly*, 41, 1-17.

* Reprinted in T. F. Sheckels, J. K. Muir, T. Robertson, & L. Gring-Pemle. (Eds.).
Readings on Political Communication. Strata Publishing, 2006.

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10. Perse, E. M., Ferguson, D. A., & McLeod, D. M. (1994). Cultivation in the Newer Media Environment. *Communication Research*, 21, 79-104.
9. Signorielli, N., McLeod, D. M., & Healy, E. (1994). Gender stereotypes in MTV commercials: The beat goes on. *Journal of Broadcasting and Electronic Media*, 38, 91-101.
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6. McLeod, D. M., & Hairgrove, F. P. (2009, November 6). Mass Communication and the Battle for the Hearts and Minds of Muslims in Indonesia. Final Project Report to the National Center for the Study of Terrorism and Responses to Terrorism (START), University of Maryland.
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CONFERENCE PAPERS

Covid governor, NCA

148. Lu, L., Liu, J., & McLeod (2025, May). Content and effects of visual framing of the Black Lives Matter Movement. Paper presented to the International Communication Association (ICA), Denver, CO. (Top Paper Award).
147. Kwan, H., Lu, L., Kang, J., & McLeod, D.M. (2024, January). Leveraging the power of ChatGPT: Evaluating its effectiveness for content analysis and framing research in mass communication. Paper presented to the Hawaii International Conference on System Sciences (HICSS) Kona, HI.
146. Kwon, H., Kim, S. J., Lu, L., Tao, R., Kang, J., Zhou, Y., Xin, H., & McLeod, D. (2023). *A Computational Analysis of Intermedia Agenda-Setting Regarding Black Lives Matter Across Four Types of News Media on Twitter*. Paper presented to the National Communication Association (NCA), National Harbor, MD.
145. Kim, S. J., Tao, R., Lu, L., & McLeod, D. (2023, August). *The Consequences of Partisan Prejudice: The role of Affective Polarization and Partisan Moral Prejudice in Inter-Partisan Communication*. Paper presented to the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
144. Lu, L., Kim, S. J., Tao, R., Liu, J., & McLeod, D. M. (2022, May). A number is worth a thousand words: Effects and psychological mechanisms of communicating vaccine efficacy information. Paper presented to the National Communication Association (NCA), New Orleans, LA.
143. Su, M. H., Borah, P., & McLeod, D. M. (2022, May). Intergroup hostility or lack of interpersonal etiquette? Advancing a communicative approach to social media incivility. Paper presented to the International Communication Association (ICA), Paris, France.
142. Choung, H. C., & McLeod, D. M. (2022, March). News processing motivations and framing effects: Thinking like a lawyer vs. thinking like a judge. Paper presented to the Central States Communication Association (CSCA), Madison, WI.
141. Yang, E. F., McLeod, D. M., & Shah, D. V. (2020, November). The promise and peril of message framing effects in health communication. Paper presented to the National Communication Association (NCA), Indianapolis, IN.
140. Suk, J., McLeod, D. M., & Shah, D.V. (2020, August). Am I with her or with...him? Paper presented to the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference.

139. Su, M. H., J. Liu, & McLeod, D. M. (May, 2020). That is not what the people think: Hostile audience, source credibility, and the politicization of opinion polls. Paper presented to the International Communication Association (ICA), Virtual Conference.
138. Liu, J., Su, M. H., McLeod, D. M., & Abisaid, J. (2019, August). The effects of framing and advocacy expectancy on belief importance and issue attitude. Paper presented to the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
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136. Lukito, J., Loya, G., Davalos, C., Li, J., Tong, C., and McLeod, D. M. (2019, August). #DonateNow!: A computer-assisted analysis of musician's political engagement on Twitter. Presented to the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
135. Yang, E. F., Shah, D. V., McLeod, D. M., Sethares, W. A., Sun, Z., Guo, S., and Wang, X. (2019, July). Classification algorithms for modeling categorical dependent variables: A study of online health information seeking, paper presented at *the 5th International Conference on Computational Social Science*, University of Amsterdam, The Netherlands.
134. Liu, J., Lee, B. G., & McLeod, D. M. (May, 2019). Direct counter-arguing and reframing effects of online user comments," Paper presented to the International Communication Association, Washington, D. C.
133. Lukito, J., McLeod, D. M., & Boyle, M. P. (May, 2019). Allies and opponents of the status quo: Partisan news media descriptions of the protest and police in four 21st century protests. Paper presented to the International Communication Association, Washington, D. C.
132. Liu, J., & McLeod, D. M. (May, 2019). Equivalence frame-building in message construction. Paper presented to the International Communication Association, Washington, D. C.
131. Lee, B. G., Liu, J., Choung, H., & McLeod, D. M. (November, 2018). Beyond the accessibility bias: Message content as the root of agenda-setting, priming and framing. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
130. Liu, J., & McLeod, D. M. (August, 2018). Framing and persuasion: A Frame-building perspective. Paper presented to the Association for Education in Journalism and Mass Communication, Washington, D. C.
129. Liu, J., Lee, B. G., McLeod, D. M. & Choung, H., (August, 2018). Framing obesity: Effects of obesity labeling and prevalence statistics on public perceptions. Paper

presented to the Association for Education in Journalism and Mass Communication, Washington, D. C.

128. Duncan, M., Culver, K. B., McLeod, D. M., & Kremmer, C. (August, 2018). Don't quote me: Effects of named, quoted and partisan news sources. Paper presented to the Association for Education in Journalism and Mass Communication, Washington, D. C.
127. Wu, Y., Choung, H., & McLeod, D. M. (June, 2018) What do independents care about?: An analysis of political issues priorities and voting decisions of independent voters. Paper presented to the World Association for Public Opinion Research. Marrakesh, Morocco.
126. Lee, B. G., Liu, J., Choung, H., & McLeod, D. M. (May, 2018). Framing risk with numbers: The framing effects of risk assertions and number formats on emotions and risk perceptions. Paper presented to the International Communication Association, Prague, Czech Republic.
125. Liu, J., Lee, B. G., McLeod, D. M., & Choung, H. (May, 2018). Framing effects and algorithm-based news recommendation systems. Paper presented to the International Communication Association, Prague, Czech Republic.
124. Su, M. H., Liu, J., & McLeod, D. M. (May, 2018). Pathways to news sharing: Frames, news article perceptions and the likelihood of sharing. Paper presented to the International Communication Association, Prague, Czech Republic.
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122. Liu, J., Su, M. H., & McLeod, D. M. (May 2018). Pathways to online commenting: Frames, article perceptions and the willingness to comment on news websites. Paper presented to the American Association for Public Opinion Research, Denver, Co.
121. Liu, J., Choung, H., Lee, B. G., & McLeod, D. M. (November, 2017). Revisiting the fragmented paradigm: A program for experimental framing effects research. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
120. Pelled, A., Choung, H., Lukito, J., Duncan, M., Wang, S., Wu, Y., Gill, H., Suk, J., Kniaz, T., and McLeod, D. M. (August, 2017). Who are the voters? A contemporary voter typology based on cluster analysis. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
119. Abisaid, J., & McLeod, D. M. (August, 2017). The influence of source-expected and unexpected advocacy on thoughts and attitude change in dual frames. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.

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117. Choung, H., Lukito, J., Kniaz, T., Gill, H., McLeod, D. M., & Wang, S. (May, 2017). The shifting composition of party association during the 2016 Presidential election. Paper presented to the American Association for Public Opinion Research, New Orleans, LA.
116. Wu, Y., Pelled, A., Duncan, M., Wang, S., Choi, M, Suk, Jiyoung, & McLeod, D. M. (May, 2017). Meeting the independents: Using cluster analysis to construct a typology of independent voters. Paper presented to the American Association for Public Opinion Research, New Orleans, LA.
115. Duncan, M., Wise, D., Pelled, A., Ghosh, S., Shan, Y., Zheng, M., & McLeod, D. M. (August, 2016). Comment is free, but biased: Spiral of silence and corrective action in news comment sections. Paper presented to the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
114. Shevy, M. D., McLeod, D. M., & Dembski, S. (July, 2016). Influence of diatonicity, tone order, and composition context on perception of similarity: An experiment and replication. Paper presented to the International Conference on Music Perception and Cognition, San Francisco, CA.
113. Choung, H., & McLeod, D. M. (June, 2016). The Effects of Media Framing of Domestic Surveillance of Activist Groups. Paper presented to the International Communication Association, Fukuoka, Japan.
112. Coppini, D., Duncan, M., Wise, D. McLeod, D. M., Bialik, C., & Wu, Y. (August, 2015). When everyone's watching. A motivations-based account of selective expression and exposure. Paper presented to the Association for Education in Journalism and Mass Communication, San Francisco, CA.
111. Shevy, M. D., Dembski, S. & McLeod, D. M. (August, 2015). Influence of diatonicity and tone order on listeners' perception of professionally composed music. Paper presented to the Society for Music Perception and Cognition, Nashville, TN.
110. McLaughlin, B., Davis, C., Coppini, D., Kim, Y. M., Knisely, S., & McLeod, D. (August, 2012). When women attack. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
109. Kwan, M. W., & McLeod, D. M. (May, 2012). Social network activity on Facebook and social capital. Paper presented to the International Communication Association, Phoenix, AZ.
108. Boyle, M. P., Armstrong, C. L., & McLeod, D. M., (August, 2011). Factors affecting journalistic adherence to the protest paradigm: The influence of protest goals and tactics.

Paper presented to the Association for Education in Journalism and Mass Communication, St. Louis, MO.

107. Pingree, R., Hill, M., & McLeod, D. M. (May, 2011). The influence of post-debate news framing and fact checking on epistemic political efficacy and cynicism. Paper presented to the International Communication Association, Boston, MA.
106. Armstrong, C. L., Boyle, M. P., & McLeod, D. M. (November, 2010). Defining the disparity: Isolating predictors of male and female source differences in news coverage of international protests. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
105. Hairgrove, F. P., & McLeod, D. M. (September, 2010). Do media push or pull Islamists toward radicalism?: Not just a chicken and egg question. Paper presented to the Global Media and the War on Terror Conference, London, Great Britain.
104. Gotlieb, M. R., Kim, S. C., Gabay, I., Liang, X., Hou, C. I., & McLeod, D. M. (August, 2010). Effects of political talk show discussion on mobilizing citizens: Applying an approach-avoidance motivation framework. Paper presented to the Association for Education in Journalism and Mass Communication, Denver, CO.
103. Boyle, M. P., Schmierbach, M. G., & McLeod, D. M. (August, 2009). Pre-existing factors or media effect? Understanding the third-person perception. Paper presented to the Association for Education in Journalism and Mass Communication, Boston, MA.
102. McLeod, D. M. (March, 2009). Derelict of duty: The American news media, terrorism and the War in Iraq. Paper presented to the International Media and Conflict Resolution conference at the Marquette University Law School, Milwaukee, WI.
101. Kang, N., Kim, J. Y., & McLeod, D. M. (August, 2008). The advertising effect of user-created content (UCC) in the 2007 Korean presidential election campaign. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
100. Lee, N. J., McLeod, D. M., & Shah, D. V. (August, 2008). Too much of a good thing?: Heterogeneous networks, discussion disagreement, and political participation. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
99. Gotlieb, M. R., Anderson, A., Borah, P., Gabay, I., Lee, N. J., & McLeod, D. M. (August, 2008). The framing debate: Idealistic framing versus pragmatic framing and the relationship to information processing. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.

98. Schmierbach, M. G., Boyle, M. P., Xu, Q., & McLeod, D. M. (August, 2008). "I hate Jack Thompson": Exploring third-person differences between gamers and non-gamers Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
97. Veenstra, A., Shah, D. V., & McLeod, D. M. (May, 2008). Advertising and Views of Party Difference: Changes Through the Election Cycle. Paper presented to the Association for Public Opinion Research, New Orleans, LA.
96. McLeod, D. M., & Shah, D. V. (August, 2007). Framing the war at home: National security and civil liberties during the "War on Terror." Paper presented at Sungkyunkwan University, Seoul, Korea.
95. Shah, D. V., Gotlieb, M. R., Hwang, H., Lee, N. J., Scholl, R. M., Veenstra, A., McLeod, D. M., & Goldstein, K. M. (2007, August). Campaign advertising effects on social, political, and media trust: Short-term, long-term, and cumulative models. Paper presented to the Association for Education in Journalism and Mass Communication, Washington, DC.
94. Lee, N. J., McLeod, D. M., & Shah, D. V. (2007, August). Framing policy debates: Issue dualism, journalistic frames, and opinions on controversial policy issues. Paper presented to the Association for Education in Journalism and Mass Communication, Washington, DC.
93. Shah, D. V., McLeod, D. M., Hwang, H., Scholl, R. & Gotlieb, M. R., (2007, May). Political ads, communication mediation, and participation: Modeling campaign effects across generational groups. Paper presented to the International Communication Association, San Francisco, CA.
92. Lee, N. J., McLeod, D. M., & Shah, D. V. (2007, May). Ethical/strategic frames and opinions on stem cell research: An attitude structure approach. Paper presented to the American Association for Public Opinion Research, Anaheim, CA.
91. Hwang, H., Shah, D. V., McLeod, D. M., & Cho, J. (2006, November). Framing effects on attitude formation: Examining cognitive processes. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
90. Pingree, R. J., Brossard, D., & McLeod, D. M. (2006, November). Is there truth out there?: Media effects on epistemic efficacy. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
89. Gotlieb, M. R., Hwang, H., Breivik, H., & McLeod, D. M. (2006, November). Issue framing and the stem cell controversy: The effects of primed encoding and reflection on stem cell opinions. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.

88. McLeod, D. M. (2006, September). The double-edged sword of media coverage of social protest: A case study of the 2006 pro-immigration movement. Paper presented to the Symposium on the Media and Conflict sponsored by the Center for the Study of Conflict, Law and the Media. University of Missouri, Columbia, MO.
87. Hwang, H., Lee, S. Y., McLeod, D. M., & Shah, D. V. (2006, August). The influence of post-debate commentary on candidate evaluations: Examining 'hydrolic' media effects. Paper presented to the Association for Education in Journalism and Mass Communication. San Francisco, CA.
86. Veenstra, A., Sayre, B., Shah, D. V., & McLeod, D. M. (2006, August). Ethical and strategic messages: Frames and learning in a mixed media context. Paper presented to the Association for Education in Journalism and Mass Communication. San Francisco, CA.
85. Yun, D., Nah, S., & McLeod, D. M. (2006, May). Priming embryonic stem cell research: The role of involvement in priming effects on attitudes and behavioral intentions towards embryonic stem cell research. Paper presented to the American Association for Public Opinion Research. Montreal, QB, Canada.
84. McLeod, D. M. (2005, November). *The function of Internet websites for social movements: Promise and Peril*. Paper presented to the 2005 PORDA Conference—Public Opinion Research in the Digital Age: Social Movements, Institutional Co-optations, Agenda-setting and the Third-Person Effects on the Internet, Seoul, Korea.
83. Hwang, H., Nah, S., Gotlieb, M., & McLeod, D. M. (2005, August). *Presidential debate viewing and post-debate news analysis: Effects of reflective activation and reflective priming on voting intentions*. Paper presented to the Association for Education in Journalism and Mass Communication, San Antonio, TX.
82. Lee, N. J., Atkinson, L., & McLeod, D. M. (2005, August). *Framing and cue convergence: Moderating roles of political knowledge and partisanship*. Paper presented to the Association for Education in Journalism and Mass Communication, San Antonio, TX.
81. Rojas, H., Scholl, R., Atkinson, L., Nah, S., Vilela, A., Lee, S. H., Keum, H., McLeod, D. M., & Shah, D. V. (2005, August). *Political talk and social tolerance*. Paper presented to the Association for Education in Journalism and Mass Communication, San Antonio, TX.
80. Boyle, M. P., Schmierbach, M. G., & McLeod, D. M. (2005, May). *Ideology, issues, and limited information: Implications for voting behavior*. Paper presented to the International Communication Association, New York, NY.
79. Paek, H. J., McLeod, D. M., & Lambe, J. L. (2005, May). *Antecedents to support for media restrictions: Individual differences, democratic principles and third-person perceptions*. Paper presented to the International Communication Association, New York, NY.

78. McLeod, D. M., & Cho, J. (2005, May). *Structural approaches to knowledge and participation: Using individual data to examine the impact of community structure*. Paper presented to the International Communication Association, New York, NY.
77. Long, C., & McLeod, D. M. (2004, November). *One Nation Indivisible?: Relationships Between Media Use and Political Opinions in Historical Perspective*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
76. Schmierbach, M. G., Boyle, M. P., & McLeod, D. M. (2004, August). *Civic attachment in the aftermath of September 11*. Paper presented to the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.
75. Shah, D. V., Gil de Zuniga, H., Cho, J., & McLeod, D. M. (2004, August). *Cue convergence and frame amplification: Linking portrayals of Arabs to social intolerance and minority disenfranchisement*. Paper presented to the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.
74. Kim, J. H., & McLeod, D. M. (2004, August). *Structural pluralism, ethnic diversity, and crime news in local newspapers: A community structure approach*, Paper presented to the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.
73. Boyle, M. P., Schmierbach, M. G., Armstrong, C., Cho, J., McCluskey, M. R., McLeod, D. M., & Shah, D. V. (2004, May). *Expressive responses to news stories about expressive groups*. Paper presented to the International Communication Association, New Orleans, LA.
72. Keum, H., & McLeod, D. M. (2004, May). *Understanding intolerance for television commercials: The influences of individual orientation and skepticism toward advertising*. Paper presented to the International Communication Association, New Orleans, LA.
71. Rojas, H., Shah, D. V., & McLeod, D. M. (2004, May) *Discussion and participation in the wake of 9/11: A panel analysis of lagged and concurrent relationships*. Paper presented to the International Communication Association, New Orleans, LA.
70. Armstrong, C. L., Boyle, M. P., Cho, J., Schmierbach, M. G., Hwang, H., Nah, S., McCluskey, M. R., McLeod, D. M., & Shah, D. V. (2003, November). *Predispositions, framing, and group attitudes: Interactive effects on the motivation to participate*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
69. Paek, H. J., Nelson, M.R., & McLeod, D. M. (2003, October). *Beyond polarized cultural values: A new approach to the study of South Korean and U.S. newspaper advertisements*. Paper presented to the Association for Consumer Research, Toronto, Canada.

68. Moon, S. J., & McLeod, D. M. (2003, November). *Media effects on acculturation and biculturalism: A case study of Korean immigrants in Los Angeles Koreatown*. Paper presented to the National Communication Association, Miami, FL.
* Top Four Paper in the International and Intercultural Division
67. Moon, S. J., & McLeod, D. M. (2003, August). *Korean perceptions of America: The influence of exposure to negative media exemplars*. Paper presented to the Association for Education in Journalism and Mass Communication, Kansas City, MO.
66. Keum, H., Hillback, E., Rojas, H., Hove, T., Gil de Zuniga, H., Humane, A., Heather, M., Shah, D. V., & McLeod, D. M. (2003, August). *News framing of civil liberties restrictions: Conditional effects on security concerns and tolerance judgments*. Paper presented to the Association for Education in Journalism and Mass Communication, Kansas City, MO.
65. Cho, J., & McLeod, D. M. (2003, July). *Community level determinants of knowledge and participation: Extending knowledge gap to participation gap*. Paper presented to the Association for Education in Journalism and Mass Communication, Kansas City, MO.
64. Moon, S. J., & McLeod, D. M. (2003, June). *The effects of Immigration and Acculturation of Cultural Values: A Comparative Study of Korean Immigrants in America and Mainland Koreans in Korea*. Paper presented to the Hawaii International Conference on Social Sciences, Honolulu, HI.
63. Moon, S. J., & McLeod, D. M. (2003, June). *Media consumption patterns of Korean immigrants: A study of Korean immigrants' media uses and gratifications in Chicago's Koreatown*. Paper presented to the Hawaii International Conference on Social Sciences, Honolulu, HI.
62. Moon, S. J., & McLeod, D. M. (2003, June). *Korean consumers' responses to white models and Korean models: The effects of media exposure and cultural values on racial image preference*. Paper presented to the Annual Advertising and Consumer Psychology Conference, co-sponsored by the Society for Consumer Psychology and the Korean Marketing Association, Seoul, South Korea.
61. Nah, S., Deshpande, S., McCluskey, M. R., Hillback, E. D., Pan, Z., Shah, D. V., & McLeod, D. M. (2003, May). *Discussion_community@trust.community: The effects of interpersonal communication networks and media use on trust*. Paper presented to the American Association for Public Opinion Research, Memphis, TN.
60. Moon, S. J., Kim, J. H., & McLeod, D. M. (2003, May). *The impact of mass media on the acculturation of Korean immigrants in America*. Paper presented to the International Communication Association, San Diego, CA.

59. McLeod, D. M. (2003, May). *Mass media and populist politics in the United States: Ideology contexts and organizational imperatives*. Paper presented to the International Communication Association, San Diego, CA.
58. Devanathan, N., Boyle, M. P., Shevy, M. D., McCluskey, M. R., Stein, S. E., Hillback, E. D., & McLeod, D. M. (2003, May). *Historical Drifts Without Paradigm Shifts: A Historical Analysis of Newspaper Coverage of Social Protest*. Paper presented to the International Communication Association, San Diego, CA.
57. McCluskey, M. R., Stein, S. E., Boyle, M. P., Devanathan, N., McLeod, D. M., Hillback, E. D., & Shevy, M. D. (2003, May). *Community influences on newspaper coverage of social and political protests*. Paper presented to the International Communication Association, San Diego, CA.
56. Moon, S. J., & McLeod, D. M. (2003, February). *Building a bicultural community: The impact of television on cultural identity and biculturalism in the Los Angeles Korean community*. Paper presented to the Intercultural Communication Conference, Miami, FL.
55. Boyle, M. P., Schmierbach, M., Armstrong, C. L., Pan, Z. D., Shah, D. V., & McLeod, D. M. (2002, November). *Information seeking and emotional reactions to the September 11 terrorist attacks*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
54. Cho, J., & McLeod, D. M. (2002, November). *Structural and individual determinants of knowledge and participation gaps at the individual and community level*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
53. Keum, H., Cho, J., Rojas, H., Shah, D. V., McLeod, D. M., & Pan, Z. (2002, November). *Rethinking the virtuous circle: Reciprocal relationships between communication and civic engagement*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
52. Nah, S., Deshpande, S., McCluskey, M. R., Hillback, E., Pan, Z. D., Shah, D. V., & McLeod, D. M. (2002, November). *Conceptualizing trust: Its causes, components and consequences*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
51. Rojas, H., Yoon, S. H., Nah, S., Shah, D. V., McLeod, D. M., & Pan, Z. (2002, November). *Political discussion networks and political engagement: Talk the walk or walk the talk*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
50. Chia, S. C., Lu, K., & McLeod, D. M. (2002, August). *Preventive or punitive?: A case study of the third-person effect and support for media censorship*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.

49. McCluskey, M. R., Deshpande, S., Yoo, H. L., Shah, D. V., & McLeod, D. M. (2002, August). *Media influences on normative expectations of citizen efficacy and effects on political participation*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
48. Yoon, S., Rojas, H., Nah, S., Shah, D. V., & McLeod, D. M. (2002, August). *Political discussion networks and civic participation: Reexamining the effects of interpersonal and mass communication*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
47. Cho, J., Boyle, M. P., Keum, H., Shevy, M., McLeod, D. M., & Shah, D. V. (2002, August). *Media, Terrorism, and Emotionality: Affective Dimensions of news content and effects after September 11*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
46. Boyle, M. P., Hillback, E., Devanathan, N., McCluskey, M. R., Stein, S., Shevy, M., & D. M. McLeod, D. M. (2002, August). *The Influence of Level of Deviance and Protest Type on Coverage of Social Protest in Wisconsin From 1960 to 1999*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
45. Paik, H., Nelson, M. R., & McLeod, D. M. (2002, August). *Is culture going global?: A comparison of South Korean and U.S. newspaper ads in the new millennium*. Paper presented to the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
44. Boyle, M. P., & McLeod, D. M. (2002, June). *Gender and dominance in the advertisements of Vogue, Esquire, and Ebony*. Paper presented to the International Communication Association, Seoul, South Korea.
43. Lambe, J. L., & McLeod, D. M. (2002, May). *The formation of third-person perceptions*. Paper presented to the American Association for Public Opinion Research, St. Petersburg Beach, FL.
42. Boyle, M. P., Armstrong, C., Shah, D. V., & McLeod, D. M. (2001, November). *Behind the curtain: Attitudes and opinions of X-rated movie viewers*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
41. Malinkina, O. V., & McLeod, D. M. (2000, May). *Izvestia and the changing role of Russian Media from Afghanistan to Chechnya*. Paper presented to the International Communication Association, Acapulco, Mexico.
40. McLeod, D. M., Detenber, B. H., & Eveland, W. P., Jr. (1999, August). *Behind the third person effect: How people generate media impact assessments and link them to support for censorship*. Paper presented to the Association for Education in Journalism and Mass Communication, New Orleans, LA.

39. Eveland, W. P., Jr., & McLeod, D. M. (1999, May). *The effect of social desirability on perceived media impact: Implications for third-person perceptions*. Paper presented to the International Communication Association, San Francisco, CA.
38. Detenber, B. H., McLeod, D. M., & Malinkina, O. V. (1999, May). *Framing effects of television news stories about a high visibility protest issue*. Paper presented to the International Communication Association, San Francisco, CA.
37. Malinkina, O. V., & McLeod, D. M. (1999, May). *The Dissipation of Cold War Ideology and its Implications for International News Reporting: Coverage of the Conflicts in Afghanistan and Chechnya by Izvestia and The New York Times*. Paper presented to the International Communication Association, San Francisco, CA.
36. Detenber, B. H., Nathanson, A. I., Eveland, W. P., Jr., & McLeod, D. M. (1998, November). *Rethinking the social distance corollary: Perceived likelihood of exposure and the third person perception*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, Illinois.
35. McLeod, D. M., & Detenber, B. H. (1998, August). *Television news coverage of social protest: Framing effects of status quo bias*. Paper presented to the Association for Education in Journalism and Mass Communication, Baltimore, Maryland.
34. McLeod, D. M. (1996, August). *Teaching mass communication theory and research and the challenge of educating ill-prepared students*. Head's Address to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Anaheim, California.
33. McLeod, D. M. (1996, May). *Public opinion and framing--framing public opinion: Social control in media coverage of protest*. Paper presented to the International Communication Association, Chicago, Illinois.
32. McLeod, D. M., Eveland, W. P., Jr., & A. I. Nathanson (1996, May). *Support for censorship of violent and misogynic rap lyrics: An analysis of the third-person effect*. Paper presented to the International Communication Association, Chicago, Illinois.
31. McLeod, D. M., & MacKenzie, J. A. (1995, November). *The controversy over NEA funding for Robert Mapplethorpe's 'The Perfect Moment' exhibit: Some effects of media coverage*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, Illinois.
30. Perse, E. M., Nathanson, A. I., & McLeod, D. M. (1995, May). *The effects of spokesperson gender, PSA appeal, and involvement on evaluations of safe-sex public service announcements*. Paper presented to the International Communication Association, Albuquerque, NM.

29. McLeod, D. M. (1994, December). *Prospects of the new information environment: Implications for democratic participation, content diversity, information quality, public knowledge, and broadcast policy in the United States*. Paper presented to the *International Symposium for the Development of Local Broadcasting*, sponsored by the Munhwa Broadcasting Corporation, Chunchon, Republic of Korea.
28. McLeod, D. M., & McLeod, J. M. (1994, August). *Community, conflict and the press: Past, present and personal*. Paper presented to the Association for Education in Journalism and Mass Communication, Atlanta, GA.
27. Eveland, W. P., Jr., McLeod, D. M., & Nathanson, A. I. (1993, November). *The debate debate: The impact of debate format on questions asked in the 1992 presidential debates*. Paper presented to the Speech Communication Association, Miami, FL.
26. Healy, E., McLeod, D. M., & Signorielli, N. (1993, November). *Gender stereotypes in MTV commercials: The beat goes on*. Paper presented to the Speech Communication Association, Miami, FL.
25. McLeod, D. M., & Travis, L. E. (1993, May). *The effects of image advertising for political candidates: High and low involvement voters*. Paper presented to the International Communication Association, Washington, D.C.
24. Eveland, W. P., Jr., McLeod, D. M., & Signorielli, N. (1993, May) *Behind the lines: An analysis of public support for the Persian Gulf War*. Paper presented to the International Communication Association, Washington, D.C.
23. Perse, E. M., Ferguson, D. A., & McLeod, D. M. (1992, August). *Cultivation in the newer media environment*. Top paper in the Theory and Methodology Division presented to the Association for Education in Journalism and Mass Communication, Montreal, Canada.
22. McLeod, D. M., & Kunita, M. (1992, August). *A comparative analysis of the use of corporate advertising in the United States and Japan*. Paper presented to the Association for Education in Journalism and Mass Communication, Montreal, Canada.
21. McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1992, May). *Conflict and public opinion: The impact of the Persian Gulf War on public hostility toward mass media and protesters*. Paper presented to the American Association for Public Opinion Research, St. Petersburg, FL.
20. McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1991, November). *Media coverage of the Persian Gulf War: The question of censorship*. Paper presented to the Speech Communication Association, Atlanta, GA.

19. McLeod, D. M. (1991, October). *Public opinion and media coverage of the Persian Gulf War*. Paper presented to the Woodrow Wilson Center Conference on Media Coverage of the Persian Gulf War, Washington, D.C.
18. Courtright, J. A., McLeod, D. M., Perse, E. M., & Signorielli, N. (1991, May). *The role of the media in the Persian Gulf War*. Paper to be presented to the International Communication Association, Chicago, IL.
17. McLeod, D. M., & Perse, E. M. (1990, August). *An empirical assessment of factors contributing to knowledge gaps: Deficiencies and deficits*. Paper presented to the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
16. McLeod, D. M., Sandstrom, K. L., Olien, C. N., Donohue, G. A., & Tichenor, P. J. (1990, August). *The impact of community structure and systemic change on editorial judgments*. Paper presented to the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
15. Dee, J., Perse, E. M., McLeod, D. M., & Signorielli, N. (1990, May). *News coverage of abortion, public opinion, and statistics: Are they related?* Paper presented to the American Association for Public Opinion Research, Lancaster, PA.
14. Burggraf, C. S., McLeod, D. M., & Samter, W. (1990, November). *An examination of the conceptual dimensions used to evaluate interpersonal relationships and relationships on television*. Paper presented to the Eastern Communication Association, Philadelphia, PA.
13. McLeod, D. M. (1989, August). *Watching the watchdog: Antecedents of media perceptions*. Paper presented to the Association for Education in Journalism and Mass Communication, Washington D.C.
12. Olien, C. N., Donohue, G. A., Tichenor, P. J., Sandstrom, K. L., & McLeod, D. M. (1989, May). *Community structure and editor opinions about planning*. Paper presented to the American Association for Public Opinion Research, St. Petersburg, FL.
11. McLeod, D. M. (1989, April). *A comparative analysis of media coverage of recent events*. Invited presentation at a Conference entitled, "Modern Media: Values, Interests and the Public Good," Madison, WI.
10. McLeod, D. M. (1989, April). *Watching the watchdog: Antecedents of media perceptions*. Paper presented to the Mass Communication Theory and Methodology Mini-Conference, Iowa City, IA.
9. McLeod, D. M., & Hertog, J. K. (1988, November). *The use of 'public opinion' by reporters: Informal cues for public perceptions of protest groups*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.

8. Hertog, J. K., & McLeod, D. M. (1988, August). *Anarchists wreak havoc in downtown Minneapolis: A case study of media coverage of radical protest*. Paper presented to the Association for Education in Journalism and Mass Communication (top two student paper in the Qualitative Studies Division), Portland, OR.
7. Yoon, Y. C., & McLeod, D. M. (1988, May). *National development and cultural imperialism: A differentiation and integration of theory*. Paper presented to the International Communication Association (top three student paper in the Intercultural and Development Communication division), New Orleans, LA.
6. Hertog, J. K., & McLeod, D. M. (1988, April). *Anarchists wreak havoc in downtown Minneapolis: A case study of media coverage of radical protest*. Paper presented at the Mass Communication Theory and Methodology Mini-Conference, Minneapolis, MN.
5. McLeod, D. M., & Craig, R. L. (1987, August). *Understanding discrepancies in international news coverage of the KAL 007 Airlines incident*. Paper presented to the Association for Education in Journalism and Mass Communication, San Antonio, TX.
4. McLeod, D. M., Viswanath, K., & Yoon, Y. C. (1987, May). *A content analysis of Radio Moscow and the Voice of America: A test of the 'Spheres of Influence' and 'Mirror-Image' Hypotheses*. Paper presented to the International Communication Association, Montreal, Canada.
3. McLeod, D. M. (1987, April). *Media coverage of the KAL 007 incident*. Paper presented to the Mass Communication Theory and Methodology Mini-Conference, Madison, WI.
2. McLeod, D.M. (1986, April). *News coverage of Afghanistan and Grenada*. Paper presented to the Mass Communication Theory and Methodology Mini-Conference, Ann Arbor, MI.
1. McLeod, D.M., & Akhavan-Majid, R. (1984, April). *The Media and social movements: A case study of the Minneapolis anti-Pornography ordinance*. Paper presented to the Mass Communication Theory and Methodology Mini-Conference, Champaign-Urbana, IL.

OTHER PUBLIC PRESENTATIONS

95. McLeod, D.M., "Making a Difference in a Politically Divided World," Kappa Phi Honor Society Induction Keynote Speaker, UW-Madison, April 27, 2025.
94. McLeod, D.M., "Careers in Social Science," UW-Madison Honors Dinner, UW-Madison, March 19, 2025.
93. McLeod, D.M., "Social Protest and the Media in a Politically Polarized World," Conversations on Wisconsin presentation sponsored by the Wisconsin Alumni Student Board (WASB), March 13, 2025.
92. Granato, T., & McLeod, D.M., "U.S.A. Hockey and its Approach to Player Development since 1980," Sport for Social Change – China to Wisconsin Ice Hockey Exchange, Department of Southeast Asian Studies, March 9, 2025.
91. McLeod, D.M., "The 1980 U.S. Olympic Hockey Team and its Impact on American Society and the Sport of Hockey," Sport for Social Change – China to Wisconsin Ice Hockey Exchange, Department of Southeast Asian Studies, March 8, 2025.
90. McLeod, D.M., "Is consumption good for us?" Conversations on Wisconsin presentation sponsored by the Wisconsin Alumni Student Board (WASB), March 20, 2024.
89. McLeod, D. M., "How communication studies help with economic development," Presentation to the EPIC-Network Conference (online), June 12, 2023.
88. McLeod, D. M., "Incorporating local government needs into UW-Madison courses: The UniverCity Year Program," Panel discussion for the UW Teaching and Learning Symposium, 5th Quarter Room of Union South, Madison, WI, May 18, 2023.
87. McLeod, D. M., "Sportswriting for women's sports," Panel discussion for the Badger Herald, Madison, WI, March 27, 2023.
86. McLeod, D. M., "Where in the world is Mosquito Hill (and why would anyone want to go there?): Community-based learning for strategic communication," Presentation to the Wisconsin Idea Conference, Varsity Hall, March 27, 2023.
85. McLeod, D. M., "The protest paradigm: News coverage of social protest," Presentation for UW-Madison Admissions and Recruitment Event, Great Hall of the Memorial Union, Madison, WI, October 15, 2021.
84. McLeod, D. M., & Van Dijk, Teun, "A conversation on discourse analysis," Presentation to the Centre for Discourse Studies, Barcelona, Spain, June 28, 2021.
83. McLeod, D. M., "News coverage of social protest: 'Protest paradigm' journalism," Presentation to the Centre for Discourse Studies, Barcelona, Spain, June 25, 2021.

82. McLeod, D. M., Panelist for “Digital media, civic society, and communities of opinion,” A online panel discussion with ICA fellows. International Communication Association, May 28, 2021.
81. McLeod, D. M., Panelists for “Influence and identify in media effects research,” Preston Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, April 16, 2021.
80. McLeod, D. M., Facilitator for “Get it in the game: A career in sports and how you can be part of it,” An interview with Barry Baum, Chief Communication Officer with the Milwaukee Bucks, What’s Now: Spring Speaker Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, March 23, 2021.
79. McLeod, D. M., “The politics of pandemic consumerism and advertising.” *1050 Bascom Podcast*, January 29, 2021.
78. McLeod, D. M., “Media coverage of protest and social movements.” *1050 Bascom Podcast*, June 16, 2020.
77. McLeod, D. M., Lee, B. G., Liu, J., Choung, H., Su, M. H., Kim, S. J., & Tau, R., “Everything you always wanted to know about Framing Effects*: *But were afraid to ask” Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 20, 2020.
76. McLeod, D. M., “Protest politics: what makes real change happen?” Cap Times Idea Fest, with Adams, M. Braunginn, M., & Yahr, N., Madison, WI, October 6, 2020.
75. McLeod, D. M., “The ‘protest paradigm’ and 21st century media: News coverage of social protest Presentation to Inter LS 106: Purposeful Action Parkland, Protest and You. September, 21, 2020.
74. McLeod, D. M., Suk, J., & Shah, D. V., “Am I with Her or with...HIM?: Public and online participation in the 2016 election” Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 6, 2019.
73. McLeod, D. M., “News media and political polarization: Are we on a path to democratic crisis?” Human Rights Week Keynote, Middleton High School, February 8, 2019
72. McLeod, D. M., Choung, H., Kim, S. J., Su, M. H., Liu, J., & Lee, B. G., “Triage for the fractured paradigm: Experimental designs and the assessment of framing effects” Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 16, 2018.
71. McLeod, D. M., Lukito, J. Pelled, A., & Choung, H., “Political values and hidden connections in the 2016 presidential election: What a cluster!” Fall Colloquium Series,

School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 1, 2017.

70. McLeod, D. M., & Lui, J., "To crack or not to crack: Framing effects and the iPhone battle in the War on Terror," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 2, 2016.
69. McLeod, D. M., & Choung, H., "National security vs. civil liberties: Framing effects and news coverage of domestic surveillance," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 11, 2015.
68. McLeod, D. M., "Covering domestic surveillance: Framing the War on Terror and its impact on political tolerance," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 22, 2014.
67. McLeod, D. M., "Scale construction and evaluation," MCRC Research Methods Practicum, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, April 4, 2014.
66. McLeod, D. M., & Lee, B. G., "Online experiments as a research paradigm for investigating priming and depriming effects of communication messages," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 22, 2013.
65. McLeod, D. M., "The only thing we have to fear is fear itself: News framing and its effects in the age of the War on Terror," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 2, 2012
64. McLeod, D. M., & Lee, B. G., "De"-priming effects of journalistic and strategic communication messages: "Taking 'em out at the knees" or "Going in for the kill," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 11, 2011
63. McLeod, D. M., "Ghosts, deviants or patriots?: Social protesters and the mass media," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, November 5, 2010
62. McLeod, D. M., & Hairgrove, F. P., "Predispositions, information, and the radical journey," Annual Meeting, National Consortium for the Study of Terrorism and Responses to Terrorism, Washington, D.C., September 28, 2010
61. McLeod, D. M., "Derelict of Duty: CNN, FOX News and the Iraq War," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 4, 2009

60. McLeod, D. M., & Hairgrove, F. P., "Why join a radical group?" Annual Meeting, National Consortium for the Study of Terrorism and Responses to Terrorism, Washington, D.C., September 18, 2009
59. McLeod, D. M., & Hairgrove, F. P., "Cell groups and terrorist recruitment in Indonesia," Presented to the U.S. Department of Homeland Security, START Brown Bag Series, Washington, D.C., June 24, 2009
58. McLeod, D. M. "Pull them away, close their eyes, and put them to sleep: Media coverage of social conflict as engine of cynicism, ethnocentrism and passivity," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, December 12, 2008
57. McLeod, D. M., & Hairgrove, F. P., "The role of the media in terrorist recruitment and reduction of terrorism: An examination of Indonesia," Annual Meeting, National Consortium for the Study of Terrorism and Responses to Terrorism, University of Maryland, College Park, MD, September 19, 2008
56. Hairgrove, F. P., & McLeod, D. M., "Cell groups and individual radicalization in Indonesia, the United Kingdom, and the United States," Annual Meeting, National Consortium for the Study of Terrorism and Responses to Terrorism, University of Maryland, College Park, MD, September 19, 2008
55. McLeod, D. M., "YOUth and the media," Panel presentation for the Hugh O'Brien Youth Leadership Seminar, Edgewood College, Madison, WI, June 7, 2008
54. McLeod, D. M., Schmierbach, M. G., & Boyle, M. P., "The third-person perception: Thinking about the effects of advertising," Public lecture, University of Wisconsin—Madison, Madison, WI, April 23, 2008
53. Hairgrove, F. P., & McLeod, D. M., "Media, radicalization, and terrorism," Annual DHS University Network Summit, Department of Homeland Security, Washington, DC, March 20, 2008
52. McLeod, D. M. "Framing the war on terror: A matter of national security or civil liberties?" Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, October 19, 2007
51. McLeod, D. M., Hairgrove, F., Gilboa, E., & McCombs, M. "The communication strategies of Hizbut Tahrir-Indonesia and their role in the radicalization of Indonesian muslims" Summer Meetings, National Consortium for the Study of Terrorism and Responses to Terrorism, University of Maryland, College Park, MD, June 26, 2007
50. McLeod, D. M., & Shah, D. V. "Framing the war at home: National security and civil liberties after 9/11," Participatory Learning and Teaching Organization (PLATO), University of Wisconsin—Madison, April 25, 2007

49. Pingree, R., Brossard, D., & McLeod, D. M. "Is there truth out there?: Media effects on epistemic efficacy," Department of Communication Arts Colloquium, University of Wisconsin—Madison, Dec. 14, 2006
48. Scholl, R., Lee, N. J., & McLeod, D. M. "News framing effects: The pro-immigration movement" Research Presentation, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Dec. 11, 2006
47. McLeod, D. M. "Covering the immigration protests of 2006: If the paradigm doesn't fit, you must submit" Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Oct. 20, 2006
46. McLeod, D. M., Hairgrove, F., Gilboa, E., & McCombs, M. "Communication and the battle for the hearts and minds of muslims in Indonesia" Summer Meetings, National Consortium for the Study of Terrorism and Responses to Terrorism, University of Maryland, College Park, MD, June 27, 2006
45. Shah, D. V., & McLeod, D. M. "Beyond simple effects: Theory and research on framing and cue convergence" Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Nov. 14, 2005
44. McLeod, D. M., & Makarushka, M. "Vapid transmit: Local TV news and lessons from the TA strike of 2004" Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Dec. 3, 2005
43. Aldoor, L, McLeod, D. M., Gilboa, E., & McCombs, M. "Communication strategies of terrorist organizations" Summer Meetings, National Consortium for the Study of Terrorism and Responses to Terrorism, University of Maryland, College Park, MD, June 9, 2005
42. McLeod, D. M., & Boyle, M. P. "You are weak!: The impact of ego threats on third-person perceptions" Spring Colloquium Series, Department of Life Sciences Communication, University of Wisconsin, Madison, WI, April 9, 2004
41. McLeod, D. M., Boyle, M. P., Rojas, H., & Kiley, K. "You are weak!: Ego threats and the third-person perception" Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Nov. 9, 2003
40. McLeod, D. M., "Evaluating teaching evaluations and the role in the promotion and tenure process," Panel presentation for the Association for Education in Journalism and Mass Communication, Kansas City, MO, August 2, 2003
39. McLeod, D. M., "Public opinion and social protest during the war in Iraq," Panel presentation for the Association for Education in Journalism and Mass Communication, Kansas City, MO, July 31, 2003

38. McLeod, D. M., and Chia, S., "The third-person effect and the strange case of Chu Mei-Feng," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Nov. 8, 2002
37. McLeod, D. M., "Investigating fears about media effects: The third-person perception," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Nov. 9, 2001
36. McLeod, D. M., "The transitional period in career development in journalism and strategic communication," Career Night at the Journalism School, Sponsored by the Graduation Pledge, University of Wisconsin, April 3, 2001
35. McLeod, D. M., "Empirical evaluation of the theory behind the third-person effect," Fall Colloquium Series, School of Journalism and Mass Communication, University of Wisconsin, Madison, WI, Nov. 10, 2000
34. McLeod, D. M., "Communication at the University of Delaware," Delaware Decision Days, Office of the Dean of Arts and Science, University of Delaware, Newark, DE, April 8, 2000
33. McLeod, D. M., "Communication at the University of Delaware," Delaware Decision Days, Office of the Dean of Arts and Science, University of Delaware, Newark, DE, April 8, 2000
32. McLeod, D. M., "Careers in communication," 1999 College Colloquium, Johns Hopkins University Institute for the Academic Advancement of Youth, The College of New Jersey, November 21, 1999
31. McLeod, D. M., "Careers in the social sciences," Blue and Gold Saturdays, Office of the Dean of Arts and Science, University of Delaware, Newark, DE, October 30, 1999
30. McLeod, D. M., "Let's talk about Communication," Mount Pleasant High School, a magnet school for communication and engineering, Wilmington, DE, October 8, 1999.
29. McLeod, D. M., "Communication theoretical and methodological paradigms-in-use," session discussant for the Association for Education in Journalism and Mass Communication, New Orleans, LA, 1999
28. McLeod, D. M., "Careers in the social sciences," Delaware Discovery Days, Office of the Dean of Arts and Science, University of Delaware, Newark, DE, July 10, 1999
27. McLeod, D. M., "Advertising media in the United States," instructor for the Camara De Commercio De Castellon program, International Programs and Special Sessions, University of Delaware, Newark, DE, June 30, 1999

26. McLeod, D. M., "Preparing for a career in the mass media," Student Media Information Day, University of Delaware, April 24, 1999
25. McLeod, D. M., "Race and culture in mediated politics," session discussant for the International Communication Association, San Francisco, CA, 1999
24. McLeod, D. M., "Careers in the social sciences," University of Delaware Blue and Gold Day for Parents and Prospective Students, Office of the Dean of Arts and Science, University of Delaware, Newark, DE, October 24, 1998
23. McLeod, D. M., "Careers in communication," 1998 College Colloquium, Johns Hopkins University Institute for the Academic Advancement of Youth, The College of New Jersey, October 17, 1998
22. McLeod, D. M., "Right to life? Right to choose? Right to protest!: Media coverage of abortion protests and the impact on the audience," 'Research on Women' lecture series sponsored by the Department of Women's Studies, University of Delaware, Newark, DE, September 23, 1998
21. McLeod, D. M., "Content and effects of media coverage of social protest: Implications for Eastern European journalists," International Programs and Special Sessions, University of Delaware, Newark, DE, April 17, 1998
20. McLeod, D. M., "Careers in the social sciences," Office of Admissions Program for New Student Recruitment, University of Delaware, Newark, DE, April 16, 1998
19. McLeod, D. M., "What is "real" communication?: Challenging assumptions in different contexts. Panelist at the Eastern Communication Association, Baltimore, MD, April 13, 1997
18. McLeod, D. M., "The effects of media coverage on public opinion toward protest groups and their issues," Cornell University, Ithaca, NY, April 11, 1997
17. McLeod, D. M., "Social issues: The role of protest groups and the media," Academy of Lifelong Learning, University of Delaware, Wilmington, DE, March 18, 1997
16. McLeod, D. M., "Who are those freaks?: Mass media coverage of social protest," DuPont Sigma Xi Lecture Series, The DuPont Company, Wilmington, DE, December 17, 1996
15. McLeod, D. M., "Election '96: A post-mortem panel discussion," University of Delaware Outreach Lecture Series, Newark, DE, November 13, 1996
14. McLeod, D. M., "Election '96: The mass media--King-makers or palace guards?" University of Delaware Outreach Lecture Series, Wilmington, DE, October 30, 1996

13. McLeod, D. M., "Media coverage of social protest in the United States and South Korea," Yonsei University, Seoul, Republic of Korea, December 8, 1994
12. McLeod, D. M., "Media and the coverage of minorities," *Wilmington News Journal* Writers' Workshop, October 31, 1994
11. McLeod, D. M., "Influences of the mass media. Presentation to the honor students of the Dickinson dormitory, University of Delaware, April 25, 1994
10. McLeod, D. M., "Covering social protest: Antecedents and consequences of the protest paradigm," *Wilmington News Journal* Writers' Workshop, March 12, 1994
9. McLeod, D. M., Program evaluation, "Lights, cameras and media concerns in the court room" Delaware Bar-Bench-Media Conference, Wilmington, DE, February 26, 1993
8. McLeod, D. M., "Teledemocracy '92: For better or worse?" guest speaker to the Temple Beth El Men's Club, Newark, DE, October 18, 1992
7. McLeod, D. M., "Media coverage of a massacre in East Timor," Panel organizer, discussion leader and panelist for a public lecture and discussion, Newark, DE, March 18, 1992
6. McLeod, D. M., "Media coverage of the Arabs and Israelis," Moderator and panelist for the Jewish Federation of Delaware Young Leadership Cabinet program, Wilmington, DE, January 26, 1992
5. McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A., "The role of the media in the Persian Gulf War," Department of Communication Colloquium, Newark, DE November 15, 1991
4. McLeod, D. M., "Balancing concerns for breadth and depth in the graduate curriculum," Panel organizer and discussion leader, Association for Education in Journalism and Mass Communication, Boston, MA, 1991
3. McLeod, D. M. & J. K. Hertog, "Media Coverage of Social Protest," to the Journalism Graduate Student/Faculty Seminar at the University of Minnesota, Minneapolis, MN, April 6, 1988
2. McLeod, D. M., Viswanath, K., & Yoon, Y., "Testing the 'Spheres of Influence' and the 'Mirror-Image' Hypotheses for the Coverage of International News: Three Case Studies," to the Journalism Graduate Student/Faculty Seminar at the University of Minnesota, Minneapolis, MN, March 25, 1987
1. McLeod, D. M., "Restructuring the Ph.D. program in Mass Communication," discussion leader for two sessions of the Journalism faculty and graduate students seminar on

practical and theoretical concerns about a major restructuring of the Ph.D. program at the University of Minnesota, Minneapolis, MN, Winter, 1986

RESEARCH GRANTS AND AWARDS

ICA Fellow

The International Communication Association
2017 to present

Evjue Centennial Professorship

School of Journalism and Mass Communication
University of Wisconsin – 2012 to present

Phi Kappa Phi Honor Society

Inducted 2025

Phi Kappa Phi Honor Society

Board Member 2025

Wisconsin Partnership Program in the University of Wisconsin School of Medicine and Public Health

In support of “Using Information and Communication Technology to Address Wisconsin’s COVID-19 Crisis,” David H. Gustafson and Ryan Westergaard, Principal Investigators, w/ Louise Mares, Andrew Quanbeck, and Dhavan V. Shah, Co-Investigators—\$470,000—4/1/2020—4/30/2021.
Subcontract to Center for Communication and Civic Renewal for “Communication Support for COVID-CHESS” with Lew Friedland, Christy Garlough, Douglas McLeod, Debra Pierce, Michael Wagner, and Sijia Yang – \$140,000
University of Wisconsin – April 2020 to April 2021

UW Graduate School Fall Research Competition Award

Research on effects of media framing of political scandals
\$25,000 for data collection
The Graduate School
University of Wisconsin – 2012 to 2013

U.S. Department of Energy

Research on media use and orientations toward U.S. foreign policy and terrorist groups in Indonesia
\$1,584,328 for development of computer simulation models for Sandia National Labs (Research support: \$277,479)
University of Wisconsin – 2008 to 2010

U.S. Department of Homeland Security

Research on cell groups and media in the radicalization process in Indonesia, U.S., And United Kingdom

\$12,000,000 for multi-disciplinary research program affiliated with the START
Center at the University of Maryland (Research support: \$127,530)
University of Wisconsin – 2008 to 2011

Journal Communication/Warren J. Heyse Faculty Excellence Award
Teaching excellence in strategic communication
\$15,000 per year for three years
School of Journalism and Mass Communication
University of Wisconsin -- 2009 to 2012

Journal Communication/Warren J. Heyse Faculty Excellence Award
Teaching excellence in strategic communication
\$15,000 per year for three years
School of Journalism and Mass Communication
University of Wisconsin -- 2006 to 2009

Vilas Associates Award
Research on impact of campaign media on young adults during the 2004 Presidential
election
\$67,616 for research support
The Graduate School
University of Wisconsin – 2006 to 2008

The Rockefeller Brothers Fund
Research on the impact of campaign media on the 2004 Presidential election
\$19,200 for research support
University of Wisconsin – 2007 to 2008

UW Graduate School Fall Research Competition Award
Research on terrorism and social movements in Indonesia
\$20,000 for project assistant
The Graduate School
University of Wisconsin – 2006 to 2007

Department of Homeland Security
Research on domestic security and the threat of terrorism (co-investigator)
\$12,000,000 for multi-disciplinary research program (Research support: \$27,496)
University of Maryland -- 2005 to 2008

The Russell Sage Foundation
Research on the impact of campaign media on the 2004 Presidential election
\$67,163 for research support
University of Wisconsin—2005 to 2007

The Carnegie Corporation of New York

Research on the impact of campaign media on the 2004 Presidential election

\$19,600 for research support

University of Wisconsin – 2005 to 2006

Pew Charitable Trusts Center for Information and Research on Civic Learning and Engagement
(CIRCLE)

Research on the impact of campaign media on the 2004 Presidential election

\$12,000 for research support

University of Wisconsin – 2005 to 2006

The Rockefeller Brothers Fund

Research on the impact of campaign media on the 2004 Presidential election

\$25,000 for research support

University of Wisconsin – 2005 to 2006

Greater Milwaukee Foundation/Journal Foundation Walter Jay and Clara Charlotte Damm Fund
as directed by the Journal Foundation Advisory Committee

Research on the impact of campaign media on the 2004 Presidential election

\$20,000 for research support

University of Wisconsin – 2004 to 2006

United States Internal Revenue Service grant

Research proposal on voluntary tax compliance and the media

\$5000 for research proposal development and consulting

University of Wisconsin – 2004

Maier Development Fund grant

Research development funds: \$30,000

University of Wisconsin – 2002 to 2005

General University Research grant

Research on the Third Person Effect in context of media coverage of social protest

\$6000 for equipment and research assistant

University of Delaware - 2000

Social Science Scholars Program grant

Research on the Third Person Effect in context of media coverage of social protest

\$500 for research expenses; \$3000 for research assistant

University of Delaware - 2000

Social Science Scholars Program grant

Research on media coverage of the WTO/IMF protests

\$500 for research expenses; \$3000 for research assistant

University of Delaware - 2000

Social Science Scholars Program grant

Research on the effects of television news coverage of social protest

\$500 for research expenses; \$3000 for research assistant

University of Delaware - 1999

Arts and Sciences Dean's grant

Research on the effect of the Persian Gulf War on public perceptions of the media

\$1300 for research expenses

University of Delaware - 1992

Arts and Sciences Dean's grant

Research on public perceptions of media coverage of the Persian Gulf War

\$1300 for research expenses

University of Delaware – 1991

Research Sabbatical

University of Wisconsin – Spring 2021

Research Sabbatical

University of Wisconsin – Spring 2014

Research Sabbatical

University of Wisconsin – Spring 2007

Research Sabbatical

University of Delaware - Fall 1995

RESEARCH AFFILIATIONS

Research Affiliate

National Center for the Study of Terrorism and Responses to Terrorism (START)
University of Maryland – Spring 2005 to present

Research Affiliate

Center for Risk Communication Research
University of Maryland – Spring 2007 to present

Faculty Affiliate

Political Communication Research Program
University of Wisconsin—Madison - Spring 2005 to present

Research Affiliate

Mass Communication Research Center
University of Wisconsin—Madison – Fall 2000 to present

RESEARCH CONSULTING

Co-owner

SherpaMetrix, LLC., Strategic Communication Research Consulting
Madison, WI – Spring 2011 to Spring 2017

Research Consultant

U.S. Chamber of Commerce
Washington, DC – Summer 2015 to Fall 2015

Research Consultant

Latino Public Radio Consortium
Denver, CO – Fall 2010 to Fall 2011

Research Consultant

National Center for Media Engagement
Madison, WI – Fall 2010 to Fall 2011

Research Consultant

Corporation for Public Broadcasting
Washington, DC – Summer 2009 to Fall 2011

Research Consultant

Sandia National Labs
Albuquerque, MN – Spring 2008 to Summer 2010

Research Consultant

KTEC Public Television
St. Louis, MO – Spring 2008 to Fall 2011

Research Consultant

National Center for the Study of Terrorism and Responses to Terrorism (START)
University of Maryland
College Park, MD – Spring 2005 to present

Research Consultant

State of Wisconsin Attorney General's Office
Strategic Communication Consulting
Madison, WI – September 2004

Research Consultant

United States Internal Revenue Service
Research Consultant with ICF Consulting
Fairfax, VA – October 2002 to May 2004

Research Consultant

International Crane Foundation
Market Research Evaluation
Baraboo, WI – March to May 2001

Research Consultant

Delaware Nature Society
Marketing Plan Evaluation
Wilmington, DE - January 2000 to March 2000

Research Consultant

American Dairy Association and Dairy Council Mid-East
How to Grow a Healthy Child Program Evaluation
Wilmington, DE - August 1998 to January 1999

Research Consultant

Family Practice Associates
Client Satisfaction Evaluation
Wilmington, DE - April 1997 to June 1997

Research Consultant

St. Paul Cable Access
Community TV Programming Needs Assessment
St. Paul, Minnesota - July 1989

Research Consultant

Hesselbart and Mitten/Watt
Public Relations and Marketing Counsel
Cleveland, Ohio - August 1985 to January 1986

TEACHING ACTIVITIES

Awards:

University of Wisconsin

Chancellor's Distinguished Teaching Award
Spring 2024

Courses taught:

University of Wisconsin, School of Journalism–Fall 2000 to present

Journalism 901: Colloquium in Mass Communication
Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006

Journalism 835 (formerly 880): Media Framing and Social Protest
Spring 2011, Spring 2015, Spring 2022, Fall 2024

Journalism 880: Communication and Public Life
Fall 2017

Journalism 880: Practicum in Communication Research
Spring 2005, Spring 2006

Journalism 880: Data Analysis Strategies
Spring 2002

Journalism 697: Internships
Ongoing

Journalism 658: Communication Research Methods
Fall 2002, Fall 2003, Fall 2004, Fall 2005

Journalism 614: Communication and Public Opinion
Fall 2001, Spring 2003, Spring 2004, Spring 2005, Spring 2006

Comm Arts 605: Digital Studies Capstone
Spring 2019

Journalism 564 (formerly J646): Mass Media and the Consumer

Fall 2000, Spring 2001, Summer 2002, Fall 2007, Summer 2008, Fall 2008, Fall 2009, Fall 2010, Fall 2011, Summer 2012, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Spring 2017 (became J564), Spring 2018, Fall 2018, Fall 2019, Fall 2020, Spring 2022, Fall 2022, Fall 2023, Spring 2024, Fall 2025

Journalism 561: Mass Communication and Society

Fall 2000

Journalism 475: Creative Campaigns Video Production

Fall 2021

Journalism 449: Strategic Communication Campaigns

Summer 2003, Summer 2004, Summer 2005

Journalism 445: Creative Campaign Messages

Spring 2008 (2), Spring 2009 (2), Summer 2009, Spring 2010 (2), Spring 2011, Fall 2011, Spring 2012 (2), Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014, Summer 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016 (2), Summer 2016, Fall 2016, Spring 2017, Summer 2017, Fall 2017, Spring 2017, Summer 2017, Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019 (2), Fall 2019, Spring 2020 (2), Fall 2020, Fall 2021, Fall 2022, Spring 2023, Fall 2023, Fall 2024, Fall 2025

Journalism 350: Sports Marketing Communications

Summer 2018 (J176/J475), Summer 2019 (J305/J475), Summer 2020 (J350/J475), Summer 2021, Summer 2022, Summer 2023

Journalism 345: Principles of Strategic Communication

Spring 2001, Fall 2001 (2), Fall 2002 (2), Spring 2003, Fall 2003 (2), Spring 2004, Fall 2004 (2), Fall 2005, Fall 2006, Fall 2007, Fall 2008, Fall 2009, Fall 2010, Spring 2013

University of Delaware, Department of Communication–Fall 1989 to Spring 2000

Communication 670: Mass Communication Theory

Spring 1995

Communication 604: Communication Research Methods: Analysis

Spring 1993, Spring 1994, Spring 1996, Spring 1997, Spring 1998, Spring 1999

Communication 467: Conflict in Communication Research

Spring 1993, Spring 1994

Communication 364/464/664: Internships
Summer 1995, Spring 1996, Fall 1996, Spring
1997, Fall 1997, Spring 1998, Fall 1998, Spring 1999, Fall 1999

Communication 435: Advanced Television Production and Direction
Spring 1995

Communication 424/624: Media Message Analysis
Fall 1989, Spring 1990, Fall 1990, Spring 1991, Fall 1991, Spring 1992,
Fall 1992, Spring 1993, Fall 1993, Spring 1994, Fall 1994, Fall
1996, Fall 1997, Fall 1998, Fall 1999, Spring 2000

Communication 418/618: Topics - Politics and the Mass Media
Fall 1989, Fall 1990, Fall 1991, Fall 1992

Communication 418/618: Topics - Advertising and American Society
Spring 1990, Spring 1991, Spring 1992, Fall 1993, Fall 1994, Spring
1996, Spring 1997, Spring 1998, Spring 1999, Spring 2000

Communication 418/618: Topics - Experiments in Mass Media Effects
Spring 1992

Communication 388: TV Production Practicum
Winter 1994, Winter 1996, Winter 1997, Winter 1999, Winter
2000

Communication 370: Theories of Mass Communication
Fall 1990, Spring 1992, Fall 1992, Spring 1993, Fall 1993, Fall 1994, Fall
1996

Communication 367/313: Communication Principles in Advertising
Fall 1997, Fall 1998, Fall 1999

Online Course Development:

University of Wisconsin, School of Journalism

Journalism 150: Introduction to Sports Communication
Developed online course for SJMC (Summer 2018 to Spring 2019)

Journalism 203: Information for Communication Professions
Developed blended course for SJMC (Fall 2017 to Spring 2018)

Journalism 350: Sports Marketing Communication
Developed online course for SJMC (Spring 2020 to summer 2020)

Journalism 564: Mass Media and the Consumer
Developed online course for SJMC (Summer 2020)

Journalism 651: Sports Controversies and Communication Professionals
Developed online course for SJMC (Summer 2019 to Spring 2020)

Curriculum Development:

University of Wisconsin, School of Journalism and Mass Communication

Co-developed the proposal and curriculum for the Certificate in Digital Media Analytics for SJMC (Summer 2022 to Spring 2023; approved by the UW Academic Planning Committee on April 20, 2023; CDMA officially launched on Sept. 1, 2023).

Developed the proposal and curriculum for the Certificate in Sports Communication for SJMC (Summer 2017 to Spring 2019; approved by the UW Academic Planning Committee on April 18, 2019; CSC officially launched on Sept. 1, 2019).

SERVICE ACTIVITIES

Professional service.

International Communication Association, Mass Communication Division,
Secretary, May 1994 to May 1996

Association for Education in Journalism and Mass Communication, Communication
Theory and Methodology Division
Division Head, August 1995 to August 1996
Poster Session Chair, August 1995
Head-elect, August 1994 to August 1995
Executive Committee member, August 1992 to August 1996
Paper Chair for Faculty Paper Competition, August 1992 to August 1993
Paper Chair for Grad Student Paper Competition, August 1991 to August 1992
Teaching Standards Committee, August 1990 to August 1991

University of Minnesota, School of Journalism and Mass Communication
Committee to evaluate the Ph.D. program, November 2002 to June 2004

Journal Editorial Boards

Journals: *Communication Research*, *Journalism and Mass Communication
Quarterly*, *Journal of Broadcasting and Electronic Media*,
Communication Quarterly, *Journal of Media Sociology*, and *Mass
Communication and Society*

Journal Manuscript Reviewer

Journals: *Journalism Quarterly*, *Communication Research*, *Communication
Theory*, *Journal of Communication*, *Political Communication*, *Journal of
Broadcasting and Electronic Media*, *Communication Quarterly*,
Communication Yearbook, *Journalism Monographs*, *Mass
Communication and Society*, *Media Psychology*, *Journalism Studies*,
Asian Journal of Communication, and *The International Journal of Public
Opinion*.

Conference Manuscript Reviewer

Associations: International Communication Association (Mass Communication
Division), Association for Education in Journalism and Mass
Communication (Communication Theory and Methodology Division,
International Division and Qualitative Studies Division), and Speech
Communication Association (Mass Communication Division)

Textbook Manuscript Reviewer

Publishers: Longman Publishers, Pine Forge Press, Arnold Publishers

University of Wisconsin service.

UW Athletic Board
University of Wisconsin—Madison
Fall 2024 to present

UW Athletic Board
University of Wisconsin—Madison
Fall 2019 to present

UW Athletic Board Liaison to the National Collegiate Athletic Association (NCAA)
University of Wisconsin—Madison
Fall 2024 to present

UW Athletic Board Liaison to the Big Ten Conference
University of Wisconsin—Madison
Fall 2024 to present

UW Athletic Board Liaison to Western Collegiate Hockey Association
University of Wisconsin—Madison
Fall 2021 to present

UW Athletic Board Liaison to Men's Hockey
University of Wisconsin—Madison
Fall 2019 to present

UW Athletic Board Liaison to Men's Golf
University of Wisconsin—Madison
Fall 2021 to Spring 2022

UW Athletic Board Co-chair of the Academics and Compliance Committee
University of Wisconsin—Madison
Fall 2021 to present

UW Athletics Board Ad Hoc Committee on Faculty Liaisons
University of Wisconsin—Madison
Fall 2019 to Spring 2020

Chair, WSUM Governance Board
University of Wisconsin Student Radio Station
Fall 2012 to present

WSUM Governance Board
University of Wisconsin Student Radio Station
Summer 2006 to present

Member, WSUM Engineer Search Committee
University of Wisconsin Student Radio State
Spring 2023 to Spring 2024

Chair, WSUM GM Search Committee
University of Wisconsin Student Radio Station
Summer 2021

Advisor to MODA Magazine
University of Wisconsin Student Fashion Magazine
Summer 2021 to 2023

Instructor, People Program Summer Workshop
University of Wisconsin People Program
Summer 2011, Summer 2012, Summer 2013, Summer 2014, Summer 2015, Summer
2016, Summer 2017

Gear Up Field Trip Host
University of Wisconsin People Program
January 2014, January 2015, January 2016, January 2017, March 2018

Gear Up Coordinator Search Committee
University of Wisconsin People Program
June 2015

LEAP Field Trip Participant
University of Wisconsin
March 2016, 2017

Member, Research Committee
Graduate School
Fall 2011 to Spring 2014

Chair, Social Studies Fellowships Committee
Graduate School
Fall 2007 to Fall 2008

Social Studies Fellowships Committee
Graduate School
Fall 2005 to Fall 2008

Program Evaluation Team
CSA Scholarships
Office of Financial Aid
Fall 2010 to Spring 2011

Alternate Faculty Senator
Fall 2003 to 2006

College of Letters and Science, University of Wisconsin service.

Chair, Department of Communication Arts Ad Hoc Review Committee
College of Letters and Science
Fall 2023 to Spring 2024

LaFollette School of Public Affairs Ad Hoc Review Committee
College of Letters and Science
Fall 2005 to Spring 2006

Legal Studies Program Ad Hoc Review Committee
College of Letters and Science
Fall 2005 to Spring 2006

Faculty Appeals Community
College of Letters and Science
Summer 2001 to present

Internal Review Board–Human Subjects Review Committee
College of Letters and Science
Fall 2002 to Fall 2003, Fall 2008 to Spring 2009

Chair, Department of Communication Arts Ad Hoc Review Committee
College of Letters and Science
Fall 2001 to Spring 2002

School of Journalism and Mass Communication service.

Chair, Undergraduate Committee, School of Journalism and Mass Communication
Fall 2020 to present

Chair, Graduate Committee, School of Journalism and Mass Communication
Spring 2001 to Summer 2007

Member, Graduate Committee, School of Journalism and Mass Communication
Spring 2001 to Spring 2009

Chair, Search Committee
Fall 2008 to Fall 2009; Spring 2012, Fall 2016 to Spring 2017 (x2)

Search Committee

Fall 2007 to Spring 2008, Fall 2018 to Spring 2019, Spring 2022

Timetable Committee

Fall 2020 to present

Constituent Relations Committee

Fall 2009 to Spring 2010

Ad Hoc Committee on COVID-19 Continuation of Instruction Planning

Spring 2020

Ad Hoc Committee on Development

Spring 2015

Ad Hoc Committee on Chaired Professorship

Spring 2016 to present

Ad Hoc Committee on Salary Increase Allocations

Fall 2016 to present

Ad Hoc Committee on Salary Equity

Fall 2004 to Spring 2007

Future Planning Committee

Fall 2004 to Spring 2007

Chair, Merit Review Committee

Spring 2024

Merit Review Committee

Spring 2003 to Spring 2006, Spring 2015 to Spring 2018, Spring 2022 to present

Chair, Scholarships Committee

Fall 2007 to present

Member, Scholarships Committee

Fall 2006 to present

Member, SJMC Marketing Committee

Fall 2018 to present

Budget Committee

Fall 2010 to present

Executive Committee

Fall 2000 to present

Director Designate
Fall 2002 to Fall 2006

Undergraduate Curriculum Committee Member
Fall 2000 to Spring 2001, Fall 2007 to Spring 2008, Fall 2009 to present

Facilities and Equipment Committee Member
Fall 2000 to Spring 2001

Chair, Future of Strategic Communication in Social Media Environment Task Force

Community service.

Project Leader, Campus Craft Beer Marketing
Fall 2016 to Spring 2017

Region Four Dane County Youth Hockey Council Board Member
Fall 2005 to Spring 2013

Middleton High School Redline Club Board Member
Spring 2011 to 2017

Middleton High School Redline Club President
Fall 2012 to Spring 2013

Middleton Wings Hockey Coach
Fall 2002 to 2019

Communications Committee Member, Juvenile Diabetes Research Foundation (Western Wisconsin Chapter),
2011 to 2015