Curriculum Vitae

John S. W. Spinda, Ph.D.

EDUCATION

Doctor of Philosophy in Communication Studies (2009)
Kent State University, Kent, OH
Dissertation Title: *The Third-Person Effects and First-Person Effects of Sports Fandom*
Advisor: Paul Haridakis, J. D., Ph.D.

Master of Science in Communication Education and Mass Media Technologies (2004)
Clarion University, Clarion, PA

Bachelor of Arts in Communication (2000)
Clarion University, Clarion, PA

EXPERIENCE

Assistant Professor 2009 – Present
Department of Organizational Communication, Murray State University

Non-Tenure Track Faculty 2008 – 2009
School of Communication Studies, Kent State University

Graduate Research Assistant 2005 – 2007
School of Communication Studies, Kent State University

Graduate Teaching Assistant /Part-time Faculty 2004 – 2008
School of Communication Studies, Kent State University

Communication Research Center (CRC) Assistant 2004 –2006, 2007
School of Communication Studies, Kent State University

Video Production Instructor 2002 – 2003
Meadville (PA) Area Senior High

RESEARCH

PEER-REVIEWED JOURNAL PUBLICATIONS

Spinda, J. S. W. (in press). Keep it local or keep it out?: An examination of the spiral of silence in local politics. *The Kentucky Journal of Communication*.

Spinda, J. S. W. (2012). Perceptual biases and behavioral effects among NFL fans: An investigation of first-person, second-person, and third-person effects. *International Journal of Sport Communication, 5*(3), 327-347.

Spinda, J. S. W., Sollitto, M., & Wann, D. L. (2012). Cards, dice, and male bonding: A case study examination of Strat-O-Matic Baseball motives. *International Journal of Sport Communication, 5*(2), 246-264.

Spinda, J. S. W. (2011). The development of basking in reflected glory (BIRG) and cutting off reflected failure (CORF) measures. *Journal of Sport Behavior, 34*(4), 392-420.

Spinda, J. S. W., Earnheardt, A. C., & Hugenberg, L. W. (2008). Checkered flags and mediated friendships: Parasocial interaction among NASCAR fans. *Journal of Sports Media, 4*(2), 31-55.

BOOK CHAPTERS

Spinda, J. S. W. (2012). From good ol' boys to national spectacle: Motives and identification among young NASCAR fans (pp. 177-190). In A. C. Earnheardt, P. M. Haridakis, B. Hugenberg, (Eds.), *Sports Fans, Identity, and Socialization: Exploring the Fandemonium*. Lanham, MD: Lexington Books.

Spinda, J. S. W. & Haridakis, P. M. (2008). Development and construct validation of a fantasy sports motivation scale: A uses-and-gratifications approach (pp. 187-202). In P. M. Haridakis, L. W. Hugenberg, A. C. Earnheardt (Eds.), *Sports Mania: Essays on Fandom and Media in the 21st Century*. Jefferson, NC: McFarland & Company

INVITED BOOK CONTRIBUTIONS

Spinda, J. S. W. (2008). *Elihu Katz* (Vol. 1, pp. 368-369). In C. Holtz-Bacha and L. Kaid (Eds.), *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.

Spinda, J. S. W. (2008). *Joseph Klapper* (Vol. 1, pp. 381-382). In C. Holtz-Bacha and L. Kaid (Eds.), *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.

Spinda, J. S. W. (2008). *The Effects of Mass Communication* (Vol. 1, pp. 199-200). In C. Holtz-Bacha and L. Kaid (Eds.), *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.

MANUSCRIPTS IN PREPARATION

Spinda, J. S. W., Wann, D. L., & Hardin, R. Points of attachment and BIRGing/CORFing behaviors among professional, collegiate, and high school football fans.

Spinda, J. S. W., Hardin, R., & Wann, D. L.. Exploring the relationship between BIRGing/CORFing behaviors and outcome expectations.

Spinda, J. S. W., "Bring Dickie V. to Murray!": A case study analysis of how #RacerNation created presence and gained national attention through Twitter.

Ramirez, Jr., A., Spinda, J., Bryant, E. M., Hu, M., Feaster, J., Hoplamazian, G., Zhang, S., & Horton, B. Social networking technology and re-engaging friendships from the past: Two studies comparing cross-sex and same-sex friendships

Ramirez, Jr., A., Bryant, E. M., & Spinda, J. S. W. Social networking technology and re-engaging friendships from the past: Assessing older adult use of social network sites.

Spinda, J. S. W., McEwen, B., & Ramirez, Jr. A. Online Information-Seeking Behavior and the College Roommate Relationship.

Spinda, J. S. W., & Phelps, R. Facebook goes to work: Comparing supervisors' and subordinates' perceptions of Facebook use.

Limperos, A. M., Woolley, J. K., Tamul, D. J., Sundar, S. S., & Spinda, J. S. W. It's not who you know, but who you add: Exploring self-disclosure and friending on Facebook.

GRANTS & FUNDED PROJECTS

Faculty Mentor – Undergraduate Research (Presidential Scholar Program) 2012-Present
The impact of emotional intelligence on collegiate coaching efficacy

- Student advisee receiving academic scholarship through university with mandate of completing significant research project with chosen faculty member.

Faculty Mentor – Undergraduate Research (Murray State URSA Program) 2011-2012
Looking for Guild: A Qualitative Analysis of Teamwork, Leadership, Member Satisfaction and Success

- Received $343 in research funding from Office of Undergraduate Research and Scholarly Activity (URSA) at Murray State University.

Center for Teaching and Learning (CTLT): Murray State University 2010

- Earned $1,000 award from CTLT (matched by $600 award from the College of Business) for 20 high-definition webcams and headsets for computer classroom.

Faculty Mentor – Undergraduate Research (McNair Scholars Program) 2009-2010
Facebook goes to work: Comparing supervisors' and subordinates' perceptions of Facebook use.

- Earned approximately $4,000 in research funding, student/faculty stipends, and travel funds through institutional McNair Scholars Program.

PRESENTATIONS

PEER-REVIEWED PRESENTATIONS

Spinda, J. S. W. *"Bring Dickie V. to Murray!": A case study analysis of how #RacerNation created presence and gained national attention through Twitter.* Paper submitted for presentation at the 2013 Summit on Communication and Sport, Austin, TX

Spinda, J. S. W., McEwen, B., & Ramirez, Jr. A. (2012, November). *Online Information-Seeking Behavior and the College Roommate Relationship.* Paper accepted for presentation at the annual meeting of the National Communication Association, Orlando, FL

Spinda, J. S. W., Wann, D. L., & Hardin, R. (2012, March). *Points of attachment and BIRGing/CORFing behaviors among professional, collegiate, and high school football fans*. Paper presented at the Summit on Communication and Sport, Peoria, IL.

Spinda, J. S. W., Sollitto, M., & Wann, D. L. (2011, November). *Cards, dice, and male bonding: An examination of Strat-O-Matic Baseball motives*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Spinda, J. S. W. (2010, November). *Perceptual biases and behavioral effects among NFL fans: An investigation of first-person and third-person effects*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Spinda, J. S. W. (2010, September) *Keep it local or keep it out?: An examination of the spiral of silence in local politics.* Paper presented at the annual meeting of the Kentucky Communication Association, Prestonsburg, KY.

Phelps, R., & Spinda, J. S. W. (2010, April). *Facebook goes to work: Comparing supervisors' and subordinates' perceptions of Facebook use.* Paper presented at the 19th Annual Undergraduate Communication Research Conference, University of St. Thomas, Minneapolis, MN.

Spinda, J. S. W. (2010, March). *The development and construct validation of basking in reflected glory and cutting off reflected failure measures.* Paper presented the Summit on Communication and Sport, Cleveland, OH.

Earnheardt, A. C., & Spinda, J. S. W. (2010, March). *Women and men, sports and teams: Exploring links among gender and sports fandom.* Paper presented at the Summit on Communication and Sport, Cleveland, OH.

Ramirez., Jr., A., Hu, M., Spinda, J. S. W., Feaster, J., Hoplamazian, G. J., Zhang, S., & Horton, B. (2009, November). *Social networking technology and re-engaging friendships from the past: Two studies comparing cross-sex and same-sex friendships.* Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Billings, A. C., Spinda, J. S. W., Earnheardt, A. E., Cantor, J. R., Lont, C. M., Sanders, M. S., Papacharissi, Z. A., Weaver, A. J., Potter, W. J., & Earnheardt, M. B. (2008, November). *The unconventional mentor: Advice on how to survive in the 21st century*. Panel presented at the annual meeting of the National Communication Association, San Diego, CA.

Spinda, J. S. W. (2008, May). *Hierarchical linear modeling: Multi-Level testing for multi-Level data.* Panel presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.

Spinda, J. S. W. (2008, May). *Online information seeking versus online discussions: Different political information channels with different effects.* Panel presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA

Hugenberg, L. W. & Spinda, J. S. W. (2008, March). *The internationalization of NASCAR: Montoya, Mexico, and Montreal.* Paper presented at the annual meeting of the Popular Culture Association/American Culture Association, San Francisco, CA.

Hugenberg, L. W. & Spinda, J. S. W. (2008, February). *Checkered flags and mediated friendships: Parasocial interaction among young NASCAR fans.* Paper presented at the Summit on Communication and Sport, Clemson, SC.

Hugenberg, L. W. & Spinda, J. S. W. (2007, November). *From the good ol' boys to national spectacle: NASCAR fandom motives, identification, and involvement among 18-25 year old fans.* Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Parker, R. E. & Spinda, J. S. W. (2007, November). *Influence factors on employee interest and awareness of work-sponsored health promotion programs.* Top Four Paper (Applied Communication Section) presented at the annual meeting of the National Communication Association, Chicago, IL.

Hugenberg, L. W. & Spinda, J. S. W. (2007, June). *Toyota invades NASCAR: Historic valuation of cultural reactions.* Paper presented at the annual meeting of the North American Society for Sport History, Lubbock, TX.

Hugenberg, L. W. & Spinda, J. S. W. (2007, April). *Toyota races into NASCAR: Cultural traditions and NASCAR fandom*. Paper presented at the annual meeting of the Popular Culture Association/American Culture Association, Boston, MA.

Spinda, J. S. W. & Haridakis, P. M. (2006, November). *Development and construct validation of a fantasy sports motivation scale: A uses-and-gratifications approach.* Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.

Spinda, J. S. W. (2006, November). *Examining mediated and interpersonal channels in the 18-25 year old voter: A uses-and-gratifications approach.* Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.

Gore, T., Spinda, J. S. W., & Garmon, M. (2006, November). *An exploratory study examining instructors' inclusion of current world events into college classroom instruction and its effect upon perceptions of teacher credibility, student motivation, and nonverbal immediacy behaviors.* Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.

Spinda, J. S. W. (2005, November). *Instant messaging and the organization of collegiate forensics teams: A case study of synchronous networking*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.

Spinda, J. S. W. (2005, October). *Interactive television: Examining the presence of Chickering and Ehrmann's seven principles of good learning*. Paper presented at the annual meeting of the Ohio Communication Association, Dayton, OH.

Spinda, J. S. W. (2005, May). *The efficacy of online advocacy in the 18-25 year old population: An exploratory study*. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.

RESPONDENT / CHAIR

Chair for Top Papers in Human Communication and Technology, sponsored by the National Communication Association, 2012. (Orlando, FL).

Chair for Session Panel, sponsored by the Kentucky Communication Association, 2012. (Carrollton, KY).

Chair for Research Panel I and Research Panel II, sponsored by the Summit on Communication and Sport, 2012. (Peoria, IL).

Respondent for poster session entitled "Scholar to Scholar Poster Exhibition B" sponsored by the National Communication Association, 2010 Annual Conference (San Francisco, CA).

Chair for panel entitled "Communications Session" at the 9th Annual Scholars Week sponsored by the Office of Undergraduate Research and Scholarly Activities (URSA) at Murray State University.

Chair for panel entitled "Bent emotions: Perspectives on foreign policy and candidate evaluations" sponsored by the Eastern Communication Association, 2008 Annual Conference (Pittsburgh, PA).

Chair for panel entitled "Making a difference in the next four years: A roundtable discussion of the 2008 election" sponsored by the Eastern Communication Association, 2008 Annual Conference (Pittsburgh, PA).

Respondent for panel entitled "Top papers in the student section" sponsored by the National Communication Association, 2007 Annual Conference (Chicago, IL).

Presenter for special program entitled "Wine & Spots" sponsored by the Political Communication Interest Group of the Eastern Communication Association, 2007 Annual Convention (Providence, RI).

Chair/Participant for panel entitled "HIT, CMC, mass communication, or…? A roundtable discussion of the convergence of the disciplines" sponsored by the Eastern Communication Association, 2006 Annual Conference (Philadelphia, PA).

Chair for panel entitled "Top papers in the student section" sponsored by the National Communication Association, 2006 Annual Conference (San Antonio, TX).

Chair for panel entitled "Political history potpourri" sponsored by the National Communication Association, 2005 Annual Conference (Boston, MA).

MEDIA CONTRIBUTIONS

Atlanta Journal-Constitution – PolitiFact Georgia: Featured in online article titled *"NASCAR executive says many fans serve in military"*. Published August 17, 2012.

Canadian Broadcasting Company (CBC). Featured in interactive internet feature titled "*Privacy online: How to Stay Secure in the Age of Digital Media*". Published May 27, 2010.

Social Blade Webcast. Interviewed for webcast titled "*Bullying, Education, and Privacy in Social Media*". Interviewed June 10, 2009.

TEACHING

Assistant Professor (2009 – Present)
Department of Organizational Communication - Murray State University

- Four course teaching commitment per semester.
- Responsible for academic advising of 13 undergraduate students within the Organizational Communication degree programs

Courses taught, through spring 2013: (Self-developed courses marked with asterisk *)

Com692: Research Practice (3 sections)
Com690: Research Methods in Organizational Communication (4 sections)
Com639: Conflict Resolution. (14 sections online only)
**Com622: Communication Technology in Organizations* (3 sections, on-campus/online)
**Com422: Communication and Technology* (4 sections)
Com439: Conflict & Communication (3 sections)

Com161: Introduction to Public Speaking (6 sections; stand-alone and large lecture)
**Idc199: Media, Persuasion, and the American Life* (competitively awarded one-credit hour, half-semester course)

Graduate Committees (M. A. Organizational Communication)

Megan Hulst, Summer 2010
Shiyang Liu, Fall 2010
Bryn Turner, Spring 2011
Tara Bogard, Spring 2011
Kelly Roos, Spring 2011
Christopher Grief, Spring 2011
Jenaya Perdue, Spring 2011
Sheila Bourland, Spring 2011
Justin Strayhorn, Spring 2011
Tan Chanachompoo, Spring 2011
Phattanant Limlomwongse, Fall 2011
Nouf Mogharbel, Summer 2011
Jamie Haynes, Fall 2011
Brooke McNutt, Fall 2011
Nathan Oliver, Fall 2011
Mohammed Mahmoud, Spring 2012
Angela Guyton, Spring 2012
Shavonne Burnett, Spring 2012
Kate Farrell, Spring 2012
Sarah Clark, Fall 2012
Ann Matheny, Fall 2012

Non-Tenure Track Faculty. (August 2008 – May 2009)
School of Communication Studies - Kent State University
Graduate Teaching Assistant (August 2004 – May 2008)
School of Communication Studies - Kent State University

Courses Taught
Comm45902: Communication & Influence (theories/concepts persuasion)
Comm45459: Communication & Conflict
Comm35852: Intercultural Communication
Comm35600: Communication in Teams (work teams and organizational leadership)
Comm35500: Small Group Communication (groups and family relationships)
Comm25802: Communication Theory
Comm20001: Interpersonal Communication
Comm15000: Introduction to Human Communication

SERVICE

PROFESSIONAL LEADERSHIP POSITIONS

Board of Directors (4-year commitment)
International Association for Communication and Sport (IACS)
2012-16 – Elected representative of founding eight-member board responsible for the overall policy, oversight, and direction of IACS.

Program Planner (3-year commitment)
Human Communication and Technology Division, National Communication Association.
2011 – Publications Coordinator and Vice-Chair Elect
2012 – Program Planner and Vice-Chair
2013 – Division Chair

Secretary (2010 – 2012)
Kentucky Communication Association

Program Planner (2-year commitment)
Political Communication Interest Group, Eastern Communication Association.
2008 – Interest group Chair and Program Planner
2007 – Vice-Chair

Program Planner (3-year commitment)
Student Section, National Communication Association.
2007 – Section Chair and Top Paper Respondent
2006 – Program Planner and Vice-Chair

PEER REVIEW FOR PUBLICATION AND CONFERENCES

Submission Reviewer, *Human Communication and Technology Division*, National Communication Association (NCA).
2010, 2012

Invited Manuscript Reviewer, *Communication and Sport*
2012

Invited Manuscript Reviewer, *International Journal of Sport Communication*
2010, 2012

Invited Manuscript Reviewer, *Journal of Applied Social Psychology*
2012

Submission Reviewer, *Sports Communication Interest Group*, Association for Education in Journalism and Mass Communication (AEJMC).
2011

Submission Reviewer, *Summit on Communication and Sport*.
2011

Invited Manuscript Reviewer, *Sociology of Sport Journal*
2010

Submission Reviewer, *Political Communication Interest Group*, Eastern Communication Association (ECA).
2006-2007

Submission Reviewer, *Student Section*, National Communication Association.
2006-2007

UNIVERSITY SERVICE

Faculty Senate Representative: Department of Organizational Communication. Murray State University
2012 - current

Board of Regents Teaching Award Committee: College of Business. Murray State University
2012 - current

University Studies Committee: Chair, Oral and Written Communication Assessment Subcommittee. Murray State University
2012 - current

University Studies Committee: Oral and Written Communication Student Learning Outcomes Subcommittee. Murray State University
2011

Assistant Professor Search Committee, Department of Journalism & Mass Communication. Murray State University
2011-2012

University Studies Committee, Murray State University
2011 – Current

Insurance and Benefits Committee, Murray State University
2011

Lee Clark College: Debate Coach. Murray State University
2011

University Communications: Social Media Agents Group. Murray State University
2010- 2011

Undergraduate Programs Committee: College of Business, Murray State University
2010- Present

McNair Scholars Program Advisory Board, College of Business Representative, Murray State University
2009- Present

Healthy LIFE Incentive Plan Advisory Group, Murray State University
2009

Student Media Policy Committee, Kent State University
2004 - 2007

HONORS

March 2010 Faculty/Staff Member of the Month. Murray State University, National Residence Hall Honorary.

2007 Top Four Papers in Applied Communication (*Influence factors on employee interest and awareness of work-sponsored health promotion programs*), National Communication Association

2006-2007 Graduate Student Research Award, School of Communication Studies, Kent State University

COMMUNITY SERVICE

Fundraising Captain: *Polar Plunge: Kentucky Special Olympics.* 2012

Fundraising Team Co-Captain: *March of Dimes – March for Babies.* 2011

Fundraising Team Captain: *Red Cross Heroes Campaign – Clark Residential College / Department of Organizational Communication.* 2010

Faculty Representative: *Relay for Life Campaign – Clark Residential College*, American Cancer Society. 2010

Volunteer: *Disaster Action Team - American Red Cross*. Provide assistance to local emergency personnel during events such as house fires or search and rescue missions. 2009- 2011

Invited Speaker: *Cyberbullying and the dangers of negative technology use*, Carlisle County (KY) High School student body. 2010

Guest Speaker: *Leadership Tomorrow*, Calloway County School District & Murray Independent School District. 2009

Judge: Jackson Purchase Swing Tournament (Murray State University). National Parliamentary Debate Association. 2010

Judge: National Forensic Association Tournament (University of Akron). National Forensic Association. 2005