

September 15, 2008

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EDUCATION

Ph.D.	Temple University, Mass Media and Communication	2000
M.A.	Temple University, Mass Media and Communication	1995
B.A.	State University of New York, College at Buffalo, Broadcasting	1990

ACADMIC EXPERIENCE

2006 to 2008	Graduate Director, School of Communication, Cleveland State University
2006	Associate Professor, School of Communication, Cleveland State University
2000 to 2006	Assistant Professor, School of Communication, Cleveland State University
1999	Instructor, Department of Broadcasting, Telecommunications, & Mass Media, Temple University
1997	Instructor, Department of Culture & Communication, Drexel University
1993 – 1998	Research and Teaching Assistant, Department of Radio, Television & Film; Department of Broadcasting, Telecommunications, & Mass Media, Temple University

RESEARCH

Publications

Peer Reviewed

Jeffres, L. W., Neuendorf, K .A. Bracken, C. C. & Atkin, D. (In Press). Public Affairs Knowledge and Political Communication Networks. *American Journal of Media Psychology*.

Jeffres, L. W., Neuendorf, K., Bracken, C. C., & Atkin, D. (In Press). Untangling spirals of silence in a presidential election. Submitted to *Journal of Media Sociology*.

Jeffres, L. W., Neuendorf, K., Bracken, C.C., & Atkin, D. (In Press). Integrating theoretical traditions in media effects. *Mass Communication & Society*.

Bracken, C. C., Jeffres, L. W., Neuendorf, K. A., & Atkin, D. (In Press). Parameter estimation validity and relationship robustness: A comparison of telephone and internet survey techniques. *Telematics and Informatics*.

Jeffres, L. Neuendorf, K. A., Bracken, C. C. Bracken, & Atkin, D. (2008). The influence of communication and cosmopolitanism on quality of life perceptions. *The Open Communication Journal*, 2, 1-6.

Bracken, C.C. (2006). Perceived source credibility of local television news: The impact of image quality and presence. *Journal of Broadcasting & Electronic Media*, 50(4), 723-741.

Bracken, C. C. (2005). Presence and image quality: The case of high definition television. *Media Psychology*, 7(2), 191-205.

Bracken, C.C., Jeffres, L., Neuendorf, K. A., Kopfman, J., & Moulla, F. (2005). How cosmopolites react to messages: America under attack. *Communication Research Reports*, 22(1), 47-58.

Gore, T., & Bracken, C. C. (2005). Testing the theoretical design of a health risk message: Re-examining the major tenets of the extended parallel process model. *Health Education & Behavior*, 32(1), 27-41.

Jeffres, J. W., Atkin, D., Bracken, C. C., & Neuendorf, K. A. (2005). Cosmopolitanism in the Internet Age. *Journal of Computer Mediated Communication*, 10(1).

Bracken, C. C., & Atkin, D. (2004). A survey of presence evoking technology in our living room. *Visual Communication Quarterly*, 11(1-2), 23-27.

Bracken, C. C., Jeffres, L. W., Neuendorf, K. A., (2004). Criticism or praise? The impact of verbal versus text-only feedback on social presence, intrinsic motivation, and learning. *CyberPsychology & Behavior*, 7(3), 349-357.

Bracken, C. C., & Lombard, M. (2004). Social presence and children: Praise, intrinsic motivation, and learning with computers. *Journal of Communication*, 54(1), 22-37.

Lombard, M., Snyder-Duch, J., & Bracken, C.C. (2003). A call for standardization in Content Analysis reliability. *Human Communication Research*, 30(3), 434-437.

Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002) Content analyses in Communication: Assessment and reporting of intercoder reliability. *Human Communication Research*, 28(4), 587-604.

Bracken, C. C., & Lombard, M. (2001). Uses and Gratifications: A classic methodology revisited. *New Jersey Journal of Communication*, 9(1), 103-116.

Lombard, M., Reich, R. D., Grabe, M. E., Bracken, C. C., & Ditton, T. B. (2000). Presence and television: The role of screen size. *Human Communication Research*, 26(1), 75-98.

Grabe, M. E., Lombard, M., Reich, R. D., Bracken, C. C., & Ditton, T. B. (1999). Screen size and viewer responses to television: Research findings. *Visual Communication Quarterly*, 6(2), 4-9.

Books

Bracken, C. C., & Skalski, P. (in press, April, 2009). *Presence and Popular Media: Understanding Media Users' Everyday Experiences*. New York: Routledge.

Book Chapters

Bracken, C. C. (in press). Telepresence and HDTV. In C. C. Bracken & P. Skalski, (Eds). *Telepresence and Popular Media: Understanding Media Users' Everyday Experiences*. New York: Routledge:

Bracken, C. C. (in press). Telepresence, Popular Media and Future Research.. In C. C. Bracken & P. Skalski, (Eds). *Telepresence and Popular Media: Understanding Media Users' Everyday Experiences*. New York: Routledge:

Bracken, C. C., & Skalski, P. (in press). An Introduction. In C. C. Bracken & P. Skalski, (Eds). *Telepresence and Popular Media: Understanding Media Users' Everyday Experiences*. New York: Routledge:

Bracken, C. C., & Skalski, P. (in press). A Conclusion.. In C. C. Bracken & P. Skalski, (Eds). *Telepresence and Popular Media: Understanding Media Users' Everyday Experiences*. New York: Routledge:

Skalski, P., & Bracken, C. C. (April, 2008). Advertising: It's in the Game. Submitted to T. Daugherty & M. Eastin (Eds). *Handbook of Research on Digital Media and Advertising*.

Petty, G., & Bracken, C. C. (2008). Priming science attitudes in fictional presentations: The CSI effect. In L. Holderman (Ed.), *Representation of Intelligence in Popular Television*. Landam, MD: Lexington Books. (pps. 233-248).

Guest Editor

Lombard, M. & Bracken, C. C. (2008, June) Special Issue featuring papers from PRESENCE 2006 conference. *Presence: Teleoperators and Virtual Environments*, 17(3).

Lombard, M. & Bracken, C. C. (2003, October) Special Issue featuring papers from PRESENCE 2001 conference (Part II). *Presence: Teleoperators and Virtual Environments*, 12(5).

Lombard, M. & Bracken, C. C. (2003, August) Special Issue featuring papers from PRESENCE 2001 conference. *Presence: Teleoperators and Virtual Environments*, 12(4).

Peer Reviewed Proceedings

Bracken, C. C., & Pettey, G. (2007). It is REALLY a smaller (and smaller) world: Presence and small screens. *Proceedings of the Tenth Annual International Meeting of the Presence Workshop, Barcelona, Spain*, 283-290.

Botta, R., Rudd, J., & Bracken, C.C. (2006). I felt like it happened to me: Television audience perceptions of televised conflict. *Proceedings of the Ninth Annual International Meeting of the Presence Workshop, Cleveland, OH, USA*, 69-70.

Bracken, C.C., & Skalski, P. (2006). Presence and video games: The impact of image quality and skill level. *Proceedings of the Ninth Annual International Meeting of the Presence Workshop, Cleveland, OH, USA*, 29-31.

Kaynak, M.A., & Bracken, C. C. (2006). Presence, efficacy, and the net: Exploring patterns in political participation from a comparative perspective. *Proceedings of the Ninth Annual International Meeting of the Presence Workshop, Cleveland, OH, USA*, 68-69.

Bracken, C. C. (2005). Are we persuaded by feeling “part of the action”? Exploring the similarities between the transportation imagery model and presence. *Proceedings of the Eighth Annual International Meeting of the Presence Workshop, London, England*, 125-129.

Grossetti, J. F., & Bracken, C. C. (2005). The feeling of presence in mediated art experiences. *Proceedings of the Eighth Annual International Meeting of the Presence Workshop, London, England*, 349-350.

Bracken, C. C., Lombard, M., Neuendorf, K.A., Denny, J., & Quillan, M. (2004). Do 3-D movies really reach out and grab you? The case of Spy Kids 3-D. *Proceedings of the Seventh Annual International Meeting of the Presence Workshop, Valencia, Spain*, 283-286.

Bracken, C. C., & Botta, R. A. (2002, October). Presence: The debate between content and form. *Proceedings of the Fifth Annual International Meeting of the Presence Workshop, Porto, Portugal*, 353-363.

Other Publications

Bracken, C. C. (2008). Foreword. In P. Turner & S. Turner (Eds.). *Exploration of Space, Technology, and Spatiality: Interdisciplinary perspectives*. Idea Press. ISBN: 978-1605660219

Lombard, M. & Bracken, C. C. (2008, June) Guest editors' introduction. *Presence: Teleoperators and Virtual Environments. Special Issue featuring papers from PRESENCE 2006 Conference, 17(3) i-ii.*

Lombard, M. & Bracken, C. C. (2003, October) Guest editors' introduction. *Presence: Teleoperators and Virtual Environments. Special Issue featuring papers from PRESENCE 2001 conference, 12 (5) iii-iv.*

Lombard, M. & Bracken, C. C. (2003, August) Guest editors' introduction. *Presence: Teleoperators and Virtual Environments. Special Issue featuring papers from PRESENCE 2001 conference. 12 (4), 333-334.*

Lombard, M., Synder-Duch, J., & Bracken, C.C. (2003). Correction. *Human Communication Research, 29(3), 469-472.*

Lombard, M., Synder-Duch, J., & Bracken, C.C. (2003). *Practical resources for assessing and reporting intercoder reliability in Content Analysis research projects*. Website Available at www.temple.edu/mmc/reliability.

Manuscripts under review

Hall, A., & Bracken, C. C. (July, 2008). Trait empathy, transportation, perceived realism, and movie enjoyment. Submitted to *Media Psychology*.

Bracken, C. C., Pettey, G., Guha, T., & Rubenking, B. E. (April, 2008). Sounding out presence: The impact of screen size, pace and sound. Submitted to *Journal of Media Psychology*.

Bracken, C. C, Pettey, G., Dalessandro, A., & Synder-Suhy, S. (Invited to Revise and Re-submit). Talking Sh*t: Profanity on basic cable. Submitted to the *International Journal of Communication*.

Jeffres, L.W., Horowitz, E., Bracken, C. C., Yoon, S. & Jian, G. (March, 2008). Media, Political Communication Networks & Socialization: Does Community Environment Matter? Submitted to *Political Communication* (special issue on socialization)

Bracken, C.C., & Pettey, G. (January, 2008). It really is small (and smaller) world: Presence and small screens. Submitted to *Presence: Teleoperators and Virtual Environments*.

Botta, R. A., & Bracken, C. C. (January, 2008). Presence the equalizer: Reducing the third-person perception. Submitted to *Mass Communication & Society*.

Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (September, 2007). Public affairs knowledge and political communication networks. Submitted to *Communication Theory*.

Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. (March, 2007). Integrating theoretical traditions in media effect. Submitted to *Southern Communication Journal*.

Jeffres, L.W., Jian, G., Neuendorf, K., & Bracken, C. C. (August, 2006). Stimulating citizens to community action in urban areas: Media, interpersonal networks and organizations. Submitted to *Political Communication*.

Jeffres, L.W., Bracken, C. C., Atkin, D., & Neuendorf, K. (April, 2006). Moving from Theorizing to Application: Predicting Audience Use of Emerging TV Formats. Submitted to *Communication Reports*.

Manuscripts in preparation

Botta, R., Rudd, J., & Bracken, C.C. I felt like it happened to me: Television audience perceptions of televised conflict. Target Journal: *Media Psychology*

Botta, R. A., & Bracken, C. C. Examining the influence of television image idealism and presence on men's and women's drives to be thin and muscular. Target journal: *Mass Media & Society*.

Botta, R. A., & Bracken, C. C. Muscle bound: Men, muscularity and social comparisons. Target Journal: *Journalism and Mass Communication Quarterly*.

Botta, R. A., & Bracken, C. C. The illusion of nonmediation and third person perceptions. Target journal: *Journal of Broadcasting and Electronic Media*.

Bracken, C. C., & Botta, R. A. Presence: The debate between content and form. Target journal: *Media Psychology*.

Bracken, C. C., & Skalski, P. (2007, October). Presence and video games: The impact of image quality and skill level. Target: *JOBEM*.

Bracken, C. C., & Horowitz, E. The impact of screen size on audience perceptions of political candidates. Target journal: *Journal of Broadcasting & Electronic Media*.

Bracken, C. C., Lange, R. L., & Denny, J. (2007, December). Gamers' sensations of spatial, social, and co-presence while playing online video games. Submitted to *New Media and Society*. - *collecting more data*

Eden, J., Bracken, C. C. Neuendorf, K. A. Social comparison, body images, and advertising. Target journal to *Mass Communication & Society*.

Jeffres, L.W. & Bracken, C. C. Predicting presence as a trait, not state. Submitted to *Media Psychology*.

Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. Cosmopolitanism, cultivation and media use. Target journal: *Communication Research*.

Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. Perceived media influence on agenda-setting, voting decisions and values as third-person effects. Target journal: *Political Communication*.

Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. Public affairs knowledge and political communication networks. Target journal: *Political Communication*

Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. Sources of influence on people's perceptions of the quality of life available in their communities and elsewhere. Target journal: *Mass Communication & Society*

Jeffres, L., Neuendorf, K. A, Bracken, C. C., & Atkin, D. Impact of cosmopolitanism & communication on people's quality of life perceptions. *Communication Research Reports*.

Kaynak, M. S., & Bracken, C.C. Presence, efficacy, and the net: Exploring patterns in political participation from a comparative perspective. Target journal: *Political Communication*.

Lombard, M., Bracken, C. C., Snyder J., Linder, J., & Kaynak, S. Attention-getting television: A content analysis of television form. Target journal: *Media Psychology*.

Lombard, M., Ditton, T. B., Bracken, C. C., Snyder-Duch, J with Linder-Radosh, L., & Kaynak, M. S. Presence and the structural features of television: The illusion of nonmediation in television programming. Target journal: *Presence: Teleoperators and Virtual Environments*.

Conference Papers

* = Version of the conference paper published

Bracken, C. C. (October, 2008). *Presence and Television*. Paper accepted for presentation to the eleventh annual international meeting of the Presence Workshop, Padua, Italy.

Petty, G., Bracken, C. C., Rubenking, B., Appley, E., Brown, M., Butler, D. Cline, K., Coralic, Z., Hargiti, J. & Liou, H. (October, 2008). *No Vision is Complete without Sound*: The Sonification of Telepresence*. Paper accepted for presentation to the eleventh annual international meeting of the Presence Workshop, Padua, Italy.

Spagnolli, A., Bracken, C. .C., & T. (October, 2008). *Is therapy with mediated environments increased by a sense of presence*. Poster accepted for presentation to the eleventh annual international meeting of the Presence Workshop, Padua, Italy.

Guha, T., Petty, G., & Bracken, C. C. (February, 2008). *Who is viewing what online? Distinguishing online video audience based on content viewed and forwarded*. Presented to the Communication & Technology division of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Bracken, C. C., Petty, G., Guha, T., & Rubenking, B. E. (May, 2008). *Sounding out presence: The impact of screen size, pace and sound*. Presented to the Information Systems Division at the annual conference of the International Communication Association, Montreal, Canada.

Hall, A., & Bracken, C. C. (May, 2008). *Trait empathy, transportation, perceived realism, and movie enjoyment*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, Montreal, Canada.

Casey, M., Zima, A., Brown, M., Bracken, C. C. (February, 2008). *Parasocial interaction in text messages from television characters*. Presented to the Communication & Technology division of the Mid-Winter conference of Association for Education in Journalism and Mass Communication, Pittsburgh, PA

Guha, T., Petty, G., & Bracken, C. C. (February, 2008). *Who is viewing what online? Distinguishing online video audience based on content viewed and forwarded*. Presented to the Communication & Technology division of the Mid-Winter conference of Association for Education in Journalism and Mass Communication, Pittsburgh, PA

Bracken, C. C., Skalski, P., Rubenking, B., Zima, A. & Kane, C. (February, 2008). *Can we observe presence? A content analysis of video game playing*. Presented to the When Media Becomes Reality conference, Bern, Switzerland.

Skalski, P., & Bracken, C. C. (February, 2008). *Implicit and explicit memory of high definition video game advertisements*. Presented to the When Media Becomes Reality conference, Bern, Switzerland.

Dalessandro, A., Bracken, C. C., Petty, G., & Rudd, J. (November, 2007). *Profanity on basic cable: A content analysis of six networks*. Presented to the Mass Communication Division of the National Communication Association Conference, Chicago, IL.

Jeffres, L. W., Casey, M., Bracken, C. C., & Jian, G. (November, 2007). *The impact of third places on community quality of life*. Presented to Urban Communication Pre-Convention Seminar, National Communication Association, Chicago, IL.

Rubenking, B. E., Horowitz, E. M., & Bracken, C. C. (November, 2007). *Crazy-killer syndrome: How do audiences perceive the mentally ill based on their television portrayals?* Presented to the annual conference of the Midwest Association for Public Opinion Research. Chicago, IL.

Jeffres, L. W., Horowitz, E., Bracken, C.C., Jian, G., Yoon, S., & Neuendorf, K., (November, 2007). *Structural Pluralism & the Spiral of Silence Context*. Presented to the annual conference of the Midwest Association for Public Opinion Research. Chicago, IL.

Bracken, C.C., & Pettey, G. (October, 2007). *It really is small (and smaller) world: Presence and small screens*. Presented to the tenth annual international meeting of the Presence Workshop, Barcelona, Spain.

Jeffres, L. W., Horowitz, E., Bracken, C. C., Yoon, S., & Jian, G. (August, 2007). *Pluralism and the urban context: How and when does community matter?* Presented to the Communication Theory & Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Jeffres, L.W., Jian, G., Horowitz, E., Bracken, C. C., & Yoon, S. (May, 2007). *Stages of life: Values, communication, and civic engagement*. Presented to the Political Communication division at the annual conference of the International Communication Association, San Francisco, CA.

Bracken, C. C. (April, 2007). *"That was a great ad": The impact of high definition television commercials on audiences' attitudes toward brands*. Presented to the Second Annual Persuasive conference, Stanford, CA.

Jeffres, L.W., Horowitz, E., Bracken, C.C., Yoon, S., & Jian, G. (2006, November). *Media, political communication networks & socialization: Does community environment matter?* Presented to the Midwest Association for Public Opinion Research, Chicago, IL.

Bracken, C. C. (2006, October). *Children's experience of presence*. Presented at the Online, Offline & The Concept of Presence When Games and VR Collide: A workshop hosted by USC's Centers for Creative Technologies. Los Angeles, CA.

Bracken, C. C., & Horowitz, E. (2006, September). *The media's power over young adults: A political socialization perspective of efficacy and cynicism in the 2004 campaign*. Presented to the Political Communication Division of the American Political Science Association, Philadelphia, PA.

Kaynak, M. S., & Bracken, C. C. (2006, September). *A cultural comparison of political power at the individual level: Exploring efficacy and media use among Turkish and American college students*. Presented to the Political Communication Division of the American Political Science Association, Philadelphia, PA.

Botta, R., Jill, R., & Bracken, C.C. (2006, August). *I felt like it happened to me: Television audience perceptions of televised conflict*. Presented to the ninth annual international meeting of the Presence Workshop, Cleveland, OH.

Denny, J., Atkin, D., & Bracken, C. C. (2006, August). : *Does “being there” improve memory: The impact of presence on recall?* Presented to the ninth annual international meeting of the Presence Workshop, Cleveland, OH.

Kaynak, M.S., & Bracken, C. C. (2006, August). *Presence, efficacy, and the Net: Exploring patterns in political participation from a comparative perspective*. Presented to the ninth annual international meeting of the Presence Workshop, Cleveland, OH.

Skalski, P. & Bracken, C. C. (2006, August). *Presence and video games: The impact of image quality*. Presented to the ninth annual international meeting of the Presence Workshop, Cleveland, OH.

Bracken, C. C, Pettey, G., Dalessandro, A., & Synder-Suhy, S. (2006, August). *Talking Sh*t: Profanity on basic cable*. Presented to the Mass Communication & Society Division at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Pettey, G., & Bracken, C. C. (2006, June). *Priming science attitudes in fictional presentations: The CSI effect*. Presented to the Information Systems division at the annual conference of the International Communication Association, Dresden, Germany.

Bracken, C.C., & Horowitz, E. M. (2006, April). *Can we be too immersed? The impact of presence and image size on audience reactions to televised presidential debates*. Presented to the Research Division of the annual meeting of the Broadcast Education Association, Las Vegas, NV.

Bracken, C. C. (2006, February). *Presence and children: Is ‘being there’ the same for them?* Presented to the Communication Theory and Methodology Division at the annual mid-winter conference of the Association for Education in Journalism and Mass Communication, Bowling Green, OH.

Bracken, C. C. (2005, November). *Feeling like you are really there: The impact of presence sensations and television form variables on perceptions of athleticism in televised sports*. Presented to the Communication and Social Cognition division at the annual conference of National Communication Association, Boston, MA.

Jian, G., Jeffres, L., & Bracken, C. C. (2005, November). *Connecting workplace community participation and political participation: A communication extension to the political spillover theory*. Presented to the Organizational Communication Division at the annual conference of the National Communication Association, Boston, MA.

Bracken, C. C., Lange, R. L., & Denny, J. (2005, October). *Gamers' sensations of spatial, social, and co-presence while playing online video games*. Presented to FuturePlay 2005: The First International Academic Conference on the Future of Game Design and Technology, Lansing, MI.

Bracken, C. C. (2005, September). *Are we persuaded by feeling "part of the action"? Exploring the similarities between the transportation imagery model and presence*. Presented to the eighth annual international meeting of the Presence Workshop, London, England.

Grossetti, J. F., & Bracken, C. C. (2005, September). *The feeling of presence in mediated art experiences*. Presented to the eighth annual international meeting of the Presence Workshop, London, England.

Bracken, C.C., & Skalski, P. (2005, May). *Presence and video games: The impact of image quality and skill level*. Presented to the Information Systems division at the annual conference of the International Communication Association, New York, NY

Eden, J. Bracken, C.C., & Neuendorf, K. A. (2005, May). *Questioning consumer attitudes toward sexiness in magazine advertisements*. Presented to the Mass Communication division at the annual conference of the International Communication Association, New York, NY.

Skalski, P., Bracken, C.C., & Tamborini, R. (2005, May). *The player skill variance problem in computer game research: Evidence and Solutions*. Presented to the Information Systems division at the annual conference of the International Communication Association, New York, NY.

Bracken, C. C. (2005, April). *Does HDTV increase the effectiveness of television commercials: The impact of presence and image quality on persuasion?* Presented to the Research Division at the annual conference of the Broadcasting Education Association, Las Vegas, NV.

Bracken, C. C. (2004, November). *Can't get no satisfaction: A comparison of the uses and gratifications of traditional and new media channels*. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Bracken, C. C. (2004, November). *The media and suffering: The impact of presence on perceptions of human suffering*. Presented to the annual conference of the Mid-Atlantic Popular/American Culture Association, Buffalo, NY.

Denny, J., & Bracken, C. C. (2004, November). *In living color: The effects of color versus black & white images on presence and recall*. Presented to the annual conference of the Mid-Atlantic Popular/American Culture Association, Buffalo, NY.

Gore, T., & Bracken, C. C. (2004, November). *Testing the theoretical design of a health risk message: Re-examining the major tenets of the extended parallel process model*. Presented to the Health Communication Division at the annual conference of the annual National Communication Association, Chicago, IL.*

Jeffres, L., Jian, G., Neuendorf, K. A., & Bracken, C. C. (2004, November). *Social capital: Community engagement versus political participation*. Presented to the annual conference of the Midwest Association for Public Opinion Research. Chicago, IL.

Bracken, C.C., Lombard, M., Denny, J., Neuendorf, K. A., and Quillan, M. (2004, October). *Do 3-D movies really reach out and grab you? The case of Spy Kids 3-D*. Presented to the annual international meeting of the Presence Workshop, Valencia, Spain.

Jeffres, L., Bracken, C. C., Atkin, D., & Neuendorf, K. A. (2004, August). *Moving from theorizing to application: Predicting audience use of new TV formats*. Presented to the Mass Media and Society Division at the annual conference of the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.

Botta, R. A., & Bracken, C. C. (2004, May). *The illusion of nonmediation and third person perceptions*. Presented to the Communication & Technology Division at the annual conference of International Communication Association, New Orleans, LA.

Bracken, C. C. (2004, March) *Presence and HDTV: What we know so far*. Presented to the Media Studies Division at the annual conference of the Central States Communication Association, Cleveland, OH.

Bracken, C. C., Denny, J., Utt, K., Quillen, M., & Lange, R. (2003, October). *Sometimes I really hate coming back to this world: Presence and on-line video game playing*. Presented to the annual international meeting of the Presence Workshop, Aalborg, Denmark.

Bracken, C. C., Jeffres, L. W., & Neuendorf, K. A. (2003, August). *Social presence and learning: The role of praise and criticism*. Presented to the Communication Theory and Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.*

Bracken, C. C., Neuendorf, K. A., & Jeffres, L. W. (2003, August). *Screen size, source credibility, and presence: Audience reactions to the televised 2000 presidential debates*. Presented to the Communication Theory and Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Jeffres, L.W., Neuendorf, K. A., Bracken, C.C., & Atkin, D. (2003, August). *Sources of influence on people's perceptions of the quality of life available in their communities and elsewhere*. Presented to the Mass Communication & Society Division at the annual conference of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Bracken, C. C. (2003, May). *Source credibility and presence: The role of television form*. Presented to the Information Systems Division at the annual conference of the International Communication Association, San Diego, CA.*

Botta, R. A., & Bracken, C. C. (2003, May). *Presence the equalizer: Reducing the Third-Person Perception*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, San Diego, CA.

Botta, R. A., & Bracken, C. C. (2002, May). *Muscle bound: Men, muscularity, and social comparisons*. Presented to Mass Communication division of the annual conference of the National Communication Association, New Orleans, LA.

Bracken, C.C., Kopfman, J., Jeffres, L., Neuendorf, K. A., Moulla, F. (2002, November). *How cosmopolites react to messages: America under attack*. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.*

Jeffres, L., Neuendorf, K. A., Bracken, C.C., & Atkin, D. (2002, November) *Using (not explaining) third person effects*. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Bracken, C. C., & Botta, R. A. (2002, October). *Presence: The debate between content and form*. Presented to the annual international meeting of the Presence Workshop, Porto, Portugal.

Jeffres, L. W., Bracken, C. C., Neuendorf, K. A., & Kopfman, J. (2002, August) *Cosmopolitanism, cultivation, and media use*. Presented to the Communication Theory & Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Miami, FL.

Bracken, C. C. (2002, July) *Presence and image quality: The case of high definition television*. Presented to the Information Systems Division at the annual conference of the International Communication Association, Seoul, Korea.*

Bracken, C. C. (2002, April) *Praise, self-perception, and learning: Children's social responses to computers*. Presented to the Communication Technology Division at the annual conference of the Broadcast Education Association, Las Vegas, NV. [**Top Paper Research Division**] *

Bracken, C. C. & Atkin, D. (2002, April) *Presence evoking technologies in our living rooms*. Presented to the Mass Communication Division at the annual conference of the Eastern Communication Association, New York, NY.*

Bracken, C.C., Neuendorf, K. A., Jeffres, L., & Atkin, D. (2001, November) *Parameter estimation validity and relationship robustness: A comparison of Internet and telephone survey techniques*. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago. IL.*

Jeffres, L., Neuendorf, K., Bracken, C. C., & Atkin, D (2001, November) *Perceived agenda setting and perceived media influence on voting decisions as third person effects*. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Bracken, C. C (2001, May) *Children and social responses to computers: Praise, intrinsic motivation, and learning*. Presented to the Information Systems Division at the annual conference of the International Communication Association, Washington, D.C.

Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2001, May) *Content analyses in Communication: Assessment and reporting of intercoder reliability*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, Washington, D.C. *

Jeffres, L., Neuendorf, K., Bracken, C., & Atkin, D (2001, May). *Untangling spirals of silence in a presidential election*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, Washington, D.C.

Snyder-Duch, J., Lombard, M., & Bracken, C. C. (1999, May). *Learning from our experience: A guidebook for large-scale television content analysis projects*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, San Francisco, CA.

Lombard, M., Snyder-Duch, J., Bracken, C. C. & Ditton, T. B., Kaynak, S., Linder-Radosh, J., & Pemrick, J. (1999, May) *Structural features of U. S. Television: Primary results of a large-scale content analysis*. Presented to the Mass Communication division at the annual conference of the International Communication Association, San Francisco, CA.

Ditton, T. B., Lombard, M., Bracken, C. C. Snyder-Duch, J., Pemrick, J., Linder, J. M., & Kaynak, S. (1998, July). *The illusion of nonmediation and formal features of television*. Presented to the Information Systems Division at the annual conference of the International Communication Association, Jerusalem, Israel.

Lombard, M., Snyder, J., Campanella, C. M., Kaynak, M. S., Pemrick, J., Linder, J., Ditton, T. B. (1997, May). *The cluttering of television*. Presented to the Mass Communication Division at the annual conference of the International Communication Association, Montreal, Canada.

Campanella, C. M. (1997, March) *Children and news: On-line or off?* Presented at the Mid-Atlantic Graduate Student Conference of the Association for Education in Journalism and Mass Communication at Rutgers University, New Brunswick, NJ.

Campanella, C. M., & Lombard, M. (1996, May). *Uses and Gratifications: A theoretical approach for the Communication Classroom*. Presented to the Instructional/Developmental division at the 1996 annual conference of the International Communication Association, Chicago, IL.*

Lombard, M., Campanella, C. M., Linder, J., & Snyder J. (1996, May). *The state of the medium: A content analysis of television form*. Presented to the Information Systems division at the annual conference of the International Communication Association, Chicago, IL.

Lombard, M., Reich, R., Grabe, M. E., Campanella, C. M., & Ditton, T. B. (1995, May) *Big TVs, Little TVs: The role of screen size in viewer responses to point-of-view movement*. Presented to the Mass Communication division at the annual conference of the International Communication Association, Albuquerque, NM.*

Campanella, C. M. (1995, April) "*People in the box*": *Perceived reality and preschoolers' conceptions of television*. Presented at the Mid-Atlantic Graduate Student Conference of the Association for Education in Journalism and Mass Communication at University of Maryland, College Park, MD.

Campanella, C. M. (1994, February). *Preschoolers perceived reality of television*. Presented at the Greater Delaware Valley Graduate Student Conference, Temple University, Philadelphia, PA.

Research in Progress

Petty, G. & Bracken, C. C. *Sensations of presence and the impact of smaller screen technologies*.

Whitbread, R., Lieberman, E. A., & Bracken, C. C. *Investigation of the impact of channels of communication on the effectiveness of mission statement implementation*.

Professional Reports

Bracken, C. C. (2005). *Impact of High Definition on Perceptions of Local News Credibility*. Submitted to Channel 8 Fox News, Cleveland, OH

Awards and Grants

2007

Research Merit Award, Cleveland State University, Total Award \$2000.00 [Competitive].

Dean's Award for the development of a Physiological Measurement Equipment. Total Award: \$36,842.

2006

Understanding health communication in the Latino community: A campaign to raise awareness of kidney disease among Latinos in Cuyahoga County. Full Time Research Development Award. (Recipients: Pettey, G.R, Bracken, C.C., Horowitz, E., Jian, G., Maguire, K. & Yoon, S.). Total Award: \$14,960.00

2005

New Faculty Research Grant, Broadcast Education Association. *Does HDTV increase the effectiveness of television commercials? The impact of presence and image quality on persuasion.* Total Award: \$2000.00.

Research Merit Award, Cleveland State University, Total Award \$1000.00 [Competitive].

Graduate Faculty Travel Award, Cleveland State University, Total Award \$850.00 [Competitive].

Graduate Faculty Travel Award, Cleveland State University, Total Award \$350.00 [Competitive].

2003

Faculty Engagement Grant, Ohio Campus Compact. *Media Literacy for Young Children: Teaching the teacher.* Total Award: \$3750.00.

Graduate Faculty Travel Award, Cleveland State University. Total Award \$500.00 [Competitive].

2002

First Place Paper, *Praise, self-perception, and learning: Children's social responses to computers.* Debut Technology Division of Broadcast Education Association. Total Award: \$200.00.

Graduate Faculty Travel Award, Cleveland State University. Total Award \$1000.00 [Competitive].

2001

New Faculty Research Award, Cleveland State University. Total Award: \$3000.00.

2000

New Faculty Start-up Award, Cleveland State University. Total Award: \$10,000.00.

1999-2000

Dissertation Completion Grant, Temple University. Total Award: \$6000.00.

Invited Talks

2008

Presence and CyberTherapy. Workshop given at the 13th annual meeting of the Cybertherapy Conference. San Diego, CA. (June)

2005

Broadcasting (in)decency: An ethical dilemma. Presented to the Church of the Saviour, Kingsley Discussion group, Shaker Heights, OH (February).

2004

HDTV and perceptions of local news. Presented to the Cleveland Regional Chapter of the National Television Academy (March).

Can media effects theories predict audience responses to portrayals of suffering in the media? Presented to the Suffering and the Human Journey: Discovering a Common Understanding Conference. Cleveland MetroHealth System, Cleveland, OH (May).

Doctoral Committees

Jones, M. (Spring, 2008). *Found in Translation: Structural and Cognitive Aspects of the Adaptation of Comic Art to Film*. Ph.D. Dissertation, Mass Media & Communication, Temple University, Philadelphia, PA.

Hammel, L. (Fall, 2008). *Media Influence on Relationally Aggressive Behaviors of Middle School Girls*. Ph.D. Dissertation, Urban Education, Cleveland State University, Cleveland, OH.

Hwang, H. S. (Fall, 2004). *Predictors of IM use among U.S. college students: Gratifications sought, gratifications obtained, and social presence*. Ph.D. Dissertation, Mass Media & Communication, Temple University, Philadelphia, PA.

Master Theses and Projects Supervised

Gress, E. (expected Spring 2009). Title to be announced. M.A. Thesis, Cleveland State University. Cleveland, OH.

Kamen, C. (expected, Fall 2008). Title to be announced. M.A. Thesis, Cleveland State University. Cleveland, OH.

Rubening, B. (expected Spring 2007). *Learning from crime dramas: The role of presence and transportation in attitude change*. M.A. Thesis, Cleveland State University, Cleveland, OH

Dalessandro, A. (2006). *Profanity on basic cable: A comparison of six cable networks' use of profanity*. M.A. Thesis, Cleveland State University, Cleveland, OH

Arkoush, M. (2006). *Advertising and social change: The influence of magazine advertisements on social comparison and self-perception of male consumers*. M.A. Thesis, Cleveland State University, Cleveland, OH

Cash, E. (2006). *Does the placement of advertisements impact audiences? A comparison of men's and women's magazine advertisements*. M.A. Thesis, Cleveland State University, Cleveland, OH

Wolf, E. (2006). *Don't date outside your musical genre: The relationship between musical preference and satisfaction in romantic relationships*. M.A. Thesis, Cleveland State University, Cleveland, OH

Kelber, R. (2004). *Adopting theories of Communication into a high school Language-Arts curriculum*. M. A. Project, Cleveland State University, Cleveland, OH.

Eden, J. (2004). *Consumer attitudes towards sexiness in magazine advertisements*. M. A. Thesis, Cleveland State University, Cleveland, OH (Co-Advisor).

Gore, T. D. (2003). *The theoretical design and evaluation of a health risk message*. M.A. Thesis, Cleveland State University, Cleveland, OH. [**Cleveland State University's nominee for the 2004 Midwestern Association of Graduate Schools' (MAGS) Distinguished Master's Thesis Award**].

Lange, R. L. (2003). *Understanding the source credibility of web pages utilizing the contrast between two web pages: A public relations study*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Master Committees

Suran, S. (Expected Fall 2008). Title to be announced. M.A. Thesis, Cleveland State University. Cleveland, OH.

Casey, M. (Expected Spring 2008). *Community Websites*. (Tentative Title) M.A. Thesis, Cleveland State University. Cleveland, OH.

Guha, T. (Expected Spring 2008). *Catching The Video Virus: Understanding Individuals Involved In Diffusion Of Online Videos Through Networks*. M. A. Thesis, Cleveland State University, Cleveland, OH.

Johnson, W. (in progress). *A view through the lens of the cultivation theory and the theory of reasoned action*. (Tentative Title) M.A. Thesis, Cleveland State University. Cleveland, OH.

Quillan, M. (in progress). *Television commercials, values, and social learning: Proposal for a two-tiered study*. (Tentative Title) M.A. Thesis, Cleveland State University. Cleveland, OH

Janstova, P. (2006). *Jane Campion's search for identity: Empirical testing of auteur theory via content analysis*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Darby, K. (2006). *The application of social presence and media richness theories in asynchronous, computer mediated communication through a website environment to enhance school-home relationships*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Denny, J. (2004). *Now presented in glorious, living color: The effects of color versus black and white historical film*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Clausen, C. (2003). *Framing at the local level*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Moulla, F. (2002). *The new multidimensional cosmopolitanism: Media use, the Internet, and critical events*. M.A. Thesis, Cleveland State University. Cleveland, OH.

Courses Taught

Communication Inquiry [research methods] (Undergraduate)
Communication Technology and Social Change (Undergraduate)
Communication and Violence (Undergraduate & Graduate)
Evolution of Mass Media (Undergraduate)
History and Processes of Mass Media (Undergraduate)
Mass Communication Theory (Graduate)
Mass Media and Children (Undergraduate & Graduate)
Mass Media and Society (Undergraduate)
Media Effects (Undergraduate)
Principles of Communication (Undergraduate)
Psychological Processing of Media (Undergraduate)
Pro Seminar in Communication (Graduate)

Service to Discipline

As Appointed Officer

Conference Co-Chair, Ninth Annual International Workshop on Presence, Cleveland State University, Cleveland, OH (2006).

Program Committee member, International Workshop on Presence, London, England (2005).

Secretary, Information Systems Division, International Communication Association (2005)

Board of Directors, International Society for Presence Research (2002- present)

Membership Chair, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication (2004-present).

Webmaster for the Research Division of the Broadcast Education Association (2002 – 2004)

Program/Organizing Committee member of the Fourth Annual Presence Workshop, Philadelphia, PA (May, 2001).

Co-chair of Mass Media & Communication Graduate Student Conference, Temple University, Philadelphia, PA (April, 1999)

Co-Chair of Mid-Atlantic Graduate Student Conference of the Association for Education in Journalism and Mass Communication at Temple University, Philadelphia, PA (March, 1996)

Executive Committee Member of the Graduate Education Special Interest Group of the Association for Education in Journalism and Mass Communication (1996).

Editorial Board Member

Media Psychology (Lawrence Erlbaum Associates)

The Open Communication Journal (Bentham)

Reviewer

Journals

Communication Theory (International Communication Association/Oxford Journal)

CyberPsychology & Behavior (Mary Ann Liebert Publishers)

Journal of Broadcasting and Electronic Media (Broadcast Education Association)

Journalism and Mass Communication Quarterly (AEJMC)

Human Communication Research (International Communication Association/Oxford Journal)

Mass Communication and Society (Lawrence Erlbaum Associates)

Presence: Teleoperators and Virtual Environment (MIT Press)

PsychNology Journal (<http://www.psychnology.org/>)

Conferences

Competitive paper reviewer, *Fun & Games*: (October, 2008).

Competitive paper reviewer, *Future Play: The International Academic Conference on the Future of Game Design and Technology*, (August, 2005).

Competitive paper reviewer, Entertainment Interest Group, for annual conference of the Association of Education in Journalism and Mass Communication Conference. (2005).

Competitive paper reviewer, Mass Communication & Society Division, for annual conference of the Association of Education in Journalism and Mass Communication Conference. (2005).

Competitive paper reviewer, Political Communication Division, for annual conference of the International Communication Association Conference (2004).

Competitive paper reviewer, Speech Communication Association of Ohio (2003).

Competitive paper reviewer, the annual International Presence Workshop (2001 – present).

Competitive paper reviewer, Communication & Technology Division, for annual conference of the International Communication Association Conference (2004- present).

Competitive paper reviewer, Information Systems Division, for annual conference of the International Communication Association Conference (1997, 2001 – present).

Competitive paper reviewer, Mass Communication Division, for annual conference of the International Communication Association Conference (2001- present).

Competitive paper reviewer, Communication Theory & Methodology, for annual conference of the Association of Education in Journalism and Mass Communication Conference (2000-present).

Competitive paper reviewer, School of Communication and Theatre Graduate Research Forum (2001- 2005).

Competitive paper reviewer, Communication Technology Division, for annual conference of the Broadcast Education Association Conference (2002).

Books

Reviewed *Media and Youth: Effects from Infancy through Adolescence*. Blackwell (January, 2007).

Reviewed *Children, Adolescents, & the Media, Second Edition*, book proposal, Sage (August, 2005)

Reviewed *Handbook of Presence Psychology and Design* book proposal, Lawrence Erlbaum, (June, 2005).

Reviewed *Media and Society* book proposal, Allyn & Bacon, (August, 2004).

Reviewed research method textbook, Wadsworth publications. (January, 2001)

Service to University (Cleveland State University)

2004 – 2006 Faculty Affairs Committee, College of Liberal Arts & Social Science

2001 - 2005 Admissions and Academic Standards Committee, University Committee

2001 - 2003 Nominating Committee, College of Arts and Sciences

Service to the School of Communication

2007 Member of Search Committee for Promotional Tenure-track Faculty member

2007 Member of Search Committee for Communication Faculty member

2006 – present Graduate Director

2005 Chair of the Ph.D. Committee

2005 Member of the Search Committee for Media Arts & Technology Faculty member

2004 Chair of Search Committee for Mass Communication Tenure-track Faculty member

2004 Member of Search Committee for New Technology Term Faculty member

2003 Member of Search Committee for Promotional Tenure-track Faculty member

2004 - present Member of the Media Arts and Technology Division

2003 - present Member of the Graduate Program Committee

2003 Member of Search Committee for Organizational Tenure-track Faculty member

2003 - 2004 Member of the School Implementation Committee

2002 Member of search committee for Organizational Tenure-track Faculty member

2002 - 2003 Head of the Mass Communication Division

2002 - 2003 Department Curriculum Committees

2001 - present Member of the Communication Research Center Committee

2001 - 2002 Member of the On-line course committee

2000 - 2005 Member of Technology Committee

2000 - 2005 Member of Scholarship Committee

2000 - 2005 Member of Newsletter /Website Committee

2000 Member of Search Committee for Digital Interactive Media Coordinator

2000 - 2004 Member of the Telecommunication division

2000 - 2004 Member of the Mass Communication division

Memberships

Association for Education in Journalism and Mass Communication
Broadcast Education Association
Eastern Communication Association
International Communication Association
International Society for Presence Research
Midwest Association for Public Opinion Research

REFERENCES

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Professor Richard Perloff, Director
School of Communication
Cleveland State University
2121 Euclid Avenue, MU 231
Cleveland, OH 44115
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E-mail: r.perloff@csuohio.edu