

# CURRICULUM VITAE

July 14, 2008

## ***KIMBERLY A. NEUENDORF***

Professor, Media Arts & Technology Division  
School of Communication  
Cleveland State University  
Cleveland, OH 44115

email: *k.neuendorf@csuohio.edu*  
web site: *academic.csuohio.edu/kneuendorf*  
Office: 216-687-3994/4630  
Fax: 216-687-5435

### **EDUCATION**

1982: Ph.D. in Communication, Michigan State University  
1980: M.A. in Communication, Michigan State University  
1977: B.A. in Telecommunication, Michigan State University, with High Honor

### **ACADEMIC EXPERIENCE**

1999-present	Professor, School of Communication, Cleveland State University
2001-2007	Director, Communication Research Center, School of Communication, Cleveland State University
1988-1999	Associate Professor, Department of Communication, Cleveland State University
1982-1988	Assistant Professor, Department of Communication, Cleveland State University
1986	Visiting Assistant Professor, Radio-Television-Film Division, Department of Communication Arts & Theatre, University of Maryland, College Park, MD
1982	Instructor, Department of Telecommunication, Michigan State University, East Lansing, MI
1975-1982	Research and Teaching Assistant, Department of Communication & Department of Telecommunication, Michigan State University

### **TEACHING EXPERIENCE**

Mass Media Communication  
Introduction to Film  
History of Film (U.S. and European)  
Contemporary Film  
History of the Moving Image  
Advertising and Communication  
Communication, Technology, and Social Change  
Communication Inquiry  
Research Methods in Communication  
Media Criticism  
Fundamentals of Radio and Television Production  
Advanced Video Production  
Broadcast Programming  
Seminar in the Production of Public Service Announcements  
Seminar in Promotional Communication Research

Seminar on Cleveland and Film  
 Seminar in Film Comedy  
 DVD: A Hitchhiker's Guide (UG/Graduate)  
 Introduction to Graduate Studies (Graduate)  
 Communication Research Methods I (Graduate)  
 Communication Research Methods II (Graduate)  
 Multivariate Statistical Analyses (Graduate)  
 Content Analysis (Graduate)

### **BOOKS AND BOOK CHAPTERS**

- Neuendorf, K. A., & Lieberman, E. A. (2009, in press). Film: The original immersive medium. In C. C. Bracken & P. D. Skalski (Eds.), *Telepresence and popular media*. Mahwah, NJ: Routledge.
- Neuendorf, K. A., & Skalski, P. D. (2008, in press). Quantitative content analysis and the measurement of collective identity. In R. Abdelal, Y. Herrera, A. I. Johnston, & R. McDermott (Eds.), *Identity as a variable: Conceptualization and measurement of identity*. Cambridge, MA: Harvard Identity Project.
- Neuendorf, K. A. (2008, in press). Reliability. In A. Jordan, D. Kunkel, J. Manganello, & M. Fishbein (Eds.), *Media messages and public health: A decisions approach to content analysis*. Mahwah, NJ: Routledge.
- Atkin, D. J., Jeffres, L., Neuendorf, K., Lange, R., & Skalski, P. (2005). Why they chat: Predicting adoption and use of chat rooms. In M. B. Salwen, B. Garrison, & P. D. Driscoll (Eds.), *Online news and the public* (pp. 303-322). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Neuendorf, K. A. (2002). *The content analysis guidebook*. Thousand Oaks, CA: Sage Publications. [Nominated for Best Book Award, International Communication Association, 2004]
- Jeffres, L. W., Neuendorf, K., Atkin, D., & Erbert, L. (2002). Neighborhood communication patterns. In L. W. Jeffres, *Urban communication systems: Neighborhoods and the search for community* (pp. 67-87). Cresskill, NJ: Hampton Press, Inc.
- Jeffres, L. W., Neuendorf, K., & Erbert, L. (2002). Neighborhoods, networks, and systems. In L. W. Jeffres, *Urban communication systems: Neighborhoods and the search for community* (pp. 117-156). Cresskill, NJ: Hampton Press.
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W. (2002). Adoption of audio information services in the United States: A bridge innovation. In C. A. Lin & D. J. Atkin (Eds.), *Communication technology and society: Audience adoption and uses* (pp. 125-152). Cresskill, NJ: Hampton Press, Inc.
- Neuendorf, K. A., Jeffres, L. W., Skalski, P., & Atkin, D. (2000). Perceptions of quality of life and affective characteristics: An urban examination. *Proceedings of the Second International Conference on Quality of Life in Cities, Volume 2* (pp. 401-422). Singapore: The National University of Singapore.

- Jeffres, L. W., Neuendorf, K. A., & Atkin, D. (2000). Media use patterns and public perceptions of the quality of life. *Proceedings of the Second International Conference on Quality of Life in Cities, Volume 2* (pp. 369-385). Singapore: The National University of Singapore.
- Neuendorf, K. (1990). Alcohol advertising: Regulation can help. In R. C. Engs (Ed.), *Controversies in the addictions field: Volume I* (pp. 119-129). Dubuque, IA: Kendall-Hunt.
- Neuendorf, K. A. (1990). The public trust versus the almighty dollar. In R. Abelman & S. M. Hoover (Eds.), *Religious television: Controversies and conclusions* (pp. 71-84). Norwood, NJ: Ablex.
- Neuendorf, K. A. (1990). Health images in the mass media. In E. Berlin Ray & L. Donohew (Eds.), *Communication and health: Systems and applications* (pp. 111-135). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Neuendorf, K. A., Kaplowitz, S. A., Fink, E. L., & Armstrong, G. B. (1987). Assessment of the use of self-referent concepts for the measurement of cognition and affect. In M. McLaughlin (Ed.), *Communication Yearbook 10* (pp. 183-199). Beverly Hills, CA: Sage.
- Abelman, R. I., & Neuendorf, K. A. (1985). The portrayal of family on religious television programming: A structural and interactional analysis. In E. C. Lange (Ed.), *Using the media to promote knowledge and skills in family dynamics* (pp. 43-51). Dayton, OH: University of Dayton Press.
- Greenberg, B. S., & Neuendorf, K. (1980). Black family interactions on television. In B. S. Greenberg, *Life on television: Content analyses of U.S. TV drama* (pp. 173-181). Norwood, NJ: Ablex.
- Greenberg, B. S., Buerkel-Rothfuss, N., & Neuendorf, K., & Atkin, C. K. (1980). Three seasons of television family role interactions. In B. S. Greenberg, *Life on television: Content analyses of U.S. TV drama* (pp. 161-172). Norwood, NJ: Ablex.

### **PUBLICATIONS IN PERIODICALS (peer-reviewed except where noted)**

- Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (2008, in press). Untangling spirals of silence in a presidential election. Manuscript accepted with revisions for *Journal of Media Sociology*.
- Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (2008, in press). Public affairs knowledge and political communication networks. Manuscript accepted with revisions for *American Journal of Media Psychology*.
- Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (2008, in press). Integrating theoretical traditions in media effects: Using third person effects as a link between agenda setting and cultivation. Manuscript accepted with revisions for special issue on third person effect, *Mass Comm & Society*.
- Neuendorf, K. A., Atkin, D. J., Jeffres, L. W., Williams, A., & Loszak, T. (2008, in press). The influence of attitudes on affirmative action and racial identity on judgments involving Black celebrity defendants. *The Howard Journal of Communications*.
- Blake, B. F., Shamatta, C., Neuendorf, K. A., & Hamilton, R. L. (2008, in press). Cross-national

comparison of website feature preferences: A practical approach. *International Journal of Internet Marketing and Advertising*.

- Bracken, C. C., Jeffres, L. W., Neuendorf, K. A., & Atkin, D. A. (2008, in press). Parameter estimation validity and relationship robustness: A comparison of Internet and telephone survey techniques. *Telematic & Informatics*.
- Atkin, D. J., Jeffres, L., Lee, J. W., & Neuendorf, K. (2008, in press). Sports in the media: Perceptions of athletic activities and their influence on leisure. *International Journal of Sport Communication*.
- Jeffres, L., Neuendorf, K., Bracken, C., & Atkin, D. (2008). The influence of communication and cosmopolitanism on quality of life perceptions. *The Open Communication Journal*, 2, 17-22.
- Blake, B. F., Valdiserri, C. M., Neuendorf, K. A., & Valdiserri, J. N. (2007). The online shopping profile in the cross-national context: The roles of innovativeness and perceived innovation newness. *Journal of International Consumer Marketing*, 19(3), 23-51.
- Neuendorf, K. A., Skalski, P., Atkin, D., Hill, S. E. K., & Perloff, R. M. (2007). The view from the ivory tower: Evaluating doctoral programs in communication. *Communication Reports*, 20(1), 24-41.
- Jeffres, L. W., Lee, J., Neuendorf, K., & Atkin, D. (2007). Newspaper reading supports community involvement. *Newspaper Research Journal*, 28(1), 6-23.
- Neuendorf, K. A. (2006). From film to the web: Presence and the medium. *Proceedings of the Ninth Annual International Meeting of the Presence Workshop*, Cleveland, OH, 35.
- Blake, B. F., Valdiserri, J., Neuendorf, K. A., & Nemeth, J. (2006). Validity of the SDS-17 measure of social desirability in the American context. *Personality and Individual Differences*, 40, 1625-1636.
- Skalski, P., Neuendorf, K. A., & Atkin, D. (2006). Predicting support for doctoral programs in media information technologies. *Telematics and Informatics*, 23/24, 332-342.
- Blake, B. F., Neuendorf, K. A., & Valdiserri, C. M. (2005). Tailoring new websites to appeal to those most likely to shop online. *Technovation*, 25, 1205-1214.
- Bracken, C. C., Jeffres, L. W., Neuendorf, K. A., Kopfman, J., & Moulla, F. (2005). How cosmopolites react to messages: America under attack. *Communication Research Reports*, 22(1), 47-58.
- Jeffres, L. W., Atkin, D., Bracken, C. C., & Neuendorf, K. (2004). Cosmopolitanism in the Internet age. *Journal of Computer Mediated Communication*, 10(1), Article 2.
- Bracken, C. C., Lombard, M., Neuendorf, K. A., Denny, J., & Quillin, 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.
- Blake, B. F., & Neuendorf, K. (2004). Cross-national differences in website appeal: A framework for assessment. *Journal of Computer Mediated Communication*, 9(4), [np].

- Jeffres, L. W., Atkin, D. J., Neuendorf, K. A., & Lin, C. A. (2004). The influence of expanding media menus on audience content selection. *Telematics and Informatics*, 21, 317-334.
- Bracken, C. C., Jeffres, L. W., & Neuendorf, K. A. (2004). Criticism or praise? The impact of verbal versus text-only computer feedback on social presence, intrinsic motivation, and recall. *CyberPsychology & Behavior*, 7, 349-357.
- Neuendorf, K. A. (2004). Content analysis: A contrast and complement to discourse analysis. *Qualitative Methods: Newsletter of the American Political Science Association Organized Section on Qualitative Methods*, 2(1), 33-36. (Invited)
- Atkin, D., Neuendorf, K., Jeffres, L., & Skalski, P. (2003). Predictors of audience interest in adopting digital television. *Journal of Media Economics*, 16(3), 159-173.
- Blake, B. F., Neuendorf, K. A., & Valdiserri, C. M. (2003). Innovativeness and variety of Internet shopping. *Internet Research: Electronic Networking Applications and Policy*, 13(3), 156-169.
- Jeffres, L., Neuendorf, K., & Atkin, D. (2003). Media use and participation as a spectator in public leisure activities: Competition or symbiosis? *Leisure Studies*, 22, 169-184.
- Jeffres, L. W., Atkin, D., & Neuendorf, K. A. (2002). A model linking community activity and communication with political attitudes and involvement in neighborhoods. *Political Communication*, 19, 387-421.
- Neuendorf, K. A. (2002). [Review of the book *Race, media, and the crisis of civil society: From Watts to Rodney King*]. *Contemporary Sociology: A Journal of Reviews*, 31, 393-395. (Invited)
- Jeffres, L. W., Atkin, D. J., & Neuendorf, K. A. (2001). Expanding the range of dependent measures in mainstreaming and cultivation analysis. *Communication Research Reports*, 18, 408-417.
- Neuendorf, K. A., Atkin, D. J., & Jeffres, L. W. (2001). Reconceptualizing channel repertoire in the urban cable environment. *Journal of Broadcasting and Electronic Media*, 45, 464-482.
- Neuendorf, K. A. (2001). Viewing alone? Recent considerations of media audience studies. *Journal of Broadcasting and Electronic Media*, 45, 345-354. (Invited)
- Neuendorf, K. A. (2001). [Review of the book *Media entertainment: The psychology of its appeal*]. *Communication Theory*, 11, 371-372. (Invited)
- Neuendorf, K. A., Atkin, D., Jeffres, L. W., Loszak, T., & Williams, A. (2000). Explorations of the Simpson trial "racial divide." *Howard Journal of Communications*, 11, 247-266.
- Neuendorf, K.A., Jeffres, L. W., & Atkin, D. (2000). The television of abundance arrives: Cable choices and interest maximization. *Telematics and Informatics*, 17, 169-197.
- Jeffres, L. W., Neuendorf, K. A., & Atkin, D. (1999). Spirals of silence: Expressing opinions when the climate of opinion is unambiguous. *Political Communication*, 16, 115-131.

- Atkin, D. J., Neuendorf, K. A., & Jeffres, L. W. (1998). Reassessing public support for public access cablevision: A faded passion? *Telematics and Informatics*, *15*, 67-84.
- Atkin, D. J., Jeffres, L. W., & Neuendorf, K. A. (1998). Understanding Internet adoption as telecommunications behavior. *Journal of Broadcasting and Electronic Media*, *42*, 475-490.
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W. (1998). Understanding adopters of audio information innovations. *Journal of Broadcasting and Electronic Media*, *42*, 80-93.
- Naccarato, J. L., & Neuendorf, K. A. (1998). Content analysis as a predictive methodology: Recall, readership, and evaluations of business-to-business print advertising. *Journal of Advertising Research*, *38*(3), 19-33.
- Atkin, D., Jeffres, L., & Neuendorf, K. (1997). Cultivation and public support for government restrictions on Constitutional freedoms. *Mass Comm Review*, *24*, 106-124.
- Jeffres, L. W., Atkin, D., & Neuendorf, K. (1995). The impact of new and traditional media on college student leisure preferences. *World Communication*, *24*(2), 67-73.
- Brentar, J. E., Neuendorf, K. A., & Armstrong, G. B. (1994). Exposure effects and affective responses to music. *Communication Monographs*, *61*, 161-181.
- Perloff, R. M., Neuendorf, K., Giles, D., Chang, T. K., & Jeffres, L. W. (1992). Perceptions of "Amerika". *Mass Comm Review*, *19*(3), 42-48.
- Armstrong, G. B., Neuendorf, K. A., with Brentar, J. E. (1992). TV entertainment, news, and racial perceptions of college students. *Journal of Communication*, *42*(3), 153-176.
- Neuendorf, K. A., Brentar, J. E., & Porco, J. (1990). Media technology hardware and human sensory channels: Cognitive structures in multidimensional space. *Communication Research Reports*, *7*, 100-106.
- Kalis, P., & Neuendorf, K. A. (1989). Aggressive cue prominence and gender participation in MTV. *Journalism Quarterly*, *66*, 148-154, 229.
- Neuendorf, K. A., with Fennell, T. (1988). A social facilitation view of the generation of humor and mirth reactions: The effects of a "laugh track." *Central States Speech Journal*, *39*, 37-48.
- Neuendorf, K. A., & Sparks, G. G. (1988). Predicting emotional responses to horror films from cue-specific affect. *Communication Quarterly*, *36*, 16-27.
- Petty, G. R., Perloff, R. M., Neuendorf, K. A., & Pollick, B. (1987). Feeling and learning about a critical event: The shuttle explodes. *Central States Speech Journal*, *37*, 166-179.
- Neuendorf, K. A., & Abelman, R. I. (1987). An interaction analysis of religious television. *Review of Religious Research*, *29*, 175-198.
- Abelman, R. I., & Neuendorf, K. A. (1987). Themes and topics in religious television. *Review of*

*Religious Research*, 29, 152-174.

- Neuendorf, K. A. (1987). Alcohol advertising: Evidence from social science. *Media Information Australia*, 43, 15-20. (Invited)
- Neuendorf, K. A., & Abelman, R. I. (1986). Televangelism: A look at communicator style. *Journal of Religious Studies*, 13(1), 41-59.
- Neuendorf, K. A. (1985). Alcohol advertising and media portrayals. *The Journal of the Institute for Socioeconomic Studies*, X(2), 67-78. (Invited)
- Abelman, R. I., & Neuendorf, K. A. (1985). The cost of membership in the electronic church. *Religious Communication Today*, 8, 63-67.
- Abelman, R. I., & Neuendorf, K. A. (1985). How religious is religious television programming? *Journal of Communication*, 35(1), 98-110. Also, In C. J. Deming & S. L. Becker (Eds.) (1988), *Media in society: Readings in mass communication*. Glenview, IL: Scott, Foresman and Company.
- Neuendorf, K. A. (1984). U.S. Hispanics--A diverse and growing audience segment. *NAB Research and Planning Memo*. Washington, D.C.: National Association of Broadcasters.
- Atkin, C. K., Neuendorf, K. A., & McDermott, S. (1983). The role of alcohol advertising in excessive and hazardous drinking. *Journal of Drug Education*, 13, 313-325.
- Korzenny, F., Neuendorf, K., Burgoon, M., Burgoon, J. K., & Greenberg, B. S. (1983). Cultural identification as predictor of content preferences of Hispanics. *Journalism Quarterly*, 60, 677-685, 770.
- Korzenny, F., & Neuendorf, K. A. (1983). The perceived reality of television and aggressive predispositions among children in Mexico. *International Journal of Intercultural Relations*, 7, 33-51.
- Buerkel-Rothfuss, N., Greenberg, B. S., Atkin, C. K., & Neuendorf, K. A. (1982). Learning about the family from television. *Journal of Communication*, 32(3), 191-201.
- Greenberg, B. S., Neuendorf, K. A., Buerkel-Rothfuss, N., & Henderson, L. (1982). The soaps: What's on and who cares? *Journal of Broadcasting*, 26, 519-535.
- Greenberg, B. S., Abelman, R., & Neuendorf, K. (1981). Sex on the soap operas: Afternoon delight. *Journal of Communication*, 31(3), 83-89.
- Korzenny, F., & Neuendorf, K. (1980). Television viewing and self-concept of the elderly. *Journal of Communication*, 30(1), 70-80.

### **SELECTED FUNDED PROJECTS**

“:FR:AMES (Film Research: Advanced Methodologies for Empirical Studies).” (2008). Office of the Vice Provost for Undergraduate Studies. Principal Investigator (with E. Lieberman), \$11,525.

“Highland Local Schools Survey 2007.” (2007). CRC/CSU Contract Project. Principal investigator. *Highland Local School District*, \$16,140.

“:FR:AMES (Film Research: Applied Methodologies for Empirical Studies); Undergraduate Research Initiative.” (2007). CSU Provost’s Office Summer Grant. Principal Investigator (with E. Lieberman & J. Denny), \$10,000.

“Crain’s Cleveland Business Subscriber Renewal Survey.” (2007). CRC/CSU Contract Project. Principal investigator. *Crain’s Cleveland Business*, \$2,000.

“CSU Alumni Survey 2007.” (2007). CRC/CSU Contract Project. Principal investigator. *CSU Alumni Association/CSU Alumni Affairs Office*, \$13,600.

“Crain’s Cleveland Business Online Users’ Survey.” (2006-07). CRC/CSU Contract Project. Principal investigator. *Crain’s Cleveland Business*, \$2,000.

“Parents’ Selection of Secondary Education for their Children.” (2006). CRC/CSU Contract Project. Principal investigator. *St. Edward High School*, \$2,000.

“Bay Village Schools Communication Survey.” (2006). CRC/CSU Contract Project. Principal investigator. *Bay Village City School District*, \$11,780.

“Public and Participant Reactions to a New Arts Festival: Ingenuity 2005.” (2005). CRC/CSU Contract Project. Principal investigator (with L. Jeffres). *Ingenuity Festival*, \$3,000.

“The Picture This Filmmakers Program at Cleveland State University.” (2004-05). CSU Grant. Principal investigator (with John Ban, Michael Rand, Austin Allen, Eric Ziolek, Lynn Deering, Ron Abate, Claude File), CSU President’s Initiative Grant (funded by Cleveland Foundation/Gund Foundation), \$149,730.

“CESTP Survey of Environmental Knowledge and Concerns in Northeast Ohio.” (2004). CRC/CSU Contract Project. Principal investigator (with S. Schwartz of the CESTP). *Center for Environmental Science, Technology and Policy at Cleveland State University*, \$6,079.

“Focus Group Studies for Cleveland Visitors Bureau.” (2004). CRC/CSU Contract Project. Co-investigator (with J. Rudd). *MelamedRileyAdvertising*, \$2,784.

“Focus Group Investigation of Potential Students’ Orientations toward Higher Education.” (2004). CRC/CSU Contract Project. Co-investigator (with J. Rudd). *Peter Toomey and Friends Advertising* and *CSU Office of Marketing and Public Affairs*, \$3,820.

“Picture This: The CSU Independent Film School.” (2003-04). CSU Grant. Principal investigator (with John Ban, Michael Rand, Austin Allen, Eric Ziolek), CSU President’s Initiative Grant (funded by Cleveland Foundation/Gund Foundation), \$54,000.

“Mammography News Content Analysis Project.” (2003-04). Private consulting. Principal investigator. *National Cancer Institutes*.

“2003 ideastream Listening Survey.” (2003). CRC/CSU Grant. Principal investigator. *ideastream (WCPN/WVIZ)*, \$10,351.

“Design Attributes and Reader Preferences.” (2003). CRC/CSU Contract Project. Co-investigator (with L. W. Jeffres). *Crain’s Cleveland Business*, \$2,600.

“Focus Group Investigation of Distance Learning Faculty and Students.” (2002). CSU Subcontract for Grant.. Co-investigator (with J. Rudd). Subcontract for College of Education, Cleveland State University, \$1,050.

“Survey of Residents and Former Residents of Housing in Inner Ring Suburbs of Cleveland, Ohio.” (2001-2). CRC/CSU Grant. Co-Director (with L. W. Jeffres). GreatLakesCB, \$9,360.

### **MANUSCRIPTS UNDER REVIEW OR IN PREPARATION**

Skalski, P. D., Lieberman, E. A., Denny, J., & Neuendorf, K. A. *The parallel development of film and video game technologies: History and implications*. Manuscript under review at *New Media and Society*.

Jeffres, L. W., Neuendorf, K., & Atkin, D. Acquiring knowledge from the media in the Internet age. Manuscript under second review at *Communication Quarterly*.

Neuendorf, K. A., Gore, T. D., Janstova, P., & Snyder-Suhy, S. “Bond girls,” shaken and stirred: A systematic analysis of James Bond films. Manuscript in revision for *Sex Roles*.

Neuendorf, K. A. Content analysis—A primer on methodological standards. Manuscript under review at *Sex Roles*.

Penev, E., Jian, G., & Neuendorf, K. The new faces of corporations: Communication and participation through corporate social responsibility. Manuscript under review at *Journal of Business Communication*.

Jeffres, L. W., Bracken, C. C., Atkin, D., & Neuendorf, K. Moving from theorizing to application: Predicting audience use of new TV formats. Manuscript under review at *Communication Reports*.

Blake, B. F., Valdiserri, J., & Neuendorf, K.A. *Social desirability effects in the reporting of Internet shopping and Internet usage*. Manuscript in revision for journal submission.

Blake, B. F., Williams, E., Dostal, J., & Neuendorf, K. A. *Determinants of online shopping in European transitional economies: The case of Poland*. Manuscript in revision for journal submission.

Neuendorf, K. A., Blake, B. F., & Valdiserri, C. Acculturation in the global marketplace. Manuscript in preparation for submission to *International Journal of Intercultural Relations*.

Blake, B. F., Dostal, J., & Neuendorf, K. A. *Identifying constellations of website features: Conceptualization and measurement*. Manuscript in revision for journal submission.

Eden, J., Bracken, C. C., & Neuendorf, K. A. *Consumer attitudes toward sexiness in magazine advertisements*. Manuscript in revision for journal submission.

Neuendorf, K. A., Jeffres, L. W., & Atkin, D. *Cultivation and the influence of media in public opinion homogenization*. Manuscript in revision for journal submission.

Blake, B. F., Hughes, J., Neuendorf, K. A., & Powers, J. I. *Sensitivity to social desirability of Domain Specific Innovativeness (DSI) and Generalized Innovativeness (GI)*. Manuscript in preparation.

### **SELECTED CREATIVE ACTIVITIES**

*Nora Falls*. (2007). K. A. Neuendorf, Executive Producer (with A. Allen & J. Ban). Narrative 16mm film; adaptation of *Fear Comes to Paxton Street* by K. Butler, winner of the 2004 "Picture This Short Screenplay Competition." Produced as part of the "Picture This" collaborative film program, supported by a 2004-05 CSU President's Initiative Grant (funded by Cleveland Foundation/Gund Foundation).

*An Arts Odyssey*. (2005). K. A. Neuendorf, Executive Producer. 8-minute narrative 16mm film regarding the importance of the arts. Produced as part of the "Picture This" collaborative film program, supported by a 2003-04 CSU President's Initiative Grant (funded by Cleveland Foundation/Gund Foundation).

Completion of Sonic DVD Creator (DVD authoring) training program. (2000). Bruce Nazarian, Gnome Digital, Burbank, CA, trainer. VA/Com Center, Department of Communication, Cleveland State University.

*Destination: Cleveland*. (1998). K. A. Neuendorf, Executive Producer. 7-minute video promoting the Greater Cleveland area, exhibited on selected Continental Airlines flights arriving in Cleveland. Produced in cooperation with Continental Airlines, Houston, TX. VA/Com Center, Department of Communication, Cleveland State University. Video also used for recruitment program of medical residents, Department of Family Medicine, University Hospitals, Cleveland, OH, and for employee orientation, Affirmative Action, Cleveland State University.

*It's Your Choice: Non-Traditional Career Paths*. (1997). K. A. Neuendorf, Executive Producer. 14-minute educational video produced for Hard Hatted Women, Cleveland, OH, in national distribution. VA/Com Center, Department of Communication, Cleveland State University.

*Anytime Line*. (1995). K. A. Neuendorf, Executive Producer. 15-second video public service announcement produced for the Better Business Bureau, Cleveland, OH. VA/Com Center, Department of Communication, Cleveland State University.

*We Build Lives*. (1995). K. A. Neuendorf, Executive Producer. 30- and 60-second video public service announcements produced for the Cleveland Music School Settlement, Cleveland, OH. VA/Com Center, Department of Communication, Cleveland State University.

*GED Program*. (1995). K. A. Neuendorf, Executive Producer. 30- and 60-second video public service

announcements produced for the Merrick House social service agency, Cleveland, OH. VA/Com Center, Department of Communication, Cleveland State University.

## **RESEARCH REPORTS**

Neuendorf, K. A., & Rubenking, B. (2007). *Report on the 2007 Highland Local School District Survey*. Research report submitted to the Highland Local School Board. Cleveland, OH: Communication Research Center, School of Communication, Cleveland State University.

Neuendorf, K. A., Guha, T., & Rubenking, B. (2007). *Report on the CSU Alumni Association Survey 2007*. Research report submitted to the CSU Alumni Association. Cleveland, OH: Communication Research Center, School of Communication, Cleveland State University.

Neuendorf, K. A., & Liou, H. (2006). *Bay Village City School District Community Survey on District Communication, 2006*. Research report submitted to the Bay Village City School District. Cleveland, OH: Communication Research Center, School of Communication, Cleveland State University.

Jeffres, L. W., Neuendorf, K. A., & Liou, H. (2006). *Survey of general public and participants: Ingenuity–Cleveland Festival of Arts & Technology, 2005*. Research report submitted to Ingenuity Festival. Cleveland, OH: Communication Research Center, School of Communication, Cleveland State University.

Penev, E., Denny, J., & Neuendorf, K. (2004). *CESTP Survey of environmental knowledge and concerns in Northeast Ohio*. Research report submitted to the Cleveland State University Center for Environmental Science, Technology, and Policy. Cleveland, OH: Communication Research Center, Department of Communication, Cleveland State University.

Neuendorf, K. A., with Penev, E., & Quillin, M. (2003). *ideastream 2003 listening survey*. Research report submitted to *ideastream* (WVIZ-PBS & WCPN-NPR). Cleveland, OH: Communication Research Center, Department of Communication, Cleveland State University.

Neuendorf, K. A. (2003). *Crains Cleveland Business readers survey 2003*. Research report submitted to Crains Cleveland Business. Cleveland, OH: Communication Research Center, Department of Communication, Cleveland State University.

Neuendorf, K. A., with Sutton, D., Caudill, D., & Wickens, S. (2001). *Report on a survey of residents and former residents of bungalow housing in inner ring suburbs of Cleveland, OH*. Research report submitted to GreatLakesCB. Cleveland, OH: Communication Research Center, Department of Communication, Cleveland State University.

Neuendorf, K. A., with Sutton, D., Caudill, D., & Wickens, S. (2001). *Report on a survey of residents and former residents of two-family target neighborhoods in inner ring suburbs of Cleveland, OH*. Research report submitted to GreatLakesCB. Cleveland, OH: Communication Research Center, Department of Communication, Cleveland State University.

- Neuendorf, K. A., & Skalski, P., with Atkin, D., Floyd, K., Hill, S. E. K., & Perloff, R. M. (1999). *Evaluating doctoral programs in communication*. Cleveland, OH: Ph.D. Development Committee, Department of Communication, Cleveland State University.
- Neuendorf, K. A., & Skalski, P., with Atkin, D., Floyd, K., Hill, S. K., & Perloff, R. (1999). *Jobs analysis for doctoral candidates in communication*. Cleveland, OH: Ph.D. Development Committee, Department of Communication, Cleveland State University.
- Neuendorf, K. A. (1995). Survey of Cleveland State University faculty opinions toward semesters. Cleveland, OH: Communication Research Center, Cleveland State University.
- Neuendorf, K. A., & Giles, D. L. (1989). Cultural identity and *Amerika*: National imaging and comparative media framing. In R. Perloff (Ed.), *ABC's "Amerika": Perception, reception, and effects* (pp. 19-22). Cleveland, OH: Communication Research Center, Cleveland State University.
- Abelman, R. I., Neuendorf, K. A., & Kalis, P. (1984). *The history and availability of religious broadcasting*. Report prepared for UnDa-USA, Washington, D.C.
- Abelman, R. I., & Neuendorf, K. A. (1984). *The type and quantity of physical contact on religious television programming*. Report prepared for UnDa-USA, Washington, D.C.
- Abelman, R. I., & Neuendorf, K. A. (1984). *Televangelism in the "electronic church": A look at communicator style*. Report prepared for UnDa-USA, Washington, D.C.
- Abelman, R. I., & Neuendorf, K. A. (1984). *An interaction analysis of religious television programming*. Report prepared for UnDa-USA, Washington, D.C.
- Abelman, R. I., & Neuendorf, K. A. (1983). *Themes and topics in religious television programming*. Report prepared for UnDa-USA, Washington, D.C.
- Abelman, R. I., & Neuendorf, K. A. (1983). *The demography of religious television programming*. Report prepared for UnDa-USA, Washington, D.C.
- Buerkel-Rothfuss, N., Greenberg, B. S., & Neuendorf, K. (1978). *Two seasons of family role interactions on commercial television*. Report prepared for the U.S. Office of Child Development, Washington, D.C.

## PAPERS AND PRESENTATIONS

(\* - later published as article or chapter)

- Lieberman, E. A., Neuendorf, K. A., Denny, J., Skalski, P. D., & Wang, J. *The language of laughter: A quantitative/qualitative fusion examining television narrative and humor*. Paper to be presented to the Mass Communication Division of the National Communication Association, San Diego, CA, 2008.
- Skalski, P. D., Neuendorf, K. A., Lieberman, E. A., & Denny, J. (2008, May). *The parallel development of film and video game technologies: History and implications*. Paper presented to the Long History of New Media Preconference, sponsored by the *New Media and Society* journal and the

Communication History Interest Group of the International Communication Association, Montreal, Canada.

- Snyder-Suhy, S., Rudd, J., Neuendorf, K. A., & Jakulin, J. (2008, May). *"It's not my fault": Male abusers' perspectives of recent violent episodes*. Paper presented to the Interpersonal Communication Division of the International Communication Association, Montreal, Canada.
- Neuendorf, K. A. (2008, April). *The role of creativity in the quantitative study of media content and effects*. Presentation to the Communication Graduate Student Organization, Kent State University, Kent, OH. (Invited)
- Jeffres, L. W., Horowitz, E., Bracken, C., Jian, G., Yoon, S., & Neuendorf, K. (2007, November). *Structural pluralism and the spiral of silence context*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A., Gore, T. D., Janstova, P., & Snyder-Suhy, S. (2007, November). *"Bond girls," shaken and stirred: A systematic analysis of James Bond films*. Paper presented to the Mass Communication Division of the National Communication Association, Chicago, IL.
- Neuendorf, K. A. (2007, June). *Modeling the senses of humor in the context of mass media comedy*. Panel presentation to the International Society for Humor Studies, Newport, RI.
- Neuendorf, K. A. (2006, October). *Considerations and recommendations for the Annenberg Health Media Coding Project*. Paper presented to the Annenberg Health Media Coding Meeting, The Annenberg Public Policy Center of the University of Pennsylvania, Philadelphia, PA.
- Blake, B. F., Valdiserri, J., Neuendorf, K. A., & Powers, J. I. (2006, August). *Social desirability effects in the reporting of online shopping and Internet usage*. Paper presented to the Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication, San Francisco, CA.
- Neuendorf, K. A. (2006, February). *CATA: Computer Aided Text Analysis*. Presentation to the faculty and students of the S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY. (Invited)
- Neuendorf, K. A., & Skalski, P. D. (2005, November). *Obstacles and openings to presence in the experience of film*. Panel presentation to the Communication and Social Cognition Division of the National Communication Association, Boston, MA.
- Powers, J. I., Neuendorf, K. A., & Skalski, P. D. (2005, June). *Senses of humor and television program preference*. Poster presented to the International Society for Humor Studies, Youngstown, OH.
- Eden, J., Bracken, C. C., & Neuendorf, K. A. (2005, May). *Questioning consumer attitudes toward sexiness in magazine advertisements*. Paper presented to the Mass Communication Division of the International Communication Association, New York City.

- Blake, B. F., Dostal, J., & Neuendorf, K. A. (2005, May). *Identifying constellations of website features: Conceptualization and measurement*. Paper presented to the Information Systems Division of the International Communication Association, New York City.
- Neuendorf, K. A. (2004, December). *Quantitative content analysis options for the measurement of identity*. Paper presented to the Harvard Identity Project, Cambridge, MA. \*
- Atkin, D. J., Jeffres, L. W., Lee, J. W., & Neuendorf, K. A. (2004, November). *Sports in the media: Perceptions of athletic behaviors*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL. \*
- Jeffres, L. W., Jian, G. W., Neuendorf, K., & Bracken, C. (2004, November). *Social capital: Community engagement vs. political participation*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A. (2004, November). *Film's changing form—Presence found, presence lost?* Presentation given at the annual conference of the Mid-Atlantic Popular/American Culture Association, Buffalo, NY.
- Jeffres, L. W., Bracken, C. C., Atkin, D., & Neuendorf, K. (2004, August). *Moving from theorizing to application: Predicting audience use of new TV formats*. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
- Blake, B. F., Neuendorf, K. A., Valdiserri, C. M., & Hughes, J. (2004, August). *The online shopping profile in the cross national context: The roles of innovativeness and perceived newness*. Paper presented to the Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication, Toronto, Canada. \*
- Neuendorf, K. A., Skalski, P., & Powers, J. (2004, May). *Senses of humor: Validation of a multi-factor scale*. Paper presented to the Mass Communication Division of the International Communication Association, New Orleans, LA.
- Blake, B. F., Neuendorf, K., & Valdiserri, C. (2004, May). *Appealing to those most likely to shop new websites*. Paper presented to the Communication and Technology Division of the International Communication Association, New Orleans, LA. \*
- Neuendorf, K.A. (2004, April). *Presence and film: The original immersive medium*. Presentation to the Central States Communication Association, Cleveland, OH.
- Mieskoski, D. J., & Neuendorf, K. (2004, April). *Innovation and environmental uncertainty: An analysis of attitudes towards collaboration and perceived knowledge of market trends*. Paper presented to the Central States Communication Association, Cleveland, OH.
- Neuendorf, K. A., Blake, B. F., & Valdiserri, C. (2003, November). *Acculturation in the global marketplace*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.

- Bracken, C. C., Jeffres, L. W., & Neuendorf, K. A. (2003, July). *Criticism and praise: The impact of verbal versus text-only computer feedback on social presence, intrinsic motivation and recall*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Kansas City, MO. \*
- Jeffres, L. W., Lee, J. W., Neuendorf, K. A., & Atkin, D. J. (2003, July). *Community and civic values, communication and social capital: "Bowling Alone" as a product of values*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Kansas City, MO. \*
- Bracken, C. C., Neuendorf, K. A., & Jeffres, L. W. (2003, July). *Source credibility, presence, and screen size*. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Atkin, D. J., Jeffres, L. W., Neuendorf, K., Lange, R., & Skalski, P. (2003, July). *Why they chat: Predicting adoption and use of chatrooms*. Paper presented to the Communication Technology and Policy Division 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, July). *Sources of influence on people's perceptions of the quality of life available in their communities and elsewhere*. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Jeffres, L. W., Neuendorf, K. A., & Atkin, D. J. (2003, May). *Knowledge gaps in the Internet age*. Paper presented to the Communication and Technology Division of the International Communication Association, San Diego, CA.
- Jeffres, L. W., Lee, J. W., Atkin, D. J., & Neuendorf, K. A. (2003, May). *Public perceptions of media portrayals of values: Individuals, generations, ethnic groups*. Paper presented to the Mass Communication Division of the International Communication Association, San Diego, CA.
- Jeffres, L. W., Neuendorf, K., Bracken, C. C., & Atkin, D. (2002, November). *Cosmopolitanism in the Internet age*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL. \*
- Bracken, C. C., Kopfman, J., Jeffres, L. W., Neuendorf, K. A., & Moulla, F. (2002, November). *How cosmopolites react to messages: America under attack*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL. \*
- Jeffres, L. W., Neuendorf, K. A., Bracken, C. C., & Atkin, D. (2002, November). *Using (not explaining) third person effects*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
- Jeffres, L. W., Bracken, C., Neuendorf, K., & Kopfman, J. (2002, August). *Cosmopolitanism, cultivation and media use*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.

- Jeffres, L. W., Atkin, D., Neuendorf, K., & Lin, C. (2002, July). *The new "wired nation" and menu of abundance*. Paper presented to the Communication and Technology Division of the International Communication Association, Seoul, Korea. \*
- Neuendorf, K. A. (2001, November). *Overcoming cultural obstacles in global Internet marketing: Cultural comparisons*. Presentation to the Cleveland Chapter of the American Marketing Association, Cleveland, OH.
- Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (2001, November). *Perceived media influence on agenda setting, voting decisions, and values as third person effects*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
- Bracken, C. C., Jeffres, L. W., Neuendorf, K. A., & Atkin, D. A. (2001, November). *Parameter estimation validity and relationship robustness: A comparison of Internet and telephone survey techniques*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A., Skalski, P., & Atkin, D., with Hill, S. E. K., & Perloff, R. M. (2001, May). *Evaluating doctoral programs in communication*. Paper presented to the Instructional and Developmental Division of the International Communication Association, Washington, DC. \*
- Skalski, P., Neuendorf, K. A., & Atkin, D. (2001, May). *Predicting support for doctoral programs in media information technologies*. Paper presented to the Communication and Technology Division of the International Communication Association, Washington, DC. \*
- Jeffres, L. W., Neuendorf, K., Bracken, C., & Atkin, D. (2001, May). *Untangling spirals of silence in a presidential election*. Paper presented to the Political Communication Division of the International Communication Association, Washington, DC.
- Jeffres, L. W., Perloff, R., Atkin, D., & Neuendorf, K. (2000, August). *Neighborhoods, communication, and political beliefs*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Phoenix, AZ. \*
- Neuendorf, K. A., & Skalski, P. (2000, June). *Senses of humor: The development of a multi-factor scale in relationship to moving image utility*. Paper presented to the Mass Communication Division at the annual conference of the International Communication Association, Acapulco, Mexico.
- Jeffres, L., Neuendorf, K., & Atkin, D. (2000, June). *Media use and public leisure activities: Competition or symbiosis?* Paper presented to the Popular Communication Division at the annual conference of the International Communication Association, Acapulco, Mexico. \*
- Atkin, D., Neuendorf, K., Jeffres, L., & Skalski, P. (2000, June). *Predictors of audience interest in adopting digital television*. Paper presented to the Communication and Technology Division at the annual conference of the International Communication Association, Acapulco, Mexico. \*
- Neuendorf, K. A., Jeffres, L. W., Skalski, P. D., & Atkin, D. (2000, February). *Perceptions of quality of life and affective characteristics: An urban examination*. Paper presented at the Second International Conference on Quality of Life in Cities, Singapore. \*

- Jeffres, L. W., Neuendorf, K. A., & Atkin, D. (2000, February). *Media use patterns and public perceptions of the quality of life*. Paper presented at the Second International Conference on Quality of Life in Cities, Singapore. \*
- Neuendorf, K. A., Skalski, P. D., Jeffres, L. W., & Atkin, D. (1999, November). *Public opinion and the senses of humor*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W. (1999, August). *Adoption of audio information services in the United States: The case of a "bridge" technology*. Paper presented to the Communication Technology and Policy Division at the annual meeting of the Association for Education in Journalism & Mass Communication, New Orleans, LA. \*
- Neuendorf, K.A., Jeffres, L. W., & Atkin, D. (1999, May). *The television of abundance arrives: Cable choices and interest maximization*. Paper presented to the Communication and Technology Division at the annual meeting of the International Communication Association, San Francisco, CA. \*
- Neuendorf, K. A., Botta, R., & Skinner, E. (1999, May). *National and cultural orientations of teens in Trinidad: The role of indigenous and foreign media*. Paper presented to the Intercultural and Development Communication Division at the annual meeting of the International Communication Association, San Francisco, CA.
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W. (1998, November). *Reconceptualizing channel repertoire in the urban cable environment*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL. \*
- Jeffres, L. W., Neuendorf, K., & Atkin, D. (1998, November). *Mass media and public perceptions of the quality of life*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A. (1998, August). *Mood congruence and the utility of sad media content*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Baltimore, MD.
- Atkin, D., Neuendorf, K. A., & Jeffres, L. W. (1998, August). *Reassessing public support for public access cablevision: A faded passion?* Top Three Paper presented to the Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication, Baltimore, MD. \*
- Neuendorf, K. A., Jeffres, L. W., & Atkin, D. (1998). *Public opinion and communication mapping*. Paper presented at the annual conference of the American Association for Public Opinion Research, St. Louis, MO.
- Jeffres, L. W., Neuendorf, K., & Atkin, D. (1997, November). *The Spiral of Silence: Expressing opinions when the climate of opinion is unambiguous*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL. \*

- Neuendorf, K. A., Atkin, D., Jeffres, L. W., Williams, A., & Loszak, T. (1997, August). *Affirmative action and racial identity in the O. J. Simpson case*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Chicago, IL. \*
- Atkin, D. J., Jeffres, L. W., & Neuendorf, K. A. (1997, August). *Understanding Internet adoption dynamics*. Paper presented to the Communication Technology and Policy Division of the Association for Education in Journalism and Mass Communication, Chicago, IL. \*
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W., with Loszak, T., & Williams, A. (1997, May). *Explorations of the Simpson trial "racial divide."* Paper presented to the Intercultural and Development Communication Division of the International Communication Association, Montreal, Canada. \*
- Neuendorf, K. A., Atkin, D., & Jeffres, L. W. (1996, August). *Understanding adopters of audio information services*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Anaheim, CA.\*
- Jeffres, L. W., Atkin, D., & Neuendorf, K. A. (1996, August). *Participation in public entertainment activities, media use, and quality of life assessments*. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Anaheim, CA.
- Atkin, D., Jeffres, L. W., & Neuendorf, K. A. (1996, August). *Cultivation and public support for censorship of television*. Paper presented to the Radio and Television Journalism Division of the Association for Education in Journalism and Mass Communication, Anaheim, CA. \*
- Neuendorf, K. A., Jeffres, L. W., & Atkin, D. (1995, August). *Cultivation and the influence of media in public opinion homogenization*. Top Three Paper, presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
- McGoun, M., & Neuendorf, K. A. (1995, August). *The effects of extroversion and neuroticism upon humor enjoyment: A repeated-measures investigation of popular sitcom humor*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Jeffres, L., Atkin, D., & Neuendorf, K. (1994, November). *Media mainstreaming and public opinion: Pulling the public toward the norm?* Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.
- Naccarato, J. L., & Neuendorf, K. A. (1994, August). *Predicting readership and recall: A content analysis of business-to-business advertising*. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Atlanta, GA. \*
- Atkin, D. J., Jeffres, L. W., & Neuendorf, K. (1993, November). *The impact of new and traditional media on college student leisure preferences*. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL.\*

- Neuendorf, K. A., Armstrong, G. B., & Brentar, J. E. (1992, August). *Minority images and racial attitudes as functions of viewing measure specificity and gender*. Paper presented to the Communication Theory and Methodology Division and the Commission on the Status of Women, the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- Armstrong, G. B., Neuendorf, K. A., & Brentar, J. E. (1992, November). *Individual responsibility beliefs and racial attitudes among white college students: The influence of media use and interpersonal contact*. Top Three Paper, presented to the Mass Communication Division of the Speech Communication Association, Chicago, IL.
- Neuendorf, K. A., Armstrong, G. B., & Brentar, J. E. (1992, May). *The role of gender exemplars in mapping racial attitudes*. Paper presented to the Feminist Scholarship Interest Group of the International Communication Association, Miami, FL.
- Brentar, J. E., & Neuendorf, K. A. (1991, August). *Exposure effects and affective responses to music*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Boston, MA.\*
- Jeffres, L., Neuendorf, K., & Giles, D. (1990, November). *Film genre: Matching audience expectations with critical assessments*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A. (1990). *Should restrictions be placed on alcohol advertising?* Invited address at conference sponsored by the American Council on Alcoholism, Inc., Washington, DC.
- Neuendorf, K. A., Brentar, J. E., & Porco, J. (1990). *Media exposure and its variance across media: Differences in cognitive patterns*. Paper presented to the Information Systems Division of the International Communication Association, Dublin, Ireland.\*
- Brentar, J. E., & Neuendorf, K. A. (1990). *The structure of media concepts and the cognitive integration of sensory channels as a function of media dependency*. Paper presented to the Mass Communication Division of the International Communication Association, Dublin, Ireland.
- Armstrong, G. B., & Neuendorf, K. A. (1989, August). *TV entertainment, news, and racial perceptions of college students*. Top three paper, presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Washington, DC.\*
- Eshleman, J. G., & Neuendorf, K. A. (1989, August). *Perspectives on humor and their application to mass media comedy*. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Washington, DC. Also available as ERIC document, 1989.
- Armstrong, G. B., & Neuendorf, K. A. (1989, May). *The structure of cognitions concerning ethnicity and gender: A multidimensional scaling analysis*. Paper presented to the Information Systems Division of the International Communication Association, San Francisco, CA.

- Neuendorf, K. A., & Pearlman, R. A. (1988, July). *Alcohol as good food: Adolescents' responses to liqueur ads*. Paper presented to the Advertising Division at the annual meeting of the Association for Education in Journalism and Mass Communication, Portland, OR. Also available as *ERIC* document, 1988.
- Perloff, R. M., Chang, T. K., Neuendorf, K. A., Giles, D., Jeffres, L., & Lee, J. W. (1987, November). *The public's opinion about "Amerika's" impact on the public*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.\*
- Neuendorf, K. A., Kalis, P., & Abelman, R. I. (1987, August). *The history and social impact of religious broadcasting*. Paper presented to the Mass Communication and Society Division at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX. Also available as *ERIC* document, 1987.
- Neuendorf, R. O., Neuendorf, K. A., & Voelker, D. H. (1987, May). *Corporate response to public activism: A nuclear plant and its publics*. Paper presented to the Public Relations Interest Group at the annual meeting of the International Communication Association, Montreal, Quebec, Canada.
- Kalis, P., & Neuendorf, K. A. (1987, May). *Aggressive cue prominence and gender participation in Music Television*. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Montreal, Quebec, Canada.\*
- Neuendorf, K. A. (1986, November). *Defining "new media": Considering the interaction of technology hardware and human sensory channels*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A., & Abelman, R. I. (1986). *An interaction analysis of religious television content*. Top Paper, Interpersonal and Organizational Division, Religious Speech Communication Association; Paper presented at the annual meeting of the Speech Communication Association, Chicago, IL.\*
- Petty, G. R., Perloff, R. M., & Neuendorf, K. A., with Pollick, B. (1986). *Feeling and learning about a critical event: The shuttle explodes*. Paper presented to the Communication Theory and Methodology Division at the annual meeting of the Association for Education in Journalism and Mass Communication, Norman, OK.\*
- Neuendorf, K. A. (1985). *A three-year assessment of trends in opinions toward the economy: An innovator-identification approach*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Abelman, R. I., & Neuendorf, K. A. (1985). *The portrayal of the family on religious television: A structural and interactional analysis*. Paper presented at the Family Dynamics Conference, University of Dayton, Dayton, OH.\*
- Neuendorf, K. A., & Fennell, T. (1985). *A social facilitation view of the generation of humor and mirth reactions: The effects of a "laugh track."* Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Honolulu, HI.\*

- Neuendorf, K. A., & Sparks, G. S. (1985). *The role of schema-triggered affect in the prediction of emotional responses to horror films*. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Honolulu, HI.\*
- Neuendorf, K. A., & Suvak, J. (1984). *Trends in opinions toward the economy in a depressed area: An innovator-identification approach*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A., Kaplowitz, S. A., Fink, E. L., & Armstrong, G. B. (1984). *Assessment of the meaning of self-referent concepts in multidimensional scaling*. Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, San Francisco, CA.\*
- Abelman, R. I., & Neuendorf, K. A. (1984). *The demography of religious television programming*. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, San Francisco, CA.\*
- Abelman, R. I., & Neuendorf, K. A. (1983). *A content analysis of nationally and internationally distributed American religious fare: Third World implications*. Invited address before the 12th Annual Unda-USA General Assembly, Cleveland, OH.
- Atkin, C. K., Neuendorf, K. A., & McDermott, S. (1983). *Alcohol advertising and excessive and hazardous drinking*. Paper presented to the Health Communication Division at the annual meeting of the International Communication Association, Dallas, TX.\*
- Neuendorf, K. A. (1982). *Young people's sexual role learning from television*. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
- Neuendorf, K. A. (1982). *Hispanic youths' cultural identities: Prediction from media use and perceptions*. Top Student Paper, Intercultural Communication Division; Paper presented at the annual meeting of the International Communication Association, Boston, MA. Also available as ERIC document, 1982.
- Korzenny, F., Neuendorf, K. A., & Griffis, B. A. (1980). *Teaching intercultural communication in the 1980's: Philosophy, methods, and evaluation research*. Paper presented at the annual meeting of the Speech Communication Association, New York, NY.
- Atkin, C. K., Neuendorf, K. A., & Gantz, W. (1980). *Effects of television advertising on adolescents*. Paper presented to the Division of Consumer Psychology at the annual meeting of the American Psychological Association, Montreal, Quebec, Canada.
- Neuendorf, K. A., Korzenny, F., & Armstrong, G. B. (1980). *Cultural identity and television behaviors of Hispanic-Americans*. Paper presented to the Intercultural Communication Division at the annual meeting of the International Communication Association, Acapulco, Mexico.
- Atkin, C. K., Neuendorf, K., & Block, M. (1980). *Effects of alcohol advertising on young audiences*. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, Acapulco, Mexico.

Korzenny, F., Armstrong, G. B., & Neuendorf, K. A. (1979). *Cultural identity and communication style among Mexican-Americans*. Paper presented at the annual meeting of the Speech Communication Association, San Antonio, TX.

Henderson, L. L., Buerkel-Rothfuss, N. L., Greenberg, B. S., & Neuendorf, K. A. (1979). *The American woman and the soap opera myth*. Paper presented to the Mass Communication Division at the annual meeting of the Speech Communication Association, San Antonio, TX.

Korzenny, F., & Neuendorf, K. A. (1979). *TV and the aging: Exposure, functions, perceptions and self-concept*. Paper presented at the annual meeting of the American Association for Public Opinion Research, Buck Hill Falls, PA.\*

Donohue, W. A., & Neuendorf, K. (1979). An alternative model for assessing children's understanding of television commercials. Paper presented to the Mass Communication Division at the annual meeting of the Eastern States Communication Association, Philadelphia, PA.

### **PROFESSIONAL ASSOCIATIONS**

American Association for Public Opinion Research

American Association of University Professors

Association for Education in Journalism and Mass Communication (At Large Member of Executive Committee, Communication Theory and Methodology Division, 1988-90; Divisional Conference Co-Chair, 1990; Divisional Newsletter Co-editor, 1991-1993)

Broadcast Education Association

International Communication Association (Secretary, Division 1--Information Systems, 1988-90)

Midwest Association for Public Opinion Research (2002-04 Member of Executive Board)

Society for Cinema & Media Studies

### **SERVICE TO THE UNIVERSITY (CLEVELAND STATE UNIVERSITY)**

2008	Member, University Undergraduate Research Initiative Committee
2006-present	Member, University Fine and Performing Arts Ad Hoc Committee
2005-2006	Chair, Search Committee, Media Arts & Technology Division, School of Communication
2005-2007	Liberal Arts & Social Sciences Representative, University Peer Review Committee
2003-present	Member, University Institutional Review Board (IRB)
2004	Member, School of Communication Practitioner Graduate Faculty Review Committee
2002-2004	Faculty Advisor, <i>The Cauldron</i> (student newspaper)
2003	Member, Search Committee, Drama Term Position
2001-2003	Social & Behavioral Sciences Representative, University Graduate Council
2001-2003	Arts & Sciences Representative, University Peer Review Committee
2000-2001	Member, Search Committee (Digital/DVD position), Department of Communication
2000-2004	Head, Media Arts & Technology Division, Department of Communication
2000-2004	Member, Curriculum Committee, Department of Communication
2000-2004	Member, Research Committee, Department of Communication
2000	Coordinator, Digital Cinema Expo (in conjunction with community non-profit group)
1999-2001	Member, College of Arts & Sciences Peer Review Committee (and Chair, 2000-01)
1999-2001	Graduate College Representative to the Cleveland State University Faculty Senate
1999-2000	Chair, Search Committee, Department of Communication

- 1998-2000 Faculty Advisor, The Moving Image (student film & video association)
- 1998-2002 Member, Department of Communication Ph.D. Committee (and Chair, 1998-99)
- 1996-98 Webmaster, Department of Communication Website
- 1996-97 Faculty Advisor, The Fourth Wall (student film association)
- 1995-97 College of Arts & Sciences Representative to the Cleveland State University Faculty Senate, and A&S Senate Caucus
- 1995-97 Chair, A&S Nominating Committee
- 1995-97 Member, A&S Steering Committee
- 1994-95 Principal Investigator, Survey of Cleveland State University Faculty Opinions toward Semesters, completed for the CSU Semester Study Committee
- 1993-97,  
& 98-04 Member, Telecommunication Center Policy Committee,  
Department of Communication
- 1993 Chair, Telecommunication hiring subcommittee, Department of Communication Personnel Action Committee
- 1992 Chair, Department of Communication Personnel Action Committee (two tenure/promotion actions)
- 1991-93 Head, Film Sequence, Department of Communication
- 1989-90 Arts & Sciences Representative, CSU Faculty Senate
- 1989-90 Member, Department of Communication Ad Hoc Ph.D. Proposal Committee
- 1988-90 Co-editor, Department of Communication Newsletter (*Multichannels*)
- 1988 Member, College of Arts & Sciences Ad Hoc Task Force on Merit Salary Increases/Performance Criteria
- 1987-92 Member, Graduate Committee, Department of Communication
- 1987-90 Member (and Chair, 1988-89), University Academic Misconduct Review Committee
- 1987-90 Graduate Director, Department of Communication
- 1986-88 Secretary, Faculty of the College of Arts & Sciences
- 1986-88 Member, Steering Committee, College of Arts & Sciences
- 1985-87 Communication Department Representative, Office of New Evening and Weekend Studies
- 1985-90 Member, Steering Committee, Department of Communication
- 1985, 89 Reviewer, Regents Advisory Committee for Public Baccalaureate Programs, State of Ohio
- 1985 Member, By-laws Committee, Department of Communication
- 1984-88 Member (and Chair, 1986-88), Nominating Committee, College of Arts & Sciences
- 1984-86 Member (and Chair, 1985-86), Undergraduate Committee, Department of Communication
- 1984-86 Member, University Library and Instructional Media Committee
- 1984 Member, University Task Force on Extended Academic Programming
- 1983-88 Member (and Chair, 1985-88), New Building Committee, Department of Communication
- 1983-88 Library Liaison, Department of Communication
- 1983 & 87 Member, Retreat Planning Committee, Department of Communication
- 1982-84 Communication Faculty Representative, WCSB Radio Advisory Board
- 1982-84 Member, Scheduling Committee, Department of Communication
- 1982-84 Equipment Coordinator, Department of Communication

## **SERVICE TO THE DISCIPLINE**

### **Member of Editorial Boards:**

- 2007-pr. *Journal of Health and Mass Communication*
- 2005-pr. *Communication Research*
- 2004-pr. *Journal of Communication*

1999-pr.	<i>Journal of Broadcasting and Electronic Media</i>
1988-92	<i>Public Relations Research Annual</i>
1988-92	<i>Communication Research Reports</i>
1983-84	<i>Central States Speech Journal</i>

**Reviewer:**

*Communication Methods and Measures*  
*Communication Monographs*  
*Communication Research*  
*Communication Studies*  
*Communication Yearbook*  
*Howard Journal of Communications*  
*Human Communication Research*  
*Journal of Broadcasting and Electronic Media*  
*Journal of Communication*  
*Mass Comm and Society*  
*Media Psychology*  
*New Media & Society*  
*Pennsylvania Speech Communication Annual*  
*Presence*  
*Science Communication*  
 Harper & Row, Publishers, Inc.  
 Prentice-Hall, Inc.  
 Random House  
 Wm. C. Brown Co., Publishers  
 Communication Theory and Methodology Division, Association for Education in  
 Journalism and Mass Communication  
 Law and Policy Division, Association for Education in Journalism and Mass  
 Communication  
 Broadcast Education Association  
 Human Communication Technology Division, International Communication Association  
 Information Systems Division, International Communication Association  
 Mass Communication Division, International Communication Association  
 Public Relations Interest Group, International Communication Association  
 Midwest Association for Public Opinion Research

**Other Service to the Discipline:**

2007-08	Moderator, Conversations with Filmmakers, CSU/Cleveland International Film Festival collaboration
2004	Member, Short Film Programming Committee, Cleveland International Film Festival
2002-06	Member, Short Film Selection Committee, Cleveland International Film Festival
2002-04	Executive Board Member, Midwest Association for Public Opinion Research
1999-2000	Convener, Nomination and Elections Committee, CSU Chapter of the American Association of University Professors
1996-97	Ex officio member, Executive Committee, CSU Chapter of the American Association of University Professors

- 1994-97      Communication Director, and Editor of *AAUP News*, CSU Chapter of the American Association of University Professors (Winner of 1997 AAUP Ohio Conference Newsletter Award)
- 1991-93      Co-editor, *CT&M*, newsletter for the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication
- 1990          Divisional Conference Co-Chair, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication (elected office)
- 1988-90      Member of Executive Board, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication (elected office)
- 1988-90      Secretary, Division 1: Information Systems, International Communication Association (elected office)
- 1987-89      Conference Co-Chair/Chair, Midwest Association for Public Opinion Research (elected)
- 1983-86      Secretary/Treasurer, Midwest Association for Public Opinion Research (elected)

**MASTERS THESES AND PROJECTS SUPERVISED** (all are masters theses in the Department/School of Communication at Cleveland State University unless otherwise noted)

- Neal, E. (2008, expected). *Increasing click-through rates for video links embedded in organizational e-mails*. Masters project, School of Communication.
- Casey, M. (2008, expected). *Our community online: A look at local community web sites..*
- Lato, D. (2008, expected). *Understanding genre titles when marketing rock bands through MySpace: A content analysis*. M. A. thesis, Department of Psychology, Cleveland State University, Cleveland, OH.
- Penev, E. (2008, expected). *Corporate social responsibility in websites: A content analysis*.
- Kane, C. (2008). *I'll see you on MySpace: Self-presentation in a social networking web site*.
- Lunk, B. (2008). *MySpace or OurSpace: A cross-cultural empirical analysis of MySpace comments*.
- Janstova, P. (2006). *Empirical testing of auteur theory via content analysis: The case of Jane Campion*.
- Prominsky, O. (2006). *A comparison of indigenous and foreign magazine advertising in Russia*.
- Derby, K. (2006). *The application of social presence theory in asynchronous, computer-mediated communication through a website environment to support school-home relationships*.
- Ripan, C. (2004). *Using innovativeness to predict online shopping in Romania*. M.A. thesis, Department of Psychology, Cleveland State University, Cleveland, OH.
- Goetzinger, L. (2004). *The role of self-image congruence in Internet shopping behavior*. M.A. thesis, Department of Psychology, Cleveland State University, Cleveland, OH.
- Moulla, F. (2002). *The new multidimensional cosmopolitaness: Media use, the Internet, and critical events*.

Sheppa, J. (2001). *Finding the relationships between television viewing and the stereotyping of adolescents: Application of cultivation theory and beyond.*

Smith, A. M. (1999). *Girls on film: Analysis of women's images in contemporary American and "Golden Age" Hollywood films.*

Krishnaswamy, N. (1999). *The effects of interpersonal and mass media influences on the career aspirations of teenaged girls in India.*

Capwell, A. (1997). *Chick flicks: An analysis of self-disclosure in friendships.*

Kolt, J. (1996). *Relationship initiation strategies: Interpersonal communication in personal advertisements.*

Michelson, J. (1996). *Visual imagery in medical journal advertising.*

Kuty, H. (1995). *Visualizing the third-person effect discrepancy: A multidimensional approach.*

Wongthongsri, P. (1993). *A comparative analysis of Thai and U.S. TV commercials.*

McGoun, M. J. (1991). *The effects of extroversion and neuroticism upon humor enjoyment: The Cosby Show vs. Married with Children.*

Brentar, J. E. (1990). *Exposure effects and affective responses to music.*

Naccarato, J. (1990). *Predictors of readership and recall: A content analysis of industrial ads.*

Tubbs, J. (1990). *Improving audience analysis and selection for cable television programming: The case of Cleveland, Ohio.* Masters project, Cleveland State University, Cleveland, OH.

Waltz, P. (1989). *Development of a handbook for interns in television broadcasting.* Masters project, Cleveland State University, Cleveland, OH.

Kalis, P. A. (1986). *Music Television: A study of aggressive cues.*

**GRADUATE COMMITTEES** (all masters theses in the Department/School of Communication at Cleveland State University unless otherwise noted)

Hammer, A. (2008, expected). Untitled M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)

Hebeler, N. (2008, expected). Structural aspects of personality questionnaire structure and scalability of responses. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: A. Smith)

Njoku, B. (2008, expected). *An integrative model of service loyalty: A socio-psychological view.* Ph.D. dissertation, Department of Marketing, Cleveland State University (Advisor: T. Whipple)

- Johnson, T. (2008). *Worship styles, music and social identity: A communication study*. (Advisor: J. Rudd)
- York, J. L. (2008). *Religiosity and successful aging: The buffering role of religion against normative and traumatic stressors in community-residing older adults*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Kahana)
- Khan, F. (2008). *Visit versus purchase: Comparing Internet shopper clusters*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Daman, S. (2008). *The influence of humor on approach and avoidance motivation*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: E. Park)
- Dey, S. (2007). *Consumer website preferences and website interface designing in U.S.* M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Hamilton, R. L. (2007). *The online travel shopper: Individual characteristics and website feature preferences*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Jakulin, J. (2006). *Avoiding relational disclosure? The relationship between communication apprehension, self-disclosure, and relational satisfaction*. (Advisor: J. Rudd)
- Bellare, S. (2006). *Influence of innovativeness, novelty perception and normativeness on Internet shopping in India*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Woodard, M. (2006). *Strategies that maintain female friendships in Black sororities*. (Advisor: J. Rudd)
- Shamatta, C. E. (2005). *Examining preferences for features of commercial websites: A cross-national approach*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Denny, J. (2004). *Color vs. black-and-white in filmed historical footage*. (Advisor: D. J. Atkin)
- Dostal, J. (2004). *Generalization and limitation of the Schwartz Social Values Scale using alternate analysis*. M. A. project, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Kirchner, J. (2004). *Validating the Stober Social Desirability Scale (SDS-17)*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: B. Blake)
- Barnard, G. (2004). *Three constructs and the diffusion of innovation*. M. A. thesis, Department of Psychology, Cleveland State University (Advisor: J. Schuerger)
- Valdiserri, C. (2003). *Internet commerce and cultural differences*. M. A. project, Department of Psychology, Cleveland State University (Advisor: S. Slane)
- Eden, J. L. (2003). *Sexiness in magazine advertising: From perception to purchase intent*. (Advisor: R. Botta)
- Kenney, E. (2003). *Cartoon conflict*. (Advisor: G. Ray)
- Liu, C. (2003). *Internet shopping in Taiwan and U.S.* M. A. project, Department of Psychology, Cleveland State University (Advisor: B. F. Blake)

- Arab, F. (2003). *Internet shopping in Iran and the U.S.*. M. A. project, Department of Psychology, Cleveland State University (Advisor: B. F. Blake)
- Jurik, R. (2003). *Dynamics of e-commerce utilization in Austria and the U.S.*. M. A. project, Department of Psychology, Cleveland State University (Advisor: B. F. Blake)
- Gore, T. (2003). *Health campaigns, fear appeals and the EPPM: Design and evaluation of a health risk message.* (Advisor: C. Bracken)
- Brandt, I. W. (2002). *Images of Kenya in narrative film.* Masters project, Department of Communication, Cleveland State University (Advisor: G. Ray)
- Weyls, R. (2002). *Bias in news coverage of pornography.* (Advisor: D. Atkin)
- 2000 Collaborative Research Project Advisory Committee
- 1999 Collaborative Research Project Advisory Committee
- Petras, J. (1998). *What price TV? A documentary and discussion describing the changes of television past, present and future.* Masters project, Cleveland State University (Advisor: D. Atkin)
- Brayack, B. (1998). *A content analysis of housing messages targeting the elderly.* (Advisor: L. W. Jeffres)
- Kraly, J. (1998). *Examining the effect of communication on the predictive power of the theory of reasoned action.* (Advisor: L. W. Jeffres)
- Wakefield, J. (1996). *The effect of powerless speech on organizational mentoring relationships.* (Advisor: S. K. Hill)
- Reardon, M. (1996). *Inconsistent abuse accounts: Illogical presentations of the self.* (Advisor: J. Rudd)
- Sridhar, N. (1996). *Measurement of the effectiveness of TV advertisements on a college population.* (Advisor: D. Atkin)
- Badra, D. (1995). *Effects of television violence and ethnic and racial stereotypes on heavy viewers.* (Advisor: L. W. Jeffres)
- Facca, T. (1994). *Quantitative and qualitative audience research in live musical settings: Applications and benefits of empirical research in the entertainment industry.* (Advisor: J. Dobos)
- Eshleman, J. (1992). *Weick's model in the interaction patterns of newcomers and peers.* (Advisor: J. Dobos)
- Koussa, G. J. (1989). *The persistence of ethnicity through mass media: A study of ethnic media and communication.* Masters project, Cleveland State University (Advisor: L. W. Jeffres)
- Voelker, D. H. (1989). *Schema-triggered affective response to music: Understanding popular music preferences.* (Advisor: G. Pettet)
- Welk, J. (1989). *An examination of circadian rhythm desynchronization: A comparison of shift workers with flight attendants.* M.S. thesis, Department of Biology, Cleveland State University (Advisor: J. Senturia)

Konkoly, T. H. (1988). *Applying the theory of reasoned action to charitable intent*. (Advisor: R. M. Perloff)

Marsh, K. A. (1988). *A study of communication channel use in organizational socialization*. (Advisor: J. Dobos)

Kralik, B. (1987). *An historical view of the Penny Press Era: A response study of the "Cleveland Press"*. (Advisor: L. W. Jeffres)

Clair, R. (1986). *An examination of escapism within the organizational environment*. (Advisor: S. E. Kogler-Hill)

Messer, D. (1986). *Toward the development of the informal leadership index: A methodology for identifying informal leadership potential*. (Advisor: C. Camden)

Bacon, J. A. (1984). *Communicative processes in attracting an outsider to a voluntary organization*. (Advisor: C. Camden)

Williams, D. (1984). *Testing a promotional campaign on a targeted audience*. Masters project, Cleveland State University (Advisor: C. Camden)