

## **\*\*CURRICULUM VITAE\*\***

**Nicholas David Bowman, Ph.D.**

*Assistant Professor, Communication Studies (tenure-track)*

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(Current as of 24 January 2012)\*

\*for the most up-to-date vitae information, visit <http://ndbowman.info>

## ACADEMIC POSITIONS

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### West Virginia University

- Assistant Professor of Communication Studies, Eberly College of Arts and Sciences, (tenure-track), Summer 2011 – present
- Regular member, Graduate Faculty, Eberly College of Arts and Sciences, appointed Fall 2011
- Member, Corporate M.A. Faculty, Spring 2012 - present

### Young Harris College

- Assistant Professor of Communication Studies (tenure-track), Fall 2009 – present
- Instructor, Institute for Continued Learning (Adult Learning), Summer 2010 – present
- Honor's Faculty, Division of Humanities, Fall 2009

### Universität Erfurt/University of Erfurt (Germany)

- Visiting Professor, Summer 2012 – present
- Visiting Researcher, Summer 2011 – present

### Michigan State University

- Visiting Instructor of Communication, Fall 2008 – Spring 2009
- Teaching Assistant and Instructor, Fall 2005 – Summer 2008

### University of Missouri – St. Louis

- Senior Lecturer of Communication, Spring 2005
- Graduate Teaching Assistant, Summer & Fall, 2004

### St. Louis Community College – Meramec

- Adjunct Faculty of Communications, Spring 2005

## EDUCATION

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### Michigan State University (May, 2010)

*Ph.D., Department of Communication*

Major Areas of Study: Entertainment Media, Human-Computer Interaction, Computer-Mediated Communication, Health Campaigns, Quantitative Research Methodology

Dissertation: “The effect of task demand on mood repair and selective exposure to video games” (Dissertation Abstracts International, [UMI No: 3417694](#))

Major Advisor: Dr. Ron Tamborini

Preliminary research study: “Facilitating game play: How others affect performance and enjoyment of video games”

Major Advisor: Dr. John Sherry

*Certification in College Teaching*

Major Areas of Study: Technology in the Classroom, Adults as Learners, Student Assessment

Major Advisor: Dr. Kevin Johnston

**Institute of Social Research, University of Michigan (July, 2007)**

Major Areas of Study: Experimental and Quasi-Experimental Design, Mixed Research (Qualitative + Quantitative) Methodology

**University of Missouri - St. Louis (December, 2004)**

*M.A., Department of Communication*

Major Areas of Study: Quantitative Research Methodology, Organizational Communication, Media Studies

Major Advisor: Dr. Alan Heisel

**University of Missouri - St. Louis (August, 2003)**

*B.A., magna cum laude, Department of Communication*

Major Areas of Study: Journalism, Mass Communication, Communication Theory & Rhetoric, American History

**University of Missouri - St. Louis (August, 2003)**

Writing Certificate (Creative+Technical), Department of English

***Honors and Awards***

Young Harris College, Upsilon Delta Sigma Student Appreciation (September, 2010)

Michigan State University, Certificate in College Teaching Award (April, 2009)

Michigan State University, Excellence-in-Teaching Award (November, 2009)

Michigan State University, Dissertation Completion Fellowship (September, 2008)

Michigan State University Research Excellence Fellowship (Summer 2008)

NCA Doctoral Honor's Seminar, University of Alabama (June, 2008)

Doctoral Honor's Seminar, Wayne State University (June, 2006)

Michigan State University Rasmussen Graduate Fellowship (Fall 2005)

University of Missouri - St. Louis Distinguished University Service, College of Fine Arts & Communication. (Spring 2004)

## PUBLICATIONS & SCHOLARLY WORKS

[also click [here](#) for a Google Scholar Boolean search "author: Bowman author: N.D."]

### *Published manuscripts*

#### Refereed Journals

##### Media Psychology and Communication Technology

**Bowman, N. D.**, Schultheiss, D., Schumann, C. (in press). *"I'm Attached, And I'm A Good Guy/Gal!": How Character Attachment Influences Pro- and Anti-Social Motivations To Play MMORPGs*. Manuscript forthcoming in *CyberPsychology, Behavior, and Social Networking*.

Joeckel, S., & **Bowman, N. D.** (in press). *Graphics and gratification: Exploring the link between technology and enjoyment in video games*. Manuscript forthcoming in *Journal of Gaming and Virtual Worlds*, 4(1).

Reinecke, L., Tamborini, R., Grizzard, M., Lewis, R., Eden, A., & **Bowman, N. D.** (in press). *Characterizing behavioral affinity as needs satisfaction: Predicting selective exposure to video games and resultant mood repair*. Manuscript forthcoming in *Journal of Communication*.

Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, M., & Lachlan, K. (2012). The influence of morality subcultures on the acceptance and appeal of violence. *Journal of Communication*, 62(1), 136-157.

Shao, G., Zhang, G., & **Bowman, N. D.** (2011). [What is most important for my country is not most important for me: agenda setting effects in china](#). *Communication Research*, 38(5).

Tamborini, R., Grizzard, M., **Bowman, N. D.**, Reinecke, L., Lewis, R., & Eden, A. (2011). [Media enjoyment as need satisfaction: The contribution of hedonic and non-hedonic needs](#). *Journal of Communication*, 61(6), 1025-1042

**Bowman, N. D.**, & Groskopf, J. (2010). [Appalachia: Where the Squids hate the Chalkies](#). *KBJournal*, (7)1. [online only]

Eden, A., Maloney, E., & **Bowman, N. D.** (2010). [Gender attribution in video games](#). *Journal of Media Psychology*, 22(3), 114-124.

Tamborini, R., **Bowman, N. D.**, Eden, A., Grizzard, M., & Organ, A. (2010). [Defining media enjoyment as the satisfaction of intrinsic needs](#). *Journal of Communication*, 60(4), 758-777.

Tamborini, R., Weber, R., Eden, A., **Bowman, N. D.**, & Grizzard, M. (2010). [Repeated exposure to daytime soap opera and shifts in moral judgment toward social convention](#). *Journal of Broadcasting and Electronic Media*, 54(4), 621-640.

**Bowman, N. D.** (2008). [A PAT on the back: Media flow theory revis\(it\)ed](#). *Rocky Mountain Communication Review*, 4(1), 27-39. [online only]

Huh, S. & **Bowman, N. D.** (2008). [Perception and addiction of online games as a function of personality traits](#). *Journal of Media Psychology*, 13(2). [online only]

Lewis, M. L., Weber, R., & **Bowman, N. D.** (2008). [“They may be pixels, but they’re MY Pixels”: Developing a metric of character attachment in role-playing video games](#). *CyberPsychology and Behavior*, 11(4).

## Sports Marketing and Communication

Jensen, R., **Bowman, N. D.**, Wang, Y., & Larson, B. (2012). New league, new market, new sponsorship: An exploratory study of attitudes towards shirt sponsorship in Major League Soccer. *Soccer & Society*, 13(3).

Larson, B., Jensen, R., & **Bowman, N. D.** (2011) Developing international sport markets: Professional sports selling to new segments with new promotions. *Journal of International Business Disciplines*, 6(2), 9-24.

Jensen, R., Larson, B., Wang, Y., & **Bowman, N. D.** (2011). International Strategic Marketing: Sports Promotions Aimed at New Segments. *The International Academy of Business Research Yearbook*, 28, 352-358.

## Health Communication

Neuberger, L. B., Silk, K. J., Yun, D., **Bowman, N. D.**, & Anderson, J. (2011). [Concern as motivation for protection: An investigation of mothers’ concern about their daughters’ breast cancer risk](#). *Journal of Health Communication*, 16(10).

Silk, K., Yun, D., **Bowman, N. D.**, Neuberger, L., & Atkin, C. (2009). Factors influencing mothers’ intention to teach adolescent daughters preventive measures to reduce breast cancer risks: Self-efficacy, response efficacy, and personal responsibility. *Communication Research Reports*, 26(2), 134-145.

## Textbooks, subject matter books, and edited volumes

Westerman, D., **Bowman, N. D.**, & Lachlan, K. (2013, contracted). *Introduction to Computer-Mediated Communication: A Functional Approach*. Dubuque, Iowa: Kendall-Hunt.

**Bowman, N. D.**, Westerman, D., & Weber, K. D. (2012, contracted). *Introduction to Mass Mediated Communication*. Littleton, MA: Tapestry Press, Ltd.

## Invited book chapters

**Bowman, N. D.** (in press). SocialMediaSport: The Accessibility of Sport in a Digital Age. In Coombs, D. & Batchelor, B. (Eds.), *American History through American Sports*. Santa Barbara, CA: Praeger.

**Bowman, N. D.**, McCabe, J., & Isaacson, T. (in press). Fantasy Sports and Sports Fandom: Implications for Mass Media Research. In A. C. Earnhardt, P. M. Haridakis, & B. Hugenberg (Eds.) *Fandemonium: Explorations of Fan Power, Identity and Socialization*. Lanham, MD: Lexington.

Mastro, D., Enriquez, M., **Bowman, N. D.**, Prabhu, S., & Tamborini, R. (in press). Morality Subcultures and Media Production: How Hollywood Minds the Morals of its Audience. In R. Tamborini (Ed.), *Media and the Moral Mind*, London: Routledge.

Sherry, J. L., & **Bowman, N. D.** (in press). Computer games and child development (2<sup>nd</sup> ed.). In W. Donsbach (Ed). *International Encyclopedia of Communication, Vol. 3*. Oxford: Blackwell.

Jöckel, S.; Dogruel, L. & **Bowman, N.D.** (2011): Moralische Fundierung und unterhaltsame Mediennutzung. Die Übertragung einer US-amerikanischen Moralitätsskala nach Deutschland [Moral Foundation an Entertaining Media. The Transfer of an English Morality Scale to Germany]. In: Stark, B., & Magnin, M. & (Eds.): *Methodische Herausforderungen komparativer Forschungsansätze [Methodological challenges in comparative designs]* (pp. 320-343). Köln: von Halem.

Tamborini, R., & **Bowman, N. D.** (2010). Presence in Video Games. In C. Bracken & P. Skalski (Eds.) *Immersed in Media*. New York: Routledge.

Sherry, J. L., & **Bowman, N. D.** (2008). History of the Internet. In H. Bidgoli (Ed.), *The Handbook of Computer Networks, Volume I: Key Concepts, Data Transmission, Digital and Optical Networks*. Hoboken, NJ: John Wiley & Sons.

Sherry, J. L., & **Bowman, N. D.** (2008). Computer games and child development. In W. Donsbach (Ed). *International Encyclopedia of Communication, Vol. 3*. Oxford: Blackwell.

### Conference proceedings

**Bowman, N. D.** (in press). *In the mood to game: The extension of mood management theory to video games*. Paper to be published in the Proceedings of the National Communication Association Doctoral Honor's Seminar, Tuscaloosa, AL.

Jöckel, S.; Dogruel, L. & **Bowman, N. D.** (in press): *Die Übertragung einer Moralitätsskala für die Unterhaltungsforschung nach Deutschland [Transferring a morality scale for entertainment research to Germany]*. Stark, B. et al. (in press): Conference Proceedings for the Annual Meeting of the Methods Section for the German Association for Media and Communication (DGPUK).

Schultheiss, D., **Bowman, N.D.**, Schumann, C. (2008). Community vs. solo-playing in multiplayer internet games. In Mosberg-Iverson, S. (Ed.), *IT University of Copenhagen. Proceedings of The [Player] Conference 2008* (pp. 452-471).

## Book reviews

**Bowman, N. D.** (2012). [What are video games, anyways?](#) [A review of Ian Bogost, *How To Do Things With Videogames*. Minneapolis: University of Minnesota Press, 2011, 180 pp. and Judd Ethan Ruggill and Ken S. McAllister, *Gaming Matters: Art, Science, and the Computer Game Medium*. Tuscaloosa, AL: The University of Alabama Press, 2011, 155 pp.] *International Journal of Communication*, 6(1), 36-42..

## Manuscripts under review

**Bowman, N. D.**, Dogruel, L., & Joeckel, S. (revise and resubmit). *Binding Americans and separating Germans: The influence of moral salience and nationality on media choices*. Manuscript under blind review.

**Bowman, N. D.**, Larson, B., Wang, Y., & Jensen, R. (revise and resubmit). *Are sports fans a fan of jersey ads? Fan avidity and acceptance of in-game advertising in US professional sports*. Manuscript under blind review.

**Bowman, N. D.**, & Tamborini, R. (revise and resubmit). *Task demand and mood repair: The intervention potential of computer games*. Manuscript under blind review.

Dogruel, L., **Bowman, N. D.**, & Joeckel, S. (revise and resubmit). *Morality and elderly gamers*. Manuscript under blind review.

Joeckel, S., **Bowman, N. D.**, & Dogruel, L. (revise and resubmit). *Gut or game: The influence of moral intuitions on decisions in virtual environments*. Manuscript under blind review.

Joeckel, S., Dogruel, L., & **Bowman, N. D.** (revise and resubmit). *Moralische Entscheidungen und deren Einfluss auf das Unterhaltungserleben von Jugendlichen in virtuellen Welten*. [Moral decisions and their impact on the entertainment experience of young people in virtual worlds]. Manuscript under blind review.

Silk, K., Neuberger, L., Hamel, L., & **Bowman, N. D.** (revise and resubmit). *The influence of social norms on blood donation intentions among regular, infrequent, and non-donors*. Manuscript under blind review.

Tamborini, R., Eden, A., Bowman, N. D., Grizzard, R., Weber, R., & Lewis, R. J. (revise and resubmit). *Predicting media appeal from instinctive moral values*. Manuscript under blind review.

Tamborini, R., Weber, R., **Bowman, N. D.**, Eden, A., & Skalski, P. (revise and resubmit). *The perception and expected appeal of violence in video games and film*. Manuscript under blind review.

**Bowman, N. D.**, Weber, R., Tamborini, R., & Sherry, J. L. (initial submission). *Facilitating game play: How others affect performance at and enjoyment of video games*. Manuscript under blind review.

Jensen, R., **Bowman, N. D.**, Wang, Y., & Larson, B. (initial submission). *Looking at shirt sponsorships from both sides of the pond. Comparing global trends versus America's major league soccer*. Manuscript under blind review.

Tamborini, R., Eden, A., Bowman, **N. D.**, Grizzard, M., Weber, R., & Lewis, R. J. (initial submission). *Predicting media appeal from instinctive moral values*. Manuscript under blind review.

Tamborini, R., Grizzard, M., **Bowman, N. D.**, Reinecke, L., Lewis, R., & Eden, A. (initial submission). *Media enjoyment as need satisfaction: The contribution of hedonic and non-hedonic needs*. Manuscript under blind review.

Tamborini, R., Weber, R., **Bowman, N. D.**, & Eden, A. (initial submission). *Perception of and preference for violence in video games and film: The importance of realism, justification, and graphicness*. Manuscript under blind review.

### **Competitive Conference Papers**

**Bowman, N. D.**, Westerman, D., & Claus, C. J. (2012, April). *How demanding is social media: Understanding social media diets as a function of perceived costs and benefits – a Rational Actor Perspective*. Top Three Papers in Communication and Technology, Eastern Communication Association, Cambridge, MA.

Joeckel, S., Dogruel, L., & **Bowman, N. D.** (2011, November). *Adolescents, Morality and Interactive Entertainment: The influence of moral salience on actions and entertainment experience in interactive media*. Top five papers in Mass Communication, National Communication Association, New Orleans.

**Bowman, N. D.**, & Tamborini, R. (2010, June). *User demand and mood repair: The intervention potential of video game interactivity*. Top two faculty papers in Game Studies, International Communication Association, Singapore.

Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, M., & Lachlan, K. (2009, May). *Moral subcultures in dispositional formation: The acceptance and appeal of violence*. Top four papers in Mass Communication, International Communication Association, Chicago.

**Bowman, N. D.** (2008, June). *In the mood to game: The extension of mood management theory to video games*. Paper presented at the National Communication Association Doctoral Honor's Seminar, Tuscaloosa, AL. [one of 12 papers invited for presentation]

### **Conference Papers presented**

#### **Media Psychology papers and presentations**

**Bowman, N. D.**, Hallett, J., & Boyan, A. (2012, April). *Squid or Chalkie? The role of selective perception in processing Hillbilly humor*. Paper to be presented at the Annual Meeting of the Eastern Communication Association, Cambridge, MA.

**Bowman, N. D.**, & Lewis, R. (2012, May). *The morality of May 2, 2011: A content analysis of US headlines regarding the death of Osama bin Laden*. Paper to be presented at the Annual Meeting of the International Communication Association, Phoenix.

Dogrue, L., Joeckel, S., & **Bowman, N. D.** (2012, May). *Analyzing influencing factors on elderly people's perceived usability of interactive media*. Paper to be presented at the Annual Meeting of the International Communication Association, Phoenix.

Mastro, D., Enriquez, M., Tamborini, R., Prabhu, S., & **Bowman, N. D.** (2012, May). *A content analytic examination of morality displays in Spanish and English language television programming*. Paper to be presented at the Annual Meeting of the International Communication Association, Phoenix.

**Bowman, N. D.**, Schultheiss, D., & Schumann, C. (2011, November). *"I'm attached, and I'm a good guy!": How character attachment influences (pro-social and anti-social) usage motivations*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

Shao, G., Zhang, G., & **Bowman, N. D.** (2011, November). *What is most important for my country is not most important for me: agenda setting effects in china*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

**Bowman, N. D.** & Vela, L. (2011, November). *When is a metropolis a village? Social media and the demise of Gessellschaft*. Paper presented at Urban Communication Foundation, New Orleans.

**Bowman, N. D.**, Joeckel, S., & Dogruel, L. (2011, August). *The implications of cross-cultural differences in moral salience on media uses and effects research*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, St. Louis.

**Bowman, N. D.**, Dogruel, L., & Joeckel, S. (2011, May). *Binding Americans and separating Germans: The influence of moral salience and nationality on media choices*. Paper presented at the Annual Meeting of the International Communication Association, Boston.

Dogrue, L., **Bowman, N. D.**, & Joeckel, S. (2011, May). *Elderly People and Morality in Virtual Worlds A cross-cultural analysis of elderly people's morality in interactive media*. Paper presented at the Annual Meeting of the International Communication Association, Boston.

**Bowman, N. D.**, Joeckel, S., & Dogruel, L. (2011, April). *Uphold morality, or finish the game? The influence of moral intuitions on decisions in virtual environments*. Paper presented at the Media and Morality Symposium of Broadcast Education Association, Las Vegas.

Lewis, R., Grizzard, M., **Bowman, N. D.**, Eden, A., & Tamborini, R. (2011, April). *Intuitive Morality and Reactions to News Events: Responding to News of the Lockerbie Bomber's Release*. Paper presented at the Media and Morality Symposium of Broadcast Education Association, Las Vegas.

Schultheiss, D., **Bowman, N.D.**, Schumann, C. (2011, March). *"Me, myself and my Avatar?" - Cultural differences of character attachment and usage motivation in MMORPGs*. Presented at General Online Research (GOR), Duesseldorf, Germany.

**Bowman, N. D.**, & Tamborini, R. (2010, November). *The effect of user demand and mood state on selective exposure to video games*. Paper presented at the Annual Meeting of the National Communication Association, San Francisco.

**Bowman, N. D.**, Schultheiss, D., & Schumann, C. (2010, October). *The influence of character attachment on Internet video game play motivations: A pilot study*. Poster presented at the Third European Communication Conference (ECREA), Hamburg.

Schultheiss, D., Schumann, C., & **Bowman, N. D.** (2010, October). *Silvergammers: Elderly video gaming and the Internet*. Paper presented at the Third European Communication Conference (ECREA), Hamburg.

Tamborini, R., Grizzard, M., **Bowman, N. D.**, Lewis, R., Reinecke, L., & Eden, A. (2010, June). *Defining media enjoyment in functional terms*. Paper presented at the Annual Meeting of the International Communication Association, Singapore.

Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, M., & Weber, R. (2009, November). *Predicting appeal from instinctive moral values*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Joeckel, S., & **Bowman, N. D.** (2009, July). *Technological innovations in the video game industry: Improvements in game play visuals and its effect on game enjoyment*. Paper presented at the International Association for Media and Communication Research, Mexico City, Mexico.

Eden, A., **Bowman, N. D.**, Maloney, E. (2009, May). *Gender attribution in video games*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.

**Bowman, N. D.**, Eden, A., & Grizzard, M. (2008, November). *A funny thing happened at the arcade: A mixed-method approach to video game preferences and enjoyment*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.

Tamborini, R., Eden, A., Weber, R., **Bowman, N. D.**, & Grizzard, M. (2008, November). *Variance in disposition and morality predicted by repeated exposure to daytime soap opera*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.

Sherry, J. L., Boyan, A., & **Bowman, N. D.** (2008, August). *Why games are not fun*. Presented at the Annual Convention of the American Psychological Association, Boston, MA.

Schultheiss, D., **Bowman, N. D.**, & Schumann, C., (2008, August). *Community vs. soloplaying in multiplayer internet games*. Paper presented at The [Player] Conference, Copenhagen, Denmark.

**Bowman, N. D.**, & Boyan, A. B. (2008, May). *Cognitive skill as a predictor of flow and presence in naturally-mapped video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

**Bowman, N. D.**, Tamborini, R., & Sherry, J. L. (2008, May). *Facilitating game play: How others affect performance at and enjoyment of video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

Eden, A., **Bowman, N. D.**, & Maloney, E. (2008, May). *"That dude is good!": Gender-bias in on-line video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

**Bowman, N. D.** (2008, March). *In the mood to game: The extension of mood management theory to video games*. Paper presented at the Media Entertainment Summit, Michigan State University, East Lansing, MI.

Skalski, P., **Bowman, N. D.**, Eden, A., Maloney, E., Lange, R. (2007, November). *The appeal of violence in films and video games*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Weber, R., Mathiak, K., Tamborini, R., **Bowman, N. D.**, Westerman, D., Lange, R. (2007, November). *Neurophysiology of entertainment: Neural signatures of humor enjoyment*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Westerman, D., Tamborini, R., **Bowman, N. D.** (2007, November). *The effects of avatars on impression formation in different contexts*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Huh, S. & **Bowman, N. D.** (2007, May). *Perception and addiction of online games as a function of personality traits*. Paper presented at the Annual Meeting of the International Communication Association, San Francisco.

Lewis, M. L., **Bowman, N. D.**, & Weber, R. (2007, May). *The creation of character attachment in role-playing games*. Paper presented at the Annual Meeting of the International Communication Association, San Francisco.

**Bowman, N. D.**, & Sherry, J. L. (2006, November). *The negative outcomes of flow: a test of media flow theory*. Paper presented at the Annual Meeting of the National Communication Association, San Antonio, Texas.

Tamborini, R., Lachlan, K., **Bowman, N. D.**, & Eden, A. (2006, November). *Justifying violence: The influence of perpetrator motive and dispositions on the acceptability of violent reprisal*. Paper presented at the Annual Meeting of the National Communication Association, San Antonio, Texas.

Sherry, J. L., Rosaen, S., **Bowman, N. D.**, & Huh, S. (2006, June). *Cognitive skill predicts video game ability*. Paper presented at the Annual Meeting of the International Communication Association, Dresden, Germany.

Weber, R., Lewis, M., & **Bowman, N. D.** (2006, June). *The creation of character attachment in video games*. Paper presented at the Annual Meeting of the International Communication Association, Dresden, Germany.

## Media Critique and Rhetorical/Qualitative Analysis papers and presentations

**Bowman, N. D.** (2010, April). *Appalachia: Where the Squids hate the Chalkies: A Burkeian analysis of The Squidbillies animated series*. Paper presented at the Annual Meeting of Southern States Communication Association, Memphis.

Boyan, A. C., & **Bowman, N. D.** (2007, November). *A semiotic analysis of video games*. Poster presented at the Annual Meeting of the National Communication Association, Chicago.

### Sports Marketing and Communication papers and presentations

Jones, D. F., **Bowman, N. D.**, Muigai, n. a., Wanderi, P., Thairu, M. (2011, December). *Integrated Model of Smart phone Infrastructure in Sports; Proposed as a Platform for advancing the Marathon Industry in East Africa*. Paper presented at African Sport Management Association conference, Kampala, Uganda.

**Bowman, N. D.**, Crawford, M., & Walters, D. J. (2011, November). *Washed out of the Sun Belt: The fall (and rise?) of intercollegiate sports at post-Katrina University of New Orleans*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

Wang, Y., **Bowman, N. D.**, Jensen, R. W., & Larson, B. (2011, April). *A comparative study of fan behaviors between non-sports fans and avid sports fans*. Paper presented at the Northeastern Recreation Research Symposium, Lake George, NY.

Jensen, R., & **Bowman, N. D.** (2010, April). *Will sports fans revolt if advertisements are placed on uniforms of their favorite teams?* Paper presented at the Annual Meeting of International Academy of Business Disciplines, Las Vegas.

Isaacson, T., **Bowman, N. D.**, & Atkin, C. (2010, April). *Generating buzz or driving attendance? The influence of story type and source on university sports fan attitudes and behavioral intentions*. Paper presented at the Scholarly Conference on College Sport, Chapel Hill, NC.

Jensen, R., **Bowman, N. D.**, Sosa, J., Wang, W., & Larson, B. (2010, January). *Preliminary results of a Web-based pilot study to gauge public opinions about advertisements in Major League Soccer jerseys*. Paper presented at the Fourth Summit on Communication & Sport, Cleveland.

**Bowman, N. D.**, & McCabe, J. (2007, November). *‘I’m a die-hard fan, but...’: How fantasy sports play affects fandom*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

### Health Communication papers and presentations

Silk, K. J., Neuberger, L., Hamel, L. M., & **Bowman, N. D.** (2009, November). *The role of social norms in increasing blood donation behavior*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Neuberger, L. B., Silk, K. J., Yun, D., **Bowman, N. D.**, & Anderson, J. (2009, May). *Concern as motivation for protection: An investigation of mothers’ concern about their daughters’ breast cancer risk*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.

Silk, K., Yun, D., **Bowman, N. D.**, Neuberger, L., & Atkin, C. (2008, November). *‘Is it all in the Message?’: The role of perceived control, responsibility, and efficacy in women’s responses to breast cancer messages*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.

Silk, K., Yun, D., **Bowman, N. D.**, Neuberger, L., Atkin, C. (2008, May). *Investigating the impact of breast cancer messages on women's perceptions: Results of a message testing pilot study*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

Silk, K., Atkin, C., Yun, D., **Bowman, N. D.**, Osuch, J., & Pierce, K. (2007, November). *The effect of message source, message type, and involvement on mothers' decision-making in breast cancer: The application of the precautionary principle*. Paper presented at the 4<sup>th</sup> Annual Early Environmental Exposures Meeting, Cincinnati, Ohio.

### Teaching and Pedagogy papers and presentations

**Bowman, N. D.**, Bryant, T., Campbell, R., & Mauldin, L. (2010, March). *Pantry partners: Using media studies students to program and promote community events*. Paper presented at the Gulf Shores Summit on Service-Learning and Civic Engagement Through Higher Education, Athens, GA.

**Bowman, N. D.**, Sherry, J. L., & Harp, S. (2010, March). *The Michigan State University School of Rock: Partnering communication students with communities in need of (communication) expertise*. Poster presented at the Gulf Shores Summit on Service-Learning and Civic Engagement Through Higher Education, Athens, GA.

**Bowman, N. D.** (2010, March). *Towns County Food Pantry and Media Studies Partnership*. Paper presented at the Annual Meeting of the Appalachian Studies Association, Dahlonega, GA.

### Other conference participation

#### Respondent

##### AEJMC

- Main session respondent for Entertainment Studies research presentations (2009, 12 total papers)
- Judge, "[Best of the Web](#)" newspaper competition, 2011

##### NCA

- "Cultivating New Kinds of Mediated Reality: A Fresh Look at Cultivation Theory Research" (2011, Mass Communication Division)
- "Top Four Student Papers in Mass Communication" (2010, Mass Communication Division)

#### Session/Panel Chair

##### AEJMC

- "The case for morality and media: Overviewing, reviewing, and previewing our understanding of morality in media uses and effects" (2011, ESIG & Media Ethics Division)

ICA

- “Breaking boundaries: Conversation and participation through the media” (2011, Mass Communication Division)
- “Media Entertainment” (2010, Mass Communication Division)
- “Players and Market Forces” (2010, Game Studies Interest Group)
- “Reactions to Bad Things Happening” (2009, Mass Communication Division)

NCA

- “Not Just Social Networking: Self and Other in Online Communication” (2011, Human Communication and Technology Division)
- “Watch Me as I Fall: Mass Media Analysis of the “Fallen Sports Hero” (2010, Mass Communication Division)
- “Frames, Fans, and the Olympics: Sports and the Mass Media” (2009, Mass Communication Division)
- “Analyzing the New Media Landscape: From Blogs to YouTube” (2008, Mass Communication Division)

**Panel/Roundtable Discussant**

MCA (Maryland Communication Association)

- “Masspersonal Communication: Negotiating the Personal, Political, and Civil” (2011)

NCA

- “Community Engagement and Experiential Learning: Combining the Benefits of Learning from Direct Experience with Engaging in Charitable Works to Facilitate Student Learning and Help Our Communities” (2011, Experiential Learning Division)

SSCA

- **Bowman, N. D.** (2012, April). *Immoral, or distasteful? Audience fragmentation and media content.* Panel discussion at the Southern States Communication, San Antonio.
- **Bowman, N. D.** (2011, November). *Character attachment: When you are your avatar.* Panel discussion at the Annual Meeting of the National Communication Association, New Orleans.

## TEACHING & ADVISING

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### *Teaching Philosophy*

*(excerpted from Teaching Philosophy booklet, available at <http://ndbowman.info/teaching>): “...To stand in front of a class of open minds and have a hand in shaping them for tomorrow's challenges is something not to be taken lightly. For undergraduates, giving them a working knowledge of communication theory and practice helps prepare them for success in the corporate world. For graduate students, helping them garner a deep appreciation for the nuances of theory and research helps prepare them for success in academia.*

The phrase ‘students as learners’ is often used in academic circles to describe the ideal student: the student who has taken ownership of his or her own learning. Although many colloquially assume that the ‘student as learner’ is an urban legend of sorts, motivation research shows us that students *are* inquisitive by nature, and often times needs only a proper, nurturing, and safe environment to maximize their potential. Given the proper environment - of which we as Instructors play a pivotal role - it should be no surprise to good teachers that their students are willing to learn...when conditions are right. Although I am constantly adapting my teaching to match the specific needs of each individual class, the central theme has always been a specific focus on the learning environment...”

### *Courses Taught*

#### **Universität Erfurt**

COM492-001: Directed Readings in German Culture and Communication  
COM493-001: Media Psychology and Influence

#### **West Virginia University**

##### Graduate Courses

COM693I: New Media and Society

##### Undergraduate Courses

COM105: Introduction to Mass Media

COM293H: Social Media in the Workplace\*

COM495: Independent Study – Communication Technology and Media Psychology

COM494: Internship Supervisor – Editorial Manager for communicationstudies.wvu.edu

*\*denotes Honors course*

#### **Institute for Continued Learning @ Young Harris College**

Summer 2010: Blogging, Tweeting, and Facebooking: An Introduction to Social Media

#### **Young Harris College**

COMM3950&3951: Editing and Newspaper Production I - II, Primary Instructor

COMM3400: Organizational Communication, Primary Instructor

COMM2980-4980: Independent Study, Coordinator  
 COMM2900: Reporting I, Primary Instructor  
 COMM2700: Introduction to Media Effects Research, Primary Instructor  
 COMM2050: Communication Theory, Co-Instructor  
 COMM1181-4181: Newspaper I-IV, Primary Instructor  
 COMM1100: Introduction to Public Speaking, Primary Instructor  
 COMM1051: Practicum in Journalism and Newspaper Production, Primary Instructor  
 COMM1050: Introduction to Media Communication, Primary Instructor  
 HONR1101: Managing Your Virtual Identity\*, Primary Instructor  
 \* denotes Honors course

**Michigan State University**

COM490: Independent Study, Coordinator  
 COM399: Music Management and Promotion, Primary Instructor  
 COM402: Music Management and Promotion#, Primary Instructor  
 COM375: Audience Response to Media Entertainment, Primary Instructor  
 COM275: Effects of Mass Communication, TA & Primary Instructor  
 COM200: Methods of Communication Inquiry, Teaching Assistant  
 COM240: Organizational Communication, Teaching Assistant  
 COM100: Human Communication, Teaching Assistant  
 # denotes special topics course, taught as part of the PR Specialization Program

**University of Missouri – St. Louis**

COMM2231: Organizational Communication, Primary Instructor  
 COMM1135: Communication Theory, Graduate Teaching Assistant  
 COMM1040: Introduction to Public Speaking, Primary Instructor  
 COMM1030: Interpersonal Communication, GTA & Associate Instructor

**St. Louis Community College – Meramec**

COM101: Introduction to Communication, Primary Instructor

**GRANTS**

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<b>In progress</b>	United States Department of State, Bureau of Educational and Cultural Affairs, Sports United Division U.S.-Kenya Collaboration for Youth Sport Engagement, \$225,000
<b>May-June 2010</b>	Universität Erfurt (Germany). Adolescence, Moral Development, and Media. Serving as a Visiting Professor/Scholar. <b>€2000</b>
<b>November 2008</b>	Michigan State University. Excellence-in-Teaching Citation, <b>\$1000</b>
<b>September 2008</b>	Michigan State University. College of Communication Arts and Sciences Dissertation Completion Fellowship, <b>\$6000</b>
<b>April 2008</b>	Michigan State University. College of Communication Arts and Sciences Research Excellence Grant, <b>\$5000</b>

- March 2008** Michigan State University. Travel Grant, **\$500**
- Fall 2007** Breast Cancer and the Environment Research Center. Funded by the National Institute of Environmental Health Sciences and the National Cancer Institute, # 610493(Fall 2003 to current), **\$35,000,000\***  
*\*Served as a research assistant for the communication core. Assisted with message design, online survey development, data analyses, and research write-ups for refereed journals.*
- May 2007** Michigan State University. Travel Grant, **\$1000**
- Fall 2005** Michigan State University. Rasmussen Fellowship, **\$3750**

## **PROFESSIONAL ORGANIZATIONS/SERVICE**

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### **Advances in Computer Entertainment**

Manuscript reviewer, 2010

### **Appalachian Studies Association**

Member, 2009 – 2010

### **Association for Education in Journalism and Mass Communication**

Graduate Student Liaison, Entertainment Studies Interest Group, 2008 – 2009

Research Director, ESIG Mid-Winter Conference, University of Oklahoma, March 2009

Manuscript reviewer, 2008 - present

Member since 2008

### **Association for Psychological Science**

Member, 2009 – 2010

### **College Sport Research Institute**

Member, 2009 – 2011

### **Computers and Human Behavior**

Manuscript Reviewer since 2012

### **Communication Research Reports**

Manuscript reviewer since 2011

### **Communication Teacher**

Manuscript reviewer since 2011

### **Continuum Publishing**

Book proposal reviewer, 2010 - present

### **Criminal Justice and Behavior**

Guest reviewer, 2011

**CyberPsychology, Behavior, and Social Networking**

Manuscript reviewer, 2010 – present

**Eastern Communication Association**

Manuscript reviewer, 2011 – present

Visual Image Task Force, 2011 – present

**Electronic Journal of Communication**

Manuscript reviewer, 2012 – present

**Georgia College Press Association**

Student newspaper critique expert, 2010

**International Communication Association**

Pre-Conference organizer, Game Studies Interest Group, 2011 Phoenix

“*It’s more than just a game: Best practices in video game research design and methodology*”

Session chair/panel respondent, Mass Communication Division, 2009 – present

Manuscript reviewer, 2006 - present

Member since 2006

**Human Communication Review**

Manuscript reviewer, 2010 – present

**Journal of Children and Media**

Manuscript reviewer, 2011 – present

**Journal of Computer-Mediated Communication**

Manuscript reviewer, 2010 – present

**Journal of Media Psychology**

Manuscript reviewer, 2010 – present

**Media Psychology**

Manuscript reviewer, 2009 – present

**National Communication Association**

Web & Publications editor, Mass Communication Division), 2009 – 2012 ([www.ncamass.org](http://www.ncamass.org))

Session chair/panel respondent, Mass Communication Division, 2008 – present

Graduate Student Representative, Mass Communication Division, 2007 - 2008

Manuscript reviewer, 2005 - present

Member since 2004

**Lambda Pi Eta Honor Society**

Member since 2006

**Louisiana State University Board of Regents**

External grant reviewer, 2011-2012

**Psychology of Popular Media Culture**

Manuscript reviewer, 2011 – present

**Rocky Mountain Communication Review**

Editorial Board Member, 2007-2009

**Southern States Communication Association**

Member, 2010-2011

**GUEST SPEAKING ENGAGEMENTS**

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*Research*

**March 2011**

Guest Lecturer, Louisiana State University

*“Applying and extending Social Cognitive Theory to media research”*

**May 2010**

Guest lecturer, Universität Erfurt (Germany)

*“Moral Foundations and Entertainment Media/Moralischen Grundlagen und Unterhaltungsmedien”*

**June 2008**

Guest lecturer, CAS992, Michigan State University

*“Using WebSurveyor to conduct online experiments”*

**June 2007**

Guest lecturer, CAS992, Michigan State University

*“Using WebSurveyor to conduct online experiments”*

*Teaching*

**03 November 2011**

Invited lecturer, Advertising 287 “Principles of Advertising”, West Virginia University

*What can be social about capitalism?: Using social media to reach new markets*

**29 September 2011**

Invited lecturer, Sports Management 487 “Contemporary Issues in Sports Management”, West Virginia University

*“That's what Ochocinco said!": The role of social media in connecting fans to the athletes they love (and what management should do about it)*

**31 March 2011**

Invited lecturer, Introduction to Human Communication, Young Harris College

*“How do we use media?”*

**23 January 2011**

Invited lecturer, Equipping Spiritual Leaders Conference, Waynesville District Leadership Conference, United Methodist Church

*“New media = new members: Using new technologies to reach, form, and sustain new communities of faith”*

- Spring 2010** Invited lecturer, Introduction to Psychology, Young Harris College  
*“Early childhood development”*
- February 2009** Invited presenter, Michigan State University  
*“Being a CAS teaching assistant: An interactive discussion”*
- Spring 2007** Invited presenter, Bailey Scholars Program, Michigan State University  
*“Innovations in college teaching methods”*

### *Service*

- 18 October 2010** Invited presenter, Young Harris College (Office of Student Life)  
*“Improving communication leadership skills”*
- 11 October 2010** Invited presenter, Mountain Computer User Group  
*“Understanding the Facebook phenomenon”*
- 23 September 2010** Invited presenter, Young Harris College (Religious Life)  
*“New media = new members: Using new technologies to reach, form, and sustain new communities of faith”*
- July 2010** Invited presenter, Young Harris College (Visitation)  
*“To err is human, to study is Humanity: Lessons for incoming freshman”*
- April 2009** Invited presenter, Michigan State University  
*“Finding a job in academics”*
- March 2008** Invited presenter, State University of New York College at Geneseo  
*“Life as a graduate student – Ph.D. and beyond”*
- Spring 2006** Guest lecturer, National Schizophrenia Foundation  
*“Public speaking: Effective communication by connection”*
- Spring 2005** Guest lecturer, National Schizophrenia Foundation  
*“Public speaking: Effective communication by connection”*

### **MEDIA APPEARANCES**

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- 24 January 2012** WVUToday Presswire  
[“WVU Comm. Studies offers nine-week summer study abroad trip to Germany”](#)
- 23 January 2012** WVUToday Presswire  
[WVU Department of Communication Studies receives top paper honors at national conference](#)

- 27 October 2011 *InMediaRes @ Georgia State University*  
Guest curator, "[Major League Brouhaha: Boosting ratings with bad blood?](#)"
- 26 October 2011 WVUToday Presswire  
[WVU professor discusses effects of "bad blood" on marketing America's pastime](#)
- 05 July 2011 *Clarksburg (WV) Exponent-Telegram*  
Expert opinion, "[Experts in psychology emphasize benefits of in-person interaction](#)"
- 29 October 2010 *Christian Science Monitor*  
Expert opinion, "[Wi-Fi, Hulu, DVR, and the end of the tube as we know it](#)"
- August 2010 *Young Harris College main web page* [introductory video]  
"About the Division of Humanities/Department of Communication Studies"
- 05 August 2010 *United Press International (UPI-U)*  
Expert opinion, "[One-day J-training with YHC](#)"
- 19 March 2010 *North Georgia NOW Today* [ETCTV3-Ellijay, GA]  
Live interview Segment on Young Harris College Department of Communication Studies
- 19 October 2009 *Wisconsin Badger-Herald* [UW-Madison student newspaper]  
Op-Ed, "[Leave Archuleta fans alone](#)"
- August 2009 *Enotab Echoes* [Young Harris College student newspaper]  
"New Faculty Profiles, 2009-2010"
- February 2009 *MSU News* [Michigan State University internal newsletter]  
"[2008 – 2009 All-University Awards recipients](#)"
- July 2008 *The Gatekeeper* [NCA Mass Communication Division newsletter]  
"[Future of Media Entertainment Represented at NCA DHS](#)"
- 28 July 2008 *State News* [Michigan State University student newspaper]  
"[New MSU music class strictly business](#)"
- 2007-2008 *Red Cedar Log* [Michigan State University yearbook]  
"Overview, College of Communication Arts & Sciences"

## UNIVERSITY SERVICE

### *University/College Committees*

Fall 2011 – present    Laboratory director, Media and Interaction Lab, West Virginia University

- Fall 2011** Content manager, [communicationstudies.wvu.edu](http://communicationstudies.wvu.edu)
- Fall 2010** Public Speaking Tutor, *Rhetorica Center @* Young Harris College
- Fall 2010** Member, Faculty Search Committee, Young Harris College  
*Department of Communication Studies, Director of Speaking Center search*
- Spring 2010** Outside member, Faculty Search Committee, Young Harris College  
*Department of Theatre*
- Fall 2009** Honor's College Faculty, Young Harris College
- Fall 2009** Chair, Faculty Search Committee, Young Harris College  
*Department of Communication Studies, Media Studies search*
- Fall 2009 - present** Experiential Learning Committee, Young Harris College
- Fall 2009 - present** Technology Vision Committee, Young Harris College
- Fall 2009** Learning Management System Committee, Young Harris College

### **Advising**

#### **West Virginia University**

M.A. Thesis committee chair, Gregory Cranmer (2012)

#### **Young Harris College**

Faculty advisor, *Enotah Echoes* (student newspaper)  
Faculty sponsor, Phi Theta Kappa honor's society  
Media Studies/Mass Communication major academic advisor

#### **Michigan State University**

Faculty Advisor, POP Entertainment, Michigan State University  
Faculty Advisor, MSU Chapter of Colleges against Cancer  
Faculty Advisor, MSU Club Dance Team  
Chapter Director, Sigma Pi Fraternity International, Zeta-Mu Chapter

### **Colloquia & Speaker Series**

#### **Michigan State University**

2009 *Bowling for Scholars* colloquia series planning committee chairperson  
Invited scholars for colloquia series:  
Bradley S. Greenberg, Ph.D.  
Michael Roloff, Ph.D.  
Timothy Levine, Ph.D.

2008 *Bowling for Scholars* colloquia series planning committee chairperson  
Invited scholars for colloquia series:  
Malcolm Parks, Ph.D.  
Monique Mitchell-Turner, Ph.D.

2007 *Bowling for Scholars* colloquia series planning committee chairperson  
Invited scholars for colloquia series:  
James Dillard, Ph.D.  
Denise Solomon, Ph.D.  
M. Scott Poole, Ph.D.

2006 *Bowling for Scholars* colloquia series planning committee chairperson  
Invited scholars for colloquia series:  
Kenneth Lachlan, Ph.D.  
Rachel Smith, Ph.D.  
Dana Mastro, Ph.D.

## **CONSULTING & COMMUNITY SERVICE**

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- December 2011** Public relations consultant, Future Well-Being of Deep Creek Lake (Garrett County, Maryland)
- July 2011** Graphic design consultant, 2011 State of West Virginia Burden of Injury Report
- Spring 2011** Presentation Judge, Youth Leadership Development Scholarship Program (Towns County, GA)
- Fall 2010 – present** Statistical analysis consultation, Fordham University clinical psychology Doctoral student
- September 2010 – present** Experimental design and statistical analysis consultation, Mindfulness Intervention Grant, Lehman College psychology faculty
- Summer 2010** Survey design and data analysis, Institute of Continued Learning, Young Harris College (pro-bono)
- Summer 2010** Storyline consultant, R. Michael Elrod, graphic novelist (pro-bono)
- Spring 2010** Marketing consultant/advisor (data analysis), Young Harris College rebranding team (pro-bono)
- Spring 2009** Technology consultant (WebSurveyor on-line data collection program), research for various colleagues (pro-bono):  
Genevieve Risner, Ph.D. student, MSU  
Yun-Chan Cui, Ph.D. student, MSU

- Spring 2008** Technology consultant (WebSurveyor on-line data collection program), research for various colleagues (pro-bono):  
Dr. Kami Silk, Ph.D., MSU  
Dr. Timothy Levine, Ph.D., MSU  
Paul Zube, Ph.D. student, MSU  
Sungwon Chung, M.A. student, MSU
- August 2005 - August 2010** Consulting Editor, *CNS News* ([www.courthousenews.com](http://www.courthousenews.com)), Western Michigan Office, Lansing, MI
- 2003 - 2004** Public Relations Committee, Legal Advocates for Abused Women, St. Louis, MO (pro-bono)

## **OTHER PROFESSIONAL EXPERIENCE**

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- Fall 2010** Radio and television announcer and color commentator, Young Harris College Varsity Basketball, Young Harris, GA
- Spring 2010** Radio announcer and color commentator, Young Harris College Varsity Baseball, Young Harris, GA
- Fall 2009 – present** Editor, *The Gatekeeper*, Mass Communication Division of the National Communication Association (<http://ncamass.org/gatekeeper.shtml>)
- Fall 2009 – present** Webmaster, Mass Communication Division of the National Communication Association ([www.ncamass.org](http://www.ncamass.org))
- 2008 – present** Founder, *On Media Theory...* [Media research blog] (<http://onmediatheory.blogspot.com/>)
- November 2003 - August 2005** Eastern Missouri Editor, *CNS News*, St. Louis, MO
- Spring 2004** Founding editor, *Communication Journal*, University of Missouri – St. Louis, St. Louis, MO
- Fall 2003** Crisis Communications Intern, Fleishman-Hillard, St. Louis, MO
- Spring 2003** Legislative Intern/Lobbyist, Associated Students of the University of Missouri, Columbia, MO
- 2002 – 2003** Founding editor, *Sigma Pi Offline*, University of Missouri – St. Louis, St. Louis, MO
- 2000 – 2003** Freelance reporter, Pulitzer Publishing Company  
*St. Louis Post-Dispatch*, St. Louis, MO (Sports desk)  
*Suburban Journals*, St. Louis, MO (Sports desk)

**Fall 1999 -  
Spring 2002** Editorial staff, *The Current*, University of Missouri – St. Louis, St. Louis, MO  
Editor-in-Chief, Summer 2001 – Spring 2002  
Sports Editor, Fall 2000 – Spring 2001  
Sports Writer, Fall 1999 – Summer 2000

**Summer/Fall 1999** Sports Director, *Arnold-Imperial Rock*, Arnold, MO