

Justin A. Walden, PhD

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BIO

Justin A. Walden is an assistant professor of organizational communication and public relations in the department of communication at North Dakota State University. Walden spent nine years as a newspaper reporter and public relations professional before entering academia, and he has consulted for small businesses. He primarily researches issues relating to organizational communication, routine-driven personal media use, and the work-life balance. His teaching involves a combination of hands-on activities with a careful consideration of the ethical principles in the practice of public relations and diverse audiences.

ACADEMIC APPOINTMENTS

Aug. 2015-	North Dakota State University Assistant professor, Department of Communication
Aug. 2013-May 2015	College at Brockport Assistant professor, Department of Communication
Aug. 2009-Aug. 2013	Pennsylvania State University Graduate teaching assistant
Jan. 2005- May-2015	Syracuse University Graduate teaching assistant

EDUCATION

Aug. 2009-Aug. 2013	Pennsylvania State University (PSU) <i>PhD in mass communications</i> <ul style="list-style-type: none">▪ Dissertation title: <i>A Networked Work-Life: A Study of Employee Use of Intranet Media and Organizational Communication</i>▪ Adviser: Dr. Denise Bortree▪ Committee: Drs. Shyam Sundar, Anne Hoag, and Dennis Gouran
Sept. 2003- Aug. 2006	S.I. Newhouse School of Public Communications, Syracuse University <i>Master of Arts in media studies</i> <ul style="list-style-type: none">▪ Thesis title: <i>Anonymous sources in newsgathering- A survey of reporters' behaviors and opinions</i>▪ Adviser: Dr. Pamela Shoemaker

Aug. 1997-May 2001

Rockefeller College, State University of New York at Albany

Bachelor of Arts in political science, minor in journalism

- Conducted content analysis of sourcing in Gannett News Service stories for final senior paper

RESEARCH EXPERIENCE

Peer Reviewed Articles

1. **Walden, J.** (accepted, pending in 2016). Integrating social media into the workplace: A study of shifting technology use repertoires. *Journal of Broadcasting & Electronic Media*, 60 (2).
2. Jung, E., **Walden, J.**, Johnson, A. & Sundar, S.S. (Provisional acceptance). Social Networking in the Aging Context: Why Retirees Use or Avoid Facebook. *International Journal of Human-Computer Interaction*.
3. **Walden, J.**, Bortree, D. & DiStaso, M. (2015). Reconsidering the public relations professional–blogger relationship: A coorientation study. *Public Relations Review*, 41 (4), 526-532.
4. **Walden, J.** & Waters, R.D. (2015). Charting fandom through social media communication: A multi-league analysis of professional sports teams' Facebook content. *PRism*, 12 (1).
5. **Walden, J.**, Bortree, D. & DiStaso, M. (2015). This blog brought to you by ... Exploring blogger perceptions of a U.S. policy on product testimonials. *Journal of Communication Management*, 19 (3), 254-269.
6. Jung, E. & **Walden, J.** (2015). Extending the television brand: An examination of why consumers use broadcast network websites. *Journal of Broadcasting & Electronic Media*, 59 (1), 94-111.
7. **Walden, J.**, Jung, E., Sundar, S.S. & Johnson, A. (2015). Mental models of robots among senior citizens: An interview study of interaction expectations and design implications. *Interaction Studies*, 16 (1), 68-88.
8. **Walden, J.** (2013). A medical profession in transition: Exploring naturopathic physician blogging behaviors. *Health Communication*, 28 (3), 237-247.
9. Dou, X., **Walden, J.**, Lee, S., & Lee, J.Y. (2012). Does source matter? Examining source effects in online product reviews. *Computers in Human Behavior*, 28 (5), 1555-1563.
10. **Walden, J.** (2012). Comparing power amid change: Medical authority on physician blogs. *Pennsylvania Communication Association Annual* 12, 39-53.

Non-peer reviewed publications

1. Book chapter: **Walden, J.** (2015). Mapping the structure of online communities in sports: A public relations perspective, chapter in *Public Relations and Participatory Culture: Fandom, Social media, and Community Engagement* edited by Hutchins, A. & Tindall, T.J.
2. Encyclopedia entry: **Walden, J.** (2014). Holistic Medicine. In T. L. Thompson (Ed.) *Sage Encyclopedia of Health Communication* (pp. 670-673). Thousand Oaks, CA: Sage.

3. Book review: **Walden, J.** (2012). Review of “Public Relations, Society, & Culture-Theoretical and Empirical Explorations,” Lee Edwards & Caroline E.M. Hodges (Eds). *Media Culture & Society*, 34 (2).
4. Book review: **Walden, J.** (2012). Review of “Global Advertising, Attitudes and Audiences” by Tony Wilson. *New Media & Society*, 14 (5).

Refereed Conference Papers

1. **Walden, J.,** Bortree D. & DiStaso, M. (2014, Aug.). You know me well: A Coorientation study of public relations professionals' relationship with bloggers. AEJMC annual convention, Montreal, QC.
2. Jung, E., **Walden, J.,** Johnson, A. & Sundar, S.S. (2013, Aug.). The Lure of Grandkids and the Desire for Online Privacy: Why Retirees Use (or Avoid) Facebook. AEJMC annual convention, Washington. DC.
3. **Walden, J.,** Bortree, D. & DiStaso, M. (2013, May). This blog brought to you by ... Exploring the impact of a revised United States product endorsement rule on blogger attitudes and behaviors. International Communications Association conference, London.
4. **Walden, J.** (2011, Aug.). A medical profession in transition: Exploring naturopathic physician blogging behaviors; Pennsylvania Communication Association annual conference, New Wilmington, PA.
5. **Walden, J.** (2011, Aug.). A case for survey based case studies: Considerations of generalizability and theory; AEJMC annual conference, St. Louis, MO.
6. **Walden, J.** (2011, May). “Leading” vs. “Fresh”: Medical authority on two physician blogs; International Communications Association conference, Boston, MA.
7. Dou, X., **Walden, J.,** Lee, S. & Lee, J.Y. (2010, Aug.). Who do you Trust? Source Effects in Online Product Reviews; AEJMC annual conference, Denver, CO. (Also presented at AEJMC mid-winter conference, University of Oklahoma, March 2010.)
8. **Walden, J.** (2010, Aug.). Internet buzzword or theory-grounded concept?, “User-generated content” explicated; AEJMC annual conference, Denver, CO.
9. **Walden, J.** (2010). Reconsidering citizen journalism- An historical analysis, AEJMC annual conference, Denver, CO.

INTERNAL/EXTERNAL GRANT EXPERIENCE

July 2015- July 2016	Arthur Page Center (Pennsylvania State University) Legacy Scholars grant of \$2,170 to study employee brand advocacy.
April 2014	SUNY College at Brockport Pre-Tenure grant of \$2,000 for research on employee engagement/internal communication.
May 2013	Summer research support from Arthur W. Page Center for Integrity in Public Communication at Penn State University to study organizational communication.
Aug. 2012	Travel grant for 2012 AEJMC conference.

May –Aug. 2011 Research assistantship with associate professor Fuyuan Shen. Co-designed study on the use of narratives in political advertising. Assisted Primary Investigator in grant application to the National Science Foundation.

TEACHING EXPERIENCE

North Dakota State University

Comm 472- Public relations campaigns

Comm 700- Research methods in communication

SUNY College at Brockport (Aug. 2013-May 2015)

CMC 228- Public relations writing

CMC 332- Introduction to public relations

CMC 334- Public relations methods and cases

CMC 432- Public relations campaigns

Pennsylvania State University (Aug. 2009- Aug. 2013)

COMM 489W- Media and Information Industries (instructor).

COMM 180- Survey of Electronic Media and Telecommunications (teaching assistant/co-instructor).

COMM 385- Media Programming Strategies (teaching assistant).

Bloomsburg University (Jan. 2008- May 2008)

COMM 315- Social Foundations of Mass Media (adjunct instructor).

Syracuse University(Jan. 2005- May 2005)

NEW 345- Critical Perspectives on the News. (teaching assistant)

SERVICE

Professional

Nov. 2013-May 2015

Public Relations Society of America, Rochester chapter

- Member of professional advisory network; attended chapter meetings; presented session on PR education for PRSA Northeast District Conference.

Aug. 2011-Aug. 2013

Communication Theory & Methodology Division, AEJMC

- Graduate student liaison; wrote newsletter articles on how students can be active with division; promoted the division via social media.

Journal and Conference Referee

Ongoing

Journal of Public Relations Research

Ongoing

International Journal on Media Management

Ongoing	<i>Cyberpsychology, Behavior, and Social Networking</i>
Ongoing	<i>Public Relations Review</i>
2013	<i>Journal of Computer Mediated Communication</i>
2012	<i>Communication Theory</i>
2011	<i>New Media & Society</i>
2011	<i>International Communication Association conference</i>

Additional Reviewing
Open SUNY

Reviewed two proposals for open access textbooks on communication (February 2014).

Oxford University Press

Proofread textbook supplement; made suggestions for new test bank questions; provided editorial insight to book and supplement; re-wrote one chapter of supplemental exam questions (March/May 2013).

PSU World Campus

Prepared lessons for new online course on videogame industry. Work included gathering new materials and revising existing material to comply with copyright and APA style guidelines. (Dec. 2011 & May 2012).

Geisinger Health System

Proofreader for three published studies on quality improvement in healthcare.

Departmental service

North Dakota State University
 Aug. 2015- Present

Member of curriculum committee.

College at Brockport
 Aug. 2013- May 2015

Adviser to PR Club; chair of department PR and marketing committee; member of department journalism and broadcast curriculum committee (ongoing); member of hiring committee for new associate provost; undergraduate advising.

Adviser to undergraduate students independent studies (topics include non-profit PR strategy development; integrated marketing and PR in the videogame industry; and social media adoption by small businesses).

Adviser to undergraduate honors project on LGBTQ-focused strategic communication.

Penn State University

Communication Graduate Research and Discourse Forum: Organized debates and lectures for student-run group;

developed and maintained group website, wrote mission statement.

Conversation Partners:

Tutored international graduate students in conversational English; prepared language assistance guide.

Misc. Presentations

1. Building your personal brand, Sept. 2015. North Dakota State University PRSSA chapter.
2. Moderator, College at Brockport Scholars day papers on communication, spring 2015.
3. College at Brockport Diversity Conference, Oct. 2014. Co-presentation on LGBTQ-related public relations and marketing.
4. Mornings with the professors, Sept. 2014. Talk to residents in Brockport area on technology adoption trends by age.
5. Northeast PRSA Regional Conference, Sept. 2014. Organized/moderated roundtable discussion on PR education.
6. Workshop panelist, Rochester Ad Council, May 2014. Talk to 70 non-profit organizations addressed media pitching and managing press relationships.
7. Panel presenter (twice), PSU College of Communications graduate student open house, Feb. 2013. Talks addressed dissertation and experience as a PhD student at Penn State.
8. Organizer, brown bag discussion on how Penn State graduate student instructors could address the Sandusky/football scandal in class, Aug. 2012.
9. Moderator, refereed paper research session: Theory Development and Revision. Communication Theory & Methodology Division, AEJMC conference, Aug. 2012.
10. Organizer, discussion on maintaining scholarly websites, Penn State University's Graduate Students in Communications, Pennsylvania State University, Nov. 2011.
11. Guest speaker via Skype to Introduction to Mass Communication, St. John Fisher College (Rochester, NY) on media coverage of Penn State sex abuse scandal.
12. Moderator, refereed paper research session: Hostile Media and Third Person Effects. Communication Theory & Methodology Division, AEJMC conference, Aug. 2011.
13. Organizer and moderator, A look at the current and future states of communications as an academic discipline, Pennsylvania State University, March 2011.
14. Guest discussion about career development, Public Relations Student Society of America, Susquehanna University, April 2010.
15. Participant in panel discussion, Bridging the Gap: Finding Common Ground Between Critical/Cultural and Quantitative Methods, Pennsylvania State University, March 2010.
16. Participant in career-day panel discussion about public relations and journalism, Bloomsburg University, March 2007.
17. Participant in panel discussion, Media response to alcohol abuse and violence on campus at the U.S. Department of Education's 13th Annual Meeting on Alcohol, Other Drugs, and Violence Prevention in Higher Education, Syracuse, NY, Nov. 1999.

PROFESSIONAL EXPERIENCE

Aug. 2011-Aug. 2012

Blogging/freelance work

- Operated blog that examined business of minor league hockey and Penn State Division I hockey program.
- Posts included computer-assisted reporting piece on minor league travel schedules, homophobia in hockey, and analysis of hockey labor relations.
- Use of Twitter and Facebook to promote site.
- Networking through blog, leading to freelance photography assignment for Pennsylvania sports blog and written post for another blog.

June 2010-Sept. 2010

Pennsylvania Assc. for Sustainable Agriculture, Millheim, PA
Volunteer

- Provided public relations training for non-profit organization. Topics included introduction to public relations, press release writing, pitching stories, and managing media relations.
- Conducted internal review of group's PR operations and made recommendations for staff work and for hiring PR employee.
- Prepared press release templates and press kit.
- Reviewed and edited staff-produced press releases.

Sept. 2010

Casa Craft architecture firm, Washington DC
Volunteer

- Media relations/social media consulting for small business.
- Prepared multi-phase plan to expand business.

Oct. 2006-Sept. 2009

Geisinger Health System, Danville, PA
Public relations specialist

- Wrote news releases and story pitches to media outlets; placements include Geisinger-specific cover stories in Pittsburgh Post Gazette, Philadelphia Inquirer, and Fast Company magazine.
- Facilitated interviews between Geisinger experts and reporters when contacted by news outlets, including CBS News, USA Today, New York Times, Modern Healthcare, and local publications.
- Edited newsletter on Geisinger medical residency programs.
- Other duties included serving as a Geisinger spokesman, taking event photos, writing internal communication articles.

Oct. 2005- Oct. 2006

Daily Press, Newport News, VA
Newspaper editorial assistant/reporter

- Managed content for community news publication by creating weekly story and photo budgets and assigning stories to freelance writers.
- Took photos, and wrote captions and stories.
- Wrote breaking news stories and features.

June 2001- Sept. 2005

Press & Sun-Bulletin, Binghamton, NY

Newspaper reporter

- Covered night and day police beats for 50,000-circulation newspaper. Reported breaking news, checked police reports, and wrote general assignment stories.
- Wrote in-depth feature stories. Topics included drug abuse, computer-assisted story on voting trends and aftermath of motor vehicle accidents.
- Contributed column about life as a 20-something.

Professional Memberships

1. Association for Education in Journalism and Mass Communication (ongoing)
2. Public Relations Society of America (ongoing)
3. International Communication Association (2009-2012)
4. Pennsylvania Communication Association (2011-2012)

Awards/distinctions

1. Brockport Club Advisor of the Year, nominated and received, April 2015.
2. Student nomination for Brockport Outstanding Advising Award, March 2015.
3. Discretionary salary award from the College at Brockport based on 2013-14 research productivity, Dec. 2014.
4. Top faculty paper award Communication Technology Division at 2013 AEJMC convention for *The Lure of Grandkids and the Desire for Online Privacy: Why Retirees use (or Avoid) Facebook*.
5. Top student paper award Civic and Citizen Journalism Interest Group at 2010 AEJMC convention for paper, *Reconsidering citizen journalism- An historical analysis*.
6. Merit-based teaching assistantship from Syracuse University, Jan. 2005.
7. Wrote and self-published books about two Italian immigrants, May 2003- Sept. 2005.
8. First place Associated Press writing contest for team coverage of chemical spills in local town, 2004.
9. Editor, Albany Student Press, Albany, NY. Assigned stories, supervised staff, arranged advertisement placements for student newspaper Sept. 1999-May 2000. Wrote news stories, viewpoint pieces and headlines as news editor/reporter.
10. William Rowley Award for University of Albany journalism student, May 1998.

Training/Qualifications

1. Specialization in qualitative research methods (interviews, case study); comfort and experience designing stimulus-based experiments and quantitative surveys.
2. Proficiency with SPSS, Nvivo and JMP for data analysis.
3. Extensive professional journalism and public relations writing experience.
4. Proficiency with Quark Xpress, PowerPoint, Adobe InDesign for graphic design.
5. Public information officer training in FEMA Hospital Incident Command System, 2009.