

# Elizabeth Crisp Crawford

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## Academic and Professional Experience:

2015-present	Associate Professor, Department of Communication, North Dakota State University
2009-2015	Assistant Professor, Department of Communication, North Dakota State University
2007-2009	Assistant Professor, Department of Journalism, University of Wisconsin Oshkosh
2004-2007	Graduate Teaching Associate, School of Advertising and Public Relations, University of Tennessee
2003-2004	Merchandiser, Consumer Marketing Department, <i>The Post-Crescent</i>
2002-2003	Visiting Instructor, Communication and Performance Studies Department, Northern Michigan University
1999-2002	Graduate Assistant, College of Communication, Marquette University

## Education and Background:

Ph.D. in Communication & Information, August 2007  
School of Advertising and Public Relations  
University of Tennessee, Knoxville, TN  
Dissertation: *Cigarette papers: Cigarette advertising and promotion in college and university student newspapers, A case study of The Orange and White at the University of Tennessee.*  
Advisor and Dissertation Committee Chair: Dr. Ronald E. Taylor

M.A. in Communication, May 2002  
Marquette University, Milwaukee, WI  
Concentration: Advertising & Public Relations

B.A. in Communication, Media, & Theatre, Magna Cum Laude, December 1999  
St. Norbert College, De Pere, WI  
Minors: French & Spanish

### Primary Teaching Interests

Advertising Creative  
Visual, Social, and Digital Media

Advertising Campaigns (NSAC)  
Media Planning and Analytics

### Primary Research Streams

Advertising and Digital Messaging Strategy  
Social Identity and Individual Differences

Advertising and Media History  
Advertising Education

## **Research and Scholarship:**

### Academic Journal Articles (\* indicates graduate student co-author)

**Crawford, E.C.**, Daniel, E.S. Yakubova, M.\* & Peiris, I.K.\* (2020). Connecting without connection: Using social media to analyze problematic drinking behavior among mothers. *Journal of Current Issues & Research in Advertising*, 41(2), 121-143.  
DOI: 10.1080/10641734.2019.1659195

**Crawford, E.C.** & Jackson, J.J. (2019). Philanthropy in the millennial age: Trends toward polycentric personalized philanthropy. *The Independent Review*, 23(4), 1-18.  
ISBN: 978-1-64255-837-1

Daniel, E.S.\*, **Crawford, E.C.**, & Westerman, D.K. (2018). The influence of social media influencers: Understanding online vaping communities and parasocial interaction through the lens of Taylor's six-segment strategy wheel. *Journal of Interactive Advertising*, 18(2), 96-109.  
DOI: 10.1080/15252019.2018.1488637

Jackson, J.J., **Crawford, E.C.**, & Pritchard, A.\* (2018). Student satisfaction with major: The role of personality. *The Empirical Economics Letters*, 17(7), 885-891. ISSN: 1681 8997

Pritchard, A.\*, Fudge, J.\*, **Crawford, E.C.**, & Jackson, J.J. (2018). Undergraduate choice of major and major satisfaction: An expanded role for personality measures. *Journal of Marketing for Higher Education*, 28(2), 155-174. DOI: 10.1080/0884124120181442381

Listopad, S.\* & **Crawford, E.C.** (2018). The origins of New Voices USA: A lesson in teaching advocacy to improve teaching and learning. *Journalism & Mass Communication Educator*, 73(4), 469-480. DOI: 10.1177/1077695817727939

**Crawford, E.C.**, Jackson, J.J., & Pritchard, A.\* (2017). A more personalized satisfaction model: Including the BFI-44 in the American Customer Satisfaction Model. *Journal of Customer Satisfaction, Dissatisfaction, & Complaining Behavior*, 30, 1-33.  
ISBN: 978-1-64255-837-1

**Crawford, E.C.**, Daniel, E.S.\*, & Westerman, D.K. (2016). From introducing the World Wide Web to teaching advertising in the digital age: A content analysis of the past twenty years of the *Journal of Advertising Education*. *Journal of Advertising Education*, 20 (1/2), 54-65.  
DOI: 10.1177/10980482160201206

Hubbard, G.T., Kang, J.A., & **Crawford, E.C.** (2016). Crossing cross-platform

comparing skills preferences and convergence attitudes in strategic communication and news disciplines. *Journalism & Mass Communication Educator*, 71(4), 1-17.  
DOI: 10.1177/1077695815598865

Hubbard, G.T., **Crawford, E.C.**, & Platt, C.A. (2014). Who's really converging anyway? A survey of broadcast and print journalism student and faculty attitudes on cross-platform journalism education. *Atlantic Journal of Communication*, 22(2), 93-110.  
DOI: 10.1080/15456870.2014.890100

**Crawford, E.C.**, Fudge, J.\*, Hubbard, G. T., & Filak, V. F. (2013). The mass comm type: Student personality traits, motivations, and the choice between news and strategic communication majors. *Journalism & Mass Communication Educator*, 68(2), 104-118.  
DOI: 10.1177/1077695813478180

Beseler-Thompson, E., Oster-Aaland, L. Stastny, S., Heley, F.,\* & **Crawford, E. C.** (2013). The impact of a student-driven social marketing campaign on college student alcohol-related beliefs and behaviors. *Social Marketing Quarterly*, 19(1), 52-64.  
DOI: 10.1177/1524500412472668

DeArmond, S. & **Crawford, E.C.** (2011). Organization personality perceptions and attraction: The role of social identity consciousness. *International Journal of Selection and Assessment*, 19(4), 405-414. DOI: 10.1111/14682389201100568

Yu, N., **Crawford, E.C.**, & Gold, A. (2011). Combating childhood overweight: Effects of informational and narrative radio messages on parents of children and teenagers. *Journal of Health & Mass Communication*, 3(1-4), 258-275. ISSN: 1940-9354

**Crawford, E.C.**, Gleason, T.R., & Yu, N. (2011). Driving the blues away: Yuan and letting go in Wong Kar-Wai's *My Blueberry Nights*. *Asian Cinema*, 22(2), 381-398. ISSN: 1059-440X

Hubbard, G. T., **Crawford, E.C.** & Filak, V.F. (2011). Social identity and convergence: News faculty and student perspectives on web, print, and broadcast skills. *Electronic News*, 5(1), 20-40. DOI: 10.1177/1931243111400394

Hubbard, G.T. & **Crawford, E.C.** (2008). Music in political advertisements: Music to the ears or background noise? A study of music's influence on message-relevant thinking. *Journal of Radio and Audio Media*, 5(2), 167-181. DOI: 10.1080/19376520802397276

#### Academic Book

**Crawford, E.C.** (2014). *Tobacco goes to college: Cigarette advertising in student media, 1920-1980*. McFarland: Jefferson, NC. ISBN: 078646819X (2014 Choice Outstanding Academic Title: Business, Management, & Labor) Reviewed in *American Journalism* and *Journalism History*.

#### Essays, Conference Proceedings, and Chapters Published in Academic Books

**Crawford, E.C.** (2015). Exceptional people: An exceptional medium. In D. Abrahamson

and M. Prior-Miller (eds.), *The Routledge handbook of magazine research: The future of the magazine form*. Routledge: New York.

**Crawford, E.C.** & Okigbo, C. (2013). Strategic communication campaigns. In C. Okigbo (ed.), *Strategic urban health communication*, Springer: New York.

**Crawford, E.C.** & Gleason T.R. (2010). Spotlight on Green Day. In Sara Quay and Amy Damico (ed.), *9/11 in popular culture*, Greenwood Publishing: Westport: CT.

#### Conference Proceedings

**Crawford, E.C.** (2008). Using advertising and public relations related initiatives to increase circulation. *Proceedings of the 2008 conference of the American Academy of Advertising*, pp. 278-286 (full manuscript).

#### Other Academic Publications and Projects

##### *Research Support, Grants, and External Funding*

**Crawford, E.C.** (PI), Pillai, R.G. (PI), Kumar, K. (PI), Yakubova, M. (Supporting), & Mou, S. P. (Supporting), Women and vaccines consumer behavior research, Sponsored by North Dakota State University College of Business, Office of the Dean, \$5,000.00. (funded October 2019 - Present).

**Crawford, E.C.** (PI), Pillai, R.G. (PI), & Kodagoda Peiris, I. C (Supporting:), Grand Challenges consumer behavior research, Sponsored by North Dakota State University PCPE Center, Department of Agribusiness and Applied Economics \$5,000.00. (funded June 2019 - Present).

**Crawford, E. C.** (PI), Pillai, R.G. (PI), Peiris, I.K. (Supporting), Grand Challenges consumer behavior research, Sponsored by North Dakota State University College of Business, NICE Center, \$5,000.00. (funded April 2019 - Present).

Kalpana, K. (PI), Katti, D. (PI), Kohda, A.K.M. (Co-Principal:), Mallik, S. (PI), Strivistava, D.K. (PI), Sibi, M. (PI), Cook, G. (PI), **Crawford, E.C.** (Supporting), & Pillai, R.G. (PI), Grand Challenges Initiative, Sponsored by North Dakota State University, \$975,000.00. (funded October 2015 - Present).

Jackson, J.J.(PI), Hinsz V. (PI), Saxowsky, D. (PI), Nganje, W. (PI), Aakre, D. (PI), & **Crawford, E.C.** (PI). Impact Foundation, Exceptional impact donor initiative. \$38,000.00 (funded 2015).

**Crawford E.C.** (PI) Dean's Fellowship for Marketing and Digital Media Research, \$5,000 (2016 funded).

Yu, N. (PI), Gold, A. (PI), & **Crawford, E.C.**(PI). Dakota Medical Foundation, Investigating communication strategies to promote children's physical activities and diet choices, \$2,000.00 (2011 funded).

Palenchar, M. (PI) & **Crisp (Crawford), E.** Office of Research, University of Tennessee, Summer Graduate Research Assistantship (SARIF) program to fund a graduate research assistantship, \$3,000. (2005 funded).

*Technical Report*

Jackson, J. J., **Crawford, E. C.**, Verlin, H., Lawson-Body, A., Nganje, W., & Gamage, D. U. (2016). *Philanthropy in the region: 2016 survey report* for the Impact Foundation.

*Published Educational CD Project*

Contributed original research to DVD Documentary: Gartside, W. & Soley, L. (2009). *Research with projective techniques*. Insight Media: NY.

Academic Conference Presentations

**Crawford, E.C.**, Peiris, I.K., Pillai, R.G. (2020). Think small: Adapting advertising message strategy for nanotechnology using the six-segment strategy wheel. Paper presented virtually for the American Academy of Advertising (AAA) due to COVID-19 crisis.

**Crawford, E.C.**, Daniel, E.S. Yakubova, M. & Peiris, I.K. (2019). Connecting without connection: Using social media to analyze problematic drinking behavior among mothers, Presented at the annual meeting of the National Communication Association (NCA), Baltimore, MD.

**Crawford, E.C.** & Jackson, J.J. (2017). The real versus ideal: Congruence between donor ideal charity branding and perceived charity brand on donations. Presented at the Association of Private Enterprise Education meetings in Maui, HI.

**Crawford, E.C.**, Daniel, E.S., & Westerman, D.K. (2016). From introducing the World Wide Web to teaching advertising in the digital age: A content analysis of the past twenty years of the *Journal of Advertising Education*, Presented for the Advertising Division at the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis. **(Top Paper Award)**

Farrell, L., Yu, N., **Crawford, E.C.**, & Burns, M. (2012). Realism, relevance, and desirability: An investigation of the effects of anti-drinking ads among high and low sensation seekers. Paper presented at the annual meeting of NCA, Orlando.

Hubbard, G.T., & **Crawford, E.C.** (2011). Who's really converging anyway: A survey of broadcast and print journalism student and faculty attitudes on cross-platform journalism education. Broadcast Education Association (BEA), Las Vegas. **(Top Paper Award)**

Yu, N., **Crawford, E.C.**, & Gold, A. (2011). The effects of informational and narrative evidence messages about childhood overweight: Targeting parents of children and teenagers. Presented at the annual meeting of NCA, New Orleans.

DeArmond, S. E. & **Crawford, E.C.** (2010). Organization personality, perceptions and attraction. Presented at annual meeting of the Academy of Management, Montreal.

Hubbard, G. T., **Crawford, E.C.**, & Filak, V. T. (2010). Social identity and convergence:

News faculty and student perspectives on web, print, and broadcast skills. Presented for the annual meeting of AEJMC, Denver.

**Crawford, E.C.** & DeArmond, S. (2009). Are college students army strong? College students' perceptions of a military career's potential rewards and obstacles. Presented at AAA, Cincinnati.

**Crawford, E.C.**, Hubbard, G.T., & Filak, V. T. (2009). The influence of personality and motivation on mass communication students' choices between news media and strategic communication. Presented for the annual meeting of AEJMC, Boston.

**Crawford, E.C.** & Gleason, T.R. (2009). A fractured femininity: A narrative analysis of Ellen von Unwerth's commercial and artistic creative. Presented for the annual meeting of NCA, Chicago.

**Crawford, E.C.** (2008). Using student media to market cigarettes on campus: A case study of *The Orange and White* at the University of Tennessee, 1920-1940. Presented at the annual national meeting of AEJMC, Chicago.

**Crawford, E.C.** (2008). Using advertising and public relations related initiatives to increase circulation. Presented at AAA, San Jose, CA.

**Crawford, E.C.** (2008). Constructivism goes to Hollywood: The influence of the Soviet aesthetic on Hollywood poster design. Presented at Central States Communication Association (CSCA), Madison, WI.

**Crawford, E.C.** (2007). Up in Smoke: The FTC's role in ending tobacco advertising in student newspapers on college campuses. Presented at AAA, Burlington, VT.

**Crawford, E.C.** (2006). Study buddies, matchmakers, and career advisors: Cigarette promotion in the University of Tennessee Newspaper *The Orange and White* 1926-1963. Presented for the national meeting of AEJMC, San Francisco.

#### Invited Presentations

Invited presenter (2006). Marketing and Diversity Group, Haslam College of Business, The University of Tennessee

Invited panelist (2009). AAA special session, The Six-Segment Message Strategy Wheel: A Ten-Year Perspective on Research, Cincinnati.

Invited panelist (May 2011). NDSU pedagogical luncheon, It's Everyone's Problem: How Faculty and Advisors Across Disciplines Can Help Change the Culture of High-risk Alcohol Use.

Invited presenter (2014). NDSU Department of Communication Colloquium, Are you satisfied or are you just wired that way? Satisfaction, Personality, Economics, & Communication.

Jackson, J. (Author & Presenter), **Crawford, E. C.** (Author). (2017). New Directions in Well-Being Workshop, Flourishing and Philanthropy, Symposium, Brookings Institution.

Invited Presenter (2019). Rangelands Partnership Annual Meeting, Advertising, Messaging, and Creative Communications Strategy, Rangelands Partnership, Lecture, Fargo, ND.

### Media Coverage

#### *Popular Media Coverage of Research*

Swaminathan, A. (2019). Juul exposed: How big vape took a page from big tobacco's old ad playbook, *Yahoo! Finance*, <https://finance.yahoo.com/news/juul-advertising-tobacco-lawsuits-115746073.html>.

Tiku, N. (2019). "Juul's answer to its PR crisis? The millennial Marlboro Man," *Wired Magazine*, <https://www.wired.com/story/juuls-answer-pr-crisis-millennial-marlboro-man/>

#### *Book Reviews*

Hollerbach, K. (2014). Tobacco goes to college: Cigarette advertising in student media, 1920-1980. *Journalism History*, 40(2), 129.

Stephen Siff (2014) Tobacco goes to college: Cigarette advertising in student media, 1920–1980, *American Journalism*, 31:4, 532-533, DOI: 10.1080/08821127.2015.967154

## **Teaching:**

### Courses Taught (as Instructor of Record):

#### *North Dakota State University 2009-present*

COMM 216: Intercultural Communication (1x)  
COMM 375: Principles and Practices of Advertising (2x)  
COMM 375: Principles and Practices of Advertising and Public Relations (2x)  
COMM 375: Principles and Practices of Strategic Communication (3x)  
COMM 376: Creative Strategies in Advertising (7x)  
COMM 377: Advertising Media Planning (7x)  
COMM 377: Media Planning (2x)  
MRKT 410/610: Consumer Behavior (1x)  
COMM 450: Special Topics (1x)  
COMM 477: Research in Strategic Communication (1x)  
COMM 476: Advertising Campaign Practicum/NSAC Campaign (9x)  
COMM 494: Independent Study/NSAC Research (12x)  
COMM 700: Research Methods in Communication (1x)  
COMM 750: Advanced Issues in Communication/Account Planning (1x)  
COMM 793: Individual Study Tutorial (5x)

#### *University of Wisconsin Oshkosh 2007-2009*

COMM 250: Principles of Advertising (4x)  
COMM 331: Visual Media Design (lecture and lab) (2x)  
COMM 351: Advertising Copy, Layout & Production (lecture and lab) (6x)

## Graduate Student Advising

### *Master's Advisees*

Phillip Pollis (Communication)  
Joyce Eisenbraun (Communication)  
Cheneye Ifepe (Communication)

### *Master's Committee Memberships*

Danindu Udalamaththa Gamage (Agribusiness and Applied Economics)  
Lezhao Ren (Communication)  
Heidi Kruse (Communication)  
Ruoxu Wang (Communication)  
Jaishikha Nautiyal (Communication)  
Danielle Teigen (Communication)  
Christopher Mattix (Communication)  
Carmen Gonzalez (Criminal Justice)

### *Ph.D. Advisees*

Emory S. Daniel (Communication)  
Seseer Mou (Communication)  
Ishan Kodagoda Peiris (Communication)  
Muhabbat Yakubova (Communication)

### *Ph.D. Committee Memberships*

Julie Fudge (Communication)  
Andrew Pritchard (Communication)  
Steven Listopad (Communication)  
Lynsay Flory (History)  
Jennafer Vondal (Criminal Justice)

## **Service and Memberships:**

### North Dakota State University

#### *Service to the Department of Communication*

Departmental Marketing and Recruitment Committee, 2018-present  
Faculty Advisor of NDSU AD Club 2009-present  
National Student Advertising Competition (NSAC) coach 2011-present  
Departmental PTE Committee, 2019-2020  
Department of Communication Search Committee member 2012-2013, 2014, 2017, 2019  
Faculty Liaison to the Communication Advisory Board 2016-2018  
Department of Communication Scholarship & Events Committee (chair) 2013-2014, 2015-2018  
Department of Communication Curriculum Committee member 2010-2014  
Department of Communication Scholarship Committee member 2010-2011, 2012-2013

#### *Service to the College of Arts, Humanities & Social Sciences (AHSS)*

AHSS Representative Academic Integrity Committee, 2020-2023  
AHSS Social Media, 2016-present



Visual Arts Faculty Search Committee (2 positions) 2019-2020  
College of AHSS PTE Committee (chair) 2017-2019  
College of AHSS PTE Committee 2016-2019  
Department of English PTE Committee 2016-2017  
AHSS Promotions, Marketing, and Digital Media Committee 2015-2016  
Department of Sociology & Anthropology PTE Committee 2015-2016  
AHSS Awards and Recognition Committee 2014-2015  
Faculty Senate Alternate 2013-2014

*Service to the University*

Secretary, Phi Kappa Phi, 2019-present  
SSC/Navigate and Student Advising Campaign Committee 2016-2017  
President's Council for Alcohol and Other Drugs (PCAOD) member 2010-2013  
PCAOD Education Subcommittee member 2010-2012

University of Wisconsin Oshkosh

AD Club Faculty Advisor 2007-2009  
Chair of the Journalism Advisory Board/Alumni Committee 2008-2009  
Member of the Curriculum Committee and the Faculty Search Committee 2007-2008  
Coordinated the service section of the ACEJMC reaccreditation documents 2008-2009

Service to the Discipline

Ad Hoc Reviewer for *Journal of Consumer Behaviour*  
Ad Hoc Reviewer for *Journal of Radio and Audio Media*  
Ad Hoc Reviewer for *Personality and Individual Differences*  
Ad Hoc Reviewer for *Addiction*  
Ad Hoc Reviewer for *Journalism & Mass Communication Educator*  
Ad Hoc Reviewer for *Journal of Marketing for Higher Education*  
Ad Hoc Reviewer for *Journal of Current Issues and Research in Advertising*

Reviewer AJHA 2016-2018  
Reviewer AEJMC Advertising Division, 2008, 2017  
Reviewer Mass Communication & Society Division, AEJMC 2010  
Chair of Media Forms and Functions Panel, CSCA 2008

**Awards and Honors:**

Research

2018 JIAD Best Article Nomination (AAA) - co-authors E. S. Daniel & D. K. Westerman  
2016 Top Paper Award (AEJMC) – co-authors E. S. Daniel & D. K. Westerman  
2014 Choice Outstanding Academic Title  
2012 Top Paper Award (BEA) – co-author G. T. Hubbard

Teaching

2018 Apple Polisher Award (Bison Ambassadors)

2010 Award for Dedicated Service (NDSU AD Club)  
2010 Apple Polisher Award (Bison Ambassadors)

### Student Competitions

#### *National Student Advertising Competition*

2018 NSAC Olson Award Winner (Honorable Mention), Ocean Spray, coach  
2017 NSAC Olson Award Winner (Honorable Mention), Tai Pei, coach  
2013 NSAC Olson Award Winner (Honorable Mention), Walmart-Glidden, coach  
2011 NSAC District 8, 4th Place, JCPenney, coach  
2008 NSAC District 8, 1st Place, AOL, assistant to coaches

#### *Other*

2019 NDSU Advancing Inclusion Award, “Snap the Stigma” campaign (finalist)  
2011 North Dakota Professional Communicators, 1st Place, *Fuel* Magazine – co-advised with Dr. Ross Collins  
2010 Student Gold Addy Award (AAF-ND), advisor

### Academic Achievement

2018 Phi Kappa Phi, Honor Society, North Dakota State University  
2007 Kappa Tau Alpha, Journalism Honor Society, University of Tennessee  
2000 Distinguished Student Achievement Award in Communication, St. Norbert College  
1999 Phi Sigma Iota, Foreign Language Honor Society, St. Norbert College  
1998 Lambda Pi Eta, Communication Honor Society, St. Norbert College

### Service

2018 NDSU AHSS Outstanding Service Award