**Justin A. Walden, PhD**

North Dakota State University

Fargo, ND, 58102

Department of Communication

338 Minard Hall

justin.walden@ndsu.edu

(701) 231-8585

**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 researches issues relating to organizational commitment, routine-driven personal media use, and work-life balance. His teaching involves a combination of hands-on activities with a consideration of the ethical principles in the practice of public relations and diverse audiences.

## Academic appointments

## Aug. 2015- Current North Dakota State University

## Assistant professor, Department of Communication

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

## Assistant professor, Department of Communication

## Education

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

## *PhD in mass communications*

* Dissertation title: *A Networked Work-Life: A Study of Employee Use of Intranet Media**and Organizational Communication*
* 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

*Master of Arts in media studies*

* Thesis title: *Anonymous sources in newsgathering- A survey of reporters’ behaviors and opinions*
* 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*

* Senior paper on sourcing in Gannett News Service stories

**Research**

**Peer Reviewed Articles**

* 1. Jung, E., **Walden, J.,** Johnson, A.C., & Sundar, S.S. (2017). Social networking in the aging context: Why older adults use or avoid Facebook. *Telematics & Informatics,* 34 (1), 1071-1080*.*
  2. **Walden, J.**, Jung, E. & Westerman, C.Y.K. (2017). Employee communication, job engagement, and organizational commitment: A study of members of the Millennial Generation. *Journal of Public Relations Research,* 29 (2-3), 73-89. Doi: 10.1080/1062726X.2017.1329737
  3. **Walden. J.** & Parcha, J. (2017). ‘This is a stage’: A study of public relations practitioners’ imagined online audiences. *Public Relations Review,* 43 (1), 145-151.
  4. **Walden, J.** (2016). Integrating social media into the workplace: A study of shifting technology use repertoires. *Journal of Broadcasting & Electronic Media,* 60 (2), 347-63.
  5. **Walden, J.,** Bortree, D. & DiStaso, M. (2015). Reconsidering the public relations professional–blogger relationship: A coorientation study. *Public Relations Review,* 41 (4), 526-532.
  6. **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).
  7. **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.
  8. 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.
  9. **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.
  10. **Walden, J**. (2013). A medical profession in transition: Exploring naturopathic physician blogging behaviors. *Health Communication*, 28 (3), 237-247.
  11. 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.
  12. **Walden, J.** (2012). Comparing power amid change: Medical authority on physician blogs. *Pennsylvania Communication Association Annual* 12, 39-53.

**Non-peer reviewed publications**

1. **Walden, J.** (2016).Structuration and fan communities in sport: A public relations perspective. In A. Hutchins & N.T.J. Tindall (Eds), *Public Relations and Participatory Culture: Fandom, Social media, and Community Engagement*(206-217).
2. **Walden, J.** (2014). Holistic Medicine. In T. L. Thompson (Ed.) *Sage Encyclopedia of Health Communication* (pp. 670-673). Thousand Oaks, CA: Sage.
3. **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. **Walden, J.** (2012). Review of “Global Advertising, Attitudes and Audiences” by Tony Wilson. *New Media & Society,* 14 (5).

**Refereed Conference Papers**

1. **Walden, J**. & Westerman, C.Y.K. (2017, Nov.). Strengthening the tie: Understanding the relationship between commitment and employee communication activities. NCA annual convention, Dallas, TX.
2. **Walden, J.** (2017, Nov.). “You’ve got to take advantage of the weird:” A study of role schema in a coworking space. NCA annual convention, Dallas, TX. Poster session.
3. **Walden, J.** & Parcha, J. (2016, Nov.). “This is a stage”: A study of public relations   
   practitioners’ imagined online audiences. NCA annual convention, Philadelphia PA.
4. **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. Poster session.
5. 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.
6. **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. ICA conference, London.
7. **Walden, J.** (2011, Aug.). A medical profession in transition: Exploring naturopathic physician blogging behaviors; Pennsylvania Communication Association annual conference, New Wilmington, PA.
8. **Walden, J. (**2011, Aug.). A case for survey based case studies: Considerations of generalizability and theory; AEJMC annual conference, St. Louis, MO.
9. **Walden, J. (**2011, May). “Leading” vs. “Fresh”: Medical authority on two physician blogs; ICA conference, Boston, MA. Poster session.
10. 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.)
11. **Walden, J.** (2010, Aug.). Internet buzzword or theory-grounded concept?, “User-generated content” explicated; AEJMC annual conference, Denver, CO.
12. **Walden, J.** (2010, Aug.). Reconsidering citizen journalism- An historical analysis, AEJMC annual conference, Denver, CO.

**In-progress articles (as of late October, 2017)**

1. **Walden, J**. & Westerman, C.Y.K. Strengthening the tie: Creating relationships that encourage employee advocacy as an organizational citizenship behavior. Currently in review at *Management Communication Quarterly.*
2. **Walden, J.** “You’ve got to take advantage of the weird:” A study of transition scripts in a coworking space. Revise & resubmit at *Journal of Applied Communication Research.*
3. **Walden, J.** Guiding the conversation: A study of PR practitioner expectations for nonnominated employees’ social media use. Revise & resubmit at *Corporate Communications- An International Journal.*
4. Westerman, C.Y.K., Mueller, J., Nelson, J. & **Walden, J.** Planning field study on employee commitment and leader member exchange.
5. Beckermann, K. & **Walden, J**. Collecting data on ad-hoc groups’ technology use.
6. **Walden, J.,** Haverkamp, E. & Platt, C.A. Planning study on workplace friendships, structuration, and work-related social media following.

**Internal/external grant experience**

Dec. 2016 NDSU Research Support Services Award of $1,000 for study on coworking space communication.

July 2015 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 375- Principles and practices of strategic communication (x3)

Comm 472- Public relations campaigns (x3, fourth section assigned for Spring 2018)

Comm 700- Research methods in communication (x3)

Comm 750- Special topics in communication, public relations theory, (x1)

Comm 750- Special topics in communication, rhetoric of work (x1, pending in Spring 2018)

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

CMC 228- Public relations writing (x2)

CMC 332- Introduction to public relations (x5)

CMC 334- Public relations methods and cases (x3)

CMC 432- Public relations campaigns (x2)

**Pennsylvania State University (**Aug. 2009- Aug. 2013)  
COMM 489W- Media and Information Industries (instructor)

COMM 180- Survey of Electronic Media and Telecommunications (teaching assistant and then 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**

**Journal and Conference Referee**

*Journal of Public Relations Research* (2015- current)

*Journal of Communication Management* (2016-current)

*Public Relations Review* (2013-2015)

*Communication Theory* (2012)

*Cyberpsychology, Behavior, and Social Networking* (2013-2015)

*New Media & Society* (2011)

*International Journal of Human Computer Studies* (2016)

*International Journal on Media Management* (2013-2015)

*Journal of Computer Mediated Communication* (2013)

*Various conferences* (ICA, 2011; AEJMC 2015-2017; CSCA, 2016)

**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).

**Professional**

Feb. 2017- Current Journal of Public Relations Research editorial board.

Nov. 2013-May 2015 Public Relations Society of America, Rochester, NY 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.

**Departmental service**

*North Dakota State University*

Aug. 2015- Present Current member of graduate committee; faculty search committee (two searches); past member of curriculum committee; undergraduate major advising; graduate student committee advising; (2 completed student committees and 12 current student committees); PRSSA advisor (fall, 2017).

*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; 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 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.

**Invited/Organized Presentations**

1. Building your personal brand, Sept. 2015. North Dakota State University PRSSA chapter.
2. Moderator, College at Brockport Scholars day papers on communication, May 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 community on technology use and 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 about 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 should 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, Nov. 2011.
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

* Operated blog that examined business of minor league hockey.
* 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 additional hockey blog.

June 2010-Sept. 2010 Pennsylvania Association for Sustainable Agriculture *Volunteer consultant*

* Provided 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 consultant*

* 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*

* Primarily covered night and day police beats. 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 features column about life as a member of Generation X.

**Professional Memberships**

1. National Communication Association (2016- current)
2. Association for Education in Journalism and Mass Communication (2009-2016)
3. Public Relations Society of America (2013-2016)
4. International Communication Association (2009-2012)
5. 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 Minitab 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.