

## Curriculum Vitae

### **D. Jasun Carr**

Department of Communication,  
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### ***Education***

- Ph.D. in Mass Communications, University of Wisconsin-Madison, 2014  
*Dissertation: Perceived Influence, Parasocial Relationships, and the Power of Product Placement*
- M.S. in Electronic Media, Kutztown University, 2005  
*Thesis: An investigation into the comparative cognitive impact of conventional television advertising and product placement.*
- B.S. in Communication Processes, University of Wisconsin-Green Bay, 2003

### ***Academic Positions***

- 2014 (August) - Current: **Assistant Professor (Digital Media)**, Idaho State University.
- 2012 (August) - 2014(August): **Assistant Professor of Communication**, Susquehanna University.
- 2010 (August) - 2011 (January): **Teaching Assistant**, UW-Madison.
- 2009 (August) - 2010 (May): **Teaching Assistant**, UW-Madison.
- 2004 (January) - 2005 (May): **Graduate Assistant**, Department of Electronic Media, Kutztown University.

### ***Publications***

**Carr, D. J.** (2018). Exploring the Role of Parasocial Relationships on Product Placement Effectiveness. *American Communication Journal*, 20(1), 31-45.

**Carr, D. J.**, Barnidge, M., Lee, B. & Tsang, S. J. (2017 - Reprint). Cynics and skeptics: Evaluating the credibility of mainstream and citizen journalism. In T.-T. Lee (Ed.), *Virtual Theme Collection: Trust and Credibility in News Media*. Retrieved from <http://journals.sagepub.com/page/jmq/trust-and-credibility-in-news-media/virtual-collection>

**Carr, D. J.** & Bard, M. (2017). Even a Celebrity Journalist Can't Have an Opinion: Post-Millennials' Recognition and Evaluation of Journalists and News Brands on Twitter. *Electronic News*, Online First, doi: 10.1177/1931243117710280

**Carr, D. J.**, Barnidge, M., Lee, B. & Tsang, S. J. (2014). Cynics and skeptics: Evaluating the credibility of mainstream and citizen journalism. *Journalism & Mass Communication Quarterly*, 91(3), 452-470.

Vraga, E. K., Johnson, C., **Carr, D. J.**, Bode, L., & Bard, M. (2014). Filmed in front of a live studio audience: Laughter and aggression in political entertainment programming. *Journal of Broadcasting & Electronic Media*, 58(1), 131-150.

**Carr, D. J.**, Gotlieb, M. R., Lee, N.-J., & Shah, D. V. (2012). Examining Generational Trends in Overspending, Early Adoption, and Conscientious Consumption from 1994-2004. *The ANNALS of the American Academy of Political and Social Science*, 644(1), 220-233.

Vraga, E. K., Edgerly, S., Bode, L., **Carr, D. J.**, Bard, M., Johnson, C. N., Kim, Y. M. & Shah D. V. (2012). The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility. *Journalism & Mass Communication Quarterly*, 89(1), 5-22.

Vraga, E. K., **Carr, D. J.**, Nytes, J. P. & Shah, D. V. (2010). Precision vs. Realism on the Framing Continuum: Understanding the Underpinnings of Media Effects. *Political Communication*, 27, 1-19.

### ***Book Chapters***

**Carr, D. J.** (2017). Technologies for Business and Professional Communication. In James R. DiSanza, Nancy J. Legge (Ed.), *Business and Professional Communication* (pp. 28; 47; 77-79; 85-87; 88; 103-104; 187-188). Pearson.

**Carr, D. J.** (2017). The Internet and Information Economy. In Robert Rycroft (Ed.), *The American Middle Class: An Economic Encyclopedia of Progress and Poverty*. ABC-CLIO.

DiSanza, J. R. & **Carr, D. J.** (2017). Corporate Communication. In Mike Allen (Ed.), *The SAGE Encyclopedia of Communication Research Methods* (pp. 264-266). Thousand Oaks, CA: Sage.

### ***Manuscripts Under Review***

**Carr, D. J.** & Vraga, E. K. Cue the Emojis: Central, Peripheral, and Motivated Processing of Social Media Feedback within Facebook Live videos. Submitted to *Journalism & Mass Communication Quarterly* for a special issue on *Social Media in*

*Political Campaigning around the World*, June, 2017. Revised and Resubmitted, Oct. 2017. Rejected, Jan 2018.

**Carr, D. J.** Third Person Effect, Hostile Media Perceptions, and Actual Influence: The Effect of Social Cues on “Live” Political Messages. Submitted to Mass Communication & Society for a special issue on *Media Theory and the 2016 U.S. Election*, Nov, 2017. Rejected, Jan 2018.

**Carr, D. J. & Bard, M.** All the (Fake) News That's Fit to Tweet: Selective Exposure and the Hostile Media Effect Among Post-Millennials. Submitted to *Journalism & Mass Communication Quarterly*, Dec. 2017. Rejected Feb 2018.

### ***Book Chapter Under Review***

**Carr, D. J.** Multitasking or Multiskilling. Submitted to *The International Encyclopedia of Journalism Studies*, March 2018.

### ***Manuscripts Under Development***

Bard, M & **Carr, D. J.** That's Not My Stimuli: The Methodological Impacts of Selective Exposure on Media Effects.

**Carr, D. J. & Bard, M.** Journalism in the Post-Millennial Age. Book proposal requested by Lexington Books.

### ***Invited Conference Papers and Presentations***

**Carr, D. J.** (2017). Your Candidate is a Loser: Strategies for Leading Discussions of Race and Diversity in the Classroom (PF&R Panel). Association for Education in Journalism and Mass Communication 2017 Conference, August 9-12, Chicago, IL.

**Carr, D. J.** (2016). Making Methods Matter: Recruiting and Attracting Undergraduates to Methods Coursework (Teaching Panel). Association for Education in Journalism and Mass Communication 2016 Conference, August 3-7, Minneapolis, MN.

**Carr, D. J.** (2013). Mixing theory and skills in mass communication curricula (Teaching Panel). Association for Education in Journalism and Mass Communication 2013 Conference, August 8-11, Washington, DC.

**Carr, D. J.,** Gotlieb, M. R., Lee, N.-J., & Shah, D. V. (2011). Keeping Up with the Joneses: Disentangling Period, Lifecycle, and Generational Effects for Overspending, Early Adoption, and Conscientious Consumption, Presented at the Communication, Consumers, and Citizens: Revisiting the Politics of Consumption Conference, March 3-5, Madison, WI.

### ***Refereed Conference Papers and Presentations***

**Bard, M. & Carr, D. J.** All the (Fake) News That's Fit to Tweet: Selective Exposure and the Hostile Media Effect Among Post-Millennials. Paper presented at the Association for Education in Journalism and Mass Communication 2017 Conference, August 9-12, Chicago, IL.

**Carr, D. J.** (2017). Second-Screen as Only-Screen: The Effect of Social Media Cues on Facebook Live Broadcasts. Paper presented at the 2017 World Association for Public Opinion Research Conference, July 15-17, Lisbon, Portugal.

**Carr, D. J.** (2017). Navigating the need for authenticity in a craft beer “desert.” Paper presented at the 2017 PCA/ACA National Conference, April 12-15, San Diego, CA.

**Carr, D. J. & Bard, M.** (2016). Even a Celebrity Journalist Can't Have an Opinion: Post-Millennials' Recognition and Evaluation of Journalists and News Brands on Twitter. Paper presented at the Association for Education in Journalism and Mass Communication 2016 Conference, August 3-7, Minneapolis, MN.

**Carr, D. J. & Febles, C. G.** (2016). Quién es el otro: Language, Culture, and Product Placements – A third-person effect pilot study. Paper presented at the Popular Culture Association/American Culture Association Conference, March 22-25, Seattle, WA.

**Carr, D. J.** (2015). Presumptions, Predispositions & Parasocial Connections: Expanding The Influence Of Presumed Influence Model. Paper presented at the Western States 2015 Annual Convention, February 21-24, Spokane, Washington.

**Carr, D. J.** (2014). Presumptions and Predispositions: Integrating Self-Monitoring into the Influence of Presumed Influence Model. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, August 6-9, Montreal, Canada.

**Carr, D. J.** (2014). Exploring the Role of Parasocial Relationships on Product Placement Effectiveness. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, August 6-9, Montreal, Canada.

**Carr, D. J.** (2014) Disentangling Parasocial Connections: Separating Actor from Character. Paper presented at the Popular Culture Association/American Culture Association Conference, April 16-19, Chicago, IL.

**Carr, D. J., Barnidge, M., Lee, B., Tsang, S. J.,** (2013). Nuance and Source: An Examination of Citizen Journalist Evaluations Across Age Cohorts. Paper presented at the Association for Education in Journalism and Mass Communication 2013 Conference, August 8-11, Washington, DC.

**Barnidge, M., Lee, B., Tsang, S. J., Carr, D. J.** (2013). It's Who You Don't Know: How Exposure to Online Social Influence on YouTube Affects Political Evaluations and

Behavior. Paper presented at the Association for Education in Journalism and Mass Communication 2013 Conference, August 8-11, Washington, DC.

**Carr, D. J.**, Davis, C., Coppini, D., Wise, D., McLaughlin, B. (2012). Hypocrisy's reach: The impact of political scandal on politician evaluations, journalist evaluations, and the perceived third-person effect. Paper presented at the Midwest Association for Public Opinion Research, November 16-17, Chicago, IL.

Barnidge, M., Lee, B., Tsang, S. J., Villanueva, J. D., **Carr, D. J.** (2012). Cynics and skeptics: Perceived credibility of mainstream and citizen journalists in an adult sample. Paper presented at the Midwest Association for Public Opinion Research, November 16-17, Chicago, IL.

**Carr, D. J.**, Barnidge, M., Lee, B., Tsang, S. J., Villanueva, J. D. (2012). Cynics and skeptics: Evaluating the credibility of mainstream and citizen journalists. Paper presented at the Association for Education in Journalism and Mass Communication 2012 Conference, August 8-12, Chicago, IL. **Top Student Paper, Civic and Citizen Journalism Division.**

**Carr, D. J.**, McLaughlin, B., Wise, D. (2012). "Don't Sext and Run": Exploring the Impact of Scandal, Citizen Journalism, and Message Construction on the Modern Political Process. Paper presented at the Popular Culture Association/American Culture Association Conference, April 11-14, Boston, MA.

**Carr, D. J.**, Barnidge, M., Wise, D., Rogers, A. & Vraga, E. K. (2011). With Me or Against Me: Hostile Media and Third Person Effect in Partisan Media. Paper presented at the Association for Education in Journalism and Mass Communication 2011 Conference, August 9-13, St. Louis, MO.

Vraga, E. K., Johnson, C. N., **Carr, D. J.**, Bard, M., Bode, L., & McLaughlin, B. (2010). "Filmed in Front of a Live Studio Audience": Using Laughter to Offset Aggression in Political Entertainment Programming. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL. **Top Student Paper, MAPOR 2010.**

**Carr, D. J.**, Vraga, E. K., Johnson, C. N., Bard, M. & Kim, Y. M. (2010). Pundits or Pugilists? The Role of Guest Incivility in Televised Debate. Presented at the Association for Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO.

**Carr, D. J.** & Vraga, E. K. (2010). Wait, Who Said That? The Role of Source Cue Placement in Argument Evaluation. Presented at the Association for Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO.

Vraga, E. K., Bard, M., Bode, L., **Carr, D. J.**, Edgerly, S., Johnson, C. N., Kim, Y. M. & Shah D. V. (2010). The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility. Presented at the Association for

Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO. **Top Three Faculty Paper, CT&M Division.**

Borah, P & **Carr, D. J.** (2010). Framing effects and racial prejudice: The moderating role of need for cognition. Presented at the American Association for Public Opinion Research 2010 Conference, May 13-16, Chicago, IL.

**Carr, D. J.** & Zukas, K. (2009). Enhanced Scrutiny: Evaluating the Argument When the Facts Don't Fit. Presented at the Midwest Association for Public Opinion Research 2009 Conference, November 21-22, Chicago, IL.

Gotlieb, M. R., Puig Abril, E., **Carr, D. J.**, Gabay, I. & Vallens, R. (2009). Seeking Opinions on a Controversial Issue: The Interplay of Story Frame, Commentary, and Individual Differences in Need to Evaluate. Presented at the Midwest Association for Public Opinion Research 2009 Conference, November 21-22, Chicago, IL.

**Carr, D. J.** (2009). Consumer Culture, Product Placement and the "Fictional Self". Presented at the Popular Culture Association/American Culture Association Conference, April 8-12, New Orleans, LA.

**Carr, D. J.** & Vraga, E. K. (2008). Wait, who said that? Candidate cue placement in the 2008 campaign environment and its effects. Presented at the Midwest Association for Public Opinion Research 2008 Conference, November 21-22, Chicago, IL.

Vraga, E. K., **Carr, D. J.**, Nytes, J. & Shah, D. V. (2008). Is it frames or facts? Testing internally vs. ecologically valid frames on risk perceptions. Presented at the Association for Education in Journalism and Mass Communication 2008 Conference, August 6-10, Chicago, IL. **Top Faculty Paper, MC&S Division.**

**Carr, D. J.** (2008). Chronological inconsistency: Re-examining the persuasive process. Presented at the Association for Education in Journalism and Mass Communication 2008 Conference, August 6-10, Chicago, IL.

**Carr, D. J.** (2007). Comparing the cognitive impact of conventional television advertising and product placements: A first look. Presented at the Association for Education in Journalism and Mass Communication 2007 Conference, August 9-12, Washington D.C.

**Carr, D. J.**, Cleland, R., Arora, M. & Luster, K. (2007). Give me shelter: The interaction between religiosity and internet use in controversial issue attitude formation. Presented at the 62<sup>nd</sup> Annual Conference of the American Association for Public Opinion Research, May 17-20, Anaheim, California.

**Carr, D. J.** (2007). An investigation into the comparative cognitive impact of conventional television advertising and product placement. Presented at the Association

for Education in Journalism and Mass Communication 2007 Midwinter Conference, February 23-24, Reno, Nevada.

### ***Grants***

Faculty Travel Funds, Sponsored by ISU College of Research, \$625, January 2017 – July 2017. (Funded)

Faculty Travel Funds, Sponsored by ISU College of Arts & Letters, \$872.42, February 2017 – April 2017. (Funded)

Creation of a Standardized Measure of Accurate Person Perception: The Idaho Test of Accurate Person Perception, Submitted to the National Science Foundation. W/ Dr. Tera D.Letzring (Not Funded; Revision in progress)

Humanities Cafe 2015-16: Identity, Sponsored by Idaho Humanities Council, External to Idaho State University, \$1,615.00, Date Submitted: September 14, 2015, September 2015 - Present. (Funded)

Improving Clinical Care of LEP Patients by the Development of the Interactive Computer, Voice and Visually Assisted Intake Program Prototype, Sponsored by IDAHO STATE UNIVERSITY OFFICE FOR RESEARCH & ECONOMIC DEVELOPMENT, Idaho State University, \$37,902.00, (Not Funded) (w/ Cathleen Tarp, et. al.)

Infrastructure Grant Proposal Department of Communication, Media, and Persuasion DSLR Photography and Video Cameras, Sponsored by ISU College of Arts & Letters, \$6,000.00, January 2015 - August 2015. (Funded)

Faculty Travel Funds, Sponsored by ISU College of Arts & Letters, \$1,107.50, October 2014 – February 2015. (Funded)

University of Wisconsin Graduate School in support of “Political scandal in the new media environment: The effects of emerging forms of political communication” – Co-Investigator – \$25,000– 12/15/11 – 12/31/13. (Not Funded) (w/ Douglas Mcleod as Principal Investigator and Bryan McLaughlin and David Wise as Co-Investigators)

### ***Professional Memberships***

Association for Education in Journalism and Mass Communication (AEJMC)  
Head, Political Communication Interest Group

World Association of Public Opinion Research (WAPOR)

Popular Culture Association/American Culture Association (PCA/ACA)

### ***Teaching Experience***

**Idaho State University:**

Instructor for CMP2202: Photo, Graphic, & Video Editing; CMP2203: Media Literacy; CMP3307: Social & Interactive Media Campaigns; CMP3309: Communication Inquiry; CMP3339: Web Design; CMP6601: Intro. To Grad. Research Methods; CMP6630: Seminar: Communication Revolutions; CMP2202: Photo, Graphic, & Video Editing (Online course); CMP2203: Media Literacy (Online Course)

**Susquehanna University:**

Instructor for COMM-101: Essentials of Digital Media; COMM-171: Introduction to Media; COMM-182: Writing for New Media; COMM-282: Fundamentals of Digital Video Production; COMM-482: Professional Digital Multimedia Production; COMM-101: Essentials of Digital Media (Online course); ENGL-100: Writing and Thinking; PRDV-104: Perspectives.

**University of Wisconsin - Madison:**

Teaching Assistant for J202: Mass Communication Practices; LIS201: The Information Society.

**Kutztown University:**

Teaching Assistant for TVR 055: Fundamentals of Video Production.