



## David Morin, Ph.D.

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### CURRENT POSITION

Assistant Professor 2013-Present  
Department of Communication  
Utah Valley University  
Orem, UT 84058

### EDUCATION

Bowling Green State University Bowling Green, OH  
Ph.D., Media & Communication 2009-2013

- Advisor: Dr. Gi Woong Yun
- Cognate in Political Science
- Dissertation: *Come a Little Closer: Examining Spillover Priming Effects from a Network Perspective*

Virginia Polytechnic Institute and State University (Virginia Tech) Blacksburg, VA  
M.A., Communication 2006-2008

- Advisor: Dr. John Tedesco
- Concentration in Public Advocacy

University of Illinois Champaign, IL  
B.A., Political Science 2001-2005

- Minor in History

### TEACHING AREAS

Political Communication  
Interactive Media/Web Design  
Public Relations  
Communication Research Methods  
Social/New Media  
Communication Theory  
Visual Design

### RESEARCH INTERESTS

Political Communication  
Social Network Analysis  
Media Effects  
Public Relations  
Communication Technology  
Social Media  
Science Communication

## TEACHING EXPERIENCE

### COURSES TAUGHT

#### Utah Valley University

**COMM 3160: Social Media Analytics** Fall 2016-Present

- ❖ Provides methods in which social media activity data is obtained and subsequently measured. Examines common metrics that are used to evaluate the effectiveness of social media campaigns. Explores how social media, as a medium, can be properly evaluated in terms of valuation and return on investment. Applies associated theoretical concepts via hands-on activities using contemporary social media content management tools and analytics software.

**COMM 2510: Visual Design for Communication Majors** Fall 2015-Present

- ❖ Incorporates a “hands-on” approach to web style and photographic design. Explores past and current issues related to online content production. Use of Adobe’s Creative Cloud software is emphasized.

**COMM 3050: Theories of Communication and Culture** Fall 2014-Present

- ❖ Covers main theoretical approaches to communication and culture. Includes transmission, ritual, symbolic interactionism, structuralism, post-structuralism, postmodern, and critical theories.

**COMM 3120: Social Media Fundamentals** Spring 2014-Present

- ❖ Examines the historical origins and current status of social media in the 21<sup>st</sup> century. Explores contemporary issues related to social media, public relations, and political campaigns. Emphasis on content creation and topical social media issues.

**COMM 350R: Political Communication** Fall 2014-Present

- ❖ Explores the intersection between media and the American political environment. Addresses conceptual issues related to mass media effects, political journalism, and electoral campaigns. Special focus on mediated contact between voters and candidates.

**COMM 3020: Communication Research Methods** Fall 2013-Present

- ❖ Covers basic communication research methods in both quantitative and qualitative research. Focuses on the research process and discusses methodological tools for understanding and conducting basic communication research.

**COMM 3530: Public Relations Writing** Fall 2013-Present

- ❖ Develop skills in persuasive writing for institutional and/or individual clients. Provides a hands-on learning experience in order to create public relations copy using a wide variety of PR writing tools.

**COMM 2300: Introduction to Public Relations** Fall 2014-Present

- ❖ Teaches how communication processes affect organizations. Applies theory to organizational analysis. Utilizes dialogue and network analysis to improve organizational values and performance.

**COMM 1000: Introduction to Communication (Guest Lecturer)** Fall 2013-Present

- ❖ For students majoring in Communication. Provides information regarding specific degree emphases as well as career choices. Reviews and assesses grammar and writing skills that are specific to the communication field. Teaches basic research components.

Bowling Green State University

**TCOM 2640: Interactive Web Design** 2011-2013

Instructor of Record: Gi Woong Yun

- ❖ Practical and conceptual issues associated with interactive media with emphasis on the Internet and online media. Basics of web design integrated with social science perspectives on interactive online media.

**COMM 1020: Introduction to Speech Communication** 2009-2011

Instructor of Record: Brett Billman

- ❖ Basic principles of interpersonal communication, small-group communication, and public speaking; exercises and activities in each area with attention to individual needs.

**TCOM 3660: Media Effects** 2009-2010

Instructor of Record: Ewart Skinner

- ❖ Theories and research studies of media effects. An examination of the effects of mass media on individuals and society. Critical examination of opposing viewpoints.

**TCOM 3550: Global Telecommunication Systems** 2009-2010

Instructor of Record: Ewart Skinner

- ❖ Survey of telecommunication systems in the global context. Comparison of technical and cultural perspectives, economics, politics, programming, policy regulation, and audience research.

**TCOM 2610: Interactive Television and Video Production (Guest Lecturer)** Fall 2012

Instructor of Record: Ken Garland

- ❖ Introduces students to the fundamentals of electronic media production and editing in the single-camera format. Students will be involved with fundamentals of still-camera composition and storytelling.

**COMM 4220: Technology for World Communication (Guest Lecturer)** Spring 2012

Instructor of Record: Laura Lengel

- ❖ Examines the social, cultural, and political impact of information and communication technology around the world. Analyzes current styles and discourses of communication through technology, and explores interpersonal, ethical, and socio-cultural implications of these developments.

Virginia Tech

**COMM 2000: Public Speaking**

2006-2008

Instructor of Record: Matt Giglio

- ❖ Basic skills of public speaking, speech organization, and delivery with an emphasis on in-class delivery of speeches.

**COMM 3244: Political Communication**

2007-2008

Instructor of Record: Robert Denton

- ❖ Distribution of political information; elite-mass communication; alternative models of political communication; communication and telecommunications policy.

**COURSE DEVELOPMENT**

**COMM 4500: Media & Politics**

- ❖ Examines theories and research of media and politics. Analyzes the intersection between traditional and emerging media platforms and current issues in political campaigns. Discusses attitudes towards politics and democratic participation related to political campaigns.

**COMM: 3160: Social Media Analytics**

- ❖ Provide valuable social media analytic methodologies to discover meaningful patterns of data. Collect and analyze real social media campaign data. Examine how the outcomes from data analysis should modify an overall social media strategy. Apply theoretical concepts through hands-on exercises using the most current social media tools and techniques, including having access to NUVI's social media dashboard package. Enable students to create personal professional portfolios.

**COMM 3140: Social Media Content Creation**

- ❖ Develops multimedia content creation skills for a myriad of social media platforms. Focuses both on the theoretical and practical foundation for persuasive/informative social media campaigns from a public relations, journalism, and speech communication perspective. Covers multimedia content creation for platforms such as Facebook, Twitter, Instagram, and Pinterest, among others.

**COMM 3120: Social Media Fundamentals (Online)**

- ❖ Examines the historical origins and current status of social media in the 21<sup>st</sup> century. Explores contemporary issues related to social media, public relations, and political campaigns. Emphasis on content creation and topical social media issues.

**RESEARCH**

**REFEREED PUBLICATIONS**

**Morin, D., & Flynn, M.A.** (2014). We are the Tea Party!: The use of Facebook as an online political forum for the construction and maintenance of in-group identification during the "GOTV" weekend. *Communication Quarterly*, 62(1), 115-133.

- Morin, D.**, Ivory, J., & Tubbs, M. (2012). Celebrity and politics: Effects of endorser credibility and gender on voter attitudes, perceptions, and behaviors. *The Social Science Journal*, 49(4), 413-420.
- Yun, G., **Morin, D.**, Park, S., Joa, C., Labbe, B., Lim, J., Lee, S., & Hyun, D. (2016). Social media and flu: Media Twitter accounts as agenda setters. *International Journal of Medical Informatics*, 91, 67-73.
- Flynn, M.A., **Morin, D.**, Park, S., & Stana, A. (2015). Let's get this party started!: An analysis of health risk behavior on MTV reality shows. *Journal of Health Communication*, 20(12), 1382-1390.
- Flynn, M. A., Park, S., **Morin, D. T.**, & Stana, A. (2015). Anything but real: Body idealization and objectification of MTV docusoap characters. *Sex Roles*, 72(5), 173-182.
- Park, S., Flynn, M.A., Stana, A., **Morin, D.T.**, & Yun, G. (2015). Where do I belong, from *Laguna Beach* to *Jersey Shore?*: Portrayal of minority youth in MTV docusoaps. *Howard Journal of Communications*, 26(4), 381-402.
- Ha, L.S., Wang, F., Fang, L., Yang, C., Hu, X., Yang, L., Lang, F., Ying, X., & **Morin, D.** (2013). Political efficacy and the use of local and national news media among undecided voters in a swing state: A study of general population voters and first-time college student voters. *Electronic News*, 7(4), 204-222.
- Morin, D.** (2017). Come a little closer: Examining spillover media effects from a priming perspective. In the review process for a political communication academic journal.
- Morin, D.**, & Yun, G. (2017). Peering over the ideological wall: Examining priming effects among political partisans. In the review process for a mass communication academic journal.
- Morin, D.**, & Flynn, M.A. (2017). The politics of source credibility: Examining the relationship between a political representative's size and weight. In the review process for a mass communication academic journal.
- Yun, G., **Morin, D.**, Ha, L., Flynn, M., Park, S., & Hu, X. (2017). The impact of local newspaper's community capital perception on subscription/readership and advertising effects. In the review process for a media-based academic journal.
- Yun, G., Park, S., Joa, C., Jiang, J., Ha, L., **Morin, D.**, & Lim, J. (2017). The local vs. hyperlocal newspaper: Community actor perception, readership, and advertising effects. In the review process for a mass communication-based academic journal.

**REFEREED PROFESSIONAL PRESENTATIONS**

**Morin, D.**, & Flynn, M.A. (2016). The politics of source credibility: Examining the relationship between a political representative's size and weight. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan.

**Morin, D.** (2014). Come a little closer: Examining spillover media effects from a priming perspective. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.

**Morin, D.**, & Yun, G. (2014). Peering over the ideological wall: Examining priming effects among political partisans. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.

Yun, G., **Morin, D.**, Park, S., Joa, C., Labbe, B., Lim, J., Lee, S., & Hyun, D. (2014). Tweeting flu and setting agenda on the Twitter network. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.

Yun, G., Park, S., Joa, C., Jiang, J., Ha, L., **Morin, D.**, & Lim, J. (2014). Local vs. hyperlocal newspaper: Community actor perception, readership, and advertising effects. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.

Flynn, M.A., **Morin, D.T.**, Park, S., Stana, A., & Yun, G. (2013). Let's get this party started!: Drinking, smoking, sexual behavior, and cast members' desirability on MTV reality television shows. Paper presented at the International Communication Association Annual Conference, London, U.K.

**Morin, D.**, & Flynn, M.A. (2012). We are the Tea Party!: The use of Facebook as an online political forum for the construction and maintenance of in-group identification. Paper presented at the National Communication Association Annual Conference, Orlando, FL.

Yun, G., **Morin, D.**, Ha, L., Flynn, M., Park, S., & Hu, X. (2012). The impact of local newspaper's community capital perception on subscription/readership and advertising effects. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Park, S., Flynn, M. A., Stana, A., **Morin, D. T.**, & Yun, G. (2012). Where do I belong, from *Laguna Beach* to *Jersey Shore*?: A content analysis of minority characters on popular MTV reality shows. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

- Morin, D.** (2012). Participation in public diplomacy: Towards a new public diplomacy model. Paper presented at the International Telecommunications Education and Research Association Annual Conference, Indianapolis, IN.
- Morin, D.** (2011). It's all about connections: Examining agenda setting effects through network theory. Paper presented at the Midwest Association for Public Opinion Research Annual Conference, Chicago, IL.
- Morin, D.** (2011). The men and women behind the curtain: Corporate agenda setting and its impact on journalism and democracy. Paper presented at the Global Fusion Annual Conference, Philadelphia, PA.
- Morin, D.** (2011). A corporate communications quandary: A theoretical critique of the Advance Auto Parts paperless pay campaign. Paper presented at the University of Toledo Midwest Graduate Research Symposium, Toledo, OH.
- Morin, D.** (2010). Towards a new democratic order: An analysis of hybrid democracy and globalization. Paper presented at the Northeastern Political Science Association Annual Conference, Boston, MA.
- Morin, D.** (2010). Our liberty: A rhetorical analysis of Eugene V. Debs' "Liberty" speech. Paper presented at the Central States Communication Association Annual Conference, Cincinnati, OH.
- Morin, D., Tubbs, M., & Ivory, J.** (2008). Celebrity and politics: Effects of endorser credibility and gender on voter attitudes, perceptions, and behaviors. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

### **WORKS IN PROGRESS**

- Morin, D.** (2017). The user's selective network: Online media use and issue importance related to Twitter "Trends."
- Morin, D., & Blevins, M.** (2017). Science communication, credibility, and attitudes towards behavioral change.
- Morin, D.** (2017). Who's responsible for failure? Public opinion towards government and business rollouts.

## **RESEARCH & DEVELOPMENT**

- A Retrospective Analysis of the 2016 Election (Panelist)** Spring 2017  
Utah Valley University
- Media Research Lab (Researcher)** 2009-Present  
Currently investigating online risk perception communication via social network analysis (SNA).
- Emerging Media Research Group (Researcher)** 2010-2013  
Grant-funded survey project examining media use and audience behavior in Northwest Ohio.
- Reality Television Content Analysis Group (Researcher)** 2011-2015  
An analysis of risk behavior in reality television programming geared towards adolescents.
- Grant Writing Workshop (Participant)** Summer 2015  
Office of Sponsored Programs  
Utah Valley University

## **SERVICE**

- College Assessment Committee** Fall 2016-Present  
College of Humanities and Social Science (CHSS)
- Social Media Student Society of America Faculty Advisor** Fall 2016-Present  
Utah Valley University
- International Communication Association Annual Conference (Reviewer)** Fall 2016-Present
- COMM 1000: "Introduction to Communication" Coordinator** Fall 2015-Summer 2016  
Department of Communication, Utah Valley University
- SCULPT Website Development Committee** Fall 2015-Spring 2016  
Utah Valley University
- Capstone Studies Senior Advisor** Fall 2015-Present  
Department of Communication, Utah Valley University
- Distance Education Committee** Fall 2015-Present  
Department of Communication, Utah Valley University
- Academic Calendar Committee** Fall 2015-Present  
Utah Valley University
- The Dynamics of Political Communication (2<sup>nd</sup> ed.) (Reviewer)** Fall 2015
- Committee for Undergraduate Research (CUR)** Spring 2015-Spring 2016  
Utah Valley University



<b>STEM Steering Committee Newsletter Director</b> Utah Valley University	Fall 2014-Present
<b>Integrated Studies Committee Chair</b> Utah Valley University	Fall 2014-Present
<b>Social Media Minor Committee</b> College of Humanities and Social Science, Utah Valley University	Spring 2014-Present
<b>Social Media Coordinator</b> Department of Communication, Utah Valley University	Fall 2013-Present
<b>Department Website Administrator</b> Department of Communication, Utah Valley University	Fall 2013-Present
<b>Faculty Senator</b> Department of Communication, Utah Valley University	Fall 2013-Spring 2016
<b>Grant-Sponsored Communication Assessment Committee (Chair)</b> Utah Valley University	Fall 2013-Present
<b>Faculty Search Committee (Member, Chair)</b> Department of Communication, Utah Valley University	Fall 2013-Present
<b>The Engaged Learning in the Liberal Arts Grant Committee</b> College of Humanities and Social Science, Utah Valley University	Fall 2013-Present
<b>E-Portfolio Committee</b> Utah Valley University	Fall 2013-Present
<b>Journalism &amp; Mass Communication Quarterly (Reviewer)</b> Association for Education in Journalism and Mass Communication (AEJMC)	2014-Present
<b>International Journal of Communication (Reviewer)</b> University of Southern California Annenberg School for Comm. & Journalism	2013-Present
<b>The Social Science Journal (Reviewer)</b> Western Social Science Association	2013-Present

**AWARDS & HONORS**

<b>Dean's Award for Service</b> Department of Communication, Utah Valley University	2016-2017
<b>Wolverine Achievement Award: New Faculty of the Year (Nominated/Finalist)</b> Utah Valley University	2013-2014
<b>Distinguished Dissertation Award (Nominated/Finalist)</b> Bowling Green State University	Spring 2014
<b>Graduate Student Fellowship</b> School of Media and Communication, Bowling Green State University	2012-2013
<b>Graduate Student Excellence Scholarship</b> School of Media and Communication, Bowling Green State University	2011-2012
<b>Minorities and Communication Division: Faculty Research Award</b> Association for Education in Journalism and Mass Communication Annual Conference	2012

**PROFESSIONAL DEVELOPMENT**

<b>Gender and Pedagogy Workshop (Participant)</b> Office of Teaching and Learning, Utah Valley University	Fall 2016-Present
<b>Hybrid Teaching Initiative Workshop (Participant)</b> Office of Teaching and Learning, Utah Valley University	Fall 2016
<b>Online Course Workshop (Participant)</b> Utah Valley University	Spring 2017 (Anticipated)
<b>Grant Writing Workshop (Participant)</b> Utah Valley University	Summer 2015
<b>Committee for Undergraduate Research Institute (Participant)</b> CUR Institute: Undergraduate Research in the Social Sciences	Spring 2015
<b>Great Teachers Summit (Participant)</b> Utah Valley University	Fall 2013
<b>New Faculty Teaching Scholars (Participant)</b> Utah Valley University	2013-2014
<b>National Science Foundation (NSF) sponsored JavaScript for Online Experiments Workshop (Participant)</b> California State University, Fullerton	2012

**National Science Foundation (NSF) sponsored Log File Analysis Workshop  
(Participant)** 2011  
California State University, Fullerton

**Grant Writing Workshop (Participant)** 2011  
School of Media and Communication, Bowling Green State University

**PROFESSIONAL MEMBERSHIPS**

Association for Education in Journalism and Mass Communication (AEJMC)  
International Communication Association (ICA)  
Public Relations Society of America (PRSA)