

Aaron S. Veenstra

Assistant Professor
School of Journalism
Southern Illinois University Carbondale

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EDUCATION

Ph.D., 2009
University of Wisconsin-Madison
Major: Mass Communications
Dissertation: "Inside the New Media News Audience: Political Blog Readers as Cognitive Actors"
Advisor: Dhavan V. Shah

Summer Doctoral Programme, 2007
University of Oxford
Oxford Internet Institute

M.A., 2005
University of Wisconsin-Madison
Major: Journalism and Mass Communication
Thesis: "Sound and Fury: Discovering Empty Language in Political Communication"
Advisor: Dhavan V. Shah

B.A. with Honors, 1997
Michigan Technological University
Major: Scientific & Technical Communication

ACADEMIC POSITIONS

Southern Illinois University Carbondale, Aug. 2009 – Present
Assistant Professor, School of Journalism
University of Wisconsin-Madison, Sep. 2008 – May 2009
Fellow, School of Journalism and Mass Communication
University of Wisconsin-Madison, Sep. 2006 – Aug. 2007
Project Assistant, School of Journalism and Mass Communication
University of Wisconsin-Madison, Jan. 2004 – May 2006, Sep. 2007 – May 2008
Teaching Assistant, School of Journalism and Mass Communication

PROFESSIONAL POSITIONS

National Centers for Outreach, Madison, WI, 2009
Consultant, Evaluated and implemented diagnostic tool for public broadcasters
KETC St. Louis Public Television, St. Louis, MO, 2008
Consultant, Developed and implemented survey of station members
Hudson-Sharp Machine Co., Green Bay, WI, 1999 – 2002
Network Administrator and Web Specialist, Coordinated network and web activity for four worldwide manufacturing sites
Portup.com, Houghton, MI, 1997 – 1999

Web Specialist, Developed content for web hosting clients
The Daily Mining Gazette, Houghton, MI, 1996-1998
Technology Consultant, Assisted in implementation of digital newsroom
Michigan Tech Small Business Development Center, Houghton, MI, 1996
Web Developer, Developed web packages for local small businesses

HONORS & AWARDS

- University of Wisconsin-Madison, School of Journalism and Mass Communication
Graduate Communication Doctoral Research Award – 2008
- ICA Communication Technology Division, Top Paper Session – 2005

JOURNAL ARTICLES

“Digital Democracy: Re-imagining Pathways to Political Participation,” Homero Gil de Zúñiga, Aaron S. Veenstra, Emily K. Vraga, Dhavan V. Shah and David D. Perlmutter. *Journal of IT & Politics* forthcoming.

“Frames and Knowledge in Mixed Media: How Activation Changes Information Intake,” Aaron S. Veenstra, Ben Sayre, Dhavan V. Shah, and Douglas M. McLeod. *CyberPsychology & Behavior* 11(4): 443-450.

“The Internet and Anti-War Activism: A Case Study of Information, Expression, and Action,” Seungahn Nah, Aaron S. Veenstra, and Dhavan V. Shah. *Journal of Computer Mediated Communication* 12(1): 230-247, Winter 2006.

IN PROGRESS

“Does Civility Matter in the Blogosphere? Examining the Interaction Effects of Incivility and Disagreement on Citizens’ Emotions and Attitudes,” Hyunseo Hwang, Porismita Borah, Kang Namkoong and Aaron S. Veenstra, revise and resubmit to *Journal of Communication*.

“Framed Processing, Mixed Media Messages and the Spread of Activation: Effects on the Nature and Speed of Reason Giving,” Rosanne Scholl, Raymond Pingree, Melissa R. Gotlieb, Aaron S. Veenstra, and Dhavan V. Shah, revise and resubmit to *Media Psychology*.

RESEARCH REPORTS

“Responding to the Mortgage Crisis: A Model for Sustained Engagement” w/ Dhavan V. Shah, Douglas M. McLeod, Rosanne M. Scholl, Melissa R. Gotlieb and Ben Sayre for KETC St. Louis Public Television, October 7, 2008.

“Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models” w/ Dhavan V. Shah, Douglas M. McLeod, Kenneth Goldstein, Melissa R. Gotlieb, Hyunseo Hwang, Nam-Jin Lee and Rosanne M. Scholl for Carnegie Corporation, Pew Charitable Trusts, C.I.R.C.L.E., Rockefeller Brothers, Russell Sage, and Journal Foundation, March 31, 2007.

INVITED PRESENTATIONS

“Building the Habit: The Joint Influence of School, Friends, and Family on News Media Use Patterns,” Nam-Jin Lee, Kjerstin Thorson, Aaron S. Veenstra, Emily K. Vraga, Bryan M. Wang, Dhavan V. Shah. Invited to the annual conference of the Association For Education in Journalism and Mass Communication, August 5-8, 2009, in Boston, MA.

"Audience and Authority: The Readers That Power the Blog Revolution," Aaron S. Veenstra, Kjerstin Thorson, Ben Sayre, Emily K. Vraga and Dhavan V. Shah. Invited to the annual conference of the Midwest Political Science Association, April 2-5, 2009, in Chicago, IL.

"The Blog Public: Bloggers, Readers and the Communities They Build," Emily K. Vraga, Aaron S. Veenstra, Porismita Borah, Dhavan V. Shah and Homero Gil de Zúñiga. Invited to the annual conference of the Association For Education in Journalism and Mass Communication, August 6-9, 2008, in Chicago, IL.

"The African Diasporan Press and Colonial and Post-Colonial Migration," James P. Danky and Aaron S. Veenstra, Invited to Colonial and Post-Colonial Migration, Leeds, UK, June 8-9, 2006.

REFEREED PAPERS

"Campaigns, Voters and Agency in the 2008 U.S. Presidential Election: Examining Effects of Campaign-Voter Interaction on Support," Aaron S. Veenstra, Emily K. Vraga, Leticia Bode and Melissa R. Gotlieb. Accepted to the annual conference of the Midwest Association for Public Opinion Research, November 20-21, 2009, in Chicago, IL.

"Priming News Credibility Judgments: Interactions in the World of User-Created Content," Aaron S. Veenstra, Emily K. Vraga, Stephanie Edgerly and Sojung Kim. Accepted to the annual conference of the Midwest Association for Public Opinion Research, November 20-21, 2009, in Chicago, IL.

"Examining Political Blog Use Across Generations: An Exploration of the 2008 U.S. Election," Aaron S. Veenstra. Accepted to Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

"Feeling the Heat: The Effects of Incivility and Structure on Fact Recall," Emily K. Vraga, Stephanie Edgerly, Ming Wang and Aaron S. Veenstra. Accepted to Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

"YouTube as a Public Sphere: The Proposition 8 Debate," Stephanie Edgerly, Emily K. Vraga, Timothy K. Fung, Tae Joon Moon, Aaron S. Veenstra and Woo Hyun Yoo. Accepted to Internet Research 10.0, October 7-11, 2009, in Milwaukee, WI.

"The Drama Bias: Comparing Election Projections From News and Non-News Sources," Aaron S. Veenstra and Ben Sayre. Presented at the annual conference of the Midwest Political Science Association, April 2-5, 2009, in Chicago, IL.

"Media Use and Frame Susceptibility in Comparison: The Case of Blog Readers and Frame Effects," Aaron S. Veenstra, Kjerstin Thorson, Stephanie Edgerly and Rachel Vallens. Presented at the annual conference of the Association For Education in Journalism and Mass Communication, August 6-9, 2008, in Chicago, IL.

"Does Civility Matter in the Blogosphere? Examining the Interaction Effects of Incivility and Disagreement on Citizen Attitudes," Hyunseo Hwang, Porismita Borah, Kang Namkoong and Aaron S. Veenstra. Presented at the annual conference of the International Communication Association, May 22-26, 2008, in Montreal, QC.

"Advertising and Views of Party Difference: Changes Through the Election Cycle," Aaron S. Veenstra, Emily K. Vraga and Douglas M. McLeod. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

"Sticking Together Online: Political Participation and Ideologically Homogeneous Blog Consumption," Aaron S. Veenstra, Ben Sayre and Kjerstin Thorson. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

"Navigating the New Mainstream: Comparing Readers of High and Low Traffic Political Blogs," Aaron S. Veenstra, Ben Sayre and Kjerstin Thorson. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

"Examining Effects of Political Ads on Voter Support: OLS and Heckman Models of Candidate Evaluations and Partisan Voting," Dhavan V. Shah, Hyunseo Hwang, Nam-jin Lee, Melissa R. Gotlieb, Rosanne M. Scholl, Aaron S. Veenstra, Emily K. Vraga, Ming Bryan Wang and Itay Gabay. Presented at the annual conference of the American Association for Public Opinion Research, May 15-18, 2008, in New Orleans, LA.

"Political Expression and Opinion Leadership: Changes During a Campaign Cycle," Aaron S. Veenstra and Emily K. Vraga. Presented at the midwinter meeting of the Association For Education in Journalism and Mass Communication, March 1, 2008, in Pittsburgh, PA.

"Blogger/Reader Interaction: How Motivations Impact Pathways to Political Interest," Aaron S. Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

"Why Does Civility Matter in the Blogosphere? Examining the Effects of Civility and Ideological Dissonance," Hyunseo Hwang, Kjerstin Thorson, Brian Ekdale, Porismita Borah, Aaron S. Veenstra, Emily K. Vraga, Ming Bryan Wang and Dhavan V. Shah. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

"Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models," Dhavan V. Shah, Douglas M. McLeod, Kenneth Goldstein, Melissa R. Gotlieb, Hyunseo Hwang, Nam-Jin Lee, Rosanne M. Scholl and Aaron S. Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 16-17, 2007, in Chicago, IL.

"Authorship, Intention, and Orientations: How Bloggers and Their Readers Create Participatory Opportunity," Aaron S. Veenstra, Leticia Bode, Ming Bryan Wang, Madhu Arora, Dhavan V. Shah and David D. Perlmutter. Presented at Internet Research 8.0, October 17-20, 2007, in Vancouver, BC.

"Frames and Opinion in the Blogosphere: Testing Attitude Constraint in Political Blog Readers," Aaron S. Veenstra, Rosalyna Wijaya, Emily E. Acosta and Muzammil M. Hussain. Presented at the annual conference of the Association For Education in

Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

"Online and Offline Activism: Communication Mediation and Political Messaging Among Blog Readers," Homero Gil de Zúñiga, Emily K. Vraga, Aaron S. Veenstra, Ming Bryan Wang, Cathy L. DeShano, David D. Perlmutter and Dhavan V. Shah. Presented at the annual conference of the Association For Education in Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

"Campaign Advertising Effects on Social, Political, and Media Trust: Short-term, Long-term, and Cumulative Models," Dhavan V. Shah, Melissa R. Gotlieb, Hyunseo Hwang, Nam-jin Lee, Rosanne M. Scholl, Aaron S. Veenstra, Douglas M. McLeod and Kenneth Goldstein. Presented at the annual conference of the Association For Education in Journalism and Mass Communication, August 9-12, 2007, in Washington, DC.

"From Hostile Terrain: Internet News Users as a Virtual Public," Aaron S. Veenstra. Presented at the annual conference of the International Communication Association (Communication Technology), May 24-28, 2007, in San Francisco, CA.

"Issue Salience and Foreign Policy Ideology in Survey Research," Aaron S. Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, November 17-18, 2006, in Chicago, IL.

"Ethical and Strategic Messages: How Frames Affect Learning in a Mixed Media Context," Aaron S. Veenstra, Ben Sayre, Dhavan V. Shah, and Douglas M. McLeod. Presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Technology), San Francisco, August 1-5, 2006.

"Framed Video Processing and the Spread of Activation: Implications For Deliberative Processing," Rosanne Scholl, Raymond Pingree, Melissa R. Gotlieb, Aaron S. Veenstra, and Dhavan V. Shah. Presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory and Methodology), San Francisco, August 1-5, 2006.

"Sound and Fury: Discovering Empty Language in Political Communication," Aaron S. Veenstra. Presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, November 18-19, 2005.

"The Internet and Anti-War Activism: A Case Study of Information, Expression, and Action," Seungahn Nah, Aaron S. Veenstra, and Dhavan V. Shah. Presented at the annual conference of the International Communication Association (Communication Technology), New York, May 26-30, 2005. "*Top Paper Session*" Designation.

"Communication and Participation Around the War in Iraq: Online and Offline Routes to Civic and Protest Activism," Seungahn Nah, Shelley J. Boulianne, Nora S. Croll, Raymond Pingree, Seung Min Shin, Aaron S. Veenstra, and Dhavan V. Shah. Presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, November 21-22, 2003.

**COURSES
TAUGHT**

Southern Illinois University Carbondale
Assistant Professor – Advanced Graphic Communication – JRNL 435

August 2009 – Present

Taught design principles and digital publication skills

Southern Illinois University Carbondale

Assistant Professor – New Media Research Methods – MCMA 510

August 2009 – Present

Taught various research methods relating to Internet users and concepts

University of Wisconsin-Madison

Teaching Assistant – Mass Communication Practices – J202

January 2006 – May 2006

Taught basic writing, design and multimedia skills

University of Wisconsin-Madison

Teaching Assistant – Introduction to Mass Communication – J201

January 2004 – December 2005, September 2007 – May 2008

Taught theory and history of mass comm, with focus on journalism and marketing

SKILLS

Web design & development – HTML, PHP, XML, CSS, Javascript

Statistical analysis with SPSS

Online survey development & deployment

PC and network deployment & maintenance

Digital audio and video production – Final Cut Pro, Cool Edit Pro, DivX, podcasting

Graphic design – Adobe Creative Suite, Quark XPress, Flash

Productivity software – Microsoft Office, Apple iWork

UNIVERSITY ACTIVITIES

Southern Illinois University Carbondale, School of Journalism

Scholarship Committee

September 2009 – Present

University of Wisconsin-Madison, School of Journalism and Mass Communication

Social Media and Democracy Research Group September 2006 – July 2009

Student Leader

September 2006 – September 2008

Research Events Committee

September 2006 – May 2007

Mass Communication Research Center

August 2005 – July 2009

Student Leader

August 2007 – August 2008