About the Contributors

William Gibbs, Ph.D., is an Associate Professor at Duquesne University. He teaches courses in digital media production, multimedia technology, user experience design, human-computer interaction, and interface design. His research interests include supporting cognition with digital interfaces, usability engineering, human-computer interaction, and interface design. Gibbs has authored a number of research articles and has conducted presentations at national and international conferences. He received a Ph.D. from The Pennsylvania State University.

Joseph McKendrick is an author, independent researcher and speaker exploring innovation, information technology trends and markets. He is a contributor to *Forbes,* and analyst for *Forbes* Insights, preparing research on topics such as cloud computing, digital transformation, enterprise mobility, and big data analytics. He is also a contributor to CBS interactive, authoring the ZDNet "Service Oriented" site. McKendrick is also a regular columnist on big data and analytics topics for *Database Trends and Applications*, published by Information Today, Inc. He has also been a featured speaker at The Stevens Institute of Technology's symposium on "Competitive Advantage in the Era of Big Data," as well as ITI's "Big Data Summit." McKendrick is a co-author of the SOA Manifesto, which outlines the values and guiding principles of service orientation in business and IT. He has also been contributing editor to IT industry publications including *Midrange Systems, Enterprise Systems*, and *E-Commerce World*. McKendrick served as communications manager of the Administrative Management Society (AMS), an international professional association dedicated to advancing knowledge within the IT and business management fields, as well as editor of *Management World*, its flagship publication. He holds a B.A. in journalism from Temple University.

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Robert John Baron received his PhD in Rhetoric, Scientific, and Technical Communication from the University of Minnesota-Twin Cities in 2012. He is currently an Assistant Professor of Communication Austin Peay State University in Clarksville, TN. He teaches classes in rhetoric and persuasive theory, social media, video game studies, and media literacy. His research looks at the intersection of rhetorical theory and digital technology. His past research has examined a diverse array of topics including digital architecture in online games, the development of *ethos* through online collaboration, and presidential rhetoric. His current research interests include topics such as the rhetoric of social media, social media storytelling, video game studies, and classical and contemporary rhetorical theory.

Ronan S. Bernas is Professor at the Department of Psychology of Eastern Illinois University. He instructs the Advanced Statistics and Research Methods courses for the Graduate Programs in School Psychology and Clinical Psychology, as well as the Advanced Statistics and Research Methods/Experimental Design courses in the Undergraduate Program. He received his Ph.D. in Psychology (Committee on Human Development) from The University of Chicago. While at Chicago, he also received graduate training from the Committee on Research Methodology and Quantitative Psychology and was a research assistant at the Methodology Research Center of the National Opinion Research Center (NORC).

Gregg Bernstein received his MFA in Graphic Design from the Savannah College of Art and Design, where an interest in usable design led him to his current career in product research and development. He is now Research Manager at MailChimp and leads a team of both qualitative and quantitative researchers. Prior to his work at MailChimp, Mr. Bernstein taught design, branding, and typography at Georgia State University and worked as a designer in the music and advertising industries. Mr. Bernstein also writes and speaks on the topics of design and the user experience research process for industry publications and conferences.

Debora Cheney serves as Associate Director for Public Services at the University at Albany, SUNY Libraries. She served as he Larry and Ellen Foster Communications Librarian, Head, Libraries Initiatives to the World Campus/PSU Online, and Head, The News and Microforms Library at The Pennsylvania State University Libraries. As the Larry and Ellen Foster Librarian, she worked closely with the faculty and students in Penn State's communications majors, including journalism and media studies. As the former head, of the News and Microforms Library her work focused on the challenges large academic libraries face in providing access to news content for teaching and research and the role of libraries in providing access to content that is increasingly electronic and delivered via the Internet. She has co-authored articles on teaching students how to use libraries and information in *Portal* and *Journal of Academic Librarianship* and on how libraries can provide access to converging news forms in *College and Research Libraries* and presented papers related to news content use, marketing and promotion at Newspaper Section meetings of the International Federation of Library Association) IFLA conferences in New Delhi and Kuala Lumpur, at the ALA EBSS program in Washington D.C., at the Center for Research Libraries *Global Resources Forum on Electronic Media and the Preservation of News*, and the 2011 Charleston Conference.

Mike Dillon, Ph.D., is the Chair of the Department of Journalism and Media Arts at Duquesne University. He teaches in the areas of Journalism and Mass Media. He has authored or co-authored two books and numerous scholarly articles and book chapters. Prior to his academic career, Dillon was a newspaper reporter and won 15 awards for journalistic excellence in five separate reporting and writing categories. From 2000-2003, he was Associate Editor and Chief Writer of *Primo Magazine*, a national glossy. Dillon has profiled author Norman Mailer, pop legend Tony Bennett, and iconic football star Johnny Unitas. He continues to freelance and his essays have appeared in New York Newsday, the *San Francisco Chronicle*, the *Pittsburgh Post-Gazette* and the *Dallas Morning News*. Dillon oversees publication of the Duquesne-SPJ magazine *Off the Bluff*. He's received a Duquesne University Presidential Scholarship Award and a Creative Teaching Award.

Patrick Ferrucci received his Ph.D. in journalism from the University of Missouri's School of Journalism in 2013. He is an Assistant Professor in the Department of Journalism, College of Media, Communication and Information at the University of Colorado-Boulder. His research focuses on aspects of media sociology, specifically how economics and technology influence construction of news processes. His other research interests include depictions of race in sports journalism and journalism and popular culture. His work has appeared in *Journalism: Theory, Practice and Criticism*; *Electronic News*; *Journalism History* and several other peer-reviewed journals.

Kyle Gibson is a Distribution Associate at Streetwise Media, a local news and events company based in Boston that runs websites such as BostInno. He holds a Bachelor's Degree in Marketing from Emerson College and is an active contributor and researcher for papers and articles concerning web analytics, Big Data, and SEO.

Greg Gomer is one of the cofounders of Streetwise Media, a digital media and events company that owns and operates properties across the United States. In 2012 Streetwise was acquired by American City Business Journals, a subsidiary of Advance Publications which owns Conde Nast, Reddit and other media holdings. Prior to Streetwise, Greg worked at Fidelity Investments and is a graduate of Babson College with majors in entrepreneurship and information technology.

Jeremy Harris Lipschultz is Isaacson Professor at the UNO Social Media Lab for Research and Engagement, University of Nebraska at Omaha. Lipschultz is leading a team of interdisciplinary scholars in development of social media measurement best practices at the Barbara Weitz Community Engagement Center. Lipschultz served for a decade as director of the award-winning UNO School of Communication. He is author of Social Media Communication: Concepts, Practices, Data, Law and Ethics (2015). Lipschultz also is ethics chair for PRSA Nebraska, senior fellow Center for Collaboration Science and reviews editor Journalism & Mass Communication Educator. He blogs media for the Huffington Post, contributes to ChicagoNow and writes a "New Communication Technologies" annual book chapter for Communication and the Law.

Gordon Murray, Ph.D., is an award-winning former director, editor, videographer and writer for PBS television. He has produced broadcast programs and documentaries in the U.S., Europe, Middle East and Antarctica. He is an Associate Professor in the Kent State University School of Journalism and also teaches in the School of Digital Sciences. Murray was trained as an educational psychologist and has conducted experimental research on the effects of television and media on pre-adolescent artistic performance and creativity. He has been published widely in scholarly journals and has written popular articles for a variety of national magazines and websites. Murray is a pilot and his first book, *Lost in Oscar Hotel* chronicles his peculiar world-record flight of 36 hours and 6 minutes to Dayton Wright Brothers Airport in an antique airplane. His current research interests are in digital storytelling and the public understanding of science.

Judith Durgin Pilla, PhD, LSW, PMHCNS-BC is a professional qualitative researcher and a clinical nurse specialist in private practice. For over a decade she was Director of Qualitative Research for a global marketing research company, responsible for designing and conducting healthcare-related qualitative studies worldwide. She has adapted corporate marketing research methods for use by individual clinical researchers and to support interventions in patient care. Dr. Pilla obtained her Bachelor's Degree in Nursing from Thomas Jefferson University and her Master's and Doctor of Philosophy Degrees from Bryn Mawr College.

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Stuart H. Schwartz, Ph.D., is Professor of Digital Media & Communication Arts at Liberty University in Lynchburg, Virginia. His major teaching areas include direct, mobile & interactive marketing, and social media strategies and effects. He is the winner of a 2012 Chancellor's Award for Teaching Excellence and is the author of the textbook, "The Savvy Social Media Guide: Succeed With Social Media…NOW!" He came to the school after a 30-year career, 25 as a senior executive with media and retail organizations. Companies where he headed divisions include Lee Enterprises, which owned daily newspaper, broadcast and specialty publications, and apparel merchandiser Steve Madden. He was also head of business development for a 150-store retail music chain. In addition, he has been a frequent contributor to American Thinker (americanthinker.com), the popular conservative political website, and guest on conservative talk radio, including The Dennis Miller Show and is a columnist for Beliefnet.com. He received a B.A. from University of Connecticut, M.A. in Corporate & Political Communication from Fairfield University, and the Ph.D. in Media & Communications from Temple University. In addition, he holds an M.A. from Liberty Baptist Theological Seminary.

Tricia Syed has more than 20 years of direct marketing, publishing, online and event experience. She is a seasoned marketing professional focused on user marketing strategy. Syed joined Penton as Senior Director, Marketing and Analytics. In 2013, she was promoted to Vice President, User Marketing & Marketing Analytics where she is responsible for user marketing, analytics, acquisition and engagement. Syed joined UBM's Everything Channel as Vice President, Online Marketing and Analytics where she was responsible for engaging Solution Providers through media, events and research, extending its database and creating innovative opportunities through audience analysis. Earlier, Syed was with TechTarget Inc. where she held several senior management positions in audience development, online and events, including Vice President of Audience Optimization. Prior, Syed was Marketing Manager at BizLand, Inc. Syed earned a BA from the University of Rochester and a MA from Northeastern University.

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Laurissa Wolfram-Hvass received her PhD in English Rhetoric and Composition from Georgia State University in 2014. Her academic research focused on the User Experience (UX) research and design process and how UX research teams communicate findings within their organizations. Upon the completion of her dissertation, Dr. Wolfram-Hvass was hired as a researcher at MailChimp, an email marketing service provider. Dr. Wolfram-Hvass previously taught first year composition and technical communication at Georgia State University and was the layout and design editor for the *South Atlantic Review.*

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