

Walter J. Carl, Ph.D.

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Northeastern University
Boston, MA 02115

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Faculty Web Site:

<http://www.waltercarl.neu.edu>

Research Blog:

<http://www.wom-study.blogspot.com>

EDUCATION

- Ph. D. *University of Iowa, 2001*
Interpersonal and Small Group Communication
Department of Communication Studies (GPA: 3.88/4.0)

Electronic Dissertation: “The (Interactional) Business of Doing Business: A Rhetorical Discursive Action Analysis of an e-Commerce Business Opportunity” Available at <http://etd.lib.uiowa.edu/etd.html>

Supervisor: Steve Duck, Ph.D.

Studies in discourse and conversation analysis at
Loughborough University, UK, 1999-2000
Discourse and Rhetoric Group
- M. A. *University of North Carolina at Chapel Hill, 1997*
Interpersonal and Organizational Communication
Department of Communication Studies (High Pass)

Thesis: “The Notion of Motion: Bricolage and the Creation of Personal Relationships as Definitional Processes”

Supervisor: Julia T. Wood, Ph.D.
- B. A. *Rochester Institute of Technology, 1995*
Major: Professional and Technical Communication
Minors: Business and Philosophy (Highest Honors)

Honor’s Thesis: “Six Thinking Hats: Argumentativeness and Response to Thinking Model”

TEACHING POSITIONS

- *Northeastern University*. Assistant Professor (Tenure-Track). 2002-present.
- *Tufts University School of Medicine*. Course Director (Part-Time). 2003-present.
- *Rochester Institute of Technology*. Visiting Assistant Professor. 2001-2002.
- *University of Iowa*. Graduate Instructor. 1997–1999 and 2000-2001.
- *University of North Carolina at Chapel Hill*. Graduate Instructor. 1995–1997.

Courses Taught At Northeastern University

- Advanced Organizational Communication. Fall 2003-Current.
Upper-level course for students concentrating in Organizational Communication.
- Introduction to Communication Studies/Foundations of Communication.
Fall 2002-Current.
Introductory course for majors and minors focusing on Public Communication, Organizational Communication, and Media Studies.
- Consultation Skills. Spring 2004. Spring 2005.
Upper-level course for students concentrating in Organizational Communication.
- Interpersonal Communication. Winter 2003
- Principles of Organizational Communication. Fall 2002. Spring 2003, 2004.
Introductory-level course for communication majors and minors.
- Directed Study: Word-of-Mouth Communication Research. Summer 2005.

Courses Taught At Tufts University

- Professional Communication. Fall 2003-current.
Teach graduate students in Public Health and Nutrition skills in informative, technical, and persuasive professional presentations, media relations, managing communication apprehension, and how to manage professional identities.

Courses Taught At Rochester Institute Of Technology

- Organizational Communication. Spring 2002.
Intermediate-level course for communication majors and minors.
- Effective Speaking. Spring 2002 (2 sections) and Fall 2001.
Introductory course for communication majors and minors.
- Human Communication. Fall 2001 (2 sections).
Introductory course for non-majors focusing on Intrapersonal, Interpersonal, Group, Organizational, and Mass Communication.

(Teaching, continued)

Courses Taught At University Of Iowa

- Interpersonal Communication. Spring 2001.
- Business and Professional Communication. Fall 2000.
- Speaking and Reading. Spring 1999.
- Colloquium: Teaching Rhetoric. Fall 1998.
Co-taught this graduate level seminar for new graduate instructors on how to teach an introductory writing and speaking course.
- Accelerated Rhetoric. Fall 1998.
- Public Speaking and Argument. Spring 1998.
- Speaking, Reading, and Writing. Fall 1997.

Courses Taught And Assisted At UNC-Chapel Hill

- Introduction to Interpersonal Communication. Spring 1997.
- Small Group Communication. Fall 1997.
- Gender & Communication. Summer 1996.
- Advanced Interpersonal Communication. Teaching Assistant. Spring 1996.
- Small Group Communication. Teaching Assistant. Spring 1996.
- Gender & Communication. Teaching Assistant. Fall 1995.
- Introduction to Interpersonal Communication. Teaching Assistant. Fall 1995.

PUBLICATIONS

Books

- Carl, W. J. & Wood, J. T. (2002). Student Companion for J. T. Wood's *Interpersonal Communication: Everyday Encounters* (3rd ed.). Belmont, CA: Wadsworth.
- Carl, W. J. & Wood, J. T. (2002). Instructor's Resource Manual for J. T. Wood's *Interpersonal Communication: Everyday Encounters* (3rd ed.). Belmont, CA: Wadsworth.

Journal Articles (Peer-Reviewed)

- Carl, W. J. & Noland, C. (under review). *The Conversational Geography and Relational Basis of Word-of-Mouth Communication and Marketing Practices*.
- Carl, W. J. (2006). What's All the Buzz About? Everyday Communication and the Relational Basis of Word-of-Mouth and Buzz Marketing Practices. *Management Communication Quarterly*, 19(4), 601-634.

(Publications, Journal Articles, continued)

- Noland, C. & Carl, W. J. (in press). "It's Not Our Ass": Medical Resident Sense-Making Regarding Lawsuits. *Health Communication*. (Accepted for Publication in December 2004. To appear in Volume 20 [late 2006]).
- Carl, W. J. (2005). The Communicational Basis of the Organizational Text as Macroactor: A Case Study of Multilevel Marketing Discourse. *Qualitative Research Reports in Communication*, 6(1), 21-29.
- Carl, W. J. (2004). The Interactional Business of Doing Business. Managing Legitimacy and Co-Constructing Entrepreneurial Identities in E-Commerce Multi-level Marketing Discourse. *Western Journal of Communication*, 68(1), 92-119.

Chapters in Books

- Carl, W. J. (2006). <where r u?> <here u?> Everyday Communication with Relational Technologies. In J. Wood and S. Duck (Eds.) *Composing Relationships: Communication In Everyday Life* (pp. 96-109). Thomson Publishing.
- Carl, W. J. (2005). Mapping the Conversational Geography of Word-of-Mouth Marketing: An Application of the Word-of-Mouth Terminology Framework. In M. Rubin (Ed.), *Measuring Word-of-Mouth, Volume 1* (pp. 61-69). Chicago: Word of Mouth Marketing Association.
- Carl, W. J. & Duck, S. W. (in press). Exploring the Metaphor of Conversational Hypertext Through the Analysis of Relational Histories. In P. Thibault & C. Prevignano (Eds.) *Interaction Analysis and Language: Discussing the State-of-the-Art*. Amsterdam: John Benjamins Publishing Company.
- Carl, W. J. & Duck, S. W. (2004). How To Do Things With Relationships... and How Relationships Do Things With Us. In Kalbfleisch, P. *Communication Yearbook*, 28 (pp. 1-35). New Brunswick, NJ: International Communication Association. **Lead Chapter in Volume.**
- Badr, H., Acitelli, L., Duck, S., & Carl, W. J. (2000). Weaving Social Support Into Relationships. In Sarason, B. R., & Duck S. W. *Personal Relationships: Implications for Clinical and Community Psychology*. Chichester, UK: Wiley.
- Carl, W. J. (2000). Crossing the Tracks of Friendships and Dating: Negotiating Tensions Between Certainty–Uncertainty. In D. O. Braithwaite and J. T. Wood, *Case Studies in Interpersonal Communication: Process and Problems*. Belmont, CA: Wadsworth.
- Carl, W. J. (1998). A Sign of the Times: Misunderstandings Between Deaf and Hearing Persons. In J. T. Wood, *"But I Thought You Meant...": Misunderstandings in Human Communication*. Mountain View, CA: Mayfield.

Industry Research Reports & White Papers

- “To Tell Or Not To Tell?: Assessing the Practical Value of Disclosure for Word-of-Mouth Marketing Agents and Their Conversational Partners” (2006)
This research report discusses the controversial topic of disclosure in organized word-of-mouth marketing programs and reports findings from a major industry-academic study. Available <http://www.waltercarl.neu.edu/downloads/>
- “The Practical Value of Disclosure in Word-of-Mouth Marketing Campaigns.” (2005)
This industry white paper was written by Joe Chernov at BzzAgent, Inc., and is partially based on findings reported in my research report entitled “To Tell Or Not To Tell?” I collaborated with the author in preparing this white paper. Available http://www.bzzagent.com/value_of_disclosure.pdf
- “The Value of Managed Word-of-Mouth.” (2005).
This industry white paper was written by Matt McGlinn and Seth Wylie at BzzAgent, Inc., and is based on my 2006 *Management Communication Journal* article “What’s All the Buzz About?” I collaborated with the authors in preparing this white paper. Available [http://www.bzzagent.com/downloads/The Value of Managed WOM.pdf](http://www.bzzagent.com/downloads/The_Value_of_Managed_WOM.pdf)
- “Word-of-Mouth Marketing Association Terminology Framework.” (2005).
Served on the Drafting Committee for the WOMMA Terminology Framework, the first set of industry standards on how to research and measure word-of-mouth marketing activities.
- Carl, W. J. & Kelly, L. (2004). “This Land Is My Land... But Could Be Our Land”:
Developing Influencer Relationships to Accelerate Development Success. Washington, DC. National Association of Industrial & Office Properties Research Foundation.
- Dopfel, D., Noland, C., & Carl, W. J. (2004). Medical Resident Socialization & Risk-Management Training: A Summary Report.
Available online at:
http://www.atsweb.neu.edu/w.carl/PDFs/MEDRES_SummaryReport.pdf

Book Reviews

- Carl, W. J. (1999). [Review of the book *The Phenomenology of Everyday Life*]. *Personal Relationships Issues*, 6(1), 21-24.
- Carl, W. J. & Wood, J. T. (1997). Continuing the Dialogue... [Review of the book *Relating: Dialogues and Dialectics*]. *Contemporary Psychology*, 42, 625-626.

Blogs

- WOM, Buzz, and Viral Marketing Communication Blog” (2006).
Broadly, the purpose of this blog is to educate and help people learn about WOM, buzz, and viral marketing. More narrowly, this blog will support a special topics class I will be teaching at Northeastern University. Available at <http://www.wom-teach.blogspot.com>
- “Word-of-Mouth Communication Study Blog” (2005).
This blog is an online space to discuss my research on word-of-mouth communication and buzz marketing practices. Available at <http://www.wom-study.blogspot.com>

CONFERENCE PAPERS AND PANELS

All conference papers are formatted as PDF files and are available for download at my home page, <http://www.atsweb.neu.edu/w.carl>

- “To Tell Or Not To Tell? Managing Effective Word-of-Mouth Marketing Programs Based On Why People Talk (and Listen!)”
Presented as part of a panel entitled: “Measurement 2: Why People Talk? Consumer Behavior and Word-of-Mouth” at the Word-of-Mouth Marketing Association Basic Training Conference. Orlando, FL, January 19, 2006. Available at <http://www.womma.org>
- “Medical Resident Sense-Making about Lawsuits: Metaphorical and Institutional Analyses.”
Presented at the National Communication Association annual conference in Boston, MA. November 20, 2005. Paper co-authored with Dr. Carey Noland.
- “How Focusing On Marketing Will Distract You From the Words That Matter Most.”
Presented as part of a panel entitled: “Optimizing Word-of-Mouth: Which Words Work” at the Word-of-Mouth Marketing Association Measuring Word-of-Mouth Conference. Chicago, IL, July 13, 2005. Available at <http://www.womma.org>
- “Dream-Sequencing: The Discursive Accomplishment of Organizational Identification in Multilevel Marketing Business Meetings.”
Presented at the International Conference on Language and Social Psychology Annual Meeting, State College, Pennsylvania, 2004. Symposium: “The Discourse of Meetings: Language, Argument, and Embodied Action”
- Conversation Analysis Data Session.
Co-facilitated a data session on interactional data from job interviews with Dr. Phil Glenn. Eastern Communication Association annual conference. Boston, MA. April 23, 2004.

(Conference Papers, continued)

- “Heuristic Value As It May Relate to Professional Advice Giving.”
Panelist in a roundtable discussion at the National Communication Association Annual Meeting, Miami, FL, 2003. Panel sponsored by Communication Consulting Series.
- “The Communicational Basis of the Organizational Text as Macroactor: A Case Study of Multilevel Marketing Discourse.”
Presented at the Organizational Communication Pre-Conference of the National Communication Association Annual Meeting, New Orleans, LA, 2002.
- “Organizational Legitimacy As Discursive Accomplishment in Multilevel Marketing Discourse.”
Presented at the National Communication Association conference, New Orleans, LA, 2002.
- “A Rhetorical Discursive Action Analysis of How A ‘Business Presentation’ Is Not A ‘Sales Pitch’.”
Presented at the National Communication Association conference. Atlanta, GA. 2001.
- “Talking Gender and E-commerce.”
Presented at the Gender, Media, and Technology Symposium. Rochester, NY. 2001.
- “The Use of Relational Terms to Accomplish Interactional Business: Three Examples from a Discursive Action Approach.”
Presented at the National Communication Association conference. Seattle, WA. 2000.
- “Teachers on Teaching: Scholarship of Teaching Honors Julia T. Wood.”
Presented at the National Communication Association conference. Seattle, WA. 2000.
- “Intersections Between Kelly’s Personal Construct Theory and Postmodern Thought: How Each Contests and Informs the Other.”
Western States Communication Association conference. Vancouver, BC. 1999.
- “Living ‘In the World’: Bordering and Relating Practices of Church Communities.”
National Communication Association conference. New York, NY. 1998.
- “Fluidity and Relating: Accounting for Relating Practices and Sexual Identity in a Bisexuality Support Group.”
International Network on Personal Relationships conference. Norman, OK. 1998.
- “Issues of Power and Identity in Corporate Experiential Learning Practices.”
National Communication Association conference. Chicago, IL. 1997.

(Conference Papers, continued)

- “Relationship Gumbo: Understanding Bricolage and the Creation of Personal Relationships as a Definitional Process.”
International Network on Personal Relationships conference. Oxford, OH. 1997.
Top Four Graduate Student Paper Award.
- “Six Thinking Hats: Argumentativeness and Response to Thinking Model.”
Southern States Communication Association conference. Memphis, TN. 1996.
Also available as ERIC document.
- “A Relationship By Any Other Name: Vocabularies for Personal Relationships and the Experience and Expression of Emotions.”
Speech Communication Association conference. San Diego, CA. 1996.
- “RIT–CIA: Classified Research in a University Context.”
New York State Speech Communication Association conference. Syracuse, NY. 1994.
Also available as ERIC document.
- “If You Want To Talk About Cheese, You Must Start with the Cow! Programming for Diverse Populations.”
New York State College Health Association. Rochester, NY. 1994.

GRANTS

External

- “How Influencer Relationships Create Business Advantage and Minimize Risk”. National Association of Industrial and Office Properties Research Foundation. 2004. Grant awarded for \$15,000. (Co-author on grant with Lois Kelly and Jonathan Feinstein).

Internal

- “Investigating Word-of-Mouth and Buzz Marketing Communication Practices”. Provost Research Development Fund Northeastern University. 2005. Grant awarded for \$7,500.
- “Problem-Based Learning in Applied Organizational Settings”. Provost’s Instructional Development Fund Northeastern University. 2003. Grant awarded for \$4,770.

ORGANIZATIONAL RESEARCH, CONSULTING, AND TRAINING

- *BzzAgent, Inc.* Boston, MA. 2005.
Collaborated on academic research project assessing the value of managed word-of-mouth marketing programs. Designed original survey instruments and conducted data analysis. Research resulted in an industry white paper (“The Value of Managed Word-of-Mouth”), a major research report (“To Tell Or Not To Tell?”), and an academic journal publication (*Management Communication Quarterly*).
- *Managing Word-of-Mouth Marketing Programs.* Various. 2005.
Advise companies on designing custom research projects to better understand how consumers talk about their companies and brands.
- *National Association of Industrial and Office Properties Research Foundation.* Washington, DC. 2004.
Designed and conducted research with co-author on the characteristics of effective relationships between commercial real estate developers and environmental, governmental, and community influencer groups.
- *Tufts University School of Medicine.* Boston, MA. 2004.
Designed and conducted a series of three workshop sessions on effective presentation and teaching skills. Worked one-on-one with participants to develop individualized plans to develop presentation skills. Conducted follow-up workshop on using PowerPoint to promote active learning in the classroom.
- *Northeastern University.* Boston, MA. 2003.
Conducted workshop on effective communication and listening skills in mentoring relationships for the Office of Special Support Services’ Legacy 2000 Mentoring program.
- *Northeastern University.* Boston, MA. 2002.
Conducted workshop with Joshua Barricklow, M.A. for the University Library on conflict management and how to deal with difficult patrons.
- *Cape Cod Hospital.* Hyannis, MA. 2002.
Installation of point-of-sale and inventory management software for hospital gift shop. Advised manager on how to transition from existing to new system. Trained staff on use of POS*IM software package.
- *Sensible Business Systems.* Cortland, NY. 2002.
Updated and revised edition of the Manager’s Overview Manual for the POS*IM point-of-sale and inventory management software package.

(Organizational Research, Consulting, and Training, continued)

- *Employment Systems*. Iowa City, IA. 1999.
Developed marketing and public relations strategies and tools for a non-profit organization that employs severely developmentally disabled consumers as part of a graduate level consulting team at the University of Iowa, College of Business.
- *Corporate Outdoor Education Center*. Research Triangle Park, NC. 1996.
Conducted participant–observation research and met with trainers of corporate experiential outdoor education training center to discuss findings as part of a graduate level organizational communication seminar at the University of North Carolina at Chapel Hill. For confidentiality reasons, the name of the training center is not disclosed. Please refer to the “Conference Papers” section below for this research report: “Issues of Power and Identity in Corporate Experiential Learning Practices.”
- *SAS Institute*. Research Triangle Park, NC. 1995.
Coordinated interviews with new employees about company’s orientation and socialization practices and developed a tool for organizations to assess various socialization practices as part of a graduate communication seminar on Organizational Socialization at the University of North Carolina at Chapel Hill.

INVITED PRESENTATIONS OR LECTURES

- “Consumer-Generated Media: The Birth & Rise of the Word-of-Mouth Industry.”
Guest Lecture for Department of Communication Studies’ Public Lecture Series. Northeastern University. Boston, MA. March 22, 2006.
- “The Value of Managed Word-of-Mouth.”
Co-presenter with Dave Balter, CEO of BzzAgent, Inc. to the Market Research Council. Yale Club, New York City. February 24, 2006.
- “Getting Into the Conversation: How to Manage Word-of-Mouth Communication and Influence”
Presented at the first International Word-of-Mouth Marketing Conference (Brand Sciences Institute). Hamburg, Germany. October 6, 2005.
- “Funny You Should Say That: A Panel Discussion on Word-of-Mouth Marketing”.
Co-panelist with Dave Balter (BzzAgent, Inc.); Steve Curran (Pod Digital Design); Jamie Tedford (Arnold Worldwide) on a panel discussion organized by the New England Chapter of Promotion Marketing Association. September 24, 2005. Boston, MA.
- “Risk, Reputation, and Relationships: How to Influence Stakeholders and Run a More Profitable Business”
Co-presented with Lois Kelly for the New England chapter of the Environmental Business Council. March 9, 2005. Waltham, MA.

(Invited Presentations or Lectures, cont.)

- “This Land Is My Land... But Could Be Our Land: Developing Influencer Relationships to Accelerate Business Success”
Co-presented (with Jonathan Feinstein of VHB, Inc.) at the National Association of Industrial & Office Properties Annual Convention to the NAIOP Research Foundation Trustees (October 19, 2004) and the Associates V Forum (October 20, 2004). San Diego, CA.
- “Managing Relational Networks and Identities in Organizational Marketing Practices.”
Guest Lecture for Department of Communication Studies’ Public Lecture Series. Northeastern University. Boston, MA. November 12, 2003.
- “Dream Building: Positioning Practices and Identity Management in Multi-Level Marketing Discourse”
Northeast Language and Social Interaction Mini-conference. University of Massachusetts at Amherst. April 4, 2003.
- “You Inc.: The Joint Construction of Entrepreneurial & Consumer Identities In Multi-Level Marketing Discourse”
Guest Lecture for Center for the Study of Communication. University of Massachusetts at Amherst. April 16, 2003.
- “How Principles of Scientific Management (Still) Inform Customer Service Interaction”
Guest Lecture for course entitled “Topics in Management Communication: Organizational Discourse.” Emerson College. Fall 2002. Professor Phil Glenn.
- “Discourse Analysis as Theory and Method”
 - Guest lecture Research Methods class at Northeastern University (Professor: Carey Noland, Ph.D.). Boston, MA. November 6, 2003.
- Teaching with Technology Showcase Presentation on Department of Communication Studies' Web Site.
 - Northeastern University, Boston, MA. March 5, 2003.

MEDIA INTERVIEWS & REFERENCES

External

- **Citation.** Inc.Magazine. Mike Hoffman. Cited pass-along effect in the article, “Lies, damn lies, and word of mouth.” April 2006.
- **Citation.** Red Herring. Cited “only 20 percent of word-of-mouth marketing happens online” in “Marketing’s Latest Buzz.” March 25, 2006.
- **Interview.** Nick Sylvester. The Village Voice. “E-thics.” Interviewed for article concerning ethics of word-of-mouth. February 24, 2006.
- **Citation.** Peter Kim and Charlene Li. Forrester Article on Trends entitled “Word-Of-Mouth Marketing Priorities for 2006.” Article cites “To Tell or Not to Tell?” report and that disclosure increases pass-along/relay rate by 70%. February 22, 2006.
- **Featured Article (Online).** Hotelmarketing.com. “To Tell or Not to Tell?” featured in this article on January 30, 2006.
- **Featured Article (Online).** The Jewish Exponent. “To Tell or Not to Tell?” conclusions revealed in this article premiering on January 26, 2006.
- **Featured Article (Online).** AdAge.com “Disclosure Doesn’t Hamper Word-of-Mouth Marketing.” Article reports “To Tell or Not to Tell?” as a new study to be released at the WOMMA conference in Orlando. Interviewed January 18, 2006. Released January 19, 2006.
- **Article.** Matthew Creamer. Advertising Age. “To Tell or Not to Tell” cited in the article: “Word of mouth gaining respect of marketers.” January 23, 2006. p. 3, 28.
- **Featured Article (Internet Newsletter).** Jennifer Nastu, Word-of-Mouth Marketing Association. Featured in a newsletter article on “How-To: Engaging with Consumers.” Interview on December, 20, 2005. Appeared online February 9, 2006.
- **Citation.** Kristy Arellano. *Denver Post*. Interviewed December 6, 2005. Cited twice in article that appeared December 11, 2005. “Secret Gets Out On Marketing’s New Way In” (p. A-01).
- **Citation.** Dave Balter & Jon Butman, authors of *Grapevine: The New Art of Word-of-Mouth Marketing*. Research on word-of-mouth cited in book (pp. 8 and 114). Released December 2005.
- **Citation.** BzzAgent, Inc. Press Release “BzzAgent Enhances Word-of-Mouth Disclosure Policy: Decision Result of Published Corporate Study.” Release mentions “recent statistical data compiled by Dr. Walter Carl of Northeastern University.” December 5, 2005.
- **Interview.** Tara Siegel, Reporter for Dow Jones, Personal Finance division. Interviewed for a story in *Wall Street Journal* based on my research on percentage of all communication that relates to consumer products. November 22, 2005.
- **Interview.** Kenneth Hein, Senior Editor, *Brandweek*. Interviewed for article on legal and ethical issues surrounding word-of-mouth and buzz marketing. Article to appear in *Other Advertising* mid-November, 2005.
- **Interview.** Sara Schweitzer. *Boston Globe*. Interviewed for article on college students recruited by companies for buzz marketing campaigns. October 13, 2005.
- **Citation.** Catharine P. Taylor. *Adweek*. Interviewed October 3, 2005. Cited in article “Psst! How Do You Measure Buzz?”; October 24, 2005.

(Media Interviews, continued)

- **Citation.** William M. Bulkeley. *Wall Street Journal*. Cited in article “Marketers Scan Blogs for Brand Insights”; Thursday, June 23, 2005. B1.
- **Interview.** *Fortune Small Business*. Interviewed for article on tracking online consumer conversations (to appear in September 2005 issue).
- **Interview.** *Marketing News* (a publication of the American Marketing Association). Interviewed for a story on Dave Balter, Founder & CEO of BzzAgent, Inc.
- **Citation.** *AdRants* (July 14th). Mentioned my presentation at WOMMA Metrics Summit.
- Blog references (Gary Stein; Brand Autopsy; Church of the Customer; BzzAgent Bee Log)
- **Podcast Interview.** Customer Evangelists Podcast. Available http://customerevangelists.typepad.com/blog/2005/07/podcast_measuri.html
- **Citation.** *Builder News Magazine* (report on managing influencer relationships, prepared for National Association of Industrial & Office Properties was mentioned in this article). Available <http://www.buildernewsmag.com/viewnews.pl?id=186>
- **Featured Article (Newsletter).** Foghound newsletter. Interviewed for their “Chat” section on what marketers are most surprised to learn about my research on word-of-mouth marketing and influence.
- Foghound website. This strategic marketing firm features my presentation at the WOMMA Metrics Summit. Available <http://www.foghound.com/povs.htm>
- **Interview.** Sarah Robertson. *Wall Street Journal*. March 11, 2003. Discussed the topic of employees’ feelings of entitlement and complaints. Reporter desired information on workshops for how to deal with people who continually complain.
- **Interview.** Alan Don. New England Press Association, Fall 2002. Interviewed about automated answering services in organizations.

Internal (Northeastern University)

- **Featured Article.** Sarah O’Brien Mackey. NU Voice. “Heard it through the grapevine?” Featured in scholarship section regarding the release of “To Tell or Not to Tell?” February 21, 2006.
- NU Provost Research website. My research on WOM and buzz marketing was featured on this site (July 2005). Available <http://www.research.neu.edu/business/word.html>
- Laura Shea. NU Public Relations. July 21, 2005. Discussed research on word-of-mouth communication and buzz marketing.
- **Featured Article.** Susan Falk. “Study eyes medical communication skills.” *Northeastern Voice*. May 18, 2004. Discussed the topic of medical resident study.
- **Featured Article.** Karen Filcher. *Northeastern University Magazine*. January 22, 2004. Discussed the topic of my recent research for the “Research Briefs” section. Research brief published in March 2004 edition, p. 15, entitled “Friendly Persuasion”.
- Brylie Maxfield. NU Public Relations. May 11, 2004. Discussed the topic of medical resident study.

HONORS AND AWARDS

- Center for Innovative Course Design award for “Online Learning: Thinking Out of the Box”.
 - Awarded for CMNU101: Introduction to Communication Studies (Fall 2004).
 - Other courses nominated include CMNU531: Advanced Organizational Communication (Fall 2004).
- Dissertation of the Year Award Nomination.
Language & Social Interaction Division of National Communication Association. 2001.
- Award for Top Four Graduate Student Papers.
Presented by the International Network on Personal Relationships. July 1997.
- Outstanding Achievement in Graduate Student Scholarship.
UNC-Chapel Hill. Department of Communication Studies. 1997.
- Outstanding Achievement in Graduate Service and Leadership.
UNC-Chapel Hill. Department of Communication Studies. 1997.
- College Delegate and Speaker for Commencement Ceremonies.
Rochester Institute of Technology. College of Liberal Arts. 1995.
- Alpha Sigma Lambda Honorary Society (Society for activities, leadership, and scholarship).
Rochester Institute of Technology. 1995.
- Nathaniel Rochester Society Scholar.
Rochester Institute of Technology. 1995.
- Kearsse Writing Award.
Awarded by College of Liberal Arts at Rochester Institute of Technology for paper entitled “Flow – The Psychology of Optimal Experience: History and Critical Evaluation.” 1994. Paper available for PDF download at personal home page.
- College of Liberal Arts Speech Award.
Awarded at Rochester Institute of Technology for persuasive speech entitled “Community Service Learning.” 1994.
- Student Interpreter of the Year Award.
National Technical Institute for the Deaf. Rochester, NY. 1994.

PROFESSIONAL ORGANIZATION AFFILIATION
(current or recent affiliations)

International

- International Association of Language and Social Psychology

National

- National Communication Association
- Word of Mouth Marketing Association

Regional

- Eastern Communication Association
- Western States Communication Association

SERVICE

Professional

- Advisory Board Member. Word-of-Mouth Marketing Association (WOMMA). 2005.
 - Serve on the Research & Metrics Council and was on Drafting Committee for the WOMMA Terminology Framework, the first set of industry standards on how to research and measure word-of-mouth marketing activities.
- Journal Manuscript Peer Reviewer.
 - *Journal of Social and Personal Relationships*. 2005.
 - *Management Communication Quarterly*. 2005.
- Conference Paper Reviewer:
 - Language & Social Interaction Division. National Communication Association. 2002.
- “Meanings and Forms of Relational Support and Persuasion.” Program Chairperson. Western States Communication Association conference. Vancouver, BC. 1999.
- “Technology and Intercultural Communication Round Table Discussion.” Respondent. Intercultural Communication: The Last Twenty-Five Years and the Next.” Rochester, NY. 1995.

University (Northeastern)

- SPSS Training Session.
Along with Dr. Carey Noland and the Training department, I coordinated a university-wide training session for the statistical software SPSS.
- “Department of Communication Studies Faculty Advising Summary Report”
Prepared summary report of faculty, staff, and student discussion about faculty advising in the Department and College. This emerged out of the efforts of motivated students working on a class project in my Spring 2004 CMNU231: Principles of Organizational Communication. January 7, 2005.
- “Mentoring Communication: Listening and Creating Supportive Communication”
Presented and facilitated a training workshop for the Office of Special Support Services, Legacy 2000 Mentoring Program at Northeastern University. Boston, MA. April 6, 2004.
- Industry Advisory Board, Faculty Representative.
Northeastern University. Fall 2002 – present.
- Department of Communication Studies Faculty Web Site Coordinator.
Northeastern University. Fall 2002 – present.
- Custom Textbook Committee Chairperson for Introduction to Communication Studies Course.
Northeastern University. Fall 2002 – present.
- Communication Studies Club Advisor.
Northeastern University. Fall 2003 – Fall 2004.
- Academic Achievement Award Committee.
Reviewed undergraduate students’ papers for award. 2003.
- Middler-Year Writing Project Supervision
 - Steve Huftalen – Organizational Communication Audits and Assessment (Spring 2005)
 - Ben Evarts – Increasing Volunteer Volume and Effectiveness for BzzAgent (Summer 2005)
 - Sara Bill – Relational Networks and Dynamics in Multilevel Marketing Organizations (2004)
 - Jacqui Collins – Organizations as Communication Systems (2004)

(Service, University, continued)

- Directed Study Supervision
 - Steve Huftalen – Organizational Communication Audits and Assessment (Spring 2005)
 - Lisa Gesner – Word-of-Mouth Communication Research (Summer 2005)
 - Eric Pula – Website Design and Interactivity (Fall 2003)
- Internship Supervision
 - Erin Murphy – Medical Resident Socialization Research (Spring 2003)
 - Diana Dopfel – Medical Resident Socialization Research (Spring 2004)

University (Other)

- Foundations of Communication Class. Guest Lecturer on Language and Social Interaction approach to communication studies.
Rochester Institute of Technology. Spring 2002. Fall 2001.
- Department of Communication Research Grant Program. Coordinator.
Rochester Institute of Technology. Spring 2002.
- Student Research Conference Planning Committee. Committee Member.
Rochester Institute of Technology. Spring 2002.
- Institute Public Speaking Contest. Served as Judge for Opening Rounds.
Rochester Institute of Technology. Spring 2002. Fall 2001.
- Discourse and Ethnography Data Group. Co-Coordinator. University of Iowa. 2000.
- Graduate Student Association. Co-President. UNC-Chapel Hill. 1996–1997.

Community

- “Leaders as Collaborators: Leadership within a Small Group Context.” Program Presenter.
UNC-Chapel Hill Emerging Leaders Program. 1997.
- “Who Harasses Whom?: A Rape Awareness Program” Program Presenter.
UNC-Chapel Hill Greek Affairs & Campus “Y” Organizations. 1996.
- Rural North Carolina middle-school. Tutor for students. 1995.
- Senior Seminar Course Project. Outreach Worker. AIDS Rochester. Rochester, NY. 1995.
- “Communication in Work Teams.” Training Program Presenter.
Steuben Association for Retarded Citizens. Bath, NY. 1995.

(Service, continued)

- “Effective Communication in Conflict Situations.” Training Program Co-Presenter. Florida State University. Department of Housing Head Staff. 1994.
- “KidsCommunicate” Project. Communication Skills Tutor for fifth and sixth grade inner-city school students. Rochester, NY. 1994.

UNDERGRADUATE THESES ADVISED

- Alison Liwush. “Gender and Communication: A Test of Deborah Tannen’s Genderlect Styles Theory Among College Students”. Rochester Institute of Technology. Spring 2002.
- Derek Bell. “Relational Dialectics Between Shakespeare’s Dead Butcher and His Fiendlike Queen”. Rochester Institute of Technology. Spring 2002.