

## Walter J. Carl, Ph.D.

### Office Mailing Address:

101 Lake Hall  
360 Huntington Avenue  
Department of Communication Studies  
Northeastern University  
Boston, MA 02115

### Office Contact Information:

E-mail: w.carl@neu.edu  
Phone: 617-373-4075

### Faculty Web Site:

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

### Research Blog:

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

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## 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 (Graduate School)*. 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

- Word-of-Mouth, Buzz, and Viral Marketing Communication. Summer I 2006. Spring 2007.  
Upper-level special topics course in Organizational Communication concentration.
- Advanced Organizational Communication / Applications of 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-Spring 2006.  
Taught 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.

### 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

### *Journal Articles (Peer-Reviewed)*

- Carl, W. J. (2008). The Role of Disclosure In Organized Word-of-Mouth Marketing Programs. *Journal of Marketing Communications*, 14(3), 225-241.
- Carl, W. J. & Noland, C. (2008). The Conversational Geography of Word-of-Mouth Communication and Marketing Practices. *Communication Quarterly*, 56(2), 184-207.
- 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.
- Noland, C. & Carl, W. J. (2006). "It's Not Our Ass": Medical Resident Sense-Making Regarding Lawsuits. *Health Communication*, 20(1), 81-89.
- 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. (2008). Business Discourse. In W. Donsbach (Ed.) *The International Encyclopedia of Communication*, Volume 2 (pp. 380-384). Malden, MA: Blackwell.
- Carl, W. J., McGlenn, M., & Oles, J. (2007). Measuring the Ripple: Creating the G2X Relay Rate and an Industry-Standard Methodology to Measure the Spread of Word-of-Mouth Conversations and Marketing-Relevant Outcomes. In W. J. Carl (Ed.), *Measuring Word of Mouth*, Volume 3 (pp. 36-46). Chicago: Word of Mouth Marketing Association.
- Carl, W. J. (2006). Introduction. In W. Carl (Ed.) *Measuring Word of Mouth*, Volume 2 (pp. 7-13). Chicago: Word of Mouth Marketing Association.
- 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). Belmont, CA: 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.

#### *Books (Instructional)*

- 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.

#### *Books (Industry, Edited)*

- Carl, W. J. (Ed.). (2007). *Measuring Word of Mouth, Volume 3*. Chicago: Word of Mouth Marketing Association.
- Carl, W. J. (Ed.). (2006). *Measuring Word of Mouth, Volume 2*. Chicago: Word of Mouth Marketing Association.

#### *Industry Research Reports & White Papers*

- “Northeastern University and Backbone Media Blogging Success Study” (2006)  
The objective of this research was to determine the reasons, conditions and factors that make a blog successful, and to create a list of criteria to help companies assess whether and how they should engage in blogging. Available [http://www.scoutblogging.com/success\\_study/](http://www.scoutblogging.com/success_study/)
- “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](http://www.bzzagent.com/value_of_disclosure.pdf)
- “The Value of Managed Word-of-Mouth.” (2005).  
This industry white paper was written by Matt McGlenn 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., & Feinstein, J. (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.  
Co-authored this industry research report about working relationships between the industrial and office development community and various stakeholder groups, including community leaders, government representatives, citizen action groups, media reporters, environmental regulators and watchdog groups. Available online at:  
<http://www.naiop.org/foundation/influencerrelationships.pdf>
- 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](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.

#### *Research & Teaching Blogs*

- “Word-of-Mouth Communication Study Blog” (2005 - current).  
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>
- “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>
- “Advanced Organizational Communication Blog” (2005 - 2006).  
This team blog creates an online forum for students in Advanced Organizational Communication at Northeastern University to share and discuss ideas related to concepts discussed in the course. Available at <http://www.cmnu531.blogspot.com>

## CONFERENCE PAPERS AND PANELS

*Select conference papers are formatted as PDF files and are available for download at my home page, <http://www.waltercarl.neu.edu>*

- “Measuring the Value of Word of Mouth.” Advertising Research Foundation’s Audience Measurement 3.0 Conference. New York, NY. June 24, 2008.  
Presentation as part of Forum entitled “Putting a Ruler on Buzz.”
- “Expanding Communication Worldviews: Julia T. Wood’s Influence on Feminist and Women’s Studies, Scholars and Scholarship.” National Communication Association Annual Convention. Chicago, IL. November 17, 2007.  
Panel presentation with Drs. Carol Dow, Steve Duck, Natalie Fixmer, Lynn O’Brien-Hallstein, and Julia Wood.
- “Measuring the Ripple: Creating the G2X Relay Rate and an Industry-Standard Methodology to Measure the Spread of Word-of-Mouth Conversations and Marketing-Relevant Outcomes.”  
Presented original research on the G2X WOM Tracking methodology with co-author Matt McGlinn (BzzAgent). Word of Mouth Marketing Association Research & Metrics Symposium. Las Vegas, NV, November 13, 2007.
- “The Net Promoter Discussion”  
Facilitated discussion of the recent controversy surrounding the Net Promoter Score. Panelists included representatives from Ipsos-Loyalty, Satmetrix, IBM, and BzzAgent. Word of Mouth Marketing Association Research & Metrics Symposium. Las Vegas, NV, November 13, 2007.
- “State of Word of Mouth Research and Measurement 2007”  
Keynote presentation at Word of Mouth Marketing Association Research & Metrics Symposium. Co-presented with Howard Kaushansky (Umbria). Las Vegas, NV, November 13, 2007. Available at <http://www.womma.org/research2>
- “Research Wrap-Up and Research 2008”  
Facilitated discussion wrapping up symposium and setting research priorities for 2008 at Word of Mouth Marketing Association Research & Metrics Symposium. Las Vegas, NV, November 13, 2007.
- “Organizing for Conversations: What Research Needs To Tell Us”  
Part of panel discussing how social media impacts the way companies organize. Connect Public Relations and Social Media Conference at University of Georgia, Grady School of Journal and Mass Communication. October 19-20, 2007.
- “State of Word of Mouth Research and Measurement 2006”  
Keynote presentation at Word of Mouth Marketing Association Research Symposium. Washington, D.C., December 11, 2006. Available at <http://www.womma.org/research2>

- “Research Wrap-Up and Research 2007”  
Facilitated discussion wrapping up symposium and setting research priorities for 2007 at Word of Mouth Marketing Association Research Symposium. Washington, D.C., December 11, 2006. Co-facilitated with Ed Keller, CEO, The Keller Fay Group.
- “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.
- “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.
- “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.

#### INVITED PRESENTATIONS OR LECTURES

- “Teaching Social Media.” New Media Academic Summit hosted by Edelman PR and PR Week. Chicago, IL. June 26-27, 2008.  
Panel discussion with Richard Pritchard and Clark Caywood about how to teach social media with university students.
- “Measuring Conversation Value.” Rogers Media. Toronto, ON. July 22, 2008.  
Presented at industry event on the latest in word of mouth measurement, specially the Conversation Value Model.
- “What Counts as WOM and How Much WOM Counts.” Havas Media. Madrid, Spain. May 26, 2008.  
Provided an overview of word of mouth marketing and how to measure WOM.
- “Web 2.0: Word of Mouth and Social Media in the Era of Conversational Marketing”  
Keynote presentation at the Marketing and Direct Focus Europe Conference in Geneva, Switzerland. June 13, 2007.
- “Enabling the Digital Generation.” New Media Academic Summit hosted by Edelman PR and PR Week. New York, NY. June 8, 2007.  
Panel discussion with David Weinberger, Merrill Brown, and John Edelman about the “digital Q of college graduates and expectations employers have of a college graduate’s digital knowledge. Students understand how to use new media in a social context but do liberal arts majors know how to use new media to thrive professionally in the digital world?”
- “Joining the Conversation with Class Blogs.” Educational Technology Center panel entitled “Learning Through Social Networking Tools.” Northeastern University. Boston, MA. May 1, 2007.  
Panel discussion about the use of blogs and wikis in academic classrooms as part of Teaching with Technology mini-conference.
- “Word-of-Mouth, Buzz, Viral, and Blog Marketing”. Publicity Club of New England. Hotel 140. Boston, MA. March 26, 2007.  
Panel discussion about WOM marketing with Lois Kelly (Foghound), Dave Balter (BzzAgent), and Jim Nail (Cymfony) for PR and marketing professionals.
- “State-of-the-Art Research and Measurement of WOM”.  
Presented latest research on measuring WOM for private event offered by Icosystem, a Cambridge, MA company. Las Vegas, NV. March 22, 2007.

- “Undercover Marketing in Boston”  
Presented to the Emerson College chapter of the Public Relations Student Society of America. Discussed the undercover marketing campaign for Adult Swim’s “Aqua Teen Hunger Force” television show by Turner Broadcasting and Interference, Inc. that led to a bomb scare in Boston. February 6, 2007.
- “Analyzing the Conversational Geography of Word-of-Mouth Marketing Communication”  
Presented research findings from conversational geography of word-of-mouth communication research project and facilitated data session on word of mouth episodes from the University of Texas Conversation Library. Boston University. December 8, 2006.
- “The Role of Disclosure in Organized WOM Marketing.”  
Guest lecture for Dr. Andy Rohm’s class in Integrated Marketing Communications in the New Millennium, College of Business, Northeastern University. Boston, MA. October 03, 2006.
- “Ethics of Word-of-Mouth Marketing.”  
Guest lecture for Dr. William Tita’s class in Business Ethics, College of Business, Northeastern University. Boston, MA. September 20, 2006.
- “It’s the ROI Stupid! Emerging Metrics for Word-of-Mouth and Consumer Generated Media.”  
Invited presentation for BzzAgent, Inc. as part of their Master’s in Buzz Administration Workshop. Boston, MA. June 21, 2006.
- “Word of Mouth Ethics: A Practical Guide to Doing It Right”  
Teleconference call for the Word of Mouth Marketing Association. April 19, 2006.
- “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.
- “Word of Mouth Marketing.”  
Part of guest lecture for Dr. Felicia Laskk’s class in MBA Market Research class, College of Business, Northeastern University. Boston, MA. March 20, 2006. Co-presented with Matt McGlenn and Valerie Alderson from BzzAgent, Inc.
- “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.
- “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.

## GRANTS & SPONSORED PROJECTS

### External

- “Developing Industry-Standard Metrics For Pass-Along Rates in Organized Word-of-Mouth Marketing Programs” (SRA-0667). BzzAgent, Inc. 2006.
- “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

- **Presentation.** *Havas Media*. October 1, 2008.  
Provided an overview of word of mouth marketing and how to measure WOM.
- **Book Review.** Taylor & Francis. July 2007.  
Reviewed academic/industry hybrid book on word of mouth marketing communication for publisher.
- **Presentation.** *MediaCat*. March 6, 2007.  
Invited to present as a keynote speaker for conference on word-of-mouth marketing. Presented on measurement issues in WOM and social media.
- **Presentation.** *Comcast*. February 15, 2007.  
Invited to present on WOM and social media marketing strategies, techniques, and measurement.
- **Presentation.** *Coca-Cola North America*. November 27, 2006.  
Invited for an Academic Expert Session to present on my academic research, WOM marketing strategies, techniques, and measurement.
- **Presentation/Client Meetings.** *Advantage Marketing Lab*. October 26, 2006.  
Invited to present as keynote speaker for the 3<sup>rd</sup> Annual Korean Word-of-Mouth Marketing conference in Seoul, South Korea. Hosted by Advantage Marketing Lab.

- **Presentation/Facilitation.** *Dickinson College.* March 17, 2006.  
Invited to present as keynote speaker for the Enrollment Management and College Relations division retreat on the topic of word-of-mouth marketing communication in higher education. Facilitated discussion and activities for how to apply principles of word-of-mouth into day-to-day operations.
- **Consultation.** *The Keller Fay Group.* 2006.  
Consulted with company during the development phase of their diary-based, syndicated research product called TalkTrack™. This methodology tracks word-of-mouth and brand-related interactions on a daily basis with a nationally-representative sample of participants.
- **Academic-Industry Research Collaboration.** *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*).
- **Consultation.** *Managing Word-of-Mouth Marketing Programs.* Various. 2005 – present.  
Advise companies on designing custom research projects to better understand how customers talk about their companies and brands.
- **Academic-Industry Research Collaboration.** *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.
- **Training.** *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.
- **Training.** *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.
- **Training.** *Northeastern University.* Boston, MA. 2003.  
Conducted workshop with Joshua Barricklow, M.A. for the University Library on conflict management and how to deal with difficult patrons.

- **Consultation.** *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.
- **Consultation.** *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.
- **Graduate Student Consulting Project.** *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.
- **Graduate Student Research Project.** *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."
- **Graduate Student Research Project.** *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.

## MEDIA INTERVIEWS & REFERENCES

### External

- **Featured Interview.** Mint Newspaper (Mumbai, India; Wall Street Journal collaboration). Marion Arathoon. Feature story on how companies are measuring word of mouth and especially the Indian and Asian region. September 16, 2007. "The key indicators for brand impact."
- **Citation.** Atlanta Journal-Constitution. Jamie Gumbrecht. Journalist interested in Barak Obama inviting people to sign up to learn first about his VP nomination via text message. August 16, 2008. "Obama in step with VP email".
- **Citation.** Washington Post, L.A. Times. Sarah Halzack. Journalist interested corporate blogging practices based on Corporate Blogging Study research. Interview conducted August 6, 2008. Story released September 2, 2008. "More corporate types are taking up blogging".
- **Feature Story.** Christopher Calnan. Mass High Tech Journal. July 18, 2008. "ChatThreads tracks word of mouth for markets."

- **Radio Interview.** NPR. Bryant Park Project. July 03, 2008. “Advertisers want you to do their work.”
- **Citation.** Brandweek. Todd Wasserman. Cited in story about how to calculate the value of a word-of-mouth conversation. June 29, 2008.
- **Interview.** The Dallas Morning News. Jeffrey Weiss. E-mail interview about Oprah’s endorsement of Barak Obama and how her influence may spread through word of mouth. Interview conducted November 29, 2007.
- **Feature Story.** Research Magazine. Robert Bain. G2X WOM Tracking Methodology featured. Interview conducted November 28, 2007.
- **Press Release.** Newswise. “Researcher Finds Way to Measure Word-of-Mouth Effectiveness”. <http://www.newswise.com/articles/view/535633/>
- **Interview.** *Business Week (Tokyo)*. Kenji Hall. Interviewed about AdButterfly, a new advertising model that allows consumers to choose, and comment on, advertisements that appear on their online spaces. Interview conducted November 23, 2007.
- **Citation.** *Boston Business Journal*. Lisa van der Pool. Interviewed about how to measure WOM marketing programs. November 23, 2007. Interview conducted November 19, 2007.
- **Citation.** *PRWeek*. Hamilton Nolan. Cited as part of a story entitled “Practical Education” about how faculty members are integrating social media into their classes.
- **Interview.** *New York Times Sunday Magazine*. Tina Rosenberg. Interviewed about a new form of marketing involving peer-to-peer techniques. November 1, 2007.
- **Interview.** *Boston Business Journal*. Jesse Noyes. Interviewed about a new word of mouth marketing company that is focusing on the pharmaceutical industry and the opportunities and constraints this presents. September 4, 2007.
- **Interview.** *Boston Business Journal*. Jesse Noyes. Interviewed about the practice of people making a living infiltrating social networks for marketing purposes. August 17, 2007.
- **Citation.** *TIME Magazine*. Barbara Kiviat. Interviewed about organized word of mouth marketing programs, why people participate, and effects of participation. Cited in article “Word on the Street”, April 23, 2007, page 64. Interviewed Tuesday, March 27, 2007.
- **Featured Article.** The Publicity Club of New England Newsletter. Lindsay Flaherty. “In the Spotlight with Walter J. Carl, Ph.D.” Volume 6, Issue 3. April 2007.
- **Taped Radio Interview.** NPR (All Things Considered). Neda Ulaby. May 28, 2007. Interviewed March 27, 2007.
- **Citation.** *The Economist*. Nick Baumann. Cited in article entitled “Building Buzz: The Benefits and Pitfalls of Selling Products By Word of Mouth.” April 4, 2007. Interviewed Tuesday, January 09, 2007.
- **Live TV Interview.** CNN Türk. Interviewed about WOM marketing industry for mid-day business show. Istanbul, Turkey.
- **Taped TV Interview.** CNN Türk. Interviewed about WOM marketing for taped TV show.
- **Citation.** *MediaCat*. Article about appearance at First Word of Mouth Marketing Conference in Turkey.
- **Interview.** *Advertising Age*. Kate Fitzgerald. Interviewed about measurement of live event marketing campaigns. Friday, February 23, 2007.
- **Interview.** *Research Magazine*. Robert Bain. Interviewed about the Net Promoter Score and the implications for the market research community. Wednesday, February 14, 2007.

- **Interview.** *Newburyport Reporter*. Steven Tait. Interviewed about how news stories spread via blogs. Wednesday, January 24, 2007.
- **Interview.** *Fast Company*. Lucas Conley. Interviewed for a story on the recent FTC staff opinion letter regarding the word-of-mouth marketing industry. Tuesday, January 10, 2007.
- **Citation.** *Red Herring Magazine*. Alexandra Burzon. Interviewed and cited in story on recent FTC ruling about word-of-mouth marketing programs and PayPerPost's recent decision to require disclosure as part of their business model. Monday, December 18, 2006.
- **Citation.** *Boston Herald*. Jessie Noyes. Interviewed for story on BzzAgent and word of mouth marketing. Monday, November 4, 2006. Cited a pass-along metric from a joint research in article December 11, 2006. Page 30. [NOTE: Article spells my name incorrectly as "Walter Karl"]
- **Interview.** *Wall Street Journal*. Scott Thurm. Interviewed for story on the Net Promoter Score and academic critiques of this metric. Asked to read and critique latest academic article on the topic. November 20, 2006.
- **Citation (Podcast).** Northeastern University-Backbone Media Blogging Success Study was discussed on The Hobson & Holtz Report podcast: [http://www.forimmediaterelease.biz/index.php/weblog/the\\_hobson\\_holtz\\_report\\_podcast\\_18\\_7\\_november\\_06\\_2006/](http://www.forimmediaterelease.biz/index.php/weblog/the_hobson_holtz_report_podcast_18_7_november_06_2006/). November 7, 2006. Segment starts at 30:18.
- **Interview.** *Home Business*. Nora Caley. Interviewed for article on woman-owned small businesses and strategies for generating WOM. February issue. November 27, 2006.
- **Citation.** *Boston Globe*. Drake Bennett. Interviewed for, and cited in, article on word-of-mouth advertising and my research on the role of disclosure in organized WOM marketing programs. September 22, 2006. Cited in article September 24, 2006. Page D1, D3.
- **Interview.** *Pitch* magazine, India. Indira Bisht. Interviewed for anniversary special about research on word-of-mouth marketing. October issue.
- **Interview.** *SmartMoney* magazine. Anne Kadet. Interviewed for an article about online word-of-mouth marketing and disclosure. November issue.
- **Citation.** *Gannett Newspaper Weekend Edition* (syndicated nationally). G.M. Interviewed for, and cited in, an article in the Consumerism section entitled "Word of Mouth." July 30, 2006.
- **Citation (Cover Story).** *Advertising Age*. Matthew Creamer. Interviewed for, and cited in, an article on the use of the Net Promoter Score and its emergence as an industry-standard metric. July 3<sup>rd</sup>, 2006. Page 24 (Article p. 1, 24).
- **Citation.** ClickZ. Pete Blackshaw. Interviewed for, and cited in, an article on the role of word-of-mouth in the rise in Skype's popularity. May 30<sup>th</sup>, 2006. Available online: <http://www.clickz.com/experts/brand/cmo/article.php/3609341>
- **Citation.** *Business Week*. Robert Berner. Interviewed for an article on Proctor & Gamble's Vocalpoint word-of-mouth marketing program and specifically their disclosure policy. Cited in article. May 29<sup>th</sup>, 2006. Page 34 (article pp. 32-34).
- **Interview.** *Medill*. Janelle Thompson (Chicago). Interviewed for an article about word-of-mouth marketing programs and their future in the advertising industry.
- **Citation.** *Sales Pitch Society II*. Kate Kaye. Interviewed for and extensively cited in this manuscript about the societal effects of word-of-mouth marketing and peer-to-peer influence programs. April 10<sup>th</sup>, 2006.

- **Featured Article.** *The Atlantic Monthly*. Primary Sources. Article entitled “Pitch Me A Pitch” features “To Tell Or Not To Tell?” report. May 2006. Volume 297, Number 4.
- **Citation.** *Inc. Magazine*. Mike Hoffman. Cited pass-along effect in the article, “Lies, damn lies, and word of mouth.” April 2006.
- **Citation.** *Red Herring Magazine*. Cited “only 20 percent of word-of-mouth marketing happens online” in “Marketing’s Latest Buzz.” March 25, 2006.
- **Interview.** *The Village Voice*. Nick Sylvester. “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.
- **Citation.** *New York Times*. Julie Bosman. Section: The Media Business: Advertising. Article entitled “Fakin’ It: A Marketer Intends to Tease Consumers” cites Northeastern University study regarding the role of disclosure. February 16, 2006.
- **Citation (Online).** Liz Bigham. Jack Morton article entitled “Experiential marketing → Word-of-Mouth.” Article cites “What’s All the Buzz About?” study. February 15, 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.** *Advertising Age*. Matthew Creamer. “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.** *Denver Post*. Kristy Arellano. 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.** *Brandweek* Kenneth Hein, Senior Editor. 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.** *Boston Globe*. Sara Schweitzer. Interviewed for article on college students recruited by companies for buzz marketing campaigns. October 13, 2005.

- **Citation.** *Adweek*. Catharine P. Taylor. Interviewed October 3, 2005. Cited in article “Psst! How Do You Measure Buzz?”; October 24, 2005.
- **Citation.** *Wall Street Journal*. William M. Bulkeley. 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.
- *Brandweek*. 2006 manuscript accepted for publication in *Management Communication Quarterly* was requested by their West Coast Bureau Chief for a November section on guerrilla marketing. August 10, 2005.
- **Citation.** *AdRants* (July 14<sup>th</sup>). 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](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.** Lewis I. Rice. *Northeastern Magazine*. “School of Buzz.” Feature article on my research, teaching, and industry involvement. Winter 2006 (December), Volume 32(2). Pages 20-27.
- **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”.
- **Interview.** Brylie Maxfield. NU Public Relations. May 11, 2004. Discussed the topic of medical resident study.

## HONORS AND AWARDS

- Top Ten Sources Award for Public Relations, Marketing Communication, & Higher Education Blogs. (2006).
  - Awarded for Word-of-Mouth Communication Study research blog (<http://www.wom-study.blogspot.com>). Website address: <http://www.toptensources.com/topten/member/PR-Marcom-Higher-Ed/>
- 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 past affiliations)

International

- International Association of Language and Social Psychology

National

- National Communication Association (NCA, formerly SCA)
- Word of Mouth Marketing Association (WOMMA)

Regional

- Eastern Communication Association
- Western States Communication Association

SERVICE

Professional

- Doctoral Thesis Reviewer.
  - External examiner for Kathleen Ferris Costa’s dissertation at University of Rhode Island. 2008-2009.
- Doctoral Thesis Reviewer.
  - Served as external examiner for Martin Williams’ DBA thesis for Macquarie University (Australia). 2007.
- Advisory Board Member. Word-of-Mouth Marketing Association (WOMMA). 2005-present.
  - Co-Chair Research & Metrics Council (2006 – present)
  - Work Group Leader/Editor for the *Measuring Word of Mouth, Volume 2*.
  - 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)

- “Word of Mouth and Social Media for Comcast Sports Net”  
Asked by John Urban in NU’s Office of Development to meet with Nancy Larkin, Corporate VP of Community Affairs for Comcast Sports Net, about word of mouth marketing and social media. January 8, 2008.
- “Word of Mouth and University Admissions.”  
Met with staff in NU’s Office of Enrollment Management about word of mouth and social media as it relates to University Admissions. December 5, 2007.
- “Word of Mouth and Social Media in Higher Education.”  
Presentation to the NU Communication Council about how word-of-mouth marketing techniques can be used in the higher education context. February 14, 2007.
- “Word of Mouth and Social Media in Higher Education.”  
Work with Enrollment Management and Marketing Communication to understand word-of-mouth marketing and social media in the higher education context. 2006 – current.
- 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)
- 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

- Rashi School. Science Fair Mentor for Student Social Science Project. Newton, MA. 2007.
- “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.
- “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.