# CURRICULUM VITAE

## John V. Pavlik

Professor
Rutgers, the State University of New Jersey

## EDUCATION

Ph.D. in Mass Communication, University of Minnesota (1983).
M.A. in Mass Communication, University of Minnesota (1980).
B.A. in Journalism, University of Wisconsin (1978).

## ADMINISTRATIVE EXPERIENCE

Associate Dean for Research and Professor, Northwestern University in Qatar (January 2013-December 2013).

Director, Journalism Research Institute, Department of Journalism and Media Studies, School of Communication and Information, Rutgers University (July 2002-2012).

Chair, Department of Journalism and Media Studies, School of Communication and Information, Rutgers University (July 2002-June, 2012).

Executive Director, The Center for New Media, Graduate School of Journalism, Columbia University (Jan. 1996-June 2002).

Founding Director, The School of Communication, San Diego State University (July 1994-Dec. 95).

Co-chair, San Diego Mayor Susan Golding's City of the Future committee InfoSanDiego, an integrated online information service for the San Diego-Baja region, (Oct. 1994-Dec. 95).

Associate Director for Research and Technology Studies, The Freedom Forum Media Studies Center (July 1988-June 94).

## TEACHING EXPERIENCE

Professor, Department of Journalism and Media Studies, School of Communication and Information, Rutgers University (July 2002-12; on leave effective Jan. 1, 2013-Dec. 31, 2013; returned to active status Jan. 1, 2014).

Professor, The Graduate School of Journalism, Columbia University (Jan. 1996-June 2002).

Professor, The School of Communication, San Diego State University (July 1994-Dec. 95).

Assistant Professor, School of Journalism/Communications, The Pennsylvania State University (July 1982-June 88).

Research Assistant, Minnesota Heart Health Program, University of Minnesota (Sept. 1981-June 82).

Instructor, Department of Marketing, University of Minnesota (Sept. 1981-June 82).

Instructor, School of Journalism and Mass Communication, University of Minnesota (Sept. 1981-June 82).

## ONLINE/DISTANCE INSTRUCTION

Faculty, designer and instructor of Digital Media Innovation online course on E-College course management systems, 2011, Rutgers University.

Faculty, designer and instructor of Media in the Digital Age, Byrne Seminar for first-year students, 2005-present, Rutgers University.

Faculty, designer and instructor of Exploring New Media online course on Sakai and E-College course management systems, 2005-2010, Rutgers University.

Instructor, e-course, Distance Learning Project, Teachers College, Columbia University, (Sept.-Dec. 2003), http://dlp.tc.columbia.edu/ .

Instructor, e-course, Missouri Direct, distance online learning program offered by University of Missouri (Sept.-Dec. 2003), http://mudirect.missouri.edu/catalog/courseinfo.asp?n=474.

Faculty producer, inaugural e-seminar offered by Columbia University's Interactive unit, "Journalism in the Digital Age," http://ci.columbia.edu/ci/eseminars/journalism.html, Sept.-Dec. 2001.

Faculty producer, original online journalism learning exercise, "News Reporting Simulation: A Fire Simulation," http://www.ccnmtl.columbia.edu/projects/newssim/, co-produced with Melvin Mencher and the Columbia Center for New Media Teaching and Learning, Sept.-Dec. 2001.

Speaker/Participant, live test and demonstration of the viability of the Internet 2 as a distance learning tool delivering two-way MPEG-2 (broadcast quality) video/audio between Columbia University and Indiana University as part of the "Filling the Net" conference June 21, 2000.

Instructor, The News Laboratory (Sept.-Dec. 1999), Columbia Video Network (CVN), Fu Foundation School of Engineering and Applied Science; first journalism course ever offered in the CVN distance learning network, www.columbia.edu/~jp35/newslab.

Instructor, Exploring New Media Online (June 1997/June 1998), Graduate School of Journalism, Columbia University, www.columbia.edu/~jp35.

Content Expert, The Future of Telecommunications (Sept.-Dec. 1998), International University, http://www.international.edu.

## PROFESSIONAL EXPERIENCE

Strategic Advisor, Digital Knowledge Ventures (DKV), Columbia University, June 2001-July 02.

Consulting Producer, Fathom, a Digital Learning Company founded by Columbia University in partnership with the London School of Economics and Political Science, the British Library, Cambridge University Press, the New York Public Library and the Smithsonian Museum of Natural History, (Jan. 1999-Dec. 2000), www.fathom.com

Contributor, CNN Interactive, 2000.

Visiting Professor, Backer & Spielvogel, Inc. (June-Aug. 1983).

Research Consultant, Centre Daily Times, State College, PA (June 1983-Aug. 84).

Research Consultant, St. Paul (MN) Children's Hospital (June 1981-Aug. 82).

Research Consultant, American Family Insurance Group, Madison, WI (January-Dec. 1978).

## PUBLICATIONS

### Books

Pavlik, John V., *Journalism in the Age of Virtual Reality: How Experiential Media and the Transforming News.* (New York: Columbia University Press, forthcoming).

Pavlik, John V., Everette E. Dennis, Rachel Davis Mersey and Justin Gengler. *Mobile Disruptions in the Middle East: Lessons from Qatar and the Arabian Gulf Region in mobile media content innovation.* A book in the series *Disruptions: Studies in Digital Journalism.* Series Editor: Bob Franklin (New York: Routledge Press, 2018; ISBN 978-138-05005-1).

Pavlik, John V., *Masterful Stories: Lessons from Golden Age Radio* (New York: Routledge Press, 2017).

Pavlik, John V. and Shawn McIntosh, *Converging Media*, (New York: Oxford University Press, 6th edition 2018; 5th edition 2016; 4th edition 2015; 3rd edition 2013; 2nd edition 2011).

Pavlik, John. V. (editor) *Digital Technology and the Future of Broadcasting: Global Perspectives.* (New York: Routledge Press, 2016).

Pavlik, John V. *Media in the Digital Age.* (New York: Columbia University Press, 2008).

Pavlik, John V. and Shawn McIntosh, *Converging Media: Introduction to Mass Communication in the Digital Age.* (Boston, MA: Allyn & Bacon, June 6, 2003).

Pavlik, John V. *Journalism and New Media.* (New York: Columbia University Press, June 2001).

Pavlik, John V. _New Media Technology: Cultural and Commercial Perspectives_ (Needham Heights, MA: Allyn & Bacon, Second Edition, 1998; First Edition, 1996).

Chang, Shih-Fu, Dimitris Anastassiou and Alexandros Eleftheriadis and John V. Pavlik (editors) _Video on Demand Systems: Technology, Interoperability and Trials._ (Kluwer Academic Publishers, 1997).

Pavlik, John V. and Frederick Williams, _The People's Right to Know: Media, Democracy and the Information Highway. (_Lawrence Erlbaum Associates, 1994).

Pavlik, John V. and Everette E. Dennis (editors), _Demystifying Media Technology: A Freedom Forum Center Reader._  (Mountain View, CA: Mayfield Publishing, 1993).

Pavlik, John V. _Public Relations: What Research Tells Us._ (Beverly Hills, CA: Sage, 1987; translated into Spanish, _La Investigacion en Relaciones Publicas_, by Gestion, 2000).

## Chapters in Books

Pavlik, John. V.  "Global Journalism in the Digital Age." Chapter in Yahya R. Kamalipour (editor) _Global Communication, 3rd Edition_, forthcoming in 2018. Rowman & Littlefield.

Akbar, Fatema, Ingmar Weber, Zahra Babar and John V. Pavlik, "Politicization of Migrant Communities in the GCC as Seen on Twitter," _Chapter in Social Media in the Middle East._ Michael H. Prosser, Adil Nurmakov, Ehsan Shahghasemi, Coeditors (Dignity Press, forthcoming).

Pavlik, John. V.  "News Gathering Technologies." Entry in Vos, Tim P. and Folker Hanusch (editors) _The International Encyclopedia of Journalism Studies._ Wiley-Blackwell: forthcoming.

Pavlik, John V. (2017) "Data, algorithms and code: Implications for journalism practice in the digital age" in Bob Franklin and Scott A. Eldridge II (eds) _The Routledge Companion to Digital Journalism Studies_ (pp. 265-273) (Abingdon, UK: Routledge).

Pavlik, John V. and Jackie O. Pavlik (2016) "Understanding Quality in Digital Storytelling:  A Theoretically Based Analysis of the Interactive Documentary." Chapter in Media Business, Innovation, Mike Friedrichsen and Yahya Kamalipour (Eds): Digital Transformation in Journalism and News Media, 978-3-319-27785-1, 370469_1_En, (28) (Berlin: Springer Science+Business Media.

Pavlik, John. V.  "Augmented Reality and Communication" in _International Encyclopedia of Communication Theory and Philosophy._ Klaus Bruhn Jensen, General Editor. Robert T. Craig, Jefferson Pooley, and Eric Rothenbuhler, Associate Editors (published with Wiley-Blackwell and the International Communication Association, 2016) (ISBN 978-1-118-29073-6).

Pavlik, John V.  "Understanding the Popularity of Social Media:  Flow Theory, Optimal Experience, and Public Media Engagement." For _Produsing Theory in a Digital World: The Intersection of Audiences and Production in Contemporary Theory_, editor Rebecca Ann Lind (Peter Lang, 2015).

Pavlik, John V. "The Role of the Media in a Digital World: Technological Opportunities and Legal Challenges," chapter in *Comunicación, Redes y Poder* Lucia Castellón and Alejandro Guillier (editors) (2015).

Pavlik, John V. "Journalism: From Delivering Information to Engaging Citizen Dialogue," in Communication and Technology in the Handbooks of Communication Sciences series, volume 5, James A. Danowski and Lorenzo Cantoni (editors) (De Gruyter Mouton Publishers, 2014).

Pavlik, John V. "Mobile, Networked and Digital Technology: Implications for Journalistic Work." Chapter in *Journalism and Technological Change*. Martin Schreiber and Clemens Zimmermann (editors). (Frankfurt-on-Main, Germany: Campus Verlag GmbH, 2014): 185-204.

Pavlik, John V. "Ubiquity: The 7th Principle of Journalism in the Digital Age," Chapter in in *Online Journalism,* João Canavilhas (editor) (2014) LabCom.IFP: 159-183.

Pavlik, John V. Foreword. *Social Media: Usage and Impact*, by John Allen Hendricks and Hana Noor Al-Deen (Lanham, MA: Lexington Books, 2012: xiii).

Pavlik, John V. "New Media Journalism," Chapter 71 in the 21st Century Communication: A Reference Handbook, Volume 2: 643-651. William F. Eadie (editor) (Beverly Hills, CA: Sage, 2009).

John V. Pavlik, "Innovationen im Redaktionsmanagment II: Vom traditionellen Redaktionsburo zur digitalen Nachrichtenregaktion Perspektiven der Forschung", Chapter 2 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 25-36.

John V. Pavlik, "Innovationen in der Kommunikation mit Mediennutzen: Blogs", Chapter 4 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 49-57.

John V. Pavlik, "Innovationen Darstellungsformen II: Neue Visualienrungsmoglichkeiten und 3-D-Journalismus Perspektiven der Forschung", Chapter 6 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 70-87.

John V. Pavlik, "Innovationen bei der Rechercher I: 'Computer Assisted Reporting'--ein Uberblick Perspektiven der Forschung", Chapter 7 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 93-100.

John V. Pavlik, "Innovationen in Medienunternehmen und in User-generated Content: Taktgeber Technik Perspektiven der Forschung", Chapter 10 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 122-132.

John V. Pavlik, "Ethische Anforerungen im digitalen Journalismus Perspektiven der Forschung", Chapter 12 in Innovationen fur den Journalismus, Susanne Fengler and Sonja Kretzschmar (editors) (Springer Science & Business Media: Wiesbaden, Germany, 2009): 150-163.

Pavlik, John V. "Computers and Journalism," in the Encyclopedia of Journalism.  Christopher H. Sterling, Charles Whitney (editors) (Beverly Hills, CA: Sage, 2009).

Pavlik, John V. and McIntosh, Shawn, "Mobile News Design and Delivery," chapter in Jo Groebel, Eli M. Noam and Valerie Feldmann (editors), *Mobile Media: Content and Services for Wireless Communication*. Lawrence Earlbaum Associates, 2006: 87-95.

Pavlik, John V. "Journalismus unter digitalen Produktionsentwicklungen," chapter in Axel Zerdick, Arnold Picot, Klaus Schrape, Jena-Claude Burgelman, Roger Silverstone, Valerie Feldman, Dominik K. Heger and Carolin Wolff (editors), E-Merging Media: Kommuniktion und Medienwirtschaft der Zukunft, A European Communication Council Report. Springer, 2005: 117-126.

Pavlik, John V. "Toward Understanding Media in Journalism and Democracy: Lessons from a 21$^{st}$ Century Fable," in New Media, Theory and Practice: Implications for a Changing World. The University of Sarajevo, 2004: 161-165.

Pavlik, John V. "A Shrinking Planet: Communications Satellites and Television," in New Media, Theory and Practice: Implications for a Changing World. The University of Sarajevo, 2004: 97-102.

Pavlik, John V. "Technology and News Flows: Journalism and Crisis Coverage," chapter in Kevin Kawamoto (editor), Digital Journalism: Emerging Technologies and the Changing Horizons of Journalism. Rowman & Littlefield, 2003: 75-89.

Pavlik, John V. and Adam Clayton Powell III, "New Media," entry in Encyclopedia of International Media & Communications, Volume 3, Elsevier Science (USA) (2003).

Pavlik, John V. "News Framing and New Media: Digital Tools to Re-engage and Alienated Citizenry," chapter in Stephen D. Reese, Oscar H. Gandy, Jr., and August E. Grant (editors), Framing Public Life: Perspectives on Media and Our Understanding of the Social World (Mahway, NJ: Lawrence Erlbaum Associates, Publishers, 2001): 311-321.

Pavlik, John V. "Transforming Journalism Education," chapter in Roland De Wolk (editor), Introduction to Online Journalism: Publishing News and Information (Boston, MA: Allyn & Bacon, 2001): 40-44.

Pavlik, John V. and Steven Sander Ross, "Journalism Online: Exploring the Impact of New Media on News and Society," chapter in Alan B. Albarran and David H. Goff (editors), Understanding the Web (Ames, IA: Iowa State University Press, 2000).

Pavlik, John V. "The Structure of the New Media Industry" chapter in Albert N. Greco (ed.), The Media and Entertainment Industries (Boston, MA: Allyn & Bacon, 2000).

Pavlik, John V. "Digital Television: An Assessment of its Status in the U.S. and Japan in 1999." chapter in Peter A. Andersen (ed.), <u>Telecentury Transitions: Wireless Telephony, Electronic Commerce, and Digital Television in the Global Marketplace</u> (San Diego, CA: Japan-U.S. Telecommunications Research Institute, 1999).

Pavlik, John V. "Content and Economics in the Multimedia Industry: The Case of New York's Silicon Alley," chapter in Hans-Joachim Braczyk, Gerhard Fuchs and Hans-Georg Wolf (eds.), <u>Multimedia and Regional Economic Restructuring</u> (London, New York: Routledge, 1999), 81-96.

Pavlik, John V. "The Future of On-Line Journalism," chapter in Wickham, Kathleen, <u>On-Line Journalism Perspective</u> (CourseWise Publishing, Inc., 1998).

Pavlik, John V., Interview in, <u>Designing Health Communication Campaigns: What Works?</u>. Thomas E. Backer, Everett M. Rogers and Pradeep Sopory. (Beverly Halls, CA: Sage, 1992).

Kline, F.G., and John V. Pavlik, "Les adolescents et l'acquisition des informations transmises parla radio et la television: Un apercu," in <u>Education pour la Sante par la Television et la Radio, Vol. 5</u>, edited by Manfred Meyer (Munich, Germany: Internationales Zentralinstitut fur das Jugend- und Bildungsfern, 1983): 32-56.

Kline, F.G. and John V. Pavlik, "Adolescent Health Information Acquisition from the Broadcast Media," in <u>Health Education by Television and Radio, Vol. 5</u>, edited by Manfred Meyer (Munich, Germany: Internationales Zentralinstitut fur das Jugend- und Bildungsfern, 1981): 92-117.


**Refereed Journal Articles**

Pavlik, John V. "Experiential Media and Transforming Storytelling: A Theoretical Analysis." Accepted for publication in the *Journal of Creative Industries and Cultural Studies* (forthcoming).

Pavlik, John V. "Austria's Legacy in Early Radio Broadcasting: Lessons for Audio Media in the 21st Century." *Athens Journal of Mass Media and Communication*, 2 October 2017 (Volume 3, Issue 4: 273-296) at https://www.athensjournals.gr/media/2017-3-4-1-Pavlik.pdf and https://www.atiner.gr/papers/MED2017-2274.pdf.

"Transformation: Examining the Implications of Emerging Technology for Journalism, Media and Society." *Athens Journal of Mass Media and Communication*, 2015 (Volume 1, Issue 1: 9-24) at http://www.atiner.gr/journals/media/2015-1-1-1-Pavlik.pdf

Pavlik, John V. "Experiential Media and Disabilities in Education: Enabling Learning through Immersive, Interactive, and Customizable Digital Platforms." *Ubiquitous Learning: An International Journal*, Volume 10, Issue 1, March 2017, pp.15-22.

Pavlik, John V. "Fueling a third paradigm of education: The pedagogical implications of digital, social and mobile media." *Contemporary Educational Technology*, *Volume 6-Issue 2,* April 2015.

Pavlik, John V. " Trends in New Media Research: A Critical Review of Recent Scholarship," *Sociology Compass*, Volume 7, Issue 1, pages 1–12, January 2013.

Pavlik, John V., Peter D. Laufer, David P. Burns, and Ramzi T. Ataya, "Reforming Iraqi Journalism and Mass Communication Higher Education: Applying the UNESCO Model Curricula for Journalism Education to Iraqi Higher Education." *Journalism & Mass Communication Educator*, Volume 67 Issue 3 September 2012 pp. 268 – 285; 28 June 2012 OnlineFirst: http://jmc.sagepub.com/content/early/2012/06/22/1077695812450553.

Pavlik, John V. "#McLuhan in 21st Century Shanghai," Global Communication Journal, Inaugural issue, 2012.

Pavlik, John V., Robert W. Kubey and Franklin Bridges, "Dream Sequences in Television Narrative: A Freudian Perspective," Television Quarterly, Volume 39, Number 1, 2010: 19-27.

Pavlik, John V., "Video Games Beat Hollywood," Television Quarterly, Spring-Summer 2008, Volume 38, Number 3-4: 3-13.

Pavlik, John V., "Broadband Mobile Media: Digital Video Goes Wireless," Television Quarterly, Fall 2007, Volume 38, Number 1: 7-14.

Pavlik, John V., "Television in the Digital Age," Cadernos de Televisão, 2007, Volume 1, Number 1: 23-28.

Pavlik, John V., "Developing Media Content Strategies for the Digital Age," "Zitimata Epikinonias" ("Communication Issues"), 2007, Volume 5, Number 1: 9-26.

Pavlik, John V., "Plowing the Online Field of Dreams, Part 2: The Online Future of Television," Television Quarterly, Winter 2007, Volume 37, Number 2: 17-26.

Pavlik, John V., "Plowing the Online Field of Dreams: Effects of the Online Video Explosion," Television Quarterly, Fall 2006, Volume 37, Number 1: 15-21.

Pavlik, John V., "Journalism and New Technology: An Uneasy Alliance," Verso e Reverso, May 2006: http://www.versoereverso.unisinos.br/index.php?e=7&s=9&a=63.

Pavlik, John V., "Disguised As News," Television Quarterly, Spring/Summer 2006, Volume 36, Numbers 3 and 4: 17-25 http://www.tvquarterly.net/tvq_36_3/index.html.

Pavlik, John V., "Understanding Convergence and Digital Broadcasting Technologies for the Twenty-First Century," NHK Broadcasting Studies, 2005, Number 4: 131-158.

Pavlik, John V., "Fake News: One Man's Experience on *The Daily Show* with Jon Stewart," Television Quarterly, Fall 2005, Volume 36, Number 1: 44-50.

Pavlik, John V., "You've Got Video: Welcome to Broadband Internet," Television Quarterly, Winter 2005, Volume 35, Number 2: 29-33.

Pavlik, John V., "A Sea-Change in Journalism: Convergence, Journalists, their Audiences and Sources," Convergence: The International Journal of Research into New Media Technologies, Autumn 2004, Volume 10, Number 4: 21-29.

Pavlik, John V., "Covering the Globe: How the Communications Satellite has Transformed TV," Television Quarterly, Fall 2003, Volume 34, Number 1: 4-9.

Pavlik, John V., "Information Technology: Connecting the Globe, Transforming Journalism and Media Education," Journalism and Mass Communication Educator, Winter, 2003: 312-316.

Pavlik, John V., "Television News Technology: The State of the Art," Television Quarterly, Fall 2002, Volume 33, Number 3.

Pavlik, John V. and Hu Zhengrong, "Transforming Chinese Television: The Year of the Digital Dragon," Television Quarterly, Spring 2002, Volume 33, Number 1: 16-22.

Pavlik, John V., "Digital Television: The Promise and the Peril?" Television Quarterly, Fall 2001, Volume 32, Number 3: 28-36.

Pavlik, John V. and Adam Clayton Powell III, "Digital Technology and Journalism Ethics in the Pacific, Media Ethics, Spring 2001, volume 12, number 2.

Pavlik, John V. "Digital Technology and Journalism Ethics in the Pacific," In: Proc. PTC 2001 (Annual Convention of the Pacific Telecommunications Council), Honolulu, HA January 17, http://www.ptc.org/ptc2001/.

Pavlik, John V. "Storytelling for the Digital Age," Cinemaya, Winter 2001.

Pavlik, John V. "Omnidirectional Imaging and Journalism," Fathom.com, Fall 2001.

Pavlik, John V., "Digital Technology and Journalism Ethics?" Television Quarterly, Summer/Fall, 2000, Volume 31, Numbers 2-3, 36-43.

Pavlik, John V. and Sonia Virginia Moreira, "`O impacto das novas tecnologias da informacao na pratica do jornalismo," Revista Brasileira De Ciencias Da Comunicacao, January/June 2000, Volume 23, Number 1, 139-150.

Pavlik, John V., "TV on the Internet: Dawn of a New Era?" Television Quarterly, Winter, 2000, Volume 30, Number 3, 31-48.

Pavlik, John V., "The Impact of Technology on Journalism," Journalism Studies, May 2000, Volume 1, Number 2, 229-237.

Höllerer, T., S. Feiner, J. Pavlik, "Situated Documentaries: Embedding Multimedia Presentations in the Real World," In: Proc. ISWC '99 (Third Int. Symp. On Wearable Computers), San Francisco, CA, October 18-19, 1999, pp. 79-86.

Pavlik, John V., "New Media and News: Implications for the Future of Journalism," <u>New Media and Society</u>, April 1999, Volume 1, Number 1, 54-59.

Pavlik, John V., "The Implications of Intelligent Agents for Journalism," <u>Media Ethics</u>, Fall 1998, Volume 10, Number 1: 6, 16-17.

Pavlik, John V. and Jackie O. Pavlik, "It's Booming: Spanish-Language TV in the USA," <u>Television Quarterly</u>, Volume 29, Number 4, 1998: 18-23.

Pavlik, John V., "Journalism Ethics and the New Media," <u>Media Ethics</u>, Spring 1998, Volume 9, Number 2: 12-14.

Pavlik, John V., "Competition: Key to the Communications Future," <u>Television Quarterly</u>, 1996, Volume 28, Number 2: 35-44.

Pavlik, John V., "Television News: A Crisis of Opportunity," <u>Television Quarterly</u>, 1996, Volume 28, Number 1: 21-29.

Pavlik, John V., "New Media Offer Growing Job Prospects," <u>Nieman Reports</u>, Volume 50, Number 2, Summer, 1996: 26-28.

Miller, Timothy R. and John V. Pavlik, "Year One--Presidential Coverage by the Numbers," <u>Media Studies Journal</u>, Volume 8, Number 2, Spring 1994: 42-52.

Pavlik, John V., "Travels on the Information Highway: New Media Technology and Public Relations," <u>Marketing</u>, 1993, Volume 25, Number 4: 33-8.

Pavlik, John, John Finnegan, Daniel Strickland, Charles T. Salmon, K. Viswanath and Daniel B. Wackman, "Changes in Complexity of Cognitive Structure: An Analysis of Data from the Minnesota Heart Health Program," <u>Health Communication</u>, Volume 4, Number 4, 1992.

Rotfeld, Herbert J., Patrick R. Parsons, Avery M. Abernathy and John V. Pavlik, "Television Station Standards for Acceptable Advertising," <u>The Journal of Consumer Affairs</u> (Madison, WI), Volume 24, Number 2, Winter 1990: 392-410.

Pavlik, John V., John Vastyan and Michael F. Maher, "Using Readership Research to Study Employee Views," <u>Public Relations Review</u> (College Park, MD), Volume 26, Number 2, 1990: 50-60.

Pavlik, John V., "Audience Complexity as a Component of Campaign Planning," <u>Public Relations Review</u> (College Park, MD), Volume 19, Number 2, 1988: 12-20.

Pavlik, John V., "Computer program offers interactive simulation," <u>Teaching Public Relations</u> (New Brunswick, NJ), 1988.

Pavlik, John V., Leland Wood and Margot LeBrasseur, "Readership of Two Mohawk Newspapers," <u>Native Press Research Journal</u> (Little Rock, AR) Winter, 1987: 8-17.

Pavlik, John V., "Campaign Planning in Public Relations: Learning from the Minnesota Heart Health Program," (Research in Brief) <u>Public Relations Review</u> (College Park, MD), Volume 13, Number 3, 1987: 62.

Pavlik, John V., "Simulator: A Pilot Interactive Simulation Program for use in Teaching Public Relations," (Research in Brief) <u>Public Relations Review</u> (College Park, MD), Volume 13, Number 1, 1987: 66.

Labunski, Richard and John V. Pavlik, "The Legal Environment of Investigative Reporters: A Pilot Study," <u>Newspaper Research Journal</u> (Memphis, TN), Volume 6, Number 3, 1985: 13-19.

Pavlik, John V. and Charles T. Salmon, "Theoretic Approaches in Public Relations Research," <u>Public Relations Research and Education</u> (College Park, MD), Volume 1, Number 2, 1984: 39-49.

Pavlik, John V. and Charles T. Salmon, "Theoretic Approaches in Public Relations Research," (Research in Brief) <u>Public Relations Review</u> (College Park, MD), Volume 9, Number 3, 1983: 55.

Pavlik, John V., Ikechuckwu E. Nwosu and Diana E. Gonzalez, "Why Employees Read Company Newsletters," <u>Public Relations Review</u>  (College Park, MD), Volume 8, Number 3, 1982: 23-33 (also in ERIC).

**Other Published Research Publications (including invited and online)**

Pavlik, John V. "Advancing Engaged Scholarship in the Media Field." Editorial in *Media and Communication* (ISSN: 2183–2439) 2019, Volume 7, Issue 1, Pages X–X. DOI: 10.17645/mac.v7i1.1984.

Pavlik, John V., Everette E. Dennis, Rachel Davis Mersey and Justin Gengler. "Conducting Research on the World's Changing Mediascape: Principles and Practices." Commentary in *Media and Communication* (ISSN: 2183–2439) 2019, Volume 7, Issue 1, Pages X–X DOI: 10.17645/mac.v7i1.1982.

Pavlik, J., & Lee, S. N. Paul (2018). "The impact of new media on journalism." *Communication & Society*, 46, 1–13.

Pavlik, John V. "Cognitive computing and journalism: implications of algorithms, artificial intelligence and data for the news media and society." Forthcoming in 2017 in the *Brazilian Journal of Technology, Communication, and Cognitive Science,* maintained by TECCCOG (http://www.revista.tecccog.net).

Pavlik, John V. "Mobile, Wearable and Social Media: Technological Implications for Media Innovation," Invited paper in *Special Conference Report: 20 Years of the Internet in China: Reform and Innovation,* published by Shanghai Jiao Tong University, July 2016 pp. 159-170.

Pavlik, John V. Keynote address, *"Big Data and Experiential Media: Considering the Cultural Implications,"* at 7th Global Communication Forum in Guiyang of Guizhou Province on July 16-17th,

which theme is *Cultural Identity and Regional Development in the Era of Global Networking and Big Data*, July 16, 2016.

Pavlik, John V. "Experiential Media and Disabilities in Education: Enabling Learning Through Immersive, Interactive, Customizable & Multi-Sensorial Digital Platforms." Paper presentation in Themed Session 2: Education and learning in a world of difference. Sixteenth International Conference On Diversity In Organizations, Communities & Nations, Granada, Spain, July 29, 2016.

Brasil, Antonio and John V. Pavlik. "Big Data, Computer Code and Television News Archives: Implications of Advances in Audiovisual Research Methods for Journalism Quality." *Paragraph Journal* (Brazilian journal, *Revista Parágrafo*). PARÁGRAFO. JUL/DEZ. 2016 V.4, N.2 (2016) - ISSN: 2317-4919 1. http://revistaseletronicas.fiamfaam.br/index.php/recicofi/article/view/480/406

Pavlik, John V. "A Vision for Transformative Leadership: Rethinking Journalism and Mass Communication Education for the 21st Century," Essay in *Journalism and Mass Communication Educator,* Volume 68 Issue 3 September 2013 pp. 277 – 287.

Pavlik, John V. (2013). "Innovation and the Future of Journalism," *Digital Journalism,* DOI:10.1080/21670811.2012.756666. 15 January 2013. Also translated into Chinese: John Pavlik. "A Vision for Transformative Leadership: Rethinking Journalism and Mass Communication Education for the Twenty-First Century." *Journalism Review*, 2013, 11. p.3-10.

Pavlik, John V. and Franklin Bridges. "The Emergence of Augmented Reality (AR) as a Storytelling Medium in Journalism. " *Journalism and Communication Monographs*, Volume 15 Issue 1 March 2013 pp. 4 - 59.

Pavlik, John V. **"**Digital Media Innovation: Implications for China and Beyond**,**" *Social Sciences Weekly*, journal of Shanghai Social Sciences Academy, 2013.

Pavlik, John V. "Media Ethics in the Digital Age," Media Ethics, 24:1 Fall 2012. http://mediaethicsmagazine.com/index.php/browse-back-issues/144-fall-2012/3998645-concept-media-ethics-in-the-digital-age

Pavlik, John V., Robert W. Kubey and Franklin Bridges, "Sequencias com sonhos como recurso narrative na televisao: uma perspectiva freudiana," ("Dream Sequences as a Narrative Device in Television: A Freudian Perspective") Invited, Cadernos de Televisão, April 25, 2012: 41-51.

Pavlik, John V. "DIGITAL TECHNOLOGY AND JOURNALISM: implications for Democracy," invited paper in *Brazilian Research Journal*, v. 7, n. 2 (2011): 95-116. http://bjr.sbpjor.org.br/index.php/bjr/article/view/354

Pavlik, John V. "#McLuhan and Media in the 21ˢᵗ Century," Media Digest, 2011.

Pavlik, John V. "First-Year Seminar," *The New York Times In College* educational web site, http://www.nytmarketing.whsites.net/incollege/?page=faculty&sub=strategies&category=5&topic=109 26 January 2011.

Pavlik, John V. "The Myths of Technology: Innovation and Inequality," *Information, Communication & Society*, Volume 13 Issue 7, page 1063, 2010.

Pavlik, John V. "Journalism Redefined for the Digital Age," Bayshore Courier News, March 6, 2009, http://www.bayshorenews.com/publication/show/978

Pavlik, John V. "The Future of Communication Research in the Age of Digital Communication," *The Chinese Journal of Communication & Society*, 2008.

Pavlik, John V. "In ports deal, proof the system needs work", op/ed, The Burlington County Times, March 15, 2006.

Pavlik, John V. "When Machines Become Writers and Editors: Will Newsblaster produce tomorrow's leads?", The Online Journalism Review, February 5, 2002 http://ojr.usc.edu/content/story.cfm?request=690

Pavlik, John V. "Trends in New Media and Journalism", article in Message - internationale Fachzeitschrift für Journalismus, www.message-online.com (February, 2002).

Pavlik, John V. "Tools for the Journalist in the Digital Age," Media Digest, August 2001: 10-12.

Pavlik, John V. "How New Media Have Influenced Campaign Coverage," section in Stephen Coleman, Elections in the Age of the Internet: Lessons from the United States (London, UK: Hansard Society, 2001: 16-21).

Pavlik, John V., Gary Morgan, Bruce Henderson, "Information Technology: Implications for the Future of Journalism and Mass Communication Education," in *Journalism and Mass Communication Education: 2001 and Beyond*, published by the Association for Education in Journalism and Mass Communication, 2001: 16-20.

Pavlik, John V. "Entering the Digital Age: The Implications of New Media for Broadcasting," Media Digest, August 2000: 12-14.

Pavlik, John V. "What the New Media Research Labs Tell Us," The Online Journalism Review, December 1, 2000 http://ojr.usc.edu/ and http://ojr.usc.edu/content/story.cfm/request/489/

Pavlik, John V. "What We See and Hear: Accessing News" The Online Journalism Review, December 1, 2000 http://ojr.usc.edu/content/story.cfm?ID=492

Pavlik, John V. "What the New Media Research Labs Say About Content," The Online Journalism Review, December 1, 2000 http://ojr.usc.edu/content/story.cfm?ID=490

Pavlik, John V. "How the Web is changing art and art appreciation," Special to CNN Interactive

July 25, 2000 Web posted at: 12:04 p.m. EDT (1604 GMT)
http://www.cnn.com/SPECIALS/views/effect/pavlik.art.jul25/index.html

Pavlik, John V. "Online travel is like real thing: Have fun but be wary," Special to CNN Interactive, June 23, 2000 Web posted at: 5:08 p.m. EDT (2108 GMT) http://www.cnn.com/SPECIALS/views/effect/pavlik.travel.jun20/index.html

Pavlik, John V. "Calling all long-distance callers -- Hold the line!" Special to CNN Interactive May 16, 2000 Web posted at: 4:16 p.m. EDT (2016 GMT) http://www.cnn.com/SPECIALS/views/effect/internet.phone.may16/index.html

Pavlik, John V. "Having my own place in cyberspace" Special to CNN Interactive April 25, 2000 Web posted at: 1:15 p.m. EDT (1715 GMT) http://www.cnn.com/SPECIALS/views/effect/pavlik.ownplace.apr25/

Pavlik, John V., "Web Site Spotlight: Finally, a Peek at Profits: How Some News Sites Found Their Formula," Columbia Journalism Review, Nov./Dec. 1998.

Pavlik, John V. and Steven K. Feiner, "Implications of the Mobile Journalist Workstation for Print Media," published at the Kent State University Virtual Symposium, Fall 1998 at www.jmc.kent.edu/futureprint/.

Pavlik, John V., Peter Andersen, Minoru Sugaya, Shin Mizukoshi, Robert Avery, "The Global Marketplace: The Impact of Regulation and Deregulation in the Japan and U.S. Telecommunications Industries," research report published by the Japan-US Telecommunications Research Institute, San Diego, CA, 1998.

Pavlik, John V., "Una Redacion Movil," Clarin (Buenos Aires, Argentina, the largest Spanish-language daily newspaper in South America), March 18, 1998.

Pavlik, John V., "The Future of Online Journalism: Bonanza or Black Hole?" Columbia Journalism Review, July/August 1997: 30-34, 36.

Pavlik, John V. and David M. Dozier, Managing the Information Superhighway: A Report on the Issues Facing Communication Professionals. The Institute for Public Relations Research and Education and MCI Communications Corporation, 1996.

Pavlik, John V. and Andras Szanto, Multiple-Method Research: the Case of the 1992 Presidential Campaign. (New York, NY: The Freedom Forum Media Studies Center, 1994).

Dennis, Everette E., Martha Fitzsimon, John Pavlik, Dirk Smillie, Mark Thalhimer, Separating Fact from Fiction on the Information Superhighway. (New York, NY: The Freedom Forum Media Studies Center, 1994).

Dennis, Everette E., Wendy Zeligson Adler, Martha Fitzsimon, John Pavlik, Dirk Smillie, Jon Vanden Heuvel, The Media and Foreign Policy in the Post-Cold War World. (New York, NY: The Freedom Forum Media Studies Center, 1993). Originally prepared as a briefing paper for a Wilton Park Conference, "The Media, International Affairs and the Post-cold

War World," March 16-21, 1993, West Sussex, England.

Dennis, Everette E., Martha Fitzsimon, John Pavlik, Seth Rachlin, Dirk Smillie, David Stebenne and Mark Thalhimer, The Media and Campaign '92: Covering the Presidential Primaries. (New York, NY: The Freedom Forum Media Studies Center, 1992).

Dennis, Everette E., David Stebenne, John Pavlik, Mark Thalhimer, Craig LaMay, Dirk Smillie, Martha Fitzsimon, Shirley Gazsi and Seth Rachlin, The Media at War: The Press and the Persian Gulf Conflict.  (Arlington, VA: The Freedom Forum, 1991).

## Published Conference Papers

Pavlik, John V. "Fueling a third paradigm of education: The pedagogical implications of digital, social and mobile media."  Conference Proceedings of the International Conference on Communication, Media, Technology and Design (ICCMTD) April 2014.

Pavlik, John V., Lori Blumenthal and James Cropper, "Reconceptualizing the Information-Processing Paradigm," in Conference Proceedings of the American Academy of Advertising (1984): 133-137.

## Book Reviews

Burnett, Judith, Peter Senker, and Kathy Walker (eds.)." The Myths of Technology: Innovation and Inequality (New York: Peter Lang Publishing) in Information, Communication & Society, 2011.

Boczkowski, Pablo J.  News at Work: Imitation in an Age of Information Abundance. (Chicago, IL: University of Chicago Press) in Social Forces, 2011.

Stanyard, Stewart T. Dimensions Behind: The Twilight Zone. (Toronto, Canada: ECW Press, 2007) in Television Quarterly, Fall 2007, Volume 38, No. 1: 45-8.

Hack, Richard. Clash of the Titans: How the Unbridled Ambition of Ted Turner and Rupert Murdoch has Created Global Empires that Control What We Read and Watch Each Day. (Beverly Hills, CA: New Millennium Press, 2003) in Television Quarterly, Winter 2004, Volume 34, No. 2: 82-3.

Schonfeld, R. Me and Ted Against the World: The Unauthorized Story of the Founding of CNN. (New York: Cliff Street/Harper Collins, 2001) in Television Quarterly, Spring 2001, Volume 32, No. 1: 79-80.

Collins, H.M., Artificial Experts: Social Knowledge and Intelligent Machines.   (Cambridge, MA: The MIT Press, 1990) in Public Relations Review, Volume 17, Number 4, Winter 1991: 413-421.

Grunig, James E., and Larissa A. Grunig (eds.), Public Relations Research Annual, Volume 4. (Lawrence Erlbaum Associates, Publishers, 1989) in Journalism Quarterly, Volume 67, Number 3, Autumn 1989.

Olasky, Marvin, <u>Corporate Public Relations: A New Historical Perspective</u>. (Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers, 1987) in <u>Public Relations Review</u>, Volume 14, Number 1, Spring, 1988: 58-59.

Thayer, Lee  (ed.), <u>Organization--Communication: Emerging Perspectives</u>. (Norwood, NJ: Ablex Publishing Corp., 1986) in <u>Public Relations Review</u>, Volume 13, Number 2, Summer 1987: 63-64.

Wilcox, Dennis, Phillip Ault and Warren Agee, <u>Public Relations: Strategies and Tactics</u>. (New York: Harper & Row, 1986), in <u>Journalism Quarterly</u>, Volume 63, Number 3, Autumn 1986: 654.

Wartella, Ellen and D. Charles Whitney (editors), <u>Mass Communication Review Yearbook 4</u>, (Beverly Hills, CA: Sage Publications, 1983), in <u>Journal of Advertising</u>, Volume 13, Number 3, 1984: 64.

**Published Computer Software**

Pavlik, John V., and Mark Thalhimer, "Media Technology Chronology." Freedom Forum Center software on history of media technology, developed in HyperCard for the Macintosh. (Austin, TX: Wayne Danielson Software, 1994).

Pavlik, John V., and Don Bates, "PR Pro™." Macintosh HyperCard stack for public relations planning and management.  (New York, NY: Pavlik & Bates, 1992).

Pavlik, John V., and Randy Hashagen, "Fatal!" A news reporting simulation for the IBM pc." (Austin, TX: Wayne Danielson Software, 1988).

Pavlik, John V., and Mike Maher, "PR Review: A review program for public relations for the IBM or Apple microcomputer."  (Austin, TX: Wayne Danielson Software, 1987).

Pavlik, John V., "Betamag: A media evaluation program using the beta-binomial model for the IBM pc."  (Coral Gables, FL: The Oates Clearinghouse, 1986).

Pavlik, John V., "RNDMix: A media evaluation program using the random probability model, for the IBM pc."  (Coral Gables, FL: The Oates Clearinghouse, 1986).

Pavlik, John V., "Bugle PR: An interactive simulation in employee communications, for the IBM or Apple microcomputer."  (Coral Gables, FL: The Oates Clearinghouse, 1986).

Pavlik, John V., Tom Dulan and Lee Wood, "Fire!: A reporting simulation, for the IBM microcomputer."  (Austin, TX: Wayne Danielson Software, 1986).

Pavlik, John V., and Kevin Perry, "Theory Review: A quiz on mass communication research and theory, for the IBM or Apple microcomputer."  (Austin, TX: Wayne Danielson Software, 1986).

**INDUSTRY REPORTS**

Pavlik, J., R. Avrahami and A. Pineda. (1999). "Video as Input: Exploring the Implications of *Natural Control* for Storytelling in Journalism and Education." A White Paper funded by and delivered to Intel Corp.

## PUBLIC SPEAKING

"Media and Democratic Governance." Invited speech at the Gershowitz Conference, 9 November 2018, Mandela Hall, Africa Union Building, New York.

"Technology and Humanity: Broadcast Communication in the New Media Era." Invited speech at the Zhejiang University of Media and Communications Conference, 21 October 2018, Hangzhou, China.

"AR, VR and other Experiential Media: Reflections on the Role of China." Invited keynote address at *The 8th Global Communication Forum*, May 29, 2018, Prague, Czech.

"A Symposium Discussion on Fake News, Fake Democracy, Hate Speech and Data Privacy." Symposium Chair, at the ATINER International Conference on Communication and Mass Media, May 15, 2018, Athens, Greece.

"The First Sense: Exploring the Multisensory Storytelling Frontier of Experiential Media." Invited keynote address at the 4th World Conference on Media and Mass Communication: Power of Media, 5 April 2018, Bangkok, Thailand.

"Experiential Media and the Transformation of Storytelling." Invited speech at the Academy of Fine Arts Vienna, 27 October 2017, Vienna, Austria.

"Experiential Media and the Transformation of Content." Invited speech to The Networking and Service Quality Management (NSQM) Organization within AT&T Labs Research at the 2017 AT&T Labs Research Offsite Meeting, June 27, 2017, Piscataway, NJ Rutgers.

"Virtual Reality and the Looming Transformation of Democracy." Invited speech to Red Bank Humanists, July 9, 2017, Red Bank, NJ.

"Facts, Journalism and the Pursuit of Truth" on panel" invited remarks on panel "Mass Culture, the Media, and American Politics," July 5, 2017, New York University.

"Austria's Legacy in Early Radio Broadcasting: Lessons for Audio Media in the 21st Century." Paper presented at the ATINER International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece.

"Journalism Disrupted: Threats and Opportunities on the Horizon." Invited speech to the Garden State Journalists Association 9 November 2017, Hackensack, NJ.

"The Rise of Virtuality: Transforming Cyberjournalism Through Experiential Journalism." Invited keynote address at the 7th International Congress on Cyberjournalism 5-7 October 2016 Campo Grande, UFMS, Brazil.

"Experiential Media and the Transformation of Journalism: Implications for Seniors." Invited remarks at the Brandywine Senior Living in Englishtown, New Jersey, 25 August 2016.

"Engaged Journalism and Media Scholarship." Invited speech at the Gershowitz Conference, 9 September 2016, Newark, NJ.

"Experiential Content: Implications for Journalism and Media." Invited seminar at Universidad del Rosario, 12 June 2016, Bogota, Colombia.

"From Oculus to Icaros: Virtual Reality Takes Flight." Invited remarks at the inaugural meeting of the Virtual Reality Association Austria, 12 May 2016, Vienna, Austria (Icaros is spelled as in the VR flight simulator from Samsung).

"Cognitive computing and journalism: implications of algorithms, artificial intelligence and data for the news media and society." Invited presentation at the II International Meeting Technology, Communication and Cognitive Science - II EITCCC 2015 Conference, 3-4 December 2015, at the Methodist University of São Paulo (UMESP), in São Bernardo do Campo, São Paulo, Brazil.

"Understanding Quality in Digital Storytelling: A Theoretically Based Analysis of the Interactive Documentary," Competitively reviewed paper by John V. Pavlik and Jackie O. Pavlik at the 10th Global Communication Associational Conference, Berlin, Germany 16-18 July 2015.

"A Mass Communication of One: Reconsidering the Theory and Methodology of Mass Communication Inquiry," Competitively reviewed paper by John V. Pavlik presented at the ESS conference, Limerick, Ireland 28-29 May 2015.

"Drones, Phones and Algorithms: Implications of Emerging Technologies for News Reporting," Keynote address by John V. Pavlik at the Public Opinion Program of Universidad del Rosario, Bogotá, Colombia 19 March 2015.

"The News Code: Implications of Data, Algorithms and Connectivity for Journalism Quality in the Digital Age." Keynote address by John V. Pavlik at the Forth Annual Congress on Online Journalism, Porto, Portugal 4 December 2014.

"Quadricopters and geo-located video: implications of drones for the broadcasting media and film industry." Keynote at the International Conference on Broadcasting Media & Film Industry, Baltimore, MD 20 October 2014.

"Mobile, Wearable and Social Media: Technological Implications for Media Innovation." Keynote address by John V. Pavlik at the Sixth Global Communication Forum on the *Internet with China for 20 years: Change and Innovation*, Shanghai, China 9 November 2014.

"Increasing Opportunities for Student Engagement: Educational Implications of Immersive Media for Persons with Disabilities." Paper presented by John V. Pavlik at the Fourteenth International Diversity in Organizations, Communities and Nations Conference Institute

for Gender and Diversity in Organizations at Vienna University of Economics and Business, Vienna, Austria, 9-11 July 2014.

"Transformation: Examining the Implications of Emerging Technology for Journalism, Media and Society." Paper presented by John V. Pavlik at the 12th Annual International Conference on Communication and Mass Media, 12-16 May 2014, Athens, Greece. Published at http://www.atiner.gr/papers.htm

"Fueling a third paradigm of education: The pedagogical implications of digital, social and mobile media." Paper presented at the International Conference on Communication, Media, Technology and Design (ICCMTD) 24-26 April 2014 Istanbul – Turkey

"Ok Glass: Implications of Wearable Computers for Broadcasting and the Media." Remarks as Chair of BEA2014 Research Symposium, "Digital Technology and the Future of Broadcasting," BEA2014 Annual Convention, April 6, 2014, Las Vegas, NV.

"Geolocated Video in Qatar: A Media Demonstration Research Project." With Robert Vance. Presented at the Qatar Foundation Research & Development Annual Research Conference November 24-25, 2013, Doha.

"The Future of Communication Study." Speech at the Regional ICA Convention, Shanghai, China, 10 November 2013.

"Augmented Reality: How to engage mobile news consumers." Speech at the World News Summit hosted by the Global Editors Network (GEN), Paris, France 21 June 2013.

"Capitalizing on Today, Visualizing Tomorrow," Panelist at the Technology in Higher Education Conference, Qatar National Convention Center, Doha, Qatar 16 April 2013.

"Augmented Journalism & Publishing," Speaker at meeting of the Augmented Reality Los Angeles (ARLA) group, via videoconference from Doha, Qatar, to Los Angeles, 17 April 2013.

"Mobile technology and the implications for how journalists do their work." Saarland University, Saarbrücken Conference    on Technologies, Media and Journalism    23 March 2013.

"Digital Media Innovation: Implications for China and Beyond," Keynote Address, at Preconference "New Media and Internet Communication and Communities in China" International Communication Association's 62nd Annual Conference at Phoenix Sheraton Downtown Hotel, May 23, 2012, Phoenix, Arizona.

"Digital Technology, Citizen Journalists and the Implications for Traditional News Organizations" paper presented at the panel, Social Media and Evolving Journalism Routines: An International Perspective, at the annual meeting of the Eastern Communication Association, April 26, 2012, Cambridge, MA.

"Digital Technology and Journalism: Implications for Democracy," presented invited paper at the Congress of SBPJor "Journalism and Digital Media," Rio de Janeiro, Brazil, November 3-5, 2011.  SBPJor is The Brazilian Association of Researchers on Journalism.

"#McLuhan in 21$^{st}$ Century Shanghai" keynote address at "McLuhan and Global Communication: 100th anniversary of McLuhan's birth" June 13, 2011, Shanghai, China.

"Digital Media and Democracy" invited lecture at the Bernardsville Public Library, February 25, 2011, Bernardsville, NJ.

"Democratization of Information" keynote address at the annual regional convention of the Phi Theta Kappa International Honor Society, February 26, 2011, Long Branch, NJ.

"Civility in the Digital Age," guest on television show *Breakfast at the Barracks*, Season 2, Episode 2, http://rutgers.tv/node/52 December 2, 2010.

"Augmented Reality and Geo-tagged Content in Online Journalism," invited keynote address at Digital Frontiers, Moscow State University, November 13, 2010, Moscow, Russia.

"Freud and the Interpretation of Television Dreams," invited lecture at the Freud Museum, Vienna, Austria, June 29, 2009, with Robert Kubey.

"Digital Television and the Arts," speech at the Academy of Fine Arts Vienna, Austria, June 10, 2008 Vienna, Austria.

"Traveling Through Time Via Mobile Augmented Reality," speech at the Fulbright Commission, MuseumsQuartier, June 10, 2008 Vienna, Austria.

"Journalism Education in the Digital Age," presentation at annual meeting of the New Jersey Associated Press Managing Editors, June 14, 2007 Princeton, NJ.

"The New Funky," speaker on panel at Technology Now, conference on technology and television, at WGBH-TV, Boston, sponsored by the National Black Programming Consortium, November 9, 2006.

"Technology and Journalism," speech, Universidad Anahuac Cancun, Mexico, July 17, 2006.

"Mobile Augmented Reality and the Future of Journalism," speech, EdLab Seminar, Teachers College, Columbia University, February 1, 2006.

"The transformation of journalistic work and products through new media technology," speech, The Research Institute for Work and Life, Stockholm, Sweden, November 24, 2005.

"Digital Media During A Time Of Crisis," speech, Conference on Communications in the Age of Convergence," Kainan University, Taipei, Taiwan, November 17, 2005.

"Reporting Science and Technology in an Age of Convergence," speech, workshop sponsored by the Southern African Large Telescope (SALT), Cape Town, South Africa, July 5, 2004.

"Overcoming Barriers to Entry: Experiences from Start-ups and Alternative News Organizations in the Online Content Market," speech, Conference on Internet Concentration, Columbia Institute for Tele-Information (CITI), New York, April 15, 2004.

**"**New Media and News for Children," speech, Conference on Many Community Voices, Children's Futures, Trenton, NJ, March 10, 2004.

"Mobile News Design and Delivery," speech, Conference on Media Content for Mobile Wireless, Columbia Institute for Tele-Information (CITI), New York, April 5, 2002.

"Digital Television: A U.S. Perspective," keynote speech, Forum on Digital Broadcasting in the 21ˢᵗ Century, Beijing Broadcasting Institute, Beijing, China, September 22, 2001.

"Contextualized Journalism," Plenary Presentation, New Media Forum, Radio Television Hong Kong, Hong Kong, China, July 13, 2001.

"Developments in DTV," Plenary Presentation, New Media Forum, Radio Television Hong Kong, Hong Kong, China, July 3, 2001.

"The Virtual Newsroom," inaugural lecture, The News Writers' Luncheon Series, The Writers Guild, the City of New York, January 25, 2001.

"Developments in new media and implications for journalism," keynote speech at spring meeting of Associated Press Wisconsin Editors meeting, Lake Geneva, WI, May 17, 2001.

"Situated Documentaries: Journalism for the Digital Age," keynote speech at 1st Congress on Internet and Journalism, Coimbra, Portugal, March 29, 2001.

"Convergence and Journalism," Media Unconvention, Chennai, India, Nov 3-4, 2000.

"Remote Sensing Satellite Imagery and Journalism Education," speech at Freedom Forum conference, New York, May 4, 2000.

"Periodismo del Futuro," speech in Santiago, Chile, at Universidad Diego Portales, April 27-8, 2000.

"Journalism and MPEG-21: Managing News in the Global Digital Age," Amsterdam, Feb. 2000.

"Journalism in a Global Online Environment," speech at Freedom Forum journalism educators conference, Buenos Aires, Oct. 25, 1999.

"Broadcasting in the Digital Age," keynote address at 9ᵗʰ international symposium of the Japan Media Communication Conference, Tokyo, Japan, Feb. 12, 2000.

"A Day in the Life of a Third Millennium Journalist," speech at World Association of Newspapers & World Editors Forum, Rio de Janeiro, Brazil June 14, 2000.

"Mobile Journalist Workstation," speech at Freedom Forum journalism educators conference, San Francisco, Feb. 2000.

"Internet and the Digital Divide in Latin America," Conference on Latin America and the Internet, SIPA, Columbia University, February 2, 2001.

"New Technology and Journalism Management," speech at Columbia University Seminar on
    Organization and Management, New York, May 8, 2000.

"Implications of the AOL Time Warner Merger," Columbia University Seminar on Computers,
    Man and Society, Feb. 2000.

"New Media and Communication," School of Communication and the Arts, Marist College, Nov.
    1998.

Panel presentations/Sessions chaired

"Communication Technology and Policy," discussant on panel at AEJMC Convention, San
    Francisco, CA, August 5, 2006.

"Developments in American Media," panelist, Fulbright scholars program, New York University,
    Annually July, 2006-2016.

 "Who is a journalist?" moderator, panel, Old Media Meets New Media, Region 1 Society of
    Professional Journalists Annual Conference, Newark, NJ, March 31, 2006.

"Media in 2100," panelist at meeting of the New York State Communication Association, New
    York, NY, October 6, 2001.

"Issues Surrounding Educational Use of Computers, Technologies and the Web," chaired panel at
    AEJMC Convention, Washington, DC, August 7, 2001.

"A Steven H. Chaffee Retrospective," chaired panel at AEJMC Convention, Washington, DC,
    August 8, 2001.

"News in the Future," panelist at meeting of the Media Ecology Association, New York, NY, June
    15, 2001.

"Task Force on the Future of Journalism Education," participant on panel discussion at AEJMC
    Annual Convention, Phoenix, AZ August 9, 2000.

"New Media Initiatives in Asia," chaired opening plenary at International Association of Mass
    Communication Researchers (IAMCR), Singapore, July 17, 2000.

"New Media and News," chaired opening day of conference sponsored by Asian business press
    forum (AFB), July 10, 2000.

"New Media and Journalism," presentation on AEJMC Freedom Forum Panel, New Orleans,
    August 4, 1999.

"Integrating new technology across the journalism graduate curriculum," presentation on AEJMC
    Communication Technology Panel, New Orleans, August 5, 1999.

"New Media and Journalism Education," moderated AEJMC Standing Committee on Research
       Panel, New Orleans, August 6, 1999.

## FUNDRAISING

### Grants/gifts received

$64,017, partner with Rutgers Jacques Cousteau National Estuarine Research Reserve, Tuckerton,
       NJ, on grant "Life on the Edge: Experiences through Energy Efficiency, Trails and
       Monitoring."  Funding source: National Oceanic and Atmospheric Administration
       (NOAA), U.S. Department of Commerce. Project period: October 1, 2017 to September
       30, 2018.  Pavlik serves as head of an exhibit experience to utilize interactive digital
       storytelling - commonly referred to as "augmented reality."

$727,000 three-year grant from the Qatar National Research Fund (QNRF) awarded May 2014 for
       "Content Innovation Strategies for Mobile Media in Qatar" as part of the National Priority
       Research Program (NPRP). Role: Lead Principal Investigator.

$50,000 grant to Rutgers University from the New Jersey Press Foundation for the 9/11 10th
       anniversary news reporting project, 2010-11.

$10,000 grant to Rutgers University from the United Nations Educational, Scientific and Cultural
       Organization (UNESCO) for a project to help update the mass communication department
       curriculum at Baghdad University, 2010.

$70,000 annual grant from Merck & Co., for Merck Science Journalism Awards program, The
       Journalism Resources Institute, School of Communication and Information, Rutgers
       University, 2002-09.

$3.5 million endowment for the Center for New Media from the Wayne and Frances Knight
       Parrish estate (2001).

$25,000 research funding from Intel Corp. to support "Video as Input" storytelling project (1999).

$25,000 for "New Media Design," Viacom (1998).

$280,000 for "Journalism and New Media," O Globo, Brazil (1997-98).

$2.5 million equipment and research grant for "Advanced Computing Research," Intel Corp.
       (shared with other departments on campus; $300,000 to Journalism School/CNM) (1997-
       1999).

$225,000 for "News in the Digital Age" seminar series, AT&T Foundation (1997-98).

$15,000 equipment grant for "Omnidirectional Imaging Research," Cyclovision (1998-2000).

$15,000 for "Omnidirectional Storytelling," Viacom (1997).

$140,000 for "Journalism, AIDS and New Media," Bristol-Myers Squibb Immunology (1996).

## SERVICE: BOARDS, AFFILIATIONS, HONORS, AWARDS

Co-editor, *Athens Journal of Mass Media and Communications*, ATINER, Athens, Greece, February
2019. e-ISSN: 2407-9499 (listed in the National Library of Greece)
DOI: 10.30958/ajmmc

Member, Editorial Advisory Board, Communication and the Public, 2018.

Member, Editorial Advisory Board, Communication & Society / Comunicación y Sociedad, 2015-
present.

Head, Mass Media & Communication Research unit, ATINER, The Athens Institute for Education
and Research, an international association headquartered in Athens, Greece, 2017-present.

Member, Global Editors Network (GEN), 2012-present.

Support Committee Member, Sparknews, 2012-present.

Member, New Brunswick Patch Hyperlocal News Advisory Board, 2011-present.

Participant in "Magnanimous Mentor" program of the Association for Education in Journalism and
Mass Communication (AEJMC), 2011-present.

Member, Advisory Board, SALTS, the Laboratory for the Study of Applied Language Technology
and Society, Rutgers University, 2011.

Visiting Professor, one-week seminar on journalism and media innovation and entrepreneurship, at
the Erich Brost Institute for International Journalism at the Dortmund Technical University
of Dortmund, Germany, 2010.

Member, Advisory Board, Institute of Global Communication Research Institute, Shanghai Jiao
Tong University, China, 2010-present.

Special Advisor to Publisher and Editor in Chief, The Courier, newspaper serving Monmouth
County, New Jersey, 2008-9.

Expert Witness, for Plaintiff, Libel Trial, *La Raza*, 2008.

Member, The Board of Directors, The New Jersey Press Association, 2008-2012.

Inaugural Fulbright-Academy of Fine Arts Vienna (Austria) Distinguished Chair in Media Studies
2007-2008.

Advisor to the National Black Programming Consortium, Harlem, NY (2006-present).

Advisor to the Astro-Physics Education Program, the Hayden Planetarium, The American Museum

of Natural History, New York, NY (2006-2008).

Senior Research Associate, Institute for Learning Technologies, Teachers College (1997-2003).

Inaugural Professor in Residence, Radio Television Hong Kong, Hong Kong, China, July 2001.

Presidential Citation for Service and Dedication as an Officer of the Association for Education in Journalism and Mass Communication, 1999-2000.

Member, Academic Advisory Board, Center for Communication, Inc., New York (2001).

Member, Academic Advisory Committee, The Academy of Television Arts & Sciences Foundation's Archive of American Television, chaired by David L. Wolper and Grant A. Tinker, (2000-01).

Inaugural Shaw Foundation Visiting Professor of Media Technology at the School of Communication Studies, Nanyang Technological University, Singapore (2000).

Member, Mayor's Council on New Media, Mayor Rudolph Giuliani, The City of New York (1999-2001).

Board Member, World Foundation for Smart Communities (1998-2003).

Senior fellow, The San Diego Supercomputer Center (SDSC), one of two national supercomputer centers funded by the National Science Foundation (1996-2000).

Faculty Research Fellow, The Columbia Institute for Tele-Information (C.I.T.I.), Columbia University School of Business (1997-present).

Member of Kinecta Advisory Board (2000-present).

Member of Advisory Board, Hampshire's Internet Journalism Project (IJP) (1997-2008).

Member of Advisory Board, Marist College School of Communication and the Arts (1998-2007).

## EDITORIAL/JUDGING RESPONSIBILITIES

Guest Editor, *Media and Communication* (ISSN: 2183–2439) Special Issue on "Emerging Technologies in Journalism and Media: International Perspectives on Their Nature and Impact," 2019, Volume 7, Issue 1, Pages X–X DOI: 10.17645/mac.v7i1.

Judge, News and Documentaries, Emmy Awards, The National Academy of Television Arts and Sciences (1989-94, 1999-2009, 2012, 2014-present).

Reviewer, *Journal: Telematics and Informatics* (2018-).

Reviewer, AEJMC Senior Scholars Research Awards Program (2016).

Reviewer, Journalism & Mass Communication Quarterly (2014-).

Reviewer, Journalism Practice (2014-).

Reviewer, The International Journal of Press/Politics (2014-).

Member, Editorial Board, *Digital Journalism* (2017-).

Member, Editorial Board, Asian Journal of Communication *(AJC)* (2014-).

Member, Editorial Board, Mobile Media & Communication (2013-).

Member, Editorial Board, Journalism & Mass Communication Educator (2010-).

Reviewer, Journal of Communication Inquiry (2011).

Referee, Israel Science Foundation (2011).

Reviewer, Research Grant Council (RGC) of Hong Kong (2011).

Member, Editorial Board, Chinese Journal of Communication (2008-).

Reviewer, The European Research Council (2008).

Reviewer, African Journal of Business Management (2011).

Reviewer/Panelist, The Academy of Finland (2008).

Member, Editorial Board, SIMILE: Studies In Media & Information Literacy Education (2001-).

Member, Editorial Board, UA&P (University of Asia and the Pacific) Communications Review (2004-).

Member, Advisory Council, The Journal of Communication Studies Zer (2003-).

Reviewer, National Institutes of Health/National Cancer Institute, Centers of Excellence in Cancer Communications Research (2001-2002).

Contributing Editor, Online Journalism Review (http://ojr.usc.edu/; 2000-2010).

Member, Advisory Committee, *Local News, The PBS Series* (2000-2001).

Member, Editorial Board, Journalism and Mass Communication Quarterly (2000-).

Judge, The Digital Edge Awards for best newspaper web sites, Newspaper Association of America (1999, 2000).

Member, Editorial Advisory Board, Science Communication, Sage Publications (1998-).

Member, International Advisory Board, <u>New Media & Society: An International Journal</u>, Sage Publications (1998-).

Chair, the Columbia University Web Advisory Committee (1996-2002).

International Advisory Board, <u>Encyclopedia of International Media & Communications</u>, Academic Press (1997-2009).

Editorial Board, <u>Television Quarterly</u>, the journal of the National Academy of Television Arts and Sciences (1996-present; vice chair of editorial board, chair, 2002-2012).

Associate Editor, <u>Journal of Public Relations Research</u> (1994-2000).

Editorial Board, The Freedom Forum Media Studies Center (1988-94).

Founding member, the board of industry advisors and judges, The New York Festivals International Awards Competition devoted exclusively to Interactive Multimedia, 1992-2005.

Editorial Board, <u>Journal of Public Relations Research</u> (1989-94).

Judge, 1989 Pathfinder Award, The Institute for Public Relations Research & Education (1989).

Referee, Strategic Grants Program, Social Sciences and Humanities Research Council of Canada, Ottawa (1990).

Referee, Maxis, Education Unit (1991), for SimAnt® software.

Referee, <u>Journalism Quarterly</u> (1990, 1991).

Research Review Board, <u>Public Relations Research & Education</u> (College Park, MD) (1983-86).

Referee, <u>Journal of Advertising</u> (1987-89).

Referee, <u>Communication Research</u> (Beverly Hills, CA) (1983-88).

Referee, <u>Journal of Communication</u> (1987-2008).

Assistant to the Editor, <u>Communication Research</u> (1981-82).

Advisory Council and Book Review Editor, <u>Communication Quarterly International</u> (Cairo, Egypt) (1986-90).

Advisory Board, <u>Teaching Public Relations</u> (1987-94).

Member, Software Review Board, The Oates Clearinghouse for Computer-Based Education in Journalism and Mass Communication (1986-88).

Advisory Board, A Challenge to the Calling: Public Relations Colloquium (1989-94).

## PROFESSIONAL ASSOCIATIONS

### Memberships

Global Editors Network (2012-present).

Association for Education in Journalism and Mass Communication (AEJMC) (1979-present).

International Communication Association (ICA) (1984-94, 1998).

American Academy of Advertising (AAA) (1982-87).

Institute, Academy and Foundation for High Definition Television Arts and Sciences (1990-94).

### Offices Held/Participation

Elected, Standing Committee for Professional Freedom and Responsibility, AEJMC (2008-09).

Elected Representative (one of six nationally elected), Accrediting Council for Education in Journalism and Mass Communications (ACEJMC), 2004-2007.

Chair, Standing Committee for Research, AEJMC (1999-2000).

Chair, Public Relations Interest Group (PRIG), International Communication Association (ICA), 1992-93; vice-chair, 1991-92; Secretary/Newsletter Editor, PRIG, ICA (1989-90).

Liaison to the Committee on Technology and Policy, Communication Theory & Methodology Division, AEJMC (1990-91).

Head, Vice-head, Public Relations Division, AEJMC (1987-89).

Member, Body of Knowledge Task Force, Public Relations Society of America (PRSA), (1987-88).

Member, Task Force on the Future of Public Relations Education, AEJMC & PRSA (1987-88).

### Service to the University:

Member, Building Steering Committee, School of Communication and Information, Rutgers University, 2018.

Chair, Faculty Council, School of Communication and Information (SC&I), Rutgers University, 2016-18.

Faculty Marshal, University-wide Commencement, Rutgers University (2009-2012, 2014).

Senator, Rutgers University Senate, representative from the School of Communication and
    Information (2008-2010).

Member, Committee to Select Undergraduate Speaker at University-wide Commencement, Rutgers
    University (2005, 2006).

Member, Advisory Board to Rutgers University Television (2003-2012).

Senator, Columbia University Senate, representative from Graduate School of Journalism (2000-
    2002).

Chair, Columbia Web Advisory Committee, charged with oversight for www.columbia.edu, and
    advising the Provost and University Librarian on matters pertaining to the University's Web
    presence (1996-2002).

**Community Service:**

Coach, Hudson Valley Bluefish Swimming Team (2004-2011).

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