

Judith E. Rosenbaum-Andre

Department of Communication and Journalism
103 Corbett Hall, Orono ME 04469

Leadership Positions

University of Maine – Orono, ME	2017-present
Associate Dean, Faculty Affairs & Administration	2024-present
College of Liberal Arts and Sciences	
- Established infrastructure for faculty success, including creation of mentoring relationships, organization of faculty networking events, and facilitation of pedagogical and research workshops for faculty. - Co-authored policies on variety of topics incl. student absences and class cancellations. - Managed program reviews for departments across the college. - Initiated development of cross-disciplinary college-wide research methods course. - Provided support for chairs and directors: Co-organized new chairs orientation, updated resource materials, led searches for new chairs and directors. - Advised dean on budget issues and strategic re-envisioning efforts.	
Chair	2020-present
Department of Communication and Journalism	
- Managed full-time faculty, graduate teaching assistants, and part-time instructors; three undergraduate degrees, MA & PhD program. - Led development and implementation assessment strategy. - Managed graduate and undergraduate internship program. - Spearheaded curricular revisions and design of Sport Com minor. - Managed operating budget and gift funds; helped secure funding for faculty and students. - Led creation of feedback process undergraduate and graduate students. - Implemented new scheduling and part-time hiring and evaluation processes. - Spearheaded creation departmental social media presence.	
Co-Lead, Black Bear Athletics, UMS Transforms Leadership Team	2020-present
- Collaborated with Athletic Director to oversee athletic masterplan. - Worked with stakeholders on design and implementation.	
Rising Tide Professorship	2019-2021
- Facilitated workshops on pedagogical issues for faculty. - Supported student organizations in outreach and community efforts. - Organized speakers and performances for wider community.	
Albany State University, Albany GA	2007-2017
President, Faculty Senate	2016-2017
- Led faculty senate through merger with Darton College. - Spearheaded creation of shared faculty governance documents.	
Chair, Institutional Review Board	2013-2016
- Developed and implemented the institution's human subjects policy. - Led investigations into human subjects research issues.	

Student Activities Coordinator, Study Abroad Xiamen University, China	2012
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Academic positions

University of Maine – Orono, ME	2017-present
Professor	2025-present
Department of Communication and Journalism	
Associate Professor	2019-2025
Department of Communication and Journalism	
Assistant Professor	2017-2019
Department of Communication and Journalism	
Albany State University, Albany GA	2007-2017
Associate Professor	2013-2017
Mass Communication program	
Albany State University, Albany, GA	
Research facilitator	2013-2016
Health Disparities Research Community, Albany State University	
<i>Research Infrastructure in Minority Institutions</i>	
Funding agency: National Institute on Minority Health and Health Disparities	
PI: Dr. Arthur Dunning, President, Albany State University	
Assistant Professor	2008-2013
Mass Communication program	
Albany State University, Albany, GA	
Temporary Assistant Professor, non-tenure track	2007-2008
Mass Communication program	
Albany State University, Albany, GA	
Radboud University Nijmegen, The Netherlands	2001-2007
Junior Researcher / Instructor	2001-2007
Department of Communication	
Editorial Manager	2001-2007
<i>Communications: The European Journal of Communication Research</i>	

Education

Ph.D., Mass Communication	2007
Radboud University Nijmegen, The Netherlands	
Dissertation: <i>Measuring media literacy: Youngsters, television, and democracy</i>	

M.A., Mass Communication¹ - Cum Laude 2000
 University of Nijmegen, The Netherlands
 Thesis: *Beyond the couch potato: Developing an instrument for measuring television literacy*

High School Diploma 1995
 Edward Little High School, Auburn, ME

College Preparatory Degree 1994
 KGL, Arnhem, The Netherlands
 American International School, Nice, France

Grant & Contract Experience

External evaluation consultant 2016-2017
Project Integrate
 Contracting agency: Byrne Criminal Justice Innovation Project
 Lead researcher: Dr. Glenn Zeurn, Albany State University

Faculty mentor 2013
Preparing Critical Faculty for the Future
 Funding agency: National Science Foundation, AAC&U
 PI: Dr. Louise Wrensford, Albany State University

Funding Activities

Grants – Awarded

Internal teaching and research grants – University of Maine 2018-present
 McGilluddy Humanities Grant;
 Bangor Savings Bank / L. Paul LoRusso Faculty Development Fund
 Total amount: \$7,800

Internal research grant – Albany State University 2014
 Presidential Research Award Program
 Total amount: \$5,000

Internal research grant – Radboud University Nijmegen 2002
 Nijmegen Institute for Social Cultural Research
 Co-PIs: J.W.J. Beentjes & K. Renckstorf
 Total amount: 0.8fte for five years (2002-2007)

Grants- not awarded

Since 2008, I have applied to 10 agencies for over \$ 2.8million in funding. Agencies include the National Science Foundation, National Institutes of Health, state of Georgia and state of Maine

¹ Prior to the Dutch adoption of the European Bologna Accords in 2002, Dutch universities offered a four-year master's program. Instead of requiring a bachelor's degree, this program, which was open only to students who had completed a Gymnasium/Atheneum high school degree, consisted of a 1-year introductory program, followed by a 3-year master's program.

agencies. Topics revolved around media engagement, education research, substance abuse, health disparities, and health habits.

Publications

Books & Book Chapters

Rosenbaum, J.E. & Adams, S. (in press). AI in the classroom: Building Reflexivity and Critical Literacy Skills. In W. Holmes (Ed.), *Handbook of Critical Studies of Artificial Intelligence and Education*. Edward Elgar.

Rosenbaum, J.E. (2025). Spoilers and the Narrative Experience: Lessons from Ten Years of Empirical Research. In S. Spiegel (Eds.), *The Fear of Knowing. Spoilers in TV, Literature, and Gaming Culture*. Rombach/Nomos.

Sherblom, J. C., & **Rosenbaum, J.E.** (2024). *Computer Mediated Communication: Approaches and Perspectives (2nd ed.)*. Cognella

Berry R.A., & **Rosenbaum, J.E.** (2022). Critical Race Media Literacy and fake news: Reframing and teaching news literacy in a racialized society. In J. Cabbage (Ed.), *Critical Race Media Literacy: Themes and Strategies for Media Education* (pp.82-97). Routledge.

Bouvier, G., & **Rosenbaum, J.E.** (Eds.). (2020). *The chaos of online deliberations on Twitter*. Palgrave-MacMillan.

Rosenbaum, J.E. (2018). *Constructing digital cultures: Tweets, trends, race, and gender*. Lanham, MD: Lexington.

Rosenbaum, J.E., Johnson, B.K., Stepman, P.A., & Nuijten, K.C.M. (2013). ‘Looking the part’ and ‘staying true’: Balancing impression management on Facebook. In C. Cunningham (Ed.), *Social networking and impression management: Self-presentation in the digital age* (pp. 35-59). Lanham, MD: Lexington Books.

Rosenbaum, J.E., Beentjes, J.W.J., & Konig, R.P. (2008). Mapping media literacy: Key concepts and future directions. In C.S. Beck (Ed.), *Communication Yearbook, Volume 32* (pp. 313-355). New York: Routledge.

Rosenbaum, J.E. (2006). ‘This is what it must look like’: An empirical study of *The Lord of the Rings* fandom and media literacy. In E. Mathijs (Ed.), *Lord of the Rings: Popular culture in global context* (pp. 189-206). London: Wallflower Press.

Rosenbaum, J.E., & Beentjes, J.W.J. (2004). Reconceptualizing media literacy. In K. Renckstorf, D. McQuail, J.E. Rosenbaum, & G. Schaap (Eds.), *Action theory and communication research: Recent developments in Europe* (pp. 141-163). Berlin: Mouton de Gruyter.

Renckstorf, K., McQuail, D., **Rosenbaum, J.E.**, & Schaap, G. (Eds.). (2004). *Action theory and communication research: Recent developments in Europe*. Berlin: Mouton de Gruyter.

Peer-reviewed articles

Vear, A.M. & **Rosenbaum, J.E.** (2024). Identity for sale: Authenticity, commodification, and agency in YouTube influencers. *Information & Culture*, 59(3), 285-308.

- Hakkola, L., & **Rosenbaum, J.E.** (2024). Communicating about diversity: Challenges and strategies related to integrating race into the rural higher education classroom. *Journal of Further and Higher education*, 48(6), 567-581. <https://doi.org/10.1080/0309877X.2024.2375302>.
- Ellithorpe, M., **Rosenbaum, J.E.**, & Brookes, S. (2024). That's Not Supposed to Happen! Spoilers' Impact on Experience of Narratives with (Un)Expected Endings. *Psychology of Popular Media*, 13(3), 281–290. <https://doi.org/10.1037/ppm0000482>
- Brookes, S., **Rosenbaum, J.E.**, & Ellithorpe, M. (2024). Spoilers as Self Protection: Investigating the Influence of Empathic Distress and Concern for Self on Spoiler Selection. *International Journal of Communication*, 18, 1745-1764. <https://ijoc.org/index.php/ijoc/article/view/19466/4538>
- Berry, R.A.**, **Rosenbaum, J.E.** & Corey, A. (2023). Weaponising #FakeNews on Twitter: Generating Flak or Critiquing the Status Quo in the Trump Era. *Javnost-The Public*, 30(4), 535-550. <https://doi.org/10.1080/13183222.2023.2267265>
- Bonnet, J.L., **Rosenbaum, J.E.**, & **Berry, R.A.** (2023). Building a Bridge to Somewhere: A Critical Dialogue to Further Media and Information Literacy Practice. *Journal of Media Literacy*. <https://ic4ml.org/journal-article/building-a-bridge-to-somewhere-a-critical-dialogue-to-further-media-and-information-literacy-practice/>
- Johnson, B.K., & **Rosenbaum, J.E.** (2023). Sharing brands on social media: The roles of behavioral commitment and modality in identity shift. *International Journal of Consumer Studies*, 47(3), 995-1010. <https://doi.org/10.1111/ijcs.12880>
- Kryston, K., Ulusoy, E., Grady, S., **Rosenbaum, J.E.**, Johnson, B.K., & Eden, A. (2022). Seeking spoilage: The impact of content challenge, self-control, and traits on spoiler selection. *Journal of Broadcasting and Electronic Media*, 66(3), 440-463. <https://doi.org/10.1080/08838151.2022.2110593>
- Ranzini, G., **Rosenbaum, J.E.**, & Tybur, J. (2022). Assortative online dating: Insights into partner choice from an experimental online dating app. *Computers in Human Behavior*, 127, 107039. <https://doi.org/10.1016/j.chb.2021.107039>
- Rosenbaum, J.E.**, Bonnet, J.L., & **Berry, R.A.** (2022). Rethinking the future of news literacy education: Results from a mixed methods study. *The Media Education Research Journal*, 11(2), 1-22. <https://doi.org/10.5281/zenodo.7459918>
- Berry, R.A.**, Bonnet, J.L., & **Rosenbaum, J.E.** (2021). Teaching news literacy during a pandemic: Adapting to the virtual learning environment. *Teaching Media Quarterly*, 9(1), 1-21. <https://pubs.lib.umn.edu/index.php/tmq/article/view/3680>
- Carr, C. T., **Kim, Y.**, Valov, J. J., **Rosenbaum, J. E.**, Johnson, B. K., Hancock, J. T., & Gonzales, A. L. (2021). An explication of identity shift theory: Getting our shift together. *Journal of Media Psychology*, 33(4), 202-214. <https://doi.org/10.1027/1864-1105/a000314>

- Rosenbaum, J.E., Bonnet, J., & Berry, R. A.** (2021). Beyond fake news: Opportunities and constraints for teaching news literacy. *Journal of Media Literacy Education*, 13(3), 153-159. <https://digitalcommons.uri.edu/jmle-preprints/14>
- Bonnet, J., & **Rosenbaum, J.E.** (2020). "Fake news", misinformation, and political bias: Teaching news literacy in the 21st century. *Communication Teacher*, 34(2), 103-108. <https://doi.org/10.1080/17404622.2019.1625938>
- Johnson B.K., Udvardi, A., Eden, A., **Rosenbaum, J.E.** (2020). Spoilers go bump in the night: Impacts of minor and major reveals on horror film enjoyment. *Journal of Media Psychology*, 32, 14-25. <https://doi.org/10.1027/1864-1105/a000276>
- Ranzini, G., & **Rosenbaum, J.E.** (2020). It's a match(?): Tinder usage and attitudes toward interracial dating. *Communication Research Reports*, 37, 1-2, 44-54. <https://doi.org/10.1080/08824096.2020.1748001>
- Rosenbaum, J.E., & Bouvier, G.** (2020). (Eds.). Themed section: Twitter, social movements, and the logic of connective action. Activism in the 21st century. *Participations: Journal of Audience and Reception Studies*, 17(1), <https://www.participations.org/volume-17-issue-1/>
- Rosenbaum, J.E.** (2019). Degrees of freedom: Exploring agency, narratives, and technological affordances in the #TakeAKnee controversy. *Social Media + Society*, 5(2), 1-11. <https://doi.org/10.1177/205630511982612>
- Rosenbaum, J.E., Johnson, B.K., & Deane, A.E.** (2018). Health literacy and digital media use: Assessing the HLSI-SF and its correlates among African American college students. *Digital Health*, 4, 1-8. doi: 10.1177/2055207618770765
- Johnson, B.K., & **Rosenbaum, J.E.** (2018). Don't tell me how it ends: Spoilers, enjoyment, and involvement in television and film. *Media Psychology*, 21(4), 582-612. doi: 10.1080/15213269.2017.1338964
- Rosenbaum, J.E.** (2016). Editorial Introduction: "We regret to inform you that..." Academia and the power of ~~rejection~~ improvement. *Participations: Journal of Audience and Reception Studies*, 13(1).
- Rosenbaum, J.E. & Johnson, B.K.** (2016). Who's afraid of spoilers: Need for cognition, need for affect, and narrative selection and enjoyment. *Psychology of Popular Media Culture*, 5(3), 273-289. doi: [10.1037/ppm0000076](https://doi.org/10.1037/ppm0000076)
- Johnson, B.K., & **Rosenbaum, J.E.** (2015). Spoiler alert: Consequences of narrative spoilers for dimensions of enjoyment, appreciation, and transportation. *Communication Research*, 42(8), 1068-1088. doi: [10.1177/0093650214564051](https://doi.org/10.1177/0093650214564051)
- Rosenbaum, J.E., Konig, R.P., & Beentjes, J.W.J.** (2010). Mediawijsheid in Nederland: Beleid, praktijk, en de rol van de bibliotheek (Media literacy in The Netherlands: Policy, practice, and the library). In G.M. Van Trier, P.M. Evers, E. Sieverts, & M. Koren (Eds.), *Handboek Informatiewetenschap*, 53, (pp.1-23). Deventer, The Netherlands: Kluwer.

Rosenbaum, J.E. (2007). *Measuring media literacy: Youngsters, television, and democracy*. Unpublished doctoral dissertation, Radboud University Nijmegen, The Netherlands

Rosenbaum, J.E., & Beentjes, J.W.J. (2001). Beyond the couch potato: Reconceptualizing media literacy. *Communications: The European Journal of Communication Research*, 26(4), 465-482.

Works in Progress

Rosenbaum, J.E., Ellithorpe, M., Brookes, S. (under review). *Does the Dog Die? Examining Concern for Self and the Influence of Spoilers*.

Grady, S.E & **Rosenbaum, J.E.** (under review). *Measuring enjoyment in a digital age*.

Aprill, J., Rosenbaum, J.E., & Couture Bue, A.C. (under review). *The effects of moral violations on parasocial relationships with influencers*.

Rosenbaum, J.E., Reese, O.L., Rickard, L.N., & Johnson, B.K. (in progress). *Examining the Impact of Instagram Influencers on Risk Perception in U.S. National Parks*

Rosenbaum, J.E., Ellithorpe, M. E., & Brookes, S.E. (in progress). *Show or tell: The impact of spoiler format on narrative experience*.

Schafraad, P., **Rosenbaum, J.E., & Wu, B.** (in progress). *A grounded refurbishment of the Semantic Network Analysis of 'implicit frames' using a case study of Twitter responses to Nike's Dream Crazy campaign*.

Wilner, T., **Rosenbaum, J.E., Burkett, M., Muzhingi, S., & Arif, A.** (in progress). *Peer Corrections of Misinformation: Exploring Folk Theories*

Technical reports / Non-peer reviewed publications

Rosenbaum, J.E., & Bonnet, J. (2019, June) Looking inward in an era of "fake news": Addressing cognitive bias. *Young Leaders of the Americas Initiative*. Available at <https://ylai.state.gov/looking-inward-in-an-era-of-fake-news-addressing-cognitive-bias/>

Zeurn, G., Sweet-Holp, T., & **Rosenbaum, J.E.** (2017). *Project Integrate*. Byrne Criminal Justice Innovation Project in West Central Albany. Annual report.

Zeurn, G., Sweet-Holp, T., & **Rosenbaum, J.E.** (2016). *Project Integrate*. Byrne Criminal Justice Innovation Project in West Central Albany. Annual report.

Rosenbaum, J.E. (2015). *Health disparities research community: Faculty development series*. Research Infrastructure in Minority Institutions. Unpublished annual report presented at the annual RIMI advisory board meeting.

Rosenbaum, J.E. (2014). *Health disparities research community: Faculty development series*. Research Infrastructure in Minority Institutions. Unpublished annual report presented at the annual RIMI advisory board meeting.

Rosenbaum, J.E. (2013). *Health disparities research community: Faculty development series*. Research Infrastructure in Minority Institutions. Unpublished annual report presented at the annual RIMI advisory board meeting.

Conference Papers and Presentations²

Carter, E., Rickard, L.N., **Rosenbaum, J.E.**, Johnson, B.K. (2026, June). *From abstraction to actual action: Climate change images and identity shifts on social media*. Paper presented at the “Affecting myself?! – Exploring self- and feedback effects in digital communication” preconference at the 76th Annual Conference of the International Communication Association, Cape Town, South Africa.*

Johnson, B.K., Pittman, M., **Rosenbaum, J.E.**, Bobija, M., & Andrei, C. (2026, June). *Sharing and caring: Should/want behaviors and computer-mediated licensing versus commitment*. Paper presented at the “Affecting myself?! – Exploring self- and feedback effects in digital communication” preconference at the 76th Annual Conference of the International Communication Association, Cape Town, South Africa.*

Aprill, J., **Rosenbaum, J.E.**, & Couture Bue, A.C. (2025, June). *The effects of moral violations on parasocial relationships with social media influencers*. Paper presented at the 75th Annual Conference of the International Communication Association, Denver, CO. *

Grady, S.E., & **Rosenbaum, J.E.** (2025, June). *Enjoyment: Testing a Multidimensional Measure*. Paper presented at the 75th Annual Conference of the International Communication Association, Denver, CO. **

McConnell, S.J., Tham, S., Kelling, K., **Rosenbaum, J.E.**, Freiling, I., & Choi, S.R. (2024, August). *AI and communication theory/ methodology*. Panel presented at the annual 107th annual convention of the Association of Education in Journalism and Mass Communication, Philadelphia, PA. **

Rosenbaum, J.E., Ellithorpe, M.E., & Brookes, S.E. (2024, August). *Does the dog die? Empathic distress and spoilers as self-protection*. Paper presented at the annual 107th annual convention of the Association of Education in Journalism and Mass Communication, Philadelphia, PA. **

Oliviera, J.V., & **Rosenbaum, J.E.** (2023, October). *Exploring TikTok’s role in identity formation and community-building among Latino immigrants*. TikTok Creators and Digital Economies Symposium*.

Walsh-Childers, K., Coats, J., Spikes, M.A., **Rosenbaum, J.E.**, Roschke, K., & Anderson, J. (2023, August). *Telling Journalism’s story: Teaching news literacy to non-journalism majors*. Panel organized at the 106th annual convention of the Association of Education in Journalism and Mass Communication, Washington, DC. **

Rosenbaum, J.E., Reese, O., Rickard, L.N., & Johnson, B.K. (2023, May). *Examining the Impact of Instagram Influencers on Risk Perception in U.S. National Parks*. Paper presented at the 73rd convention of the International Communication Association, Montreal, Canada. **

² All conference submissions marked with an asterisk (*) were peer-reviewed. I presented all co-authored papers marked with a pound sign (#). Student authors are underlined.

Sharma, B., Markovich, H.T., Rosenbaum, J.E., & Johnson, B.K. (2022, November). *Meditation or Mystification: Understanding the Motivations, Experiences, and Data Comprehension of Spiritual Technologies User*. Paper presented at the 108th national convention of the National Communication Association, New Orleans, LA. *

Rosenbaum, J.E., Bonnet, J.L., & Berry, R.A. (2022, August). *Extended abstract: Reimagining News Literacy Education: A Case Study*. Paper presented at the 105th annual conference of the Association of Education in Journalism and Mass Communication conference, Detroit, MI. *

Rosenbaum, J.E., Bonnet, J., & Berry, R.A. (2022, May). *Reimagining Media Literacy: Moving From Fragmentation Toward a Shared Future*. Panel organized at the 72nd convention of the International Communication Association, Paris, France. **

Ellithorpe, M.E., **Rosenbaum J.E.**, & Brookes, S. (2022, May). *That's Not Supposed to Happen! Spoilers' Impact on Experience of Narratives with (Un)Expected Endings*. Paper presented at the 72nd convention of the International Communication Association, Paris, France. **

Schafraad, P., **Rosenbaum, J.E.**, & Wu, B. (2022, February). *A grounded refurbishment of the Semantic Network Analysis of 'implicit frames' using a case study of Twitter responses to Nike's Dream Crazy campaign*. Paper presented at the EC 2022, Etmaal van de Communicatiewetenschap. **

Hakkolah, L., & **Rosenbaum, J.E.** (2021, October). *Challenges and strategies related to integrating race into the higher education classroom*. Paper presented at the General Conference of Association for the Study of Higher Education**.

Vear, A.M., & **Rosenbaum, J.E.** (2021, August). *Identity for sale: Authenticity, commodification, and agency in YouTube influencers*. Paper presented at the 104th annual conference of the Association of Education in Journalism and Mass Communication**.

Rosenbaum, J.E., Johnson, B.K., & Hinds, J. (2021, August). *Resharing brands on social media: Posts and reposts from peers, influencers, and brands*. Paper presented at the 104th annual conference of the Association of Education in Journalism and Mass Communication**.

Rosenbaum, J.E., Berry, R.A., & Corey, A. (2021, June). *The weaponization of fake news: Reconfiguring the propaganda model for the 21st century*. Paper presented at the 2021 national conference of the Popular Culture Association/American Culture Association**.

Ranzini, G., **Rosenbaum, J.E.**, & Tybur, J. (2021, May). *Assortative (online) dating: The impact of ethnicity and education on partner choice within a dating app*. Paper presented at the 71st annual convention of the International Communication Association*.

Rosenbaum, J.E., Reese, O., & Rickard, L.N. (2020, December). *Speak softly and carry a selfie-stick: Understanding risk in selfie-behaviors in National Parks*. Paper presented at the Annual Meeting of the Society for Risk Analysis**.

Berry, A., Bonnet, J., & **Rosenbaum, J.E.** (2020, November). *Friend, enemy, or frenemy? De/constructing news in the digital era*. Paper presented at the Northeast Media Literacy Conference, 2020*.

Ulusoy, E., Grady, S., Kryston, K., Rosenbaum, J.E., Johnson, B.K., & Eden, A. L. (2020, November). *Challenge Accepted! The role of content challenge and self-control in spoiler selection and anticipated entertainment*. Paper presented at the 106th annual convention of the National Communication Association, Indianapolis, IN.*

Berry, A., & Rosenbaum, J.E. (2020, October). *Critical race media literacy and fake news: Reframing and teaching news literacy in a racialized society*. Paper presented at the Critical Media Literacy of the Americas Conference[#].

Kryston, K., Ulusoy, E., Grady, S., Johnson, B., Rosenbaum, J.E., & Eden, A. (2020, May). *Selecting spoilers: The role of challenge and self-control in spoiling entertainment*. Paper presented at the 70th annual meeting of the International Communication Association. *

Bonnet, J., & **Rosenbaum, J.E.** (2019, November). *Surviving “fake news”: Critical approaches to media literacy in the 21st century*. Panel presented at the 105th annual convention of the National Communication Association, Baltimore, MD. [#]*

Bonnet, J., **Rosenbaum, J.E.**, & Hoppe, B. (2019, September). *“Fake news”, fallacies, and foregone conclusions: News literacy for the 21st century*. Paper presented at the annual conference for the Maine Library Association, Sunday River, ME. [#]

Rosenbaum, J.E. (2019, May). *Shifting boundaries: Reconceptualizing agency for the social media environment*. Paper presented at the 69th annual conference of the International Communication Association, Washington, DC. * [#]

Ranzini, G., & **Rosenbaum, J.E.** (2019, May). *Swipe right: Tinder usage and attitudes toward interracial dating*. Paper presented at the 69th annual conference of the International Communication Association, Washington, DC.* [#]

Brookes, S., **Rosenbaum, J.E.**, & Ellithorpe, B. (2019, May). *Fearing the end: Spoilers as self-protective mechanism*. Paper presented at the 69th annual conference of the International Communication Association, Washington, DC.* [#]

Rosenbaum, J.E., & Johnson, B.K. (2019, May). *Self-persuasion through sharing, liking, and retweeting: Identity shift on social media platforms*. Paper presented at the 69th annual conference of the International Communication Association, Washington, DC.* [#]

Rosenbaum, J.E. (2019, April). *#BoycottNike: Analyzing the role of consumerist influences on the construction of meaning on Twitter*. Paper presented at the 2019 national conference of the Popular Culture Association/American Culture Association, Washington, DC.*

Roche, A., Rickard, L., & Rosenbaum, J.E. (2018, December). *Understanding #Flint: Risk communication and attribution of responsibility on Twitter*. Paper presented at the annual meeting of the Society for Risk Analysis, New Orleans, LA*.

Bonnet, J., **Rosenbaum, J.E.**, & Hoppe, E. (2018, October). *Facts, fakes, and everything in between: Teaching about misinformation and media literacy in the 21st century*. Paper presented at the bi-annual meeting of the Maine Educators' Association, Rockland, ME.[#]

Johnson, B.K., & **Rosenbaum, J.E.** (2018, May). *Sharing brands on social media: The roles of behavioral commitment and modality in online self-persuasion*. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic*#.

Rosenbaum, J.E. (2018, May). *Can you hear me now? Marginalized voices on social media*. Panel chaired at the 68th annual conference of the International Communication Association, Prague, Czech Republic*#.

Rosenbaum, J.E. (2018, May). *From #SayHerName to #NotMiAbuela: Examining marginalized voices and digital cultures on Twitter*. Panel presentation held at the 68th annual conference of the International Communication Association, Prague, Czech Republic*#.

Rosenbaum, J.E. (2018, March). *Degrees of freedom: Exploring agency, discourses, and technological affordances in the #TakeAKnee controversy*. Paper presented at the 2018 national conference of the Popular Culture Association/American Culture Association, Indianapolis, IN.*

Johnson, B.K., Udvardi, A., & **Rosenbaum, J.E.** (2017, May). *Eeny, major, minor, boo: Investigating the impact of minor and major spoilers on the enjoyment and suspense of horror films*. Paper presented at the 67th annual conference of the International Communication Association, San Diego, CA*.

Rosenbaum, J.E., & Johnson, B.K. (2016, September). *Picture this: Using social media photo sharing to improve health behaviors and predictors*. Paper presented at the Regional Health Disparities Conference, Albany, Georgia*#.

Johnson, B.K. & **Rosenbaum, J.E.** (2016, June). *Don't tell me how it ends: Testing effects of narrative spoilers for film and television*. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan*.

Rosenbaum, J.E. (2016, March). *Constructing #Cookie: Analyzing collaborative interpretations of Black culture and femininity on Twitter*. Paper presented at the 2016 national conference of the Popular Culture Association/American Culture Association, Seattle, WA*.

Rosenbaum, J.E., & Johnson, B.K. (2014, August). *Who's afraid of spoilers: Need for cognition, need for affect, and narrative selection and enjoyment*. Paper presented at the 2014 convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada*#.

Rosenbaum, J.E., Johnson, B.K., & Deane, A.E. (2014, August). *Exploring health literacy, its measurement and predictors among African American college students*. Paper presented at the 2014 convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada*#.

Johnson, B.K., & **Rosenbaum, J.E.** (2013, June). *Spoiler alert: Consequences of narrative spoilers on media choice and dimensions of enjoyment*. Paper presented at the 2013 conference of the International Association of Mass Communication Research, Dublin, Ireland*#.

Rosenbaum, J.E. (2013, March). *Age and beauty through Chinese eyes: The Photoshop effect*. Paper presented at the 5th annual Women's Symposium, Albany, GA.

Clancy, T., Cooper, S., **Rosenbaum-Andre, J.**, & Sweet-Holp, T. (2012, March). *Interactive technologies: A taxonomy of teaching and learning*. Paper presented at the 10th annual Interdisciplinary Conference for Teachers of Undergraduates, Barnesville, GA*#.

Alvira-Watson, L., Mallory, D., & **Rosenbaum-Andre, J.** (2012, March). *Slutgate: Rush Limbaugh and “politics” of the red herring*. Panel presented at the 4th annual Women’s Symposium, Albany, GA#.

Rosenbaum, J.E., Johnson, B.K., Stepman, P.A., & Nuijten, K.C.M. (2011, November). *Self-Presentation as a balancing act: A qualitative exploration of impression management goals and behaviors on Facebook*. Paper presented at the 97th annual convention of the National Communication Association, New Orleans, LA*#.

Rosenbaum, J.E., Johnson, B.K., Stepman, P.A., & Nuijten, K.C.M. (2010, April). *Just being themselves? Goals and strategies for self-presentation on Facebook*. Paper presented at the 80th annual convention of the Southern States Communication Association, Memphis, TN*#.

Rosenbaum, J.E. (2006, June). *Mediawijsheid meten* (Measuring media literacy). Paper presented at the Nijmegen Institute of Communication Research, Nijmegen, The Netherlands.

Rosenbaum, J.E. (2004, November). *The jungle called media literacy*. Paper presented at the VSOM/NESCoR Etmaal van de Communicatiewetenschap, Radboud University Nijmegen, The Netherlands*.

Rosenbaum, J.E. (2003, May). *Media literacy: A review*. Paper presented at the 53rd annual conference of the International Communication Association, San Diego, CA*.

Rosenbaum, J.E. (2002, November). *Reconceptualizing media literacy*. Paper presented at the VSOM/NESCoR Etmaal van de Communicatiewetenschap, University of Utrecht, The Netherlands*.

Rosenbaum, J.E. (October, 2001). *Beyond the couch potato: Reconceptualizing media literacy*. Paper presented at the European symposium on Action Theoretical Approaches in European Communication Research: Theory, Methods and Findings, Radboud University Nijmegen, The Netherlands*.

Invited presentations

Rosenbaum, J.E. (2025, November). *Building Community in the Digital Age: Staying relevant in 2025 and beyond*. Keynote presentation at the Annual All-Organization Conference of the Maine Cooperative Extension, Orono, ME.

Rosenbaum, J.E. (2023, March). *Community-Building and Dialogue on Social Media: Examining Democracy in the 21st Century*. Keynote presentation at the Connecticut Association of Adult and Continuing Education conference, Groton, CT.

Rosenbaum, J.E. (2022, March). *Spoilers and the narrative experience: Lessons from ten years of empirical research*. Keynote presentation at the #SpoilTheConference, University of Zurich, Switzerland.

Rosenbaum, J.E. (2022, March). *Democracy, dialogue, and civility in a social media age*. Guest lecture held for the Connecticut Association of Adult and Continuing Education.

Rosenbaum, J.E. (2021, December). *From #BlackLivesMatter to #TakeAKnee: Rethinking democracy in a social media age*. Guest lecture held for the Maine Adult Education Association Conference.

Rosenbaum, J.E., & Bonnet, J.L. (2021, November). *COVID vaccines: Addressing concerns and questions*. Panel on the misinformation surrounding COVID vaccines organized by the Healthcare Purchaser Alliance of Maine.

Rosenbaum, J.E. (2021, May). *From #BlackLivesMatter to #MeToo: Understanding social media's contribution to democracy*. Guest lecture held for Penobscot Valley Senior College, Maine.

Rosenbaum, J.E. (2020, July). *#Adulthood on social media: Digital branding and online identity performance*. Webinar held for AFS, intercultural exchange organization.

Rosenbaum, J.E., & Bonnet, J. (2020, May). *How to know when social media information is real*. Workshop organized as part of the UMaine Health Connection Chats.

Rosenbaum, J.E. (2020, April). *Surveys, experiments, and statistics: The basics*. Guest lecture given for Social Science Research Methods, Department of English, School of International Studies, Zhejiang University, Hangzhou, China.

Rosenbaum, J.E. (2019, March). *Activism, countercultural narratives and commodification on social media*. Guest Lecture at the Department of Film and Theatre Studies, University of British Columbia, Canada.

Rickard, L.N., & **Rosenbaum, J.E.** (2018, November). *Risk and crisis communication: Applications for social media*. Presentation held at the 2018 Northern and Central Maine integrated warning team workshop, Brewer, ME.

Rosenbaum, J.E. (2018, October). *Social media: A blessing or a curse?* US District Court for District of Maine, Federal Judicial Conference, Rockland, ME.

Rosenbaum, J.E. (2018, June). *Constructing digital cultures: Tweets, trends, race and gender*. Radboud University Nijmegen, The Netherlands.

Rosenbaum, J.E. (2018, June). *Constructing digital cultures: Tweets, trends, race and gender*. Vrije Universiteit Amsterdam, The Netherlands.

Rosenbaum, J.E. (2018, May). *Twitter 101: Teaching session*. Society of Female Urodynamics 2018 meeting at the American Urological Association Conference, San Francisco, CA.

Rosenbaum, J.E. (2018, May). *Social media and your practice: The good, the bad, and the ugly!* Society of Female Urodynamics 2018 meeting at the American Urological Association Conference, San Francisco, CA.

McLaughlin, M., Rondeau, F., **Rosenbaum, J.E., & Villacorta Gonzales, C.** (2018, April). *Art(s), politics, and social change*. Panel presentation held at the First Annual Undergraduate Research

Conference “How did you think of that?": Turning your passion into a humanities project”, University of Maine, Orono, ME[#].

Roche, A., Herakova, L., & **Rosenbaum, J.E.** (2018, April). *Social Media Use: Teacher's Edition. Part I: Ethics and Regulations*. Presentation held at the CMJ Colloquium, University of Maine, Orono, ME[#].

Anderson, B., Blackstone, A., **Rosenbaum, J.E.**, Gardner, S. (2018, April), *The Media and #MeToo: A panel discussion on the issues and challenges arising from reports of sexual harassment in the media and on social media*. University of Maine, Orono, ME[#].

Rosenbaum, J.E. (2018, March). *Twitter and the construction of narratives: Participatory democracy or corporate control*. Department of Film and Theatre Studies, University of British Columbia, Canada.

Rosenbaum, J.E. (2017, November). *Constructing digital cultures: Tweets, trends, race, and gender*. Presentation held at the CMJ colloquium, University of Maine, Orono, ME.

Rosenbaum, J.E. (2017, October). *#TrendingNow: Social media, engagement, and the public sphere*. Digital Humanities Week, University of Maine.

Rosenbaum, J.E., Williams, J., & **Joseph, I.** (2016, March). *Sculpting the world class within: A panel discussion*. Student Government Association, Mid-Year Training, Albany State University, Albany, GA.

Rosenbaum, J.E. (2014, August). *Fostering student success*. Invited panelist at the annual Faculty Staff Conference, Albany State University, Albany, GA[#].

Rosenbaum, J.E. (2013, August). *Self-presentation as a balancing act: A qualitative exploration of impression management goals and behaviors on Facebook*. First Annual Department of English, Modern Languages, and Mass Communication and Fine Arts Faculty Colloquium, Albany State University, Albany GA.

Rosenbaum, J.E. (2011, March). *Using Twitter in the classroom*. Presentation given to the 2010-2011 cohort of the Quality Enhancement Program, Albany State University, Albany GA.

Rosenbaum, J.E., Konig, R.P., & Beentjes, J.W.J. (2010, June). *Meten is weten: De ontwikkeling van een meetinstrument voor mediawijsheid* (To measure is to know: The development of an instrument for media literacy). Paper presented at the 4th annual conference of Research in Cultural Education, Nijmegen, The Netherlands[#].

Rosenbaum, J.E., & Johnson, B.K. (2009, June). *Media, journalism, and creating content*. Presentation given to Albany State University's Kiddie College Program, Albany, GA.

Rosenbaum, J.E. (2004, November). *Developing an instrument to measure media literacy*. Paper presented at the Department of Theatre, film and television studies, University of Wales at Aberystwyth, United Kingdom.

Awards

'You can lead a horse to water'- Leadership in Faculty Development Award Center for Innovation in Teaching and Learning University of Maine	2025
Outstanding Faculty Award for Research and Creative Achievement College of Liberal Arts & Sciences University of Maine	2024
Best Reviewer Award Communication Technology Division Association of Education in Journalism and Mass communication	2021
Top Paper in Communication and Social Cognition <i>Challenge Accepted! The role of content challenge and self-control in spoiler selection and anticipated entertainment.</i> Communication and Social Cognition Division 106th annual convention of the National Communication Association, Indianapolis, IN.	2020
Department Teacher of the Year Department of Mass Communication Albany State University, GA	2017
Top Faculty paper – <i>Who's afraid of spoilers: Need for cognition, need for affect, and narrative selection and enjoyment</i> Communication Technology and Methodology Division 97 th annual convention, Association of Education in Journalism and Mass Communication Montreal, Canada	2014
Recipient of the Excellence in Teaching Award The National Society of Leadership and Success Albany State University, GA	2012
Top Student paper – <i>Media literacy: A review</i> 53 rd annual convention, International Communication Association San Diego, CA	2003
Talent Award Award and study abroad scholarship for gifted graduate students Dutch Ministry of Education, The Hague, The Netherlands	2000

Teaching experience

Courses taught³

University of Maine (2017-present)

Undergraduate:

Introduction to media studies*

198 students, 8 semesters

Media theories and research methods

120 students, 3 semesters

³ Classes marked with a * were developed for and taught in both a face-to-face and fully online setting

Capstone seminar in media studies

48 students, 4 semesters

Graduate:

Seminar in research methods

67 students, 4 semesters

Social media and digital culture

32 students, 4 semesters

Albany State University (2007 – 2017)

Undergraduate:

Survey of media and society*

362 students, 16 semesters

Public opinion and propaganda*

212 students, 13 semesters

Mass communication research methods*

173 students, 9 semesters

Philosophy and ethics of mass communication*

187 students, 11 semesters

African American images in the media

209 students, 8 semesters

Media seminar

129 students, 14 semesters

History of journalism

74 students, 9 semesters

Internship

61 students, 4 semesters

Fundamentals of radio production

28 students, 1 semester

Editorial and critical writing

11 students, 1 semester

News editing II

1 student, 1 semester

Radboud University Nijmegen, The Netherlands (2001-2007)

Undergraduate:

Communicatiewetenschappelijke Vraagstukken

[Foundations and Questions in Communication Science]

Graduate Theses⁴

Committee Chair

M. M.	Understanding cross-cultural narrative experiences	PhD	2023-2027
B.A.	Community-building and media literacy in an infodemic: Fighting the spread of misinformation, polarization and distrust through community-based research and participatory education	PhD	2019-2027
C. E. (Co-chair)	From abstraction to action: Climate change images and identity shift on social media	MA	2024-2026
A. J.	The effects of moral violations on parasocial relationships with influencers	MA	2022-2024
R. M. (Co-chair)	Social media messages and nutritional behaviors	MA	2022-2024
O. J.	Latino immigrant communities on Tik Tok: Labor, collectivity, and communities	MA	2021-2023
D. A.	An identity-centered exploration of community building and engagement by deaf social media influencers	MA	2021-2023

⁴ All projects were completed at UMaine unless otherwise noted. Full student names available upon request.

R. O.	As seen on IG: Understanding social media influencers' impact on risk perception in national parks through Instagram	MA	2020-2022
W. A.	Civility and player skill in <i>League of Legends</i>	MA	2019-2021
V.A.	The Influencer experience: Identity performance, commodification, and agency in YouTube Influencers	MA	2018-2021
E. J.	Are audiences 'woke'? Analyzing <i>Black-ish</i> and Twitter responses about Black feminism	MA	2018-2020
F. S.	'That don't impress me much.' Understanding the construction of authenticity on Instagram. A case study	MA	2018-2020
B. J.	Social identity theory and the #Vanlife movement	MA	2017-2019
<i>Committee Member</i>			
G. M.	One brand, two worlds: Disneyland's glocal storytelling on two social media platforms	MA	2023-2025
R. A.	The intersection of citizen science, science accessibility, and civic engagement	MA	2018-2024
T. S. (Radboud University Nijmegen)	Understanding and stimulating early adolescents' news literacy application	PhD	2019-2023
S. M.	Searching for a Solution to Political Polarization in the United States through Feminist Ethics of care	MA	2020-2022
R. T.	Beyond a liminal event: Identity negotiations in YouTube vlogs of people living with chronic or terminal smoking-related illness	MA	2018-2020
K. C.	Local public radio podcasts: How stations are using a new medium to cover their communities	MA	2018-2020

Undergraduate Research Projects⁵

Advisor

Computer Science Capstone group	Black Bear Analytics: Designing a social media scraper	Capstone project	2020-2021
R. O.	Speak softly and carry a selfie-stick: Understanding risks in selfie behaviors in national parks	Center for Undergraduate Research fellowship	2020

⁵ All projects were completed at UMaine unless otherwise noted. Full student names available upon request.

R. O.	How 280 characters changed the world: Cultivation theory and Twitter usage	McGillicuddy Humanities Center fellowship	2020
P. C.	Memes and interpersonal communication	Center for Undergraduate Research fellowship	2019
N. C. (Albany State University)	#Health: Investigating the link between health literacy, obesity, and social media among young African American adults.	Center for Undergraduate Research conference	2013
MACO 3205 students (Albany State University)	Variety of presentations on race and media representation (list available upon request) (N=26)	Annual Albany State University's Women's Symposium	2011-2016
<i>Committee member</i>			
C.R J.	Between the static: A personal exploration of WMEB and college radio's cultural influence	Honor's thesis	2024
H. A.	Prager U and misinformation ideology	Honor's thesis	2024
E. G.	Incels' masculinity and extremist recruitment	Honor's thesis	2023
W. P.	Symbiotic oppression: How digital authoritarianism helps facilitate physical repression in Indian-controlled Kashmir	Honor's thesis	2021
A. M.	Can spoilers in online reviews affect viewer enjoyment	Honor's thesis	2020

Service

University of Maine

Service to the institution

Chair, Search Committee Interim Dean Graduate School	2026
Member, Faculty Activity Reporting tool committee	2026
Member, Search Committee Associate Provost	2025
Member, Strategic Re-Envisioning: Athletics	2024-2025
Member, Strategic Re-Envisioning: Enhancing academic programs	2024-2025
Member, RFP team for AI services	2024
Member, Athletics Director search committee	2022-2023
Member, UMS Transforms DEI summit planning committee	2021-2022
Member, Data Science Engineering Steering Committee	2020-present
Member, NECHE self-study assessment data team	2021-2022
Member, Envisioning 20-21 Communications and Concepts Task Force	2020
Member, Data Science Engineering program development committee	2019-present

Athletics Faculty Liaison	2017-2024
Member, Center for Undergraduate Research Board	2017-2020
Faculty Fellow, Margaret Chase Smith Policy Center	2017-2018
Member, Graduate board	2017-2018

Service to the college of Liberal Arts & Sciences

Chair, Search Committee, Director School of Policy and International Affairs	2025-2026
Chair, Peer Committee, Department of New Media	2024
Member, Search Committee, Modern Languages Chair	2024
Member, Promotion and Tenure Committee	2021-2023
Member, Search Committee, Poli Sci Chair	2020
Member, Advisory Group	2020-present
Member, Peer committee, Department of New Media	2019-present
Member, Search committee WGS-History	2019-2020
Affiliated faculty, Women and Gender Studies program	2017-present
Member, Maryann Hartman Awards Committee	2018-2021; 2023-present
Member, College of Liberal Arts & Sciences Awards Committee	2018-2020
Member, McGillicuddy Humanities Center Advisory board	2018-present
Member, McGillicuddy Humanities Center search committee	2018-2019

Service to the Department of Communication and Journalism

Member, Media Studies search committee	2020
Member, peer committee	2019-present
Member, assessment committee	2018-present
Member, curriculum committee	2017-present
Recruitment events (e.g., Open House)	2017-present
Member, handbook committee	2017-2018
Chair, Journalism search committee	2017-2018
Member, Graduate Top Student Paper Award committee	2018

Workshops & Presentations

Rosenbaum, J.E. (2025, September). *News engagement in the digital age: Dealing with misinformation*. Presentation given at the Rockland Public Library, Rockland, ME.

Rickard, L.N., **Rosenbaum, J.E.**, & Bendure, B. (2025, March). *Between alarmed and dismissive: Brewing better conversations about climate change*. Presentation for the Climate on Tap series, Bangor, ME[#].

Huguenard, K., **Rosenbaum, J.E.**, Dryer, D. Swacha, K., McGuire, J., Roberge, K., & Johnson, B.K. (2025, March). *Numbers are not neutral*. WGS at Work Series, University of Maine, Orono[#].

Rosenbaum, J.E. (2024, September). *Talking about misinformation and climate change: Countering misinformation*. Presentation for the Portland Chapter of the Citizens' Climate Change Lobby.

Rosenbaum, J.E. (2024, April). *Media literacy, misinformation, and climate change*. Presentation for the Ecology School / Biddeford/Saco/Dayton schools.

Rosenbaum, J.E. (2024, January). *Communicating climate change: dealing with misinformation*. Workshop organized for the Maine Conservation Alliance.

Rosenbaum, J.E. (2023, October). *Shift happens: Exploring identity shift and its application on social media platforms*. Presentation held at the CMJ Colloquium, University of Maine, Orono.

Tamboer, S, **Rosenbaum, J.E.**, & Bonnet, J. (2023, April). *Breaking the bubble: Boosting news literacy*. Workshop organized as part of the Fogler Library workshop series[#].

Rosenbaum, J.E. (2020, November). *From #BlackLivesMatter to #MeToo: Understanding social media's contribution to democracy*. Guest lecture held at the Newburyport, MA public library.

Bonnet, J., **Rosenbaum, J.E.**, & Berry, A. (2020, October). *Friend, enemy, or frenemy? A news literacy challenge*. Online workshop organized as part of the Fogler Library workshop series[#].

Rosenbaum, J.E. (2020, February). *Grounded theory in practice*. Workshop organized for undergraduate students in the Department of Communication and Journalism.

Bonnet, J., **Rosenbaum, J.E.**, & Berry, A. (2019, November). *Beyond fake news: Digging into media literacy and cognitive bias*. Workshop organized as part of the Fogler Library workshop series[#].

Bonnet, J., & **Rosenbaum, J.E.** (2019, August). *Teaching about "fake news", misinformation, and political bias*. Workshop organized as part of the CMJ teaching orientation[#].

Bonnet J., & **Rosenbaum, J.E.** (2019, March). *"Fake News", misinformation and political bias*. Workshop organized as part of the Fogler Library workshop series[#].

Rosenbaum, J.E. (2019, February). *From #BlackLivesMatter to #MeToo: Understanding social media's contribution to democracy*. Maine Humanities Council World in your library speaker series: Waldoboro Public Library, Maine.

Rosenbaum, J.E. (2018, November). *Social Media and the #MeToo movement*. Public panel sponsored by UMaine and Orono High School, Orono, ME.

Rosenbaum, J.E. (2018, November). *#TakingAKnee: Exploring justice, respect, and patriotism on Instagram and Twitter*. Presentation held at the Women and Gender Studies colloquium, University of Maine, Orono, ME.

Bonnet J., & **Rosenbaum, J.E.** (2018, October). *"Fake News", misinformation and political bias: News literacy for the 2018 midterm elections*. Workshop organized as part of the Fogler Library workshop series[#].

Bonnet, J., & **Rosenbaum, J.E.** (2018, August). *Teaching about "fake news", misinformation, and political bias*. Workshop organized as part of the CMJ teaching orientation[#].

Bonnet, J., & **Rosenbaum, J.E.** (2018, March & April). *"Fake News", misinformation and political bias: News literacy for the 21st century*. Workshop organized as part of the Fogler Library workshop series[#].

Albany State University

Service to the institution

Member, USG Faculty Council

2016-2017

Member, OWG, Promotion and Tenure

2016-2017

Title III Budget Review Team	2015-2017
Member, Provost Search Committee	2014-2015
Member, Post-Tenure Review Committee	2014-2017
Member, Promotion and Tenure Appeals Committee	2014-2017
Member, Advisory Board, Center of Excellence for Community Engagement	2014-2016
Attendee, Institutional graduation and retention summit	2014
Member, Research Committee	2013-2017
Member, IRB Policy, Procedure, and Compliance subcommittee	2012-2017
Member, Faculty Senate	2012-2017
Logistics Officer, Faculty Senate	2012-2015
Member, Institutional Review Board	2009-2017
Member, International Education Week committee	2010-2017
Reviewer, Program Review Team, Office of Academic Affairs	2012-2013
Member, Quality Enhancement Program, Faculty cohort	2010-2011
Co-chair, Cultural Explosion	2011-2013
Panelist, Faculty/Student panel on international affairs	2010-2013
Reviewer online course content, University online education committee	2009-2011

Service to the college of Arts and Humanities

Member, Gender studies committee	2009-2017
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Service to the department of English, Modern Languages, and Mass Communication

Co-adviser, ASU-TV, WASU 92.7	2016-2017
Member, Programs and New Curriculum Committee	2014-2017
Member, Program Enhancement Committee	2013-2017
Co-author, Mass Communication as a Signature Program	2015-2016
Conducted Mass Communication program assessment, 2010-2012	2013
Co-author, Program Review Mass Communication program	2013
Co-author, Handbook for Mass Communication students	2011-2015
Member, Writing committee	2009-2017
Academic adviser, mass communication program	2007-2017
Faculty adviser, Student newspaper <i>The Student Voice</i>	2007-2017

Workshops

Rosenbaum, J.E., & Widner, M. (2016, March). *Research ethics: When is research research?* Health Disparities Research Community, Albany State University, Albany, GA.

Rosenbaum, J.E., & Yoder, R. (2015, February). *Academic honesty and journalistic integrity.* Workshop given to the Mass Communication majors, Albany State University, Albany, GA.

Rosenbaum, J.E. (2014, October). *When is research, research: Research ethics and the IRB.* Presentation given to the Research and Scholarship Committee, College of Education, Albany State University, Albany, GA.

Rosenbaum, J.E., & Zhou, J. (2014, February). *Academic honesty and journalistic integrity.* Workshop given to the Mass Communication majors, Albany State University, Albany, GA.

Floyd, A. & **Rosenbaum** (2014, January). *Cross-disciplinary research and funding opportunities*. Health Disparities Research Community, Albany State University, Albany, GA. #

Scott, M.A., & **Rosenbaum, J.E.** (2013, November). *Publishing your research*. Health Disparities Research Community, Albany State University, Albany, GA. #

Gosdin, M., & **Rosenbaum, J.E.** (2013, September). *Current trends in health disparities Research*. Health Disparities Research Community, Albany State University, Albany, GA. #

Hankerson, M., **Rosenbaum, J.E.**, & Zhou, J. (2013, August). *Academic honesty*. Workshop given to the students of English, Modern Languages, and Mass Communication, Albany State University, Albany, GA. #

Rosenbaum, J.E., & Handwerk, S. (2013, February). *Health disparities research community*. Health Disparities Research Community, Albany State University, Albany, GA. #

Professional service

Head 2025-present

Communication Theory and Methodology Division
Association of Education in Journalism and Mass Communication

Vice Head 2024-2025

Communication Theory and Methodology Division
Association of Education in Journalism and Mass Communication

Research Chair 2023-2024

Communication Theory and Methodology Division
Association of Education in Journalism and Mass Communication

Teaching Chair 2022-2023

Communication Theory and Methodology Division
Association of Education in Journalism and Mass Communication

Barrow Minority Scholarship and Membership Chair 2021-2022

Communication Theory and Methodology Division
Association of Education in Journalism and Mass Communication

Publicity officer 2004-present

Participations: Journal of Audience and Reception studies

Grant review

FWF: Der Wissenschaftsfonds, Austria, 2022

NWO Social Sciences and Humanities board, The Netherlands, 2020

FWO Vlaanderen, 2018

Manuscript review

AEJMC

Behaviors and Information Technology

Communication Research

Convergence

Cyberpsychology

Digital Health

Discourse, Context, and Media

Journal of Broadcasting and Electronic Media

Journal of Communication

Journal of Computer-Mediated Communication

Journal of Behavioral Decision Making

Mass Communication and Society

Media Psychology

NCA

ICA
ICIS
ICWSM
JASIST

New Media and Society
Participations: Journal of Audience and Reception Studies
Psychology of Popular Media Culture
Social Media + Society

Book review

Tweeting #Brexit, 2020
The Dynamics of Persuasion (6th ed.), 2015
Persuasive Communication (3rd ed.), 2014

Affiliations (Memberships)

National Communication Association	2019-present
International Communication Association	2018-present
Popular Culture Association/American Culture Association	2015-present
Association for Education in Journalism and Mass Communication	2014-2017
International Association for Media and Communication Research	2013-2014
National Communication Association	2011-2012

Professional Experience

Guest Television host – ASU TV (local public access TV broadcast)	2011-2015
Radio host – WASU 92.7 (University FM band radio station)	2008-2009
Senior Associate Instructional Media Group College of Communications, University of Texas at Austin	2000
Freelance Copy Editor Translated Dutch-English academic publications, copy-edited English-language manuscripts and dissertations	1998-2008

Workshops/Certifications/ Continuing Education

Mediation, Moderation, and Conditional Process Analysis, I & II	2022
CITI - Ethics in research with human subjects - IRB members	2014-2022
NIH - Human subjects research training	2010
Albany State University - Protecting human research participants	2009
Albany State University- Facilitating Learning Online, Part I & II	2009
Netherlands School of Communication Research - Graduate training program University of Utrecht –	2007
Interuniversity Graduate School of Psychometrics and Sociometrics Questionnaire design and pretesting workshop	2004