

## **Sheila A. Springer**

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## **Education**

August 2012 to  
August 2017

**University of Arizona, Tucson, AZ**

Ph.D. in Communication, December 2017.

*Advisor:* Jake Harwood, Ph.D.

*Committee:* M. Pitts, Ph.D., J. Aubrey, Ph.D.

*Dissertation:* Effects of media use on bereavement.

August 2014 to  
August 2017

**University of Arizona, Tucson, AZ**

*Certificate in College Teaching*, December 2017.

August 2010 to  
August 2012

**University of Arizona, Tucson, AZ**

MA, Communication.

September 2007  
to August 2010

**Portland State University, Portland, OR**

BA, Communication Studies, summa cum laude

## **University Teaching Experience**

### **Online Teaching Experience**

August 2015 to  
December 2015

**Dept. of Communication, University of Arizona, Tucson, AZ**

*Teaching Associate* for the upper division course,

Communication and Public Relations, with 85 students.

Interacted with students, and provided guidance and direction in online discussion forums. Advised students and performed as primary grader.

July 2015 to  
August 2015

**Dept. of Communication, University of Arizona, Tucson, AZ**

*Co-instructor* for the upper division course, Life-span

Communication, with 32 students. Co-developed an online

version of an existing face-to-face course, and co-directed course designed to create an online learning community to explore and critically reflect upon a variety of perspectives pertaining to the theory and practice of the ways in which communication affects, and is affected by, the aging process. Interacted with students, and provided guidance and direction in online discussion forums. Advised students, wrote exams, and performed as co-grader.

### **Classroom Teaching Experience**

#### **Communication Studies Dept., Northeastern University, Boston, MA**

September 2017  
to present

*Instructor* for the introductory communication course, Public Speaking, with approximately 60 students. Directed a course investigating how basic rhetorical principles of communication facilitate the creation and expression of messages as well as help us to assess the messages of others. Integrated concepts in planning, outlining, and delivering extemporaneous speeches (e.g., introductory, informative, persuasive, declamation, pro-con). Lectured, recruited guest speakers, advised students, and oversaw speech presentations.

#### **Dept. of Communication, University of Arizona, Tucson, AZ**

January 2015 to  
May 2015

*Teaching Associate* for the Introduction to Communication course, with 344 students. Advised students and performed as primary grader.

#### **Dept. of Family Studies and Human Development, University of Arizona, Tucson, AZ**

January 2015 to  
May 2015

*Teaching Associate* for upper division course, Issues in Aging, with 82 students. Designed and delivered lecture on “Caregiving”. Advised students and performed as primary grader.

#### **Dept. of Communication, University of Arizona, Tucson, AZ**

August 2016 to  
December 2016;  
August 2014 to  
December 2014

*Instructor* for the upper division course, Communication and Public Relations, with 35-70 students. Developed and directed a course offering students an overview of the public relations industry from a communicative perspective. Lectured, advised students, wrote exams, and oversaw group project.

January 2017 to  
May 2017; June  
2014 to July  
2014; June 2013  
to July 2013;  
August 2013 to  
December 2013

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Instructor* for the core introductory communication course, Research Methods, with approximately 30 students. Developed and directed a course to examine and clarify basic principles in communication research methods and statistics. Designed examples for demonstrations to illustrate course concepts. Lectured, advised students, wrote exams, and oversaw individual research projects.

August 2012 to  
May 2013

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Teaching Associate* for the core introductory communication course, Research Methods. Taught three discussion sections (30 students each) as a weekly independent supplement to a large lecture course (90 students) to clarify basic principles in communication research methods and statistics. Designed examples for demonstrations to illustrate course concepts.

June 2012 to  
July 2012

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Instructor* for the introductory communication course, Small Groups, with 7 students. Developed and directed a course exploring the processes and dynamics of small group communication, including individual responsibilities of group members. Lectured, advised students, wrote exams, and oversaw group projects.

June 2011 to  
July 2011

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Instructor* for the introductory communication course, Interpersonal Communication, with 6 students. Developed and directed a course designed to develop an understanding of the nature of communication during interpersonal encounters (e.g., face-to-face, online). Designed to enhance understanding of interpersonal communication through interaction with peers, and using interpersonal problem solving techniques during class activities. Lectured, advised students, wrote exams, and oversaw individual media application presentation.

January 2011 to  
May 2011;  
January 2012 to  
May 2012;

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Instructor* for the introductory communication course, Public Speaking, with approximately 30 students. Developed and directed a course investigating how the basic principles of communication facilitate the creation and expression of

January 2014 to  
May 2014

messages as well as help us to assess the messages of others. Integrated concepts in planning, outlining, and delivering different types of speeches (e.g., informative, persuasive, etc.). L lectured, recruited guest speakers, advised students, wrote exams, and oversaw speech presentations.

January 2016 to  
May 2016;  
August 2010 to  
December 2010;  
August 2011 to  
December 2011

**Dept. of Communication, University of Arizona, Tucson, AZ**  
*Teaching Assistant* for the introductory communication course, Public Speaking. Taught two discussion sections (25 students each) as a weekly independent supplement to a large lecture course (100-150 students) to clarify basic principles learned in lecture, and to integrate those concepts in planning, outlining, and delivering different types of speeches (e.g., informative, persuasive, etc.).

December 2009  
to May 2010

**Dept. of Communication, Portland State University, Portland, OR**  
*Teaching Assistant* for the core introductory communication course, Research Methods. Facilitated group discussions and review sessions to clarify basic principles in communication research methods and statistics. Oversaw group research projects (i.e., advised students), and designed one homework assignment. Guest lectured on topic of “Content Analysis Coding”, and designed class activity to illustrate concept.

March 2010 to  
May 2010

**Dept. of Communication, Portland State University, Portland, OR**  
*Teaching Assistant* for upper division communication course, Advocacy and Action. Students invited to participate in this class worked in small groups to create community advocacy programs (e.g., media education). Groups either chose to apply a communication project from a previous class, or create a new communication advocacy project. Facilitated group discussions and review sessions to promote productivity and forward mobility of the group (i.e., advised students).

December 2010  
to February  
2011

**Dept. of Communication, Portland State University, Portland, OR**  
*Teaching Assistant* for upper division communication course, Sex and Media. Facilitated group discussions and review sessions to clarify the role of sexuality in the US media, and connections between media representation and the social,

political, and cultural institutions in the US. Reviewed weekly media blogs where students demonstrated application of course concepts, and oversaw group projects (i.e., advised students).

**Dept. of Communication, Portland State University,  
Portland, OR**

September 2009  
to November  
2009

*Teaching Assistant* for upper division communication course, Media Literacy. Facilitated group discussions and review sessions to clarify the central issues in media literacy. Oversaw group projects (i.e., advised students) where students demonstrated the ability to evaluate and analyze media as a socialization tool.

**Mentoring Experience**

**Dept. of Communication, Portland State University,  
Portland, OR**

September 2009  
to May 2010

Served as a *peer mentor* to assist Communication undergraduates with their academic concerns including library research, paper organization, idea construction, and other coursework help. As a group, mentors used course readings, group discussion, and writing exercises to explore the mentor/mentee relationship.

**Research Experience**

**Dept. of Communication, University of Arizona, Tucson, AZ**

August 2015 to  
Present

Doctoral dissertation research with Dr. Jake Harwood.

**Dept. of Communication, University of Arizona, Tucson, AZ**

August 2010 to  
May 2015

Research assistant for Dr. Jake Harwood. Participated as part of a research team developing and implementing studies, and providing feedback to other team members.

**Dept. of Family Studies and Human Development,  
University of Arizona, Tucson, AZ**

January 2014 to  
December 2014

Independent study research conducted with Dr. Melissa Curran. Explored National Institute of Health grant opportunities for secondary data analysis of the Health and Retirement Survey (HRS). Supervised one research assistant, obtained HRS data

sets, and created hypotheses for potential study. Grant was not offered in 2015.

August 2011 to  
September 2012

**Dept. of Communication, University of Arizona, Tucson, AZ**  
Masters' thesis research conducted with Dr. Jake Harwood. Investigated the influence of frames on policy and group attitudes by studying how episodic and thematic political message frames affect attitudes toward older adults and Social Security. Resulted in a publication in *Human Communication Research* 41(2), April 2015.

July 2012 to  
December 2012

**Dept. of Communication, University of Arizona, Tucson, AZ**  
Research assistant for Dr. Kate Kenski on the federally funded CYCLES project. Provided participants with initial instruction in the experiment, oversaw the experimental process, and performed exit interviews where appropriate.

August 2011 to  
May 2012

**Dept. of Communication, University of Arizona, Tucson, AZ**  
Research assistant for Dr. Kate Kenski. Examined how people evaluate attractiveness and how they communicate that attraction in an online atmosphere. More specifically, explored what role similarity of political ideology plays in online attraction evaluation through an experiment ( $N \approx 240$ ). Resulted in a conference paper, *American Political Science Association*, September 2012.

## **Publications**

April 2015

Springer, S. A. and Harwood, J. (2015), The influence of episodic and thematic frames on policy and group attitudes: Mediation analysis. *Human Communication Research*, 41, 226–244. doi: 10.1111/hcre.12045

## **Manuscripts in Progress or Under Review**

March 2016

Springer, S. A., Joyce, N., & Harwood, J. Extreme counterstereotypical media exemplars: Working to reinforce or reduce stereotypes? *Communication Monographs*, XX. (under review)

Present | Springer, S. A. The prevalence of aging stereotypes on primetime television: A content analysis pilot study. (under conceptual reorganization after pilot data analysis)

### **Conference Papers**

May 2014 | Springer, S., Joyce, N., & Harwood, J. (2014). *Extreme Counterstereotypical Media Exemplars: Working to Reinforce or Reduce Stereotypes*. Presented at the International Communication Association annual meeting, Seattle, WA.

November 2013 | Springer, S. & Harwood, J. (2013). *The Influence of Message Frame and Intergroup Contact on Attitudes toward Social Policy and Social Groups*. Presented at the National Communication Association annual meeting, Washington, DC.

September 2012 | Springer, S. & Kenski, K. (2012). *Political Ideology and Personal Attraction Online*. Presented at the American Political Science Association's annual meeting, New Orleans, LA, September 2012 (Conference cancelled).

### **Departmental, University, and Public Service**

August 2014 to Present | Reviewer, Intergroup Division, International Communication Association

August 2013 to August 2017 | Secretary, Association of Graduate Students in Communication, University of Arizona

August 2012 to August 2013 | Secretary/Treasurer/Fundraiser, Association of Graduate Students in Communication, University of Arizona

November 2010 to May 2011 | Reviewer, Political Division, National Communication Association

August 2010 to August 2011 | Faculty Liaison, Association of Graduate Students in Communication, University of Arizona

## Applicable Work Experience

- 1993 to 1999 **Pac/West Communications, Portland, OR.** Employed as *office manager/account manager/special events coordinator* for mid-sized government affairs and public relations firm. Worked closely with private, public, and unionized sectors of business. Skilled at positive image building through consistent and effective publications.
- 1989 to 1990 **Northwest Strategies, Inc., Portland, OR.** Employed as *public relations events assistant* for small government affairs and public relations firm. Worked closely with private, public, and unionized sectors of business. Experienced in special event coordination including the initial planning stage, fundraising, media relations, "day-of-plan", and volunteer/staff organization and coordination.

## Honors and Awards

- January 2017 **Dept. of Communication, University of Arizona, Tucson, AZ**  
Booster Dissertation Award
- June 2009 **Dept. of Communication, Portland State University, Portland, OR**  
Lambda Pi Eta Honor Society
- May 2009 **Dept. of Communication, Portland State University, Portland, OR**  
Honor Society of Phi Kappa Phi
- May 2006 **Clark Community College, Vancouver, WA**  
Phi Theta Kappa Honor Society

## Professional Associations

- November 2013  
to Present International Communication Association



November 2010  
to Present

National Communication Association

May 2009 to  
Present

Phi Kappa Phi

May 2013 to  
Present

Western States Communication Association