



David Morin, Ph.D.

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CURRENT POSITION

Associate Professor
Department Chair
Department of Communication
Utah Valley University
Orem, UT 84058

July 2019-Present
January 2018-Present

EDUCATION

Bowling Green State University
Ph.D., Media & Communication
▪ Advisor: Dr. Gi Woong Yun
▪ Cognate in Political Science

Bowling Green, OH
2009-2013

Virginia Polytechnic Institute and State University (Virginia Tech)
M.A., Communication
▪ Advisor: Dr. John Tedesco
▪ Concentration in Public Advocacy

Blacksburg, VA
2006-2008

University of Illinois
B.A., Political Science
▪ Minor in History

Champaign, IL
2001-2005

TEACHING AREAS

Political Communication
Interactive Media/Web Design
Public Relations
Communication Research Methods
Social/New Media
Communication Theory
Visual Design

RESEARCH INTERESTS

Political Communication
Social Network Analysis
Media Effects
Public Relations
Communication Technology
Social Media
Science Communication

TEACHING EXPERIENCE

COURSES TAUGHT

Utah Valley University

COMM 3030: Media Literacy

Spring 2018-Present

- ❖ Investigates topics related to media literacy from a Communication perspective. Explores media influence on political culture and societal issues. Provides media literacy tools to critically examine news reports and stories.

COMM 3160: Social Media Analytics

Fall 2016-Present

- ❖ Provides methods in which social media activity data is obtained and subsequently measured. Examines common metrics that are used to evaluate the effectiveness of social media campaigns. Explores how social media, as a medium, can be properly evaluated in terms of valuation and return on investment. Applies associated theoretical concepts via hands-on activities using contemporary social media content management tools and analytics software.

COMM 3140: Social Media Content Creation

Fall 2016-Present

- ❖ Develops multimedia content creation skills for a myriad of social media platforms. Focuses both on the theoretical and practical foundation for persuasive/informative social media campaigns from a public relations, journalism, and speech communication perspective. Covers multimedia content creation for platforms such as Facebook, Twitter, Instagram, and Pinterest, among others.

COMM 2510: Visual Design for Communication Majors

Fall 2015-Present

- ❖ Incorporates a “hands-on” approach to web style and photographic design. Explores past and current issues related to online content production. Use of Adobe’s Creative Cloud software is emphasized.

COMM 3050: Theories of Communication and Culture

Fall 2014-Present

- ❖ Covers main theoretical approaches to communication and culture. Includes transmission, ritual, symbolic interactionism, structuralism, post-structuralism, postmodern, and critical theories.

COMM 3120: Social Media Fundamentals

Spring 2014-Present

- ❖ Examines the historical origins and current status of social media in the 21st century. Explores contemporary issues related to social media, public relations, and political campaigns. Emphasis on content creation and topical social media issues.

COMM 350R: Political Communication

Fall 2014-Present

- ❖ Explores the intersection between media and the American political environment. Addresses conceptual issues related to mass media effects, political journalism, and electoral campaigns. Special focus on mediated contact between voters and candidates.

COMM 3020: Communication Research Methods Fall 2013-Present

- ❖ Covers basic communication research methods in both quantitative and qualitative research. Focuses on the research process and discusses methodological tools for understanding and conducting basic communication research.

COMM 3530: Public Relations Writing Fall 2013-Present

- ❖ Develop skills in persuasive writing for institutional and/or individual clients. Provides a hands-on learning experience in order to create public relations copy using a wide variety of PR writing tools.

COMM 2300: Introduction to Public Relations Fall 2014-Present

- ❖ Teaches how communication processes affect organizations. Applies theory to organizational analysis. Utilizes dialogue and network analysis to improve organizational values and performance.

COMM 1000: Introduction to Communication (Guest Lecturer) Fall 2013-Present

- ❖ For students majoring in Communication. Provides information regarding specific degree emphases as well as career choices. Reviews and assesses grammar and writing skills that are specific to the communication field. Teaches basic research components.

COMM 4930: Communication Capstone Summer 2017-Present

- ❖ Discusses the integration of various principles and objectives covered across the communication curriculum. Includes major thesis or project designed to reflect students' career goals.

COURSE DEVELOPMENT

COMM 4500: Media & Politics

- ❖ Examines theories and research of media and politics. Analyzes the intersection between traditional and emerging media platforms and current issues in political campaigns. Discusses attitudes towards politics and democratic participation related to political campaigns.

COMM: 3160: Social Media Analytics

- ❖ Provide valuable social media analytic methodologies to discover meaningful patterns of data. Collect and analyze real social media campaign data. Examine how the outcomes from data analysis should modify an overall social media strategy. Apply theoretical concepts through hands-on exercises using the most current social media tools and techniques, including having access to NUVI's social media dashboard package. Enable students to create personal professional portfolios.

COMM 3140: Social Media Content Creation

- ❖ Develops multimedia content creation skills for a myriad of social media platforms. Focuses both on the theoretical and practical foundation for persuasive/informative social media campaigns from a public relations, journalism, and speech communication perspective. Covers multimedia content creation for platforms such as Facebook, Twitter, Instagram, and Pinterest, among others.

COMM 3120: Social Media Fundamentals (Online)

- ❖ Examines the historical origins and current status of social media in the 21st century. Explores contemporary issues related to social media, public relations, and political campaigns. Emphasis on content creation and topical social media issues.

COMM 3030: Media Literacy

- ❖ Investigates topics related to media literacy from a Communication perspective. Explores media influence on political culture and societal issues. Provides media literacy tools to critically examine news reports and stories.

PEDAGOGICAL WORKSHOPS AND SEMINARS

Great Teachers Summit Utah Valley University	Fall 2013
New Faculty Teaching Scholars Utah Valley University	Fall 2013-Spring 2014
Gender and Pedagogy Workshop Office of Teaching and Learning, Utah Valley University	Fall 2016
Hybrid Teaching Initiative Workshop Office of Teaching and Learning, Utah Valley University	Fall 2016
Service Learning Fellowship Utah Valley University	Spring 2017
Online Course Workshop Office of Teaching and Learning, Utah Valley University	Spring 2017
Experiential Learning Workshop Office of Teaching and Learning, Utah Valley University	Spring 2018

RESEARCH

REFEREED PUBLICATIONS

- Morin, D.** (2018) To Debate or Not Debate?: Examining the effects of scientists engaging in debates addressing Contentious issues. *Journal of Science Communication*, 17(04), A02.
- Yun, G., **Morin, D.**, Ha, L., Flynn, M., Park, S., & Hu, X. (2018). A pillar of community: Local newspapers, community capital, and impact on readership and advertising. *Community Development*. doi: 10.1080/155753330.2018.1547916

- Yun, G., **Morin, D.**, Park, S., Joa, C., Labbe, B., Lim, J., Lee, S., & Hyun, D. (2016). Social media and flu: Media Twitter accounts as agenda setters. *International Journal of Medical Informatics*, 91, 67-73.
- Flynn, M.A., **Morin, D.**, Park, S., & Stana, A. (2015). Let's get this party started!: A content analysis of health risk behavior on MTV reality shows. *Journal of Health Communication*, 20(12), 1382-1390.
- Flynn, M. A., Park, S., **Morin, D. T.**, & Stana, A. (2015). Anything but real: Body idealization and objectification of MTV docusoap characters. *Sex Roles*, 72(5), 173-182.
- Park, S., Flynn, M.A., Stana, A., **Morin, D.T.**, & Yun, G. (2015). Where do I belong, from *Laguna Beach* to *Jersey Shore*?: Portrayal of minority youth in MTV docusoaps. *Howard Journal of Communications*, 26(4), 381-402.
- Morin, D.**, & Flynn, M.A. (2014). We are the Tea Party!: The use of Facebook as an online political forum for the construction and maintenance of in-group identification during the "GOTV" weekend. *Communication Quarterly*, 62(1), 115-133.
- Morin, D.**, Ivory, J., & Tubbs, M. (2012). Celebrity and politics: Effects of endorser credibility and gender on voter attitudes, perceptions, and behaviors. *The Social Science Journal*, 49(4), 413-420.

PAPERS UNDER REVIEW

- Morin, D.**, & Flynn, M.A. (2019). The Politics of Health: Investigating Attitudinal Effects towards a Health Initiative along the Size and Race of a Political Representative. In the initial review process for a mass communication academic journal.
- Yun, G., Park, S., Joa, C., Jiang, J., Ha, L., **Morin, D.**, & Lim, J. (2019). The local vs. hyperlocal newspaper: Community actor perception, readership, and advertising effects. In the initial review process for a mass communication-based academic journal.

REFEREED PROFESSIONAL PRESENTATIONS

- Morin, D.** (2018). To Debate or Not Debate? Examining the Effects of Scientists Engaging In Debates Addressing Contentious Issues. Paper presented at the 2018 National Communication Association (NCA) Annual Conference, Salt Lake City, Utah.
- Morin, D.**, & Flynn, M.A. (2016). The politics of source credibility: Examining the relationship between a political representative's size and weight. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan.
- Morin, D.** (2014). Come a little closer: Examining spillover media effects from a priming perspective. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.

- Morin, D., & Yun, G.** (2014). Peering over the ideological wall: Examining priming effects among political partisans. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.
- Yun, G., **Morin, D.**, Park, S., Joa, C., Labbe, B., Lim, J., Lee, S., & Hyun, D. (2014). Tweeting flu and setting agenda on the Twitter network. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.
- Yun, G., Park, S., Joa, C., Jiang, J., Ha, L., **Morin, D.**, & Lim, J. (2014). Local vs. hyperlocal newspaper: Community actor perception, readership, and advertising effects. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Quebec.
- Flynn, M.A., **Morin, D.T.**, Park, S., Stana, A., & Yun, G. (2013). Let's get this party started!: Drinking, smoking, sexual behavior, and cast members' desirability on MTV reality television shows. Paper presented at the International Communication Association Annual Conference, London, U.K.
- Morin, D.**, & Flynn, M.A. (2012). We are the Tea Party!: The use of Facebook as an online political forum for the construction and maintenance of in-group identification. Paper presented at the National Communication Association Annual Conference, Orlando, FL.
- Yun, G., **Morin, D.**, Ha, L., Flynn, M., Park, S., & Hu, X. (2012). The impact of local newspaper's community capital perception on subscription/readership and advertising effects. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.
- Park, S., Flynn, M. A., Stana, A., **Morin, D. T.**, & Yun, G. (2012). Where do I belong, from *Laguna Beach* to *Jersey Shore*?: A content analysis of minority characters on popular MTV reality shows. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.
- Morin, D.** (2012). Participation in public diplomacy: Towards a new public diplomacy model. Paper presented at the International Telecommunications Education and Research Association Annual Conference, Indianapolis, IN.
- Morin, D.** (2011). It's all about connections: Examining agenda setting effects through network theory. Paper presented at the Midwest Association for Public Opinion Research Annual Conference, Chicago, IL.
- Morin, D.** (2011). The men and women behind the curtain: Corporate agenda setting and its impact on journalism and democracy. Paper presented at the Global Fusion Annual Conference, Philadelphia, PA.

Morin, D. (2010). Towards a new democratic order: An analysis of hybrid democracy and globalization. Paper presented at the Northeastern Political Science Association Annual Conference, Boston, MA.

Morin, D. (2010). Our liberty: An analysis of Eugene V. Debs' "Liberty" speech. Paper presented at the Central States Communication Association Annual Conference, Cincinnati, OH.

Morin, D., Tubbs, M., & Ivory, J. (2008). Celebrity and politics: Effects of endorser credibility and gender on voter attitudes, perceptions, and behaviors. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

WORKS IN PROGRESS

Morin, D. (2019). Who's responsible for failure? Public opinion towards government and business rollouts.

RESEARCH & DEVELOPMENT

A Retrospective Analysis of the 2016 Election (Panelist) Spring 2017
Utah Valley University

Media Research Lab (Researcher) 2009-2016
Currently investigating online risk perception communication via social network analysis (SNA).

Reality Television Content Analysis Group (Researcher) 2011-2015
An analysis of risk behavior in reality television programming geared towards adolescents.

Grant Writing Workshop (Participant) Summer 2015
Office of Sponsored Programs
Utah Valley University

SERVICE

Department Chair January 2018-Present
Department of Communication, Utah Valley University

UVU Humanities Symposium Spring 2019
Faculty Presenter

Course Rotation Committee Fall 2018-Present
College of Humanities and Social Science

Marie Clegg Jones College Speech Competition (Judge) College of Humanities and Social Science	Spring 2018
Woodbury School of Business Communication Competition (Judge) Utah Valley University	Spring 2018
Media Literacy Committee Department of Communication, Utah Valley University	Spring 2018-Present
Department Outreach Committee Department of Communication, Utah Valley University	Spring 2018-Present
Public Relations Emphasis Coordinator Department of Communication, Utah Valley University	June 2017-January 2018
Course Coordinator, COMM 2300: Introduction to PR Department of Communication, Utah Valley University	June 2017-January 2018
Co-Advisor, Public Relations Student Society of America Department of Communication, Utah Valley University	Fall 2017-Spring 2018
Department Assessment Committee (Chair) College of Humanities and Social Sciences (CHSS), Utah Valley University	Fall 2016-January 2018
Department Assessment Committee College of Humanities and Social Sciences (CHSS), Utah Valley University	January 2018-Present
Department Strategic Plan Committee College of Humanities and Social Sciences (CHSS), Utah Valley University	Fall 2017-Present
College of Humanities and Social Science Assessment Committee Utah Valley University	Fall 2016-Present
College of Humanities and Social Sciences Strategic Plan Committee Utah Valley University	Summer 2017-Present
Social Media Student Society of America Faculty Advisor Utah Valley University	Fall 2016-Summer 2017
International Communication Association Annual Conference (Reviewer)	Fall 2016-Present
COMM 1000: "Introduction to Communication" Coordinator Department of Communication, Utah Valley University	Fall 2015-Summer 2016
SCULPT Website Development Committee Utah Valley University	Fall 2015-Spring 2016

Vitae: David Morin

Capstone Studies Senior Advisor Fall 2015-Present
Department of Communication, Utah Valley University

Distance Education Committee Fall 2015-Present
Department of Communication, Utah Valley University

Academic Calendar Committee Fall 2015-Fall 2017
Utah Valley University

The Dynamics of Political Communication (2nd ed.) (Reviewer) Fall 2015

Committee for Undergraduate Research (CUR) Spring 2015-Spring 2016
Utah Valley University

STEM Steering Committee Newsletter Director Fall 2014-Present
Utah Valley University

Integrated Studies Committee Chair Fall 2014-Present
Utah Valley University

Social Media Minor Committee Spring 2014-Present
College of Humanities and Social Science, Utah Valley University

Social Media Coordinator Fall 2013-Present
Department of Communication, Utah Valley University

Department Website Administrator Fall 2013-Present
Department of Communication, Utah Valley University

Faculty Senator Fall 2013-Spring 2016
Department of Communication, Utah Valley University

Grant-Sponsored Communication Assessment Committee Fall 2013-Present
Utah Valley University

Faculty Search Committee (Member, Chair) Fall 2013-Present
Department of Communication, Utah Valley University

The Engaged Learning in the Liberal Arts Grant Committee Fall 2013-Present
College of Humanities and Social Science, Utah Valley University

E-Portfolio Committee Fall 2013-Present
Utah Valley University

Media Psychology (Reviewer) Fall 2016-Present

Journalism & Mass Communication Quarterly (Reviewer) Association for Education in Journalism and Mass Communication (AEJMC)	2014-Present
International Journal of Communication (Reviewer) University of Southern California Annenberg School for Comm. & Journalism	2013-Present
The Social Science Journal (Reviewer) Western Social Science Association	2013-Present

AWARDS & HONORS

PRSSA Full-time Faculty of the Year Award Department of Communication, Utah Valley University	2017-2018
Dean's Award for Faculty Service College of Humanities and Social Science, Utah Valley University	2016-2017
Wolverine Achievement Award: New Faculty of the Year (Nominated/Finalist) Utah Valley University	2013-2014

PROFESSIONAL DEVELOPMENT

Utah Valley University Senior Executive Leadership Form Utah Valley University	Summer 2018-Summer 2019
Grant Writing Workshop (Participant) Utah Valley University	Summer 2015
Committee for Undergraduate Research Institute (Participant) CUR Institute: Undergraduate Research in the Social Sciences	Spring 2015

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Association (ICA)
National Communication Association (NCA)