

Education

- Ph.D. 2017 Media and Communication
Texas Tech University, Lubbock, TX
Dissertation Topic: How sorority women make sense of media representations of Greek life and how that shapes their experiences, perceptions of themselves and non-Greeks, and stereotypes about Greek life.
Dissertation Chair: Shannon Bichard, PhD., *Department of Advertising*
Committee: Miglena Sternadori, PhD., *Department of Journalism*
Bryan McLaughlin, PhD., *Department of Advertising*
Barbie Chambers, PhD., *School of Business*
Rebecca R. Ortiz, PhD., *Syracuse University*
- M.A. 2014 Media and Communication
Emphasis: Sports Media
Texas Tech University, Lubbock, TX
Advisor: Dr. Rebecca R. Ortiz
Master's Project: *Internet Pornography's Impact on Youth's Recreational Attitudes Towards Sex and Risky Sexual Behavior*
- (JD not complete; 2011-2012) Oklahoma City University School of Law
Oklahoma City, Oklahoma
- B.A. 2011 Communication Studies
Southwestern University, Georgetown, TX

Professional Teaching Experience

- Fall 2017- Current Assistant Professor
Stephen F. Austin State University
Nacogdoches, TX

Academic Affiliations

- 2022 Virtual Scholar with the Piazza Center for Fraternity and Sorority Research and Reform at Penn State
-The Piazza Center conduct academic and industry research, disseminates best practices, consults with campus and professionals, and works in conjunction with NPC, IFC and multicultural fraternity/sorority headquarters.
-Serving as a scholar leading research regarding NPC sororities, particularly in regards to social media and identity-based research.

-Assisting in a national-level research project focusing on understanding NPC sorority, diversity, equity and inclusion within racially/ethnically diverse chapters at minority-serving institutions (MSIs)
-Writing a critical issue paper on social media's impact on membership and outside perceptions for NPC Headquarters
2022 Center for Research Advising Identities and Student Experiences (RAISE) at Stephen F. Austin State University
-Affiliate Faculty Member

Publications

McLaughlin, B., Holland, D., **Thompson, B.**, & Koenig, A.,. (2020), Emotions and Affective Polarization: How Enthusiasm and Anxiety About Presidential Candidates Affect Interparty Attitudes. *American Politics Research*, 48(2), 308-316.

Ortiz, R.R. & **Thompson, B.** (2020). Sorority See, Sorority Do: How Social Identity and Digital Media Engagement May Influence Sorority Women's Perceptions of In-Group Stereotypes and Self-Stereotyping. *Psychology of Popular Media Culture*, 9, 311-317.

McLaughlin, B., Velez, J., Gotlieb, M.R., **Thompson, B.**, & Krause, A. (2019). React to the Future: Political Projection, Emotional Reactions, and Political Behavior. *International Journal of Advertising*, 38, 760-775.

Shafer, A., Ortiz, R.R., **Thompson, B.**, & Huemmer, J. (2018). The role of hypermasculinity, token resistance, rape myth, and assertive sexual consent communication among college men. *Journal of Adolescent Health*, 62, S44-S50.

McLaughlin, B., **Thompson, B. A.**, & Krause, A. (2018). Political fiction: Political e-mails during the 2014 U.S. midterm election. *Social Science Computer Review*. 36, 277-295.

Ortiz, R.R & **Thompson, B.** (2017). Risky Recruitment: The relationship between rape myth acceptance, self-efficacy to prevent sexual violence and perceptions of how their university would handle a sexual assault report for sorority rushes. *The Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors*, 12, 59-67.

McLaughlin, B., & **Thompson, B. A.** (2016). Conditioned by Race: How race and religion intersect to affect candidate evaluation. *Politics and Religion*. 9, 605-629.

Thompson, B. & Ortiz, R. R. (2016) Frat daddies and sorostitutes: How totalfratmove.com and greek identity influence greek students' rape myth acceptance. *Sexualization, Media, & Society*.

Book Chapters

Ortiz, R.R & **Thompson, B.** (2016). *Content effects: pornography/sexually explicit content*. The International Encyclopedia of Media Effects. Wiley-Blackwell.

Referred Conference Papers

Thompson, B. #Rushtok Work Week: The Utilization of Tiktok as a Recruitment Strategy for National Panhellenic Sororities at the University of Alabama. Accepted to PCA, San Antonio, TX 2023.

Thompson, B. POV: Srat- Sorority Stereotyping on TikTok. Accepted to MAPACA, *virtual*, 2022.

Thompson, B. Reels Go Greek: Sorority Chapters' Use of Instagram Reels and the Adaption of Rush Videos as a Digital Recruitment Tool. Accepted to SWPACA, Albuquerque, NM, 2023.

Thompson, B. #BamaRushTok & #OOTD: Potential Sorority Women's Use of TikTok and Fashion as Access to Sorority Membership and Identity. Presented at PCA, *virtual*, 2022.

Thompson, B. Sorority Sexuality: GreekRank.com and Sexual Policing among Sorority Women. Presented at SSSS, Denver, CO, 2019.

Thompson, B. #SororityGirl: Media's role in the sorority socialization process through the construction and maintenance of the individual and chapter identity. Presented at SOAR (Symposium on Arts & Research). Nacogdoches, TX. 2018

Thompson, B. Total Sorority Move: Understanding rape culture within the sorority community via online news. Presented at NCA, Dallas, TX, 2017.

McLaughlin, B., Velez, J., **Thompson, B.**, & Krause, A. React to the Future: Political Projection, Emotional Reactions, and Political Behavior. Presented at AEJMC, Chicago, IL, 2017.

Thompson, B., Norman, M., & Rasmussen, E. Are parents gendering the problem?: Gender's role in parent's discussions about sex and sexual media content with their children. Presented at AEJMC, Minneapolis, MN, 2016

McLaughlin, B., **Thompson, B.**, & Krause, A. Political fiction: Campaign emails during the 2014 midterm election. Presented at AEJMC, Minneapolis, MN, 2016

Thompson, B., & Ortiz, R. R. Greek identity and news selection. Presented at AEJMC, *San Francisco, CA*, 2015. *Top paper award

McLaughlin, B., & **Thompson, B.** Racial and political cues in voting intention. Presented at AEJMC, *San Francisco, CA*, 2015.

Thompson, B. Online fetish culture on reddit. Presented at SSSS (Society for Scientific Study of Sexuality), *Albuquerque, NM*, 2015.

Huemmer, J. & **Thompson, B.** Strip Club Secrets: A comparative autoethnography. Presented as SSSS, *Albuquerque, NM*, 2015.

Masters Teaching Experience

Fall 2022	MCOM 5310 Media Research Methods
Summer 2022	MCOM 5355 Seminar in Public Relations
Spring 2022	MCOM 5315 Media Law and Ethics
Fall 2021	MCOM 5310 Media Research Methods MCOM 5325 Media Sales
Summer 2021	MCOM 5355 Seminar in Public Relations: Crisis PR
Spring 2021	MCOM 5315 Media Law and Ethics
Fall 2020	MCOM 5310 Media Research Methods
Spring 2020	MCM 515 Media Law and Ethics
Fall 2019	MCM 505 Media Theory
Fall 2018	MCM 560 Seminar in Journalism: Sports Journalism & Media
Spring 2018-2021	MCM 515 Media Law and Ethics

Undergraduate Teaching Experience

Fall 2022	MCOM 4376 PR Audiences and Analysis MCOM 4375 Topics in Public Relations: Sports PR MCOM 3382 PR Case Studies MCOM 4380 Media Internship SFAS 1101 Student Success Seminar (MCOM section)
Summer 2022	MCOM 2330 Principles of PR
Spring 2022	MCOM 3381 PR Writing MCOM 3382 PR Case Studies MCOM 4370 Strategic Advertising and Public Relations MCOM 4330 New Media (Elective on TikTok)
Fall 2021	MCOM 2330 Principles of PR MCOM 4376 PR Audiences and Analysis MCOM 3383 PR Campaigns SFAS 1101 Student Success Seminar (MCOM section)
Summer 2021	MCOM 2330 Principles of PR MCOM 2327 Principles of Advertising
Spring 2021	MCOM 439 Senior Seminar MCOM 3382 PR Case Studies MCOM 4370 Strategic Advertising and Public Relations
Fall 2020	MCOM 3383 PR Campaigns MCOM 3381 PR Writing MCOM 2330 Principles of PR

Spring 2020	MCM 382 PR Case Studies MCM 470 Strategic Advertising and Public Relations
Fall 2019	MCM 251 Introduction to Social Media MCM 383 PR Campaigns MCM 351 Social Media Strategies
Summer II 2019	MCM 251 Introduction to Social Media
Summer I 2019	MCM 380 Principles of Public Relations
Spring 2019	MCM 470 Strategic Advertising and Public Relations MCM 205 Writing for Media
Fall 2018	MCM 351 Social Media Strategies MCM 381 PR Writing MCM 205 Writing for Media
Summer II 2018	MCM 380 Principles of Public Relations
Summer I 2018	MCM 475 Sports Public Relations
Spring 2018	MCM 381 Public Relations Writing MCM 382 Public Relations Problems and Cases
Fall 2017	MCM 351 Social Media Strategies MCM 380 Principles of Public Relations MCM 383 Public Relations Campaigns
Spring 2017 & Summer II 2016, 2017	PR 3345 PR Content Development Instructor of Record
Fall 2016	MCOM 3300 Media Theories & Society Instructor of Record
Summer II 2015- Spring 2016	MCOM 2320 Writing for Media Instructor of Record
Spring 2015	MCOM 2320 Writing for Media Graduate Part Time Instructor
Fall 2014	MCOM 2320 Writing for Media Graduate Part Time Instructor

Fall 2013 MCOM 3300 Media Theories and Society
Teaching Assistant

Guest Lectures

- 2016 Guest lecturer on Greek life and media representations of rape culture in SOC1320 Current Social Problems. Texas Tech University.
- 2016 Guest lecturer on Greek life, hypermasculinity and rape culture in EMC3355 Race, Gender, and Media. Texas Tech University.
- 2016 Guest lecturer on scripting theory and sexual scripts in MCOM 3300 Media Theories and Society. Texas Tech University.
- 2015 Guest lecture on Rape Culture in college in MCOM 4303 Sex and Violence in Media. Texas Tech University.
- 2014 Guest lecturer on adolescent exposure to Internet pornography in MCOM 3300 Media Theories and Society. Texas Tech University.

Directed Student Learning

- 2022 Meghan Daniels
Master's Comprehensive Exam Committee Chair
- 2022 Lauren Friis
Master's Comprehensive Exam Committee Member
- 2022 Kelsey Chapates
Master's Comprehensive Exam Committee Member
- 2022 Emily Dodson
Master's Comprehensive Exam Committee Chair
- 2022 Jenna Guinn
Master's Comprehensive Exam Committee Member
- 2022 Michelle Osikoya
Master's Comprehensive Exam Committee Member
- 2021 Regine Murray
Master's Comprehensive Exam Committee Member
- 2021 Nancy Breen
Master's Comprehensive Exam Committee Chair
- 2021 Bethanie Griffin
Master's Comprehensive Exam Committee Member
- 2021 Emily Garcia
Master's Comprehensive Exam Committee Member
- 2021 Star Jackson
Master's Comprehensive Exam Committee Chair
- 2021 Adam Palacios
Master's Comprehensive Exam Committee Member
- 2021 Myjah Stubbs

2021 *Master's Comprehensive Exam Committee Member*
 Thomas Brown
 2020 *Master's Comprehensive Exam Committee Chair*
 Dominique Hanes
 2020 *Master's Comprehensive Exam Committee Member*
 Victor Hensen
 2020 *Master's Comprehensive Exam Committee Chair*
 Brett Rattan
 2020 *Master's Comprehensive Exam Committee Member (MIS)*
 Jennifer Rhodes
 2020 *Master's Comprehensive Exam Committee Member*
 Johnna Lee
 2019 *Master's Comprehensive Exam Committee Chair*
 Amberly Hildenbrandt
 2019 *Master's Comprehensive Exam Committee Member*
 Kelly Williams
 2019 *Master's Comprehensive Exam Committee Chair*
 Sheena Lott
 2019 *Master's Comprehensive Exam Committee Member*
 Morgan Montgomery
 2019 *Master's Independent Study Advisor*
 Kelli Smith
 2019 *Master's Independent Study Advisor*
 Robin Johnson
 2019 *Master's Media Project Committee Chair*
 Cassie Kutev
 2019 *Master's Thesis Committee Member*
 Emily Koehler
 2018 *Master's Comprehensive Exam Committee Chair*
 Krystal Hickman
 2018 *Master's Thesis Committee Member*
 Kelsey LeBlanc
 2018 *Master's Comprehensive Exam Committee Chair*
 Jordan Allen
 2018 *Master's Comprehensive Exam Committee Chair*
 Arias Lime
 2018 *Master's Comprehensive Exam Committee Member*
 Ilissa Brown
 2018 *Master's Comprehensive Exam Committee Member*
 Naiomi King
 2017 *Master's Comprehensive Exam Committee Member*
 Ryan Perry
 2017 *Master's Comprehensive Exam Committee Member*

Service & Additional Programs

UNIVERSITY SERVICE

2023-2021	Faculty Senate <i>-Communications Committee Chair (2022)</i> <i>-Member (2021)</i>
2022	SFA Communication Council <i>-CLAA representative</i>
2022	Zeta Tau Alpha Educational Programming <i>-Provided educational programming on social media branding to Zeta Tau Alpha chapter at SFA</i>
2021	International Women's Day Teach-In <i>-Lecturer on Gender and Sexual Policing on Greekrank.com</i>
2020	OVW (Office of Violence Against Women) Prevention Team <i>-Member</i>
2020-2021	University Grievance Committee <i>-Member of hearing committee for appeals to Tenure Policy E-50A as well as a member of the review board to consider discrimination or sexual harassment complaints under Policy E-46</i>
2020	OVW (Office of Violence Against Women) Coordinated Community Response Team <i>-Member; focus on social media strategy and programming for sexual assault prevention and bystander intervention training</i>
2020-2021	OWLE (Organization for Women's Leadership and Equity) <i>-Member of the Special Projects Committee</i>
2020-2021	OWLE (Organization for Women's Leadership and Equity) <i>-Secretary (Executive Leadership Team) for OWLE</i>
2018-2021	SFA New Faculty Orientation Committee <i>-Committee member</i>
2019	Delta Delta Delta Educational Programming <i>-Provided educational programming on social media branding to Delta Delta Delta chapter at SFA</i>
2018	International Women's Day Teach-In <i>-Lecturer on Rape Culture & Sexual Assault in the Greek Community</i>
2017	SFA Graduate School Fair <i>-Department Representative</i>

COLLEGE SERVICE

2018-2023	College Council <i>-Chair (2021)</i> <i>-Vice Chair (2020)</i> <i>-Member (2018-2019; 2022-2023)</i>
2021-2023	CLAA Scholarship Committee <i>-Member</i>
2022	CLAA Podcast

- “*Blinded by Likes: Why does social media dominate our lives?*”
-*Invited Speaker*
- 2017-2022 Undergraduate Research Conference
-*Department representative for CLAA submissions*
- 2021 Assistant to the Dean Search Committee
-*Search Committee Member*
- 2020 College Innovation Team
-*Chair*
- 2019-2020 CLAA Conference Travel Funds Committee
-*Member*
- 2019 College of Liberal and Applied Arts Tenure and Promotion Committee
-*College Council representative*

SERVICE TO THE DISCIPLINE

Journal Reviewer

- 2021 Violence Against Women
-*Journal Reviewer*
- 2019 American Journal of Sexuality Education
-*Journal Reviewer*

Conference Reviewer

- 2021 Commission on the Status of Women (AEJMC)
-*Annual Conference Paper Reviewer*
- 2020 AEJMC Midwinter Conference (CSW)
-*Reviewer for Commission on the Status of Women*
- 2019 AEJMC Commission for the Status of Women
-*Reviewer for AEJMC Midwinter Conference*
- 2017 SSCA Communication Theory Division
- *Annual Conference Paper Reviewer*

DEPARTMENT SERVICE

Search Committees

- 2021-2022 Assistant Professor of Social Media Search Committee
-*Committee Chair*
- 2019 Assistant Professor of Social Media Search Committee
-*Committee Chair*
- 2019 Assistant Professor of Advertising and Public Relations Search Committee
-*Committee Chair*
- 2019 Visiting Assistant Professor of Journalism Search Committee
-*Committee member*
- 2019 Department Administrative Assistant Search Committee
-*Committee member*
- 2017-2018 Journalism Search Committee
-*Committee Member*
- 2017-2018 Advertising/PR Search Committee

-Committee Member

MCOM Student Retention and Welfare-based Committees

- 2020-2023 MCOM Social Media Interns
-Intern coordinator for the MCOM social media internship
- 2019-2020 MCM Student Ambassador Program
-Creator
- 2019 MCOM Student GPA Committee
-Committee member
- 2019 Departmental Recruitment and Retention Report Strategy Committee
-Coordinating student focus groups
- 2017-2019 Faculty Advisor: PRSSA Stephen F Austin State University
2018 PRSSA Bateman Competition
-Faculty advisor for 3 teams (15 students)
- 2018 Freshman Convocation Committee
-Department Committee Co-Chair

MCOM Student Advising Service Work

- 2017-2023 Department Advising for Advertising & Public Relations Students
-Began advising in first year of employment
-Advised between 20-70 students each year
- 2020-2022 Summer Incoming Freshman & Transfer Student Advising
-Worked with one other professor to provide all incoming freshman and transfer student advising for department

MCOM Faculty Welfare-based Committees

- 2022 Tenure and Promotion Committee (MCOM)
- Committee co-chair for T&P revisions for department
- 2020-2022 Department Merit Review
-Organizer

MCOM Curriculum and Assessment-based Committees

- 2018-2023 Department Curriculum Committee
-Chair (2019)
-AD/PR representative for department Curriculum Committee (2018; 2020-2023)
- 2018-2019 Upper Level Assessment Committee
-Department Committee Co-Chair

MCOM Student Recruitment-based Committees

- 2017-2022 Showcase Saturday
-Represented the department at Showcase Saturday
- 2021 Virtual Transfer Showcase
-Department representative (AD/PR)
- 2019 Mass Communication Liaison for Football
-Acted as liaison between department and potential recruits

- 2017-2019 College Day Committee
-Department Committee member (2017-2018)
-Department Committee Chair (2019)
- 2018 LOT (Leaders of Tomorrow Crew)
-Department Committee Co-Chair

Miscellaneous Department Committees

- 2019 Institutional Research Data Request Committee
-Committee Member
- 2019 TCCNS Course Numbering & Credit Justification
-Wrote all graduate course credit justifications and TCCNS course numberings for the department
-Coordinated the creation of all undergraduate credit justifications and TCCNS course numberings for the department & advisor

Service Prior to SFA Employment

- 2016-2017 Texas Tech Ad Team: Bullet Advertising
-Assistant to Faculty Adviser
- 2014-2016 Define Your Line: sexual assault prevention campaign
-Program manager for a student (undergraduate) -run campaign to start a conversation about sexual assault
-Events coordinator
-Message development
-Assisted with data collection and measure construction for academic research surrounding the campaign
- 2016 Co-Reviewer for Journal for Family Issues
-Topic area: Effects of Internet pornography
- 2016-2018 Reviewer for The Commission for the Status of Women AEJMC
 2016 Internet Pornography Lecture Series with Lubbock Residents
-Co-ran a two-week lecture series with members of the Lubbock community on what academic research says about effects of Internet Pornography
- 2016 Committee to revise college-wide GSP Test
-Working with the committee to evaluate college-wide GSP Test to gauge media and communication students' proficiency in writing and basic writing mechanics
-Potentially being contracted to create the new version(s) of the GSP for the College of Media and Communication and Agricultural Communication
- 2016 Helped organize Sex Week at Texas Tech University- Sponsored by Risk Intervention Safety Education Office
-Define Your Line representative
- 2016 Reviewer for Texas Tech University Undergraduate Research Conference
-Judge for relationships division

- 2016 Judge for Texas Tech University Graduate Research Conference
-Judge for human sexuality division
- 2016 Texas FFA Career Development Competition- Writing Judge
-Judged new stories for content, AP style, and stylistics for high school FFA teams
- 2015 Judge at Speak Up! Speech Competition
-Judged College of Media and Communication undergraduate oral speeches
- 2015 Graduate Student Representative on Advertising Search Committee
- 2015 Texas FFA Career Development Competition- News Writing Judge
-Judged new stories for content, AP style, and stylistics for high school FFA teams
- 2014 Texas Tech Groundwork Teaching Program
-Selected to participate in a week-long program on improving graduate student teaching

Online Course Development

- 2020 MCM 205: Writing for Mass Media
 MCM 251: Introduction to Social Media

Development

- 2020 CTL Reading Circle
-Member of the Center for Teaching and Learning's Reading Circle where we read "Don't Look Away: Embracing Anti-Bias Classrooms" and facilitated discussion on reducing bias in the classroom.
- 2020 Camp CTL
 -Hybridizing Modalities
 -Brightspace Video Notes
 -Hyflexing Multimodal
 -Flipgrid
 -Real-Time Engagement
 -Zoom Breakout Rooms
 -Brightspace Intelligence
 -Asynchronous Engagement
 -Wakelet
 -Brightspace Attendance
 -Flourish at a Distance

Fellowships & Scholarships

- 2016 Texas Tech University PopUp Coding Scholarship
 -learned HTML, Ruby, Rails, and basic JAVA
- 2016 Helen DeVitt Jones Graduate Fellowship
 Alexis S. Tan Graduate Scholarship
- 2015 Helen DeVitt Jones Graduate Fellowship
 Alexis S. Tan Graduate Scholarship

2015	Helen DeVitt Jones Graduate Fellowship Texas Tech University College of Media and Communication Designated Scholarship
2014	Helen DeVitt Jones Graduate Fellowship Texas Tech University College of Media and Communication Designated Scholarship
2015	Mary Raaymakers Graduate Scholarship
2014	Mary Raaymakers Graduate Scholarship
2014	Texas Tech University TPEG Grant
2014	Texas Tech University College of Media and Communication Graduate School Scholarship
2013	Texas Tech University College of Media and Communication Graduate School Scholarship
2012	Texas Tech University College of Media and Communication Graduate School Scholarship