

Cathlin Clark-Gordon, Ph.D.

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Education

- Ph.D. West Virginia University 2016 – 2019
Degree: Communication Studies
Emphases of Study: Computer-Mediated Communication, Instructional Communication, Quantitative Research Methods
Dissertation: “Student-instructor out-of-class communication: A media multiplexity approach”
Advisor: Nicholas D. Bowman
Committee: Alan K. Goodboy
Elizabeth L. Cohen
Liesel L. Sharabi
Andrew M. Ledbetter, Texas Christian University
- M.A. Clemson University 2014 – 2016
Degree: Communication, Technology, and Society
Thesis: “The anonymous network: Perceptions of social capital and well-being among college students on Yik Yak”
Advisor and Chair: Joseph P. Mazer
Committee: Andrew S. Pyle
Erin Ash
- B.S. Slippery Rock University of Pennsylvania 2010 – 2014
Major: Communication – Public Relations
Minor: Art – Graphic Design
Magna Cum Laude

Academic Appointments

- Lecturer 2020 – Present
West Virginia University, Department of Communication Studies
- Outstanding Merit Fellow for Continuing Doctoral Students 2018 – 2019
West Virginia University, Department of Communication Studies
- Graduate Teaching Assistant 2016 – 2018
West Virginia University, Department of Communication Studies
- Graduate Teaching Assistant 2014 – 2016
Clemson University, Department of Communication

Professional Experience

Director of Strategic Communication and Research
WRC Senior Services, Brookville, PA

2019 – 2021

Teaching Experience

Courses Taught at West Virginia University:

COMM 104: Public Communication

Instructor of record for an introductory principles of communication large lecture course, with emphasis given to the creation and refutation of arguments.

Experience teaching this course both in face-to-face and online formats.

COMM 105: Introduction to the Mass Media

Instructor of record for introductory course on the critical examination of mass media with special emphasis on ways in which social, economic, and psychological factors influence the structure, functions, and effects of the media.

Experience teaching this course both in face-to-face and online formats.

COMM 122: Human Communication in Contemporary Society

Instructor of record for a large lecture course addressing various social issues in the context of popular culture and communication theory.

COMM 201: Communication Research Methods

Instructor of record for a required communication studies major course on research methods, emphasizing social science research; the language of research, types of research, sampling, design, measurement, observation, and ethics from a communication perspective.

COMM 306: Organizational Communication

Instructor of record for upper-level course that highlights the role that culture plays in organizations with adaptation of one's communication to be successful; aids students in understanding appropriate and effective communication in the superior-subordinate relationship; students evaluate organizational problems with strong communication strategies and the impact of organizational structure on communication.

COMM 316: Intercultural Communication

Instructor of record for upper-level course examining similarities and differences between cultures with regard to norms, values, and practices in verbal and nonverbal communication. Emphasis on communication in Latin America, Asian, African, and Middle Eastern cultures.

COMM 335: Social Media in the Workplace

Instructor of record for a major-only course, with a class size of 35. This course explores social media technologies and their application in the workplace, with an emphasis on collaboration skills. As a service-learning component to the course, students worked in teams to design social media campaigns for clients in the local Morgantown area.

COMM 623: Leadership Communication

Instructor of record for graduate course concerning leadership styles, models and theories in classical and contemporary settings are covered. Emphasis is given to

- leadership in groups and organizations. Experience teaching in an online format as part of WVU's online MA program in Corporate Communication.
- COMM 635: Social Media Management
Instructor of record for graduate course presenting students with theoretical and applied examples of how social and digital media can be successfully managed. Students crafted a social and digital media management plan for their organization or industry of choice, based on the theories and concepts discussed. Experience teaching in online format as a part of WVU's online MA program in Corporate Communication.
- COMM 655: Computer-Mediated Communication & Professional Identity
Instructor of record for graduate course examines digital media footprints and strategies for effectively communicating professional identities online. Students evaluate current online identity portrayals and develop a theory-based analysis of a social media presence. Experience teaching in online format as a part of WVU's online MA program in Corporate Communication.

Courses Taught at Clemson University:

- COMM 1501: Introduction to Human Communication Lab
Responsible for teaching two to three sections of COMM 1501: Introduction to Human Communication Lab per semester, an oral-intensive, public speaking based course in Clemson's Department of Communication Studies that serves as a supplement to the lecture component of the course. Developed supplementary syllabi and course structure, administered 60 percent of overall course grade.
- COMM 2011: Introduction to Communication Studies Lab
Responsible for teaching two sections of COMM 2011: Introduction to Communication Studies Lab, a laboratory writing experience, which serves as a supplement to a lecture component. COMM 2010 is as an introduction for Communication Studies majors and prepares them for continued study in the discipline by providing them with an overview of important issues, areas of study, and approaches to the field. Developed supplementary syllabi and course structure, administered 40 percent of overall course grade.

Refereed Publications

- Clark-Gordon, C. V., & Goodboy, A. K. (2019). Instructor self-disclosure and third-party generated warrants: Student perceptions of professor social media use. *Western Journal of Communication*, 84, 1-19.
<https://doi.org/10.1080/10570314.2019.1649453>
- Clark-Gordon, C. V., Bowman, N. D., Goodboy, A. K., & Wright, A. (2019). Anonymity and online self-disclosure: A meta-analysis. *Communication Reports*, 32, 98-111.
<https://doi.org/10.1080/08934215.2019.1607516>
- Baker, J. P., Clark-Gordon, C.V., & Myers, S. A. (2019). Using emotional response theory to examine dramatic teaching behaviors and student approach-avoidance

behaviors. *Communication Education*, 68, 193-214.
<https://doi.org/10.1080/03634523.2018.1564835>

Clark-Gordon, C. V., Bowman, N. D., Hadden, A., & Frisby, B. N. (2019). College instructors and the digital red pen: An exploration of the adoption of digital written feedback technologies. *Computers & Education*, 128, 414-426.
<https://doi.org/10.1016/j.compedu.2018.10.002>

Clark-Gordon, C. V., Bowman, N. D., Watts, E. R, Banks, J., & Knight, J. M. (2018). “As good as your word”: Face-threat mitigation and the use of nonverbal cues on students’ perceptions of digital instructor feedback. *Communication Education*, 67, 206-225. <https://doi.org/10.1080/03634523.2018.1428759>

Clark-Gordon, C. V., Workman, K. E., & Linvill, D. L. (2017). College students and Yik Yak: An exploratory mixed methods study. *Social Media + Society*, 3, 1-11.
<https://doi.org/10.1177//2056305117715696>

Edited Book Chapters

Bowman, N. D., & Clark-Gordon, C.V. (2019). Measurement in social media and new communication technologies. In E. E. Graham & J. P. Mazer (Eds.), *Communication research measures III: A sourcebook*. Routledge.

Clark-Gordon, C. V., & Bowman, N. D. (2019). Professor Twitter use and student impression formation: The warranting value of professor social media. In J. P. Mazer (Ed.), *Communication and social media: Case studies across personal and professional relationships*. Oxford University Press.

Goodboy, A. K., Martin, M. M., Mills, C. B., & Clark-Gordon, C. V. (2019). Bullying in academia. In C. Beck and R. West (Eds.), *The Routledge handbook of communication and bullying*. Routledge.

Clark-Gordon, C. V. (2019). Mixed methods: The best of both worlds. In S. B. Merriam and R. Grenier (Eds.), *Qualitative research in practice: Examples for discussion and analysis* (2nd ed.). Jossey-Bass.

Bowman, N. D., & Clark-Gordon, C.V. (2017). A brief history of social media: Evolution and impact. In T. Ahern (Ed.), *Social media: Uses, practices and global impact*. Nova Scientific Press.

Competitive Papers

Clark-Gordon, C. V. & Bowman, N. D. (2019, November). *Instructor-student out-of-class communication: A media multiplexity approach*. Paper presented at the 105th National Communication Association, Baltimore, MD. **Top Paper in Instructional Developmental Division.**

- Hadden, A., Frisby, B., Clark-Gordon, C. V., & Bowman, N. D. (2019, June). *Individual differences in students and their perceptions of instructors' use of the digital red pen to provide instructional feedback*. Paper presented at the meeting of the 69th Annual International Communication Association, Washington, DC. **Top Paper in Instructional and Developmental Division.**
- Clark-Gordon, C. V., Sharabi, L. L., & Bowman, N. D. (2019, April). *The mere presence hypothesis and college students: The effects of instructor cell phone visibility in the classroom*. Paper presented at the 110th Annual Eastern Communication Association, Providence, RI.
- Clark-Gordon, C. V., Hadden, A., Bowman, N. D., & Frisby, B. (2018, November). *College instructors and the digital red pen: An exploration of the adoption of digital written feedback technologies*. Paper presented at the 104th National Communication Association, Salt Lake City, Utah.
- Clark-Gordon, C. V., Cohen, E. L., & Bowman, N. D. (2018, November). *To be spoiled or not to be spoiled? The role of choice and intrinsic psychological need satisfaction in enjoyment of spoilers*. Paper presented at the 104th National Communication Association, Salt Lake City, Utah.
- Clark-Gordon, C. V., & Goodboy, A. K. (2018, November). *Instructor self-disclosure and third-party generated warrants: Student perceptions of professor social media use*. Paper presented at the 104th National Communication Association, Salt Lake City, Utah.
- Clark-Gordon, C. V., Bowman, N. D., Goodboy, A. K., & Wright, A. (2018, April). *Anonymity and speaking up online: A meta-analysis*. Paper presented at the meeting of the 109th Annual Eastern Communication Association, Pittsburgh, PA. **Top Paper in Communication and Technology Interest Group.**
- Baker, J. P., Clark-Gordon, C. V., & Myers, S. A. (2018, April). *The dramatic instructor and student participation: Exploring the role of emotional responses*. Paper presented at the meeting of the 109th Annual Eastern Communication Association, Pittsburgh, PA. **Top 3 Paper in Instructional Communication Interest Group.**
- Clark-Gordon, C. V., Bowman, N. D., & Watts, E. R. (2017, November). *Nonverbal cues online: The effects of emojis and face-threat mitigation on student perceptions of digital instructional feedback*. Paper presented at the meeting of the 103rd Annual National Communication Association, Dallas, TX. **Top 4 Paper in Instructional Development Division.**
- Scott, D. T., Clark-Gordon, C. V., Kenney, J., Moore, A., & Head, M. (May, 2017). *Cyrus, Minaj, & Swift: Millennial feminism at the 2015 video music awards*.

- Paper presented at the meeting of the 67th Annual International Communication Association, San Diego, CA.
- Clark-Gordon, C. V., & Pyle, A. S. (2017, April) *Pins and publicity: Exploring public relations best practices for Pinterest*. Paper presented at the meeting of the 87th Annual Southern States Communication Association, Greenville, SC.
- Clark-Gordon, C. V., Watts, E. R., Bowman, N. D., & Banks, J. (2017, March). “*As good as your word*”: *Face-threat mitigation and the use of instructor pictures on students’ perceptions of digital instructor feedback*. Paper presented at the meeting of the 108th Annual Eastern Communication Association, Boston, MA. **Top Paper in Instructional Communication Interest Group.**
- Clark-Gordon, C. V., & Mazer, J. P. (2017, March). *The anonymous network: Perceptions of social capital and well-being among college students on Yik Yak*. Paper presented at the meeting of the 108th Annual Eastern Communication Association, Boston, MA.
- Clark-Gordon, C. V. (2017, March). *Reversing the spiral of silence: Social presence as a moderator between anonymity and opinion expression*. Poster presented at the meeting of the 108th Annual Eastern Communication Association, Boston, MA.
- Clark-Gordon, C. V., Workman, K., & Linvill, D. L. (2016, November). *Student perceptions and uses of Yik Yak: An exploratory mixed methods study*. Paper presented at the meeting of the 102nd Annual National Communication Association, Philadelphia, PA.
- Watts, E. R., Clark-Gordon, C. V., Bowman, N. D., Banks, J., & Stern, A. (2016, November). “*(Gender) bend it like Beckham*”: *The influence of gender cue salience on fandom towards women’s sports*. Preconference research incubator presented at the meeting of the 102nd Annual National Communication Association, Philadelphia, PA.
- Clark, C. V., & Pyle, A. S. (2016, April). *Beauty industry engagement with stakeholders via Twitter: A dialogic approach*. Paper presented at the meeting of the 86th Annual Southern States Communication Association, Austin, TX. **Top Graduate Student Paper in Public Relations Division.**
- Clark, C. V. (2016, April). *Anonymous experience: A phenomenological study of student Yik Yak users*. Paper presented at the meeting of the 86th Annual Southern States Communication Association, Austin, TX. **Top 4 Paper in Popular Communication Division.**
- Clark, C. V. (2015, November). *Amalgamating the virtual and physical body: Hyperpersonal communication among MMORPG players*. Paper presented at the

meeting of the 101st Annual National Communication Association, Las Vegas, NV.

Competitive Panels

Bowman, N. D., Keene, J. R., & Clark-Gordon, C.V. (2019, April). *Transparency in communication studies: Explaining a layered framework of open science publication practices*. Panel discussion to be presented at the meeting of the 110th Annual Eastern Communication Association, Providence, RI.

Bowman, N. D., Clark-Gordon, C. V., Graham, E. E., & Mazer, J. P. (2018, November). *Measurement in human communication and technology: Review, analysis, and recommendations*. Panel discussion presented at the meeting of the 104th National Communication Association, Salt Lake City, Utah.

Bowman, N. D., & Clark-Gordon, C. V. (2018, April). *The new age of nonverbal cues in CMC: An affordance approach*. Panel discussion presented at the meeting of the 109th Annual Eastern Communication Association, Pittsburgh, PA.

Baker, J. P., Clark-Gordon, C. V., Kromka, S. M., Nicholson, A. L., Pitts, S., Wasserman, J. A., & West, M. S. (2018, April). *How students learn: Theoretical perspectives from educational psychology to incorporate into instructional communication research*. Panel discussion presented at the meeting of the 109th Annual Eastern Communication Association, Pittsburgh, PA

Invited Presentations

Clark-Gordon, C.V. (2021, March). *Theories of Computer-Mediated Communication*. Virtual presentation requested by Sara Pitts for an undergraduate 300-level communication theory course at Alice Lloyd College in Pippa Passes, KY.

Clark-Gordon, C. V. (2019, March). *A Tech Wise Family*. Presentation requested by Carmen Abreu, coordinator of the Morgantown, WV chapter of Mothers of Preschoolers (MOPS.org). The presentation focused on creating technology rules in the family, and how to use technology to foster positive and productive engagement in the family unit.

Clark-Gordon, C. V. (2019, March). *CMC and Instructional Communication*. Guest lecture requested by Dr. Nicholas D. Bowman for a graduate course on computer-mediated communication, highlighting the intersection between CMC theory and instructional communication research at West Virginia University.

Clark, C. V. (2016, February). *Powerful and professional communication skills for the workplace*. Requested by Tiara Scott, Assistant Director of Student Employee Development at Clemson University. Featured workshop during series on professionalism and career development for undergraduate student managers.

Honors and Awards

Top Paper. (2019). Instructional Development Division, National Communication Association.

Judee K. Burgoon Research Award. (2019). West Virginia University Department of Communication Studies.

Top Paper. (2019). Instructional and Development Division, International Communication Association.

Outstanding Merit Fellowship for Continuing Doctoral Students (2018-2019). Office of Graduate Education and Life, West Virginia University.

Patricia Kearney Doctoral Student Teaching Award. (2018). West Virginia University Department of Communication Studies.

Top Paper. (2018). Communication and Technology Interest Group, Eastern Communication Association.

Top 3 Paper. (2018). Instructional Communication Interest Group, Eastern Communication Association.

Top 4 Paper. (2017). Instructional Development Division, National Communication Association.

Renee Kisner Peer Collegiality Award. (2017). West Virginia University Department of Communication Studies.

Top Paper. (2017). Instructional Communication Interest Group, Eastern Communication Association.

Most Outstanding Graduate Student. (2016). Clemson University Department of Communication.

Top Graduate Student Paper. (2016). Public Relations Division, Southern States Communication Association.

Top 4 Paper. (2016). Popular Communication Division, Southern States Communication Association.

Service

Professional Service

Invited Reviewer. (2021). *Western Journal of Communication*.

Invited Reviewer. (2020-2021). *Communication Education*.

Chair. (2018 – 2021). Communication Technology Interest Group, Eastern Communication Association.

Junior Editorial Board Member. (2019-2020). *Journal of Communication Pedagogy*.

Editorial Assistant. (2018 – 2019). *Communication Research Reports*.

Invited Reviewer (2019). *Studies in Higher Education*.

Invited Reviewer. (2018 - 2019). *Information, Communication and Society*.

Panel Chair. (2018). Mass Communication Division, National Communication Association.

Invited Reviewer. (2018). *Social Media + Society*.

Reviewer. (2018). James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC), Eastern Communication Association.

Panel Chair. (2017-2018). Applied Communication Division, Southern States Communication Association.

Graduate Student Representative. (2015 – 2016). Women's Caucus, National Communication Association.

Departmental Service

Presenter at First Year Academy, a Communication Studies departmental orientation for incoming freshman majors. (2016 – 2018).

Founding President of Graduate Association of Communication Studies at Clemson University. (2014 – 2016).

Tiger SpeakOut Public Speaking Competition Preliminary Round Judge at Clemson University. (2014 – 2016).

Professional Development

A Practical Guide to Multilevel Modeling (2018)
Webinar through the Society for Personality and Social Psychology (SPSP; 3 hours)
Instructor: Amie Gordon, UC San Francisco

Regression and Mediation Analysis using Mplus (2017)
Johns Hopkins Bloomberg School of Public Health (8 hours)
Instructors: Bengt Muthén, UCLA & Mplus; Marten Schultzberg, Uppsala University

Membership in Professional Organizations

National Communication Association

Eastern Communication Association (Life Member)