CURRICULUM VITAE

Donna Z. Davis, Ph.D., APR
Associate Professor and Director of M.A. in Strategic Communication
School of Journalism and Communication, University of Oregon
2800 NE Liberty Street, Portland, Oregon 97211
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Relevant links:
Web: https://journalism.uoregon.edu/directory/directory-faculty/all/dzdavis
Google Scholar: https://scholar.google.com/citations?hl=en&user=jadxTD8AAAAJ
ORCID: https://orcid.org/my-orcid?orcid=0000-0002-2140-9361
LinkedIn: https://www.linkedin.com/in/donnazdavis/

ACADEMIC RANK: Professor in the School of Journalism and Communication, University of Oregon

EDUCATION: Ph.D., Mass Communication, University of Florida, 2010
M.S. in Family, Youth and Community Science, University of Florida, 2005
B.S. in Journalism, Major: Public Relations, University of Florida, 1981

ACCREDITATION: Accredited in Public Relations (APR) by the Public Relations Society of America.

ACADEMIC POSITIONS:

University of Oregon School of Journalism and Communication
Professor with Tenure, 2024-present
Founding Director, Immersive Media Communications Master's Program, 2023-present
Director, Strategic Communications Master's Program, 2014-2023
Founding Director, Oregon Reality (OR) Lab, 2018-present
Director, Immersive Media Communication Master's Program, 2022-present
Interim Area Director, Public Relations Program, Winter/Spring terms, 2019
Associate Professor with Tenure, 2018-2024
Assistant Professor, 2012-2018
Visiting Assistant Professor, 2010-2012

GRANTS AND FELLOWSHIPS

2015-2018 – National Science Foundation, "Collaborative Research: The Role of People with Disability in the Innovation of Online Technology." $101,140 award. In collaboration with Tom Boellstorff at University of California, Irvine. Total grant: $378,040. Co-Principal Investigator.

2016-2017 – University of Oregon School of Journalism and Communication, Dean's Excellence Fund Grant, Co-PI with Heather Shoenberger and Wes Pope, 360-Degree Video Engagement Project with Pacific Rivers Council." $15,000 received for academic year 2016-2017.

2016-2017 – University of Oregon School of Journalism and Communication, Agora Journalism Center, Co-PI with Heather Shoenberger and Wes Pope, "Does 360 Video Impact Audience Behavior? A Study of Virtual Reality in Communication Strategy." $10,000 seed grant.

2014-15 - University of Oregon School of Journalism and Communication, Fighting Fund Grant recipient, $5,000 received for academic year 2014-2015.

2014 - PI, 2014 SOJC Center for Journalism Innovation and Civic Engagement Fellowship, "A Study of Gamification in a Social Virtual World to Engage Disabled Individuals in Support Communities." $28,000 award. 2014 summer fellowship.

2013-14 - University of Oregon School of Journalism and Communication, Petrone Grant recipient, $5,000 received for academic year 2013-2014.

2013-14 - University of Oregon School of Journalism and Communication, Fighting Fund Grant recipient, $5,000 received for academic year 2013-2014.

2012-13 - University of Oregon School of Journalism and Communication Fighting Fund Grant recipient, $5,000 received for academic year 2012-2013.

HONORS AND AWARDS

2022 - *Top Paper Award* – International Public Relations Research Conference, *Institute for Public Relations W. Ward White Awards for Top Three Papers of Practical Significance*. "Emerging technologies create new realities in strategic communication," Davis, D. and Pimentel, D. (2022).

2021 - *Jack Koten Case Study Award/Grand Prize*-winning team faculty advisor, Page Society (https://page.org/study_competitions/2021-student-case-study-competition)

2021 - *Page Case Study competition* – second place award winning team faculty advisor (https://page.org/study_competitions/2021-student-case-study-competition)

2020 - *Jack Koten Case Study Award/Grand Prize*-winning team faculty advisor, Page Society (https://page.org/study_competitions/2020-student-case-study-competition)

2018 - *Olga M. Haley Mentorship Award*, Public Relations Society of American, Oregon Chapter.

2007 - *Council on Contemporary Families National Media Award for Radio Coverage* of America's Families for Family Album Radio. Print coverage was awarded to *Time* magazine. PBS station Thirteen/WNET from New York City was recognized for outstanding video coverage.

REFEREED PUBLICATIONS

Journal articles:

Yue, C. A., Men, L. R., **Davis, D. Z.**, Mitson, R., Zhou, A., & Al Rawi, A. (2024). Public Relations Meets Artificial Intelligence: Assessing Utilization and Outcomes. *Journal of Public Relations Research*, *36*(6), 513–534. https://doi.org/10.1080/1062726X.2024.2400622

Yue, C.A., Men, L.R., Mitson, R., **Davis, D.Z.,** Zhou, A. (2024). Artificial intelligence for internal communication: Strategies, challenges, and implications, *Public Relations Review*, Volume 50, Issue 5, 102515, ISSN 0363-8111, https://doi.org/10.1016/j.pubrev.2024.102515.

Davis D. and Alexanian, S. (2024). Role-playing recovery in social virtual worlds: Adult use of child avatars as PTSD therapy, Computer Methods and Programs in Biomedicine Update, Volume 5, 2024, 100129, ISSN 2666-9900, https://doi.org/10.1016/j.cmpbup.2023.100129.

Won, A. S., & **Davis, D. Z.** (2023). Your money or your data: Avatar embodiment options in the identity economy. *Convergence (London, England)*. https://doi.org/10.1177/13548565231200187

Davis, D. and Pimentel, D. (2022). Emerging technologies create new realities in strategic communication. *Proceedings of the International Public Relations Research Conference*, March 2022. **Top paper award.** https://www.iprrc.org/_files/ugd/27a53c_28884a316a394e5f86c180a2e1487ea6.pdf?index=true

Davis, D. (2022). Building a more robust qualitative methodology in the study of digital communities in virtual worlds: Revisiting the case study approach. *Journal of Strategic Innovation and Sustainability, Vol. 17, (1):1-12. (https://articlegateway.com/index.php/JSIS)*

Pimentel, D., Foxman, M., **Davis, D.,** and Markowitz, D. (2021). Virtually real, but not quite there: Social and economic barriers to meeting VR's true potential for well-being. *Frontiers, Virtual Reality in Medicine. Front. Virtual Real.*, 17 February 2021, https://doi.org/10.3389/frvir.2021.627059

Davis, D. & Stanovsek, S. (2021). The machine as an extension of the body: When identity, immersion, and interactive design serve as both resource and limitation for the disabled. *Human-Machine Communication*, 2, 121-135. https://doi.org/10.30658/hmc.2.6

Foxman, M., Markowitz, D. & **Davis, D.** (2021). Defining empathy: Conflicting discourses of virtual reality's pro-social impact. *New Media and Society* 23(8):2167-2188. https://doi.org/10.1177/1461444821993120

Davis, D. & Chansiri, K. (2019). Digital Identities: Overcoming visual bias through virtual embodiment. 'Digital Economies of Disability' special issue of *Information, Communication & Society*. https://doi.org/10.1080/1369118X.2018.1548631

Davis, D. & Moscato, D. (2018) The Philanthropic Avatar: An Analysis of Fundraising in Virtual Worlds Through the Lens of Social Capital, *International Journal of Strategic Communication*,12:3, 269-287, DOI: 10.1080/1553118X.2018.1464007

Davis, D. & Moscato, D. (2017). Reimagining health and disability through relationships in virtual worlds. *Journal of Interactive Learning Research*, 28(4), 1-26.

Davis, D. & Boellstorff, T. (2016). Compulsive Creativity: Virtual Worlds, Disability, and Digital Capital, *International Journal of Communication,* 10(2016), p. 23. ISSN 1932-8036 Available at http://ijoc.org/index.php/ijoc/article/view/5099/1639.

Davis, D. & Yang, Y. (2015). Understanding digital media adoption: A content analysis of U.S. newspaper coverage of social networking sites and virtual worlds. *Journal of New Communication Research*, Vol. 6, Issue 1.

Davis, D. (2014). Making a case for virtual healthcare communication: Mayo Clinic's Integration of Virtual World Communities in Their Social Media Mix. *Journal of Case Studies in Strategic Communication*. Vol. 3, Article 7. http://cssc.uscannenberg.org/wp-content/uploads/2015/01/v3art6.pdf, ISSN 2167-1974.

Davis, D. & Calitz, W. (2014). Finding virtual support: The evolution of healthcare support groups from offline to virtual worlds. *Journal of Virtual Worlds Research*. Vol. 7, No. 3. Available at https://journals.tdl.org/jvwr/index.php/jvwr/article/view/7068/6352.

Bowers, K., **Davis, D.,** & Neely, J. (2010). Framing Second Life for use in higher education: An analysis of *EDUCAUSE Review* and *The Chronicle of Higher Education*. *The Journal of Virtual Worlds in Education*, Vol. 1, Issue 1.

Smith, S. & **Davis, D.** (2008) The use of radio broadcast, internet and podcasting in a family life education program. *Journal of Extension*, April 2008, Vol. *26*, No. 2, Article Number 2IAW1.

Davis, D. (1992). Public Television Focuses on the Future. *Public Relations Journal*, Vol. 48, No. 4, April

Book chapters:

Davis, D. & Louis, S. (2024). Carrying stereotypes into the virtual world: Does diversity, equity and inclusion translate in Self-representation of Avatars? *Communicated Stereotypes at Work.* Eds. Kurylo, A. and Hu, Y. Lexington Books.

Davis, D. (2019). Social Virtual Reality – Understanding the power of virtual places and bodies for people with disabilities. In P. Ketelaar, J. Aarts, and S. Demir (Eds.) *30 Innovations in Digital Communication.* Amsterdam, The Netherlands: BIS Publishers.

Davis, D. (2015). Ethical implications of gamification as a public relations strategy. In A. Catellani, A. Zerfass & R. Tench (Eds.) *Communication Ethics in a Connected World.* Brussels: P.I.E. Peter Lang 2015.

Davis, D. & Calitz, W. (2015). Finding Healthcare Support in Online Communities: An exploration of the evolution and efficacy of virtual support groups. In Y. Sivan (Ed.) *Handbook on 3D3C Virtual Worlds: Applications, Technologies and Policies for Three Dimensional Systems for Community, Creation and Commerce.* New York, NY: Springer.

Davis, D. (2014). Interviews with avatars: Navigating the nuances of communicating in virtual worlds. In P. Laufer (Ed.) *Interviewing: The Oregon Method.* Oregon State University Press, Corvallis, OR.

Davis, D. (2013). A study of relationships in online virtual environments: Making a case for conducting semi-structured interviews with avatars and what we can learn about their human operators. In N. Sappleton (Ed.) *Advancing Social and Business Research Methods with New Media Technologies.* Hershey, PA: IGI Global.

Davis, D. (2013). Gendered performance in virtual environments. In C. Armstrong (Ed.) *Gender and Media Across Platforms and Cultures.* Lanham, MD: Lexington Books (under Rowman and Littlefield).

Davis, D. (2012). Engaging the disengaged in virtual worlds: Online gaming as public relations strategy. In S. Duhe (Ed.) *New Media and Public Relations* (2nd ed.). New York, NY: Peter Lang.

Articles currently under review and in progress:

Yue, A., Men, R., Davis, D.Z., Zhao, A., Mitson, R., and Al Rawi, A. (under revision). Artificial Intelligence for Internal Communication: Strategies, Challenges, and Implications. *Public Relations Review.*

Yue, A., Men, R., Davis, D.Z. Zhao, A., Mitson, R., and Al Rawi, A. (under revision). Public Relations Meets Artificial Intelligence: Assessing Utilization and Outcomes. *Journal of Public Relations Research.*

BOOKS:

Edited volume:

Gangadharbatla, H. & **Davis, D.** (2016). *Emerging Research and Trends in Gamification*. Hershey, PA: IGI Global. (Equal authorship)

PROFESSIONAL PUBLICATIONS:

Davis, D. (2018) "Our Digital Selves: What we learn about ability from avatars in virtual worlds" American Anthropological Association's Committee on the Anthropology of Science, Technology, and Computing (CASTAC) blog. (http://blog.castac.org/category/series/disabling-technologies/).

Turner, J. & **Davis, D.** (2013). Second Life's second life for social innovation: Researchers explore the effects of virtual embodiment among people with Parkinson's disease. *Stanford Social Innovation Review*, March 25, 2013. Online at http://www.ssireview.org/blog/entry/second_lifes_second_life_for_social_innovation

BOOK and INDUSTRY PAPER EDITING:

Tom Boellstorff, T., Nardi, B., Pearce, C. and Taylor, T. (2012). *Ethnography and Virtual Worlds: A Handbook of Method*. Princeton, NJ: Princeton University Press.

Fine Tuning: The Art and Science of Integrating Strategic Communications. The Omidyar Group (2019).

INVITED PARTICIPATION/PRESENTATIONS (including keynote speeches)

Davis, D. (May 28, 2023). The Ethics of Embodied Identities in the Evolution of Digital Communities, Augmented World Expo, Santa Clara, California.

Davis, D., Men, R., and Won, A. (May 18, 2023). More than the Sims: Harnessing the Power of the Metaverse to Ethically Engage, Motivate, and Connect the Future Workforce. To be presented at the Immersive Learning Research Network (iLRN) annual international conference. Remote.

Davis, D., Evans, S., Patterson, D., and Zebian, L. (May 11, 2023). Takeaways from the State of AI in PR 2023, Presented by Muck Rack. Remote. (1600 registered attendees)

Davis, D. (May 5, 2023). Ethics of AI in Journalism. Oregon Newspaper Publishers Association Collegiate Day. Remote

Pimentel, D. and **Davis, D**. (2022). How XR Storytelling Can Contribute to Prosocial Attitude and Behavior Change. Institute For Public Relations (IPR) Master Class: Immersive Media and Storytelling. Remote. September 15, 2022.

Davis, D. (2022). My Work Avatar: Harnessing the Power of the Metaverse for Marketing and Communication. VRARA Enterprise Forum, 2022. Remote, July 21, 2022.

Davis, D. and Krause, C. (2022). Entering XR: Building a Metaverse with intention, community, and meaning. May 25th, 2022. Augmented World Expo (Digital) Nite Portland.

Davis, D. (2020). The Canyon Crossing: XR and inAccessibility, VCARA Research Symposium, Keynote speaker. October 24, 2020, Second Life.

Bailenson, J., Bye, K., **Davis, D.,** Pimentel, D., (2020) Ethical Design in Immersive Media. Design Week Portland (online), August 13, 2020 (https://www.youtube.com/watch?v=5QcdBD33hMU

Bye, K. and **Davis, D.** (2020). Accessibility in Virtual Worlds: Lessons from Second Life. Voices of VR Podcast (https://voicesofvr.com/934-accessibility-in-virtual-worlds-lessons-from-second-life-with-donna-davis/) August 19, 2020.

Davis, D. (2020). Immersion and Ethical Responsibility. Augmented World Expo (Online), Mainstage Speaker, May 28, 2020

Davis, D. (2020). Networks Exhibition, *What Is Information*, April 30, 2020 (Second Life exhibit builder and event host).

Clark, C., **Davis, D**., Koomen, C., Millward, J., McCormick, S. (moderator) (2019). Enterprise Training Panel, Augmented World Expo, US 2019, Santa Clara, California, May 31, 2019. Available at https://www.youtube.com/watch?v=csHrtk0uFOY

Davis, D. (2019). Immersive VR & AR, Micro-Workshop, *What is Technology* Conference, Portland Oregon, April 12, 2019.

Davis, D. (2019). Design Reality "Virtual Social Spaces and Gaming." Portland, Oregon, February 25, 2019.

Peyton, L., Despres, B., **Davis, D.**, Boellstorff, T. (2018). Our Digital Selves: Embodiment and Place Making in Social VR. Augmented World Expo EU 2018, Munich, Germany, October 19, 2018. Available at https://youtu.be/VP5s8E2spTA

Boellstoff, T. and **Davis, D.** (2018). The Coalition for National Science Funding (CNSF) Exhibition and Hill Day, May 9, 2018 and Congressional Briefing on Disability and Virtual Worlds in Washington D.C.

Burrell, R., **Davis, D.**, Hogg, J., Peyton, L. Rutledge, P. (2018) A New Reality: Empathy, Empowerment and Embodiment in VR. Augmented World Expo, Santa Clara, California) May 31, 2018. https://youtu.be/7P8gdEH_krk

Davis, D., Boellstorff, T., Despres, B. (2018). Inside the Avatar Studio, *Our Digital Selves* presentation at Rockcliffe University in Second Life, July 8, 2018.

Davis, D. (2018). *What Is Universe* conference, Portland, Oregon. April 2018.
Bracker, R., Davis, D. and Roberts, G. (2018) Immersive Storytelling Through Virtual Reality. Panel presentation at *Design Week Portland*, Portland, Oregon, April 17, 2018.

Davis, D., J.L. Hogg, Peyton, L. and Schlieski, T. (2018). VR as a tool for empowerment, empathy and embodiment Panel presentation at *Design Reality's Immersed Summit* at OMSI, Portland, Oregon, April 23, 2018.

Davis, D. (2018). Our Digital Selves. University of Oregon Wings: UO Presidential Speaker Series. January 16, 2018. https://youtu.be/nJGJUHM9meo

Davis, D. and Boellstorff (2018). Changing Work, Changing Lives in the New Technological World - *Ways of Being in a Digital Age*. Two-day workshop sponsored by the National Science Foundation and the Economic Social Research Council as part of the *Work at the Human-Technology Frontier: Shaping the Future* initiative. Liverpool, UK, October, 2017. (one of eleven participants from the US)

Davis, D. (2017). Theorizing Communication in a Digitally Networked Age Symposium, Pennsylvania State University, June 2017.

Davis, D. (2017) The Promise and Peril of Digital Social Capital in Virtual Worlds – Lessons learned from People with Disabilities. Radboud University Behavioral Science Institute, Communication Colloquium. Nijmegen, Netherlands, October 2017.

INDUSTRY TRAINING

Davis, D. & Pimentel, D. (2022). Immersive Storytelling in Strategic Communication. Presented to a global leadership team for Nike Corporate Narrative Communications. December 14, 2022. (Portland, Oregon)

Davis, D. (2022). Is the future of social media immersive? XR training for Spitfire Strategies agency leaders. March 31, 2022. (Online)

Davis, D. (April 2022). NDA restricted – Thought Leaders Offsite Summit, Hype or Hope: The future of communities in the Metaverse. April 4, 2022. (Online)

Davis, D. & Pimentel, D. (2021) Introduction to Immersive Media 4-part webinar training. October 2021. Presented to the global communications team of a Fortune 100 leading aerospace company. (Online)

OTHER RECENT PUBLICATIONS/COMPETITIVE CONFERENCE AND ACADEMIC PRESENTATIONS:

All other papers:

Davis, D. (2022). Avatar: Emerging Issues of Stereotypes in the Metaverse. National Communication
        Association 2022 Annual Conference. November 2022, New Orleans, Louisiana.

Peyton, L., Molleda, J.C., Davis, D. & Byrd, K. (2022). PR Technology in Practice and in the Classroom,
        PRSA Educator's Academy. Dallas, Texas.

Davis, D. & Pimentel, D. (2022). Emerging technologies create new realities in strategic
        communication. International Public Relations Research Conference, March 2022, Orlando,
        Florida. Top paper award.

Davis, D. (2021). Building a More Robust Qualitative Methodology in the Study of Digital Communities
        in Virtual Worlds: Revisiting the Case Study Approach. Presented at the 2021 International
        Communications Conference, May 2021, Denver, Colorado (REMOTELY), USA.

Won, A. & Davis, D. (2021) The Embodied Identity Economy: Selective Self-Representation in Virtual
        Worlds. Presented at the 2021 International Communications Conference, May 2021, Denver,
        Colorado (REMOTELY), USA.

Won, A., & Davis, D. (2020). Evolving Identity Economies in Social Virtual Worlds. Association of
        Internet Researchers (AoIR 2020), Selected Papers of Internet Research (SPIR):
        https://doi.org/10.5210/spir.v2020i0.11366

Davis, D. & Stanovsek, S. (2019). Embodied Identity in Virtual Reality: Design and Accessibility Impacts
        on Equity and Inclusion in the Workplace. Paper presented at International Communications
        Association (ICA) Preconference: Communicating with Machines: Boundless Imagination, May
        24, 2019, Washington, DC, USA.

Davis, D. & Stanovsek, S. (2018). Embodied Identity in the Age of Virtual Reality and Its Implications for
        Equity and Inclusion. Paper presented at the IAMCR 2018 conference in Eugene, Oregon,
        USA, June 20-24, 2018.

Davis, D. (2017). The Other: An exploration of relationship effect from alternative embodied forms
        when the "other" is the self in social virtual worlds. Presented at the 2017 International
        Communications Conference, May 2017, San Diego, California, USA.

Davis, D. (2017). The Promise and Peril of Social Engagement in Virtual Reality - Lessons from the
        Metaverse. Presented at the 2017 International Communications Conference, May 2017, San
        Diego, California, USA.

Davis, D., Shoenberger, H. and Pope, W. (2017). If A Tree Falls in a Forest: Experimental Investigation of Level of Immersion in a PSA and Resulting Pro-Social Behavior. Presented at the 2017 International Communications Conference, May 2017, San Diego, California, USA.

Davis, D. & Muscato, D. (2016). Opportunities and Challenges of Fundraising in Virtual Environments Through the Lens of Social Capital Theory. Presented at the European Public Relations Education and Research Association annual conference, September 2016, Groningen, Netherlands.

Davis, D. & Boellstorff, T. (2016). Building communities of support in virtual worlds. **Selected as leading abstract.** Presented at the World Parkinson's Congress, Portland, Oregon. September 2016.

Davis, D. & Muscato, D. (2016). Reimagining disability in the virtual world: Avatars and representations of the physical self through the lens of uses and gratification theory. Presented at the International Communications Conference, June 2016, Fukuoka, Japan.

Davis, D., Hadyn, T., Paez, G. & Zachary, R. (2016) Jumping into the screen: The possibilities of virtual and augmented realities in telling stories and building communities. Panel presented at What is Media conference, April 2016, Portland, Oregon.

Davis, D. (2016). Virtual Communities for Social Change: part of "Gamification of Health, Lessons for the Advertising Industry" special topics panel. Presented at the American Academy of Advertising 2016 Annual Conference, Seattle, Washington, March 18, 2016.

Davis, D. & Boellstorff, T. (2015). Compulsive Creativity: Virtual Worlds, Disability, and New Selfhoods Online. Presented at Association for Education in Journalism and Mass Communication annual conference. San Francisco, California. August 2015.

Davis, D. (2014). Exploring the Use of Social Media to build Healthcare Support Communities. Oregon Public Health Association annual convention. Corvallis, Oregon. October 2014.

Davis, D. (2014). Ethical implications of gamification as a public relations strategy. European Public Relations Education and Research Association annual conference. Brussels, Belgium. September 2014.

Davis, D. & Yang, Y. (2014). Understanding legacy media's role in the hype cycle and adoption of social networks and virtual worlds: A content analysis of U.S. newspaper coverage of social technologies. Association for Education in Journalism and Mass Communication annual conference. Montreal, Canada. August 2014.

Davis, D. & Denton, D. (2014). Finding Virtual Freedom. Panel presented at REWIRED: How Law and Technology Shape Social Progress (Wayne Morse Center Media and Democracy symposium). Eugene, Oregon. January 2014.

Davis, D. (2014). Learning from Disability Communities in Virtual Worlds: A Study of People with Parkinson's in Second Life. Emergent Learning Conference 2014. Corvallis, Oregon. January 2014.

Davis, D. & Calitz, W. (2013). Finding virtual support: The evolution of healthcare support groups from offline to virtual worlds. Presented at Via the Looking Glass, Journal of Virtual Worlds Research Workshop at ICIS 2013. Milan, Italy. December 2013.

Boellstorff, T., **Davis, D.,** & Krueger, A. (2013). Exploring the influence of avatar performance on individuals with Parkinson's disease. Part of *Disability and Virtual Worlds: New Frontiers of Appropriation* panel session presented at the Association of Internet Researchers, Denver, Colorado. October 2013. (Selected as top paper published in conference proceedings).

Davis, D., Farwell, T., Haley, J., & Tsetsura, K., (2012). Teaching public relations and advertising campaigns. Public Relations Division Teaching Panel session presented at the Association for Education in Journalism and Mass Communication annual conference.

Davis, D. & Curtin, P. (2012). Blurring boundaries: Trying to Balance Push and Pull with Constituents in a Digital Communication Age. Presented at the Center for Global Public Relations Global Research Conference. Charlotte, North Carolina. April 2012.

Davis, D. (2011). Performance in online virtual worlds as a method of engaging the disengaged. Presented at the 12th Annual International and Interdisciplinary Conference of the Association of Internet Researchers (AoIR): Internet Research 12.0 - Performance and Participation. Seattle, Washington. October 2011.

Davis, D. (2011). Engaging the disengaged via performance in online virtual worlds. *Selected Papers of Internet Research*. North America, 1, Oct. 2011. Association of Internet Research. Available online at http://spir.aoir.org/index.php/spir/article/view/20/22. (Selected as top paper published in conference proceedings).

Figueredo, F., **Davis, D.,** Christie, C. & Collett, D. (2011). Strategic Communication: Evolving Toward the Future. Teaching Panel session presented at the Association for Education in Journalism and Mass Communication annual conference. St. Louis, Missouri. August 2011.

Davis, D. (2010). Exploring the media effects of 3-D online immersive worlds and how they impact both virtual and real human relations. *Proceedings of the 12th EUPRERA Congress*, Jyvaskyla, Finland, September 2010. Co-facilitated Ph.D. Seminar.

Davis, D. (2010). Discovering the power of presence in 3-D immersive environments for developing relationships online. *NCFR Report*, Summer 2010, Vol. 55.2

Davis, D. & Fogarty, K. (2010). Teaching Family and Consumer Science with Interactive Technologies: 3D Virtual Worlds, Social Networking Sites, E-Learning, Blogging, and Workgroups. General

session presentation at Florida Family and Consumer Sciences Summit—2010, Ocala, Florida. February 2010.

Davis, D. & Fogarty, K. (2010). Teaching Family and Consumer Science with Interactive Technologies: 3D Virtual Worlds, Social Networking Sites, E-Learning, Blogging, and Workgroups. General session presentation at Florida Family and Consumer Sciences Summit—2010, Ocala, Florida. February 2010.

Davis, D. (2010). Building a Global Music Community through Live Performance in the 3-D Virtual World. Paper presented at the University of Florida Student Society for Musicology 4th Annual Interdisciplinary Symposium, March 20, 2010.

Davis, D. (2009). Building, bridging, and maintaining human relationships formed in 3-D virtual immersive environments: Are these relationships real, virtual or both? Presented at EUPRERA PhD seminar, Bucharest, Romania, September 2009.

Bowers, W., **Davis, D**., & Neely, J. (2009). Framing Second Life for Use in Higher Education: An analysis of *EDUCAUSE Review* and *The Chronicle of Higher Education*. Paper presentation presented at the Association for Education in Journalism and Mass Communication annual conference. Boston, Massachusetts. August 2009.

Davis, D. (2009). Building, bridging, and maintaining human relationships formed in 3-D virtual immersive environments: Are these relationships real, virtual or both? Presented at EUPRERA PhD seminar, Bucharest, Romania, September 2009.

Davis, D. (2009). Emergence of multi-media web tools for families. Presented at the GAFCS/FAFCS 2009 Annual Meeting in Savannah, Georgia, March 27, 2009.

Davis, D. (2009). Marketing in a new media environment: Using emerging technologies to connect with clientele and achieve your marketing goals. Presented at the FCS Summit, Kissimmee, Florida, February 10, 2009.

Davis, D. (2008). Exploring "Digital Social Capital" as developed in virtual worlds, presented at EUPRERA PhD seminar, Milan, Italy, October 2008

Davis, D. (2008). "The Amazing Internet: From websites to virtual worlds: Using emerging technologies to connect with members and achieve your goals," Workshop presentation for the National Association of Councils, National Council on Family Relations annual conference. Little Rock, Arkansas. November 2008.

Davis, D. (2008). "A concept explication of digital social capital." Paper presentation at the Association for Education in Journalism and Mass Communication annual conference. Chicago, Illinois. August 2008.

Davis, D. (2007). "Building, strengthening and measuring communication through the powerful tools of the Internet" Workshop presentation for the National Association of Councils, National Council on Family Relations annual conference. Pittsburgh, Pennsylvania. November 2007.

Smith, S., Baugh, E., Davis, D., & Zissimopulos, L. (2007). "Welcome Baby Kit: A community-based program for new parents." Poster presentation at the National Association of Councils, National Council on Family Relations annual conference. Pittsburgh, Pennsylvania. November 2007.

Fogarty, K., Smith, S., Jenkins, J., Davis, D., & Figlio, T. (2007). "Teaching with new technologies: Blogging, podcasts, WebCT and More!" Concurrent session presented at the National Council on Family Relations annual conference. Pittsburgh, Pennsylvania. November 2007.

Smith, S., Davis, D., and Converse, D. (2007). "Family Album Radio: A Tool for Families and Schools in Your Community" presented at 2007 Florida PTA Leadership Conference. Palm Harbor, Florida. July 2007.

Davis, D. and Smith, S. (2006) "Using podcasting as an effective method of family life education." Poster presentation at National Council on Family Relations annual conference, Minneapolis, Minnesota. November 2006.

Douglas, M., Williamson, A. and Davis, D. (2006) "Family Album Radio broadens listenership using podcast technology." Concurrent session at National Extension Technology Conference. Gainesville, Florida. May 2006.

Douglas, M., Williamson, A., Davis, D., and Wood, A. (2006). "Family Album Radio: From broadcast to podcast." Presentation at Association for Communication Excellence in Agriculture, Natural Resources, and Human and Life Sciences annual conference. Quebec City, Quebec, Canada. June 2006.

TEACHING AND CURRICULUM DEVELOPMENT

As Full, Associate, and Assistant Professor, University of Oregon School of Journalism and Communication

Member, Provost's Teaching Academy. Academic years 2021-22 and 2022-23.
Member, Provost's Teaching and AI CAIT, 2023-2024

Graduate courses taught at the University of Oregon in Portland, Oregon:

JCOM 664 Foundations in Immersive Media Communication -Introductory course for the Immersive Media Communication master's program covering historical context of XR technologies and the spatial web and how they are or can be used in strategic communication. (Fall 2020 – present)

J610: Immersive Media Seminar: Artificial Intelligence – Annual seminar class covering contemporary issues in immersive media. This course served as an introduction to and evaluation of artificial intelligence in communication. (Winter, 2024)

J621: Foundations in Strategic Communication – Introductory course for the Strategic Communication master's program covering the cornerstones of strategic communication practice and theory. (Fall 2013, Fall 2019, Fall 2020, Fall 2022, Fall 2023, Fall 2024)

J611: Mass Communication and Society - Review of the literature of mass communication and an introduction to graduate study in journalism and communication. (Fall 2011, 2012, 2014, 2015, 2016, 2017)

J623: Creativity in Strategic Communication – Capstone course in strategic communication master's program. Team-based campaign development and implementation for an annual client(s). (Fall 2012-2021)

J610: Communications Ethics in the Digital Age – 4-credit course added to the Strategic Communication curriculum as a required course in 2018. Introduces students to ethical frameworks and applications in the increasingly open and challenging media ecosystems. (Winter 2018 – current)

J624: Building Communities and Brands in Social VR – 2-credit elective offered as part of an evolving curriculum in the Oregon Reality (OR) Lab, introducing students to immersive media for the purposes of creating online social communities and thinking about the ways organizations can position themselves in these environments as emerging communication strategies.
(Winter, 2019-2020)

J610: Strategic Communication Research Methods - This course focused more specifically on both traditional and digital research methods with an emphasis on qualitative approach as well as their appropriate use in both academics and applied fields. (Spring 2013, 2014, 2015, 2017)

J624: Project Management and Planning - Graduate workshop provided the fundamental theories and skills in strategic communication project planning from research, to implementation to analysis with focus on strategic thinking to guide tactical decisions. (Spring 2013, 2014, 2016, 2017)

J610: Marketing Communication – An in-depth exploration of the changing roles of public relations, advertising, marketing, and promotion, both traditionally and digitally, in creating integrated communication plans. (Fall, 2011)

J624: Search Engine Marketing and Optimization – Three-day graduate workshop with featured industry experts designed to provide professionals with fundamental understanding and application of search engine marketing and optimization. (Winter, 2012)

J610: Strategic Communication Research and Planning – Course focused on the principals of research in strategic communication management as well as an examination of current case studies and plan development. (Spring, 2012)

Upper division undergraduate courses taught:

J452: Strategic Public Relations Communication – Advanced course with emphasis on integration of traditional and social media strategies in organizational communication.

J495: Research Methods: Strategic Communication – Comprehensive introduction to research methods used in public relations and advertising.

J454: Strategic Public Relations Campaigns - Capstone course for senior students working with local and national clients to research current issues and develop strategic campaigns utilizing targeted print, broadcast and online tools. (2011 clients included GE Technology Services Group and the Portland Art Museum)

J350: Principles of Public Relations - Introductory course to the profession of public relations with comprehensive overview of theory, history, law, ethics, research, planning and career opportunities.

Additional workshop taught:
Writing for Graduate School – One-credit (non-graded) workshop created for new graduate students introducing them to academic writing and publication.

Additional teaching experience: Adjunct Instructor, University of Florida, 1982-2007

Courses taught: Editing and Graphics – Students learned copy-fitting, cropping and scaling, basic print design and formatting, printing terms and specification -- lecture and lab.

Business and Technical Communication – Newsletter, annual report, and magazine design and production -- lecture and lab.

Orange and Blue Magazine – Supervised student staff for a four-color 32-page magazine produced twice annually.

Visual Communication -- Created new curriculum consolidating Editing and Graphics and Business and Technical Communication courses with the advent of computer technology and Internet use, including webpage design -- lecture and lab.

Public Relations Campaigns – Capstone course for senior students working with real local and national clients to research issue and develop comprehensive campaign utilizing targeted print, broadcast and online tools.

Online courses developed for Online Master's Program in Web Design and Digital Media:

Research Methods in Digital Communication
Social Media and Virtual Worlds

STUDENT MENTORSHIP:

The following list represents student capstone/dissertation/thesis committees on which I've served during my time at the SOJC. When I served as chair, it is indicated. For all others, I served as a committee member. As director of the Strategic Communication master's program, I have had a rather heavy mentorship responsibility. Not indicated on this list are the students who come to me for advising even when I am not formally on their committee. We do not have a formal student advising staff for our program outside our graduate program manager in Eugene so that duty typically falls on me.

Current advisees Strategic Communication and MMJ program:
- Meredith Floyd-Peterson (Chair)
- Michele Loftus (Chair)
- Jake Savelich (Chair)
- Barbara Soule (Second Reader)

Strategic Communication Projects
- Carrie Wanous (Chair) – 2020-2022
- Maeve Conner – 2020-2022
- Hanna Neuschwander - 2019-2022 *Awarded Outstanding Strategic Communication terminal project.*
- Andy Jobanek (Chair)- 2020-2022
- Ruby Cho (Chair) – 2020-2022
- Karina Peterson (Chair) – 2020-2022
- Maddie Tew - 2019-2022
- Mitchell Evens (Chair) – 2018-2021
- Adriana Wollney – 2019-2021 *Awarded Outstanding Strategic Communication terminal project.*
- Gaby Sullivan (Chair) – 2019-2021
- Olyvia Chac (Chair) – 2019-2021
- Marashah "MJ" Jackson (Chair) – 2020-2021
- Rachel Yang Leung (Chair) – 2019-2021
- Hana Campbell (Chair) – 2018-2020
- Hana Daniel (Chair) – 2019-2020
- Mary Anne Funk, MMJ student (Committee member) 2019-2020
- Skye Weadick (Chair)– 2016-2018
- Jenna Galbreath (Chair) – 2016-2018
- Tammy Cook (Chair) – 2015-current
- Tianna Waite (Chair) – 2015-2017

- Jordan Imlah – (Chair) 2016-2017
- Brenda Buratti (Chair) 2016-2017
- Ellen Payne (Chair)– 2012-2016. *Awarded Outstanding Strategic Communication terminal project.*
- Jennifer Luecht (Chair) – 2014-2016
- Gerlene Rodriguez (Chair) – 2014-2016
- Lucila Cejas Epple (Chair) – 2014-2016
- Loraine Howell (Chair) – 2014-2015
- Melissa Delyser (Chair) - 2013-2015. *Awarded Outstanding Strategic Communication terminal project.*
- Kevin Gaboury (Chair) – 2013-2015
- Brenda Buratti (Chair) - 2012-2014
- Chrissy Purcell (Chair) - 2012-2014
- Kara Christenson (Chair) - 2012-2014. *Awarded Outstanding Strategic Communication terminal project.*
- Kelli Roesch - 2012-2014
- Beth Anne Hughes (Chair) - 2011-2013. *Awarded Outstanding Strategic Communication terminal project.*
- Sara Lee (Chair) - 2011-2013
- Laura Shepard - 2011-2013
- Amber Dennis – 2011-2013
- Stacy Butchart, (Chair) 2011-2012. *Awarded Outstanding Strategic Communication terminal project.*
- Elizabeth Craig (Chair) – 2011-2012
- Charles Dye (Chair) – 2011-2012
- Elizabeth Shannon – 2011-2012
- Kara O'Connell – 2011-12

PhD Dissertation Committees
- Chair, Waseq Rahman – 2018-present
- Chair, Sumita Louis – 2018-present
- Chair, Jared Hansen – 2018 - 2022
- Committee member, Kay Chansiri – 2018-2021

Master's Thesis Committees
- Chair, Spencer Bennett – 2016-2018
- Committee member, Connie Chandler – 2013-2014

Undergraduate Honors Thesis
- Committee member, Lindsey McCarthy, 2010-2011

SERVICE AND PUBLIC OUTREACH

Service to the University of Oregon School of Journalism and Communication

- Director, Strategic Communication master's program (2014-present)
- Director, Oregon Reality (OR) Lab (2018-present)
- Director, Immersive Media Communication master's program (2022-current)
- Interim Area Director, Public Relations Undergraduate Program (Feb-June 2019)
- Graduate Affairs Committee (Member, 2014-present)
- Co-founder and co-chair (with professionals Lou Capozzi, MSL Group, and Frank Shaw, Microsoft) of the Strategic Communication Leadership Network
- Search committee co-chair, PR Professor of Practice (2022-23)
- Search committee member, UO VP of Communications (Fall 2021)
- Search committee member, Immersive Media Psychology TTF search (Fall 2019)
- Search committee member, Game Studies TTF search (2018)
- Guest lecturer for Kelli Matthews, J480/580 Strategic Social Media course, January 23, 2017
- SOJC Research Series lecture, "Virtual Worlds, Disability and New Cultures of the Embodied Self," January 8, 2016, Eugene, Oregon
- Guest lecturer for Laurie Phillips-Honda, J453 Case Studies course, October 28, 2015
- Guest lecturer for Kelli Matthews, J480/580 Strategic Social Media course, May 14, 2015
- Guest lecturer for Tiffany Gallicano, Non-profit Public Relations Theory graduate course, June 1, 2015
- 2015 Summer Faculty Fellowship Reviewer, Agora Journalism Center (2015)
- Working Identity Team – Ad hoc committee member (2015)
- Moderator for "What is Journalism?" conference (2015)
- SOJC FPC case preparation committee for Bryce Newell (tenure -2022); Hollie Smith (chair, tenure - 2021); Taeho Lee midterm review (2020); Senyo Ofori-Parku (mid-term review – 2019); Autumn Shafer (tenure – 2019); Josh Netzer's review for promotion to senior instructor (Pat Curtin, Chair of the CPC, 2014)
- Search committee member for Public Relations Instructor search (2014)
- Moderator for "What is Documentary?" conference (2014)
- Coordinated spring speaker series program/open house for the Turnbull Center, featuring speaker Sabrina Stoffregen from the Intel Ambassadors program
- Reviewer for spring Public Relations portfolio reviews in Portland (2013 and 2014)
- Guest lecturer for Laurie Honda-Phillips, J480/580 Strategic Social Media course, Feb. 17, 2014
- Search committee member: SOJC Dean search (2013)
- Assisted Turnbull interim directors on multiple occasions in searches for adjunct professors, marketing consultants, and to build relationships with leaders in allied professional networks such as PRSA, IABC, Portland Advertising Federation and others
- Provided support to Carol Stabile with FEMBOT, a multi-university un-conference focused on virtual learning (2013)
- Served as moderator for "What is Radio?" conference (2013)

- Guest lecturer for Kelli Matthews, J412 Strategic Social Media course, Feb. 6, 2013

Service to the University of Oregon

- Provost's Faculty Hiring Advisory Committee (2022 and 2023)
- UO-Portland Academic Committee member (2016-current)
- Committee member, Oregon 2021 Immersive Experience (2019-2020)
- Committee member, Industry Engagement Working Group (2019-current)
- UO-Portland vision development committee member (2016-2017)
- Wayne Morse Center Media and Democracy steering committee (2012-14) Coordinated and presented on a panel on social implications of virtual being.
- UO Disability Studies Research Interest Group member (http://studydisability.uoregon.edu/faculty/) – Presented current research with Parkinson's community at annual meeting held in November, 2014. See http://around.uoregon.edu/content/forum-explores-many-facets-disability-studies-research

External Service: Community Service and Outreach

- Member, Public Relations Society of America (2013-current). Coordinated (with Turnbull interim director) arrangement with PRSA Portland to become the new "home" for the local chapter.

- Member/PR Committee co-chair, City of Portland Reputation, Recovery, and Rebranding Table, 2020-2021.

External Service: Service to the Profession

- Editorial and Advisory Board member – Institute for Public Relations, Digital Media Research Center.
- ICA Human-Machine Communication International "Meet the Lab" collaborative member.
- Advisory Board - Annenberg Virtual Reality Collaborative at the University of Pennsylvania.
- Editorial Board – Journal of Public Interest Communications (2021-current)
- National Science Foundation panel member (2018)
- Panelist: "Diversity access gaps and benefits for work." New Social Entanglements: Mixed Realities Tech Summit, co-hosted by the User Experience Design team at Intel's Client Computing Group and the University of Oregon Art and Technology Program. Portland, Oregon. June 9th, 2017.
- Advisor for the development of the PRSA "Career Guide: Advancing the Profession and the Professional." Copyright 2016, PRSA Metro Chapter of PRSA.
- Panelist: Society of Professional Journalists, Oregon Territory "Build a Better Journalist" conference – VR- Presence and Agency panel. Portland, Oregon. January 23, 2016.

- Panelist: "New Media, New Opportunities: How to Start (or Restart) a Career in Communication." Mac's List event. October 27, 2015.
- Guest lecturer for Anna Klyueva, social media class, University of Houston-Clear Lake, October 25, 2016, and September 22, 2015.
- Panelist: "Storytelling in a Digital Age." National Conference for Marketing and Public Relations (NCMPR) national conference, Portland, Oregon. (March 23, 2015).
- Served as paper reviewer for the AEJMC Communication Technology and Communicating Science, Health, Environment and Risk divisions. (2013, 2014 and 2015). Also reviewed papers for ICA Communication and Technology division and Health Communication division.
- Guest lecturer: Open University (UK), SUNY Oswego, Applied Research in Virtual Environments for Learning (ARVEL), Oregon Public Broadcasting, Portland Games for Change, Cornell University (2019 and 2020), The College of New Jersey (2020)

Journal Reviewer

- *Journalism and Mass Communication Quarterly*
- *Convergence*
- *New Media and Society*
- *Information Communication and Society*
- *Virtual Reality*
- *Journal of Public Interest Communication*
- *Journal of Marketing Communications*
- *Family Relations*

ASSOCIATIONS

- Association for Education in Journalism and Mass Communication, 2011-present
- Public Relations Society of America, 2013-present (Accredited, APR)
- Association of Internet Researchers, 2010-present
- International Communication Association, 2016-present

PROFESSIONAL COMMUNICATION/MEDIA EXPERIENCE

Senior Producer /Host, Family Album Radio – UF/IFAS Extension - August 2003 - 2013 Responsible for script development of a two-minute daily radio program based on current family social science research, including writing and/or editing and voicing all programs. *Family Album* ran weekdays on WUFT-FM/WJUF-FM and was distributed nationally through NPR affiliate stations and weekly podcasts. Also oversaw podcast and Website development, marketing, and distribution (20-hour-per-week position). Continued to host, providing weekly pre-recorded programs from 2010-2013 while living in Oregon.

Public relations and marketing experience:

Public Relations and Marketing Consultant - 1996-2006

➢ Develop and implement public relations and marketing programs and services on a consulting basis. Client list available upon request.

➢ Published articles in several national, regional, and local publications (samples available upon request). Have also appeared as a guest lecturer at local, regional, state, and national meetings on various new media, public relations, and development topics.

Director of Marketing - Emmer Development Corporation - April 1995 to December 1996
➢ Responsible for creating and managing marketing and sales programs for residential developments. Marketing tools included advertising, promotions, model home merchandising, direct mail, media relations, community relations, and the development of all collateral materials.

Owner/President   - JUST WRITE - January 1987 to January 1990
➢ Built public relations firm with an original emphasis on editorial and publications consulting. Developed into a full-service agency including publication production, video production, promotional and development campaign research and implementation, and editorial services for local and international clients in health care, arts, environmental, and real estate industries.

Publications Editor   - WUFT-TV/FM - University of Florida - August 1985 to January 1987
➢ Edited and designed an award-winning monthly program guide for members of PBS station. Also produced internal newsletter.

Public Relations Director - Hippodrome State Theatre - 1982 to 1985
➢ Responsible for promoting all theatre activities, including Mainstage, Second Stage, and Theatre for Young Audiences productions. Coordinated Tenth Anniversary membership campaign and fund-raiser featuring Sally Field. Additionally functioned as editor, designer, and layout artist for Playbill for each Mainstage production.

Development experience:

Director of Development - Caribbean Conservation Corporation - April 1994 to April 1995
➢ Responsible for the creation and supervision of all marketing, communication, and development activities for a 35-year-old non-profit international environmental organization. Development activities included membership programs, corporate support, foundation support, major gifts, planned giving, and merchandise development.

Director of Corporate Support - WUFT-TV/FM, University of Florida - June 1989 to April 1994
➢ Responsible for securing and servicing all corporate contributors for the University of Florida PBS and NPR affiliate television and radio stations. Developed internal and external communication and programs to enhance and encourage continued support through grants. Secured in excess of $250,000 in FY92-93. Recognized with one of three national Awards of Achievement in Corporate Support by PBS in 1993. Worked as a member of the national underwriting team that assisted PBS in developing the "High Impact Selling" national training program - 1993.

Additional Professional Activities

Florida Public Relations Association
➢ 1991-1992 First working mother to serve as State President of a 1,000-member statewide professional association with a $2.5 million budget. During my term as president, the association launched a quarterly four-color magazine and developed a long-range strategic plan. Other offices held: President-elect for state association - 1990-91; Vice-President of Communication, 1989-90; Vice-president of member services for state association - 1988-89; Gainesville chapter president - 1988; Local Roast and Toast chairman - 1987; Local Image Awards chairman - 1985-86. As president of FPRA, represented the association as a member of board of the North American Public Relations Council. Accredited by FPRA with APR and CPRC designations. Winner of multiple state and local Image Awards for public relations campaigns, special events and publications.
➢ Received 2006 UF/IFAS Gold Image award (includes all programs, including Extension, throughout the state of Florida) for Family Album Radio participation in United Way's Success by Six initiative. Also was awarded UF/IFAS Grand Image Award (best overall) in 2005 for launch of Family Album Radio.
➢ Recognition for outstanding service as Local Arrangements Co-Chair for the National Council on Family Relations 2004 international conference in Orlando, Florida.