

DANIEL G. MCDONALD

EDUCATION

Ph.D., 1983, Mass Communication, University of Wisconsin-Madison. Cognate: Educational Psychology. Dissertation: "Television program preference, choice and viewing behavior."

M.A., 1979, Journalism and Mass Communication, University of Florida.

B.A., 1973, English Literature and Film Studies, University of Florida.

ACADEMIC POSITIONS

Director, School of Communication, Ohio State University	2014-present
Associate Director, School of Communication, Ohio State University	2010-2014
Professor (tenured), School of Communication, Ohio State University.	1998
Associate Professor (tenured), Department of Communication, Cornell University.	1990 - 98
Fulbright Research Scholar, Department of Recreation and Leisure Studies, Applied Health Sciences, University of Waterloo, Waterloo, Ontario.	1993
Visiting Lecturer, Department of Journalism and Communication, Chinese University of Hong Kong, Shatin, N.T., Hong Kong.	1992
Assistant Professor, Department of Communication, Cornell University.	1984-1990
Assistant Professor, Department of Speech Communication, Auburn University.	1983-1984
Research Assistant, School of Journalism and Mass Communication, University of Wisconsin-Madison.	1983
Instructor, Madison Community Access Center (Cable Access), Madison, WI.	1983
Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin, Madison.	1982-1983
Project Assistant, Mass Communication Research Center, University of Wisconsin-Madison.	1980-1982

OTHER PROFESSIONAL POSITIONS**Media Research**

- Consultant, American Community Cablevision Channel Preference Survey, Ithaca 1984.
- Consultant, Subscriber and nonsubscriber television program and service preferences 1983
to determine the economic feasibility of addressable cable services. Complete Channel TV,
Madison, WI,.
- Consultant, Programming and preference feasibility survey, Complete Channel TV, 1983
Madison, WI, .
- Analyst, Public recognition and evaluation of Madison area newscasters. WMTV, 1982
Madison, WI.
- Analyst, Assessment of recognition of public television stations in a secondary 1981
analysis of Nielsen viewing diaries. Wisconsin Educational Communication Board
(TV/Radio Network).
- Analyst, Wisconsin Educational Communications Board (TV/Radio Network) 1980-1981
Madison, WI.
- TELSAM Research (division of Chilton Research) - Survey Research Manager 1980
(CATI system) - approximately 35,000 interviews per month for AT&T.
- Analyst, High school news audience analysis, WKOW-TV, Madison, WI 1980
- Assistant Research Director, WUFT-TV, Gainesville, FL 1978-1979

Media Writing/Production

- Faculty Adviser/Production Supervisor, WEGL-FM, Auburn University, Auburn, AL 1983-1984
- Cablecaster, Madison Community Access Center, Madison, WI 1983-1984
- Recording Engineer/Producer - "A Tribute to John Fahey," Kicking Mule Records, 1978
Berkeley/Sonnet Records, London, SNKF155
- Documentary Film-maker, WUFT-TV, Gainesville, FL 1977-1978

INTERNATIONAL EXPERIENCE

Visiting Fulbright Research Scholar, Department of Recreation and Leisure Studies, Applied Health Sciences, University of Waterloo, Waterloo, Ontario, Canada.	1993 - 8 months
Visiting Lecturer, Department of Journalism and Communication, Chinese University of Hong Kong.	1992 - 6 months
Instructor, Workshop on Evaluation Research for Educational Media, Department Educational Mass Media, Addis Ababa, Ethiopia.	1987
Instructor, Workshop on Radio Production and Evaluation, University of the Pacific, Alafua Campus, Apia, Western Samoa.	1985

COURSES TAUGHT

Courses in historical and contemporary issues in communication

- Media and Society
- History of Communication
- History of Mass Communication Research
- Foundations of Communication Theory
- Communication Technologies
- Communication, Mood and Emotion
- Communication Theory
- Radio/TV/Video Production
- Radio/TV News
- Quantitative Research Methods/Advanced Research Methods
- Data Analysis
- Industry Research Methods

ACADEMIC ORGANIZATION SERVICE AND COMMITTEES

Editorial Board, <i>Communication Research</i>	2003 – present
Reviewer, <i>Cyberpsychology, Behavior and Social Networking</i>	2010 – present
Reviewer, <i>International Journal of Public Opinion Research</i>	2010 – present
Reviewer, <i>Asian Journal of Communication</i>	2010 - present
Reviewer, <i>Urban Studies</i>	2008 - present
Reviewer, <i>Journal of Computer-Mediated Communication</i>	2007 - present
Reviewer, <i>Media Psychology</i>	2007 - present
Reviewer <i>Journal of Broadcasting & Electronic Media</i>	1992 - present
Reviewer, <i>Communication Research</i>	1984 – present
Reviewer, <i>Journal of Communication</i> .	1992 – 2004; 2010

Reviewer, <i>Communication Methods & Measures</i>	2008 - 2010
Reviewer, <i>Journalism Quarterly</i>	1984 - 2007
Reviewer, <i>Social Science Journal</i> .	1990 - 1998
Reviewer, EPA EMPACT Program Proposals	1998
Elected Head, Theory and Methodology Division, AEJMC	1992 - 1993
Head, Teaching Standards Committee, Theory and Methodology Division, AEJMC	1991-1992
Elected Member, Executive Committee, Theory and Methodology Division, AEJMC	1989 -1991
Member, Bill of Rights Bicentennial Committee, AEJMC	1989-1991
Member, Communication Technology and Public Policy Committee, AEJMC	1986-1987

ACADEMIC AND PROFESSIONAL HONORS AND AWARDS

Top Paper Award, Information Systems Division of ICA	2000
Distinguished Teaching Award from African-American Student Group	1994
Teaching Excellence Award by Cornell Inter-Fraternity Council	1993 -1994
Visiting Fulbright Research Scholar, University of Waterloo, Waterloo, Ontario, Canada.	January-August, 1993
Listed as one of ten most productive researchers in the field of telecommunication, <i>Journalism Quarterly</i> .	1991
Invited Visiting Scholar, School of Journalism and Mass Communication, University of Florida, Gainesville, Florida.	1988
Co-Winner, Theory and Methodology Student Paper Competition, Association for Education in Journalism and Mass Communication.	1983
Winner, Theory and Methodology Student Paper Competition, Association for Education in Journalism and Mass Communication.	1982
Milwaukee Journal Fellow, University of Wisconsin-Madison.	1979

SELECTED UNIVERSITY, COLLEGE AND SCHOOL SERVICE and COMMITTEES At OSU

College and University	
Board of Regents' TAG Review Panel	2013 - 2014
Arts & Sciences Graduate Curriculum Committee	2012 - 2014
Social and Behavioral Sciences, Graduate Studies Chairs Group	2012 - 2013
Graduate School Enrichment Fellowship Committee	2011 - 2014
Arts & Sciences e-Learning Implementation Group	2012 - 2013
Social and Behavioral Sciences Budget and Planning Committee	2005 – 2010
OSU Graduate School University Fellowship Committee (4 terms)	2005 - 2009
Social and Behavioral Sciences Promotion & Tenure Committee	2001 – 2004, 2008
University Senate (Alternate)	2000 – 2004
OSU Graduate School Curriculum Committee	2005 – 2007
OSU Graduate School Research and Graduate Council	2005 - 2007
School of Communication/School of Journalism and Communication	
Associate Director for Planning and Strategy	2009 – 2014
Interim Graduate Studies Chair	2012 – 2013

Promotion and Tenure Committee	
<i>Chair</i>	2005 – 2007, 2009 - 2014
<i>Chair for external tenure reviews</i>	2007-2008, 2010, 2012-2014
<i>Chair and Member, P&T reading committees</i>	2005 – 2008, 2011
Clinical Faculty Search Committee	
<i>Chair</i>	2011-2012
Lecturer Search Committee	
<i>Chair</i>	2009 – 2010, 2011
Faculty Search Committee (multiple positions each year)	
<i>Chair</i>	2000-2002, 2005 – 2011
<i>Member</i>	1999, 2003 – 2004, 2011-12
<i>Procedural Oversight Designee</i>	2003 – 2004
Lecturer Coordinator, School of Communication	2005 – 2009
Lantern Financial Overseer School of Communication	2005 – 2009
Lantern Personnel Hiring Committee (Chair)	2008 – 2009
Graduate Studies Committee School of Communication, <i>Member</i>	1999-2000, 2005 - 2006
Graduate Studies Committee, School of Communication, <i>Chair</i>	2000 - 2005
Journalism and Communication Space and Technology Committee	1998 – 2005
Broadcast News /WOSU Public Affairs Position Search Committee, <i>Chair</i>	1999 - 2000
Journalism and Comm. Technology Committee	1999 - 2000
Journalism and Comm. Academic Enrichment Proposal Group (lead)	1998 - 2000
<i>Cornell University:</i>	
University/College	
Cornell University Committee on Academic Programs and Policies	1997 – 1998
Core Curriculum Council, 1996-1997; 1997-1998	1996 - 1998
Cornell Computer Labs Director Search Committee	1997
Department of Communication	
Organizational Communication Search Committee, <i>Chair</i>	1997 - 1998
Communication Technology Search Committee	1996 - 1997
Health Communication Search Committee	1995 - 1996
Departmental Service Curriculum Committee <i>Chair</i>	1994 - 1996
Communication as a Social Science Focus Area Committee, 1994-1998.	1994 - 1998
Communication Technology Focus Area Committee	1994 - 1998
Graduate Program Committee	1993 - 1998
Undergraduate Program Committee,	1990 - 1997
Ph.D. Development Committee	1990 - 1992
Anson Rowe Award Committee (<i>Chair</i> , 1997)	1986, 1997
Electronic Media Sequence Committee, <i>Chair</i>	1986 – 1992
Writing Instructor Search Committee	1986
Research Committee	1984 - 1990
M.S. Development Committee	1984 - 1990
Public Communication Planning Committee	1984 - 1986
Electronic Media Study Committee	1984 – 1986

GRANTS

McDonald, Daniel G. The Audience Experience. School of Communication Miller Grant, \$2000. 2006-2007.

Daniel G. McDonald (with others) Rural Communities and Communication Technologies, NTC-171 Regional Grant, USDA, \$50,000, 1997-2002. Multi-Year funding.

Daniel G. McDonald and Geri Gay, "Communication Technologies and Rural Communities," USDA, \$25,000 1997-2000.

Daniel G. McDonald and Carroll J. Glynn, "Consumers' Perceptions of IPM," New York Berry Growers Association, \$1400, 1997.

Daniel G. McDonald and Carroll J. Glynn, "Fostering Interdisciplinary and Multidisciplinary Research," USDA, \$7,000 1995-96; \$10,000, 1996-97; \$10,000 1997-98.

Daniel G. McDonald (Cooperator) USDA Special Initiative IPM grant (with Mike Hoffmann and others), "Integrated Pest Management for Diversified Fresh Market Vegetable Producers, \$20,000, 1995-96.

Daniel G. McDonald (Cooperator) USDA Special Initiative IPM grant (with Joe Kovach and others), "Investigating Integrated Pest Management Approaches for Apple Growers," \$20,000, 1995-96.

Daniel G. McDonald (Cooperator) USDA Special Initiative IPM grant (with Wayne Wilcox and others), "Integrated Pest Management and Grapes," \$20,000, 1995-96.

Daniel G. McDonald and Carroll J. Glynn (cooperators), "Macro-Scale Implementation of IPM for Grapes in New York and Pennsylvania: On-Farm Demonstrations," USDA, \$33,000, 1995-96 (Joe Kovach, P.I.)

Carroll J. Glynn, Daniel G. McDonald and Robert Graham, "Environmental Issues in National Parks," Province of Ontario, Ministry of Natural Resources, (\$5,000), 1993.

Daniel G. McDonald and Carroll J. Glynn, "Widespread Beliefs About Environmental Issues in Canadian Parks," Canadian Studies Program, Government of Canada, (\$6,000), 1993.

Daniel G. McDonald and Carroll J. Glynn (co-recipients), Fulbright Research Award, for "Canadians' Perceptions of National Park Use and Environmental Impact," (\$21,600), 1993.

Carroll J. Glynn and Daniel G. McDonald, "Formal and Informal Adoption of Integrated Pest Management Techniques." multi-year funding (5 years); \$16,000, 1990-91; \$28,000, 1991-92; \$28,000, 1992-93; \$28,000, 1993-94, \$20,000, 1994-95, USDA.

Daniel G. McDonald, "Computerized Facilitation of Course Enrollment," Office of Academic Programs, Cornell University (\$63,650), 1990-92.

Ronald E. Ostman, Carroll J. Glynn and Daniel G. McDonald, Principal Investigators, "Return to Elmira: The Impact of Communication Technology on Voting Decisions," National Association of Broadcasters (\$5,000), 1988.

Daniel G. McDonald, Design and conversion of a former classroom as the Electronic Media Lab, Office of Academic Programs, Cornell University (\$50,000) 1987.

Daniel G. McDonald, "Use of New Telecommunication Technology Among Rural Residents," United States Department of Agriculture (\$23,000), 1985-88.

Daniel G. McDonald, "A Structural Analysis of Television Viewing," National Association of Broadcasters (\$1,200), 1982.

REFEREED PUBLICATIONS AND BOOK CHAPTERS

McDonald, D.G., Sarge, M., Lin, S-F., Collier, J., & Potocki, B. (2015). A Role for the Self: Media Content as Triggers for Autobiographical Memories. *Communication Research*. DOI: 10.1177/0093650212464771

McDonald, D.G. & Johnson, B.L. (2013). Is time money? Media expenditures in economic and technological turbulence. *Journal of Broadcasting & Electronic Media*, 57(3), 282-299. DOI: 10.1080/08838151.2013.816705

McDonald, Daniel G. & Dale, K. (2013) "Internet." Revised entry in *The International Encyclopedia of Communication*. W. Donsbach (ed.) Blackwell.

Lin, Shu-Fang, & McDonald, D. G. (2011). Assessing dimensionality of the parasocial interaction scale. *Journal of Information Communication*, 2, 1-28.

Revised entries in *The International Encyclopedia of Communication*. W. Donsbach (ed.) Blackwell, 2010-11: McDonald, Daniel G. "Internet."

McDonald, Daniel G. "Media Use and the Social Environment." Pp. 251-265 in R. Nabi and M.B. Oliver (eds.) *The Handbook of Media Effects*. Sage, 2009.

McDonald, Daniel G. and Meng, Jingbo. "The Multitasking of Entertainment." Pp. 142-157 in S. Kleinman (ed.) *The Culture of Efficiency*. Peter Lang, 2009.

- McDonald, Daniel G. "Disowning Projection," "Radio Networks," "Attention," "Internet," "Coviewing," "Media Content in Interpersonal Communication." Entries in *The International Encyclopedia of Communication*. W. Donsbach (ed.) Blackwell, 2008.
- McDonald, Daniel G. "Knowledge/Communication Gap/Divide." In P. Lavarakas (ed.) *Encyclopedia of Survey Research*. Sage, 2008.
- McDonald, Daniel G. and Shu-Fang Lin, "The Effect of New Networks on U.S. Television Diversity." *Journal of Media Economics*, 17(2), 105-122, 2004.
- McDonald, Daniel G. "Media Effects in the 20th Century." Chapter prepared for Downing, J.J., McQuail, D., Schlesinger, P. and Wartella, E. (eds.) *Handbook of Media Studies*, Sage 2004.
- McDonald, Daniel G. and John W. Dimmick (2003), "The Conceptualization and Measurement of Diversity." *Communication Research* 30(1), 60-79.
- Kleinman, Susan and Daniel G. McDonald (2000), "Silent Film and the Socialization of Emotion." *Journal of American & Comparative Cultures*, 23(3) (Published Spring, 2003).
- McDonald, Daniel G. and John W. Dimmick, "Time as a Niche Dimension: Competition between the Internet and Television." In Alan Abarran (ed.) *Time and Media Markets*. (Erlbaum, 2002).
- Dimmick, John W. and Daniel G. McDonald, "The Network Radio Oligopoly, 1926-1956: Rivalrous Imitation and Program Diversity." *Journal of Media Economics*, 14:4, 197-212, 2001.
- McDonald, Daniel G., Carroll J. Glynn, Sei-Hill Kim and Ronald E. Ostman, "The Spiral of Silence in the 1948 Presidential Election." *Communication Research* 28:2, 139-155, 2001.
- McDonald, Daniel G. and Hyeok Kim, "Electronic Game Characters and the Social Self." *Journal of Broadcasting & Electronic Media*, 45:2, 241-259, 2001.
- McDonald, Daniel G. and Carroll J. Glynn, "Applications of information technology in rural development - Experiences from New York State." Proceedings of the Institute for Research and Education in Technology Application, Dublin Ireland, 1998.
- McDonald, Daniel G., Carroll J. Glynn, Michael P. Hoffmann and Curtis W. Petzoldt, "Effects of grower participation on onion IPM demonstrations." *Agriculture, Ecosystems & Environment*, 66(1): 131-138, 1998.

- Shapiro, Michael and Daniel G. McDonald, "Implications of communication research for research on virtual reality." In Frank Biocca and Mark Levy (Eds.), Communication in the Age of Virtual Reality, Hillsdale: Erlbaum, 1995.
- Glynn, Carroll J., Daniel G. McDonald, and James P. Tette, "IPM adoption and conservation behavior." Journal of Soil and Water Conservation, 50(1), 1995, pp. 25-29.
- Glynn, Carroll J., Daniel G. McDonald and Ronald E. Ostman, "Opinions, perceptions and social reality." In Ted Glasser and Charles T. Salmon (Eds.), The Communication of Consent, New York: Guilford Press, 1995.
- Glynn, Carroll J. and Daniel G. McDonald, "Exaggerated differences between nations." Journal of Social Psychology, 134(1): 131-134, February, 1994.
- Glynn, Carroll J. and Daniel G. McDonald, "Perceptions of environmental issues: Experts and the local public." In Proceedings: When Science Becomes Culture. Montreal: University of Montreal, 1994.
- McDonald, Daniel G. and Carroll J. Glynn, "The farm as natural resource: IPM, communication and conservation 'spillover effects.'" In Proceedings: Social Science in Resource Management. Fort Collins, CO: Colorado State University, 1994.
- Glynn, Carroll J. and Daniel G. McDonald, "Local knowledge and environmental issues in Canadian national parks." In Proceedings: Social Science in Resource Management. Fort Collins, CO: Colorado State University, 1994.
- McDonald, Daniel G. and Carroll J. Glynn, "Measuring adoption of IPM: A case study in apples." Agriculture, Ecosystems and the Environment, 48: 219-230, 1994.
- Shapiro, Michael and Daniel G. McDonald, "I'm not a real doctor but I play one in virtual reality: Implications of research in communication for research on virtual reality." Journal of Communication, 42(4), 1992.
- McDonald, Daniel G., "The measurement of media orientation." Journalism Quarterly 67(1):11-20, 1990.
- Bellamy, Robert, Daniel G. McDonald and James Walker, "The spinoff as television programming form and strategy." Journal of Broadcasting & Electronic Media, 34(3):283-297, Summer, 1990.
- McDonald, Daniel G. "Rural audiences and motivations for technology use: Evidence across time and across cultures." Mass Communication and Cultural Identity, V. Manuel Pares I Micas (Ed.). Barcelona: Universitat Autònoma de Barcelona, 133-152, 1988.

- McDonald, Daniel G., "Audience control of network programming." Research & Planning, Washington, DC: National Association of Broadcasters, 1988, 4 pages.
- McDonald, Daniel G. and Russell Schechter, "The audience role in the evolution of fictional television content." Journal of Broadcasting & Electronic Media 31:61-71, 1987.
- McDonald, Daniel G. and Stephen D. Reese, "Media reliance, television news and viewing selectivity." Journalism Quarterly 64(4):763-768, 1987.
- McDonald, Daniel G., "Generational aspects of television coviewing." Journal of Broadcasting & Electronic Media 30(1):75-85, 1986.
- Meadowcroft, Jeanne and Daniel G. McDonald, "An empirical history of research on children and the mass media." Journalism Quarterly 63(3):474-480, 1986.
- McDonald, Daniel G., "Spousal influences on television viewing." Communication Research 12(4):530-545, 1985.
- Reeves, B., Thorson, E., Rothschild, M.L., McDonald, D., Hirsch, J. & Goldstein, R. (1985). Attention to television: Intrastimulus effects of movement and scene changes on alpha variation over time. *The International Journal of Neuroscience* 27:241-255.
- McDonald, Daniel G. and Carroll J. Glynn, "The stability of media gratifications. Journalism Quarterly 61(3):3-33, 1985.
- McLeod, Jack M. and Daniel G. McDonald, "Beyond mere exposure: Media orientations and their impact on political processes." Communication Research 12(1):3-33, 1985.
- McLeod, Jack M., Carroll J. Glynn and Daniel G. McDonald, "Issues and images: The influence of media reliance in voting decisions." Communication Research 10(1):37-58, 1983.
- McDonald, Daniel G., "Investigating assumptions of media dependency research." Communication Research 10(4):509-518, 1983.

OTHER PUBLICATIONS AND REPORTS

- McDonald, Daniel G. "Turning Generational Differences into Media Opportunities: A Closer Look at Matures (A65+)." Cable and Telecommunications Association for Marketing, New York. December, 2009.
- McDonald, Daniel G. "White Paper #3 – Wave III - Social Uses of Television Content and Services: Coviewing and Co-Use. Cable and Telecommunications Association for Marketing, New York. March, 2007.

- McDonald, Daniel G. "White Paper #2 – Wave III – Gender, household structure, and the television environment" Cable and Telecommunications Association for Marketing, New York. December, 2006.
- McDonald, Daniel G. "White Paper #1 – Wave III – Segmenting the new media audience." Cable and Telecommunications Association for Marketing, New York. September, 2006.
- McDonald, Daniel G. "White Paper #3 - Watching television – Channels, content and technology groupings." Cable and Telecommunications Association for Marketing, New York. December, 2005.
- McDonald, Daniel G. "White Paper #2 – Watching television – Analysis of the viewing diaries." Cable and Telecommunications Association for Marketing, New York. August, 2005.
- McDonald, Daniel G. "White Paper #1 - Comparing analog, digital and satellite subscribers over time." Cable and Telecommunications Association for Marketing, New York. June, 2005.
- McDonald, Daniel G. "The 2000 WOSU Survey Report." The Survey Research Center, College of Social and Behavioral Sciences, The Ohio State University, Spring, 2000.
- McDonald, Daniel G. "The 1999 WOSU Survey Report." The Survey Research Center, College of Social and Behavioral Sciences, The Ohio State University, Spring, 1999.
- McDonald, Daniel G., "The Story of Human Communication: Cave Painting to Microchip by Wilbur Schramm." Requested book review, Journalism Quarterly, 65(3):782-783, 1988.
- McDonald, Daniel G. and Russell Schechter, "Audience control of network programming." Research & Planning, Washington, DC: National Association of Broadcasters, 1988, 4 pages.
- McLeod, Jack M., Zhongdang Pan, Dianne Rucinski, Se-Wen Sun, Daniel G. McDonald, Carroll, J. Glynn and others, "Concept Explication and Theory Construction." Mass Communication Research Center, University of Wisconsin, Madison, WI, 1988.
- McLeod, Jack M. and Daniel G. McDonald, "The reliability of media gratification measures." Mass Communication Research Center, University of Wisconsin, Madison, 1983.
- McDonald, Daniel G. "A structural analysis of television viewing." Washington, D.C.: National Association of Broadcasters, October, 1982.
- McDonald, Daniel G., "An evaluation of production style and technique in adult education: Dominoes." Wisconsin Educational Communications Board, Madison, WI, 1981.

McDonald, Daniel G., "Evaluation of K-12 TV and radio services." Wisconsin Educational Communications Board, Madison, WI, 1981.

McDonald, Daniel G., "Utilization of Wisconsin educational network programming and services: Seventh and eighth grade reading teachers." Wisconsin Educational Communications Board, Madison, WI, 1981.

McDonald, Daniel G., "Second graders' health knowledge. "Wisconsin Educational Communications Board, Madison, WI, 1981.

McDonald, Daniel G., "'The inside story with Slim Goodbody:' A summative evaluation of the health series." Wisconsin Educational Communications Board, Madison, WI, 1981.

McDonald, Daniel G., "Utilization of Wisconsin educational network programming and services: First and second grade teachers." Wisconsin Educational Communication Board, Madison, WI, 1980.

Wilson, Kathleen and Daniel G. McDonald, "Summative evaluation design for 'Fragile: Handle with Care,'" Wisconsin Educational Communications Board, Madison, Wisconsin, 1980.

McDonald, Daniel G., "Grade seven and eight reading curriculum survey." Wisconsin Educational Communications Board, Madison, WI, 1980.

Wilson, Kathleen and Daniel G. McDonald, "Subcarrier feasibility: Pre and post survey evaluation." Wisconsin Educational Communications Board, Madison, WI, 1980.

Snyder, Robin I. and Daniel G. McDonald, "The program guide: Survey results." WUFT-TV, Television, Gainesville, FL, 1978.

McDonald, Daniel G. and Robin I. Snyder, "Ascertainment survey results." WUFT Television, Gainesville, FL, 1978.

McDonald, Daniel G., "Levy county: An ascertainment probe." WUFT Television, Gainesville, FL, 1978.

COMPUTER PROGRAMS

McDonald, Daniel G. and Brij Kothari, COURSELECT: A program to facilitate student course and activity scheduling with keyword search, Office of Academic Programs, Cornell University, 1992.

McDonald, Daniel G., Conversion of BELL LABS' multidimensional scaling programs for use with microcomputers, Department of Communication, Cornell University, 1988.

McDonald, Daniel G., ATTENUAT: A program to adjust for fallible indicators, Department of Communication, Cornell University, 1986.

McDonald, Daniel G., DIFFRS: A program for determining the statistical significance of a difference between two correlations, Department of Communication, Cornell University, 1986.

McDonald, Daniel G., INCRSQ: A program for determining the statistical significance of a block of variables in a multiple regression analysis, Department of Communication, Cornell University, 1986.

McDonald, Daniel G., NSIZE: A program for determining needed sample size in survey research, Department of Communication, Cornell University, 1985.

McDonald, Daniel G., SIGRS: A program for determining the significance of a correlation, Department of Communication, Cornell University, 1985.

PAPERS PRESENTED

McDonald, Daniel G., Moyer-Guse, E., Potocki, B., & Christy, K. The Limits of Empathy: Experiential and Physical Boundaries between Self and Other. Paper accepted for presentation to the International Communication Association, San Diego, CA, May, 2017.

McDonald, Daniel G., Moyer-Guse, E., Christy, K., & Potocki, B. The Limits of Empathy presented to the National Communication Association, Philadelphia, PA. Session on works in progress.

McDonald, Daniel G., Lin, Shu-Fang, Anderegg, Jonathan J., Na, Kilhoe M., & Dale, Katherine R. Time, Tweets, Uses, and Gratifications: The Dynamic Nature of Television Viewing Orientations. Paper presented to the International Communication Association, Seattle, Washington, May, 2014.

McDonald, Daniel G., Collier, James, Dale, Katherine R., Jones, Kaitlyn, & Lin, Shu-Fang. I Would Ask Her Out if I Wasn't a Cop: Vicarious Interaction, Perspective-Taking and Narrative Comprehension. Paper presented to the International Communication Association, London, England, June, 2013.

McDonald, Daniel G., Sarge, Melanie A., Lin, Shu-Fang, Collier, J.G., and Potocki, B. A role for the self: Media content as triggers for autobiographical memories. Paper presented to the National Communication Association, New Orleans, LA, November, 2011.

McDonald, Daniel G., Sarge, Melanie A., Hill, Megan R., Anderegg, Jonathan J., and Quenette, Andrea, "Clarifying transportation and transportability: Dimensional structures and prediction." Paper presented to the National Communication Association, San Francisco, November, 2010.

McDonald, Daniel G., Schumaker, Erin M., Anderegg, Jonathan J., and Quenette, Andrea, "Quick Measures of Transportation." Paper presented to the Association for Education in Journalism and Mass Communication, Denver, August, 2010.

Sarge, Melanie and Daniel G. McDonald, "Perspective Taking, Personal Distress and Positive Affect: Clarifying Factors in Transportation." Paper presented to the Association for Education in Journalism and Mass Communication, Boston, August, 2009.

Meng, Jingbo and Daniel G. McDonald, "Predictors and Impacts of TV Multitasking and Simultaneous Multiple Media Use." Paper presented to the International Communication Association, Chicago, May, 2009.

McDonald, Daniel G., Shu-Fang Lin, Mu Hu and Melanie Sarge, "Loss of Self or Merging Self and Other? Transportation, Empathy and Self-Thoughts." Paper presented to the International Communication Association, Chicago, May, 2009.

McDonald, Daniel G., Jingbo Meng, Melanie Sarge and Caryn Ragin, "Resonance or Dampening? Relevance, Elaboration and Cognitive Interference." Paper presented to the Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August, 2008.

McDonald, Daniel G., Jingbo Meng and Shu-Fang Lin, "Media Enjoyment as Experience: Segmentation, Cohesion and Empathy. Paper presented to the Information Systems Division of the International Communication Association, May, 2008.

Hu, Mu and Daniel G. McDonald, "Social Internet Use, Trait Loneliness and Mood Loneliness." Paper presented to the Information Systems Division of the International Communication Association, May, 2008.

Lin, Shu-Fang and Daniel G. McDonald, "Peer Coviewing and Individual Difference Effects on Comedy Viewing." Paper presented to the Mass Communication Division of the International Communication Association, May, 2007.

West, Patricia M. and Daniel G. McDonald, "The Role of Candidate and Supporter Information in Voter Preference." Paper presented to the Political Communication Division of the International Communication Association, May, 2006.

Lin, Shu-Fang and Daniel G. McDonald, "Media Enjoyment as a Function of Individual Responses and Emotional Contagion Paper presented to the Information Systems Division of the International Communication Association, May, 2006.

McDonald, Daniel G. and Jennifer L. Chakroff, "Self-Other Personality and the Formation of Favorite Media Characters." Paper presented to the Information Systems Division of the International Communication Association, May, 2005.

Hu, Mu and Daniel G. McDonald, "Loneliness, Perceived Reality and Parasocial Interaction." Paper presented to the Mass Communication Division of the International Communication Association, May, 2005.

Lin, Shu-Fang and Daniel G. McDonald, "Assessing Dimensionality of the Parasocial Interaction Scale." Paper presented to the Association for Education in Journalism and Mass Communication, August, 2004.

McDonald, Daniel G., Shu-Fang Lin and Mu Hu, "Personal Traits and Content Factors in Parasocial Interaction." Paper presented to the Information Systems Division of the International Communication Association, May, 2004.

McDonald, Daniel G., Rebecca Border Sietman and Zhan Li, "The Law of News Consumption and News Media Effects." Paper presented to the Political Communication Division of the International Communication Association, May, 2004.

McDonald, Daniel G. and Shu-Fang Lin, "Social Indicators and the Popularity of Program Types: 1926-1995. Paper presented to the Information Systems Division of the International Communication Association, May, 2003.

McDonald, Daniel G. and Eric S. Fredin, "Primitive Emotional Contagion and Television Coviewing." Paper presented to the Information Systems Division of the International Communication Association, May, 2001.

Viswanath, K., Daniel G. McDonald and Paul Lavrakas, "Does Place Matter? The Impact of Geographic and Demographic Space in Internet Diffusion." Paper presented to the Midwest Association for Public Opinion Research, November, 2000.

Dimmick, John W. and Daniel G. McDonald, "Time as a Niche Dimension: Competition between the Internet and Television." Paper presented to the Time and Media Market Conference, University of Navarra, Pamplona, Spain, May, 2000.

McDonald, Daniel G. and Eric S. Fredin, "Affective Gratification." A Top 3 Paper presented to the Information Systems Division of the International Communication Association, Acapulco, Mexico, May, 2000.

McDonald, Daniel G. "Consumers and IPM labeling." New York Berry Growers Association Annual Convention, Syracuse, NY, April, 1998.

McDonald, Daniel G. and Carroll J. Glynn, "Applications of information technology in rural development - Experiences from New York State." Paper presented to the Institute for Research and Education in Technology Application, Dublin, Ireland, March, 1998.

McDonald, Daniel G. "Consumers' perceptions of IPM" Paper presented to the IPM Regional Meeting, Geneva, NY, February, 1998.

McDonald, Daniel G., Eun-Mee Lee and Eunkyung Park, "Communication technologies and personal memory." Paper presented to the Information Systems Division of the International Communication Association, May, 1997.

- McDonald, Daniel G. and Hyeok Kim, "When I die, I feel small: Electronic game characters and the social self." Paper presented to the Association for Education in Journalism and Mass Communication, Theory and Methodology Division, Anaheim, California, August, 1996.
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