

Curriculum Vitae (Simplified)

NAME: Gerald M. Kosicki

DATE: January 22, 2024

EDUCATION

B.A. (Magna Cum Laude) Communication, John Carroll University, 1976

M.A. Journalism, The Ohio State University, 1977

Ph.D. Mass Communications, University of Wisconsin-Madison, 1987.

EMPLOYMENT

September 1987- August 1993

Assistant professor, School of Journalism, The Ohio State University.

September 1993-June 1996

Associate professor, School of Journalism, The Ohio State University.

Courses: Mass Media and Society; Advanced Reporting; Newswriting; Seminar: Survey and Other Field Methods; Seminar: Mass Communication Theory; Mass Communication Theory and Research Methods; Seminar: Special Topics in Political Communication.

July 1996-present

Associate professor, School of Journalism and Communication, The Ohio State University

Courses: Mass media and Society, Survey and Other Field Methods, Interdisciplinary Seminar on Survey Methods, Mass Media Research Methods, Foundations of Telecommunication, Public Opinion and Communication, Media and Terrorism.

October 1, 2000-March, 2001

Interim Director, Center for Survey Research, The Ohio State University

March, 2001-June, 2004

Director, OSU Center for Survey Research

July 1, 2015-present

Undergraduate Director, Journalism Program Committee

January 1, 2019-present

Vice Chair, Ohio State University Behavioral and Social Sciences IRB

TEACHING SPECIALTIES

Communication research methods
Communication and public opinion
Political communication
Survey research
Media and terrorism

RESEARCH

A. Publications (Books)

Dunwoody, Sharon, Becker, Lee B., McLeod, Douglas & Kosicki, Gerald M. (Eds.) (2005). *Evolution of key mass communication concepts*. New York: Hampton Press.

B. Publications (Book Chapters)

Kosicki, Gerald M. & McLeod, Jack M. (1990). Learning from political news: Effects of media images and information processing strategies. In Sidney Kraus, (Ed.), *Mass Communication and Political Information Processing* (pp. 69-83). Hillsdale, NJ: Lawrence Erlbaum Associates.

McLeod, Jack M., Kosicki, Gerald M., & Pan, Zhongdang (1991). On understanding and misunderstanding media effects. In James Curran and Michael Gurevitch, (Eds.), *Mass Media & Society* (pp.235-266). London: Edward Arnold.

Becker, Lee B. & Kosicki, Gerald M. (1991). Einige historische und aktuelle Anmerkungen zur amerikanischen Wirkungsforschung und der Versuch einer transaktionalen Analyse (pp.193-213). [Some historical notes and contemporary comments on American message-producer/message receiver transaction.] In Werner Fruh, *Medienwirkungen: Das Dynamisch-Transaktionale Modell: Theorie Und Empirische Forschung*. [Media work: the dynamic transactional model: Theory and empirical research.]. Wiesbaden: Westdeutscher Verlag.

Viswanath, K., Kosicki, Gerald M., & Creedon, Pamela J. (1993). Women in mass communication education: Progress, problems, and prospects. In Pamela J. Creedon, (Ed.), *Women in mass communication*. 2nd ed. (pp.237-263). Thousand Oaks: Sage Publications.

McLeod, Jack M., Kosicki, Gerald M., & Douglas M. McLeod. (1994). The expanding boundaries of political communication effects. In Jennings Bryant and Dolf Zillmann (Eds.), *Media Effects: Advances in Theory and Research* (pp. 123-162). Hillsdale, NJ: Lawrence Erlbaum Associates.

Becker, Lee B., Kosicki, Gerald M. & Melwani, Geetu. (1996). Diffusion and uses of new media in the United States. In Kazuto Kojima and Yoshiaki Hashimoto (Eds.), *Changing Media and Social Life* (pp. 48-73). Kyoto: Minerva Publishing Co. Inc.

Becker, Lee B. & Kosicki, Gerald M. (1998). A comparative study of the role of media evaluations: German and U.S. differences and similarities. In C. Holz-Bacha, H. Sherer, and N. Waldmann (Eds.), *Wie die medien die welt erschaffen und wie die menschen darin leben* (pp. 231-259). Wiesbaden: Westdeutscher Verlag.

Kosicki, Gerald M. & Lavrakas, Paul J. (2000). Mixing literary journalism and precision journalism in the coverage of the 1996 presidential election. In Paul J. Lavrakas and Michael W. Traugott, (Eds.), *Election polls, the news media and democracy* (pp. 142-161). New York: Chatham House.

Pan, Zhongdang, & Kosicki, Gerald M. (2001). Framing as strategic action in public deliberation. In Stephen D. Reese, Oscar H. Gandy and August E. Grant (Eds.), *Framing public life: Perspectives on media and our understanding of the social world* (pp. 35-65). Mahwah, NJ: Lawrence Erlbaum Associates.

McLeod, Douglas M., Kosicki, Gerald M., & McLeod, Jack M. (2002). Resurveying the boundaries of political communication effects. In Jennings Bryant and Dolf Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 215-267). Mahwah, NJ: Lawrence Erlbaum Associates.

Kosicki, Gerald M. (2002). The priming effect: News media and considerations affecting political judgments. In James Price Dillard & Michael W. Pfau, (Eds.), *The Persuasion Handbook: Developments in theory and practice* (pp. 63-81). Mahwah, NJ: Lawrence Erlbaum Associates.

Kosicki, Gerald M. (2003). Mass communication and public opinion. In Gadi Wolfsfeld & Philippe Maarek, (Eds.), *Political Communication in a New Era: A Cross-National Perspective* (pp. 60-81). London: Routledge.

Kosicki, Gerald M. (2004). Internet surveys. In John G. Geer, (Ed.), *Public opinion and polling around the world: A historical encyclopedia* (pp. 411-417). Santa Barbara, CA: ABC-CLIO, Inc.

Pan, Zhongdang & Kosicki, Gerald M. (2005). Framing and the understanding of citizenship. In Sharon Dunwoody, Lee B. Becker, Douglas McLeod & Gerald M. Kosicki (Eds.) *Evolution of key mass communication concepts* (pp. 165-204). New York: Hampton Press.

Dunwoody, Sharon, Becker, Lee B., McLeod, Douglas M. & Kosicki, Gerald M. (2005). Introduction. In Sharon Dunwoody, Lee B. Becker, Douglas McLeod & Gerald M. Kosicki (Eds.) *Evolution of key mass communication concepts* (pp. 3-11). New York: Hampton Press.

Kosicki, Gerald M. (2008). Perceived reality as a communication process. In W. Donsback, (Ed.), *International Encyclopedia of Communications*. Blackwell. [1000 words]

Kosicki, Gerald M. (2008). Aided recall. In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 14-16). Sage Publications. [1000 words]

Kosicki, Gerald M. (2008). Unaided recall. In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 915-917). Sage Publications. [1375 words]

Kosicki, Gerald M. (2008). Public opinion. In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 635-640). Sage Publications. [3250 words]

Kosicki, Gerald M. (2008). Public opinion research. In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 641-645). Sage Publications. [2500 words]

Kosicki, Gerald M. (2008). Agenda setting. In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 11-14). Sage Publications. [2200 words]

Kosicki, Gerald M. (2008). Issue Definition (Framing). In Paul J. Lavrakas, (Ed.), *Encyclopedia of Survey Research Methods* (pp. 395-397). Sage Publications. [1000 words]

McLeod, Jack M., Kosicki, Gerald M., & McLeod, Douglas M. (2009). Levels of analysis in communication science. In Charles R. Berger, Michael E. Roloff & David Roskos-Ewoldsen (Eds.), *Handbook of communication science*, 2nd Ed. (pp. 183-200) Los Angeles: Sage Publications.

McLeod, Douglas M., Kosicki, Gerald M., & McLeod, Jack M. (2009). Political communication effects. In J. Bryant & Mary Beth Oliver (Eds.), *Media effects: Advances in theory and research*, (3rd Ed.) (pp. 228-251). New York: Routledge.

Kosicki, Gerald M. (2009). Credibility. In Christopher Sterling (Ed.), *Encyclopedia of Journalism*. Los Angeles, CA: Sage Publications.

Kosicki, G. M., McLeod, D. M., & McLeod, J. M. (2010). Looking back and looking forward: Observations on the role of research methods in the rapidly evolving field of political communication.

In E. P. Bucy, & R. L. Holbert (Eds.). *Sourcebook for political communication research: Methods, measures, and analytical techniques* (pp. 543-569). New York: Routledge.

Lavrakas, P. J. & Kosicki, G. M. Survey Research. (2018). In Phillip M. Napoli, (Ed.), *Handbooks of Communication Science: Mediated Communication* (pp. 225-260). DeGruyter Mouton.

Kosicki, G.M. (2020). Survey methods, Traditional, and Public Opinion Polling. In J.V.d. Bulck, (Ed.), *The International Encyclopedia of Media Psychology* (pp. 1-5). John Wiley & Sons, Inc. DOI: 10.1002/978111901107.iemp.0045.

Kosicki, G.M. Survey Research. In L.J. Shen (Ed.) *Handbook of Quantitative Research Methods in Communication Science*. Berlin, Germany: DeGruyter Mouton. Work in progress.

C. Publications (Refereed Journals)

Beam, Randal A., Dunwoody, Sharon, & Kosicki, Gerald M. (1986). Journalists and their prizes: The relationship of status, job morale and competition for occupational and organizational recognition. *Journalism Quarterly*, 63 (4): 693-99.

McLeod, Jack M., Kosicki, Gerald M., & Rucinski, Dianne. (1988). Political communication research: An assessment of the field. *Mass Comm Review*, 15: 8-15, 30.

Fredin, Eric S. & Kosicki, Gerald M. (1989). Cognitions and attitudes about community: Compensating for media images. *Journalism Quarterly*, 66 (3): 571-578.

Becker, Lee B., Kosicki, Gerald M., and Jones, Felecia. (1992). Racial differences in evaluations of the mass media. *Journalism Quarterly*, 69 (1): 124-134.

Kosicki, Gerald M., & Becker, Lee B. (1992). National journalism enrollments 1991-1992. *Journalism Educator*, 47 (3): 61-70, 91-100. (Not refereed)

Becker, Lee B. & Kosicki, Gerald M. (1993). Annual census of enrollment records fewer undergrads. *Journalism Educator*, 48 (3): 55-65, 91-100. (Not refereed)

Kosicki, Gerald M. (1993). Problems and opportunities in agenda-setting research. *Journal of Communication*, 43 (2): 100-128.

Pan, Zhongdang & Kosicki, Gerald M. (1993). Framing analysis: An approach to news discourse. *Political Communication*, 10 (1): 55-75.

Becker, Lee B., Kosicki, Gerald M., Viswanath, K., & Engelman, Thomas. (1993). Finding work and getting paid: Predictors of success in the mass communications job market. *Journalism Quarterly*, 70 (4): 919-933.

Kosicki, Gerald M. & Becker, Lee B. (1994). Undergrad enrollments decline; Programs feel budget squeeze. *Journalism Educator* 49 (3): 4-14, 103-112. (Not refereed)

Kosicki, Gerald M., Viswanath, K., & Creedon, Pamela J. (1994). A census of journalism educators in AEJMC: A report to the membership. *Journalism Educator*, 49: 101-105. (Not refereed)

Pan, Zhongdang, & Kosicki, Gerald M. (1994). Voters' reasoning processes and media influences during the Persian Gulf War. *Political Behavior*, 16 (1): 117-156.

Kosicki, Gerald M., Becker, Lee B., & Fredin, Eric S. (1994). Buses and ballots: The role of media images in a local election. Journalism Quarterly, 71 (1): 78-91.

Fredin, Eric S., Monnett, Teresa H., & Kosicki, Gerald M. (1994). Knowledge gaps and media schema: Gaps reverse gaps and gaps of disaffection. Journalism Quarterly, 71 (1): 176-191.

Becker, Lee B. & Kosicki, Gerald M. (1995). Graduate degrees increase 23%, but bachelor numbers decline. Journalism & Mass Communication Educator 50 (3): 61-70, 101-110. (Not refereed)

Park, Eunkyung, & Kosicki, Gerald M. (1995). Presidential support during the Iran-Contra affair: People's reasoning process and media influence. Communication Research, 22 (2): 207-236.

Becker, Lee B. & Kosicki, Gerald M. (1995). Understanding the message-producer/message-receiver transaction. In Philo Wasburn, (Ed). Research in Political Sociology, Vol., 7: 33-62.

Fredin, Eric S., Kosicki, Gerald M., & Becker, Lee B. (1996). Cognitive strategies for media use during a presidential campaign. Political Communication, 13 (1): 23-42.

Pan, Zhongdang, & Kosicki, Gerald M. (1996). Assessing news media influences on the formation of whites' racial policy preferences. Communication Research, 23 (2): 147-178.

Kosicki, Gerald M., Mikami, Shunji, Becker, Lee B., Manabe, Kazufumi, & Zhiming, Liu (1996). Strained friendship: Public opinion and media in the United States, Japan and China. Keio Communication Review, 18, 3-14.

Kosicki, Gerald M. & Becker, Lee B. (1996). Annual survey of enrollment and degrees granted. Journalism & Mass Communication Educator, 51 (3): 4-14, 103-112. (Not refereed)

Pan, Zhongdang, & Kosicki, Gerald M. (1997). Talk show exposure as an opinion activity. Political Communication, 14 (3): 371-388.

Pan, Zhongdang, & Kosicki, Gerald M. (1997). Priming and media impact on the evaluations of the president's performance. Communication Research, 24 (1): 3-30.

Becker, Lee B., & Kosicki, Gerald M. (1997). Annual survey of enrollment and degrees awarded. Journalism & Mass Communication Educator, 52 (3): 63-74, 95-104. (Not refereed).

Kosicki, Gerald M., & Becker, Lee B. (1998). Annual survey of enrollment and degrees awarded, 1997. Journalism & Mass Communication Educator, 53 (3): 65-82, 112-122. (Not refereed).

Becker, Lee B., Kosicki, Gerald M., Hammatt, Heather, Lowery, Wilson, Shin, S.C., & Wilson, Jeffrey M. (1999). Enrollment and degrees awarded continue five-year growth trend. Journalism & Mass Communication Educator, 54 (3): 5-22, 100-110. (Not refereed).

Viswanath, Kasisomayajula, Kosicki, Gerald M., Fredin, Eric S., & Park, Eunkyung (2000). Local community ties, community-boundedness, and local public affairs knowledge gaps. Communication Research, 27 (1): 27-50.

Hollifield, C. Ann, Kosicki, Gerald M., & Becker, Lee B. (2001). Organizational vs. professional culture in the newsroom: Television news directors' and newspaper editors' hiring decisions. Journal of Broadcasting and Electronic Media, 45 (1): 92-117.

Beam, Michael A. & Kosicki, Gerald M. (2014). Personalized news portals: Filtering systems and increased news exposure. *Journalism & Mass Communication Quarterly*, 91 (1): 59-77.

Moreland, Jennifer; Ewoldsen, David; Albert, Nancy; Kosicki, Gerald M.; & Clayton, Margaret F. (2015). Predicting Nurses' Turnover: The aversive effects of decreased identity, poor interpersonal communication, and learned helplessness. *Journal of Health Communication*, 20 (10): 1155-65.

Pearson, George D.H. & Kosicki, Gerald M. (2017). How way-finding is challenging gatekeeping in the digital age. *Journalism Studies*, 18 (9): 1087-1105. DOI: 10.1080/1461670x.2015.1123112.

Calcagnotto, L., Huskey, R. & Kosicki, G.M. (2021). The Accuracy and Precision of Measurement: Tools for Validating Reaction Time Stimuli. *Computational Communication Research*, 3 (2): 133-151. DOI: 10.5117/CCR2021.2.001.CALC.

Schmierbach, M., McCombs, M, Valenzuela, S., Dearing, J.W., Guo, L., Iyengar, S., Kioussis, S. , Kosicki, G.M., Meraz, S., Scheufele, D. A., Stoycheff, E., Vargo, C., Weaver, D.H. & Willnat, L. (2022). Reflections on a legacy: Thoughts from scholars about agenda-setting past and future. *Mass Communication and Society*, 25 (4): 500-527. DOI: 10.1080/15205436.2022.2067725

D. Doctoral Students Graduated

Pearson, George. 2019. 'Source blindness' in digital news: Predictors of processing source cues in social media. Dr. Pearson was a Post-Doctoral Fellow at the University of Pennsylvania. He is now Research Manager at Truth Initiative, a nonprofit tobacco control organization in Chevy Chase, MD.

Beam, Michael A. 2011. *Personalized News: How filters shape online news reading behavior*. Dr. Beam is Director of the School of Emerging Media and Technology at Kent State University.

Min, Seong Jae 2009. *Deliberation, east meets west: Exploring the cultural dimension of citizen deliberation*. Dr. Min is Associate Professor of Communication Studies at Pace University.

Horner, Lewis R. 2009. *Communication and consumer confidence: The roles of mass media, interpersonal communication and local context*. Dr. Horner has retired as Chief of Workforce Research at the Ohio Department of Job and Family Services.

Liu, Yung-I, 2008, *The influence of communication context on political cognition in presidential campaigns*. Dr. Liu is Associate Professor in the Department of Communication at California State University-East Bay.

Sietman, Rebecca Border, 2005, *Framing the 2004 presidential election: The role of media, political discussion, and opinion leaders*. Dr. Sietman is Associate Professor of Communication and Director of Forensics at Wheaton College.

Diaz-Castillo Hoffman, Lillian 2005, *Bandwagon and underdog effects on a low-information, low-involvement election*. [Co-adviser with Paul Lavrakas] Dr. Diaz-Hoffman is Assistant Survey Director, U.S. Census Bureau. She was a Senior Study Director at Westat.

Yuan, YangYang (Angela) 2004, *Considerations affecting the evaluations of the Ohio governor in the 2002 gubernatorial election: An integrated model of priming and reasoning chain*. Dr. Yuan is currently Head of Customer Relationship Management (CRM) and Loyalty at Ogilvy China.

Marton, Krisztina 2004, *Effects of questionnaire and fieldwork characteristics on call outcome rates and data quality in a monthly CATI survey*. Dr. Marton is senior program officer at the National Academy of Sciences, Engineering and Medicine. She was previously a Survey Researcher at Mathematica Policy Research.

Haffey, Deborah Bush (2002) *Tax-supported school vouchers: A framing analysis of Ohio education reform*. Dr. Haffey, is professor emerita at Cedarville University.

Treyens, Cathleen Carey (1997). *Framing analysis, the news media and the evolution of higher education policy issues*. Gerald Kosicki and Mary Ann D. Sagaria, Co-Advisers. Dr. Carey was Executive Director of the Ohio Learning Network; Associate Dean of the Graduate School at Otterbein University; and Executive in Residence Distance Learning at Pfeiffer University. She is now retired and living in North Carolina.