

## Curriculum Vitae

David Jasun Carr  
School of Journalism and Mass Communication, University of Wisconsin-Madison.  
5155 Vilas Communication Hall  
821 University Ave.  
Madison, WI 53706  
Tel: 608-695-1312  
dj carr@wisc.edu  
www.djcarr.net

---

---

### *Formal Education*

Ph.D. in Mass Communications, University of Wisconsin-Madison, Aug. 2012 (Anticipated)  
M.S. in Electronic Media, Kutztown University, 2005  
*Thesis: An investigation into the comparative cognitive impact of conventional television advertising and product placement.*  
B.S. in Communication Processes, University of Wisconsin-Green Bay, 2003

### *Academic Positions*

2010 (August)-2011 (January): **Teaching Assistant**, LIS201: The Information Society, School of Library and Information Studies, UW-Madison.

2009 (August)-2010 (May): **Teaching Assistant**, J202: Mass Media Practices, School of Journalism and Mass Communication, UW-Madison.

2004 (January)-2005 (May): **Graduate Assistant**, Department of Electric Media, Kutztown University. Producer of *It's Academic*, a thirty-minute talk show, and Teaching Assistant for TVR 055: Fundamentals of Video Production.

### *Non-Academic Experience*

2010 (July)-Current: **Engage Project Assistant**, Division of Instructional Technology, University of Wisconsin-Madison.

2007 (August)-2009 (August): **Engage Project Assistant**, Division of Instructional Technology, University of Wisconsin-Madison.

2007 (January)-2007 (August): **Multimedia Specialist**, Division of Instructional Technology, University of Wisconsin-Madison.

### ***Invited Guest Lectures***

*Course:* Consumer Science 478: Consumer Information.

*Topic:* “Product Placement and the Post-Modern Consumer” (March 2011)

*Course:* J676: Video Games and Mass Communication.

*Topic:* “Roles, Goals & Transfer” (June 2008).

*Course:* J646: Mass Media and the Consumer.

*Topic:* “A Product Placement Primer” (April 2007).

### ***Publications***

Vraga, E. K., **Carr, D. J.**, Nytes, J. P. & Shah, D. V. (2010). Precision vs. Realism on the Framing Continuum: Understanding the Underpinnings of Media Effects. *Political Communication*, 27, p1-19.

### ***Manuscripts In Progress***

**Carr, D. J.**, Vraga, E. K., Johnson, C. N., Bard, M. & Kim, Y. M. Pundits or Pugilists? The Role of Guest Incivility in Televised Debate. (Under review at Journal of Broadcast and Electronic Media)

**Carr, D. J.** & Vraga, E. K. “I Approve This Message.” The Role of Source Cue Placement in Argument Evaluation. (Under review at Media Psychology)

**Carr, D. J.**, Gotlieb, M. R., Lee, N.-J., & Shah, D. V. Keeping Up with the Joneses: Disentangling Period, Lifecycle, and Generational Effects for Overspending, Early Adoption, and Conscientious Consumption [Working Title]. (Under development for The ANNALS)

Vraga, E. K., Bard, M., Bode, L., **Carr, D. J.**, Edgerly, S., Johnson, C. N., Kim, Y. M. & Shah D. V. The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility. (Revise & Resubmit at Journalism & Mass Communication Quarterly)

### ***Invited Conference Papers and Presentations***

**Carr, D. J.**, Gotlieb, M. R., Lee, N.-J., & Shah, D. V. (2011). Keeping Up with the Joneses: Disentangling Period, Lifecycle, and Generational Effects for Overspending, Early Adoption, and Conscientious Consumption, Presented at the Communication, Consumers, and Citizens: Revisiting the Politics of Consumption Conference, March 3-5, Madison, WI.

### *Upcoming Refereed Conference Papers and Presentations*

**Carr, D. J.**, Barnidge, M., Wise, D., Rogers, A. & Vraga, E. K. (2011). With Me or Against Me: Hostile Media and Third Person Effect in Partisan Media. Accepted for presentation at the Association for Education in Journalism and Mass Communication 2011 Conference, August 9-13, St. Louis, MO.

### *Refereed Conference Papers and Presentations*

Vraga, E. K., Johnson, C. N., **Carr, D. J.**, Bard, M., Bode, L., & McLaughlin, B. (2010). "Filmed in Front of a Live Studio Audience": Using Laughter to Offset Aggression in Political Entertainment Programming. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL. **Top Student Paper, MAPOR 2010.**

**Carr, D. J.**, Vraga, E. K., Johnson, C. N., Bard, M. & Kim, Y. M. (2010). Pundits or Pugilists? The Role of Guest Incivility in Televised Debate. Presented at the Association for Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO.

**Carr, D. J.** & Vraga, E. K. (2010). Wait, Who Said That? The Role of Source Cue Placement in Argument Evaluation. Presented at the Association for Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO.

Vraga, E. K., Bard, M., Bode, L., **Carr, D. J.**, Edgerly, S., Johnson, C. N., Kim, Y. M. & Shah D. V. (2010). The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility. Presented at the Association for Education in Journalism and Mass Communication 2010 Conference, August 4-7, Denver, CO. **Top Three Faculty Paper, CT&M Division.**

Borah, P & **Carr, D. J.** (2010). Framing effects and racial prejudice: The moderating role of need for cognition. Presented at the American Association for Public Opinion Research 2010 Conference, May 13-16, Chicago IL.

**Carr, D. J.** & Zukas, K. (2009). Enhanced Scrutiny: Evaluating the Argument When the Facts Don't Fit. Presented at the Midwest Association for Public Opinion Research 2009 Conference, November 21-22, Chicago, IL.

Gotlieb, M. R., Puig Abril, E., **Carr, D. J.**, Gabay, I. & Vallens, R. (2009). Seeking Opinions on a Controversial Issue: The Interplay of Story Frame, Commentary, and Individual Differences in Need to Evaluate. Presented at the Midwest Association for Public Opinion Research 2009 Conference, November 21-22, Chicago, IL.

**Carr, D. J.** (2009). Consumer Culture, Product Placement and the "Fictional Self". Presented at the Popular Culture Association/American Culture Association Conference, April 8-12, New Orleans, LA.

**Carr, D. J. & Vraga, E. K.** (2008). Wait, who said that? Candidate cue placement in the 2008 campaign environment and its effects. Presented at the Midwest Association for Public Opinion Research 2008 Conference, November 21-22, Chicago, IL.

Vraga, E. K., **Carr, D. J.**, Nytes, J. & Shah, D. V. (2008). Is it frames or facts? Testing internally vs. ecologically valid frames on risk perceptions. Presented at the Association for Education in Journalism and Mass Communication 2008 Conference, August 6-10, Chicago, IL. **Top Faculty Paper, MC&S Division.**

**Carr, D. J.** (2008). Chronological inconsistency: Re-examining the persuasive process. Presented at the Association for Education in Journalism and Mass Communication 2008 Conference, August 6-10, Chicago, IL.

**Carr, D. J.** (2007). Comparing the cognitive impact of conventional television advertising and product placements: A first look. Presented at the Association for Education in Journalism and Mass Communication 2007 Conference, August 9-12, Washington D.C.

**Carr, D. J.**, Cleland, R., Arora, M. & Luster, K. (2007). Give me shelter: The interaction between religiosity and internet use in controversial issue attitude formation. Presented at the 62<sup>nd</sup> Annual Conference of the American Association for Public Opinion Research, May 17-20, Anaheim, California.

**Carr, D. J.** (2007). An investigation into the comparative cognitive impact of conventional television advertising and product placement. Presented at the Association for Education in Journalism and Mass Communication 2007 Midwinter Conference, February 23-24, Reno, Nevada.

### ***Professional Memberships***

American Association of Public Opinion Research (AAPOR)

Association for Education in Journalism and Mass Communication (AEJMC)  
Head, Graduate Education Interest Group

Popular Culture Association/American Culture Association (PCA/ACA)