

Kyle Moody

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Academic Record

PhD in Journalism and Mass Communication, The University of Iowa, Iowa City, IA

ABD - Expected completion, Spring 2014

Specialist in Digital Media, Online Communities, and Multimedia Production

Dissertation titled "*Changing the Game: The Role of the Modder in Modern Media Work, the Dissemination of User-Generated Content, and the Formation and Maintenance of Online Communities*"

2009, Master of Arts in Mass Communication, Miami University, Oxford, OH

Completed study abroad, Summer 2008, in London. Learned about media opportunities in the United Kingdom as well as similarities and differences in media production from the United States.

2006, Bachelor of Science, Western Kentucky University, Bowling Green, KY

Business Administration

Minor in Entrepreneurship

Scholarships and Awards

Awarded Ballard Seashore Dissertation Fellowship for academic year 2013-2014, valued at \$18,000

Awarded John F. Murray Outstanding Doctoral Student-Teaching Award by School of Journalism and Mass Communication for Academic Year 2012-2013, valued at \$1,000

Awarded Graduate College Summer Fellowship for Summer 2012, valued at \$3,450

Completed Project on the Rhetoric of Inquiry (POROI) Certificate coursework in Spring 2012

Earned Future Faculty Certificate for completion of Midwest Sociological Society training in Spring 2012

Recipient of \$1,000 technological grant for completing Multimedia Training in Summer 2011

Recipient of Student-Selected Outstanding Teaching award for leading discussion sections in Cultural & Historical Foundations of Communication and Media History & Culture

Recipient of Graduate Teaching/Operations Assistantship for admission to Miami University Department of Communication (Mass Communication Area) beginning Fall, 2007

Placed on Dean's List at Western Kentucky University in Fall, 2005 and Spring, 2006 semesters

Recipient of Governor's Scholarship for excellence in academia in 2001, and awarded in form of tuition reimbursement for every semester at Western Kentucky University

Work in Progress

- ◆ Moody, K. Linking the Jaegers: How the Online Community of Pacific Rim Engaged in Immaterial Labor and Film Promotion. (Submission for special issue of *Science Fiction Film and Television*)
- ◆ Moody, K. & Dowling, D. Mods, Moby Dick and the Internet: Longform Projects in Online Communities (Submission for *New Media & Society*)
- ◆ Moody, K., & Rivera-Hernandez, M. Cathy Rigby in Neverland: Discourses on Aging and Theater Among Media Critics.
- ◆ Moody, K., & Rivera-Hernandez, M. Different Discourses on Diabetes among Anglos and Hispanics. (In progress)

Instructional Experience

Iowa, Iowa City, IA

Graduate Teaching Assistantship, The University of Iowa

Fall 2009-Summer 2013

Course Instructor – Social Media Today

Summer 2013

- ◆ Taught effective uses of social media technologies for journalism, small business, networking, and multimedia creation for professional skills development
- ◆ Oversaw eight-week course that met four times per week
- ◆ Refined syllabus to include interactive play and critical writing components
- ◆ Focused on writing, with an option on creative writing and digital media presentation

Course Designer and Instructor - Specialized Writing and Reporting: Video Games & Communication

Fall 2012

- ◆ Taught professional skills and components of writing about interactive multimedia technologies and digital games for journalism students
- ◆ Course was sponsored by major game publication IGN to publish and promote student content
- ◆ First course at major research university to focus on creating games journalism
- ◆ First course at major research university with professional collaboration with online gaming journalism site (IGN)
- ◆ Designed syllabus to include interactive play and critical writing components
- ◆ Focus on writing, with an option on creative writing and digital media presentation

Teaching Assistant for Dr. David Perlmutter & Dr. Melissa Tully, Social Media Today *Spring 2012*

- ◆ Taught effective uses of social media technologies for journalism, small business, networking, and multimedia creation
- ◆ Served as teaching assistant and oversee three weekly discussion sections in the course
- ◆ Provided special lecture based on expertise on history of social networking technologies and economics

Teaching Assistant for Dr. Julie Andsager in Media Uses & Effects

Fall 2011

- ◆ Served as grader, discussion facilitator, advisor, technician, and assistant to students and professor for research methods course
- ◆ Provided targeted lecture on research application of social media networks and technologies
- ◆ Prepared discussions and practical applications of quantitative research methods for students

Instructor – Multimedia Introduction

Summer 2011

- ◆ Taught uses of various multimedia technologies and best practices to journalism, broadcasting and public relations students, with a specific focus on audio and video production techniques and workflow.
- ◆ Taught technologies such as WordPress blog creation and maintenance; audio editing through GarageBand, Audacity and Adobe Audition; Google Reader and Twitter for news gathering and sourcing; Soundslides and Photoshop for photo editing and presentation; and Final Cut Pro for video editing.

Teaching Assistant for Dr. Frank Durham, Cultural & Historical Foundations of Mass Communication (later renamed “Media History & Culture”) *Fall 2009-Spring 2011*

- ◆ Oversaw two weekly course discussion sections per semester, and served as lecturer, grader, discussion moderator, advisor, technician, and assistant to both professor and students in and out of classroom.
- ◆ Researched and presented lecture on journalistic credibility and informed consent through a case study of Walter Lippmann.

Graduate Teaching Assistantship, Miami University, Oxford, OH

Fall 2008-Spring 2009

- ◆ Served as assistant for professors in two separate Communication courses (COM 143, Introduction to Mass Communication; COM 206, Diversity and Culture in American Film).
- ◆ Served as lecturer, grader, discussion moderator, advisor, and assistant to both professor and students in and out of class.
- ◆ Used extensive histories in media to provide case studies and audio/visual analysis of the subject matter.
- ◆ Provided real life examples of industry experience to help students gain insight for class assignments and occupational advising to students.

Professional Experience

Social Media Researcher, The Digital Studio for Public Arts & Humanities (Formerly the Digital Studio for Public Humanities), University of Iowa *Fall 2012-Spring 2013*

- ◆ Integrated and implemented SNS technologies of Moovia, Buffer, Instagram, Tweetdeck, Photoshop, WordPress, and bit.ly into academic and professional outreach campaigns
- ◆ Co-created, scheduled, and oversaw publicity and social media campaign for biweekly lecture series Public Digital Arts & Humanities
- ◆ Implemented project management software and taught research team workflow and usage
- ◆ Oversaw website redesign, implemented social media distribution and outlook plan
- ◆ Handled social media publicity and scheduling for PDH4L lecture series in 2012-2013

Social Media Consulting, The University of Iowa, Iowa City, IA

Spring 2012

- ◆ Provided consulting on best practices to administrators, faculty and student workers at the University of Iowa Offices for Study Abroad and Digital Studio for Public Humanities
- ◆ Advised faculty on routinization and integration of SNS technologies of Buffer, Instagram, Tweetdeck, Photoshop, WordPress, and bit.ly into academic and professional curriculum

Producer, *That's Academic! Podcast*, The University of Iowa, Iowa City, IA Summer 2011

- ◆ Recorded, edited, produced, and uploaded *That's Academic!* podcast with Dr. David Perlmutter and former Miami University president Dr. Jim Garland
- ◆ Selected, purchased, and directed installation of equipment for sound recording at The University of Iowa
- ◆ Purchased domain and constructed website with WordPress content management system

Multimedia Professional Training, The University of Iowa, Iowa City, IA Summer 2011

- ◆ Participated in multimedia technology production training provided by the School of Journalism and Mass Communication, and applied training to ongoing professional development, academic curriculum, and consulting work.
- ◆ Received formal training in Final Cut Pro, Photoshop, HTML coding, CovertLive, Dipity, Fox Real, Wikispaces, Google Reader, Search Engine Optimization (SEO), Google Maps, and Vuvox.

Coding and Transcription, The University of Iowa, Iowa City, IA Summer 2010-Summer 2011

- ◆ Transcribed radio broadcasts for outreach and education campaign "AvoidtheStork.com."
- ◆ Coded transcribed radio broadcasts and online social media references to determine health message outcomes and effectiveness.
- ◆ Used qualitative methods coding software, including NVIVO and QualRus.

Operations Assistant and On-Air Talent at WMUB-FM, Miami University, Oxford, OH 2007-2008

- ◆ As a Graduate Assistantship, downloaded, recorded and programmed daily and weekly segments for on-air broadcasting and bi-annual fund drive, helping to accrue over \$240,000 for WMUB.
- ◆ Recorded daily news, promotional and weather for on-air broadcasting; operated radio board for live morning talk show; transferred local programming to station website for Internet playback

Station Manager, Western Kentucky University, Bowling Green, KY 2002-2006

- ◆ Served as Station Manager, and also served in other capacities including Program Director, Director of Music, disc jockey, Assistant Public Relations Director and Production Associate for Revolution 91.7 (WWHR-FM).
- ◆ Managed over 100 disc jockeys which included selection, development, rotation and performance reviews.
- ◆ As Music Director, fully responsible for music rotation, selection of songs and organization of station resources. Organized and managed music committee responsible for recommendations for on-air song rotation.
- ◆ Participated in promotion of successful student government referendum that increased WWHR annual budget from \$7,000 to \$91,000.
- ◆ Arranged and conducted on-air and recorded interviews of featured artists, and produced on-air promotions to showcase music formats and new selections.
- ◆ Formatted rotation logs, log daily clocks and daily formats.

Conference Presentations

October 22-25, 2013

The 14th Annual International and Interdisciplinary Conference of the Association of Internet Researchers (AoIR), Denver, Colorado

- Presenting on panel with Katrin Tiidenberg, Jennifer Korn, and Hilary Wheaton
- Presenting paper titled “Changing the Game: The Role of the Modder in Modern Media Work, the Dissemination of User-Generated Content, and the Formation and Maintenance of Online Communities”

Critical media industry study using textual analysis and ethnographic research on modders to examine how modders create, define, and classify structure and authority in online communities of skill

Examination of dissertation research and findings

April 13, 2013

World Languages Graduate Organizations Conference – “Exploring Divisions,” Iowa City, IA

- Presenting symposium titled “We Are All InterActors: How You Are Shaping Media Production Every Day.”

Extension of previous research and forum work done in Public Digital Humanities for Lunch (PDH4L) series for Digital Studio for Public Humanities

Census overview of research conducted with Digital Studio for Public Humanities, and with dissertation research

April 6, 2013

15th Annual James F. Jakobsen Graduate Conference, Iowa City, IA

- Presenting paper titled “*Mass Effect 3*, Fan Audiences & ‘Retaking the Game:’ How a Fan Protest Extends Scholarship of Convergence and Production of Culture in Modern Gaming”

Critical media industry study using textual analysis and focused on convergence to examine how game reviewers discussed audience convergence and fan protests in modern social networking platform

March 27-30, 2013

Midwest Sociological Society Annual Meeting, Chicago, IL

- Presenting paper titled “The Production of Culture in Video Games: How Professionals and Public Individuals View Reviews for Games”

Critical media industry study using textual analysis and ethnographic methods to examine how games developers and journalists view gaming reviews by professionals and consumers.

November 14-18, 2012

65th Annual Meeting of the Gerontological Society of America, San Diego, California

Co-author with Maricruz Rivera-Hernandez

- Presented poster of co-authored paper “Cathy Rigby Returns to Neverland at Age 58: How One Woman Refutes and Defines Frames of Gender and Aging”

Case study using framing analysis and textual analysis to examine how entertainment media represents singular story of “defiant aging” to public. Work also examines paradigm repair among entertainment journalists.

October 18-21, 2012

The 13th Annual International and Interdisciplinary Conference of the Association of Internet Researchers (AoIR), Salford, Greater Manchester, United Kingdom

-Submitted panel presentation with Dr. Paul Booth, Dr. Bertha Chin, and Dr. Jeff Burnham on “Fan Labor and Technology.”

-Paper titled “Digital Fan (Meta)Labor: How Metacritic is Reshaping Social Communities and Online Fan Identities, Construction and Interaction.”

Critical media industry study on Metacritic, game developers, and gaming audiences/consumers.

March 29-April 1, 2012

Midwest Sociological Society Annual Meeting, Minneapolis, MN

-Presented paper titled “Metacritic, Audiences & Commodities: How a Website Intensifies Commodified Discourse about Gaming”

-Paper accepted for “Games, Gamers & Gaming” division

Discourse analysis of game review comments and Metacritic user reviews to determine how users respond to published game reviews and create their own with the knowledge and application of Metacritic’s effect on game scores.

Submitted paper to *Games and Culture* at end of Spring 2012 semester course “Writing for Learned Journals;” extension of literature review into new media sociology and ethnography for dissertation.

March 24, 2012

14th Annual James F. Jakobsen Graduate Conference, Iowa City, IA

-Presented paper titled “‘Wii’ Move Towards the Panopticon: Could Kinect and Motion Control Devices Function as Surveillance While Gaming?”

Census study with focus on how motion-controlled gaming hardware extends theories of simulation, simulacra, and docile bodies to its user/consumer base. Planned submission of reviewed manuscript to peer-reviewed journal.

November 18-21, 2011

64th Annual Meeting of the Gerontological Society of America, Boston, MA

Co-author with Maricruz Rivera-Hernandez

-Presented poster of co-authored paper “Division Among Divisions: The AARP and Different Discourses Concerning Diabetes Among Anglo- and Hispanic Populations”

Framing and discourse analysis of Anglo- and Hispanic-based sites for AARP to determine differences in messages and information for different populations.

Completing manuscript in March 2012 to be sent to *Journal of Communication in Healthcare*.

November 19-20, 2010

Midwest Association for Public Opinion Research Conference, Chicago, IL

-Presented a paper titled “WebMD – It’s a Hit! Commodification of Public Opinion of the Online Health Information Site”

Focused on how WebMD used user search information as a form of commodification for advertisers and sponsors of the site.

August 4-7, 2010

Association for Education in Journalism and Mass Communication Conference, Denver, CO

-Poster submitted from group at The University of Iowa (second author to Dr. Julie Andsager, with co-second authors Rauf Arf, James Carviou, and Erin O’Gara) (Was not present at conference)

-Poster from paper titled “Who Lives, Who Dies, and Why? Doctors, Diseases, and Mortality in TV Medical Dramas;” an examination of contemporary television medical dramas and the implicit messages regarding the nature of disease, patients, and doctor-patient relationships.

March 5-6, 2010

Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK

-Presented a paper submitted from class at The University of Iowa, worked with James Carviou, titled “Who Said We Did It For the Show? The Intersection of Balloon Boy and Paradigm Repair in Modern Journalism.”

Explored how the case of the Heene family and the “Balloon Boy” story was an example of paradigm repair in journalism, taking a critical stance towards the original type of story told.

April 22-26, 2009

Eastern Communication Association Conference, Philadelphia, PA

-Presented with a panel focused on presentation of First Amendment laws in Mass Communication classrooms. Personal presentation focused on special lecture class of COM 205 regarding the First Amendment and television. Presentation titled “Freedom of Expression Within the Medium of Television.”

April 8-11, 2009

Popular Culture Association/American Culture Association Conference, New Orleans, LA

-Presented a paper submitted from thesis at Miami University titled “Why So Serious: Comic Genre Adaptation in a Post 9-11 World.”

Focused on how the terrorist attacks of September 11 and the aftermath of the Afghanistan and Iraq wars were represented in comic book film adaptations produced after September 11, using Jean Baudrillard’s precession of simulacra as a representation of reality in the films.

March 19-22, 2008

Popular Culture Association/American Culture Association Conference, San Francisco, CA

-Presented a paper submitted from class at Miami University titled “Lazarsfeld, Merton, and Katrina: The Use of Factual Propaganda and the Reinforcement of Social Norms as Seen Through the Eye of the Storm.”

Focused on the use of news media as propaganda and agent of social normalization during and after the landfall of Hurricane Katrina in 2005.

Academic and Professional Organization Affiliations

International Communication Association

Association for Education in Journalism and Mass Communication

Association of Internet Researchers

Society for Cinema and Media Studies

Popular Culture Association/American Culture Association

Midwest Sociological Society

Attendee for Blogworld Expo, LA 2011

Representative of School of Journalism and Mass Communication for The University of Iowa

Graduate Student Senator at The University of Iowa

-Represented School of Journalism and Mass Communication, (2009-2010).

-Served as Humanities Division Head for the James F. Jakobsen Graduate Conference at The University of Iowa, (2010).

-Served as Publicity Co-Chair for 2011 Conference (Managed Graduate Conference planning, scheduling and website creation, and oversaw and delegated content creation work and regulation of activities.)

Graduate Student Association at Miami University

-Representative for Communication Department.