

William Scott Sanders

Department of Communication
310 Strickler Hall
University of Louisville
Louisville, KY 40292
scottsanders@louisville.edu

Home address:
1251 S. 2nd Street
Louisville, KY 40203
(501) 993-0981

Areas of Specialization: Social Media & Brand Communities; Computational Methods in Communication; Computer-Mediated Communication; Interpersonal Communication.

EDUCATION

PhD. University of Southern California. (2012)

Annenberg School of Communication.

Major Professor: Margaret McLaughlin

Committee Members: Andrea Hollingshead, Lian Jian, Dennis McLeod

Dissertation Title:

Identity, Trust, and Credibility Online: Evaluating Contradictory
User-Generated Information via the Warranting Principle

M.A. Purdue University. Department of Communication. (2007)

Major Area: Interpersonal Communication

Minor Areas: Research Methods, Communication Technologies

Major Professor: Howard Sypher

Committee Members: Howard Sypher, Sorin Matei, Stacey Connaughton

M.A. Thesis Title:

Mobile Phone Usage Among Young Urban Chinese

B.A. University of Arkansas. Department of Communication. (2005)

Major Area: Communication

Minor Area: Spanish

Major Professor: Patricia Amason

Undergraduate Thesis Title:

The Breadth and Depth of Computer-Mediated Self-disclosure in
Pre-Existing and Primarily Face-to-Face Relationships

Cum Laude

Graduate of the Departmental Honors Program

PUBLICATIONS

Journal Articles

Sanders, W. S., Phillips, S. G. and Alexander, C. (2017). "Native" advertising: An evaluation of Nike's N7 Social Media Campaign. *American Indian Culture and Research Journal*, 4(2), 43-63.

Song, H., Nam, Y., Gould, J., Sanders, W. S., McLaughlin, M., Fulk, J., Meeske, K.A., & Ruccione, K. S. (2012). Cancer survivor identity shared in a social media intervention. *Journal of Pediatric Oncology Nursing* 29(2), 80-91.

Book Chapters

Sanders, W.S. (2011). SIDE theory, small world networks, and smart mob formation: A beginners guide. In S.A. Matei & B.C. Britt (Eds.), *Virtual sociability: From community to communitas* (pp. 136-152). Indianapolis: InterAcademic Press.

Sanders, W.S., & Amason, P. (2010). Communication competence, communication apprehension and use of computer-mediated communication channels in online and primarily face-to-face relationships. In K. B. Wright & L.M. Webb (Eds.), *Computer-mediated communication in personal relationships* (pp. 79-97). New York: Peter Lang Publishing.

Submitted Manuscripts

Sanders, W.S. & Ferre, J. Reader responses to religion news: Discussions about ark encounter on Reddit. Submitted to the *Journal of Media & Religion*.

Sanders, W.S. & Freberg, K. Predicting abandonment of brand social media accounts. Submitted to *Corporate Communication*

Sanders, W.S., Wang, J., and Zheng, Q. Brand social media presence as networks: The role of interactivity and network centrality on engagement and reach. Submitted to *Communication Research Reports*.

Abdollahi, B., Nasraoui, O., and Sanders, W.S. A framework for explainable recommendation generation using latent factor models. Submitted to *Transactions on Knowledge and Data Engineering*.

In Progress Manuscripts

Shaw, A.Z., Sanders, W.S., Dolan, E., & Yurgalite, L. Self-presentation shifts among transitioning transgender individuals: Evidence of a gender-conforming hypothesis. Target Journal is *Sex Roles*.

Sanders, W.S.. Networked framing. Target Journal: *Journal of Computer-Mediated Communication*.

Nutakki, G.C., Nasraoui, O., and Sanders, W.S. A compartmentalized online stream topic modeling framework.

Conference Proceedings

Sanders, W. S., Nutakki, G. C. and Nasraoui Testing the application of warranting theory to online third party marketplace: The effects of information uniqueness and product type. ACM City, 2016

Yeh, S., McLaughlin, M., Nam, Y., Sanders, S., Chang, C., Kennedy, B., Flynn, S., Lange, B., Li, L., Chen, S., Whitford, M., Winstein, S., Jung, Y. & Rizzo, A. (2011). Emotions and telerehabilitation: Pilot clinical trials for virtual telerehabilitation application using haptic device and its impact on post stroke patients' mood and motivation. In R. Shumaker (Ed.), *Virtual and Mixed Reality: Systems and Applications* (pp. 119 – 128).

CONFERENCE PAPERS

Shaw, A.Z., Sanders, W.S., Dolan, E., & Yurgalite, L. (2018). *Self-presentation shifts among transitioning transgender individuals: Evidence of a gender-conforming hypothesis*. Accepted for presentation at the National Communication Association Conference, Salt Lake City, UT.

Sanders, W.S., Wang, J., Gardner, A., and Zheng, Q (2018). *Online Brand Communities as Networks: The Role of Interactivity and Network Centrality on Engagement and Reach*. Paper presented at the International Communication Association, Prague, Czech Republic.

Brooks, C., Jackson, K., Sutherland, K., Sanders, W.S., & D'Silvia, M. (2018). *Online Activism: An Analysis of the Standing Rock Movement*. Paper presented at the Southern States Communication Association, Nashville, Tennessee.

Sanders, W. S., Phillips, S. G., & Alexander, C. (2017). *"Native" Advertising: An Evaluation of Nike's N7 Social Media Campaign*. Paper presented at the National Communication Association Conference, Philadelphia, PA.
[Top Paper –American Studies]

Sanders, W. S., Nutakki, G. C., & Nasouri. (2016). *Testing the Application of Warranting Theory to Online Third Party Marketplace: The Effects of Information Uniqueness and Product Type*. Paper presented at the Social Media & Society London.

- Sanders, W.S. (2013, November). *Evaluating the Source Credibility of User Generated Content: The Application of Credibility Heuristics to Astroturfing on TripAdvisor*. Presented at the National Communication Association's annual conference, Washington, DC.
- Hollingshead, A.B., Kim, Y.J., & Sanders, W.S. (2013, June). *Conceptualizing social media integration: The evolution of online marketing communication*. Presented at the International Communication Association's annual conference, London, United Kingdom.
- Sanders, W.S. (2012, November). *Development and validation of the warranting value measures*. Presented at the National Communication Association's annual conference, Orlando, FL.
- Sanders, W.S. (2012, November). *Evaluating source credibility: Opposing hypotheses from the warranting principle and signaling theory*. Presented at the National Communication Association's annual conference, Orlando, FL.
- Song, H., Nam, Y., Gould, J., Sanders, W.S., McLaughlin, M., Fulk, J., Weber, M., & Katz, V.S. (2011, October). *Cancer survivor identity shared in a social media intervention and its psychosocial effects for young adults of childhood cancer*. Paper presented at the annual conference of the American Public Health Association.
- Hollingshead, A.B., & Sanders, W.S. (2011, July). *Transparency and trust violations in brand communities on Facebook*. Presented at the International Association for Conflict Management. Istanbul, Turkey.
- McLaughlin, M., Gould, J., Nam, Y., Sanders, S., Qi, E., Meeske, K., Ruccione, K., Weber, M., Schultz, C., Xiong, L., Fulk, J., Katz, J., Song, H. (2010). *A Mobile Social Networking Approach to a Cancer Survivorship Intervention for Young Adults*. Presented at the International Psycho-Oncology Society World Congress. Québec, QC, Canada.
- Hollingshead, A. B., Schultz, C. M., Sanders, S., & Kim, Y. (2010, June). *Setting the stage: Online consumer communities and the top 100 brands*. Presented at the Annual Conference of the International Communication Association, Singapore.
- Sanders, W.S. & Hollingshead, A.B. (2010, June). *Authenticity within online brand communities*. Presented at the Annual Conference of the International Communication Association, Singapore.
- Sanders, W.S. (2008, November). *Mobile phone usage among young urban chinese*. Presented at the National Communication Association's annual conference, San Diego, CA.

Sanders, W.S. (2008, November). *Uncertainty reduction and information seeking strategies on Facebook*. Presented at the National Communication Association's annual conference, San Diego, CA.

Sanders, W.S. & Amason, P. (2007, November). *Communication apprehension and mediated self-disclosure in pre-existing and Primarily face to face relationships: A test of uncertainty reduction theory*. Presented at the National Communication Association's annual conference, Chicago, IL.

Sanders, W.S., & Amason, P. (2006, November). *The breadth and depth of computer - mediated self-disclosure in pre-existing and primarily face to face relationships*. Presented at the National Communication Association's annual conference, San Antonio, TX.

UNFUNDED GRANT PROPOSALS

Nasraoui, O. (PI), Abdoulli, B. (Co-I), Sanders, W.S. (Co-I). Risk-ExAL: Risk-aware explainable recommendations with active learning. National Science Foundation, R03 – Submitted November 2017.

TEACHING EXPERIENCE

University of Louisville. Assistant Professor of Social Media.

Communication Dept. Louisville, KY 40292 (2013-Present)

Introduction to Communication Technologies (COMM 303). Taught the history and social impact of broadcast media, telephony, computers and networks in a large lecture course.

Research Methods (COMM 316). Introduced quantitative and qualitative research methodologies with emphasis placed on statistical analysis, grounded theory, and interviewing.

Social Media (COMM 333). Taught the theoretical and economic principles that make social media a source of societal transformation. Emphasis was placed on transaction costs for organizing, collective intelligence, and user participation.

University of Southern California. Lecturer.

Annenberg School of Communication. Los Angeles, CA 90089 (2012-2013)

Communication as a Social Science (COMM 200). Introduced students to basic scientific concepts and communication theory including theories of interpersonal, mass, and organizational communication.

Public Speaking (COMM 204). Taught the principles of effective oral communication, audience analysis, and the selection and organization of speech materials.

Empirical Research in Communication (COMM 301L). Introduced experimental, content analysis, and survey methodologies. Taught basic statistical concepts and procedures. Guided the development of student lead research projects.

Persuasion (COMM 302). Taught principles of compliance gaining and social influence. Final project consisted of an original empirical research study.

Communication, Values, Attitudes, and Behavior (CMGT 510). Taught in-depth, seminar course covering attitude and behavioral change. Examined persuasion theory through its application to social media marketing and public service campaigns.

University of Southern California. Graduate Teaching Assistant.

Annenberg School of Communication. Los Angeles, CA 90089 (2008-2012)

Communication as a Social Science (COMM 200). Taught course discussion sections covering communication theory including theories of interpersonal, mass, and organizational communication. Additionally, responsible for grading.

Introduction to Communication Technology (COMM 202). Led course discussion sections addressing the cultural, social, political, and economic impacts of new communication technologies, including written language, the printing press, the telephone, television, and cyberspace. Additionally, responsible for grading.

Empirical Research in Communication (COMM 301L). Introduced experimental, content analysis, and survey methodologies. Taught basic statistical concepts and procedures. Guided the development of student lead research projects.

Persuasion (COMM 302). Consulted with students on research design for final projects. Taught a unit on basic statistics and SPSS. Additionally, responsible for grading.

Interpersonal Communication (COMM 304). Prepared lecture notes and materials for class. Worked closely with students as they developed term papers demonstrating mastery of interpersonal theory.

Purdue University. Instructor.

Communication Dept. West Lafayette, IN 47906 (2005-2007)

Presentational Speaking (COM 114). Taught basic principles of presentational speaking including informative and persuasive strategies, audience analysis, organizational and group communication skills; directed relevant activities to facilitate the practice of and implementation of these principles; evaluated students' performance according to these principles.

Tsinghua University. English Instructor.

Foreign Language Dept. English Summer Program. Beijing, China

(Summer 2006 & 2007)

Instructed two university level summer classes of English conversation and communication skills emphasizing introductions, group decision-making, and interpersonal relationships within American Culture. An additional large lecture addressed United States campus culture.

INDEPENDENT STUDIES

Josh Schushke. Social Media. Fall 2014

Aleeza Gardner. Social Media & Brands. Spring 2018

MASTERS COMMITTEES

Josh Shushke. MA Thesis Committee Member [Pan-African Studies]. Spring 2015

Mathew Johns. MA Practicum Committee Member [Communication]. Spring 2016

PHD COMMITTEES

Wenlong Sun. Ph.D. Committee Member [Computer Science]. Spring 2016

Behnoush Abdollahi. Ph.D. Committee Member [Computer Science]. Fall 2017

Mahsa Badmi. Ph.D. Committee Member [Computer Science]. Spring 2017

Timi Seton. Ph.D. Committee Member [Computer Science]. Spring 2018

Mohammed Alashammari. Ph.D. Committee Member [Computer Science]. Spring 2018

AWARDS

Kentucky Communication Association. Research Award. (2017)

National Communication Association, American Studies. Top Paper. (2016)

University of Southern California. Online Community Dissertation Fellowship. (2012)

HCI International, Virtual and Mixed Reality. Best Paper. (2011)

National Communication Association, HCTD. Top Student Paper. (2008)

University of Southern California. USC Annenberg Graduate Fellow. (2007-2012)

Purdue University. Teaching Assistantship. (2005-2007)

University of Arkansas. USAA National Collegiate Communication Arts Award. (2005)

University of Arkansas. Athens Communication Scholar. (2004-2005)

University of Arkansas. Virgil and Lillian Baker Scholarship. (2003-2004)

SERVICE

National Communication Association, American Studies. Paper Reviewer. (2018)

U of L Communication Department Personnel Committee. (2018)

National Communication Association, HTCD. Paper Reviewer. (2017)

Bolus Scholarship Committee. Member. (2017, 2018)

Considine Scholarship Committee. Member. (2017, 2018)

Renau Scholarship Committee. Member. (2017, 2018)

Social Media & Society. Conference Panel Moderator. (2016)

Communication Teacher. Ad-hoc Paper Reviewer. (2016)

U of L Communication Department. Comprehensive Exam Reviewer. (2014-2017)

Communication Research. Ad-hoc Paper Reviewer. (2014)

Annenberg Communication Graduate Student Association, Information Technology Representative. (2009-2010)

ASC Information and Communication Technologies Advisory Committee, Student Representative. (2009-2010)

PROFESSIONAL MEMBERSHIPS

Lambda Pi Eta. Communication Honors Association. (2004-2005)

National Communication Association. (2006 - Present)

International Communication Association. (2013 – Present)