

Steven C. Rockwell, Ph.D.

EDUCATION

August 1989 to May 1993: University of Alabama, Tuscaloosa, Ph.D. in Mass Communication. Major Area: Theory, Processes, and Effects. Cognate: New Communication Technologies.

August 1987 to May 1989: University of Alabama, Tuscaloosa, Master of Arts in Telecommunication and Film.

September 1980 to May 1985: University of South Alabama, Mobile, Bachelor of Arts. Major: English, Minor: History.

WORK AND PROFESSIONAL EXPERIENCE

August 1998 to present: Associate Professor, University of South Alabama. Teaching courses both traditionally and via distance technologies in research methods, new communication technologies, digital film and television production, media theory, video editing and special effects and media effects. Supervised directed research projects and served as chair on a number of graduate and thesis committees. Continuing research program investigating media effects, technology policy, and factors influencing user involvement with new communication technologies. Currently serving as Coordinator of the department's graduate program. Worked to develop department's assessment plan and objective indicators of student performance. Developed and maintained department's web server. Served on numerous department, college and university committees.

December 2008 to present. Co-owner, Tea Tree Studios. Worked on several independent feature films. Shot video interviews and presentations for several clients. Shot and edited numerous stage plays and performances. Released feature length film, *Triptych*, in May, 2009.

September 2000 to present: Owner, Intermation, LLC. Developed content management based web solutions for numerous clients. Developed and administered Internet-based surveys for numerous clients. Conducted communication message-flow analyses and audits for several clients. Conducted focus group research for several clients.

June 1995 to Aug 1998: Director, The Center for Telecommunications Technology, University of Alabama, Brewton, AL. Responsible for all facets of operation of this state funded center designed to increase the integration and utilization of telecommunications technology throughout the state. Worked to

successfully secure over one million dollars in gifts to build a state-of-the-art facility. Presented to numerous groups throughout the state about the benefits and opportunities of telecommunications technologies. Oversaw the design and construction of this facility. Administered an annual budget of over \$350,000 for center operations. Assumed management of the Mobile, AL Freenet and brought free, public Internet access to five counties in southwest Alabama. Installed and managed a fiber-optic ring around the city of Brewton, Alabama. Managed four T-1 based, two-way video conferencing centers. Worked to increase capacity of a state-wide video conference network. Offered work force training and certification to numerous manufacturers around the state. Answered directly to the President of the University of Alabama and the Chancellor of the University of Alabama system.

November 1993 to 1998: President, Bay Area Multimedia. Designed and produced informational kiosks and web sites. Provided computer, multimedia, and telecommunications consultation services for various clients.

September 1993 to June 1995: Assistant Professor, University of South Alabama. Taught courses in new communication technologies, television production, media theory, and media effects. Supervised directed research projects and served on a number of graduate and thesis committees. Continued research program investigating factors influencing user involvement with new communication technologies.

August 1992 to August 1993: Research Fellow, Institute for Communication Research. Managed day-to-day operations of the Institute. Conducted and supervised various research and technical endeavors including data acquisition, data analysis, and writing, resulting in several publications. Purchased, evaluated, and implemented new hardware and software for the Institute for Communication Research. Designed, installed, and administered a local area computer network. Served as data acquisition and statistical analysis consultant for faculty and Ph.D. students. Assisted in the evaluation of several systems for distance learning via satellite.

February 1992 to August 1993: Multimedia Systems Designer. Primary duties included serving as design consultant and coordinator for an interactive multimedia mathematics course developed at the University of Alabama.

August 1992 to May 1993: Adjunct Instructor. MC 101, *Introduction to Mass Communication*, Spring, 1993. Served as co-instructor (with Jennings Bryant) of MC 550, *Mass Communications Research Methods*, Fall, 1992.

January 1989 to July 1992: BellSouth Foundation Telecommunications Research Assistant. Duties included: Conducting or supervising various research endeavors resulting in several publications; planning, purchasing, and overseeing installation of equipment for the Institute for Communication

Research; and assisting in the evaluation of distance learning systems and programs. Also served as administrative assistant to the BellSouth Foundation for a conference, *Telecommunications: Connecting College Students to the Information Age* (Atlanta, GA, October 6-8, 1990).

August 1989 to December 1990: Graduate Teaching Assistant (GTA).
Teacher of Record for BFC 339, *Broadcast News Operation* (one-half time) .

August 1989 to December 1990: Graduate Research Assistant (GRA).
Research Assistant for Dr. Dan Riffe. Duties included data analysis, library research, and writing for various research projects (one-half time) .

August 1988 to May 1989: Graduate Teaching Assistant, University of Alabama. Lab instructor for *Introduction to Media Writing*. Duties included lecturing, evaluation, and record keeping.

August 1987 to May 1988: Graduate Teaching Assistant (GTA), University of Alabama. Duties included student grading, record keeping, and lecturing.
Courses assisted: (1) *Motion Picture History and Criticism*, (2) *Telecommunication Aesthetics*.

November 1986 to May 1987: Graphics operator, associate producer, news editor, field and studio camera operator, WCFT-TV, Tuscaloosa, AL. Served as associate producer for one daily newscast. Responsible for creating graphics for three daily newscasts. Operated studio camera and ENG camera and edited video news packages on a regular basis.

October 1985 to May 1986: 9th-12th grade English instructor, Marietta B. Johnson School, Fairhope, AL. Duties included the daily instruction, evaluation, counseling, and record keeping of students enrolled in high school level English courses at the school.

PUBLICATIONS

Rockwell, S.C. (In progress). The effect of social media peer approval on reported appeal of and likelihood to view promoted movie.

Lunceford, Brett & C. Rockwell, Steven. (2017). Reconsidering the Net Generation: Putting the focus back on the technological landscape. *Explorations in Media Ecology*. 16. 91-100. 10.1386/eme.16.1.91_1.

Rockwell, S.C. (2012, August). Ghostbusting in the Research Methods Classroom. *Communication Currents*, 7(4).

Rockwell, S. C. (2012). Ghost Hunting as a Means to Illustrate Scientific Methodology and Enhance Critical Thinking. *Communication Teacher*, 26(3), 158-162.

Rockwell, S.C. (Co-Producer, Director of Photography, Co-Editor). (2009). *Triptych* [Feature Length Motion Picture Production]. Mobile, AL: University of South Alabama. May, 2009.

Rockwell, S. (2007). The digital future of children's broadcasting. In J.A. Bryant & J. Bryant (Eds.; 2007). *The children's television community: Institutional, critical, social system, and network analyses*. Mahwah, NJ: Lawrence Erlbaum Associates.

Rockwell, S. C., & Singleton, L. A. (2007). The effect of the modality of presentation of streaming multimedia on information acquisition. *Media Psychology*, 9(1), 179-191.

Singleton, L. & Rockwell, S. C. (2003) Silent Voices: Contrasting the FCC 'media voices' standard for limiting local radio-television cross-ownership with a national survey of local television news and public affairs programming. *Communication Law and Policy*, Vol. 8: 385-403.

Rockwell, S. C. & Singleton, L. (2002). The effects of computer anxiety and communication apprehension on the adoption and utilization of the Internet. *Electronic Journal of Communication/La Revue Electronique de Communication*. April, 2002.

Rockwell, S. C., & Bryant, J. (1999). Enjoyment of interactivity in an entertainment program for children. *Zeitschrift für Medienpsychologie*, 4, 244-259.

Scott, C., & Rockwell, S. C. (1997). The effect of communication, writing, and technology apprehension on likelihood to use new communication technologies. *Communications Educator*, January, 1997.

Bryant J., Rockwell, S. C., & Owens J. W. (1994). "Buzzer beaters" and "barn burners:" The effects of watching the game go "down to the wire." *Journal of Sport and Social Issues* 18(4), 326-339.

Bryant, J., & Rockwell, S. C. (1994). Effects of massive exposure to sexually-oriented primetime television programming on adolescents' moral judgment. In D. Zillmann, J. Bryant, & A. Huston (Eds.), *Media, children, and family: Social scientific, clinical, and psychoanalytic perspectives*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Zillmann, D., Rockwell, S., Schweitzer, K., & Sundar, S. (1993). Does humor enhance discomfort tolerance? *Motivation and Emotion* 17(1), pp. 1-21.

Bryant, J. & Rockwell, S.C. (1993). Remote control devices in television program selection: Experimental evidence. In J. Walker (Ed.), *The remote control device in the new age of television*. New York: Praeger.

Bryant, J., & Rockwell, S. C. (1991). Evolving cognitive models in mass communication reception processes. In J. Bryant & D. Zillmann (Eds.), *Responding to the screen: Reception and reaction processes* (pp. 217-226). Hillsdale, NJ: Lawrence Erlbaum Associates .

TECHNICAL REPORTS

Rockwell, Steven C. (2000). Mobile Community Network Evaluation Report. United Way of Southwest Alabama. Mobile, AL. [47 pp].

Bryant, J., Maxwell, M., Rockwell, S., Love, C., Shastri, V., Opplilger, P., & Pope, J. (1993). Violence in children's animated television programs: *Cro*, *Teenage Mutant Ninja Turtles*, and *The New Adventures of Winnie the Pooh*. Tuscaloosa, AL: Institute for Communication Research [46 pp.]

Bryant, J., Rockwell, S., Maxwell, M., Love, C., Oppliger, P., & Shastri, V. (1993). Audience responses to *Cyberculture*. Tuscaloosa, AL: Institute for Communication Research [55 pp.]

Bryant, J., Rockwell, S. C., Hester, J. B., Love, C., Maxwell, M., Oppliger, P., Pope, J., & Shastri, V. N. (1992, November). Mid-term evaluation of Integrated Science 7 and Integrated Science 8. Report to the Center for Communication and Educational Technology. Tuscaloosa, AL: Institute for Communication Research. [36 pp.]

Bryant, J., & Rockwell, S. C. (1988, 1990). LEA Communication Textbook Curriculum Analysis. Final Report to Erlbaum, October 28, 1988; updated February 20, 1990. Tuscaloosa, AL: Institute for Communication Research. [570 pp.]

Bryant, J., Maxwell, M., Scott, L., Rockwell, S., & Love, C. (1990). *TI-IN United Star Network evaluation report 1989-1990: Vol. I: Introduction and overview*. Tuscaloosa, AL: Institute for Communication Research. [19 pp.]

Bryant, J., Love, C., Maxwell, M., Rockwell, S., & Scott, L. (1990). *TI-IN United Star Network evaluation report 1989-1990: Vol. II: Technical reports: Site visits*. Tuscaloosa, AL: Institute for Communication Research. [177 pp.]

Bryant, J., Copeland, G., Rockwell, S., Love, C., Maxwell, M., Owens, J., & Wood, C. (1990). *TI-IN United Star Network evaluation report 1989-1990: Vol. 111: Technical reports: Normative data and questionnaire evaluation*. Tuscaloosa, AL: Institute for Communication Research. [103 pp.]

Bryant, J., Rockwell, S., Gassmann, R., & Hyde, J. (1988). *A profile of telecommunications higher education in the Southeastern U.S.A*. Report presented to the Bellsouth Foundation. Tuscaloosa, AL: University of Alabama. [110 pp.]

Bryant, J., Rockwell, S., Gassmann, R., & Hyde, J. (1988). *Communication curriculum analysis*. Report presented to Lawrence Erlbaum Associates, Inc., Publishers. Tuscaloosa, AL: The University of Alabama. [712 pp.]

MEDIA AUTHORED

Ghost hunting in a research methods course. Video created for inclusion in article written for Communication Currents, August, 2012.

Interactive Multimedia CD-ROM created for the Department of Mathematics and Statistics, University of South Alabama, Spring, 1999.

Informational Kiosk and Interactive Presentation created for the Department of Communication, University of South Alabama, Fall, 1999.

Orientation Video produced for Baldwin County Informational and Library Services, University of South Alabama, April 1995.

Informational Video produced for University of South Alabama Library, Spring, 1995.

Training Video produced for Integrated Science Program, University of Alabama, Summer, 1994.

Creative Director, Multimedia Math. An interactive, multimedia mathematics course developed at the University of Alabama, 1993.

REFEREED, JURIED, AND INVITED PRESENTATIONS AND EXHIBITIONS

Rockwell, S.C. (Co-Producer, Director of Photography, Co-Editor). (2009). *Triptych* [Feature Length Motion Picture Production]. Mobile, AL: University of South Alabama. Exhibited at the South Alabama Film Festival, November, 2009.

"Silent Voices: Contrasting the FCC "Media Voices" Standard for Limiting Local Radio-Television Cross-Ownership with a National Survey of Local Television News and Public Affairs Programming." Presented to the Annual Convention of the Broadcast Education Association. Las Vegas, NV, April, 2001

"Social and Cultural Dimensions of the Digital Divide: A Comparative Analysis of Adopters and Non-Adopters of Free Internet Service in a Rural Community." Presented to the 28th Annual TPRC Conference on Communication, Information and Internet Policy. Alexandria, VA, September 23-25, 2000

"The Digital Divide: Lessons Learned from Community Supported Internet Access." Presented to Leadership Alabama, Demopolis, AL, May 4, 2001.

"The proliferation of courses about the Internet in the communication curriculum: An emerging discipline or a transitory trend?" Presented to the 70th Annual Conference of the Southern States Communication Association, New Orleans, LA, March 2000

"Achieving Universal Access to Internet Services in Rural America: Adoption Patterns of First-Time Rural Subscribers to a Free Public-Access Internet Service," presented to the 85th Annual meeting of the National Communication Convention, Chicago, IL, November 1999.

"Bridging the divide, achieving universal access through the public-private partnership," presented to the annual meeting of the Alabama-Mississippi Telecommunications Association, Gulf Shores, AL, July 1996.

"The role of the municipality in building a telecommunication infrastructure," presented to the Alabama League of Municipalities Annual Convention, Birmingham, AL, May, 1996

Presentation on the uses of preference analysis systems to measure audience responses, presented to the 26th Annual ITVA International Conference, Anaheim, CA, June, 1994.

"'Buzzer Beaters' and 'Barn Burners,' The effects on enjoyment of watching the game go 'Down to the Wire,'" presented to the 79th Annual Meeting of the Speech Communication Association, Miami Beach, FL, November 1993.

Presentation on new technologies and higher education, presented to the Student Affairs Professionals Institute, University of Alabama, Tuscaloosa, AL, December 1992.

"Does humor enhance discomfort tolerance?," presented to the International Communication Association, Miami, FL, May 1992.

"Effects of Massive Exposure to Sexually-Oriented Primetime Television Programming on Adolescents' Moral Judgment," presented at the National Family's Foundation Conference on the *Effects of Media on Children and Family*, Pittsburgh, PA, November 1990.

"Remote Control Technologies and Human Factors in Television Program Selection: Little Things Mean a Lot," presented to the 76th Annual Convention of the Speech Communication Association, Chicago, IL, November 1990.

"Exploring an Exceptionally Active Audience: Lessons from Interactive Distance Education," presented at a conference on *Audie: Toward a Comprehensive Theory of the Audience*, Urbana-Champaign, IL, September 7, 1990.

"An Overview of Telecommunications Curriculum Development in U.S.A. Colleges and Universities," presented at a conference on *Telecommunications--Connecting College Students to the Information Age*, Atlanta, GA, October 7, 1990.

"Distributive Justice in the Information Age: A Rawlsian Perspective," presented to the Association for Education in Journalism and Mass Communication," Tuscaloosa, AL, March 1990.

"The Mass Audience Appeal of Religious Programming," presented to the Southern States Communication Association, Memphis, TN, April 1988.

HONORS, GRANTS AND AWARDS

Co-recipient, Top Paper Award, Technology Division, Broadcast Education Association. Las Vegas, NV, April, 2003

Co-recipient, Top Paper Award, Law and Policy Division, Broadcast Education Association. Las Vegas, NV, April, 2001

Recipient, The Communication Apprehension and Avoidance Committee of the National Communication Association's Journal Article of the Year Award, 1998.

Recipient, Knox Hagood Award for outstanding contribution by a Ph.D. student University of Alabama, April 1992.

Recipient, Outstanding Graduate Research Assistant Award, College of Communication, University of Alabama, January 1991.

Awarded \$3000 BellSouth Grant for dissertation research, February 1991.

Recipient, Outstanding Graduate Research Assistant Award, Broadcast and Film Communication Department, January 1989.

Selected for membership in Kappa Tau Alpha, Journalism and Mass Communication honor society, January 1989.