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**Joshua M. Scacco**

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**EDUCATION**

- Ph. D. 2014            Communication Studies  
                          University of Texas at Austin
- M. A. 2010            Communication, Culture & Technology  
                          Georgetown University (Distinction)
- B. A. 2008            Liberal Arts  
                          Juniata College (*summa cum laude*)

**PROFESSIONAL APPOINTMENTS**

- 2018 – present        University of South Florida
- Associate Chair, Department of Communication ('21—present)
  - Associate Professor, Department of Communication ('20—present)
  - Assistant Professor, Department of Communication ('18—'20)
- 2012 – present        Center for Media Engagement, University of Texas at Austin
- Faculty Research Associate ('14—present)
  - Graduate Research Associate ('12—'14)
- 2014 – 2018            Purdue University
- Assistant Professor, Brian Lamb School of Communication ('14—'18)
  - Courtesy Faculty, Department of Political Science ('15—'18)
  - Faculty Affiliate, Purdue Policy Research Institute ('17—'18)

## AWARDS AND HONORS

- 2021 *Top Paper*, Communication and Military Division, National Communication Association
- 2020 *Top Paper*, Rhetoric & Communication Theory Division, National Communication Association
- 2017 *Michael Pfau Outstanding Article Award*, Political Communication Division, National Communication Association
- 2017 *W. Charles Redding Award for Excellence in Teaching*, Brian Lamb School of Communication, Purdue University
- 2017 *Exceptional Early Career Teaching Award Nominee*, College of Liberal Arts, Purdue University
- 2016 *Lynda Lee Kaid Outstanding Dissertation Award*, Political Communication Division, National Communication Association
- 2016 *Bill Eadie Distinguished Award for a Scholarly Article*, Applied Communication Division, National Communication Association
- 2015 *Top 10 Paper*, Digital News and Social Media Research, Harvard's Nieman Journalism Lab
- 2015 *Best Paper Award*, Information Technology & Politics section, American Political Science Association
- 2014 *William S. Livingston Outstanding Graduate Student Academic Employee – Graduate Research Assistant*, University of Texas at Austin Graduate School
- 2013 *Top Paper*, Organizational Communication Division, National Communication Association
- 2013 *Top Scholar-to-Scholar Presentation*, Electronic News Division, Association for Education in Journalism and Mass Communication
- 2013 *Travel Grant*, International Communication Association, Political Communication Division
- 2013 *Excellence in Graduate Research Award Nominee* from the Department of Communication Studies, University of Texas at Austin
- 2013 *Outstanding Graduate Student Award Nominee* from the Department of Communication Studies, University of Texas at Austin
- 2012 *Patricia Witherspoon Research Award*, Annette Strauss Institute for Civic Life, University of Texas at Austin
- 2011 *Outstanding First-Year Ph.D. Student*, Department of Communication Studies, University of Texas at Austin
- 2010 *Graduate Student Community Member Service Award*, Communication Studies Graduate Committee, University of Texas at Austin
- 2010 *Master's Thesis Distinction*, Georgetown University
- 2010 *Top Student Paper*, Rhetoric and Public Address Division, Eastern Communication Association
- 2008 *Voices of Tomorrow: College Communicator of the Year*, Pennsylvania Communication Association

## RESEARCH

(\*Denotes co-author was a graduate student when the study was conducted)

### *Books*

**Scacco, J. M.**, & Coe, K. (2021). *The ubiquitous presidency: Presidential communication and digital democracy in tumultuous times*. New York, NY: Oxford University Press. ISBN: 9780197520642

### *Refereed Articles (22)*

22. Wiemer, E. C.,\* **Scacco, J. M.**, & Berkelaar, B. (in press). Democratic disarray: Organizational messaging coherence and the local echoing press during the 2020 Iowa Democratic caucus. *American Behavioral Scientist*. doi:10.1177/0002764221992808

21. **Scacco, J. M.**, Copeland, L., Becker, A. B., & Berger, J.\* (2020). When the president tweets: Exploring the normative tensions of contemporary presidential communication. *International Journal of Communication*, 14, 3119-3142.

20. **Scacco, J. M.**, & Muddiman, A. (2020). The curiosity effect: Information seeking in the contemporary news environment. *New Media & Society*, 22(3), 429–448. doi:10.1177/1461444819863408

19. Peacock, C., **Scacco, J. M.**, & Stroud, N. J. (2019). The deliberative influence of comment section structure. *Journalism: Theory, Practice and Criticism*, 20(6), 752–771. doi:10.1177/1464884917711791

18. **Scacco, J. M.**, & Muddiman, A. (2019). Using controlled and field experiments to create and test digital news quizzes. *SAGE Research Methods Cases*, Part 2, 1-16. doi:10.4135/9781526479617

17. Wiemer, E. C.,\* & **Scacco, J. M.** (2018). Disruptor-in-chief? The networked influence of President Trump in building and setting the agenda. *The Agenda Setting Journal: Theory, Practice, Critique*, 2(2), 191-213. doi:10.1075/asj.18020.wie

16. **Scacco, J. M.**, Coe, K., & Hearit, L. B.\* (2018). Presidential communication in tumultuous times: Insights into key shifts, normative implications, and research opportunities. *Annals of the International Communication Association*, 42(1), 21-37. doi:10.1080/23808985.2018.1433962

15. Stroud, N. J., Muddiman, A., & **Scacco, J. M.** (2017). Like, recommend, or respect? Altering political behavior in news comment sections. *New Media & Society*, 19(11), 1727-1743. doi:10.1177/1461444816642420

14. **Scacco, J. M.**, & Coe, K. (2017). Talk this way: The ubiquitous presidency and expectations of presidential communication. *American Behavioral Scientist*, 61(3), 298-314. doi:10.1177/0002764217704321
13. **Scacco, J. M.**, Muddiman, A., & Stroud, N. J. (2016). The influence of online quizzes on the acquisition of public affairs knowledge. *Journal of Information Technology & Politics*, 13(4), 311-325. doi:10.1080/19331681.2016.1230920
12. **Scacco, J. M.**, & Coe, K. (2016). The ubiquitous presidency: Toward a new paradigm for studying presidential communication. *International Journal of Communication*, 10, 2014-2037. doi:1932-8036/20160005 **\*\*Recipient of the 2017 Michael Pfau Outstanding Article Award from the Political Communication Division of the National Communication Association\*\***
11. Stroud, N. J., **Scacco, J. M.**, & Curry, A. (2016). The presence and use of interactive features on news websites. *Digital Journalism*, 4(3), 339-358. doi:10.1080/21670811.2015.1042982
10. Berkelaar, B. L., Birdsell, J. L., & **Scacco, J. M.** (2016). Storying the digital professional: How online screening shifts the primary site and authorship of workers' career stories. *Journal of Applied Communication Research*, 44(3), 275-295. doi:10.1080/00909882.2016.1192287
9. **Scacco, J. M.**, Curry, A., & Stroud, N. J. (2015). Digital divisions: Organizational gatekeeping practices in the context of online news. *ISOJ: The Official Research Journal of the International Symposium on Online Journalism*, 5(1), 106-123.
8. Stroud, N. J., **Scacco, J. M.**, Muddiman, A., & Curry, A. (2015). Changing deliberative norms on news organizations' Facebook sites. *Journal of Computer-Mediated Communication*, 20(2), 188-203. doi:10.1111/jcc4.12104 **\*\*Named by the Harvard Nieman Journalism Lab as a top 10 article for 2015 in digital news and social media research and recipient of the 2016 Bill Eadie Distinguished Award for a Scholarly Article from the Applied Communication Division of the National Communication Association\*\***
7. Berkelaar, B. L., **Scacco, J. M.**, & Birdsell, J. L. (2015). The worker as politician: How online information and electoral heuristics shape personnel selection and careers. *New Media & Society*, 17(8), 1377-1396. doi:10.1177/1461444814525739
6. **Scacco, J. M.**, & Peacock, C. (2014). The cross-pressured citizen in the 2012 presidential campaign: Formative factors and media choice behavior. *American Behavioral Scientist*, 58(9), 1214-1235. doi:10.1177/0002764213506217
5. Gershtenson, J., Plane, D. L., **Scacco, J. M.**, & Thomas, J. (2013). Registering to vote is easy, right? Active learning and attitudes about voter registration. *Journal of Political Science Education*, 9(4), 379-402. doi:10.1080/15512169.2013.835226

4. Weaver, D. A., & **Scacco, J. M.** (2013). Revisiting the protest paradigm: The Tea Party as filtered through primetime cable news. *International Journal of Press/Politics*, 18(1), 61-84. doi:10.1177/1940161212462872

3. **Scacco, J. M.** (2012). The digital form of a weekend routine: A research note on the weekly presidential address. *Electronic Media & Politics*, 1(6), 108-112.

2. **Scacco, J. M.** (2011). A weekend routine: The functions of the weekly presidential address from Bill Clinton to Barack Obama. *Electronic Media & Politics*, 1(4), 66-88.

1. **Scacco, J. M.** (2009). Shaping economic reality: A critical metaphor analysis of President Barack Obama's economic language during his first 100 days. *gnovis*, 10(1).

### **Book Chapters (13)**

13. **Scacco, J. M.**, Smith, J.,\* & Coe, K. (accepted). Donald Trump and the COVID-19 information environment in campaign 2020. In *democracy disrupted: Communication in the volatile 2020 presidential election*.

12. **Scacco, J. M.**, & Wiemer, E. C.\* (in press). Platforms and the presidency: Public preferences for digital and socially-mediated presidential communication. In J. Baumgartner & T. Towner (Eds.), *The internet and the 2020 campaign*. New York, NY: Lexington Books.

11. **Scacco, J. M.**, Weaver, D. A., & Wiemer, E. C.\* (2021). Occupy Wall Street meets the Tea Party: Partisan cable news and protest (de)legitimation. In S. E. Jarvis (Ed.), *New agendas in communication: How right wing media and messaging (re)made American politics*. New York, NY: Routledge.

10. **Scacco, J. M.**, & Wiemer, E. C.\* (2019). The president tweets the press: President-press relations and the politics of media degradation. In R. Davis & D. Taras (Eds.), *Power Shift? Political Leadership and Social Media* (pp. 17-32). New York, NY: Routledge.

9. Harness, D.,\* & **Scacco, J. M.** (2018). Donald Trump meets the ubiquitous presidency. In R. X. Browning (Ed.), *The year in C-SPAN Archives research—Volume 4* (pp. 145-172). West Lafayette, IN: Purdue University Press.

8. Wilson, C. B.,\* & **Scacco, J. M.** (2018). Exploring congressional “law enforcement” talk. In R. X. Browning (Ed.), *The year in C-SPAN Archives research—Volume 4* (pp. 21-44). West Lafayette, IN: Purdue University Press.

7. **Scacco, J. M.**, & Coe, K., & Harness, D.\* (2018). From interactivity to incitement: Ubiquitous communication and elite calls for participation. In B. R. Warner, D. G. Bystrom,

M. S. McKinney, & M. C. Banwart (Eds.), *An unprecedented election: Campaign coverage, communication, and citizens divided* (pp. 296-316). New York, NY: Praeger.

6. **Scacco, J. M.**, & Coe, K. (2017). Acting “presidential:” The modern campaign meets the ubiquitous presidency. In R. E. Denton Jr. (Ed.), *Political Campaign Communication: Theory, Method and Practice* (pp. 303-326). New York, NY: Lexington Books.

5. **Scacco, J. M.** (2017). C-SPAN unscripted: The Archives as repository for uncertainty in political life. In R. X. Browning (Ed.), *Advances in research using the C-SPAN Archives* (pp. 165-172). West Lafayette, IN: Purdue University Press.

4. **Scacco, J. M.**, Lawrence, R. G., & Tenenboim, O. (2016). “The documented voter:” Voter ID messaging in the 2014 Texas midterm election. In J. A. Hendricks & D. Schill (Eds.), *Communication and midterm elections: Media, message, and mobilization* (pp. 43-56). New York, NY: Palgrave Macmillan.

3. **Scacco, J. M.** (2016). Calvin Coolidge: Regime articulation through expectations. In J. Ashley & M. J. Jarmer (Eds.), *The bully pulpit, presidential speeches, and the shaping of public policy* (pp. 53-65). New York, NY: Lexington Books.

2. Stroud, N. J., Muddiman, A., & **Scacco, J. M.** (2015). Engaging audiences via online news sites. In H. Gil de Zúñiga (Ed.), *New agendas in communication: New technologies and civic engagement* (pp. 178-194). New York, NY: Routledge.

1. Hart, R. P., & **Scacco, J. M.** (2014). Rhetorical negotiation and the presidential press conference. In R. P. Hart (Ed.), *Communication and language analysis in the public sphere* (pp. 59-80). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-5003-9.ch004

### ***Book Reviews, Encyclopedia Entries, and Other Publications (9)***

9. **Scacco, J. M.**, & Coe, K. (accepted). Securing the guardrails of democracy? Accountability and presidential communication in the 2020 election. *Quarterly Journal of Speech*. [Invited contribution]

8. Wiemer, E. C.,\* & **Scacco, J. M.** (2021). [Review of Jill A. Edy & Patrick C. Meirick, *A nation fragmented: The public agenda in the information age*]. *Mass Communication and Society*, 24(3), 475-477. doi:10.1080/15205436.2021.1894812

7. **Scacco, J. M.** (2020). The public, press, and presidency in a time of democratic turbulence. *Juniata Voices*, 19, 69-79. [https://www.juniata.edu/offices/juniata-voices/past-version/media/volume-19/Scacco\\_the\\_Public\\_the\\_Press\\_and\\_the\\_Presidency\\_vol\\_19\\_pgs\\_69\\_79.pdf](https://www.juniata.edu/offices/juniata-voices/past-version/media/volume-19/Scacco_the_Public_the_Press_and_the_Presidency_vol_19_pgs_69_79.pdf)

6. **Scacco, J. M.**, & Wiemer, E. C.\* (2019). Press conferences. In T. P. Vos, F. Hanusch, D. Dimitrakopoulou, M. Geertsema-Sligh and A. Sehl (Eds.), *The international encyclopedia of journalism studies*. Hoboken, NJ: Wiley. doi:10.1002/9781118841570.iejs0264
5. Coe, K., & **Scacco, J. M.** (2017). Quantitative content analysis. In J. Matthes (Ed.), *The international encyclopedia of communication research methods* (pp. 346-356). Hoboken, NJ: Wiley. doi:10.1002/9781118901731.iecrm0045
4. **Scacco, J. M.** (2017). [Review of Anthony R. DiMaggio, *Selling war, selling hope: Presidential rhetoric, the news media, and U.S. foreign policy since 9/11*]. *Presidential Studies Quarterly*, 47(1), 211-212. doi:10.1111/psq.12356
3. **Scacco, J. M.** (2015). [Review of Richard Waterman, Carol L. Silva, & Hank Jenkins-Smith, *The presidential expectations gap: Public attitudes concerning the presidency*]. *Political Communication*, 32(2), 341-344. doi:10.1080/10584609.2015.1018111
2. Stroud, N. J., Kim, S., & **Scacco, J. M.** (2012). Cognitive dissonance. In P. Moy (Ed.), *Oxford bibliographies in communication*. New York, NY: Oxford University Press. <http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0062.xml?rskey=yTliFU&result=2&q>
1. **Scacco, J. M.** (2011). [Review of Ryan Lee Teten, *The evolutionary rhetorical presidency: Tracing the changes in presidential address and power*]. *Electronic Media & Politics*.

#### **Grant-Funded White Papers (14)**

14. Muddiman, A., & **Scacco, J. M.** (2019). Clickbait content may not be click-worthy. Center for Media Engagement. <https://mediaengagement.org/wp-content/uploads/2019/05/CME-Report-Clickbait-Content-May-Not-Be-Click-Worthy.pdf>
13. **Scacco, J. M.**, Potts, L.,\* Hearit, L.,\* Sonderman, J., & Stroud, N. J. (2017). General election news coverage: What engages audiences down the ballot. Center for Media Engagement. <https://mediaengagement.org/research/general-election-news-coverage-what-engages-audiences-down-the-ballot-2/> (In partnership with the American Press Institute)
12. **Scacco, J. M.**, Hearit, L.,\* Potts, L.,\* Sonderman, J., & Stroud, N. J. (2016). *Primary election coverage: What types of news engage audiences*. Engaging News Project. <https://mediaengagement.org/wp-content/uploads/2016/10/ENP-What-Types-of-Primary-Election-Coverage-Engage-Audiences.pdf> (In partnership with the American Press Institute)
11. **Scacco, J. M.**, & Muddiman, A. (2016). *Investigating the influence of “clickbait” news headlines*. Engaging News Project. <https://mediaengagement.org/wp-content/uploads/2016/08/ENP-Investigating-the-Influence-of-Clickbait-News-Headlines.pdf>

10. Stroud, N. J., Alizor, A., Curry, A., Van Duyn, E., McGregor, S., **Scacco, J. M.**, & Steiner, K. (2016). *News tools workshop report*. Engaging News Project. <https://mediaengagement.org/wp-content/uploads/2016/06/News-Tools-Workshop-Report.pdf>
9. **Scacco, J. M.**, & Muddiman, A. (2015). *The current state of news headlines*. Engaging News Project. <https://mediaengagement.org/wp-content/uploads/2019/05/THE-CURRENT-STATE-OF-NEWS-HEADLINES.pdf>
8. Stroud, N. J., & **Scacco, J. M.** (2014). *Restructuring comment sections*. Engaging News Project. <https://mediaengagement.org/wp-content/uploads/2014/11/White-Paper-Comment-Structure-.pdf>
7. Stroud, N. J., **Scacco, J. M.**, & Curry, A. (2014). *News engagement workshop report*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/05/ENP\\_Workshop\\_Report.pdf](https://mediaengagement.org/wp-content/uploads/2014/05/ENP_Workshop_Report.pdf)
6. Stroud, N. J., **Scacco, J. M.**, & Curry, A. (2014). *Interactive features in online news*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/04/ENP\\_News\\_Site\\_Analysis.pdf](https://mediaengagement.org/wp-content/uploads/2014/04/ENP_News_Site_Analysis.pdf)
5. Stroud, N. J., **Scacco, J. M.**, & Muddiman, A. (2013). *Online polls and quizzes*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/04/ENP\\_Polls\\_Report.pdf](https://mediaengagement.org/wp-content/uploads/2014/04/ENP_Polls_Report.pdf)
4. Stroud, N. J., Muddiman, A., **Scacco, J. M.**, & Curry, A. (2013). *Journalist involvement in comment sections*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/04/ENP\\_Comments\\_Report.pdf](https://mediaengagement.org/wp-content/uploads/2014/04/ENP_Comments_Report.pdf)
3. Stroud, N. J., Muddiman, A., & **Scacco, J. M.** (2013). *Social media buttons*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/04/ENP\\_Buttons\\_Report.pdf](https://mediaengagement.org/wp-content/uploads/2014/04/ENP_Buttons_Report.pdf)
2. Stroud, N. J., Muddiman, A., & **Scacco, J. M.** (2013). *Hyperlinking prompts*. Engaging News Project. [https://mediaengagement.org/wp-content/uploads/2014/04/ENP\\_Links\\_Report.pdf](https://mediaengagement.org/wp-content/uploads/2014/04/ENP_Links_Report.pdf)
1. **Scacco, J. M.** (2012). *The effects and consequences of presidential expectations setting*. Annette Strauss Institute for Civic Life. White paper.

#### ***Competitively-Selected Scholarly Presentations since 2014 (34)***

34. **Scacco, J. M.**, & Coe, K. (2021, May). *Demographic identity and expectations of presidential communication*. Presentation at the International Communication Association, Political Communication Division, Denver, CO (virtual conference).



33. **Scacco, J. M.**, & Coe, K. (2020, November). *Democratic accountability and the ubiquitous presidency*. Paper presented at the National Communication Association, Rhetoric & Communication Theory Division, Indianapolis, IN (virtual conference). **\*\*Top Paper\*\***

32. **Scacco, J. M.**, Wiemer, E. C.,\* & Arledge, A. B.\* (2020, November). *Presidential communication expectancies among engaged Democratic identifiers in the 2020 Iowa Caucus*. Presentation at the National Communication Association, Political Communication Division, Indianapolis, IN (virtual conference).

31. **Scacco, J. M.**, Copeland, L., Becker, A. B., & Berger, J.\* (2020, November). *When the president tweets: Exploring the normative tensions of contemporary presidential communication*. Paper presented at the National Communication Association, Political Communication Division, Indianapolis, IN (virtual conference).

30. Berger, J.,\* Jensen, J. D., Copeland, L., **Scacco, J. M.**, & Coe, K. (2020, November). *Anger, irritability, and support for impeachment: A survey of U.S. adults*. Paper presented at the National Communication Association, Political Communication Division, Indianapolis, IN (virtual conference).

29. **Scacco, J. M.**, & Coe, K. (2020, September). *The presidential voice: Public expectations of ubiquitous communication practices*. Paper presented at the American Political Science Association Political Communication Preconference, San Francisco, CA (virtual conference).

28. **Scacco, J. M.**, & Wiemer, E. C.\* (2019, November). *The president tweets the press: President-press relations and the politics of media degradation*. Paper presented at the National Communication Association, Political Communication Division, Baltimore, MD.

27. **Scacco, J. M.**, Coe, K., & Wiemer, E. C.\* (2019, August). *Trumpian echoes: Presidential language repetition on Twitter*. Paper presented at the American Political Science Association Political Communication Preconference, Washington, D.C.

26. Muddiman, A., & **Scacco, J. M.** (2019, May). *Outrage coverage, news credibility, and digital engagement*. Paper presented at the International Communication Association, Mass Communication Division, Washington, D.C.

25. Wiemer, E. C.,\* & **Scacco, J. M.** (2019, May). *Elite influence and the echoing public: The role of semantic saturation*. Paper presented at the International Communication Association, Mass Communication Division, Washington, D.C.

24. Stroud, N. J., **Scacco, J. M.**, & Kim, Y.\* (2019, April). *Passive learning and incidental exposure to news*. Paper presented at the Midwest Political Science Association, Political Communication Division, Chicago, IL.

23. **Scacco, J. M.** (2018, November). *Presidential future talk: The influence of expectation frames*. Paper presented at the National Communication Association, Political Communication Division, Salt Lake City, UT.

22. **Scacco, J. M.**, Weaver, D. A., & Wiemer, E. C.\* (2018, November). *Occupy Wall Street meets the Tea Party: Partisan cable news and protest (de)legitimation*. Paper presented at the National Communication Association, Political Communication Division, Salt Lake City, UT.

21. Muddiman, A., & **Scacco, J. M.** (2018, August). *Clickbait headlines, news trust, and political misperceptions*. Paper presented at the American Political Science Association Political Communication Preconference, Boston, MA.

20. **Scacco, J. M.**, & Muddiman, M. (2018, May). *The clickbait effect: Information seeking in the contemporary news environment*. Paper presented at the International Communication Association, Mass Communication Division, Prague, CZ.

19. **Scacco, J. M.**, Copeland, L., & Becker, A. B. (2018, April). *Of tirades and tweets: Public opinion on President Trump's use of Twitter*. Paper presented at the Midwest Political Science Association, Information Technology & Politics Division, Chicago, IL.

18. **Scacco, J. M.**, Hearit, L. B.,\* & Potts, L.\* (2017, November). *Local news down the ballot: The content considerations and digital engagement effects of 2016 non-presidential primary coverage*. Paper presented at the National Communication Association, Political Communication Division, Dallas, TX.

17. **Scacco, J. M.**, & Coe, K. (2017, November). *Talk this way: The ubiquitous presidency and expectations of presidential communication*. Paper presented at the National Communication Association, Political Communication Division, Dallas, TX.

16. **Scacco, J. M.**, Coe, K., & Harness, D.\* (2017, May). *From interactivity to incitement: Ubiquitous communication and elite calls for participatory action*. Paper presented at the International Communication Association preconference on Normative Theory in Communication Research, San Diego, CA.

15. **Scacco, J. M.**, & Muddiman, A. R. (2016, November). *The effect of "clickbait" headlines on political news perceptions, expectations, and intended news engagement*. Paper presented at the National Communication Association, Political Communication Division, Philadelphia, PA.

14. Peacock, C., **Scacco, J. M.**, & Stroud, N. J. (2016, November). *The deliberative influence of comment section structure*. Paper presented at the National Communication Association, Political Communication Division, Philadelphia, PA.

13. **Scacco, J. M., & Coe, K.** (2016, May). *The microtargeted campaign meets the ubiquitous presidency*. Presentation given at the Rhetoric Society of America, Atlanta, GA.
12. **Scacco, J. M.** (2016, April). *Campaign today, White House tomorrow: Social media campaigning and the future of presidential communication*. Presentation given at the Central States Communication Association, Political Communication Division, Grand Rapids, MI.
11. **Scacco, J. M.** (2015, November). *Framing the future: The presence and variation of expectations in presidential communication*. Paper presented at the National Communication Association, Political Communication Division, Las Vegas, NV.
10. **Scacco, J. M.** (2015, October). *Understanding engagement when the academy meets political contexts*. Presentation given at the International Communication Association Nordic Regional Conference, Copenhagen, Denmark.
9. **Scacco, J. M., Lawrence, R. G., & Tenenboim, O.** (2015, September). *The documented voter: Voter ID messaging in the 2014 Texas midterm elections*. Paper presented at the American Political Science Association, Political Communication Division, San Francisco, CA.
8. **Stroud, N. J., & Scacco, J. M.** (2015, September). *Passive learning and incidental exposure to news*. Paper presented at the American Political Science Association, Political Communication Division, San Francisco, CA.
7. **Scacco, J. M., & Coe, K.** (2015, September). *Conceptualizing and testing the ubiquitous presidency model of communication*. Paper presented at the American Political Science Association Political Communication Preconference, San Francisco, CA.
6. **Scacco, J. M., Curry, A., & Stroud, N. J.** (2015, April). *Digital divisions: Organizational gatekeeping practices in the context of online news*. Paper presented at The International Symposium on Online Journalism, Austin, TX.
5. **Scacco, J. M.** (2014, November). *Form follows function? Online comment section structure and audience behaviors*. Paper presented at the National Communication Association, Political Communication Division, Chicago, IL.
4. **Scacco, J. M., Curry, A., & Stroud, N. J.** (2014, August). *Facing the digital news divide: Opportunities and challenges in online news production*. Paper presented at the American Political Science Association Political Communication Preconference, Washington, D.C.
3. **Stroud, N. J., Scacco, J. M., & Curry, A.** (2014, August). *Differences among news websites in their use of interactive features*. Paper presented at the Association for Education in Journalism and Mass Communication, Electronic News Division, Montreal, Canada.

2. Stroud, N. J., **Scacco, J. M.**, Muddiman, A., & Curry, A. (2014, May). *Can news comment sections be more deliberative?* Paper presented at the International Communication Association, Political Communication Division, Seattle, WA. **\*\*Recipient of the American Political Science Association Information Technology & Politics Division's Best Paper Award\*\***

1. **Scacco, J. M.** (2014, May). *Presidential expectations setting and the democratic consequences of future talk.* Paper presented at the International Communication Association Graduate Preconference, Political Communication Division, Seattle, WA.

### ***Grants/Funding***

#### **External Funding (Amount Supervised: \$80,736)**

- 2020/21      **Sarasota County Citizen Opinion Survey (\$9,000).** Consulted on public opinion survey development, data analysis, and presentation of findings associated with the annual Citizen Opinion Survey. Funds included summer salary.
- 2019      **Sarasota County Citizen Opinion Survey (\$11,000).** Consulted on public opinion survey development, data analysis, and presentation of findings associated with the annual Citizen Opinion Survey. Funds included summer salary.
- 2017      **Democracy Fund, Hewlett Foundation, Rita Allen Foundation via Engaging News Project (\$31,736).** Conducted research in partnership with the American Press Institute examining local news coverage of the 2016 election. Funds included summer payment for two Lamb School graduate students as well as a faculty course reduction for spring 2017.
- 2016      **edX (\$100,000; amount under direct supervision as Co-PI \$20,000).** Development and delivery of online lectures on elections and campaigns, mass media technologies, news, and political behavior and opinion for a massive open online course on *U.S. Government - Foundations, Democracy & Politics*. Funds included a faculty course reduction for fall 2016.

#### **University of South Florida: Internal Funding (Amount Supervised: \$8,215)**

- 2020      **College of Arts & Sciences, ResearchOne/Office of Corporate Sponsorships, Genshaft Honors College, Department of Communication, School of Interdisciplinary Global Studies, Zimmerman School of Mass Communication, University of South Florida (\$8,215) | *Campaigns & elections field research project: Iowa caucuses.*** Led team of 6 communication

and political science students for field research on emerging modes of presidential communication. [Role: P. I.].

**Purdue University: Internal Funding (Amount Supervised: \$21,250)**

- 2018 **College of Liberal Arts, Purdue University (\$1500)** | *Aspire research enhancement grant*. Integration of Crimson Hexagon analytics platform into research on social media political leadership. [Role: P. I.].
- 2016 **College of Liberal Arts, Purdue University (\$750)** | *Aspire research enhancement grant*. Integration of news-monitoring and analytics data from LexisNexis Newsdesk into research on the 2016 election and graduate-level Content Analysis course. [Role: P. I.].
- 2015—2016 **College of Liberal Arts Dean, Brian Lamb School of Communication, Department of Political Science, Purdue University (\$13,000)** | *Campaigns & elections field research project: Iowa caucuses*. Led team of 10 communication and political science honors society students for field research on emerging modes of presidential communication. [Role: P. I.].
- 2015 **Purdue Institute for Civic Communication Faculty Fellow, Purdue University (\$6,000)** | Course reduction for fall 2015 semester to develop undergraduate class on “Campaigns & Elections” that integrated content from the C-SPAN Archives.

**University of Texas at Austin: Internal Funding (Amount Supervised: \$2,000)**

- 2012 **Annette Strauss Institute for Civic Life, University of Texas at Austin (\$2,000)** | *The effects and consequences of presidential expectations setting*. Conducted experimental research on the effects of future-related presidential communication. [Role: P. I.].

***Grant Experience***

- 2012— **Center for Media Engagement, University of Texas at Austin** | Currently serve as a Faculty Research Associate (2014 – present). Lead Research Associate 2013-2014. Research Associate/Graduate Research Assistant from 2012- 2014. Formerly known as the Engaging News Project (2012-2017). [P. I. Natalie J. Stroud].
- 2012 **Office of the Vice President of Research, University of Texas at Austin (\$6,000)** | *Evaluating digital careers: Developing a scale to measure the perceived quality of job applicants based on online information*. [P. I. Brenda Berkelaar; Role: Research Assistant].

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2011            **College of Communication, University of Texas at Austin (\$6,000) |**  
*Understanding the effects of local news breaks.* [P. I.: Natalie J. Stroud; Role:  
Research Assistant].

***Visiting Scholar and Research Fellow Assignments***

2016 Fall        *Visiting Scholar*, School of Journalism, University of Texas at Austin  
2015 Fall        *Faculty Fellow*, Purdue Institute for Civic Communication, Purdue University  
2013—2014      *Graduate School Endowed Fellow*, University of Texas at Austin [1 of 15  
graduate students selected]  
2013 Fall        *Centennial Center Visiting Scholar & Presidency Research Group Fellow*,  
American Political Science Association

## TEACHING, ADVISING, AND RELATED STUDENT SERVICE

### *Teaching*

*Department of Communication, University of South Florida (2018—)*

Undergraduate: Campaigns & Elections  
Digital Democracy  
Influencing Public Opinion  
Persuasion & Media  
Political Communication

Graduate: Quantitative Methods  
Content Analysis  
Theories and Histories of Communication

*Brian Lamb School of Communication, Purdue University (2014—2018)*

Undergraduate: American Political Communication  
Digital Democracy  
Campaigns & Elections

Graduate: Foundations of Human Communication Inquiry, I  
Foundations of Human Communication Inquiry, II  
Content Analysis

### *Student Advising*

#### *Doctoral Advisees*

Andrew Anderson, Department of Communication, University of South Florida  
Eric Wiemer, Brian Lamb School of Communication, Purdue University

#### *Doctoral Committees*

Rebecca Todd, Department of Communication, University of South Florida  
Beatriz Nieto Fernandez, Department of Communication, University of South Florida  
Michael Brownstein, Department of Political Science, Purdue University, 2020  
Linda Kirchubel, Brian Lamb School of Communication, Purdue University, 2019  
Virginia Sanchez, Brian Lamb School of Communication, Purdue University, 2019  
Lauren B. Hearit, Brian Lamb School of Communication, Purdue University, 2018  
Robert J. Green, Brian Lamb School of Communication, Purdue University, 2016

#### *Masters Advisees*

Mitchell Popovic, Department of Communication, University of South Florida  
Jonathon Smith, Department of Communication, University of South Florida  
Adam Blake Arledge, Department of Communication, University of South Florida  
Muhammad Rasul, Zimmerman School, University of South Florida, 2021  
Cody Wilson, Brian Lamb School of Communication, Purdue University, 2018  
Delaney Harness, Brian Lamb School of Communication, Purdue University, 2017

Lauren Potts, Brian Lamb School of Communication, Purdue University, 2017  
Max Renner, Brian Lamb School of Communication, Purdue University, 2016

*Masters Reader/Committee Member*

Liz Baranowicz, Department of Communication, University of South Florida, 2021  
Kristen Grafton, Department of English, University of South Florida, 2020  
Inga Nafetvaridze, The Zimmerman School, University of South Florida, 2020  
Sait Serif Turhan, The Zimmerman School, University of South Florida, 2019  
Zhennan Liu, The Zimmerman School, University of South Florida, 2019  
Chelsea Moss, Brian Lamb School of Communication, Purdue University, 2018  
Emily Reichert, Brian Lamb School of Communication, Purdue University, 2016  
Christopher Roland, Brian Lamb School of Communication, Purdue University, 2015

*Undegraduate Honors Theses*

Eduardo Fox-Velazquez, University of South Florida, 2021

***Independent Studies: University of South Florida***

SPC 4905: Undergraduate Research on Gender and Political Communication, Spring 2021  
(undergraduate)

SPC 6903: Directed Reading on Presidential Communication, Spring 2021 (graduate)

SPC 6903: Directed Reading on Religion and Political Communication, Summer 2019  
(graduate)

POS 4910: Individual Research on Public Opinion of Presidential Communication, Summer  
2019 (undergraduate)

***Independent Studies: Purdue University***

COM 590: Immigration Law and Immigrant Rights, Summer 2017 (graduate course co-  
instructed with Jay McCann)

COM 590: Pedagogy in Communication Technology Studies, Summer 2015 (graduate course  
co-instructed with Ashley Kelly)

COM 590: Theories of Rhetorical Criticism, Summer 2015 (graduate course co-instructed with  
Ashley Kelly)



## SERVICE ACTIVITIES

### ***Department of Communication and University Service, University of South Florida***

- 2020— Course Director, Persuasion & Media (SPC 3544)
- 2020— Co-Chair, Research Committee (IRB Department Reviewer)
- 2019—2020 Member, Assistant Professor of Latinx Studies and Digital Media faculty search committee
- 2018— Chair, Alumni Advisory Board
- 2018—2019 Member, Graduate Studies Committee

### ***Brian Lamb School (BLSC) and University Service, Purdue University***

- 2018 Faculty Participant, Communication Graduate Student Association conference Professional Development Panel: “Finding Our Voice: A Conversation about Marginalization within Academia and Beyond”
- 2017 Member, Assistant Professor of Public Relations and Political Communication faculty search committee
- 2017 Member, Assistant Professor of Strategic Political Communication faculty search committee
- 2017 Proposal Reviewer, the Research Possibilities of the C-SPAN Archives Conference
- 2016—2018 Member, C-SPAN Center and Professional-in-Residence Committee
- 2016—2018 Member, Faculty Affairs Committee (elected by BLSC faculty)
- 2016 Reviewer, College of Liberal Arts Exploratory Research in the Social Sciences Grants
- 2016 Reviewer, 2017 Presidential Inauguration Research Group applications (Collaboration between BLSC and the Department of Political Science)
- 2016 Faculty Coordinator & Participant, Election Night Watch Party (Collaboration between BLSC, Department of Political Science, and Honors College)
- 2015—2016 BLSC Unit Head, Media, Technology & Society Unit
- 2016 Faculty Coordinator & Participant, Super Tuesday Watch Party (Collaboration between BLSC, Department of Political Science, and Honors College)
- 2016 Faculty Participant, Communication Graduate Student Assembly Curriculum Vitae Development Workshop
- 2016 Faculty Advisor, Identity and Experience Series: Exhibit on Politics (Residential Life program)
- 2016 Faculty Advisor and Coordinator, Campaigns & Elections Field Research Project to the Iowa Caucuses (Collaboration between BLSC and Department of Political Science)
- 2015 Member, Assistant Professor of Health Communication faculty search committee
- 2015 Faculty Participant, Communication Graduate Student Assembly “From Idea to Publication” Colloquium
- 2015 Faculty Participant, Speed Interviewing Workshop

- 2015 Panel Discussant, The C-SPAN Archives: Continuing the Research Agenda conference
- 2015 Faculty Participant, Experience Purdue 2015 for course “The Future of News Engagement Online,” College of Liberal Arts [Student Nominated]
- 2015 Proposal Reviewer, C-SPAN Archives Research Conference
- 2015 Reviewer, College of Liberal Arts Outstanding Master’s Thesis Award
- 2015 Faculty Participant, Communication Graduate Student Assembly Professional Development Colloquium
- 2015 Reviewer, College of Liberal Arts PRF Research Grant Competition
- 2014—2015 Member, Faculty Affairs Committee (elected by BLSC faculty)
- 2014—2015 Member, C-SPAN Endowed Assistant Professor of Political Communication search committee
- 2014 Panel Moderator, The C-SPAN Archives: Advancing the Research Agenda conference
- 2014 Faculty Participant, Speed Interviewing Workshop
- 2014 Member of “Advice for the Job Search” Panel, Organizational Communication Mini Conference

***Editorial Service***

Associate Editor

- 2019— *Journal of Information Technology & Politics*

Editorial Board Membership

- 2021— *Human Communication Research*
- 2018— *Journal of Communication*
- 2015— *Journal of Broadcasting & Electronic Media*

Book Manuscript Review

- 2021 Palgrave
- 2020 Michigan State University Press
- 2019 Oxford University Press

***Service to the Field since 2018***

National Communication Association

- 2021 Manuscript Review, Political Communication Division
- 2020 Manuscript Review, Political Communication Division
- 2018—2019 Member, Nominations Committee, Political Communication Division (Elected)
- 2019 Manuscript Review, Political Communication Division
- 2019 Discussant/Panel Respondent, Political Communication Division
- 2018 Discussant/Panel Respondent, Political Communication Division
- 2018 Chair, Michael Pfau Outstanding Article Award Committee, Political Communication Division

2018 Manuscript Review, Political Communication Division

American Political Science Association

2020— Interim Social Media Editor, Political Communication section  
2019—2021 Chair, Nominating Committee, Political Communication section  
2016—2018 Secretary/Treasurer, Political Communication section (Elected)

International Communication Association

2021 Discussant/Mentor, Political Communication Graduate Preconference  
2020 Manuscript Review, Political Communication Division  
2020 Manuscript Review, Mass Communication Division  
2020— Interim Social Media Editor, Political Communication Division  
2019 Manuscript Review, Political Communication Division

Midwest Political Science Association

2021 Discussant/Panel Respondent, Political Communication section

External Colleges and Universities

2021 Judge, Bailey Oratorical Speech Competition, Juniata College

***Service to the Broader Community: Invited Presentations since 2014 (63)***

63. Scacco, J. M. (2021, May 25). *Information literacy and skepticism in a digital age*. Presentation given to the Florida Public Relations Association Ocala Chapter, Ocala, FL. [Virtual]

62. Scacco, J. M. (2021, May 24). *Powers of the American presidency*. Presentation given to Professor Israel Waismel-Manor's American Politics course, Israel National Defense College, Herzliya, Israel. [Virtual]

61. Scacco, J. M. (2021, February 25). *Social media and politics*. Presentation given to Professor Artemio Ramirez's Social Media graduate course, Zimmerman School of Advertising & Mass Communications, University of South Florida, Tampa, FL. [Virtual]

60. Scacco, J. M. (2021, February 23). *Contemporary presidential communication*. Presentation given to Professor Regina Lawrence's Political Communication course, University of Oregon, Portland, OR. [Virtual]

59. Scacco, J. M. (2021, January 19). *Community series panel: Promoting classroom dialogue in a polarized age*. Presentation given to the University of South Florida, Tampa, FL. [Virtual]

58. Scacco, J. M. & Coe, K. (2020, November 24). *The ubiquitous presidency*. Presentation given to Professor Ashley Hinck's Media, Democracy, and the Public course, Xavier University, Cincinnati, OH. [Virtual]

57. Scacco, J. M. (2020, November 23). *The ubiquitous presidency*. Presentation given to Professor Ashley Muddiman's Mass Media and Politics course, University of Kansas, Lawrence, KS. [Virtual]
56. Scacco, J. M., Smith, J.,\* & Fox-Velazquez, E.\* (2020, November 18). *The 2020 Sarasota County Citizen Opinion Survey*. Presentation given to the Board of Sarasota County Commissioners, Sarasota, FL. [Virtual]
55. Scacco, J. M., Wiemer, E.,\* & Arledge, A. B.\* (2020, November 12). *Reflections on the 2020 Iowa Caucus: Activism, engagement, & technology*. Presentation given to the American Behavioral Scientist 2020 U.S. Presidential Election Retrospective, Boston, MA. [Virtual]
54. Scacco, J. M., & Muddiman, A. (2020, November 2). *Recommendations for media covering the 2020 U.S. presidential election*. Presentation given to WTSP CBS 10 Tampa Bay, Tampa, FL. [Virtual] For more information on this effort, see: <https://mediafordemocracy.org/>
53. Scacco, J. M. (2020, October 30). *Studying contemporary presidential communication*. Presentation given for the University of South Florida College of Arts & Sciences Lunch n' Learn, Tampa, FL. [Virtual]
52. Scacco, J. M. (2020, October 29). *Political communication and democratic accountability in tumultuous times*. Trailblazers Lecture given to the University of South Florida College of Arts & Sciences, Tampa, FL. <https://usf.box.com/s/gdstjgwc1vl523ope0mlfy8zj03k2fh2> [Virtual]
51. Scacco, J. M. (2020, October 22). *Media literacy and the 2020 election*. Presentation given to the University of South Florida Office of International Services (USF World), Tampa, FL. [Virtual]
50. Scacco, J. M. (2020, October 22). *Democratic accountability for the ubiquitous presidency*. Presentation given to the 2020 Emerson-Blanquerna Global Pre-Summit, Boston, MA. [Virtual]
49. Scacco, J. M. (2020, June 19). *Political communication in turbulent times*. Presentation given to Café con Tampa, Tampa, FL. <https://t.co/s6pVipum7r> [Virtual]
48. Scacco, J. M. (2020, April 28). *Public opinion practitioners and researchers panel*. Presentation given to Professor Jane Rayburn's Public Opinion Research & Practice course, Emerson College, Boston, MA. [Virtual]
47. Scacco, J. M. (2020, February 27). *Observations from the field: Studying contemporary presidential communication*. Presentation given to the Dean's Advisory Council, College of Arts & Sciences, University of South Florida, Tampa, FL.

46. Scacco, J. M. (2020, February 20). *Social media and politics*. Presentation given to Professor Artemio Ramirez's Social Media graduate course, Zimmerman School of Advertising & Mass Communications, University of South Florida, Tampa, FL.
45. Scacco, J. M. (2019, October 17). *The ubiquitous presidency and emergent gendered standards of executive communication*. Presentation given at the Global Gender Advocacy Pre-Summit Workshop, Emerson College, Boston, MA.
44. Scacco, J. M. (2019, October 3). *Mobile media and politics*. Presentation given to Professor Artemio Ramirez's Mobile Media graduate course, Zimmerman School of Advertising & Mass Communications, University of South Florida, Tampa, FL.
43. Scacco, J. M., Myrick, A.,\* & Sellick, J.\* (2019, September 24). *The 2019 Sarasota County Citizen Opinion Survey*. Presentation given to the Board of Sarasota County Commissioners, Sarasota, FL.
42. Scacco, J. M. (2019, September 23). *Nature and goals of scientific inquiry*. Presentation given to Professor Mahuya Pal and Professor Steve Wilson's Theories and Histories of Communication graduate course, Department of Communication, University of South Florida, Tampa, FL.
41. Scacco, J. M. (2019, May 28). *Political communication and international democratic turbulence*. Roundtable presentation given to the New Zealand Embassy, Washington D.C.
40. Scacco, J. M. (2019, March 7). *Interpersonal political communication*. Presentation given to Professor Steve Wilson's Interpersonal Communication course, Department of Communication, University of South Florida, Tampa, FL.
39. Scacco, J. M. (2018, November 9). *Initial reactions to the 2018 mid-term elections: A communication perspective*. Roundtable presentation at the National Communication Association, Salt Lake City, UT. [Note: Replacement for Dr. Roderick P. Hart]
38. Scacco, J. M. (2018, November 5). *The 2018 midterm elections: The public, press, & presidency in a time of democratic turbulence*. G. Graybill Diehm Lecture in Political Science given to Juniata College community, Huntingdon, PA.
37. Scacco, J. M. (2018, October 5). *Approaches to assessing presidential communicative impact in the Trump era*. Presentation given to the Communication, Culture & Technology Program, Georgetown University, Washington, D.C.
36. Scacco, J. M. (2018, October 5). *Approaches to assessing presidential communicative impact in the Trump era*. Presentation given at the Emerson-Blanquerna Global Summit, Washington, D.C.

35. Scacco, J. M. (2018, September 25). *How influential are President Trump's tweets in setting the agenda?* Presentation given to Professor Cynthia Peacock's Political Communication course, Department of Communication Studies, University of Alabama, Tuscaloosa, AL.
34. Scacco, J. M. (2018, September 7). *Fostering political conversations in the public speaking classroom.* Presentation given at the Public Speaking course (SPC 2608) instructor pedagogy workshop, Department of Communication, University of South Florida, Tampa, FL.
33. Scacco, J. M. (2018, September 4). *Contemporary presidential communication.* Presentation given to Professor Ashley Muddiman's Political Communication course, Department of Communication Studies, University of Kansas, Lawrence, KS.
32. Scacco, J. M. (2018, May 17). *The president tweets the press: President-press relations and the politics of media degradation.* Presentation given at the Political Leadership and Social Media conference, Banff, AB.
31. Scacco, J. M. (2018, April 20). *Political movement (de)legitimation: The Tea Party vs. Occupy Wall Street on cable news.* Presentation given at the New Agendas Series Conference: How Right Wing Media and Messaging (Re)Made American Politics, University of Texas at Austin, Austin, TX.
30. Scacco, J. M. (2018, March 26). *Conducting content analysis.* Presentation given to Professor Leigh Raymond's Qualitative Methods course, Department of Political Science, Purdue University, West Lafayette, IN.
29. Scacco, J. M. (2018, March 8). *Social media and American elections.* Presentation given to Professor Julie Mariga's Enterprise Collaboration course, Department of Computer & Information Technology, Purdue University, West Lafayette, IN.
28. Scacco, J. M. (2018, February 23). *Beyond clickbait: What's next in engaging news headlines.* Presentation given to the New England Newspaper Convention, Boston, MA.
27. Scacco, J. M. (2017, November 17). *Lessons learned from the 2016 presidential campaign: Authors of the American Behavioral Scientist campaign editions.* Presentation given to the National Communication Association, Political Communication Division, Dallas, TX.
26. Scacco, J. M. (2017, November 11). *Talk this way: The ubiquitous presidency and expectations of presidential communication.* Presentation given at the American Behavioral Scientist Election Retrospective, Emerson College, Boston, MA.

25. Scacco, J. M. (2017, November 10). *Clickbait news: The backfire effect of curiosity headlines*. Presentation given to the Division of Emerging Media Studies, Boston University, Boston, MA.
24. Scacco, J. M. (2017, September 27). *Fake news*. Panel presentation at Dawn or Doom (Electrical Sciences and Engineering Symposium), Purdue University, West Lafayette, IN.
23. Scacco, J. M. (2017, August 16). *Fostering class political conversations*. Presentation given at Fundamentals of Speech Communication (COM 114) instructor training workshop, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
22. Scacco, J. M. (2017, April 6). *Media effects theories: Agenda setting and framing*. Presentation given to Professor Steve Wilson's Introduction to Communication Theory course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
21. Scacco, J. M. (2017, March 23). *The future of headlines? You'll never believe how people reacted to clickbait*. Presentation given to the American Copy Editors Society conference, St. Petersburg, FL.
20. Scacco, J. M. (2017, March 8). *Stressed for success? Emerging communication technologies and the evolution of American political institutions*. Presentation given to the Department of Communication Studies, University of Kansas, Lawrence, KS.
19. Scacco, J. M. (2017, February 8). *Digital communication technologies and the evolution of the presidency and the press*. Presentation given to Professor Patrice Buzzanell's Foundations of Human Communication Inquiry II course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
18. Scacco, J. M. (2016, November 8). *Media effects theories: Agenda setting and framing*. Presentation given to Professor Steve Wilson's Introduction to Communication Theory course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
17. Scacco, J. M. (2016, November 4). *Assessing expectations of the ideal candidate*. Presentation given to Professor Cynthia Peacock's Campaign & Election Communication course, Department of Communication Studies, University of Alabama, Tuscaloosa, AL.
16. Scacco, J. M. (2016, November 1). *News media framing in the 2016 campaign*. Presentation given to Professor Nick Lasorsa's Navigating State Government course, School of Journalism, University of Texas at Austin, Austin, TX.
15. Scacco, J. M. (2016, October 20). *The post-Obama ubiquitous presidency: Expectations of presidential communication among prospective Iowa caucus-goers*. Presentation given at the Emerson-Blanquerna Global Summit, Emerson College, Boston, MA.

14. Scacco, J. M. (2016, October 3). *Stressed for success? Emerging communication technologies and the evolution of American political institutions*. Presentation given at the Political Communication Lecture Series, College of Communication, University of Texas at Austin, Austin, TX.
13. Scacco, J. M. (2016, September 19). *Social media and American elections*. Presentation given to Professor Julie Mariga's Enterprise Collaboration course, Department of Computer & Information Technology, Purdue University, West Lafayette, IN.
12. Scacco, J. M. (2016, April 16). *Engaging the news: The future of headlines*. Presentation given at The International Symposium on Online Journalism, Austin, TX.
11. Scacco, J. M. (2016, April 1). *Reinventing online comment sections*. Presentation given to Professor Mildred Perreault's Social Media Strategies course, Department of Communication, Appalachian State University, Boone, NC.
10. Scacco, J. M. (2016, March 30). *The protest paradigm meets cable news*. Presentation given to the Social Science Mechanics colloquium, Department of Political Science, Purdue University, West Lafayette, IN.
9. Scacco, J. M. (2016, February 3). *Elites versus citizens in political communication*. Presentation given to Professor Steve Wilson's Foundations of Human Communication Inquiry II course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
8. Scacco, J. M. (2015, October 29). *Innovating online comment sections*. Presentation given to Professor Mildred Perreault's Social Media Strategies course, Department of Communication, Appalachian State University, Boone, NC.
7. Scacco, J. M. (2015, April 8). *Alternative media: Comedy and soft news*. Presentation given to Professor Michael Beach's Media Management course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
6. Scacco, J. M. (2015, March 18). *What to expect in 2016 political campaigns*. Presentation given to Department of Communication Studies, Emerson College, Boston, MA.
5. Scacco, J. M. (2015, February 11). *Elites versus citizens in political communication*. Presentation given to Professor Torsten Reimer's Foundations of Human Communication Inquiry II course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.
4. Scacco, J. M. (2015, January). *The rhetoric of heroic expectations: Establishing the Obama presidency*. Roundtable presentation at the Southern Political Science Association, New Orleans, LA.



3. Scacco, J. M. (2014, November 5). *The spillover effects of voter identification messaging*. Presentation given to the New Politics Forum Post-Election Debriefing, The Annette Strauss Institute for Civic Life, University of Texas at Austin, Austin, TX.

2. Scacco, J. M. (2014, October 24). *Approaches to conducting pedagogical research: The voter registration case*. Presentation given to Professor Rosalee Clawson's Senior Seminar: Teaching and Learning graduate course, Department of Political Science, Purdue University, West Lafayette, IN.

1. Scacco, J. M. (2014, April 3). *Experimental design: Theory and practice*. Skype presentation to Professor Abby Jones' Research Methods course, University of Mary Washington, Fredericksburg, VA.

***Service to the Broader Community: Media Appearances since 2014 (134)***

134. "Biden, possible 2024 Republican challengers already squaring off." *Washington Examiner*. (2021, August 15). <https://www.washingtonexaminer.com/news/biden-possible-2024-republican-challengers-squaring-off>

133. "Gov. Ron DeSantis showing 'Trumpian' side in feud with President Biden." WPTV. (2021, August 13). <https://www.wptv.com/news/state/gov-ron-desantis-showing-trumpian-side-in-feud-with-president-biden>

132. "Episode 9 - NICD Chat - The Ubiquitous Presidency: Conversation with Joshua M. Scacco and Kevin Coe." The National Institute for Civil Discourse. (2021, August 5). <https://anchor.fm/nicd/episodes/Episode-9---NICD-Chat---The-Ubiquitous-Presidency-Conversation-with-Joshua-M--Scacco-and-Kevin-Coe-ev02v1>

131. "Floridians recognize the importance of higher education to our future: Column." *Tampa Bay Times*. (2021, July 29). <https://www.tampabay.com/opinion/2021/07/29/floridians-recognize-the-importance-of-higher-education-to-our-future-column/>

130. "Biden's the top Democrat in Washington, but fewer than 1 in 5 voters say he best represents his party." *Morning Consult*. (2021, July 26). <https://morningconsult.com/2021/07/26/state-of-the-parties-standard-bearers/>

129. "Consoler-in-chief Biden comforts Surfside family members. 'They're going through hell.'" *Sun-Sentinel*. (2021, July 1). <https://www.sun-sentinel.com/news/politics/fl-ne-biden-surfside-condominium-collapse-visit-20210701-q6qqalo6ubaz7dmsqpdwg25iuq-story.html>

128. "Critics pounce on mayor for heat-of-moment — but wrong — assertion parade crash was terrorism against LGBT community." *Sun-Sentinel*. (2021, June 21). <https://www.sun-sentinel.com/news/politics/fl-ne-dean-trantalis-fort-lauderdale-backlash-pride-parade-crash-20210621-mp44x77p4fb7lmbmzitmuh2q-story.html>

127. “The ubiquitous presidency and our modern media environment.” America’s Public Forum (sponsored by Braver Angels and the National Institute for Civil Discourse). (2021, June 16). <https://www.youtube.com/watch?v=iatVqddRRvg&t=5s>
126. “Under Biden, the presidential Twitter feed is back to vanilla.” *National Journal*. (2021, June 7). <https://www.nationaljournal.com/s/713941/under-biden-the-presidential-twitter-feed-is-back-to-vanilla/>
125. “Facebook flummoxed by the town of Bitche, France.” *Slate*. (2021, April 19). <https://slate.com/technology/2021/04/facebook-bitche-local-news.html>
124. “‘60 Minutes’ piece on DeSantis; Allegations against Gaetz; Piney Point updates.” The Florida Round Up (NPR). (2021, April 9). <https://www.npr.org/podcasts/581685413/the-florida-roundup>
123. “‘The last straw’: The US families ending love affair with grocery chain after Capitol riot.” *The Guardian*. (2021, February 15). <https://www.theguardian.com/us-news/2021/feb/15/us-families-boycotting-publix-grocery-chain-capitol-riot>
122. “‘Spring of Myanmar’ was trampled, and Aung San Suchi was detained (KBS\_203 episode\_2021.02.06.Broadcast).” Korean Public Broadcasting Service. (2021, February 6). [https://www.youtube.com/watch?v=YGeovh-zM\\_w](https://www.youtube.com/watch?v=YGeovh-zM_w)
121. “KC viewers criticize mayor’s visit.” WFLA. (2021, February 5). <https://mms.tveyes.com/transcript.asp?StationID=1990&DateTime=2%2f5%2f2021+6%3a01%3a34+PM&PlayClip=true>
120. “Gov. DeSantis’ proposed law on fining Big Tech companies may have some teeth, attorney says.” WFLA. (2021, February 4). <https://www.wfla.com/news/hillsborough-county/gov-desantis-proposed-law-on-fining-big-tech-companies-may-have-some-teeth-attorney-says/>
119. “Florida Gov. Ron DeSantis, Biden administration butt heads on COVID-19 vaccine rollout.” WPTV. (2021, January 26). <https://www.wptv.com/news/state/florida-gov-ron-desantis-biden-administration-butt-heads-on-covid-19-vaccine-rollout>
118. “Inauguration in line with tradition despite security, coronavirus concerns, experts say.” *The Oracle*. (2021, January 21). <http://www.usforacle.com/2021/01/21/inauguration-in-line-with-tradition-despite-security-coronavirus-concerns-experts-say/>
117. “Trail of hate speech on social media led to violence at the Capitol, researchers say.” Fox 13. (2021, January 13). <https://www.fox13news.com/news/trail-of-hate-speech-on-social-media-lead-to-violence-at-the-capitol-researchers-say>

116. “ABC7 News at 7 Roundtable Discussion - January 11, 2021.” ABC 7 News Sarasota. (2021, January 11). <https://www.mysuncoast.com/video/2021/01/11/abc-news-roundtable-discussion-january/>

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