Curriculum Vita

Dr. Sylvia E. White
Associate Professor of Electronic Media
School of Communication
University of Akron

Education: Ph.D. 1982 The Ohio State University
M.A. 1979 The Ohio State University
B. A. 1977 The University of Connecticut

Employment: 1993-present   University of Akron, Akron, OH
(ass't./assoc. prof.)
1990-1993   Allegheny College, Meadville, PA
(assoc. prof.)
1986-1990   Bridgewater State College, Bridgewater, MA
(ass't./assoc. prof.)
1982-1986   Western Illinois University, Macomb, IL
(ass't. prof.)

University of Akron Courses Taught:

Graduate
Empirical Research Methods
Communication Pedagogy
Undergraduate
Regulations in Mass Communication/Legal Issues in Media
History of Broadcasting
Broadcast Sales/Management
Radio/TV Programming/Programming and Audience Analysis
Communication Technology & Change/Web Production
Communication Research Methods
Survey of Mass Communication
Effective Oral Communication

Publications and Creative Activities

S.E. White & A. Tiller (February 2011) Website for Mount Peace Cemetery.
http://mtpeace.hostwebs.com/

S.E. White (July 2010) Producer, production and postproduction engineering,
mixing, mastering. "Bountiful Folk" Audio CD. Artist: Ruth Hulten & Olivia Walton.

S.E. White (January 2010) Webpage for Akron Area Interfaith Council Walk for
Hunger. http://www.aaicwalktostophunger.org/

S.E. White (Summer 2009) Website for Mixed-Up Strings (non-profit folk music society) http://www.uakron.edu/schlcomm/White/mixed/ [moving Summer 2011 to hostwebs.com]

S.E. White. (2007) "International Communication: Media Systems and Issues in the Global Metropolis." *Mass Communication in the Information Age. 3rd Edition.* Eds. Sloan, Carter, Stovall, Gonzenbach. Vision Press.

S.E. White (January 2007), Producer, production and postproduction engineering, mixing, mastering. "Mixed-Up Strings: Mixed-Up again." Audio CD. Summit County Dulcimer Society.

S.E. White (2003), Producer, production and postproduction engineering, mixing, mastering, graphic design. "God's Own Peace Be with You." Audio CD. Georgia Eshelman.

S.E. White (2002), Producer, production and postproduction engineering, mixing and mastering. "A Simple Life." Audio CD and sound track for PBS 45/49 documentary by same title. Summit County Dulcimer Society.

S.E. White (2001), Producer, production and postproduction engineering, graphic design. "Simply Vici." Audio CD. Vici Gombaski.

S.E. White, N.J. Brown, S. Ginsburg. (1999) "Diversity of Body Types in Network Television Programming: A Content Analysis." *Communication Research Reports*, Vol. 16 No. 4. pp. 386-392.

S.E. White, T. Fuentez. (1997) "Analysis of Black Images in Comic Strips, 1915-1995." *Newspaper Research Journal*, Vol. 18 Nos. 1-2. pp. 73-85.

S.E. White. (1995) "A Content Analytic Technique for Measuring the Sexiness of Women's Business Attire in Media Presentations." *Communication Research Reports.* Vol. 12, No. 2. pp. 178-185.

M.J. Murray, S.E. White (1987) "VCR Owner's Use of Pay Cable Services." *Journalism Quarterly.* Vol. 64, No. 1. pp. 193-195.

S.E. White. (1985) "The Effect of Television's Visual Complexity on Information Identification/ Recognition." *Communication Research Reports*. Vol. 3. pp. 153-157.

S.E. White (1983, 1985) "Broadcasting and Society: An Instructional Study Guide." Western Illinois University, School of Continuing Education.

Presentations:

S.E. White, K. Butler, H. Qammar, J. Savery, K. Ross-Alaolmolki (2011) "Eliciting and Evaluating Reflective Thinking in ePortfolios," presented to the annual meeting of the Central States Communication Association, Milwaukee, WI, April

K. Butler, S.E. White, H. Qammar, J. Savery, K. Ross-Alaolmolki (2011) "Final Report for University of Akron," Cohort V Inter/National Coalition for Electronic Portfolio Research, February

S.E. White (2010) "Using Panopto CourseCast System to Record Screen Captures, Powerpoints and Audio." Presented to the annual meeting of the Central States Communication Association, Cincinnati, OH

S.E. White; K.D. Clark; P. Hoffman; N.J. Brown (2009) "We're Supposed to do WHAT? Assessing Competencies in Media/Communication Studies Programs". Presented to the annual meeting of the Ohio Communication Association, Columbus, OH

K. Butler; S.E. White (2009) "Measuring Reflective Thinking in Electronic Portfolios." Presented to the summer meeting of the International Coalition on Electronic Portfolio Research, Denver, CO

S.E. White (2009) "Desire2Learn and Assessment: Competencies, Rubric, Parents and Children," Presented to the annual meeting of the Central States Communication Association, St. Louis, MO.

S.E. White (2005) "The Effectiveness of eInstruction's CPS Technology: Better Learning Outcomes or Unnecessary Bells and Whistles?" Presented to the annual meeting of the Central States Communication Association, Kansas City, MO

S.E. White (2001) "Writing Online Tests Using Standard Form-Creation Software." Presented to the annual meeting of the Central States Communication Association, Cincinnati, OH

S.E. White (2000) "New Media in the Classroom and Copyright: A Guide to Fair Use." Presented to the annual meeting of the Central States Communication Association, Detroit, MI

S.E. White. (1999) "The Effectiveness of Web Based Instruction: a Case Study" Presented to the annual meeting of the Central States Communication Association, St. Louis, MO.

S.E. White, N.J. Brown, S. Ginsburg. (1999) "Diversity of Body Types in Network Television Programming: A Content Analysis." presented to the Third Annual Conference sponsored by the Center for Mass Communications Research, College of Journalism and Mass Communications, University of South Carolina, October.

S.E. White. (1997) "International Media Systems as Reflections of Cultural Priorities and Values: Teaching Students to Understand and Appreciate Diversity." Presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL

S.E. White. (1997) "Using the World Wide Web in Teaching Media Law." Presented to the annual meeting of the Central States Communication Association, St. Louis, MO

S.E. White. (1996) "Using the Simulated Sales Pitch in Teaching Broadcast Sales." Presented to the annual meeting of the Central States Communication Association, St. Paul, MN

S. E. White & R. Caplan. (1995) "Using an Alien Culture to Teach Intercultural Communication: Star Trek as a Teaching Tool." Presented to the annual meeting of the Central States Communication Association. Indianapolis, IN

S.E. White. (1995) "When Copyright Law Silences Creativity: Digital Sampling and a Group Called 'Negativland.'" Presented to the Association for Education in Journalism and Mass Communication Annual Meeting, Washington, DC, August.

S.E. White (1994) "Labeling Violence: How Useful Are Labels and How Far Can We Go?" Presented to the International Conference on Violence in the Media, New York, October.

S.E. White (1993) "The Maturing of *Star Trek:* from one generation to the next." Presented to the Annual Meeting of the Popular Culture Association, Las Vegas, March.

S.A. Evans, S.E. White (1986) "Within-Channel Redundancy versus Between-Channel Redundancy in an Affective Audio-Visual Message and Its Association with Amount Learned." Presented to the Annual Meeting of the Eastern Communication Association, Atlantic City, April.

S.E. White, S.A. Evans, M.J. Murray (1986) "The Effect of Six Production Variables on Recall of Television Commercials during Fast-Forward Zapping." Presented to the Association for Education in Journalism and Mass Communication Annual Meeting, Norman, OK., August.

S.E. White. (1984) "The Effect of Television's Visual Complexity on Information Identification/Recognition." Presented to the Annual Meeting of the International Communication Association, Dallas, June.

T. McCain, S.E. White (1980) "Channel Effects and Non-Verbal Properties of Media Messages: A State of the Art Review." Presented to the Annual Meeting of the Speech Communication Association, New York, November.

Panel Moderator/Respondent

2004 Production, Assessment and Management of Message Content with Computer Technologies; Central States Communication Association, Cleveland, OH

2001 Keeping Up and Keeping Connected: Multi-Media tools that Help Isolated Schools Compete; Central States Communication Association, Cincinnati, OH

1996 Using Simulation Exercises in the Communication Classroom: Instructions for Successful Simulations Part 1 and Part 2; Central States Communication Association, St. Paul, MN

Grants

S.E. White, K. Clark, Y. Lin, D.B. Turner (2010) "The Effect of Communication Apprehension on Student Retention in General Education Speech" research supported by a grant from the Institute for Teaching and Learning at the University of Akron.

S.E.White, V.Pipps (2009) Mini-grant from the Institute for Teaching and Learning to evaluate the usefulness of the Desire2Learn Electronic Portfolio Software.

S.E White, K. Clark, P. Hoffman, N.J. Brown ((2008) CAUSAL mini-grant from Institute for Teaching Learning Purpose of grant was to develop a method for assessing core competencies throughout the undergraduate communication curriculum.

S.E. White (2008) Competencies and Rubrics mini-grant from Institute for Teaching Learning Purpose of grant was to develop a method for gathering assessment data using Springboard.

Educational Materials

Online instructional guides to the following software:

Netscape Gold
Netscape Communicator
Adobe GoLive
Microsoft PhotoEditor
MusicMatch Jukebox

Adobe Dreamweaver (currently in use)
Adobe Flash (currently in use)
Adobe Fireworks (currently in use)
Audacity (currently in use)