

SETH C. LEWIS, Ph.D.

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CONTACT INFORMATION

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EDUCATION

University of Texas, School of Journalism, Austin, TX

Ph.D. in journalism (advisor: Stephen D. Reese). Dissertation title: "Journalism Innovation and the Ethic of Participation: The Case of the Knight Foundation and its News Challenge." 3.98 GPA. *Graduated August 2010.*

Barry University, Andreas School of Business, Miami, FL

Master's degree in business administration. 4.0 GPA. *Graduated August 2005.*

Brigham Young University, Department of Communications, Provo, UT

Bachelor of Arts in communications, with an emphasis in print journalism. 3.89 GPA. *Graduated magna cum laude April 2002.*

PEER-REVIEWED ACADEMIC PUBLICATIONS

Lasorsa, Dominic L., & Lewis, Seth C. (in press). Reports, Inferences, and Judgments in Deceptive and Legitimate News Stories. Forthcoming in *Journalism & Mass Communication Quarterly*.

Gil de Zúñiga, Homero, Lewis, Seth C., Willard Hinsley, Amber, Valenzuela, Sebastian, Lee, Jae Kook, & Baresch, Brian (in press). Blogging as a Journalistic Practice: A Model Linking Perception, Motivation, and Behavior. Forthcoming in *Journalism*.

Bachmann, Ingrid, Lee, Jae Kook, Kaufhold, Kelly, Lewis, Seth C., & Gil de Zúñiga, Homero (in press). News Platform Preference: Advancing the Effects of Age and Media Consumption on Political Participation. *International Journal of Internet Science*, 5(1), 34-47.

Chyi, Hsiang Iris, Yang, Meng-chieh, Lewis, Seth C., & Zheng, Nan (2010). Use of and Satisfaction with Newspaper Sites in the Local Market: Exploring Differences Between Hybrid and Online-Only Users. *Journalism & Mass Communication Quarterly*, 87(1), 62-83.

- Sylvie, George, Lewis, Seth C., & Xu, Qian (2010). Values in Nordic Newspaper Editor Decision-Making. *Journal of Media Business Studies*, 7(2), 57-87.
- Lewis, Seth C., Kaufhold, Kelly, & Lasorsa, Dominic L. (2010). Thinking about Citizen Journalism: The Philosophical and Practical Challenges of User-Generated Content for Community Newspapers. *Journalism Practice*, 4(2), 163-179.
- Lewis, Seth C., & Reese, Stephen D. (2009). What is the War on Terror? Framing Through the Eyes of Journalists. *Journalism & Mass Communication Quarterly*, 86(1), 85-102.
- Reese, Stephen D., & Lewis, Seth C. (2009). Framing the War on Terror: The Internalization of Policy in the US Press. *Journalism*, 10(6), 777-797.
- Chyi, Hsiang Iris, & Lewis, Seth C. (2009). Use of Online Newspaper Sites Lags Behind Print Editions. *Newspaper Research Journal*, 30(4), 38-53.
- Dalecki, Linden, Lasorsa, Dominic L., & Lewis, Seth C. (2009). The News Readability Problem. *Journalism Practice*, 3(1), 1-12.
- Lewis, Seth C. (2008). Where Young Adults Intend to Get News in Five Years. *Newspaper Research Journal*, 29(4), 36-52.
- Lewis, Seth C. (2008). News, Nationalism, and the Imagined Community: The Case of Bilingual Journalism in Spain. *Journalism Studies*, 9(3), 409-428.

BOOKS

- McCombs, Maxwell, Hinsley, Amber Willard, Kaufhold, Kelly, & Lewis, Seth C. (Editors) (2010). "The Future of News: An Agenda of Perspectives." San Diego: Cognella.

BOOK CHAPTERS

- Chyi, Hsiang Iris, Yang, Meng-chieh, Sylvie, George, Lewis, Seth C., Zheng, Nan. One Product, Three Markets: How Market Segmentation Informs Newspapers about their Online Readership. Forthcoming in a book edited by George Sylvie, contracted by Media XXI Publishing.
- McCombs, Maxwell, Kaufhold, Kelly, & Lewis, Seth C. (2010). The Future of News. In the conference proceedings of the Primer Congreso Internacional: Comunicación, Literatura, Sociedad. Autonomous University of Nuevo León: Monterrey, Mexico.
- Lewis, Seth C. (2010). Citizen Journalism: Motivations, Methods, and Momentum. In Maxwell McCombs, Amber Willard Hinsley, Kelly Kaufhold, & Seth C. Lewis, "The Future of News: An Agenda of Perspectives," San Diego: Cognella, 59-76.

JOURNAL ARTICLES UNDER REVIEW

Lasorsa, Dominic L., Lewis, Seth C., & Holton, Avery. Predicting a Journalist's Influence: Indicators from the Social Medium Twitter. Submitted to the *Journal of Computer-Mediated Communication*, May 210.

Lewis, Seth C., & Yang, Meng-chieh. News Content Interest in the Online Domain: A Study of User Preferences. Submitted to *Journalism & Mass Communication Quarterly*, January 2010.

WORKS IN PROGRESS

Lewis, Seth C. Imagining the Audiences for Non-Profit News: The Strategies and Philosophies of Journalism Innovators. *Data analysis in progress.*

Lewis, Seth C. "The Era of 'I Write, You Read' is Over": The Transformation of the Knight Foundation and the Shaping of Journalism Innovation. *Data analysis in progress.*

Lewis, Seth C., Lasorsa, Dominic L., & Tennant, James I. Journalists' Use of Twitter: Developments in Personal Journalism. *Data analysis in progress.*

Lewis, Seth C., Baresch, Brian, & Gil de Zúñiga, Homero. 'News Will Find Me': Social Filtering and Political Knowledge in the Digital Age. *Data collection in progress.* (This project is one of a number undertaken by the Center for Journalism and Communication Research [CJCR] in the School of Journalism; as a founding member of CJCR, I have served as assistant to the director [see below].)

Bartel, Caroline A., Wiesenfel, Battia M., Hinsley, Amber Willard, & Lewis, Seth C. The Social Negotiation of Intragroup Status Uncertainty. *Data collection in progress.*

Willard Hinsley, Amber, Lewis, Seth C., & Bartel, Caroline A. Making Sense of a Layoff: The Influence of Journalists' Cross-Identification. *Data collection in progress.*

Kaufhold, Kelly, Lewis, Seth C., & Lasorsa, Dominic L. Weaving the Social Fabric: Community Newspaper Editors as the Original 'Citizen Journalists.'

CONFERENCE PAPERS

Chyi, Hsiang Iris, Lewis, Seth C., & Zheng, Nan. Writing Their Own Obituaries? Examining How Newspapers Covered the Newspaper Crisis from the Media Economics Perspective. Paper presented to the Media Management and Economics Division of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010.

Lewis, Seth C. The Logic of Journalism Innovation: The Case of the Knight News

- Challenge. Paper accepted for presentation at the International Symposium on Online Journalism, Austin, TX, April 2010.
- Lewis, Seth C., & Yang, Meng-chieh. Attracting the Newspaper Reader in a New Domain: Dimensions of User Interest in News Content Online. *Top 3 Student Paper* presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Boston, August 2009.
- Lasorsa, Dominic L., & Lewis, Seth C. Reports, Inferences, and Judgments in Deceptive and Authentic News Stories. Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, Boston, August 2009.
- Chyi, Hsiang Iris, & Lewis, Seth C. U.S. Online Newspapers' Performance in Local Markets: Evaluating Inter- and Intra-Media Competition. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Boston, August 2009.
- Chyi, Hsiang Iris, Yang, Meng-chieh, Sylvie, George, Lewis, Seth C., Zheng, Nan. One Product, Three Markets: How Market Segmentation Informs Newspapers about their Online Readership. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Boston, August 2009.
- Lewis, Seth C., Kaufhold, Kelly, & Lasorsa, Dominic L. (2009). Thinking about Citizen Journalism: Perspectives on Participatory News Production at Community Newspapers. Paper presented at the International Symposium on Online Journalism, Austin, TX, April 2009.
- Gil de Zúñiga, Homero, Lewis, Seth C., Willard, Amber, Valenzuela, Sebastian, Lee, Jae Kook, & Baresch, Brian (2009). Blogging as a Form of Journalism: A Model Linking Perception, Motivation, and Behavior. Paper presented to the Journalism Studies division of the International Communication Association at its annual conference, Chicago, May 2009.
- Chyi, Hsiang Iris, Yang, Meng-chieh, Lewis, Seth C., & Zheng, Nan (2009). An Empirical Study of Online Newspaper Readership in Local Markets: Exploring Differences Between Hybrid and Online-Only Users. Paper presented to the Journalism Studies division of the International Communication Association at its annual conference, Chicago, May 2009.
- Lewis, Seth C. (2009). What Do People Want to Read Online? Exploring Interest in Content Features on Newspaper Web Sites. Presented to the Communication Technology Division at the midwinter meeting of AEJMC, Norman, OK, March 2009.
- Lewis, Seth C., Willard, Amber, Valenzuela, Sebastian, Lee, Jae Kook, Baresch, Brian, & Gil de Zúñiga, Homero (2008). Blogging as Journalistic Practice: Explaining the Psychology and Behavior of Bloggers. Presented to the Midwest Association for

- Public Opinion Research at its annual meeting, Chicago, November 2008.
- Bachmann, Ingrid, Lee, Jae Kook, Kaufhold, Kelly, Lewis, Seth C., & Gil de Zúñiga, Homero (2008). News Still Matters: Young People's News Platform Preference and Participation. Presented to the Midwest Association for Public Opinion Research at its annual meeting, Chicago, November 2008.
- Lewis, Seth C., & Reese, Stephen D. (2008). What is the War on Terror? Exploring Framing Through the Eyes of Journalists. *Top Faculty Paper* presented to the Cultural and Critical Studies Division of AEJMC at its annual meeting, Chicago, August 2008.
- Reese, Stephen D., & Lewis, Seth C. (2008) Framing the War on Terror: The Naturalization of Policy in the U.S. Press. Accepted for presentation to the annual convention of the International Association for Media and Communication Research, Stockholm, July 2008.
- Lewis, Seth C. (2007). Next-Generation News Consumers: An Exploratory Study of Young Adults and Their Future with News and Newspapers. Presented to the Newspaper Division of AEJMC, Washington, DC, August 2007.
- Lasorsa, Dominic L., Dalecki, Linden, & Lewis, Seth C. (2007). The News Readability Problem. Presented to the Newspaper Division of AEJMC, Washington, DC, August 2007.
- Lewis, Seth C. (2007). A Case of Convergence in Spain: Bilingual Journalism, Nationalism, and the Imagined Community. Presented at the Definition of Convergence & Integration Conference, Texas Tech University, Lubbock, TX, April 2007.

INVITED PRESENTATIONS

- The Future of News (with Maxwell McCombs and Kelly Kaufhold). Keynote speech, Primer Congreso Internacional: Comunicación, Literatura, Sociedad. Autonomous University of Nuevo León. Monterrey, Mexico. March, 2010.
- New Age of Journalism. Moderated panel discussion between Evan Smith and Fred Zipp, hosted by LBJ Library & Museum Future Forum. Austin, TX, November 9, 2009.
- Digitization, Chaos, and Future Models for News. Lecture prepared for the course Digital Transformation of Society, a 'signature' course at the University of Texas at Austin. October 22, 2009.
- News and Value(s): Economics, Society, and the Journalism Profession. Talk prepared for the course Conversations on the Challenges Facing Journalism, funded by the Carnegie Initiative on the Future of Journalism Education. Austin, TX, March 5, 2009.

SELECTED PROFESSIONAL PUBLICATIONS (* Book chapter)

Lewis, Seth (2006). Delivering the News in Two Languages. *Nieman Reports*, 60(1), 88-90.

Lewis, Seth (2006). Bubbling Over. *Foreign Policy*, 153(March-April), 19.

Lewis, Seth (2006). There's no 'Aye' in Team: A case in cross-cultural team management. In an instructor's casebook accompanying Deresky, H. (2006), *International Management: Managing Across Borders and Cultures (5th ed.)*. New York: Prentice Hall.

* Lewis, Seth (2002). The Sentinel. In *The Restored Gospel and Applied Christianity: Student Essays in Honor of President David O. McKay*. Provo, UT: Brigham Young University Press.

FEATURED BLOG POSTS

Opening up journalism's boundaries to bring change back in: How Knight and its News Challenge have evolved. [Nieman Journalism Lab](#), a project of the Nieman Foundation at Harvard University, June 28, 2010. [[Link](#)]

What the Times-NYU partnership says about the future of journalism education: A Q&A with Jay Rosen. [Nieman Journalism Lab](#), a project of the Nieman Foundation at Harvard University, March 1, 2010. [[Link](#)]

Is online news just ramen noodles? What media economics research can teach us about paid content. [Nieman Journalism Lab](#), a project of the Nieman Foundation at Harvard University, February 4, 2010. [[Link](#)]

What is journalism school for? A call for input. [Nieman Journalism Lab](#), a project of the Nieman Foundation at Harvard University, February 1, 2010. [[Link](#)]

MEDIA EXPERIENCE**Nieman Journalism Lab at Harvard University**, Cambridge, MA*Contributing blogger*

I write about journalism education and communication research for the popular blog (see <http://www.niemanlab.org/author/slewis/>).
February 2010 to present.

Knight Center for Journalism in the Americas, Austin, TX*Blogger*

Contributed original posts and translated material from Spanish for the site's blog (see <http://knightcenter.utexas.edu>).
April to August 2008.

The American-Statesman, Austin, TX

News Copy Editor

Performed content and line editing part-time for the news and business desks.
January to April 2007.

The Miami Herald, Miami, FL*Assistant Sports Editor*

Supervised a staff of five full-time employees, as well as a dozen freelance writers, in coordinating coverage of high school sports in Miami-Dade County, the nation's fourth-largest school district. Also served as the department's night duty officer.
January 2005 to July 2006.

Sports Copy Editor and Page Designer

Performed content and line editing for daily and special sections, in addition to designing the Sports front page on occasion. Spearheaded a special section on Major League Baseball spring training in 2004.
June 2002 to December 2005.

Freelance Writer

Contributed articles on business, education, culture, and religion to The Miami Herald's Business Monday and Tropical Life sections, as well as special sections.
May 2004 to July 2006.

The Deseret News, Salt Lake City, UT

Covered the 2002 Winter Olympics as a reporting intern, with several pieces appearing on Page One.
January to March 2002.

The Salt Lake Tribune, Salt Lake City, UT

Contributed to coverage of Utah County as a freelance writer for the State desk.
September 2000 to April 2001.

The Daily Herald, Provo, UT

Wrote features and designed pages as a freelance writer/editor in Sports.
January to August 2000.

Cybercast News Service (online), Alexandria, VA

Covered Washington politics, among other things, as an intern for the online site.
May to August 2001.

The Post, Sandy, OR

Wrote news and sports stories as a part-time reporter for the weekly newspaper.
May 1995 to August 1995.

The Outlook, Gresham, OR

Wrote news and sports stories as a part-time reporter for the semi-weekly paper.
October 1994 to July 1996, and June to July 1999.

TEACHING AND RESEARCH EXPERIENCE

- **Assistant Instructor** (i.e., instructor of record), School of Journalism, University of Texas at Austin. *August 2008 to present.*
 - J 349T Writing for Online Publication (class blog: writingforonline.wordpress.com)
- **Teaching Assistant**, School of Journalism, University of Texas at Austin.
 - J 395 Advanced Writing and Public Affairs Reporting (graduate course taught by R.B. Brenner, visiting lecturer and Metro editor of The Washington Post):
January 2009-May 2009
 - J 330 News Editing (undergraduate course taught by Dr. Rusty Todd), 5 semesters:
August 2006-May 2008
- **Graduate Research Assistant**, School of Journalism, University of Texas at Austin. *June 2007 to May 2008.*
 - Citizen journalism at community newspapers, with Dr. Nick Lasorsa. *Spring 2008.*
 - Survey of Nordic newspaper editors, with Dr. George Sylvie. *Fall 2007.*
 - Media ethics experiment, with Dr. Renita Coleman. *Summer 2007.*
- **Graduate Assistant**, ASNE Summer High School Journalism Institute, hosted by the School of Journalism, University of Texas at Austin. *July 2008.*
- **Academic Mentor**, Department of Intercollegiate Athletics, University of Texas at Austin. *Fall 2006.*
- **Writing Tutor**, Writing Fellows Program, Brigham Young University. *2000-01.*
- **Teacher**, Brigham Young University (MTC). *1999-2000.*

SERVICE

- **Chair**, Traves Service Award Committee, Mass Communication & Society Division, AEJMC. *2010.*
- **Graduate Student Representative**, Faculty Search Committee, responsible for finding a new director for the School of Journalism, University of Texas at Austin. *2009-10.*
- **Graduate Student Liaison**, Mass Communication & Society Division, AEJMC. *2009-10.*
- **Reviewer**, Journalism Studies Division, International Communication Association. *2009.*
- **Assistant to the Director (top student position)**, Center for Journalism and Communication Research, School of Journalism, University of Texas at Austin. *February 2008 to August 2009.* To learn more, visit cjr.journalism.utexas.edu.
- **Founding Member**, Media Economics Research Group. *October 2008 to present.*

- **Founding Member**, Center for Journalism and Communication Research. *February 2008 to present.*

FELLOWSHIPS

- **The Mike Hogg Endowed Fellowship** (\$26,000). Funded by the Graduate School, University of Texas at Austin. Most lucrative award offered to a UT grad student. *2009-10.*
- **Pic Wagner Endowed Graduate Fellowship in Journalism**. Awarded by the School of Journalism for “your excellent body of work ... and for bringing distinction and honor to the Journalism School and yourself” (award letter, July 17, 2009). *2009-10.*
- **University Continuing Fellowship** (\$25,000). Funded by the Graduate School, University of Texas at Austin. One of the largest awards offered to a UT grad student. *2008-09.*
- **Nettie Doscher More Graduate Fellowship** (\$1,000). Funded by the Texas Exes Foundation, University of Texas at Austin. *2007-08.*
- **Texas/Finland Summer Program in International Communication**. Participated in a three-week study abroad (in Finland and Russia) on global media systems, led by Dr. Joseph D. Straubhaar, UT-Austin, and Dr. Kaarle Nordenstreng, University of Tampere. *August 2007.*
- **J. William Fulbright Scholar**. Studied bilingual journalism in several autonomous regions of Spain (see 2008 *Journalism Studies* article) as well as the impact of eurozone monetary policy on the Spanish economy (see 2006 *Foreign Policy* article). *Fall 2005.*
- **Dow Jones Newspaper Fund intern**. Invited to participate in a two-week seminar for copy editors, University of Nebraska at Lincoln. *May 2002.*

GRANT FUNDING AND SELECTED AWARDS

- **Outstanding Service and Dedication** award, as Graduate Student Liaison and Awards Support for the Mass Communication & Society Division. *August 2010.*
- **Kappa Tau Alpha**, national honor society in journalism and mass communication, Olin E. Hinkle chapter at the University of Texas at Austin (top 10% of the class). *May 2010.*
- **Mass Communication & Society Division Research Award**, AEJMC. \$5,000 for dissertation proposal, “Whither Professionalism in Journalism? Competing Logics of Media Work in an Age of Digitization and Innovation.” *2009.*
- **Third-place Student Paper**, Newspaper Division, AEJMC. *2009.*

- **Maxwell McCombs Graduate Student Award for Research Publishing.** University of Texas at Austin, School of Journalism. 2009. (For my three articles published in 2008-09)
- **James E. Murphy Memorial Award,** Top Faculty Paper, Critical and Cultural Studies Division, AEJMC. 2008.
- **Maxwell McCombs Graduate Student Award for Research Publishing.** University of Texas at Austin, School of Journalism. 2008. (For the article: Lewis, Seth C. (2008). News, nationalism, and the imagined community: The case of bilingual journalism in Spain. *Journalism Studies*, 9(3), 409-428.)
- **First place, David O. McKay Essay Contest** (\$1,500). Brigham Young University's most prestigious student essay competition. 2002.
- **Freedom Forum/NCAA Foundation Sports Journalism Scholarship** (\$3,000). Eight college juniors are honored annually for excellence in sports writing. 2001.
- **University Scholarship** (full-tuition award), Brigham Young University. 2000-2002.
- **First place, Spot News Reporting;** and third place, Sports Writing; Society of Professional Journalists' Mark of Excellence Awards, college division, Rocky Mountain Region. 2000.
- **Sports Writer of the Year,** *The Daily Universe*, Brigham Young University. 2000.
- **Second place, Sports Writing,** Better Newspapers of Oregon. 1997.
- **Eagle Scout,** Boy Scouts of America (highest rank awarded a Boy Scout). 1994.

AFFILIATIONS

- Association for Education in Journalism and Mass Communication
Mass Communication and Society Division
Communication Technology Division
- Kappa Tau Alpha, national honor society in journalism and mass communication

MISCELANNEOUS

- Fluid Spanish speaker and writer, having lived in the Dominican Republic (1997-99) and Spain (2005).
- Technology skills: SPSS, WordPress (CMS), basic HTML, InDesign, Microsoft Office suite, nearly 20 years of experience with the Apple platform.

- Invited to participate on the panel “Recruiting Young Copy Editors,” Associated Press Sports Editors annual convention, Dallas. *June 22, 2003.*
- Invited to take part in “Germany Today for Junior Journalists,” a two-week exchange program in Berlin and Frankfurt sponsored by the Institut für Auslandsbeziehungen (German Culture Office) in Stuttgart. *May 2000.*
- Volunteer service representative, The Church of Jesus Christ of Latter-day Saints (Mormons), Santo Domingo, Dominican Republic. *June 1997 to May 1999.*