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Professional Profile

I have studied, taught, and practiced photojournalism for 35 years, all to better understand how to use photographs to communicate. This desire led me to a rewarding career, useful theory, and fruitful opportunities in research and pedagogy.

Research

I have been the sole investigator on a number of studies. Most recently, I conducted a 4x4 within-subjects experiment which manipulated image conditions of no image, no face, negative affect, and positive affect presented in four mobile news topic conditions. An accompanying study produced heat maps of the most salient aspects of mobile news presentations. Emotion was found to have effects four times as large as many studies. Faces were found to be the most salient component of all mobile news presentations.

A previous study explored numerous relationships between experience with mobile communication devices and the users' strategies to cope with notification fatigue with a 46-item survey. Canonical correlation produced 123 significant relationships and the cessation of phantom vibrations could be predicted with 86 percent accuracy.

To better understand the literature on visual media effects experiments, I conducted a meta-thematic analysis of the most-cited papers. I coded these for medium, theory, populations studied, research variables, production context and publishing journals. I weighted the results by the studies' cited count to gauge their influence on the field. I found that the most-cited literature in visual media effects either makes tangential references to theory or cites no explicit theory.

A qualitative study sought to understand how first-year college students decided how to seek and evaluate new information. Four focus groups and five interviews of 37 first-year students yielded 1,975 transcribed responses. Three rounds of coding found that the students used four heuristics in evaluating information in the effort to simultaneously gratify two needs and three wants.

To test a possible explanation for null effects in an exemplification study, I conducted a 3x3 experiment that manipulated face affect valence and face size to find that image valence significantly affected viewing time, level of interest, and level of importance of photographs. Results further suggest that viewing time is inversely related to photograph readability.

I collaborated with principle investigator Dr. David Westerman to design a 2x2 experiment and create video messages to test the relationships between naming an actor and whether the actor is a human or robot to perceptions of the actor's human qualities.

Publications

- Vosburg, M.** (2024) *Getting satisfaction: Simultaneous gratifications of college student needs*. Accepted by *College Student Journal*.
- Westerman, D., **Vosburg, M.**, Liu, X. & Spence, P. R. (2024) *What's in a name and/or a frame?: Ontological framing and naming of social actors and social responses*. Accepted by *Human-Computer Interaction*.

Manuscripts Under Review

- Vosburg, M.** *Smartphone notifications in popular discourse and the literature*. Submitted to *Technology in Society*.
- Vosburg, M.** *Watching the watchers: A Meta-thematic analysis of media effects studies of visual communication*. Submitted to *Review of Communication Research*.

Conference Presentations

- Vosburg, M.** (2024, March 7-9). *High-tech, low-cost live visual demonstration*. Great Ideas for Teaching presented at the 49th annual conference of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY.
- Vosburg, M.** (2024, March 7-9). *The salience of faces in mobile news*. Paper presented at the 49th annual conference of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY.
- Vosburg, M.** (2023, Aug. 7-10). *Prism theory of visual communication*. Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Vosburg, M.** (2023, Aug. 7-10). *Smartphone notifications: How experience influences coping strategies*. Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Vosburg, M.** (2020, Nov. 19-22). *Smartphone notifications at the crossroads of popular discourse and the literature*. Paper presented at the 106th annual conference of the National Communication Association, Indianapolis, IN.
- Vosburg, M.** (2020, Nov. 19-22). *Salience of face size and affect at the crossroads of exemplification theory and praxis*. Poster presented at the 106th annual conference of the National Communication Association, Indianapolis, IN.

Westerman, D., Vosburg, M., Liu, X., Edwards, A., Edwards, C., & Spence, P. R. (2022, November). *What's in a name and/or a frame?: Ontological framing and naming of a social actor and social responses*. Paper presented at the 108th National Communication Association Conference, New Orleans, LA.

Manuscripts in Progress

Vosburg, M. *The expedient publication of news photographs using mobile devices*.

Vosburg, M. *Message design in visual exemplification*.

Vosburg, M. *Photographic exemplification: The function of emotion*.

Teaching Experience

2023-2024 Benedict College, Columbia, South Carolina

- **Photojournalism:** Students covered common assignment types, produced a photo essay, and learned standards in image processing, metadata, and professionalism with strict deadlines.
- **Freelance Marketing with a Camera:** Students spun up and marketed a sole proprietorship.
- **Professional Photography for Legacy Media:** Students were taught professional camera controls and their appropriate use.
- **Digital Imaging** (two semesters): Students were directed to claim a genre, refine it over the semester, and learn how to crop, tone, and caption their images to professional standards.
- **Photography for Web and Social Media** (two sections): Students learned to use their smartphone cameras to produce compositionally sophisticated photographs.
- **Basic Photography:** Students learned to manually control their DSLR or mirrorless cameras.

2022 North Dakota State University, Fargo, ND

- **Introduction to Media Writing:** Beginning reporting students received an introduction to journalism and produced a personality profile with three interviews by the end of the semester.

1996-1999 Missouri School of Journalism, Columbia, Missouri

- **Staff Photojournalism lab** (four semesters) taught as Interim Director of Photography: I supervised photojournalism students in staff photography for a general circulation daily newspaper. I coached reporting students to find subjects with visual potential.
- **Staff Photojournalism lecture** (two semesters): I taught professional ethics, values, and standards to work as general-assignment photographers for a daily newspaper.
- **Graphics Desk Management:** Students were taught to work as liaisons between daily newspaper editors and the photography staff.
- **Staff Photojournalism lab** (two semesters), teaching assistant: I coached students to produce photographs for a daily newspaper.

Professional Experience

2002-2023 Photo Editor, The Forum of Fargo-Moorhead, Fargo, ND

- Planned, assigned, and executed news coverage.
- Supervised staff photography and video production.
- Established industry-leading use of mobile devices to be more responsive to readership.
- Designed and implemented an all-digital photo workflow and company-wide archiving.

1999-2002 Photo Editor, The San Angelo Standard-Times, San Angelo, TX

- Improved newsroom communication, planning, and product.
- Managed the city desk; supervised reporters, and edited staff writing part-time in addition to photo editor duties for a season.

1998-1999 Interim Director of Photography, The Missourian, Columbia, MO

- Assigned, edited, and critiqued photography for students working at The Missourian.
- Designed and implemented a relational database to better coordinate newsroom efforts.
- Coached reporting students to find more engaging subjects for news coverage.

1997-1998 Showcase Editor, The Missourian, Columbia, MO

- Managed several reporting teams to assign, supervise, and edit stories, photographs, and design for a weekly feature section.

1990-1995 Photographer, The Norfolk Daily News, Norfolk, NE

- Created digital prepress process for improved and expanded color reproduction.

Professional Memberships

2021-2024 Association for Education in Journalism and Mass Communication
2020-2024 National Press Photographers Association
2020-2023 National Communication Association
2019 Central States Communication Association

Service

2024 Benedict College Committee on Communication and Marketing, member
2024 Benedict College Committee on Research and Grants, member
2024 Associated Press, consultant regarding image manipulation by iPhones and the appropriate use of algorithms in news gathering processes
2024 Visual Communication, Association for Education in Journalism and Mass Communication, Creative Contest co-chair
2024 Visual Communication Quarterly, reviewer

2024	Visual Communication Division of the 49th annual conference of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY, reviewer
2012-2023	Many statewide newspaper photojournalism contests, judge
2014-2023	North Dakota Newspaper Association, Contest Committee chair
2023	Visual Communication Division of the 72nd meeting of the International Communication Association, Paris, France, reviewer
2023	Visual Communication Division of the 106th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, reviewer
2023	Communication Theory & Methodology division of the Association for Education in Journalism and Mass Communication, Social Media Director
2022	Communication Theory & Methodology, Association for Education in Journalism and Mass Communication, Webmaster
2022	Fargo Public Library, Flood of 1997 exhibit, curator
2018	Minnesota State University Moorhead, Bearing Witness exhibit, curator
2004-2013	North Dakota Newspaper Association, Contest Committee, member

Honors

2024	One of nine faculty selected for the Alpha Cohort of the Benedict College Faculty Fellows Forward (B2F3) Leadership Development and Mentoring Initiative
2023	First place in the Top Student Paper, Communication Technology Division, competition, Association for Education in Journalism and Mass Communication
2021	One of 30 international doctoral candidates selected for the Doctoral Honors Seminar, National Communication Association

Funding Received

Internal	
2024	Benedict College, Academic Affairs, travel funds to present at the 49th annual conference of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY, \$881
2022	North Dakota State University, Graduate School, travel funds to present at the 108th National Communication Association Conference, New Orleans, \$800

Education

- 2023 Ph.D. communication, North Dakota State University, GPA 4.0
major concentration in media and society, minor concentration in social psychology
dissertation: *Photographic exemplification*
committee chair: Dr. David Westerman david.westerman@ndsu.edu
committee members: Drs. Benjamin Balas, Shuning Lu, and Carrie Anne Platt
- 1998 M.A. journalism, Missouri School of Journalism
master's project in the maestro method of newsroom management
committee: David Reese (chair), Julie Elman, and George Kennedy
- 1990 B.S. mass communication, North Dakota State University
major in news writing, cognate in photography, special interest area in psychology

Other Academic Training

- 2023 College Teaching Certificate, North Dakota State University
- 2022 Summer Institute in Computational Social Science, North Dakota State University

Coursework

- Ph.D. Communication, North Dakota State University
- COMM 793 Media Lab Work
- COMM 792 Graduate Teaching Experience
- COMM 791 Temporary/Trial Topics: How to Teach Online
- PSYC 761 Applied Research Methods: Multivariate Statistics
- COMM 750 Advanced Issues in Communication: Media Effects
- COMM 750 Advanced Issues in Communication: Debating the Impact of Technology
- COMM 750 Advanced Issues in Communication: Collaborative Technology and Organizations
- COMM 750 Advanced Issues in Communication: Communicating with Technology
- COMM 735 Theories of Media, Technology, and Society
- STAT 726 Applied Regression, Analysis of Variance
- STAT 725 Applied Statistics
- COMM 711 Communication Theory
- COMM 707 Quantitative Research: Communication
- COMM 704 Qualitative Research
- COMM 702 Introduction to College Teaching
- COMM 701 Advanced Research Methods: Communication
- PSYC 686 Neuropsychology
- M.A. Journalism, University of Missouri - Columbia
- Journ 446 Media Ethics
- Journ 408 Research Methods in Journalism

Journ 404	History of Mass Media
Journ 377	Newspaper Graphics Desk
Journ 344	Picture Story & Photographic Essay
Journ 343	Electronic Photojournalism
Journ 342	Staff Photojournalism
Educ T310	Electronic Portfolio Generation
Educ T310	Digital Video Production
Econ 1	Principles of Macroeconomics

B.S. Mass Communication, North Dakota State University

MCOM 497	Individual Study
PSYC 497	Individual Study
PSYC 497	Individual Study
MCOM 496	Still Photo Documentary
MC 480	Problems in Mass Communication
MC 430	Communication Photography III
MC 430	Communication Photography III
ART 497	Individual Study
ART 496	Still Photography III
MCOM 462	Communication Law
ART 405	Characteristics of Light
MCOM 404	Feature Writing
ART 403	Photography
ART 403	Photography
ART 402	Subjective Contour-Form
MC 330	Communication Photography II
ART 304	Anatomy & Gesture
PSYC 304	Psychology of Adjustment
ART 300	Color Theory
MCOM 342	Designing for Print
MCOM 341	Photography III
ART 302	Shape of Light
SOC 302	Social Inquiry III
ART 301	Realization of Form
SPCM 301	Social Inquiry II
MCOM 300	Social Inquiry I
MUS 290	Choral Participation
MUS 290	Choral Participation
PSYC 251	Psychology of Business & Industry
MCOM 251	Advertising and Society
MCOM 242	Photography II
PSYC 239	Psychology Asp/Drug Use/Abuse
PSYC 234	Social Interaction
PSYC 233	Developmental Psychology
MCOM 241	Photography I
MCOM 231	Introduction to TV Production

PSYC 222	Experimental Psychology
SPAN 211	Intermediate Spanish
MCOM 210	Introduction to Broadcasting
PSYC 200	Introduction to Behavior Modification
ENGL 209	Survey of English Literature
MCOM 203	Editing
AS 202	Development of Air Power II
AS 201	Development of Air Power I
MCOM 202	Advanced Reporting
MCOM 201	Reporting-News Writing
SOC 201	Social Problems
EDUC 123	Study Skills
MATH 121	College Algebra
MATH 120	Intermediate Algebra
CHEM 114	Foundations of Chemistry Lab
SPCM 108	Fundamentals of Public Speaking
CHEM 105	Foundations of Chemistry
MCOM 105	Intro to Mass Media
CHEM 104	Foundations of Chemistry
AS 103	The Air Force Today III
BIOL 103	Man in the Ecosystem
ENGL 103	Freshman English
HIST 103	United States History
HPER 103	Spring Activities
PSYC 103	Introduction to Psychology
AS 102	The Air Force Today II
ENGL 102	Freshman English
HIST 102	United States History
HPER 102	Winter Activities
ME 102	Engineering Graphics
SOC 102	Introduction to Sociology
ANTH 101	Introduction to Anthropology
AS 101	The Air Force Today I
ENGL 101	Freshman English
EEE 101	Fundamentals of EEE
HPER 101	Fall Activities

Related Skills

Media consulting, newsroom management, system and workflow design, news planning, assignment editing, news editing, all aspects of photojournalism, SPSS.

Professional Awards

2023	First Place, Use of Photography as a Whole, Minnesota Newspaper Association
2022	First Place, News Photo, North Dakota Newspaper Association
2022	First Place, Outdoor Recreation Photo, North Dakota Newspaper Association
2022	Third Place, Feature Photo, North Dakota Newspaper Association
2022	Third Place, Picture Story, North Dakota Newspaper Association
2022	Third Place, News Photo, Minnesota Newspaper Association
2022	Honorable Mention, Spot News Photo, North Dakota Newspaper Association
2022	Honorable Mention, Sports Photo, North Dakota Newspaper Association
2018	Second Place, News Photo, Minnesota Newspaper Association
2017	First Place, Press Photographer's Portfolio, Minnesota Newspaper Association
2017	Second Place, Spot News Photo, North Dakota Newspaper Association
2017	Third Place, Photo Story, Minnesota Newspaper Association
2017	Honorable Mention, Picture Story, North Dakota Newspaper Association
2016	Photo of the Year, North Dakota Newspaper Association
2016	First Place, Spot News Photo, North Dakota Newspaper Association
2016	First Place, Outdoor Recreation Photo, North Dakota Newspaper Association
2016	First Place, Agricultural Photo, North Dakota Newspaper Association
2016	Second Place, Sports Photo, North Dakota Newspaper Association
2016	Third Place, Pictorial Photo, North Dakota Newspaper Association
2015	First Place, News Photo, Minnesota Newspaper Association
2015	Second Place, Feature Photo, North Dakota Newspaper Association
2015	Second Place, Portrait Photo, North Dakota Newspaper Association
2015	Third Place, Pictorial Photo, North Dakota Newspaper Association
2013	Second Place, Outdoor Recreation Photo, North Dakota Newspaper Association
2013	Third Place, Sports Photo, North Dakota Newspaper Association
2013	Third Place, Use of Photography as a Whole, Minnesota Newspaper Association
2012	Honorable Mention, News Photo, North Dakota Newspaper Association
2012	Honorable Mention, Portrait Photo, North Dakota Newspaper Association
2011	Second Place, Sports Photo, North Dakota Newspaper Association
2011	Second Place, Use of Photography as a Whole, Minnesota Newspaper Association
2011	Third Place, Agricultural Photo, North Dakota Newspaper Association
2011	Third Place, Feature Photo, North Dakota Newspaper Association
2011	Third Place, News Photo, North Dakota Newspaper Association
2011	Honorable Mention, Outdoor Recreation Photo, North Dakota Newspaper Association
2011	Honorable Mention, Sports Photo, North Dakota Newspaper Association
2011	Honorable Mention, Portrait Photo, North Dakota Newspaper Association
2008	Second Place, Best Use of Photography as a Whole, Minnesota Newspaper Association