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Professional Profile

I 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 several 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 that were four times as large as in 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 on 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 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 principal 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.

Peer-reviewed 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*. *Human-Machine Communication*, 8, 185-203. <https://doi.org/10.30658/hmc.8.9>

Manuscripts Under Review

- Vosburg, M.** *Smartphone notifications in popular discourse and the literature*. Submitted to *Technology in Society*.

Refereed Conference Presentations

- Vosburg, M.** (2024, November 21-24). *Photographic exemplification: How mobile news readers regard affect displays*. Paper accepted to the 110th annual conference of the National Communication Association, New Orleans, LA.
- Vosburg, M.** (2024, August 8-11). *High-tech, low-cost live visual demonstration*. Innovation in Teaching accepted to the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.
- Vosburg, M.** (2024, August 8-11). *The salience of faces in mobile news*. Paper accepted to the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.
- Vosburg, M.** (2024, August 8-11). *Visual message design in exemplification research*. Paper accepted to the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.
- 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.** (2024, May 16-17). *Watching the watchers: A Meta-thematic analysis of media effects studies of visual communication*. Paper presented at the Benedict College Inaugural International Multidisciplinary Conference, Columbia, SC.
- 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 salience of faces in mobile news*.
- Vosburg, M.** *Photographic exemplification: How mobile news readers regard affect displays*.
- Vosburg, M.** *Visual message design in exemplification research*.

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 control their DSLR or mirrorless cameras manually.

2022 North Dakota State University, Fargo, North Dakota

- **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.

Curriculum Development

2024 Benedict College, Columbia, South Carolina

- **Freelance Marketing with a Camera:** I used my experience helping my spouse manage an independent counseling practice to teach students to build and manage a sole proprietorship.

2023

- **Photojournalism:** I leveraged my newspaper experience to design a course with assignments that represent daily photojournalists' most common assignments.
- **Digital Imaging:** I designed the course to begin with a technical foundation but then to refine their photography in a claimed genre for 10 weeks.

2022 North Dakota State University, Fargo, North Dakota

- **Introduction to Media Writing:** I introduced reporting students to all aspects of journalism while scaffolding assignments from inverted pyramid through a well-rounded feature story.

1996-1999 Missouri School of Journalism, Columbia, Missouri

- **Staff Photojournalism:** I developed the course to cover all aspects of conventional daily photojournalism and introduced elite concepts such as performance psychology.

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.
- Published tens of thousands of my own images, which were viewed tens of millions of times.

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

2021-2025	Association for Education in Journalism and Mass Communication
2020-2025	National Press Photographers Association
2020-2025	National Communication Association
2019	Central States Communication Association

Service

2024	Benedict College committee to hire two mass communication professors
2024	Benedict College Committee on Communication and Marketing
2024	Benedict College Committee on Research and Grants
2024	Associated Press, consultant regarding image manipulation by iPhones and the appropriate use of algorithms in news-gathering processes
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
2024	Visual Communication Division of the 110th annual conference of the National Communication Association, New Orleans, LA, reviewer
2024	Visual Communication Division of the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA, 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, Top Student Paper Competition, Communication Technology Division, 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, funds to present at the 49th annual conference of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY, \$881
2024 Benedict College, Academic Affairs, funds to present at the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA, \$1,998
2023 Benedict College, Career Development Services, travel funds, and use of college bus to take six students to the Atlanta Photojournalism Seminar, Nov. 3-4, \$885
2022 North Dakota State University, Graduate School, travel funds to present at the 108th National Communication Association Conference, New Orleans, \$800

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

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 899 Doctoral Dissertation
 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: Collaborative Technology and Organizations
 COMM 750 Advanced Issues in Communication: Communicating with Technology
 COMM 750 Advanced Issues in Communication: Debating the Impact of Technology
 COMM 750 Advanced Issues in Communication: Media Effects
 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
 cognate in photography, special interest area in psychology

MCOM 497 Individual Study (studio photography)
 PSYC 497 Individual Study (research assistant on a scopolamine study)
 PSYC 497 Individual Study (research assistant on a scopolamine 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