

**MICHAEL P. BOYLE**  
Assistant Professor  
Department of Communication Studies  
West Chester University  
317 Main Hall  
West Chester, PA 19383

**Contact information**  
Office: (610) 436-2114  
Email: mboyle@wcupa.edu

### **BIOGRAPHICAL INFORMATION**

**Education:** Ph.D., **University of Wisconsin at Madison**, 2004  
Journalism and Mass Communication  
G.P.A. – 3.86  
Dissertation: *“Social networks, mass media, and efficacy: Implications for protest participation” June, 2004*  
Advisor: Douglas M. McLeod

M.A., **University of Delaware**, 2001  
Mass Communication  
G.P.A. – 3.5

B.A., **East Stroudsburg University**, 1997  
Media Studies  
G.P.A. – 3.7

#### **Positions held:**

West Chester University, Assistant Professor – 2006 to present  
Wichita State University, Assistant Professor – 2004 to 2006

#### **Research Areas:**

Mass media and social protest; news coverage and implications of social conflicts and controversies; information seeking; third-person effects; emotional responses to media.

#### **Teaching Areas:**

Quantitative research methods; mass communication theory and effects; statistical analysis; television & video production; mass media practices including professional & broadcast writing, video/audio editing, and Web design; visual communication; new media & society.

## PUBLICATIONS

- McCluskey, M.R., Stein, S.E., Boyle, M.P., & McLeod, D.M. (Forthcoming). Community influences on newspaper coverage of social and political protests. *Manuscript accepted for publication at Mass Communication & Society*.
- Boyle, M.P., & Armstrong, C.L. (Forthcoming). Examining the impact of a status quo shift: A study of the impact of Roe v. Wade on news coverage of abortion protest. *Manuscript accepted for publication in the Atlantic Journal of Communication*.
- Shah, D.V., Boyle, M.P., Keum, H., Armstrong, C.L., Schmierbach, M. (Under contract). Specificity, complexity, and validity: Rescuing experimental research on framing effects. In P. D'Angelo & J.A. Kuypers (Eds.), *Doing News Framing Analysis: Empirical, Theoretical, and Normative Perspectives*. New York: Routledge.
- Boyle, M.P., & Schmierbach, M. (2009). What makes a protester? The role of mainstream and alternative media in predicting mainstream and protest participation. *Communication Quarterly*, 57, 1-17.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). Understanding media effects perceptions: Comparing four common analytical approaches in third-person effects research. *Mass Communication & Society*, 11, 1-21.
- Boyle, M.P., McLeod, D.M., & Rojas, H. (2008). The role of ego enhancement and perceived message exposure in third-person judgments regarding violent videogames. *American Behavioral Scientist*, 52, 165-185.
- Boyle, M.P. (2007). Protests – Political. In L.L. Kaid & C. Holtz-Bacha (Eds.). *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications.
- Boyle, M.P., Schmierbach, M., & McLeod, D.M. (2007). Ideology, issues, and low information: Implications for voting behavior. *Atlantic Journal of Communication*, 15, 284-302.
- Boyle, M.P., Schmierbach, M., Armstrong, C.L., Cho, J., McCluskey, M.R., McLeod, D.M., & Shah, D.V. (2006). Expressive responses to news stories about extremist groups: A framing experiment. *Journal of Communication*, 56, 1-18.
- Boyle, M.P., McCluskey, M.R., McLeod, D.M., & Stein, S.E. (2005). Newspapers and social protest: An examination of newspaper coverage of social protest from 1960 to 1999. *Journalism & Mass Communication Quarterly*, 82(3), 638-653.
- Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2005). Civic attachment in the aftermath of September 11. *Mass Communication and Society*, 8(4), 323-346.
- McLeod, D.M., Zubric, J., Boyle, M.P. (2005). Jack of all trades: A citation analysis of the work

of Jack McLeod. In S. Dunwoody, L.B. Becker, G. Kosicki, and D.M. McLeod (Eds.). *The Evolution of Key Mass Communication Concepts: Honoring Jack McLeod*.

Boyle M.P., McCluskey, M.R., Devanathan, N., Stein, S.E., & McLeod, D.M. (2004). The influence of level of deviance and protest type on coverage of social protest in Wisconsin from 1960 to 1999. *Mass Communication and Society*, 7(1), 43-60.

Boyle, M.P., Schmierbach, M., Armstrong, C.L., McLeod, D.M., Shah, D.V., & Pan, Z.D. (2004). Information seeking and emotional reactions to the terrorist attacks. *Journalism & Mass Communication Quarterly*, 81(1), 155-167.

Boyle, M.P., & Schmierbach, M. (2004). Student collected survey data: An examination of data quality and the value of survey research as a learning tool. *Journalism & Mass Communication Educator*, 58, 374-390.

Cho, J., Boyle, M.P., Keum, H., Shevy, M.D., McLeod, D.M., & Shah, D.V. (2003). Media, terrorism, and emotionality: Affective dimensions of news content and effects after September 11<sup>th</sup>. *Journal of Broadcasting & Electronic Media*, 47, 309-327.

#### **RECENT CONFERENCE PAPERS AND PRESENTATIONS**

Boyle, M.P., & Sawyer, J.K. (2009). Defining volunteering in media campaigns: An examination of themes from volunteer generated focus groups. *Paper presented at the Eastern Communication Association (ECA) annual conference: Philadelphia, PA.*

Boyle, M.P., & Schmierbach, M. (2008). Do pictures matter?: Effects of photographs on information seeking and issue involvement. *Paper presented at the Association for Education and Journalism in Mass Communication (AEJMC) annual conference: Chicago, IL: \*Top-three faculty paper award*

Schmierbach, M., Boyle, M.P., & McLeod, D.M. (2008). "I hate Jack Thompson": Exploring third-person differences between gamers and non-gamers. *Paper presented at the AEJMC annual conference: Chicago, IL*

Schmierbach, M., & Boyle, M.P. (2008). Exploring media-induced information seeking: When does a news story cross from too little to too much? *Paper presented at the AEJMC annual conference: Chicago, IL*

Armstrong, C.L., & Boyle, M.P. (2007). Views from the Margins: News Coverage of Women in Abortion Protests, 1960-2006. *Paper presented at the Midwest Association of Public Opinion Research (MAPOR) annual conference: Chicago, IL.*

Boyle, M.P., & Armstrong, C.L. (2007). Examining the impact of a status quo shift: A study of the impact of Roe v. Wade on news coverage of abortion protest. *Paper presented at the AEJMC annual conference: Washington, DC.*

## TEACHING ACTIVITIES

### **Courses Taught**

*West Chester University (Fall 2006 – Present)*

Public Speaking (SPK 208)

Intro to Video Production (COM 217) & Advanced Video Production (COM 317)

Visual Communication (Graduate)

Research Methods (COM 224)

*Wichita State University (Fall 2004 – Summer 2006)*

Quantitative Research Methods (COMM 803 – graduate course)

The Internet and Beyond: The Impact of New and Emerging Media (COMM 660)

Communication Research and Inquiry (COMM 430)

Visual Communication (COMM 305)

Studio/Video Production (COMM 304)

*University of Wisconsin at Madison (Teaching Assistant: Fall 2000 – Spring 2003)*

Quantitative Mass Communication Research Methods (JCOM 658)

Mass Media and the Consumer (JCOM 646)

Mass Media Practices (JCOM 202)

*University of Delaware (Teaching Assistant: Fall 1998 – Spring 2000)*

Business Communication (COMM 312)

## **RECENT GRANTS AND SCHOLARSHIPS**

Faculty Professional Development Council (FPDC) grant: \$5,560 (2007-2008)

Part of Pennsylvania State System of Higher Education (PSSHE) grant contest. Provided funding for project titled “Analysis and Creation of a Big Brothers/Big Sisters Volunteer Recruitment Campaign.” Co-project director with Dr. J. Kanan Sawyer.

West Chester University College of Arts and Sciences Support and Development Award (CASSDA): \$599 Funding for purchase of AMOS structural equation modeling software.

Kansas Health Foundation grant: \$148,400 (2005-2006)

Project director for evaluation of Reach Out and Read child literacy campaign. Developed and oversaw statewide four-wave panel survey, content analysis of news coverage of early childhood literacy, and focus group assessing the impact of a media campaign targeting early childhood literacy and child development.

University LINK Award: \$2,940 (2005)

Partnership with the Great Plains Earth Institute and Great Plains Nature Center to conduct research on environmental attitudes and activism in Wichita, KS. Developed and oversaw implementation of communitywide phone survey.