The 4th annual Communication Career Day will be held this year on Saturday, April 28th, 2012 from 12:30pm to 4:00 pm in the HSSB Hall Courtyard during UCSB’s All Gauchos Reunion Weekend. Communication Career Day brings together students and professionals who have graduated from the department to talk to undergraduates about Communication-related jobs. The event will feature two sessions of panels that will highlight a variety of professional fields including media, law, entertainment, marketing, public relations, sales, business development, and many more. Alumni who hold jobs at notable companies such as Google, CBS, Facebook, Screen Actors Guild, Apple, Bank of America, Entertainment Tonight and Chevron will be sharing their wisdom with students in the panel sessions. For those who attended last year’s event, this year’s Career Day will also include a few new exciting components such as a Facebook page to preview the event, organizational and industry tables, and a kick-off by Dean of the College of Letters and Sciences, Melvin Oliver.

The 2012 Communication Career Day will begin at 12:30pm with registration and the opportunity for students to mingle with the speakers and other alumni in attendance. Before and between sessions, students will have a chance to visit organizational tables hosted by Mission Wealth Management, ZOS Communication, Studio 8, Olive Street Media, and Executive Board, and also industry tables hosted by alumni professionals from industries such as entertainment, marketing, and law. Breaks between panel sessions will give students time to network with alumni and speakers some of whom may know of opportunities for internships or jobs in their company or industry.

According to Professor Jansma, Communication Career Day is designed to offer opportunities for students at various grade levels. For freshman and sophomores, the day can be a source of
information about what it’s like to be in certain professions in order to help them make decisions about what they would and wouldn’t like to pursue as a career. Students who are in their junior or senior year will have opportunities to make professional contacts that could provide them with entry into a profession or open up a new professional network. Regardless of grade level, Communication Career Day is a great place for students to get more information about careers that they think they might be interested in but weren’t sure where to turn to for an insider’s perspective.

Meghan Malaviya, an alumnus who will return this year as a panel speaker, works as a legal analyst for the Products and Agreements department of Google. She believes that the analytical and writing skills that she gained in the UCSB Communication department have been a major reason for her success post-graduation. She explains her reason for participating in career day, “I know that quite a few Comm majors have thought about going into the legal field but because we don't have a law school or a Law & Society major anymore, some of them may be unsure about how to get their foot in the door. Having recently gone through this process, I'd love to share my experiences with current Comm. students.”

The Communication Career Day Facebook page will provide important updates about the event including speaker biographies and tips on how to further prepare as the date approaches.

To prepare for meeting professionals at the event, Professor Jansma suggests that students practice introducing themselves and selling their skills to a potential employer. Moreover, she suggests that students consider making business cards with their name and contact information as well as multiple copies of an up-to-date resume to bring to the event.

Professor Jansma also strongly suggests that students join the Facebook group in order to have the opportunity to visit speaker’s websites ahead of time to get an idea of which panels they’d like to attend and who they’d like to meet. The group can be found by searching “Communication Career Day UCSB” on Facebook or following this link: http://www.facebook.com/groups/352744548086705/.

Students who would like to volunteer to help with setup and breakdown of the event, are encouraged to contact Professor Jansma at aljansma@impulse.net. There may also be opportunities to host speakers in your home as many speakers are travelling from out of town.

Communication Faculty Receive National Recognition

By: Stefana Simonetto (Class of 2012)

Faculty in the Department of Communication at UCSB received significant national recognition this year. Michael Stohl received a Council for International Education and Exchange (CIEE) award for his exceptional contributions to international education. In his honor, CIEE will give $25,000 annually in Stohl scholarships to students with nontraditional backgrounds who want to study abroad. Professor Stohl served on the board of Directors of CIEE from 1990-93, 1995-2000, and 2001-2011 and was chair of the Board from 2004-2010. He was a founding member of the CIEE Academic Consortium Board (ACB) which was established to provide member institutions with oversight of the academic programs established for study abroad students.

Five awards were presented at the National Communication Association conference in New Orleans, November 17-20, 2011. Two professors in the department, Dave Seibold and Tammy Afifi, received career achievement awards, while three other professors--Howie Giles, Walid Afifi, and Cynthia Stohl--were recognized for their outstanding articles.

Professor Dave Seibold won this year’s National Communication Association’s Career Achievement Award in the Group Communication Division. The award recognizes the outstanding career contribution of Dave Seibold in advancing the field of group communication.

(Awards page 3)
Awards (cont’d from page 2)

of a scholar whose work has advanced the study of group-based communication.

“To be included with previous recipients of this award -- Bormann, Poole, and Gouran, scholars whom I respect deeply -- is a great, great honor,” Professor Seibold said in reaction to his award. He also noted “it is especially gratifying to think that the selection committee also honored all the faculty and graduate students with whom I collaborated across the past 35 years in producing these studies of group communication.”

Professor Seibold’s research on social influence, argumentation, and decision making in teams has resulted in more 125 published scholarly works and more than 200 conference papers and scholarly presentations. He also edited several scholarly journals and served as the Chair of the Department of Communication at UCSB 1998-2004.

Professor Tammy Afifi won the 2011 Bernard J. Brommel Award for outstanding contribution to the field of family communication. This annual award recognizes a scholar who has contributed a body of work related to family communication, service to the field in the form of editorship, teaching or other services, and/or for a significant piece of family communication scholarship. “It is a great honor to win this award, especially since I am so young. This is a career achievement award, and I still have a lot of career left and a long way to go in my research. I have a lot of big projects on the horizon, this is really only a beginning.”

Professor Afifi studies Family and Interpersonal Communication with a special focus on divorce processes, information regulation, and coping. She has published 65 articles and chapters in national and international publications. However, her favorite part of her job is teaching students about interaction that they can apply in their personal lives. “There’s something very real about doing research with actual families. I feel like when I’m teaching, the students can take my lessons home to their own families.” Professor Afifi also gives workshops for parents in the community and recently was a guest on a Sirius radio talk show about family secrets with callers from around the country asking questions. “I am fortunate to get to study things that are so applicable.”

In addition to the career awards, Professors Walid Afifi, Cynthia Stohl and Howie Giles received awards for outstanding articles. Professor Walid Afifi and his coauthor Judith Weiner won the 2011 Health Communication Distinguished Article of the Year for their 2004 article “Toward a Theory of Motivated Information Management.” Professor Cynthia Stohl and her coauthor Shiv Ganesh received the 2011 Outstanding Scholarship Award for Best Article in the International and Intercultural Communication Division for their 2010 article “Qualifying Engagement: A Study of Information and Communication Technology and the Global Social Justice Movement in Aotearoa New Zealand.”

Finally, Professor Howie Giles, along with coauthors Ellen Ryan, Glamipiero Bartolucci, and Karen Henwood, earned the 2011 Outstanding Journal Article Award, presented by the Communication and Aging Division for their 1986 article “Psycholinguistic and Social Psychological Components of Communication by and with the Elderly.” This award is presented for an article that has stood the test of time and become an area of research. The judges commented, “I doubt there is a scholar in the field of communication and aging today whose research has not been profoundly influenced by the Communication Predicament of Aging model presented in this article.”

Scan this code with your smart phone to visit the Communication Department website!

www.comm.ucsb.edu
Kathleen Hall Jamieson Gives Steven H. Chaffee Talk

Author Kathleen Hall Jamieson gave the 2012 Steven H. Chaffee lecture on February 9. The title of her talk was “New Media, Campaigns, and Elections.” Jamieson discussed the effect of new media and the proliferation of cable networks on political advertisements. The exploding number of media sites and channels make micro-targeting selected voters possible and practical, but policing the advertisements’ truthfulness is tougher than ever. Dr. Jamieson is the director of the Annenberg Public Policy Center which launched Flackcheck.org a website devoted to critiquing the truthfulness of political ads.

LPE Annual Lecture Features Dr. Michael Roloff

By: Nicole Easley (Class of 2012)

The UCSB chapter of Lambda Pi Eta, a national communication honor society, held their annual Choice Scholar lecture featuring Dr. Michael Roloff, Professor from Northwestern University. The lecture was given on March 2, 2012 to an audience of undergraduates, faculty, and graduate students. The title of Dr. Roloff’s talk was “People Are Annoying, They Are Difficult to Change, and it Does Matter: Why Arguing Is often Futile.”

Dr. Roloff has many accomplishments including being named Chair of the Interpersonal Communication Division of the National Communication Association (NCA), Director of the NCA Publications Board, and editor of the academic journal Communication Research. He has received awards such as the Woolbert Award for Outstanding Contribution to Communication Research and a publication award from the Social Cognition and Communication Division of the NCA in addition to being named a fellow of the International Communication Association and Distinguished Scholar of the NCA. The accomplished professor spoke about his research on persuasion, negotiation, and conflict avoidance. He was a very humorous speaker who had the audience laughing for the entirety of the event.

Some of the most interesting findings from his research include the conclusions that in interpersonal relationships, the majority of complaints one has about their relational partner are unexpressed and nagging is not a solution to the problem, but can make them more resistant to doing what
Roloff (cont’d from page 4)

they have been asked. Overall, his suggestion for handling relationships is to accept the fact that people are annoying, especially romantic partners, and to gain acceptance of each others’ foibles at the beginning of the relationship instead of persistently trying to change each other.

Lambda Pi Eta hosted a reception in the SS&MS where students had the opportunity to enjoy some refreshments while mingling with peers, professors, graduate students, and Dr. Roloff. Overall, Dr. Roloff was well received by the students and faculty of UCSB, and many individuals commented on how he was very funny but also very knowledgeable about his area of research.

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$100 – Materials on Internships to post on the department web site
$150 – Sashes for Honors Students to wear at commencement
$200 – Recognition for Communication Graduates (purchasing C or some other symbol to wear on graduation--making it easier to recognize our students)
$200 – Special Career Development materials from National Communication Association
$300 – Reception to honor Graduates following commencement
$500 – Peer Advisor--hire an additional peer advisor for a quarter

Please visit the Department of Communication’s giving page at: http://www.comm.ucsb.edu/giving

Eight Great Things to Do Before You Graduate

By: Stefana Simonetto (Class of 2012)

Most seniors already have in mind lists of things they want to do in Santa Barbara before they walk the stage and turn their tassel from right to left. We’ve heard it all. Everything from the standard “Do the Loop” and “Climb to the top of HSSB” (which we don’t necessarily recommend) to the not so standard “Have a tea party in the center of a bike loop.” This list compiles eight free (or mostly free) ways to take advantage of Santa Barbara and the things that it has to offer before your time here is up. Most of these items may also be appealing to faculty, staff, and even alumni on a weekend trip to visit their alma mater. See what you think!

1. Attend a Rivalry Soccer Match: I’m not sure if you’ve heard, but UCSB has a pretty awesome soccer program. They won the College Cup (the national title for college soccer) in 2006 and consistently make it to the NCAA tournament. As a school, we also hold the records for four of the top five highest attended campus soccer matches in college soccer history. Our game against UCLA in fall of 2010 sold out the stadium and is ranked the highest attended game with 15,896 fans in the stands. The atmosphere in Harder Stadium at one of these games is absolutely incredible and something you must experience.
Eight Great (cont’d from Page 5)

2. Hike to Seven Falls: If you enjoy being outdoors, a hike to Seven Falls is a real treat! This hiking trail is one that is often overlooked, but it’s only a short drive south of Isla Vista. Roundtrip, the hike is about two or three miles and involves a bit of rock hopping, but when you finally reach the top, a beautiful waterfall and view of Santa Barbara await. As you head back down the trail, hot and sweaty from the trek uphill, you can enjoy a nice dip in one of the many creeks that run alongside the path (carefully avoiding the poison oak, of course). So before you leave Santa Barbara, be sure to head out for some healthy fun at Seven Falls!

3. Participate in the Undie Run: Looking for a fun, yet thoughtful way to relieve some stress during finals week? The Undie Run may be just the kind of excitement you’re looking for. Every week of finals (Wed -nesday at midnight to be exact) hundreds of UCSB students gather in their undies to storm Davidson Library and jog through Isla Vista. Now, while this may sound like a strange event, it’s all for a good cause. Not only is it an exhilarating way for students to de-stress, but the clothes left behind by stripping students are collected and donated to charity. The Undie Run is truly a staple of UCSB culture, and should definitely be experienced before graduation. Because let’s face it, at what other point in life will you be able to run around in your chonies with your fellow students and have it be completely normal?

4. Visit the Research Experience and Education Facility (the REEF): I first discovered the REEF touch tanks my freshman year of college during a class field trip. I was surprised to find that there are over 100 species of marine plants and animals housed by the facility. During my visit I was able to not only see, but also touch a female swell shark! What’s great about the REEF is the interactive and educational experience. You can spend an hour touching various aquatic creatures, while learning all about them as you listen to marine science students discuss their traits and habits. The REEF is a great way to explore UCSB. It’s fun educational, and free! So get out there and take a look – you won’t be disappointed. For more info visit: http://www.msi.ucsb.edu/education/research-experience-and-education-facility-reef

5. Have a Beach Bonfire: Those who grew up in beach towns may have spent high school having weekly bonfires, but as a native of Sacramento, it’s not something I ever really got to do. While the beaches along the campus and Isla Vista don’t allow fires and many of the nearby beaches don’t have proper fire pits, a drive up the coast to Avila State Beach will give you great setting, and the drive itself will be perfectly picturesque.

6. Take a Deep Breath in the Labyrinth: On a recent walk on the cliffs that wind from Manzanita Beach to Campus Point, I discovered a stone labyrinth recently installed by Student Affairs. The walk, following the path in and back out, is .6 miles, but the meditation circle in the middle is equally engaging. After jogging in, take a seat, draw in the sand, do yoga, meditate, and just enjoy the ocean below and the mountains in the distance, then walk slowly out, keeping the calm you’ve attained. I highly recommend this particular activity for any day when the stress is getting to you.
7. See a show at Santa Barbara Bowl: Now, little did I know the Santa Barbara Bowl puts on some amazing shows! I threw this one in here for all the music enthusiasts out there, because driving to Los Angeles to see great concerts gets to be a bit expensive and time-consuming. I should know – I’ve spent many a paycheck on gas, food, and tickets to see some of my favorite bands. The great thing about the Bowl is that while you may not be seated up-close and personal to the performer(s), any seat in the venue provides an amazing view! So before you graduate and leave Santa Barbara, see a show at the Santa Barbara Bowl with friends – because nothing brings people together like great music.

8. Watch a Sunrise from Camino Cielo: There’s something incredibly serene about watching the start of a new day. Whether you’re still up from the night before or starting your day particularly early, take the time to enjoy the sun rising up through the clouds. The best place to see it is up in the mountains, specifically sitting in one of the turnouts on Camino Cielo. The road itself, which winds up through Montecito and the Santa Ynez mountains, is worth the drive, and the view is incredible. However, if you’re prone to car sickness, be careful, the road is windy.

Snapshots of a Year Abroad

By: Stefana Simonetto (Class of 2012)

Photos lining the halls of the Department of Communication present EAP as a great option for students. But those photos don’t fully capture the amazing experience that is study abroad. It’s the small moments, like when you find yourself 6,000 miles from home, alone, navigating public transit labeled in a language you don’t speak, without fear, that make you realize just how much you’ve gained from the experience.

I spent the entirety of my junior year studying abroad at Università Bocconi in Milan, Italy. I also sat down with two other communication majors, Sandrine Tien, who spent her summer at the University of Sussex in Brighton, England, and Tamara Ford, who spent all of last year studying in Edinburgh, Scotland. Despite our varied locations and lengths of our trips, we all agreed on one thing: spending a year abroad may be the most life changing opportunity you can take at this time in your life. I mostly took economics courses since I am a double major in business economics and was studying at a commerce university, but they all had an emphasis on international or European perspective on economics, which is hard to find at UCSB. I also took a course in marketing communication that opened my eyes to the ways people in different countries view the marketing process.

At the University of Edinburgh, Tamara took English and Sociology courses that she hopes to transfer to her communication major and English
minor. “I also took Scottish studies courses because I wanted to embrace the culture. I am done with all of my GE's so I was fortunate to have the flexibility with my course choices.”

Sandrine took only two courses during her short summer program in Brighton, a sociology course about race, and a film course about children's media. “They were really just for units and won’t transfer as anything useful, but they were topics I was interested in. I loved going to class for the small discussion style courses. I felt like the professors really wanted to hear your opinions.”

As we all know, study abroad isn't only about the courses you take. It's often about the places you get to go and the people you meet.

“The highlight of my experience was the people,” Tamara explains. “I did an immersion program so my flatmates and classmates were international. I got to experience new holidays, foods, ideas, and cultures. I even visited some of their homes when I traveled.”

She also echoed my sentiment about the confidence you build traveling throughout various countries and meeting people from different cultures.

According to Sandrine, the weekend trips were the most amazing part. “You have to take advantage of the time you have there. Although I was only there a couple of months, I spent weekends traveling in England, many in London. I also made it to Venice and Bologna in Italy, as well as Madrid, Spain where I had my most life changing experience. I went to a bullfight. I wasn't prepared for the brutality of it all, and after witnessing the murder of the bull that weekend, I became a vegetarian.”

While I too made new friends from all over the world and spent weekends traveling throughout thirteen different countries, from Egypt to the Netherlands, my highlight was much more personal. All four of my great-grandparents on my father's side emigrated from Italy to the US in the early 1900s. I was the first one of my family to go back and I managed to find some of my relatives through old emails belonging to my grandmother. I spent my first weekend in Italy with distant family, and while the language and customs were completely different, it felt like home. I even got to introduce my dad to them when he made his first ever trip to Europe to visit me.

Studying abroad does not come without its challenges. “When you are placed in a new environment in the middle of college, it shakes you, because all of a sudden you have to pause and observe rather than just going with what you always expected and taken for granted,” shared Tamara.

I personally had several challenges with my university in Italy. The exams were completely different, and based almost solely on memorization, which has always been a weak point for me. While in Sandrine's program, a 70% transferred as an A, my course grades transferred rather unfavorably. I also spent two months without adequate Internet in the middle of my second semester because they changed Internet providers in my dorm.

However, the pros outweigh the cons. Both Tamara and I have reevaluated our career plans in relation to our time abroad. “I am more interested in focusing on international group work and leadership. I think learning about other cultures is the first step to learning to communicate with them properly for business, social and global issues,” explains Tamara.

(Abroad page 9)
We all plan to spend time abroad in the future. Sandrine would like to “spend the summer abroad before grad school, or maybe spend a year in London at some point.” I personally would love to move to Australia, teach English in Latin America, spend more time getting to know my family in Italy, or even just work for an international company so I can have the opportunity to travel.

At the end of the day, I sit here staring at my own walls lined in photos of the incredible cities I saw and the amazing people I met and I am reminded of how much the experience helped me grow. I implore you all to go to the EAP office and look into have your own international adventure, because, despite any challenges I faced, it was the most amazing year of my life. Tamara echoes my sentiment, “I would do it again and recommend it to anyone in a second. The experiences, people, and confidence are irreplaceable.”

Research Profile: Professor Cynthia Stohl’s Organization for Global Social Justice and Collective Action

Stefana Simonetto overlooking the Ligurian Sea in Cinque Terre, Italy

By: Maria Bianco
(Class of 2012)

With the emergence of new technologies, there is something to be said about the development and sustenance of organizations. Professor Cynthia Stohl has always had an interest in issues of participation in the workplace and civil society.

More specifically, she is interested in nongovernmental organizations, their relation to national corporations, corporate social responsibilities and the new generation of corporate social responsibility. This new generation of corporate social responsibility says that organizations have to be responsible not just to stockholders and workers, but also to the community at large. It is from this perspective that Professor Stohl studies networks.

Her most recent research looks at the global social justice network in New Zealand and collective action organizations in the United States. Her work in the United States is part of a collaboration with UCSB professors Andrew Flanagan and Bruce Bimber, and her work in New Zealand is co-authored with Professor Shiv Ganesh of the Waikato Business School in New Zealand. The overarching question she asks is: What is the relationship between collective action and organizational membership, emerging technologies, and formal organizations? She points out that although new technologies are important, they give rise to the idea that maybe we don’t need people to be organized. So, she is interested in finding out how organizations are changing as a result of new media and is essentially looking at the role of new media and collective action.

In New Zealand, interviews took place with fifty people (within the New Zealand context) who have been identified as the most well known activists for social justice issues. Professor Stohl examined the use of technology in organizing the Global Social Justice
Professor Stohl points out that this research involves the interdependence of the different sectors of civil society: celebrity, corporate, nonprofit, nongovernmental, celebrity, and personal, and how these sectors organize for social justice.

These projects put a unique perspective on organizations and the use of new technologies. As new technologies continue to develop, it is hard to say how organizations will be affected and pinpoint what it is that has kept them going strong. Organizations are still central and are growing, even with technology making everything quick and fairly independent. Professor Stohl comments, “That’s the puzzle. What keeps organizations going and why aren’t we all using technology to do everything on our own?” Hopefully her research will provide some insight and a better understanding of the interdependence of new technologies and organizations.

**Staff Profile: NJ Kittle**

By: Stefana Simonetto (Class of 2012)

The Department of Communication takes more to function than professors and students. Behind the scenes are staff who coordinate schedules, complete paperwork, and make sure things run smoothly.

One of those very important people is NJ Kittle, the Business Officer in the Department of Communication, which she says “basically translates to department manager.”

Her position comes with a plethora of responsibilities. “I’m the umbrella for things like academic personnel, financial management, student affairs, space and equipment supervision. People within the department have duties, but I’m responsible for making sure they’re completed.”

NJ has been at the university for 31 years. She spent the first 21 years in payroll, then spent 5 years in Earth Sciences as office manager before joining the Department of Communication in 2006 as business officer.

“When I was going from payroll to Earth Science, I knew I wanted to manage a department one day. I told my supervisor and she helped me develop my leadership skills and made sure I took the classes I needed.” Eventually, NJ interviewed and got the position in the Department of Communication. Before joining the university, NJ spent a number of years working in accounting everywhere from the Savings and Loan downtown, to insurance, pest control, and retail. “I worked for an insurance company as a file clerk, then with another as an assistant to the accountant, and that’s where it all started.”

NJ grew up as a self-proclaimed “Military Brat,” and the second youngest of 7 children. She was born in March Air Force Base in Riverside, California, but later lived in Arizona, Florida, Alabama, Alaska, Montana, Nebraska, and Massachusetts before her parents retired to Santa Barbara1970.

She has been married for 33 years, and although she and her husband have no children, they have more than enough pets to
keep them busy, including horses, chickens and dogs. The strangest pet she ever had was a Muscovy duck named Fred. “We have a bit of acreage so we get lots of rescue pets. We had 37 pigs once, although only 4 of them were adults. We also used to get a lot of chickens, because people like to buy their kids chicks for Easter but don’t want to take care of them as they grow.”

Once she retires, she looks forward to traveling with her husband. “Up to this point, we’ve only been able to travel within the US, but after retiring we have big plans for Europe. We plan to go to Hungary, where we have a good friend, and use that as a base to go lots of different places, like Paris and London. My husband also wants to go to Ireland with the whole family because that’s their heritage.

Her philosophy in life is to teach others what you can and share your knowledge. “It’s beneficial to everyone, those doing the teaching and those learning.”

**Graduate Student Profile: Alex Markov**

**By: Stefana Simonetto (Class of 2012)**

With the growth of Internet based communication and various social media sites, a new field of credibility research has arisen: How people navigate information available and gauge its credibility. This is where graduate student Alex Markov has found his niche. He studies how people evaluate the credibility of information online, with an emphasis on social and cognitive processes.

“I started doing credibility research during my undergraduate studies at Northeastern while doing independent studies and taking a seminar focusing on the credibility of health information as part of a bigger study on persuasion and health. I was exposed to the research of Flanagin and Metzger and chose UCSB for the opportunity to work with these big names in the research.”

Now, he works hand in hand with Andrew Flanagin and Miriam Metzger as part of a credibility research group. In 2009, they surveyed individuals about Digital Media Use and Information Credibility. It resulted in two separate manuscripts, *Adults and Credibility: An Empirical Examination of Digital Media Use and Information Credibility* and *Kids and Credibility: An Empirical Examination of Digital Media Use and Information Credibility*, each of over 150 pages, in addition to several book chapters, numerous presentations, and Markov’s thesis.

“I’m lucky to have joined into Flanagin and Metzger research in my first year, there is a lot of opportunity for graduate students to have input. I actually wrote chapters of the reports.”

This summer they put another nationwide survey with a 3500-person sample, this time specifically directed toward social media. “We want to know how people assess and judge the credibility of different sites and determine which information to use, and how those social forms of credibility assessment compare to traditional individual cognitive forms of credibility assessment. There is a lot more information, and information seekers are aware of it and how they are using it—message boards, social networking, etc.—that’s what we’re trying to figure out.”

They only just got the results so they are currently looking at the numbers and writing a report. “In one part of the survey, we showed the subjects screenshots of a movie recommendation site and information about expert critics versus user likes for an imaginary movie. For some of the movies, the users and critics disagreed. We are interested in what readers think when there is a discrepancy and how users resolve the dilemma.”

*(Markov page 12)*
In a world where Cyber Monday is replacing Black Friday, students collect research for term papers using sites such as Wikipedia, and WebMD doles out more advice than primary care physicians, the way people manage information online is of exponentially growing importance. Alex Markov’s research will give important insights into those processes.

Graduate Student Profile: Shardé Davis

By: Maria Bianco (Class of 2012)

Graduate student Shardé Davis is currently collecting data for a project examining the effects of female social support networks on romantic relationship quality. As we begin our interview, Davis gives me a basic scenario from which she forms the basis of her research: “When a woman is having conflict with her male romantic partner, whether it be conflict over something he said, did, or even a personality difference, she often goes to her female friends to talk about the conflict and get support.”

Based on these types of scenarios, Davis is interested in the nature of the conversations between the female partner and her friends – what kind of support do they offer and does it have any effect on the romantic relationship?

Previous research on social support networks claims that these networks tend to have positive effects on an individual, but Davis mentions that there is limited research on the effects of social support networks on life strains, like romantic relationships. Research on this topic suggests that social support should buffer life strains, but Davis notes that a key article, “Conflict Buffers and Marital Satisfaction: On the Effects of Different Forms of Social Support,” by Georg Mueller that appeared in the Journal of Happiness Studies, seems to contradict this. And it is this article that has helped fuel her research on the relationship between social support networks and romantic relationship strains.

Mueller found that female friends actually served as conflict multipliers instead of conflict buffers. So, Davis builds on these results to examine the effects that female friendship networks have on romantic relationships, but is adding what she calls a, “critical variable,” –for ethnicity. The premise in including this variable comes from the fact that Black women have different communicative styles than White women, which is important because these communicative styles can make the nature of conversations dramatically different. The type of social support they receive may differ as well. Davis points out, for instance, that Black women tend to give more problem-centered rather than person-centered support.

Her thesis will focus on the kinds of conversation patterns that take place within female friendship social support networks and the effects on women’s perceived relational closeness with their partners. She hypothesizes that when women get together, an intergroup differentiation takes place, causing women to see themselves as an ingroup and males as a member of the outgroup. She says this is because when gender becomes salient, the male romantic partner is often identified as a prototypical male. Therefore, women may begin to communicatively derogate their male partners to cast him as an outgroup member. Davis believes that ingroup differentiation and communicative derogation may be more exaggerated for Black women. 

Shardé Davis

(By: Maria Bianco (Class of 2012) (Davis page 13))
women. Looking back to the days of U.S. American slavery, Black males weren’t always present for their female partners, which has led some women today to believe that men are unreliable or untrustworthy. In turn, Black women may be more likely to critique or verbally distance themselves from their male partners. In the future, Davis hopes to study the effect that these ingroup/outgroup differentiations could have on romantic relationship quality (closeness and satisfaction).

After interviewing Ms. Davis I am thoroughly intrigued and impressed by the passion and enthusiasm with which she explained her research and the details of this unique project. She hopes to have the first half of the project done around spring, and complete the final project for publication ideally by the end of summer. Davis concludes our interview saying, “Gender and ethnicity are very important to me as a researcher and are a part of my scholarly identity; they all fit together in a really nice, cohesive way.”

Class Profile: Comm 113

By: Maria Bianco (Class of 2012)

In spring quarter, Professor Dan Linz offers COMM 113, a course that explores the cognitive and social psychological effects of mass communication. I had the pleasure of taking this course in the spring of my junior year and was immediately intrigued by Professor Linz’s enthusiasm and interest in this area. The primary reading for this course comes from a book entitled, A Cognitive Psychology of Mass Communication, by Richard Jackson Harris, but the course also includes a text edited by Yair Amichai-Hamburger called, The Social Net: Human Behavior in Cyberspace. I found both textbooks to be very interesting reads, as the first covers a variety of mass communication topics, while the second focuses mainly on communication via the Internet.

The course begins by assessing the role of mass communication in society and providing a theoretical framework regarding mass communication and social psychology. These points are critical for understanding the effects that media can have on an individual. As the course progresses, topics unfold such as media’s portrayal of groups, news and agenda setting, violence and Internet aggression, while the effects of media sex, porn and innuendo also arise, making for very interesting lectures and discussions.

Two course assignments are given, which provide students the opportunity to apply what they’ve learned in lectures and readings. The first assignment consists of identifying a social issue, like alcohol advertising and underage drinking, and applying a mass communication theory to the problem. Using this theory as a guideline, students are then required to describe how empirical research has dealt with the issue and draw a conclusion about the viability of the theory and research in dealing with or solving the problem.

The second course assignment requires a bit more in-depth research and assessment of a social issue. Professor Linz presents this assignment along the idea of linking contemporary media with psychological concepts, although as of this writing, the exact nature of the assignment for this spring has yet to be determined.

To give an example of the second assignment from my own experience in the course, Professor Linz addressed the Supreme Court case: Brown v. Entertainment Merchants Association (previously Schwarzenegger v. EMA). Essentially, Governor Schwarzenegger and Attorney General Gary Brown argued that violent video games can lead to physical and psychological harm to minors and should therefore be restricted and labeled as “18 and older” to prevent such harm. The Entertainment Merchants Association (EMA) and the Entertainment Software Association (ESA) challenged the law stating that it was a direct violation of one’s First Amendment right to free speech.
Professor Linz provided numerous legal documents and news releases from which students could gather their research and form an opinion on the issue. Students were asked to assess the arguments and write a 5-6 page paper taking a position on the issue, using the supporting documents to back up their argument. This assignment was extremely useful because it allowed students to apply their knowledge of mass communication theories and the cognitive effects of media on the individual to a relevant issue in society.

“What makes this class unique is that we focus on the cognitive impact of media on an individual’s mind rather than larger societal effects,” said Professor Linz during our brief interview about the course. He went on to say, “I enjoy this class because it provides an outlet for us to explore contemporary issues in media, like the media violence and Supreme Court decision.” I strongly encourage students to take this course because not only does it offer a wide range of ideas about mass communication’s cognitive effects on individuals, but it also introduces these topics in a way that is novel, fun, and sure to maintain one’s interest.

Alumni Profile: Joseph Hughes (Class of 1990)

Joseph Hughes graduated from UCSB with a double major in communication and political science. Wasting no time, he went straight to Santa Clara University School of Law to complete his education. While at UCSB, Hughes practiced imperative communication skills for a lawyer, participating in group discussions and projects and analyzing communication patterns and behaviors. These interpersonal skills are crucial for a lawyer to be successful; Hughes believes good lawyers know the law while great lawyers can work with others in an efficient and effective manner. Studying at UCSB allowed Hughes to understand the value of achieving a work-life balance, as the Santa Barbara community highly values the pursuit of education while enjoying the beautiful beach surrounding and close friendships with fellow Gauchos.

Hughes explained “the diversity of being a lawyer is what keeps my mind active and interested in the law field.” One day he is involved in a public board meeting, the next day consists of meeting with clients to work through their problems, followed by settling disputes in court. Hughes currently specializes in water law, trust and estate litigation, public agency law and business transactions.

Alumni Profile: Maren Crandell (Class of 2010)

Maren Crandell credits her educational background in communication and her experience as a research assistant as the launching platform for her position in healthcare research at Thomson Reuters in Goleta. Maren is one of four liaisons for Thomson Reuters and The Agency for Healthcare Research and Quality’s work on HCUP (Healthcare Cost and Utilization Project.) "My experience as a research assistant in health communication not only made me a more qualified job candidate, it gave me insight into how studies are conducted and what topics are current in the field."

Typical work includes data acquisition, producing reports to send to Administrative Resource center, and creating educational materials for health conferences. Maren has also worked on special projects that compile data from 44 states regarding the impact each year of dog bites, diabetes and pregnancy.

Thomson Reuters encourages employees to pursue higher levels of education, and with a research focused company, many of the employees have attended graduate school and hold PhDs. Maren plans to pursue an MBA in the near future.
Spotlight On: Rebecca Law Stone (Class of 2001)

Senior Marketing Manager, Steelwedge Software Alumni Council Member

Q: Why did you choose to major in communication at UCSB?

A: I fell into a Comm degree by accident. I was trying to decide between a sociology or law & society major and Comm 1 was a prerequisite for one of them. I enjoyed the class so much that I decided to take another one, then another, then another and before I knew it, I had only one more class that I needed to take to qualify for the major.

Q: What has your career path been like since graduation?

A: I’ve been lucky enough to know I wanted to be in marketing since early in my college career so I focused on finding a related job as soon as I got out of college. My first job was as an administrative assistant/marketing assistant at a small property management company. I then spent five years at a local history publishing company called ABC-CLIO. I worked my way through a variety of jobs from marketing assistant to associate marketing manager, focusing on the company’s suite of software databases. Based on that experience, I decided I wanted to focus solely on high-tech marketing and grabbed an opportunity to work for another Santa Barbara-based company—Occam Networks, a telecom equipment manufacturer—as marketing manager. I worked there for almost five years doing a range of projects—from event coordination of a 500+ person annual users group, to branding and messaging, to social media. Last year, Occam was acquired by a similar company based in the San Francisco area and they asked me to move north to launch their social media program. Just recently, I’ve accepted a position as Sr. Marketing Manager at a cloud-based software company selling to Global 500 business and I’m really enjoying the new challenges.

Q: How did you find your current job?

A: LinkedIn, which you probably would expect from a marketer with lots of social media experience! I saw an ad for my position at the beginning of the year. Recruiters use the ads to target the people they think are a right fit for the position. If you aren’t currently using this tool you should be! Make sure you’re connecting with the people you work with and join groups that are relevant to your interest. This will help broaden your opportunities.

Q: What’s a typical day at the office like for you?

A: I start every morning with email and then I’m on the social media sites I maintain for my company. I schedule the tweets for the day and check any updates on LinkedIn, while surfing industry websites for relevant news. Then the meetings start—LOTS of meetings to talk through whatever projects I’m working on at the time. I also try to save a few hours in the afternoon for “focused” work like writing and project strategy to ensure that I can get the productive work done too.
Q: What keeps you passionate about your work?

A: I love what I do so it’s easy to remain passionate but learning new things is the key to keeping that going. I try to attend marketing conferences at least twice per year and I stay aware of the up-and-coming trends through a variety of online groups, networking events, and email newsletters. I’m constantly experimenting with new campaigns and messages at work to see what works the best and I enjoy trying new things. This is great advice for your career too! Because of my early experiments with social media I actually won a marketing award for my company. That looks good on your resume and I know it earned me my two most recent positions.

Q: What skills do you believe are essential for students currently trying to break into the communication industry?

A: Strong writing skills, passion, willingness to pitch in on many projects, and commitment to excellence.

Q: What are your favorite memories of your time at UCSB?

A: There are too many to count…and I probably shouldn’t commit them to paper but I WILL say that every great memory involved people that I now count as lifelong friends. In fact, the three roommates I had my freshman year of college are still my three best friends today. We saw each other last weekend and they were in my wedding (to a wonderful guy I also met in college). I do miss breakfast burritos from the Cantina more than I should too!

Q: What advice would you offer to communication students?

A: My advice would be to make sure you’re getting office work experience as a student. I worked in offices during the summer and it helped me gain a little bit of an edge on some of my peers who had none. Also, while you shouldn’t go overboard, enjoy the free time you have. There’s less and less of it as you get older.

Q: How has your actual career path strayed from what you imagined upon graduation?

A: I was lucky enough to know exactly what I wanted when I got out of college. I wanted to be in marketing, so I set small goals for myself that got bigger as time went on. I think that while my initial focus hasn’t changed much, my vision for my career has changed over time. Santa Barbara is a small town, so every time I changed jobs, I also was forced to change industries. Additionally, because most companies in SB are smaller, you have the opportunity to work on many things. Both of these have translated well as I’ve moved forward in my career. I have an easier time finding positions now because my expertise is broader than many of my colleagues.

Q: What's your best advice for communication graduates looking for jobs?

A: My best advice is hard work, practice and patience. Don’t get discouraged if you don’t find your dream job right away. Decide on your big five or ten year goal, then set smaller goals to help you achieve them. For example, if you want a marketing manager job but know you don’t have the right qualifications, study the job descriptions and find areas where you might need more experience. You can then find lower level positions that will help you build up those skills until the right position comes along.
Annika Rittenhouse’s College Advice Website

By: Stefana Simonetto (Class of 2012)

Graduation is a mixed bag of emotions. Along with the excitement at completing 16 plus years of education comes the stress of finding a job. Recent alumna Annika Rittenhouse is using her experiences to help college students prepare themselves with her website “Annika’s College Advice.”

Despite starting her time at UCSB undeclared, Annika made the most of her college career. She played club volleyball her freshman year, joined a sorority her sophomore year, studied abroad in Spain and Sweden her junior year, and held two internships and a job simultaneously her senior year. She even added an extra quarter to her expected graduation to take an internship with the State Department.

During her final quarter, she interned at the University’s Career Services Center. There, she discovered a passion for helping others to “develop themselves personally and professionally.”

Annika now works for Google, but her road there was “bumpy.” She only got an interview during the finals week of her last quarter at UCSB. Then, she went through six interviews before getting a job offer. A month after graduation, she started at Google as a career development coordinator so that she could use her experience from the Career Services Center on a larger scale.

As a career development coordinator, she helps “develop and market internal development programs.” She monitors how Google has invested in its human resources to make sure they have the widest array of skills and experiences on staff.

While working at Google, Annika developed her college advice website. The objective of the site is “to get students thinking about their college experiences early enough to be able to take advantage of the most and best opportunities possible.”

The site has year-by-year suggestions on how to make the best of the college years, including Annika’s personal experiences, along with additional articles about summer school, finding a major, and job hunting. Visitors to the site can submit their questions as well as contribute their own experiences and advice to other college students.

Check out Annika’s College Advice website at: https://sites.google.com/site/annikaadvice