

ROSA MIKEAL MARTEY

Department of Journalism & Technical Communication
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[Education]

2006. Ph.D. in Communication. Annenberg School for Communication, The University of Pennsylvania
1994. M.A. in Regional Economics. The University of Pennsylvania
1993. B.A., cum laude, in Regional Economics. The University of Pennsylvania

[CSU Positions]

- 2006 – present. Assistant Professor, Department of Journalism & Technical Communication.
- 2006 – present. Women’s Studies affiliated faculty.
- 2006 – present. Member, Diversity Committee, Department of Journalism & Technical Communication.
- 2006 – present. Member, Information Technology Issues Committee, Department of Journalism & Technical Communication.

[CSU Courses]

JTC 211 – Computer-Mediated Visual Communication
JTC 413 – New Communication Technologies and Society

[Current Research Projects]

- Online information seeking and sexual health information: Influences of search patterns and information overload on social norms and knowledge.
- Gender coding in the visual and textual components and design of sexual health websites. with Rebecca P. Anderson.
- Patterns in gender and collaboration in major publications of academic journals in the field of communication.
- Examining internet use: Explorations into methods and techniques for data collection.

[Selected Publications]

in press. with Jennifer Stromer-Galley. “The digital dollhouse: context and social norms in The Sims Online”. *Games & Culture*.

2008. “Exploring gendered notions: Gender, job hunting and web search engines” in A. Spink and M. Zimmer (Eds.) *Web search: Multidisciplinary perspectives*. New York: Springer.

2006. Stromer-Galley, Jennifer and Rosa Leslie Mikeal. “Gaming pink: Gender and structure in The Sims Online”. In P. Messaris and L. Humphreys. (Eds.) *Digital media: Transformations in human communication*. New York: Peter Lang. pp. 197 - 210.

2003. “Technology and social inclusion: Book Review”. *Inter/Sections: The Journal of Global Communication and Culture*. Vol 3:2.

2003. “Cyberfeminism and Artificial Life: Book Review”. *Feminist Media Studies*. Vol 3:3. pp. 389 – 391.

2002. with Susan Sherr. 2002. "Religion and politics: Religious discourse in the 2000 US presidential campaign." *Communicator*. Vol. 37:1. Jan. – Mar. pp. 31 – 39.

2001. "Suspended in the web between chaos and structure: the emergence of complexity on the internet." *Communicator*. Vol. 36:4. Oct. – Dec. pp. 15 – 26.

[Presentations and Conference Papers]

2006. "Taking control of your job search: Identity and flexibility online" for the 6th Annual Diversity Conference at Colorado State University on Tuesday, October 3, 2006.

2005. "Beyond boy-girl-boy-girl: Re-thinking measurements of gender for quantitative analysis" The 55th Conference of the International Communication Association. New York. May 26 – 30.

2003. Stromer-Galley, Jennifer and Rosa Leslie Mikeal. "3D chat: The next generation of social 2003. interaction online?" Paper presented at the Digital Media and Communication Conference, Annenberg School for Communication, University of Pennsylvania, Philadelphia. October 31-November 1.

2001. "Sexing political information: Knowledge gap theories and gender effects in an information society" Paper presented at the 23rd Conference and General Assembly of the International Association for Media and Communication Research, September 7 – 8. Budapest, Hungary.

2001. "Suspended in the web between chaos and structure: The emergence of complexity on the internet" Paper presented at the 23rd Conference and General Assembly of the International Association for Media and Communication Research, September 7 – 8. Budapest, Hungary.

2000. with Oscar H. Gandy, Jr. "Congressional hearings: The case of workforce training." Paper presented at the 22nd General Assembly and Annual Conference of the International Association for Media and Communication Research July 17th – 20th. Singapore.

2000. with Kate M. Kenski, and Kathleen Hall Jamieson. "Inconsistent consensus: A communication perspective on the valence-issue paradigm." Paper presented at the 50th Annual Conference of the International Communication Association. June 1-5. Acapulco, Mexico.

Professional Associations and Activities

Professional association memberships:

- International Association for Media and Communication Research (IAMCR)
- International Association of Communication (ICA)
- National Communication Association (NCA)

2000 – 2005. American Association of University Women, Philadelphia Branch. Newsletter Editor; 2000 – 2005. Website designer, editor. 2002 – 2005.

2002. Website Design Consultant, Peripheral Dynamics, Inc., Philadelphia, PA. Managed design, marketing, and project planning for corporate web-site development. Responsible for layout design and content organization, marketing strategies, and on-line branding development. Performed considerable programming support.