

Melissa Tully
Associate Professor

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School of Journalism and Mass Communication
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HIGHER EDUCATION

Ph.D. in Mass Communication, University of Wisconsin-Madison, 2011
Graduate Certificate: African Studies
Minor: Political Science

M.A. in Journalism and Mass Communication, University of Wisconsin-Madison, 2007

B.A. in Communication and English, Boston College, 2005

PROFESSIONAL AND ACADEMIC POSITIONS

Associate Professor, School of Journalism and Mass Communication, University of Iowa, 2018–Present

Director of Undergraduate Studies, School of Journalism and Mass Communication, University of Iowa, 2018–Present

Assistant Professor, School of Journalism and Mass Communication, University of Iowa, 2011–2018

Research Consultant, Harvard Humanitarian Initiative, Ushahidi-Kenya Evaluation, 2010–2011 (Research funded by Knight Foundation)

African Studies Publications Assistant, University of Wisconsin-Madison, 2010–2011

Graduate Teaching Assistant, School of Journalism and Mass Communication, University of Wisconsin-Madison, 2006–2010

Reader/Grader, Department of Communication Arts, University of Wisconsin-Madison, 2006–2008

Instructor, American Collegiate Adventures (college prep courses), 2007

Project Assistant, Center for the Integration of Research, Teaching, and Learning (CIRTL), University of Wisconsin-Madison, 2005–2006

Undergraduate Teaching Assistant, Communication Department, Boston College, 2005

PUBLICATIONS

Articles in refereed journals

- Ekdale, B., & **Tully, M.** (2019). African elections as a testing ground: Comparing coverage of Cambridge Analytica in Nigerian and Kenyan newspapers. *African Journalism Studies*. Advance online publication. doi: 10.1080/23743670.2019.1679208
- Ismail, A., Torosyan, G., & **Tully, M.** (2019). Social media, legacy media and gatekeeping: The protest paradigm in news of Ferguson and Charlottesville. *The Communication Review*, 22(3), 169–195. doi: 10.1080/10714421.2019.1651153
- Vraga, E. K., & **Tully, M.** (2019). News literacy, social media behaviors, and skepticism toward information on social media. *Information, Communication & Society*. Advance online publication. doi: 10.1080/1369118X.2019.1637445
- Young, R., & **Tully, M.** (2019). ‘Nobody wants the parents involved’: Social norms in parent and adolescent responses to cyberbullying. *Journal of Youth Studies*, 22(6), 856–872. doi: 10.1080/13676261.2018.1546838
- Tully, M.**, Vraga, E. K., & Bode, L. (2019). Designing and testing news literacy messages for social media. *Mass Communication and Society*. Advance online publication. doi: 10.1080/15205436.2019.1604970
- Tully, M.**, Dalrymple, K. E., & Young, R. (2019). Contextualizing nonprofits’ use of links on Twitter during the West African Ebola virus epidemic. *Communication Studies*, 70(3), 313–331. doi: 10.1080/10510974.2018.1539021
- Stoldt, R., Wellman, M., Ekdale, B., & **Tully, M.** (2019). Professionalizing and profiting: The rise of intermediaries in the social media influencer industry. *Social Media + Society*, 5, 1–11. doi: 10.1177/2056305119832587
- Vraga, E. K., & **Tully, M.** (2019). Engaging with the other side: Using news media literacy messages to reduce selective exposure and avoidance. *Journal of Information Technology & Politics*, 16(1), 77–86. doi: 10.1080/19331681.2019.1572565
- Weare, A. M., Walkner, T. J., & **Tully, M.** (2019). State of Intervention: Community stakeholder discourse on teen childbearing in Iowa. *Critical Public Health*, 29(2), 205–219. doi: 10.1080/09581596.2018.1440069
- Vraga, E. K., & **Tully, M.** (2018). Who is exposed to news? It depends on how you measure: Examining self-reported versus behavioral news exposure measures. *Social Science Computer Review*. Advance online publication. doi: 10.1177/0894439318812050
- Tully, M.**, Vraga, E. K., & Smithson, A. B. (2018). News media literacy, perceptions of bias, and interpretation of news. *Journalism: Theory, Practice, and Criticism*. Advance online publication. doi: 10.1177/1464884918805262

- Tully, M.**, & Vraga, E. K. (2018). Who experiences growth in news media literacy and why does it matter? Examining education, individual differences, and democratic outcomes. *Journalism & Mass Communication Educator*, 73(2), 167–182. doi: 10.1177/1077695817706572
- Tully, M.**, & Vraga, E. K. (2018). A mixed-methods approach to examining the relationship between news media literacy and political efficacy. *International Journal of Communication*, 12, 766–787.
- Walkner, T. J., Weare, A. M., & **Tully, M.** (2018). “You get old. You get invisible”: Social isolation and the challenge of communicating with aging women. *Journal of Women & Aging*, 30(5), 399–416. doi: 10.1080/08952841.2017.1304785
- Young, R., **Tully, M.**, & Dalrymple, K. E. (2017). #Engagement: Use of Twitter chats to construct nominal participatory spaces. *Information, Communication & Society*, 21, 499–515. doi: 10.1080/1369118X.2017.1301518
- Tully, M.**, Harmsen, S., Singer, J. B., & Ekdale, B. (2017). Case study shows disconnect on civic journalism’s role. *Newspaper Research Journal*, 38, 484–496. doi: 10.1177/0739532917739881
- Tuwei, D., & **Tully, M.** (2017). Producing communities and commodities: Safaricom and commercial nationalism in Kenya. *Global Media and Communication*, 31, 21–39. doi: 10.1177/1742766517694471
- Tully, M.**, & Vraga, E. K. (2017). Effectiveness of a news media literacy advertisement in partisan versus nonpartisan online media contexts. *Journal of Broadcasting & Electronic Media*, 61, 144–162. doi: 10.1080/08838151.2016.1273923
- Young, R., **Tully, M.**, & Ramirez, M. (2017). School administrator perceptions of cyberbullying facilitators and barriers to preventative action: A qualitative study. *Health Education & Behavior*, 44, 476–484. doi: 10.1177/1090198116673814
- Tully, M.**, & Tuwei, D. (2016). We are one Kenya: Representations of the nation, leadership, and de-ethnicized identity on reality TV. *Media, Culture & Society*, 38, 1119–1135. doi: 10.1177/0163443716635868
- Vraga, E. K., & **Tully, M.** (2016). Effective messaging to communicate news media literacy concepts to diverse publics. *Communication and the Public*, 1, 305–322. doi: 10.1177/2057047316670409
- Dalrymple, K. E., Young, R., & **Tully, M.** (2016). “Facts, not fear”: Negotiating uncertainty on social media during the 2014 Ebola crisis. *Science Communication*, 38, 442–467. doi: 10.1177/1075547016655546
- Vraga, E. K., & **Tully, M.** (2016). Effectiveness of a non-classroom news media literacy intervention among different undergraduate populations. *Journalism & Mass Communication Educator*, 71, 440–452. doi: 10.1177/1077695815623399
- Vraga, E. K., **Tully, M.**, Kotcher, J. E., Smithson, A. B., & Broeckelman-Post, M. (2015). A multi-dimensional approach to measuring news media literacy. *Journal of Media Literacy Education*, 7(3), 41–53.

- Tully, M.** (2015). Investigating the role of innovation attributes in the adoption, rejection, and discontinued use of open source software for development. *Information Technologies & International Development*, 11(3), 55–69.
- Vraga, E. K., & **Tully, M.** (2015). Media literacy messages and hostile media perceptions: Processing of nonpartisan versus partisan political information. *Mass Communication and Society*, 18, 422–448. doi: 10.1080/15205436.2014.1001910
- Ekdale, B., Singer, J. B., **Tully, M.**, & Harmsen, S. (2015). Making change: Diffusion of technological, relational, and cultural innovation in the newsroom. *Journalism & Mass Communication Quarterly*, 92, 938–958. doi: 10.1177/1077699015596337
- Ekdale, B., **Tully, M.**, Harmsen, S. & Singer, J. B. (2015). Newswork within a culture of job insecurity: Producing news amidst organization and industry uncertainty. *Journalism Practice*, 9, 383–398. doi: 10.1080/17512786.2014.963376
- Tully, M.**, & Ekdale, B. (2014). Sites of playful engagement: Twitter hashtags as spaces of leisure and development in Kenya. *Information Technologies & International Development*, 10(3), 67–82.
- Ekdale, B., & **Tully, M.** (2014). Makmende amerudi: Kenya's collective reimagining as a *meme of aspiration*. *Critical Studies in Media Communication*, 31, 283–298. doi: 10.1080/15295036.2013.858823
- Tully, M.** (2014). Conflict resolution and reconciliation through recognition: Assessing an integrated peace media strategy in Kenya. *Journal of Applied Communication Research*, 42, 41–59. doi: 10.1080/00909882.2013.861604 [Included in "Media and Journalism," *Oxford Bibliographies Online: African Studies*. doi: 10.1093/obo/9780199846733-0149]
- Tully, M.**, & Ekdale, B. (2014). *The Team* online: Entertainment-education, social media, and cocreated messages. *Television & New Media*, 15, 139–156. doi: 10.1177/1527476412455952
- Vraga, E. K., **Tully, M.**, Akin, H. & Rojas, H. (2012). Modifying perceptions of hostility and credibility of news coverage of an environmental controversy through media literacy. *Journalism: Theory, Practice, and Criticism*, 13, 942–959. doi: 10.1177/1464884912455906
- Vraga, E. K., **Tully, M.** & Rojas, H. (2009). Media literacy training reduces perception of bias. *Newspaper Research Journal*, 30(4), 68–81. doi: 10.1177/073953290903000406
- Fair, J. E., **Tully, M.**, Ekdale, B., & Asante, R. K. B. (2009). Crafting lifestyles in urban Africa: Young Ghanaians in the world of online friendship. *Africa Today*, 55(4), 29–49. doi: 10.2979/aft.2009.55.4.28

Book chapters in edited volumes

- Young, R., Dalrymple, K. D., & **Tully, M.** (2016). Twitter chats and public engagement: Examining concern and critique in questions about the Ebola epidemic. In J. Goodwin (Ed.), *Confronting the challenges of public participation: Issues in environmental, planning and health decision-making* (pp. 289–301). Charleston, SC: CreateSpace.

Tully, M. (2015). The local and the global in ICTD initiatives: Analyzing implementers and audiences, a case study of *Voice of Kibera*. In G. R. Haleboua & B. Aslinger (Eds.), *Locating emerging media* (pp. 65–79). New York: Routledge (Studies in New Media and Cyberculture series).

Tully, M. (2013). Microblogging and crises: Information needs and online narratives during two “bombing” events in Nairobi, Kenya. In J. E. Hayes, K. Battles, & W. Hilton-Morrow (Eds.), *War of the Worlds to Social Media: Mediated Communication in Times of Crisis* (pp. 237–256). New York: Peter Lang.

Tully, M. (2011). *Ushahidi* and the Kenyan blogosphere: Alternative online media in the 2007 post-election crisis in Kenya. In B. A. Musa & J. K. Domatob (Eds.), *Communication, culture, and human rights in Africa* (pp. 153–171). Lanham, MD: University Press of America.

Tully, M. (2010). All’s well in the colony: Newspaper coverage of the Mau Mau Movement, 1952–1956. In T. Falola & H. Ter Haar (Eds.), *Narrating war and peace in Africa* (pp. 56–75). Rochester, NY: University of Rochester Press.

Book reviews

Tully, M. (2017). Technopolitics and ICTD in Africa. *Information Technology & International Development*, 13, 69–71.

Manuscript under review

Vraga, E. K., Bode, L., & **Tully, M.** (Accepted). Creating news literacy messages to enhance expert corrections of misinformation on Twitter. *Communication Research*.

Wellman, M., Stoldt, R., **Tully, M.**, & Ekdale, B. (Accepted). Ethics of authenticity: Influencers and the production of sponsored content. *Journal of Media Ethics*.

Vraga, E. K., **Tully, M.**, Maksl, A., Craft, S., & Ashley, S. (Submitted). Theorizing news literacy and its application. Under review at *Communication Theory*.

Tully, M., & Vraga, E. K. (Submitted). Can news literacy messages affect news perceptions and behavior? Under review at the *Journal of Broadcasting and Electronic Media*.

Ahmed, S., Madrid-Morales, D., & **Tully, M.** (Submitted). Can lies mobilize? Social media, fake news, and age inequality online political engagement. Under review at *Information, Communication & Society*.

GRANTS & FUNDING

Global Media Studies Working Group, funded by the Obermann Center and Moeller Media Lab, University of Iowa, 2019–ongoing (role: Director; \$2,000)

“Building a Media and Policy Program,” Summer Scholar-in-Residence Grant, Public Policy Center, University of Iowa, 2019 (\$3,000)

- “Combating the Spread of Fake News and Misinformation on Social Media,” Page and Johnson Legacy Scholar Grant, Penn State University, 2018 (\$5,200)
- “Using News Media Literacy Interventions to Combat Misinformation on Social Media,” Competitive Grant in Aid, Internal Grant, Georgetown University Office of the Provost, 2017 (\$1,908)
- “Examining the Effectiveness of Embedding News Media Literacy Messages in a News Aggregator,” Major Project Grant, Internal Funding Initiative, The University of Iowa Office of the Vice President for Research and Economic Development (OVPRED), 2016–2017 (Role: PI; \$23,202)
- “Parenting for Safe and Civil Online Behavior: Strategies and Barriers,” R49 CE002108-05, NCICP/CDC, The University of Iowa Injury Prevention Research Center (IPRC), 2016–2017 (Role: co-PI; \$20,000)
- “Media Literacy Education and the Challenge of Promoting Critical Consumption of News,” Obermann Interdisciplinary Research Grant, Obermann Center for Advanced Studies, University of Iowa, 2015
- Fulbright-Hays Doctoral Dissertation Research Abroad (DDRA) Grant, Kenya, 2009–2010

CONFERENCE PAPERS & PRESENTATIONS

- Tully, M.** (Accepted). Exploring misinformation, social media and news literacy in Kenya. @frica: Digital Media Conference 2020, Houston, TX.
- Tuwei, D., & **Tully, M.** (Accepted). The role of change agents in the adoption of Kenya’s mobile money services. @frica: Digital Media Conference 2020, Houston, TX.
- Tully, M.**, Bode, L., & Vraga, E. (Accepted). How exposure to misinformation and its correction affects engagement with social media content. Conspiracy Theory Conference 2020, Miami, FL.
- Madrid-Morales, D., Wasserman, H., Mare, A., Ndlovu, K., **Tully, M.**, & Umejei, E. L. (2019, October). Audience motivations for sharing dis- and misinformation: A comparative study in five Sub-Saharan African countries. Comparative Approaches to Disinformation Workshop, Harvard University, Cambridge, MA.
- Tully, M.**, Maksl, A., Vraga, E. K., Ashley, S., & Craft, S. (2019, September). Understanding critical news consumption: Theorizing and measuring news literacy. Future of Journalism Conference, Cardiff, UK.
- Tully, M.**, & Ekdale, B. (2019, August). African elections as a testing ground: Comparing coverage of Cambridge Analytica in Nigerian and Kenyan newspapers. East African Communication Association Conference, Nairobi, Kenya.
- Bode, L., Vraga, E. K., & **Tully, M.** (2019, August). Watch your tone: Testing the effect of user tone on correction on social media. Media and Democracy in Troubled Times: Political Communication Pre-Conference, American Political Science Association, Washington, D.C.

- Vraga, E. K., **Tully, M.**, Maksl, A., Craft, S., & Ashley, S. (2019, August). Theorizing news literacy: A proposed framework for unifying a fractured field. Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
- Vraga, E. K., **Tully, M.**, & Bode, L. (2019, May). Bolstering news literacy and corrective action of misinformation on Twitter. International Communication Association Annual Conference, Washington, D.C.
- Tully, M.**, & Ekdale, B. (2018, November). African elections as a testing ground: A comparative case study of Cambridge Analytica in Nigeria and Kenya. ICAfrica: The Africa Regional Conference of the International Communication Association, Accra, Ghana.
- Tully, M.**, Vraga, E. K., & Bode, L. (2018, August). Don't believe the next tweet: Designing and testing news media literacy interventions for social media. Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Wellman, M., Stoldt, R., **Tully, M.**, & Ekdale, B. (2018, August). Ethics of authenticity: Travel influencers and the production of sponsored content. Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Tully, M.**, Vraga, E. K., & Smithson, A. B. (2018, May). News media literacy and perceptions of personal and news bias. International Communication Association 2018 Annual Conference, Prague, Czech Republic.
- Vraga, E. K., & **Tully, M.** (2018, May). Misinformation, social media habits, and news media literacy. International Communication Association 2018 Annual Conference, Prague, Czech Republic.
- Young, R., & **Tully, M.** (2018, May). 'Nobody wants the parents involved': Constructing and contesting norms of parental responses to cyberbullying. International Communication Association 2018 Annual Conference, Prague, Czech Republic.
- Stoldt, R., Wellman, M., Ekdale, B., & **Tully, M.** (2018, May). Bridging the gap: Influencers, destination marketers, and intermediaries in the changing travel and tourism media industry. International Communication Association 2018 Annual Conference, Prague, Czech Republic.
- Vraga, E. K., & **Tully, M.** (2017, June). Engaging with the other side: Using news media literacy messages to reduce partisan selective exposure. National Association for Media Literacy Education 2017 Conference, Chicago, IL.
- Tully, M.**, & Vraga, E. K. (2017, May). A mixed-methods approach to examining the relationship between news media literacy and political efficacy. International Communication Association Annual Conference, San Diego, CA.
- Tully, M.**, Dalrymple, K. E., & Young, R. (2017, May). Contextualizing nonprofits' use of links on Twitter during the 2014 Ebola epidemic. International Communication Association Annual Conference, San Diego, CA.

- Young, R., **Tully, M.**, & Dalrymple, K. E. (2017, May). #Engagement: Use of Twitter chats to construct nominal participatory spaces during health crises. International Communication Association Annual Conference, San Diego, CA.
- Weare, A. M., Walkner, T. J., & **Tully, M.** (2017, May). State of intervention: An analysis of Iowa community leaders' discourse, governmentality, and the battleground for the childbearing teen body. International Communication Association Annual Conference, San Diego, CA.
- Vraga, E. K., & **Tully, M.** (2016, August). A message testing approach to news media literacy PSAs. Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, MN.
- Tully, M.**, Harmsen, S., Singer, J. B., & Ekdale, B. (2016, June). Connect and engage: Civic journalism values and newsroom norms in the digital era. International Communication Association Annual Conference, Fukuoka, Japan.
- Young, R., Dalrymple, K. E., & **Tully, M.** (2016, June). #Engagement: Use of Twitter chats to construct nominal participatory spaces. Iowa State Summer Symposium on Science Communication, Ames, IA.
- Vraga, E. K., & **Tully, M.** (2016, January). News media literacy and *The Daily Show*: Effects on media skepticism and political efficacy. Southern Political Science Association Annual Conference, San Juan, Puerto Rico.
- Tully, M.**, Young, R., & Dalrymple, K. E. (2015, November). Information flows on social media: How nonprofit organizations used government information on Twitter during the 2014 Ebola epidemic. Association for Research on Nonprofit Organizations and Voluntary Action Annual Conference, Chicago, IL.
- Tully, M.**, Harmsen, S., Singer, J. B., & Ekdale, B. (2015, October). Connect and engage: Negotiating community and newsroom values and practice. Negotiating Culture: Integrating Legacy and Digital Cultures in News Media Conference, Reuters Institute, Oxford, UK.
- Young, R., Dalrymple, K. E., & **Tully, M.** (2015, August). "Facts, not fear": Negotiating uncertainty on social media during the 2014 Ebola outbreak. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- Tuwei, D., & **Tully, M.** (2015, August). Producing communities and commodities: Safaricom and commercial nationalism in Kenya. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- Tully, M.**, & Vraga, E. K. (2015, May). The influence of partisan versus nonpartisan media contexts on evaluations and effectiveness of a media literacy advertisement. International Communication Association Annual Conference, San Juan, Puerto Rico.
- Tully, M.**, & Tuwei, D. (2015, May). We are one Kenya: Representing the nation and de-ethnicizing Kenyan identity. International Communication Association Annual Conference, San Juan, Puerto Rico.

- Vraga, E. K., & **Tully, M.** (2014, August). Informal media literacy training and the processing of unbiased and partisan political information. Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada.
- Tully, M.** (2013, November). Assessing information and communication technology (ICT) adoption decisions of Kenyan nonprofit organizations. Association for Research on Nonprofit Organizations and Voluntary Action Annual Conference, Hartford, CT.
- Tully, M.,** & Tuwei, D. (2013, October). Youth empowerment and political mobilization in Kenya: A study of Kenya's reality-show leaders. Midwest Popular Culture Association Annual Conference, St. Louis, MO.
- Tully, M.,** Harmsen, S., Ekdale, B., & Singer, J. B. (2013, August). Engagement without deliberation? Civic journalism in mission, perception, and practice. Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Singer, J. B., **Tully, M.,** Harmsen, S., & Ekdale, B. (2013, August). Making change: Diffusion of technological, relational, and cultural innovation in the newsroom. Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Harmsen, S., Ekdale, B., Singer, J. B., & **Tully, M.** (2013, August). Can enduring values endure? Examining professional self-image of local news workers in a news community of constant change. Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Ekdale, B., Singer, J. B., **Tully, M.,** & Harmsen, S. (2013, June). "Happy is a lot to ask for from a job": Job (in)security and newswork in contemporary journalism. International Association for Media and Communication Research Annual Conference, Dublin, Ireland.
- Ekdale, B., & **Tully, M.** (2012, August). "Makmende is so powerful he showed us who we truly are": Kenya's collective reimagining and a meme of optimism. Association for Education in Journalism & Mass Communication Annual Conference, Chicago.
- Tully, M.** (2012, July). *Fist to Five for Change*: Analysis of the effectiveness of an integrated media strategy to promote conflict resolution and peace. International Association for Media and Communication Research Annual Conference, Durban, South Africa.
- Tully, M.** (2011, August). Welcome to the job! – Developing courses to meet changing students' needs as a new faculty member. Panel presentation. Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO.
- Tully, M.** (2011, March). Use of social media in local crisis situations: Helpful, hindrance, or just plain hyped? Cultural Studies Association Conference, Chicago, IL.
- Ekdale, B., & **Tully, M.** (2010, November). Mapping Kibera: Cartographic (non)representation of East Africa's largest slum. National Communication Association Convention, San Francisco, CA.

- Tully, M.** (2010, November). Transnational technology: The role of diasporic Kenyans in the Nairobi tech scene. African Studies Association Annual Meeting, San Francisco, CA.
- Tully, M.** (2010, November). *AkiraChix* and empowering “tech galz” to use ICT for social change. Presented as a part of “FemTech 2.0: The intersection of feminist activism and technology” panel. African Studies Association Annual Meeting, San Francisco, CA.
- Ekdale, B., & **Tully, M.** (2010, October). “Makmende killed Jack Bauer”: Kenyan viral video as cultural appropriation and national pride. Midwest Popular Culture Association Annual Conference, Minneapolis, MN.
- Tully, M.,** & Ekdale, B. (2010, August). Beyond “soap opera for social change”: An analysis of Kenya’s *The Team*. Association for Education in Journalism & Mass Communication Annual Conference, Denver, CO.
- Akin, H., **Tully, M.,** Stoecklein, G., & Rojas, H. (2010, August). Citizen journalism and cognitive processing: An experiment on the perceived intent of traditional versus citizen journalism sources. Association for Education in Journalism & Mass Communication Annual Conference, Denver, CO.
- Vraga, E. K., **Tully, M.,** Akin, H. & Rojas, H. (2010, June). Reducing hostile media perceptions for an environmental controversy through media literacy. International Communication Association Annual Conference, Singapore.
- Tully, M.** (2009, October). Collective memory and national identity building: “Remembering” the 2007–08 Kenyan post-election crisis. Midwest Popular Culture Association Annual Conference, Detroit, MI.
- Tully, M.** (2009, August). “Crowdsourcing crisis information”: The Internet, mobile phones and reporting human rights violations in Kenya. Association for Education in Journalism & Mass Communication Annual Conference, Boston, MA.
- Tully, M.** (2009, March). Media, memory and moving forward: Remembering the 2007–2008 Kenyan post-election crisis. Graduate Student Research Conference in African Studies, Boston University, MA.
- Tully, M.,** Ekdale, B., & Fair, J. E. (2008, November). Searching for love across the digital divide: Traditional values in online dating in Ghana. African Studies Association Annual Meeting, Chicago, IL.
- Tully, M.** (2008, October). From rappers to bloggers: Challenging the state and the role of new and old media in 2005 French riots. Midwest Popular Culture Association Annual Conference, Cincinnati, OH.
- Tully, M.** (2008, September). “Herero are no longer German subjects”: Constructing the first genocide of the twentieth century. Media, War, and Conflict Resolution Conference, Bowling Green, OH.
- Tully, M.** (2008, August). Free from religion, bound to language: The dilemma of Atheist discourse, a case study. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Tully, M. (2008, March). All's well in the colony: Newspaper coverage of the Mau Mau Movement, 1952–1956. Africa Conference 2008: Wars and Conflicts in Africa, University of Texas-Austin, TX.

Vraga, E. K., **Tully, M.**, Rolo, M., Norris, L., Hinds, J., Hwang, H. & Rojas, H. (2007, November). Reducing hostile media perceptions: Can news media literacy reduce perceptions of bias? Midwest Association for Public Opinion Research, Chicago, IL.

AWARDS & HONORS

Stanley International Travel Award, University of Iowa, 2015 (Oxford, UK), 2018 (Prague, Czech Republic), 2018 (Accra, Ghana), 2019 (Nairobi, Kenya)

Top Poster Award, Communicating Science, Health, Environment and Risk (ComSHER) Division, AEJMC Annual Conference 2015 (co-authors, Rachel Young and Kajsja Dalrymple)

2nd Place Poster Award, Cultural and Critical Studies Division, AEJMC Annual Conference 2012 (co-author, Brian Ekdale)

Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellowship, 2010–2011

Vilas Conference Presentation Funds, 2010

School of Journalism and Mass Communication Fellowship, UW-Madison, 2009–2010

Scott Kloeck-Jenson International Pre-Dissertation Travel Grant, Kenya, 2009

Summer Foreign Language and Area Studies (FLAS) Fellowship, Swahili, 2008

COURSES TAUGHT

School of Journalism and Mass Communication, University of Iowa
Global Digital Media (graduate seminar), Fall 2014, Spring 2020
Introduction to Multimedia Storytelling, 2011–2020
Social Media for Social Change, Spring 2018, Spring 2019
Social Media Today, 2012–2019
Fact Check: Debunking Hoaxes, Conspiracy Theories, and Fake News, Fall 2018
Approaches to Media Communication (graduate seminar), Fall 2017
Digital Storytelling, Spring 2016 and Fall 2017
Philanthropy Communication in a Digital World, Spring 2012 and Spring 2014

School of Journalism and Mass Communication, University of Wisconsin-Madison
Mass Communication Practices, 2007–2010
Introduction to Mass Communication, 2006–2007

STUDENTS SUPERVISED

<u>Degree objective:</u>	<u>Student name</u>	<u>Years</u>	<u>Outcome</u>
a. Ph.D. candidates	James Carviou***	2011–2016	Ph.D.
	Li Chen***	2012–2016	Ph.D.
	Andrea Weare***	2013–2016	Ph.D.
	Gavin Feller***	2014–2017	Ph.D.
	Kyle Miller***	2014–2017	Ph.D.
	Joanna Krajewski***	2014–2017	Ph.D.
	David Tuwei*	2013–2018	Ph.D.
	Volha Kananovich***	2016–2019	Ph.D.
	Tammy Walkner***	2016–ongoing	
	Mehrnaz Khanjani*	2017–ongoing	
	Ryan Stoldt***	2017–ongoing	
	Michael Davis***	2017–ongoing	
	Lin (Veronica) Sun***	2018–ongoing	
	Frankline Matanji*	2019–ongoing	
b. M.A. candidates	Jean Finley***	2012–2013	M.A.
	Stephen Grant**	2014–2015	M.A.
	Sarah Igram***	2016–2017	M.A.
	Mariah Wellman*	2016–2018	M.A.

*Advisor; **Co-Advisor; ***Committee member

SERVICE

Professional

External Reviewer, Promotion and Tenure, Virginia Commonwealth University, 2019

External Reviewer, PhD Research Proposal, Vrije Universiteit Amsterdam, 2019

Chair, “Disrupting Democracy: New Media and Democratic Engagement,” Paper Session. East African Communication Association Conference, Nairobi, Kenya, 2019

Reviewer, *News Literacy and Democratic Life*, Routledge, 2019

Judge, Iowa High School Press Association’s Spring Journalism Contests, 2019

Chair, “Digitisation and Fake News,” Paper Session. ICAfrica: The Africa Regional Conference of the International Communication Association, Accra, Ghana, 2018

Article Editor, *SAGE Open*, 2016, 2018

Discussant, “Top Papers in Participatory Journalism,” Participatory Journalism Interest Group, Refereed Paper Research Session, Association for Education in Journalism and Mass Communication Annual Conference, 2017

Discussant, “Interpersonal and Group Communication in the New Media Environment,” Communication Theory and Methodology Division, Scholar-to-Scholar Refereed Research Session, Association for Education in Journalism and Mass Communication Annual Conference, 2017

Session Chair, “ICT Infrastructure and Divides” and “Digital Divides,” Communication and Technology Division, Research Paper Sessions, International Communication Association Annual Conference, 2017

Discussant, “From the Feet Up: Making Public Spheres in Participatory Digital Spaces,” Participatory Journalism Interest Group, Refereed Paper Research Session, Association for Education in Journalism and Mass Communication Annual Conference, 2016

Reviewer, *News Now: Visual Storytelling in a Digital Age*, Routledge, 2016

Communications Chair, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2014–2015

Head, Participatory Journalism Interest Group (formally Civic and Citizen Journalism), Association for Education in Journalism and Mass Communication, 2013–2014

Advisory Board Member, *Journal of Communication Inquiry*, 2012–2014

Session Chair, “Contextual Factors Acting on Nonprofits and Their Advocacy Activity,” Joint session of the Community & Grassroots Organization and Secular & Faith-based sections, Association for Research on Nonprofit Organizations and Voluntary Action Annual Conference, 2013

Multimedia Trainer, SourceMedia Group, Cedar Rapids/Iowa City, 2012–2013

Reviewer, *The Multimedia Journalist*, Oxford University Press, 2012

Reviewer, proposal for *Multimedia Storytelling for Digital Communicators*, Focal Press, 2012

Co-Vice Head, Civic and Citizen Journalism Interest Group (CCJIG), Association for Education in Journalism and Mass Communication, 2011–2013

Discussant, Journalism and Community, CCJIG Refereed Paper Research Session, Association for Education in Journalism and Mass Communication Annual Conference, 2012

Discussant, New Media Uses and Gratifications, GEIG Refereed Paper Research Session, Association for Education in Journalism and Mass Communication Annual Conference, 2011

Lead Organizer, Graduate Student Conference Planning Committee, (2008 & 2009), *Communication Crossroads: A Multidisciplinary Graduate Student Conference*, UW-Madison

Moderator, New Media & Mass Communication in Society: Qualitative Approaches Panel, Communication Crossroads, UW-Madison, 2008

Journal Manuscript Reviewer:

- *The International Journal of Press/Politics*
- *Africa Spectrum*
- *Communication Studies*
- *Media and Communication*
- *New Media & Society*
- *Information, Communication and Society*
- *Journal of Broadcasting & Electronic Media*
- *Ada: A Journal of Gender, New Media and Technology*
- *African Journalism Studies*
- *Journal of Media Literacy Education*
- *Journal of Creative Communications*
- *Communication Research*
- *International Journal of Communication*
- *Mass Communication and Society*
- *Review of Communication Research*
- *Journal of Communication*
- *Television & New Media*
- *Journal of Communication Inquiry*
- *Journalism & Mass Communication Educator*
- *Journal of Peace Education*
- *Information Technologies & International Development*
- *Social Media and Society*
- *Journalism and Mass Communication Quarterly*
- *Stability: International Journal of Security and Development*
- *The Electronic Journal of Information Systems in Developing Countries*
- *Journalism and Mass Communication Monographs*
- *MedieKultur*

Conference Paper Reviewer:

- International Communication Association Annual Conference Reviewer, 2009, 2012, 2015–2019
- Association for Education in Journalism and Mass Communication Annual Conference Reviewer, 2011–2019
- AEJMC Midwinter Conference Reviewer, 2012, 2013
- International Conference on M4D – Mobile Communication Technology for Development, 2010
- Communication Crossroads Graduate Student Conference, UW-Madison, 2010

University and College

Creator and Facilitator, Understanding and Deconstructing Media Representations BUILD course, Division of Diversity, Equity and Inclusion, 2019–ongoing (with Kajsa Dalrymple and Rachel Young)

CLAS Information Technologies (IT) Committee, 2019–present

Voting Member, Council on the Status of Women (CSW), 2018–present

Board Member, Student Publications, Inc. (SPI) Board, 2018–present

SJMC Accepted-Student Recruitment Event, 2015, 2019

Review Committee, Stanley Graduate Awards for International Research, 2016–2019

Fulbright Faculty Committee for U.S. Student Program, 2014–2018

Office of Admissions, Preview Iowa, Des Moines, IA, November 2016

Fulbright-Hays DDRA Workshop, April 2015

Fulbright U.S. Student Program Intensive Workshop, January 2015

Judge, Research Open House (student poster competition), College of Engineering, 2014

Faculty Advisory Committee, Nonprofit Management Certificate, 2013–2014

Faculty Engagement Corps, 2012

Departmental

Director of Undergraduate Studies, 2018–present

Undergraduate Committee, 2011–2016; 2018–present

Executive Committee, 2016–present

Search Chair, Visual Communication Lecturer Position, 2019

Third-Year Review Committee, 2019

Technology Committee, 2016–2018

Graduate Committee, 2017

Fundraising and Philanthropy Communication Awards and Stipends Committees, 2014–2019

Lectures and Visitors Committee, 2015–2016

Fundraising and Philanthropy Communication Certificate Program, 2011–2016

Search Committee, Fundraising and Philanthropy Communication Lecturer/Coordinator, 2015–2016

Chair, Ad Hoc “Diversity and Inclusion” General Education Committee, 2016

Search Committee, Fundraising and Philanthropy Communication Fellow, 2016 (search canceled)

Co-organizer, Fundraising and Philanthropy Communication Forum 2015, 2013–2015

Summer Multimedia Graduate Student Fellowship Committee, 2013–2015

Search Committee, Data Visualization Assistant Professor, 2014

Search Committee, Visiting Professional in Philanthropy Communication, 2014

Coordinator, Fundraising and Philanthropy Communication Visiting Professionals, 2013–2014

Co-author, Strategic Initiative Funds proposal for multimedia fellowship for graduate students, 2013

Faculty Partner, SJMC Living Learning Community, 2012–2014

Community/Public

Community Engagement Committee, Iowa Women’s Foundation, 2015–present

Journalism in a Democratic Society Roundtable, International Visitor Leadership Program, CIVIC, 2017

Marketing Committee Member, Iowa Women’s Foundation, 2013–2015

Journalism Education in the U.S. Roundtable, International Visitor Leadership Program, CIVIC, 2015

INVITED TALKS/PRESENTATIONS

“Journalism in troubled times.” Intersections, Interfaith Alliance of Iowa, Cedar Rapids, Iowa, December 2019.

“News literacy, correction of misinformation, and credibility.” Credibility Coalition, Meedan, <https://credibilitycoalition.org/>, November 2019.

“Political participation and social movements.” Lecture given to Political Communication, George Mason University, Spring 2019.

“Breaking down an experiment-based study.” Lecture given to Research Methods in Mass Communications, Washington and Lee University, Spring 2018.

“#MeTooIowa: An inclusive campus forum on stopping sexual assault and harassment” panel. University of Iowa, March 2018.

“Hashtag activism: Fast, fierce, effective?” Obermann Conversations, Obermann Center for Advanced Studies, University of Iowa, Iowa City, December 2017.

“*Whose Streets?* film screening panel.” FilmScene and the Bijou Film Board, Iowa City, Iowa, October 2017.

News Media Literacy “Educate Yourself” discussion. University of Iowa, Political Matters Living Learning Community, Iowa City, Iowa, September 2017.

“How can corporate communications campaigns be used to build national identity: A Safaricom case study,” Africa Communications Week, May 2017

“We are one Kenya: Representations of the nation, leadership, and identity on reality TV,” Iowa City Foreign Relations Council (ICFRC), Iowa City, Iowa, March 2016.

“Producing communities and commodities: Safaricom and commercial nationalism in Kenya,” African Studies Program ‘Baraza’, University of Iowa, Iowa City, Iowa, February 2016.

“Participant consumers in the marketplace of ideas,” Obermann Conversations, Obermann Center for Advanced Studies, University of Iowa, Iowa City, Iowa, September 2015.

“Makmende Amerudi.” Presentation given to Communication and Technology, DePaul University, 2014.

“Digital media and fundraising” presented to University of Iowa Foundation staff, January 2014.

“Social media and fundraising” presented to the Association of Fundraising Professionals, Illinois Quad Cities Chapter, January 2013.

“Audio storytelling and editing” presented at the “Reporters Boot Camp,” sponsored by Iowa Newspaper Association and Associated Press, Iowa City, IA, October 2012.

“Audience as Participant/Creator.” Lecture given to Digital Media Law and Ethics, UW-Madison, 2011.

“From isolation to the daily Skype: Volunteers communicating with home.” Panel moderator at “Peace Corps and Africa: Honoring 50 Years,” Madison, WI, March 2011.

“Harnessing social media for contemporary journalism.” Facilitator and speaker at Association of Media Women in Kenya workshop, Nairobi, Kenya, May 2010.

“Using New Media and Technology for Human Rights Reporting in Africa.” Lecture given to International Communication, UW-Madison, Spring 2009.

“Changing Notions of Love & Romance: Chatting & Online Dating in Ghana.” Lecture given to Africa: Introductory Survey, UW-Madison, Spring 2008.

PROFESSIONAL DEVELOPMENT

BUILD (Building University of Iowa Leadership for Diversity) Certificate, 2017–2019
Audience Engagement Workshop with Joy Mayer, University of Iowa, 2017
Poynter Workshop with Al Tompkins, University of Iowa, 2015
Journalism Interactive, University of Missouri, 2015
International Fundraising Conference, Association of Fundraising Professionals, San Antonio, Texas, 2014
Journalism Interactive, University of Maryland, 2011
Teachapalooza, Poynter Institute, St. Petersburg, Florida, 2011

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Association (ICA)
National Association for Media Literacy Education (NAMLE)

ORCID ID <http://orcid.org/0000-0003-1850-3477>