

JUSTIN ROBERT KEENE
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Curriculum Vitae

Media & Communication Bldg.
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Lubbock, TX 79413
806-543-8518

Education:

Ph.D. Indiana University, Dual Major in Mass Communication and Cognitive Science	2014
M.A. Texas Tech University, Mass Communication	2009
B.A. Texas Tech University, Electronic Media and Communication	2007

Academic Appointments:

<i>Assistant Professor of Creative Media Industries (Tenure Track)</i>	2013–Current
Department of Journalism and Creative Media Industries	
College of Media & Communication	
Texas Tech University	

Research Affiliations:

Director – Cognition & Emotion Laboratory, Texas Tech University, *2014–Current*
Researcher – Texas Tech Neuroimaging Institute, *2014–Current*
Researcher – The Psychological Science Accelerator: A Distributed Laboratory Network, *2017–Current*
Researcher – Center for Communication Research, Texas Tech University, *2013–Current*

Post-Doctoral Training:

Functional MRI Visiting Fellowship, Fall 2015, *Athinoula A. Martinos Center for Biomedical Imaging, Boston, MA.*

Research Areas:

Media Psychology
 Cognitive and Emotional Processing
 Media Effects
 Psychophysiological Research Methods
 Anti-Drug Messaging
 Sport Communication

Teaching Areas:

Creative Media
 Video Production
 Storytelling
 Digital and Social Media
 Research Methods
 Adventure Media

Research Activity

(* denotes graduate student author; ** denotes undergraduate student author)

Journal Publications:

- Clayton, R., **Keene, J. R.**, Bailey, R., Leshner, G., & Lang, A. (*accepted*). Smoking Status Matters: A Direct Comparison of Smokers' and Nonsmokers' Psychophysiological and Self-Report Responses to Secondhand Smoke Anti-tobacco PSAs. *Health Communication*.
- Keene, J. R.**, Rasmussen, E., *Berke, C.K., *Densley, R., *Loof, T., *Adams, R., Mumma, G., & Marshall, A. (*accepted*). The Effect of Plot Explicit, Educational Explicit, and Implicit Inference Information and Coviewing on Children's Internal and External Cognitive Processing. *Journal of Applied Communication Research*.
- Huskey, R., *Wilcox, S., Clayton, R., & **Keene, J. R.** (*accepted*). The limited capacity model of motivated mediated message processing: A meta-analytic summary of two decades of research. *Human Communication Research*.
- *Davidson, A., & **Keene, J. R.** (*in press*). Alone in a crowded room: The impact of crowd noise in music recordings on social facilitation, mental, imagery, and cognitive processing. *Journal of Radio and Audio Media*. DOI: 10.1080/19376529.2018.1490911.
- *Fisher, J. T., **Keene, J. R.**, Huskey, R., & Weber, R. (2018). The Limited Capacity Model of Motivated Mediated Message Processing: Taking Stock of the Past. *Annals of the International Communication Association*, 42(4), 270-290. DOI:10.1080/23808985.2018.1534552.
- *Fisher, J. T., Huskey, R., **Keene, J. R.**, & Weber, R. (2018). The Limited Capacity Model of Motivated Mediated Message Processing: Looking to the Future. *Annals of the International Communication Association*, 42(4), 291-315. DOI:10.1080/23808985.2018.1534551.
- Moshontz, H., Campbell, L., Ebersole, C. R., IJzerman, H., Urry, H. L., Forscher, P. S., ... **Keene, J. R.**†, ... Chartier, C. R. (2018). The Psychological Science Accelerator: Advancing Psychology through a Distributed Collaborative Network. *Advances in Methods and Practices in Psychological Science*. DOI:10.1177/2515245918797607. †17th author of 90
- Keene, J. R.**, Lang, A., & *Loof, T. (2017). Text on screen: Can incongruent combinations of media frames and emotional trajectories elicit coactivation in the motivational systems. *Media Psychology*. DOI:10.1080/15213269.2017.1412323. Published Online: December 27, 2017.
- Keene, J. R.**, *Berke, C. K., Shoenberger, H., & Bolls, P. D. (2017). The biological roots of political extremism: The role of negativity bias in both political ideology and preferences

- for accessing political news. *Politics and the Life Sciences*, 36(2), 37-48. DOI:10.1017/pls.2017.16. Published Online: December 27, 2017.
- Hohman, Z. P., **Keene, J. R.**, Harris, B. N., *Niedbala, E., & *Berke, C. K. (2017). A Biopsychological Model of Anti-Drug PSA Processing: Developing Effective Persuasive Messages. *Prevention Science*, DOI:10.1007/s11121-017-0836-7.
- Keene, J. R.**, Clayton, R., *Berke, C. K., *Loof, T., & Bolls, P. D. (2017). On the use of Beats-Per-Minute and Inter-Beat Interval in the analysis of cardiac responses to mediated messages. *Communication Research Reports*, 34(3), 265-274, DOI:10.1080/08824096.2017.1334640.
- Keene, J. R.**, *Berke, C. K., & Nutting, B. H. (2017). In the game or in the stands: A top-down and bottom-up approach to the processing and experience of sport communication. *International Journal of Sport Communication*, 10(1), 85-104, DOI:10.1123/ijsc.2016-0094.
- Rasmussen, E. E., **Keene, J. R.**, *Berke, C. K., *Densley, R. L., & *Loof, T. (2017). Explaining parental coviewing: The role of social facilitation and arousal. *Communication Monographs*, 84(3), 365-384. DOI:10.1080/03637751.2016.1259532. Published Online: November 24, 2016.
- Keene, J. R.**, & Lang, A. (2016). Dynamic motivated processing of emotional trajectories in public service announcements. *Communication Monographs*. 83(4), 468-485. DOI:10.1080/03637751.2016.1198040.
- Potter, R. F., & **Keene, J. R.** (2012). The effect of sports fan identification on the cognitive processing of sports news. *International Journal of Sport Communication*, 5, 348-367. DOI:10.1123/ijsc.5.3.348.
- Cummins, R. G., **Keene, J. R.**, & Nutting, B. (2012). The impact of subjective camera in sports on arousal and enjoyment. *Mass Communication and Society*, 15, 74-97. DOI: 10.1080/15205436.2011.558805.
- Keene, J. R.**, & Cummins, R. G. (2009). Sports commentators and source credibility: Do those who can't play...commentate? *Journal of Sports Media*, 4(1), 57-83. DOI: 10.1353/jsm.0.0042.

Journal Editorials:

- Bowman, N. D., & **Keene, J. R.** (2018). A layered framework for considering open science practices. *Communication Research Reports*, 35(4), 1-10. DOI: 10.1080/08824096.2018.1513273.

Book Chapters and Encyclopedia Entries:

- *Fisher, J. T., & **Keene, J. R.** (under review). Attention, working memory, and media multitasking. *Handbook of Communication Science & Biology*. Ed. R. Weber.
- Keene, J. R.** (2017). Scale types. *International Encyclopedia of Communication Research Methods*. Eds. J. Matthes, C. S. Davis, & R. F. Potter. DOI:10.1002/9781118901731.iecrm0230.

Published Abstracts:

- *Davidson, A., & **Keene, J. R.** (2017). Alone in a crowded room: An assessment of crowd

- noise as an auditory structural feature in music recordings. *Psychophysiology*, 54(S1).
- *Berke, C.K., *Loof, T., *Densley, R., Rasmussen, E., **Keene, J. R.** (2016). The dynamic interaction of educational content and parent child co-viewing on children's phasic cognitive processing of mediated messages. *Psychophysiology*, 53(S1)
- Hohman, Z.P., **Keene, J. R.**, Harris, B.N., & *Niedbala, E. (2016). The effects of emotional trajectories in anti-drug messages on psychophysiological arousal and attitude ambivalence. *Psychophysiology*, 53(S1)
- Keene, J. R.**, *Berke, C.K., *Blanchard, B.E., & Lang, A. (2016). The moderating effect of sensation seeking on the cognitive processing of and emotional responses to dynamic emotional trajectories in anti-drug PSAs. *Psychophysiology*, 53(S1)
- *Loof, T., *Berke, C.K., *Davidson, A., *Fisher, J., & **Keene, J. R.** (2016). The dynamic interaction of emotional content and modality on coactivation in the motivational systems and psychophysiological responses. *Psychophysiology*, 53(S1)
- *Berke, C.K., *Loof, T., *Densley, R., *Davidson, A., **Hinson, C., Rasmussen, E.E., & **Keene, J. R.** (2015). Explaining parental co-viewing: The role of social facilitation and physiological arousal. *Psychophysiology*, 52(S1), S38. DOI: 10.1111/psyp.12495
- Keene, J. R.**, & Lang, A. (2012). Positively negative: An overtime examination of reactions to coactive messages. *Psychophysiology*, 49(S1), S73. DOI: 10.1111/j.1469-8986.2012.01440.x
- Cummins, R. G., **Keene, J. R.**, & Nutting, B. (2008, October). Arousal responses to subjective camera in sports broadcasts. *Psychophysiology*, 45(S1), S97. DOI: 10.1111/j.1469-8986.2008.00743.x

Manuscripts Under Review:

- Willis, E., *Adams, R., & **Keene, J. R.** (revise & resubmit). If Everyone Is Doing It, It Must Be Safe: Development and Effects of Attitudes Toward Poly-Substance Use Among College Students. *Substance Use & Misuse*.
- Keene, J. R.**, Berke, C. K., & *Washington, M. (revise & resubmit). The role of broadcast network, fanship, and gameplay experience on judgments of sports commentator credibility. *International Journal of Sports Communication*.
- *Fisher, J. T., & **Keene, J. R.** (under review). ADHD Individuals Exhibit Breadth-biased Cognitive Control in E-Learning Environments. *Media Psychology*.

Manuscripts in preparation:

- Keene, J. R.**, Barley, K., Najera, C., & Bolls, P. D. (in preparation). Changes in an individual's approach system activation and defense system activation over the lifespan. *Target Journal: Psychology and Aging*
- Keene, J. R.**, Berke, C. K., Barley, K., Najera, C., & Bolls, P. D. (in preparation). The role of biologically-based motivational differences in preferences for seeking, accessing, and engaging with news information. *Target Journal: Cyberpsychology*
- Keene, J. R.**, Berke, C. K., Najera, C., Adams, R., Clayton, R., Loof, T., Bolls, P. D., & Fisher, J. T. (in preparation). Toward a fourth phase in the media psychophysiological paradigm: A systematic review of the use of psychophysiological measures within communication research. *Target Journal: Review of Communication Research*
- Keene, J. R.**, & Hancock, D. (in preparation). Dynamics of motivational activation: Does coactivation beget inhibition between the systems? *Target Journal: Emotion*

Keene, J. R., & Lang, A. (in preparation). Cognitive and emotional processing of emotional trajectories in anti-drug PSAs: Is simultaneous positivity and negativity better than just positive or negative? *Target Journal: Communication Research*

Research Grant Seeking:

National Science Foundation, 2018, (Applied for Limited Submission)

Principal Investigators: **Justin Keene**, R. Glenn Cummins, Ryan Litsey

Project: Major Research Instrumentation (MRI) Mechanism: Acquisition of a Multi-User/Multi-Subject Mobile Psychophysiological Vehicle

CH Foundation, 2018, Arts in Medicine Mechanism (Funded)

Principal Investigators: **Justin Keene**, Stacy Elko

Project: Addressing On-Campus NUPM Using Art

Facebook, 2018, Applied (Negotiating Final Budget)

Principal Investigators: Tino Meitz, **Justin Keene**

Project: Cognitive Information Processing of Dynamic Scenes in Mobile Media

National Endowment for the Arts, 2018, Applied (Awaiting Scoring)

NEA Research Labs

Principal Investigators: Stacy Elko, **Justin Keene**, John Velez

Project: Arts and Therapeutic Impacts

CH Foundation, 2017, Applied for Limited Submission (Selected; Not Funded; Revision Invited)

Principal Investigators: Chanaka N. Kahathuduwa & **Justin Keene**

Project: Developing an Innovative Cognitive Training Tool to Aid Management of Individuals with Autism Spectrum Disorder

National Science Foundation, 2017, Applied (Not Funded)

Principal Investigators: Luke Lefebvre, Bolanle Olaniran, **Justin Keene**, & Marjorie Buckner

Project: Virtual Reality as an Interactive Treatment for Public Speaking Anxiety

AEJMC Emerging Faculty Grant, 2017, Applied (Not funded)

Principal Investigator: **Justin Keene**

Project: Everyone is NOT doing it: A norms-based approach to prevention of non-medical use of prescription medication on college campuses

National Science Foundation, 2017, Applied for Limited Submission (Selected; Not Funded)

Principal Investigators: R. Glenn Cummins & **Justin Keene**

Project: Major Research Instrumentation (MRI) Mechanism: Acquisition of a Multi-User/Multi-Subject Psychophysiological Measurement System

National Institute on Drug Abuse, 2017, Applied (Score: 40; Not Funded)

Principal Investigator: Zachary Hohman

Co-Investigators: **Justin Keene** & Bre Harris

Project: R03 - A Bio-Psycho-Social Model of Message Processing and Memory: Developing effective anti-marijuana PSAs

National Endowment for the Arts, 2017, Applied (Not Funded)

NEA Research Labs

Co-Principal Investigators: **Justin Keene**, John Velez, Stacy Elko, Melinda Corwin

Project: Using Arts for Effective Health Interventions

Texas Tech University, Office of the Vice President for Research, 2017, Applied (Funded)

Seed Grant for Interdisciplinary Research (SGIR) Competition Round Two

Co-Principal Investigators: John Velez & Stacy Elko

- Investigator: **Justin Keene**
Project: Creating and testing a Virtual, Interactive, Narrative Intervention for Aphasia Treatment.
- Texas Tech University—Health Sciences Center, El Paso, Office of Sponsored Programs, 2017, Applied (Not Funded)
President’s Collaborative Research Initiative (PCRI) Competition
Co-Principal Investigators: **Justin Keene**, John Velez, Stacy Elko, Melinda Corwin
Project: Psychophysiological Examination of an Aphasia Intervention
- Texas Tech University—College of Media & Communication, Department of Journalism & Electronic Media, Spring 2017 (Funded, \$2,500)
Teaching and Research Excellence Fund
Principle Investigator: **Justin Keene**
Project: The role of intended audience in the cognitive and emotional processing of media that is covieved by a parent and child.
- Texas Tech University, Office of the Vice President for Research, 2016, Applied (Not Funded)
Seed Grant for Interdisciplinary Research (SGIR) Competition Round Two
Co-Principal Investigators: **Justin Keene**, Zachary Hohman, & Bre Harris
Project: Reducing Marijuana Use: A Bio-Psycho-Social Model of Message Memory
- National Institute on Drug Abuse, 2016, Applied (Not Funded)
Co-Principal Investigators: **Justin Keene**, Paul Bolls, Zachary Hohman, & Bre Harris
Project: R15 - A Bio-Psycho-Social Model of Message Processing and Memory: Developing effective anti-marijuana PSAs
- Texas Tech University, Office of the Vice President for Research, 2016, Applied (Scored, Not Funded)
Seed Grant for Interdisciplinary Research (SGIR) Competition
Co-Principal Investigators: **Justin Keene**, Zachary Hohman, & Bre Harris
Project: A Bio-Psycho-Social Model of Message Processing and Memory
- National Science Foundation, 2015, Applied (Scored, Not Funded)
Graduate Research Fellowship Program (GRFP)
Applying Student: Jacob T. Fisher
Supervising Faculty: **Justin Keene**
Project: The Cognitive Processing of Online Education Environments in ADHD Populations
- National Institute on Drug Abuse, 2015, Applied (Not Funded)
Co-Principal Investigators: **Justin Keene**, Zachary Hohman, & Bre Harris
Project: R01 - A Bio-Psycho-Social Model of Message Processing and Memory: Developing effective anti-NUPM PSAs
- National Institute on Drug Abuse, 2014, Applied (Not Funded)
Co-Principal Investigators: **Justin Keene** & Zachary Hohman
Project: R21 - Ambivalence, Norms, and Message Processing: Developing effective anti-NUPM PSAs
- AEJMC Emerging Faculty Grant, 2013, Applied (Not Funded)
Co-Principal Investigators: **Justin Keene** & Andrew King
Project: The current age of digital reproduction: Judging acceptability and frequency of photographic alteration in mass communication

Conference Papers:

- Keene, J. R.**, Rasmussen, E., *Najera, C. & Berke, C. K. (2018). *Psychophysiological synchrony as a potential explanation of parental coviewing effects*. Paper presented in an invited panel titled “*Psychophysiological approaches to understanding children’s learning in educational media contexts*” at the annual meeting of the International Mind, Brain, and Education Society. Los Angeles, CA, USA.
- Corwin, M., Elko, S., **Keene, J. R.**, & Velez, J. (2018). *Enhancing health information for persons with aphasia: A technology-based program for stroke explanation*. Paper presented at the annual meeting of the American Speech-Language-Hearing Association. Boston, MA, USA.
- Carr, J., *Li, S., **Keene, J. R.**, & Harris, B. (2018). *Stressor effects on the visual attention to food in humans*. Paper presented at the annual meeting of the Conference of European Comparative Endocrinologists. Glasglow, UK.
- *Li, S., **Keene, J. R.**, Harris, B., & Carr, J. (2018). *Influence of categorically distinct stressors on visual attention to food in humans*. Paper presented at the annual meeting of the Society for Neuroscience. San Diego, CA, USA
- Huskey, R., **Keene, J. R.**, *Wilcox, S., *Adams, R., & *Petit, N. (2018). *Interpreting the effects of media content on flow dynamics during naturalistic gameplay*. Paper presented at the 104th Annual Meeting of the National Communication Association. Salt Lake City, UT, USA.
- *Fisher, J.T. and **Keene, J. R.** (2018). *ADHD individuals and media multitaskers exhibit tonic resource allocation differences when processing educational multimedia messages*. Paper presented at the 104th Annual Meeting of the National Communication Association. Salt Lake City, UT, USA.
- Keene, J. R.**, & *Berke, C. K. (2018). *The Role of Broadcast Network, Fanship, and Game Play Experience on Judgments of Sports Commentator Credibility: Do You Enjoy What You Trust?* Paper presented at the annual meeting of the Broadcast Educators Association, Las Vegas, NV.
- Clayton, R., **Keene, J. R.**, Leshner, G., Lang, A., *Ellis, A., *Hendrickse, J., *Secharan, R., & *Wilde, M. (2018). *Exposure to secondhand smoke anti-tobacco messages and cognitive and emotional responses: Role of smoking status*. Paper presented at the annual meeting of the International Communication Association, Prague, CR.
- Keene, J. R.**, *Adams, R., *Najera, C. J., *Fisher, J. T., *Berke, C. K., *Loof, T., & Bolls, P. D. (2018). *Organized complexity in communication science: A systematic review and meta-analysis of psychophysiological methods in communication*. Paper presented at the annual meeting of the International Communication Association, Prague, CR.
- *Najera, C. J., *Adams, R., **Keene, J. R.**, *Berke, C. K., & Rasmussen, E. E. (2018). *Parental co-viewing and the processing of educational content: Does physiological synchrony explain social facilitation effects?* Paper presented at the annual meeting of the International Communication Association, Prague, CR.
- *Fisher, J. T., & **Keene, J. R.** (2017). *Examining Cognitive Load and Recall for Educational Multimedia Messages in ADHD and High Media Multitasking Populations*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- *Fisher, J. T., **Keene, J. R.**, Huskey, R., & Weber, R. (2017). *The Offramp Problem: Treating media psychology as an insular field inhibits theoretical and empirical progress*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA. **Top 5 Faculty Paper**.
- Hohman, Z., **Keene, J. R.**, Harris, B., *Niedbala, E. (2017). *A Bio-Psycho-Social Model of*

- Persuasive Message Processing*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Rasmussen, E. E., **Keene, J. R.**, *Berke, C. K., *Densley, R. L., *Loof, T. (2016, October). *Explaining parental coviewing: The role of social facilitation and arousal*. Paper presented at SRCD 2016: Special Topics Meeting on Technology and Media in Children's Development, Irvine, CA.
- *Berke, C., *Loof, T., *Densley, R., Rasmussen, E., & **Keene, J. R.** (2016, August). *Coviewing as social facilitation of children's cognitive processing of educational television content*. Paper presented at the annual meeting of the Association of Education in Journalism and Mass Communication, Minneapolis, Minnesota. **Top Faculty Paper.**
- *Berke, C. K., **Keene, J. R.**, & Nutting, B. H. (2015, August). *Redefining camera angle, arousing content, and fanship from a dynamic human-centered perspective: New horizons for sports research*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communications. San Francisco, California.
- *Berke, C. K., **Keene, J. R.**, & Nutting, B. H. (2015, May). *The effects of camera angle, arousing content, and fanship on the processing of sports messages*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- *Loof, T., *Berke, C. K., *Davidson, A., **Adams, R., **Nguyen, L., **Hinson, C., **Wilson, S. A., & **Keene, J. R.** (2015, May). *The effects of media frames and emotional trajectories on emotional reactions and cognitive processing*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- *Loof, T., & **Keene, J. R.** (2015, May). *Can incongruent combinations of media frames and emotional trajectories elicit coactivation in the motivational systems?* Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- Keene, J. R.** (2012, November). *Redefining Mood: A Dual Systems Approach to Mood Management*. Paper presented at the annual meeting of the National Communication Association, Orlando, Florida.
- Keene, J. R.**, & Lang, A. (2012, May). *Differentiating coactive messages and coactive reactions: The processing of poignant messages*. Paper presented at the meeting of the International Communication Association, Phoenix, Arizona.
- Keene, J. R.**, & Lang, A. (2011, May). *When does coactivity actually mean coactive? Applying the LCAMP to the processing of "poignant" messages*. Paper presented at the meeting of the International Communication Association, Boston, Massachusetts.
- Bae, S., Lang, A., **Keene, J. R.**, & Eller, C. (2011, May). *The Effect of 3D Film Shorts on Presence, Arousal, and Visual Recognition*. Paper presented at the meeting of the International Communication Association, Boston, Massachusetts.
- Keene, J. R.**, Bradley, S. D., & Cummins, R. G. (2010, April). *The Motivation Activation Measure and Mood Management: A dual-systems approach to selective exposure*. Paper presented at the meeting of the Broadcast Educators Association, Las Vegas, Nevada.
- Keene, J. R.**, & Cummins, R. G. (2008, August). *Sports commentators and source credibility: Do Those Who Can't Play... Commentate?* Paper presented at the meeting of the Association for Education in Journalism and Mass Communications, Chicago, Illinois. **Top Paper: Entertainment Studies Division.**
- Cummins, R. G., **Keene, J. R.**, & Nutting, B. (2008, May). *Sports spectatorship and emotional arousal: The role of camera angle*. Paper presented at the meeting of the International Communication Association, Montreal, Canada.

Invited Presentations:

- Keene, J.R.** (2018, May). *The Coactivation Cascade Model: Coactivation as a pre-cursor for meta-emotions, attitude formation, and behavior change*. Invited presentation at the Friedrich-Schiller-Universität Jena.
- Keene, J.R.** (2018, April). *The Coactivation Cascade Model: Coactivation as a pre-cursor for meta-emotions, attitude formation, and behavior change*. Invited presentation at Pennsylvania State University.
- Keene, J.R.** (2018, April). *Psychophysiological Measuring and Meaning: Theory and Conceptualizations*. Part one of a two-part workshop presented at West Virginia University as a portion of the 2018 Big 12 Visiting Faculty Fellowship.
- Keene, J.R.** (2018, April). *Psychophysiological Measuring and Meaning: Methods and Operationalizations*. Part two of a two-part workshop presented at West Virginia University as a portion of the 2018 Big 12 Visiting Faculty Fellowship.
- Keene, J.R.** (2018, April). *Complexity in Communication Science: Toward a Nuanced Approach to Media Effects*. Invited presentation at West Virginia University as a portion of the 2018 Big 12 Visiting Faculty Fellowship.
- Keene, J.R.** (2018, April). *The Coactivation Cascade Model: Coactivation as a pre-cursor for meta-emotions, attitude formation, and behavior change*. Invited presentation at Texas Tech University in the Brownbag and Brainstorm speaker series.
- Keene, J. R.** (2017, August). *Questions first. Methodology second. Why research questions matter and how to appropriately approach study design using the PQRS approach*. Invited presentation to the Advanced Research Methods at West Virginia University.
- Keene, J. R.** (2016, November). *Media Psychophysiology: Methodologies for better understanding media experiences through (neuro)science*. Invited presentation to the Media Effects course at the University of Colorado-Boulder.
- Keene, J. R.** (2016, July). *Beyond “Liking”: Methodologies for better understanding product experience through (neuro)science*. Invited presentation at the meeting of MRMW: North America, Fort Worth, Texas.
- Keene, J. R.** (2016, April). *The usefulness of dynamic measures in communication science*. Invited presentation to the Quantitative Research Methods course at the University of Colorado-Boulder.
- Keene, J. R.** (2015, March). *Using social norms to affect attitudes about risky behaviors: The role of media in cessation and prevention efforts*. Invited presented at the Campus Research Discussions in the Department of Psychology at Texas Tech University, Lubbock, Texas.
- Keene, J. R.** (2014, September). *Building leaders: Or, how to make sure you aren’t an evil mastermind in the making*. Invited keynote presentation at the annual Student Leadership Academy, Texas Tech University, Lubbock, Texas.
- Keene, J. R.** (2013, April). *Using Continuous Response Measures for input in times series analysis methods*. Invited presentation at the meeting of the Broadcast Educators Association, Las Vegas, Nevada.
- Keene, J. R.** (2010, April). *Furthering the idea of sport commentator credibility: The effects of network*. Invited presentation at the meeting of the Broadcast Educators Association, Las Vegas, Nevada.

Research Honors and Awards:

Distinguished Article Award, 2018, Communication and Social Cognition Division, National Communication Association.

Top Faculty Reviewer, 2018, Information Systems, International Communication Association.

Top 5 Faculty Paper, 2017, Communication Science & Biology, International Communication Association.

Top Faculty Paper, 2016, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication.

Top Paper, 2008, Entertainment Studies Division, Association for the Education in Journalism and Mass Communication.

Student Research Direction:

Graduate Advisor, Robert Gauthreaux III, Doctoral Student, *Summer 2018–Current*

Graduate Advisor, Christina Najera, Doctoral Student, *Fall 2017–Current*

Graduate Advisor, Kallie Barley, Doctoral Student, *Fall 2017–Current*

Graduate Advisor, Travis Loof, Doctoral Student, *Fall 2014–Spring 2016*

Graduate Advisor, Collin Berke, Doctoral Student, *Fall 2014–Fall 2017*

Graduate Advisor, Garrett Haslam, Thesis Masters Student, *Spring 2018–Current*

Graduate Advisor, Robyn Adams, Thesis Masters Student, *Fall 2016–Spring 2018*

Graduate Advisor, Austin Davidson, Thesis Masters Student, *Fall 2014–Fall 2016*

Graduate Advisor, Jacob Fisher, Thesis Masters Student, *Fall 2015–Summer 2016*

Graduate Advisor, Maurice Washington, Final Project Masters Student, *Spring 2018–Current*

Graduate Advisor, Candice Clark, Final Project Masters Student, *Spring 2017–Fall 2017*

Graduate Advisor, Randi Leigh Thomas, Final Project Masters Student, *Fall 2015–Summer 2016*

Graduate Advisor, Kaylie Meadows, Final Project Masters Student, *Fall 2015–Spring 2016*

Graduate Advisor, Alexandra Salazar, Final Project Masters Student, *Fall 2014–Fall 2015*

Graduate Advisor, Cody Hale, Final Project Masters Student, *Fall 2013–Fall 2014*

Dissertation Committee Member, Michael Zahn, Doctoral Student, *Fall 2018–Current*

Dissertation Committee Member, Duncan Pettyman, Doctoral Student, *Fall 2018–Current*

Dissertation Committee Member (Outside Member), Randi Leigh Thomas, Doctoral Student (University of Oklahoma), *Fall 2017–Current*

Dissertation Committee Member, Songhe Li, Doctoral Student (Biology), *Fall 2015–Current*

Dissertation Committee Dean's Representative, David Hancock, Doctoral Student (Psychology), *Spring 2018*

Dissertation Committee Dean's Representative, Stephen Holiday, Doctoral Student (Media & Communication), *Spring 2018*

Thesis Committee Member, Melissa Elias, Masters Student, *Spring 2018–Current*

Thesis Committee Member, Linh Nguyen, Masters Student, *Spring 2018–Current*

Thesis Committee Member, Carolyn Owen, Masters Student, *Spring 2018–Current*

Thesis Committee Member, Layne Russell, Masters Student, *Spring 2018–Current*

Thesis Committee Member, James Hodgins, Masters Student, *Fall 2015–Fall 2016*

Thesis Committee Member, Jourdan Scruggs, Masters Student, *Spring 2014*

Undergraduate Research Advisor, Annie Walker, *Fall 2016–Spring 2017*
Undergraduate Research Advisor, Morgan Ross, *Fall 2016–Fall 2017*
Undergraduate Research Advisor, Chelsea Mbah, *Spring 2015–Spring 2018*
Undergraduate Research Advisor, Kyleigh Rahm, *Fall 2015–Fall 2016*
Undergraduate Research Advisor, Linh Nguyen, *Spring 2015–Spring 2017*
Undergraduate Research Advisor, Sarah Anna Wilson, *Spring 2015–Fall 2016*
Undergraduate Research Advisor, Charish Hinson, *Fall 2014–Summer 2016*
Undergraduate Research Advisor, Robyn Adams, *Spring 2013–Summer 2016*

Academic Organization Affiliations:

International Communication Association, *2008–Current*
Association for the Education in Journalism and Mass Communication, *2008–Current*
Society for Psychophysiological Research, *2008–Current*
Broadcast Educators Association, *2010–Current*
National Communication Association, *2012–Current*

Teaching Activity

Teaching Experience:

Assistant Instructor, Indiana University, T205 – Media and Society, *Fall 2009*
Assistant Instructor, Indiana University, T314 – Processes and Effects of Media, *Spring 2010*
Co-Instructor, Indiana University, T471 – Apply Media Theory to Production, *Fall 2012*
Assistant Instructor, Indiana University, T101 – Media Life, *Spring 2013*

Assistant Professor, Texas Tech University, PHOT 2310 – Principles of Photography, *Fall 2013, Spring 2014, Fall 2014, Fall 2016*
Assistant Professor, Texas Tech University, EMC 3315 – Principles of Digital Media (Introduction to Web Design), *Summer I 2013, Fall 2013, Spring 2015, Fall 2015*
Assistant Professor, Texas Tech University, EMC 3333 – Motion Graphics, *Spring 2014, Spring 2015*
Assistant Professor, Texas Tech University, EMC 4301 – Special Topics in Media & Communication (Story Telling via Smart Phones; Study Abroad, London, UK), *Maymester 2016, Maymester 2017*
Assistant Professor, Texas Tech University, EMC 4301 – Special Topics in Media & Communication (Adventure Media, Editorial Photography and Bike-packing), *Spring 2017, Spring 2018*
Assistant Professor, Texas Tech University, JEM 2301 – Foundations of Digital Media Production, *Fall 2018*
Assistant Professor, Texas Tech University, JEM 2302 – Foundations of Digital Post-Production and Workflow, *Spring 2017, Fall 2017, Fall 2018*
Assistant Professor, Texas Tech University, MCOM 1301 – Introduction to Digital and Social Media, *Spring 2016, Fall 2016*
Assistant Professor, Texas Tech University, MCOM 5321 – Digital Media Production, *Fall 2015, Summer II 2016, Spring 2018*

Assistant Professor, Texas Tech University, MCOM 5364 – Research Methods, Fall 2014
Assistant Professor, Texas Tech University, MCOM 5366 – Mass Communication Theory, Spring 2018
Assistant Professor, Texas Tech University, MCOM 6336 – Digital Media, Summer II 2014, Spring 2016, Spring 2017
Assistant Professor, Texas Tech University, MCOM 6364 – Psychophysiological Measurement and Meaning, Summer III 2015

Teaching Honors and Awards:

Professing Excellence Award, 2015, Texas Tech University
L.U. Kaiser Innovation in Teaching Award, 2018, Texas Tech University
President's Excellence in Diversity and Equity Award Finalist, 2018, Texas Tech University

Teaching Grant Funding:

Texas Tech University Worldwide eLearning, 2015, (Funded), \$5,000
Instructor: **Justin Keene**
Project: Development of an online version of EMC 3315 with the assistance of the eLearning Worldwide staff.

Texas Tech University Worldwide eLearning Program Grant, 2017, (Funded), \$5,000 per course
Instructors: **Justin Keene**, Todd Chambers
Project. Development of the Media & Communication core courses in online formats.

Service Activity

To the Department

Journalism & Electronic Media Curriculum Committee, *Member, 2015-2016*
Journalism & Electronic Media Minor Curriculum Committee, *Member, 2016*
Journalism & Creative Media Industries Curriculum Committee, *Chair, 2018—Present*

To the College

State Employee Charitable Contribution, *Chair, Media & Communication, 2013-2014*
College of Media & Communication Scholarship Committee, *Journalism & Electronic Media Department Representative, 2014-Current*
College of Media & Communication Safety Committee, *Member, 2014-2015*
College of Media & Communication Web Designer Job Search, *Member, 2015*
College of Media & Communication Grant Writer Job Search, *Member, 2016*
College of Media & Communication Emergency Action Coordinator for 5th Floor, *2016-Current*
College of Media & Communication Committee for Academic Programs, *2016*
College of Media & Communication CCR Advisory Committee, *2015-Current*

To the University

Student Organization Advisor, *Navigators, 2014-Current*
Student Organization Advisor, *Men of God Fraternity, 2014-Current*

Red Raider Orientation, *Faculty Speaker, 2014-Current*
Faculty Senate, *Senator, Journalism & Electronic Media, 2015-2018 (3-year term)*
Office of Student Conduct Hearing Panel (formerly known as the University Discipline
Committee), *Panel Member, Faculty Senate Representative, 2015-2017*
Academic Programs Committee, *Faculty Senate Representative, 2016-2017*

To the Field of Communication

Editorial Board Member
Communication Research Reports

Ad hoc reviewer
*Media Psychology, Communication Research Reports, Health Communication,
Communication & Sport, Human Communication Research, Journalism & Mass
Communication Quarterly, Communication Monographs, Journal of Advertising,
Communication Research, PLOS One, Journal of Broadcasting and Electronic
Media, International Journal of Advertising*

Conference reviewer
*International Communication Association, Broadcast Educators Association,
Association for the Education in Journalism and Mass Communication*

Professional Experience

HCD Research, Flemington, NJ – 01/2016 – 10/2017
Scientific Advisor

Justin Keene Consulting, Lubbock, Texas – 01/2016 – Current
Owner

Justin Keene Productions, Lubbock, Texas – 5/2006 – Current
Owner

Texas Tech University, University Student Housing, Lubbock, Texas – 5/2008 – 6/2009
Programmer/Analyst II (Lead Web Designer)

Dream Taxi Advertising Agency, Lubbock, Texas – 9/2006 – 5/2007
Assistant Producer for Web/Television

Turning Point Community Church, Lubbock, Texas – 9/2006 – 5/2007
Media Production Intern

Pine Cove Camps, Tyler, Texas – 5/2006 – 9/2006
Highlight Videographer/Program Videographer

Texas Tech Student Recreation Center, Lubbock, Texas – 9/2005 – 4/2006
Student Web Designer/Media Manager

Pine Cove Camps, Tyler, Texas – 5/2005 – 8/2005
Highlight Videographer

Gaines Johnson Productions, Lubbock, Texas – 9/2004 – 4/2005
Videographer and production manager

The Heights Fellowship Church, Lubbock, Texas – 9/2003 – 9/2004
Media Production Intern

Bacon Heights Baptist Church, Lubbock, Texas – 9/2002 – 6/2003
Media Intern

References

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