

Tara Marie Mortensen

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Education

- 2009-2013 Doctor of Philosophy in journalism. University of Oklahoma, Norman, OK.
Dissertation: *Threat, modeling and misconceptions: A coorientational study of citizen photojournalists and professional photojournalists' values.*
Chair: Dr. Peter Gade
- 2007-2009 Master of Science in journalism and communication studies. South Dakota State University, Brookings, SD.
Thesis: *A Q-study of preferences in typographic treatments of college textbooks.*
Chair: Dr. Lyle Olson
- 2002-2007 Bachelor of Science in multimedia and communication arts. Black Hills State University, Spearfish, SD.

Research

Published Articles

- Jang, M., **Mortensen, T.**, & Liu, J. (2019). Does media literacy help identification of fake news? Information literacy helps, but other literacies don't. *American Behavioral Scientist*. In press.
- McDermott, B., **Mortensen, T.**, & Ejaz, K. (2019). I was doing a good deed: Exploring the motivations of photo story subjects in granting photojournalists access. *Journalism Practice*. Forthcoming.
- Mortensen, T.**, Moscovitz, L., Wan, A. & Yang, A. (2018). The marijuana user in US news media: An examination of visual stereotypes of race, culture, criminality and normification. *Visual Communication*, forthcoming.
- Mortensen, T.** Wan, A., & Yang, A. (2018). Hashing it out: An examination of the interaction of image and headline frames of marijuana in a time of flux. *Visual Studies*, 33(2), 186-201.
- Wan, A., **Mortensen, T.**, Zhu, Y., Jo-Yun Li, Q. (2018). From Confrontations to Civil Liberties: Newspaper Photo Framing of Police Brutality and Riots in Los Angeles 1992 and Ferguson, Mo. 2014. *Newspaper Research Journal*, 39(3), 270-286.
- Mortensen, T.**, & Gade, P. (2018). Does photojournalist matter? A content analysis of photojournalism in the *Times Herald-Record* before and after layoffs of the photojournalism staff. *Journalism and Mass Communication Quarterly*, 95(4), 990-1010.
- Mortensen, T.**, Hull, K., & Boling, K. (2017). Really social disaster: An examination of professional and ordinary peoples' photo sharing during times of disaster. *Visual Communication Quarterly*, 24(4), 219-229.
- Sisson, D., & **Mortensen, T.** (2017). The ethics of online information graphics of nonprofit organizations. *The Journal of Public Relations Education*, 4(2), online only.
- Mortensen, T.**, Keshelashvili, A. & Weir, T. (2015). Who we are: A study of types of citizen journalists. *Digital Journalism*, 3(4), 1-20.

Mortensen, T., Jones, J., & Keshelashvili, A. (2015). Dear citizen photojournalists: Who are you? Studying the motivations and values of citizen photojournalists. *Photographies*, 8(2), 211-230.

Mortensen, T. (2015). A Comparison of the visual framing of Michelle Obama as created by journalists and the White House. *Journal of Women, Politics and Policy*, 36(1), 43-67.

Mortensen, T. (2014). Blurry & centered or clear & balanced? Citizen photojournalists and professional photojournalists' understanding of each others' visual values. *Journalism Practice*, 8(6), 704-725.

Mortensen, T. (2014). Comparing the ethics of citizen and professional photojournalists. *The Journal of Mass Media Ethics*, 29(1), 19-37.

Buehner Mortensen T. & Sommerfeldt, E. (2013). Visual communication and the public sphere. *American Communication Journal*, 15, n.p.

Buehner Mortensen, T., & Keshelashvili, A. (2013). If everyone with a camera can do this, then what? Professional photojournalists' sense of professional threat in the face of citizen photography. *Visual Communication Quarterly*, 20(3), 144-158.

Buehner, T. (2011). A Q-study of typographic preference among college students. *Operant Subjectivity*, 35(1), 1-36.

Veil, S. R., **Buehner, T.**, & Palenchar, M. (2010). A work-in-progress literature review: Incorporating social media in risk and crisis communication. *Journal of Contingencies and Crisis Management*, 19(2), 110-122.

Under Review

Mortensen, T., McDermott, B., & Ejaz, K. (2019). Cost-efficient, Copious, and Not-So Credible? An examination of the credibility of staff and stock photography. Under review at *Journalism*.

Mortensen, T., & Pardun, C. A Faceism study of racism and sexism in the media. Under review at the *Journal of Magazine Media*.

Mortensen, T., Wen, T., Wu, L., & Mohammadi, E. Emotionality in staff news photography versus stock photography. Under review at *Journalism*.

Al-Duajani, N., & **Mortensen, T.** Photographs' Role in Creating an Online Social Movement in Kuwait: A Case Study of Manshoor Blog Using Visual Frame Alignment Process. Under review at the *International Journal of Press & Politics*.

Invited Book Chapters

Mortensen, T. (2014). The changing nature of photojournalism: The role of citizen journalism. In James Willis and Bala Musa's *From Twitter to Tabrir Square: Ethics in Social and New Media Communication*.

National and International Conference Presentations

Mortensen, T., McDermott, B., & Ejaz, K. (2019). Cost-efficient, Copious, and Not-So Credible? An examination of the credibility of staff and stock photography. Paper to be presented to the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in Toronto, ON.

Al-Duajani, N., & **Mortensen, T.** (2019) Photographs' Role in Creating an Online Social Movement in Kuwait: A Case Study of Manshoor Blog Using Visual Frame Alignment Process. Paper to be presented to the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in Toronto, ON.

Lough, K., & **Mortensen, T.** (2019). U.S. front-pages: Visual news values in wire versus non-wire photographs. Paper to be presented to the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in Toronto, ON.

Jang, M., **Mortensen, T.**, and Liu, J. Media Literacy and Fake News Identification. Paper presented at the Annual Meeting of the International Communication Association (ICA), Prague.

Mortensen, T., & Pardun, C. A Faceism study of racism and sexism in the media. Paper presented at the Annual Meeting of the International Communication Association (ICA), Prague.

Mortensen, T., McDermott, C., & Haun, D. Picturing poverty: An examination of privacy in the era of online photo galleries. Paper presented to AEJMC, Chicago, IL.

Mortensen, T., & Gade, P. Fungible Photography: A content analysis of photojournalism in the *Times Herald Record* before and after layoffs of the photojournalism staff. Paper presented to the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in Minneapolis, MN.

Sisson, D., & **Mortensen, T.** The Ethics of Online Information Graphics of Nonprofit Organizations. Paper presented to the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in Minneapolis, MN.

Mortensen, T., Yang, A., Wan, A., & Mortensen, C. (2015, August). Hashing out the normal and the deviant: A visual stereotyping study of the stigmatization of marijuana use. Paper presented at the Annual Conference of the Association for Journalism and Mass Communication (AEJMC) in San Francisco, CA.

Mortensen, T., Yang, A., Wan, A., & Mortensen, C. (2015, May). Now that the smoke has cleared: Examining the visual and headline valence framing of marijuana preceding and following legalization in Colorado. Paper presented at the Annual Conference of the International Communication Association (ICA) in Puerto Rico.

Yang, A. & **Mortensen, T.** (2015, May). Online Marijuana Legalization Movement: Applying an Integrated Approach to Examine Virtual Issue Framing. Paper presented at the Annual Conference of the International Communication Association (ICA) in Puerto Rico.

Mortensen, T., Keshelashvili, A., & Weir, T. (2015, May). Who We Are: A Q-study of Types of Citizen Journalists. Paper to be presented at the Annual Conference of the International Communication Association (ICA) in Puerto Rico.

Buehner Mortensen, T. (2013, August). Comparing the values of citizen photojournalists and professional photojournalists: A coorientation study. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington, D.C.

Buehner Mortensen, T. and Keshelashvili, A. (2013, August). Ethics of citizen photojournalists and professional photojournalists: A coorientational study. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington, D.C.

Buehner, T. (2013, June). Photojournalism in a changing online environment. Paper presented at the Conference of the International Communication Association (ICA). London, UK.

Buehner, T. (2012, May). A connotation-inference model of visual framing. Paper presented at the Conference of the International Communication Association (ICA). Phoenix, AZ.

Buehner, T. (2011, August). The refrigerator is a megaphone: A study of the motivations of creators of citizen-journalistic photographic content. Paper presented at the 2011 conference of the Association for Education in Journalism and Mass Communication (AEJMC).

Buehner, T. (2011, May). Norms and conventions of user-generated photographic content: A photographic analysis of Michelle Obama in social media. Paper presented at the Conference of the International Communication Association (ICA), Boston, MA.

Buehner, T. (2011, May). A comparison of the visual framing of Michelle Obama as created by journalists and The White House. Paper presented at the Conference of the International Communication Association (ICA), Boston, MA.

Buehner, T. (2010, November). Visual communication and the public sphere: Bridging publics through the visual. Paper presented at the annual convention of the National Communication Association, San Francisco, CA.

Veil, S. R., **Buehner, T.**, & Palenchar, M. (2010, November). Increasing dialogue in disasters: Incorporating social media in risk and crisis communication. Paper presented at the National Communication Association (NCA) Conference. San Francisco, CA.

Buehner, T. (2010, August). A Q-study of typographic preference among college students. Paper presented at the National Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.

Regional Conference Presentations

Mortensen, T., McDermott, B., & Ejaz, K. (2019). Cost-efficient, Copious, and Not-So Credible? An examination of the credibility of staff and stock photography. Paper presented to the Annual Conference of the Southeast Colloquium of the Association for Journalism and Mass Communication (AEJMC) in Columbia, SC.

Lough, K., & **Mortensen, T.** (2019). U.S. front-pages: Visual news values in wire versus non-wire photographs. Paper presented to the Annual Conference of the Southeast Colloquium of the Association for Journalism and Mass Communication (AEJMC) in Columbia, SC.

Mortensen, T., Ejaz, K. & Bhalla, N. (2016, March) Visual Depictions of Yoga in U.S. and Indian Media. Paper presented to the 2016 Midwinter conference of the Association for Education in Journalism and Mass Communication.

Buehner, T. (2011, August). A study of the values, influences, and characteristics of creators of citizen-journalistic photographic content. Paper presented to the 2011 Midwinter conference of the Association for Education in Journalism and Mass Communication.

Buehner, T. (2011, March). A study of the motivations of creators of citizen-journalistic photographic content. Paper presented at the Midwinter conference of the Association for Education in Journalism and Mass Communication (AEJMC).

In progress

Mortensen, T., Kobre, K., & Lough, K. Audience Perceptions of posed versus non-posed photographs. Pre-testing stage.

Teaching

Courses Taught

2017-18	Design of Online Content. University of South Carolina. Jour449
2016-18	Applied Visual Communication. University of South Carolina. Jour790
2013-18	Instructor, Graphics for Mass Communication. University of South Carolina. Jour346 (previously Jour464)
2016-17	Capstone: Portfolio Development. University of South Carolina. Jour 560
2016	Munich Multimedia Maymester. University of South Carolina. Jour465/565
2012-16	Introduction to Visual Communication / Principles of Visual Communications. University of South Carolina. Jour203 (previously Jour364)
2014	Advanced Visual Communication (Masters' course at Georgian Institute of Public Affairs at Tbilisi, Georgia)
2013-14	Informational Graphics for the Mass Media. USC. Jour529
2011-12	Multimedia Journalism. OU. JMC3003

2009-11	Co-instructor, Multimedia Newsgathering. OU. JMC3013
2008	Instructor, Mass Media Law. SDSU Mcom515

Teaching Presentations

Mortensen, T. (2016, August). "Teaching infographics." Pre-conference teaching session offered at the 2016 annual conference of the Association for Education in Journalism and Mass Communication (AEJMC). Minneapolis, MN.

Mortensen, T. (2016, April). "Graphic design for everyday use." Course offered as part of the Carolina Classroom initiative.

Mortensen, T. (2014, August). "Using informational graphics for effective communication in the classroom: The case of the syllabus." Teaching presentation presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Quebec.

Mortensen, T. Pedagogy Workshop (2014, June). Georgian Institute of Public Affairs, Tbilisi, Georgia. Led three sessions at a two-day workshop headed by Dr. Carol Pardun for instructors of higher education.

Buehner, T. & Farrand, S. (2013, March). Creative research: Piquing (P)interest in visual media. Paper presented at the Northern Short Course for Photojournalism Teach-a-thon.

Independent Studies and Honors' Theses

2018	Blaire Taylor. Master's-level independent study.
2017-18	Kaity Lynch. Director of Honors' Thesis: Dance Marathon.
2017-18	Daniel Haun. Doctoral-level independent study research project.
2017	Jack Blanchard. Graphic design Master's-level independent study.
2017	Kerry Moore. Director of Honor's Thesis: "Break a Leg, Columbia!"
2016	Leslie Knight. Graphic design Master's-level independent study.
2016	Kerry Moore. Independent study of Adobe Muse for web design.
2014	Daniel Knotts. Independent study of Adobe Edge for animation.
2014	Rachel Ford. Director of Honor's Thesis: "Original Manga Series (a Graphic Novel)."
2013-14	Committee Member of Katie West's Honor's Thesis: "A Photography Showcase of the Palmetto Trail." Completed Fall 2014.

Graduate Committees

2018	Chad Treado, Educational Psychology Ed.D. student, outside committee member.
2018	Noura Al-Duajani, M.A. student, committee member.
2017-18	Craig Anderson, M.A. student, committee member.
2017-18	Daniel Haun, Ph.D. student, committee member.
2017	Mark Tatge, Ph.D. student, committee member.
2017	Jane O'Boyle, Ph.D. student, committee member.
2014	Anna Keshelashvili, Ph.D. student, committee member.

Guest Lectures

- 2019, April. Class: Public Relations Campaigns. Instructor: Brooke McKeever, USC.
“Infographic development for campaigns: Tools and Concepts.”
- 2018, April. Class: Introduction to Mass Communications. Instructor: David Moscovitz.
“Careers in visual communications.”
- 2018, April. Class: Public Relations Campaigns. Instructor: Brooke McKeever, USC.
“Infographic development for campaigns: Tools and Concepts.”
- 2017, March. Class: Public Relations Campaigns. Instructor: Brooke McKeever, USC.
“Infographic development for campaigns: Tools and Concepts.”
- 2016, April. Class: Public Relations Campaigns. Instructor: Diana Sisson, Auburn.
“Informational graphics best practices on social media.”
- 2014, Nov. Class: Reporting Public Affairs (JOUR 532). Instructor: Doug Fisher. USC.
“Flash for interactive informational graphics.”
- 2013, Sept. Class: Carolina Agency workshop. Instructor: Jeffrey Ranta. USC.
“Pre-press and printing best practices.”
- 2013, Oct. Class: Introduction to Visual Communication (JOUR 364). Instructor: Van Kornegay. USC.
“Typography 101.”
- 2013, Sept. Class: Introduction to Mass Communication (JOUR 201). Instructor: Robert McKeever. USC.
“Introduction to visual communication.”
- 2012, Nov. Class: Mass Communication Theory (JOUR 702). Instructor: Andrea Tanner. USC.
“Introductory research: Coorientation theory.”

Grants

- 2019 Recipient, College of Information and Communications internal collaborate grant: emotionality of stock photography versus staff photography. Principle investigator.
- 2019 Recipient, College of Information and Communications internal collaborate grant: Communication journals. Co-investigator.
- 2017 Recipient, College of Information and Communications internal grant for “fake news” research. Co-investigator.
- 2009 **Buehner, T.**, Lucchesi, R., & Olson, L. (2009). South Dakota Department of Health 2009 Be Free South Dakota Anti-Tobacco Advertising Campaign Pre/Post Evaluation Study. \$30,000 grant.
- 2008 Lucchesi, R., Orellana, A., Olson, L., & **Buehner, T.** (2008). South Dakota Department of Health 2008 No Squares Here Anti-Tobacco Advertising Campaign Pre/Post Evaluation Survey Study and Focus Group. \$24,000 grant.

Awards and Recognitions

- 2019 AEJMC Visual Communication Educator of the Year award
- 2019 Top-faculty paper, Southeast AEJMC: Cost-efficient copious, and not-so-credible. Collaborative project with Brian McDermott and Khadija Ejaz.
- 2017 Foley Thesis Grant, Honor’s College, for Kerry Moore’s honor’s thesis project
- 2017 Recipient, Lillian Kopenhaver AEJMC fellowship

2016	Second-place faculty paper, visual communication division of AEJMC
2016	Top paper abstract with Nandini Bhalla, Midwinter AEJMC: Visual Depictions of Yoga in U.S. and Indian Media
2015	AAF Silver award recipient
2014	Faculty Advisor to student's second-place SCNLA logo entry
2013	Fourth Place with Scott Farrand, NPPA 2013 teach-a-thon
2013	Faculty Advisor to student's second-place AEJMC logo entry
2012-13	Gaylord College Outstanding Research Scholarship
2009-12	Gaylord College Alumni Fellowship
2011	Gaylord Family Scholarship
2011	Top student paper, Midwinter AEJMC: The refrigerator as a megaphone: Addressing the motivations of citizen photojournalists
2007-09	Ward Neff Fellow, Society of Professional Journalists.
2008	South Dakota Department of Health grant (earlier achievements available, if requested).

Service

2019	Exhibitor, <i>Creativibe</i> . "Best of Visual Communication" exhibit. University of South Carolina
2019	Member, SJMC Visual Communications instructor search committee
2019	Reviewer, <i>Journalism Practice</i>
2019	Member, SJMC director search committee
2018-2019	Co-chair, biometrics lab development committee (\$200,000+ grant project)
2018-2019	Reviewer, <i>Photographies</i>
2018	Member, Assessment committee
2018	Member, petitions committee
2018	Second Vice-Head, AEJMC visual communication division
2018	International Communication Association (ICA) Visual communication young scholars pre-conference discussant
2018	Participant, USC Year of Creativity "Great Gamecock Design Challenge"
2018	Reviewer, <i>Journal of Health Communication</i>
2017-18	Member, visual communication faculty search committee
2017-2018	Membership Chair, AEJMC visual communication division
2014-16, 18	Reviewer, AEJMC ethics division
2016-18	Faculty Senator
2013-14, 16-19	Member, graduate council committee
2017-18	Reviewer: <i>Nordicom Review</i>

2014, 17-18	Doctoral admissions sub-committee, member
2017	Masters admissions sub-committee, member
2014-17	Chair, faculty development committee
2017	Discussant, Visual communication division, AEJMC
2015-2017	Newsletter Editor, visual communication division, AEJMC
2014-17	Reviewer, AEJMC visual communication division
2017	Reviewer, <i>Journalism and Mass Communication Educator</i>
2014-17	Reviewer, <i>Visual Communication Quarterly</i>
2016	Reviewer, <i>Visual Communication</i>
2016	Member, "Assessment of Learning Outcomes" self-study committee for ACEJMC accreditation
2016	Reviewer, <i>Atlantic Journal of Communication</i>
2016-18	Reviewer, <i>Howard Journal of Communication</i>
2015-17	Reviewer, <i>Journalism</i>
2015	Reviewer, <i>Journal of Organizational Computing and Electronic Commerce</i>
2015	Reviewer, <i>Iowa Journal of Communication</i>
2015	Search committee member, Director of the School of Journalism and Mass Communication
2014-15	Faculty search committee member, multimedia position
2013-15, 17	Judge, South Carolina Scholastic Media Journalist of the Year (JOY) scholarship
2013-15	Faculty Mentor, CreatAthon USC
2013-14	Faculty search committee member for three separate positions
2014	Educational quality assessment sub-committee, member
2013-14	Judge, South Carolina Scholastic Media Southern Interscholastic Press Association (SIPA) scholarship
2013-14	Judge, South Carolina Scholastic Media BG TIME scholarship (Bridging Generations Through Technology, Information, Media and Engagement). www.bgtime.org
2013	Faculty development committee, member
2013	Reviewer, AEJMC web and creative projects competition
2013	Discussant, AEJMC Midwinter Conference, Norman OK
2013	Faculty search committee member, public relations position
2012	Judge, Oklahoma Student Media web design contest, Oklahoma Scholastic Media
2011-12	Judge, Chicago Journalists Association annual Sarah Brown Boyden contest www.chicagojournalists.org/
2011	Judge, Oklahoma Student Media web design contest, Oklahoma Scholastic Media
2011	Panelist, OU academic misconduct committee
2010	Judge, Chicago Journalists Sarah Brown Boyden contest
2009	Presenter, Fall Media Convention, Oklahoma Scholastic Media
2009	Moderator, AEJMC Midwinter Conference, Norman, OK

Practice

2018	Designer, “Welcome to Shandon” signage
2016	Designer, SJMC majors brochures
2014	Art advisor/co-designer Speed Elite SC logo
2013	Art advisor/co-designer Gibson City Deli logo
2010-11	Co-web designer, Afghanistan 101 site, sponsored by ABC: afghan101.ou.edu
2009-10	Software trainer, Gaylord College of Journalism and Mass Communication Assisted undergraduate students with Adobe Photoshop, Illustrator, InDesign, Final Cut Pro and Flash, and hosted monthly workshops on these software programs.
2009	Logo designer, Routes webzine: routes.ou.edu (earlier practice available, if requested).

Continuing Education

2019	Virtual Environments Workshop. Center for Teaching Excellent, University of South Carolina
2016	AEJMC pre-conference: Informational Graphics
2015	AEJMC pre-conference: Q-methodology

Memberships

2011-present	KTA, Kappa Tau Alpha
2010-present	ICA, International Communication Association
2009-present	AEJMC, Association for Education in Journalism and Mass Communication Visual Communication Division member
2011-13	NPPA, National Press Photographer’s Association
2009-11	NCA, National Communication Association
2007-10	SPJ, Society of Professional Journalists
2007-12	Phi Kappa Phi, National Honors Society