

Curriculum Vita

Norman E. Youngblood
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EDUCATION

Texas Tech University, Lubbock, Texas
Ph.D., Fall 1991, September 1994 to December 2002
Major: History, Secondary Field: Archival Management
Completed 18 graduate hours in Mass Communications

Harvard Ukrainian Research Center Summer Institute, Cambridge, Massachusetts
Summer 1993, 1994. Studied Ukrainian and Ukrainian history

Texas State University, San Marcos, Texas
Teacher Education, June 1989 to May 1991
M.A., September 1988 to December 1990
Major: History, Minor: Educational Administration
Received B. R. Brunson departmental award for outstanding thesis

Southwestern University, Georgetown, Texas
B.A., September 1983 to December 1987
Major: History

ACADEMIC EXPERIENCE

2002-Present, College of Mass Communications, Texas Tech University, Lubbock, Texas
Assistant Professor, Electronic Media and Communications

2001-2002, School of Mass Communications, Texas Tech University, Lubbock, Texas
Visiting Professor, Electronic Media and Communications

1992-94, Central Texas College, San Diego, California, and Norfolk, Virginia
History Instructor (GS-12 EQ)

1992, Texas Lutheran University, Seguin, Texas
History Instructor

1991, Texas Tech University, Lubbock, Texas
History Instructor

TEACHING

Courses Taught

EM&C 3300: Electronic Communication and Society
EM&C 3310: Introduction to Electronic Media
EM&C 3315: Principles of Digital Media Production
EM&C 3333: Multimedia Development
EM&C 6315: Multimedia Studies (Graduate)
EM&C 6315: Video and New Media (Graduate)

EM&C 4300: Senior Projects—Independent Study
EM&C 4300: Senior Projects--Producing for New Media
HIST 1301: United States History to 1877
HIST 1302: United States History since 1877
HIST 2372: United States Naval Heritage
HIST 383: Modern Ukrainian Nationalism
MCOM 6364: Mass Communications Historiography (Graduate)
TELE 3300: Technology and Society
TELE 3320: Audio Production
TELE/EM&C 7000: Research—Independent Study (Graduate)

Courses Developed

Undergraduate

- ◆ “Modern Ukrainian Nationalism.” Focused on the development of the nationalist movement in Ukraine from the late 19th century to the breakup of the Soviet Union.
- ◆ “Principles of Digital Media Production.” Provided students basic technical skills and design theory for digital image editing, Web design, and video production.
- ◆ “Multimedia Development.” Provided students with the working knowledge required for multimedia production, including fixed media and virtual reality. Designed and am teaching graduate course on video and new media
- ◆ “The Treatment of Suburbia in Film.” Co-designed and taught with a faculty member in the College of Architecture. Brought together Electronic Media and Communications undergraduates with graduate students from the College of Architecture to study the representation of suburbia in American and international cinema and to create videos about suburbia.
- ◆ “Producing for New Media.” Focused on creating and managing podcast and blogs.

Graduate

- ◆ “Mass Communications Historiography.” Introduced students to historical methods and the evolution of the study of history in mass communications.
- ◆ “Video and New Media.” Explored the use of video in new media including social networking, advertising, and podcasting.

Software Taught

Avid, Director, Dreamweaver, Flash, Garageband, iMovie, Photoshop, QuickTime VR, VR Worx

THESES AND DISSERTATIONS

Thesis Chair

- ◆ Amanda McDermand, “Nielsen Versus Nielsen: A Usability Analysis of Television Homepages.”

Thesis Committee Member

- ◆ Steven Garza, “The Influence of Movie on Audience Reaction to Product Placement.”
- ◆ Howard Fisher, “Influence of Technology on Perceptions of Films: How Audience Gender, Audience Grouping, and Presentation Format Affects Enjoyment of Content Displayed on Television, PCs, and Laptops.”
- ◆ Katherine Amerson, “Direct to Consumer Pharmaceutical Advertising in Men's and Women's Magazines.”

Dissertations – Dean’s Representative

- ◆ William Carney, “Tacit Knowledge Transmission in the Training of First-Year Composition Instructors.”

- ◆ Stephen Maxner, "War and Death: Changes in American Attitudes Toward Sacrifice and the Effects on National Security Policy."
- ◆ John Gibson, "Maneuvering the Role as a Community College Artist-Educator: Scholarship Assessed."
- ◆ Tiffany Craft Portewig, "The Role of Rhetorical Invention for Visuals: A Study of Technical Communicators in the Workplace."
- ◆ Fred Allison, "The Black Sheep Squadron: A Case Study in U.S. Marine Corps' Innovations in Close Air Support."
- ◆ Wesley Hilton, "The Blackest Canvas: U.S. Army Courts and the Trials of War Criminals in Post-World War II Europe."

Undergraduate Interdisciplinary Thesis

- ◆ James Law, General Studies Senior Thesis, "Impact Of Pay-For-Play Downloading On the Music Industry."

RESEARCH

Books

- ◆ Youngblood, Norman E., *The Development of Mine Warfare: A Most Murderous and Barbarous Conduct* (Westport, CT: Praeger Security International, 2006).

Peer-Reviewed Articles

- ◆ Youngblood, Norman E. and Joel West, "Collaborative Editing Tools in the Virtual Workplace" in *The Handbook of Research on Virtual Workplaces and the New Nature of Business Practices* (Information Group Publishing, forthcoming, 2008).
- ◆ Youngblood, Norman E. and Anthony Moretti, "American Network Television News Coverage of Soviet Use of Military Force in Latvia, Lithuania, and Estonia during the Early Stages of the Collapse of the Soviet Union" in *Film & History CD-ROM Annual 2005* (2006).

Book Chapters

- ◆ Youngblood, Norman E. and Vic Costello, "Fixed Media Production" in *Digital Media Boot Camp* (Focal Press, forthcoming, 2008).
- ◆ Youngblood, Norman E. and Susan Youngblood, "Web Site Production" in *Digital Media Boot Camp* (Focal Press, forthcoming, 2008).
- ◆ Youngblood, Norman E., "The International Campaign to Ban Landmines and the 1997 Ban Bus Campaign" in Parkinson, Michael and Daradirek Ekachai, eds., *International and Intercultural Public Relations: A Campaign Case Approach* (Boston: Allyn and Bacon, 2005).
- ◆ Youngblood, Norman E., "A.Y. Allee Jr." in Tyler, Ron, ed. *Handbook of Texas* (Austin: Texas State Historical Association, 1996).
- ◆ Youngblood, Norman E., "Harry Gold," published in Allen, Martha, *Georgetown's Yesteryears* (Georgetown, TX: Georgetown Historical Society, 1987).

Online Publications

- ◆ "A Review of Neal Ascherson's *Black Sea*," in HABSBERG, an H-Net Listserv, December 1996.

Grants Submitted (Funded)

- ◆ **2006** *A Content Analysis of the Discussion of HIV/AIDS on International Health Organization Web Sites.* Faculty Research Assistance Fund, College of Mass Communications, Texas Tech University (\$1120)
- ◆ **2006** *Towards an Intelligent Delivery System for Low Literacy Health Education.* Texas Tech University Health Sciences Center School of Medicine Center for Cardiovascular Disease and Stroke. Co-Investigator (\$9,000)

- ◆ 2005 *Towards an Intelligent Delivery System for Low Literacy Health Education*. Texas Tech University Health Sciences Center School of Medicine Center for Cardiovascular Disease and Stroke. Co-Investigator (\$11,000)
- ◆ 2005 *Consumer Use of Interactive Media*. Faculty Research Incentive Grant, College of Mass Communications, Texas Tech University. (\$3000)
- ◆ 2004 *Fulbright Hayes Group Projects Abroad*. Project sent faculty members to Southeast Asia to help develop the Texas Tech University Asian Studies program. Studied the use of electronic media in Laos, Cambodia, and Vietnam and developed course material.
- ◆ 2003 *Communications Research Grant*. Lubbock International Cultural Center, Inc. Co-Investigator. (\$1800)
- ◆ 1992 *United States Air Force Historical Research Agency*. Grant to study the development of air-deployed land mines. (\$1200)

Grants Submitted (Not Funded)

- ◆ *An Intelligent Teaching System for Health Literacy*. National Institutes for Health, R03, Submitted 2006. Co-Investigator. \$143,680.
- ◆ *Computer Application of the Transtheoretical Model for Low Literacy Hispanics*. National Institutes for Health, R03, Submitted October 2005. Co-Investigator. \$143,680.
- ◆ *Water in Arid and Semiarid Lands Knowledge Transfer Program*. National Science Foundation Informal Science Education, Submitted 2005. Co-Investigator. \$2.5 million.
- ◆ *E- Conversations with the Socrates Bot: AI Bots and Users in the Electronic Classroom*. Texas Tech University, Interdisciplinary / Multidisciplinary Seed Grants Program. Submitted 2005. (\$17,925).
- ◆ *Instruction in Virtual Reality and Creating Virtual Environments in the Multimedia Development Lab*. Texas Tech University Teaching Learning and Technology Center Grant. Submitted 2003. (\$5890).

Refereed Conference Papers/Presentations

- ◆ Andersen, Susan, Per Andersen and Norman Youngblood, "Computer Mediated Health Education for Hispanics." Paper presented at the Sigma Theta Tau International 39th Biennial Convention, November 2, 2007. Baltimore, Maryland.
- ◆ McDermand, Amanda and Norman E. Youngblood, "Nielsen versus Nielsen: A Usability Analysis of Television Homepages." Paper presented at the Association for Education in Journalism and Mass Communication Convention, August 2007.
- ◆ Galvez, Anthony and Norma E. Youngblood, "Hispanics and the Digital Divide: An Analysis of the Adoption Rates of Communication and Entertainment Devices." Paper presented at the Association for Education in Journalism and Mass Communication Convention, August 2007.
- ◆ Andersen, Susan, Per Andersen and Norman Youngblood, "Computerized Health Education For Low Literacy Hispanics." American Journal of Health Promotion 17th Annual Art & Science of Health Promotion Conference, March 29-31, 2007, San Francisco, CA.
- ◆ "Nomadicity: Introducing Students to Designing for Portability" in "Beyond Basic Design: Teaching Accessibility, Nomadicity, and Usability in Multimedia and Web Design Courses." Panel discussion at Broadcast Education Association Conference, April 2006.
- ◆ Youngblood, Norman and Anthony Moretti, "American Network Television News Coverage of Latvia, Lithuania, and Estonia during 1990 and 1991: The Baltic States' Drive Toward and Attainment of Independence." Paper presented at the Association for Education in Journalism and Mass Communication Convention, August 2005.
- ◆ "Using Web Design as a Core Production Tool in an Introductory Digital Media Production Class" in "Digital Storytelling 101: Teaching Basic Principles of Design and Production in Convergence Curriculum." Panel discussion at Broadcast Education Association Conference, April 2005.
- ◆ Youngblood, Norman and Anthony Moretti, "American Network Television News Coverage of the Soviet use of Military Force in Latvia and Lithuania During the Early Stages of the Collapse of the Soviet Union." Paper at War in Film, Television, and History Conference, November 2004. Paper selected for inclusion in conference proceedings.

- ◆ "Where Does the Web Fit In? Balancing Tools, Skills and Theory" in "Media Without Borders! Practical Advice for Designing an Introductory Skills Course for a Convergence Curriculum." Panel discussion at The Digital Revolution: The Impact of Digital Media and Information Technologies, October 2004.
- ◆ Callison, Coy and Norman E. Youngblood, "Cutting Out the Middleman: Must public relations Messages be Filtered through Traditional News Media to Gain Credibility?" Paper presented at the Association for Education in Journalism and Mass Communication Convention, August 2004. Paper won 3rd place in the faculty paper competition in the Public Relations Division.
- ◆ Vugrin, Margaret, Richard C. Wood, Hershel Womack, Ed Youngblood, "Visual Technologies to Enhance the Library's Mission: The Wheeler Collection of Medical and Pharmacy Realia," Poster presented at the South Central Chapter of the Medical Library Association Annual Meeting, October 2003. Poster received honorable mention at conference.
- ◆ Vugrin, Margaret, Richard Wood, Hershel Womack, and Norman Youngblood, "From Realia to Virtual Reality," Paper presented at the Medical Library Association Annual Meeting, May 2003.
- ◆ "The Changing Image of GI Joe and American Disenchantment with the Vietnam War." Paper presented at the Southwest Education Council for Journalism and Mass Communication, Southwest Symposium, November 2002.
- ◆ "The United Nations' Use of CNN World Report to Promote the Land Mine Issue." Paper presented at the Southwest/Texas Popular Culture Association and American Culture Association Conference, January 1998.
- ◆ "The Eagle and the Trident: Ukrainian-American Relations 1917-1919." Paper presented at the Great War Conference, 1996.
- ◆ "American Reaction to Viet Cong Land Mine Warfare." The Texas/Southwest Popular Culture Association and the Texas/Southwest American Culture Association 16th Annual Conference, 1995.
- ◆ "Policy, Ethics and Practice: The Development of Land Mine Warfare Doctrine during the American Civil War." Southwest Social Science Conference, 1995.

Non-refereed Publications/Creative Work

- ◆ 2006-7, Developed Web presence for the Lubbock Colon Cancer Prevention Task Force. Currently serving as Web master (<http://www.lccptf.org>).
- ◆ Produced map for Estreicher, Stephan. *Wine: From the Neolithic Times to the 21st Century* (Algora Publishing, 2006).
- ◆ Created series of QuickTime Virtual Reality Images for the Texas Tech University Career Center, 2003.
- ◆ Co-produced, shot, and edited orientation video for the Library at Texas Tech University, 2003.
- ◆ Developed and maintained Web site for the School of Mass Communications, Texas Tech University, 1998-2002.
- ◆ Producer for CD-ROM accompanying online distance education course for Department of Plant and Soil Science, Texas Tech University, 1998.
- ◆ Encyclopaedia Britannica, Reviewed history-related Web sites for the online edition. 1997.
- ◆ Developed original Web site for the Department of History, Texas Tech University, 1996.
- ◆ Developed original Web site for the Center for the Study of the Vietnam Conflict, Texas Tech University, 1996.
- ◆ Developed original Web site for the CNN World Report Television Archive and implemented online access to its database, 1994-1997.

Articles under Review

- ◆ Andersen, Per, Susan Andersen, and Norman E. Youngblood, "An Overview of Intelligent Teaching Systems for Patient Education" in *Journal of Health Informatics*.
- ◆ Andersen, Per, Susan Andersen, and Norman E. Youngblood, "A Web-based System for Delivering Smoking Awareness Information to Low-Literacy Mexican-Americans." *Journal of Medical Internet Research*.

- ◆ Andersen, Susan, Norman E. Youngblood, and Per Andersen, "Multimedia Computerized Smoking Awareness Education for Low Literacy Hispanics." *Online Journal of Nursing Informatics*.
- ◆ Youngblood, Norman E. and Anthony Galvez, "Hispanics and the Digital Divide: An Analysis of the Adoption Rates of Communication and Entertainment Devices" in *Southwestern Mass Communication Journal*.

Manuscripts in Preparation

- ◆ Youngblood, Norman E. and Kirk St. Amant, "The Rhetoric of Risk in a Global Health Context: Examining the Use of Translation in the Informational Materials of UNAIDS."
- ◆ McDermand, Amanda and Norman E. Youngblood, "Nielsen versus Nielsen: A Usability Analysis of Television Homepages."
- ◆ Youngblood, Norman E. and Anthony Moretti, "American Network Television News Coverage of Latvia, Lithuania, and Estonia during 1990 and 1991: The Baltic States' Drive Toward and Attainment of Independence."
- ◆ Youngblood, Norman E., "New York Times Coverage of the First Ukrainian People's Republic during the Russian Civil War."
- ◆ Youngblood, Norman E., "Representations of Arabs in the *Rat Patrol*, 1966-1968."

Invited Presentations

- ◆ Andersen, Susan, Per Andersen, and Norman E. Youngblood. "A Report on the Use of Computer Technology to Address Health Literacy." Texas Tech Cardiovascular Interest Group Progress and Planning Conference, Lubbock, TX, August, 2007.
- ◆ Andersen, Susan, Per Andersen, and Norman E. Youngblood. "Towards an Intelligent Delivery System for Low Literacy Health Education." Texas Tech Cardiovascular Interest Group Progress and Planning Conference, Lubbock, TX, August, 2006.

AWARDS

- ◆ 2005 Interfaith Hospitality Network Service Award
- ◆ 2004 Co-recipient, 3rd place in the Public Relations Division Faculty Paper Competition at the Association for Education in Journalism and Mass Communication Convention.
- ◆ 2002 Co-recipient, 1st place, L.U. Kaiser Teaching Award
- ◆ 1999 Departmental Service Award, 1999 School of Mass Communications

PROFESSIONAL MEMBERSHIPS

- ◆ Association for Education in Journalism and Mass Communication
- ◆ Broadcast Education Association
- ◆ Golden Key, national honor society
- ◆ Kappa Delta Phi, honors organization for education
- ◆ Phi Alpha Theta, honors organization for history

PROFESSIONAL SERVICE

- ◆ 2007 Paper Reviewer for the Southwest Education Council for Journalism and Mass Communication 2007 Southwest Symposium
- ◆ 2007-2009 Chair History Division, Broadcast Education Association
- ◆ 2007-2008 Newsletter Editor, Visual Communication Division, Association for Education in Journalism and Mass Communication
- ◆ 2007-2008 Web Editor, Visual Communication Division, Association for Education in Journalism and Mass Communication
- ◆ 2007 Paper reviewer for the Expanding the Definition of Convergence and Integration Colloquium
- ◆ 2005-7 Vice Chair, History Division, Broadcast Education Association
- ◆ 2006-7 Chair, Faculty Interactive Multimedia Competition, Broadcast Education Association
- ◆ 2005-6 Vice Chair, Faculty Interactive Multimedia Competition, Broadcast Education Association

- ◆ 2005 Paper reviewer for the Global Fusion 2005 conference
- ◆ 2005 Paper reviewer for the Association for Education in Journalism and Mass Communication Public Relations division paper competition
- ◆ 2005 Paper reviewer for the Broadcast Education Association History Division Paper competition
- ◆ 2005 Judge for the 2005 Broadcast Education Association Festival of Arts Faculty Interactive Multimedia competition
- ◆ 2005 Paper reviewer for Association for Education in Journalism and Mass Communication Southeast Colloquium
- ◆ 2002-3 Judge for Dallas Fort Worth Interactive Marketing Association's Excellence in Interactive Marketing Awards Show

UNIVERSITY SERVICE

- ◆ 2005-7 Advisor for Tech Film and Multimedia Organization
- ◆ 2005-6 Member of the Texas Tech Independent, Documentary, and Foreign Film Board
- ◆ 2005, 2006 Judge for the KTXT FM Independent Film Festival
- ◆ 2002-4 Associate, Texas Tech Economic Development Resource Center
- ◆ 2002 Judge for the TTU Honors College Undergraduate Research Poster Presentation
- ◆ 2000-2001 Helped conduct diversity training for residence life staff
- ◆ 1999-2005, 2007 Advisor for Hillel, a student organization
- ◆ 1995-1996 Vice-President, Phi Alpha Theta, honors organization for history

COLLEGE AND DEPARTMENT SERVICE

Served as a member of the College of Mass Communications Curriculum Committee, Distance Education & Instructional Technology Committee, Web Committee, Travel Committee, Scholarship Committee, Technology Committee, and Job Search Committees.

PROFESSIONAL EXPERIENCE

- ◆ 2006-7, Developed Web presence for the Lubbock Colon Cancer Prevention Task Force. Currently serving as Web master (<http://www.lccptf.org>)
- ◆ 2005, Conducted focus groups on telecommunications issues for Peñasco Valley Telecommunications.
- ◆ 2005, Conducted focus groups on Web usability issues for Texas Tech Housing and Dining
- ◆ 2004, Conducted focus groups on Web usability issues for Texas Tech Division of Student Affairs
- ◆ 2003, Production Assistant, on Judy Oskam, *International Adoption: Changing Culture One Child at a Time*. Aired on KTXT-TV Channel 5, program honored with an Award of Distinction by the Communicator Awards 2003 Video Competition in the category of External Communications/Cultural
- ◆ 2002-3, E-Government Facilitator/Instructor Certified Public Manager Program, Texas Tech University, Lubbock, Texas
- ◆ 1998-2001, Supervisor of College Computing Labs, School Of Mass Communications, Texas Tech University, Lubbock, Texas
- ◆ 1996, Instructor, Division of Continuing Education, Texas Tech University. Taught short course titled "Upgrading Your Personal Computer"
- ◆ 1994-97, CNN World Report Television Archive, Texas Tech University, Lubbock, Texas
Graduate Fellow 1994-1996. Interim-Director 1996-1997

REFERENCES

Available upon request