

An Emeritus Breadth College Seminar

February 12, 2019

10:30am

Clemson University's Social Media Listening Center

Dr. Joseph P. Mazer, Associate Professor and Chair of the Department of Communication, Director of the Social Media Listening Center Clemson University



The Social Media Listening Center is a state-of-the-art interdisciplinary research and teaching facility that seeks to monitor, measure, and engage in social media conversations from across the web and provide learning, teaching, research, and partnership opportunities to students, faculty, collaborative research partners, and external clients. Joe's presentation will highlight the successes of Clemson's Social Media Listening Center and outline how researchers and industry professionals have utilized the Center to examine how social media function across diverse contexts and disciplines, including active shooter incidents at the P-12 level, the 2016 U.S. presidential election, cyberbullying, and others.

Dr. Mazer's Profile:

Dr. Mazer's research interests include communication in teaching and learning contexts, social media and new technologies, communication in interpersonal relationships, and measurement issues and trends in communication research. He has authored or co-authored over 70 research articles, book chapters, and books and has been ranked in the top 1% of prolific scholars in the communication discipline for the past 10 years, according to studies published in *Communication Education*, a national journal published by the National Communication Association. A July 2017 study named him among the top five influential scholars in instructional communication. His research has been funded by the National Science Foundation and other organizations and discussed in media outlets, including *USA Today*, *Chronicle of Higher Education*, and *ESPN*. He joins William Seiler and Melissa Beall as a member of the authorship team for *Communication: Making Connections*, a top-selling introductory communication course textbook (in its 11th edition) published by Pearson. His research has been recognized through top paper and panel awards from the National Communication Association and Central States Communication Association and through Clemson University's Board of Trustees Award for Excellence for High Achievement in Scholarship, Lightsey Fellowship, and Dean's Award for Excellence in Research. Dr.

Mazer is an inaugural recipient of Clemson University's University Research, Scholarship and Artistic Achievement Award, which recognizes faculty whose work has been acknowledged at the highest levels nationally and internationally.

Throughout his career, he has taught a wide variety of undergraduate and graduate courses including Communication Theory, Quantitative Research Methods, Interpersonal Communication, and Social Media Analytics. The quality of Dr. Mazer's work as a teacher and mentor has garnered multiple honors, including the Outstanding New Teacher Award given to individuals early in their career who show distinction as teachers (2013, Central States Communication Association); the Outstanding Professor of the Year Award given by the Clemson University Department of Communication Studies undergraduate student body for excellence in teaching and dedication to student success (2012, Dr. Mazer was the first recipient of this award); and a Faculty-in-Residence appointment (2014-2016, Clemson University) to provide leadership on faculty-student interaction outside of the classroom and increase the personalization of the residence halls.

Dr. Mazer is an active member of the National Communication Association and Central States Communication Association where he has held several leadership roles. He is currently a member of the NCA Teaching and Learning Council and former Chair of the Instructional Development Division of NCA. He is serving a three-year term as Editor of the *Basic Communication Course Annual* and recently completed a term as Consulting Editor for *Forums for Communication Education*. Dr. Mazer serves on editorial boards for several journals in the communication discipline and completed terms as Associate Editor of the *Basic Communication Course Annual* and *Journal of the Scholarship of Teaching and Learning*.

When: Tuesday, February 12, 2019 at 10:30am

Where: Emeritus College Meeting Room, Suite 228, Center for Applied Technologies (CAT) Building, 511 Westinghouse Road, Pendleton, SC 29670

Parking: Please follow signs for parking

No Host Lunch: Discussion to continue during lunch at Solé on the Green

For More Information: Contact the Emeritus College at 864-656-3990 or Nicci Hanewald at nherman@clemson.edu

Be sure to sign up for the follow-up workshop-Social Media Guide: How to Create, Manage, and Use Safely. Click [HERE](#) for more information on the workshop on February 28 at 10:30am.