

# Megan Duncan

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## Academic positions

Assistant professor, School of Communication, Virginia Polytechnic Institute and State University 2018-

## Education

**University of Wisconsin-Madison.** – Ph.D. in Mass Communication. 2018  
**University of Florida,** Gainesville, Florida. – M.A. in Mass Communication. 2012  
**Point Park University,** Pittsburgh, Pennsylvania. – B.A. in Journalism. 2005

## Articles

- Duncan, M.** (2021). Selective rating: Partisan bias in crowdsourced news rating systems. Forthcoming from *Journal of Information Technology and Politics*.
- Duncan, M.,** Perryman, M., & Shaughnessy, B. (2021). Same scandal, different standards: The effect of partisanship on expectations of news reports about whistleblowers. Online first from *Mass Communication & Society*. doi: <https://doi.org/10.1080/15205436.2021.1936558>
- Duncan, M.** (2020). What's in a label? Negative credibility labels in partisan news. Online first at *Journalism and Mass Communication Quarterly*. doi: <https://doi.org/10.1177/1077699020961856>
- Duncan, M.,** & Culver, K. (2020). Technologies, ethics and journalism's relationship with the public. *Media and Communication*, 8(3), 101-111. doi: <http://dx.doi.org/10.17645/mac.v8i3.3039>
- Duncan, M.,** Pelled, A., Wise, D., Gosh, S., Shan, Y., Zheng, M., & McLeod, D. (2020). Staying silent and speaking out in online comments sections: The influence of spiral of silence and corrective action in reaction to news. *Computers in Human Behavior* 102, 192-205. doi: 10.1016/j.chb.2019.08.026
- Duncan, M.** & Coppini, D. (2019). Party v. the people: Testing corrective action and supportive engagement in a partisan political context. *Journal of Information Technology and Politics*. 16(3), 265-289. doi: 10.1080/19331681.2019.1644266.
- Duncan, M.** (2019). The effectiveness of credibility indicator interventions in a partisan context. *Newspaper Research Journal*. 40(4), 487-503. doi: 10.1177/0739532919873707.
- Duncan, M.,** Culver, K. B., McLeod, D., & Kremmer, C. (2019). Don't quote me: Effects of named, quoted, and partisan news sources. *Journalism Practice*. 13(9), 1128-1146. doi: 10.1080/17512786.2019.1588148.
- Mirer, M., **Duncan, M. A.,** & Wagner, M. W. (2018). Taking it from the team: Assessments of bias and credibility in team-operated sports media. *Newspaper Research Journal*, 39(4), 481-495.
- Coppini, D., **Duncan, M.,** McLeod, D., Wise, D., Bialik, K., & Wu, Y. (2017). When the whole world is watching: A motivations-based account of selective expression and exposure. *Computers in Human Behavior*, 75, 766-774

## Grants

**International Travel Supplemental Grant** (declined because conference was moved to virtual format). \$1,000.

**CLAHS International Travel Support Grant** (declined because conference was moved to virtual format). \$1,000

**Credibility Coalition** – Summer 2019

**Association for Education in Journalism and Mass Communication** – Newspaper and Online Division Research Grant – 2016.

**Elections Research Center Graduate Research Funding Competition** – Fall 2015 with D. Coppini.

Doctoral research scholarship, School of Journalism and Mass Communication, UW-Madison – 2015 & 2016.

Vilas Travel Grant – 2015 & 2016.

## Panel presentations and invited research presentations

- “Crowdsourcing credibility” presented Feb. 12, 2021, to the Social Informatics Group at the Center for Human-Computer Interaction. Virginia Tech.
- “Robots and news credibility” at “Robots, Giants and Villains,” the 2020 annual meeting of the Organization of News Ombudsmen and Standards Editors, Copenhagen, Denmark. (Canceled because of COVID-19).
- “Technologies, ethics and journalists' relationship with the public.” September 2019. Journalism from Above International Workshop. Mid-Sweden University, Sundsvall, Sweden.
- “How can journalists effectively respond to fake news at scale?” on Electronic News Division panel “Fake News in Canada and the U.S. – Seeing it, responding to it across borders.” August 2019. Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.
- “Audience expectations of journalism ethics in the age of drones.” October 2017. Panelist at the Seventh Annual International Symposium on Digital Ethics, Center for Digital Ethics & Policy at Loyola University Chicago.
- “Pressing Issues in Digital Ethics.” August 2017. Panelist at annual conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

## Refereed conference papers

- Duncan, M., Perryman, M., & Shaughnessy, B.** (2020). *Same scandal, different standards: The effect of partisanship on expectations of news reports about whistleblowers*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Duncan, M. & Coppini, D.** (2020). *The geolocation gap: The effect of being a political minority in communities on news media trust*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Duncan, M.** (2020). *Selective rating: The effect of choice in crowdsourcing news rating systems*. Presented at the annual conference of the International Communication Association, Gold Coast, Australia.
- Duncan, M.** (2020). *Alternative news, mainstream audience: Audience definitions of mainstream news and its influence on news trust*. Accepted for presentation at “From the rise of alternative media to the (dis)engagement of MSM: - making sense of the new political news environment and its audiences.” (Canceled because of COVID-19).
- Duncan, M. & Mirer, M.** (2019). *The Sinclair Effect: The effect of ‘must-read’ scripts on the perception of sincerity, credibility and parasocial relationships*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Toronto, Ontario.
- \*Duncan, M.** (2018). *Credibility labels and perception of partisan news brands*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Duncan, M.** (2018). *Learning news credibility cues in politicized news*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Duncan, M., Culver, K., McLeod, D. & Kremmer, C.** (2018). *Don't quote me: Effects of named, quoted and partisan news sources*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Pelled, A., Wang, S., Choung, H., Lukito, J., **Duncan, M.** & Wu, Y. (2018). *Beyond left and right: Constructing a contemporary voter typology based on cluster analysis*. Presented the annual conference of the World Association for Public Opinion Research, Marrakesh, Morocco.
- Duncan, M.** (2017). *Do people watch what is not ‘mainstream’? A survey of ideology and the mainstream news label*. Presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Pelled, A., Choung, H., Lukito, J., **Duncan, M.**, Wang, S., Wu, Y., Gill, H., Suk, S. & Kniaz, T. (2017). *Who are the voters? A contemporary voter typology based on cluster analysis*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.
- Pelled, A., **Duncan, M.**, Wu, Y., Choi, M., Suk, J. (2017). *Meet the Independents: Using cluster analysis to construct a typology of Independent voters*. Presented at the annual conference of the American Association of Public Opinion Research, New Orleans, Louisiana.
- Yang, J., Sangari, A., **Duncan, M.**, Kornfield, R., Zhang, Y., Bialik, K., Lukito, J., Kim, S. & Cao, D. (2017). *Obamacare and political polarization on Twitter: An application of machine learning and social network*

- analysis*. Presented at the annual conference of International Communication Association, San Diego, California.
- Duncan, M.** & Coppini, D. (2016). *Effects of information cues in a mobile application environment on audience engagement online and offline*. Presented at the International Conference on Media and the Public Sphere: Empowering Audiences in the Digital Age, Athens, Georgia.
- Duncan, M.** & Coppini, D. (2016). *Party or Peers: Where is the loyalty? Corrective action effects on opinion and expression in the context of intergroup political conflict*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.
- Duncan, M.**, Wise, D., Pelled, A., Gosh, S., Shan, Y., Zheng, M. & McLeod, D. (2016). *Comment is free, but biased: Spiral of silence and corrective action in news comment sections*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.
- Chong, H., Coppini, D., Schmidt, J., Xia, Y., Choi, M., & **Duncan M.** (2016). *Testing two competing mechanisms of expressive behavior in online discussion*. Presented at the annual conference of the Association for Educators in Journalism and Mass Communication, Minneapolis, Minnesota.
- Duncan, M.** (2015). *Citizen in-group bias effects on credibility in Ebola news coverage*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- \*\*Mirer, M. & **Duncan, M.** (2015). *Taking it from the team: Assessments of bias and credibility in team-operated sports media*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Coppini, D., **Duncan, M.**, Wise, D., McLeod, D., Bialik, K., Wu, Y. (2015). *When everyone's watching. A motivations-based account of selective expression and exposure*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Davis, C., Coppini, D., Hull, S. & **Duncan, M.** (2015). *Can I Live? Stereotypes & the intersectional identities of Black gay men*. Presented at the 65<sup>th</sup> annual conference of the International Communication Association. San Juan, Puerto Rico.
- Duncan, M.**, Wise, D., Jaime, T. & Barnidge, M. (2014). *Effect of opinion climate on news bias*. Presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Duncan, M.** (2013). *Credibility and recall effects of source documents in news*. Presented at the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Wise, D., **Duncan, M.**, Jaime, T., Coppini, D & Kim, Y.M. (2013). *Reading the Truth-O-Meter: The influence of partisanship in interpreting the fact-check*. Presented at the Association for Education in Journalism and Mass Communication, Washington, D.C.

## Awards and fellowships

\***Third place student paper** – AEJMC, Communication Theory and Methodology, 2018.

**Lillian Lodge Kopenhaver Center Fellow** – 2018

\*\***Top student paper** – AEJMC, Newspaper and Online News Division, 2015.

**Helen Firstbrook Franklin Fellow** – UW-Madison, 2016-17.

## Textbook

Culver, K. B., **Duncan, M.**, Forster, S., and Wagner, M.W. 2015. *The Media Handbook: Writing and Producing Media for the Public* (UW-Madison e-book).

## White papers

Culver, K. B., **Duncan, M.** 2018. Drones in the news: Journalist conceptions and public engagement.

Culver, K. B., **Duncan, M.** 2017. Drones in the newsroom: Insights into audience opinions and expectations.

## Teaching

**Courses taught:**

- Data journalism (Fall 2021, Virginia Tech)

- Introduction to communication research (Virginia Tech)
- Mass communication writing (University of Florida)
- Mass media & public opinion (graduate level, Virginia Tech)
- Mass media practices (University of Wisconsin-Madison)
- Media effects (Virginia Tech)
- Multimedia reporting (Virginia Tech)
- Social media analytics (Fall 2021, Virginia Tech)

#### **Course development:**

- Mass media & public opinion; Course Development Clinic, Technology-Enhanced Learning and Online Strategies – Summer 2020
- Data journalism online course creation with quality assurance, Networked Learning Initiatives, Virginia Tech – Summer 2019.
- Data visualization course, University of Wisconsin-Madison – 2014.

#### **Professional development courses, workshops and certifications:**

- Tech trends in higher education
- Teaching at a distance
- Cyber security
- Institutional Review Board for Social Sciences – CITI Training

**Community of Practice**, Writing Intensive Courses, Virginia Tech – Summer/Fall 2020.

**Ph.Digital Bootcamp: Preparing Future Faculty to Lead Innovative Curriculum** – Knight Foundation and Texas State University – Summer 2018.

## **Student mentorship**

#### **Graduate student committees:**

- Brittany Shaughnessy– Masking the Second Amendment: Issue agenda building during the 2020 American presidential election – M.A. Spring 2021
- Andrew Knight – The implications of the sharing economy for public relations theory and practice: A thematic analysis of Airbnb, Uber and TaskRabbit – M.A. Spring 2021
- Hye-jeong Seo – Mediatized Environmental Risks and Agenda Setting – Ph.D. (Planning, Governance & Globalization) expected Spring 2022

#### **Graduate research assistant:**

- Brittany Shaughnessy – Crowdsourcing, populism and anti-intellectual attitudes in social media – Summer 2021

#### **Undergraduate research**

- Esther Xiao – Protest frames in news (Fall 2019)
- Clay Williams – Media writing and its effects (Fall 2021)

## **Guest lectures and invited teaching talks**

“Academic Job Search Process.” Oct. 29, 2021, at School of Journalism and Mass Communication, University of Wisconsin-Madison.

“Teaching Mass Media Practices.” Aug. 31, 2021, at School of Journalism and Mass Communication, University of Wisconsin-Madison.

“Teaching Mass Media Practices.” Aug. 25, 2020, at School of Journalism and Mass Communication, University of Wisconsin-Madison.

“Data journalism.” Feb. 8, 2019, at Department of Journalism and Mass Communication, Washington & Lee University.

## **Popular and industry press, media interviews**

**New York Times.** – “How could I ever love Michigan State?” Oct. 30, 2021.

<https://www.nytimes.com/2021/10/30/opinion/michigan-football-rivals.html>

**Numb** (podcast) – “News media: Trust and public opinion.” July 20, 2021.

<https://www.buzzsprout.com/1713880/8831896>

- Virginia Tech Magazine** (alumni communications) – “Life Online.” Spring 2021.  
<https://www.vtmag.vt.edu/spring21/feature-life-online.php>
- WTKR, Norfolk, Va.** – “Role of opinion shows, social media in spreading misinformation.” Jan. 26, 2021.  
<https://www.wtkr.com/news/role-of-opinion-shows-social-media-in-spreading-misinformation>
- VT News** – “Efforts to rein in talk radio rhetoric overdue, according to Virginia Tech media expert.” Jan. 12, 2021.  
<https://vtnews.vt.edu/articles/2021/unirel-talkradio.html>
- Washington Post** – “Is election night broken? TV news stuck to old routines amid voting upheaval – and confusion followed.” Nov. 15, 2020. [https://www.washingtonpost.com/lifestyle/media/is-election-night-broken-tv-news-stuck-to-old-routines-amid-voting-upheaval--and-confusion-followed/2020/11/14/9024f248-207b-11eb-90dd-abd0f7086a91\\_story.html](https://www.washingtonpost.com/lifestyle/media/is-election-night-broken-tv-news-stuck-to-old-routines-amid-voting-upheaval--and-confusion-followed/2020/11/14/9024f248-207b-11eb-90dd-abd0f7086a91_story.html)
- Globe and Mail** – “Presidential projections are indispensable, but not indispensable.” Nov. 11, 2020.  
<https://www.theglobeandmail.com/world/us-politics/article-trumps-legal-challenges-call-us-election-projections-into-question/>
- VT News** – “Trust and the media” Nov. 6, 2020. [https://vtnews.vt.edu/articles/2020/11/Media\\_Expert.html](https://vtnews.vt.edu/articles/2020/11/Media_Expert.html)
- Charlottesville Right Now, WINA** – “Journalism, politics and biases in the election.” Nov. 3, 2020.  
<https://wina.com/podcasts/journalism-politics-biases-and-the-election/>
- VT News** – “America’s divisions on display.” Feb. 10, 2020. <https://vtnews.vt.edu/articles/2020/02/trust-in-media-expert.html>
- Thompson-Reuters Foundation** – “ANALYSIS-Sky's the limit: Rise of delivery drones has cities asking who owns airspace.” June 17, 2019. <https://news.yahoo.com/analysis-skys-limit-rise-delivery-090000801.html>
- News-To-Table** – “Why isn’t getting harassed motive enough?” April 22, 2019. <https://medium.com/news-to-table/from-anita-hill-to-lucy-flores-94c4d6eeb2eb>
- VT News** – “Study draws connections between sports fandom and political tribalism.” Jan. 30, 2019.  
[https://vtnews.vt.edu/articles/2019/01/sports\\_fandom\\_study.html](https://vtnews.vt.edu/articles/2019/01/sports_fandom_study.html)
- Morning Consult** – “How perceptions of news accuracy shift with outlet – and topic.” Aug. 16, 2018.  
<https://morningconsult.com/2018/08/16/how-perceptions-news-accuracy-shift-with-outlet-topic/>
- Poynter** – How do news audiences actually feel about Elon Musk-style credibility scores? – June 13, 2018.  
<https://www.poynter.org/news/how-do-news-audiences-actually-feel-about-elon-musk-style-credibility-scores>
- NPPA** – Drones in the news: Newsrooms need to develop drone policies. Aug. 1, 2018.  
<https://nppa.org/news/drones-news-white-paper>

## Service

### Association for Education in Journalism and Mass Communication

- Research chair** – Political Communication Division, 2021  
**Junior research chair** – Political Communication Division, 2020.  
**Lynda Lee Kaid Award** – Chair, 2021; Committee member, 2020.  
**Professional Freedom and Responsibility chair** – Political Communication Division, 2019.  
**Session moderator or discussant** – Political Communication Division, 2020, 2021; Political Communication Interest Group, 2017.  
**Reviewer** – Political Communication Division and Newspaper & Online News division  
**Member** – Communication Theory & Methodology Division; Newspapers and Online News Division; Political Communication Division.

### International Communication Association

- Session chair** – Journalism Studies Division  
**Reviewer** – Journalism Studies, Political Communication  
**Member** – Journalism Studies, Political Communication

**Manuscript reviewer** – *Journal of Communication, International Journal of Public Opinion Research, Information, Communication & Society, Telematics & Informatics, Journalism Studies, Journal of Broadcasting and Electronic Media, Electronic News, Journalism Practice, Quantity & Quality, Journal of Creative Communications, Asian Journal of Communication, International Journal of Human-Computer Interaction., Cyberpsychology, Virginia Social Science Journal.*

**Textbook reviewer** – SAGE College Publishing, CQ Press.

### Virginia Tech

- Judge** – Graduate Student Research Conference, Virginia Tech. 2019 & 2020.  
**Scholarship evaluations** – CLAHS, 2021.  
**Graduate Committee** – School of Communication 2021-22.

## Professional work

**Project assistant** – [Center for Journalism Ethics](#) – 2015-16 & 2017-18

**Research assistant** – Drones in the Newsroom – 2016-17

**e-Textbook assistant** – School of Journalism and Mass Communication, University of Wisconsin-Madison, [The Media Handbook](#) – Summer 2015

**Web editor** – The Confluence – University of Wisconsin-Madison – Summer 2015

**General assignment and education reporter** – *Butler (Pa.) Eagle*. – January 2006 to August 2010

**Election reporter** – The Associated Press (stringer) – 2007-10

**Page designer and copy editor** – *Trib PM*, Pittsburgh. – 2005

**Reporting fellow**– *Pittsburgh Post-Gazette* – Spring 2005

**Freelance reporter and photographer** – *Lawyer's Journal of Allegheny County* – 2004-05

**Editor-in-chief** – *The Globe* (student newspaper of Point Park University) – Fall 2004

**Editorial assistant** – *Pittsburgh Post-Gazette* – 2003-04

### Journalism awards

- Newspaper Guild of Pittsburgh – 2004
- Vincent LaBarbera – 2003