

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.** (2022). Selective rating: Partisan bias in crowdsourced news rating systems. *Journal of Information Technology and Politics*. 13(9), 360-375. <https://doi.org/10.1080/19331681.2021.1997867>
- Duncan, M.** (2022). What's in a label? Negative credibility labels in partisan news. *Journalism and Mass Communication Quarterly*. 99(2), 390-413. doi: <https://doi.org/10.1177/1077699020961856>
- 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., & 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. <https://doi.org/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: <https://doi.org/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: <https://doi.org/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: <https://doi.org/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. doi: <https://doi.org/10.1177/0739532918806890>
- 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. <https://doi.org/10.1016/j.chb.2017.04.020>

Research grants

Association for Education in Journalism and Mass Communication Emerging Scholar Grant – “Relationships between Geographical Political Sorting, Discussion Networks, and Audience Perceptions of News Bias.” \$3,500 – Jan. 2023

Social Cybersecurity Seed Funding – “Securing the Interactions with AI-based Question-Answering Dialog Systems” \$30,000 – PI Viswanath, B. (computer science) & Co-PI **Duncan, M.** (\$7,500) – Dec. 2022-Dec. 2023

Niles Research Grant – “Crowdsourcing Credibility.” \$3,500 – December 2021

Credibility Coalition – (declined) 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.

Teaching, travel and other grants

VT Center for Excellence in Teaching and Learning – “Sports media & gender: Fifty years of Title IX.” \$2,000 – Spring 2023

University Libraries Diversity Council – “Sports media & gender: Fifty years of Title IX.” \$500 – Fall 2022- Spring 2023

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

Vilas Travel Grant – 2015 & 2016.

Panel presentations and invited research presentations

“When audiences weaponize tools to fight misinformation,” on Critical Cultural Studies/ Political Communication panel “The Power of Narratives in the Misinformation War.” August 2022. Annual Conference of the Association for Education in Journalism and Mass Communication, Detroit, Michigan.

“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 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 65th 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 Kopenhagen Center Fellow – 2018

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

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

University Talks

“Turning to the crowd for news gatekeeping” Feb. 25, 2022, to School of Communication Research Colloquium. Virginia Tech.

“Crowdsourcing credibility” presented Feb. 12, 2021, to the Social Informatics Group at the Center for Human-Computer Interaction. Virginia Tech.

Community Talks

“News, communities and democracy” Feb. 24, 2022, to Leadership New River Valley. Montgomery County Chamber of Commerce.

“Fandom and audience bias” Feb. 16, 2022, to Blacksburg Lions Club.

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:

- Communication theory (graduate level, Virginia Tech)
- Data journalism (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 (Virginia Tech)
- Sports media and gender: Fifty years of Title IX (Virginia Tech)

Course development:

- Sports media and gender: Fifty years of Title IX – special topics course development with public-facing event in Spring 2023
- 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:

- Proposal Development Institute (16-week mentoring program at Virginia Tech)
- 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.

<https://www.provost.vt.edu/teaching-and-learning/writing-intensive.html>

Teaching Social Media Analytics Award - Top three social media analytics assignment – Stukent – Fall 2021. <https://www.stukent.com/ma-socialmedia-budget-and-calendar/>

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

Student mentorship

Graduate student committees:

- Gabrielle Johnson – Social media campaigns (project track) – M.A. expected Spring 2023
- Hye-jeong Seo – Mediatized Environmental Risks and Agenda Setting – Ph.D. (Planning, Governance & Globalization) expected Summer 2023
- 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

Graduate research assistant:

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

Undergraduate research:

- Sophie Thatcher – History of women’s athletics (Spring 2023)
- Clay Williams – Media writing and its effects (Fall 2021)
- Esther Xiao – Protest frames in news (Fall 2019)

Guest lectures and invited teaching talks

“Polling data journalism and audiences.” Nov. 3., 2022, Intellectual Inquiry 260 at Roanoke College.

“Sports media and gender.” Nov. 2., 2022, Intercultural Communication. DePaul University.

“Teaching Mass Media Practices.” Aug. 30, 2022, (virtual) at School of Journalism and Mass Communication, University of Wisconsin-Madison.

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

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

“Teaching Mass Media Practices.” Aug. 25, 2020, (virtual) 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.

National news media interviews

The Hill – “Biden ‘hot mic’ with Fox’s Doocy fuels speculation.” Jan. 28, 2022.

<https://thehill.com/homenews/administration/591850-biden-hot-mic-with-foxs-doocy-fuels-speculation>

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>

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

Globe and Mail – “Presidential projections are indispensable, but not infallible.” Nov. 11, 2020.

<https://www.theglobeandmail.com/world/us-politics/article-trumps-legal-challenges-call-us-election-projections-into-question/>

- 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>
- 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>

Regional and local news media interviews

- Fox 5, Washington, D.C.** – “Political identities.” Nov. 4, 2022. <https://www.fox5dc.com/video/1139156>
- Numb** (podcast) – “News media: Trust and public opinion.” July 20, 2021. <https://www.buzzsprout.com/1713880/8831896>
- 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>
- Charlottesville Right Now, WINA** – “Journalism, politics and biases in the election.” Nov. 3, 2020. <https://wina.com/podcasts/journalism-politics-biases-and-the-election/>
- 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>
- NPPA** – Drones in the news: Newsrooms need to develop drone policies. Aug. 1, 2018. <https://nppa.org/news/drones-news-white-paper>

In-house news articles and media advisories

- VT News** – “User trust a key need for Musk’s ‘Twitter 2.0.’” Dec. 8, 2022. https://vtx.vt.edu/articles/2022/12/expert_musk_twitter.html
- VT News** – “Politics and sports: Are we treating them the same?” Oct. 14, 2022. https://vtx.vt.edu/articles/2022/10/politics_and_sports.html
- Virginia Tech Magazine** (alumni communications) – “Life Online.” Spring 2021. <https://www.vtmag.vt.edu/spring21/feature-life-online.php>
- 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>
- VT News** – “Trust and the media” Nov. 6, 2020. https://vtnews.vt.edu/articles/2020/11/Media_Expert.html
- VT News** – “America’s divisions on display.” Feb. 10, 2020. <https://vtnews.vt.edu/articles/2020/02/trust-in-media-expert.html>
- 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

Service

Association for Education in Journalism and Mass Communication

- Vice-head** – Political Communication Division, 2022-23
- Research chair** – Political Communication Division, 2021-22
- Unconference** – Panelist and participant, 2022
- Junior research chair** – Political Communication Division, 2020-21.
- Lynda Lee Kaid Award** – Chair, 2021; Committee member, 2020, 2022.
- Professional Freedom and Responsibility chair** – Political Communication Division, 2019.
- Session moderator or discussant** – Political Communication Division, 2020, 2021, 2022; 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

- Journal manuscript reviewer** – *Journal of Communication*, *International Journal of Public Opinion Research*, *Harvard Kennedy School Misinformation Review*, *Information, Communication & Society*, *Telematics & Informatics*, *Journalism Studies*, *Newspaper Research Journal*, *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.

QuestionPro – Academic Advisory Board member – 2021-current

Election Coverage and Democracy Network – member - 2020

Virginia Tech

Search committee – tenure-track assistant professor position in life science communication in Department of Agriculture, Education, & Leadership (outside member) - 2022

Niles Grant Committee – College of Liberal Arts and Human Sciences – 2022

Undergraduate Curriculum Committee – School of Communication 2022-23

Graduate Committee – School of Communication 2021-22

Judge – Graduate Student Research Conference, Virginia Tech. 2019 & 2020

Scholarship evaluations – CLAHS, 2021

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