
William J. White, Ph.D.

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Education

Ph.D. in Communication, Information, and Library Studies. Rutgers, the State University of New Jersey. May, 2001. Dissertation advisor Ronald E. Rice. Dissertation Title, “The Communication of Conceptual Innovation in Science: The Case of Chaos Theory in Psychology.”

Masters in Communication and Information Studies (MCIS). Rutgers, the State University of New Jersey. May, 1994.

Bachelor of Arts in History. Lafayette College , Bachelor of Arts (History). Commissioned as 2nd Lt., U.S. Army. May, 1987.

Publications and Presentations

Refereed Publications

White, W.J. (2001). A communication model of conceptual innovation in science. *Communication Theory*, 11(3), 290-314.

White, W.J. (1999). Academic topographies: A network analysis of interdisciplinarity among communication faculty. *Human Communication Research*, 25, 604-617.

Kent, M.L., Taylor, M., & White, W.J. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. *Public Relations Review*, 29(1), 63-77.

Taylor, M., Kent, M.L., & White, W.J. (2001). How activist organizations are using the Internet to build relationships. *Public Relations Review*, 27(3), 264-284.

Book Chapters

White, W.J. (in press). Webs of science: A citation analytic study of the concepts of self-organization and autopoiesis in management studies journals. In G.A. Barnett & R. Houston (Eds.). *Progress in Self-Organizing Systems*. Cresskill, NJ: Hampton Press.

Deetz, S.A. & White, W.J. (1998). A questioning of Gergen and McNamee. In K. Gergen & S. McNamee (Eds.). *Relational responsibility: Resources for a sustainable dialogue* (pp.111-120). Thousand Oaks, CA: Sage.

Conference Presentations

White, W.J. (2004, November). *Did the Sokal hoax change rates of citation to its targets?* A paper to be presented at the annual meeting of the National Communication Association, Chicago, IL.

White, W.J. (2004, May). *A bibliometric analysis of disciplinary self-reflection in communication studies*. A poster presented at the annual meeting of the International Communication Association, New Orleans LA.

Curriculum Vitae — W^mJ. White, Ph.D. — Fall 2004

- White, W.J. (2003, November). *Four programs of rhetoric in science: A co-citation analysis*. A paper presented at a workshop of the American Association for the Rhetoric of Science & Technology, Miami FL.
- White, W.J. (2003, July). *The rhetoric of science: Truth, strategy, and reflexivity*. A paper presented at the 19th annual Penn State Conference on Rhetoric & Composition, State College, PA.
- White, W.J. (2002, November). *Discourse analysis of a distance-education class discussion: Discursive action in a community of inquiry*. A paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- White, W.J. (2001, November). *The contribution of bibliometric methods to a theory of scientific communication*. A paper presented at the annual meeting of the American Society for Information Society and Technology, Washington, DC.
- White, W.J. (2001, November). *Toward a paradigm for the study of the communication of knowledge: A communication-centered conception of science*. A paper presented at the annual meeting of the Society for Social Studies of Science, Boston, MA.
- White, W.J. (2001, May). *After the gay brain: Research in homosexuality as a site of paradigmatic contestation*. A paper presented at the annual meeting of the International Communication Association, Washington, DC.
- White, W.J. (1999, November). *A semantic network analysis of chaos theory concepts in psychology*. A poster presented at the annual meeting of the National Communication Association, Chicago, IL.
- White, W.J. (1999, February). *The diffusion of scientific ideas across disciplinary boundaries: A citation analytic study of fractals in the social sciences*. A paper presented at the annual meeting of the International Network for Social Network Analysis, Charleston, SC.
- White, W.J. (1997, February). *A practical joker of genius: The Sokal affair and the flight from reason*. A paper presented at the annual meeting of the Eastern Communication Association, Baltimore, MD.
- Campbell, J.L. III, & White, W.J. (2003, June). *Measuring identification: Ways-of-living properties and personal involvement in a Richard Simmons infomercial*. A paper presented at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- Aakhus, M., White, W.J., Bagley, S., & Cockett, L.S. (2001, November). *Reflecting on communication at work and in professional life: Assessing the discourse of an online learning community*. A paper presented at the annual meeting of the National Communication Association, Atlanta, GA.
- Kubey, R.W., & White, W.J. (1996, November). *Direct broadcast satellite television and the use of time—initial findings*. A paper presented at the annual meeting of the Speech Communication Association, San Diego, CA.

Curriculum Vitae — W^mJ. White, Ph.D. — Fall 2004

Work in Progress

- White, W.J. (ms. under review). *The Sokal hoax: A bibliometric field experiment*. Submitted to *Science, Technology, & Human Values*, August 2004.
- White, W.J. (paper under review). *Communicative rationality and strategic action: Development of an intersubjectivity measure*. A paper submitted to the Political Communication division of the International Communication Association.
- White, W.J. (ms. in preparation). *Following Ferment in the Field as a moment of disciplinary self-reflection in mass communication research*.
- White, W.J. (research in progress). *An appraisal of a bibliometric analysis by the scholarly community in question*.

Experience

Teaching

- Assistant Professor of Communication Arts & Sciences, Penn State Altoona, Altoona PA (Fall 2002 to present). Courses taught: Effective Speech, Organizational Communication, Introduction to Advertising, Media & Politics, Advertising Regulation & Ethics.
- Adjunct Instructor, World Campus, Penn State, State College PA (Spring-Fall 2002). Course taught: Speech Communication in Organizations.
- Adjunct Instructor, Rutgers University, New Brunswick NJ (Summer 1996-Spring 2001). Courses taught: Communication Research, Mass Media & Politics, Organizational Communication Theory, Communication & Popular Culture, International Communication.
- Teaching Assistant, Rutgers University, New Brunswick NJ (Fall 1995-Fall 1998) Courses assisted: Communication Research, Introduction to Communication, Quantitative Research Methods [Ph.D.-level course].

Service

- Faculty Senator, representing Division of Arts & Humanities, Penn State Altoona (Spring 2003 to present). Senate Faculty Affairs Committee Chair (Fall 2004 to Spring 2005).
- Member, Judicial Hearing Board, Office of Student Affairs, Penn State Altoona (Fall 2002 to Spring 2004).
- Member, Strategic Planning Committee for Information Technology, Penn State Altoona (Fall 2004 to present)
- Outside Member, Faculty Search Committee, Division of Business & Engineering, Penn State Altoona (Fall 2002-Spring 2003; Fall 2003).
- Member, Executive Committee, Division of Arts & Humanities, Penn State Altoona (Fall 2004 to present).
- Evaluator, Peer Evaluation Committee, Division of Arts & Humanities, Penn State Altoona (Fall 2003 to present).

Curriculum Vitae — W^mJ. White, Ph.D. — Fall 2004

Second Vice President, American Association for the Rhetoric of Science & Technology
(Fall 2003 to Fall 2004).

Reviewer, *Public Understanding of Science* (Spring 2003, 1 ms.).

Reviewer, *Technology and Culture* (Fall 2004, 1 ms.).

Other Positions

Graduate Assistant to the Department Chair, Department of Communication, Rutgers University, New Brunswick, NJ (1999-2001). Carried out special projects for the head of an academic department at Rutgers University. These included preparing self-assessment statistics for external review, developing procedures manual for faculty members, running training sessions on test-grading equipment, coordinating the development of on-line forms for submitting department reports, and supervising student volunteers in the creation of faculty web pages.

Freelance Writer (1994 to 2002). Wrote press releases, short newspaper features and newsletter items, and special-interest/professional magazine articles.

Field Artillery Officer, United States Army. Served from 1987 to 1991, in Oklahoma, Germany, and Southwest Asia as firing platoon leader, headquarters battery executive officer, firing battery motor officer, firing battery operations officer, and battalion adjutant. Top 10% of Officer Basic Course class, April 1988. Awarded Bronze Star for service as operations officer during Operation Desert Storm. Promoted to Captain.