

# Curriculum Vitae

## Brandon T. Sweitzer

### CONTACT INFORMATION

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### EDUCATION

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**Ph.D. Student Media Arts and Studies, Ohio University** 2014-Present

**Specializations:** Social media; social capital; intercultural communication; quantitative methods; qualitative methods; scale development

**Dissertation:** Considering the Role of Host Country Social Media Use and Social Capital in Intercultural Adjustment (**Defense expected May 2018**)

**Committee Chair:**

Dr. Roger Cooper

**Committee Members:**

Dr. Gordon Brooks, Dr. Parul Jain and Dr. Greg Newton

**M.A. Communication, The University of Akron** 2014

**Thesis:** Theoretical Integration: An Active within Structures Approach to Predicting Social Media Use

**Committee Chair:**

Dr. Tang Tang

**Committee Members:**

Dr. Andrew Rancer and Dr. Rebecca Britt

**B.A. Communication (Public Relations), The University of Akron** 2010

### TEACHING EXPERIENCE

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**Ohio University** 2014-Present

MDIA 1010 The Evolution of Media (Instructor of Record)

MDIA 2113 Introduction to Social Media (Teaching Assistant)

MDIA 2010 Media Analysis and Criticism (Teaching Assistant)

MDIA 2011 Business of Media (Teaching Assistant)

**The University of Akron**

2011-2013

COMM 105 Introduction to Public Speaking (Instructor of Record)

COMM 235 Interpersonal Communication (Co-Instructor of Record)

COMM 106 Effective Oral Communication (Instructor of Record)

COMM 235 Interpersonal Communication (Teaching Assistant)

**INVITED PRESENTATIONS**

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Sweitzer, B.T. (2015, December). A historical look at public relations in the United States. MDIA 1091: Introduction to Mass Media. Lecture conducted at Ohio University.

Sweitzer, B.T. (2015, April). Ecological analysis. MDIA 2010: Media Analysis and Criticism. Lecture conducted at Ohio University.

Sweitzer, B.T. (2015, February). Cultural analysis. MDIA 2010: Media Analysis and Criticism. Lecture conducted at Ohio University.

Sweitzer, B.T. (2014, February). An introduction to APA style citation. COM 121: Effective Speaking. Lecture conducted at Stark State College.

Sweitzer, B.T. (2012, November). Interpersonal communication theory. COM 235: Interpersonal Communication. Lecture conducted at The University of Akron.

Sweitzer, B.T. (2012, September). Interpersonal relations in a business environment. COM 235: Interpersonal Communication. Lecture conducted at The University of Akron.

Sweitzer, B.T. (2012, January). Professional seminar on effective LinkedIn usage. COM 235: Interpersonal Communication. Lecture conducted at The University of Akron.

**CONFERENCE PRESENTATIONS**

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Tang, T., **Sweitzer, B.**, Cooper, R., Mahoney, L.M. & Kaiser, M.T. (2017). *Studying Audience Behavior in a Convergent Environment: Locating Synthesis and Integration in Audience Research and Analytics*. Panel presentation will be held at the Broadcast Education Association Conference (April, 2017).

**Sweitzer, B.T.** & Wu, X. (2017). *Culture in a Digital Space: Comparing the Social Media Behavior of US and Chinese Students*. Paper to be presented at the International Communication Association Conference (May, 2017).

Sweitzer, B.T. (2016). *Considering Social Capital and U.S. Social Network Site Use in the International Student Experience*. Paper presented at the Broadcast Education Association Conference.

Sweitzer, B.T. (2016). *Are You Talking to Me? Exploring the Use of Dialogic Public Relations on Social Networking Sites*. Paper presented at the Broadcast Education Association Conference.

- Sweitzer, B.T. (2015). *Theoretical Integration: An Active within Structures Approach to Predicting Social Media Use*. Paper presented at the Broadcast Education Association Conference. (**Top paper: Management, Marketing, and Programming division**)
- Tang, T. & Sweitzer, B.T. (2014). *Guiding a Participatory Audience: Understanding the Role of Social Media Structure*. Paper presented at the Broadcast Education Association Conference.
- Sweitzer, B.T. (2013). *Structurational Twitter: An Examination of Individual and Structural Predictors of Twitter Use*. Paper presented at the Broadcast Education Association Conference. (**Top debut paper: Management, Marketing, and Programming division**)

### **MANUSCRIPTS UNDER REVIEW**

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- Sweitzer, B.T. & Wu, X.** Culture in a Digital Space: Comparing the Social Media Behavior of US and Chinese Students. Submitted to *Journal of Intercultural Communication Research*.
- Sweitzer, B.T. & Tang, T.** Structurational Twitter: An Examination of Individual and Structural Predictors of Twitter Use. Manuscript submitted to *Computers and Human Behavior*.
- Sweitzer, B.T. Toward an Understanding of the Perception of Social Capital Among International Students. Manuscript submitted to *Journal of Intercultural Communication Research*.
- Sweitzer, B.T. Theoretical Integration: An Active within Structures Approach to Predicting Social Media Use. Manuscript submitted to *Journal of Broadcast and Electronic Media*.

### **RESEARCH IN PROGRESS**

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- Sweitzer, B.T. Considering Social Capital and U.S. Social Network Site Use in the International Student Experience.
- Sweitzer, B.T. & Wu, X.** Active within Structures: Considering Cross-Cultural Social Media Use.
- Sweitzer, B.T. On the Evolution of Social Capital Theory.
- Sweitzer, B.T. Toward a Scale of Intercultural Adjustment: An Extension of the Integrated Communication Theory.
- Sweitzer, B.T. & Sweitzer, H.L.** Digital Dialogue: Exploring Social Media Dialogic Public Relations Tactics in Non-Profit Organizations.
- Sweitzer, B.T. & Grigoryan, N.** Measuring the Perception of Dialogic Public Relations among PR Professionals.
- Grigoryan, N. & **Sweitzer, B.T.** Toward an Understanding of Public Perception and Opinion of Dialogic PR Tactics.

## RESEARCH APPOINTMENTS

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**Graduate Research Assistant for Dr. Roger Cooper, Ohio University** 2017-Present

Assist in the process of the development of a publication proposal and subsequent completion of book for publication.

**Graduate Research Assistant for Kyle Snyder, Ohio University** 2016-Present

Assist with data collection and interpretation (survey and follow-up interviews) to better understand the pedagogical practices of audio production educators.

**Graduate Research Assistant for Dr. Greg Newton, Ohio University** 2016-Present

Assist with theoretical framing, bibliography compilation and writing for a study examining the International Olympic Committee's use of social network sites to communicate with their public about the Zika virus.

**Graduate Research Assistant for Ohio BMV, Ohio University.** 2016-Present

Managed the research process (survey creation, sampling frame, survey distribution, data collection, analysis and reporting) for project seeking to gain a better understanding of the impact of customer service practices on customer satisfaction. Served as liaison between Ohio University and members of the Ohio BMV to ensure appropriate steps were taken to achieve a reliable and valid survey for future use by the BMV.

## PROFESSIONAL ACTIVITY AND SERVICE

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**Graduate Liaison** 2015-Present

Management, Marketing, and Programming division, Broadcast Education Association

## PROFESSIONAL EXPERIENCE

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**The Media Sales Institute at Ohio University** 2016-Present

Assist with the organization of a two-week long “boot camp” that trained graduating seniors in media how to more effectively market themselves as prospective employees, while also bringing them into contact with media industry representatives. Responsibilities include: review applications; recruit applicants; recruit industry professionals; secure guest speakers; and assist with event planning.

**Business Development Manager, Serpentine Chevrolet** 1999-2005

Developed and distributed business development system for automotive dealership network  
 Trained sales force of 55 to implement the business development system; increased sales by 60%  
 Trained 8 managers to apply the business development centers at their dealerships; 30-40% sales increase companywide

## AWARDS AND HONORS

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Top Teaching Assistant of the Year, Media Arts and Studies, Ohio University (2016)

Top Quantitative Researcher of the Year, Media Arts and Studies, Ohio University (2015)

Recipient of the Carolyn M. Anderson Graduate Research Award (2013)

Student Responder at the 2010 Winter Commencement Ceremony (based upon highest GPA of graduating class)

## **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

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Broadcast Education Association

International Communication Association

## **REFERENCES**

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### **Roger Cooper, Ph.D.**

Associate Director for Graduate Studies, School of Media Arts and Studies

Ohio University

cooperr@ohio.edu

### **Parul Jain, Ph.D.**

Assistant Professor, Scripps School of Journalism

Ohio University

jainp1@ohio.edu

### **Gregory Newton, Ph.D.**

Associate Professor, Media Arts and Studies

Ohio University

newtong@ohio.edu

### **Gordon Brooks, Ph.D.**

Assistant Professor, Education Research

Ohio University

brooksg@ohio.edu

### **Tang Tang, Ph.D.**

Associate Professor, School of Communication

The University of Akron

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