

School of Journalism and Mass Communication
Texas State University
224 Old Main
601 University Avenue
San Marcos, TX 78666
(512)245-3481

email: croyal@txstate.edu
portfolio: www.cindyroyal.com

Education

Doctor of Philosophy, *The University of Texas at Austin*, May 2005, GPA: 4.0/4.0.

Mass Communication and the Social and Cultural Effects of the Internet

Doctoral Portfolio Program in Women's Studies

Master of Business Administration, *University of Richmond*, VA, May 1989, GPA: 3.7/4.0.

Bachelor of Science, Business Administration, *University of North Carolina at Chapel Hill*, May 1985.

Research

Doctoral Dissertation

"Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet," a framing and discursive analysis of the ways that gendered Web sites construct women's relationship with Internet technology.

Books

Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet, VDM Publishing, 2009.

Book Chapters

"News As User Experience - Revisited," *The Future of News*, Vol. 2, edited by Maxwell McCombs, Kelly Kaufhold, Amber Hinsley and Seth Lewis, forthcoming 2012.

"Thinking Critically About New Media," chapter in *Teaching with Multimedia: Pedagogy in the Websphere*, editor Roxanne O'Connell, 2011.

"Making Media Social: News As User Experience," *The Future of News*, edited by Maxwell McCombs, Kelly Kaufhold, Amber Hinsley and Seth Lewis, 2010.

James Tankard & Cindy Royal, "Finding Out What's On the World Wide Web," *Communication Impact: Designing Research that Matters*, Susanna Hornig Priest, Ph.D., Editor, 2005.

"Framing the Internet," in *Communication in the Millennium: A Dialogue Between Turkish and American Scholars*, Anadolu University, Turkey, 2003.

Journal Articles - Peer-Reviewed

"The Programmer as Journalist: A Case Study of the New York Times Interactive News Technology Department," #ISOJ Journal, forthcoming Spring 2012.

Cindy Royal and Deepina Kapila, "What's on Wikipedia, and What's Not...? Assessing Completeness of Information," *Social Science Computer Review*, Spring 2009.

"Introducing Women to the Internet: Digital Discourse in Women's Media," *Southwestern Mass Communication Journal*, Fall 2008.

"Framing the Internet: A Comparison of Gendered Spaces," *Social Science Computer Review*, Summer, 2008.

"A Meta-analysis of Journal Articles Intersecting Internet and Gender," *Journal of Technical Writing and Communication*, Vol. 35(4), 2005.

James Tankard & Cindy Royal, "What's on the Web and What's Not," *Social Science Computer Review*, Fall 2005.

"Teaching Web Design in Journalism and Mass Communication Programs: Integration, Judgment, and Perspective," *Journalism and Mass Communication Educator*, Vol. 59(4), 2005.

Cindy Royal & James Tankard, "Literary Journalism on the World Wide Web: The Case of Blackhawk Down," *Newspaper Research Journal*, Memphis, TN, Fall 2004.

Other Articles - at request of publication

"Developing an Effective User Experience," *Online Journalism Review*, October 13, 2009,
<http://www.ojr.org/ojr/people/croyal/200910/1786/>.

"Educating Ourselves, So We Can Teach Our Students," Professor's Corner, Nieman Reports, August 26, 2009,
<http://www.nieman.harvard.edu/reports/professor.aspx?profcornerarticleid=100007&p=100026>.

"Four Authors/Five Books: A Reading Assignment for Media Educators and Scholars," AEJMC Hot Topics Blog, August 19, 2009,
<http://aejmc.org/topics/2009/08/four-authorsfive-books-a-reading-assignment-for-media-educators-and-scholars/>.

"Inspiring Students to Believe...They Can Do Anything," *Online Journalism Review*, August 18, 2009,
<http://www.ojr.org/ojr/people/croyal/200908/1770/>.

"Making Media Social: News as User Experience," *Online Journalism Review*, May 13, 2009,
<http://www.ojr.org/ojr/people/croyal/200905/1723/>.

"Tech-savvy Women Seek Support in Classroom and Newsroom," *Online Journalism Review*, April 14, 2005,
<http://www.ojr.org/ojr/stories/041304royal/>.

"Framing the Internet in Gendered Spaces: An Analysis of iVillage and AskMen.com," *Media Report to Women*, Sum '04.

Articles Discussing Research and Activities

"50 Most Social Media Savvy Professors in America," OnlineColleges.net, September 2011,
<http://www.onlinecolleges.net/2011/09/12/50-most-social-media-savvy-professors-in-america/>.

"Meet Austin's Most Plugged-In Professor," by Scott Thomas, Austin Post, May 26, 2011,
<http://www.austinpost.org/content/meet-academias-plugged-professor>.

"Social Media Finds Homage Offline and in Classrooms," INC, May 21, 2010,
<http://ouspjinc.wordpress.com/2011/05/03/social-media-finds-homage-offline-and-in-classrooms/>.

"The Programmer Majored in English: A Fascinating Study of NYT's Interactive News Unit," by Megan Garber, Nieman Journalism Lab, May 21, 2010,
<http://www.niemanlab.org/2010/05/the-programmer-majored-in-english-a-fascinating-study-of-the-nyts-interactive-news-unit/>.

"Texas State Professor Gets Wired's Attention," by Omar Gallaga, Austin American-Statesman, Nov. 16, 2010,
<http://www.statesman.com/news/local/texas-state-professor-gets-wireds-attention-1050685.html>.

“New York Times Editor Explains Relationship Between Journalism, Programming,” by Lora Collins, University Star, Feb. 2009, <http://star.txstate.edu/content/new-york-times-editor-explains-relationship-between-journalism-programming>.

“Drawing Lines Online,” by Omar Gallaga, Austin American-Statesman, Oct. 5, 2008, archived at <http://www.allbusiness.com/education-training/teaching-teachers-college/11904897-1.html>.

Book Reviews

Review of *Once You're Lucky, Twice You're Good*, in *Global Media Journal*, Summer 2008.

Review of *Convergence Culture and Information Please*, in *Journalism and Mass Communication Educator*, Spring 2008.

Review of *Writing for Multimedia and the Web: A practical guide to content development for interactive media*, in *Journalism Studies*, August 2007.

Review of *Computer-Mediated Communication: Social Interaction and the Internet* and *Human Communication on the Internet*, in *Journalism Studies*, August 2006.

Review of *Unlocking the Clubhouse: Women in Computing* by Jane Margolis and Allan Fisher, in *Women's and Gender Studies in Review Across Disciplines*, Issue 1, Spring 2003.

Papers Presented

“The Journalist as Programmer: A Case Study of the New York Times Interactive News Technology Department,” International Symposium in Online Journalism, April 2010.

“User-Generated Content: How Social Networking Translates to Social Capital,” presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, August 2008.

“What Do People Do Online? Implications For the Future of Media,” International Symposium in Online Journalism, The University of Texas at Austin, March 2008.

Cindy Royal & Deepina Kapila, “Wikipedia: Completeness of Information on the Online Collaborative Encyclopedia,” Association for Education in Journalism and Mass Communication Conference, Washington, DC, August 2007.

Cindy Royal & Deepina Kapila, “What's on Wikipedia and What's Not,” International Symposium in Online Journalism, The University of Texas at Austin, March 2007.

“Introducing Women to the Internet: Digital Discourse in Women's Media,” Association for Education in Journalism and Mass Communication Conference, San Francisco, August 2006.

“Visualizing Technology: Images in Google and Yahoo News Aggregators,” International Symposium on Online Journalism, April 8, 2006.

“Framing the Internet in Gendered Spaces: An Analysis of iVillage and AskMen.com,” Association for Education in Journalism and Mass Communication Conference, Toronto, August 2004.

“A Meta-analysis of Social Science Scholarship on Internet and Gender,” International Communication Association Conference, New Orleans, LA, May 2004.

"Teaching Web Design in Journalism and Mass Communications Programs: Integration, Judgment, and Perspective," Expanding Convergence: Media Use in a Changing Information Environment Conference, Columbia, SC, Nov. 6-8, 2003; accompanying Web site at www.cindyroyal.com/teaching.

"Narrative Structure in *Sex and the City*," Association for Education in Journalism and Mass Communication Conference, Kansas City, MO, August 2003; Second Place Student Paper.

"The Convergence of Literary Journalism and the World Wide Web: The Case of Blackhawk Down"- co-written with Dr. James Tankard, Dynamics of Convergent Media Conference, Columbia, SC, Nov. 2002.

"Mind the Gender Gap: Gender Differences in Motivation to Contribute Online Content," Association for Education in Journalism and Mass Communication Conference, Miami, FL, August 2002.

"What's on the Web, and What's Not" - with Dr. James Tankard, International Communications Association Conference, San Diego, CA, May 24, 2003.

"Representations of Race and Sexuality on Feminist Web Sites," International Communications Association Conference, San Diego, CA, May 26, 2003.

"Comparison of Computerized and Traditional Content Analysis Techniques: A Case Study of the Texas Democratic Gubernatorial Primary," Association for Education in Journalism and Mass Communication Conference, Kansas City, MO, August 2003.

"Framing the Internet: Before and After the Tech Bust," Association for Education in Journalism and Mass Communication Conference, Kansas City, MO, August 2003.

Work in Progress

"Learning and Applying Online and Social Media: Two Case Studies in Experiential Learning"

"News Interactives: Media as User Experience," content analysis of news interactives - funded by 2010 Research Enhancement Program grant

"A Nation of Friends: Diffusion of Online Social Networking," analysis of the diffusion of popular social networking sites driven by news media coverage - funded by 2008 Research Enhancement Program grant

"User-Created Content: How Social Networking Translates to Social Capital," analysis of user-generated content on social networking sites and the creation of social capital - funded by 2007 Research Enhancement Program grant

Thesis adviser

Dale Blasingame 2011, Chris Troutman 2009, Jason Cain 2008 and Irene Kosela 2008; thesis committee, Michael Trice 2008, Jonathan Polk 2009, Josh Shepherd 2010, Trey Hatt 2010.

Dissertation Committee

Gregory Rodriguez 2011, College of Education

Experience

Academic

Texas State University in San Marcos

Associate Professor, School of Journalism and Mass Communication, June 2011 - present

Assistant Professor, School of Journalism and Mass Communication, August 2006 - June 2011

Undergraduate Courses

- Social Media at Work - cindyroyal.com/social
- Multimedia Journalism - www.cindyroyal.com/multij
- Web Design and Publishing - www.cindyroyal.com/webdesign
- Media Writing
- Introduction to Mass Communication

Graduate Courses

- Advanced Online Media - www.cindyroyal.com/advanced
- Online Media Design - www.cindyroyal.com/onlinemedia
- Seminar in New Media Technology Issues - www.cindyroyal.com/newmedia

Virginia Commonwealth University

Assistant Professor, School of Mass Communications, August 2005 - June 2006

- Communication Technology and Global Society, Spring 2006
- MASC 485 Web Site Design, Fall 2005/ Spring 2006/Summer 2006
- MASC 300 Media Graphics, Fall 2005, www.cindyroyal.com/graphics.

The University of Texas at Austin

Assistant Instructor, School of Journalism and Science, Technology, and Society Department,
August 2000 - August 2005

- J331 Web Publishing, August 2000-May 2005
- STS319 Information Technology and Social Life, January 2005 - May 2005, www.cindyroyal.com/sts319_site
- TLC 311 Intro. to Web Development, January 2003 - December 2003

Journalism

Texas Music Magazine, Austin, TX

Editor/Contributor, Texas Music, 2008 - Present - compiled content for online newsletter; wrote articles

News Editor, September 1999 - December 2001 - integral member of editorial team for the launch of new magazine

Austin Business Journal, Austin TX

Freelance Writer, May 2000 - September 2000 - prepared articles on the Austin business community

Corporate

Compaq Computer, Houston, TX

Channel Finance Manager, Compaq Capital, October 1998 - August 1999 - developed leasing partnerships

Manager, Reseller Programs and Authorizations, October 1997 - October 1998 - managed and developed ten professionals in reseller programs and authorizations functions

Program Manager, December 1995 - October 1997 - managed reseller program

NCR Corporation, Dayton, OH

Senior Business Manager, Professional Services, January 1995 - December 1995 - led team of developers and product managers in development of first multimedia CD-ROM service

Business Planning/Analysis, October 1989 - January 1995

Web Design Portfolio

- [CindyRoyal.com](#) - personal portfolio site
- [On That Note](#) - [www.onthatnote.com](#) - personal concert review web site
- [Cindy's Take on Tech](#) - [tech.cindyroyal.net](#) - personal tech site
- [MC4382M Social Media at Work](#) - undergraduate course - [www.cindyroyal.com/social](#)
- [MC4356H Multimedia Journalism](#) - undergraduate course - [www.cindyroyal.com/multij](#)
- [MC5307j Advanced Online Media](#) course site - graduate course - [www.cindyroyal.com/advanced](#)
- [MC 4315 Web Design and Publishing](#) course site - undergraduate course - [www.cindyroyal.com/webdesign](#)
- [MC 5316 Online Media Design](#) course site - graduate course - [www.cindyroyal.com/onlinemedia](#)
- [MC5304i Issues in New Media](#) course site - graduate class - [www.cindyroyal.com/newmedia](#)
- [MASC 300 Media Graphics](#) course site - undergraduate course Fall 2005 - [www.cindyroyal.com/graphics](#)
- [STS 319 Information Technology and Social Life](#) course site - undergraduate course Spring 2005 - [www.cindyroyal.com/sts319_site/](#)
- [J331 Teaching Technology Portfolio](#) - [www.cindyroyal.com/teaching](#)
- [J331 Student Work Showcase](#) - Longhorn Life
- [Supervised Student Projects](#)
 - [South By Texas State](#) - student blog during South By Southwest Interactive Festival 2008-2011 - [www.sxtxstate.com](#)
 - [Texas State Mass Comm Week](#) blog and coverage 2008-2011 - [txstatemcweek.com](#)
 - [San Marcos Online](#) - supervised graduate student project Fall 2007 - [cindyroyal.com/sanmarcos](#)
 - [Thread Austin](#) - supervised graduate student project Fall 2007 - [cindyroyal.com/threadaustin](#)
 - [Bobcat Living](#) - supervised student project Fall 2007 - [cindyroyal.com/bcliving](#)
 - [A Toast to the Hill Country](#) - supervised graduate student project Summer 2007 - [cindyroyal.com/wine_tour](#)
 - [The Texas Journalist](#), Fall 2004 - Election Special
 - [The Convergent](#), Fall 2003
 - [The Texas Journalist](#), Spring 2003 - Freedom of Information site
 - [The Texas Journalist](#), Fall 2003 - Focus East Austin
- [UT ASNE Institute Web site](#)
- [UT ASNE in Action](#)
- [Citation Index and Tracking environment](#) - CITE - Web development project using PHP/MySQL
- [UT Population Research Center Web site](#)
- [UT Journalism Web Site](#) - consultant on form handling, PHP, and MySQL
- Proficient in computer applications including HTML, CSS, Adobe Dreamweaver, Flash, Photoshop and InDesign, iMovie, Final Cut Pro, Premiere, PHP, MySQL, JavaScript and Ruby on Rails programming.

Honors and Awards

Texas State University in San Marcos

- Finalist, AEJMC-Scripps Howard Journalism and Mass Communication Teacher of the Year, 2011
- AEJMC/Knight Foundation Bridge Grant, 2011 - \$8,000 for course development in conjunction with Knight News Challenge Winner
- Texas Social Media Award, *Austin American-Statesman*, 2010
- Texas State University Research Enhancement Grant, News Interactives: Media as User Experience, Summer 2010
- Presidential Award for Excellence in Scholarly/Creative Activities, Dean's Nominee, Junior Faculty, 2010
- Presidential Award for Excellence in Teaching, Dean's Nominee, Junior Faculty, 2010
- AEJMC Best of the Web, 2nd Place (SCTXState.com) in Journalism category for student project, 2009
- Presidential Award for Excellence in Scholarly/Creative Activities, SJMC Nominee, Junior Faculty, 2009
- Presidential Award for Excellence in Teaching, SJMC Nominee, Junior Faculty, 2009
- Texas State University Research Enhancement Grant, A Nation of Friends: Diffusion of Online Social Networking , Summer 2008
- Texas State University Research Enhancement Grant, User-Created Content: How Social Networking Translates to Social Capital, Summer 2007
- AEJMC Promising Professor Competition, Faculty 2nd Place, 2008
- AEJMC Best of the Web 1st (San Marcos Online) and 3rd place (Thread Austin) winners in Journalism category for student projects, 2008
- Presidential Award for Excellence in Scholarly/Creative Activities, SJMC Nominee, Junior Faculty, 2008
- Presidential Award for Excellence in Teaching, SJMC Nominee, Junior Faculty, 2008

The University of Texas at Austin

- AEJMC Promising Professor Competition, Graduate Student 2nd Place, 2004
- Bruton Fellowship, 2004-2005
- The University of Texas Continuing Fellowship, 2003-2004
- AEJMC, Best of the Web Design Competition, Honorable Mention for Teaching Sites, 2002
- Nettie Doscher More Fellowship, 2002
- Ada Francis Miller Fellowship, 2000 and 2002
- Outstanding Teaching Assistant Award- School of Journalism, 2001
- The University of Texas Preemptive Fellowship, 1999-2000
- The University of Texas Continuing Tuition Fellowship, 2001-2002
- Kappa Tau Alpha Inductee, national honor society in Journalism and Mass Communication, Spring 2006

Invited Talks

Texas State University in San Marcos

- Panel, @you: Making Social Media Work for You and Your Business, Austin Women's Conference, Nov. 2011
- Teach-a-thon, Storify It, Journalism Interactive, University of Maryland, Oct. 2011
- Selected speaker, "If I Were In Charge" panel, Seven Things Everyone Should Know, Online News Association, Boston, Sept. 2011
- Panel, Social Media in the Classroom, AEJMC National Convention, St. Louis, Aug. 2011
- Panel, Social Media for Magazines, AEJMC National Convention, St. Louis, Aug. 2011
- I'm With the Band, Social Media Club of Austin, June 21, 2011- moderator
- Rockin' the Checkin: Location-based Strategies for Musicians - SXSWi 2011 - hosted panel with member of Gowalla
- Social Media Panel, Tri-County Summit, San Marcos Hispanic Chamber, Nov. 2010
- Influence and Innovate: Transforming Media Education - SXSWi 2010 - proposed and hosted panel including members of Politifact and NY Times
- Gaming as a Gateway Drug: Introducing Girls to Technology - panel SXSWi 2009 - invited panelist
- Guest Speaker, "Social Media Techniques," Marquette University, October 2009
- Guest Speaker, "Social Media" and "Trends in Multimedia," Indiana University, April 2009
- Guest Speaker, "Trends in New Media," ASNE Reynolds High School Journalism Institute, 2008 -2010
- Presentation - Trends in Interactive Advertising, American Advertising Federation, Jan. 25, 2008
- Presentation - Trends in Multimedia, to Society of Professional Journalists, Nov. 29, 2007
- Presentation - Creating a Photo Slideshow in Flash, Teaching and Working in a Multimedia World, AEJMC National Convention Workshop, August 8, 2007
- Hosted panel - The YouTube Effect: User-Generated Content and Viral Marketing, AEJMC National Convention, Washington, D.C., August 10, 2007
- Presentation at National Writer's Workshop panel - Stories Degree Zero: Enacting Journalism in a Multimedia Environment, San Antonio, TX, May 19, 2007
- Presentation - Social Media, Round Rock campus, March 6, 2007
- Presentation to Bobcat Promotions - Introduction to Web Design, April 13, 2007
- Guest lecturer, Advertising Campaigns class - Interactive Media in Advertising, April 3, 2007
- Analysis of Teaching Multimedia: Top Programs, Unique Approaches, presented to SJMC faculty, October 6, 2006

Virginia Commonwealth University

- Guest Lecturer, Communication Technology and Global Society, November 15, 2005
- Presentation, Media, Art & Text, Interdisciplinary Ph.D., State Council of Higher Education for Virginia, Nov. 11, 2005

The University of Texas at Austin

- Guest Lecturer, Writing and Editing for Print and Online Publishing, May 27, 2004
- Guest Lecturer, News Media Writing and Editing, Convergence, April 29, 2004
- Guest Lecturer, Women and News course, Women and the Web, April 20, 2004
- Taught Going Online at Interscholastic League Press Conference, April 17, 2004
- ASNE High School Journalism Institute, Web Design Presentation, Summer 2001-2004
- Taught Flash courses at National Press Photographers Association Conference, February 2001
- Taught Flash course at Texas State University, April 7, 2001

Committees and Service

Texas State University in San Marcos

- Graduate Committee, School of Journalism and Mass Communication, 2008-present
- Curriculum Committee, School of Journalism and Mass Communication, 2010-present
- Technology and Facility Committee, School of Journalism and Mass Communication, 2006-present
- Mass Comm Week Committee, School of Journalism and Mass Communication, 2007-present. Chair, 2011
- Library Committee, School of Journalism and Mass Communication, 2006-2008
- Ad Hoc Ph.D committee, School of Journalism and Mass Communication, 2007-2008
- Co-adviser, TXST Social Media Club, 2010-present

Virginia Commonwealth University

- VCU Interdisciplinary Ph.D in Media, Art, and Text committee
- VCU School of Mass Communications Technology, Internship, and Curriculum committees
- VCU Search Committee for joint appointment position in History and Media Studies to support Interdisciplinary Ph.D. Program
- Search committee, outside member, History and Media Studies, Fall 2005

The University of Texas at Austin

- Curriculum Coordinator, ASNE High School Journalism Institute, 2001-2005
- Organized and scheduled Web and Design teaching assistants, 2002-2005
- Organized Symposium in Online Journalism, Spring 2001

Training and Development

Texas State University in San Marcos - 2006-2009

- NewsCamp and CAR conference, IRE, Raleigh, NC, Feb. 2011
- Poynter Fellowship, Programming for Journalists Seminar, St. Petersburg, FL, August 2010.
- Ruby on Rails Training, Online News Association, Washington, DC, October, 2010
- Ruby on Rails Training, Marakana Training Center, San Francisco, January 2010
- Ruby on Rails Training, Online News Association, Washington, DC, September 2008
- Think Python, Summer 2010
- Lynda.com training - JavaScript, JQuery, HTML5, CSS3, Ruby on Rails. Flash CS5/ActionScript3
- Completed Texas State Program for Excellence in Teaching and Learning., 2006-2007
- Attended Adobe Seminar Production Studio and Flash, October 3, 2006

Virginia Commonwealth University - 2005-2006

- Completed VCU Center for Teaching Excellence Program, 2006

Community and Professional Leadership

- Co-founder of Austin chapter of Hacks/Hackers, 2010; with members of Austin American-Statesman and Texas Tribune
- Co-director, Best of the Web competition, AEJMC Communication Technology Division, 2006-2007, hosted annual awards panel at national convention.
- Webmaster, School of Mass Communications, Virginia Commonwealth University, October 2005-present

Reviewer

- Reviewer, Multimedia Journalism text, Oxford University Press
- Reviewer, Multimedia Journalism text proposal, Pearson, Allyn & Bacon
- Judge, Austin American-Statesman Essay Contest
- Reviewer, Social Science Computer Review
- Reviewer, Journal of Computer-Mediated Communication
- Reviewer, Southwest Symposium
- Judge, AEJMC Best of the Web
- Reviewer, Southwestern Mass Communication Journal
- Reviewer, AEJMC, Communication Technology Division,
- Reviewer, International Symposium in Online Journalism, UT
- Reviewer, *Web Wizard's Guide to Photoshop*, Addison-Wesley

Participation in Professional Organizations

- Association for Education in Journalism and Mass Communication
- International Communication Association
- Association of Internet Researchers
- Online News Association
- Investigative Reporters and Editors
- Hacks/Hackers - co-founder of Austin chapter
- Austin on Rails
- Social Media Club of Austin
- Refresh Austin