

MARK CODDINGTON

Assistant Professor
Department of Journalism and Mass Communications
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1. EDUCATION

University of Texas at Austin, School of Journalism

Ph.D. in Journalism, emphases in Digital Media and Media & Society

Dissertation committee: Stephen Reese (chair), C. W. Anderson, Mary Bock, Regina Lawrence, Sharon Stover

Dissertation: Telling secondhand stories: News aggregation and the production of journalistic knowledge.

Graduated in August 2015.

University of Texas at Austin, School of Journalism

Master of Arts in Journalism, Research and Theory Track

Thesis: A collaborative challenger: Using WikiLeaks to map the contours of the journalistic paradigm.

Graduated in May 2012.

*Awarded Outstanding Thesis, University of Texas at Austin Graduate School

Wheaton College, Wheaton, IL

Bachelor of Arts in Communication, emphasis in Media Studies

Graduated Summa Cum Laude in May 2006.

2. POSITIONS

Washington and Lee University, Lexington, VA

Assistant Professor, Department of Journalism and Mass Communications, 2015 - present.

University of Texas at Austin

Instructor of Record, School of Journalism, August 2014 - December 2014.

Graduate Teaching Assistant, School of Journalism, 2010 - 2014.

Nieman Journalism Lab, Cambridge, MA

Contributing writer and editor, 2010 - 2014.

3. RESEARCH

Peer-reviewed academic journal publications

- Holton, Avery E., Lewis, Seth C., and **Coddington, Mark** (2016). Interacting with audiences: Journalistic role conceptions, reciprocity, and perceptions about participation. *Journalism Studies* [Online before print]. doi: 10.1080/1461670X.2016.1165139
- Holton, Avery E., **Coddington, Mark**, Lewis, Seth C., and Gil de Zúñiga, Homero (2015). Reciprocity and the news: The role of personal and social media reciprocity in news creation and consumption. *International Journal of Communication*, 9, 2526-2547.
- Coddington, Mark** (2015). Clarifying journalism's quantitative turn: A typology for evaluating data journalism, computational journalism, and computer-assisted reporting. *Digital Journalism*, 3(3), 331-348.
- Coddington, Mark** (2014). Defending judgment and context in 'original reporting': Journalists' construction of newswork in a networked age. *Journalism*, 15(6), 678-695.
- Coddington, Mark** (2014). Normalizing the hyperlink: How bloggers, professional journalists, and institutions shape linking values. *Digital Journalism*, 2(2), 140-155.
- Coddington, Mark**, and Holton, Avery E. (2014). When the gates swing open: Examining network gatekeeping in a social media setting. *Mass Communication and Society*, 17(2), 236-257.
- Coddington, Mark**, Molyneux, Logan, and Lawrence, Regina G. (2014). Fact checking the campaign: How political reporters used Twitter to set the record straight (or not). *The International Journal of Press/Politics*, 19(4), 391-409.
- Lewis, Seth C., Holton, Avery E., and **Coddington, Mark** (2014). Reciprocal journalism: A concept of mutual exchange between journalists and audiences. *Journalism Practice*, 8(2), 229-241.
- Lawrence, Regina G., Molyneux, Logan, **Coddington, Mark**, and Holton, Avery E. (2014). Tweeting conventions: Political journalists' use of Twitter to cover the 2012 presidential campaign. *Journalism Studies*, 15(6), 789-806.
- Holton, Avery E., Baek, Kang, **Coddington, Mark**, and Yaschur, Carolyn (2014). Seeking and sharing: Motivations for linking on Twitter. *Communication Research Reports*, 31(1), 33-40.

Holton, Avery E., **Coddington, Mark**, and Gil de Zúñiga, Homero (2013). Whose news? Whose values? Citizen journalism and journalistic values through the lens of content creators and consumers. *Journalism Practice*, 7(6), 720-737.

Coddington, Mark (2012). Defending a paradigm by patrolling a boundary: Two global newspapers' approach to WikiLeaks. *Journalism & Mass Communication Quarterly*, 87(3), 877-896.

Coddington, Mark (2012). Building frames link by link: The linking practices of blogs and news sites. *International Journal of Communication*, 6, 2007-2026. URL: <http://ijoc.org/ojs/index.php/ijoc/article/view/1476>

Holton, Avery, and **Coddington, Mark** (2012). Recasting social media users as brand ambassadors: Opening the doors to the first 'Social Suite.' *Case Studies in Strategic Communication*, 1, 4-24. URL: <http://cssc.web.unc.edu/cases/v1/art2/>

Book chapters

Lewis, Seth C., Holton, Avery, and **Coddington, Mark** (In press). Reimagining the journalist-audience relationship through reciprocal journalism. In C. Peters & M. Broersma (Eds.), *Rethinking journalism vol. II: The societal role and relevance of journalism in a digital age*. London: Routledge.

Molyneux, Logan, Mourão, Rachel R., and **Coddington, Mark** (In press). U.S. political journalists' use of Twitter: Lessons from 2012 and a look ahead. In R. Davis, M. Just, & C. Holtz-Bacha (Eds.), *Campaigning in 140 characters or less: Twitter and elections around the world*. London: Routledge.

Coddington, Mark (2015). The wall becomes a curtain: Revisiting journalism's news-business boundary. In M. Carlson & S. C. Lewis (Eds.), *Boundaries of journalism: Professionalism, practices and participation* (pp. 67-82). New York: Routledge.

Peer-reviewed academic conference papers

Coddington, Mark (2016). Gathering evidence of evidence: News aggregation as an epistemological practice. Accepted to the *Association for Education in Journalism and Mass Communication Conference 2016*, Newspaper and Online News Division, Minneapolis, August 4-7, 2016.

Coddington, Mark (2016). Metrics, clickbait, and the anemic audience: Audience perceptions and professional values among news aggregators. Accepted to the *Association for Education in Journalism and Mass Communication Conference 2016*, Participatory Journalism Interest Group, Minneapolis, August 4-7, 2016.

Holton, Avery E., Lewis, Seth C., and **Coddington, Mark** (2015). Interacting with audiences: Role conceptions, reciprocity, and journalistic perceptions about participation. *The Future of Journalism 2015*, Cardiff, Wales. September 10-11, 2015.

Molyneux, Logan, Mourão, Rachel Reis, and **Coddington, Mark** (2015). U.S. political journalists' use of Twitter: Lessons from 2012 and a look ahead. *American Political Science Association 2015*, Political Communication Pre-conference, San Francisco, September 2, 2015.

Coddington, Mark (2015). Getting their stories short: News aggregation and the evolution of journalistic narrative. *Association for Education in Journalism and Mass Communication Conference 2015*, Newspaper and Online News Division, San Francisco. August 6-9, 2015.

Coddington, Mark, Lewis, Seth C., and Holton, Avery E. (2015). Reciprocity and participation: The role of reciprocity in participatory journalism. *International Communication Association 2015*, Journalism Studies Division, San Juan, PR. May 21-25, 2015.

Coddington, Mark (2014). Seeing through the user's eyes: The role of journalists' audience perceptions in their use of technology. *Association for Education in Journalism and Mass Communication Conference 2014*, Newspaper and Online News Division, Montréal. August 6-9, 2014.

Coddington, Mark (2014). Clarifying journalism's quantitative turn: A typology for evaluating data journalism, computational journalism, and computer-assisted reporting. *Association for Education in Journalism and Mass Communication Conference 2014*, Participatory Journalism Interest Group, Montréal. August 6-9, 2014.

Holton, Avery E., **Coddington, Mark**, Lewis, Seth C., and Gil de Zúñiga, Homero (2014). Reciprocity and the news: The role of personal and social media reciprocity in news creation and consumption. *Association for Education in Journalism and Mass Communication Conference 2014*, Participatory Journalism Interest Group, Montréal. August 6-9, 2014.

***Top faculty paper, Participatory Journalism Interest Group**

Lawrence, Regina G., **Coddington, Mark**, and Molyneux, Logan (2013). Setting the record straight: How journalists used Twitter to fact check the campaign. *The American Political Science Association 2013 Annual Meeting*, Chicago. August 29-September 1, 2013.

Coddington, Mark (2013). Normalizing the hyperlink: How bloggers, professional journalists, and institutions shape linking values. *International Communication Association 2013*, Journalism Studies Division, London. June 17-21, 2013.

Coddington, Mark (2013). Defending judgment and context in 'original reporting': Journalists' construction of newswork in a networked age. *International Communication Association 2013*, 'The Objects of Journalism: Media, Materiality, and the News' preconference, London. June 17, 2013.

Lawrence, Regina G., Molyneux, Logan, **Coddington, Mark**, and Holton, Avery E. (2013). Tweeting conventions: Political journalists' use of Twitter to cover the 2012 presidential campaign. *International Communication Association 2013*, Political Communication Division, London. June 17-21, 2013.

Holton, Avery E., Baek, Kang H., **Coddington, Mark**, and Yaschur, Carolyn (2013). Soliciting reciprocity: Socializing, communality, and other motivations for linking on Twitter. *2013 International Symposium on Online Journalism*, Austin, TX. April 19-20, 2013.

Holton, Avery, **Coddington, Mark**, and Gil de Zúñiga, Homero (2012). Whose news? Whose values? Citizen journalism and journalistic values through the lens of content creators and consumers. *Association for Education in Journalism and Mass Communication Conference 2012*, Civic and Citizen Journalism Interest Group, Chicago. August 9-12, 2012.

Coddington, Mark, Gil de Zúñiga, Homero, and Johnson, Thomas J. (2012). Stumbling into action: How incidental news exposure and news media consumption interact to influence social capital and civic participation. *Association for Education in Journalism and Mass Communication Conference 2012*, Political Communication Division, Chicago. August 9-12, 2012.

Coddington, Mark, and Holton, Avery (2012). 'You have to hand over the keys': Reshaping gatekeeping within a networked context. *International Communication Association 2012*, Mass Communication Division, Phoenix. May 24-28, 2012.

Holton, Avery, **Coddington, Mark**, and Gil de Zúñiga, Homero (2012). Who knows best? Attitudes and perceptions of citizen journalism and the news through the lens of creators and consumers. *2012 International Symposium on Online Journalism*, Austin, TX. April 20-21, 2012.

Coddington, Mark, and Johnson, Thomas J. (2011). Stumbling into action: The influence of inadvertent news exposure to social networking sites and blogs on political knowledge and participation. *36th Conference for the Midwest Association for Public Opinion Research*, Chicago. November 18-19, 2011.

Coddington, Mark (2011). Building frames link by link: The linking practices of blogs and news sites. *Association for Education in Journalism and Mass Communication Conference 2011*, Communication Technology Division, St. Louis. August 10-13, 2011.

Baek, Kanghui, **Coddington, Mark**, Stephens, Maegan, Williams, Larissa, Johnson, Thomas J., & Brundidge, Jennifer (2011). Love it or leave it? The relationship between polarization and credibility of traditional and partisan media. *2011 International Symposium on Online Journalism*, Austin, TX. April 1-2, 2011.

Coddington, Mark (2005). Biting into *The Onion*: The phenomenon of web-based political humor. *National Communication Association Convention 2005*, Lambda Pi Eta Division, Boston. November 16-20, 2005.

***Top undergraduate paper (Steven A. Smith Award)**

4. TEACHING

Assistant Professor, Washington and Lee University, Department of Journalism and Mass Communications

Courses taught, 2015-2016:

JOUR 101 – Introduction to Mass Communications

JOUR 180 – The News About the News: Does Journalism Need Saving?

JOUR 201 – Introduction to Reporting

JOUR 202 – Introduction to Digital Journalism

JOUR 295 – Media Bias: Beyond Right and Left

Assistant Instructor (Instructor of Record), University of Texas at Austin, School of Journalism

Reporting Words, undergraduate level, August - December 2014.

Taught a section of required introductory reporting course; guided students through process of reporting, writing, and editing stories; developed lab exercises and instruction on reporting and writing processes, both generally and online-focused.

Teaching Assistant, University of Texas at Austin, School of Journalism

Reporting Texas, graduate/undergraduate level, August 2011 - May 2014.

Worked one-on-one with students in editing stories for online publication; assisted in leading class discussions on reporting and storytelling for the web; guided course workflow through editorial process.

Social Media Journalism (online course), undergraduate level, July - August 2013.

Helped guide students in use of social networks such as Twitter, Facebook, Tumblr, Pinterest, and Storify for news; aided in coordinating structure, logistics, and grading for online course with approximately 60 students.

Intermediate Reporting, undergraduate level, August 2010 - May 2011.

Instructed and evaluated students through reporting and writing process; designed and prepared original lab exercises on story sourcing, organization, and editing.

5. PROFESSIONAL EXPERIENCE

Writer, Nieman Journalism Lab, Harvard University, Cambridge, MA, January 2010 - August 2014.

Wrote weekly reviews curating and explaining journalism and technology news and analysis; served as primary writer and editor for Encyclo, online future-of-news encyclopedia; conducted two unpublished case studies on newsroom innovation and entrepreneurship.

Editor/Web Editor, Reporting Texas, University of Texas at Austin School of Journalism, August 2011 - August 2014.

Manage website for student- and faculty-run online news publication; coordinate editorial workflow, page design, and display of multimedia elements; help plan social media and media outreach strategies.

Reporter, *The Independent*, Grand Island, NE, August 2006 - April 2010.

Covered a 16-county region of central Nebraska, along with energy issues and general assignments, for daily newspaper; worked with editors on web-first publishing of stories and developing online reader interaction; was first reporter for the newspaper to create a beat blog and to use Twitter.

Dow Jones Copy Editing Intern, *The Buffalo News*, Buffalo, NY, June 2006 - August 2006.

Edited local news and wire stories; wrote headlines and cutlines.

Related Journalism Experience

Hastings (NE) *Tribune*, *Daily Nebraskan*, Wheaton (IL) *Record*, August 2002 - May 2006.

Selected professional honors

Seven Nebraska Press Association awards, 2006 - 2010.

Nebraska Associated Press award, Best Spot News Story, 2007.

Ed Traves Scholar, Dow Jones Newspaper Fund, 2006.

6. ACADEMIC SERVICE AND HONORS

Honors, awards, and grants

Lenfest Summer Research Grant, Washington and Lee University, 2016.

Mike Hogg Endowed Fellowship, Graduate School, University of Texas, 2014 - 2015.

Maxwell McCombs Research Award, University of Texas, 2012 - 2015.

AEJMC Graduate Student Travel Grant, AEJMC, 2014.

School of Journalism Travel Grants, University of Texas, 2011 - 2014.

Outstanding Master's Thesis Award, University of Texas, 2013.

Ada Frances Miller Scholarship, University of Texas, 2013.

Graduate Recruitment Fellowship, University of Texas, 2010, 2012.

Will H. Mayes Scholarship in Journalism, University of Texas, 2011.

Research Grant, \$5,500, Texas Program in Sports and Media, 2011.

Nettie Doscher More Fellowship in Journalism, Texas Exes Scholarship Foundation, 2011.

Reviewing

Journal Editorial Board Member, 2014 - present.

Social Media & Society, 2015 - present (Graduate Student Advisory Board, 2014 -2015).

Journal Reviewer, 2012 - present.

Journalism & Mass Communication Quarterly, Journalism, The International Journal of Press/Politics, International Journal of Communication, Journal of Broadcasting & Electronic Media, Journalism Studies, Journalism Practice, Digital Journalism, Social Media & Society, Sociology Compass, Environmental Communication.

Book Reviewer, 2013 - present.

Journalism.

Conference Reviewer, 2013 - present.

International Communication Association

Journalism Studies Division

Association for Education in Journalism and Mass Communication

Communication Technology Division, Mass Communication & Society Division,

Newspapers and Online News Division, Participatory Journalism Interest Group

Affiliations

International Communication Association, 2013 - present.

Journalism Studies Division, 2013 - present.

Association for Education in Journalism and Mass Communication, 2011 - present.

Participatory Journalism Interest Group, 2012 - present.

Professional Freedom & Responsibility Chair, 2015 - present.

Graduate Student Liaison, 2012 - 2015.

Communication Technology Division, 2012 - present.

Mass Communication and Society Division, 2012 - present.

Newspaper and Online News Division, 2015 - present.

Investigative Reporters and Editors/National Institute for Computer-Assisted Reporting, 2013 - present.

Twitter Research Group, University of Texas, 2012 - 2015.

Community, Journalism & Communication Research/Digital Media Research Program, University of Texas, 2011 - 2014.

Student Chair, 2012 - 2014.

Online Political Communication Research Group, University of Texas, 2010 - 2011.

Institutional and departmental service

Washington and Lee University

Committee Member, Fishback Program for Visiting Writers, 2015-16.

Committee Member, Reporting/Digital Journalism Curriculum Review, 2015-16.

Invited papers and presentations

Silicon Valley meets journalism: The startup scene and its connection with emerging forms of news.

Panel discussion at Association for Education in Journalism and Mass Communication Conference 2015, Participatory Journalism Interest Group, San Francisco. August 6, 2015.

Defending a paradigm by patrolling a boundary: Two global newspapers' approach to WikiLeaks.

Invited paper presentation at the Media Sociology Forum, Columbia University, New York. March 2, 2012.

Other academic projects

Millennials and News Summit, University of Texas, Austin, TX, November 2010, April 2012.
Coordinated social media, particularly Twitter backchannel discussion.

University of Nebraska-Lincoln, Lincoln, NE, August 2005 - December 2005.
Attended College of Journalism and Mass Communications; wrote for *Daily Nebraskan*.

Summer Institute of Journalism, Washington, DC, May 2005 - June 2005.
Studied political reporting; reported and wrote stories for Hastings (NE) *Tribune* from Washington, DC.