

MARK CODDINGTON

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

University of Texas at Austin, School of Journalism

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

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

Adviser: Stephen Reese

Graduated in August 2015.

*Finalist, Outstanding Dissertation, International Communication Association Journalism Studies Division, 2016

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, 2013

Wheaton College, Wheaton, IL

Bachelor of Arts in Communication, emphasis in Media Studies

Graduated Summa Cum Laude in May 2006.

ACADEMIC POSITIONS

Washington and Lee University, Department of Journalism and Mass Communications, Lexington, VA

Assistant Professor, 2015 - present.

University of Texas at Austin, School of Journalism

Assistant Instructor (Instructor of Record), August 2014 - December 2014.

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

RESEARCH

Scholarly monograph (in progress)

Coddington, Mark. *Aggregating the news: Secondhand storytelling and the changing work of digital journalism.* New York: Columbia University Press (under contract).

Peer-reviewed academic journal publications

Coddington, Mark (2018). Seeing through the user's eyes: The role of journalists' audience perceptions in their use of technology. *Electronic News*. [Online before print] doi: 10.1177/1931243118767730

Holton, Avery E., Lewis, Seth C., and **Coddington, Mark** (2016). Interacting with audiences: Journalistic role conceptions, reciprocity, and perceptions about participation. *Journalism Studies*, 17(7), 849-859. 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. <http://ijoc.org/index.php/ijoc/article/view/3598>

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. doi:10.1080/21670811.2014.976400

Coddington, Mark (2014). Defending judgment and context in 'original reporting': Journalists' construction of newswork in a networked age. *Journalism*, 15(6), 678-695. doi:10.1177/1464884913501244

Coddington, Mark (2014). Normalizing the hyperlink: How bloggers, professional journalists, and institutions shape linking values. *Digital Journalism*, 2(2), 140-155. doi:10.1080/21670811.2013.785813

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. doi:10.1080/15205436.2013.779717

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. doi:10.1177/1940161214540942

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. doi:10.1080/17512786.2013.859840

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. doi:10.1080/1461670X.2013.836378

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. doi:10.1080/08824096.2013.843165

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. doi:10.1080/17512786.2013.766062

Coddington, Mark (2012). Defending a paradigm by patrolling a boundary: Two global newspapers' approach to WikiLeaks. *Journalism & Mass Communication Quarterly*, 87(3), 877-896. doi:10.1177/1077699012447918

Coddington, Mark (2012). Building frames link by link: The linking practices of blogs and news sites. *International Journal of Communication*, 6, 2007-2026. <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. <http://cssc.web.unc.edu/cases/v1/art2/>

Peer-reviewed academic conference proceedings

Wihbey, John, and **Coddington, Mark** (2017). Knowing the numbers: Assessing attitudes among journalists and educators about using and interpreting data, statistics, and research. *#ISOJ Journal*, 7(1). <http://isoj.org/research/knowing-the-numbers-assessing-attitudes-among-journalists-and-educators-about-using-and-interpreting-data-statistics-and-research/>

*Awarded top paper at the International Symposium on Online Journalism 2017

Book chapters

Coddington, Mark (In press). Defining and mapping data journalism and computational journalism: A review of typologies and themes. In S. Eldridge II & B. Franklin (Eds.), *Routledge handbook of developments in digital journalism studies*. London: Routledge.

Lewis, Seth C., Holton, Avery E., and **Coddington, Mark** (2016). From participation to reciprocity in the journalist-audience relationship. In C. Peters & M. Broersma (Eds.), *Rethinking journalism again: Societal role and public relevance in a digital age* (pp. 161-174). London: Routledge.

Molyneux, Logan, Mourão, Rachel R., and **Coddington, Mark** (2016). U.S. political journalists' use of Twitter: Lessons from 2012 and a look ahead. In R. Davis, C. Holtz-Bacha, & M. Just (Eds.), *Twitter and elections around the world: Campaigning in 140 characters or less* (pp. 43-56). New York: 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.

Encyclopedia article under review

Coddington, Mark (2018). Aggregation and journalism. *Oxford Encyclopedia of Journalism Studies*.

Peer-reviewed academic conference papers

Coddington, Mark, Lewis, Seth C., and Belair-Gagnon, Valerie. (2018). In the mind's eye: The sources and influence of journalists' audience perceptions. Accepted to *International Association for Media and Communication Research 2018*, Journalism Research and Education Section, Eugene, Oregon, June 20-24, 2018.

Holton, Avery E., **Coddington, Mark**, and Lewis, Seth C. (2017). The role of reciprocity in participatory journalism: Evaluating a concept. *The Future of Journalism 2017*, Cardiff, Wales, September 14-15, 2017.

Coddington, Mark (2017). Negotiating inferiority: The professional identity and values of news aggregators. *International Communication Association 2017*, Journalism Studies Division, San Diego, May 25-29, 2017.

Molyneux, Logan, and **Coddington, Mark** (2017). Aggregation, clickbait and their effect on perceptions of journalistic credibility and quality. *International Communication Association 2017*, Journalism Studies Division, San Diego, May-25-29, 2017.

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

*AEJMC News Audience Research Award

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). Reciprocation 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)

Invited papers and presentations

PhD Student/Early Career Preconference.

Panelist for Newspaper and Online News Division/Graduate Student Interest Group preconference at the Association for Education in Journalism and Mass Communication Conference 2017, Chicago, August 8, 2017.

Rethinking news ethnography for the digital newsroom.

Organizer/moderator for panel discussion at International Communication Association 2017, Journalism Studies Division, San Diego, May 28, 2017.

Integrating ethnographic methods with journalism practice.

Panel discussion at the Association for Education in Journalism and Mass Communication Conference 2016, Communication Theory and Methodology Division and Community Journalism Interest Group, Minneapolis, August 6, 2016.

Reciprocity and the communal function of journalism.

Panel discussion at the Association for Education in Journalism and Mass Communication Conference 2016, Participatory Journalism and Community Journalism Interest Groups, Minneapolis, August 4, 2016.

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

Panel discussion at the 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.

TEACHING

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

Courses taught:

- JOUR 101 – Introduction to Mass Communications – Fall 2015, Fall 2016
- JOUR 180 – The News About the News: Does Journalism Need Saving? – Fall 2015
- JOUR 201 – Introduction to Reporting – Winter 2016, Winter 2017, Fall 2017
- JOUR 202 – Introduction to Digital Journalism – Winter 2016, Winter 2018
- JOUR 204 – Media Bias: Beyond Right and Left – Spring 2016, Spring 2017
- JOUR 220 – Social Media: Principles and Practice – Fall 2016, Fall 2017
- JOUR 332 – Research Methods in Mass Communications – Winter 2018

Assistant Instructor (Instructor of Record), University of Texas at Austin, School of Journalism
J310F – Reporting Words – Fall 2014

Graduate Teaching Assistant, University of Texas at Austin, School of Journalism
J320D – Intermediate reporting – Fall 2010, Spring 2011
J336F – Social Media Journalism – Summer 2013
J361F/J395 – Reporting Texas – Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall
2013, Spring 2014

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.

Managed website for student- and faculty-run online news publication; coordinated editorial workflow, page design, and display of multimedia elements; helped 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.

Related Journalism Experience

The Buffalo News, Hastings (Neb.) *Tribune*, *Daily Nebraskan*, Wheaton (IL) *Record*, August 2002 - August 2006.

Selected professional honors

Seven Nebraska Press Association awards, 2006 - 2010.

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

Ed Trayes Scholar, Dow Jones Newspaper Fund, 2006.

ACADEMIC SERVICE AND HONORS

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.

Vice-Head and Program Chair, 2017 - present.

Research Chair, 2016 - 2017.

Professional Freedom & Responsibility Chair, 2015 - 2016.

Graduate Student Liaison, 2012 - 2015.

Communication Technology Division, 2012 - present.

Mass Communication and Society Division, 2012 - present.

Newspaper and Online News Division, 2015 - present.

Mentor, NOND Graduate Student Mentorship Program, 2017 - 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

Founder/Coordinator, Digital Pre-Professional Pedagogy Cohort, 2016 - present.

Member:

University Athletics Committee, 2016 - present.

College Strategic Plan Task Force, 2017 - 2018.

Fishback Program for Visiting Writers Committee, 2015 - present.

Department Technology Committee, 2017 - present.

Reporting/Digital Journalism Curriculum Review, 2015 - 2016.

Reviewing

International Fact-Checking Network external assessor, 2017 - present.

Journal Editorial Board Member, 2014 - present.

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

Journal Reviewer, 2012 - present.

Journal of Communication, *Journalism & Mass Communication Quarterly*, *Mass Communication and Society*, *Journalism*, *The International Journal of Press/Politics*,

International Journal of Communication, Journal of Broadcasting & Electronic Media, Journalism Studies, Journalism Practice, Digital Journalism, Convergence, Communication & Society, Social Media & Society, Sociology Compass, Environmental Communication.

Book Manuscript/Proposal Reviewer, 2017.
Routledge.

Book Reviewer, 2013.
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, Commission on the Status of Women.*

Honors, awards, and grants

Active Learning Fellowship, Washington and Lee University, 2018.

Lenfest Summer Research Grant, Washington and Lee University, 2016, 2017, 2018.

Top Paper Award, International Symposium on Online Journalism, 2017.

AEJMC News Audience Research Award, AEJMC, 2016.

Outstanding Dissertation Award Finalist, International Communication Association Journalism Studies Division, 2016.

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

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

Top Faculty Paper, AEJMC Participatory Journalism Interest Group, 2014.

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.

Media

The Center for News Excellence and Engagement (2016, August 2). Mark Coddington talks about his new study on journalism in the clickbait era. [Podcast] <http://www.news-excellence.org/interview-with-mark-coddington-aejmc-research-paper-award-first-place-winner/>

Reese, Stephen (2015, November 29). Una historia 'clasificada.' *El País*. http://internacional.elpais.com/internacional/2015/11/26/actualidad/1448549462_533402.html

Coddington, Mark (2015, June 26). One thing we can learn from Circa: A broader way to think about structured news. *Nieman Journalism Lab*. <http://www.niemanlab.org/2015/06/one-thing-we-can-learn-from-circa-a-broader-way-to-think-about-structured-news/>

Uberti, David (2014, July 21). Twitter and factchecking don't mix during debates. *Columbia Journalism Review*. http://www.cjr.org/behind_the_news/twitter_and_fact-checking_dont.php?page=all

Silverman, Craig (2014, July 16). Study: Political journalists opt for stenography over fact checking during presidential debates. *Poynter*. <http://www.poynter.org/2014/study-political-journalists-opt-for-stenography-over-fact-checking-during-presidential-debates/259021/>

Beaujon, Andrew (2012, July 17). Study: News websites link to themselves 91% of the time. *Poynter*. <http://www.poynter.org/2012/study-news-websites-link-to-themselves-91-of-the-time/181325/>