Corinne
Weisgerber, Ph.D.

Communication professor and researcher

Educational technology and social media expert

ABOUT

Communication professional with extensive expertise in higher education and active ties to the social media and educational technology industry.

Seasoned keynote and conference speaker and media expert with a passion for community-engaged scholarship.

CONTACTS

☎ (512) 535 0476

✉ corinnew@austin.rr.com

📍 550 Manchester Lane
Austin, Texas 78737

🐦 @corinnew

in in/corinnew

Education

Dec 2002
Ph.D. in Communication Arts & Sciences 📍 Penn State University
Dissertation: Turning to the Internet for help on sensitive topics

Aug 1999
M.A. in Speech Communication 📍 The Pennsylvania State University
Thesis: Studying initial interaction in computer-mediated and face-to-face communication

May 1997
B.A. in Speech Communication 📍 Miami University, Oxford, OH

Work Experience

Aug 2012 - Present
Associate Professor of Communication 📍 St. Edward's University

Experienced professor and supervisor recognized for research, teaching, and technology expertise. Praised for leadership skills that encourage teamwork, for interpersonal communication skills that promote positive and supportive student-teacher and work relationships, and for creating exciting experiential learning environments that challenge and empower students. Recognized by national and international media as an expert in social media and technology.

Communication Area Coordinator
2011 - 2013
- Led a department of 9 full-time faculty and 250+ undergraduate majors
- Hired, supervised, and evaluated about 10 adjunct faculty members each semester
- Developed course schedule for 50 classes
- Led departmental assessment & planning
- Worked with Marketing to promote the major

Interim Basic Course Director
2016
- Oversaw the university's General Education Public Speaking class
- Hired, supervised and evaluated all adjunct faculty (18 sections/semester)
- Developed the course schedule
- Worked with textbook publishers
- Ensured standardized experience

Aug 2006 - Aug 2012
Assistant Professor of Communication 📍 St. Edward's University

Recognized for my innovative uses of technology in the classroom. Created the first social media class in the nation in 2007. Developed and taught courses in:

- Public Relations
- Public Relations for Nonprofits
- Social Media for PR
- Social Media in a Global Context
- Interactive Media & Design
- Research Methods
- Interpersonal Communication
- Public Speaking
- Persuasion
- Internship

Aug 2005 - July 2006
Researcher/Instructor 📍 Rice University
Cain Project in Engineering & Professional Communication

Engaged in interdisciplinary collaborations with faculty in the Natural Sciences and Civic and Mechanical Engineering. Collaborations involved grant writing, curriculum development, communication instruction, and assessment of oral student performance.

Studied and investigated communication processes, pedagogy, and industry best practices. Pursued research projects and participated in a research collective.

Aug 2002 - July 2005
Asst. Professor of Communication 📍 Prairie View A&M University

Developed and taught undergraduate classes in Fundamentals of Speech Communication, Mass Media Writing, Communication Technology, Advertising , and Public Relations.
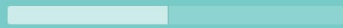
Language Skills

English

German

Luxembourgish

French

Spanish

Dutch

Web Skills

WordPress

HTML

Drupal

Dreamweaver

Publications

P

Weisgerber, C. (2017). Teaching students to become curators of ideas: An exercise in applied new media literacy. In J. S. Seiter, J. Peeples, & M. L. Sanders (eds.), Great Ideas for Teaching Students (G.I.F.T.S.) in Communication. Boston, MA: Bedford/St. Martin's.

Weisgerber, C. & Butler, S. (2016). Debranding digital identity: Personal branding and identity work in a networked age. International Journal of Interactive Communication Systems and Technologies, 6(1), 17-33.

Weisgerber, C. & Butler, S. (2015). Curating the Soul: Foucault's concept of hupomnemata and the digital technology of self-care. Information, Communication & Society.

Weisgerber, C. (2012). Illusions of Empowerment: Re-interpreting the Blogger's Social Media Dream. International Journal of Interactive Communication Systems and Technologies, 2(1), 36-51.

Weiserber, C. (2012). Public voice and new media literacy skills as a learning outcome in the public speaking classroom. In F. Mullen (ed.), Teaching Communication Creatively, Lynchburg, VA: Liberty University Press.

Butler, S. & Weisgerber, C. (2011). Empowering 21st Century Learners through Personal Learning Networks. In P. Ferris (ed.), Teaching, Learning, and the Net Generation: Concepts and Tools for Reaching Digital Learners (pp. 249-268). Hershey, PA: IGI Global.

Weisgerber, C. & Butler, S (2011). Social Media as a Professional Development Tool: Using Blogs, Microblogs and Social Bookmarks to Create Personal Learning Networks. In C. Wankel (ed.), Teaching Arts & Science with Social Media, pp. 339-363. Bingley, U.K.: Emerald.

Weisgerber, C. (2010). Disorder Construction As Lay Work: Examining The Relationship Between Sleep Paralysis Construction And Help-Seeking Behaviours. In R. Harris, N. Wathen, & S. Wyatt (eds.), Configuring Health Consumers: Health Work and the Imperative of Personal Responsibility, pp. 94-109. Houndsmills, U.K.: Palgrave Macmillan.

Weisgerber, C. & Butler, S. (Eds.) (2010). Communication Pedagogy in the Age of Social Media[Special Issue]. Electronic Journal of Communication, 20(1).

Weisgerber, C. & Butler, S. (2010). Editor's Introduction: Special Issue on Communication Pedagogy in the Age of Social Media. Electronic Journal of Communication.

Weisgerber, C. (2009). Teaching PR 2.0 through the use of blogs and wikis. Communication Teacher, 23(3), 105-109.

Weisgerber, C. & Butler, S. (2009). Visualizing the Future of Interaction Studies: Data Visualization Applications as a Research, Pedagogical, and Presentational Tool for Interaction Scholars. Electronic Journal of Communication, 19(1-2) .

Weisgerber, C. (2009). Service-Learning in the PR Campaigns Class: Using Wikis as an Interaction, Reflection, and Assessment tool. In D. W. Worley, B. Hugenberg, & M. Elkins (eds.), Best Practices in Experiential and Service Learning in Communication, pp. 370-378. Dubuque, IA: Great River Technologies.

Weisgerber, C. (2006). Helping students understand the press kit and its use by the media: When PR material becomes news. Communication Teacher, 20 (4), 93-96.

Weisgerber, C. & Butler, S. (2005). Towards a theoretical framework for the design of interactive online distance learning systems. The Texas Journal of Distance Learning, 2 (2), 44-57.

Graphic Design & Layout Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

GIMP

Presentation Design & Publishing Tools

Apple Keynote

Microsoft Powerpoint
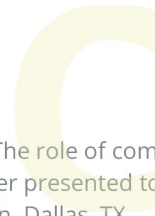
Apple iBooks Author

SlideShare

Publications (continued)

Weisgerber, C. (2004). Turning to the Internet for help on sensitive medical problems: A qualitative study of the construction of a sleep disorder through online interaction. Information, Communication & Society, 7(4), 111-132.

Conference Presentations

Academic Conference Presentations

Weisgerber, C. (2017, November). Broken agencies/broken agency: The role of communication professionals in confronting dysfunctional systems. Paper presented to the Ethnography Division of the National Communication Association, Dallas, TX.

Butler, S. & Weisgerber, C. (2016, November). Malcolm X: Constructing black manhood in public memory. Paper accepted for presentation to the Mass Communication Division of the National Communication Association, Philadelphia, PA.

Weisgerber, C. & Butler, S. (2015, November). Curating the Soul: Foucault's concept of hupomnemata and the digital technology of self-care. Paper presented to the Human Communication and Technology Division of the National Communication Association, Las Vegas, NV.

Weisgerber, C. (2015, November). Embracing The Discourse of Disruption in Higher Ed? Paper presented to the Undergraduate College and University Section Division of the National Communication Association, Las Vegas, NV.

Weisgerber, C. (2015, November). Fostering Course Creativity with Instructional Technology. Paper presented to the National Communication Association Educational Policies Board, Las Vegas, NV.

Weisgerber, C. (2015, November). Utilizing the Digital Landscape in and out of the Classroom: How Current Communication Technologies Foster Community and Scholarship. Paper presented to the Opportunities for Technology and Community Division of the National Communication Association, Las Vegas, NV.

Weisgerber, C. (2015, March). Disrupting the Disruption in Higher Ed. Talk given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.

Weisgerber, C. (2014, November). Teaching with Storify, Diigo and HootSuite. Paper accepted to the NCA Educational Policies Board Panel, Chicago, IL.

Weisgerber, C. (2013, November). The Networked Academic. Paper presented to the Human Communication and Technology Division of the National Communication Association, Washington, D.C.

Weisgerber, C. (2013, June). Teaching Students to Become Curators of Ideas: An Exercise in Applied New Media Literacy. Paper presented at the International Communication Association's Annual Convention, London, U.K.

Weisgerber, C. & Butler , S. (2012, September). Measuring Your Social Media Efforts. Online workshop given for the HP Catalyst Initiative & the New Media Consortium.

Weisgerber, C. & Butler, S. (2012, March). Re-envisioning Modern Pedagogy: Educators as Curators. Talk given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.

Conference Presentations
Academic Conference Presentations

Weisgerber, C. (2011, November). Twittering on the Edge of Disaster: Cattenom's Curation of a Catastrophe. Paper presented to the Convention Theme Division of the National Communication Association, New Orleans, LA.

Butler, S. & Weisgerber, C. (2011, November). Tapping into the stream of expert voices to create self-directed learning experiences for digital natives. Paper presented to the Instructional Development Division of the National Communication Association, New Orleans, LA.

Weisgerber, C. & Butler, S. (2011, March). Empowering students through personal learning networks built on social media platforms. Talk given at the SXSWedu (South by Southwest Education) Conference, Austin, TX.

Weisgerber, C. (2010, November). Illusions of Empowerment: Re-interpreting the Social Media Dream. Paper presented to the Human Communication and Technology and the Critical Studies Divisions of the National Communication Association, San Francisco, CA.

Weisgerber, C. (2010, April). Interacting with the digital natives: Online technology for interactive learning. Talk given at the Central States Communication Association Annual Conference, Cincinnati, OH.

Weisgerber, C. (2010, April). Engaging students in experiential and service learning. Paper presented at the Central States Communication Association Annual Conference, Cincinnati, OH.

Weisgerber, C. (2009, May). Sleep paralysis sufferers and their inclination to seek medical help: how do lay constructions of the disorder influence sufferers' help-seeking behaviors? Paper presented at The University of Western Ontario's Invited Workshop on Working to be Healthy: Negotiating Health Information and Technology in a Consumerist Age, London, Ontario.

Weisgerber, C. (2008, November). Public Voice and New Media Literacy Skills as a Learning Outcome in the Public Speaking Classroom. Paper presented to the G.I.F.T.S. Division of the National Communication Association, San Diego, CA.

Weisgerber, C. & Butler, S. (2008, November). Incorporating social media into the communication classroom: How to make the best of blogs, wikis, social bookmarks, and RSS feeds. Pre-conference seminar presented to the Pre-conference Division of the National Communication Association, San Diego, CA.

Butler, S. & Weisgerber, C. (2008, November). UnConventional Speech Grading Techniques: Using Software Programs to Administer Speech Feedback to Students. Paper presented to the Community College Section of the National Communication Association, San Diego, CA.

Weisgerber, C. & Butler, S. (2008, April). Spreading Ideologies on the Read/Write Web: Government use of meta-blogs to teach democracy in the Muslim World. Paper presented to the Mass Communication Division of the Southern States Communication Association, Savannah, GA .

Weisgerber, C. (2007, November). Disclosing Hallucinations: Strategies Used by Sleep Paralysis Sufferers to Talk about Face-Threatening Hallucinatory Experiences. Paper presented to the Interpersonal Communication Division of the National Communication Association, Chicago, IL.

Professional Skills

Data Analysis

Report Writing

Strategic Planning

Project Management

Ability to work under pressure

Community Service

Conference Presentations
Academic Conference Presentations

Weisgerber, C. & Butler, S. (2006, November). "Effects of the Differential Constructions of a Sleep Disorder on a Sufferer's Inclination to Seek Medical Help: A Qualitative Analysis". Paper presented to the Health Communication Division of the National Communication Association, San Antonio, TX.

Weisgerber, C. (2006, November). "ComCoach: An online speech resource designed to improve students' oral presentation and critical evaluation skills". Paper presented to the Scholar-to-Scholar Program of the National Communication Association, San Antonio, TX.

Weisgerber, C. (2006, August). "Language Policy in Multilingual Nations: A Case Study of Language Policy Development in the Grand-Duchy of Luxembourg." Paper accepted for presentation at the Internal Association for Intercultural Communication Studies, San Antonio, TX.

Weisgerber, C. & Butler, S. (2006, April). Should we stay or should we go? Leadership communication in the face of a potentially catastrophic hurricane. Paper presented to the Crisis Communication Division of the Southern States Communication Association, Dallas, TX.

Weisgerber, C. (2004, November). Email from Prince Nana Kofi of Nigeria: A Qualitative Study of the Construction of Identity in Nigerian Email Scams. Paper presented to the Human Communication and Technology Division of the National Communication Association, Chicago, IL.

Weisgerber, C. (2003, November). Constructing the Sleep Paralysis Disorder through Online Interaction: How Internet Users make Sense of a Mysterious Phenomenon. Paper presented to the Communication and Social Cognition Division of the National Communication Association, Miami, FL.

Weisgerber, C. (2003, April). Caught on the Web: Exposing Student Plagiarism in the Speech Classroom. Paper accepted for presentation at the Basic Course Division of the Eastern Communication Association, Washington D.C.

Weisgerber, C. (2002, November). Towards a Theoretical Framework for the Design of Interactive Multimedia- Based Online Learning Systems. Paper presented to the Human Communication and Technology Division of the National Communication Association, New Orleans, LA.

Weisgerber, C. (2002, November). Examining the Role of Self-Disclosure and Self-Presentation in Online Health Communication. Paper presented to the Health Communication Division of the National Communication Association, New Orleans, LA.

Weisgerber, C. (2002, April). SpeechTeach 1.0: An Online Speech Communication Learning Environment. Paper presented to the Instructional Development Division of the Eastern Communication Association, NY.

Weisgerber, C. (2001, November). Using Discourse Analytical Tools in the Second Language Classroom: Textual Analysis and Pedagogical Application of Goethe's Faust. Paper presented to the Language and Social Interaction Division of the National Communication Association, Atlanta, GA.

Weisgerber, C. (2001, November). Turning to the Internet for Medical Problems: The Case of the Online Sleep- Paralysis Community. Paper presented to the Human Communication and Technology Division of the National Communication Association, Atlanta, GA.

Conference Presentations
Academic Conference Presentations

Weisgerber, C. (2001, April). Seeking Online Medical Help for Sensitive Topics: A qualitative study of a bulletin board devoted to sleeping disorders. Paper presented to the Health Communication Division of the Eastern Communication Association, Portland, ME.

Weisgerber, C. (2000, November). Towards an Axiomatic Theory of Online Patient Disclosure. Paper presented to the Health Communication Division of the National Communication Association, Seattle, WA.

Weisgerber, C. (2000, November). Meeting strangers in cyberspace and real life: A comparison of initial face- to-face and computer-mediated interaction. Paper presented to the Human Communication and Technology Commission of the National Communication Association, Seattle, WA.

Weisgerber, C. (2000, April). AIDS Education and Culture: Analysis of the Effects of Cultural Context Orientation on the Directness of AIDS Education Literature. Paper presented to the Intercultural Communication Division of the Southern States Communication Association, New Orleans, LO.

Weisgerber, C. (2000, April). Infidelity in Dating Relationships: Examining The Impact Of Attachment Style Differences On Infidelity. Paper presented to the Interpersonal Communication Division of the Southern States Communication Association, New Orleans, LO.

Weisgerber, C. (2000, April). Augustine's Rhetoric: Christianization of Ciceronian Rhetoric and Platonic Dialectic. Paper presented to the History of Rhetoric Division of the Southern States Communication Association, New Orleans, LO.

Weisgerber, C. (1999, November). Studying Initial Interaction in Computer-Mediated and Face-to-Face Interaction. Poster presented at the National Communication Association annual convention, Chicago, IL.

Industry Presentations
Keynote Presentations

Weisgerber, C. (2011, November). Many voices, one stream: Negotiating multiple identities on the social web. Keynote talk given at the webcom Montréal Conference, Montréal, Canada.

Invited Presentations

Weisgerber, C. (2014, January). Du professeur connecté à l'étudiant connecté: vers une pédagogie stratégique des médias sociaux. Invited talk given at the Sorbonne University, Paris, France.

Weisgerber, C. (2014, November). How to Maximize Your LinkedIn Presence. Talk given at the Texas Conference for Women, Austin, TX.

Weisgerber, C. (2013, February). Trainers as curators of ideas: A new metaphor for the digital age. Talk given at the 2013 E-Learning Symposium, Houston, TX.

EXTERNAL SERVICE

ADVISORY BOARD MEMBER
SXSWedu (2013 - present)

SXSWedu is a major international conference which brings together education professionals as well as business, industry and policy leaders. In 2016, SXSWedu attracted 13,840 visitors with participants from 38 countries.

ADVISORY BOARD MEMBER
Social Media Club Education Initiative (2010 - 2012)

A national initiative whose goal it is to unite educators, students, and professionals and to further the development of social media curricula in our schools, enabling a wider network of learning and workforce preparedness.

NETWORK ADMINISTRATOR
PROpenMic (2008 - 2010)

A social network of roughly 4,500 PR students, faculty and professionals.

PEER REVIEW SERVICE

SERVED AS A PEER REVIEWER FOR:

Oxford University Press
The Review of Communication
The Electronic Journal of Communication
Journal of Information, Communication
    and Society
McNair Scholars Research Journal
SXSWedu

Industry Presentations

Invited Presentations

Weisgerber, C. (2012, October). Rethinking Professional Development in the Age of Social Media. Presentation given at the 2012 Texas HIV/STD Conference, Austin, TX.

Weisgerber, C. (2011, November). Building thought leadership in the age of curation. Talk given at the webcom Montréal Conference, Montréal, Canada.

Weisgerber, C. (2009, May). Tweet your way to success: Using Twitter to connect with your audiences. Talk given at the Public Relations Society of America Digital Impact Conference, New York City, NY.

Competitive Review Conferences

Weisgerber, C. (2010, March). Is technology weakening our interpersonal relationships? Talk given at the South by Southwest Interactive Conference, Austin, TX.

Media Interviews

Interviews with international, national, and local media

NBC, (2017, November 29). Wild new world of dating will make 'swiping right' seem quaint.

El Mercurio, Santiago de Chile (2017, October 29). Un movimiento de honestidad en redes sociales lucha contra los estereotipos de las vidas perfectas.

CNN, (2013, February 12). How technology has changed romance.

The Austin Chronicle, (2010, March 5). Technology, Take Us Away: Are our gadgets and gizmos troubleshooters or troublemakers?

The Sydney Morning Herald, Australia (2010, June 2010). Social media breeds new field of 'experts'.

ABC News, (2010, March 13). Is Technology Taking Its Toll on Our Relationships?

Austin 360, (2010, March 12). SXSW Panel: Is Technology Weakening Interpersonal Relationships?

YNN News Austin, (2011, May 2nd). Social media shapes word of bin Laden's death. YNN news report.

YNN News Austin, (2015, July 2nd). Hashtag Created by UT Grad Generates Worldwide Response. YNN news report.

Financial Services Technology Magazine, (2010, July 27). Out of the Ashes.

United Methodist Reporter, (2011, February 18). Unplugged: Tech sabbath strengthens connection to God.

Huffington Post Live, (2012, August 27). Graphic photos of sad events are a must.

EdCetera, (July 23, 2012). Educators as curators: 8 steps to bringing your students the best of the web.

References

AVAILABLE UPON REQUEST

Service Work

S

ST. EDWARD'S UNIVERSITY
Select Committee & Advising Work

Institutional Review Board (IRB), 2014-present
JSOURCE Editorial Board, 2012-present
Interim Basic Course Director, 2016
Humanities Guidelines Committee, 2014-present
Faculty Senate Collegiality Committee, 2013-2015
Area Coordinator, Communication Department, 2011-2013
School of Humanities Sub-Committee of the University Task Force on Academic Innovation and New Educational Approaches, 2013-2014
Innovation Program Committee, 2013-2014
University Faculty Development Committee, 2010-2012
Computer Users Group, 2012-present
University Faculty & Staff Campaign Committee, 2010-2012
Humanities Retention Committee, 2010-2012
Alumni Career Panel Planning Committee, 2011
Clicker Committee, 2011
Campus Leaders Advisory Board Member for the New Media Consortium, 2009-2017
Business Minor in Event Planning & Fundraising Committee, 2010
S.O.U.R.C.E. Committee, 2009-2010
Humanities Angers Program Committee, 2008
Faculty Advisor, Public Relations Student Society of America, 2006-present
Study Abroad Program in Angers, France, Summer 2011

Select Faculty Workshops

Presenter, Center for Teaching Excellence (CTE) Teaching Symposium, 2016
Presenter, CTE "Conversations on Teaching" Discussion Series, 2015
Presenter, CTE Faculty Showcase, 2009, 2010, 2011, 2012
Presenter, CTE workshop on teaching with blogs and wikis, 2007
Presenter, McNair's Scholars Program, 2013, 2014, 2015, 2016, 2017
Presenter, School of Management and Business Faculty Showcase, 2009
Presenter, School of Management and Business training seminar, 2008
Presenter, Campus Ministry series on religious diversity in the workplace, 2011

TEXAS A&M UNIVERSITY AT PRAIRIE VIEW
Committee & Advising Work

Co-chair, Digital Media Graduate Program Committee, 2003 - 2005
Chair, Digital Media Graduate Program Committee, 2002 - 2003
English Graduate Program Committee, 2002 - 2005
University Advisory Committee for Faculty Hiring, 2003 - 2005
Communication Faculty Search Committee, 2002 - 2005
National Accreditation Committee, 2002 - 2005
Undergraduate Scholarship Committee, 2002 – 2005
Academic Appeals Committee, 2005
Faculty Advisor, Lambda Pi Eta Communication Honors Society, 2003 -2005

Select Faculty Workshops

Presenter, Using Digital Media in the Classroom, 2003
Organizer & Presenter, Designing Websites with Dreamweaver, 2003
Presenter, Online Learning Environments for Speech Classes, 2003