

Curriculum Vitae

Eric L. Tsetsi

Department of Communication

University of Arizona, Tucson, AZ 85721

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Education

Ph.D. Communication

University of Arizona (Expected: May 2020)

Advisor: Stephen A. Rains

Committee: Jennifer Stevens Aubrey, Jake Harwood, Kate Kenski, Stephen A. Rains (Chair)

Minor: Social movements. Minor advisor: Jennifer Earl

Graduate certificate in computational social science

M.A. Communication

University of Arizona (May 2016)

Advisor: Stephen A. Rains

Thesis: *Digital Divide 3.0: The Mobile Revolution, Smartphone Use, and the Emerging Device Gap*

M.A. English, *with distinction*, Northern Arizona University

B.S. Journalism, minor: philosophy, Northern Arizona University

Research Interests

Communication and technology; media effects; political communication; inequality; social movements; computational social science; social influence; quantitative methods

Peer-Reviewed Publications

Rains, S. A., Pavlich, C. A., Lutovsky, B., **Tsetsi, E.**, & Ashtaputre, A. (in press). Support seeker expectations, support message quality, and supportive interaction processes and outcomes: The case of the comforting computer program revisited. *Journal of Social and Personal Relationships*.

Rains, S. A., Pavlich, C. A., **Tsetsi, E.**, & Akers, C. (in press). Evaluating the scope and theoretical mechanisms of person-centered social support: The case of the comforting computer program. *Communication Research*. Advance online publication. <https://doi.org/10.1177/0093650219852554>

Rains, S. A., Akers, C., Pavlich, C. A., **Tsetsi, E.**, & Appelbaum, M. (in press). Examining the quality of social support messages produced face-to-face and in computer-mediated communication: The Effects of Hyperpersonal Communication. *Communication Monographs*. Advance online publication. <https://doi.org/10.1080/03637751.2019.1595076>

- Tsetsi, E.** & Bradshaw, S. C. (2018). Trust, ideology, and efficacy: Exploring predictors of political expression on social networking sites. *Electronic Journal of Communication*, 28. Retrieved from <http://www.cios.org/www/ejcmmain.htm>
- Rains, S., **Tsetsi, E.**, Akers, C., Pavlich, C. A., & Appelbaum, M. (2018). Factors influencing the quality of social support messages produced online: The role of responsibility for distress and others' support attempts. *Communication Research*, 46, 866-886. <https://doi.org/10.1177/0093650218796371>
- Tsetsi, E.**, & Rains, S. A. (2017). Smartphone Internet access and use: Extending the digital divide and usage gap. *Mobile Media & Communication*, 5, 239-255. <https://doi.org/10.1177/2050157917708329>
- Rains, S. A., & **Tsetsi, E.** (2017). Social support and digital inequality: Does Internet use magnify or mitigate traditional inequities in support availability?. *Communication Monographs*, 84, 54-74. <https://doi.org/10.1080/03637751.2016.1228252>
- Conway, B. A., Filer, C. R., Kenski, K., & **Tsetsi, E.** (2017). Reassessing Twitter's agenda-building power: An analysis of intermedia agenda-setting effects during the 2016 presidential primary season. *Social Science Computer Review*, 36, 469-483. <https://doi.org/10.1177/0894439317715430>
- Rains, S. A., Brunner, S. R., Akers, C., Pavlich, C. A., & **Tsetsi, E.** (2016). The implications of computer-mediated communication (CMC) for social support message processing and outcomes: When and why are the effects of support messages strengthened during CMC?. *Human Communication Research*, 42, 553-576. <https://doi.org/10.1111/hcre.12087>
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Book Reviews

- Tsetsi, E.** (May 2019). [Review of the book *Whose global village? Rethinking how technology shapes our world*, by Ramesh Srinivasan]. *Mobile Media & Communication*, 7, 286-287. <https://doi.org/10.1177/2050157919827105>
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Book Chapters

- Conway, B. A., Filer, C. R., Kenski, K., & **Tsetsi, E.** (2017). Issue emphasis and agenda building on Twitter during the 2016 presidential primary season. In J. Baumgartner & T. Towner (eds.) *The Internet and the 2016 Presidential Campaign* (pp. 241-260). Lanham, MD: Rowman & Littlefield.
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Research Under Review

- Tsetsi, E.**, & Rains, S. A. *Inequality, social networks, and Internet use: Exploring the implications of the social diversification hypothesis.*
- Sias, P. M., **Tsetsi, E.**, Woo, N., & Smith, A. D., *With a little help from my friends: Task interdependence, coworker communication, and workplace friendship.*

Rains, S. A., Akers, C., Pavlich, C. A., **Tsetsi, E.**, & Ashtaputre, A. *The interactional dynamics of seeking social support: Seeker expectations and behavior, provider response quality, and seeker outcomes in face-to-face and computer-mediated communication.*

Research in Progress

Tsetsi, E., Scovill, S., & Lapierre, M. A. (Final manuscript preparation). *Mobilization, demobilization, and countermovement mobilization: Exploring the relationships between perceived media influence and social movements.*

Tsetsi, E. (Final manuscript preparation). *Agenda setting in the age of social media: Identifying topic incongruities between Facebook comments and The New York Times.*

Bradshaw, S. C., & **Tsetsi, E.** (Final manuscript preparation). *Perceived importance of terrorist threats mediate the relationships between attention to news coverage and support for antiterrorism policies.*

Tsetsi, E., Kenski, K., Filer, C., & Yan, K. (Final manuscript preparation). *Exploring the device divide: Perceived affordances and knowledge acquisition on Internet-connected devices.*

Tsetsi, E., Kenski, K., & Filer, C. (Data analysis). *Internet connected devices and user engagement: Testing the four-factor model of user engagement.*

Peer-Reviewed Conference Papers

Bradshaw, S. C., & **Tsetsi, E.** (2019, November). *Perceived importance of terrorist threats mediate the relationships between attention to news coverage and support for antiterrorism policies.* Paper to be presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

Rains, S. A., Pavlich, C. A., **Tsetsi, E.**, & Akers, C. (2019, November). *Evaluating the scope and theoretical mechanisms of person-centered social support: The case of the comforting computer program.* Paper to be presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

Tsetsi, E., & Scovill, S. (2019, November). *Mobilization, demobilization, and countermovement mobilization: Exploring the relationships between perceived media influence and social movements.* Paper to be presented at the 105th annual meeting of the National Communication Association, Baltimore, MD. **(Top Student Paper, Mass Communication Division)**

Tsetsi, E., & Rains, S. A. (2019, November). *Inequality, social networks, and Internet use: Exploring the implications of the social diversification hypothesis.* Paper to be presented at the 105th annual meeting of the National Communication Association, Baltimore, MD.

Rains, S. A., Pavlich, C. A., Lutovsky, B., **Tsetsi, E.**, & Ashtaputre, A. (2019, May). *Expectations about social support provider helpfulness, support message quality, and supportive interaction processes and outcomes.* Paper to be presented at the 69th annual meeting of the International Communication Association (ICA), Washington, D.C.

Sias, P. M., Smith, A. D., **Tsetsi, E.**, & Woo, N. (2019, May). *Perceived task interdependence and workplace relationships*. Paper to be presented at the 69th annual meeting of the International Communication Association (ICA), Washington, D.C.

Rains, S., Akers, C., Pavlich, C., **Tsetsi, E.**, & Appelbaum, M. (2018, November). *Computer-mediated communication and social support: Examining the effects of hyperpersonal communication and responsibility for distress on support seeker evaluations and support message quality*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

Tsetsi, E. (2018, November). *Agenda setting in the age of social media: Identifying topic incongruities between Facebook comments and The New York Times*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

Tsetsi, E., & Pitts, M. (2018, June). Task Force: Communication and Transnational Mobilities. *Identity transformation during a time of resettlement: A case study of refugee identity reformation in the United States*. Paper presented at the 16th annual meeting of the International Conference on Language & Social Psychology.

Rains, S., **Tsetsi, E.**, Akers, C., Pavlich, C. A., & Appelbaum, M. (2018, May). *Factors influencing the quality of social support messages produced online: The role of responsibility for distress and others' support attempts*. Paper presented to the 68th annual meeting of the International Communication Association (ICA), Prague, Czech Republic. (**Top Paper, Interpersonal Communication Division**)

Tsetsi, E. & Bradshaw, S. C. (2017, November). *Conservatives engage and liberals avoid: How trust in online search results impacts political engagement on SNSs*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Tsetsi, E., & Rains, S. A. (2017, November). *Smartphone Internet access and use: Extending the digital divide and usage gap*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Conway, B. A., Filer, C. R., Kenski, K., & **Tsetsi, E.** (2017, August). *Reassessing issue emphasis and agenda building on Twitter during the presidential primary season*. Paper presented at the 100th annual meeting of the Association of Education in Journalism and Mass Communication, Chicago, IL.

Filer, C., **Tsetsi, E.**, & Kenski, K. (2016, November). *News on social networking sites: Source perceptions and the third person effect*. Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Rains, S. & **Tsetsi, E.** (2016, November). *Social support and digital inequality: Does Internet use magnify or mitigate traditional inequities in support availability?* Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Tsetsi, E., Kenski, K., & Filer, C. (2016, November). *Device gaps, knowledge acquisition, and a new digital divide*. Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Filer, C. R., Kenski, K., & **Tsetsi, E.** (2016, May). *Party ownership of traits: An examination of implicit attitudes*. Paper presented at the 69th annual meeting of the World Association for Public Opinion Research, Austin, TX.

Tsetsi, E. (2016, March). *Stranger in a strange land: Refugee experiences of displacement and resettlement*. Paper presented at the 37th annual meeting of the International Listening Association, Tucson, AZ.

Teaching Appointments

Instructor of Record: University of Arizona | Department of Communication

- Media and Politics in America, Summer 2019 (Online)
- Introduction to Communication Technology, Spring 2019 (Online)
- Introduction to Small Group Communication, Summer 2017 (Online)
- Introduction to Small Group Communication, Spring 2016
- Undergraduate Student Independent Study, Spring 2017
- Introduction to Communication Technology, Summer 2016 (Online)
- Introduction to Research Methods in Communication, Summer 2015

Instructor of Record: University of Arizona | Eller School of Management

- Inferential Statistics for Business and Management, Summer 2015

Teaching Assistant: University of Arizona | Department of Communication

- Public Speaking, Fall 2016
 - Introduction to Statistics for the Social Sciences, Spring 2015
 - Supervisor to undergraduate communication honors student, Spring 2015
 - Introduction to Research Methods in Communication, Fall 2014
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Research Appointments

Research Assistant to Steve Rains, Ph.D.

- Assisted in conducting experiments focused on social support-related implications of computer-mediated communication.
- Interviewed subjects, managed lab sessions, developed scripts and study manipulations, assisted in data collection, and helped draft manuscripts.

Grant-Funded Research Assistant to Kate Kenski, Ph.D.

- Trackable Reasoning and Analysis for Collaboration and Evaluation (TRACE) program, funded by a grant from the Intelligence Advanced Research Projects Activity (IARPA). Software application development to improve intelligence analysis and reporting.
 - Assisted in design and execution of lab experiments.
 - Assisted in research for the Sirius Program, funded by a grant from the Intelligence Advanced Research Projects Activity (IARPA). Developed and evaluated a video game to aid intelligence analysts in recognizing and mitigating cognitive biases.
 - Play-tested video games and platforms. Co-managed a lab experiment to test game modality and user-engagement.
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Grants & Awards

Top Student Paper Award, Mass Communication Division, 105th annual meeting of the National Communication Association (2019)

Top Paper Award, Interpersonal Communication Division, 68th Annual meeting of the International Communication Association (2018)

Excellence in Research Award | University of Arizona Department of Communication (2017-2018)

Excellence in Research Award | University of Arizona Department of Communication (2016-2017)

Travel Grant | University of Arizona Graduate & Professional Student Council (2018) | \$1,000

Research Grant | University of Arizona Graduate & Professional Student Council (2016) | \$800

Graduate Access Fellowship | University of Arizona (2016-2017) | \$10,000

Professional Experience

Web Editor: *Phoenix New Times*, Phoenix, Arizona | November 2011 – August 2014

- Maintained *Phoenixnewtimes.com*, the online edition of the *Phoenix New Times*, an award-winning alternative weekly published by Voice Media Group (formerly Village Voice Media).
- Created and managed online content. Promoted content on aggregator, niche, and social media sites to grow audience and increase traffic.
- Oversaw a monthly budget for freelance photographers and content production assignments. Managed interns, assigned duties, and trained new freelancers.
- Produced weekly and monthly website traffic reports. Responsible for hitting traffic goals.

Web Coordinator: *Society of American Business Editors and Writers*, Phoenix, Arizona | January 2011 – January 2012

- Produced regular news and information updates for *SABEW.org*, completed site design audits, and reported site traffic assessments. Helped develop e-newsletters and social media campaigns.
- Provided support for annual SABEW events including industry conferences and journalism award contests.

Writing and English Tutor: *Phoenix College Success Center*, Phoenix, Arizona | October 2010 – November 2011

- Tutored first-year English students on essay writing, thesis development, critical thinking skills, and grammar.
- Instructed ESL students on topics including reading comprehension, foundational writing skills, and English pronunciation.

Staff Writer: *GateHouse Media New England, Inc.* | April 2007 – May 2009

General Assignment Reporter: *The Winchester Star*, Winchester, Massachusetts (August 2007 – May 2009)

- Produced news coverage on deadline for the print and online versions of the newspaper. Created and edited short videos and photos to accompany articles.
- Maintained a blog related to local news and events and created daily content for the newspaper's website integral to increasing traffic to the site by 30 percent (based on monthly page views) in first year of employment.

General Assignment Reporter: *The Shrewsbury Chronicle*, Shrewsbury, Massachusetts (April 2007 – August 2007)

- Reported on breaking news, features, local government, and regional stories.

Staff Contributor: *The MetroWest Daily News*, Framingham, Massachusetts (April 2007 – August 2007)

- Covered regional stories including meetings, breaking news, education issues, features, and crime.

Staff Writer: *Stonebridge Press*, Southbridge, Massachusetts | May 2006 – April 2007

General Assignment Reporter: *The Auburn News*, Auburn, Massachusetts (May 2006 – April 2007)

- Covered feature stories, breaking news, local government, and business.

Staff Contributor: *The Southbridge Evening News*, Southbridge, Massachusetts (May 2006 – April 2007)

- Provided breaking news and regional news coverage as needed.
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Service & Volunteer Work

Nominations Committee, Political Communication Division of the National Communication Association (2018-present)

Peer Reviewer, *Information, Communication & Society*

National Communication Association Annual Conference Reviewer, Mass Communication Division

Graduate Student Outreach Committee Co-Chair: Association of Graduate Students in Communication (2017-2018)

Activities Committee Co-Chair: Association of Graduate Students in Communication (2016-2017)

Eastern Communication Association Annual Conference Reviewer, Media Division

Paradise Valley Community College Journalism Advisory Council

Northern Arizona University Alumni Association

KJZZ and KBAQ, Phoenix's National Public Radio stations

Other Skills & Technical Experience

- R, STATA, and SPSS data analysis software
 - Content Analysis Methodology
 - Interactive journalism fundamentals including video editing and production, photography, blogging, and writing for the web (keywords, crosslinking, headline writing, etc.)
 - Google Analytics for both commercial and news media reporting uses
 - Familiarity with HTML/CSS website design and content management system maintenance
 - Photoshop image editing and familiarity with Adobe InDesign
 - MLA, APA, and AP news writing style.
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Professional Memberships

National Communication Association

International Communication Association

International Association of Language and Social Psychology