

# Jan Boehmer, Ph.D.

## Assistant Professor of Journalism

John Curley Center for Sports Journalism

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## RESEARCH & TEACHING INTERESTS

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I investigate the impact of new and social media on the creation and consumption of mediated messages in the realm of sports. More specifically, I am interested in how the utilization of new technologies affects routines among athletes, organizations and journalists. Furthermore, my research looks at how and why social cues attached to new media content affect audience perceptions at the intersection of sport communication and health.

- Big Data & Social Media in Sport
- New Media & Audience Engagement
- Media-Audience Relationships
- Content Analysis (traditional, computerized)
- Media Issues in Communication & Sport
- Athletes' Influence on Society

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## ACADEMIC POSITIONS

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since 2016

### Assistant Professor of Journalism

Department of Journalism, College of Communications,  
Pennsylvania State University

since 2016

### Faculty Affiliate

John Curley Center for Sports Journalism, College of  
Communications, Pennsylvania State University

2014 - 2016

### Assistant Professor of New Media

Department of Journalism & Media Management, School of  
Communication, University of Miami

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## EDUCATION

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2011 – 2014

**Ph.D., Media & Information Studies**, School of Journalism,  
Michigan State University. Advisor: Dr. Stephen Lacy

Dissertation title: The commenting trap: How flaming undermines the  
positive effect of user comments on online news sites

2002 – 2007

**M.A. / German Diploma, Online Journalism**, Department of Media,  
Darmstadt University of Applied Sciences. Advisor: Dr. Klaus Meier

2006 – 2007

**International Student Exchange, Mass Communication & Physical  
Education**, University of Wisconsin – Green Bay.

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## REFEREED JOURNAL ARTICLES & PROCEEDINGS

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Carpenter, S., **Boehmer, J.**, & Fico, F. (2016). The measurement of journalistic role enactments: A study of organizational constraints and support in for-profit and nonprofit journalism. *Journalism & Mass Communication Quarterly*, 93(3), 587-608.  
doi: 10.1177/1077699015607335

**Boehmer, J.** (2016). Does the game really change? How students consume mediated sport in the age of social media. *Communication & Sport*, 4(4), 460-483.  
doi: 10.1177/2167479515595500

**Boehmer, J.**, & Tandoc Jr., E. (2015). Why we retweet: Factors influencing intentions to share sport news on Twitter. *International Journal of Sport Communication*, 8(2), 212-232.  
doi: 10.1123/IJSC.2015-0011

**Boehmer, J.**, LaRose, R., Rifon, N., Alhabash, S. & Cotton, S. (2015). Determinants of online safety behaviour: Toward a strategy for public education of young adults. *Behaviour & Information Technology*. 34(10), 1022-1035. doi: 10.1080/0144929X.2015.1028448

**Boehmer, J.**, & Friedman, M.B. (2015). Sharing fear via Facebook: A lesson in political public relations. *Media Watch*, 6(1), 5-15. doi: 10.15655/mw/2015/v6i1/55371

**Boehmer, J.**, & Lacy, S. (2014). Sport news on Facebook: How engagement affects readers' browsing behavior. *International Journal of Sports Communication*, 7(1), 1-15.  
doi: 10.1123/IJSC.2013-0112

Oh, H., Lauckner, C., **Boehmer, J.**, Fewins-Bliss, R., & Li, K. (2013). Facebooking for health: An examination into the solicitation and effects of health-related social support on social networking sites. *Computers in Human Behavior*, 29(5), 2072-2080.  
doi:10.1016/j.chb.2013.04.017

**Boehmer, J.** (2013). Engaging readers on Facebook: The effect of direct appeals on engagement with online news. *Proceedings of the 12<sup>th</sup> Annual IADIS International Conference on the WWW/INTERNET (ICWI 2013)*, Fort Worth, Tx., 51-58.

Khan, M.L., & **Boehmer, J.** (2013). Small business use of Facebook for marketing: The case of a family owned Mediterranean restaurant. *Proceedings of the 78th Annual International Convention of the Association for Business Communication (ABC)*, New Orleans, La. 1-13.

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## BOOK CHAPTERS

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**Boehmer, J.** (2017). Digitale Sportkommunikation in den USA [Digital sport communication in the US]. In J. Stiehler, T. Schierl, & T. Horkey (Eds.), *Digitalisierung des Sports in den Medien*. Cologne, Germany: Herbert von Halem-Verlag. Manuscript in preparation.

**Boehmer, J.** (2016). El uso de las redes sociales en el deporte [The use of social media in sports]. In J. L. Rojas Torrijos (Ed.), *Manual de Periodismo Deportivo* (Chapter 12). Valencia, Spain: Tirant Humanidades. Advance online publication.

Bor, S., & **Boehmer, J.** (2016). The Internet. In A. E. Grant & J. H. Meadows (Eds.), *Communication technology update and fundamentals*. Waltham, MA: Focal Press.

**Boehmer, J.**, Jung, Y., Wash, R. (2015). Electronic commerce recommender systems. In Charles Steinfield (Ed.), *CMC Commercial Applications. International Encyclopedia of Digital Communication & Society*. Somerset, N.J.: Wiley Blackwell.

**Boehmer, J.** (2013). Social media and the news: How users' interactions with new technologies shape their purpose. In Emilee Rader (Ed.), *HCI Imagined: Thoughts from Today's Graduate Students about the Future of HCI*. Lansing, Mich.: Espresso Press. 43-53.

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## PEER-REVIEWED CONFERENCE PRESENTATIONS

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**Boehmer, J.**, Clavio, G. & North, M. (2016, June). "*Never quit, you'll be a winner*": *Athletes as sources of emotional social support on Twitter*. Paper accepted for presentation at the 66th ICA Annual Conference, Sports Communication IG, Fukuoka, Japan

**Boehmer, J.** & Ferrucci, P. (2016, June). Does contact matter? How playing on a diverse team affects the application of athletic stereotypes. Paper accepted for presentation at the 66th ICA Annual Conference, Sports Communication IG, Fukuoka, Japan

**Boehmer, J.** & Rubi, Armando (2016, June): Mind the less educated extremist: What motivates engagement with online news? Paper accepted for presentation at the 66th ICA Annual Conference, Journalism Studies Division, Fukuoka, Japan

**Boehmer, J.** & Ferrucci, P. (2016, March). Know your teammate: How positive involvement with sports affects racial stereotypes. Paper accepted for presentation at the 9th Summit on Communication and Sport (IACS 2016), Grand Rapids, Mich.

Carpenter, S., **Boehmer, J.** & Fico, F. (2015, August). An examination of sourcing behaviors of U.S. non-profit news and newspaper journalists. Poster presented at the 97<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Best Poster Award in the Participatory Journalism Interest Group.**

Boehmer, J. (2015, August). Motivating news engagement: How social cues affect learning from news. Paper presented at the 97<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Emerging Scholar Award.**

**Boehmer, J.** (2015, May). *The role of Twitter and parasocial interaction on college students' sport media consumption*. Paper presented at the 65<sup>th</sup> annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.  
**Top Paper Award in the Sport Interest Group**

**Boehmer, J.** (2015, May). *The negative effect of flaming on learning from political news*. Paper presented at the 65<sup>th</sup> annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

**Boehmer, J., Carpenter, S. & Fico, F.** (2015, May). *News coverage of conflict involving government and factors affecting its frequency*. Paper presented at the 65<sup>th</sup> annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

**Boehmer, J.** (2015, April). Journalists on Twitter: Finding the balance between breaking news and family photos on social media. Panel session at the annual conference of the Broadcast Education Association (BEA2015). Las Vegas, Nev.

**Boehmer, J.** (2015, April). *Couch or bleachers? Differences in college students' motivations to consume sports in the media or in person.* Poster accepted for presentation at the 8th annual CSRI conference on college sport. Columbia, S.C.

**Boehmer, J. & Garrison, B.** (2015, April). *Online news sites as sources of political information.* Paper presented at the "What is Journalism? Exploring the Past, Present and Future of Journalism" conference, Portland, Ore.

**Boehmer, J. & Krier, D.** (2015, March). *Reducing the gender gap: Involvement in high school athletics as a motivator for sport media consumption.* Paper presented the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

**Boehmer, J. & Leith, A. P.** (2015, March). *Tweeting the World Cup: Soccer teams' use of dialogic communication during the 2014 World Cup.* Paper presented at the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

**Boehmer, J. & Tandoc Jr., E.** (2015, February). *Motivations to comment on online news: A civic voluntarism perspective.* Abstract presented at the "Re-Inventing Journalism" conference hosted by ZHAW Zurich, Winterthur, Switzerland.

Carpenter, S., **Boehmer, J.**, & Fico, F. (2014, November). *The role behaviors of for-profit and non-profit journalists: A study of organizational constraints and support.* Paper presented at the 100<sup>th</sup> annual conference of the National Communication Association, Chicago, Ill.

**Boehmer, J.** (2014, August). *I know you, therefore I share: Parasocial relationships and sharing sport news on Twitter.* Paper presented at the 97<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

**Boehmer, J., & Tandoc Jr., E.** (2014, August). *I thought you would like to know: Exploring motivations for sharing sports news on Twitter.* Paper presented at the 97<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

**Boehmer, J.** (2014, May). *I know you on Twitter: How journalists' self-disclosures influence sharing on social media.* Paper presented at the 64<sup>th</sup> annual conference of the International Communication Association (ICA), Seattle, Wash.

LaRose, R., Rifon, N., Cotton, S., Alhabash, **S. Boehmer, J.**, Tsai, H.S., Jiang, M., & Shillair, R. (2014, May). *Promoting the Good Life Online: Improving online security through consumer education, good habits, software design, and public policy.* Panel Session at the 64<sup>th</sup> annual conference of the International Communication Association (ICA), Seattle, Wash.

**Boehmer, J.** (2014, March). *Sports journalists' credibility on Twitter: Where the audience looks for cues, and how it can boost your brand.* Paper presented at the 2014 IACS Summit on Sport and Communication (IACS 2014), New York, N.Y.

**Boehmer, J.** (2013, October). *Sharing is caring: Engagement with sports news content as social currency on Facebook.* Paper presented at the "Beyond Convergence:

Mobile, Social, and Virtual Media” conference, Las Vegas, Nev.

**Boehmer, J.** (2013, October). *Influencing viral behavioral intentions and likability through self-disclosures within parasocial interactions on Facebook*. Paper presented at the Interpersonal Communication and Social Interaction Conference (ICSI) of the European Communication Research and Education Association. Lugano, Switzerland.

**Boehmer, J.** & Friedman, M.B. (2013, October). *Sharing fear: How the Obama and Romney campaigns used photographs to spread fear via Facebook*. Paper presented at the Fourth International Conference on the Image, University Center Chicago, Chicago, Ill.

**Boehmer, J.** (2013, August). *Engaging information: How targeting creates more comments but less likes on Facebook*. Paper presented at the 96<sup>th</sup> annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

**Graduate Student Interest Group Research Paper Award.**

**Boehmer, J.,** (2013, August). *Generating traffic through Facebook: The ambivalent role of engagement with online sports news*. Paper presented at the 96<sup>th</sup> annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Oh, H., Lauckner, C., **Boehmer, J.**, Fewins-Bliss, R. & Li, K. (2012, November) *Prescription for Facebook: How are individuals utilizing social networking sites to receive health-related social support?* Paper presented at the NCA 98th Annual Convention, Orlando, Fla.

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## INVITED ACADEMIC PRESENTATIONS & TALKS

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**Boehmer, J.** (2014, September). Principles of using social media for visual journalism. Guest lecture in “Visual Storytelling (CVJ521)”. Invited by Prof. Sanjeev Chatterjee. School of Communication, University of Miami. Coral Gables, Fla., Fall 2014

**Boehmer, J.** (2014, February). Social Media Engagement. Guest lecture in “Social Media News & Information (JRN 821)”. Invited by Dr. Serena Carpenter. School of Journalism, Michigan State University. East Lansing, Mich., Spring 2014.

**Boehmer, J.** (2013, April). Generating traffic through Facebook: The ambivalent role of engagement. 2nd Annual MIS Spring Research Symposium. East Lansing, Mich.

**Top Paper Award: Best Junior Symposium Presentation**

**Boehmer, J.** (2012, April). Targeting news on Facebook: Why some newspapers use targeting and how it gets them more comments but less likes on Facebook. 1st Annual MIS Spring Research Symposium. East Lansing, Mich.

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## RESEARCH GRANTS

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- in preparation**      Role: PI. Healthy habits: Timing for developing sustainable healthy behaviors in children and adolescents (PA-11-327). National Institutes of Health. **Proposed Budget: \$349,000**
- 2015**                      Role: Co-PI. What they say and what they think: How athletes use social media to communicate health issues and how the audience reacts. Center for Communication, Culture & Change, School of Communication, University of Miami. **Budget: \$4,500**
- 2013 – 2014**              Role: PI. How flaming and additional user information affect elaboration and learning from online news. Research Excellence Fellowship, Michigan State University. **Budget: \$4,500**
- Role: Funded Research Assistant. Online safety for the ages: Generational differences in motivations to use security protections in an online banking context, CNS-193247145. PI: Dr. Robert LaRose, Michigan State University. **Budget: \$499,475**
- Summer 2013**              Role: PI. Sports personalities on Facebook: The impact on brand image and relationship building. Graduate Office Fellowship for Summer Research, College of Communication Arts & Sciences, Michigan State University. **Budget: \$3,000.**
- 2011 – 2012**              Role: Funded Research Assistant. Socio-technical design of crowdfunding websites. National Science Foundation, CCF-1101266, PI: Dr. Rick Wash, Michigan State University, **Budget: \$399,511.**

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## ACADEMIC AWARDS & FELLOWSHIPS

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- 2016**                      **ICA Early Career Research Award**  
ICA Sports Communication Interest Group
- 2015**                      **AEJMC Emerging Scholar 2015/2016**  
Association for Education in Journalism & Mass Communication  
Project Title: “Motivating News Engagement: How Social Cues Affect Learning from News”. **Awarded: \$2,500**
- ICA Sports Interest Group**  
Top Paper Award
- Creative Activity & Research Award**  
University of Miami, School of Communication. **Awarded: \$5,000**
- 2014**                      **Communication Arts & Sciences Research Excellence Fellowship**  
Michigan State University. **Awarded: \$4,500**
- Michigan State University Karen Klomparens Fellowship**  
Graduate School Research and Travel Award. **Awarded: \$1,600**

- 2013**                    **AEJMC Graduate Student Interest Group Research Paper Award**  
5th place top-paper award competition, Washington, D.C.
- AEJMC Graduate Student Travel Grant**  
Annual meeting of the Association for Education in Journalism and  
Mass Communication, Washington, D.C. **Awarded: \$700**
- Thomas F. Baldwin Endowed Fellowship**  
Department of Telecommunication, Information Studies and Media,  
Michigan State University. **Awarded: \$4,000**
- Best Junior Symposium Presentation**  
2nd Annual MIS Spring Research Symposium  
Michigan State University. **Awarded: \$250**
- 2011**                    **Nancy Seidman Dempsey Memorial Scholarship**  
Department of Telecommunication, Information Studies and Media,  
Michigan State University. **Awarded: \$3,000**
- 2006**                    **Academic Exchange Scholarship**  
Hessen - Wisconsin - Exchange, University of Wisconsin - Green Bay  
& Darmstadt University of Applied Sciences. **Awarded: \$15,600**  
**Semester High Honors**, University of Wisconsin - Green Bay.

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## TEACHING EXPERIENCE

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- Spring 2016**            **Social Media for Journalists (JMM533/633)**  
Role: Instructor of Record, 32 students
- Advanced Data Journalism (JMM631)**  
Role: Instructor of Record, 8 students
- Fall 2015**             **Social Media for Journalists (CNJ533)**  
Role: Instructor of Record, 20 students
- Introduction to Data Journalism (CVJ309)**  
Role: Instructor of Record, 17 students
- Spring 2015**         **Social Media for Journalists (CNJ533 – graduate)**  
Role: Instructor of Record, 16 students
- Fall 2014**             **Social Media for Journalists (CNJ533)**  
Role: Instructor of Record, 15 students
- Introduction to Data Journalism (CVJ309)**  
Role: Instructor of Record, 10 students
- Summer 2014**       **Social Media & Society – online (TC 401-730)**  
Role: Instructor of Record, 40 students

<b>Fall 2013</b>	<b>Digital Games</b> (TC 401-001) Instructor of Record: Dr. Wei Peng Role: Teaching Assistant, 55 students
<b>Summer 2013</b>	<b>Social Media &amp; Society</b> (TC 401) Role: Instructor of Record, 15 students
<b>Spring 2013</b>	<b>Understanding Media</b> (TC 101) Role: Co-Instructor, 200 students
<b>Spring 2012</b>	<b>Understanding Media – online</b> (TC 101) Instructor of Record: Dr. Dave McCarthy Role: Teaching Assistant, 150 students
<b>Fall 2011</b>	<b>Media Policy &amp; Economics</b> (TC 301) Instructor of Record: Dr. Johannes Bauer Role: Teaching Assistant, 50 students
	<b>Bringing Media to Market – online</b> (TC 300) Instructor of Record: Dr. Karla Robinson Role: Teaching Assistant, 120 students

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## ACADEMIC SERVICE & MEMBERSHIPS

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<b>Officer</b>	Communication Chair, AEJMC Sports Communication Interest Group
<b>Reviewer</b>	Journal of Communication Mass Communication and Society Journalism & Mass Communication Quarterly (Top Reviewer 2016) International Journal of Sport Communication Journal of Interactive Communication Systems and Technologies Asian Journal of Communication IT Professional
<b>Memberships</b>	Kappa Tau Alpha National Honour Society Association for Education in Journalism & Mass Communication International Association for Communication & Sport International Communication Association
<b>Advising</b>	Armando Rubi, School of Communication, University of Miami Doctoral Studies Adviser (2015 - present) Michael F. North, School of Communication, University of Miami Doctoral Committee Member (2014 - 2015) Daniel H. Krier, School of Journalism, Michigan State University Doctoral Committee Member (2015 - present) John Kimbert, School of Communication, University of Miami Doctoral Committee Member (2014 - present) Robert Tassy III, School of Communication, University of Miami



Master of Arts Project Committee Member (2014 - 2015)

**Service** Curriculum Advancement: Sport & Digital Media (2014 - present)  
School of Communication, University of Miami  
Online Teaching and Learning Group (2013 - 2014)  
Department of Media & Information, Michigan State University

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## SELECTED PROFESSIONAL EXPERIENCE

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**2015 – present**      **Sports Writer & Reporter**  
**Axel Springer SE; Welt [Germany]**

**2014 – present**      **Data Journalism Consultant**  
**Florida Center for Investigative Reporting**

**2012 – present**      **Sports Writer, Editor & Reporter**  
**NBA Germany & Perform Media Group**  
Sports writer, editor and field reporter for the official NBA website in Germany, on-site reporting, recaps, interviews, videos

**2011 – 2014**          **Social Media Manager & Sports Writer**  
**Perform Media & SPOX Media GmbH**  
Instruction of journalists on how to utilize social media in their daily routines; development & analyses of social media messages to promote editorial content across social media & editorial platforms

**2007 – 2011**        **Writer & Editor; SPOX Media GmbH**  
Sports writer and editor-in-chief; newscaster for online video news; implementation of user generated content; management and growth of online blogging community from 30,000 to 90,000 members

**2007**                **Editor & Product Manager, ProSiebenSat1 Media AG**  
Development of interactive television formats; experiments with digital interactive technology for community outreach purposes

**2002 - present**    **Freelance Journalist, various international media outlets**

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## PROFESSIONAL AWARDS & RECOGNITIONS

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**2011**                **Website of the Year**  
Category: Sports; 1st place with SPOX.com

**2008**                **Lead Media Award**  
3rd place with SPOX.com, Germany

**2007**                **Newcomer of the Month**  
Blogs to Watch, German Blog Charts, July 2007