

STEVEN J. DICK, PH.D.

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EDUCATION

Mass Media Ph.D., Michigan State University September 1987 to June 1993. Minor classes in economics and regulated industries. Graduate Assistant, Telecommunications. Dissertation: *Forum Talk: An analysis of interaction via telecomputing*. A time series content analysis of online interaction in 2500 online discussion groups leading to a model of traffic patterns in SPSS and Regression Analysis of Time Series (RATS).

Telecommunications M.A. Southern Illinois University - Carbondale June 1985 to October 1986, Minor classes in business management. Graduate Assistant Radio-Television. Thesis: *The Diffusion of Videotex Technology: A Survey of Users*. One of the first national online surveys using a pre-internet online bulletin board systems.

Broadcasting B.A. Western Kentucky University August Cum Laude, August 1979 to May 1982, Minors: theater and psychology. Student Worker for WKU TV Productions.

PROFESSIONAL EXPERIENCE

Modern Metrics Barn, Education Analyst, 107 Devon Way, Youngsville, LA 70504. January 2019 to Present. Independent consultant and writer in media, education, and research issues. Currently evaluating education programs in Lafayette, LA.

Picard Center for Child Development and Lifelong Learning, University of Louisiana-Lafayette, Senior Research Scientist, Lafayette, LA. Oct 2006- Oct. 2018. Lead statistician, methodology support and project management for 5-10 projects a year in a research center running on a \$5-10 million budget. Negotiated with clients for contracts and data. Statistical testing of big data and advanced multidimensional and quasi-experimental modeling. Author/coauthor to 6 published academic journal articles, 36 technical reports, 12 book chapters, and 28 conference appearances. Adjunct professor in Communications and Business. Served on 19 graduate committees, institutional review board, 7 statewide and community commissions.

Southern Illinois University – Carbondale, Department of Radio-Television, Assistant Professor, Carbondale, IL 69201. August 1997 to 2006. Taught graduate and undergraduate courses in media management, research, law, and technology. Author/coauthor to 10 journal articles, 10 book chapters, and 23 public speaking presentations. Served/directed 35 graduate committees. Member of university curriculum, college graduate committee, and department curriculum committee. Developed online master’s program in telecommunications.

McNeese State University Department of Mass Communication, Assistant Professor, Lake Charles, Louisiana, 70605. August 1992 to May 1997. Helped to create a new mass communication department accredited with AEJMC. Taught classes in media research, law, and technology. Perform research in media technology.

Volunteer Service

Expert Volunteer, International Executive Services Corps, Zanzibar, Baseline Survey Design, Methodology, Data Collection, Analysis, and Report Writing Specialist. 2018. Three weeks in the country plus remote consulting.

Functional Consultant Board, Statistics Without Borders. 2015-2018

ALICE Advisory Board, United Way of Louisiana, Research Advisory Committee.

Whole School, Whole Community, Whole Child Initiative, Louisiana State Legislator special advisory report.

Research Scientist: Communications Department, College of Liberal Arts, UL Lafayette.

Research Scientist: Education Foundations & Leadership Program, College of Education, UL Lafayette.

Editorial reviewer for multiple academic journals and national conferences in communications, cyber-security, and education.

National conference management for Broadcast Education Association, and Association for Education in Journalism and Mass Communication.

CERTIFIED TRAINING

What Works Clearinghouse. (USDOE)

Project management (UL Lafayette)

Quasi-experimental Design (Northwestern University)

SAS (University Alliance, U of Wisconsin-Milwaukee, and NYC Davinci Center)

National Assessment of Education Progress (IES, USDOE)

Family Education Rights and Privacy Act (FERPA, USDOE)

Human Subjects Protection (NEH US)

SPECIFIC SKILLS

Expert Level

IBM, Mac, Android

SharePoint

MS Office

Google Docs

Google Adwords

SPSS

SurveyMonkey

Nielsen Ratings

Sampling design

International public speaking in China, Taiwan, and Zanzibar.

Statistical Analysis

Time Series

Partial Least Squares

Factor Analysis

Multistage modeling

Quasi-Experimental design: Interrupted Time Series, Regression discontinuity, and propensity score

Text Analysis/Content Analysis

Survey Research/Online Survey

Television Experience

Field Videographer

Studio production specialist

Master control operator

Film editor

Computer Graphics

In Evansville, IN

5 years part-time,

5 years full time.

Moderate Level

Blog, web design, e-commerce

Classroom/online management

SAS

SAP

R

Introductory Level

Tableau

NVivo

Stata

RESEARCH

Academic Journal Articles

- Dick, S. J., Prejean, K. D., & Fossey, R. (2018). School-based corporal punishment of students with disabilities: A law and policy analysis. *Education Law Reporter*, 358, 733-740. Analysis of data from the United States Department of Education, Office of Civil Rights consolidating data from seven states and visualization of data using Excel and SPSS.
- Forsyth, Craig, Steven J. Dick, Jing Chen, Raymond W. Biggar, Jr., York A. Forsyth, and Karen Burstein. (2018) "Social Psychological Risk Factors, Delinquency, and Age of Onset" *Criminal Justice Studies*. Analysis of a statewide survey of more than 70,000 6-12th grade students on factors that influenced antisocial behavior. Survey delivered to schools around the state on paper and data shared with us through SQL. Drew data for factor analysis and visualization using SPSS/R/Excel.
- Dick, Steven J., Craig J. Forsyth, Jing Chen, York A. Forsyth, Raymond W. Biggar, Jr., and Karen Burstein. (2018) "School and Peers: Examining the Influence of Protective Factors on Delinquency and Age of Onset." *Deviant Behavior* 40. Same as above.
- Burstein, K., Forsyth, C., Biggar, R., Hsu, S., Dick, S. & Zeanah, P. (2016). A Theoretical Model for Preparing Incarcerated Youth for Careers in an Increasingly Technological World: Computational Logic as a Vehicle for Improving Human Decision-making Skills. *Journal of Criminal Justice Education*. DOI:10.1080/10511253.2016.1257731 Theoretical models to prepare for later publications.
- Davie, W. R., Dick, S. J., Bashri, M., Galander, M., Hamdy, N., & St. Pierre, J. (2013). The Arab Spring and the U.S. Response: American and Middle Eastern Students Speak Out. *Global Media Journal: American Edition*, 1-23. International SurveyMonkey survey of people in four countries. The analysis in SPSS.
- McDowell, W. S., & Dick, S. J. (2013). The Marketing of Neuromarketing: Brand Strategies Employed by Prominent Neuromarketing Firms to attract Media Clients. *Journal of Media Business Studies (Journal of Media Business Studies)*, 10(1), 25-40. A multistage text analysis of 50 web pages and the commonality of themes.
- McDowell, W. S., & Dick, S. J. (2005). Exploring the Dynamics of Power Ratios among U.S Radio Stations. *Journal of Media Business Studies*, 2(2), 1. Development of a statistical analysis technique to use proprietary ratings data as a measure of loyalty in radio viewers. Data analysis used factor analysis of datasets with rotational techniques to identify trends.
- McDowell, W. S., & Dick, S. J. (2005). Revealing a Double Jeopardy Effect in Radio Station Audience Behavior. *Journal of Media Economics*, 18(4), 271-284. Development of a statistical analysis technique to use proprietary ratings data as a measure of loyalty in radio viewers. Analysis centered on time-series analysis technique.
- Dick, S. J., & McDowell, W. (2004). Estimating Relative Audience Loyalty Among Radio Stations Using Standard Arbitron Ratings. *Journal of Radio Studies*, 11(1), 26-39. Development of a statistical analysis technique to use proprietary ratings data as a measure of loyalty in radio viewers. The analysis used a quasi-cluster analysis methodology.
- Dick, S. J., (2004). Reconsidering Adoption Behavior: Models beyond diffusion. *Atlantic Journal of Communication*. A theory-based paper to describe the motivating forces that lead to the adoption of an innovative concept.
- McDowell, W. S., & Dick, S. J. (2003). Has Lead-in Lost its Punch? *JMM: The International Journal on Media Management*, 5(4), 285-293. A time-series analysis of public ratings data

leading to a model of the type of television programs that will hold audiences for the next program.

- Ju-Yong, H., Dick, S. J., & Seung Kwan, R. (2003). Broadcast Via the Internet: Technology, Market, and the Future. *Trends in Communication*, 11(2), 155. Data analysis of industry data to anticipate the future of broadcasting.
- McDowell, W., & Dick, S. J. (2003). Switching Radio Stations While Driving: Magnitude, Motivation, and Measurement Issues. *Journal of Radio Studies*, 10(1), 46-62. Live survey in the Miami market with random selection to evaluate the use of in-car radio. Analysis was done in SPSS.
- McDowell, W., & Dick, S. J. (2002). We're number one: Manipulating the perceived market ranking to induce a placebo effect in credibility evaluations of a local newscast. *The New Jersey Journal of Communications*, 10:2. 228-241. A large group survey with deception to manipulate attitudes toward the credibility of a news product.
- McDowell, W. S., & Dick, S. J. (2001). Using TV daypart 'double-jeopardy effects' to boost advertising efficiency. *Journal of Advertising Research*, 41(6), 43-51. Development of a statistical analysis technique to use proprietary ratings data as a measure of loyalty in radio viewers. Analysis centered on time-series analysis technique.
- Dick, S. J., & McDowell, W. (2000). Pirates, Pranksters, and Prophets: Understanding America's Unlicensed 'free' Radio Movement. *Journal of Radio Studies*. 329-341. A national online survey of people engaged in illegal radio broadcasting during a period of FCC enforcement action.
- Dick, S. (1996). Forum talk: an analysis of interaction via telecomputing. *Journal of Interlibrary Loan, Document Delivery & Electronic Reserves*, 6(4), 73-103. A time series analysis of online interaction in 2500 online discussion groups. Software used included SPSS and Regression Analysis of Time Series (RATS).
- Ellis, B. G., & Dick, S. J. (1996). "Who Was 'Shadow'?" The Computer Knows: Applying Grammar-Program Statistics in Content Analyses to Solve Mysteries about Authorship. *Journalism and Mass Communication Quarterly*, 73(4), 947-62. Use of standard measures of readability to find a correlation between a known newspaper reporter and one that withheld identity.
- Dick, S. J. (1994). Forum Talk: An Analysis of Interaction in Telecomputing Systems. *Dissertation Abstracts International*, 54(10), 3625A.
- Steinfeld, C., & Dick, S. J. (1989). A Study of Group Process and Performance in Desktop Video Conferencing. *International Teleconferencing Yearbook*. Laboratory experiments into the behavior and team-building in an early teleconferencing system.

Recent Grants

- Pugh Family Foundation: Pending. An analysis of a tutoring program in four local schools with comparison schools. This project will require a structural equation model to determine the effectiveness of the program by demographic, school, subject, and tutor. I will draw data from the local school system through a secure transfer and perform the analysis in R.
- CLASS ACT: Early Childhood Classroom Assessment Scoring System (CLASS) Observation and Reporting Services. Louisiana Department of Education. \$2,100,000. Jul 2015 to Jun 2016. Evaluation of around 5000 preschool classrooms and evaluation of the data. Video production leading toward example videos. <https://www.louisianabelieves.com/resources/library/class-video-library>

The Leader in Me Evaluation Project: United Way of Acadiana, \$120,000, September 2017 to October 2018. Evaluation of a positive behavior support program serving 30 schools across four school districts. Data drawn from the four districts, state-level sources, SurveyMonkey, and researcher observation. Data stored on secure SQL and drawn for multilevel modeling.

English Transitional Center: UL College of Education, January 2018 to October 2018. Evaluation of academic achievement for students in an experimental language program and control in three schools.

Long-Term Grants

Dolly Parton Imagination Library Evaluation Reports

Client: United Way of Acadiana.

Picard Center for Child Development and Lifelong Learning, UL Lafayette

2017, Dick, S. J., Flint, T.K., Burstein, K., & Forsyth, Y.A.

2016, Dick, S.J., Burstein, K.

2015, Farmer-Primo K. & Dick, S. J.

2014, Farmer-Primo K. & Dick, S. J.

A multi-year analysis of student achievement in kindergarten based on participation in a preschool book program. After negotiation for data, preliteracy assessment scores were drawn from four school districts for Kindergarten and stored in a secure SQL server. The last report added third-grade assessment measures. A parent satisfaction/use survey through SurveyMonkey provided additional evaluation and marketing information. I wrote the survey, performed most of the data analysis on the survey and academic measures in SPSS and visualized in Excel. I was also required to improve the data collection methodology – particularly the counterfactual – and write most of the report. Sample size 300-500

The Leader in Me Evaluation

Client: United Way of Acadiana

Picard Center for Child Development and Lifelong Learning, UL Lafayette

2017, Dick, S. J., Burstein, K., & Bergeron, M

2015, Biggar, R. & Dick, S. J.

A four-part evaluation program of a positive behavior support program serving 30 schools across four school districts. Data drawn from the four districts, state-level sources, SurveyMonkey, and researcher observation. Data stored on secure SQL and drawn for multilevel modeling. Required developing agreements with school districts and a state data warehouse for access to data, selection data points, quasi-bridge studies, selection reasonable comparison schools and multilevel modeling and weighing to judge the effect of a multi-year program instituted in several cohorts. SPSS/R analysis with a report and visualization written in understandable language. Sample size: 3,000

DIBELS Evaluation of United Way Readers of Acadiana.

Client: United Way of Acadiana

Picard Center for Child Development and Lifelong Learning, UL Lafayette

2014, Dick, S.J.

2013, Dick S.J

Grant Report to United Way of Acadiana., Lafayette, LA: Picard Center for Child Development and Lifelong Learning. A small project of only around 200 students in a reading program. I extracted data from existing sources to determine reading effectiveness in this year-long program using Excel to visualize analysis from SPSS. Sample size 300

First, Second, and Third Grade Reading Ability Report: Dynamic Indicators of Early Literacy Skills (DIBELS)

Client: Louisiana Board of Elementary and Secondary Education/ Department of Education
Picard Center for Child Development and Lifelong Learning, UL Lafayette

2012, Dick, S. J., & Asmus, G.J.

2011, Dick, S.J. & Asmus, G.J.

2011, Dick, S. J., & Asmus, G.J.

2010, Dick, S.J. & Asmus, G.J.

2010, Dick, S. J., & Asmus, G.J.

2009, Dick, S.J. & Asmus, G.J.

2009, Dick, S. J., & Asmus, G.J.

2008, Dick, S. J., & Asmus, G.J.

2008, Dick, S. J., & Asmus, G.J.

2007, Dick, S.J. & Asmus, G.J.

2007, Dick, S.J. & Asmus, G.J.

2006, Asmus, G.J. & Dick, S.J.

A twice-annual report on the number/percent of students at one of three levels of academic evaluation. The fall report included 1st, 2nd, and 3rd grade students. The spring reports adds Kindergarten. Data reported and visualized at the school and district level with an overall summary report on multiyear progress. Data were drawn from the Louisiana Department of Education into a SQL server for primarily Excel visualizations. Sample size 70,000 to 200,000.

Picard Center Ensuring Literacy for All (ELFA) Evaluation Reports and Technical Addendums

Client: Louisiana Board of Elementary and Secondary Education/ Department of Education

Picard Center for Child Development and Lifelong Learning, UL Lafayette

2012, Stokes, B., Asmus, G.J., Dick, S.J., & Mouille, S.

2011, Stokes, B., Asmus, G.J., & Dick, S.J.

2010, Stokes, B., Asmus, G.J., & Dick, S.J.

2009 Stokes, B., Asmus, G.J., & Dick, S.J.

2008, Stokes, B., Asmus, G.J., & Dick, S.J.

2007, Stokes, B., Asmus, G.J., & Dick, S.J.

2006, Stokes, B., Asmus, G.J., & Dick, S.J.

Evaluation Report to the Louisiana Department of Education. Lafayette, LA: Center for Child Development, University of Louisiana at Lafayette. A technical and multistage evaluation of all 3rd and 4th grade students in the state of Louisiana with required reporting to the Louisiana Board of Elementary and Secondary Education. I used multiple regression analysis in SPSS and similar programs and visualized the data for non-technical education leaders. This program is better known as No Child Left Behind.

Grant supported reports

Zeanah, P., Larrieu, J., & Dick S. (August 2018). Foundations of Infant Mental Health pilot follow-up survey. Report prepared for the LA Office of Public Health, Bureau of Family Health, MIECHV program. Survey of professionals in the state of Louisiana through SurveyMonkey.

Biggar, R., Esters, R., Dick, S.J., Chen, J., Burstein, K., Bergeron, M., Cooper, R., Zeanah, P. (2017) *The Impact of Gambling in Louisiana: 2016 Study of Problem Gambling*. A representative phone survey of 2,400 Louisiana adults. Louisiana Department of Health and Lafayette, LA: Picard Center for Child Development and Lifelong Learning.

Dick, S. J., & Farmer-Primo K. (2015). *Do Re Me: Music in Acadiana Schools*. Grant Report to Acadiana Symphony Orchestra and United Way of Acadiana. Lafayette, LA: Picard Center for Child Development and Lifelong Learning. An intense evaluation of a small program of around 100 students using SPSS.

- Asmus, G.J., & Dick, S. J. (2011). *Adolescent 6-8(g) Literacy Evaluation Report*. Lafayette, LA: Picard Center for Child Development and Lifelong Learning. I supported a team of researchers from U of Louisiana at Lafayette, Georgetown, and Alabama to provide deep analysis and visualization of a longitudinal dataset containing long-term records of all children participating in a public preschool program. Reporting required to the Louisiana Department of Education and the Board of Elementary and Secondary Education.
- Picard Center for Child Development and Lifelong Learning. (2010). *Technical Report: The Correlations of DIBELS to iLEAP and Comparison of ELFA and non-ELFA iLEAP Performance*. Lafayette, LA: Picard Center for Child Development and Lifelong Learning. A technical and multistage evaluation of all 3rd and 4th grade students in the state of Louisiana with required reporting to the Louisiana Board of Elementary and Secondary Education. I used multiple regression analysis in SPSS and similar programs and visualized the data for non-technical education leaders. This program is better known as No Child Left Behind.
- Forsythe, O., Ramey, C., Stokes, B.R., & Dick, S. J. (2009). *Louisiana's LA4 Program: 2009 Annual Report. Evaluation Report*. Lafayette, LA: Center for Child Development, University of Louisiana at Lafayette. I supported a team of researchers from U of Louisiana at Lafayette, Georgetown, and Alabama to provide deep analysis and visualization of a longitudinal dataset containing long-term records of all children participating in a public preschool program. Reporting required to the Louisiana Department of Education and the Board of Elementary and Secondary Education.
- Asmus, G.J. Stokes, B.R., & Dick, S. J. (2009). *Louisiana K-12 Literacy Pilot: 2009 Annual Evaluation Report*. Evaluation report to Louisiana Department of Education, Lafayette, LA: Center for Child Development, University of Louisiana at Lafayette. I supported a team of researchers from U of Louisiana at Lafayette, Georgetown, and Alabama to provide deep analysis and visualization of a longitudinal dataset containing long-term records of all children participating in a public preschool program. Reporting required to the Louisiana Department of Education and the Board of Elementary and Secondary Education.
- Stokes, B.R., Bryant, M., Aysan, S., Schlicher, H., Asmus, G.J., Crandal, G., Howat, H., & Dick, S.J. (2009). *Louisiana Department of Education Afterschool Evaluation Report 2007-2008*. Evaluation Report to Louisiana Department of Education, Lafayette, LA: Center for Child Development, University of Louisiana at Lafayette. I supported a team of researchers from U of Louisiana at Lafayette, Georgetown, and Alabama to provide deep analysis and visualization of a longitudinal dataset containing long-term records of all children participating in a public preschool program. Reporting required to the Louisiana Department of Education and the Board of Elementary and Secondary Education.
- Dick, S. J., and McDowell, W. (1998). *Evaluation of the Perception Analyzer by Columbia Information Systems for Classroom Application*. The perception analyzer was often seen in commercial media for focus group feedback of presidential speeches and similar events. SIUC tested the viability to use the same handheld unit in a classroom lecture setting. A qualitative report was produced based on several in-classroom trials.
- Dick, S. J. (1990). *TELEGIS: User Guide, Instruction manual and glossary for the TELEGIS Information System*. Public Communication Associates, Lansing, Michigan. This project required technical writing manual of an early intelligent agent program for the National Association of Regulatory Utility Commissions.

Chapters in Professional Books

- Dick, S.J. (2018) EBooks, *Communications Technology Update 17th Edition*, Edited by August Grant and Jennifer Meadows. Focal Press. I used public economic data for this project from multiple sources to explain the history, current profitability status, and anticipate future growth for this industry in a book that is used in many communications programs and supported by the National Association of Broadcasters.
- Dick, S.J. (2017, In press). Inferential Statistics. *The SAGE Encyclopedia of Human Communication Sciences and Disorders*. SAGE.
- Dick, S.J. (2017, In press). Descriptive Statistics. *The SAGE Encyclopedia of Human Communication Sciences and Disorders*. Sage
- Dick, S.J. (2016, 2014, 2012, 2010, 2008, 2006, 2004). Home Video. *Communications Technology Update and Fundamentals*, Edited by August Grant and Jennifer Meadows. Focal Press. I used public economic data for this project from multiple sources to explain the history, current profitability status, and anticipate future growth for this industry in a book that is used in many communications programs and supported by the National Association of Broadcasters.
- Dick, S.J. (2015). Intellectual Property. *Media Law in Louisiana*. Edited by William Davie and Michael Mayer, University of Louisiana Press. A legal analysis and explanation of the history and current status of IP law specifically tuned to the needs of Louisiana students and professionals.
- Dick, S.J. (2015). Standing Up: Models of Collective Action. *Social Media Go to War—Civil Unrest, Rebellion, and Revolution in the Age of Twitter*. Edited by Ralph D. Berenger. A survey of the theoretical models of adoption behavior and collective action in this dangerous environment.
- Davie W.R., Dick, S.J., Bashri, M., Galander, M., St. Pierre, J., & Hamdy, N. (2015). *Revolution in Egypt: A Case Study of American and Middle Eastern college students. Social Media Go to War—Civil Unrest, Rebellion, and Revolution in the Age of Twitter*. Edited by Ralph D. Berenger. An international survey (SurveyMonkey) of students regarding perceptions of the uprisings in the Middle East.
- Dick, S.J. (2005). Protecting Your Brand – Trademarks and Other Legal Issues. *Branding TV: Principles and Practices* by Walter McDowell and Alan Batten. Second edition, Focal Press. First edition, by Washington, D.C: National Association of Broadcasters (NAB). Translated into Chinese for additional distribution Feb. 2006 (essentially same content).
- Dick, S.J., & Hsu, HY. (2004). The Next Generation of Middleware: Adaptive to wireless. *The Future of Wireless: Business Strategies, Broadband Technologies, and Network Operations. 2003*. International Engineering Consortium: Chicago. Evaluation and explanation of the growth of middleware systems for an international technical organization.
- Dick, S. J. (2004). Audio Streaming: Carrying Sound on the Internet. Museum of Broadcast Communication Encyclopedia of Radio. Fitzroy Dearborn Publishers.
- Dick, S.J., & Hsu, HY. (2003). SMS or IM. A race to the Consumer. *Annual Review of Communications*. International Engineering Consortium: Chicago, IL. Evaluation and explanation of the growth of early messaging systems for an international technical organization.
- Dick, S. J. (2002). Reconsidering Adoption Behavior: Models Beyond Diffusion. Proceedings of the International Conference on Electronic Business, Taipei, Taiwan. A theoretical discussion of adoption behavior and collective action for a conference and proceedings in Taiwan.

- Dick, S.J. (2001). Satellites. *Mass Media in 2025: Industries, Organizations, People, and Nations, Vol. 62*. Edited by: Erwin Kenneth Thomas, & Brown H. Carpenter. Greenlee Press. . I used public economic data for this project from multiple sources to explain the history, current profitability status, and anticipate future growth for this industry.
- Dick, S.J. & Lescelius, M. (2001). Recording Industry. *Mass Media in 2025: Industries, Organizations, People, and Nations, Vol. 62*. Edited by: Erwin Kenneth Thomas, & Brown H. Carpenter. Greenlee Press. I used public economic data for this project from multiple sources to explain the history, current profitability status, and anticipate future growth for this industry.
- Dick, S.J. (2001). Marcia Yockey, A Force of Nature in Evansville, Indiana. *Indelible Images: Women in Local Television*, Iowa State University Press. A biography and on influential weather personality.
- Dick, S. J. (2000). Empowering communications: The Taiwan-China Cyber-skirmish. *Proceedings of the World Communication Conference*. Tamkang University, Taipei, Taiwan ROC. An analysis of international hacking between Taiwan and the Peoples Republic of China and the potential for escalation.

PRESENTATIONS

Peer Reviewed

- Forsyth, Craig, Jing Chen, Raymond W. Biggar, York A. Forsyth, Steven Dick, and Karen Burstein. 2018. "The Juvenile Opiate/Heroin User." Southern Sociological Society, New Orleans, LA. A report based on data from the Louisiana Caring Communities Youth Survey (N about 70,000 6th to 12th grade students). I was the primary statistician and data visualizer.
- Chen, Jing, Craig J. Forsyth, Raymond W. Biggar, York A. Forsyth, Steven Dick, and Karen Burstein. 2018. "The Juvenile Abstainer." Southern Sociological Society, New Orleans, LA. A report based on data from the Louisiana Caring Communities Youth Survey (N about 70,000 6th to 12th grade students). I was the primary statistician and data visualizer.
- Sonya H.Y. Hsu, Steven Dick (2018). A Workaround of EHR – A Logistics/Reporting System Development. Proceedings of the 51 Annual Hawaii International Conference on System Sciences. IEEE Publisher. This project involved a qualitative survey of health professionals.
- Sonya H.Y. Hsu, Steven Dick (2017). Information Sharing & Cyber Threats. Proceeding of IEEE Intelligence and Security Informatics. Beijing, China. In-depth analysis of the threats to computer systems presented to an international conference.
- Dick, S.J., Biggar, R.W., Esters, I. (2017). Multimodal Evaluation of Gambling Attitudes in Population of Louisiana. Presented to the *American Association of Public Opinion Research*. New Orleans. LA. A report based on data from the Louisiana Caring Communities Youth Survey (N about 70,000 6th to 12th grade students) and the Louisiana Gambling Survey (N=2400). I was the primary author, statistician and data visualizer.
- Burstein, K., Forsyth, C., Biggar Jr., R., Hsu, S., Dick, S. & Yang, Y. (2016). Computational logic as a vehicle for improving human decision-making skills. Preparing incarcerated youth for careers in an increasingly technological world. Presented at *Southern Criminal Justice Association Annual Conference*. Savannah, Ga
- Dick S.J. (2016). Picard Center Symposium, Big Data, and Student Privacy, *Louisiana Education Research Association*, Lafayette, LA.
- Dick S.J. (2015). Big Data in Media, *South Central Broadcasting Association*, Fort Worth, TX.

- Dick, S.J., MacGyvers, V.M., Lin, H.C., Grisham, M., Tassin, J., & Krueger, J. (2015). Integrated Music: Effects on Academic Growth in Impoverished Preschoolers. A research report. *National Association for the Education of Young Children 2015 Annual Conference*, Orlando.
- Ferguson, A.C., Davie, W.R., & Dick, S.J. (2014). Affordances in Uses and Gratifications and Online News Access. *Southern States Communication Association, Mass Communication*. New Orleans. I acted as a secondary evaluator of the data for this project.
- Ferguson, A.C., Davie, W.R., Dinu, L., & Dick, S.J. (2011). An Online Approach to Uses & Gratifications. *Broadcast Education Association National Conference*. Las Vegas, NV.. I acted as a secondary evaluator of the data for this project.
- Ferguson, A.C., Davie, W.R., Dinu, L., & Dick, S.J. (2011). Theoretical Framework: Schema Building Or Learning by Discrimination? *Broadcast Education Association National Conference*. Las Vegas, NV.. I acted as a secondary evaluator of the data for this project.
- Dick, S. J., Davie, W.R., & Miguez, B.B. (2011). Adding Depth to the Relationship Between Reading Skills and Television Viewing: An Analysis of the National Assessment of Educational Progress (NAEP) Reading Scores. *Association for Education in Journalism and Mass Communication National Conference*. St Louis, MO. I used multilevel evaluation techniques to evaluate the relationship between television watching and reading scores for this national education evaluation dataset that was base on archetypes rather than subjects.
- Hsu, H.Y., & Dick, S.J. (2008). Closing the Knowledge Gap in Financial Media Management. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Chicago, IL, A survey of 300 media managers across the country.
- McDowell, W., & Dick, S.J. (2008). See Spot Run: Recommended Protocols for Analyzing the Structure and Scheduling of Commercial Spot Breaks. *Broadcast Education Association National Conference*, Las Vegas, NV. Used standard television ratings data combined with measures of commercial break choices to evaluate the relationship.
- Dick S.J., & McDowell, W. (2006). Applying an Episodic Analysis Technique to Long-Term Ratings Data: A Case Study of Three Cable Network Brands. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, San Francisco, CA. My partner and I obtained seven years of news rating data at the time that FOX became a dominant force.
- Dick S.J., & McDowell, W. (2006). Introduction of a Radical Brand Cluster. *Media Management Division of Broadcast Education Association National Conference* in Las Vegas, NV 2006. A primarily qualitative discussion between branding choices.
- McDowell, W., & Dick, S.J. (2005). Exploring the relationship between commercial pricing and inventory sellout across TV program segments: A case study. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, San Antonio, TX. We used a proprietary dataset to evaluate variables in SPSS and visualize in Excel.
- McDowell, W., & Dick, S.J. (2004). Revealing a Double Jeopardy Effect in Radio Station Audience Behavior. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Toronto, Canada.
- McDowell, W., & Dick, S.J. (2004). Making the Cut: Exploring the Dynamics of Audience Power Ratios for U.S. Radio Stations *Broadcast Education Association (BEA), national conference*, Management and Sales Division (MSD), Las Vegas, NV.
- McDowell, W., & Dick, S.J. (2004). Is Brand Extension Theory Obsolete? The Case for Brand Resonance. *AEJMC Mid-Winter Conference*, New Brunswick, NJ.

- McDowell, W., & Dick, S.J. (2003). Has Lead-in Lost its Punch? A comparison of prime-time ratings inheritance effects between 1992 and 2002. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, second place paper, Open Category, Media Management and Economics Division.
- Dick S.J. (2003). Adding Value in Very Local Markets. Low Power Television. *National Cable Television Association (NCTA) national conference*, academic division. Chicago.
- McDowell, W., & Dick, S.J. (2003). Using Standard Arbitron Ratings to Estimate Relative Commercial Zapping Among Radio Stations. *Broadcast Education Association national conference*, MSD, Las Vegas.
- Dick S.J. (2003). Developing Asynchronous Online Conversations. *Illinois Online Conference*, www.Ilonlineconf.org.
- Dick S.J. (2002). Midwest Program for Airborne Television Instruction: The Flying Classroom in an Age of Competing Technologies. *Broadcast Education Association national conference*, History Division, Las Vegas.
- Dick S.J. (2002). A Message to Bin Laden: Grassroots Music of 9/11, *Broadcast Education Association national conference*. Las Vegas, NV.
- McDowell, W., & Dick, S.J. (2002). Switching Radio Stations While Driving: Magnitude, Motivation and Measurement Issues. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, MMED. Miami.
- Dick, S.J. (2002). Reconsidering Adoption Behavior: Models beyond Diffusion. *International Conference on Electronic Business*. Taipei, Taiwan.
- Dick, S.J. & McDowell, W. (2001). Pirates to Public Service: The Saga of LPFM. *Popular Culture Association, national conference*, Radio Division. Philadelphia.
- McDowell, W., & Dick, S.J. (2001). Were #1: Manipulating Perceived Market Rankings to Induce a Placebo Effect in Credibility Evaluations of a Local Newscast. *Broadcast Education Association national conference*, MSD. Las Vegas, NV.
- McDowell, W., & Dick, S.J. (2001). Using a Hypothetical Video-on-demand Condition to Measure Television Program Brand Equity. *National Cable Telecommunications Association national conference*.
- Dick S.J. & Shaffer, M.L. (2001). Also on WWW Dot ... Web Usage by State-level Candidates. *AEJMC Southwest Symposium*. Shreveport, LA.
- Dick S.J. (2000). Empowering communications: An Analysis of the Taiwan-China Cyber-skirmish of 1999. Presented to both *GlobalFusion international conference*. St. Louis, 2000 and *World Communication Conference (international)*, TamKang University, 2000, Taiwan, ROC.
- McDowell, W., & Dick, S.J. (2000). Great Expectations: Revealing a Placebo Effect in Brand Equity Evaluations of Network News Reporting. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, MMED. Phoenix Az.
- Dick S.J. (1996). Not in my Cyberspace: Drawing the line between reasonable editing and unreasonable censorship. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Anaheim, 1996.
- Dick S.J. (1996). Economics of the Internet. *Louisiana Users of Internet Conference*, Baton Rouge, Louisiana, May 1996.

- Dick S.J. (1996). Regulating the Kaleidoscope: An analysis of policy in the information age. *Louisiana Users of Internet Conference*, Baton Rouge, Louisiana.
- Dick S.J. (1996). Architects of the Information Society. Media, Technology and Community conference, *AEJMC regional conference*, Grand Forks, North Dakota.
- Dick S.J. (1995). The Effect of Internet on Libraries. *Louisiana Association of College and Research Libraries*. Alexandria, Louisiana.
- Dick S.J. (1995). Ethical Dimensions of Online Research Studying the Online Media User: Research Ethics and Legal Questions. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Washington, DC.
- Dick S.J. (1995). Political Discourse on the Net. *Media, Government, and Public Policy Conference*. Syracuse, 1995.
- Ellis, B. & Dick S.J. (1995). Who was Shadow? The Computer Knows: Using Grammar-Program Statistics in Content Analyses Finally May Solve This Civil War Riddle and Other Writing Mysteries *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, History Division. Washington, DC.
- Dick S.J. (1994). Tele-Hate An ethics paper on hate groups' use of telecomputing systems *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*. Atlanta.
- Dick S.J. (1994). From the Magna Carta to the Macintosh. *Banners Lecture Series McNeese campus*. Funded by the Louisiana Endowment for the Humanities and the Southwest Louisiana Bar Association.
- Dick S.J. (1993). Forum Talk: Investigating Online Interaction. AEJMC national conference, Communication Technology Interest Group.
- Dick S.J. (1992). Regulating the Kaleidoscope: An analysis of policy in the information age. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Communication Technology Interest Group 1992.
- Dick S.J. (1992). Forum Talk: An analysis of interaction via telecomputing. *International Communication Association national conference*, Communication Technology Division, Miami.
- Dick S.J. (1990). World of Telecomputing Services: A framework for economic and policy analysis. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Communication Technology Interest Group.
- Dick S.J. (1990). TELEGIS Information System. *National Association of Regulatory Utility Commissioners Summer Meeting*, Los Angeles.
- Dick S.J. (1990). TELEGIS Information System. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*.
- Dick S.J. (1989). New Marketplace of Ideas: Telco Ownership in Electronic Publishing. Top student paper. *Association for Education in Journalism and Mass Communication (AEJMC) National Conference*, Radio-Television Journalism Division.
- Steinfeld, C. & Dick S.J. (1989). A Study of Group Process and Performance in Desktop Video Conferencing, Third Place, Student paper competition, *International Teleconferencing Association*.

Dick S.J. (1989). Midwest Program for Airborne Television Instruction: The flying classroom in an age of competing technologies. *Big Ten Mini-conference*. Iowa State University.

Dick S.J. (1986). Using Videotex Systems for Survey Research: The Possibilities and Problems Involved. *Midwest Association for Public Opinion Research*, Chicago.

Invited

Dick, Steven J (2018). E-Books. Broadcast Education Association: On Location. Houston 2018.

Dick S.J. (2016). Picard Center Symposium, Big Data and Student Privacy, *Louisiana Education Research Association*, Lafayette, LA.

Dick S.J. (2015). Big Data in Media, *South Central Broadcasting Association*, Fort Worth, TX.

Davie, W.R., & Dick, S.J. (2013). Pollsters and Pundits in the Presidential Race. *Broadcast Education Association National Convention*. Las Vegas, NV.

Davie, W.R., Dick, S.J., Bashri, M., Galander, M., St. Pierre, J., & Hamdy, N. (2012). The Arab Spring and the U.S. Response: American and Middle Eastern Students Speak Out. *Oxford Round Table*. Oxford, UK.

Davie, W.R., & Dick, S.J. (2011). Public or Private? Lafayette, Louisiana and its Fiber-to-the Home Project versus Cable & Satellite. *National Cable Telecommunications Association Academic Conference*. Chicago IL.

Dick, S.J., & Manuel, N.W. (2009). What Principals, Literacy Coaches, and Pre-K to Fourth Grade Teachers from a Representative Sample Within Louisiana Schools Say About Literacy Practices. *Louisiana Council of Professors of Educational Administration*. Lafayette, LA.

McDowell, W., & Dick, S.J. (2008). The Art and Science of Scheduling Commercial Breaks within Television Programming, *Empirical Generalizations in Advertising Conference*, Walter Wharton School of Business, U. of Penn. This entire conference was by invitation only.

Dick, S.J. (2008). BCFM Membership Survey, *Association for Education in Journalism and Mass Communication National Conference*, Chicago, 2008.

Dick, S.J. (2006). New Business Models for Online Media, Broadcast Education Association national conference, Las Vegas, NV.

Dick, S.J. (2006). Moderator: International research issues. *Broadcast Education Association National conference*, Board sponsored panel on future of research.

Dick, S.J. (2005). Moderator: International research issues. *Broadcast Education Association National conference*, Board sponsored panel on future of research.

Dick, S.J. (2002). New Media: Societal Issues. *Association for Education in Journalism and Mass Communication National Conference*, Miami.

Dick, S.J. (2001). Marcia Yockey: A Force of Nature in Evansville, Indiana. *Broadcast Education Association national conference*, Las Vegas, NV.

Dick, S.J. (2000). New Media and Security Issues – Taiwan. BEA, Las Vegas, 2000.

Dick, S.J. (2000). Broadband Technology Lecture series. Speaking to National Cheng Chi University, Tamkang University, Chinese Culture University, and National Taiwan University.

Dick S.J. (1990). Legal/Policy Issues Relating to BBS. *AppleLink teleconference (now America Online)*.

Review Experience

Journalism and Mass Communication Quarterly 2018 reviewing
Journal of Cyber Policy 2018 reviewing
Editorial Board. Journal of Communication Technology. 2016 to present.
Editorial Review Board, *Handbook of Media Management and Economics* 2nd ed. 2017
Association for Education in Journalism and Mass Communications, Annual and Special
Conferences, 1996 to present
Broadcast Education Association Annual Conference, 1997 to present.
Chinese Communication Association, 2009 to present.
International Journal of Electronic Business (IJEB) 2012
International Journal of Media Management, 2011 to Present
Journal of Broadcasting and Electronic Media, 2012 to Present
Journal of Pedagogy, 2012

Committee work

Community and Governmental

ALS Walk, Picard Team co-captain, Lafayette, LA 2008 - Present
Saint Thomas More, Lafayette, LA, Parent Teacher Club, Technology Advisor
Saint Thomas More, Lafayette, LA, Band Parent's Association, Vice President.
Saint Thomas More, Lafayette, LA, Volunteer substitute teacher.

University

Institutional Research Board (U of Louisiana Lafayette) 2012-2018
University Committee on Assessment, SIUC, 2003-2004.
College Graduate Committee, August 2000 to 2003. New budget and management structure.
University Committee for Undergraduate Teaching, September 1999 to Present. Annual University
teacher of the year and faculty development grants.
Ad Hoc Committee on Online Telecommunications Masters Program SIUC 97-98, 98-99 Help
with the transition to a college-wide graduate program.
Undergraduate Curriculum Committee, SIUC Radio-TV 97-98 and 98-99, 2000-2001. Working on
the creations of enrollment caps.
Graduate Committee, SIUC Radio-TV 97-98 Evaluate applicants and redesign program.
Association of Schools in Journalism and Mass Communication Self Study McNeese 1995
Michigan State University Mass Media Ph.D. Program Student Representative, 1989.
Southern Illinois University Carbondale Graduate Student Representative to faculty, 1985.
McNeese Internet/Telecommunications Users Group Founder/Leader 95-96
McNeese State University Faculty Senate 1993-1996, Vice-president 95-96, Treasurer 94-95,
Academic Affairs Subcommittee 93-95, Political Action Subcommittee 95-96, Executive
Committee 94-96.
Visionary Work Group McNeese, 1995
Southern Academic Conference Accreditation Self Study McNeese, 1995

Department Committees

SIUC Radio-Television, Personnel Committee, 2000
SIUC Radio-Television, Undergraduate Curriculum Committee 1999 - 2003
SIUC Radio-Television, Graduate Committee 1997 - 2002
SIUC Radio-Television, Annual Departmental Assessment 1999, Including senior and alumni
surveys.
SIUC Radio-Television, Department Personnel Committee Head Fall/spring 1999-2000, New
faculty evaluation instrument and three new faculty hires.
Web manager: Southern Illinois University Carbondale Faculty Association 2001 to 2006.
Web manager Research Division of Broadcast Education Association 2000-2001.

Web manager Research Division of Broadcast Education Association and Communications
Technology Division of Association for Education in Journalism and Mass Comm 98-99

Conference Planning /Management

South Central Regional Broadcast Association, Ft. Worth, TX, Oct 2015, Special escort to U of
Louisiana Lafayette student participants.

Hosting JPAMs Data officers meeting for Picard Center, 2015.

International Association Electronic Business, Taipei, Taiwan, ROC, 2002, Management team for
cosponsoring institution.

Global Fusion, St. Louis, MO. October 2000, Management team for the host institution.

Association for Louisiana Media Education Secretary/Treasurer 94-96 - Founding Officer, Vice
Head 96-98.

Association for Education in Journalism and Mass Communications

Council of Divisions, 94-96.

Media Management and Economics Division, Division Secretary 2003 – 2004.

Presidential Ad Hoc Committee on Distance Learning, 2000.

Technology and Policy Division Head/Vice Head/Research Chair/Secretary 93-96.

Broadcast Education Association

BEA Ad Hoc Committee on Research Issues, 2004-2008.

Research Division. Chair/Vice Chair 2002-2004.

INSTRUCTION AND EDUCATION (ALL YEARS)

Courses Taught: Undergraduate (UG), Graduate (G)

University of Louisiana at Lafayette

Business Statistics (UG) QMET 261

Communications Law and Ethics (G)

Communications Theory (UG)

Multiv Analysis (MBA, G) BSAT 510

Graphic Design CMCN 335

Survey of Communication Systems (UG)

Southern Illinois University

Carbondale

Mass Comm and Society RT 393

Audience Research RT 305

Graduate Research RT 523

Applied Research Methods RT 405

Intro to Graduate Studies (G) RT 500

Internet and the Media (G) RT480

Intellectual Policy (G) MCMA 505

Mass Comm and Society (UG)

Media Design (UG)

Media Effects (UG)

Management (G) MCMA 507/573

Modern Media Delivery (UG) RT325

Radio-TV Laboratory (UG)

Radio-TV Law (UG) RT 308

Telecomm Law (G) MCMA 571

Telecomm Research (G) MCMA 532

Telecomm Technology (G) MCMA 503

Telecom Technology (UG) RT380

Telecomm Theory (G) MCMA 531

Web Design (G)

McNeese State University

Cable Television (UG)

Mass Media Law (UG)

Mass Media Ethics (UG)

Process and Effects (UG)

Media Criticism (UG) RT 340

Media Writing (UG) RT 308

Media History (UG)

Introduction to Media (UG)

Programming (UG)

Sales and Promotion (UG)

Michigan State University

Mass Comm and Society (UG)

Cable Television (UG)

Media Research (UG)

Communication Effects (UG)

Communications Law (UG)

Dissertations and Thesis Directed to Completion (2012-17)

Chaired

Dissertation

- Margarett Wheeler. (2018). The Influence of Adverse Childhood Experiences on Childhood Obesity in African American Children: The Role of Parental Incarceration. ULL.
- Sonya Louviere. (2015). Levels of Knowledge and Their Influence on and Implications for Teachers' Use of Data When Making Instructional Decisions Committee Ed Leadership, ULL.

Committees

Dissertation Committees

- Karen C Sheppard. (2017). Model or Myth: An examination of school choice access and academic outcomes in an intra-district school choice program. ULL.
- Susan Dewees. (2016). The Impact of Turnaround Practices on School Turnaround Reform Efforts. Ed Leadership, ULL
- Rebecca G Pippen. (2016). Perceptions of Critical Factors Related to Teacher Quality: Teacher Inputs, System Inputs, and Comprehensive Hiring Practices. Ed Leadership, ULL
- Amber Eskew. (2016). The Influence of Trust, Teacher Morale, and Capacity Building on Teacher Retention. Ed Leadership, ULL
- Karen Sheppard. (2016). School Choice: A measure of school choice accessibility and the academic impact on economically disadvantaged students. Ed Leadership, ULL
- Erin Stokes. (2016).
- Eric L Kehn. (2016). A Study of Coaching in the Context of School-Wide Professional Development. Ed Leadership, ULL
- Starlette Dionne St. Julien Guillory. (2016). A dissertation. Ed Leadership, ULL
- Stella J. Arabie. (2015). Is there a relationship between the frequency of calculator usage in the mathematics classroom and student achievement scores? Ed Leadership, ULL
- Katherine Drexler. (2015). A National Study of the Relationship between the Use of Inclusive Teaching Practices and 8th Grade Mathematics Achievement. Ed Leadership, ULL
- Sheila L. Guidry. (2014). Role of the State Education Agency in Supporting School and District Effectiveness Ed Leadership, ULL.
- Gail Dalcourt. (2014). Impact of Implementation of a District-wide Systematic Process of Response to Intervention in Reading on Student Achievement in Middle School, Ed Leadership, ULL.
- Carla Trahan. (2014). Teacher Sense of Efficacy and Internal Locus of Control. Ed Leadership, ULL.
- Amy R. Fontenot. (2014). Response to Intervention at the High School Level, Ed Leadership, ULL.
- Lakesha Miller. (2014). Understanding Middle School Discipline Problems. Ed Leadership, ULL.
- Roslyn Dempster. (2013). Quantitative Study of Leadership Team members' and teachers' perceptions of the Application of 21st Century Leadership Skills. Ed Leadership, ULL.
- Madge Gautreaux. (2013). Children's Internet Protection Act and E-Rate Policies in Louisiana. Ed Leadership, ULL.
- Janet M. Guerrini. (2012). A Quantitative Study of the Relationship Among the Constructs of Trust, Professional Learning Communities, and Capacity Building Within the High School Structure, Ed Leadership, ULL.

Masters Committees SIUC

- 2005, Tommy Xie, Telecommunications Policy in China, PRC.
- 2005, Ellen Schart, FCC and Ownership Regulations.
- 2004, Susan Gilgenbach: Digital Cinema
- 2002, David Henry. Effectiveness of Learning from Interactive Media.

2001, Se-Shiun Jane Jeng: The Hyper-E 2001 Housewares Show Project
2001, Semeko Seki: Brand Personality of Dentist Home Pages.
2001, Chin-jen Wang: Effectiveness of Interactive Multimedia
2000, Shivnath Thukral: Internet use as a news resource in Indian television
2000, Marylou Scheffer: Political Use of Web Pages.
2000, Chin-jen Wang: Effectiveness of Interactive Multimedia
1999, Tak Chang: Children's TV programming
1999, Noviarini Anabella: Core values of the virtual community
1999, Novi Campbell: Core Values of Virtual Communities.
1999, Niyonome Sen Kingkade: Comparison of media use by Thai students in Japan
1999, Jae-Young Kim: Universal Service and Free Speech on Internet after Dereg.
1999, Byong Ryul Shin, Impact of Personal Computer on TV Viewing.
1999, Brad Schultz: Adoption of DTV by Religious Broadcasting
1999, Benjamin J. Trunk: An interactive CD-ROM for Strengths and Materials Lab.
1998, Brady Darwin: Animation on the Web
At SIUC, Also Participated on 30 MA and 17 Ph.D. committees to completion.