

Kim Bissell
Dean
Manship School of Mass Communication
Louisiana State University

Academic Credentials

1999, Ph.D. in Mass Communication, Syracuse University
1996, Master of Arts in Social Sciences, Binghamton University
1991, Bachelor of Science in Journalism, University of Florida

Additional Training and Certifications

2023, EAB Leadership Development Program certificate
2023, iMotions Academy Certificate Program, Copenhagen, Denmark.
2022, Women in Leadership certificate, Cornell University
2022, The business advantage of DEI across industries: trends, impacts, and best practices certificate, Cornell University
2022, Picturing change: Photography and social justice certificate, Cornell University
2022, UF SEC Certificate in Multicultural Mentoring
2022, COVID-19 research community forum series certificate, Harvard University
2007-2008, Rural Health Junior Investigators Program and training certificate

Academic Employment History:

July 2023--	Dean , Manship School of Journalism and Mass Communication Louisiana State University, Baton Rouge, LA
August 2021—2023	Executive Director , Institute for Communication & Information Research, College of Communication and Information Sciences, University of Alabama
August 2015—2023	Director , Health Communication Research Lab, College of Communication & Information Sciences, University of Alabama
December 2014--	Director of Undergraduate Research , University of Alabama
May 2022	Director, Emerging Scholars Program , University of Alabama
August 2013-May 2015	Co-Director , Health Communication Research Lab, College of Communication & Information Sciences, University of Alabama
August 2011--2023	Professor , Department of Journalism, University of Alabama
July 2010--2023	Associate Dean for Research
July 2010—August 2021	Director, Institute for Communication and Information Research , College of Communication & Information Sciences, University of Alabama.
Spring 2010	Interim graduate coordinator.
Aug 2008—2023	Southern Progress Corporation Endowed Professor in Magazine Journalism , Department of Journalism, University of Alabama.
Aug 2006—Aug 2008	Graduate Coordinator , Department of Journalism, University of Alabama.
Aug 2005—Aug 2011	Associate Professor , Department of Journalism, University of Alabama.

July 2000—July 2005 **Assistant Professor**, Department of Journalism, University of Alabama.
Aug 1999—June 2000 **Assistant Professor**, Department of Journalism, Southern Illinois University.

Scholarly Activity:

Internal & External Funding:

Lee, J., & **Bissell, K.** Social Media Interventions against COVID-19 Vaccine Misinformation: Focusing on Rural Populations. National Hazards Center, Rapid Response, \$1950.

Funded.

Pawloski, L., LeFevor, M., **Bissell, K.**, Steinberg, M. Community Advocacy for Emerging Cuban Leaders: The University of Alabama Sustainable Development Program for Water, Health, and Transportation.

The United States Department of State's Bureau of Western Hemisphere Affairs **\$1,033,086.**

Funded*.

Bissell, K. Track My Plate: The development of measurement tools to assess children's food intake. AEJMC Senior Scholar Grant, 2014-2015. **\$4,000.**

Funded.

Bissell, K., & Higginbotham, J. Developing Effective, Sustainable CBPR to Reduce Obesity in Rural Alabama

Institutes of Minority Health National and Health Disparities. **\$998,779.**

Funded.

Bissell, K. The implementation of a health literacy program designed to target nutritional knowledge and physical activity in at-risk children. February 15, 2010.

University of Alabama, RGC Grant, **\$2000.**

Funded.

*This award was returned to the funding agency due to a potential conflict of interest of the Helms Burton act.

Refereed Journal Articles, Book Chapters and Invited Articles (selected, 94 total)

The Olympics, Media, and Society. (2013). (Eds. **K. Bissell** & S. Perry). Routledge: New York.

Bissell, K. & Parrott, S. (2013). Prejudice: The role of social media in the development of social bias. *Journalism & Communication Monographs*, 15 (4), 219-270.

Bissell, K. & Butler, S. (2015). Olympic Effort: Disability, Culture, and Resistance in the 2012 London Olympic Games. *Journalism & Communication Monographs*, 17(4) 228-273.

Mocarski, R., & **Bissell, K.** (2015). Viewing *The Biggest Loser* through the social cognitive theory. *Health Promotion Practice*, 17(1) 107-115.

Bissell, K., Meng, J., & Pan, P. (2015). YouTube videos as health literacy tools: A test of body image campaign effectiveness. *Health Marketing Quarterly*, 32(4) 350-366.

Yan, Y. & **Bissell, K.** (2015) The Sky is Falling: Predictors of News Coverage of Natural Disasters Worldwide. *Communication Research*. Published online before print February 26, 2015, doi: 10.1177/0093650215573861.

Butler, S., & **Bissell, K.** (2015). "The Best that I Can Be": Framing Disability Through the Mascots of the 2012 Summer Olympic and Paralympics. *Communication & Sport*, 3(2): 1-17.

- Bissell, K.,** Parrott, S., & Butler, S. (2015). Dora the Explorer or Hannah Montana?: The Role of Exposure to Animated and Live-Action Entertainment Television and Children's Implicit and Explicit Weight Bias. *Journal of Child Health and Human Development.*
- Baker, K., Zhang, X., Pember, S., & **Bissell, K.** (2016). Counting steps? How's that working for you? Assessing the effects of tracking monitors and social contexts on fitness goals. *Journal of Fitness Research, 5*:3: 46-56.
- Lewis, D., Yerby, L., Tucker, M., Payne Foster, P., Hamilton, K., Fifolt, M., Hites, L., Shreves, M.K., Page, S., **Bissell, K.,** Lucky, F., Higginbotham, J. (2016). Bridging community and academic scholars together to facilitate and conduct authentic community based participatory research: Project UNITED. *International Journal of Environmental Research and Public Health, 13*(1) 35. DOI: 10.3390/ijerph13010035.
- Conlin, L., McLemore, D., Zhang, X., Bie, B., & **Bissell, K.** (2016). Pin it for yourself: Women's Health and Fitness content on Pinterest. *The Journal of Social Media in Society, 5*(1) 5-37.
- Bissell, K.** (2016). Sport as health communication: Examining the intersection between sport and health communication research. *Defining Sport Communication* (Ed. Andrew Billings). Routledge, USA.
- Bissell, K.,** Conlin, L., Bie, B., Zhang, M., McLemore, D. (2107). Let go of my iPad: Testing the effectiveness of new media technologies to measure children's food intake and health behaviors. *Mass Communication & Society, 4,* 550-572.
- Yang, Y. & **Bissell, K.** (2017). Normative experience or taboo?: Understating college women's drinking in the context of religiosity, gender, and social media. *International Journal of Communication and Health, 12,* 17-25.
- Yang, Y. & **Bissell, K.** (2017). Health vs. Social life: Social smoking in college students. *International Journal of Communication and Health, 11,* 31-41.
- Zhang, M., Bie, B., Conlin, L., McLemore, D., **Bissell, K.,** & Lowrey, P. (2017). Active video game play in African American children: The effect of gender and BMI on exertion and enjoyment. *Howard Journal of Communication.*
<http://dx.doi.org/10.1080/10646175.2016.1270860>
- Zhang, X., Baker, K., Pember, S., & **Bissell, K.** (2017) Persuading Me to Eat Healthy: A Content Analysis of YouTube PSAs Grounded in Health Belief Model. Accepted by *Southern Communication Journal, 82,* 38-51.
- Pember, S.E., Zhang, X., Baker, K., **Bissell, K.** (2018). An application of the Theory of Planned Behavior and Uses and Gratifications Theory to food-related photo-sharing on social media. *Journal of Health Promotion, 16,* 1-8.
- Bolland, A.C., & **Bissell, K.** (2018). Foundations of Social Research: Finding Meaning and Perspective in the Research Process. *Honors College First Year Experience Reader.* (Ed. W.R. Bryan). Cognella Publishers.
- Bissell, K.,** Baker, K., Pember, S.E., Zhang, X., (2019). Changing the face of health education via health interventions: Social ecological perspectives on new media technologies and elementary nutrition education. *Health Communication, 34*(13):1575-1584. doi: 10.1080/10410236.2018.1507659.

- Bissell, K.,** Ellis, T. (2021). Are children getting outplayed? Examining the intersection of children's involvement in physical education, youth sports, and their health and wellbeing. *Handbook of Communication and Sport*. (Ed. Michael Butterworth). Mouton de Gruyter Publishers.
- Bissell, K. & Ellis, T. J.** (2021). How the female athletes of the Tokyo Olympics are reframing the way we think about motherhood. *Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport*. (Eds. Daniel Jackson, Alina Bernstein, Michael Butterworth, Younghan Cho, Danielle Sarver Coombs, Michael Devlin, Chuka Onwumehili). <https://olympicanalysis.org/section-1/how-the-female-athletes-of-the-tokyo-olympics-are-reframing-the-way-we-think-about-motherhood/>
- Parrott, M.S., **Bissell, K.**, Park., B. & Eckhart, N. (2022). A Content Analysis of Mediated Representations of Eating Disorder Symptomatology in Men—A Cross-Cultural Analysis. *Language, Discourse and Mental Health* (Ed. Laura Cariola). University of Exeter Press: United Kingdom.
- Bissell, K.,** Billings, A.C., & Park, B. (2022). Sports media as empathy facilitator?: The contrasting influence of Paralympic and Olympic Content. *International Journal of Sports Communication*.
- Choi, S., Hites, L., Bolland, A., Lee, J., Payne-Foster, P., & **Bissell, K.** (forthcoming). How social media communication relates to engagement in telehealth among older Americans during COVID-19: Does Race/Ethnicity matter? Accepted for publication at *Aging and Mental Health*.
- Lee, J. & **Bissell, K.** (forthcoming, 2023). User-vs. machine agency-based misinformation interventions: The Effects of commenting and AI fact-checking labeling on attitude toward vaccination. *Social Media & Society*.

Awards & Honors:

C&IS Board of Visitors Excellence in Leadership Award, Spring 2023

Alabama Women's Basketball Excellence in Leadership Award, University of Alabama, Spring 2019.

SEC Faculty Fellowship Award, Southeastern Conference Faculty Fellowship awarded to two faculty members at SEC institutions. Summer 2018.

Board of Visitors Excellence in Research, College of Communication & Information Sciences, University of Alabama, Spring 2018.

Frederick Moody Blackmon—Sarah McCorkle Moody Outstanding Professor Award, University of Alabama, Fall 2015.

University of Alabama SEC Faculty Achievement Award, SEC Professor of the Year--selected as the C&IS and UA nominee for the SEC Professor of the Year Award, Spring 2015.

UA Presidential Research Award, selected as the College of Communication & Information Sciences' recipient for the inaugural research award, Spring 2015.

Knox Hagood Award, Selected as the faculty winner for excellence in teaching, research, and service, spring 2014.

AEJMC Senior Scholar Grant Recipient, Selected as one of three faculty members awarded a senior scholar grant for 2014.

SEC Academic Leadership Program, Selected as one of four faculty members to represent the University of Alabama in an all-SEC leadership program, fall 2013—spring 2014.

1st place faculty research paper, Feminist Studies Division, ICA, London, 2013.

1st place faculty research paper, Mass Communication Division, BEA, Las Vegas, NV. 2012.

2nd place faculty research paper, Global Communication Division, ICA, Singapore, 2010.

RGC summer research grant, Summer 2010.

Kriegbaum Under-40 Award, Spring 2009.

1st Place Faculty Research paper, Communication Technology Division, AEJMC Annual Meeting 2008.

Southern Progress Endowed Professorship in Magazine Journalism, Fall 2008--.

Board of Visitors' Excellence in Teaching, Spring 2008.

Sabbatical, Spring 2008

Omicron Delta Kappa Walter R. Guyton Student Service Award, Spring 2007.

Omicron Delta Kappa, induction Spring 2007.

Kappa Tau Alpha Commitment to Teaching Award, Spring 2006

Graduate Student Advising

Dissertation chair, 24, thesis chair, dissertation committee member, 72, thesis committee member, 13.

Community Service

*Social effects of media specific to health outcomes—invited guest, media and body image.

*Health education programs—school-based health education and health literacy programs.

*Running program—Kids Mercedes Marathon

Teaching

Graduate courses:

Research methods, mass communication theory, health communication, media and body image, children and cognition, experimental design, public opinion

Undergraduate courses:

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Associations:

National Communication Association—July 2018—present.

American Association for Public Opinion Research—November 1998-2002.

Association for Education in Journalism and Mass Communication—March 1997-present.

International Communication Association—June 1997—present.

National Press Photographer's Association—August 1990—August 2007.

American Journalism Historians Association—September 2003-August 2004.

National Eating Disorders Association—March 2004—present.