

Erik C. Nisbet

Assistant Professor
School of Communication
Ohio State University
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EDUCATION

Cornell University, College of Agriculture & Life Sciences
Ph.D., Department of Communication, 2008

Research Foci: Political Communication, Public Opinion, Political Psychology, Survey Methodology
Dissertation Title: *The parallax effect: The roles of media and identity in shaping international conflict*

Cornell University, College of Agriculture & Life Sciences
Masters of Science, Department of Communication, 2006

Cornell University, College of Arts and Sciences
Bachelor of Arts, Department of Government, 1998 Special Certification: International Relations

Honors & Awards

Top Student Paper, International Communication Division, AEJMC, 2007
Top Student Paper, Political Communication Division, International Communication Association, 2005
Top Student Paper, Communication Theory & Methods Division, AEJMC, 2004
Top Student Paper, Political Communication Division, International Communication Association, 2004
Anson Rowe Research Award, 2004, 2007
Second Place Student Paper, Midwest Association Public Opinion Research, 2004
First place Student Paper, Midwest Association Public Opinion Research, 2003

ACADEMIC EXPERIENCE**Assistant Professor of Strategic Communication**

School of Communication, Ohio State University, Columbus, OH August 2008 – Present

Lecturer

Department of Communication, Cornell University, Ithaca, NY. August 2007 – June 2008

Senior Research Associate

Survey Research Institute at Cornell University, Ithaca, NY. May 2002 – May 2007

- ◆ Provide Comprehensive Project Management
- ◆ Assist Director with Project Planning, Research Design & Client Consultation, Questionnaire Development & Testing, and Statistical Testing & Analysis
- ◆ Directly Manage annual statewide polling and omnibus initiative: Empire State Poll (2002 to 2007)
- ◆ Produce annual series of research/polling reports

Research and Teaching Assistantships

Department of Communication, Cornell University, Ithaca, NY. 2005-2007

- ◆ United States Institute For Peace Grant – Project Manager/Research Assistantship 2005-2006
- ◆ Editorial Assistant – *Mass Communication & Society* 2005 - Summer 2007
- ◆ Teaching Assistant - *Comm 282: Industry Research Methods*, 2003 & 2004
- ◆ Summer Instruction 2005-2008

INDUSTRY EXPERIENCE:**National Marketing Manager**

March 2000 – March 2002

Cintas, Chicago, IL

- ◆ Directed Strategic Marketing and Communication within Target Markets
- ◆ Developed and Directed Sales and Marketing Programs for National and Field Sales
- ◆ Drove Internal Revenue Growth in Target Markets
- ◆ Analyzed and Surveyed Target Markets for Trends and Growth Opportunities
- ◆ Created, Managed, and Supervised Industry and Market Surveys

Director of Strategic Market Research Services

May 1999 – March 2000

RealTime Hotel Reports, Ithaca, NY

- ◆ Managed Research Team and Client Relationships
- ◆ Directed Operations of All Market Research Services
- ◆ Supervised Project Planning and Management
- ◆ Supervised Internal Knowledge Management and Competitive Intelligence
- ◆ Member of Senior Management Team

Assistant Director/Project Manager

May 1998 – August 1999

Cornell Center for Hospitality Research, Ithaca, NY

- ◆ Project and Survey Manager for American Hotel Foundation/AHMA/AMEX Best Practices in the U.S. Lodging Industry Study, Published as *American Lodging Excellence*
- ◆ Provided Comprehensive Project Management for Externally Funded Research Grants
- ◆ Directed Daily Operations of the Cornell Center for Hospitality Research
- ◆ Supervised all Data Collection, Surveys, and Qualitative Interviews

Research Manager/Consultant

August 1995 – May 1998

Cornell School of Hotel Management, Ithaca, NY

- ◆ Managed Fee-Based Market Research Service for Hospitality Industry Clientele
- ◆ Supervised all Operations and Student Research/Reference Staff (avg. 10-12 students)

PUBLICATIONS:

Refereed Journal Articles

Hart, P.S., Nisbet, E.C., and Shanahan, J. (forthcoming). Environmental values and the social amplification of risk: An examination of how environmental values and media use influence predispositions for public engagement in wildlife management decision making. *Society and Natural Resources*.

Nisbet, E.C. (2008). Media use, democratic citizenship, and communicating gaps in a developing democracy. *International Journal of Public Opinion Research*, 20 (4), 454-482

Nisbet, E.C. and Shanahan, J. (2008). Anti-Americanism as a communication problem? Foreign media and public opinion toward the United States in Europe and the Middle East. *American Journal of Media Psychology*, 1(1), 7-35

Scheufele, D.A., Hardy, B., Brossard, D., Waisel-Manor, I.S., Nisbet, E.C., (2006) Democracy based on difference: examining the links between structural heterogeneity, heterogeneity of discussion networks, and democratic citizenship. *Journal of Communication*, 56(4), 728-753

Nisbet E.C. (2006). The engagement model of opinion leadership: testing validity within a European Context. *International Journal of Public Opinion Research*, 18 (6), 3-30

Scheufele, D.A., Nisbet, M. C., Brossard, D., & Nisbet, E. C. (2004). Social structure and citizenship: examining the impacts of social setting, network heterogeneity and informational variables on political participation. *Political Communication*, 21(3), 315-338

Nisbet, E.C., Nisbet, M.C., Scheufele, D.A., & Shanahan, J. (2004). Public diplomacy, television news, and Muslim opinion. *The Harvard International Journal of Press/Politics*, 9(2), 11-37

Book Chapters

Nisbet, E.C., Ostman, R., and Shanahan, J. (2008). Public Opinion toward Muslim Americans: Civil Liberties and the Role of Religiosity, Ideology, and Media Use. In A. Sinno's (ed.) *Muslims in Western Politics*. (pp. 161-199). Bloomington: Indiana University Press

Book Reviews

Nisbet, E.C. (2007). BOOK REVIEW: Negative liberty: public opinion and the terrorist attacks on America by Darren W. Davis. *Public Opinion Quarterly*, 71(4), 693-695

Refereed Journal Articles under Review

Nisbet, E.C. and Shanahan, J. The "New" Arab Public Sphere: satellite news, identity, and anti Americanism. Manuscript submitted for review to *Political Communication*. (Revise and Resubmit).

Nisbet, E.C., "Why do they like us?" Deconstructing Muslim anti-Americanism in Africa. Manuscript submitted for review to *Journal of Politics* (Revise and Resubmit).

Non-refereed Journal Articles

Nisbet, M.C. and Nisbet, E.C. (2005). Evolution & Intelligent Design: Understanding Public Opinion. *Geotimes*. September 2005.

Publicly Released Research Reports

Shanahan, J. and Nisbet, E.C. (May, 2007). *The Communication of Anti-Americanism: Media Influence and Anti-American Sentiment*. Report prepared for the United States Institute for Peace. USIP Grant #SG-158-04S, 190 pgs. Available at <http://www.comm.cornell.edu/msrg/USIPreport.pdf>

Nisbet, E.C. and Miller, Y. (May, 2007). *ESP 2007: Results*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y (May, 2006). *ESP 2006: Economic Well-being in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y (May, 2006). *ESP 2006: Social & Political Trends in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C, Miller, Y., and Gay, G. (May, 2006). *ESP 2006 Special Report: Security & Privacy in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y. (July, 2005). *ESP 2005: Political, Economic, Social Conditions in NYS*. Available at www.sri.cornell.edu

Nisbet, E.C. & Miller, Y. (July, 2005). *ESP 2005: Workplace & Labor Issues in NYS*. Available at www.sri.cornell.edu

Nisbet, E.C. & Miller, Y. (April, 2005). *ESP 2005 Special Report: Stem Cell Research in NYS*. Available at www.sri.cornell.edu

Nisbet, E.C. & Miller, Y. (April, 2005). *ESP 2005 Special Report: Revisions to Social Security*. Available at www.sri.cornell.edu

Nisbet, E.C. & Miller, Y. (March, 2005). *ESP 2005 Special Report: Higher Education Spending in New York State*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Shanahan, J. (December, 2004). *Report 1: Restrictions on Civil Liberties, Views of Islam, and Muslim Americans*. Available at www.comm.cornell.edu/msrg/msrg.html.

Nisbet, E.C. & Shanahan, J. (December, 2004). *Report 2: U.S. War on Terror, Foreign Policy, and Views of Anti-Americanism*. Available at www.comm.cornell.edu/msrg/msrg.html.

Nisbet, E.C. & Miller, Y. (May, 2004). *ESP 2004: Political, Economic, & Social Conditions in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y. (May, 2004). *ESP 2004: Workplace & Labor Conditions in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y. (August, 2003). *ESP 2003: Workplace & Labor Conditions in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y. (August, 2003). *ESP 2003: Political Attitudes in NYS*. Available at www.sri.cornell.edu.

Nisbet, E.C. & Miller, Y. (August, 2003). *ESP 2003: Economic & Social Conditions in NYS*. Available at www.sri.cornell.edu.

Refereed Conference Papers Under Review

Nisbet, E.C. and Hart, P.S. (2009). Framing global climate change: cognitive and emotional Responses within a competitive message environment. Paper submitted to the Mass Communication Division of the *2009 International Communication Association Conference*. Chicago, IL.

Nisbet, E.C. and Hart, P.S. (2009). "Why do they like us?" Deconstructing Muslim Public Opinion Across Regional Contexts. Paper submitted to the Global Communication and Social Change Division of the *2009 International Communication Association Conference*. Chicago, IL.

Refereed Conference Papers

Nisbet, E.C. and Hart, P.S. (2008, November). Strategic Framing, Social Identity, and Public Opinion. Paper presented at the *Midwest Association of Public Opinion Research*. Chicago, IL.

Nisbet, E.C. and Shanahan, J. (2008, May). Anti-Americanism as a communication problem? Foreign media and public opinion toward the United States in Europe and the Middle East. Paper presented to the Political Communication Division of the *2008 International Communication Association Conference*. Montreal, Quebec.

Epstein, D. and Nisbet, E.C. (2008, May). Who is responsible for the digital divide? Public perceptions and policy implications. Paper presented to the Communication Technology Division of the *2008 International Communication Association Conference*. Montreal, Quebec.

Nisbet, E.C. and Miller, Y. (2007, September). Public opinion and international conflict: anti-Americanism, Islamophobia, and social identity. Paper accepted to the *2007 World Association for Public Opinion Research Annual Conference*. Berlin, Germany.

Nisbet, E.C. (2007, September). Media, identity, and issue salience of democracy in the Arab Public Sphere. Paper presented to the Comparative Democratization Division of the *2007 American Political Science Association Conference*. Chicago, IL.

Nisbet, E.C. (2007, August). The "New" Arab Public Sphere: satellite news, political identity, and anti-Americanism. Paper presented to the International Communication Division of the *2007 Association for Education in Journalism and Mass Communication Annual Conference*. Washington, D.C. * Top Student Paper

Nisbet, E.C. and Gay, G. (2007, May). Internet use and the amplification of trust and privacy evaluations on support for government Internet monitoring. Paper presented to the Communication & Technology Division of the *2007 International Communication Association Conference*. San Francisco, CA.

Nisbet, E.C. (2007, May). The globalization frame contest 1999-2004: media framing and public opinion. Paper presented to the Political Communication Division of the *2007 International Communication Association Conference*. San Francisco, CA.

Nisbet, E.C. and Miller, Y. (February, 2007). Islam in the American mind: lessons for survey research and Muslim public diplomacy. Paper presented at the *2007 International Conference on Public Opinion Polls and Decision-Making: From Theory to Practice*, Cairo, Egypt.

Miller, Y. and Nisbet, E.C. (May, 2006). The lesser of two evils? An experimental comparison RDD vs. listed household samples in telephone surveys. Paper presented at the 2006 annual meeting of the *American Association of Public Opinion Research*, Montreal, Quebec.

Besley, J., Shanahan, J., and Nisbet, E.C. (February, 2006). The agricultural biotech debate: competing messages and diverging views on genetically modified organisms. Paper presented at the 2006 annual meeting of the *American Association for the Advance of Science*, St. Louis, MO.

Nisbet, E.C. and Moehler, D. C. (September, 2005). Political communication systems in Sub-Saharan Africa: developing integrated models of politics, media, & society. Paper accepted to the Political Communication Division at the 2005 annual meeting of the *American Political Science Association*, Washington, D.C.

Nisbet, E.C., Shanahan, J., & Ostman, R.E. (August, 2005). Mass media, religion, and support for civil liberties: the case of Muslim Americans. Paper presented in the Mass Communication & Society Division at the 2005 annual meeting of the *Association for Education in Journalism and Mass Communication*, San Antonio, TX.

Nisbet, E.C. (May, 2005). Mass media use and democratic consolidation: the case of Mali. Paper accepted to the Political Communication Division at the 2005 annual meeting of the *International Communication Association*, New York. *Top Student Paper

Nisbet, E.C. and Shanahan, J. (May, 2005). Developing cultural indicators of social change: The case of homosexuality. Paper accepted to the Mass Communication Division at the 2005 annual meeting of the *International Communication Association*, New York.

Shanahan, J., Nisbet, E.C., Diels, J., Hardy, B., Besley, J. (May, 2005) Cultural indicators: integrating measures of meaning with economic and social indicators. Paper accepted to the Mass Communication Division at the 2005 annual meeting of the *International Communication Association*, New York.

Nisbet, E.C. & Besley, J. (November, 2004) Satisfaction as an alternative outcome to participation in research on civic life: considering procedural justice. Paper presented to the 2005 annual meeting of the *Midwest Association for Public Opinion Research*, Chicago.

Nisbet E.C. (2004, July). Who are the European influentials? Applying an engagement model of opinion leadership. Paper presented to the Communication Theory & Methodology Division at the annual meeting of the *Association for Education in Journalism and Mass Communication*, Toronto, Ontario. *Top Student Paper

Scheufele, D.A., Nisbet, E.C., Hardy, B., Brossard, D., Waisel-Manor, I.S., (2004, April). Democracy based on difference: examining the links between structural heterogeneity, heterogeneity of discussion networks, and democratic citizenship. Paper submitted to the Communication Theory & Methodology Division at the annual meeting of the *Association for Education in Journalism and Mass Communication*, Toronto, Ontario.

Nisbet, E.C., Wang, Z. (2004, May) Labor in the public eye: media effects on public support for organized labor. Submitted to the 2004 annual conference of the *International Communication Association*, political communication section, New Orleans. * Top Student Paper Panel

Besley, J., Diels, J., & Nisbet, E.C. (2003, November) Voting and authoritarianism: the mediating role of media use, discussion, efficacy and trust. Paper presented at the annual meeting of the *Midwest Association for Public Opinion Research (MAPOR)*, Chicago, IL. *2nd Place, MAPOR fellows student paper competition.

Nisbet, E.C., & Miller, Y. (2003, September). Ideology, mass media, and public support for affirmative action. Paper presented at the annual meeting of the *World Association for Public Opinion Research (WAPOR)*, Prague, Czech Republic.

Nisbet, E.C., Nisbet, M.C., Scheufele, D.A., & Shanahan, J. (2003, September). The Effects of television news in the Muslim world on public perceptions of the United States. Paper presented at the annual meeting of the *World Association for Public Opinion Research (WAPOR)*, Prague, Czech Republic.

Scheufele, D.A., Nisbet, M.C., Nisbet, E.C. (2003, September) Ideology, media, and war: Examining the origins of public support for the war against Iraq. Paper presented at the annual meeting of the *American Political Science Association (APSA)*, Political Communication Division, Philadelphia, PA.

Nisbet, E.C., Shanahan, J. (2003, May). Mapping attitudes on globalization: creating a framework of audience frames. Paper presented at the annual meeting of the *American Association for Public Opinion Research (AAPOR)*, Nashville, Tennessee.

Nisbet, E.C., Nisbet, M.C., Scheufele, D.A., and Shanahan, J. (2003, May). The mass-media and anti-American attitudes in the Islamic world: implications for U.S. public diplomacy. Paper presented at the annual meeting of the *American Association for Public Opinion Research (AAPOR)*, Nashville, Tennessee.

Nisbet, M.C., Nisbet, E.C, and Rose, Y.K. (2002, November). The origins of equality and morality: Social structure and public opinion about gay rights. Paper presented at the annual meeting of the *Midwest Association for Public Opinion Research*, Chicago, IL. *First place, MAPOR fellows student paper competition.

Invited Presentations

Cornell University Global Climate Change Symposium (October 14, 2008). Invited presenter on *Strategic Framing and Global Climate Change*.

Islam in America Workshop sponsored by the Carnegie Corporation of America (April 22, 2008). Invited presenter on *Framing Islam*.

Symposium on African Media & Politics sponsored by the Cornell Institute for African Studies (October, 21-23, 2005). Invited participant and presenter on *Emerging political communication systems in Sub-Saharan Africa: some preliminary models*.

Conference on Muslims in Western Politics sponsored by Indiana University (September 22-24, 2005). Invited participant and presenter on *Shaping the Islamic threat: religion, media, and public opinion toward Islam and Muslim Americans*.

Cornell Workshop on Anti-Americanism in Comparative Perspective (2004, April 22-25). Invited participant and presenter on *TV news and Muslim public opinion*.

PROFESSIONAL AFFILIATIONS:

American Political Science Association (APSA), American Association for Public Opinion Research (AAPOR), Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association (ICA), Midwest Association for Public Opinion Research (MAPOR), World Association for Public Opinion Research (WAPOR).