

Curriculum Vitae

D. Jasun Carr

Department of Communication,
Media & Persuasion
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Executive Profile

Academic administrator and professor with experience leading interdisciplinary, multi-campus academic units and institution-wide shared-governance initiatives. Proven record in faculty affairs, academic operations, culture change, strategic staffing, curriculum and program-portfolio innovation, assessment and accreditation, transfer-pipeline development, and cross-campus collaboration. Collaborative and transparent leader skilled at aligning academic policy, resource decisions, emerging technologies, and student-success priorities with institutional strategy.

Administrative Leadership Experience

Interim Department Chair, Psychology

Idaho State University | 2026–Present

- Direct a multifaceted department comprised of 17 faculty and clinical faculty; 18-20 adjunct / graduate student instructors; 2 administrative assistants; and 4 academic programs with students distributed between 3 campuses and remotely across the state.
- Provide administrative leadership for faculty, staff, budgets, personnel processes, departmental committees, and day-to-day operations across the department's Pocatello, Meridian, Idaho Falls, and online activities.
- Coordinate curriculum, course scheduling, assessment, advising, and student success for the undergraduate psychology major and minors, including the online programs and Applied Behavior Analysis minor.
- Oversee and support the Clinical Psychology Ph.D., Experimental Psychology Ph.D., and Clinical Psychology Psy.D. programs, working closely with program directors on admissions, graduate training, policies, accreditation, practica, and research.
- Promote faculty and student research, ensure appropriate administration of research-participation systems and ethical procedures, and help coordinate the Psychology Clinic's community-service and doctoral-training missions.

Interim Department Chair, Sociology, Social Work, & Criminology

Idaho State University | 2023–2025

- Directed an interdisciplinary department comprised of 18 faculty and clinical faculty; 5 adjunct / graduate student instructors; 2 administrative assistants; and 5 academic programs with students distributed between 3 campuses and remotely across the state.
- Led a complex interdisciplinary unit through culture change, policy implementation, and strategic staffing during a period of growth and transition.
- Increased the number of permanent, full-time faculty members from 13 to 18 and added clinical faculty and practicum coordinators to support enrollment growth and student demand.
- Collaborated on application of the Idaho State University workload policy within the College of Arts & Letters and implemented the policy at the department level.
- Supported faculty evaluation, annual review, retention, and advancement processes while establishing clearer expectations and accountability structures.
- Managed departmental operations, budgets, personnel matters, and student concerns while maintaining focus on long-term program stability and student success.

Interim Department Chair, Global Studies & Languages

Idaho State University | 2022–2024

- Directed an interdisciplinary department comprised of 15 faculty and adjunct instructors; 1 administrative assistant; and 7 academic programs with students distributed between 3 campuses and remotely across the state.
- Led reorganization of the department and negotiated the transition of the Languages program into the Department of Anthropology.
- Established the framework for an interdisciplinary Global Studies program housed outside a single department.
- Created the institution's first Heritage Language track to better serve native speakers and improve degree completion pathways.
- Developed a Vertical Credit system allowing students to earn lower-level course credit through successful completion of advanced coursework, supporting retention and faster progress to degree.
- Right-sized the Spanish M.A. program through admissions, curriculum, staffing, and sequencing changes to align program scope with available resources.

Strategic Partnerships, Pathways, and External Engagement

- Developed and negotiated an articulation agreement with Umpqua Community College creating a dual-enrollment pathway from an A.A. in Human Services to the BASW, expanding access for rural students and securing Idaho State Board of Education approval.
- Advanced development of a related MSW pathway for rural Oregon students through a program-fee model designed to expand graduate access at a lower cost.

- Built partnerships that connected students with nonprofits for social media campaigns, local media outlets for internships, and cultural organizations for service-learning opportunities.
- Worked with advancement partners to align donor priorities with student-facing needs, contributing to the establishment of a \$187,500 fund supporting student study abroad opportunities.
- Negotiated program-fee and structural models that supported enrollment access, program sustainability, and continued growth.

Program Innovation and Student Success Initiatives

- Led curriculum redesign and program restructuring efforts across multiple units to strengthen retention, degree completion, and operational sustainability.
- Helped develop an interdisciplinary BFA in Digital Media in collaboration with faculty across campus.
- Supported development of program pathways, certificates, and curricular innovations designed to attract new student populations and enhance workforce readiness.
- Developed coursework in emerging areas including AI, media literacy, social media, and web design.
- Guided program adjustments, including the teach-out of the Sociology M.A., in order to better align resources, enrollment realities, and student needs.

Assessment, Accreditation, and Shared Governance

- Participated in drafting Idaho State University's 2021 reaccreditation report and met with NWCCU representatives during the campus visit.
- Provided input during the university's mid-cycle accreditation visit in Fall 2024.
- Prepared the seven-year program evaluation for Languages and assisted in the CSWE reaffirmation process for BASW and MSW programs.
- Served on strategic planning, budget advisory, accreditation, and assessment working groups at the college and university levels.
- As Executive Secretary of the General Education Requirements Council, supported efforts to streamline assessment and feedback processes for General Education courses.

University Leadership and Shared Governance

2025 – Present: General Education Requirements Council

2026-Present: Chair

2025-2026: Executive Secretary

- Support institution-wide review and assessment of General Education courses across academic disciplines.
- Facilitate communication among the council, faculty, and academic units regarding General Education expectations, assessment practices, and continuous improvement.

- Connect shared governance, academic policy, assessment, and student-learning priorities through university-level council service.

2019 – 2023: ISU Faculty Senate

2022-2023: Past Chair, Ex-Officio

2021-2022: Chair

2020-2021: Vice-Chair

2019-2020: College of Arts & Letters Faculty Senator

- Represented faculty across colleges and worked with the President, Provost, deans, faculty leaders, and university administrators on academic policy, institutional priorities, shared governance, and organizational change.
- Represented faculty perspectives in institution-wide deliberations while translating university priorities into clear policy recommendations, implementation guidance, and communication for academic units.
- Represented faculty in university-level COVID-19 planning and communication, helping address instructional continuity, faculty workload, academic policy, and campus-operating decisions.

Academic Appointments

2024 – Present: **Professor (Digital Media)**, Idaho State University

2020-2024: Associate Professor w/ tenure (Digital Media)

2014-2020: Assistant Professor (Digital Media)

2012 – 2014: **Assistant Professor of Communication**, Susquehanna University

Education

Ph.D. in Mass Communications, University of Wisconsin–Madison, 2014

Dissertation: Perceived Influence, Parasocial Relationships, and the Power of Product Placement

M.S. in Electronic Media, Kutztown University, 2005

Thesis: An investigation into the comparative cognitive impact of conventional television advertising and product placement

B.S. in Communication Processes, University of Wisconsin–Green Bay, 2003

Published Books

Carr, D. J. & Bard, M. (2023). *Journalism in the Generation Z Age*. Lexington Books.

Journal Articles

Gribas, J., DiSanza, J. R., Hartman, K. L., **Carr, D. J.**, & Legge, N. J. (2021). Exploring the effectiveness of image repair tactics: comparison of US and Middle Eastern audiences. *Communication Research Reports*, 38(3), 150-160.

Carr, D. J. (2018). Exploring the Role of Parasocial Relationships on Product Placement Effectiveness. *American Communication Journal*, 20(1), 31-45.

Carr, D. J., Barnidge, M., Lee, B. & Tsang, S. J. (2017 - Reprint). Cynics and skeptics: Evaluating the credibility of mainstream and citizen journalism. In T.-T. Lee (Ed.), *Virtual Theme Collection: Trust and Credibility in News Media*. Retrieved from <http://journals.sagepub.com/page/jmq/trust-and-credibility-in-news-media/virtual-collection>

Carr, D. J. & Bard, M. (2017). Even a Celebrity Journalist Can't Have an Opinion: Post-Millennials' Recognition and Evaluation of Journalists and News Brands on Twitter. *Electronic News*, 12(1), 3-22, doi: 10.1177/1931243117710280

Carr, D. J., Barnidge, M., Lee, B. & Tsang, S. J. (2014). Cynics and skeptics: Evaluating the credibility of mainstream and citizen journalism. *Journalism & Mass Communication Quarterly*, 91(3), 452-470.

Vraga, E. K., Johnson, C., **Carr, D. J.**, Bode, L., & Bard, M. (2014). Filmed in front of a live studio audience: Laughter and aggression in political entertainment programming. *Journal of Broadcasting & Electronic Media*, 58(1), 131-150.

Carr, D. J., Gotlieb, M. R., Lee, N.-J., & Shah, D. V. (2012). Examining Generational Trends in Overspending, Early Adoption, and Conscientious Consumption from 1994-2004. *The ANNALS of the American Academy of Political and Social Science*, 644(1), 220-233.

Vraga, E. K., Edgerly, S., Bode, L., **Carr, D. J.**, Bard, M., Johnson, C. N., Kim, Y. M. & Shah D. V. (2012). The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility. *Journalism & Mass Communication Quarterly*, 89(1), 5-22.

Vraga, E. K., **Carr, D. J.**, Nytes, J. P. & Shah, D. V. (2010). Precision vs. Realism on the Framing Continuum: Understanding the Underpinnings of Media Effects. *Political Communication*, 27, 1-19.

Instructional Products

Carr, D. J. (2025). *The Basics of HTML and CSS*. BVT Publishing. (Online textbook with built-in exercises and resources.)

Book Chapters

Carr, D. J. (Forthcoming). Networked Public Discourse and the Spread of Mis/Disinformation: Framing, Social Influence, and Belief Formation. In Regina Luttrell, Karen Sutherland, Carrie, and Adrienne Wallace (Eds.), *The Research Handbook on Social Media Impact*. Edwin Elgar Publishing. (Abstract accepted; Chapter draft due August 17, 2026)

Gershberg, Z. & **Carr, D. J.** (2025). Media in North America. In Daniela V. Dimitrova (Ed.), *Global Journalism: Understanding World Media Systems ed. 2*. Rowman & Littlefield Publishers.

Gershberg, Z. & **Carr, D. J.** (2021). Media in North America. In Daniela V. Dimitrova (Ed.), *Global Journalism: Understanding World Media Systems*. Rowman & Littlefield Publishers.

Carr, D. J. (2019). Multitasking & Multiskilling. In Tim P. Vos & Folkner Hanusch (Eds.), *International Encyclopedia for Journalism Studies*. Wiley.

Carr, D. J. (2017). Technologies for Business and Professional Communication. In James R. DiSanza, Nancy J. Legge (Ed.), *Business and Professional Communication* (pp. 28; 47; 77-79; 85-87; 88; 103-104; 187-188). Pearson.

Carr, D. J. (2017). The Internet and Information Economy. In Robert Rycroft (Ed.), *The American Middle Class: An Economic Encyclopedia of Progress and Poverty*. ABC-CLIO.

DiSanza, J. R. & **Carr, D. J.** (2017). Corporate Communication. In Mike Allen (Ed.), *The SAGE Encyclopedia of Communication Research Methods* (pp. 264-266). Thousand Oaks, CA: Sage.

Selected Invited Conference Presentations

Carr, D. J. (2024). Getting Curricularly Creative (Teaching Panel). Presented at the Association for Education in Journalism and Mass Communication 2024 Conference, August 7-10, Philadelphia, PA.

Carr, D. J. (2018). Tips and Techniques for Teaching Online and Hybrid Courses (Teaching Panel). Association for Education in Journalism and Mass Communication 2018 Conference, August 6-9, Washington, D.C.

Carr, D. J. (2016). Making Methods Matter: Recruiting and Attracting Undergraduates to Methods Coursework (Teaching Panel). Association for Education in Journalism and Mass Communication 2016 Conference, August 3-7, Minneapolis, MN.

Carr, D. J. (2013). Mixing theory and skills in mass communication curricula (Teaching Panel). Association for Education in Journalism and Mass Communication 2013 Conference, August 8-11, Washington, DC.

Selected Refereed Conference Papers and Presentations

Carr, D. J. (2023). Foundations of Social Media Trust: Differences Across Generations. Paper presented at the World Social Science Association 2023 Conference, April 12-15, Tempe, AZ.

Carr, D. J. (2022). I trust you – just not online: Extracting and explicating the underlying factors of social media trust. Paper presented at the Western Social Science Association 2022 Conference, March 30-April 2, Denver, CO.

Carr, D. J. (2021) I trust you – just not online: Extracting the underlying factors of social media trust. Paper presented at the WAPOR 74th Annual Conference, November 2-6, held virtually.

Carr, D. J. (2018). Comments and Cues: Social Feedback Effects within “Live” Political Messages. Paper presented at the National Communication Association 2018 Convention, November 8-11, Salt Lake City, Utah

Carr, D. J. & Bard, M. (2018). Knowledge begets knowledge: Impacts of civic and political knowledge on knowledge gain from online news. Paper presented at the Association for Education in Journalism and Mass Communication 2018 Conference, August 6-9, Washington, D.C.

Carr, D. J. (2017). Second-Screen as Only-Screen: The Effect of Social Media Cues on Facebook Live Broadcasts. Paper presented at the 2017 World Association for Public Opinion Research Conference, July 15-17, Lisbon, Portugal.

Carr, D. J. & Bard, M. (2016). Even a Celebrity Journalist Can't Have an Opinion: Post-Millennials' Recognition and Evaluation of Journalists and News Brands on Twitter. Paper presented at the Association for Education in Journalism and Mass Communication 2016 Conference, August 3-7, Minneapolis, MN.

Carr, D. J. (2014). Exploring the Role of Parasocial Relationships on Product Placement Effectiveness. Paper presented at the Association for Education in Journalism and Mass Communication 2014 Conference, August 6-9, Montreal, Canada.

Carr, D. J., Barnidge, M., Lee, B., & Tsang, S. J., (2013). Nuance and Source: An Examination of Citizen Journalist Evaluations Across Age Cohorts. Paper presented at the Association for Education in Journalism and Mass Communication 2013 Conference, August 8-11, Washington, DC.

Carr, D. J., Barnidge, M., Lee, B., Tsang, S. J., & Villanueva, J. D. (2012). Cynics and

skeptics: Evaluating the credibility of mainstream and citizen journalists. Paper presented at the Association for Education in Journalism and Mass Communication 2012 Conference, August 8-12, Chicago, IL. **Top Student Paper, Civic and Citizen Journalism Division.**

Selected Grants

Current Proposals

AI Literacy Across the Curriculum: A Faculty Fellows Model for Scalable Student AI Competency Development, Sponsored by the Accelerate Idaho AI Innovation Awards, \$299,583. (Submitted for internal review.)

Idaho AI Competency Pathways: Developing an Open, Replicable Curriculum Framework for AI Literacy, Fluency, Automation, and Mastery, Sponsored by the Accelerate Idaho AI Innovation Awards, \$115,623. (Submitted for internal review.)

Funded Projects

Questioning the Need for a Call-to-Action Message for Millennial and Gen Z Consumers, Sponsored by the ISU Office of Research and Department of Communication, Media, & Persuasion, \$1625, April 2020 – May 2021. W/ Drs. Summer Shelton & Neelam Sharma.

Development of a Multidimensional Scale of Social Media Trust, Sponsored by the ISU Office of Research, \$4390, February 2020 – May 2021.

ISU College of Arts & Letters Combined Subject Pool Pilot, Sponsored by the ISU Office of Research, \$3400, August 2018-June 2020.

Humanities Cafe 2015-16: Identity, Sponsored by Idaho Humanities Council, External to Idaho State University, \$1,615.00, Date Submitted: September 14, 2015, September 2015 - Present.

Infrastructure Grant Proposal Department of Communication, Media, and Persuasion DSLR Photography and Video Cameras, Sponsored by ISU College of Arts & Letters, \$6,000.00, January 2015 - August 2015.

Selected Additional Proposals

Creation of a Standardized Measure of Accurate Person Perception: The Idaho Test of Accurate Person Perception, Submitted to the National Science Foundation. W/ Dr. Tera D. Letzring (Not Funded)

Improving Clinical Care of LEP Patients by the Development of the Interactive Computer, Voice and Visually Assisted Intake Program Prototype, Sponsored by IDAHO STATE UNIVERSITY OFFICE FOR RESEARCH & ECONOMIC

DEVELOPMENT, Idaho State University, \$37,902.00, Dr. Cathleen Tarp, et. al.
(Not Funded)

Professional Memberships

Association for Education in Journalism and Mass Communication (AEJMC)

World Association of Public Opinion Research (WAPOR)

Popular Culture Association/American Culture Association (PCA/ACA)

National Communication Association (NCA)

World Social Science Association (WSSA)

Teaching Experience

Idaho State University:

Instructor for CMP2202: Photo, Graphic, & Video Editing; CMP2203: Media Literacy; CMP3307: Intro. To Social Media; CMP3309: Communication Inquiry; CMP3339: Web Design; CMP3367: Media Analytics; CMP3399: AI & Media; CMP 4467: Social Media Campaigns; CMP6601: Intro. To Grad. Research Methods; CMP6630: Seminar: Communication Revolutions; CMP6630: Social Media & the Public Sphere; CMP6630: Misinformation, Disinformation, and Conspiracy Theories.

Susquehanna University:

Instructor for COMM-101: Essentials of Digital Media; COMM-171: Introduction to Media; COMM-182: Writing for New Media; COMM-282: Fundamentals of Digital Video Production; COMM-482: Professional Digital Multimedia Production; COMM-101: Essentials of Digital Media (Online course); ENGL-100: Writing and Thinking; PRDV-104: Perspectives.

Skills and Proficiencies

Software Platforms: Microsoft Office; Adobe CC (Photoshop; InDesign; Premiere; Acrobat Pro; Firefly); Google Workspace; ARGOS; DegreeWorks; Canvas; Moodle; Millennium Fast; Navigate; Qualtrics; Cayuse; ChatGPT; Gemini; Midjourney

Languages: English (Native); Spanish (Intermediate)