

Benjamin A. Lyons

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Education

Ph.D., 2016
Southern Illinois University Carbondale
Major: Mass Communication and Media Arts
Dissertation: "Unbiasing Information Search and Processing through Personal and Social Identity Mechanisms."
Advisor: Aaron S. Veenstra

M.A., 2013
Southern Illinois University Carbondale
Major: Media Theory and Research
Thesis: "Contesting the Mainstream? Citizen News Platforms, the Alternative Paradigm, and the BP Oil Spill."
Advisor: Aaron S. Veenstra

B.A., *summa cum laude*, 2010
Illinois College
Majors: Psychology; English – Writing

Journal Articles

Veenstra, AS, **Lyons, BA**, & Degim, A. (Forthcoming). "Intraparty Hostility: Social Identity, Sub-Identity, and the Hostile Media Effect in a Contested Primary," *Journal of Political Marketing*.

Lyons, BA & Veenstra, AS. (2016). "How (Not) to Talk on Twitter: Effects of Politicians' Tweets on Perceptions of the Twitter Environment." *CyberPsychology, Behavior & Social Networking* 19(1): 8-15. doi:10.1089/cyber.2015.0319

Veenstra, AS, **Lyons, BA**, & Fowler-Dawson, A. (2016). "Conservatism vs. Conservationism: Counteractive Influences of Social Affiliation on Beliefs About Fracking," *Environmental Communication*: 1-15. doi: 10.1080/17524032.2015.1127851.

Lyons, BA. (2015). "Is Online Citizen News Really Alternative? A Multiplatform Analysis of BP Oil Spill Coverage," *Web Journal of Mass Communication Research*, 49. <http://wjmc.org/vol49>.

Veenstra, AS, Park, CS, **Lyons, BA**, Kang, CY, & Iyer, N. (2015). "Intramedium Interaction and the Third-Person Effect: How Partisans Respond to YouTube Ads and Comments," *CyberPsychology, Behavior & Social Networking*, 18(7): 406-410. doi:10.1089/cyber.2014.0588.

Veenstra, AS, Hossain, MD, & **Lyons, BA**. (2014). "Partisan Media and Discussion as Enhancers of the Belief Gap," *Mass Communication and Society*, 17(6): 874-897. doi:10.1080/15205436.2013.855791.

Book Chapters

Veenstra, AS, Iyer, N, Xie, W, **Lyons, BA**, Park, CS, & Feng, Y. (2015). "Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization," in N Rambukkana (ed.), *Hashtag Publics: The Power and Politics of Networked Discourse Communities*. Peter Lang [Digital Formations].

Manuscripts Under Review

Lyons, BA. (Revise & resubmit). "Social Media and the Systemic View of Deliberation: Examining Linkage Potential." Invited to revise and resubmit to *Journal of Public Deliberation*. Resubmitted on 11/18/15. 2nd revision invited on 3/3/16.

Lyons, BA. "When Readers Follow Journalists, Not Partisan Cues: Evidence from Varied Alignments of Party Elites." Under review at *International Journal of Public Opinion Research*.

Veenstra, AS, **Lyons, BA**, & Park, CS. "Social Media, News Use, and Political Talk: Facebook and the Social Media-tion Model of Political Participation." Under review at *New Media & Society*.

Manuscripts in Preparation

Lyons, BA. "New Directions in Selective Exposure: Measurement and Mitigation."

Lyons, BA. "Reducing Group Alignment in Scientific and Environmental Disputes: Evidence from Three Contexts."

Lyons, BA. "Health Beliefs in a Fragmented Information Environment: Examining Niche Media and Polarization."

Lyons, BA, McClurg, SD, & Sokhey, AE. "The Role of Social Networks in Media Use Over Time."

Veenstra, AS., **Lyons, BA**, Degim, A., Fowler-Dawson, A., & Kang, S. "Disparities in Vaccine Beliefs: The Effects of Religious, Environmental, and Parenting Identity Salience."

Book Reviews

Social Media: Principles and Applications, by Pavica Sheldon. Reviewed in *New Media & Society*, (Forthcoming).

Social Media in Disaster Response: How Experience Architects Can Build for Participation, by Liza Potts. Reviewed in *New Media & Society*, 16(7): 1191-1193.

Commentary (Selected)

"Viewers 'Second Screen' Debates" (2015, Dec.). *Gateway Journalism Review* (GJR) 45 (339): 16

"Will Human Nature Drag Down Science Journalism?" (2015, Oct.). GJR 45 (338): 10-11

"Using a Rumor Site to Investigate Scientific Fraud." (2015, June 22). *Poynter*. Poynter.org/news/mediawire/352435/

"Facebook v. Science?" (2015, June). GJR 44 (337): 14

"After Colbert and Stewart..." (2015, June). GJR 44 (337): 15-16

"Ebola Reminds Us Perception Is Reality." (2015, Feb.). GJR 44 (336): 12-13

"Public Health Panics, the Media, and Mounting Misinformation." (2015, Feb.) GJR 44 (336): 14-15

"Should Journalists Be Responsible for Reporting Bad Science?" (2014, Sept.) GJR 44 (335): 12-13

"Revisiting the Comments Section: Can It Be Fixed?" (2014, Sept.) GJR 44 (335): 10-11

Invited Talks

“Social Media and the Systemic View of Deliberation: Examining Linkage.” October 10-15, 2016.
Centre for Deliberative Democracy and Global Governance at the University of Canberra.

Invited Conference Presentations

Lyons, BA. (2014, Nov.). “Is Ideology, Party, or Education Most Important? Toward a Typology for Controversial Beliefs.” Invited to the annual conference of the Midwest Association for Public Opinion Research, November 21-22, 2014, in Chicago.

Veenstra, A.S., Jurkowski, E, **Lyons, BA**, Hossain, MD, Park, CS, & McClurg, SD. (2014, Nov.). “Social Identity Influences on Health Beliefs: An Examination of Identity Salience,” Invited to the annual conference of the Midwest Association for Public Opinion Research, November 21-22, 2014, in Chicago.

Veenstra, AS, Hossain, MD & **Lyons, BA.** (2011, Nov.). “Partisan and Social Media as Moderators of the Belief Gap,” Invited to the annual conference of the Midwest Association for Public Opinion Research, November 18-19, 2011, in Chicago.

Refereed Conference Presentations

Lyons, BA. (2016, Aug.). “New Directions in Selective Exposure: Measurement and Mitigation.” Accepted to the annual meeting of the Association for Education in Journalism and Mass Communication (Communication Theory & Methodology). August 4-7, 2016, in Minneapolis.

Lyons, BA. (2016, Aug.). “Self and Contextually Activated Networks: An Expanded Approach to Selective Exposure.” Accepted to the annual meeting of the American Political Science Association, Political Communication Pre-conference, August 31, 2016, in Philadelphia.

Lyons, BA. (2016, May). “Unbiasing Information Search and Processing through Personal and Social Identity Mechanisms,” Accepted to the annual meeting of the American Association for Public Opinion Research, May 12-15, 2016, in Austin, TX.

Lyons, BA. (2016, May). “Disagreeing in New Settings: Considering the Effects of Meme Format and Perceived Network Homophily in Online Political Talk.” Accepted to the annual meeting of the American Association for Public Opinion Research, May 12-15, 2016, in Austin, TX.

Veenstra, AS., Sapienza, Z., Memani, L., **Lyons, BA.**, Lee, J., Kang, CY, Giannino, S., Degim, A., Anima-Korang, A. (2016, May). “Social Norms, Identity-Relevant Media, and Pushback: Attitudinal Responses to Controversial In-Group Claims About Health.” Accepted to the annual meeting of the American Association for Public Opinion Research, May 12-15, 2016, in Austin, TX.

Lyons, BA. (2016, April) “Adjudication Effects: Factual Beliefs and Perceptions of News Quality for Inter- and Intra-Party Disputes.” Accepted to the annual conference of the Midwest Political Science Association, Mass Media and Political Communication Section, April 7-10, 2016, in Chicago.

Lyons, BA & Veenstra, AS. (2016, April) “Minority Groups and Fringe Beliefs: Cue Taking in the Absence of Party Ownership.” Accepted to the annual conference of the Midwest Political Science Association, Political Psychology Section, April 7-10, 2016, in Chicago.

Lyons, BA, McClurg, SD, & Sokhey, AE. (2016, April). "The Role of Social Networks and Personality in Media Use." Accepted to the annual conference of the Midwest Political Science Association, Mass Media and Political Communication Section, April 7-10, 2016, in Chicago.

Lyons, BA. (2015, Nov.). "Social Media and the Systemic View of Deliberation: A Proposal to Evaluate Structural and Discursive Linkage." Presented at the annual conference of the Midwest Association for Public Opinion Research, November 20-21 2015, in Chicago.

Lyons, BA & Veenstra, AS. (2015, Oct.). "Profiles of Niche Media Influences Across Health Risk Beliefs." Presented to the annual meeting of the Association for Politics and the Life Sciences, October 23-24, 2015, in Madison, WI.

Veenstra, AS, **Lyons, BA**, & Sapienza, Z. (2015, Aug.). "Social Identities and the Illinois Pension Problem: Constructing a 'Just-in-Time' Model of Belief Development." Presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Political Communication), August 6-9, 2015, in San Francisco.

Lyons, BA (2015, March). "Theorizing Reactions to Political Selfies: Within and Beyond the Social Identity Model of De-individuation Effects." Accepted to the Midwinter meeting of the Association for Education in Journalism and Mass Communication (Visual Communication) March 6-7, 2015, in Norman, OK. Weather cancellation.

Jurkowski, E, Veenstra, AS, Hussein, MD, Degim, A, Kang, S, **Lyons, BA**, Park, CS, & Sapienza, Z. (2014, Nov.). "Social Identity Influences on Beliefs about Vaccines: Integrating the Health Belief and Belief Gap Models through an Interdisciplinary Intervention." Presented at the annual meeting of the American Public Health Association, Nov. 19, 2014, in New Orleans, LA.

Veenstra, AS, **Lyons, BA**, Park, CS, Iyer, N., Hossain, MD, & Kang, CY. (2014, Aug.). "Social Media, News Use, and Political Talk: Facebook and the Social Mediation Model of Political Participation," Presented at the annual conference of the Association for Education in Journalism and Mass Communication (Communication Theory & Methodology), August 6-9, 2014, in Montreal.

Veenstra, AS & **Lyons, BA**. (2014, Aug.). "How (Not) to Talk on Twitter: Effects of Politicians' Tweets on the Whole Twitter Environment," Presented at the annual conference of the Association for Education in Journalism and Mass Communication, (Political Communication), August 6-9, 2014, in Montreal.

Lyons, BA (2014, May). "Opinion Expression in Blurred Social Networks: Testing the Effects of Political Memes' Valence and Subject," Presented at the International Communication Association Political Communication Graduate Student Preconference, May 22, 2014, in Seattle.

Lyons, BA. (2014, May). "Is Citizen News Alternative? Online News Platforms and the BP Oil Spill," Presented at the annual conference of the International Communication Association (Journalism), May 22-26, 2014, in Seattle.

Lyons, BA. (2014, May). "Transcoding: the Mirroring of the Database Form and Contemporary Culture," Presented at the annual conference of the International Communication Association (Philosophy, Theory & Critique), May 22-26, 2014, in Seattle. Top 4 Student Paper.*

Lyons, BA. (2013, Nov.). "Political Memes and Third-Person Effects: Correcting Perceived Misinformation?" Presented at the annual conference of the Midwest Association for Public Opinion Research, November 22-23, 2013, in Chicago. Research appeared in Bookforum.*

Veenstra, AS, McClurg, S., Park, CS, **Lyons, BA**, Kang, CY, Hossain, MD, & Feng, Y. (2013, Nov.). "Yard Signs as Social Cues in a Municipal Election," Presented at the annual conference of the Midwest Association for Public Opinion Research, November 22-23, 2013, in Chicago.

Veenstra, AS, Park, CS, Kang, CY, **Lyons, BA**, & Iyer, N. (2013, June). "Intramedium Interaction and the Third-Person Effect: How Partisans Respond to YouTube Ads and Comments," Presented at the annual conference of the International Communication Association (Communication & Technology), June 17-21, 2013, in London.

Veenstra, AS, Iyer, N., Xie, W., **Lyons, BA**, Park, CS, & Feng, Y. (2013, June). "Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization," Presented at the annual conference of the International Communication Association (Communication & Technology), June 17-21, 2013, in London.

Lyons, BA. (2013, April). "Cliquetivism: Reading Ritual in Online Activist Communication," Presented at the annual conference of the Broadcast Education Association (Research Division), April 7-10, 2013, in Las Vegas, NV.

Veenstra, AS, Iyer, N., Feng, Y., Hossain, MD, Kang, S., **Lyons, BA**, Park, CS, & Subramanian, R. (2012, May). "Social Media, News Exposure and Political Expression: Facebook as a Venue for Political Participation," Presented at the annual conference of the American Association for Public Opinion Research, May 17-20, 2012, in Orlando, FL.

Work in Progress

"Acceptance of Moral and Evidentiary Arguments about Science from Political, Religious, and Scientific Elites."

"Humor's Rumor Debunking Potential: Exploring Source Cue Ambiguity as a Moderator."

"How Media Cover Social Science Before and After Post-Publication Controversies." with Shannon McGregor

"You Won't Believe What Happens Next: How Clickbait Traits Affect Perceptions of Fact Checks."

Fellowships and Academic Honors

SIU Doctoral Fellowship (2015-2016)

Awarded to the student who shows greatest promise for scholarly & professional achievement in their discipline.

PROMPT Fellowship (2011-2013)

Awarded to students from families that have traditionally not had access to higher education & who have unique contributions to make to the program & discipline.

Illinois College Rammelkamp Scholar Award (2007) School's highest academic honor

National Merit Scholar Commendation (2006)

Top Paper Awards and Travel Grants

2015. Association for Politics and the Life Sciences. Travel grant and conference waiver.

2014. International Communication Association. Top 4 Student Paper, Philosophy, Theory & Critique Division.

2014. National Communication Association. Top Paper, Spiritual Communication Division.

Media Mentions

American Press Institute. 6/23/2015. "Need to know."

National Affairs. 7/28/2014. "Drinking the Kool-Aid."

Bookforum. 4/1/2014. "A genius awareness."

Academic Positions

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| University of Pennsylvania Annenberg Public Policy Center Martin Fishbein Postdoctoral Fellow | Jul 2016 – |
| Southern Illinois University College of Mass Communication and Media Arts Doctoral Fellow | Aug 2015 – |
| Graduate Assistant | May 2014 - Aug 2015 |
| Teaching Assistant | Aug 2013 - Dec 2014 |
| Research Assistant | Aug 2011 - May 2014 |
| Southern Illinois University School of Journalism High School Summer Program Director | Jan 2015 – |
| Teaching Assistant | Jul 2012 - 2014 |
| Illinois College Writing Center Consultant | Jan 2007 - May 2010 |
| Researcher | Jan 2008 - May 2009 |

Professional Positions

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| <i>Gateway Journalism Review</i> Managing Editor | May 2014 - Aug 2015 |
| Manage story development and delivery across platforms. Solicit and grow contributor base. Write articles for website and quarterly print magazine. Manage all aspects of production. | |
| Data Analysis Consultant | Aug 2015 – |
| Conduct quantitative content analysis on national news coverage trends | |
| <i>The Jacksonville Source</i> Reporter, Staff Writer | Aug 2010 - May 2011 |
| Illinois College Public Relations Office Assistant to the Director of Corporate and Foundation Relations | Aug 2009 - May 2010 |
| Public relations and grant writing. | |

Skills & Software

Statistical analysis with SPSS and Stata
Spatial data analysis with ArcGIS
Text analysis with DICTION
Online survey development
html, WordPress, Constant Contact

Teaching

Assistantships

Writing for the Media. SIUC School of Journalism, Fall 2014 (2 sections)
Sports, Media, and Society, SIUC Radio-Television & Digital Media Department, Spring 2013 and Fall 2013
News Writing. SIUC School of Journalism [High School Journalism Workshop], Summer 2012, 2014-2016

Service

Professional Associations

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| International Communication Association | 2014 – |
| Political Communication Division | |
| Association for Education in Journalism & Mass Communication | 2014 – |
| Political Communication Interest Group | |
| <i>Graduate Student Liaison</i> | 2014 - 2015 |
| Mass Communication & Society Division | |
| <i>Webmaster</i> | 2016 - 2017 |
| <i>Graduate Student Liaison Associate Chair</i> | 2015 - 2016 |
| Communication Theory & Methodology Division | |
| Midwest Association for Public Opinion Research | 2013 – |
| Midwest Political Science Association | 2015 – |
| Association for Politics and the Life Sciences | 2015 – |
| Broadcast Education Association | 2013 - 2014 |
| Interactive Media and Emerging Technologies Division | |
| Research Division | |

Ad hoc Reviewer

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| <i>CyberPsychology, Behavior & Social Networking</i> | |
| <i>Music as a Platform for Political Communication</i> (edited volume) | |

Conference Service

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| Association for Education in Journalism & Mass Communication — Reviewer | |
| Mass Communication & Society Division | 2016 |
| Midwest Association for Public Opinion Research — Moderator | 2013; 2015 |
| Association for Politics and the Life Sciences — Panel Chair | 2015 |
| Broadcast Education Association — Reviewer | |
| Interactive Media and Emerging Technologies Division | 2014 |
| Research Division | 2014 |

University Activities

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| Southern Illinois University Carbondale | |
| New Media Study Group | 2011 – 2016 |
| Search Committee, Business and Advertising Director for Daily Egyptian | 2015 |
| Graduate Committee (College of MCMA) | 2014 - 2015 |
| Judge for the Southern Illinois Schools Press Association (SISPA) | 2015 |
| Graduate and Professional School Council | 2011 - 2012 |
| Illinois College | |
| Institutional Review Board/Human Subjects Committee | 2009 |
| Yates Fellowship Mentor (first-generation mentoring) | 2008 - 2009 |