

VITA

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August 2016

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EDUCATION:

A.B., 1965, major in psychology, allied field of mathematics
Wilson College, Chambersburg, Pennsylvania

M.A., 1967, experimental psychology
Queens College - City University of New York, Flushing, NY

Ph.D., 1975, communications research
University of Pennsylvania,
Graduate School of Arts and Sciences
Philadelphia, Pennsylvania, 19104.

Dissertation: Men and Women in Television Drama: The Use of Two Multivariate
Techniques to Isolate Dimensions of Characterization

POSITIONS:

Professor and Director of MA Program, September 1992 to present
Associate Professor, September, 1987 to August, 1992
Dept. of Communication
University of Delaware
Newark, DE 19716

Teach courses in mass communication including Mass Media Effects, Mass Media and
Deviance, Mass Media Images, Children and Television, and Research Methods.
Responsible for the graduate program in communication. Research interests include
television and conceptions of social reality and mass media images. Director, M.A.
program in Communication.

Research Administrator

The Annenberg School for Communication
University of Pennsylvania, Philadelphia, PA. 19104
August 1, 1977 to August 31, 1987

Directed and supervised activities of the Cultural Indicators research project. Co-Principal Investigator for projects sponsored by the National Science Foundation, National Institute of Mental Health, Administration on Aging, and the American Medical Association. Procured funding, wrote proposals (including budgets) for research projects. Responsible for the execution, completion, and report preparation of funded research projects. Served as the System Administrator for The Annenberg School of Communications PRIME 550-II computer from 1981 to 1983.

Research Specialist, April 1973 to July 1977

The Annenberg School of Communications
National Institute of Mental Health Grant,
Cultural Indicators

Research Associate, August 1969 to March 1973

Surgeon General's Scientific Advisory Committee Grant for the Study of Violence in
Television Drama
The Annenberg School of Communications
University of Pennsylvania, Philadelphia, PA 19104

Instructor, Department of Psychology, 1970 - 1971

Lecturer, Department of Psychology, 1969 - 1970
Chestnut Hill College, Philadelphia, PA

AWARDS AND HONORS:

Member Phi Kappa Phi, the honor society.

Graduate Faculty Scholar, College of Graduate Studies at the University of Central
Florida (July 2014)

2010 College of Arts and Sciences, University of Delaware, Outstanding Scholar Award

Distinguished Scholar Award for 2010, Broadcast Education Association.

Centennial Scholar, Eastern Communication Association, April, 2009, Philadelphia

Listed in numerous Who's Who volumes including Who's Who in Professional/Business
Women, Who's Who in American Women and Who's Who in International Education.

Distinction on the Comprehensive Examination in Psychology, Wilson College, 1965.

BOOKS:

- Morgan, M., Shanahan, J., & Signorielli, N. (2012). *Living with television now: Advances in cultivation theory and research*. New York: Peter Lang.
- Signorielli, N. (2005). *Violence in the Media: A reference handbook*. Santa Barbara, CA: ABC-CLIO.
- Signorielli, N. (1996). *Women in communication: A bibliographic sourcebook*, Westport, CT: Greenwood Press.
- Signorielli, N. (1993). *Mass media images and impact on health*, Westport, CT: Greenwood Press.
- Signorielli, N. (1991). *A sourcebook on children and television*, Westport, CT: Greenwood Press.
- Signorielli, N., & Morgan, M. (eds.) (1990). *Cultivation analysis: New directions in media effects research*. Newbury Park, CA.
- Signorielli, N., & Gerbner, G. (1988). *Violence and terror in the mass media: An annotated bibliography*. Westport, CT: Greenwood Press.
- Signorielli, N. (1985). *Role portrayal and stereotyping on television: An annotated bibliography of studies relating to women, minorities, aging, sexual behavior, health and handicaps*. Westport, CT: Greenwood Press.

PUBLICATIONS:

- Signorielli, N. (in press). Sex and Race in Prime Time: Five Decades of Research. In Rebecca Lind (Ed). *Race and Gender in Electronic Media: Challenges and Opportunities*. Routledge.
- Morgan, M., Shanahan, J., & Signorielli, N. (2017). Cultivation: Idea, topical fields and methodology. In P. Roessler (Ed.). *International Encyclopedia of Media Effects*. New York: John Wiley and Sons.
- Tsay-Vogel, M., Shanahan, J., & Signorielli, N. (2016). Social media cultivating perceptions of privacy: A five-year analysis of privacy attitudes and self-disclosure behaviors among Facebook users. *Mass Communication & Society*.
- Morgan, M., Shanahan, J., & Signorielli, N. (2015). Yesterday's new cultivation, tomorrow. *Mass Communication & Society*, 18(5), 674-699.
- Signorielli, N. & Bievenour, A. (2015). Sex in adolescent programming: A content analysis. *Communication Research Reports*, 32(4), 304-313.

- Signorielli, N. (2015). Cultivation in 21st century. In Rosin, L., Carrier M., & Cheever, N. *Handbook of psychology, technology and society* (pp.455-468). Malden, MA: Wiley-Blackwell.
- Morgan, M., Shanahan, J. & Signorielli, N. (2015). Cultivation theory. In G. Mazzoleni, K. Barnhurst, K. Ikeda, R. Maia, & H. Wessler (eds). *International encyclopedia of political communication*. Malden, MA: Wiley Blackwell.
- Signorielli, N. (2015). Cultivation theory. In W. Donsbach (Ed). *The concise international encyclopedia of communication*. Wiley-Blackwell.
- Signorielli, N. (2015). Violence as media content. In W. Donsbach (Ed). *The concise international encyclopedia of communication*. Wiley-Blackwell.
- Morgan, M., Shanahan, J. & Signorielli, N. (2015). Effects and cultivation. In T. Miller, M. Buonanno & Gray, H. (Eds). *Sage handbook of television studies* (pp. 356-365). CA & London: Sage Publications.
- Morgan, M., Shanahan, J., & Signorielli, N. (2014). Cultivation in the 21st century. In R. Fortner & M. Fackler (eds.). *International handbook of media and mass communication theory*. Malden, MA: Wiley Blackwell.
- Gerding, A., & Signorielli, N. (2014). Gender roles in tween television programming: A content analysis of two genres. *Sex Roles*.70, 43-56.
- Morgan, M., Shanahan, J. & Signorielli, N. (2014). Cultivation theory and health. In T. Thompson (ed.). *Encyclopedia of health communication*. Sage Publications.
- Morgan, M., Shanahan, J., & Signorielli, N. (2012). Looking forward, looking backward: Ten questions about cultivation. In M. Morgan, J. Shanahan, & N. Signorielli (eds). *Living with television now: Advances in cultivation theory and research* (pp. 389-403). New York: Lang
- Morgan, M., Shanahan, J., & Signorielli, N. (2012). The stories we tell: Cultivation theory and research. In M. Morgan, J. Shanahan, & N. Signorielli (eds). *Living with television now: Advances in cultivation theory and research* (pp. 1-14). New York: Lang
- Signorielli, N. (2013). Gender role socialization and the media. In E. Scharrer (ed.), *Blackwell's international companion to media studies: Media Effects/Media Psychology*. New York: Blackwell.
- Signorielli, N. (2013). Violence on U.S. television: A historical overview of the research. In S. Mazzarella (ed.). *Blackwell's international companion to media studies: media content* (pp. 343-364). New York: Blackwell.

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- Dudo, A., Brossard, D., Shanahan, J., Scheufele, D. A., Morgan, M., & Signorielli, N. (2011). Science on television in the 21st century: Recent trends in portrayals and their contributions to public attitudes toward science. *Communication Research*, 38,754-777.
- Signorielli, N. (2009). Minority representation in prime time: 2000 to 2008. *Communication Research Reports*, 26(4), 323-336.
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- Signorielli, N. (2009). Research ethics in content analysis. In D. Kunkel, A. Jordan, J. Manganello, & M. Fishbein (eds), *Media messages and public health: A decisions approach to content analysis* (pp. 88-96). Mahwah, NJ: Erlbaum.
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- Morgan, M., Shanahan, J, & Signorielli, N. (2009). Growing up with television: Cultivation processes. In J. Bryant & M. B. Oliver (eds). *Media effects: Advances in theory and research* (3rd ed.) (pp. 34-49). Hillsdale, N.J.: Lawrence Erlbaum Associates, Inc.
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- Nelson, D., & Signorielli, N. (2007). Reporter sex and newspaper coverage of the adverse health effects of hormone therapy. *Women and Health*, 45(1), 1-16.

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- Perse, E., McLeod, D., Signorielli, N., & Dee, J. (1997). News coverage of abortion between **Roe** and **Webster**: Public opinion and real world events. *Communication Research Reports*, 14(1), 97-105 .
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- Signorielli, N. (1990). Children, television, and gender roles: Messages and impact. *Journal of Adolescent Health Care*, 11(1), 50-58.
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- Signorielli, N. (1989). The stigma of mental illness on television. *Journal of Broadcasting and Electronic Media*, 33(3), 325-331.
- Signorielli, N. (1989). Television and conceptions about sex roles: Maintaining conventionality and the status quo. *Sex Roles*, 21(5/6), 337-356.
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- Signorielli, N. (1987). Children and adolescents on television: A consistent pattern of devaluation. *The Journal of Early Adolescence*, 7(3).
- Signorielli, N. (1987). Drinking, sex, and violence on television: The cultural indicators perspective, *Journal of Drug Education*, 17(3), 245-261.
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- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1984). Political correlates of television viewing. *Public Opinion Quarterly*, 48(1), 283-300.
- Signorielli, N. (1983). Health, prevention and television: Images of the elderly and perceptions of social reality. *Prevention in Human Services: Aging and Prevention*, 3(1), 97-118.
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- Gerbner, G., Morgan, M., & Signorielli, N. (1982). Programming health portrayals: What viewers see, say and do. In D. Pearl, J. Lazar and L. Bouthilet (eds.), *Television and behavior: Ten years of scientific progress and implications for the 80's*. National Institute of Mental Health.
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- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1981, Oct. 8). Health and medicine on television. *The New England Journal of Medicine*, 305(15), 901-904.
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FINAL GRANT REPORTS:

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- Signorielli, N. (1996, Dec.). Alcohol, drug, and tobacco advertising in sports programming. Report prepared in conjunction with a grant to George Gerbner from the Robert T. Wood Johnson Foundation.
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- Gerbner, G., Gross, L., Hoover, S., Morgan, M., Signorielli, N., Cotugno, H., & Wuthnow, R. (1984, April). Religion on television. A research report by the Annenberg School of Communications, University of Pennsylvania and The Gallup Organization,
- Gerbner, G., Gross, L., Signorielli, N., & Morgan, M., (1981). Aging with television commercials: Images on television commercials and dramatic programming, 1977-1979. Report to the Administration on Aging. The Annenberg School of Communications, University of Pennsylvania
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1980, October). Television's contribution to public understanding of science: A pilot project. Report to the National Science Foundation. The Annenberg School of Communications, University of Pennsylvania, Philadelphia, PA
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1980). Violence profile no. 11: Trends in network dramatic television drama and viewer conceptions of social reality, 1967-1979. The Annenberg School of Communications, University of Pennsylvania.
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CONFERENCE PRESENTATIONS: continuously since the Spring of 1972

Most Recent Presentations

- Spring 2015: Featured Speaker: Sex and Race in Prime Time: Five Decades of Research. BEA Research Symposium: Race and Gender in Electronic Media: Challenges and Opportunities. Las Vegas.
- Spring 2014: ECA, Providence RI (panel with graduate students from UD and BU)
Fall 2013 Prime Time and Cable TV Programs: Images of Diversity
- Spring 2013: ECA, Pittsburgh, PA: Panel with graduate students from UD and BU.
Fall 2012 Prime Time and Cable TV Programs: the Confluence of Age, Sex, and Race in Character Images.

Fall 2013: NCA, Washington DC: Panel: The Violence Profile in 2013.
Presentation: Violence in Prime Time and Cable TV (with James Shanahan,
Boston University)

April 2012: ECA, Boston, MA
Fall 2011 Prime Time Network and Cable TV Programs: Transitions or more of
the same?

May 2012: Ohio State University; Department of Communication:
Women on Television.

March 2011: Boston University Spring Colloquia Series;
50 years of Women on Television

April 2011: ECA, Alexandria , VA.
Images Relating to Power in Fall 2010 Prime Time Network and Cable TV
Programs

November 2011: NCA , New Orleans, LA
The Voice of Television Violence: The Violence Profile in the 21st century

April 2010: BEA, Las Vegas, NV
Podium Session, Distinguished Scholar Award for 2010
Prime Time Television in the 21st Century: Where the Past
Meets the Future

April, 2010: ECA, Baltimore MD
Prime Time Programs in the Fall of 2009: New Horizons or More
of the Same.

November 2010: NCA, San Francisco, CA
Building Bridges: Prime time television in the first decade of the
21st century and Conceptions of Social Reality

SERVICE:

University of Delaware:

Graduate Director, M.A. program in Communication
Curriculum Committee, Dept. of Communication
Chair and committee member for numerous 2 year, 4 year and tenure reviews
Chair, Organization & Rules Committee,
Arts & Sciences Faculty Senate, 1993-1996
Faculty Senate, Fall 1988 to Spring 1992
Chair, Departmental Faculty Search Committees, 2000, 2001, 2002, 2008-9

Discipline:

Mass Communication Division, National Communication Association, Secretary,
1993, Immediate past Chair/Chair/Vice-Chair Elect, 1994-97.
Editorial Board, *Journal of Broadcasting and Electronic Media*
Editorial Board, *Journal of Communication*
Editorial Board, *Human Communication Research*
Editorial Board, *Communication Research Reports*
Editorial Board, *Communication Quarterly*
Editorial Board, *Health Communication*
Reviewer, Sex Roles
Reviewer, Media Psychology
Reviewer, Mass Media & Society
Reviewer, International Journal of Communication
Member, Committee on the Status of Women, International Communication
Association, 1974-1978.
Chair, Ad-Hoc Committee on Visual Display Sessions, International
Communication Association, 1987-1989.

PROFESSIONAL ORGANIZATIONS:

International Communication Association
Broadcast Education Association
National Communication
Eastern Communication Association
Association for Education in Journalism & Mass Communication

PUBLICATION CITATION STATISTICS:

Google Scholar: 11,647 citations, 3,412 since 2011
Research Gate: 1800 reads in 2015

CONSULTING:

Since 1971 in the fields of content analysis, data analysis, research methods, and communication. Clients include U.S. Commission on Civil Rights, Corporation for Public Broadcasting; National Coalition on Television Violence, Decatur, Illinois; Human Sexuality Project, KCET-TV Los Angeles; Office for Substance Abuse Prevention of the Alcohol, Drug Abuse and Mental Health Administration, Children Now and the Kaiser Family Foundation.