

Spitzberg, Brian (Ph.D.)

Senate Distinguished Professor, School of Communication, San Diego State University

PROFESSIONAL PREPARATION

University of Texas at Arlington	Communication	B.S.	1978
University of Southern California	Communication	M.A.	1980
University of Colorado at Boulder	Communication	Ph.D.	1981

APPOINTMENTS

1992-Present	Full Professor, School of Communication, San Diego State University.
Spring-2003	Visiting Professor, University of California, Santa Barbara.
1989-1992	Associate Professor, School of Communication, San Diego State University.
1988-1989	Associate Professor, Department of Communication, University of North Texas.
Fall 1988	Visiting Associate Professor, School of Communication, San Diego State University
1983-1988	Assistant Professor, Department of Communication, University of North Texas.
1982-1983	Visiting Assistant Professor, University of Wisconsin, Madison.
1981-1982	Post-Doctoral Lecturer, Communication, University of Southern California.

SELECTED PUBLICATIONS

(Five most closely related to proposed project)

- Kim, I-H., Feng, C-C., Wang, Y-C., **Spitzberg**, B. H., & Tsou, M-H. (in press). Exploratory spatiotemporal analysis in risk communication during the MERS outbreak in South Korea. *Professional Geographer*.
- Tsou, M-H., Jung, C-T., Allen, C., Yang, J-A., Han, S. Y., **Spitzberg**, B. H., & Dozier, J. (2017). Building a real-time geo-targeted event observation (GEO) viewer for disaster management and situation awareness. In M. P. Peterson (Ed.), *Advances in cartography and GIScience: Selections from the International Cartographic Conference 2017* (Series: Publications of the International Cartographic Association). New York, NY: Springer.
- **Spitzberg**, B. H., & Gawron, J. M. (2016). Toward online linguistic surveillance of threatening messages. *Journal of Digital Forensics, Security and Law*, 11(3, Article 7), 43-78. doi: <https://doi.org/10.15394/jdfsl.2016.1418> (<http://commons.erau.edu/jdfsl/vol11/iss3/7>)
- Yang, J-A. J., Tsou, M-H., Jung, C-T., Allen, C., **Spitzberg**, B. H., Gawron, J. M., & Han, S-Y. (2016). Social Media Analytics and Research Testbed (SMART). *Big Data & Society Journal* (Social Media & Society Special Theme Issue), 1-19. doi: 10.1177/2053951716652914
- **Spitzberg**, B. H. (2006). Toward a theory of computer-mediated communication competence. *Journal of Computer-Mediated Communication*, 11(2), <http://jcmc.indiana.edu/vol11/issue2/spitzberg.html>

(Five other significant publications)

- An, L., Tsou, M., **Spitzberg**, B. H., Gupta, D. K., & Gawron, J. M. (2016). Latent trajectory models for space-time analysis: An application in deciphering spatial panel data. *Geographical Analysis*, 48(3), 314-336. doi:10.1111/gean.12097
- An, L., Tsou, M-T., Crook, S., Chun, Y., **Spitzberg**, B., Gawron, J. M., & Gupta, D. (2015). Space-time analysis: Concepts, quantitative methods, and future directions. *Annals of the Association of American Geographers*, 105(5), 891-914. doi: 10.1080/00045608.2015.1064510
- Aslam, A. A., Tsou, Ming-Hsiang, **Spitzberg**, B. H., An, L., Gawron, J. M., Gupta, D. K., Peddecord, K. M., Nagel, A. C., Allen, C., Yang, J-A., & Lindsay, S. (2014). The reliability of tweets as a supplementary method of seasonal influenza surveillance. *Journal of Medical Internet Research*, 16(10), e250, 1-12. doi: 10.2196/jmir.3532
- Nagel, A. C., Tsou, M-H., **Spitzberg**, B. H., An, L., Gawron, J. M., Gupta, D. K., Yang, J-A., Han, S., Peddecord, K. M., Lindsay, S., & Sawyer, M. H. (2013). The complex relationship of real-space events and messages in

cyberspace: A case study of influenza and pertussis using tweets. *Journal of Internet Medical Research*, 15(10), e237, 1-13. doi: 10.2196/jmir.2705

- Tsou, M., Kim, I-H., Wandersee, S., Lusher, D., Ana, L., **Spitzberg**, B., Gupta, D., Gawron, J. M., Smith, J., Yang, J-A., & Han, S. Y. (2013). Mapping ideas from cyberspace to realspace: Visualizing the spatial context of keywords from web page search results. *International Journal of Digital Earth*, <http://dx.doi.org/10.1080/17538947.2013.781240>

SYNERGISTIC ACTIVITIES (Five items)

1. 2010-2014: Co-PI (\$1,300,000): Mapping Cyberspace to Realspace: Visualizing and Understanding the Spatiotemporal Dynamics of Global Diffusion of Ideas and the Semantic Web. NSF, Division of Computer and Network Systems, NSF Program CDI-Type II. Award # 1028177, effective 10/01/10. (PI: Ming-Hsiang Tsou—Geography; Co-PI: Dipak K Gupta—Political Science; Co-PI: Jean Marc Gawron—Linguistics; Co-I: Li An—Geography)
2. Consultant: \$8244 (out of total grant of \$45,000), Media Communication Assessment Plan, Disaster Preparedness Media and College Education, San Diego College of Health and Human Services Agency/Centers for Disease Control grant to California, via San Diego County Department of Public Health (County Local Bioterrorism Funding Plan, State of California Department of Health Services/Prevention Services Emergency Preparedness Office, San Diego Health and Human Services Agency, # 500259), April 1, 2004—June 30, 2004.
3. Co-PI (\$10,000): Pre- and Post-Crisis Disaster Communication Principles: Communication Responses to Enhance Compliance with Prophylactic Antibiotic Plans; Centers for Disease Control, via San Diego College of Department of Public Health (County Local Bioterrorism Funding Plan, State of California Department of Health Services/Prevention Services Emergency Preparedness Office, San Diego Health and Human Services Agency, #505254), May 1, 2005—August 15, 2005.
4. Standing member of the Association of Threat Assessment Professionals, an organization comprised of scholars and practitioners who make a living engaged in threat assessment and management.
5. Authored a multi-factorial online communication skills assessment system involving 360° peer assessment, recently implemented in a mass lecture college communication course of over 1000 students.

HONORS/AWARDS: 2006 IARR Research Book award, 2009 WSCA Career Scholar, 2011 NCA Kibler Memorial Award, 2014 WSCA Article award, 2015 NCA Gerald R. Miller book award, 2016 JLSP Reviewer award, 2017 Mark L. Knapp award for NCA Interpersonal Communication Division.

COLLABORATORS AND OTHER AFFILIATIONS

Major Collaborators and Co-Editors:

- William R. Cupach, Illinois State University
- Daniel J. Canary, Arizona State University
- Peter A. Andersen, San Diego State University
- Annegret A. Hannawa, Wake Forest University

(Thesis adviser) – Chaired total 76 M.A. graduate students, and 2nd or 3rd member on 91 M.A. and Ph.D. committees. Last 5 years as Chair:

1. Reynolds, R. (2013). S.D.S.U.
2. McHan, M. (2013). S.D.S.U.
3. Parisi, B. (2014). S.D.S.U.
4. Baumbaugh, A. D. (2015). S.D.S.U.
5. Bright, Z. (2015). S.D.S.U.
6. Arlis, L. D. (2016). S.D.S.U.
7. Christerson, K. (2016). S.D.S.U.
8. Sanguinet, M. (2016). S.D.S.U.
9. Silberman, W. (2017). S.D.S.U.
10. Kaiser, E. (2017). S.D.S.U.
11. Woo, N. (2017). S.D.S.U.